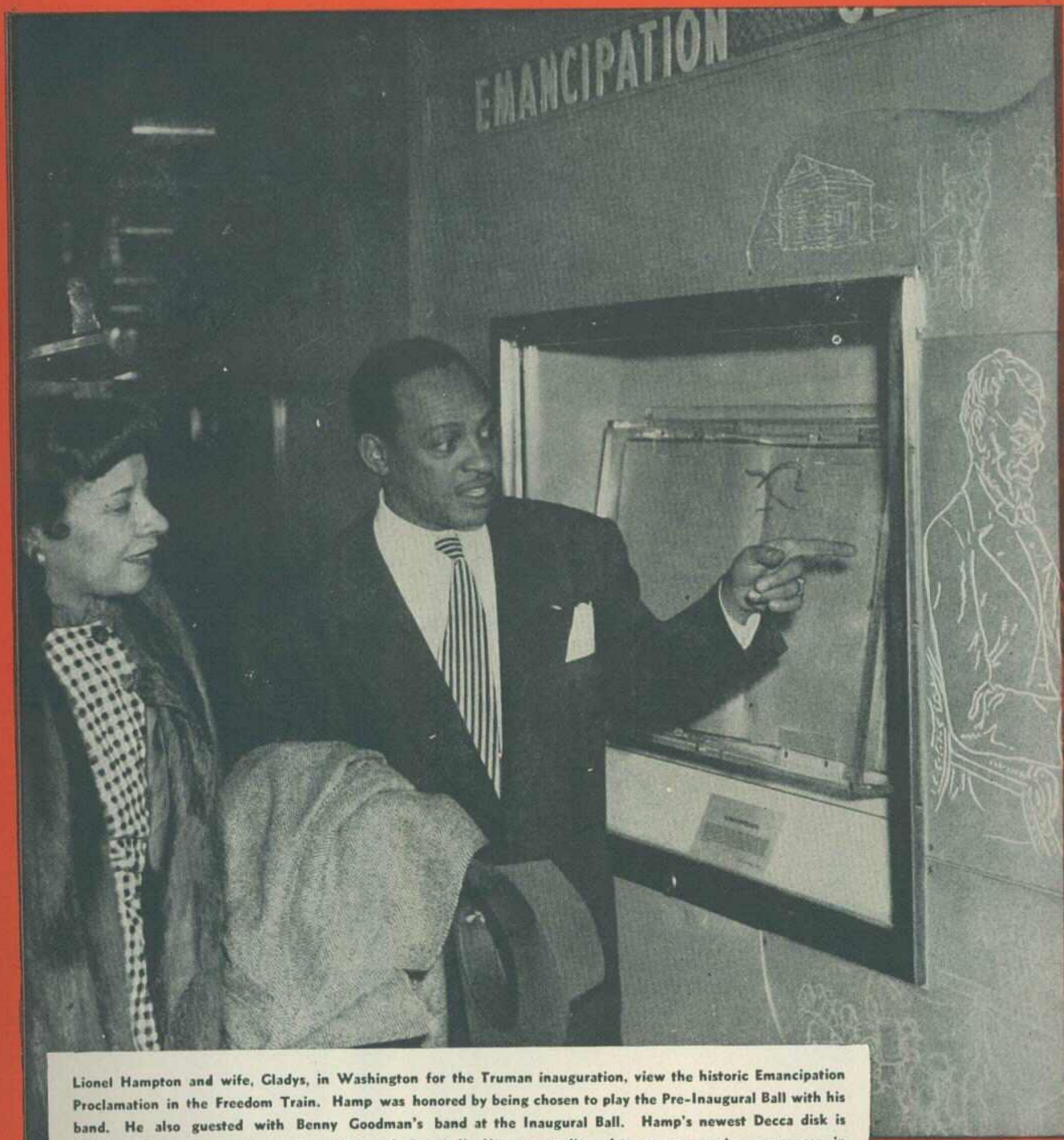


# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 12, 1949



Lionel Hampton and wife, Gladys, in Washington for the Truman inauguration, view the historic Emancipation Proclamation in the Freedom Train. Hamp was honored by being chosen to play the Pre-Inaugural Ball with his band. He also guested with Benny Goodman's band at the Inaugural Ball. Hamp's newest Decca disk is "Chicken-Shack Boogie," backed by "Benson's Boogie." His outstanding date on personal appearances in recent months was New Year's Eve in Detroit Auditorium. Working with his own organization plus a local band, he drew 10,000. The maestro is set for the Strand Theater, New York, for three weeks starting April 15. Gladys, incidentally, was chosen "Woman of the Year" by "The Pittsburgh Courier," leading Negro weekly.

# FROM NOW ON THEY'RE ON RCA VICTOR!



## THE PIED PIPERS

... and  
here's their first  
RCA Victor Record —

"TENNESSEE  
SATURDAY  
NIGHT" AND

"YOU BROKE  
YOUR  
PROMISE"

RCA Victor 20-3360

### Watch them go!

This is the first of many big RCA Victor platters from the famous Pied Pipers... They won first place in "vocal groups" in Metronome's 1948 poll... they received over 3 times as many votes as their nearest competitor!

Cash in on their popularity!

THE STARS WHO MAKE THE HITS ARE ON

# RCA VICTOR Records



## TOP SHOWMEN OF RADIO-TV

### U. S. Finds Job Plight Is Far Worse for Radio Talent Than For Most Guys; L. A. Is Bottom

27% of Thesps and 15% of Warblers Idle Last April

WASHINGTON, March 5. — The rate of unemployment for radio actors and singers last spring was far higher than for the population as a whole, the Bureau of Labor Statistics (BLS) reported this week. Most announcers and sound effects men were regularly employed, however.

On the basis of a mailed survey taken by BLS of members of the American Federation of Radio Artists (AFRA) in 15 major cities, the agency disclosed that during a typical week last April 27.3 per cent of the radio actors and 15.6 per cent of the singers were totally without work. Announcers, however, were 96 per cent employed, while 99 per cent of the sound effects men had jobs—7 per

cent of them outside of radio.

The poorest job picture was displayed in Los Angeles, where 32.7 per cent of the actors and 18.3 per cent of the singers were without jobs during the survey week. Unemployment figures in New York were 29 per cent for actors and 15.4 per cent (See *Rough Sledding* on page 15)

### Ford Dealers Mull TV Show on CBS

NEW YORK, March 5.—A television program aired years ago, during the time Columbia (CBS) was airing experimental video shows, is being considered by the Ford Dealers Association. The latter are scheduled to start a half-hour TV show over CBS next month.

Program is tagged *Drama in Dance*, and tells classic stories—*Gulliver's Travels*, for example—in dance form. J. Walter Thompson is agency for the account, which now sponsors Fred Allen in AM.

### Atl. City Mayor Brings Home Miami Lesson: More Showbiz

ATLANTIC CITY, March 5. — Mayor Joseph Altman returned to his office this week after a visit to Miami convinced, he said, that Atlantic City must offer more entertainment at night during both summer and winter. While in the Southern resort, he said, he observed the visitors this season are spending money for hotels, food and gambling, altho they may be cutting down somewhat on merchandise. Merchants in Miami are complaining, he said.

"It all goes to show that the people are willing to spend if they get something for their money," he said. "The people are spending as high as \$45 a day on Miami Beach where they complain about \$18 rates in Atlantic City. But the hotels and cabarets are offering the best entertainment."

Declaring Atlantic City must offer entertainment at night "in the broadest sense," Mayor Altman continued:

"I still say that Atlantic City with its unsurpassed beach and Boardwalk and close proximity to the Eastern centers of population cannot miss—if we only offer the proper kinds of entertainment at night. This is true in summer as well as winter. In Miami we find the people going to the dog races or jai alai. Not everybody is satisfied to sit on the hotel porch or walk on the Boardwalk here.

"And in the winter, people who come here for conventions do not want to sit around at night and play gin rummy. I can't understand how the people with the most at stake in our resort cannot see these things. To me they become more evident after a trip to Miami."

### Competition On Promotion Is Hot Fight

Eleventh Annual Contest

NEW YORK, March 5.—Returns in the 11th Annual Radio and Television Promotion Competition conducted by *The Billboard* are all in, with the full list of winners published on page 5 in this issue. In keeping with the year-in, year-out tone of the competition, most of the categories featured red-hot fights between the final lists.

As in the past several years, winning entries were selected by a panel of top advertisers and agency execs, all of whom are listed elsewhere in (See *Radio-TV's Top* on page 7)

### Capitol Ready to 'Kiss Me Kate' Album

NEW YORK, March 5.—Capitol Records shortly will issue an album of tunes from the current Broadway Cole Porter smash musical, *Kiss Me Kate*. The diskery is rushing an eight-sided package which will feature Jo Stafford, Gordon MacRae, a chorus and an ork under the direction of Paul Weston.

The package will be marketed at about \$4 including taxes to compete with the Columbia Records' original cast package composed of six 12-inch platters which markets at \$7, plus taxes.

### AFM Reverses 802 Ruling on "Lend an Ear"

NEW YORK, March 5.—The American Federation of Musicians (AFM) this week okayed an appeal by the producers of the legit musical, *Lend an Ear*, for the dismissal of four musicians from the pit band. This reversed a Local 802 ruling.

Difficulty arose from the show's transfer from the National Theater, a penalty house, to the Broadhurst, a contract house, February 21. Ork had 22 men at the National. In moving to the Broadhurst it found four house musicians were required to be added. The producers protested this hike of the ork from 22 to 26 men and sought to dismiss four of the original band. Local 802 ruled that a "26 would have to be kept on, in accordance with the local by-laws calling for musicians to be kept for the run of the show after a minimum period. Producers brought their story to AFM Prexy James Petrillo's office which reversed the local and okayed the releasing of four tootlers. At the contract house rate of \$118 per man weekly, Petrillo's green light pares close to \$500 from the show's nut.

## ANTA Clinic X-Rays Legit's Ills

### Labor To Help Mgt. Work Out Hypos for Biz

N. Y. Confab Fruitful

By Bob Francis

NEW YORK, March 5.—What final benefits will accrue to the theater via this week's three-day conference sponsored by the American National Theater and Academy (ANTA) at the Hotel Astor, Wednesday (2) thru Friday (4), naturally remains to be seen. However, if even a portion of the resolutions offered by some 125 representatives of the theatrical crafts can be put into practice, there is no question that a tremendous constructive step toward curing the theater's ills will have been made. Friday's (See *Anta Clinic X-Rays* on page 54)

### Will Midget Mike Revolutionize TV, Vaude and Waxing?

NEW YORK, March 5.—The Capitol Theater demonstrated a new mike this week with its first show (3), tho the customers weren't aware it was anything new. From out front it looked like a pencil atop a conventional mike stand.

The mike's component part is the size of a dime and the whole thing is about as thick as six dimes piled on top of each other. Its inventor, the Altec Corporation, claims the mike can pick up the smallest whisper, tho its obvious advantage is visual. Because of its size it doesn't blanket performers' faces. If hung from a boom it would be practically unnoticeable.

It is claimed the device will revolutionize TV, radio and recording practices. Whether it will remain to be seen. At the Capitol, however, it picked up everything within five feet.

### ABC Planning Agency - Night As New Twist

Would Sell Eve as Package

By Sam Chase

NEW YORK, March 5.—A drastic switch in the customary network approach to time sales is in the works at the American Broadcasting Company (ABC) as that web's weapon in the heightening network struggle. The ABC move would turn each evening's complete schedule over to a different advertising agency for use of its clients. In this fashion, seven major agencies would supply the vast majority of ABC's billings, while each agency would be able to devise its own schematic programing to fit the needs, desires and preferences of its (ABC's *Agency-Switch* on page 17)

### Kleenex Has Eye On TV Net Show

CHICAGO, March 5.—Strong possibility that the ranks of network television sponsors would be increased by another large company was seen this week in rumors that International Cellucotton Products Company, maker of Kleenex, is considering buying a TV show. Execs of Foote, Cone & Belding, agency on the account, refused to comment on the possibility.

Reports are that the agency has verbally ordered for Cellucotton a half-hour, once-a-week segment on American Broadcasting Company's full TV net for a show to start this summer.

# Showbiz Tax-Slash Hopes Soar

## GOP in House Gets Behind Move for Cuts

### But Truman Stands in Way

WASHINGTON, March 5.—Chances for a cut in show business and other excises are the brightest since the war, following this week's unanimous decision by the Republican House Policy Committee to make excise reductions its "major objective." The future of the GOP's objective is clouded with imponderables, but the party is seen likely to pick up a number of Democratic votes, not only from those Dems inclined to favor cuts but also as a result of bargaining on this and other issues that cut across party lines.

First step for the GOP is to get one of some 40 excise-reduction bills reported out of the House Ways and Means Committee. Minority Leader Joseph Martin (R., Mass.) predicted committee approval, adding: "I understand five Democrats on the committee favor it (Martin's tax-cut bill)."

### "Anything Can Happen"

With GOP committee members voting as a bloc, only three Democratic votes are necessary to get a favorable report, since the group is composed of 15 Democrats and 10 Republicans. Once a bill to return excises to the prewar rate gets to (See *GOP Backs Tax* on page 56)

### Would Limit Ticket Sale

HARRISBURG, Pa., March 5.—A bill prohibiting the sale of tickets in excess of seating capacity—except for a 5 per cent runover—has been introduced in the Pennsylvania House of Representatives by Reps. Russell E. Reese and J. Dean Polen. The proposal carries fines of \$200 to \$500 and/or jail sentences of one to three months.

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## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**CRUISING DOWN THE RIVER**
- No. 1 Sheet Music Seller  
**FAR AWAY PLACES**
- No. 1 Most Played on Disk Jockey Shows  
**CRUISING DOWN THE RIVER, Blue Barron Ork, MGM 10348**
- No. 1 Disk via Dealer Sales  
**CRUISING DOWN THE RIVER, Blue Barron Ork, MGM 10348**
- No. 1 Disk in the Nation's Juke Boxes  
**CRUISING DOWN THE RIVER, Blue Barron Ork, MGM 10348**
- No. 1 Most Played Juke Box Folk Record  
**I LOVE YOU SO MUCH IT HURTS, J. Wakely and Cowboy Band, Capitol 15243**
- No. 1 Best Selling Retail Folk Record  
**I LOVE YOU SO MUCH IT HURTS, J. Wakely and Cowboy Band, Capitol 15243**
- No. 1 Most Played Juke Box Race Record  
**HUCKLEBUCK, P. Williams, Savoy 683**
- No. 1 Best Selling Retail Race Record  
**CHICKEN SHACK BOOGIE, A. Milburn, Aladdin 3014, Monogram 105**
- No. 1 Sheet Music Seller in England  
**ON A SLOW BOAT TO CHINA**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 30 to 46 in Music Section.

## Dinah Nixes MBS Disk Jock Pitch; Offers Own Deal

HOLLYWOOD, March 5.—Dinah Shore has turned down the proposal that she join Mutual Broadcasting System's (MBS) proposed daytime disk jockey layout which would have featured her and Frank Sinatra in a five-a-week back-to-back series. Miss Shore nixed the MBS offer on the grounds that by joining the ranks of platter pilots she would be in direct competition with the nation's disk jockeys and thereby risk offending the wax whorlers. This she refused to do inasmuch as she feels much of her success as a Columbia Records artist has been due to disk jockey co-operation and exploitation. To compete with platter lads would be "ungrateful" on her part, she holds.

Miss Shore has made Mutual a counter proposal to build a daytime Mr. and Mrs. show starring her and hubby, George Montgomery. Stanza would be first West Coast network man-and-wife series to be aired and would feature a variety format including but not emphasizing records. MBS is currently mulling the proposal.

Deal to ink Sinatra has also hit snags, according to Coast Mutual sources. The Voice and MBS have so far failed to see eye-to-eye either on terms of pact or duration of the Mutual contract. Web is understood to be holding out for a firm two-year noncancelable deal, which Sinatra refused to ink.

## Bock Fete March 9 To Help Red Cross

NEW YORK, March 5.—Norman Bel Geddes is designing and staging the Spring Bock Festival which will be given next Wednesday (9) night for the benefit of the American Red Cross at the 165th Infantry Armory, Lexington Avenue and 25th Street. The set is expected to be the largest ever put up for a one-night stand. The Kaj Velden Studios is to do the construction.

Milton Berle will be chief barker of the show, which will begin at 6 p.m. and last until 4 a.m. Performers from radio, opera, movies, the legitimate stage and television will appear, as well as quartets of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America and rival groups of folk dancers.

Robert Sylvester, The New York

## Press Backs Demand For Big Auto Shows

DETROIT, March 5.—The move for revival of over-all industry automobile shows—in distinction to the type of postwar shows by a single manufacturer which have been the rule for several years—launched a few weeks ago by H. M. Swartwood, advertising manager of Kaiser-Frazer, has found ready acceptance in the automotive columns of newspapers, according to a statement by Swartwood Thursday (3). Virtually all auto editors, he reported, are in favor of such community shows by the industry.

Two such events have already been held in medium-sized towns, Syracuse and Meridian, Miss., and others are being planned in Philadelphia; Schenectady, N. Y.; Terre Haute, Ind.; Fort Worth and Atlantic City. About 15 per cent of important cities do not have an auditorium or structure suitable for a show of this caliber, it is reported, mostly the smaller towns but notably Atlanta and Columbus, O.

The extent of the move for community-level industry shows, with the widening of opportunity for several branches of both indoor and outdoor show business, is indicated by the demand of N. C. Rumble, automotive editor of *The Midland Daily News*, at Midland, Mich. (pop., 10,000), for local shows, with the comment: "No Midlander is particularly interested in a show at the Waldorf-Astoria. A few of them will drive 125 miles to Detroit. Most of them will wait until the new cars appear in Midland."

## True Name Law Sticks

BOSTON, March 5.—All paid entertainers, including outdoor and indoor branches of show business and sports figures working under assumed names, will still have to file their real names with the State Department of Public Safety as a result of action taken by the House Wednesday (2) in refusing to repeal the true name law which has been in effect for one year. By a roll call vote of 121-90 the House refused to reconsider the action by which it rejected the repealer.

Daily News drama editor, heads the theater committee for the festival. General admission tickets at \$1 entitle holders to see the show, dance to name bands, and drink at four bars where the sponsoring brewers of New York and New Jersey will be serving the season's first bock beer. The entire gross will go to the Red Cross.

## "Ice Follies" Draws Record 221,000 in Hub

BOSTON, March 5.—The *Ice Follies* of 1949, which played a 13-day stay at Boston Garden, closing February 27, drew a record 221,000. Advance sale was \$400,000 according to Oscar Johnson, one of the three partners. The success was considered phenomenal in view of the recession.

Johnson said the *Follies* takes about \$5,000,000 annually after the government gets its tax cut. This is the 13th season for the icer, which grossed only \$150,000 in 1937, its first year out. The *Follies* operates 48 weeks annually; the other four weeks are vacations. Thirteen weeks are spent in San Francisco, where one of the costume shops is located (the other is in Los Angeles, where the show plays a month stand). Johnson said the icer has requests from more cities for dates, but can't squeeze them in.

The show uses a 16-car special train. During the last six or seven years, Johnson estimated, over 2,500,000 persons annually have seen it. Out of the \$5,000,000 gross business, Johnson figured the icer got about \$2,500,000 after splitting the gate with the arenas. The cut runs from 50 to 60 per cent of ticket sales. He figured yearly expenses, including the financing of next year's costumes, etc., at \$1,700,000 to \$1,800,000, leaving \$700,000 or \$800,000 net income. Johnson figured it cost about \$500,000 to put the show together, including props, costumes and musical scores. The *Ice Follies* is owned by Johnson, Eddie Shipstad and Shipstad's brother, Roy, a featured skater with the show.

Johnson believes the draw of the icer is based on the fact that it is a family show, like the circus in some respects, in that every member of the family can go and be entertained.

### Henie Ahead in Detroit

DETROIT, March 5.—The Sonja Henie ice show closed here Thursday night (3) with average biz reported 10 per cent ahead of last year. Attendance (See *"Ice Follies"* on page 56)

## The Billboard

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

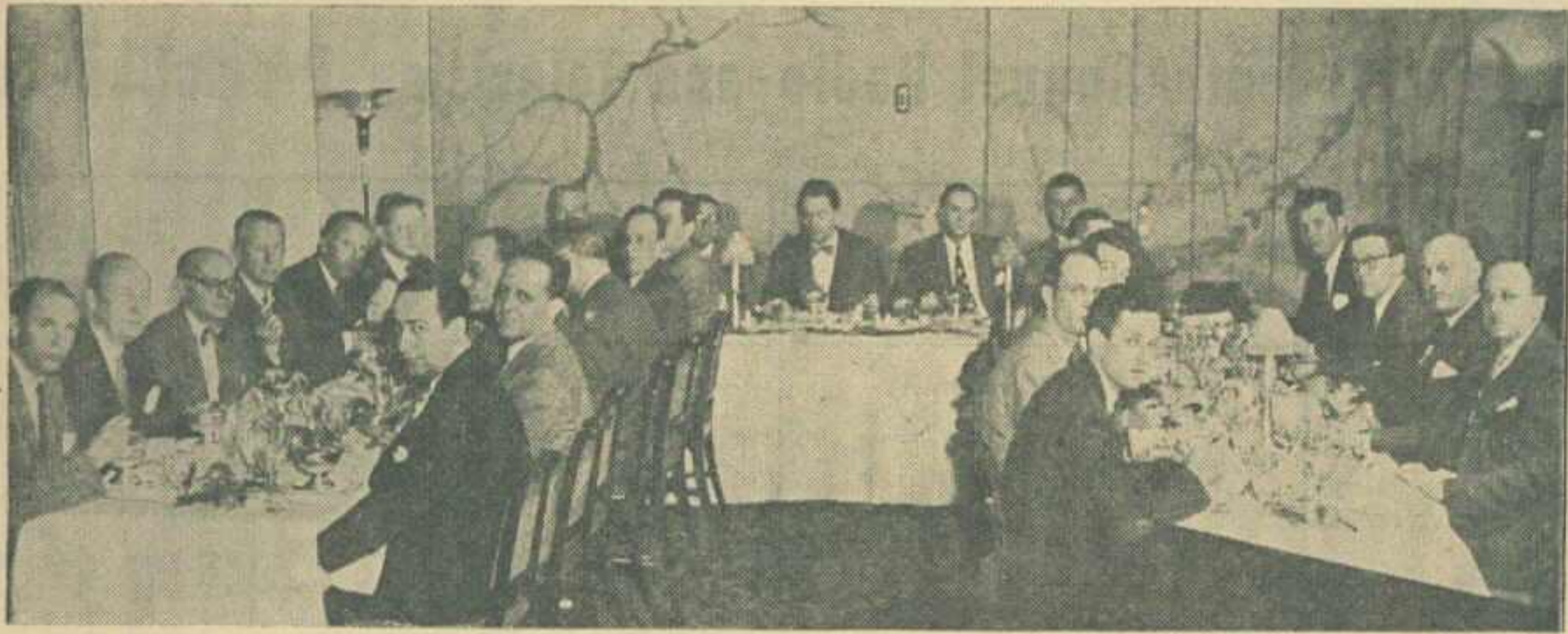


# THE WINNERS

## The Billboard's Eleventh Annual Radio and Television Promotion Competition

Audience Promotion	Sales Promotion	Audience-Sales Promotion	Public Service Promotion
<p><b>Network (Regional)</b>  <b>1ST NBC WESTERN</b>                      Sidney Strotz, veepes; Helen Hall, Promotion Mgr.</p> <p><b>Clear Channel Network Affiliate</b>  <b>1ST WNBC, NEW YORK, N. Y.</b>                      Thomas McPadden, Mgr.; Murray Harris, Promotion Mgr.</p> <p><b>2D WOR, NEW YORK, N. Y.</b>                      Theodore Strelbert, Pres.; Joseph Creamer, Prom. Mgr.</p> <p><b>WMAQ, CHICAGO, ILL.</b>                      I. E. Showerman, Gen. Mgr.; Harold Smith, Prom. Mgr.</p> <p><b>3D WRVA, RICHMOND, VA.</b>                      C. T. Lucy, Gen. Mgr.; John L. Stone Jr., Prom. Mgr.</p> <p><b>Regional Channel Network Affiliate</b>  <b>1ST WHB, KANSAS CITY, MO.</b>                      Donald D. Davis, Pres.; Mori Greiner, Prom. Mgr.</p> <p><b>2D WFIL, PHILADELPHIA, PA.</b>                      Roger W. Clipp, Mgr.; Fred Hayward Jr., Prom. Mgr.</p> <p><b>WSGN, BIRMINGHAM, ALA.</b>                      Henry P. Johnston, Mgr. Dir.; Mary F. Childers, Prom. Mgr.</p> <p><b>3D KDAL, DULUTH, MINN.</b>                      Dalton Le Masurier, Pres.; Leigh Kamman, Prom. Mgr.</p> <p><b>WTMJ, MILWAUKEE, WIS.</b>                      Walter J. Damon, Gen. Mgr.</p> <p><b>Local Channel Network Affiliate</b>  <b>1ST WBOW, TERRE HAUTE, IND.</b>                      Wm. F. Rippetoe, Gen. Mgr.; Madeline Barry, Prom. Mgr.</p> <p><b>2D WKBO, HARRISBURG, PA.</b>                      Clair McCullough, Sta. Exec.; George Gottschalk, Prom. Mgr.</p> <p><b>3D WFBR, BALTIMORE, MD.</b>                      J. H. L. Trautfelder, Acting Gen. Mgr.; Robert S. Maslin Jr., Dir. of Publ.</p> <p><b>Non-Network, 50,000 Watts</b>  <b>1ST WMGM, NEW YORK, N. Y.</b>                      Herbert L. Pettey, Exec. Dir.; Robert Patt, Prom. Mgr.</p> <p><b>Non-Network, 5,000-20,000 Watts</b>  <b>1ST WNEW, NEW YORK, N. Y.</b>                      Bernice Judis, Gen. Mgr.; Robert Guthrie, Prom. Mgr.</p> <p><b>Non-Network, 250-1,000 Watts</b>  <b>1ST WLOW, NORFOLK, VA.</b>                      Robert E. Wadson, Gen. Mgr.; Ray Penner, Prom. Mgr.</p> <p><b>2D KLX, OAKLAND, CALIF.</b>                      Glen Shaw, Gen. Mgr.; Howard Luck Gossage, Prom. Mgr.</p> <p><b>3D WNYC, NEW YORK, N. Y.</b>                      Seymour N. Seigel, Dir.; Lillian Blake, Pub. Dir.</p>	<p><b>Network (Regional) (NO AWARDS)</b>  <b>Clear Channel Network Affiliate</b>  <b>1ST WLW, CINCINNATI, O.</b>                      James D. Shouse, Pres.; James J. Cassidy, Dir. of Publ.</p> <p><b>2D KSTP, MINNEAPOLIS-ST. PAUL, MINN.</b>                      Stanley Hubbard, Pres.; Miller C. Robertson, Sales Mgr.</p> <p><b>3D WMAQ, CHICAGO, ILL.</b>                      I. E. Showerman, Gen. Mgr.; Harold Smith, Prom. Mgr.</p> <p><b>Regional Channel Network Affiliate</b>  <b>1ST KLZ, DENVER, COLO.</b>                      Hugh Terry, Gen. Mgr.; John Connors, Prom. Mgr.</p> <p><b>2D WOW, OMAHA, NEBR.</b>                      John J. Gillin Jr., Pres.; Bill Wiseman, Prom. Mgr.</p> <p><b>WISH, INDIANAPOLIS, IND.</b>                      George J. Higgins, Gen. and Com'l Mgr.; Reid Chapman, Prom. Mgr.</p> <p><b>3D WNAX, YANKTON, S. D.</b>                      Robert R. Tincher, Gen. Mgr.; Robert B. Donovan, Prom. Mgr.</p> <p><b>Local Channel Network Affiliate (NO AWARDS)</b>  <b>Non-Network, 5,000-20,000 Watts (NO AWARDS)</b>  <b>Non-Network, 5,000-20,000 Watts</b>  <b>1ST WOV, NEW YORK, N. Y.</b>                      Ralph Weil, Gen. Mgr.; Carroll Forbes, Prom. Mgr.</p> <p><b>2D KSFO, SAN FRANCISCO, CALIF.</b>                      Phillip G. Lasky, Gen. Mgr.; John G. Campbell, Sales Mgr.</p> <p><b>3D (NO AWARD)</b>  <b>Non-Network, 250-1,000 Watts</b>  <b>1ST KLX, OAKLAND, CALIF.</b>                      Glen Shaw, Gen. Mgr.; Howard Luck Gossage, Prom. Mgr.</p> <p><b>2D WPDx, CLARKSBURG, W. VA.</b>                      R. C. Warden, Gen. Mgr.; J. M. Larosa, Prom. Mgr.</p> <p><b>3D WDLB, MARSHFIELD, WIS.</b>                      Robert W. Behling, Gen. Mgr.; Robert Hollenbeck, Prom. Mgr.</p>	<p><b>Network (Regional) (NO AWARDS)</b>  <b>Clear Channel Network Affiliate</b>  <b>1ST WOR, NEW YORK, N. Y.</b>                      Theodore C. Strelbert, Pres.; Joseph Creamer, Prom. Mgr.</p> <p><b>2D KDKA, PITTSBURGH, PA.</b>                      Joseph E. Baudino, Sta. Mgr.; David N. Lewis, Prom. Mgr.</p> <p><b>3D KEX, PORTLAND, ORE.</b>                      C. S. Young, Sta. Mgr.; Charles L. Burrow, Sales Prom. &amp; Publ.</p> <p><b>Regional Channel Network Affiliate</b>  <b>1ST WDNC, DURHAM, N. C.</b>                      J. Frank Jarman, Gen. &amp; Prom. Mgr.</p> <p><b>2D WOWO, FT. WAYNE, IND.</b>                      R. G. Duffield, Sta. Mgr.; Hilda G. Woehrmeyer, Sales Prom. Mgr.</p> <p><b>Local Channel Network Affiliate</b>  <b>1ST WCOP, BOSTON, MASS.</b>                      Craig Lawrence, V. P. &amp; Gen. Mgr.; John Wilkoff, Prom. Mgr.</p> <p><b>Non-Network, 50,000 Watts (NO AWARDS)</b>  <b>Non-Network, 5,000-20,000 Watts</b>  <b>1ST WHDH, BOSTON, MASS.</b>                      Robert Choate, President; William McGrath, Gen. Mgr.; William Shea, Prom. Mgr.</p> <p><b>2D KPOA, HONOLULU, HAWAII</b>                      John Keating, Gen. Mgr.; Jack Lawrence, Prom. Mgr.</p> <p><b>3D KGER, LONG BEACH, CALIF.</b>                      Earl Rutledge, Sales Mgr.</p> <p><b>Non-Network, 250-1,000 Watts</b>  <b>1ST KLX, OAKLAND, CALIF.</b>                      Glen Shaw, Gen. Mgr.; Howard Luck Gossage, Prom. Mgr.</p> <p><b>2D WMIN, MINNEAPOLIS-ST. PAUL, MINN.</b>                      Frank M. Devaney, Gen. Mgr.; Helen B. Connelly, Prom. Mgr.</p> <p><b>3D WFOX, MILWAUKEE, WIS.</b>                      Charles J. Laubier, Pres.; Carl Zimmerman, Prom. Mgr.</p>	<p><b>Network (Regional)</b>  <b>1ST PACIFIC NORTHWEST BROADCASTERS</b>  <b>Clear Channel Network Affiliate</b>  <b>1ST KVOO, TULSA, OKLAHOMA</b>                      William B. Way, V. P. &amp; Gen. Mgr.; Theodore A. Walters, Prom. Mgr.</p> <p><b>2D WLW, CINCINNATI, O.</b>                      James D. Shouse, Pres.; James J. Cassidy, Dir. of Publ.</p> <p><b>3D WLAW, LAWRENCE, MASS.</b>                      Harold B. Morrill, Gen. Mgr.; Fred A. Sullivan, Prom. Mgr.</p> <p><b>Regional Channel Network Affiliate</b>  <b>1ST WOWO, FT. WAYNE, IND.</b>                      Robert G. Duffield, Sta. Mgr.; Hilda G. Woehrmeyer, Sales Prom. Mgr.</p> <p><b>2D WOW, OMAHA, NEB.</b>                      John J. Gillin Jr., Pres.; Bill Wiseman, Prom. Mgr.</p> <p><b>3D KLZ, DENVER, COLO.</b>                      E. K. Gaylord, Pres.; John Connors, Prom. Mgr.</p> <p><b>Local Channel Network Affiliate</b>  <b>1ST KTUC, TUCSON, ARIZ.</b>                      Lee Little, Pres.; Warren Middleton, Prom. Mgr.</p> <p><b>2D WPOR, PORTLAND, ME.</b>                      Murray Carpenter, Pres.; Leon P. Gorman Jr., Prom. Mgr.</p> <p><b>3D WHYN, HOLYOKE, MASS.</b>                      Charles DeRose, Gen. Mgr.; Jay Heitin, Prom. Mgr.</p> <p><b>Non-Network, 50,000 Watts (NO AWARDS)</b>  <b>Non-Network, 5,000-20,000 Watts</b>  <b>1ST WOV, NEW YORK, N. Y.</b>                      Ralph Weil, Mgr.; Carroll Forbes, Prom. Mgr.</p> <p><b>2D KFVB, HOLLYWOOD, CALIF.</b>                      Harry Malzlish, Gen. Mgr.; Gene Gach, Prom. Mgr.</p> <p><b>Non-Network, 250-1,000 Watts</b>  <b>1ST KIEV, GLENDALE, CALIF.</b>                      David H. Cannon, Pres.; Cal Cannon, Gen. Mgr.</p> <p><b>2D WNYC, NEW YORK, N. Y.</b>                      Seymour N. Seigel, Dir.; Lillian Blake, Pub. Dir.</p> <p><b>3D WFTM, MAYSVILLE, KY.</b>                      J. W. Betts, Gen. Mgr.; Gene Waters, Prom. Mgr.</p>
<p><b>Television</b>  <b>General Promotion</b>  <b>1ST WENR-TV, CHICAGO, ILL.</b>                      Roy W. McLaughlin, Sta. Mgr.</p> <p><b>2D WPTZ, PHILADELPHIA, PA.</b>                      E. B. Loveman, Gen. Mgr.; Alexander W. Dannenbaum Jr., Coml. Mgr.</p> <p><b>KTSL, HOLLYWOOD, CALIF.</b>                      Lewis Allen Weiss, Pres.</p> <p><b>3D KSTP-TV, MINNEAPOLIS-ST. PAUL, MINN.</b>                      Stanley E. Hubbard, Pres.; Miller C. Robertson, Coml. Mgr.</p>	<p><b>FM</b>  <b>General Promotion</b>  <b>1ST WCFC, BECKLEY, W. VA.</b>                      E. J. Hodel, Gen. Mgr.; W. Yazell, Coml. Mgr.</p> <p><b>2D WIZZ, WILKES-BARRE, PA.</b>                      Richard G. Evans, Pres.</p> <p><b>3D WRBL, COLUMBUS, GA.</b>                      J. W. Woodruff, Pres.</p> <p><b>WGYN, NEW YORK, N. Y.</b>                      Ralph Brent, Gen. Mgr.; Maurice Van Wyck, Coml. Mgr.</p>	<p><b>New Stations</b>  <b>General Promotion</b>  <b>1ST KIOA, DES MOINES, IOWA</b>                      John W. Boler, Pres.; Janice Rae Hull, Prom. Mgr.</p> <p><b>2D WLTC, GASTONIA, N. C.</b>                      William E. Abernathy, Pres.; Boyce C. Morrow, Coml. Mgr.</p> <p><b>3D WALE, FALL RIVER, MASS.</b>                      George L. Sisson Jr., Pres.; J. Bus Way, Sta. Mgr.</p>	<p><b>Canadian</b>  <b>General Promotion</b>  <b>1ST CFRB, TORONTO, ONTARIO</b>                      Lloyd Moore, Sta. Mgr.; Ken Marsden, Prom. Mgr.</p> <p><b>2D CKNW, NEW WESTMINSTER, B. C.</b>                      Wm. Rea Jr., Pres.; Sheila Hassell, Prom. Mgr.</p> <p><b>3D CKCK, REGINA, SASK.</b>                      Harold A. Crittenden, Gen. Mgr.; Kenneth E. Compton, Prom. Mgr.</p>

# Men at Work---Judges in Action



JUDGES in The Billboard's 11th Annual Promotion Competition shown at luncheon at Le Perroquet suite of the Waldorf-Astoria March 1. Judging started early that morning and continued thru and after lunch.

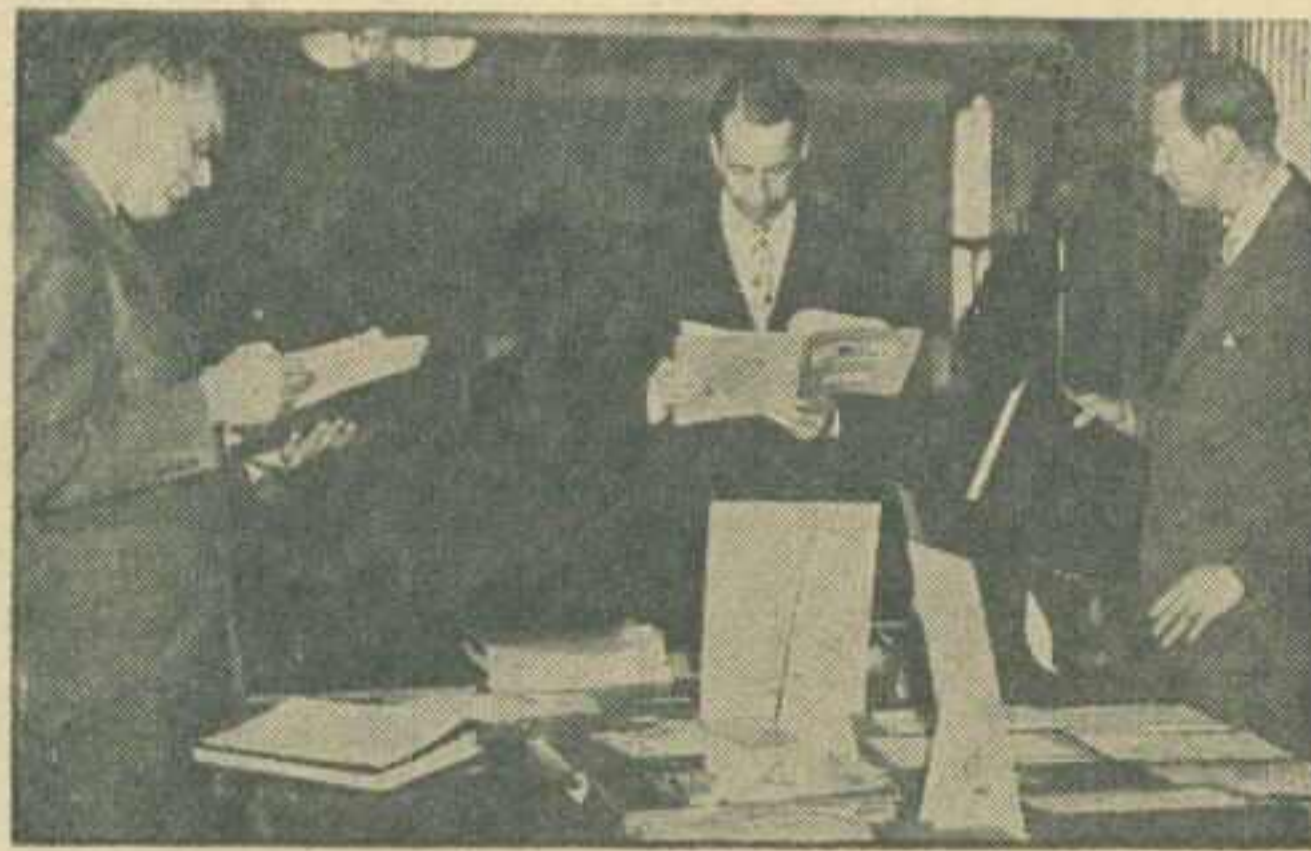


TWO AGENCY TV directors debating the top video promotion jobs. Left, Roger Pryor, Foote, Cone & Belding, with Dave Gudebrod, of N. W. Ayer.



WICK CRIDER, Batten, Barton, Durstine & Osborn; J. Ward Maurer, of the Wildroot Company, and Tom Slater, Ruthrauff & Ryan (l. to r.), ponder the problem of tabbing top entries.

CHET MacCRACKEN, of Doherty, Clifford & Shenfield; Dick Rettig, Whitehall Pharmacal, and Frank Kemp, Compton Advertising, Inc. (l. to r.), pore over a batch of entries.



J. WARD MAURER, of the Wildroot Company, and Walter Craig, AM-TV veepee of Benton & Bowles, concentrate on a finalist's Competition entry.

WILLIAM D. LITTLEFORD, co-publisher of The Billboard, watches as Tom Revere, of the Biow Agency (l. to r.), attacks a stack of Promotion Competition submissions.



AL DEMPEWOLFF, of Celanese Corporation of America, and Tom Harrington, of Ted Bates, Inc. (l. to r.), relaxing after having finished voting. Judges worked on a subcommittee basis to insure sufficient time to the great number of entries.



# RADIO-TV'S TOP SHOWMEN

## Region Nets Do Well in Purserv; Lacking in Sales

NEW YORK, March 5.—Regional networks showed up well in audience promotion and public service promotion, but indicated a marked deficiency in sales and audience-sales promotion in *The Billboard's* 11th Annual Radio and Television Promotion Competition. The National Broadcasting Company's (NBC) Western web took the blue ribbon for its audience efforts, while the Pacific Northwest Broadcasters ("XL" network) won in the public service category. However, the judges' panel did not deem entries in sales and audience-sales promotion categories strong enough to merit awards.

NBC Western's audience promotional work, in addition to its monthly kits on all programs which enable affiliates to do a continuing coordinated job, pulled its single biggest promotion in its presentation of the Hollywood Santa Claus Lane Christmas Parade, in conjunction with the Hollywood Chamber of Commerce.

### Parade Gimmick

The million-odd spectators who witnessed the 1947 edition of the parade saw 18 NBC shows represented with huge floats which carried the programs' stars, along with plugs for the shows and their sponsors. These were brought to countless more people via stories in local papers and thru the wire services and photo syndicates to people all over the country. Movie and radio fan magazines, newsreels and two network shows also brought the promotion to the nation.

The purserv award, taken by the "XL" group of nine stations in the Pacific Northwest, stressed the beauty and commercial benefits of that geographic region. The promotion noted that the area, capable of supporting 50,000,000 people, now is inhabited by less than one-tenth that number. The web hits outlanders as well as visitors with an annual magazine, lavish with photos, in issues of 100,000 circulation. A collaborative radio series also plugs the same theme.

"XL" stations also promote the magazine and radio series via many promotional devices. These include spots, window streamers and store display cards, as well as free distribution of the magazine thru retail outlets.

## CFRB, CKNW and CKCK Cop Honors In Own Gen. Class

NEW YORK, March 5.—To judge from the number of entries received from Canadian stations in *The Billboard's* 11th Annual Radio and Television Promotion Competition it appears that Dominion stations have substantially improved their showmanship during 1948. Not only were entries more numerous but those received were of a higher quality and showed greater imagination in utilizing promotion. Some of the Canadian entries were really socko, as detailed later. First, tho, the winners.

CFRB, Toronto, capped first; CKNW, New Westminster, B. C., second, and CKCK, Regina, Sask., third in a special general promotion category which includes all divisions.

CFRB really had a problem on its hands. It was forced to switch from

## Stations Winning Awards in 10th and 11th Annual Promotion Competitions

STATION	CITY	10TH ANNUAL AWARD	11TH ANNUAL AWARD
Pacific N.W. Broadcasters		Over-All, Reg. Net-1st	Purserv, Reg. Net-1st
WOR, New York		Over-All, Clear Channel-2d	Audience, Clear Channel-2d Audience-Sales, Cl. Chan.-1st
WLW, Cincinnati		Over-All, Clear Channel-1st Purserv, Clear Channel-3d	Sales, Clear Channel-1st Purserv, Cl. Channel-2d
KSTP, Minneapolis		Single Campaign: Clear Channel-1st	Sales, Clear Channel-2d
KLZ, Denver		Over-All, Regional-3d Purserv, Regional-1st	Sales, Reg.-1st Purserv, Reg.-3d
WFIL, Philadelphia		Single Campaign: Regional-2d	Audience, Regional-2d
WHYN, Holyoke, Mass.		Purserv, Local-2d	Purserv, Local-3d
WMGM (WNN) New York		Single, Over 5,000-1st	Audience, 50,000-1st
WOV, New York		Over-All, Over 5,000-2d Purserv, Over 5,000-1st	Sales, 5-20 Kw.-1st Purserv, 5-20 Kw.-1st
WNEW, New York		Over-All, Over 5,000-1st	Audience, 5-20 Kw.-1st
KSFO, San Francisco		Over-All, Over 5,000-3d	Sales, 5-20 Kw.-2d
WFOJ, Milwaukee		Over-All, Under 5,000-3d	Audience-Sales, 250 Kw.-3d
KIEV, Glendale, Calif.		Purserv, Under 5,000-1st	Purserv, 250-20 Kw.-1st Audience, 250-20 Kw.-3d
WNYC, New York		Purserv, Under 5,000-2d	Purserv, 250-20 Kw.-2d Audience, 250-20 Kw.-1st
WLOW, Norfolk		Over-All, New-1st	FM-2d
WZZ, Wilkes-Barre, Pa.		Over-All, FM-2d	Canadian-3D
CKOK, Regina, Sask.		Single Campaign: Canadian, Local-1st	

## 5-Kw. Indies in Tough Race; New York Stations Grab 3 Awards, WHDH (Boston) Fourth

NEW YORK, March 5.—Competition in three of four categories—Sales, Audience-Sales and Public Service—was particularly spirited among independent stations of 5,000 watts and over in *The Billboard's* 11th Annual Radio and Television Promotion Competition. WOV, New York, indie, walked off with awards in both Sales and Public Service, and WNEW, another local indie, won in Audience Promotion. The other top winner was WHDH, Boston, in the Audience-Sales division.

WNEW goes on the theory that the best attack is a different attack and followed that idea thru successfully to win the Audience Promotion category. Its trick programing featured unusual shows such as the *You Can Lose Your Shirt* giveaway, where contestants paid for missing questions; *Anything Goes*, with listeners sending in the weirdest thing they could find, and *Summer Service*, which delivered tips on traffic, weather, places to go, etc. Not only were these programs good shows but they were rated good enough copy to get plenty of free space in the newspapers.

In Sales Promotion, WOV leads the parade, followed by KSFO, San Francisco. The New York indie featured

a channel where it already had built a considerable audience to one with fewer listeners. The promotion push began one week before the change, with the theme "Follow your favorites to 1010" constantly accentuated. Car cards, billboards, a movie trailer and gimmicks such as a door-knob hanger and a co-operative promotion with the American Airlines carried the main promotion burden. The result was an increase, not a decrease of listeners.

CKNW, the second-place winner, claims a number of firsts in Canadian promotion to its credit. They include using car cards on a yearly contractual basis, using daily and weekly paper advertising, distributing book covers to school kids publicizing the outlet and paying \$1 daily and \$5 weekly to the best news stories of the week submitted to the station. CKNW public service contributions have been outstanding. The top effort here was donating the facilities of the station to the government during the Fraser River flood.

The Regina outlet, CKCK, which came up with a third, built its promotion around the Sweet Caporal show, *Sweet Harmony*. Radio plugs, newspapers, window displays and sports publications were intensively utilized. *Rugby for Radio*, a booklet, was also distributed to 3,000 listeners, a good portion of the station's sports audience.

"Audited Audiences" copy in a series of ads in trade papers. The idea behind this theme is to take the guess out of buying for sponsors. The station's "Quizzes for Time Buyers" was another highly ingenious method of alerting them to WOV. The agency men were given prizes for answering questions about the outlet's current advertising.

KSFO made constant and continuous use of traditional sales media, using trade paper ads, program schedules, mailing pieces, sales presentations and other stand-bys.

WHDH, the Boston outlet, showed truly sensational results in hiking its audience and sales. In two years the station increased its share of listeners 325 per cent. Tho during that time it took ads in the local papers for 165,000 lines of space, its major promotion concerned itself with the baseball broadcasts. Here the results were that WHDH drew an overall share of audience 40 per cent higher than that drawn in 1946 by another station carrying the games.

### KPOA and KGER

The second and third-place winners in the Audience Sales division were KPOA, Honolulu, and KGER, Long Beach, Calif., respectively. KPOA also latched on to sports with successful results. It caters to a multilingual population in the islands, but its baseball scoring contest, with two round-trip tickets to the mainland the prizes, received 50,000 entries and reached all types of listeners.

KGER, realizing the great number of Southwestern residents living on the Coast, went "Western" and revamped its entire program schedule to fit that theme. The station got itself a 600-pound disk jockey named Tiny Tim and received national publicity when he got stuck in a phone booth.

WOV really won the laurels for its sock public service promotion in 1948. Its *American Family* series, especially, was the kind of radio that will be long remembered in New York. Included in the series were programs touching on all facets of family life—divorce, housing, infertility, hospitals, the public school system and brotherhood. Naturally the response was gratifying.

KFWB, the second-place winner in this category, furnished its listeners with complete information to make its electoral choice. The Republican, Progressive and Democratic conventions in 1948 were aired at a great cost to the station. Three special correspondents were dispatched to Philadelphia and came up with some notable news beats.

## Close Fight In Promotion Competition

### No National Web Entries

(Continued from page 3)

the Radio Department this issue. Pointing up the importance of this competition is the fact that each of the judges spent virtually an entire day to make their choices. The judging system, in view of the great number of entries—a shade under 200—used groups of subcommittees assigned to various categories. This made it possible to give each entry thoro and complete attention.

### Three Disappointments

For the record, the judges want three items pointed out to broadcasters generally. One was the disappointing number of TV entries. Another was the disappointing number of entries in FM. The third was the fact that no national network entered this year—the first time in the 11-year history of the promotion competition that this has been so. The story behind this development is this:

Both Mutual (MBS) and the National Broadcasting Company (NBC) wanted to submit entries, but would not unless Columbia (CBS) entered. (American Broadcasting Company (ABC) pleads poverty whenever the competition comes up, and thus doesn't figure in this picture.) However, when CBS was asked as to its intentions, its promotion veepee, Victor Ratner, stated Columbia would not participate, for the reasons:

### CBS Explanation

CBS is committed to a policy of not entering competitions; CBS could not spare the time, money or manpower to prepare an entry; CBS did not believe in "promoting promotion."

To which *The Billboard* replied (this was before capital gains) that it could not accept a "no money" plea from Columbia; that *The Billboard* is aware of the plethora of phony "awards" plaguing the industry, and that if CBS had any idea that *The Billboard* had a money-maker in its radio promotion competition we'd let him look at our records on last year's competition (total expenditures, slightly more than \$8,500; total advertising receipts from competition winners, \$4,400). At that, results were better than any year before.

### Industry Service

And to which *The Billboard* further replied that, as a high priest of radio promotion (Ratner is on leave now from CBS to finish up the all-radio presentation being made under industry-wide auspices), he and CBS were doing the industry a distinct disservice in refusing to participate since the competition does, in no small measure, just what the all-radio presentation does—it focuses advertiser-agency eyes on the sock promotion services, and the sock sales stories, that radio renders and has to tell its clients and listeners. The willingness of the judges in participating year after year is an indication of that fact and of the importance of the competition as a service to the industry. P.S.—CBS didn't enter, and neither NBC nor Mutual could on account of CBS.

As usual, winning entries will be exhibited at this year's convention of the National Association of Broadcasters (NAB). *The Billboard's* exhibit room will be open at convention headquarters, the Stevens Hotel, Chicago, from April 10 thru April 13.

*T*he Affiliates of the National Broadcasting

Company hereby express unanimous and enthusiastic approval of the network's program policies, past, present and those proposed for the future.

*Further*, they are in complete accord with NBC's plan to afford opportunities to new American talent, and



CHICAGO, FEBRUARY 28, 1949

are confident that this field has unlimited potentialities.

*To the end* that all NBC programs, present and future, shall

have the widest opportunity, the affiliates declare their inten-

tion to accomplish the most aggressive promotion campaign

in the history of the industry—so that NBC shall further

strengthen its position as *the nation's number one network.*

# Regional Channel Affiliates Grab Their Share of Honors; WOWO, WOW, KLZ Cop Two Each

NEW YORK, March 5.—Network affiliates operating on a regional channel showed again, in *The Billboard's* 11th Annual Radio and Television Promotion Competition, as they did last year, that it isn't necessarily the big city slickers who do the slickest promotional job. A number of lesser communities are represented among those which copped honors, carrying further the strong and healthy dispersal of tub-thumping savvy into every corner of the country. Three stations walked off with two awards apiece: WOWO, Fort Wayne, Ind.; WOW, Omaha, and KLZ, Denver.

Five stations shared the gravy for audience promotion proficiency, with WHB, Kansas City, Mo., proving the front runner. That outlet showed its know-how in letting the audience and trade know about its changeover of frequency and simultaneous start of operations on a full-time basis. The station's promotion ran the gamut and in so doing impressed the board of judges, as well as those for whom the promotion originally was intended.

### Second Place Tie

Second place in audience promotion found WSGN, Birmingham, and WFIL, Philadelphia, tying for the award. The former, in addition to its continuing campaigns, promoted three special-event promotions, two tied in with local originations of network airers and the third with the State fair. The Philadelphia outlet made the grade with appearances of its talent and local shows in 14 surrounding communities. Another tie was in evidence for third place, with the winners KDAL, Duluth, Minn., and WTMJ, Milwaukee. The Duluth station utilized a contest built around its shows to stir up interest, while WTMJ's tie-up with the State fair proved a boon for both, promotion-wise.

Plugging its clients "from the kilocycles to the cash register" paid off for KLZ, Denver, with highly suc-

cessful relations with advertisers and with first place in the sales promotion division of the competition. All the traditional promotional tools were utilized with telling effect, and such additional gimmicks as airplane advertising were tossed in for very good measure. WISH, Indianapolis, and WOW, Omaha, tied for second place, the former with strong and consistent use of regulation methods and the latter for its spectacular 25th anniversary promotion in which it opened individual \$1 savings accounts for over 1,000 advertisers. WNAX, Yankton, S. D., took third honors for its thoro campaign around the broadcast of the Joe Louis-Joe Walcott heavyweight title fight.

### Gimmicks and Gadgets

A "gimmick and gadget" campaign aided WDNC, Durham, N. C., to win first place in audience-sales promotion. The station plugged its power increase and frequency change with a series of gimmick post cards with gadgets attached. A series of special events also were promoted, and to these the station bent a strong promotional arm. WOWO, Fort Wayne, got the second-place nod for an elaborate campaign on behalf of a department store client, which involve sponsorship of the local symphony, a moppet show to boost Christmas trade and a teen-age talent show.

In the public service division WOWO, Fort Wayne, paced the field with a collection of promotions embracing such projects as farm work, fire prevention, education, teen-age and children's airers, community and civic organization promotion, safety shows, coverage of fairs, promotion of radio week and boosting of the Freedom Train. WOW, Omaha, ran second for its tour of nine European countries by 25 "dirt farmers" from its coverage area, with broadcasts from abroad and full press coverage. KLZ, Denver, achieved third place on the basis of a special series of programs concerning heart disease.



KLZ's Public Service Director  
**MACK SWITZER**

KLZ continuously demonstrates its aggressive leadership in the sphere of social usefulness. Switzer directs and coordinates KLZ's many efforts to dissect and solve problems peculiar to the Denver area.

KLZ, DENVER

## Multiple Wins Go to Nine Competitors

NEW YORK, March 5.—Nine stations of all those entered in *The Billboard's* 11th Annual Radio and Television Promotion Competition were able to win more than one award. KLX, Oakland, Calif., was the top laurel collector with three, including two firsts and one second. Only one other station won two first awards: WOV, New York.

Here are the multiple champs, with a run-down on where they won:

KLX, Oakland, non-network, 250-1000 watts—First, sales promotion; first, audience sales promotion; second, audience promotion.

WOV, New York, non-network, 250-1000 watts—First, sales promotion; first, public service promotion.

WLW, Cincinnati, clear channel network affiliate—First, sales promotion; second, public service promotion.

WOWO, Fort Wayne, Ind., regional channel network affiliate—First, public service promotion; second, audience-sales promotion.

WOR, New York, clear channel net-  
(See MULTIPLE WINS on page 12)

## Small Indies Prove Prolific In Promotion

NEW YORK, March 5.—A bumper crop of promotional ideas marked the entries of independent stations of less than 1,000 watts in *The Billboard's* 11th Annual Radio and Television Promotion Competition. Undoubted leader among stations operating in this power frequency was KLX, Oakland, Calif., which took first place in the sales and audience-sales division and second in the audience division. WNYC, New York, also was a multiple choice, second in public-service and third in the audience promotion category.

WLOW, Norfolk, winner of the last year's *Billboard* award for stations on the air one year or less, continues in the same promotional groove with its victory in the audience classification in 1948. For example, its Knotholer Club, conducted by sportscaster Mark Scott, led the fight against juvenile delinquency in the city. And as an example of racial equality in action, it had Negro and white youngsters participating in various social and sporting activities in the Southern city. Second and third awards in this category went to the KLX and WNYC respectively.

KLX led the sales division, followed by WPDX, Clarksburg, W. Va., and WDLB, Marshfield, Wis. The California outlet wanted to build its morning time period sales and in order to do this utilized two Glen King disk jockey stanzas for the job. As tools, 24-sheets, newspaper display ads, promotional spots, contests, point of sale and merchandising aids and newspaper publicity were used. The campaign was so successful that 12,000 letters and 20,000 contest entries were received and Hooperatings for the whole morning sked hiked 90 per cent.

In the audience sales category KLX won the award. WMIN, St. Paul, was second and WFOX, Milwaukee, third.

In the public service divisions, KIEV, Glendale, Calif., for the second year in a row, was first; WNYC, second as mentioned, and WFTM, Maysville, Ky., third. Among the many public service features KIEV offered its listeners were an essay contest on Americanism, a benefit dance to raise money for city parks, a disk jockey show that increased army enlistments 72 per cent and other similar station activities of benefit to the community.

## New Stations Lick Problems; KIOA, WLTC, WALE Winners

NEW YORK, March 5.—Promotional problems facing new stations taking to the air are frequently more complex than those of outlets with a continuing promotional effort. Since most of them also have the job to do on a small budget, those that make off with the honors in this classification in *The Billboard's* 11th Annual Radio and Television Promotion Competition are fully deserving of the laurels they have won. The winners this year are KIOA, Des Moines; WLTC, Gastonia, N. C., and WALE, Fall River, Mass., in that order. The Iowa outlet used six different avenues to get its preliminary message across to the public. Among the six were publicity, advertising, direct mail, a slogan contest, KIOA open house and push-button changes. The slogan contest—KIOA, the Heart of Iowa—was the winning entry, with 2,585 entries. After it went on the air in April, 1948, the campaign covered publicity, promotion, direct mail, display helps, sales aids, merchandising, special events, programing and surveys. Results count. A Hooper city index made in September places the station first in the community in two time classifications, thus revealing it has achieved its promotional objectives.

Not only did WLTC have to get itself listeners, but it found its competitor had created a spot announcement consciousness in the town and had to overcome that additional

handicap. Once again programing proved to be the answer and shows were produced that got sponsors. Station also created audiences by the use of remotes and used a Negro disk jockey to assure itself of that segment of a previously untapped audience.

WALE has only been on the air since May, 1948. To snag listeners it conducted multiple promotions at the same time with emphasis on attention-getting stunt publicity. For example, the station mounted a whale mascot on a truck and toured the area, the mayor threw the switch opening the station at city hall, airplanes dropped gift certificates on the crowd during these ceremonies and a "mystery voice" competition with lots of prizes created plenty of listener interest in the vicinity.

### For Profitable Selling—Investigate

**WDEL**

WILMINGTON  
DELA.

**WGAL**

LANCASTER  
PENNA.

**WKBO**

HARRISBURG  
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**WRWA**

READING  
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**WEST**

EASTON  
PENNA.

STEINMAN STATIONS  
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

## TV Promotion Goes in High; Top Honors to WENR-TV; WPTZ and KTSL Tie for 2d

NEW YORK, March 5.—Television promotion swung into high gear last year, as the medium began to pick up speed, commercially. This was reflected in the number of tele stations represented in *The Billboard's* 11th Annual Radio and Television Promotion Competition and the slender degree of choice represented among them. The panel of judges, however, felt a modicum of disappointment in the stations' presentation, on the basis that a better representation of day-to-day video promotion came over their desks in the natural course of the past year than was shown between the covers of the entries. Top honors went to Chicago's WENR-TV, owned and operated by the American Broadcasting Company (ABC).

The first-place champ's campaign started well before the station even hit the air, with its T-Day September 17, last year. All the station's manifold efforts were devoted to plugging its super-type opening, and the fact that it succeeded was evidenced when it pulled an audience including 82.8 per cent of TV homes interviewed by *The Pulse* on its first night.

### Tied for Second Place

Winding up in a dead heat for second place were WPTZ, Philadelphia, and KTSI, Hollywood. The former, a Philco-owned station, did an extravagant job of selling, not only its own facilities, but tele generally to advertisers and agencies. Its trade press advertising was anything but the usual institutional stuff, plugging instead those bankrollers who turned the medium to their commercial advantage in the course of buying time on WPTZ. The varied promotional tools all were utilized in some way, and their advantageous application is indicated in the potent fact that WPTZ has more advertisers on its facilities than any other station in the country.

The co-holder of second place, KTSI, exploited to the hilt its film coverage of the two major party presidential conventions. The public was well aware of its opportunity to view the proceedings over the station after the city had been deluged with material of every sort concerning the airings. Besides the standard methods, KTSI also used AM announcements and film trailers.

Third prize went to KSTP-TV, Minneapolis-St. Paul, which embarked upon a vigorous campaign to sell tele to the audience and to advertisers as well. The station, for example, turned out a top-notch presentation on television and its advertising advantages, which was used to make AM clients and agencies video-conscious. Other interesting methods used included sky-writing and a heavy schedule of talks by station execs before gatherings of local civic and business groups which had considerable influence.

## Non-Web Award

NEW YORK, March 5.—Only one award was made in the non-network 50,000-watt category: To WMGM, New York, for its audience promotion efforts concentrated about its change of name, from WHN, and its move to new studios. Biggest item in the package was the week-long series of special shows featuring one of the most extravagant collections of name showbiz talent in radio annals.

To cement its first place awards, the station promoted these shows and its call-letter switch thru a varied and well-conceived master plan. This involved use of film trailers in two big movie chains in New York and newsreel coverage for national impressions. Other media included laundry shirt-band ads, transcribed musical jingles made by Hollywood stars and heavy schedules of ads.

## WOR, WLW, WMAQ Pull Down 2 Awards Each in Close Battle; Net O&O in Clear Affil Category

NEW YORK, March 5.—The heavy and close competition among clear channel network affiliates for *The Billboard's* 11th Annual Radio and Television Promotion Competition was highlighted by three stations drawing down two awards each. WOR, New York, and WLW, Cincinnati, each took one first place and one second, while WMAQ, Chicago, won a second and a third. These proved prodigious feats, as the judges had more than a little difficulty in settling on their choices. Network owned-and-operated stations affiliate category. WNBC's first place

was for its audience promotion, centered about its highly successful *Salute to the Cities* campaign, which has been widely copied. The WOR and WMAQ sound-up deadlocked for second place in this category, the former for its smart use of choice copy and intelligent application of same, and WMAQ for a campaign which saturated its area thru heavy use of comic books, station breaks and promotional broadcasts. WRVA, Richmond, Va., won a third award on the basis of strong promotional efforts in its coverage area thru devices such as billboards, car cards, a monthly program log, ads, transit posters and the use of WRVA's own facilities.

### KSTP Also Adept

WLW evidenced its usual top-flight sales promotional job in winning first place in that category. The station's merchandising methods have become a by-word in the industry. Again this year they proved the plus ultra in the field thru maximum use of 20 full-time employees in a department devoted entirely to grocery, drug and special merchandising. KSTP, Minneapolis, also proved adept at this sort of promotion, with special analyses made of sponsors' sales problems in its area and a thoro plan for clearing them up. This won KSTP a second in the sales promotion grouping. Third award went to WMAQ, which exhibited considerable ingenuity and effort in applying its merchandising shoulder to clients' sales wheels.

WOR walked off with the audience-sales promotion gonfalon, with its rare combination of humor, perspicacity and incisiveness, making its efforts a pleasure to behold, both for the audience and for the sponsor. Deft ad and merchandising copy and good exploitation of the station's market made the award deserved. KDKA, Pittsburgh, took second place with a job which merited high praise from its agencies and clients. KEX, Portland, Ore., was voted third honors for a campaign stressing its power boost.

KVOO, Tulsa, Okla., broke into the champions' circle in the public service promotion division, via its efforts to stir farmers to build "greener pas- (See Three Stations Win on page 12)

clever promotion operation and this year was no exception. This station, the one that gave birth to FM transit broadcasts, uses much of its promotion to sell FM sets and thru that increase the available FM audiences. All this, naturally, to attract advertisers. However, instead of utilizing costly paid newspaper space, WIZZ decided that good programing alone would do the trick. With that in mind, it tied up the broadcasting rights to sports in the locality and broadened its listener base.

Both WGYN, New York, and WRBL-FM, Columbus, Ga., contributed interesting presentations. The New York station had four major objectives: To boost FM as a medium, plug the WGYN programs, boost the station's selling power to advertisers and agencies and to promote specific sponsored programs. The Georgia outlet's chief contribution was an FM clinic which tied in with retailers who exhibited their sets and participated in the idea to the extent they donated 13 sets to be given away to the public.

## Judges Do Thoro Job

NEW YORK, March 5.—When a group of men representing some of the top brains in the sponsor and advertising agency field get together for an occasion outside and above the call of duty, you can bet that considerable shop talk will ensue. Particularly is this true if they are gathered, as they were last Tuesday (1), as judges for *The Billboard's* Annual Radio and Television Promotion Competition, the 11th run by this publication. The occasion afforded the judges the opportunity to pore over the many entries, and their conscientiousness and interest made for awards on the highest and fairest level.

The judging took place at Le Perroquet Suite of the Waldorf-Astoria Hotel. The judges, whose names are listed below, spent virtually the full working day inspecting the entries, debating their merits and marking their closed ballots.

The method of judging the entries was much the same as in last year's competition. As each entry was received, it was assigned to a *Billboard* radio-television staffer, who wrote a brief but complete report on its contents. At the Waldorf the judges received a volume in which all these reports were bound. This procedure was followed in order for the judges to begin their work with some idea about the contents of the reports, as it otherwise would have been manifestly impossible for them to digest thoroly the impressive and frequently massive collections representing the year's promotion work of each entrant.

### Subcommittees on Categories

The board of judges was divided into subcommittees, which then were assigned to various categories. Thus, one group of judges was concerned with stations of one power grouping, while another batch worked on a different group of stations. Television, FM, new stations and Canadian stations called for further subdivision of the judges. In addition, the judges were requested, upon completion of the mandatory assignments, to vote on other groups after proper study. In this way, each category was acted upon by two or more judging units.

The following is the list of judges:

J. M. Allen  
Bristol-Myers Company

William A. Chalmers  
Kenyon & Eckhardt, Inc.

Lee Cooley  
McCann-Erickson, Inc.

Walter Craig  
Benton & Bowles, Inc.

Wickliffe Crider  
Batten, Barton, Durstine & Osborn, Inc.

Albert S. Dempewolf  
Celanese Corporation of America

John Gilman  
Colgate-Palmolive-Peet Company

David Gudobrod  
N. W. Ayer & Son, Inc.

Tom Harrington  
Ted Bates, Inc.

Frank Kemp  
Compton Advertising, Inc.

Chester MacCracken  
Doherty, Clifford & Shenfield

J. Ward Maurer  
The Wildroot Company

Roger Pryor  
Foote, Cone & Belding

Stanley Pulver  
Dancer, Fitzgerald & Sample, Inc.

Richard Rettig  
American Home Products Corp.

Tom Revere  
Blow Company, Inc.

Tom Slater  
Ruthrauff & Ryan, Inc.

Ray Sullivan  
Sullivan, Stauffer, Colwell & Barnes, Inc.

Russell Young  
Young & Rubicam, Inc.

## Close Contest in FM Group; WCFC First; WIZZ Again 2d

NEW YORK, March 5.—One of the closest of all the contests in *The Billboard's* 11th Annual Radio and Television Promotion Competition was that staged in the frequency modulation (FM) grouping. The numerous entries in this division proved so closely bunched in quality that the judges had a difficult time before they decided that the first prize goes to WCFC, Beckley, W. Va., with WIZZ, Wilkes-Barre, Pa., second, for the second year in a row, and WRBL-FM, Columbus, Ga., and WGYN, New York, tied for third place.

The WCFC entry was especially noteworthy in that it was the station's first year on the air. The fact that it was also the first FM station in West Virginia made it much

easier to garner free newspaper space in the papers of that State. For example, WCFC secured the ears at the top of the first page of the local *Beckley Post-Herald*. Among the other audience drawing activities were broadcasting baseball games played by the Cincinnati Reds, setting up a "radio workshop" in which people from the area learned about broadcasting and created actual shows, intensified promotion of FM knowledge thru the local press, broadcasting the basketball games of West Virginia University and Marshall College and a sports quiz show pitting local orgs against each other which nabbed plenty of free space in the local papers.

WIZZ always comes up with a

## Solid Promotional Job Done By Low Watter Brigade Among Local Channel Web Affiliates

NEW YORK, March 5.—The low-wattage stations often are long on ingenuity in addition to doing a solid substantial promotional job. This is borne out by the entries in the network affiliate-local channel category of *The Billboard's* 11th Annual Radio and Television Promotion Competition. Not only have they mastered routine methods, but also are hep to stunts and are alert enough to latch on to situations which arise suddenly and possess inherent promotional possibilities.

Winners in the audience and public service categories of the network affiliate-local channel division are, in audience, WBOW, Terre Haute, Ind.; WKBO, Harrisburg, Pa., and WFBR, Baltimore, in that order, and in public service, KTUC, Tucson, Ariz., first; WPOR, Portland, Me., second, and WHYN, Holyoke, Mass., third.

In the audience-sales division a single award was made to WCOP, Boston.

WBOW follows that promotion ball like a terrier. The six main features of its campaign last year were a house organ, newspaper advertising and publicity, radio advertising and publicity, downtown miniature billboards, motion picture trailers and bus cards. Its stunt promotion went all out publicizing Art Linkletter's 1948 appearance at the Vigo County Fair.

### WKBO's Solid Job

WKBO does a solid kind of promotion job. Newspapers are used to plug call letters, to establish local personalities and to tie in with network personalities. In radio a total of 2,389 live spot announcements

flacking the station were delivered thruout the year. Fifty per cent of the station's outgoing mail carries stamps, stickers or stuffers with a promotional message to the public.

Mass circulation newspapers are the main promotional arm of WFBR's campaign. The press advertising always makes a point of linking several different types of shows. Station also distributed 10,000 folders to such places as doctors' offices, barbershops and beauty parlors. All this activity has meant upped ratings.

WCOP makes intelligent use of promotion that takes advantage of local idiosyncracies. Boston, for example, has a large commuter population and the station caters to local papers read by these suburban residents. Extensive promotion is also directed toward Boston schools and libraries as well as those in outlying towns and villages. For its special stunt of the year, WCOP originated a Boston Tea Party from Rowe's wharf where the original tea party had been held.

### Standout Pubserv Jobs

All three stations in the public service division turned in stand-out efforts. KTUC, in particular, worked out a gimmick which made for identification between the call letters of the network it is affiliated with, CBS, and a new safety sign it originated, "caution before speed." The sign was installed in 100 key spots and the safety theme was continued with plugs and displays.

As a result of WPOR's campaign to get out the vote in Maine's primaries and elections last year, many more people cast their ballot in WPOR's section of the State. Most

## Web Standing

NEW YORK, March 5.—The National Broadcasting Company (NBC) came out on top in the "team" aspect of *The Billboard's* promotion competition. Thirteen NBC affiliates copped awards, with the American Broadcasting Company (ABC) deucing with a total of 10. The Columbia Broadcasting System (CBS) came in with eight, the Mutual Broadcasting System (MBS) six.

## MULTIPLE WINS GO TO 9 COMPETITORS

(Continued from page 10)

work affiliate—First, audience-sales promotion; second, audience promotion.

KLZ, Denver, regional channel network affiliate—First, sales promotion; third, public service promotion.

WOW, Omaha, regional channel network affiliate—Second, sales promotion; second, public service promotion.

WMAQ, Chicago, clear channel network affiliate—Second, audience promotion; third, sales promotion.

WNYC, New York, non-network, 250-1000 watts—Second, public service promotion; third, audience promotion.

of the campaign was conducted on the station's air time. Tag lines at the end of sponsor's commercials, singing jingles, plugs, etc., did most of the job.

WHYN delivered the goods public service-wise with two campaigns: *Penny Parade*, a junior version of the *March of Dimes* and a drive for a camp fund for needy children. The camp fund drive clicked so well that 100 youngsters were sent to camp for the summer.

## THREE STATIONS WIN TWO AWARDS

(Continued from page 11)

tures," to sell the State's universities to its youth and to inform younger listeners about life abroad. Contests and promotions tied in with these programs spread the word and involved the listeners in greater numbers. WLW won second place for its pubserv work in giving 1,100 free broadcast hours to worthy causes. Potent publicity, advertising and promotion was given these shows, on a par with regular commercial broadcasts. WLAW, Lawrence, Mass., gained third place for a series of shows done in conjunction with a campaign to better the four communities comprising the station's home broadcast area.

## Foote, Cone, Belding Cancel Hooper Basic

NEW YORK, March 5.—The Foote, Cone & Belding (FC&B) Agency has canceled its basic subscription to the C. E. Hooper rating service, it was learned this week. The agency, which was paying the maximum agency rate, dropped the service when Hooper and the A. C. Nielsen organizations more than doubled their rates at the start of this year. An official of the agency said that, faced with a choice between the two services following the subscription hike, it had decided to retain Nielsen. FC&B also holds a Pulse subscription.

The agency, however, renewed its Hooper contract for television ratings, city ratings and Pacific Coast ratings. It will further review its position after Nielsen begins video ratings in New York in late spring, inasmuch as an estimated 20 per cent of television homes do not have telephones, the basis for the Hooper surveys.

# to a man after a mountain

## ...with a molehill budget

IT REGULARLY HAPPENS—as in the case of the lovely lady on the left—WOR's Barbara Welles—through some almost mysterious quality, that she can provoke women into responding miraculously to suggestion.

For instance, twice in one week thousands of listeners to the "Barbara Welles Show" heard its conductor murmur quietly, "If you'd like a little can of paint—it's just a very small one, mind you—drop me a postcard, or a note, and I'll see that it's sent to you." That's all. And mentioned only *twice*. Well, Gentlemen, 19,334 women wrote in within a matter of a few days. Said the sponsor, "Our sales are 25% above those of last year."

In today's competitive markets, WOR's "Barbara Welles Show" is creating sales mountains for advertisers wrestling with molehill budgets. This WOR show, and others like it, can save you money and make you money in double-quick time.

—heard by the most people  
where the most people are

mutual

# WOR



# NBC Cards Put on Table, Affiliates Back Network

CHICAGO, March 5.—At the end of the two-day National Broadcasting Company (NBC) station conference here this week it was certain that NBC had won one of the greatest victories of its history. At the first meeting it became clear the affiliates would not revolt, as was feared. The affiliates backed the network practically 100 per cent in its recent troubles, its present methods of combating inroads of the Columbia Broadcasting System and its future plans to remain "the nation's No. 1 network."

The network seemed to have won its battle with frank discussion on three major policy levels.

### Reassures Affiliates

Many of the affiliates had been expressing concern with the network's policy on AM vs. TV. On this score NBC top level execs, headed by Niles Trammell, president, and Charles Denny, executive vice-president, assured affiliates that the network was in the AM business to stay and that it would not allow television activities to hurt radio operations. Many of the affiliates had been accusing NBC's parent company, Radio Corporation of America (RCA), of forcing the net to accent TV in order to promote the medium in which RCA had a chance to profit heavily thru sale of transmitting and receiving equipment. To this charge NBC execs countered that the recent stockholders' report of RCA definitely said NBC's AM operation would not be slackened one bit.

### Program Policy

On the program policy level, too, NBC scored with frank and open discussion of problems and plans. Directing his remarks to the charges that NBC had been given a fatal blow by the recent talent raids of CBS, Trammell summarized the network's position.

"We have to face up to the challenge of giving even greater value to present advertisers," he said. "We've got to make broadcasting attractive to additional advertisers by bringing total radio costs down. And we must do all this without sacrificing our own economic position or yours during the years ahead."

Continuing his comments on why NBC did not resist the capital gains raids of CBS, even tho it had the resources to do so, Trammell stated, "Besides being an advertising business, radio is show business. It cannot be satisfied indefinitely with the same material, the same performers and the same programs. It must not only expect programing changes, it must be alert and aggressive in bringing about the changes which are necessary to hold audiences and attract new listeners in competition with other forms of entertainment. If radio is to maintain its competitive edge, it must be constantly developing new personalities and new ideas."

During the third major policy level discussions, Charles Denny carried the ball. He summarized a hard-work no-miracle policy by saying, "We think we have the answer and it's pretty simple, too. It doesn't call for pulling rabbits out of a hat or performing spectacular miracles. It calls for hard work and imagination, week by week, month by month, to develop new ideas and talent, to prevent our programing from going stale and to attract and hold audiences. It means promoting our shows up to the hilt. It means lining up a well-planned schedule where each program contributes to the popularity of the others. And it means doing all this with talent and programs that can be priced on a basis to attract new advertisers."

### Quick Approval

Formal approval of the NBC policies came the first day of the conference. After a Monday afternoon closed session from which net execs were excluded, a resolutions commit-

tee, headed by Martin Campbell, general manager of WFAA, Dallas, and chairman of the Stations Planning and Advisory Committee (SPAC), came in with a report wholly backing the network. This resolution was keynoted with a statement that the affiliates expressed "unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future."

### Weigh Results

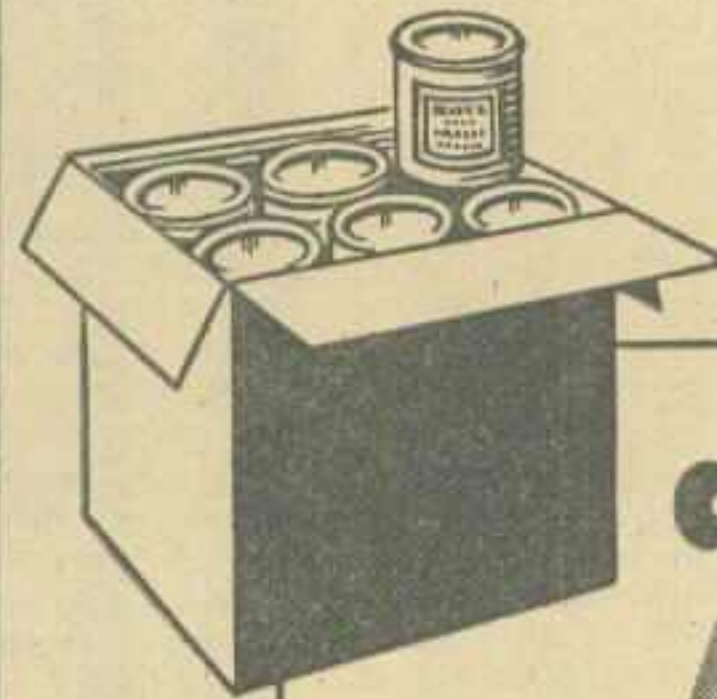
Some of the affiliates said, too, that it is a good thing that NBC is beginning to get some real competition.

They claimed that it is just what the network needed to make it look for new talent, to try to find new advertisers and to make it promote as it never has before. One affiliate put it this way: "Certainly we're behind NBC. To help ourselves we have to help the network. Since we're a part of the network, we'd be silly to give it greater injury now that it appears to be suffering from a broken leg. And frankly, what's happened is a good thing. Now maybe the network brass won't be so complacent. We, in turn, will be helping both the network and ourselves by getting behind it and pushing for a change."

That the affiliates were going to push was made clear by another portion of the vote-of-confidence resolution. In it the affiliates de-

# "Hint Hunt" Follows Ameche In CBS Exit

CHICAGO, March 5.—The Columbia Broadcasting System (CBS) this week suffered another blow in its afternoon sked when Armour & Company, meat packers, decided to drop *Hint Hunt* from the 4-4:25 p.m. slot across the board, effective May 13. The cancellation follows that by American Tobacco of the preceding 30 minutes, in which it had presented the Don Ameche show. *Hint Hunt*, a Radio Features package originating in Chicago, is exiting because Ar-



# and then, ADVERTISING



Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal...

*and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of

parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

- 140 West 9th St.      630 Fifth Avenue
- Cincinnati 2, Ohio      New York 20, N.Y.
- 360 N. Michigan      6381 Hollywood Blvd.
- Chicago 1, Ill.      Hollywood 28, Calif.



THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*

## Comedy Playhouse

Reviewed February 2

Sustaining Via MBS

Wednesdays, 9 to 9:30 p.m. (CST)

Producer-writer-director, Jack La Frandre. Announcer, Marshall Kent. Orchestra under the direction of Robert Trendler. Cast: Muriel Monsell, Hope Summers, Sondra Gair, George Kluge, Geraldine Kay, Don Gallagher, Karl Kronke, John Barclay, Maurice Copeland, Everett Clarke.

Current Hooperating of this program (Started three weeks ago).....None  
Average Hooperating of shows of this type.....None  
Current Hooperating of show preceding ("Family Theater").....1.9  
Current Hooperating of show following ("Secret Missions").....4.9

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Bing Crosby.....15.7  
CBS: "Beat the Clock".....4.9  
NBC: "Big Story".....15.5

This new MBS series, originated by WGN, local Mutual 50,000 watt, is nothing to make the radio industry sit up and take notice. It's just another dramatic series, adapting for radio various well known plays and stories. And, in fact, it's not a top example of productions in this category.

The show reviewed was worth listening to, with a fair amount of entertainment value. But so far the series has not proved itself worthy competition for Bing Crosby and *Big Story*, top shows on competing networks. And it's not going to make any sponsors hurry to take the rubber band off the bankroll.

Show reviewed, Phillip Barry's *Philadelphia Story*, was typical of the productions presented on the series to date, acting and writing acceptable, but far from tops. Typical also in that it was an adaptation of a well-known comedy stage play.

La Frandre's adaptation was weak in spots. Some of Barry's best lines were thrown away. The first part of the program developed too slowly, and the end came with a rush which skipped lightly over some of the best situations in the play.

Acting on the program held to the general tone of mediocrity. Muriel Monsell, who played the lead role of Tracy Lord, at many times was not as hard and brittle as some of the other actresses who made the part famous by playing it according to Barry's creative conception. At other times she seemed to be making an effort to emulate the vocal mannerisms of Katharine Hepburn, one of the best known portrayals of the key figure in the story. Other actors and actresses in the main did far from top jobs, and, in fact, a couple of times fluffed lines. With a relatively small part, that of Uncle Willie, Karl Kronke, did the outstanding job of character portrayal. *Cy Wagner.*

## Broadway Is My Beat

Reviewed Sunday, February 27

Sustaining Via CBS

Sunday, 5:30-6 p.m.

Producer-director, John Dietz; writer, Peter Lyon; music is under the direction of Robert Stringer. Cast: Anthony Ross, Jean Carson, Joan Loring, Paul Luther, John Forsythe, Maurice Gasfield, Les Damon, Louis Van Rooten.

Current Hooperating of the program (Started February 27).....None  
Average Hooperating of shows of that type (Sustaining).....None  
Current Hooperating of program preceding (Festival of Song).....3.4  
Current Hooperating of program following (Family Hour of Stars).....6.9

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Sustaining.....None  
MBS: Quik as a Flash.....7.5  
NBC: Robert Merrill.....4.7

In an effort to capitalize further on that phony quality, glamour, the Columbia Broadcasting System (CBS) has fashioned a half-hour program about Broadway which has detective Danny Clover, its chief character, covering that section of town.

This dick is a swell egg. No snap judgment for him. He considers all the angles. Take the case of the (See *Broadway Is* on page 20)



Designates Radio Review

# Radio and Television Program Reviews



Designates Television Review

## The Lambs Gambol

Reviewed Sunday (February 27), 8:30-9 p.m. Style—Variety. Sponsored by Maxwell House Coffee, thru Benton & Bowles, via NBC-TV, New York. Director, Tom McDermott; producer, Herb Leder. Cast: Bobby Clark, Bert Lytell, Gene Tunney, Otto Kruger, Harold Hoffman, Walter Greaza, Jay Jostyn, Jack Tyler, William Gaxton, Hobart Cavanaugh, Guy Kibbee, Horace Braham, Bob Hawk, Mac Perrin, Jack Wilson, Leo Bernache, Johnny McManus, orchestra, male chorus.

It's customary to review premiere performances and that makes it tough on General Food's new entry, *The Lambs Gambol*. Apparently the club wanted to honor some of its better known members, with the result that the first part of the show found a parade of Lambs being introduced by Bert Lytell, on roller skates between this show and his emcee stint on the Philco TV program. Irrespective of the reasoning behind this procession, it gave the show an inordinately dull start, from which, despite herculean efforts by Bobby Clark, it never recovered.

Beyond that, if, to impress viewers with its roster of theatrical greats, it was vital to cue in these chosen members, then it certainly could have been done in a more imaginative, sprightly, visual way—i.e., a Lambs' "meeting" under way; a shot of the dining room—any device would have done. As it was, the clumsiest way imaginable was employed, with Lytell expressing continued "surprise" at seeing each member approach the scene, which used a set designed as the front of the clubhouse.

### No Continuity

There was neither continuity nor transition following this bit, altho effort is being made to achieve some sort of feeling via a club trio. Mac Perrin, Leo Bernache and Jack Wilson made up in drag by cueing (See *LAMBS GAMBOL* on page 20)

## ABC Barn Dance

Reviewed Tuesday (22), 7:30-8 p.m. (CST): Aired sustaining by the American Broadcasting Company. Originated by WENR-TV, ABC Chicago station, Director, Jack Gibney; assistant director, Frank Koerner; stage director, John Fitzpatrick; set designer, John Boyt. Talent: Emsee, Jack Stilwell; Lulu Belle and Scotty, Sage Riders, Holly Swanson, De-Zurick Sisters, John Dolce, square dancers. Cameramen: E. A. Tester and R. P. Davis.

This show, using talent made famous by the WLS *National Barn Dance*, is a television programming natural which includes all the showmanship factors the medium requires. The program has great visual qualities, comedy, top music and talent. It should become a successful commercial package.

Altho it has been contended that folk entertainment goes over with rural populations only, this video series, seen by metropolitan audiences only, should prove that good folk or Western talent has universal appeal.

In view of its success as television programming, it is surprising that this show requires so little special production. The acts went thru routines they have done for years on AM shows, and on stage of the Chi Eighth Street Theater where every Saturday night large crowds clamor to buy tickets. There were no special video tricks, and yet the results were good.

Lulu Belle and Scotty and Dolph (See *ABC Barn Dance* on page 20)

## Make-Up by Del Russo

Reviewed Wednesday (February 23), 3:15-3:30 p.m. Style—Miscellaneous. Sustaining via WNBT, New York. Director, Alan Neuman. Cast: Del Russo and guest models.

With a few minor changes this show should really get itself an audience. Any program that gives advice to women on how to beautify themselves, advice that when personalized really costs dough, is a cinch to get the female viewers. And when the word gets around the gals are likely to make it their business to tune in.

Del Russo, the creator of the "Botticelli mouth" and one of the top make-up artists in this country, instructs women on the highlights of his art. He tells them, for example, what style mouth to paint on; how many shades of lipstick are needed by the fashion-wise, including choosing the right colors in lipstick, the kinds of powder bases there are and how to use them and other information similar.

The fault of the program is that a plethora of information is offered in too little time. In addition, the information should have a unity and relationship that would make it easy to remember and note. Jumping and skipping from one subject to another, even if a resume of the material is offered, means that the listener will find it hard to absorb.

Del Russo, while a top expert in his business, does not seem to have the ability to emcee the show. He seems ill at ease and hurries his delivery where a slicker teacher-announcer could aid the listeners.

The program had the benefit of top-flight direction and camera work. Mark this down to stay around.

Leon Morse.

## RFD America

Reviewed Friday (18), 8-8:30 p.m. Presented sustaining by WNBO, Chicago. Louis G. Cowan package, with John Lewellen handling for Cowan. Director, Don Meier; assistant director, Bob Banner; quiz master, Bob Murphy; announcer, Norman Barry; writer, Barbara Kennedy, of Cowan org; cameramen, John Cassagrande, Homer Hollibaugh, Robert Haley. Participants: W. G. Beard, Anna Davies, John Niedermeyer, Gail Compton.

Pegged as a TV program to dignify the American farmer and to educate metropolitan viewers concerning rural activities, this show is on its way toward realization of its goal. As a television show, however, it needs some improvement to give it greater visual impact. Its principal fault is that in basic production concept it has too much similarity to the AM version which NBC airs on a sustaining basis from here each week.

Producers of the program are trying to get more visual material into the series, and eventually can be expected to build a better television package. With the savvy of Cowan, organization owning the package, it can be expected that after more trial programming the series will have an entertainment quality commensurate with the reputation of other Cowan programs.

Program reviewed was top heavy with oral question and answer periods featuring Emsee Bob Murphy and guest participants. Some should have been eliminated and more visual stunts should have been used.

Show, nevertheless, did have some gimmicks which made for good tele-

## Coffee With the Carters

Reviewed Friday (February 25), 6:45-7 p.m. (EST). Style—Married couple situation comedy. Sponsored by Reines-Freeman, Capehart distributors in area, thru Nolan & Twitchell Advertising Agency, Albany, N. Y., weekly via WRGB, Schenectady, N. Y.. Producer-director, Ted Baughn; cameramen, Ray Flynn, Ken Comstock, Gay Fiorentino; sound, Vic Handy; lights, Pat Kidder. Cast: Eileen Hanrahan, Arnold Wilkes.

Situation comedy with a young husband-wife team is as old as the medium itself, but the Hanrahan-Wilkes duo manages to turn out a consistently high level of entertainment week after week. The show is one of the local favorites, having been sustaining for quite a stretch.

Major cues and punch lines are mapped out ahead by the team, but the entire show hinges on fast ad lib. Hanrahan is the spark plug, with Wilkes being a perfect foil with his harassed-husband attitude. Both easily handle the chores and keep the pace at a zippy level.

Intro to show caught (second of the commercial series) was by two slides, each naming a Capehart dealer in area. Title slide followed. Camera opened on living room, aimed at Capehart console. Sounds off-camera gave indication Carters were arriving via front door.

### Slow Start

The first few minutes dragged. The patter was concerned with the wife's being upset because hubby smiled at the waitress. Things picked up soon when it developed Mr. C was developing a hypnotic smile so people would look at his face instead of his clothes. He says the clothes are getting old, and how can he give his sales talk in front of a slick Capehart? (He's a Capehart salesman in the script.) So a demonstration takes place, thus leading into the commercial with practically no pain. However, the commercial was rushed and sales points left little impression on viewer. This "commercial consciousness" will wear off in a few more tries. The last few minutes of show built as the Mr. discovered his wife had spent on records some insurance-payment money that she "found." The pace was furious and the show closed on a high key.

Direction, lights, cameras were fine. Sound was spotty. Household sounds, such as china rattling and pages of magazines being flipped, came thru with annoying intensity.

Paul Jackson.

vision entertainment and education. Among these were a demonstration of different cuts of beef and shots of a ewe and her four lambs. For the demonstration the program had a butcher cutting beef, and this gave the video audience a chance to see the advantages of buying various cuts. The sheep demonstration had both informational and entertainment value, with the action of the lambs providing the entertainment.

Setting of the program has participants sitting in a row several feet from Murphy and Barry. A valuable aura of informality would be added if the producers could group them together and still work out camera angle problems. Incidentally, the camera work was bad. Often good shots were missed or the cameramen were slow in shifting focal planes to conform with requests of the director.

As a sustaining program this show does not have a large budget. Therefore, certain things which would add to visual content could not be done. However, TV programs today have to stand on their own feet and meet competition. Such things as movie clips, which would add to this show, should be used if they are going to mean the difference between a top or just a good program. This show could use some budgetary blood. And it has to be added before the program can stand up under competition of big-time television.

Cy Wagner.

## Rough Sledding For AM Singers And Performers

(Continued from page 3)  
for singers. In Chicago 21.1 per cent of the actors and 14.3 per cent of the singers were without work. For the other dozen cities included in the survey, actor unemployment was 10.3 per cent, while singer unemployment was 9.4 per cent.

The higher jobless rate in Los Angeles, New York and Chicago was attributed by the BLS to two conditions—the fact that these three cities are the focal point toward which the greatest number of artists converge and that the demand for artistic talent in these free-lance centers fluctuates with types of programs.

### Contrasts in Figures

In this week's report, the first of three to be issued, the BLS pointed up the jobless rate in radio by stating that for the population as a whole, only 3.6 per cent were unemployed during the survey week. Announcer unemployment, said the BLS, was not significantly higher than this figure, "but the rate of unemployment four or five times as high among singers and eight or nine times as high among actors as among all working people in the country."

Reporting on 1947 radio employment, the BLS said that the picture was about the same—announcers and sound effects men usually have steady employment, while singers and actors have a much greater problem of unemployment. About one out of every five actors and one out of every 10 singers were actively looking for work—in radio or otherwise during at least half the weeks of 1947. On the other hand, only one out of every 50 announcers was jobless half the year. Sound effects men, said the BLS, were even better off.

### Part-Time Work Scarce

Not only was unemployment among actors and singers high, but also many of those reporting no weeks of (See *Rough Sledding* on page 22)

## Kobak Gains Split Victory; Carlin Quits

NEW YORK, March 5.—The oft-reported, oft-denied resignation of Phillips Carlin as programming vice-president of the Mutual Broadcasting System (MBS) was announced this week-end. Carlin, who has been on the griddle for some time in the Mutual picture, due largely to criticism from the Don Lee interests, is a radio veteran and was brought into the network by Edgar Kobak, MBS president, with whom he has been associated for years. Jack Paige, recently shifted from special events to serve as Carlin's assistant, will head the program operation temporarily.

Carlin's resignation indicates that Kobak emerged from this week's meeting of the Mutual directors with a split victory. He himself continues as head of the network, despite opposition from key MBS stockholders. One of these is the Don Lee network, which has spearheaded the pressure against Kobak. Another reportedly lined up against the Kobak operation is WOR, New York.

### Don Lee-WOR Victory

Carlin's departure is being interpreted as a win by the Don Lee-WOR faction, which has indicated continued displeasure with the Mutual programming operation. It is doubly significant that WOR now is not only on an intensive pitch to line up new daytime shows but is negotiating the return of Julius Seebach, its one-time program vice-president, to that spot. It is also reported that, notwithstanding Kobak's retention, pressure against him is continuing.

## BMB Still Has 100G Question; Feltis Quits

NEW YORK, March 5.—The resignation this week of Hugh Feltis as president of Broadcast Measurement Bureau (BMB) to assume the management of KING, Seattle, leaves the industry organization on highly tenuous footing, in the opinion of most industry observers, with an estimated \$100,000 still needed to complete the projected study, skedded to be issued next fall. Where the funds will come from is far from settled at this point. Feltis, whose duties will be assumed by Cort Langley, his assistant, and Dr. Kenneth H. Baker, research director, will not leave BMB until April 15, and it is considered likely that he will take another swing around the country before that date in a last effort to add to BMB's current 830 subscribers.

Some time before Feltis leaves, the BMB executive board is slated to meet and decide whether to replace him with a new president. If a replacement is named, he is apt to be handed the sales duties formerly undertaken by Feltis, and shipped out on another sales jaunt. A high-pressure mail solicitation campaign for subscribers also is a strong possibility.

### Probable Swan Song

It is now being taken for granted that even if BMB succeeds in turning out its second report this fall, it likely would be the organization's swan song. A new industry-supported organization to supplant it seems a strong possibility. If no other method is devised to raise the funds needed to bring out the 1949 report, BMB undoubtedly will appeal to its three member groups: American Association of Advertising Agencies (4-A's), Association of National Advertisers (ANA) and the National Association of Broadcasters (NAB).

Since it was with funds advanced by the same three organizations that BMB first started in January, 1945, traders regard it as fitting that if BMB's career is ended it should be with funds again received from the same group.

## Hoover Commission Finds Weaknesses in FCC Set-Up; Sees Overload of Work

WASHINGTON, March 7.—The Hoover Commission in a report to President Truman today sharply criticized Federal Communications Commission (FCC) for "its lack of a comprehensive regulatory program" and declared that FCC's staff should be "organized on a functional basis" in order to counteract "serious weaknesses" in FCC's operations.

The commission, headed by former President Herbert Hoover, chided FCC for being primarily concerned with broadcast applications, with "secondary attention" being given to telephone-telegraph matters and a "minimum of commission guidance" going to special and safety radio services. "Even in the broadcast field," the Hoover report stated, "there has been a deficiency of needed planning and policy making."

The report continued: "From time to time, the commission has formulated policies intended to govern the grant or denial of applications for broadcast licenses. In the actual processing of these applications, however, the commission has repeatedly departed from these stated policies, without any definite revision of them, although revisions were clearly called for."

Much of FCC's troubles, reported the Hoover Commission, can be traced to "the commission's inability to find the time to determine its regulatory objectives and to formulate the policies necessary for the handling of its day-to-day business." Lack of sufficient time was caused by the "unprecedented work load" as well as by the fact that too much of the commissioners' time is being spent in commission meetings, the report asserted.

The Hoover group recommended that FCC immediately undertake an emergency short-range planning program. This program, declared the report, "should be directed to defining the immediate problems in communications regulation of greatest import and the manner in which

those problems should be handled." The report emphasized that this program would be "a temporary expedient to break the log jam which now confronts the commission."

No change in the commission's status as an independent agency or in the number of commissioners is necessary, according to the report to Congress. However, the staff should be organized on a functional basis. "In place of the present professional units," said the Hoover Commission, "there should be a series of bureaus corresponding to the major areas of responsibility of the commission." This, the report added, "should facilitate staff assistance and initiative in the planning and programming of activities."

The Hoover group failed to go overboard on the frequent suggestion to divide FCC into panels. The risk is, it was stated, that particular points of view might be developed among the commissioners on different panels. The report added, however, that if panels were able to dispose of a large amount of work without recourse to the full FCC, it would aid in disposing of the backlog. "The use of panels," said the report, "should be left to the commission's discretion."

## CBS Fails To Lure Eversharp From NBC

NEW YORK, March 5.—The latest sponsor to resist the blandishments of the Columbia Broadcasting System (CBS) is Eversharp, which this week decided to keep *Take It or Leave It* on its current 10 p.m. Sunday slot on the National Broadcasting Company (NBC). The sponsor and the Biow Agency, after considerable debate, ruled in favor of stringing along with NBC, thus joining such other firms which made similar decisions recently as Rexall (Phil Harris), Johnson's Wax (Fibber McGee) and Lever Brothers (Bob Hope).

The NBC Sunday line-up is still uncertain for the fall, pending U. S. Steel's decision on *Theater Guild on the Air*.

## Senate FCC Probers To Dig Into TV Allocations, AM Nets; Committee Would Speed Tele

WASHINGTON, March 5.—Readying for its communications probe, the Senate Interstate Commerce Committee is expected to train its guns on the double-barreled issues of TV allocations and radio networks as the result of a week's study of a 17-page report sent to the committee by Chairman Wayne Coy, of Federal Communications Commission (FCC). Considerable significance is being attached by the committee to a separate supplementary report by FCC Commissioner Robert Jones accompanying the Coy report. While Coy, in expressing the opinion of the majority of the FCC, voiced belief that upstairs color is not yet ready, Jones voiced belief that color TV should be provided now. No consideration, he said, should be given to "special interests" of licensees and manufacturers geared to black-white video.

The Johnson committee will explore the question of TV set obsolescence and its relation to the FCC's upcoming lifting of the TV processing freeze and the status of future allocations in both very-high-frequencies (VHF) and ultra-high-frequencies (UHF). Concerned with speeding up TV as fast as possible, the committee is ready to call the commissioners to open hearings later in the session to get complete informa-

tion on FCC's plans for UHF with regard to black-white as well as color.

### Web Activity Explored

In exploring network activity, committee members are expressing interest in FCC's report that the commission has long felt that a new network probe is necessary. FCC remarked that not only should network AM activities be re-examined but that attention should be given to net tie-ins with talent bureaus and recording companies.

Committee members are likely to want to probe networks themselves, especially since FCC said that commission power over webs is "rather limited." FCC pointed out that it can neither license nor regulate networks except as actual owners of stations.

Other matters the committee is interested in include the development of stratovision and the possible need for legislation to force TV set manufacturers to warn buyers that their sets may be made obsolete by TV progress into UHF. FCC said it thinks that nothing should be done on such legislation, but all committee members are not so convinced. On stratovision, the committee wants to make sure that its use will not lead to any concentration of control in the hands of a few licensees.

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# Local Angle Is Stressed At Okla. Radio Conference

OKLAHOMA CITY, March 5.—It was all talk of survival Friday (4) at the second day of the University of Oklahoma's annual radio conference on station problems on the campus at Norman. Over 300 persons in the radio industry from 15 States were registered. It was generally agreed at Friday's discussions that radio stations can solve their problems of survival if more emphasis is put on development of the local angle in programming, something very lacking when local advertising dollars are getting scarcer.

John Daly, of KDMO, Carthage, Mo., said there would be no real problem if stations got busy on four angles: First, the development of new programs on a local basis; second, the development of sports programs, a hot item in these parts; third, becoming a real public service to their communities; fourth, the development of co-operative programs with other stations in their areas.

R. B. McAlister, KICA, Clovis, New Mexico, said a radio station would have an easy time surviving if it developed the common touch, real industry and hard work and became a community leader. From M. H. Bonebrake, KOCY and KOCY-FM, Oklahoma City, came the suggestion that the stations develop regional networks thru the use of FM relay.

Another speaker, Maurice Mitchell, of the National Association of Broadcasters (NAB), told the discussion groups that "radio has resulted in the growth and development of a whole new generation in the country which is interested in listening for information, entertainment and education. This is the generation that will make it vital for the retail

advertiser, as well as the national advertiser, to use radio in all its forms as its basic medium."

At the Thursday night session on news, the local angle got a tremendous bounce from a man who knows the score. Bruce Palmer, news director of Oklahoma City's WKY, started his talk with the proof of the pudding. "For three years I have been conducting over WKY an early evening newscast devoted to covering the news of the day in Oklahoma. The show is confined almost exclusively to Oklahoma events, with the exception of a very brief and selective summary of national and international news. As a matter of fact, this summary is often omitted simply because I feel that the State report is heavy enough and worthwhile enough to warrant it. To support that, we have had listener comment to the effect that the newscast should be confined solely to the news of the State, with no other elements." Palmer reminded the group that this is the so-called hinterlands of America, where radio delivers a peculiarly valuable service to the farmers producing the nation's and the world's eatables.

### Public Service

"We are the only people who can give him some of the facts he needs to know immediately," he said. "Newspapers are still plagued by production and distribution problems and thus cannot hope to relay to their readers some pieces of vital information which are instantly presented by radio. . . . Any way you look at it and regardless of the commercial aspects of sponsored newscasts, news is one of the keystones of a station's popularity, and more important, of its public service. I'm not blind enough to say that one type of programming can win blanket acceptance for a radio station, but of all the other factors, news can do about as basic a job of drawing listeners. And when you make State and regional news one of your major foundation pieces, the keystone is pretty firmly cemented in place."

Palmer ended his talk with a crack at giveaways. "Have you ever stopped to think," he asked, "that no one ever gives away \$50,000 worth of junk in a contest on a radio news program?"

# KMPC Hearing Again Delayed

WASHINGTON, March 5. — The Federal Communications Commission (FCC) late yesterday announced another postponement of the preliminary hearing into complaints that G. A. Richards had ordered news slanting at Station KMPC in Los Angeles. FCC announced that the hearing, scheduled for March 16, will be postponed to March 23, avowedly to allow more time for counsel of FCC and the Richards stations to prepare for the proceedings. Richards is board chairman and majority stockholder of Stations KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit.

The FCC, in announcing the latest postponement of the preliminary hearing, said that the proceeding will take place in Los Angeles, sticking to its Monday (28) rejection of Richards' petition for cancellation of the hearing in favor of a personal appearance before FCC in Washington (*The Billboard*, March 5). In denying that petition, FCC said the express purpose of the upcoming hearing is to give Richards a chance to be informed of all charges against him and to give him a chance to reply. Commissioner Rosel Hyde dissented from that ruling, stating that he thinks Richards should be permitted to appear before the full commission. The Los Angeles hearing is slated to be presided over by Commissioner Edward Webster, representing the full commission.



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# Corwin's First in 2 Years Heads 5 CBS Pubserv Shows

NEW YORK, March 5.—Corwin's first script in two years will spearhead five additional public service shows being prepared by the Columbia Broadcasting System (CBS) to maintain the web's dominant position in that phase of broadcasting, according to J. Davidson Taylor, vice president and director of public affairs for CBS. Corwin's hour-long show in June, for the CBS documentary unit, will be about a 20th century humanitarian who fights to improve humanity's well-being as an aid to world peace.

Among the others, the most striking is *The Kremlin Tells the Russians*, a 15-minute once-a-week show, with Larry Leseuer and Richard C. Hotellet as co-commentators. Both correspondents formerly covered Russia for CBS. The material for the program is to be canvassed from the Soviet press, magazines and radio. The purpose is to let the American public know what the Russian people are being told by their officials about world affairs. An audition is to be cut shortly.

A program on the use of the English language called *Take My Word* is another near the audition stage. A panel of experts will be used for the half-hour show, which will combine

# NBC Puts Cards On Table; Affiliates Backing Network

(Continued from page 13)

clared their intention "to accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the nation's No. 1 network."

### Special Committee

To work out details of this promotion campaign a special affiliates' committee was appointed. The chairman is Martin Campbell. Members are Harry Bannister, of V-WJ; John Gillin, WOW; Steve Conley, of Westinghouse stations; George Thomas, KVOL; P. G. Sugg, WKY, and Gene Kelly, KCRA.

Details of the promotion campaign had not been set Thursday (3), but it appeared likely that it would be of a co-operative nature, with both the network and stations contributing portions of its costs. Charles Hammond, net vice-president and assistant to the president, will work with the committee in outlining details.

Hammond told *The Billboard* that it would not be co-operative in the usually accepted definition of a 50-50 split. He stated the network would supply leadership and would accent its promotion on a national basis. The network would be responsible for a constant flow of creative ideas, he said, and indicated that the regular *Parade of Stars* format would be continued, but in an enlarged, intensified manner. He also said that the network would supply new promotion shows and said there was a definite possibility that special network promotion programs would be created. He also indicated that the network could be counted upon to increase its national promotion, while affiliates, with their own money, would be counted on for increased local promotional efforts.

### "HINT HUNT"

(Continued from page 13)

mour is said to have slashed its advertising budget by 41 per cent. Foote, Cone & Belding is the agency on the show.

CBS has not yet decided whether to retain the show as a sustainer. The cancellation leaves CBS with open time from 3:30 to 5:45 p.m.

# "Ladies" Going Off Air; Jilted By Quaker, Toni

CHICAGO, March 5. — *Ladies Be Seated*, American Broadcasting Company (ABC) audience participation program that has originated here for years, will be taken off the air March 25, when its sponsors, Quaker Oats and Toni Home Permanent, drop the show.

Toni, which has been sponsoring the second 15 minutes of the program Mondays, Wednesdays and Fridays, is dropping the program because of a cutback in the company's advertising expenditures and a recent purchase of network television time. The program is on the air Monday thru Friday from 3 to 3:30 p.m. (CST).

### Quaker Oats New Show

Quaker Oats has been sponsoring the first 15 minutes of the program Monday thru Friday. Quaker is passing up *Ladies* in favor of a new Peter Donald program which will originate in New York for ABC, starting March 28. The cereal company will bankroll program (Monday thru Friday from 3 to 3:30 p.m., CST) on Mondays, Wednesdays and Fridays. ABC is trying to sell the Tuesday and Thursday airings and the net's central division says it has a couple of good nibbles.

Dropping of the *Ladies* program is viewed with surprise in the trade here in view of its growing ratings. Current Hooper gives the show a 5.2 rating, an increase of 1.2 over its former rating. Nielsen's current rating on the program is 6.7, also an increase over former ratings by this research org.

# Maxwell House Nixes Burns & Allen Show

HOLLYWOOD, March 5.—Maxwell House Coffee this week-end announced cancellation of Burns and Allen, effective at the end of the current season. Surprise axing of one of radio's top Hooperated comedy stanzas came as result of what the bankroller's agency, Benton & Bowles, termed "realignment of fall advertising plans for the General Foods product." Comedy duo were sponsored for four years by Maxwell House and are currently in 17th place Hooperwise with a 15.9 rating.

With an estimated talent nut of approximately \$15,000 per stanza, the B and A show has rated as one of the top budgeted comedy shows on the air. Bankroller recently went into network tele with launching of *The Lambs Gambol* over NBC's Eastern teleskein, which may account for the axing of the expensive radio package. Sponsor will retain Thursday night time slot on NBC and is shopping for an "impressive" new show to replace Burns and Allen. *Wendy Warren and the News*, daytime ailer over Columbia broadcasting System, will continue under General Foods banner.

The cancellation is said to be in line with a move toward reducing radio talent expenditures, especially in view of the firm's heavy TV bill.

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# ABC'S AGENCY-NIGHT SWITCH

## Ford, Buick in Hour TV Buys As CBS Sales Hit Spurt

NEW YORK, March 5.—The Columbia Broadcasting System (CBS) this week hit the jackpot with three sales of 60-minute television programs. A quick save on the Ed Sullivan *Talk of the Town* variety show was made when, following Emerson's cancellation last week, the Lincoln-Mercury division of Ford Motors signed to pick up the tab with no time lapse. Sullivan's last show for Emerson will be March 13 and he will work under the Ford banner the following week. The program will be shifted, however, from the 9 p.m. slot Sundays to the preceding hour, with Kenyon & Eckhardt the agency on the new sale.

Into the old Sullivan period starting April 17 will go the new General Electric (GE) appliance and lamps division show, featuring Fred Waring in an elaborate musical program. This show, produced by Roland Gillett, of Young & Rubicam (Y&R), will utilize much the same talent as on Waring's radio ailer. The AM show, incidentally, is produced for GE by Batten, Barton, Durstine & Osborn (BBDO) Agency. In signing Waring, GE dropped its video quiz show, *Riddle Me This*, which aired Sundays from 8:30 to 9 on CBS, and

## Chi Dimout as TV Origination Center

CHICAGO, March 5.—Chances of Chi becoming a TV network origination center in the near future were lessened last week when American Telephone & Telegraph Company (AT&T) announced that effective May 1 the eastbound coaxial cable would no longer be available for television programs on weekdays. Immediate result was a cancellation this week of the National Broadcasting Company's (NBC) locally originated program, *These Are My Children*.

AT&T will eliminate the eastbound weekday cable at the same time it makes available a third westbound coax from New York. Eastbound cable from here will be available at night and during the day on weekends.

Decision to take *Children* off the air was not made solely because of the new AT&T policy. New York execs of NBC had found fault with the program. Also behind the move was the determination of NBC video brass, as expressed at the net's affiliates meeting here this week, to originate as many shows as possible in New York and to pass up Chi and the West Coast.

The fact that the budget on *Children* was too high for a local airing also contributed to its exit.

As a result of the AT&T decision Chi will not be able to originate any weekday, daytime network TV shows until 1950 at the earliest.

winds up March 13. BBDO made a quick switch on that show by signing another client, B. F. Goodrich, to sponsor it at the same hour on American Broadcasting Company (ABC), starting April 3.

The third full-hour CBS sale was to the Buick division of General Motors, via the Kudner Agency. The show will be an hour-long variety program. Kudner handles the Texaco and Admiral revues. Buick hasn't been active in radio for some time.

## Dir. Strike Looms At WJZ-TV Over Jurisdiction, Pay

NEW YORK, March 5.—The Radio and Television Directors' Guild (RTDG) is on the point of striking against WJZ-TV because of the difficulty in reaching agreement on a contract for directors at the station. Negotiations have been continuing for months with very little progress made. The RTDG members at the station have been growing impatient. The chief difference seems to be over the WJZ-TV definition of exactly which employees come within the union jurisdiction and the amount of money they will get.

However, satisfactory progress is being made by the RTDG in its contract discussions on two other fronts—with WPIX, covering meggers there, and with the advertising agencies for free-lance radio pilots.

At WPIX, except for wages and the Guild shop, most of the major pact conditions have been agreed upon. It has been settled, for example, that video directors will work a 40-hour five-day week. Salaries are always a knotty problem and it is expected there will be difficulties before agreement is reached in this phase of the pact. Indications are, nevertheless, that the WPIX meggers will get slightly less than those at WCBS-TV, where directors make \$130 and associates \$95 each week.

In free-lance pact confabs, several months of dickering back and forth has resulted in getting down to basic conditions under which an agreement can be reached. These are not being revealed. Negotiators meet again Thursday (10).

## Trial Balloon Video Shot by Sachs, Chi

CHICAGO, March 5.—Likelihood that one of Chicago's oldest and largest users of radio would be sponsoring a TV series soon was seen this week when it became known that the Morris B. Sachs clothing store chain is going to buy a one-time shot on WENR-TV with the idea of using the program as a test to determine future TV spending.

For years Sachs has sponsored a full hour amateur radio program simultaneously broadcast on WENR and WCFL each Sunday afternoon. March 13 the company will also telecast the program on WENR-TV from 12:30 to 1:30 p.m., and then follow with a special half-hour fashion TV show.

WENR-TV execs say that if Sachs is satisfied with the TV version of his amateur hour he will buy a regular series of simultaneous telecasts on the station.

## Hayes Gets Old Films for TV Use

HOLLYWOOD, March 5.—Telepic producer Sam Hayes this week disclosed acquisition of over 800 reels of silent film which will be streamlined and adapted to television. Included are famed old-time comedies such as the Christie series, Westerns and serials.

Hayes, co-partner of Parnell-Hayes Productions, will release the first of the series under title of *TV Komics*. Group will be pared to 10-minute episodes, with narration and music dubbed in and stop-action breaks inserted for sponsor plugs. Over 130 five-a-week *Komics* episodes are currently being prepared and series will include a total of 390 separate shows when completed.

Marking what is believed to be the first time silent films have been converted to tele, the series will be offered on a low-cost basis to national advertisers. Price per episode is pegged at \$50 per program for each market, with a minimum number of 30 markets required. One repeat showing of each film during the first year is also obligatory under contract terms.

In addition to 10-minute series, additional programs varying in length from 20 to 30 minutes each are currently being prepared from the library of old-time film fare.

## Jerry Lawrence TV Show Bought by NBC

HOLLYWOOD, March 5.—*Can You Picture This*, audience-participation tele show packaged by local disk jockey Jerry Lawrence, was purchased by the National Broadcasting Company (NBC) this week. Show kicks off over KNBH, NBC Hollywood outlet, March 10 with plans to make stanza available to entire web via kinescope recordings.

*Picture This* has been airing on KFI-TV for several months and is built around drawing-charade format in which Hollywood celebs have been featured.

## Singer Sewing Mach. A Prospect for TV

NEW YORK, March 5.—Young & Rubicam is interested in a half-hour film version of the old Woody and Virginia Klose radio show for Singer sewing machines, a TV client never in radio. The program was on Mutual until last November 15 and is a Mr. and Mrs. built around farm life.

If the film looks good, the sponsor is interested in a Sunday afternoon time. Pyrman Smith is the technical adviser on the show and Mary Harris in charge of talent. Klose is with the Frank Cooper radio and TV packaging agency.

## WAGA-TV Debuts; On Seven-Day Basis

ATLANTA, March 5.—WAGA-TV here begins commercial television operations Tuesday (8). Station is an affiliate of the Columbia Broadcasting System (CBS) and the DuMont network and operates on Channel 5.

Regular programming will be on a seven-day week schedule for a total of 21 hours weekly. George B. Storer Jr. is the TV station manager. WAGA-TV is owned by the Fort Industry Company, which has WSPD-TV, Toledo, and WJBK-TV, Detroit, in operation.

## Plans To Sell Full Eve Sked As Package

### Different Agency Each Night

(Continued from page 3)

clients, placed in whatever time period is considered ideal.

The plan, it was learned this week, already is under serious consideration by some of the top agencies in the business, after being presented to them by ABC's veepee in charge of television, Charles C. (Bud) Barry, who originated the concept. The network plan encompasses co-operative development by web and agencies of new programs to fit sponsors' needs, and includes an equally fresh approach to the optioning of time. In essence, it acknowledges the present dominant position of the advertising agency in buying time, planning campaigns and producing programs, and the role of the network as facilities sales agent.

An agency which purchased 90 minutes of time on one evening would receive long-term protection on the remainder of the evening. An agency contracting for 60 minutes would get similar protection on the following 60 minutes, according to the plan Barry presented to the agencies. The web would assist the agency in building shows for its clients in the protected time, and would run them as sustainers until they reached fruition.

One agency exec to whom the plan was broached noted that any agency which had the same opportunity to secure radio time would leap at the opportunity, what with the constant jockeying for time periods, and constantly voiced gripes about other agencies' shows which precede and follow their own. The same situation undoubtedly will prevail in video in another year, and perhaps less. Active consideration of the ABC plan is stimulated by the idea of each agency gaining an opportunity to please itself and its clients on choice of time, contrast and pace of shows. The blueprint is believed to leave agencies free to swap or "lend-lease" time periods or entire evenings. Another provision understood to be considered by ABC execs, calls for an agency, should a time period in its evening open up, to pay a reduced rate for non-commercial use and development.

### Web Aid to Agencies

Under this revolutionary concept, which would bring the influence of the advertising agency to its highest peak in broadcast programming, the network would aid the agencies in conceiving and developing shows, pass on material used and provide the use of its facilities. While its approval would be needed before an agency could place any program or sponsor into a time period, this would be virtually automatic, provided the usual requirements are met.

Should ABC succeed in selling out every night via this method, it would place the network in a potent strategic and commercial position. Instead of having to deal with a multitude of sponsors, with new threats of cancellation every time a show's contract ran out, it would have only seven real contracts to worry about. A successful application of the plan might well have a reverberating influence on radio time sales in the future.

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# ABC Deal for Chi Coliseum Would Put Net in Promotion Biz, Make Arena TV Center

Consummation To Give Network Crack at All Events

CHICAGO, March 5.—A deal whereby the American Broadcasting Company would become a co-owner of the Chicago Coliseum, get into the promotion of all types of entertainment events and at the same time make the Coliseum a television and broadcast center is in the wind here. Leo Seltzer, principal owner of the Coliseum, a huge arena south of Chi's downtown district, has approached ABC execs here and has offered to practically turn over the building, lock stock and barrel. ABC New York execs will be here next week to see if the Coliseum could be rebuilt for TV usage and whether the network should continue negotiations.

After initial talks, the negotiations seems to be breaking down into two main possibilities. One is that ABC will work out an exclusive TV rights deal for all events promoted by Seltzer and his associates. Under this plan ABC could become co-promoter of all events.

The second possibility is that ABC would buy into the corporation owning the Coliseum and would move all its AM and TV office space and studios into the building. Latter possibility would call for ABC breaking its office and studio space leases in the Civic Opera Building and Merchandise Mart and would involve a remodeling investment of about \$2,000,000. If the net were to take this deal it would have to cancel its long-term lease on the ABC Civic Studio (formerly the Civic Theater) which it acquired last year.

John Norton Jr., ABC's Central Division vice-president, emphasized that neither plan had been approved and that there would be many more talks before final decisions were reached.

The plan, under either possibility, has many interesting points. If it were to go thru ABC could find itself in the promotion business a la CBS's arrangement with the Tournament of Champions. Everything put on at the Coliseum—be it a fight, roller derby, circus, home show or garden exhibit—would be available to ABC as TV material which the net could sell to potential sponsors. The plan proposed by Seltzer goes as far as suggesting that ABC should charge admission to many of the AM and TV shows it now presents free to the public. A \$1 admission charge has been discussed as possible for TV presentations.

Norton admitted that the idea had many ramifications and that the net was not treating it lightly. Plenty of potential revenue, promotion and program material make the net's top execs believe that the proposal should be explored thoroly.

Seltzer has been interested in TV for a long time. He once proposed a similar idea, but on a much smaller scale, to WBKB. He also has been worried about TV's effect upon his

gate and has been one of the staunchest exponents of the theory that TV hurts his promotions. In fact, he now has a blanket rule against the telecasting of his boxing promotions because of effects he claims past TV airings have had upon fight revenue.

## Goodwin Set in NBC Kine Variety Show

HOLLYWOOD, March 5.—National Broadcasting Company (NBC) will make a kinescope audition of a new half-hour video variety show March 11, which will star radio-film topper Bill Goodwin. Show will feature top Hollywood talent, with a plan to syndicate the show via NBC's kinescope recording set-up.

Originating at the web's Coast outlet, KNBH, stanza will be the most expensive show in net's current talent stable. Goodwin will get \$750 weekly for his emceeing stint, with talent to be paid commensurate with box-office ability. A 14-piece ork will be featured and scripting will be by Grant Garrett. Web is understood to have a Coast bankroller set to foot a portion of the bill, with remainder to be garnered from kine rights. Show will be NBC-owned and controlled.

Kick-off date will depend on expansion of KNBH's operating sked to a full seven-day-a-week operation.

## Video's Potential Eyes in L. A. Area

HOLLYWOOD, March 5.—Penetration of television into the Los Angeles metropolitan market (and its effect on radio listening habits) will be felt by the end of 1950, according to a study released this week by the Don Lee Broadcasting System (DLBS). Survey, prepared under supervision of Don Lee sales and advertising exec Ward Ingram, disclosed that an estimated 230,000 tele sets will be in operation by the end of next year, comprising 16 per cent of the 1,405,000 radio families in this area.

Comprehensive study, one of the first such surveys to be attempted by Don Lee, predicted that by the beginning of 1951, tele will have reached 7.5 per cent of total radio families in California, Washington and Oregon. An estimated 330,000 tele receivers will be in use thruout the Pacific Coast area by that time, sharing coverage with 4,350,000 radio families.

Despite tele's rapid strides, the report said, it will take several years before video can equal radio's mass coverage opportunities on the Coast. In the interim, bankrollers were urged to charge off tele costs to experimental budgets and continue using advertising media. If television is ignored completely, however, sponsors may risk serious crippling of current advertising effectiveness in established media. If, however, bankrollers cannot afford special tele budgets, the study recommends that video replace other media only after television has shown the ability to produce more sales per dollar.

Station is reportedly set to increase from its present five-a-week set-up on or about April 1.

## KFI-TV's Daytime Kick-Off Has Bugs But Garners A for Effort

Lookers who watched the kick-off of KFI-TV's daytime programing sked Tuesday (1) couldn't help giving the station a king-sized A for effort. From all angles, KFI-TV has shouldered a tremendous programing task which on the surface seemed almost impossible. That it came off as well as it did is evidence of outlet's determination in abandoning all night time telecasting in favor of new sked.

From a purely technical, production, or critical standpoint, shows unveiled on its opening day were by no means top tele fare. There was no single ainer in the six-hour sked (12 noon to 6 p.m.) which had either the polish, production, or entertainment values which video perfectionists demand. There were flaws in lighting, camera work, technical handling and staging. Talent ranged from good to mediocre, with plenty of room for improvement.

Viewed objectively, however, it was an acceptable job. With all shows aired without camera rehearsal, with lighting hurriedly set up and with talent hastily recruited in some instances, it was surprising—and amazing—that results were as promising as they proved to be.

Bulk of station's shows were live studio programs, including musical-variety airers, audience participation stanza, home economics shows, drama, news and kiddie programs. For sports fans, Tom Harmon's *Sports News* was interesting. Such diversified single shows as gardening hints, cooking stanzas, the do's and don't of etiquette, a farm show, and varied film shorts rounded out the log.

Working on the theory that fem lookers are attracted by program content rather than by flashy production, the station is beaming airers which are both simple to produce and

of primary interest to the housewife. Even with a restricted audience of women only, the station feels it can build up a listening pattern which bankrollers will be eager to buy. Before hurdling further barriers, however, a thoro pruning job is required. In fairness to the talent who ventured into tele unrehearsed, no specific airers should be singled out for lambasting. Suffice to say, the sked included shows which were either too rough for tele debut or poor tele material in the first instance. Too often, station merely turned a camera on a radio stanza hoping for the best—and not clicking. Most promising airers were a fashion show featuring expert Caroline Leonetti, an audience participation stanza with KFI radio staffer Ted Myers as emcee, and the Harmon sports seg. Kid shows were lacking in talent and imagination. News programs featured still photos with commentators reading from news ticker copy—certainly nothing new or startling.

Commercial-wise, spot bankrollers were spread thinly over the 6-hour period, but station sales execs reported at week's end that biz spurted upward, with promise of more to come.

Trade-wise, KFI-TV's operations are being watched closely. Set manufacturers hope additional daylight shows will spur local set sales. Rival telecasters have a stake in KFI-TV's operations also, inasmuch as successful accomplishment of the daytime switch will set the pattern for competing stations. As for KFI-TV, this is an all-out fight to make tele pay off—this year. The outcome is eagerly awaited. Alan Fischler.

Reviewed Tuesday (March 1), 12 noon to 6 p.m. Style—Over-all programing survey. KFI-TV, Hollywood. Executive tele producer, Ronald Oxford.

## TV Film Huddle Sought by SAG

HOLLYWOOD, March 5.—Screen Actors' Guild (SAG) board of directors last week ordered the Guild to immediately open negotiations with tele film producers. Move came after Four A's were still unable to agree on a plan covering talent in the video field.

SAG toppers claimed it had devoted considerable time and effort in working with the other entertainment unions in the hope of creating a new labor org that would administer jurisdiction in tele. With the increase in tele film production, Guild feels it can no longer wait for the Four A's to evolve a master tele union.

SAG laid full blame on Actors' Equity for the failure of the talent unions to reach an agreement on tele. Equity Council had rejected Four A's merger plan. However, SAG informed Four A's that it will still be willing to co-operate and enter into an agreement with other unions on the tele questions once they have reached a solution of the tele jurisdictional problem. In the meantime, SAG feels it must negotiate with film producers on its own to protect its members. Heretofore, Guild has avoided such action awaiting results of the talent union talks.

## Philco May Retain 'Playhouse' on NBC

NEW YORK, March 5.—The arrival from South America next week of James Carmine, advertising chief of Philco, probably will settle the uncertain status of that firm's radio and tele time. Philco had planned to cancel its full hour *Television Playhouse* on the National Broadcasting Company (NBC), Sundays at 9, but the surprise move by its competitor, Emerson, in dropping the Ed Sullivan show which was bucking *Playhouse* has made its move uncertain. NBC execs last week made a strong bid to retain the Philco business, with Carmine's decision awaited.

Meanwhile Philco's radio status also is in doubt. Carmine is expected to rule shortly about retention of the 10 p.m. Wednesday time on the American Broadcasting Company (ABC) in which Bing Crosby is being presented. When Crosby leaves the Philco pay roll after this spring, the radio firm must decide whether or with what to replace him.

## Canada Dry Buying Super Circus on ABC

NEW YORK, March 5.—Canada Dry this week was virtually set to bankroll *Super Circus*, Sunday video show, 5:30-6 p.m., on American Broadcasting Company (ABC). The pact, to be inked thru the Maxon Agency, will have the Chicago-originated show go commercial about March 20.

The sponsor is reported buying the full ABC tele network.

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# CHI TV TALENT PIC CONFUSED

## Rockwell and Chertok Form Production Co.; Latter Prexy

HOLLYWOOD, March 5.—Partnership deal was set between Tom Rockwell, prexy of General Artists Corporation (GAC), and motion picture producer Jack Chertok for the formation of a television film producing company. Firm will be known as Jack Chertok Television, Inc., with Rockwell and Chertok each owning 50 per cent of the stock and the latter heading the corporation as prexy. Chertok will continue his theatrical and non-theatrical film enterprises as head of Apex Films. Deal calls for GAC to act as selling agent for the Chertok tele firm's product. In addition, GAC will benefit from the venture since its talent stable will be used in the films and thereby enjoy video exploitation as well as a boost in stature in the new medium. Chertok told *The Billboard* that the film company will not be bound to use GAC talent exclusively, but that the agency's personalities will naturally get the preferred nod. Chertok and Rockwell have been long-time friends and business associates, with GAC still handling the producer in the theatrical film field.

This marks the first time that a major talent agency has moved into the video field so extensively. William Morris handles the Hal Roach Telepix product only as a sales rep. Music Corporation of America (MCA), which has been peddling its talent wares to TV along with the other agencies, recently showed interest in taking a more active part in tele by negotiating with Warner Bros. and KLAC-TV's Don Fedderson on a possible kinescoped package deal. MCA would build video shows, air

## AFRA Exec Mediates WMIN-Staffer Fight

CHICAGO, March 5.—Long-standing wage and working condition controversy between the announcing staff and management of WMIN, Minneapolis independent station, was settled this week. Ray Jones, executive secretary of the Chicago office of the American Federation of Radio Artists (AFRA), stepped into the situation and helped the parties involved reach an agreement. The controversy was developing into a possible strike when Jones entered the picture.

Under terms of the agreement, announcers received basic increases ranging from 12 to 17 per cent. Lowest paid announcers at the station formerly received about \$50 per week. Now they will receive about \$60 per week. New contract will be retroactive to January 1. The retroactivity demand of the announcers was one which the station had opposed strongly.

### AFRA Concession

AFRA made a concession in the settlement by agreeing that traveling announcers would be paid only for time actually working while out of town if the station provided first-class train transportation. The announcers had demanded payment for all time spent out of town.

In his capacity as director of AFRA's central region, Jones also is entering this week a labor situation involving announcers at WBBF, Rock Island, Ill. At this station a labor board hearing is being conducted to determine those eligible to vote to determine whether AFRA will be named sole collective bargaining org. The board hearings will determine whether certain supervisory personnel of the station will be permitted to cast collective bargaining ballots.

them via WB's KLAC-TV and then record them on film for sale to other tele outlets and sponsors. At press time, MCA-WB deal still hung in mid-air.

Chertok was unable to name a date when his tele firm will go into operation. He said he is still studying the demands of the new medium and does not intend rushing into production until he is more certain of the road ahead. Chertok has been producing non-theatrical (advertising pix) for some time and has continued to turn down client requests that he make video until he feels he can do justice to the new medium.

## Shockers Strip Set by NBC for \$5,000 a Shock

HOLLYWOOD, March 5.—National Broadcasting Company (NBC) will unveil a five-a-week mystery show strip before summer to be built from whodunits now being auditioned. The thrillers will be slotted at 10:30-11 EST across the board, beginning on a five-times-weekly basis and expanding to a full seven nights. Shows will be "popular price" airers, not exceeding \$5,000 per stanza, aiming at bankrollers who seek low-budget packages in Class A time.

Among airers in the programming mill, the following are set for early audition as probable tenants of the strip: Dick Powell's *Rogue's Gallery*, *Dragnet* to star Jack Webb; *Miss Rachael*, with Verna Felton playing an amateur female private eye; *Thirteenth Juror*, by Arnold Marquis, and a still untitled epic with Elliott Lewis in the lead. All will be packaged and produced by NBC.

Kick-off date will depend on the speed with which scripts can be backlogged and airers made ready for debut. Web will herald its mystery splurge with promotional campaigns. The new series is another indication of NBC's plan to drop its present curfew.

## British Race Tracks Ban Telecasting

LONDON, March 5.—One of the most serious blows in recent months to the British Broadcasting Corporation (BBC) television service has been struck by the Racecourse Owners' Association in refusing to grant permission for further televising of their race meetings.

Television already is banned from league football, professional fights and greyhound racing. The future of sports on television must now await the outcome of negotiations between the BBC and the Society for the Protection of Sports Copyrights (SPSC).

The main obstacle in the path of televising sports is the fee asked by sporting promoters. The BBC has been asked to pay \$4,000 for the rights to air a single sporting event. The BBC budget for television does not allow such an expenditure.

## Smith Bros. Cough Out on "Stop Music"

NEW YORK, March 5.—Smith Brothers Cough Drops this week canceled its period on *Stop the Music*, American Broadcasting Company (ABC) giveaway show. Eighty-five quarter hours, the 8 to 8:15 segment of the full-hour Sunday ailer, immediately was picked up by *Old Gold Cigarettes*, which already bankrolls the last 15 minutes of the show.

The Smith Brothers cancellation is effective after the March 25 show, with the end of the "winter cold" season.

## Joan Davis Skedded For Return to CBS

NEW YORK, March 5.—Joan Davis will be back on the Columbia Broadcasting System (CBS) this spring. The comedienne wound up a co-operatively sponsored series for the web last July.

It is not exactly known on what date she will begin her half-hour series of programs, but the chances are the network would like her to bolster its daytime line-up.

## Hooper, Pulse TV Ratings

NEW YORK, March 5.—The 10 top TV programs in New York City, as reported by C. E. Hooper, Inc., and The Pulse, Inc., are shown below. Considerable differences characterize the list: There are three programs which Pulse includes in its top 10 which are not on the Hooper list; there are four programs tabbed in the top 10 by Hooper but not by Pulse. They are *Break the Bank* (sixth, 34.7), *Your Show Time* (seventh, 32.5), *We, the People* (eighth, 32.2) and *Colgate Theater* (tenth, 30.2).

In discussing the differences, Pulse traced them to the fact that its surveys use non-phone and telephone homes, while Hooper uses only phone homes, as well as differences in sampling procedures. Hooper uses a random phone sample; Pulse a refined area sample controlled by the research director and not by the interviewer.

Here are the leading Pulse and Hooper shows:

Pulse Rank	Feb.	Hooper Rating	Hooper Rank
1—Texaco Star Theater (WNBT, Tues.)	67.3	76.6	1
2—Godfrey's Talent Scouts (WCBS-TV, Mon.)	57.3	56.1	2
3—Toast of the Town (WCBS-TV, Sun.)	46.0	48.0	4
4—Godfrey and His Friends (WCBS-TV, Wed.)	44.7	46.6	5
5—Admiral Broadway Revue (WABD, WNBT, Fri.)	41.3	41.3	3
6—The Goldbergs (WCBS-TV, Mon.)	38.7	*	*
7—Kraft TV Theater (WNBR, Wed.)	38.0	50.6	*
8—Boxing (WNBT, Fri.)	34.7	*	*
9—Phil Silvers (WNBT, Thurs.)	34.0	32.1	9
10—Original Amateur Hour (WABD, Sun.)	33.3	*	*

\* Not in Hooper top 10.

## More Actors Working But Rates Too Low

### AFRA Members Dominate

CHICAGO, March 5.—With television programming on the upgrade here, an extensive survey of the local video talent picture by *The Billboard* this week revealed four principal developments: (1) More live talent, most of it from the membership of the American Federation of Radio Artists (AFRA), is being used. (2) Talent, in general, is screaming about low rates being paid and clamoring for settlement of the Four A's internal difficulties so industry-wide contract negotiations can begin. (3) Top local radio names are beginning to be used in the medium and are making special deals with producers and stations, enabling known stars to get above minimum earnings, but still nothing comparable to what they get in radio. (4) A general condition of video rates chaos is noticeable in talent ranks because no one knows what he can expect for various types of shows.

### Tele Employment Facts

Basis for facts used in this report is a typical week of television employment here.

This week WGN-TV employed 31 AFRA members; WENR-TV, 37; WNBQ, 18, and WBKB, 19. Altho no figures are available as to how many AFRA members were employed at each of the stations a few months ago, it is known that these figures represent increased video employment for AFRA members. It has been estimated that the employment of AFRA talent in video here has increased 500 per cent in the past six months. According to a recent study made by an authoritative source here, AFRA talent is being used in the vast majority by video stations, with AGVA and amateur talent being used to a lesser degree. When the local AFRA office was told the results of this survey, it agreed that its facts were substantially correct.

### Fees Vary

Fees for AFRA members vary at each station for different talent. AGVA members are working under a blanket rule which states that they must get a minimum of \$50 per program, but in many cases this minimum has not been met.

The picture of fees for AFRA members is as follows:

At WENR-TV the average wage for minor AFRA talent is about \$25 per half-hour program, with rehearsal time usually included in this figure. Lead names have received \$75 per half-hour show as a result of personal negotiations between the station and talent. This higher figure is the exception instead of the rule. Usually there is no advance agreement that the rate will be changed if the show goes commercial.

### Rate Examples

Example of the rates being paid by this station is a girl singer who receives \$75 for a local program, even tho she is being represented by Music Corporation of America and has to pay the usual MCA agent's fee out of this sum. For an hour ABC network program another girl singer is paid \$50, while a male singer is getting the same amount for a half-hour net show on the same web. At ABC a name vocal quartet received \$100 for a half-hour network program.

At WNBQ, National Broadcasting (See *Chi TV Talent* on page 20)

# Hypoed Coast Originations Pinch Networks for Space; Scrambling for Relief Spots

Condition To Worsen Before It Shows Improvement

HOLLYWOOD, March 5.—With the number of Hollywood-originated air shows now at an all-time high, networks are faced with an acute shortage of studio space. What is more, all four webs fear the situation will be worse next fall, judging from the number of new show ideas currently in the hopper. A survey of all four webs discloses that 88 studio audience shows (plus numerous non-audience airers) are currently emanating from here. Many of these shows are three or five-a-week series, tying up studio facilities and operating personnel. By contrast, only 74 shows were Coast-born last year at this time.

To ease the situation nets have been turning to outside sources and farming out shows wherever possible, even tho taking stanzas away from home grounds means extra rental and operating costs. Because many of the top airers are expensive production jobs requiring considerable rehearsal, coveted available space is sought after on a priority basis by top ad accounts. Intricate skedding and juggling of available time has been required to keep all talenters and bankrollers happy—and still produce results.

## NBC's 33 Coast Shots

National Broadcasting Company (NBC) currently surpasses other nets with 33 Coast originations, as compared to 26 last year. With five main studios available, NBC has been able to house all but the Bob Hope show in its main building. Hope airs from Vine Street Playhouse, which is leased to Columbia Broadcasting System (CBS). With NBC now building a raft of new shows for summer and fall debut, there is no telling how studio space will shape up come next season.

Hardest hit at present is CBS with its 29 local originations, compared to 24 last year. While the web dropped 16 shows, 21 new airers were added, seven of which are five-a-week series. CBS has only three large studios available and therefore has been foraging around Hollywood for stand-by origination spots. Net is farming out two shows to 6000 Sunset Radio Center, while *Meet the Missus* originates at Earl Carroll's Theater-Restaurant. *Our Miss Brooks* and the Jack Smith musical series stem from Mutual Broadcasting System's (MBS) newly completed Don Lee Studios. *Lux Radio Theater* occupies its own Vine Street playhouse. CBS's studios are also used on a catch-as-catch-can basis by Columbia Records for its Hollywood diskings sessions.

## CBS Expansion Pains

Having recently added Jack Benny and *Amos 'n' Andy* to its roster, CBS faces more headaches in finding room for Red Skelton, Ozzie and Harriet, Edgar Bergen and Bing Crosby, all of whom are moving in on or before next fall. Skelton, Ozzie and Bergen are going into CBS's Sunday night comedy powerhouse, which means the

net may be forced to farm out all three shows. Moving shows present a troublesome public relations problem, nets explain, inasmuch as ticket holders inevitably show up at the main studios despite a clearly stated broadcast location printed on ducats.

American Broadcasting Company (ABC) now airs 17 shows weekly as compared with 14 last year. Not having a home of its own, web rents space from NBC and uses farm-outs to take care of overflow shows. Complicated scheduling problems between the two webs has so far been workable, but fall demands may force ABC to surrender some of its NBC studio space. ABC's local O.-and-O. outlet, KECA, with its own studio set-up, can accommodate five shows at present. Web's top audience participation stanzas, such as *Breakfast in Hollywood* and *House Party*, are farmed out to Tom Brenneman's restaurant, while *Bride and Groom* stems from the Chapman Par Hotel.

## MBS Set-Up

Least pressured at the moment is MBS, headquartered in the lavish, new \$3,000,000 Hollywood Don Lee broadcasting system headquarters. With four large studios available, Mutual has been able to assemble all its airers under one roof. Last year, web's audience participation stanzas were spread out over several outside locations. Only nine MBS shows are currently originating here, which include three five-a-week series. Last year 10 Mutual stanzas were beamed from the Coast.

Net execs see no easing off of studio pressure in sight. ABC will be hamstrung until its own studio building is erected. CBS and NBC both have more new shows cooking, while Mutual plans to shift airers from New York to Hollywood, which will take up its current space slack.

## Sillerman Ankles Keystone ET Berth

NEW YORK, March 5.—Mike Sillerman, president of Keystone Broadcasting System (KBS), transcription network outfit, resigned this week. He declared his new plans were still in the works.

Sillerman, who started KBS, stated that differences concerning policies, as viewed by himself and other directors, brought about his lam. Two sets of brothers, Sid and Arthur Wolf, and Joseph and William Bayer, all of Chicago, own the operation, with Sillerman, despite his departure, retaining his stock interest.

Naylor Rogers has been made exec veepee, headquartered in Chicago, with Noel Rhys heading up the New York operation.

## Friendly Rival

NEW YORK, March 5.—Sponsors buying time on WNEW, local indie, this week were flabbergasted to receive a sales letter from a competing indie, WWRL, Woodside, Long Island, praising them for their acumen in their choice of outlets. The letters, from Selvin Donneson of the WWRL sales department, urged the bankrollers to continue to use WNEW "for conventional coverage."

The letters wound up with a recommendation to add WWRL for foreign-language coverage, calling the use of the two stations "an unbeatable team for total coverage."

## News, Pubserv Kick For WMOR's FM Bow

CHICAGO, March 5.—WMOR, new 10,000-watt FM station here, will begin programing a 17-hour-a-day schedule March 20. Operated by a group of war veterans who have radio and news work backgrounds, the station will emphasize public service, news and musical shows, a new type of FM programing here.

Station goes on the air with three sponsors, two more practically signed and prospects of breaking even by fall. Initial investment for the station was \$100,000.

## ABC BARN DANCE

(Continued from page 14)

Hewitt and Red Blanchard, of the Sage Riders, did the best jobs. Ted Morse, in the roles of Otto and Little Genevieve, also offered top entertainment.

Proving that the talent needed practically no extra video production handling was the fact that the entire show had only one and a half hours of rehearsal and still came off smoothly. The talent seemed to be working as it did for years. The viewer got the impression that the performers were television veterans, tho most of them had never appeared on television before. This merely proved that acts which have worked before live audiences for years have, in most cases, visual showmanship making it suited for television.

It can be said, too, that this is one radio program that is improved by video presentation.

If this show has any danger to guard against, it is the possibility that the *Barn Dance* talent might run out of routines. It is apparent that the cast can't use the same type of material week after week as it can in radio.

As is true of practically all TV premieres, some criticism can be made about this airing. A critical finger can be pointed at the use of only two cameras and its overabundance of square dancing. Use of only two cameras and consequent predominance of straight-on-shots—either long range or close-up—gave an impression of monotony at times. Square dancing was used not only to open and close the show but also for change of pace during the program. Square dancing at the beginning, to help set the scene, would have been sufficient.

Cy Wagner.

## BROADWAY IS

(Continued from page 14)

theater critic who was shoved against a lamppost and killed, which may give some Broadway characters ideas. The finger pointed to either a chorus girl or the operator of a night club. Danny wasn't fooled. He took his time and found it was a hackie, the same one who discovered the body, but who it later turned out was the father of the girl. The specific angle that brings out the Broadway touch was that the critic had recently condemned a play because it was corny,

## Chi TV Talent Pic Confused

(Continued from page 19)

Company station, rates are about the highest in town. On a half-hour commercial network show a name emcee is receiving about \$100 per program. Two other name AFRA members at this station are receiving about \$100 and \$50, respectively, for a half-hour sustaining local program. On a dramatic serial on NBC, name AFRA talent is receiving about \$35 each per show, for a five-a-week 15-minute series. In most cases NBC contracts stipulate that if shows go commercial rates will be increased about 50 per cent. Unlimited rehearsal policy is also in effect at WNBQ.

## WGN-TV Pay

WGN-TV rates for actors, announcers and soloists range from \$10 per 15-minute program, either sustaining or commercial (1 hour rehearsal included), to \$20 per one-hour show, three hours rehearsal included. Additional rehearsal at WGN-TV is paid for \$2 per hour for pre-camera rehearsal and \$3 per hour for camera rehearsal.

Rates at WBKB are about the same as those at WGN-TV for sustaining programs, but commercial program pay is about the same as local radio commercial rates. For a one-hour sustaining dramatic show WBKB in the past paid \$100 for leads and \$50 for supporting actors. Rehearsals ran as high as 12 hours per program, without additional compensation.

## Execs Satisfied

A check of station and production company execs also revealed that they are pleased with present rates and have no intention of increasing them at the present time. They point to in-red operation of video today and say more can not be paid. In the few cases where production execs intimated increases might be given, they stressed they would not make the first move. It was generally agreed that present rates, and attendant lack of uniformity, would not be changed until AFRA, or whatever union finally gets jurisdiction over TV, makes overtures for higher fees.

## LAMBS GAMBOL

(Continued from page 14)

in numbers via special lyrics to Gilbert and Sullivan music. The gim, of course, is the Lambs' strict all-male policy—which is being broken on the video show by use of fem stars as guests. The point, tho, is that even this sort of treatment, with the trio, certainly won't stand up in the light of competition—notably the Milton Berle and Sid Caesar shows. Viewers are used to fluid, fast-moving and integrated variety shows, and the production staffers on *Gambol* will have to frish themselves to keep the pace.

The rest of the show was Clark, in his first television appearance, and doing the manicurist scene from *As the Girls Go*—reportedly for a \$750 fee. It is an hilarious bit, so masterfully handled by one of the greatest comics of all times. It is also quite blue for television, which at this stage of the game seems a long way from maintaining radio's thoroly scrubbed punctilio. Two other amusing bits were turned in by Jack Tyler, in a drunk routine, and Horace Braham.

The commercials were well done and effective. Main pitch was thru "portraits" of famous Lambs, the portraits coming to life and joining in for a cup of Maxwell House Coffee. The level of imagination in this case was far above that of the rest of the program.

Jerry Franken.

but he himself was bumped off by a father defending his daughter's honor.

Despite the fact that the writing was slick, the direction competent and Anthony Ross a fine lead with an unusual voice quality, what makes this program different from others of its kind is hard to say. It's good formula, but the formula seems to be wearing thin.

Leon Morse

# NICK LUCAS

CURRENTLY  
KEN MURRAY'S BLACKOUTS  
LATEST  
CAPITOL RECORD

"DON'T GAMBLE  
WITH ROMANCE"



## Victor Distribbs Tee Off Drive On 45 Disks

NEW YORK, March 5.—RCA Victor distributors throuth the country have teed off their 45-r.p.m. disk sales push, offering dealers a 100 per cent exchange privilege on an initial \$385 catalog stock order. Unsold platters may be exchanged for other disks sometime in August.

The list of disks in the package deal covers the entire catalog of available 45-r.p.m. disks, which is broken down as follows: Red Seal, 60 albums and 120 singles; popular, 49 albums and 47 singles; children's, 22 albums and 3 singles; folk, hillbilly and Western, 8 albums and 23 singles; blues and rhythm, 5 singles; international, 5 singles; pop classics, 6 albums and 13 singles.

Altho many dealers taking the deal do not ordinarily carry some of these categorier Phil Silverman, sales manager of Bruno, New York metropolitan area distributor, pointed out that the plan enables the dealer "to experiment on the factory's money."

It is understood that some regional RCA distribbs are offering a free demonstration player with each \$385 deal.

## Bibletone Waxes On Single Disks

NEW YORK, March 5.—Bibletone Records, manufacturer of religious albums, has teed off its drive into the single disk field with the signing of several Southern and Western radio artists. The diskery plans to cut more than 50 sides with these artists during March.

Two gospel groups inked were the Homeland Harmony Quartet, of WAGA, Atlanta, and the Red Teague Trio, who broadcast over WIOB, Winston-Salem, N. C. Vep Ellis, folk singer-guitarist of WDSR, Lake City, Fla., was also signed. Other recent Bibletone additions are the La Fevre Trio, gospel group on WGST, Atlanta, and Cowboy Phil and the Golden West Girls, of WWVA, Wheeling, W. Va.

According to a diskery spokesman, Bob Rolantz, a wide search for additional talent is under way, with territorial radio talent deemed most desirable. The company recently offered stations an album-script series, *Bibletone Hymns for the Day* (*The Billboard*, February 5). In the past month the list of subscribers to the series has jumped from 10 to 75.

A special diskery gimmick planned is the selection of record repertoire by the artists' radio listeners, with each artist asking fans to write in their preferences.

## Decca Wins Point In Vim Action

NEW YORK, March 5.—Decca Records gained ground in its suit against the Vim Radio & Sporting Goods firm (*The Billboard*, February 26) this week when State Supreme Court Justice Carroll G. Walter dismissed Vim's counterclaim suit for \$250,000 against the diskery.

At the same time, Justice Samuel Hofstadter denied Vim's motion for a jury trial, declaring the matter to be an equity action. "Insofar as the counterclaim is also a defense," Judge Hofstadter ruled, "it is of course not tryable by jury as of right."

Decca's suit, asking damages of \$100,000 and an injunction, alleges that the Vim stores sold Decca platters below prices fixed by standard contract under the Fair Trade Practices Act.

# Band Biz Ripe for Comeback

## Agents, Diskers May Be Included In Senate Probe

WASHINGTON, March 5.—The Senate Interstate Commerce Committee is seriously considering widening the scope of an upcoming investigation of communications to probe "relationships" between talent bureaus, recording companies and radio networks. The Senate committee's interest in this problem has become spurred by a report submitted to the committee last week by the Federal Communications Commission (FCC) indicating that such a survey might be "necessary."

FCC's comment on the recording companies and talent bureaus came in the form of one of several answers to a series of questions which had been submitted to FCC chairman Wayne Coy by Chairman Ed Johnson (D., Colo.), of the Senate Interstate Commerce Committee. The FCC stated that since no comprehensive network probe has been held since 1941, not only should network practices in the AM field be investigated but also it is time "to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies."

Among Senate Interstate Commerce Committee members evincing unusual interest in such a probe is ranking GOP minority member Charles Tobey (R., N. H.), who ran a one-man investigation of policies of Radio Corporation of America (RCA) last session. Another solon likely to be interested is William Langer (R., N. D.). Altho not a member of the interstate commerce group, Langer held a se-

## 33 1/3 LP System Hypos Longhair

NEW YORK, March 5.—The latest royalty statement issued to the Budapest Quartet by Columbia Records indicates that the diskery's 33 1/3 LP system has proven a sharp hypo to chamber music sales. Report is that for the period ending December 31, LP royalties alone totaled \$20,000 for the group, a figure nearly double any of this top unit's previous checks for regular 78 r.p.m. sales.

LP protagonists in the trade feel that the long-playing disks have made new record buyers from longhair connoisseurs who were lukewarm to shorter-length shellac platters.

## Burden Casino Reopens Mar. 12

NEW YORK, March 5.—The Burden Lake Casino, up-State New York restaurant ballroom, opens its ninth season on a name-band policy Saturday (12). Bands will play Saturdays and Sundays this year. Last year spot had music Fridays and Saturdays.

Opener will feature the Al Donahue ork, with Glen Gray tentative for the Easter week-end. Casino operated by Allen and Nate Leifer, has an admission policy of \$1 plus tax, with table service to accommodate all comers.

ries of hearings on disk company policies some two years ago.

Further details on this story are in the Radio Department of this issue.

## Musicraft Records Sets Up Complete Refinancing Plan

NEW YORK, March 5.—Musicraft Records has prepared a plan for payment of creditors, arranged for a loan of \$75,000 in fresh capital upon acceptance of the plan, and set up a refinancing plan.

Meanwhile, the waxery continues operations under Chapter 11 of the Chandler Act, pressing on a contract basis at three plants, and shipping regularly. Four new releases, including disks by Sarah Vaughan, Mel Torme and Phil Brito, are forthcoming.

### Four Sets of Creditors

Plan provides for payment of four sets of creditors:

(1) Federal, State and city tax creditors. All taxes due to be paid in full, probably on whatever installment bases that can be worked out.

(2) Wage claimants. Employees falling under the priority of wage claimants provisions of the Federal Bankruptcy Act will be paid cash in full upon confirmation of the plan.

(3) Unsecured creditors. These comprise the large majority of creditors, including artists under contract, first lien bondholders, etc. They are to be paid in debenture bonds on the basis of 30 cents on the dollar. Bonds are to yield 6 per cent interest, and mature April 1, 1956. They provide for annual payments of 25 per cent of the net profits after the first \$10,000 to be prorated among debenture holders. After retirement of secured debentures (see below), take rises to 50 per cent of the net profit after the first \$10,000. Unsecured creditors will also receive a bonus of common stock—some 10 per cent of the new common stock issued on

refinancing. This group of creditors will also be given the opportunity to convert their debentures to common stock. If they take this option within 60 days, they can get one share of stock for each \$1.50 of value. After 60 days, the offer becomes one share for \$2.50 in debentures. The Marine Midland Bank, acting as trustee for the first lien bondholders, will be given a year to exercise the conversion option at the one to one-and-a-half ratio, after which it falls to one to two-and-a-half. Reason for the extra grace period is that this creditor group has a negative pledge on Musicraft's master records, which it will release on confirmation.

(4) Secured creditors. This is the group providing the \$75,000 of new financing. It will receive debentures secured by a chattel mortgage on all master records owned by Musicraft. Debentures will pay off at the same rate as the unsecured ones, and will mature at the same time. This creditor group will also receive 100,000 shares of the new common stock.

### New Common Stock

Refinance plan proposes to eliminate all the common stock now outstanding (roughly 600,000 shares) and to issue 500,000 shares of new common stock at no par value. Stockholders would receive one share of new for 10 of old stock. This refinancing plan will require approval by a 2/3 dollar-volume majority of the stockholders.

A further provision would place two holders of unsecured debenture bonds on the board of directors while such bonds are outstanding, with the board not to exceed seven members in all.

## 5 Arguments Offered for Optimism

### Agents, Orksters Encouraged

By Hal Webman

NEW YORK, March 5.—The band business still is in a weak state, trade seers, for the first time in several years, actually are predicting that the ork field will begin a comeback during the coming summer and fall. Agents, orksters and managers point to the following encouraging factors:

1. A growing interest in music and musicians on college campuses, traditionally the backbone of the band business. This, it is believed, probably will develop to an even greater degree following the coming June graduations. Reasoning behind this belief is based on the expected departure of about 80 per cent of the G.I.'s now schooling under the Bill of Rights. With the opening of college positions for normal-age high school graduates, the age level of the campus crowd would return closer to the prewar 18 to 22 averages, at which level and time the band business enjoyed its greatest favor.

### Growth of Bop

2. The growth and spread of bop and progressive jazz music as a box-office attraction. Developing in much the same way that swing mushroomed in the late '30s, bop has aroused the curiosity of the younger set throuth the country. Orksters coming off the road report that they are being forced to put bop into their books, whether they like the stuff or not, to satisfy the demands of the younger set.

Agents point out that the bop and jazz nitery, styled along lines of the theater-restaurant format developed by the Royal Roost here, is cropping up in almost every major city in the country. And they report that these jazz attractions apparently are doing the only consistently good business in the music field at the moment. The agents report that bop bistros at

(See *Band Biz Ripe* on page 28)

## Camarata Closes Foreign Deals

NEW YORK, March 5.—Tutti Camarata, London Records a.-and-r. topper, has returned here after a seven-week trip to England, France and Switzerland. In addition to a general business and repertory confab with E. R. (Ted) Lewis, head of English Decca, London's parent firm, Camarata supervised a raft of waxing sessions for London and set up a repertory schedule with Harry Sarton, English Decca a.-and-r. head.

Camarata announced that thru arrangements with Morris Rosengarten of Decca in Switzerland, London now has exclusive American rights to sides by such Continental artists as Billy Toffel, Will Glahe and others. Sides will be released on the London international label.

Camarata also announced the resigning of ork leaders Bob Farnon and Stanley Black to five-year contracts, and the signing of the Tito Burns bop sextet, vocal duo Johnny Johnston and Alan Dean, and an eight-male and eight-female vocal group, the Unitones. Camarata plans to return to England and Switzerland in June to wax much of his own material.

## RMA To Test Three-Speed Plastic Disk

### May Solve 45 Problem

CHICAGO, March 5.—A laminated plastic disk has about been decided upon as the best method of handling the wider Victor 45 r.p.m. center-hole problem. The Radio Manufacturers' Association subcommittee on record changers met here last week, deciding to test the laminated insert. Chances are that the disk will be utilized as standard equipment by all record-changer manufacturers, observers said. The insert carries a series of outcroppings which can be turned over, thus cutting size of the hole to standard and making it possible to play the Victor and Capitol 45 r.p.m. disks on the same spindle which carries 33 and 78-r.p.m. platters.

The standardization meeting was attended by reps of VM Industries, Benton Harbor, Mich.; Webster-Chicago; General Instrument, Elizabeth, N. J.; Milwaukee Stamping, and Philco. This group represents manufacturers of approximately 75 per cent of the record playing equipment now being marketed.

## GAC Signs Deal With M.P.M. on British Bookings

NEW YORK, March 5.—General Artists Corporation (GAC) execs this week revealed that the agency had completed arrangements for the M.P.M. Entertainments Corporation, Ltd., of London, to handle booking of GAC talent in the British Isles. The M.P.M. firm is operated by Charles Munyard and Fred Marlow.

GAC previously had a British booking deal with Leslie MacDonald, of the Harry Foster Agency in London, but the American firm decided to abrogate that agreement because the Foster agency also represents the interests of the William Morris Agency in England.

M.P.M. already has submitted several propositions to GAC. Greatest demand to date has been for the King Cole Trio, Nellie Lutcher, Cab Calloway and a number of others on the GAC talent list. No deals have been completed yet for booking of these artists overseas.

## Combo Distrib Plan Expanded

CHICAGO, March 5.—Experiment on the part of three indie race labels, Miracle, of Chicago, and Specialty and Aladdin, of Los Angeles, to operate jointly owned company-operated distrib points has proved successful in Detroit and will be expanded, according to Lee Egalnick, Miracle prexy.

Egalnick, who just returned from the Coast conferences with Art Rupe, of Specialty, and the Mesner brothers, of Aladdin, said that the Los Angeles three-way, company-owned branch has been opened at 1221 Venice Boulevard, while the Chicago branch will open next week at the Miracle home office, 500 East 63d Street. Egalnick leaves for St. Louis Monday (7) to confer with Harry Ojile, who has signified that he will sell his HO Record Distributing Company to the three firms.

The original Detroit outlet, Central Sales of Michigan, opened January 15.

## How They're Selling Them

(As advertised in the nation's press.)

Billboard staffers glean newspapers for radio-tele-phono advertisements from coast-to-coast to spot ways of selling more radio, tele, phono sets and records. No results of sales as yet reported. Successful advertisements together with actual story of results by advertisers will appear in the next issue of Turnover.

**RECORDS BY MAIL—THIS IS YOUR** order blank with invitation to check records wanted, write name and address, and enclose entire ad. No price cuts, order sent C.O.D. or prepaid, but packing charges 25 cents extra. Copy also features special offer sapphire needle regularly sold for \$3.50 but priced at 26 cents if customer buys six or more records.—Paramount Record Shop, Philadelphia.

**MAIL ORDER PURCHASES ALSO EN-**couraged to push new midget RCA Victor super bet at regular price of \$19.95. No money down required; \$1 per week.—Summerfields, Boston.

**SEMI-ANNUAL CLEARANCE, SAVE UP** to \$27.50 on floor models and demonstrators. List specifies brand names on transmitters as well as receivers, record players, recorders, amplifiers, test equipment and tools.—Radio Shack, Boston.

**NEW PHILCO 1150 WITH A CHOICE OF** indoor or outdoor aerial included at no extra cost — Artophone Corporation, Philco distributors, St. Louis. Also Strong, Carlisle & Hammond Company, Philco distributors, Cleveland, and W. Burkman, Philco distributors, Buffalo.

**UP TO \$25.00 WORTH OF LP RECORDS** free to purchaser of 1949 Philco consoles and "latest globe of the world" included without charge on 1949 Philco table model radios.—Biedermans, St. Louis.

**A \$79.95 RCA RADIOLA PLUS 63** Victor records worth \$50, plus a combination table and storage rack (value \$149.95) all for \$79.95. H. S. Braun, Albany, N. Y.

**TELEVISION CLEARANCE, BRAND** names mentioned in headline but not according to specific models and prices. Also mentions television demonstration every evening. — Hudson-Ross, Chicago.

**\$174.95 1949 MODEL WILCOX-GAY** home recorder plus one dozen recording disks at no extra cost for \$119.95.—Wielbold's, Chicago.

**U. S. TELEVISION (MODEL T-10823)** AT list price but free installation including aerial.—Marks Isaacs Co., New Orleans.

**VISIT ANY BUFFALO WESTINGHOUSE** dealer (dealers listed), fill in a card, and you will be invited to appear on the Westinghouse "Meet the People" TV show. Advertisement features instructions on "how you can appear on TV." Also plays up latest Westinghouse Models 207 and 196 at full price.—Westinghouse Distributors, Buffalo.

**MAGNAVOX AMERICAN AT \$298.50** offering optional television at \$595 is featured as the answer to the headline question, "TV or not TV."—Music House, Buffalo.

**VARSITY RECORDS LISTED FOR** orders by mail in full page New York Daily News ads.—Macy's, New York.

## Sked Folk Tune Jamborees To Build Cap Talent Roster

CHICAGO, March 5. — First of what may be a series of regional folk music jamborees to select outstanding talent for Capitol Records has been set up by Tex Ritter, Capitol recording artist and Western film star, and Spencer Rackley, chief of Cap's Charlotte, N. C., distribution point.

The diskery jamboree, skedded for the Charlotte City Auditorium March 27, will pit finalists from the Charlotte vicinity in a quest for Capitol recording contracts. Local folk talent contests are currently being run off by approximately 50 radio stations within the Charlotte area, with finalists set for the March 27 round-up. Ritter will emcee the Charlotte event, which will be open to the public.

Lee Gillette, Capitol's folk music a. and r. chief, will attend and re-

cord the jamboree on tape. The next day Gillette will run off the tape and select those acts which he feels are worthy of Cap pacts.

Plans are already under way to hold similar competitions in other large Southern cities and in the Southwest. Gillette said that a competition may even be set up in the Midwest area.

## Rough Sledding For AM Singers And Performers

(Continued from page 15)

total unemployment in 1947 found only occasional work each week. One out of every 10 of these artists earned less than \$2,000 from all sources during the year. Among radio actors totally or partly employed during the year, the proportion earning less than \$2,000 was one-third. On the other hand, one-half of the actors made more than \$3,400, with one-fourth of all actors reporting earnings in excess of \$10,000 during 1947.

Comments written in on the BLS questionnaires by actors and singers pointed to the insecurity of their profession. One remarked: "Every job feels like it's the last. Insecurity is in the bloodstream of most actors, no matter how impressive the annual gross may be."

A woman singer wrote: "The last six months I have had only three days' work. Steer newcomers away from this heartbreaking work."

"The pay is good but the work unsteady," commented an actor who made \$10,000 in 1944 and 1945 but only \$2,100 in 1946 and \$1,600 in 1947.

The mailed survey, conducted by the BLS with the co-operation of AFRA, covered 3,742 AFRA announcers, singers, actors, and sound effects men in the following cities: New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Washington, Cleveland, Minneapolis, Kansas City and Portland, Ore.

The remaining reports to be issued soon will present figures on artists' earnings from radio and from other fields, work experience, education and training.

## GAC Veepee Job To Henry Miller

HOLLYWOOD, March 5.—Henry Miller, for seven years cocktail act-band booker for General Artists' Corporation (GAC) here, was named veepee in charge of the agency's band department on the Coast. Appointment was made by Tom Rockwell, GAC prexy, prior to his return eastward.

Acquisition of almost the entire William Morris band stable gives the GAC office here a boost in personnel. Miller's department includes Lyle Thayer and Bill Weems, son of GAC's New York exec, Art Weems. Latter has been here on a vacation trek and returns with Rockwell to Gotham today.

## Goodman Acquires Cole Library Sales

NEW YORK, March 5.—Harry S. Goodman, package producer, has taken over exclusive selling rights to the Cole Transcription Library. Library, which has a list of 185 subscribers, includes 1,890 selections and is particularly strong in hillbilly, Western and semi-religious selections.

Goodman will give the library a sales push. Plan is to add 20 new releases every month.

## TV Brass Confer With ASCAP on Rates, Rights

NEW YORK, March 5.—A meeting of video brass from all sections of the country is set here for Monday (7) to discuss the problem of music rates and rights for television use. On Tuesday (8) video reps are scheduled to meet with the American Society of Composers, Authors and Publishers (ASCAP) video committee to continue discussions.

ASCAP's and tele men held meetings here on four consecutive days this week, the negotiations characterized by one of the principals as still "exploratory." Kernel of the situation continues to be the fact that rates can't very well be established until both sides agree on the rights to be cleared. Television wants a broader contract than the one now offered; ASCAP is wary of committing itself to securing heavier rights from its members.

## More Meetings By Pluggers and Radio Artists

NEW YORK, March 5. — The practice of regularly scheduled meetings between radio performers and song pluggers to give the latter fair and equal opportunity to exhibit their wares is growing, with singers Kay Armen and Jack Birch the latest to hold such conferences.

They join performers like Arthur Godfrey, Fred Waring and Bob Smith, who have been holding regular pluggers meetings for some time. Another who fell in with the system some time back is Robert Q. Lewis, for whose show Howard Smith and Lester Gottlieb interview song pluggers every Monday morning at the Columbia Broadcasting System.

Miss Armen holds her meetings every other Tuesday afternoon at the American Broadcasting Company. Birch meets with the pluggers Wednesdays at noon at the National Broadcasting Company.

## Red Ingle Gets Radio Windfall

NEW YORK, March 5.—Red Ingle's zany small band ran into a windfall of ether luck this week. The group, which previously had only a group of remote shots from the Village Barn nitery here, landed three radio shows in one week. One is a morning across-the-board half-hour National Broadcasting Company (NBC) 9-9:30 a.m. ainer. Another is an NBC evening 15-minute across-the-board show as the featured ork on the new Henry Morgan show. And the third show will be a Sunday 8:30-9 p.m. NBC program which has not yet been completed talent-wise save for the Ingle crew.

Incidentally, the group returns to the Village Barn for another engagement beginning April 16.

## Herd-Cole Trek Clicks Off 77C

HOLLYWOOD, March 5.—The Woody Herman-King Cole Trio joint concert tour of 14 one-nighters netted the twin attractions \$76,900.

Tour started February 14, with the Cole-Herman package playing University of Illinois, University of Iowa; Rockford, Ill.; Saginaw, Mich.; Toronto and Hamilton, Ont.; New York's Carnegie Hall; Harrisburg, Pittsburgh, Lancaster and Philadelphia, Pa.; Brooklyn, Boston and Washington.

# Monroe Inked For Oat Film By Indie Firm

## Batoner May Do Others

HOLLYWOOD, March 5.—Batoner-balladist Vaughn Monroe will try his hand at film acting when he takes the feature role in a Western flicker. Pic, still unnamed, will be lensed on the Republic Pictures lot and will be distributed by that studio. It will be produced by an independent company formed by Abe Lyman and Harry Arthur. Cameras will start rolling in June or July. Willard Alexander, Monroe's booker, hopped to the Coast to close the deal. Alexander sees a bright future for Monroe in the outer film field, pointing to the baritone's wax success with *Cool Waters*, a Western ballad. Monroe's film venture will not interfere with his band's activities, Alexander said. It is not known whether or not the band will take part in the pic, but in either event Monroe will not disband to go all out for thesping. Band will do radio work while Monroe faces the cameras, Alexander said. This will be the first time the batoner gets feature screen billing. If the flicker proves successful, the batoner will do others. Alexander does not own a piece of the Arthur-Lyman producing company.

# Schiff Named Distrib For Black and White

NEW YORK, March 5.—Black and White diskery, after closing its local distributing office on short notice last week, has named Milton Schiff distributor for its eight affiliated lines in the metropolitan area. The deal was set by Larry Newton, local B. and W. office topper, who stated that the diskery will continue to arrange pressing, distributing and promotion for the affiliates. These presently include Comet (owned by B. and W.), Fine Arts, Cub, Arlington, Menagerie, Solo, Prize and Manhattan. Supreme Records withdrew from the B. and W. fold last week to set up its own office in New York.

# B. G. Sets Deal With ABC; European Tour Is Planned

NEW YORK, March 5.—Settling several weeks of trade speculation, Benny Goodman, who several weeks ago severed a management contract with the Music Corporation of America (MCA), this week completed a verbal booking agreement with Joe Glaser's Associated Booking Corporation (ABC). At the same time, it was learned that the orkster is preparing for a European tour in the summer. Goodman, who currently is playing at the Palladium Ballroom in Hollywood, has asked Glaser to fill six weeks of theater and one-night bookings into his itinerary following the current location stint. This will carry the orkster into the month of June, during which period Goodman figures to embark on his English and Continental junket. Deal Incomplete. Meanwhile Glaser here explained that the Goodman deal is not yet quite complete. He said that he was awaiting confirmation of the agreement from his Hollywood representatives. Goodman has been invited officially by the city of Paris to be the main entertainment of the city' week of the Grand Prix, which is equivalent to the New Orleans Mardi Gras. This event takes place around June 17. He has been invited to fly over with his entire ork. In addition to the

# "Satchmo" Hailed As King of Zulus At N. O. Mardi Gras

NEW ORLEANS, March 5.—The conquering hero returned home when Louis (Satchmo) Armstrong came back to New Orleans to reign as King of the Zulus in the giant Mardi Gras celebration. Even without the golden trumpet that put him on top of the jazz heap, Satchmo provided plenty of thrills for those who hailed his coming. Thousands of people were out on the city's streets to scream, shout and whistle their tribute to the mighty mite. After reigning all day, the King wound up the affair by laying aside his silver scepter and picking up his golden trumpet at the Coliseum arena for a big dance. As the King—in New Orleans some remember him as Dippermouth—pursed his scarred lips and commenced to bounce high, piercing notes off the walls, the jivers heard him use the same words he had used earlier in the day, "Man . . . this is terrific." In the Zulu parade over which he ruled, Armstrong was dressed in a royal garb which included white paint circling his eyes, a big cigar in his mouth, a red tunic trimmed with gold sequins, a wide gold waist band, black tights and high gold shoes that reached halfway to his knees. The parade ended happily when Armstrong met his grandmother, whom he hadn't seen in many years.

# King Adds Artists For Pop Field Entry

NEW YORK, March 5.—King Records, preparing to make its bid in the pop field, this week rounded up several new artists for its new project. The diskery inked the Freddie "Schnikelfritz" Fisher novelty crew, singer Al Cernek and the Jubilaires vocal group. The diskery's initial pop recording date takes place Sunday (6) with artists and rep chief Dewey Bergman slicing a session with the Satisfiers' vocal group.

Grand Prix celebration, Goodman will also participate in two charity concerts for the United Nations children's appeal in Paris. Following the Grand Prix events, Goodman and his ork would embark on a concert tour of France, Belgium, Holland and the Scandinavian countries which would run about a month in length. Other Dates Possible. It is understood that if Goodman's European trip materializes, the maestro will plane to England a week before the remainder of his crew takes off to play a longhair concert as guest artist with the Philadelphia Symphony Orchestra June 10 in London's Albert Hall. If Glaser, who will book the maestro's European tour, is able to negotiate successfully with the British Musicians' Union, there may be a possibility that the Goodman band will play several English dates in addition to the work on the Continent. Meanwhile, Glaser is skedded to take a trip to Texas March 17, which also is the opening date for the giant Glenn McCarthy Shamrock Hotel in Houston. At that time the ABC boss will decide whether or not to open a Texas office. He has been mulling such a branch for either Houston or Dallas for several weeks.

# Dealers Slashing Prices on Victor, Columbia Labels

NEW YORK, March 5.—Anxiety of dealers to unload wax stock has resulted in a rash of price cutting on RCA Victor and Columbia labels. The situation is apparent in many sections of the country, where distributors and dealers are taking the matter in hand to solve the problem according to local conditions. Altho the necessity to unload is considered the prime factor behind the situation, there's a strong competitive angle to the picture, with Columbia claiming its distrib and dealers are meeting the competitive situation wherever it may crop up. "What do you expect us to do?" a Columbia exec asked after pointing out that price cutting on Victor labels has been rampant in such cities as St. Louis, Chicago and Washington. A Victor spokesman, queried on the matter of reported distrib-dealer co-op advertising plugging slashed prices in Philadelphia, Providence, R. I., and other cities, pointed out that Victor a few weeks ago had authorized cut prices on certain types of merchandise, including non-four star platters and non-current releases. In order to move such stock, distrib and dealers have been granted full permission to work arrangements with dealers, he stated. Shaky Price Structure. In any event, the price structure on certain lines is shaky for the time being. For instance, in Providence this week an ad in dailies stated that \$50,000 worth of stock (of one of the two major labels) would be sold for \$19,000. Classical albums were advertised at 50 per cent off. Popular albums normally selling at \$3.95 were advertised at \$1.98, and singles were

advertised at 19 cents or six for \$1. The price-cutting is not confined to small dealers, but is practiced by old-line, conservative houses such as Lyon & Healy, Chicago, and Denton, Cottier & Daniels, Buffalo. In the latter city one dealer bought out another's stock, advertised this stock at two-for-one on singles, and cut album prices by one half. The major company distrib asked "What's up?" but then admitted it couldn't be helped. One dealer stated, "It's all a mess, let's face it." Another said, "The situation stinks." Some regard the price-cutting as necessary in view of the promotional push being organized on Victor's 45 r.p.m. and the drive behind Columbia's 33 1/3. Others stated the situation boils down to one major point: The market is strong for only demand items—or name artists—primarily. Meanwhile, Capitol and Decca are apparently not faced with the same problem. Milton Rackmil, Decca exec, stated that anybody who slashes prices and mentions Decca in such ads will have "the book thrown at them." BMI Widens Scope Of License Offices. CHICAGO, March 5.—Broadcast Music, Inc., is extending the scope of its regional music license administering offices, it was learned this week. Frank Collins, Minneapolis attorney, will head BMI's Northwest office, which will patrol the Dakotas, Minnesota, part of Wisconsin and the Michigan peninsula. Stan Meyers, local BMI chief, was slated to go to New Orleans this week to set up a Southern BMI.

**A NUMBER ONE SONG**

**"A ROSEWOOD SPINET"**

By Charles Tobias and Nat Simon

Recorded by . . . . . (listed alphabetically)

JOHNNY FRANK . . . . .	VARSITY 133
DICK HAYMES . . . . .	DECCA 24567
EDDIE HOWARD . . . . .	MERCURY 5238
SAMMY KAYE . . . . .	VICTOR 20-3328
GORDAN MacRAE . . . . .	CAPITOL 15357
DINAH SHORE . . . . .	COLUMBIA 38385
KATE SMITH . . . . .	MGM 10356

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**SHAPIRO, BERNSTEIN & CO., Inc.**

**MUSIC PUBLISHERS**

1270 Sixth Avenue New York 20, N. Y.



**BING CROSBY**

FAR AWAY PLACES  
and  
TARRA TA-LARA TA-LAR  
DECCA 24532



**RUSS MORGAN**

CRUISING DOWN THE RIVER  
and  
SUNFLOWER DECCA 24568



**MILLS BROTHERS**

I'VE GOT MY LOVE  
TO KEEP ME WARM  
and  
I LOVE YOU SO MUCH IT HURTS  
DECCA 24550



**EVELYN KNIGHT**

and THE STARDUSTERS  
A LITTLE BIRD TOLD ME  
and  
BRUSH THOSE TEARS FROM  
YOUR EYES DECCA 24514



**GUY LOMBARDO**

DOWN BY THE STATION  
and  
SWEET GEORGIA BROWN  
DECCA 24555



**PATTY ANDREWS**

and  
**BOB CROSBY**  
THE PUSSY CAT SONG and  
DON'T WORRY 'BOUT STRANGERS  
The ANDREWS SISTERS  
DECCA 24533



**LIONEL HAMPTON**

CHICKEN SHACK BOOGIE  
and  
BENSON'S BOOGIE  
DECCA 24574



**MARIE KNIGHT**

GOSPEL TRAIN  
and  
BEHOLD HIS FACE  
DECCA 48092

**TOP HITS!**  
**TOP ARTISTS!**

**DECCA RECORDS** **DECCA RECORDS**



**RUSS MORGAN**

SO TIRED and  
I HEAR MUSIC DECCA 24521



**LOUIS JORDAN**

YOU BROKE YOUR PROMISE  
and  
SAFE, SANE AND SINGLE  
DECCA 24587



**SY OLIVER**

GRAN'MA PLAYS THE  
NUMBERS and  
JUST IN CASE  
DECCA 24594



**BUDDY JOHNSON**

I DON'T CARE WHO KNOWS  
and  
YOU HAD BETTER CHANGE  
YOUR WAYS DECCA 24543



**ETHEL SMITH**

TEDDY BEAR'S PICNIC  
and  
FIDDLE - FADDLE  
DECCA 24588



**STUBBY and THE BUCCANEERS**

MONEY, MARBLES AND CHALK  
and  
TENNESSEE TEARS DECCA 46149



**ERNEST TUBB**

HAVE YOU EVER BEEN LONELY?  
and  
LET'S SAY GOODBYE LIKE  
WE SAID HELLO  
DECCA 46144



**RED FOLEY**

TENNESSEE SATURDAY  
NIGHT and  
BLUES IN MY HEART  
DECCA 46136



**DICK THOMAS**

THE SISTER OF SIOUX CITY  
SUE and  
CHARLOTTE BELLE  
DECCA 46147

★ ★ **LOOK TO DECCA FOR THE GREATEST**






**BING CROSBY**  
**GALWAY BAY**  
 and  
**MY GIRL'S AN IRISH GIRL**  
 DECCA 24295



**EVELYN KNIGHT**  
**POWDER YOUR FACE WITH SUNSHINE** and  
**ONE SUNDAY AFTERNOON**  
 DECCA 24530



**GUY LOMBARDO**  
**RED ROSES FOR A BLUE LADY** and  
**EVERYWHERE YOU GO**  
 DECCA 24549




**ANDREWS SISTERS**  
**UNDERNEATH THE LINDEN TREE** and  
**YOU WAS** PATTY ANDREWS and BOB CROSBY  
 DECCA 24560



**RUSS MORGAN**  
**YOU, YOU, YOU ARE THE ONE**  
 and  
**FOREVER AND EVER**  
 DECCA 24569



**INK SPOTS**  
**BEWILDERED** and  
**NO ORCHIDS FOR MY LADY**  
 DECCA 24566



**TED LEWIS**  
**PAL-ING AROUND WITH YOU**  
 and  
**THE LITTLE OLD CHURCH IN THE VALLEY**  
 DECCA 24564




**BING CROSBY**  
 (hits from "Kiss Me Kate")  
**SO IN LOVE**  
 and  
**WHY CAN'T YOU BEHAVE**  
 DECCA 24559

**TOP SALES!**  
**TOP PLAYS!**  
 DECCA RECORDS



**ANDREWS SISTERS** and **ERNEST TUBB**  
**DON'T ROB ANOTHER MAN'S CASTLE** and  
**BITIN' MY FINGERNAILS**  
 (And Thinking of You) DECCA 24592



**DICK HAYMES**  
**A ROSEWOOD SPINET**  
 and  
**WHILE THE ANGELUS WAS RINGING**  
 DECCA 24567



**THE STARDUSTERS** and **GORDON JENKINS**  
**I DON'T SEE ME IN YOUR EYES ANYMORE** and  
**BECAUSE YOU LOVE ME**  
 DECCA 24576



**LAWRENCE WELK**  
**BYE, BYE BLUES**  
 and  
**LOVE ME! LOVE ME! LOVE ME!**  
 (Or Leave Me Alone)  
 DECCA 24573



**PETER LIND HAYES**  
**JOHNNY GET YOUR GIRL**  
 and  
**I GOT A GAL IN GALVESTON**  
 DECCA 24570



**ELLA FITZGERALD**  
**SOMEONE LIKE YOU** and  
**I COULDN'T STAY AWAY FROM YOU**  
 DECCA 24562



**ERNEST TUBB**  
**DADDY, WHEN IS MOMMY COMING HOME** and  
**TILL THE END OF THE WORLD**  
 DECCA 46150



**RED FOLEY**  
**TENNESSEE BORDER**  
 and  
**CANDY KISSES**  
 DECCA 46151



**SISTER ROSETTA THARPE** and **MARIE KNIGHT**  
**UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR** and  
**MY JOURNEY TO THE SKY**  
 DECCA 48090

Single records 75¢ each (plus tax)



**COLLECTION OF THE GREATEST RECORDS!**

## Ballroom Blues Top Bad Tour For Dunham

NEW YORK, March 5.—Sonny Dunham, maestro who came in from a road trek to open Thursday (3) at Roseland Ballroom, threatens to break up his band and quit the business. Dunham is disgusted with bad business conditions on the road, and he had another disappointment in connection with his date at Roseland.

The maestro, who played Roseland prior to his road tour, understood that he was coming back for a four-week stay, with a two-week option. He explains that in order to make the deal more attractive to the management, he reorganized his crew into a solid Local 802 outfit, thereby doing away with the 10 per cent traveling tax levy and lowering the nut for Roseland by \$305 weekly. Reorganizing the crew involved shipping four men back to Texas and two to Utah—which cost Dunham over \$700. He also claims he spent considerable for rehearsal hall charges in order to whip the band into shape. To top it off—and before the band opened—he found that his Roseland date would last three weeks and that Music Corporation of America (MCA) already had booked Charley Fiske into the spot beginning March 24. Dunham claims a rider on the Roseland contract says a band can be given three week's notice within the first week, if the band isn't satisfactory. But Dunham got the notice even before he opened.

A check-up, however, indicated that Roseland's action was not out of

## Detroit Symphony Given Its Notice; May Be Routine

DETROIT, March 5.—Another chapter in the virtual comedy of errors that has marked the recent public history of the Detroit Symphony Orchestra was written this week when notices of dismissal were sent to all 90 members of the organization. Situation could be purely routine, and was so interpreted by Jack Ferentz, president of the Detroit Federation of Musicians.

The symphony management took the view that, since Henry Reichhold, president and patron of the organization, had been too occupied with his own business interests to negotiate a new contract for 1949-50 before the automatic renewal date of March 1, the routine step of placing the men on notice had been taken, and that there would actually be very few changes in the organization.

## Regular Decca Dividend

NEW YORK, March 5.—Directors of Decca Records, Inc., at a meeting this week, declared a regular quarterly dividend of 12½ cents per share on capital stock. This is payable March 29, 1949, to stockholders of record March 15.

line. The ballroom, while Dunham was on tour, had changed its policy to one of short-term engagements. Dunham, tho, is all fed up and ready to call it a day.

## Band's Busses Must Be Driven By Union Man

DETROIT, March 5.—Intensive move to see that all drivers of busses and trucks moving equipment or personnel for bands are carrying teamsters' union cards appears to be under way in this territory. Name bands, in particular, have been the target, while drivers for both Elliot Lawrence and Gene Krupa stopped recently in this area. Lawrence's driver was reminded of the union requirement while the band was in Detroit, contacted again when the band was in Portsmouth, O.

Position of the musicians' union is that the teamsters have the full right to organize the drivers of busses and trucks, tho this does not apply to private passenger cars. If a musician does double duty, also serving as a driver of a commercial vehicle, he is in effect depriving a union member of a job and should carry a teamsters' card as well, and be paid for both jobs, according to the view of the musicians' union.

While the present move appears to hit primarily at name bands, because of the opportunities offered by their moves around the country, usually fairly well-publicized, it would apparently apply to any branch of show business using commercial cars.

## Goodman Brings European Tunes

NEW YORK, March 5.—Harry Goodman, topper of the Regent pubbery, returned from a European trip last week with a pocketful of new tunes for his firm. Among the deals he made was one for an unpublished tune, *A Wedding in the Park*, which will serve as Regent's next plug song. In England Goodman completed a deal with the Irwin Dash pubbery for the St. Bernard waltz and with the Asherbury pubbery for a couple of Latin-American items, *Madrugado* and *Red Sombbrero*. He made several other unrevealed agreements as well, with all working on a non-cash, equal swap of copyright basis.

## \$4,500,000 So Far On AFM Free Music

NEW YORK, March 5.—American Federation of Musicians' (AFM) appropriation for free music programs in 1949 thruout the United States and Canada totals \$1,400,212.42, according to an announcement by AFM Prexy James C. Petrillo. Figure brings the three-year total of expenditures for this purpose to \$4,500,000.

The 1949 appropriation is the third and final annual allocation from the AFM's recording and transcription fund. This money must be spent before January 31, 1950. Collections by the AFM for this use were forbidden under Taft-Hartley Act. Later, however, the Music Performance Trust Fund was established to be administered by a trustee, Samuel R. Rosenbaum, appointed by the record and e.t. industry.

## Libby Holman Set for Washington Mar. 16

WASHINGTON, March 5.—Libby Holman is being brought to Washington for a second engagement March 16. Productions Incorporated announced this week. The recital will be held in American University's Clendenen Hall.

Miss Holman and accompanist Gerald Cook were given excellent reviews on their first-show last October.

## Translator Wanted

HARTFORD, Conn., March 5.—Dr. Richard Stoehr, professor of music at St. Michael's College at Burlington, Vt., had some of his music featured at a recent Tokyo concert.

He waited some time to hear what Japanese critics thought of his music.

He's finally received the reviews, but still doesn't know what the Japanese think about Stoehr tunes. The reviews are written in Japanese and the music professor's been looking for a translator in Vermont.

## Two Issues Delay Pact Covering Musicians on TV

NEW YORK, March 5.—Late this week, brass of television networks and spokesmen for the American Federation of Musicians (AFM) reported two factors were holding up conclusion of negotiations for a pact covering musicians on TV. These two points are: (1) Duration of the pact, and (2) the price scale for single engagements.

Spokesman for the webs stated that the telecasters would like to conclude a long-term deal, but doubt existed whether this could be done. As reported in *The Billboard* recently, James C. Petrillo, AFM chief, recently offered to extend the pact to September on condition that he got a hike in scale, notably on single engagements (*The Billboard*, March 5).

The current negotiations, it was stated, are proceeding on an informal basis and are designed to set up scales covering musicians on TV webs. When these negotiations are concluded, AFM, it is understood, will then negotiate pacts with package producers. It is believed that this latter pact will include scales covering use of musicians on film designed for TV use. Thus far, no scale exists for such a use.

## NBOA Scores Against Bill

CHICAGO, March 5.—Benefits of a State chapter of the National Ballroom Operators' Association were evident last week when a committee from the Nebraska Ballroom Operators' Association succeeded in stymying a bill in the Nebraska Legislature which would have hurt terpery biz.

The bill, which would have upped the maximum fee which a county board could set for a cabaret, roadhouse, dancehall or ballroom license (*The Billboard*, March 5) was defeated Monday (7) by an overwhelming vote. The present statute sets a \$5 maximum. This would have been raised to \$200 under provisions of the proposal.

## Disk Distrib Allows 1% Breakage Credit

PHILADELPHIA, March 5.—Raymond Rosen & Company, local Victor Records distributor, providing dealers with a 1 per cent relief, is changing its policy with respect to broken and defective records. Instead of the dealer spending time and money segregating the broken and defective platters, the distributor advised the dealers to merely discard the waxes and still enjoy a 1 per cent credit from the total amount of shellac records billed on each invoice.

Distributor stated that records indicate that returns on broken and defective disks average approximately 1 per cent of purchases.

Chas. K. Harris  
(Music Publishing Company, Inc.)

presents

"While  
the  
Angelus  
was Ringing"

(Les Trois Cloches)

Music by Jean Villard Lyric by Dick Manning

Recorded by

Johnny Desmond.....MGM	Artie Malvin.....Metrotone
Tommy Dorsey.....Victor	Anne Shelton.....London
Dick Haymes.....Decca	Frank Sinatra.....Columbia
Eddy Howard.....Mercury	Margaret Whiting...Capitol

Sole Selling Agent

Southern Music Publishing Co., Inc.

1619 BROADWAY

NEW YORK 19, N. Y.

JERRY JOHNSON, Genl. Prof. Mgr.

# What's all this about a "RECORD WAR"?

**Columbia LP Microgroove Records Are Already an Established Success... the Strongest Trend in Record Sales Today... and the Greatest Stimulus to the Record Business in Years!**

You hear a lot of talk about the coming "record war" and the effect it may have on your business. . . . Don't let it worry you.

The Long Playing record is here to stay. It has already put new life into your record business. That's not just *our* opinion. It's the verdict of most of the record-buying public and the industry.

*For proof, let's look at the balance sheet, only 8 months after this sensational new record took the musical world by storm:*

1. More than 600,000 families have already bought players for LP records.
2. These families have bought more than 2 million LP records—the equivalent of more than 10 million conventional shellac records. And LP sales are rising every day.
3. Nearly as many musical works in LP form are being sold to the 600,000 owners of LP players, as were sold in Columbia albums a year ago to the entire 12 to 15 million owners of conventional equipment. Obviously, "LP families" are much heavier record buyers than "shellac families."
4. All leading manufacturers—with one outstanding exception—have already produced radio-phonograph equipment to play LP records, along with conventional records on the same turntable, or have announced their intention of doing so. Among them are Admiral, Capehart, Crosley, General Electric, Magnavox, Philco, Stewart-Warner, Stromberg-Carlson, V-M, Webster-Chicago, Westinghouse and Zenith—from A to Z!
5. Scores of radio stations have installed equipment for playing LP records over the air.
6. The Federal Government has already invited Columbia Records to submit bids for the production of LP records for government use.
7. Columbia Records has offered the use of the Microgroove system to all other record manufacturers. Mercury Records has already taken advantage of this and Mercury Long Playing Records will soon be available.

### *Make the LP trend make more money for you!*

Here are 3 things you can do to get your share of this business right now:

**FIRST:** Make sure that your salespeople know the LP story thoroughly and can explain it simply to customers.

**SECOND:** Push the sale of LP playing equipment. Every such sale you make is a source of increased, continuing record business for you.

**THIRD:** Make up a mailing list of LP equipped families in your area and send them monthly announcements of new LP releases. Remember, LP families are the best record buyers in the country today.

*Do these things and you can't miss!*



"Columbia," "Masterworks" and "LP" Trade-Marks Reg. U. S. Pat. Off. Marcas Registradas © Trade-Mark

**COLUMBIA**  
**LP** MICROGROOVE  
**RECORDS**

Record Dealers

# Test Yourself

How many of these vital questions can you answer? ?

- How many homes will continue to buy only 78 RPM records for at least the rest of this year?
- Ten reasons why 45 and 33 RPM records will increase your profit margins in 1949?
- How will each set manufacturer alter his equipment to enable you to sell new 33 or 45 RPM players and records in the easiest possible ways?
- What can you do to avoid television set price cutting in your area?
- How can you continue to sell expensive radio-phonograph combinations, if you are not in a television area?
- How can today's table model television set buyers be turned into tomorrow's record buyers?
- What advertisements placed by big dealers are pulling the most customers?



Turnover's April issue answers these questions---

and Turnover's April issue has literally hundreds of other sales tips and merchandising ideas that will help you and your music aides sell more television, radios, phonographs and records more profitably.



**TURNOVER**  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to TURNOVER for the next 12 months for which I enclose, not the \$4.20, the regular single copy value, but ONLY \$2. This BIG Special Offer entitles me to a FREE copy of HOW TO ESTABLISH AND OPERATE A MUSIC STORE.

Name .....

Address .....

City ..... Zone ..... State .....

## 45 R.P.M. Prices Are Announced By RCA Victor

NEW YORK, March 12.—Formal announcement of prices for RCA Victor's 45 r.p.m. disks was made this week, the price schedule emphasizing that savings on the new disks amount to as much as 50 per cent when compared with prices of conventional 78 r.p.m. platters.

Single 45 r.p.m. red seal classical disks sell at 95 cents with singles in other categories selling at 65 cents. This compares with \$1.25 for the regulation 12-inch conventional. Popular priced record is priced at 75 cents. Prices above are exclusive of tax.

Price of the 45 r.p.m. red seal album will be \$2.20 for the two-record job and \$4.30 for the four-record album. In pop, children's and other categories, three-record albums are priced at \$2.30 and four-record albums at \$2.95.

According to J. B. Elliott, vice-president in charge of Victor consumer products, a catalog of almost 200 individual selections in all categories will be available when Victor introduces its 45 r.p.m. system to the public March 31.

## Latin Talent Set by Victor

NEW YORK, March 5.—RCA Victor's Latin-American department has inked five new artists, according to department head Herman Diaz. Groups and soloists signed include the Trio Perin Vazquez and vocalist Gilberto Rodriguez, of Puerto Rico; Pepe Reyes, Cuban vocalist; the Orquesta Hermanos Belisario, of Venezuela, and the Latin piano duo, Carta and Cabiati, who are now working in the U. S. The latter team will cut its first Victor wax in the New York studios this week.

The signings resulted from Diaz' recent scouting expedition to the Caribbean countries.

## Wayne Varnum Dies In Naval Hospital

NEW YORK, March 5.—Wayne Varnum, top-flight music and record biz public relations man, died last Tuesday (1) at the National Naval Medical Center in Bethesda, Md., after an extended illness. He was 36.

Prior to entering the hospital several months ago, Varnum operated his own public relations office in association with Marvin Drager. The firm handled the Vaughn Monroe, Dick Jurgens and Larry Green orks, singer Beryl Davis, the Hotel Commodore, the Artkraft-Strauss Company and others. Previously Varnum spent eight years with the Columbia Record firm, first as an advertising exec and then as the organizer and head of its publicity department. His work with the diskery was interrupted for a three-year period while Varnum served in the navy.

Varnum is survived by a 10-year-old daughter, Elizabeth Cox Varnum, Mr. and Mrs. George Varnum, his parents, a brother, George, and sister, Virginia.

Burial services were held yesterday (4) in Butler, Pa., the city of Varnum's birth.

## Criterion Gets "Manana"

HOLLYWOOD, March 5.—Criterion Music this week acquired full rights to *Manana*, with Capitol pub turning back 50 per cent interest in the Barbour-Lee firm. Capitol had owned half of the Dave Barbour-Peggy Lee pubbery. *Manana* was added to the Criterion catalog with Lee and Barbour getting full control of their music firm.

## McConkey Moola

NEW YORK, March 5.—McConkey Music Corporation (MMC) last week was not listed on the band agency \$\$\$ chart which accompanied a band business story in *The Billboard*. The agency, with headquarters in Chicago, boasts Ray Pearl (income over \$100,000) and Buddy Devito, Joe Sanders, Wayne Karr, Jack Everette, Don Ragon and Bob Leighton (all under \$100,000 income).

The story stated that MMC was retrenching into a Midwestern territory firm, but the agency claims that it has added new offices in Dallas, Detroit and Cleveland, besides branches in Chi, New York, Hollywood and Kansas City, Mo. Most of the firm's activity, however, is concentrated in Midwestern one-night sales.

## Band Biz Ripe For Comeback

(Continued from page 21) present are either operating or preparing to go into biz in New York, Hollywood, Chicago, Milwaukee, Detroit, St. Louis, Pittsburgh, Philadelphia and San Francisco.

3. Lower admission prices and the return to equity in band prices. Reports from the road indicate that many dance promoters are finally coming around to lowering box-office prices for one-night name band stands. To aid the op in lowering his admission, band prices now are down to an equitable level.

Some bands are willing to go into sp on first money deals, a practice usually resorted to in cases where orks are having a tough time drawing complete itineraries. First money dates are worked out with the orkster splitting with the promoter on 60 per cent for the maestro, 40 per cent for the op from the first dollar against scale and transportation for the date. Another expanded op practice is the advance sale gimmick with the operator selling tickets in advance at a lowered rate.

4. The revamping and redecoration of ballrooms. Orksters report that a number of spots have made efforts to redecorate. And in these spots the owners have managed to reestablish prewar regular crowds.

5. The development of the tea-time and teen-age afternoon dance session in sections of the country. These have been flourishing in the past months in portions of New England and in sections of the Midwest. Tradesters point out that proper handling and encouragement of these kid dances can well build the solid dance spot and music customer of the future. Developing the teen-age business also ties in with the development of the musically minded collegian of the future.

These are the five major arguments raised by tradesters pointing to a potential business revival. But they warn the trade must take advantage of all these items. They feel that a business crisis is forthcoming and that the trade must institute plans for promoting orks, dancing and dance business.

## Arnold's 'Roses' Disk Near Million Mark

NEW YORK, March 5.—Eddy Arnold's RCA Victor platter of *Bouquet of Roses* is reportedly due to hit the 1,000,000 mark this week. The disk has appeared on *The Billboard's* list of best selling retail folk records for 44 weeks. Victor spokesmen could not be reached at press time for official confirmation.

Arnold's pact with the diskery was recently renewed for a seven-year period.

# Music—As Written

## New York:

A package consisting of **The Ravens**, **Dinah Washington**, and **Cootie Williams** ork headed on a 30-day tour of one-nighters, beginning in Philadelphia March 5 and working south along the Eastern Seaboard. **Ben Bard's** Universal Attractions is booking. This column last week reported erroneously that Continental Artists, agency that merged with Associated Booking Corporation (ABC), was booking. . . . Latin pianist orkster **Ralph Font** opened last week at the Sunny Isles Casino, Miami Beach. . . . **Algonquin Music**, one of **Bobby Mellin's** Broadcast Music, Inc. (BMI) pubberies, has obtained the publishing rights to "Red Head," tune written by former **Hal MacIntyre** vocalist **Johnny Bond**, and recorded by that artist for MGM.

The **Lecuona Cuban Boys** open the season at the Riviera April 28. . . . **Nicky Roberts**, blind pianist with the **Three Bars**, will be one of the featured artists at "Lights On," benefit show to be given March 27 at the Century Theater for the National Council to Combat Blindness. **Earl Wilson** will emcee. . . . Latin orkster **Jose Curbelo's** engagement at the China Doll has been extended to June 29. In July he opens at the West End Casino in Deal, N. J. . . . **Ray Anthony** and orchestra are booked into the Vogue Terrace, McKeesport, Pa., for the week of May 16, following his Paramount Theater engagement here.

**Larry Clinton** and ork leave March 13 for a three-week tour of one-nighters. . . . Violinist **Zino Francescatti**, a Columbia disk artist, has been made a chevalier of the French Legion of Honor. . . . Composer-arranger **Stan Baum** has written "Introduction to Dissonance," a group of original elementary piano pieces designed to accustom students' ears to modern musical sounds. . . . Vox Records prexy **George H. Mendelssohn** has left on a four-week cross-country trip to contact distributors. . . . The **Barton Brothers**, Yiddish comedy team who record for Apollo, opened Tuesday night (1) at Palumbo's in Philly. Next week they go to Miami for a return engagement at Kitty Davis's club. . . . **Buddy Brees**, former **Art Mooney** vocalist, is cutting sides for Spotlite Records.

Blues singer **Cousin Joe**, Decca artist, goes into his 45th consecutive week at New Orleans' Famous Door. He's booked there until July. . . . **Giuseppe Cantelli**, Italian conductor who came here three months ago to conduct several NBC Symphony broadcasts, will cut several recordings with that orchestra for RCA Victor. . . . **Mitchell Miller**, Mercury recording director, left for Chicago Thursday (3) to supervise recording dates there. . . . **Bill Motta**, former pianist-arranger with the Ted Straeter ork, has been named artists and repertoire director for Manor Records. He'll also handle musical arranging and jockey promotion for the diskery. Manor has signed **Gwenn Bell**, former **Boyd Raeburn** and **Sam Donahue** chirp, to a three-year recording pact.

**Chubby Jackson's** new 13-piece bop crew, being booked by the Shaw Artists Corporation, opened its first engagement at the Royal Roost yesterday (4) in a hurried booking. Jackson also is due for an April 1 date at the Apollo Theater. . . . **Connie Haines**, who signed a waxing pact with the Decca firm a couple of weeks ago, will have her wax issued on the Coral label. . . . Columbia Records has made a deal to do the original cast recording of the forthcoming Rodgers and Hammerstein show, "South Pacific," which will star Columbia artists **Ezio Pinza** and **Mary Martin**.

**Julie Stern**, professional manager of Broadcast Music, Inc. (BMI), on a trip to the Coast. . . . Dardanelle Trio did a special shot last week on the Breakfast Club, over the DuMont TV network. . . . **Stan Lee Broza**, father and personal manager of the Elliot Lawrence band, has hired **Sam Arnold** as advance man for the maestro. Lawrence was formerly with the Delbridge & Gorrell Agency in Detroit.

## Chicago:

**Jimmy Featherstone** and his ork have been inked to a Tower recording pact. . . . The Skyline Club, Fort Worth, shuttered suddenly last week, with ops failing to pay off the incumbent band, **Wayne Karr**. . . . **Henry Durst**, McConkey Music Corporation band chief, broke the MCA string at Elmer Bartola's new Terraplaza Club, Springfield, Ill., setting **Don Ragon** currently, with **Joe Sanders** opening March 11.

**Jack Lau**, Hogan Agency lounge booker, and **Carl Sands**, Oriental Theater orkster, both expectant fathers. . . . **Barclay Allen** cut his first full band sides for Capitol here last week. Previous sides were made with a rhythm section. . . . Board of directors of the National Ballroom Operators' Association meeting here Tuesday (8).

The **Five Scamps**, Kansas City, Mo., Negro harmony and instrumental combo, who are handled by **Johnny Tumino**, p.m. for **Jay McShann**, **Julia Lee** and others, were inked by Columbia and cut their first session last week. . . . **Howard Christiansen** reportedly has worked out a management deal with **Art Kassel**, which will find him taking temporary leave of absence from his Chi post at GAC to handle Kassel's affairs.

## Philadelphia:

Advance bookings for next season at the **Academy of Music**, where be-bop shares the podium with Bach stuff, are as heavy as they were for this season. . . . **Harry Murdock**, former drama and nitery editor of The Chicago Sun and a one-time correspondent for The Billboard, won the post of publicity director for the summer concert season of the Robin Hood Dell symphony here. . . . **Jimmy Dorsey** takes over the bandstand at **Frank Palumbo's** Click, with **Woody Herman** and **Ted Lewis** to follow.

## Detroit:

**Don Pablo**, who fronts the largest band currently working steadily in this territory, has moved back into the Palm Beach Cafe, where he formerly played some eight years, after a short stay opening the newly christened Club Copa here. Pablo, formerly dinking for Latin-American Records, is now recording for Rondo.

## London:

**Harry Roy** and his band opened an indefinite stay at the Cafe Anglais recently at a salary of \$2,200 a week. . . . **Anne Shelton** has flown to Hamburg for a series on shows for the men operating the Berlin airlift. . . . **Cyril Stapleton** has signed **Jean Campbell** as vocalist with his band to replace **Pearl Carr**.



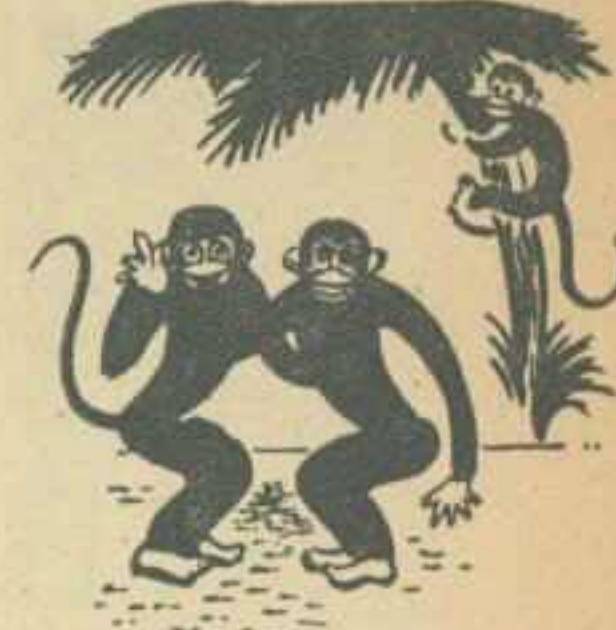
Willard Robison's  
"THE MISSOURI  
WALKING PREACHER"

is on  
RCA VICTOR RECORDS  
20-3377

with  
**RAY MCKINLEY**  
and his Orchestra

MONKEY SEES  
MONKEY DOES


**imitated  
but never  
equalled**



No. 1 from Coast to Coast

#683 THE  
**HUCKLEBUCK**  
by **PAUL WILLIAMS**  
and his **HUCKLEBUCKERS**

ORIGINALLY &  
EXCLUSIVELY  
recorded on SAVOY



**SAVOY**  
RECORD COMPANY, INC.  
58 MARKET STREET  
NEWARK 1, NEW JERSEY

Limited  
DISTRIBUTOR TERRITORY AVAILABLE

Get On These  
**Mercury**  
HOT RELEASES



**FRANKIE LAINE**

'JEALOUS OF ME'  
'DON'T HAVE TO TELL NOBODY'

Time, Look and Seventeen Magazines  
Mercury 5243 All Acclaim Laine "TOPS WITH THE KIDS"

TWO SMASH HITS BY THE SINGING "KID"  
**VIC DAMONE**



'AGAIN'  
'I LOVE YOU SO MUCH IT HURTS'

Make SURE you hear this record. GREAT! Mercury 5261

THE ORIGINAL VERSION! THEY ALL WANT



**ART KASSEL**

'ALL RIGHT  
LOUIE DROP THE GUN'

Vocal by Gloria Hart  
Mercury 5260 Don't Miss This Wackiest of Hits!

THE NEW CHOICE OF "OPS" EVERYWHERE

**ANNE VINCENT**



Read Last Week Billboard Review On  
'KEEP A TWINKLE IN YOUR EYE'

"A" YOUR ADORABLE Mercury 5253

Consistently a Money Maker Every Time!



**EDDY HOWARD**

'LOVE ME, LOVE ME'  
'ROSEWOOD SPINET'

Mercury 5238 Both Vocals by Eddy Howard

**... AND MORE CURRENT HITS!**

'FOREVER AND EVER'  
'BLUE SKIRT WALTZ'  
HELEN CARROLL  
Mercury 5252

'MONEY, MARBLES  
& CHALK'  
'WHERE IS THE ONE'  
PATTI PAGE  
Mercury 5251

'WHEN THE ANGELUS  
IS RINGING'  
'SOMEONE LIKE YOU'  
EDDY HOWARD  
Mercury 5254

'SUNFLOWER'  
'ROLL THE PATROL'  
TWO TON BAKER  
Mercury 5239

'BE MINE'  
'WHEN YOU'RE IN LOVE'  
JOHN LAURENZ  
Mercury 5241

'EVERYWHERE YOU GO'  
'CARED ENOUGH TO CRY'  
EDDY HOWARD  
Mercury 5248

The **Billboard** MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending March 4

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



**HONOR ROLL OF HITS**

(Trade Mark Reg.)

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

This Week

Last Week

1. **CRUISING DOWN THE RIVER** By Beadell and Tollerion  
Published by Henry Spitzer (ASCAP) 2  
Records available: B. Barron Ork, MGM 10346; Jack Smith-The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 39411; H. Carroll, Mercury 5249; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035; The Riddlers-The Hi-Tonians, Hi-Tone 104.  
Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated.
2. **FAR AWAY PLACES** By Whitney and Kramer  
Published by Laurel (ASCAP) 1  
Record available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Rene Ork, Victor 20-3316; Ames Brothers, Coral 60016; O. Tucker, Double Feature 2002; Smith-J. Miller, MGM 10356; E. Baird, Hi-Tone 104.  
Electrical transcription libraries: Stanley Black Ork, London; Kaye Armen, Associated; Waltz Festival Ork, NBC Thesaurus.
3. **POWDER YOUR FACE WITH SUNSHINE** By Lombardo and Rochinski  
Published by Lombardo (ASCAP) 3  
Records available: D. Bryon-T Black Ork Daja 2031; E. Knight-The Stardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B. Barron, MGM 10346; D. Martin-P Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000; A. Vincent-J. Laurenz, Mercury 5247; Phyllis Marshall-Norm Alexander Quartet, Monogram 104; E. Baird-The Hi-Tonians, Hi-Tone 103.  
Electrical transcription libraries: Blue Barron, Lang-Worth; Sammy Kaye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus; Lawrence Welk, Standard.
4. **A LITTLE BIRD TOLD ME** By Harvey O'Brooks  
Published by Bourne (ASCAP) 4  
Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Starduster, Decca 24514; P. Watson, Supreme 9-1507; Smokey Rogers, Capitol 15326; Varsity 121; J. Wayne-J. Davis, Columbia 38386; Rose Murphy, Victor 20-3320; The Wayfarers, London 389; P. Watson, Monogram 101.  
Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus.
5. **I'VE GOT MY LOVE TO KEEP ME WARM** By Irving Berlin  
Published by Berlin (ASCAP) 6  
Records available: Mills Brothers, Decca 24550; L. Brown Ork, Columbia 38324; R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15310; A. Lund, MGM 10348; H. Brooks Trio, Modern 20-649; E. Baird-The Hi-Tonians, Hi-Tone 101.  
Electrical transcription libraries: Hank D'Amico, Associated; Sal Franzella, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Dick Haymes, World; Kay Starr, Standard.
6. **GALWAY BAY** By Dr. Arthur Colahan  
Published by Leeds (ASCAP) 7  
Records available: Bing Crosby, Decca 24295; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3238; A. Shelton London 287; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddie Ballantine Ork, Rondo R-184; C. Dennis-B. Cole Ork, Capitol 15403; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101.  
Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork, London.
7. **LAVENDER BLUE (Dilly, Dilly)** By Elliot Daniel and Larry Morey  
Published by Santly-Joy (ASCAP) 5  
From the Walt Disney Film "So Dear to My Heart."  
Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225; Varsity 124; B. Ivex-Capt. Stubby & the Buccaneers, Decca 24547; H. Cameron-B. Adlam Ork, Crystal 185; Double Feature, 2000; A. Vincent, Mercury 5246; The Riddlers-C. Desmond, Hi-Tone 102.  
Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; David LeWinter-Curt Massey, Standard; Cyril Stapleton Ork, London; Sammy Kaye, NBC Thesaurus; George Wright, NBC Thesaurus; Bob Eberly-Mack Stewart Ork, World.
8. **SO TIRED** By Russ Morgan and Jack Stuart  
Published by Glenmore (ASCAP) 8  
Records available: N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, King 4263; F. Martin Ork, Victor 20-3350; Reggie Goff, London 354.  
(No information on electrical transcription libraries available as The Billboard goes to press.)
9. **RED ROSES FOR A BLUE LADY** By Sid Tepper and Roy Brodsky  
Published by Mills (ASCAP) 10  
Records available: J. Laurenz, Mercury 5201; G. Lombardo, Decca 24549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 392; L. Douglas & Hi-Tone Serenaders, Hi-Tone 103.  
Electrical transcription libraries: Charlie Spivak, World.
10. **SUNFLOWER** By Mack David  
Published by Famous (ASCAP)  
Records available: D. "Two-Ton" Baker, Mercury 5239; S. Browne-The Squadronaires-J. Miller, London 394; J. Fulton-E. Ballantine, Tower 1454; J. Klity, MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24568; Frank Sinatra, Columbia 38391; J. Smith-Crew Chiefs, Capitol 15394; Deuce Spriggins-T. Williams Ork, Capitol 15405.  
Electrical transcription libraries: Charlie Spivak, World.

Competition for his "Chime Bells"!

# Elton Britt



66 "CANDY KISSES" 99

and

66 "YOU'LL BE SORRY FROM NOW ON" 99

RCA VICTOR 21-0006

THE TRADE AGREES THAT THESE TWO ARE GOING PLACES. TAKE A TIP—GET THEM WHILE THEY'RE CLIMBING!

The best of the "Amys"!

# Freddy Martin



66 "ONCE IN LOVE WITH AMY" 99

and

"You Was"

RCA VICTOR 20-3324

HAVE YOU HEARD FREDDY ON THIS ONE? THE BILLBOARD DID—GAVE IT A RATING OF "84"!

**THE CERTAIN SEVEN**  
 (Best-sellers that no dealer can afford to miss)

20-3100 "Lavender Blue"	Sammy Kaye
20-3316 "Far Away Places"	Perry Como
20-2806 "Bouquet of Roses"	Eddy Arnold
20-3321 "Careless Hands"	Sammy Kaye
20-3319 "Red Roses for a Blue Lady"	Vaughn Monroe
21-0002 "Don't Rob Another Man's Castle"	Eddy Arnold
11-8848 "Polonaise in A-Flat"	Jose Iturbi

### THIS WEEK'S RELEASE!

Love Me! Love Me! Love Me!  
 (Or Leave Me Alone)  
 The Right Girl For Me  
 Comme Ci—Comme Ca  
 The Bells In Her Earrings  
 Don't Gamble With Romance  
 Susy  
 St. Louis Blues  
 Beautiful Eyes  
 Lover, Come Back To Me  
 Guarachi Guarao  
 (You May Not Be An Angel, But)  
 I'll String Along With You  
 Bon Soir, Paris

SAMMY KAYE 20-3366  
 TONY MARTIN 20-3367  
 WAYNE KING 20-3368  
 IRVING FIELDS 20-3369  
 DIZZY GILLESPIE 20-3370  
 HENRI RENE 20-3371

#### FOLK

Run For The Roundhouse Nellie  
 They're Out To Trap Ya ZEKE MANNERS 21-0018  
 What Became Of That Beautiful Picture  
 Sweetheart, I Love You Best CHARLIE MONROE 21-0019  
 Corn Fed Arkansas Gal  
 A Woman Was The Cause Of It All LUKE WILLS 21-0020

#### BLUES

Walkin' And Talkin'  
 (And Cryin' My Blues Away)  
 I Want A Man LIL GREEN 22-0008

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

The stars who make the hits are on

# RCA Victor Records



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

DUET BY

VERA LYNN & SAM BROWNE

VERA LYNN & SAM BROWNE

VERA LYNN & SAM BROWNE

VERA LYNN & SAM BROWNE

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VERA LYNN & SAM BROWNE

VERA LYNN & SAM BROWNE

VERA LYNN & SAM BROWNE

VERA LYNN & SAM BROWNE

VERA LYNN & SAM BROWNE

"I DON'T SEE ME IN YOUR EYES ANY MORE"

"I'LL KEEP THE LOVELIGHT BURNING"

with Bob Farnon Orch.

LONDON RECORD NO. 403

75¢ plus tax

FULL RANGE

IMPORTED

LONDON RECORDS

FULL RANGE RECORDING

IMPORTED

LONDON RECORDS

FULL RANGE RECORDING

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

The Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Based on reports received last three days of Week Ending March 4

BEST-SELLING SHEET MUSIC

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

POSITION		Weeks		Song	Publisher
Weeks to date	Last Week	This Week	Week		
12	1	1	1	FAR AWAY PLACES (R)	Laurel
5	3	2	2	CRUISING DOWN THE RIVER (R)	Spitzer
9	2	3	3	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
13	4	4	4	GALWAY BAY (R)	Leeds
14	5	5	5	LAVENDER BLUE (Dilly, Dilly) (F) (R)	Santly-Joy
1	—	6	6	SUNFLOWER (R)	Famous
3	9	7	7	SO IN LOVE (M) (R)	T. B. Harms
6	12	7	7	RED ROSES FOR A BLUE LADY (R)	Mills
8	7	9	7	I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
15	8	10	8	A LITTLE BIRD TOLD ME (R)	Bourne
24	6	11	6	BUTTONS AND BOWS (F) (R)	Famous
1	—	12	6	FOREVER AND EVER (R)	Robbins
8	—	13	6	SO TIRED (R)	Glenmore
4	11	14	6	DOWN BY THE STATION (R)	American Academy
1	—	15	6	A BLUEBIRD SINGING IN MY HEART (R)	Advanced

ENGLAND'S TOP TWENTY

POSITION		Weeks		Song	English	American
Weeks to date	Last Week	This Week	Week			
9	1	1	1	ON A SLOW BOAT TO CHINA	Morris	Melrose
22	2	2	2	BUTTONS AND BOWS	Victoria	Famous
10	5	3	3	HEART OF LOCH LOMOND	Unit	*
23	3	3	3	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
3	9	5	3	FAR AWAY PLACES	Leeds	Laurel Music
12	4	5	3	CUCKOO WALTZ	Keith Prowse	Criterion
6	8	7	3	MAHARAJAH OF MAGADOR	Chappell	Mutual
26	6	7	3	MY HAPPINESS	Chappell	Blasco
12	8	9	3	CUANTO LE GUSTA	Southern	Peer
2	20	10	3	ON THE FIVE FORTY FIVE	Strauss Miller	*
43	9	11	3	DREAM OF OLWEN	Lawrence Wright	Mills
3	14	12	3	IT'S MAGIC	Campbell-Connelly	Witmark
8	12	13	3	A LITTLE BIRD TOLD ME	Noel Gay	Bourne
5	15	14	3	PERHAPS, PERHAPS	Southern	Caribbean Music, Inc.
1	—	15	3	FOR YOU	Witmark	Witmark
8	11	16	3	LITTLE GIRL	Campbell-Connelly	Leeds
6	17	17	3	SULVA BAY	Box and Cox	*
5	18	18	3	UNTIL	Kassner	Dorsey Bros.
18	16	19	3	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
4	19	20	3	CIGARETTES AND WHISKEY AND WILD, WILD, WOMEN	Chappell	Tim Spencer Music, Inc.

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

CANADA'S TOP TUNES

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

POSITION		Weeks		Song
Weeks to date	Last Week	This Week	Week	
4	8	1	1	CRUISING DOWN THE RIVER
10	1	1	1	FAR AWAY PLACES
16	2	3	2	GALWAY BAY
13	4	4	2	LAVENDER BLUE (Dilly, Dilly)
8	2	5	2	POWDER YOUR FACE WITH SUNSHINE
20	6	6	2	BUTTONS AND BOWS
12	5	7	2	A LITTLE BIRD TOLD ME
1	—	8	2	CLANCY LOWERED THE BOOM
3	9	9	2	TARRA TA-LARR TA-LAR
3	6	10	2	RED ROSES FOR A BLUE LADY
3	13	11	2	I'VE GOT MY LOVE TO KEEP ME WARM
7	10	12	2	SO TIRED
1	—	13	2	DOWN BY THE STATION
9	11	13	2	BRUSH THOSE TEARS FROM YOUR EYES
14	—	15	2	YOU WERE ONLY FOOLIN'
17	12	15	2	ON A SLOW BOAT TO CHINA

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# The Billboard

## MUSIC POPULARITY CHARTS

### PART III

#### Radio Popularity

Based on reports received last three days of Week Ending March 4



### RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last / This	Song	L.A. By
6	4	1. CRUISING DOWN THE RIVER	Blue Barron Ork. ....MGM 10346-ASCAP
15	2	2. FAR AWAY PLACES	M. Whiting and the Crew Chiefs .....Capitol 15278-ASCAP
11	1	3. I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork. ....Columbia 38324-ASCAP
16	3	4. A LITTLE BIRD TOLD ME	E. Knight-The Stardusters .....Decca 24514-ASCAP
10	5	5. FAR AWAY PLACES	P. Como-H. Rene Ork. ....Victor 20-3316-ASCAP
6	7	6. SO TIRED	R. Morgan .....Decca 24521-ASCAP
10	6	7. POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters .....Decca 24530-ASCAP
3	9	8. CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol Ork. ....Capitol 15372-ASCAP
13	8	9. A LITTLE BIRD TOLD ME	Blue Lu Barker Ork. ....Capitol 15308-ASCAP
6	14	9. SO TIRED	K. Starr Ork. ....Capitol 15314-ASCAP
5	12	11. GALWAY BAY	B. Crosby .....Decca 24295-ASCAP
2	26	12. CARELESS HANDS	M. Torme-S. Burke Ork. ....Capitol 15379-ASCAP

(Bob & Jean, Decca 24563; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Mercury 5345; Shorty Long & Santa Fe Rangers, Victor 21-0007; M. Torme-S. Burke Ork, Capitol 15379; E. Dean, Mercury 6170; L. McAuliffe & His Western Swing Band, Columbia 20546; A. Smith & His Cracker Jacks, MGM 10380)

(Continued on page 126)

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

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

#### Week of February 25-March 3

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
A Bluebird Singing in My Heart	Advanced	5	10	0	2	2	4	2	4	3	2	0	2	80
A Little Bird Told Me	Bourne	0	2	0	7	0	7	1	8	1	4	0	6	114
A Rosewood Spinet	Shapiro-Bernstein	3	15	0	5	5	13	8	7	9	10	0	4	193
Always True to You in My Fashion (Kiss Me, Kate)	T. B. Harms	3	3	0	3	4	1	0	3	1	1	0	3	62
As You Desire Me	Words & Music	4	8	0	3	1	1	1	3	7	3	0	2	67
Brush Those Tears From Your Eyes	Leeds	3	4	2	7	1	1	3	7	2	1	2	6	138
Cruising Down the River	Spitzer	0	7	0	6	0	1	0	6	0	0	0	5	86
Down by the Station	American Academy	0	6	0	6	0	3	0	6	0	0	0	2	110

(Continued on page 126)

### SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, February 25, 8 a.m., and ending Friday, March 4, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 80 per cent) alive.

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

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#### The Top 30 Tunes (plus ties)

A Bluebird Singing in My Heart (R)	Advanced-ASCAP
A Little Bird Told Me (F) (R)	Bourne-ASCAP
A Rosewood Spinet (R)	Shapiro-Bernstein-ASCAP
Always True to You in My Fashion (M) (R)	T. B. Harms-ASCAP
Brush Those Tears From Your Eyes (R)	Peter Maurice-ASCAP
Candy Kisses (R)	Leeds-ASCAP
Cruising Down the River (R)	Henry Spitzer-ASCAP
Down by the Station (R)	American Academy-ASCAP
Far Away Places (R)	Laurel-ASCAP
Galway Bay (R)	Leeds-ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP
I Got Lucky in the Rain (M) (R)	Sam Fox-ASCAP
I Love You So Much It Hurts (R)	Melody Lane-BMI
It's a Big Wide Wonderful World (R)	BMI-BMI
I've Got My Love to Keep Me Warm (R)	Berlin-ASCAP
Lavender Blue (Dilly, Dilly) (F) (R)	Santly-Joy-ASCAP
Look Up (R)	Patmar-BMI
My Darling, My Darling (M) (R)	E. H. Morris-ASCAP
On a Slow Boat to China (R)	Melrose-ASCAP
Once in Love With Amy (M) (R)	E. H. Morris-ASCAP
Powder Your Face With Sunshine (R)	Lombardo-ASCAP

(Continued on page 37)

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# “GO NOW”

with Roy Robertson Orch.

## “ALL IS LOST”

With the Wardour Singers & Roy Robertson Orch.

### LONDON RECORD NO. 398

75¢ plus tax

LONDON RECORDS

FULL RANGE RECORDING

IMPORTED

## LONDON RECORDS

FULL RANGE RECORDING

IMPORTED

## LONDON RECORDS

FULL RANGE RECORDING



He's losing his head over Perry Como's RCA Victor of "Forever And Ever"

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending March 4

Billboard TRADE SERVICE FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in Italic.

POSITION		Weeks		RECORD
7	2	Last	This	
to date	Week	Week	Week	
7	2	1.	CRUISING DOWN THE RIVER	B. Barron Ork. Decca 24532—ASCAP <i>Powder Your Face With Sunshine</i> MGM 10346—ASCAP
10	3	2.	FAR AWAY PLACES	B. Crosby-K. Darby Choir Decca 24532—ASCAP <i>Tarra Ta-Larra Ta-Lar</i>
5	5	3.	GALWAY BAY	B. Crosby Decca 24295—ASCAP <i>My Girl's an Irish Girl</i>
3	6	4.	CRUISING DOWN THE RIVER	R. Morgan Ork. Decca 24568—ASCAP <i>Sunflower</i>
7	1	5.	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters Decca 24514—ASCAP <i>Brush Those Tears From Your Eyes</i>
11	4	6.	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters Decca 24530—ASCAP <i>One Sunday Afternoon</i>
15	12	7.	SO TIRED	R. Morgan Decca 24521—ASCAP <i>I Hear Music</i>
2	8	8.	RED ROSES FOR A BLUE LADY	V. Monros Ork. Victor 20-3319—ASCAP <i>Melancholy Minstrel</i>
8	11	9.	I LOVE YOU SO MUCH IT HURTS	Mills Bros Decca 24550—BMI <i>I've Got My Love To Keep Me Warm</i> (J. Wakely & Cowboy Band, Capitol 15243; The Frontiersmen, Victor 20-3188; R. Goff, London 312; F. Tillman, Columbia 20430; Smokey Smith & Gold Coast Boys, Crystal 197; E. Clark-E. Hagen, Columbia 38406; V. Damone-G. Osser Ork, Mercury 5261)
11	7	10.	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork Columbia 38324—ASCAP <i>I'm A-Tellin' You</i>
7	19	11.	DOWN BY THE STATION	T. Dorsey-D. Dennis Victor 20-3317—ASCAP <i>How Many Tears Must Fall?</i> (R. Noble-The Noblemen, Columbia 38404; G. Lombardo Ork, Decca 24555; C. Desmond, Mercury 8225; S. Gallard & His Trio, MGM 10309; The Starlighters-P. Weston Ork, Capitol 15389)

**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.

Thanks to all the  
Disk Jocks for making

**RAY NOBLE'S**  
"LADY of SPAIN"  
RCA VICTOR RECORDS **20-3302**

An overnight hit!

4	13	12.	I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros Decca 24550—ASCAP <i>I Love You So Much It Hurts</i>
9	10	13.	FAR AWAY PLACES	P. Como-H. Rene Ork Victor 20-3316—ASCAP <i>Missouri Waltz</i>
5	16	14.	CARELESS HANDS	S. Kays Ork Victor 20-3321—ASCAP <i>Powder Your Face With Sunshine</i> (Bob & Jean, Decca 24563; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Mercury 8245; Shorty Long & Santa Fe Rangers, Victor 21-0007; M. Torme-S. Burke Ork, Capitol 15379; E. Dean, Mercury 8170; L. McAuliffe and His Western Swing Band, Columbia 20546; A. Smith & His Cracker Jacks, MGM 10380)
14	9	15.	LAVENDER BLUE	Sammy Kaye Ork Victor 20-3100—ASCAP <i>Down Among the Sheltering Palms</i>
11	14	16.	FAR AWAY PLACES	M. Whiting and the Crew Chiefs Capitol 15278—ASCAP <i>My Own True Love</i>
2	24	17.	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol Ork Capitol 15372—ASCAP <i>Coca Roca</i>
3	—	18.	BLUE ROOM	P. Como Victor 20-3329 <i>With a Song in My Heart</i>
14	15	19.	SWEET GEORGIA BROWN	Brother Bones and His Shadows Tempo 652—ASCAP <i>Margie</i> (C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 30-811; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1258; J. Liggins Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 8063)
3	20	20.	DOWN BY THE STATION	G. Lombardo Decca 24555—ASCAP <i>Sweet Sue</i>
12	21	20.	LAVENDER BLUE	D. Shore-H. Zimmerman Ork Columbia 38299—ASCAP <i>So Dear to My Heart</i>
2	22	20.	SO IN LOVE	G. MacRae Ork Capitol 15357—ASCAP <i>The Rosewood Spinnet</i> (B. Crosby-V. Schoen Ork, Decca 24559; A. Drake-L. Engle Ork, Victor 20-3352; J. Harvey-H. Winterhalter, MGM 10359; G. Lombardo Ork, Decca 24572; T. Dorsey Ork, Victor 20-3321; D. Shore-H. Zimmerman Ork, Columbia 38399; Patti Page, Mercury 5230)
3	—	23.	SO TIRED	K. Starr Capitol 15314—ASCAP <i>Steady Daddy</i>
6	18	24.	POWDER YOUR FACE WITH SUNSHINE	S. Kays Victor 20-3321—ASCAP <i>Careless Hands</i>
2	—	25.	RED ROSES FOR A BLUE LADY	G. Lombardo Decca 24549—ASCAP <i>Everywhere You Go</i>
3	26	26.	YOU, YOU, YOU ARE THE ONE	Ames Bros Coral 60015—BMI <i>More Beer!</i> (J. Eager & Eager Beavers with E. Musette Ork, Grand G-25010; E. Rene Musette Ork, Standard T-142)
1	—	27.	SUNFLOWER	R. Morgan Decca 24568—ASCAP <i>Cruising Down the River</i>
1	—	27.	SUNFLOWER	R. McKinlay Ork Victor 20-3334—ASCAP <i>Little Jack Frost</i>
1	—	27.	SUNFLOWER	J. Fulton-E. Ballantine Tower 1454—ASCAP <i>Tall Me</i>
1	—	27.	CRUISING DOWN THE RIVER	P. Scala London 356—ASCAP <i>Dreaming</i>

# WATCH THESE THREE

**BILLY  
ESKSTINE**

*singing*

**CARAVAN**

**A Senorita's Bouquet**

M-G-M 10368



**BETTY  
GARRETT**

*singing*

**THE HUMPHREY BOGART RHUMBA**

(Voice of Humphrey Bogart IS Humphrey Bogart)

**Johnny Get Your Girl**

M-G-M 10367

**ART LUND**

*singing*

**YOU WAS!**

**Get A Little Summer In Your Kisses**

M-G-M 10365



**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART  
IV

## Retail Record Sales

Based on reports received last three days of Week Ending March 4



### BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	Last Week	This Week	POSITION	Record	Label
39	3	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
39	1	2	2.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
6	4	3.	3.	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, Director	Capitol BD-124-Capitol DD-109
24	1	4.	4.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
39	10	5.	5.	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
31	11	6.	6.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
28	5	6.	6.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
18	5	6.	6.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
26	7	9.	9.	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
5	9	9.	9.	MOTHER GOOSE (One Record) F. Luther	Decca CU-100
19	11	11.	11.	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, director	Victor Y-395
23	11	12.	12.	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes	Decca CU-102
1	—	12.	12.	THE LITTLE RED HEN (One Record) Frank Luther	Decca CUS-11
1	—	14.	14.	SONGS FOR THE CHILDREN Tex Ritter—(Four Records)	Capitol BD-14
				Tex Ritter—(Two Records)	Capitol DBS-133
				Tex Ritter—(Two Records)	Capitol DBS-134
30	—	15.	15.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
12	14	15.	15.	LITTLE ENGINE THAT COULD (Two Records) Paul Wing	Victor Y-341

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record	Label
168	1	1.	1.	Chopin's Polonaise Jose Iturbi	Victor 11-8848
175	3	2.	2.	Clair de Lune Jose Iturbi	Victor 11-8851
11	—	3.	3.	Liszt: Second Hungarian Rhapsody First Piano Quartet	Victor 12-0251
133	2	3.	3.	Jealousie Boston Pops Ork; Arthur Fiedler, conductor	Victor 12160
119	—	5.	5.	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor—Leo Litwin pianist	Victor 11-8863

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record	Label
13	4	1.	1.	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator	Columbia MM-800
86	1	2.	2.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork	Victor 1020
2	1	3.	3.	Chopin: Mazurkas Album (Three Records) M. Jonas, Piano	Columbia MM-810
18	—	3.	3.	Chopin's Favorites (Three Records) First Piano Quartet	Victor MO-1227
4	—	3.	3.	Heart of La Boheme in Italian (Five Records) Gigli-L. Albanese-L. Scala Ork	Victor DM-980
2	—	3.	3.	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork	Victor DM-352

### BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Record	Label
8	1	1.	1.	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork	MGM 37
3	5	2.	2.	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Columbia C-200
4	2	3.	3.	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy	Capitol CC-113
9	3	4.	4.	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork	Victor P-234
1	—	5.	5.	ST. PATRICK DAY Bing Crosby	Decca A-495
16	4	6.	6.	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
2	6	7.	7.	SEQUENCE IN JAZZ (Three Records) W. Herman	Columbia C-177
15	7	8.	8.	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kaye Choir	Victor P-228
10	8	9.	9.	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow	Columbia MM-800
113	10	10.	10.	GLENN MILLER (Four Records) Glenn Miller	Victor P-148
1	—	10.	10.	SUPPER CLUB FAVORITES (Three Records) P. Como-R. Case Ork-The Satisfiers-L. Shaffer Ork	Victor P-237

# WATCH THESE THREE

**BILLY  
ESKSTINE**

singing

**CARAVAN**

A Senorita's Bouquet

M-G-M 10368



**BETTY  
GARRETT**

singing

**THE HUMPHREY BOGART RHUMBA**

(Voice of Humphrey Bogart IS Humphrey Bogart)

Johnny Get Your Girl

M-G-M 10367

**ART LUND**

singing

**YOU WAS!**

Get A Little Summer In Your Kisses

M-G-M 10365



**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART  
IV

## Retail Record Sales

Based on reports received last three days of Week Ending March 4

Billboard  
TRADE  
SERVICE  
FEATURE

### BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
39	3	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
39	1	2	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
6	4	3	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, Director	Capitol BD-124—Capitol DD-109
24	1	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
39	10	5	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
31	11	6	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
28	5	6	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
18	5	6	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvaniaans	Decca CUS-7
28	7	9	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
5	9	9	MOTHER GOOSE (One Record) F. Luther	Decca CU-100
19	11	11	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, director	Victor Y-395
23	11	12	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes	Decca CU-102
1	—	12	THE LITTLE RED HEN (One Record) Frank Luther	Decca CUS-11
1	—	14	SONGS FOR THE CHILDREN Tex Ritter—(Four Records)	Capitol BD-14
			Tex Ritter—(Two Records)	Capitol DBS-133
			Tex Ritter—(Two Records)	Capitol DBS-134
30	—	15	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
12	14	15	LITTLE ENGINE THAT COULD (Two Records) Paul Wing	Victor Y-341

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	Record	Label
168	1	1	Chopin's Polonaise Jose Iturbi	Victor 11-8848
175	3	2	Clair de Lune Jose Iturbi	Victor 11-8851
11	—	3	Liszt: Second Hungarian Rhapsody First Piano Quartet	Victor 12-0251
133	2	3	Jealousie Boston Pops Ork; Arthur Fiedler, conductor	Victor 12160
119	—	5	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor—Leo Litwin pianist	Victor 11-8863

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	Record	Label
13	4	1	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator	Columbia MM-800
86	1	2	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork	Victor 1020
2	1	3	Chopin: Mazurkas Album (Three Records) M. Jonas, Piano	Columbia MM-810
18	—	3	Chopin's Favorites (Three Records) First Piano Quartet	Victor MO-1227
4	—	3	Heart of La Boheme in Italian (Five Records) Gigli-L. Albanese-L. Scala Ork	Victor DM-980
2	—	3	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork	Victor DM-352

### BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	Record	Label
8	1	1	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork	MGM 37
3	5	2	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Columbia C-200
4	2	3	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy	Capitol CC-113
9	3	4	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork	Victor P-234
1	—	5	ST. PATRICK DAY Bing Crosby	Decca A-495
16	4	6	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
2	6	7	SEQUENCE IN JAZZ (Three Records) W. Herman	Columbia C-177
15	7	8	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kaye Choir	Victor P-228
10	8	9	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow	Columbia MM-800
113	10	10	GLENN MILLER (Four Records) Glenn Miller	Victor P-148
1	—	10	SUPPER CLUB FAVORITES (Three Records) P. Como-R. Case Ork-The Satisfiers-L. Shaffer Ork	Victor P-237

# The Billboard MUSIC POPULARITY CHARTS

## Juke Box Record Plays

PART V



Based on reports received last three days of Week Ending March 4

### MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks Last	This Week	Title	Artist	Label
8	3	1.	CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10346-ASCAP
16	2	2.	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
11	1	3.	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP
10	4	4.	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532-ASCAP
3	7	5.	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 24568-ASCAP
14	5	6.	SO TIRED	R. Morgan	Decca 24521-ASCAP
9	9	7.	FAR AWAY PLACES	P. Como-H. Rene Ork.	Victor 20-3316-ASCAP
13	6	8.	LAVENDER BLUE	Sammy Kaye	Victor 20-3100-ASCAP
6	12	9.	GALWAY BAY	B. Crosby	Decca 24295-ASCAP
10	5	10.	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
8	14	11.	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork.	Columbia 38324-ASCAP
4	20	12.	I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros.	Decca 24550-ASCAP
5	11	13.	CARELESS HANDS	S. Kaye Ork.	Victor 20-3321-ASCAP

(Bob & Jean, Decca 24563; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Mercury 5245; Shorty Long & Santa Fe Rangers, Victor 21-0007; M. Torme-S. Burke Ork, Capitol 15379; E. Dean, Mercury 6170; A. Smith & His Cracker Jacks, MGM 10380)

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

8	16	14.	POWDER YOUR FACE WITH SUNSHINE	S. Kaye Ork.	Victor 20-3321-ASCAP
9	10	15.	RED ROSES FOR A BLUE LADY	V. Monroe Ork.	Victor 20-3319-ASCAP
11	13	16.	SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempo 652-ASCAP Monogram 106-ASCAP
				(C. Jones & His Kentucky Corn Crackers, Rondo B-152; W. Gray-V. Musso, Modern 20-611; R. Murphy Majestic 1271; B. Strong Ork, Power 1255; J. Higgins, Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 9063)	
3	17	17.	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550-BMI
				(The Frontiersmen, Victor 20-3188; R. Goff, London 312; F. Tillman, Columbia 20430; Mills Bros., Decca 24550; Smokey Smith & Gold Coast Boys, Crystal 107; B. Clark-E. Hagen, Columbia 3446; V. Damone-G. Osser Ork, Mercury 5261)	
3	19	18.	BEAUTIFUL EYES	A. Mooney Ork.	MGM 10357-BMI
				(B. Hayes, De Luxe 1185; The Rangers, Regent 136)	
1		19.	FAR AWAY PLACES	D. Shore	Columbia 38356-ASCAP
2		19.	LADY OF SPAIN	R. Noble	Victor 20-3302-ASCAP
				(M. Herth-J. Green, Decca 25420; Philharmonica Trio, Capitol 15346; A. Smith & His Cracker Jacks, MGM 10380)	
3	29	21.	SUNFLOWER	R. Morgan	Decca 24568-ASCAP
1		21.	DOO DE DOO ON AN OLD KAZOO	A. Mooney Ork.	MGM 10357-BMI
				(The Blue Jays, Coral 60003; B. Moreno Ork, Victor 20-3357)	
9	20	23.	A LITTLE BIRD TOLD ME	Blue Lu Barker Ork.	Capitol 15308-ASCAP
2	22	24.	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De Vol Ork.	Capitol 15372-ASCAP
15	24	24.	BRUSH THOSE TEARS FROM YOUR EYES	E. Knight-The Stardusters	Decca 24514-ASCAP
				(B. Clark-The Modernaires-The Skylarks, Columbia 38364; R. Deauville, Mercury 5203; A. Foster, Regent 134; I. Martin, DeLuxe 1182; Whiting, Capitol 15290; B. Green, Rainbow 1009; J. Kitty, MGM 10339; I. Carpenter, Victor 20-3325; A. Trace & His Flame Throwers-B. Vincent, Damon O-11215)	
5	14	25.	RED ROSES FOR A BLUE LADY	G. Lombardo Ork.	Decca 24549-ASCAP
2		27.	GALWAY BAY	A. Shelton	London 287-ASCAP
1		28.	POWDER YOUR FACE WITH SUNSHINE	D. Day and B. Clark	Columbia 38394-ASCAP
2	25	29.	POWDER YOUR FACE WITH SUNSHINE	B. Barron Ork.	MGM 10346-ASCAP
6	26	30.	LAVENDER BLUE	D. Shore-H. Zimmerman Ork.	Columbia 38299-ASCAP
2	27	30.	BLUE MOON	B. Eckstine	MGM 10311-ASCAP
				(P. Cavanaugh Trio, Signature 15190; F. Langford, Decca 25418)	
15	18	30.	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507-ASCAP

### SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 33)

Red Roses for a Blue Lady (R)	Mills-ASCAP
So in Love (M) (R)	T. B. Harms-ASCAP
Someone Like You (R)	Harms-ASCAP
Sunflower (R)	Famous-ASCAP
Tarra Tarra Tarra Lar (R)	Oxford-ASCAP
These Will Be the Best Years of Our Lives (R)	Robbins-ASCAP
Underneath the Linden Tree (R)	La Salle-ASCAP
While the Angelus Was Ringing (R)	Chas. K. Harris-ASCAP
You Was (R)	Crystal-ASCAP
You Were Only Foolin' (R)	Shapiro-Bernstein-ASCAP
You, You, You Are the One (R)	Campbell-BMI



## A Check List of Top-Selling M-G-M Records Hits POPULAR

CRUISING DOWN THE RIVER  
POWDER YOUR FACE WITH SUNSHINE  
DOO DE DOO ON AN OLD KAZOO  
BEAUTIFUL EYES

BLUE BARRON  
and his Orchestra  
M-G-M 10346  
ART MOONEY  
and his Orchestra  
M-G-M 10357

CARAVAN  
A SENORITA'S BOUQUET

BILLY ECKSTINE  
M-G-M 10368

PEGGY DEAR  
WHILE THE ANGELUS WAS RINGING

JOHNNY DESMOND  
M-G-M 10358

SO IN LOVE  
ALWAYS TRUE TO YOU IN MY FASHION

JANE HARVEY  
M-G-M 10359

"A" YOU'RE ADORABLE  
DON'T SAVE YOUR KISSES FOR TOMORROW

THE BUDDY KAYE QUINTET  
M-G-M 10310

YOU WAS!  
GET A LITTLE SUMMER IN YOUR KISSES

ART LUND  
M-G-M 10365

THE HUMPHREY BOGART RHUMBA  
JOHNNY GET YOUR GIRL

BETTY GARRETT  
M-G-M 10367

BEWILDERED  
NO ORCHIDS FOR MY LADY

BILLY ECKSTINE  
M-G-M 10340

JUST ONCE MORE  
HOW MANY TEARS MUST FALL

FRANKIE MASTERS  
and his Orchestra  
M-G-M 10371

I DON'T SEE ME IN YOUR EYES ANYMORE  
WHY IS IT

NELIN FORREST  
M-G-M 10373

AS YOU DESIRE ME  
I'LL REMEMBER APRIL

DERRY FALLIGANT  
M-G-M 10308

IT'S A BIG WIDE WONDERFUL WORLD!  
JUST REMINISCING

JACK FINA  
and his Orchestra  
M-G-M 10372

YOU'RE SO UNDERSTANDING  
MISSISSIPPI FLYER

BLUE BARRON  
and his Orchestra  
M-G-M 10369

SUNFLOWER  
BRUSH THOSE TEARS FROM YOUR EYES

JACK KILTY  
M-G-M 10339

SOMEONE LIKE YOU  
I'VE GOT MY LOVE TO KEEP ME WARM

ART LUND  
M-G-M 10348

CARELESS HANDS  
THESE WILL BE THE BEST YEARS OF OUR LIVES

JOHNNY DESMOND  
M-G-M 10349

A ROSEWOOD SPINET  
FAR AWAY PLACES

KATE SMITH  
M-G-M 10356

### FOLK and WESTERN

LOVESICK BLUES  
NEVER AGAIN

HANK WILLIAMS  
M-G-M 10352

PLAYBOY CHIMES  
DOG HOUSE BLUES

BOB WILLS  
M-G-M 10370

FOOLISH QUESTIONS  
RAIN DROPS AND TEAR DROPS

ARTHUR (Guitar Boogie) SMITH  
M-G-M 10333

### EBONY SERIES

DOWN BY THE STATION  
A GHOST OF A CHANCE

SLIM GAILLARD  
M-G-M 10309

KEEP YOUR BIG MOUTH SHUT  
MISS LUCY

BULLMOOSE JACKSON  
M-G-M 10318

BYE BYE, BYE BYE  
COME IN MR. BLUES

THE EBONAIRES  
M-G-M 10361

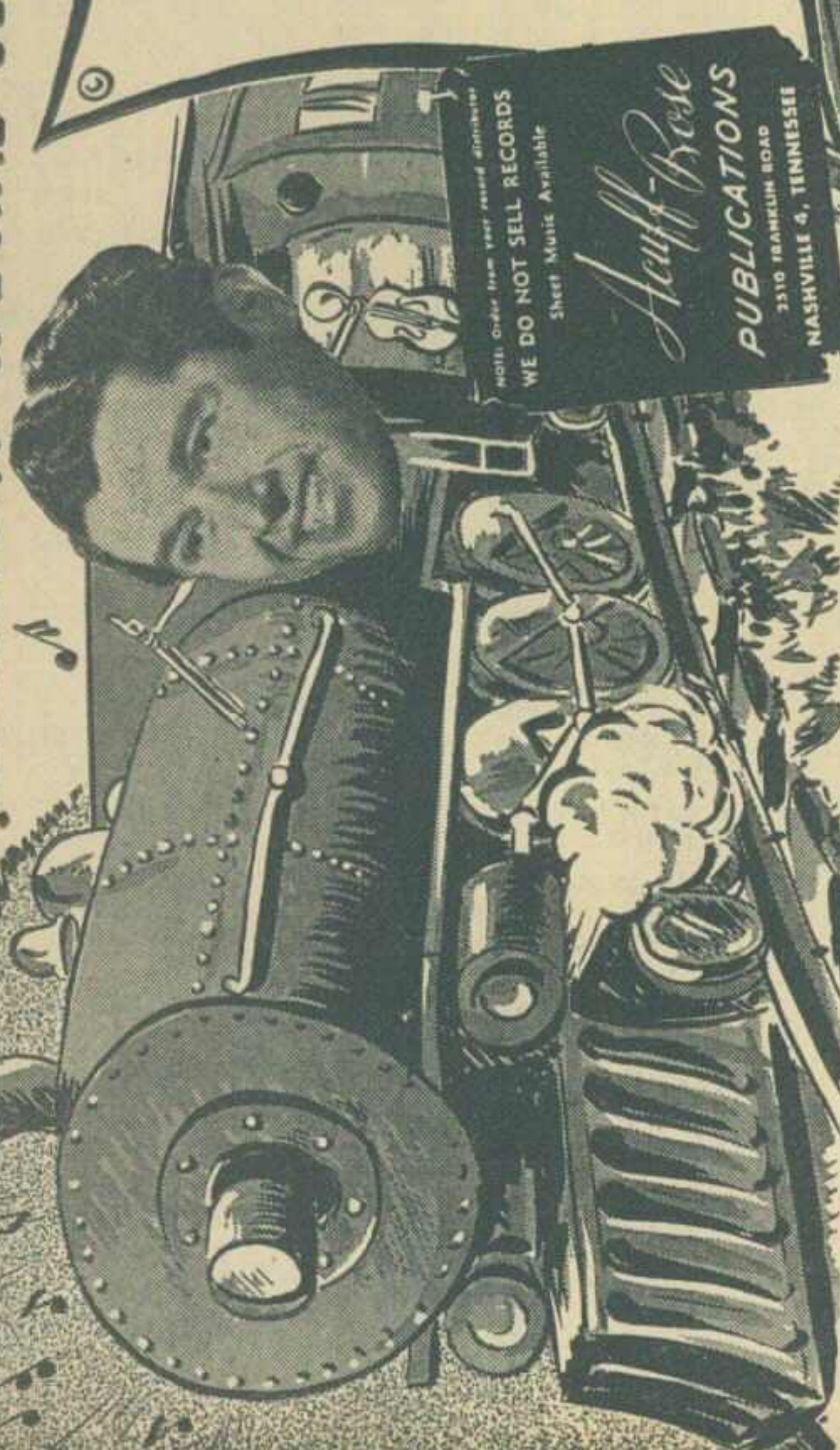
# M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

OPERATOR'S SPECIAL JUST ARRIVED WITH 2 HITS!!!

**ROY ACUFF**  
 just released  
**"TENNESSEE WALTZ"**  
 (Written by PEE WEE KING and REDD STEWART) B. M. I.  
 coupled with  
**"SWEETER THAN THE FLOWERS"**  
 Columbia 20551

**IMPORTANT NOTE:**  
 Nickels scheduled to arrive immediately after this record is placed in your machine.



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Folk Record Section**  
 Based on reports received last three days of Week Ending March 4

**PART VI**  
 TRADE SERVICE REPORT

**BEST-SELLING RETAIL FOLK RECORDS**

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

POSITION	Weeks Last This	This	Week	Week	Record	Label
20	2	1	I LOVE YOU SO MUCH	J. Wakely and Cowboy Band	Capitol 15243	BMI
			HURTS	J. Wakely and Cowboy Band	Capitol 15243	BMI
			I Don't Want Your Sympathy	J. Wakely and Cowboy Band	Capitol 15243	BMI
44	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806	BMI
			Texasan: Baby	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806	BMI
4	1	3	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002	BMI
			There's Not a Thing	Eddy Arnold	Victor 21-0002	BMI
25	4	4	ONE HAS MY NAME	J. Wakely	Capitol 15163	BMI
			You're the Sweetest Rose in Texas	J. Wakely	Capitol 15163	BMI
3	5	5	CANDY KISSES	George Morgan	Columbia 20547	BMI
			Please Don't	George Morgan	Columbia 20547	BMI
17	6	6	A HEART FULL LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174	BMI
			Then I Turned and Walked Slowly Away	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174	BMI
8	7	7	THERE'S NOT A THING	Eddy Arnold	Victor 21-0002	BMI
			Don't Rob Another Man's Castle	Eddy Arnold	Victor 21-0002	BMI

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

23	8	8	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136	BMI
			Blues in My Heart	Red Foley-The Cumberland Valley Boys	Decca 46136	BMI
1	-	9	CANDY KISSES	E. Kirk	Capitol 15391	BMI
			Save the Next Waltz for Me	E. Kirk	Capitol 15391	BMI
16	12	10	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430	BMI
			I'll Take What I Can Get	F. Tillman	Columbia 20430	BMI
14	9	11	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144	BMI
			Have You Ever Been Lonely?	E. Tubb	Decca 46144	BMI
2	14	12	CANDY KISSES	Cowboy Copas	King 777	BMI
			Forever	Cowboy Copas	King 777	BMI
27	15	13	JUST A LITTLE LOVIN'	E. Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013	BMI
			My Daddy Is Only a Picture	E. Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013	BMI
10	-	13	GREEN LIGHT	H. Thompson and His Brazos Valley Boys	Capitol 15187	BMI
			You Remembered Me	H. Thompson and His Brazos Valley Boys	Capitol 15187	BMI
25	-	15	LIFE GETS TEE-JUS, DON'T IT?	C. Robinson	MGM 10224	ASCAP
			Wind in the Mountains	C. Robinson	MGM 10224	ASCAP

**ADVANCE FOLK RECORD RELEASES**

- Barn Dance Breakdown**  
C. Campbell's Tennessee Ramblers (Barn Ramblers) Victor 21-0022
- Blue Ranger**  
Hank "The Singing Ranger" & His Rainbow Ranch Hands (Only a) Victor 21-0028
- Careless Hands**  
A. Smith & His Cracker Jacks (Lady of) MGM 10380
- Double Measure of Double Trouble**  
C. Lundy & the Virginia Valley Boys (Dying Lover) Mercury 6174
- Dying Lover**  
C. Lundy & the Virginia Valley Boys (Double Measure) Mercury 6174
- Forty Miles at Sea**  
H. Wilson-The Golden River Boys (Go Down) Decca 46153
- Galloping on the Guitar**  
C. Atkins & His Guitar Pickers (Money, Marbles) Victor 21-0021
- Give Me a Hundred Reasons**  
A. Jones (I Believe) Capitol 15414
- Go Down to the Graveyard**  
H. Wilson-The Golden River Boys (Forty Miles) Decca 46153
- I Believe You, Baby**  
A. Jones (Give Me) Capitol 15414
- I Never See Maggie Love**  
E. Lee & His Southerners (The Gods) Victor 21-0023
- I Wanted You for a Lifetime**  
Red Sovine (Who's Lonely) MGM 10374
- I've Just Told Mama Goodbye**  
Sunshine Slim Sweet & the Georgia Farmhands (Mother's First) Mercury 6172
- Lady of Spain**  
A. Smith & His Cracker Jacks (Careless Hands) MGM 10380
- Lord Nottingham's War Dance**  
Spade Cooley (Texas Playboy) Victor 21-0027
- Money, Marbles and Chalk**  
C. Atkins & His Guitar Pickers (Galloping on) Victor 21-0021
- Money, Marbles and Chalk**  
Country Washburne (Open Up) Capitol 15413
- Mother's First Rose**  
Sunshine Slim Sweet & the Georgia Farmhands (I've Just) Mercury 6172
- My Darling's Home at Last**  
The Carter Sisters-Mother Maybelle (The Kneeling) Victor 21-0029
- Only a Rose From My Mother's Grave**  
Hank "The Singing Ranger" & His Rainbow Ranch Hands (Blue Ranger) Victor 21-0028
- Open Up Your Heart**  
Country Washburne (Money, Marbles) Capitol 15413
- Riding To Rancho**  
The Texas Wranglers (Steel Guitar) Texstar T-9
- Someone's Last Day**  
C. Sauceman & His Hillbilly Famblers (The Pale) Mercury 6173
- Song of the Hills**  
R. Allen & the Arizona Wranglers (Tennessee Tears) Mercury 6171
- Steel Guitar Rag**  
The Texas Wranglers (Riding to) Texstar T-9
- Tennessee Border**  
C. Campbell's Tennessee Ramblers (Barn Dance Breakdown) Victor 21-0022
- Tennessee Tears**  
R. Allen & The Arizona Wranglers (Song of) Mercury 6171
- Texas Playboy Rag**  
Spade Cooley (Lord Nottingham's) Victor 21-0027
- The Gods Were Angry With Me**  
E. Lee & His Southerners (I Never) Victor 21-0023
- The Kneeling Drunkard's Plea**  
The Carter Sisters & Mother Maybelle (My Darling's) Victor 21-0029
- The Pale Horse and His Rider**  
Camsauceman & Hill Billy Ramblers (Someone's Last) Mercury 6172
- Who's Lonely Now**  
R. Sovine (I Wanted) MGM 10374
- You Broke Your Promise**  
T. Williams & His Western Caravan (I Cried) Capitol 15398
- You Can't Break the Chains of Love**  
J. Wakely (I'm Sending) Coral 64002
- You Can't Buy Happiness**  
Ames Brothers (It Only) Coral 60036
- You Didn't Mean It**  
G. Thomas (Never Love) De Luxe 5056
- You Don't Love Me Anymore**  
C. Linville & The Fiddlin' Linvilles (No More) King 754
- You Were Always Right**  
Red Rowe & the Range Riders (Two Sides) Imperial 8048
- You'll Be Sorry From Now On**  
E. Britt & The Skytoppers (Candy Kisses) Victor 21-0006
- Your Key Don't Fit My Lock No More**  
S. Nichols & The Melody Rangers (You're Free) MGM 10364
- You're Free Again**  
S. Nichols & The Melody Rangers (Your Key) MGM 10364
- You're a Prisoner in My Heart**  
C. Story & The Rambling Mountaineers (I Want) Mercury 6082

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section



Based on reports received last three days of Week Ending March 4

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
19	2	1	1	I LOVE YOU SO MUCH IT	J. Wakely and Cowboy Band... Capitol 15243—BMI
3	1	2	2	HURTS	Capitol 15243—BMI
25	5	2	2	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold... Victor 21-0002—BMI
17	6	4	2	ONE HAS MY NAME	J. Wakely... Capitol 15162—BMI
19	2	5	4	A HEART FULL OF LOVE	Eddy Arnold... Victor 20-3174—BMI
42	4	6	5	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys... Decca 46136—BMI
3	2	6	6	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plow-boy and His Guitar... Victor 20-2806—BMI
12	2	8	8	THERE'S NOT A THING	E. Arnold... Victor 21-0002—BMI
				HAVE YOU EVER BEEN LONELY?	E. Tubb... Decca 46144—ASCAP

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6	13	9	9	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb... Decca 46144—BMI
26	10	10	10	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plow-boy and His Guitar... Victor 20-3013—BMI
2	11	11	11	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys... MGM 10352—BMI
4	6	11	11	CANDY KISSES	Cowboy Copas... King 777—BMI
16	—	11	11	THEN I TURNED AND SLOWLY WALKED AWAY	E. Arnold... Victor 20-3174—BMI
32	—	14	14	TENNESSEE WALTZ	P. W. King and His Golden West Cowboys... Victor 20-2860—BMI
1	—	15	15	TILL THE END OF THE WORLD	J. Wakely and Cowboy Band... Capitol 15368—ASCAP

FOLK TALENT AND TUNES

By Johnny Sippel

Marge Engler, who airs over WTOL, Toledo, has gone into the fur business. . . Fred the Fiddler, working on WBUD, Morrisville, N. J., has opened a new Saturday night spot, Buck's County Barn Dance at the Bertolet Trailer Building, South Langhorne, Pa. . . Tom Stewart, former "Grand Ole Opry" announcer and now WSM, Nashville, producer, has taken over publicity duties for that station.

Uncle Harve and the Ragtime Wranglers are doing their barn dance show six nights a week over WWPB, Miami. Harve is doing a one-hour platter pilot shot each morning, in addition to holding live barn dances Wednesday and Saturdays at the Biscayne Palace. Harve recently started a Sunday night moonlight dance cruise on a yacht. . . Personnel of Captain Stubby's Buccaneers, Decca artists on WLS, Chicago, includes: Dwight (Tiny) Stokes, bass and vocals; Jerry Richards, clarinet; Tony Walberg, accordion; Sonny Fleming, guitar, and Captain Stubby, novelty instruments and comedy vocals.

Murray Nash, Mercury's folk music chief, has inked Jerry Byrd and the String Dusters, WLW, Cincinnati, to a waxing pact. Byrd, former steel man for Red Foley, will get his first Mercury release, "Steelin' the Blues" and "Drowsy Waters." . . Georgia Crackers (Victor) have worked their Saturday night barn-dance crowds up past the 1,000 attendance mark. Boys air on WHKC, Columbus, O. They recently added Curley Herdman, formerly at WFIL, Philadelphia. . . Texas Wranglers, who air daily from KCLW, Hamilton, Tex., have inked with Texstar label and cut "Steel Guitar Rag" and "Ridin' to the Rancho" as their first release.

Blondie Force and His Montana Cowboys have opened a dance stay at the Beardsley Ballroom, Bakersfield, Calif. Blondie is set for a p.-a. tour thru the South and East, starting May 15 and ending August 1. . . Bud Messner and the Skyline Boys, WCHA, Chambersburg, Pa., who record for Banner platters, are setting up a series of promotions in five Eastern States, featuring top folk music names. Personnel includes Bill Bailey, mandolin; Slim Roberts, fiddle; Dude Webb and Roy Parks, guitar, and the leader's bass.

Eddy Arnold starts a two-weeker at El Rancho Hotel, Las Vegas, Nev., May 11, with Roy Wiggins and Gabe Tucker. The Arnold entourage, together with members of Connie B. Gay's Radio Ranch troupe, including Grandpa Jones (King), will play a benefit matinee and night show at Constitution Hall, Washington, March 27, with the Arnold gang moving then to Norfolk, Va., 28-29, and Richmond, Va., 31.

Marge Engler, of WTOL, Toledo, has inked a staff writer's pact with Kennedy Music. . . Spade Cooley (Victor) is taking his new video show out on a tour of regional high school auditoriums where teen-age talent competitions will be held in conjunction with the shows. . . Happy Wilson and His Golden River Boys, of WAPI, Birmingham, cut their first four sides for Decca, including "Down to the Graveyard" and "Comes a Time." Group consists of Billy Tucker, fiddle; Ted Crabtree, guitar; Sammy Pruitt, guitar; Jim O'Day, bass, and the leader's guitar.

(Continued on page 43)

Southern gives you  
the folk tune  
LEADERS

Watch this one...  
"TILL THE  
END OF THE  
WORLD"

(Words and Music by VAUGHN HORTON)

Recorded by

Capitol 15368	JIMMY WAKELY
Columbia 20549	JOHNNY BOND
Decca 46150	ERNEST TUBB
Regent 2000	RILEY SHEPARD
Victor 21-0036	SLEEPY HOLLOW RANCH GANG

Southern Music Publishing Co., Inc.

1619 BROADWAY

NEW YORK 19, N. Y.



**THREE Supreme HITS**  
By **THREE Supreme ARTISTS**

1.



**Paula**  
**(Little Bird)**  
**Watson**

Does It Again With

**"YOU BROKE YOUR PROMISE"**

Supreme 1512

Backed by "I'VE GOT THE SWEETEST MAN"

2.



**Jimmy**  
**Witherspoon**

With The Hottest Blues Record  
On The Market Today

Cash In On

**"AIN'T NOBODY'S BUSINESS"**

1 & 2 Supreme 1506

3.



**Dick**  
**Peirce**

With Hollywood's Greatest  
Dance Band On The Original

**"AN OLD PIANO**  
**PLAYS THE BLUES"**

Supreme 1513

Dick Peirce and his 16-piece orchestra  
Backed by "Peirce Arrow"

ORDER FROM YOUR NEAREST SUPREME DISTRIBUTOR!  
475 5TH AVENUE NEW YORK 17, N. Y. TEL: MURRAY HILL 3-3421  
1059 EAST JEFFERSON BLVD LOS ANGELES 11, CALIF. TEL. ADAMS 3-5178

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Race Records**  
Based on reports received last three days of Week Ending March 4

PART VII



**BEST-SELLING RETAIL RACE RECORDS**

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

POSITION			
Weeks to date	Last Week	This Week	
16	2	1	CHICKEN SHACK BOOGIE, A. Milburn..Aladdin 3014—ASCAP
4	1	2	HUCKLEBUCK .....Monogram 105—ASCAP
7	6	3	WRAPPED UP IN A DREAM .....Do Ray and Me.....Commodore C-7505—ASCAP
1	—	4	GET YOURSELF ANOTHER FOOL .....C. Brown Trio.....Aladdin 3020
7	4	5	DEACON'S HOP .....Big Jay McNeely.....Savoy 685—BMI
8	3	6	BOOGIE CHILLEN.....J. L. Hooker.....Modern 627
14	5	8	BEWILDERED .....A. Milburn..Aladdin 3018—ASCAP
2	8	8	BEWILDERED .....B. Eckstine...MGM 10340—ASCAP
15	11	9	BLUES FOR THE RED BOY, Todd Rhodes.....King 4240
4	13	10	RAINY WEATHER BLUES, R. Brown....De Luxe 3198—BMI
1	—	11	FRISCO BAY .....Memphis Slim and the House Rockers.....Miracle M-132
12	15	12	TREES .....A. Hibbler..Miracle M-501—ASCAP
9	—	12	UP ABOVE MY HEAD, S. R. Tharpe-M. Knight-S. Price Trio.....Decca 48090—BMI
8	—	14	HOT BISCUITS.....J. McShann.....Downbeat 164
2	—	14	HIP SHAKIN' MAMA.....C. Newsom.....De Luxe 3199

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**MOST-PLAYED JUKE BOX RACE RECORDS**

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

POSITION			
Weeks to date	Last Week	This Week	
5	5	1	HUCKLEBUCK .....P. Williams.....Savoy 683
16	3	2	CHICKEN SHACK BOOGIE, A. Milburn..Aladdin 3014—ASCAP
6	2	3	BOOGIE CHILLEN.....J. L. Hooker.....Modern 627
7	1	4	DEACON'S HOP .....Big Jay McNeely..Savoy 685—BMI
12	6	5	BEWILDERED .....A. Milburn..Aladdin 3018—ASCAP
10	8	6	TEXAS HOP .....Fee Wee Crayton.....Modern 643
10	9	6	WRAPPED UP IN A DREAM .....Do, Ray and Me.....Commodore C-7505—ASCAP
2	14	6	AIN'T NOBODY'S BUSINESS, J. Witherspoon.....Supreme 1505—ASCAP
17	4	9	BEWILDERED .....Red Miller Trio..Bullet 295—ASCAP
—	—	10	DALLAS BLUES.....Floyd Dixon Trio...Modern 20-653
7	7	11	TREES .....A. Hibbler..Miracle M-501—ASCAP
3	—	11	GET YOURSELF ANOTHER FOOL .....C. Brown.....Aladdin 3020
1	—	13	HOT BISCUITS.....J. McShann.....Downbeat 164
1	—	13	BONGO BLUES.....Dee Williams Sextette...Savoy 684
1	—	15	I DIDN'T LIKE IT THE FIRST TIME .....Julia Lee.....Capitol 15367

**ADVANCE RACE RECORD RELEASES**

Alligator Meat J. Swift (Nightmare) Exclusive 85X	Nightmare J. Swift (Alligator Meat) Exclusive 85X
Big Joe S. Price (Pluckin' That) Decca 48097	Pluckin' That Thing S. Price (Big Joe) Decca 48097
Blues By Myself K. Stevenson (I'm Satisfied) Sing-Master 10	That Ain't the Way To Love M. Scott (Give Me) Exclusive 83X
Didn't It Rain E. Beck & His Religion in Rhythm (There's a) Gotham G-603	That's the Way My Baby Closes Her Eyes E. Andrews-E. Beal Ork (Don't Ask) Decca 48096
Don't Ask Me Why E. Andrews-E. Beal Ork (That's the) Decca 48096	The Jumpin' Blues J. McShann Ork (Get Me) Coral 60034
Give Me a Man M. Scott (That Ain't) Exclusive 83X	There's a Dead Cat on the Line E. Beck & His Religion in Rhythm (Didn't It) G. 603
He's Just a Gravy Train Roosevelt Sykes & His Original Honey-drippers (Walling and) Victor 22-0011	Timsy's Whimsy Memphis Slim & The House Rockers (Frisco Bay) Miracle M-132
Honey, I'm Yours The Tomcats (I Ain't) Capitol 15415	Tessin' and Turnin' Sonny Parker (Gamblin' Woman) Columbia 30154
I Ain't Nowhere The Tomcats (Honey, I'm) Capitol 15415	Travellin' Shoes Chicago Davis-H. Singer Ork (I Feel) Savoy 5560
I Feel So Good Chicago Davis-H. Singer Ork (Travellin' Shoes) Savoy 5560	Walking and Drinking Roosevelt Sykes & His Original Honey-drippers (He's Just) Victor 22-0011
I'm Satisfied K. Stevenson (Blues by) Swing-Master 10	Watch Where You Walk E. Bostic Ork (Blip Boogie) King 4277
Jimmy's Swing Boogie J. Bells Trio (Just About) Aristocrat 1901	Would You Hurt Me Now S. Churchill & The Four Tunes (All of) Manor 1160
Just About Easter Time J. Bell Trio (Jimmy's Swing) Aristocrat 1901	You Go to My Head Coleman Hawkins Quintette (I Mean) Rondo R 1555
Keyboard Kapers E. Hines Swingette (Lazy Mornin') MGM 10362	You May Be Down Some Day Tampa Red (Keep Jumpin') Victor 20-0009
Lazy Mornin' E. Hines Swingette (Keyboard Kapers) MGM 10362	



# The Billboard MUSIC POPULARITY CHARTS

## Record Reviews

PART VIII

Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending March 4

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

How Ratings Are Determined

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

The Categories

Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY RETAILER OPERATOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY RETAILER OPERATOR

**POPULAR**

**AMES BROTHERS**  
(Coral 60036)

**It Only Happens Once** 76--78--75--75  
The virile foursome projects the Frankie Lane tune at a pleasingly relaxed tempo.

**You Can't Buy Happiness** 70--72--70--68  
Piece of homey philosophy provides a pleasing, but unexciting side.

**DENNY DENNIS**  
(Stanley Black Ork)  
(London 397)

**Is It Too Late?** 69--71--69--67  
Dennis' good singing is supported superbly by Black and his ork on an ordinary sort of ballad.

**A Kiss In the Night** 77--79--77--75  
(Paul Fenoulhet Ork)  
An adaptation from a Latin tune is pretty and is sung with feeling by Dennis, who receives able support from Fenoulhet.

**SAM BROWNE-**  
**THE SQUADRONAIRES**  
(London 395)

**One Has My Name** 68--68--68--68  
Late release of a country hit ballad now doing big as a pop is a satisfactory rendition.

**Words** 67--66--68--67  
(Stanley Black Ork)  
Browne does okay by a ballad which bears no special significance.

**ART LUND**  
(MGM 10385)

**Get a Little Summer In Your Kisses** 67--67--67--67  
Lund tries to make something of a paper-weight ballad.

**You Was!** 73--75--70--75  
Lund's relaxed and sings well with fine Johnny Thompson ork support. Tune's the rhythm novelty which has picked up some little interest in duet diskings.

**BILLY ECKSTINE**  
(MGM 10368)

**Caravan** 84--87--85--80  
The growing Eckstine legions will love this etching of the Ellington classic. Billy again benefits from superb Hugo Winterhalter backgrounds.

**A Senorita's Bouquet** 77--80--75--77  
Billy sings the stuffings out of this plug ditty with superb Winterhalter ork aid.

**JACK FINA ORK**  
(MGM 10372)

**Just Reminiscing** 65--65--63--67  
Pretty new ballad subjected to a prosaic, uninspired rendering here.

**It's a Big, Wide, Wonderful World!** 63--63--62--65  
Pedestrian, indifferent ork and vocal treatment of the fine waltz tune.

**POPULAR**

**TEDDY PHILLIPS ORK**  
(Tower 1452)

**Put Your Shoes On, Lucy** 77--77--74--80  
(Lynn Hoyt)  
Zany little rhythm novelty item is done in good taste by the Phillips crew with cute vocal by Lynn Hoyt.

**It's a Lonesome Old Town** 77--79--77--75  
(Dick Hayes)  
Production cleffing of the tune which Ben Bernie made his own which is quite effective. Nice Hayes vocal is backed by clean orking.

**BETTY GARRETT**  
(MGM 10367)

**The Humphrey Bogart Rhumba** 83--85--83--81  
Silly little novelty opus which spins off pretty near every Hollywood name en route to the coda which is delivered by Humphrey himself; silly enough to make some bucks.

**Johnny Get Your Girl** 75--77--72--77  
Excellent arrangement, good tempo and good Garrett are all lavished on this plug rhythm tune.

**DICK HAYMES**  
(Victor Young Ork)  
(Decca 24567)

**A Rosewood Spinnet** 86--87--86--85  
Haymes delivers a top-notch rendition of a current plug pop with Young's orking in fine taste.

**While the Angelus Was Ringing** 86--87--86--85  
Another current pop plug is handsomely performed by singer, ork and chorus. If both these songs catch on, then this could become a tremendous two-faced buy.

**VAUGHN MONROE ORK**  
(Victor 20-3343)

**A Senorita's Bouquet** 80--80--80--80  
Monroe tackles a song which is right up his alley but which just misses fire for some reason. But his fans will like the record.

**Don't Lie To Me** 84--85--84--83  
Vaughn and the Moon Maids handle a simple ballad in tasteful and soothing fashion.

**GALLAGHER AND SHEAN**  
(Coral 60033)

**Mr. Gallagher and Mr. Shean, Pt. I & II** 55--56--54--54  
Age-old comedy routine shows its years in every gag. There's not much here to bring about a renaissance.

(Continued on page 42)

You can **BANK** on **WINI BROWN**



and her Sensational **NATIONAL** Recording of  
**THE SMASH HIT**  
**"GRIEVING FOR YOU"**  
BACKED BY THE SURE-FIRE JUMP BLUES  
**"(Ya Got My) BRAND OF HONEY"**  
**NATIONAL No. 9068**  
TO BE RELEASED MARCH 12

Hear the cash register ring on this sales-happy hit by WINI BROWN, former vocalist with Lionel Hampton. She's got the "IT" that makes a HIT. Watch this back-side, "(Ya Got My) Brand of Honey", hit the top.

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featuring Vocals and Piano by  
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## "709" . . .

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## "609" . . .

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Exclusive Sales Agents for U. S., Canada, Central and South America

## Record Reviews

(Continued from page 41)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



### POPULAR

**ROBERT CLAREY**  
(Blue Chip X 103)  
**Hollywood Bowl** 70--74--69--68  
Clarey is a French singer of some distinction. He has a different sort of sound and an accent which could draw some attention. But this song is on the weak side.  
**Slip Around and Do It (In My Dreams Tonight)** 81--75--82--85  
Clarey's style is particularly effective with this bounce ballad. He is ably supported by a good ork. Lyric of this tune is somewhat on the blue side. Some stations may object.

**PRIMO SCALA BANJO & ACCORDION ORK-THE KEYNOTES**  
(London 356)  
**Dreaming** 68--68--67--68  
The usual Scala formula doesn't come up to past standards here.  
**Cruising Down the River** 80--80--80--80  
Perfect setting for the current hit in the Scala formula. Tho it's a late release it should grab a portion of the change on the song.

**SAM BROWNE**  
(The Quads-The Squadronaires)  
(London 304)  
**Sunflower** 74--74--74--74  
Spirited rendition of the Kansas rhythm tune by Browne, a cowboy from the wild West End of London.  
**How Many Tears Must Fall?** 68--68--68--67  
Browne turns in a good enough job with a current plug ballad.

**WOODY HERMAN ORK**  
(Coral 60019)  
**Say "Si Si"** 66--67--66--65  
Reissue from Decca original of an instrumental version of the hit song of some years ago. This is Herman of his swing and Dixieland days.  
**Amen** 68--69--67--67  
This is a Herman hit of about 1943 which still has enough to win some action. Woody sings it. The band was in the transition stage from Dixie to modernism at the time this etching was made.

**DARWIN DANE-EDDIE BALANTINE ORK**  
(Tower 1293)  
**It's Easy When You Know How** 60--62--60--58  
Pleasant is the most that can be said for this rumba item.  
**If You Only Knew** 69--70--68--68  
Dane displays an Eddy Howardish style and sound with this ballad.

**FREDDIE "SCHNICKEL-FRITZ" FISHER ORK**  
(Coral 60025)  
**Wabash Blues** 71--72--70--71  
Gagged up Dixieland instrumental of the old fave should be able to grab some coin here and there.  
**Oh! Dem Golden Slippers** 67--66--67--68  
Corn-band approach to the ancient fave which has current reincarnated for the current market in the shape of the "You Broke Your Promise" song.

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### POPULAR

**GLORIA HART-ART KASSEL ORK**  
(Mercury 5260)  
**All Right, Louis, Drop the Gun** 72--75--68--72  
First dinking of a much-talked-of novelty item. The idea is cute but the waxing lacks steam.  
**Did Anyone Ask About Me?** 71--73--70--70  
Pleasing waxing of a familiar - sounding ballad which Miss Hart sings well.

**DOROTHY SHAY**  
(Columbia 38418)  
**Mr. Sears and Mr. Roebuck** 80--83--80--78  
Cute and clever material piece is handled well by the engaging Miss Shay.  
**You Broke Your Promise** 80--80--80--80  
The newest Paula Watson-sparked ditty is done for the country trade with much spirit by the Park Avenue Hillbillie.

**TONY MARTIN**  
(Dick Winslow Ork)  
(Coral 60030)  
**Old Pal, Why Don't You Answer Me?** 69--70--69--68  
Martin sings a nostalgic ballad with much feeling.  
**Beautiful Ohio** 70--72--72--66  
This is an aged Martin dinking which still retains a pleasing flavor. Simple rendition of the evergreen.

**REGGIE GOFF**  
(The Stapletones-Cyril Stapleton Ork)  
(London 390)  
**Be True** 67--67--66--70  
The English Vaughn Monroe tackles the direct follow-up to "You Can't Be True, Dear," but it's a synthetic product.  
**The Crystal Gazer** 61--61--60--62  
Goff, group and ork try with a simple ballad of no particular distinction.

**BEN'NY LEE**  
(The Keynotes-Stanley Black Ork)  
(London 357)  
**You Should Know** 70--70--70--70  
Cute rhythm song with a hill country flavor done tastefully by Lee, the Keynotes group and the Black ork.  
**Last Night** 77--79--77--74  
Tasty dinking of a neat ballad with Lee turning in a fine vocal which bears some touches of the Eddy Howard polish.

**BOB CROSBY ORK**  
(Coral 60028)  
**Run, Rabbit, Run!** 63--63--63--63  
Re-issue of a 1940 Decca waxing with a bright Marian Mann vocal.  
**The Skaters' Waltz** 72--71--70--75  
Also a re-issue, vintage 1939. A good sampling of the commercial Dixie style of the Crosby band's heyday. Would make a good juke item.

**THE KING COLE TRIO**  
(Capitol 15387)  
**Portrait of Jenny** 83--85--82--82  
Nat loaf pretty thru the pleasant ballad, a full ork (with strings) setting the mood in back.  
**An Old Piano Plays the Blues** 74--74--74--74  
Cole does an effective job of warbling and 88-ing with an attractive jazz-flavored ballad.

**ROBERT CLAREY**  
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WITH EVERY RECORD OF  
**ART MOONEY'S**  
**"DOO DE DOO ON AN OLD KAZOO"**  
1 Record 50c — 1 Kazoo Free

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OR 30% OFF ON  
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BREAKAGE, LOSS, ETC.

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**Easter Parade Album** (Taken from sound track)

- RETAILS \$3.94 — YOUR COST \$2.76
- "Cruising Down the River"—Blue Barron . . . . . 50c
  - "Miss Lucy"—Bull Moose Jackson . . . . . 50c
  - Blue Barron's Latest—"You're So Understanding" . . . 50c
  - "A You're Adorable"—B. Kaye . . . . . 50c
  - "Guitar Boogie"—A. Smith . . . . . 50c
  - "Caravan"—B. Eckstine . . . . . 50c

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(RECORD WHOLESALERS)

419 W. 48th St., New York 19, N. Y.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IX**  
**Record Possibilities**  
 Based on reports received last three days of Week Ending March 4

**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

**15 IT TOO LATE?**..... Vaughn Monroe Ork.... Victor 20-3382  
Vaughn and his Moon Maids, aided by excellent tempo and good orking, spin off the lyrics in a simple, effective manner to an easy-to-remember melody. It's a typically tasteful Monroe etching which projects the full values of the new ballad.

**NEED YOU**..... Gordon MacRae and Jo Stafford.... Capitol 15393  
The tune, a plaintive, nostalgic waltz, was tabbed several months ago in "Tips on Coming Tunes" via a Highway label disk. The tune still holds strongly and is given a strong push in a winner's direction via the happy blend of the voices of Jo Stafford and Gordon MacRae. There's strong orchestral support in a simple and effective Paul Weston setting. Backing for the waltz is the novelty rhythm tune, "A" You're Adorable, which receives its best treatment to date via the magic of the Stafford and MacRae dusting.

**GO NOW**..... Anne Shelton with Roy Robertson Ork..... London 398  
The English chick really comes on with her warm rendition of a brand new ballad which is several notches better than the average. The tastefulness and beauty of the record may be laid just as much to Robertson's excellent background and the fine technical recording as to Miss Shelton's superlative vocal.

**THE DISK JOCKEYS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be.

1. WHILE THE ANGELUS WAS RINGING..... Margaret Whiting..... Capitol 15384
2. DREAMER WITH A PENNY..... Margaret Whiting..... Capitol 15386
3. ALWAYS TRUE TO YOU IN MY FASHION..... Dinah Shore..... Columbia 38599
4. SUNFLOWER..... Jack Smith..... Capitol 15394
5. SUNFLOWER..... Russ Morgan..... Decca 24568
6. JUST REMINISCIN'..... Jo Stafford..... Capitol 15378
7. FOREVER AND EVER..... Perry Como..... Victor 20-3347
8. FOREVER AND EVER..... Russ Morgan..... Decca 24569
9. ALWAYS TRUE TO YOU IN MY FASHION..... Jo Stafford..... Capitol 15378
10. MISSISSIPPI FLYER..... Blue Barron..... MGM 10369

**THE RETAILERS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them the record retailers think tomorrow's hits will be

1. FOREVER AND EVER..... Russ Morgan..... Decca 24569
2. FOREVER AND EVER..... Perry Como..... Victor 20-3347
3. "A" YOU'RE ADORABLE..... Jo Stafford-Gordon MacRae..... Capitol 15393
4. BLUM BLUM..... Peggy Lee..... Capitol 15371
5. YOU WANNA BUY A BUNNY..... Spike Jones..... Victor 20-3359
6. YOU, YOU, YOU ARE THE ONE..... Russ Morgan..... Decca 24569
7. CARELESS HANDS..... Mel Torme..... Capitol 15379
8. DREAMER WITH A PENNY..... Bill Lawrence..... Victor 20-3355
9. DREAMER WITH A PENNY..... Margaret Whiting..... Capitol 15386
10. FOREVER AND EVER..... Margaret Whiting..... Capitol 15386

**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 1,558 of them the tube box operators think tomorrow's hits will be.

1. FOREVER AND EVER..... Russ Morgan..... Decca 24569
2. LOVE ME! LOVE ME! LOVE ME!..... Eddy Howard..... Mercury 5238
3. FOREVER AND EVER..... Perry Como..... Victor 20-3347
4. YOU, YOU, YOU ARE THE ONE..... Russ Morgan..... Decca 24569
5. EVERYWHERE YOU GO..... Guy Lombardo..... Decca 24549
6. YOU WANNA BUY A BUNNY..... Spike Jones..... Victor 20-3359
7. "A" YOU'RE ADORABLE..... Jo Stafford-Gordon MacRae..... Capitol 15393
8. BEWILDERED..... Ink Spots..... Decca 24566
9. DREAMER WITH A PENNY..... Margaret Whiting..... Capitol 15386
10. PAL-ING AROUND WITH YOU..... Ted Lewis..... Decca 24564

**FOLK TALENT AND TUNES**

(Continued from page 39)

Hank Snow (Victor), now making Dallas his headquarters, cut his first post-ban sides for Victor in Chicago March 1. Hank has a deal to do the feature spot on the "Cowtown Jamboree" weekly in Fort Worth. . . . Nancy Lee and the Hilltoppers have been renewed for another year at WOWO, Fort Wayne, Ind. . . . R. B. Gilmore, of Southern Music, is currently on a three-week tour of the South, visiting the firm's writers. . . . Jimmy Wakely starts a Midwestern tour April 1 and is currently organizing a 10-people company for the junket. . . . Chuck Wagon Gang, now back on the air over WBAP, Fort Worth, were the first Columbia artists to cut wax following the ban. Personnel has Dave Carter; his son, Jim, and daughters, Rose and Anna.

Arthur (Guitar) Smith (MGM) and His Crackerjacks are working the International Harvester Circuit until April 15. They have cut "Careless Hands" and "Lady of Spain" for early release. . . . Fred Stryker, of Fairway Music, reports that Ann Jones has just inked a Capitol recording pact. . . . Moon Mullican (King) played "Cliffie Stone's Barn Dance" at El Monte (Calif.) Stadium February 19, drawing 2,385. Mullican and his band play Bakersfield March 1; Modesto, 2; Fresno, 3; San Jose, 4; San Pablo, 5, and Lodi, 6, all in California.

. . . The Wis Hillbillies, of Columbus, Ga., have changed their name to the Hired Hands. The band, which includes Pappy Sherrill, fiddle; Snuffy Jenkins, banjo; Tommy Faile, guitar; Marion Kyzer, steel guitar, and Ira Dimmery, bass, has recorded for DeLuxe and Red Barn label.

Please address all communications to Johnny Sippel, The Billboard, 185 North Clark St., Chicago 1, Ill.

**HEY, IN THIS PARK TOO!!!**  
 Official Racing Charts  
**SANTA ANITA PARK**  
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**FIRST RACE** 3-8 MILE (straightaway) (out of chute) (King Rhymer—Feb. 27, 1947—32-2-118). Purse \$3,500. 2-year-olds. Fillies. Maidens. Fixed weight. Weight, 115 lbs.

**7 0 4 6 9**  
Mar. 2 - 49 - S.A. Net value to winner, \$2,125; second, \$700; third, \$450; fourth, \$225. Mutuel pool, \$123,524.

Index	Horse	Eq't	A	Wt	PP	St	Str	Fin	Jockey	Owner	Odds \$1
69819	BULLREMEMBER	w	115	1	1		1	1	J. Gilbert	Miss C. Jelm	3.20
69548	FAST REWARD	w	115	4	7		3	2	J. Westrope	Mrs. C. Ring	2.80
70136	VELVET STEP	w	115	9	2		2	3	C. Ralls	H. N. Isenberg	8.70
69867											43.60

**FOUR STRAIGHT WINNERS**  
*Since the Ban*  
**CARELESS HANDS**..... Sammy Kaye  
**POWDER YOUR FACE**..... Sammy Kaye  
**ROSE WOOD SPINET**..... Sammy Kaye  
**I GOT A GAL IN GALVESTON**.. Sammy Kaye

**RCA Victor Records**

3-year-old races, \$5,500.

**SECOND RACE** 7 0  
Mar. 2 - 49 - S.A. If entered for \$5,000 allowed 3-105. Net value to winner, \$2,125; second, \$700; third, \$450; fourth, \$225. Mutuel pool, \$201,358.

Index	Horse	Eq't	A	Wt	PP	St	Str	Fin	Jockey	Cl'gPr.	Owner	Odds \$1
69788	SNEAK'ON	w	111	1	1	3	1	2	W. Litzenberg	6000	Elite Stable	5.50
70090	ROM'N PENNANT	wb	117	2	4	1	1	2	M. Caffar'la	6500	Newell & Newman	1.85
69551	BARQUAL	wb	114	7	2	4	4	3	R. Neves	6000	Pan de Azucar	3.65
(69787)	BEAU'S BEAU	w	107	3	5	5	5	5	G. Glisson	6500	Deerwood Stock Farm	7.75
69967	PANSON	wb	114	4	3	2	2	3	J. Lonagan	6000	Mr. & Mrs. G. A. Kelly	10.20
69423	VAGABOND LAD	wb	111	8	6	7	7	7	C. Ralls	6000	J. L. Russell	21.90

**PEAK RECORDS**  
 Announces its initial release . . .  
**ALREADY A SMASH HIT!**

Written and Sung by **DON REID**  
**HURRY! HURRY! HURRY!**  
 (Back To Me)  
 and  
**DON'T BE AFRAID TO DREAM**  
 PEAK 800

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Millner Rec. Sales Co., Inc. St. Louis, Mo.	Music Suppliers of N. E. Boston, Mass.
Chord, Inc. Chicago	Major Distributing Co., Inc. New York
Pan American Dists. Detroit, Mich.	Major Distributing Co., Inc. Buffalo, N. Y.
Mercury Record Dists., Inc. Minneapolis, Minn.	Triangle Record Distributors Pittsburgh, Pa.
Schwartz Bros. Washington, D. C.	Music Sales Co. New Orleans, La.
F. and M. Dist. Co. Cleveland, Ohio	David Rosen, Inc. Philadelphia, Pa.

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JOHNNY GET YOUR GIRL  
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PUT YOUR SHOES ON LUCY  
KING 4262 POPULAR

HAWKSHAW HAWKINS  
SOMEBODY LIED  
Backed By  
MEMORIES ALWAYS LINGER ON  
KING 756 FOLK

IVORY JOE HUNTER  
I LIKE IT  
Backed By  
NO MONEY, NO LUCK BLUES  
KING 4255 SEPIA

WAYNE RANEY  
LONESOME WIND BLUES  
Backed By  
JACK AND JILL BOOGIE  
KING 732 FOLK

ROY BROWN  
'LONG ABOUT MIDNIGHT  
Backed By  
WHOSE HAT IS THAT  
DE LUXE 3154 SEPIA

WYNONIE HARRIS  
GOOD ROCKIN' TONIGHT  
Backed By  
GOOD MORNING MISTER BLUES  
KING 4210 SEPIA

RUTH WALLIS  
AN OIL MAN FROM TEXAS  
Backed By  
TOO MANY MEN IN MY LIFE  
DE LUXE 1091 POPULAR

LONNIE JOHNSON  
SO TIRED  
Backed By  
TELL ME LITTLE WOMAN  
KING 4263 SEPIA

ROY BROWN  
MIGHTY, MIGHTY MAN  
Backed By  
MISS FANNY BROWN  
DE LUXE 3128 SEPIA

RED PERKINS  
ONE HAS MY NAME  
Backed By  
I LIVE THE LIFE I LOVE  
DE LUXE 5047 FOLK

COWBOY COPAS  
I'M WALTZING WITH TEARS IN MY EYES  
Backed By  
DOWN IN NASHVILLE, TENNESSEE  
KING 775 FOLK

MOON MULLICAN  
JOLE BLON IS GONE, AMEN  
Backed By  
OH! SHE'S GONE BUT NOT FORGOTTEN  
KING 761 FOLK

KING RECORDS INC. DISTRIBUTORS OF

**KING and DE LUXE**  
1540 BREWSTER AVE. CINCINNATI 7, OHIO.

The **Billboard** MUSIC POPULARITY CHARTS  
PART X

Advance Information

Based on reports received last three days of Week Ending March 4

ADVANCE RECORD RELEASES

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

POPULAR

- "A"—You're a Derable  
P. Como-Fontane Sister-M. Ayres Ork (When Is) Victor 20-3381
- After You've Gone  
M. Raye-P. Moore Ork (Ooh, Doctor) Discovery 503
- Alabama Bound  
E. Cantor (Yes Sir) Decca 24597
- Alone in the World Walts  
R. Polocar Ork (Arise My) Mercury 3080
- An Old Piano Plays the Blues  
H. Carmichael (Laughing Boy) Decca 24591
- Arise My Darling Felka  
R. Polocar Ork (Alone In) Mercury 3080
- Bagpipe Boogie  
R. Peters-D. Brooks-The Four Tones (You Told) Kangaroo K 1301
- Ballin' the Jack  
The Three Sons (Hurry! Hurry!) Victor 20-3399
- Barber Shop Harmony Album—The Sportsmen Quartet (3-10")  
Capitol CC-137
- Down By the Old Mill Stream . . . Capitol 10194
- Down in Jungle Town . . . Capitol 10193
- In the Shade of the Old Apple Tree . . . Capitol 10192
- Meet Me Tonight in Dreamland . . . Capitol 10193
- Red Rose Rag . . . Capitol 10193
- When You Wore a Tulip . . . Capitol 10194
- Be Mine  
D. Falligant-H. Winterhalter (Wind In) MGM 10375
- Begin the Beguine  
J. Stafford & the Starlighters-P. Weston Ork (On the) Capitol 15410
- Bop Went the Strings  
P. Weston Ork (Swedish Rhapsody) Capitol 15411
- Busy Dbing Nothing  
V. Monroe Ork (Is It) Victor 20-3382
- Charlie the Boxer  
M. Ceppos Ork (Come Wet) 20th Century TC 20-82
- Clelito Lindo (I Love You I Do)  
D. Dawn (Summertime) Regent 143
- Coca-Roca  
R. Gilbert (Pin Striped) Columbia 38420
- Come Wet Your Mustache With Me  
Bottoms Up Quartet (Charlie the) 20th Century TC 20-82
- Comme Ci, Comme Ca  
V. Damone (The Little) Mercury 5283
- Comme Ci, Comme Ca  
J. Desmond-T. Mottola (My Dream) MGM 10377
- Cozy's Bop  
G. Shearing (So Rare) Savoy 659
- Crazy, Crazy (Cause I Love You)  
M. Russell-J. Carroll Ork (Pal-ing Around) Mercury 5268
- Cruising Down the River  
The Riddlers-The Hi-Tonians (Far Away) Hi-Tone 104
- Don't Rob Another Man's Castle  
E. Tubb-The Andrews Sisters - Texas Troubadours (I'm Bittin) Decca 24592
- Gus Edwards Songs Album—J. Lazar-R. Charles-L. Duddy Swing Choir-A. Stang-B. Garde-A. Bleyer Ork (4-10") MGM 41
- By the Light of the Silvery Moon . . . MGM 30191
- He's Me Pal . . . MGM 30190
- If a Girl Like You Loved a Boy Like Me . . . MGM 30192
- If I Was a Millionaire . . . MGM 30189
- In My Merry Oldsmobile . . . MGM 30190
- Jimmy Valentine . . . MGM 30189
- School Days . . . MGM 30192
- Sunbonnet Sue . . . MGM 30191
- Far Away Places  
E. Baird (Cruising Down) Hi-Tone 104
- Fireman Songs Album—The Jesters (4-10") Decca-A-638
- 1. A Fireman's Job for Me; 2. Fire Down Below . . . Decca 24370
- Fireman, Save My Child . . . Decca 24369
- 1. My Ragtime Fireman; 2. I'm a Fireman's Love . . . Decca 24368
- 1. Our Firemen Should Not Be Forgotten; 2. Our Gallant Firemen . . . Decca 24367
- 1. She Lived Next Door to a Firehouse; 2. The Fire of Forty-Nine . . . Decca 24366
- 1. Stretch In; 2. The Man Who Fights the Fire . . . Decca 24367
- 1. The Man With the Ladder and the Rose; 2. A Fire Laddie . . . Decca 24370
- 1. The Village Fire Brigade; 2. My Johnnie in the Fire Brigade . . . Decca 24369
- 1400 Dream Street  
F. Martin Ork (The Little) Victor 20-3384
- Galway Bay  
L. Douglas-Hi-Tone Serenaders (I've Got) Hi-Tone 101
- Gran'ma Plays the Numbers  
S. Oliver Ork (Just In) Decca 24594
- Hurry! Hurry! Hurry!  
The Three Sons (Ballin' the) Victor 20-3399
- Hollywood Bowl  
R. Clary (I'll Slip) Tempo 688
- I Don't See Me in Your Eyes Anymore  
K. Kallen-M. Miller Ork (Kiss Me) Mercury 5265
- I Gotta Gal in Galveston  
J. Kilty (The Streets) MGM 10376
- I Had My Heart Set on You  
A. Trace Ork (I'm Through) Columbia 38431
- I Thought I Was Dreaming  
F. Craig Ork (Tennessee Tango) MGM 10378
- If You Stub Your Toe on the Moon  
T. Martin (Once and) Victor 20-3383
- I'll Do the Same for You  
G. Williams Ork (Just Goofin') Mercury 5258
- I'll Slip Around and Do It  
R. Clary (Hollywood Bowl) Tempo 688
- I'm Beginning to Miss You  
G. Jenkins Ork (My Dream) Decca 24593
- I'm Bittin' My Fingernails and Thinking of You  
E. Tubb-The Andrews Sisters-Texas Troubadours (Don't Rob) Decca 24592
- I'm Through Calling Everybody Darling  
A. Trace (I Had) Columbia 38431
- Is It Late  
V. Monroe Ork (Busy Doing) Victor 20-3382
- It's a Big Wide Wonderful World  
The Unitones (While We're) London L 413
- It's a Cruel, Cruel World  
G. Towne Ork (Shuffle Boogie) Regent 148
- I've Been Hit  
J. Mercer-The Pied Pipers-P. Weston Ork (The Glow) Capitol 15412
- I've Got My Love To Keep Me Warm  
E. Baird-The Hi-Tonians (Galway Bay) Hi-Tone 101
- Just a Wearyin' for You  
J. Hartman (Tormented) Regent 142
- Just Goofin'  
G. Williams Ork (I'll Do) Mercury 5258
- Just in Case  
S. Oliver Ork (Gran'ma Plays) Decca 24594
- Kemo Kimo  
J. Berch-C. Magnante Trio (The Letter) Regent 144
- Kiss Me Sweet  
K. Kallen-M. Miller's Ork (I Don't) Mercury 5265
- Laughing Boy  
H. Carmichael (An Old) Decca 24691
- Lavender Blue  
The Riddlers-C. Desmond (My Darling) Hi-Tone 102
- Love Me! Love Me! Love Me!  
J. Pina Ork (When Is) MGM 10379
- Ma Belle Marguerite  
B. Goodman Ork (Under-Current Blues) Capitol 15409
- My Darling, My Darling  
L. Douglas-The Hi-Tone Serenaders (Lavender Blue) Hi-Tone 102
- My Dream Is Yours  
J. Desmond-T. Mottola (Comme Ci) MGM 10377
- My Dream Is Yours  
G. Jenkins Ork (I'm Beginning) Decca 24593
- My Little Girl  
T. Weems Ork (Singing With) Mercury 5255
- On the Alamo  
J. Stafford & the Starlighters-P. Weston Ork (Begin the) Capitol 15410
- Once and For Always  
A. Mooney Ork (When You're) MGM 10381
- Once and For Always  
T. Martin-E. Hagen Ork (If You) Victor 20-3383
- Once Upon a Time  
F. Meadows (When Your) Regent 147
- One Sweet Letter From You  
B. Crosby-J. S. Trotter Ork (Save Your) Decca 24595
- Ooh, Doctor Kinsey  
M. Raye-P. Moore Ork (After You've) Discovery 503
- Pal-ing Around With You  
M. Russell-J. Carroll Ork (Crazy, Crazy) Mercury 5268
- Pin Striped Pants  
R. Gilbert (Coca-Roca) Columbia 38420
- Powder Your Face With Sunshine  
E. Baird-The Hi-Tonians (Red Roses) Hi-Tone 103
- Pullamo  
B. Johnson Ork (Someone So) Decca 24596
- Red Roses for a Blue Lady  
L. Douglas-Hi-Tone Serenaders (Powder Your) Hi-Tone 103
- Save Your Sorrow  
B. Crosby-E. Heywood Ork (One Sweet) Decca 24595
- Shuffle Boogie  
G. Towne Ork (It's a) Regent 148
- Singing With a Band  
T. Weems Ork (My Little) Mercury 5255
- (There'll Never Be) Someone So Sweet as You  
B. Johnson Ork (Pullamo) Decca 24596

(Continued on page 127)

The Smoothies...  
with a Double Header!!!  
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AND  
"WHY DON'T WE GET MARRIED"  
BULLET #1652

Words and Music by DUDE DORMAN

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The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album Reviews

Based on reports received last three days of Week Ending March 4

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

THE CATEGORIES

1. Production Idea (grouping of selection continuity) 15 2. Name Value 15 3. Caliber of Material 15 4. Manufacturer's Distribution Power 10 5. Exploitation Aids (Record company and other advertising-promotion, film, legit and other clues) 10 6. Interpretation 15 7. Record Quality 5 8. Manufacturer's Production Efficiency 5 9. Packaging (set work, binding, wrapping) 10

MASCAGNI: CAVALLERIA RUSTICANA—Soloists, chorus and orchestra of La Scala Opera, Milan, Italy, under the direction of Pietro Mascagni. (Complete one-act opera, 11-12") Victor DM-1139

In the 58 years since its initial presentation, "Cavalleria Rusticana" has successfully withstood the wear and tear of time and good, bad and indifferent performances. It still stands as one of the most popular of the operatic catalog and along with Leoncavallo's "Pagliacci" is one of the classic examples of the Italian school of realism.

JUKES Not suitable. JOCKS This is the top notch version for FM and longhair spins.

EASTER PARADE ALBUM—JUDY GARLAND-FRED ASTAIRE-PETER LAW-FORD-ANN MILLER-JOHN-NEY GREEN ORK (4-10") MGM 40

A Couple of Swells; Shaking the Blues Away; Easter Parade; It Only Happens When I Dance With You; A Fella With an Umbrella; Better Luck Next Time; Steppin' Out With My Baby; I Love a Piano; Snooky Ookums; When the Midnight Choo Choo Leaves for Alabam.

JUKES Not box material. JOCKS Best tunes are available by better singers. Album needed only by film-music spinners.

FRANZ LEHAR MEMORIAL ALBUM—Al Goodman Ork—Eileen Farrell—Charles Fredericks (3-10") Victor P-236

The Merry Widow Waltz; Villa; Love Is a Pilgrim; Say Not Love Is a Dream; Are You Going to Dance the White Dove. Tastefully orchestrated, and sung and played with grace and spare simplicity, these six Lehar gems make a delightful album—and a fine memorial to the late composer.

JUKES For bon ton list-troz only. JOCKS Meaty semi-program fare.

LITTLE BAGPIPE ALBUM—June Winters-Mayfair Chorus and Ork—Al Rickey, director Little Bagpipe (Parts I and II) (1-10") (unbreakable) Mayfair K 118

June Winters, as the winning "Lady in Blue," tells the story of a Scotchman who made leather bags, and with the aid of the North Wind was able to make a new musical instrument from one. While the story is somewhat contrived, the production is pleasingly tuneful and colorful, with the strange bagpipe sounds likely to score with the tots. The cover-envelope has strong display value.

JUKES Not suitable. JOCKS Strong production merits airing on kid shows.

VICTOR HERBERT MELODIES ALBUM—Al Goodman Ork (4-10") Columbia C-179

Ah! Sweet Mystery of Life; Sweethearts; Kiss Me Again; A Kiss in the Dark; For I'm Falling in Love With Someone; Thine Alone; Gypsy Love Song; When You're Away. There's nothing pretentious, nothing distinctive in these straightforward arrangements of operetta evergreens.

JUKES Not suitable. JOCKS Since this is fairly typical radio fare, the package should be useful.

MOZART: SONATA No. 12, in F, K. 332—VLADIMIR HOROWITZ 77 Victor DM 1284

The combination of Horowitz and Mozart is an unusual one, especially on wax. The reason may be discerned here, where Horowitz's dynamism and brilliance are less required than fragile feeling and lyric quietism.

JUKES Not suitable. JOCKS To augment the Horowitz library.

BING CROSBY SINGS SONGS BY GEORGE GERSHWIN ALBUM —BING CROSBY (4-10") Decca A-702

Embraceable You; They Can't Take That Away From Me; Love Walked In; Summer Time; It Ain't Necessarily So; I Got Plenty o' Nuttin'; Somebody Loves Me; Maybe. Crosby singing Gershwin figures to be a winning parlay any time—and this album sounds like a winner, sure enough.

JUKES Sure. JOCKS Ditto.

WELSH FOLK SONGS ALBUM—DAVID LLOYD-PIANO: MEIRION WILLIAMS (2-12") London LA 79

Yr Hen Gerddor; Arafa Don; Elen Fwyn; Sol Y Blodan. These could be more accurately described as "Art Songs," but they are nevertheless an honest, forceful, and melodious selection, charged with the character of their land of origin.

JUKES Not suitable. JOCKS Interesting, if esoteric fare for vocal sessions.

(Continued on page 116)



LORRY RAINE Most Beautiful Girl in Radio

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BOX 219



# The Honor Roll of Popular Songwriters

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## NO. 12—REGINALD DE KOVEN

By Jack Burton

The rank and file of songwriters never put the welcome mat out in Tin Pan Alley for Henry Louis Reginald de Koven. He just didn't belong to that nondescript crew of tunesmiths who thumped pianos with untutored fingers, plugged their own songs in the New York tenderloin district, and sometimes pirated a melody with all the nonchalance of Captain Kidd to raise ready cash.

He was "Reggie" to these bourgeois composers from the rough and rugged East Side, who regarded him as a blood brother of "The Hall Room Boys," Percy and Algy, who vied with the Yellow Kid and Buster Brown for comic strip popularity early in the century. They ridiculed his courtly manners, his Oxford accent (legitimately acquired), and his top hat, sable-lined overcoat and gold-headed cane. The story even got around that he scored his light operas with the aid of a lorgnette.

Reginald de Koven was the grand seigneur of music, who had studied in Europe under Genée, Delibes and Von Suppe and enjoyed a nodding acquaintance with the John Jacob Astors, the Bradley Martins and other members of Ward McAllister's fabled Four Hundred.

### No Joker He

His talent, however, was beyond ridicule, for in addition to composing

many of the most popular comic operas of the 1890's, he wrote the music for two grand operas that had their world premiere at the Met, *The Canterbury Pilgrims* in 1917 and *Rip Van Winkle* in 1920. He also conducted the Washington Symphony Orchestra for three seasons (1902-'04).

There was a touch of the dramatic in everything Reginald de Koven did. He was born at Middletown, Conn., April 3, 1861, a week before the opening shot of the Civil War was fired, and died on January 16, 1920, the day the Volstead Act went into effect.

His wife shared his sense of the dramatic and dedicated the De Koven mansion at 1025 Park Avenue, New York, as a memorial to her husband, leaving his music room and sleeping chamber just as they were on the day of his death. All his belongings were left in place as the valet laid them out daily—the silk hat, the doeskin gloves, the gold-headed cane—and they were never disturbed until three years ago when the stately brownstone residence was razed to make room for an apartment house.

But a far more lasting memorial to this light opera composer is the most popular of all his many songs, *Oh, Promise Me*, from the score of *Robin Hood*. This ballad, which has been the song of marital bondage for more than a half century, probably will

sound the knell of bachelorhood as long as wedding bells chime.

### Harry B. Smith's Debut

De Koven's first comic opera, *The Begum*, served to introduce Harry Bache Smith to American theater audiences as a librettist who established a production line in his field of endeavor; during the next 30 years this prolific writer produced the books and lyrics for more than 300 musicals—an all-time world's record. A former newspaperman, who served *The Chicago Daily News* as a music critic and held down the drama desk on *The Chicago Tribune*, Smith collaborated not only with De Koven but with Victor Herbert, Gustav Kerker, Irving Berlin and other top composers; wrote the sketches and lyrics

for the early editions of the *Ziegfeld Follies*, and at the height of his career had no fewer than 10 of his shows running on Broadway during a single season.

Like Jerome Kern, Smith collected rare books and first editions and being schooled in both German and French, he also adapted the works of foreign composers and writers for the American stage when he ran short of native talent. As versatile as he was industrious, Smith had the knack of building successful shows on the most tenuous of plots, and on one occasion, when asked why he didn't strengthen a weak third act with a new idea, replied:

"If I had a new idea I wouldn't waste it on this production! I'd build a brand new show around it!"

## ★★★ REGINALD DE KOVEN'S GREATEST SONGS AND RECORDINGS AVAILABLE ★★★

### Musical Comedies

#### 1887—THE BEGUM

Book and lyrics by Harry B. Smith. Col. John A. MacCaull, a Confederate Army veteran and prominent theatrical producer, agreed to stage this comic opera before reading the book or hearing the score after being regally entertained at the De Koven home. "The Begum" had its premiere at the Chestnut Street Opera House in Philadelphia with a cast headed by DeWolf Hopper, Digby Bell, Jefferson de Angellis, Harry MacDonough, Mathilde Cottrily and Hubert Wilke.

#### 1888—DON QUIXOTE

Book and lyrics by Harry B. Smith. While written as a co-starring vehicle for DeWolf Hopper and Digby Bell, these comedians were unable to play in it because of previous commitments and the Bostonians were engaged to present it.

#### HEART OF MY HEART

#### 1890—ROBIN HOOD

Book and lyrics by Harry B. Smith. This comic opera, which was destined to make theatrical history, was staged at a total production cost of only \$100.50, the cast appearing in costumes used in "Il Trovatore," "Martha" and "The Bohemian Girl." The Chicago Opera House was the scene of the premiere June 9, 1890, with members of the famous Bostonians in the following roles: Edwin Hoff as Robin Hood, H. C. Barnabee as the Sheriff of Nottingham, W. H. MacDonald as Little John, Eugene Cowles as Will Scarlet, George B. Frothingham as Friar Tuck, Peter Lang as Guy of Gisborne, Jessie Bartlett Davis as Allan-a-Dale, Josephine Bartlett as Dame Durden, Grace Reals as Annabel and Marie Stone as Maid Marian.

#### THEN HEY FOR THE MERRY GREENWOOD

SIR CAVALIER, YOU'RE WELCOME HERE

BROWN OCTOBER ALE  
SWEETHEART, MY OWN SWEETHEART

ARMORER'S SONG

TINKER'S SONG

THE LEGEND OF THE CHIMES

FAREWELL TO OLD SHERWOOD

'TIS THE MORNING OF THE FAIR

AS AN HONEST AUCTIONEER

COME THE BOWMAN IN LINCOLN GREEN

THOUGH 'T WAS WITHIN THIS HOUR

WE MET

I AM THE SHERIFF OF NOTTINGHAM

AN OUTLAW'S LIFE'S THE LIFE FOR ME

#### CHEERILY SOUND THE HUNTER'S HORN

THE TAILOR AND THE CROW  
OH, SEE THE LAMBKINS PLAY  
A TROUBADOUR SANG TO HIS LOVE  
THERE WILL COME A TIME  
OH, PROMISE ME

Words by Clement Scott.

When the final curtain dropped on the opening performance of "Robin Hood," Jessie Bartlett Davis flew into a rage. She declared there was no song in the score that suited her contralto range, and threatened to leave the company unless De Koven supplied her with at least one solo that did justice to her voice. The composer was stumped momentarily and then recalling an unpublished melody he had written three years before, he stamped into the orchestra pit, sat down at the piano and played and sang the song from memory. Miss Davis was delighted. It was just what she wanted and "Reggie was a dear!" The next night she sang "Oh, Promise Me" for the first time. The rest is history.

(Available on the following records: Decca No. 24190, Conrad Thibault with orchestra; Columbia No. 36926 in Set C-27, Evelyn and her magic violin with Phil Spitalny's orchestra; RCA Victor No. G 4370 in Album C-27, Nelson Eddy with orchestra; RCA Victor No. P 27417 in Album P-65, Dick Leibert, organist, and Lucille Lawrence, harp soloist.)

#### 1892—THE KNICKERBOCKERS

Book and lyrics by Harry B. Smith. Presented by The Bostonians as a successor to "Robin Hood."

#### A PURITAN DAMSEL UPON OUR LITTLE FARM

#### HANS RAP

IF YOU AND I SHOULD MEET

IF THERE IS A LAD

SING YOUR MERRIEST LAYS

A MAIDEN VEXED (The Spinning Song)

I HAVE A SWAIN IN THE ARMY

HASTEN, TIME

AN OVERWORKED TRUMPETER

SONG OF THE FLINT AND STEEL

I HAVE A PIPE

ONLY IN DREAMS

WAR TO THE KNIFE

DO YOU SIGH FOR LOVE OR GLORY?  
SLEEP, YOU PRETTY CREATURES

TWELVE HOURS A DAY

HERE'S A SONG TO THE FLAG

THE SONG OF THE CUCKOO CLOCK

#### 1893—THE ALGERIAN

Book and lyrics by Harry B. Smith, and presented by a cast headed by Adele Ritchie, Marie Tempest, Julius Steger and Joseph Herbert. G. Schirmer, Inc.

BRETON BOAT SONG  
ONE DAY A LITTLE MAID

#### THE WEATHER VANE

#### TARTARIN, THE TERRIBLE

WHEN BAYA'S RAVEN TRESSES

ALGERIN SERENADE

OH, RASH MUEZZINI!

OLD VILLANELLE

LIGHTLY, LIGHTLY THE SHIFTING SHADOWS

TAMBOURINE SONG

SITTING THE LUTE A-STRIKING

NUBIAN DANCE

MARCH OF THE WATCH

REVELLE

CASTLES IN SPAIN

AND NOW, THE COLONEL

#### THE FENCING MASTER

Book and lyrics by Harry B. Smith, and co-starring Laura Shirmer Mapleston and Hubert Wilke. G. Schirmer, Inc.

#### THE LIFE OF A ROVER

I PLAY ALL GAMES OF CHANCE

AM YES, I LOVE THEE

WE ARE VERY POOR MUSICIANS

WILD BIRD THAT SINGETH

EVERY KNIGHT MUST HAVE A STAR

THE NIGHTINGALE AND THE ROSE

WILL-O'-THE-WISHP

#### 1894—ROB ROY

Book and lyrics by Harry B. Smith, and presented by a cast headed by Lizzie MacNichol, Juliet Cordon, William Pruester, Richard Carroll and Joseph Herbert. G. Schirmer, Inc.

#### WHO'S FOR THE CHASE, MY BONNIE

HEARTS?

THEN I SHALL LIVE LOVE FOR THEE

DING, DONG

WE COME TO THE SOUND OF THE DRUM

THE WHITE AND THE RED, HUZAH!

MY HOME IS WHERE THE HEATHER BLOOMS

MY HEART IS IN THE HIGHLANDS

THE MERRY MILLER

THE LAY OF THE CAVALIER

SONG OF THE BALLADMONGERS

COME, LADS OF THE HIGHLANDS

MY TRUE LOVE IS A SHEPHE<sup>RD</sup>DESS

DEAREST HEART OF MY HEART

RISE UP WHEN THE SUN IS GRAY

WHO CAN TELL WHERE SHE DWELLS

SONG OF THE TURNKEY

SERENADE

RUSTIC SONG

#### 1896—THE MANDARIN

Book and lyrics by Harry B. Smith, and first produced by the De Koven-Smith Opera Company at the Herald Square Theater, New York, with a cast headed by Adele Ritchie, George Honey and George C. Boniface Jr. G. Schirmer, Inc.

#### TELL ME, LOVERS, I PRAY

#### 1897—THE HIGHWAYMAN

Book and lyrics by Harry B. Smith. When first produced with Jerome Sykes in the leading comic role of Foxy Quillier, this comic opera was a disappointment; but when it was revived 20 years later, Jefferson DeAngellis played Quillier and John Charles Thomas was cast as Dick, an Irish soldier of fortune, and "The Highwayman" was a notable success. Harms, Inc.

BREAD, CHEESE AND KISSES

MARCHING AWAY

THE HIGHWAYMAN

VIVE LA BAGATELLE

GREYNA GREEN

KITTY O'BRIEN

THE FARMER AND THE SCARECROW

MOONLIGHT SONG

DO YOU REMEMBER, LOVE?

GYPSY SONG

WHILE THE FOUR WINDS BLOW

ON THE TRACK

FAREWELL TO THE KING'S HIGHWAY

#### 1899—THE THREE DRAGONS

Book and lyrics by Harry B. Smith and starring Jerome Sykes. The John Church Co.

WITH A CACHUCA, FANDANGO AND BOLERO

FILL UP AGAIN, WARRIORS

WHO WOULDN'T BE A SOLDIER'S

BRIDE?

OFFICERS OF THE CAVALRY

WHEN CUPID COMES TAPPING AT THE DOOR

I'M A SELF-MADE NOBLEMAN

'T WAS OVER WINDING MOUNTAIN

ROADS

SAY THAT YOU CANNOT FORGET

CARNIVAL IS KING TONIGHT

THE NAUGHTY LITTLE CLOCK

WE'RE A PARTY OF GAY SERENADERS

THE BOLD DRAGON

IN LISBON GAY

HAIL, OUR KING

THE SMART SET

SOLDIERS OF ALL NATIONS

HE IS A BLUFF

ONE HEART TO THEE

THE LEGEND OF THE DONKEY

PHILOSOPHY

IN BATTLE OR UPON PARADE

PAPA'S WIFE

Book and lyrics by Harry B. Smith.

This was an early Florenz Ziegfeld production in which he starred his future wife, Anna Held, in a cast that included

Henry Bergman, George Marion, Henry Woodruff, Eva Davenport, Dan Collier

and Charles A. Bigelow. In this musical comedy, Ziegfeld demonstrated for the first time that he was a connoisseur of feminine pulchritude by pre-

sending 16 of the most beautiful chorus girls ever to grace a Broadway stage. WEDDING ANTHEM IN THE CONVENT, THEY DIDN'T TEACH ME THAT A PRIVATE AFFAIR CUT HIGH, CUT LOW AUTOMOBILE SONG I'D LIKE TO HAVE A PHOTOGRAPH OF THAT THE DISSOLUTE MOSQUITO THIS WINE'S ALL RIGHT PROFESSOR, WON'T YOU TEACH ME ALL YOU KNOW? OH, THAT'S THE WORST OF GIRLS! FROM LA FEMME A PAPA

1900—FOXY QUILLER Book and lyrics by Harry B. Smith, and presented by a cast headed by Jerome Sykes, Julius Steger, Harry MacDonough and Georgia Caine. A-HOY! A-HOY! THE SWEARING SKIPPER WINDING, WINDING QUILLER HAS THE BRAIN THE VENDETTA THE LEGEND OF THE TARANTELLA SONG OF THE CHEATING PEDDLER POLLY WANT A CRACKER? YOUTH IS THE GOLDEN AGE SONG OF THE SWORD THE WATCHMAN'S RATTLE POOR SHEPHERDS, WE 1901—THE LITTLE DUCHESS Book and lyrics by Harry B. Smith. A Florenz Ziegfeld production that starred Anna Held in a cast that included Charles A. Bigelow, Joseph Herbert, George Marion, Sydney Baraclough, Joe Welch, Eva Davenport, Bessie Wynn and a boy soprano named Willie Howard at a salary of \$8 a week. Willie's musical comedy debut was highly successful until the show played Washington where his voice changed one night in the middle of his song. After that he was a baritone—and "at liberty." Edward Schuberth & Co. TAKE ME OUT AND FLOAT ME WHAT ARE THE WILD WAVES SAYING? IN SOCIETY THE ONLY GIRL BATHING SONG FLIRTATION SONG THEY TELL ME OF YOU MENAGERIE SONG CHLOE, I'M WAITING MAKE ALLOWANCES FOR LOVE THOSE GREAT BIG EYES SADIE Music by Leo Le Brun. EVERY MORN I BRING THEE VIOLETS By Ellen Wright and Silvio Hein. 1902—MAID MARIAN Book and lyrics by Harry B. Smith. This was written as a sequel to "Robin Hood" and the cast was headed by Henry Clay Barnabee, W. H. MacDon-

SONGWRITERS COMING UP!

March 19 Issue FRED FISHER

In issues subsequent to March 19 The Billboard will present

- GUSTAV KERKER GUS EDWARDS HARRY VON TILZER ALBERT VON TILZER GEORGE M. COHAN JEAN SCHWARTZ ERNEST BALL J. ROSAMUND JOHNSON IRVING BERLIN CHRIS SMITH AL PIANTADOSI GUSTAV LUDERS THEODORE MORSE EGBERT VAN ALSTYNE

... And others

aid, Frank Rushmore, George B. Frothingham, Josephine Bartlett and Grace Van Studdiford. Edward Schuberth & Company.

ANNABEL WAS THE FAIREST THE CELLARER'S TOAST SONG OF THE FALCON SHERIFF'S SONG FORESTER'S-SONG MADRICAL NEVER IN THE WIDE, WIDE WORLD THE MONK AND THE MACPIE SONG OF "THE OUTLAW SERENADE THE MAN AT ARMS TELL ME AGAIN, SWEETHEART SNAKE CHARMER'S SONG IF YOU WERE I AND I WERE YOU TRUE LOVE IS NOT FOR A DAY SONG OF THE CRUSADER UNDER THE MISTLETOE BOUGH THE COBBLER AND THE FLIES

1903—THE JERSEY LILY Book and lyrics by George B. Hobart. This was Blanche Ring's first starring vehicle, and the cast included Maude Raymond, Gertrude Hoffman, Billy B. Van, Louis Harrison, Billie Taylor and William Cameron. WELCOME, THE BRIDE THE GINGERBREAD BOY PATSY BOLIVAR THE NEW COOK SOME BEAUTIFUL DAY THE UMP-PUM MAN OLD GLORY THE LILY'S PROMENADE SWEETHEART MINE MY DEAR OLD NEW JERSEY HOME DREAMING AURORA ROSIE LEE There were four interpolated numbers in the show, as follows: LOOEY By George V. Hobart and Max Witt. ON A CHINESE HONEYMOON By Max Hoffman 'NEATH THY WINDOW, SENORITA By Max Hoffman. BEDELIA By William Jerome and Jean Schwartz, which was the show-stopper.

THE RED FEATHER Book by Charles Klein, lyrics by Charles Emerson Cook, and presented by a cast headed by Grace Van Studdiford, Mlle. Elise De Bere, Olive Celeste and Thomas Q. Seabrooke. Edward B. Marks Music Corporation. THE CONSPIRATORS THE LITTLE MILLINER SONG OF THE GUARD RED FEATHER TO CALL THEE MINE A LESSON IN VERSE OUR CABINET THE HUMOROUS GHOST THE MERRY CAVALIER THE TAIL OF THE Highborn ROOSTER THE ROSE AND THE BREEZE GARDEN OF DREAMS A PRINCE OF GOOD FELLOWS

1905—HAPPYLAND Book and lyrics by Frederic Ranken, and co-starring Marguerite Clark and DeWolf Hopper. Edward B. Marks Music Corporation. BEHOLD, THE KING ENTRANCE OF THE TROUBADOURS SO THEN, AWAY SERENADE FORTUNATUS PRETTY MAIDEN 'T WAS THE ROSE MADRICAL SLUMBER ON CHORUS OF SHEPHERDS ROBIN REDBREAST JUST EIGHTEEN YEARS AGO MINETTE, MY HUMAN MERMAID GIVE ME THY HEART, LOVE RING OUT, SWEET BELLS

1906—THE STUDENT KING Book by Frederic Ranken, lyrics by

Stanislaus Stange, and presented by a cast headed by Lina Abarbanell, Raymond Hitchcock, Eva Pallon and Flavia Arcaro. Edward B. Marks Music Corporation. OPPOSITES ARE WE THE STUDENT KING MY PRETTY TYROLESE GIVE ME THY HEART, LOVE I TOOK THEM ALL MY OLD BASSOON HARLEQUIN AND COLUMBINE HOW TO WOO THE GAY LIEUTENANT THE SAME OLD GAME SO WE DRINK THE JOLLY MILLER NUDEL, NUDEL, NUP-NUP

1907—THE GIRLS OF HOLLAND Book and lyrics by Stanislaus Stange, and with a cast headed by Vera Michelena, Mary Nash and Harry MacDonough. This production ran for only 15 performances on Broadway but was revived later as "The Snow Man" with the following numbers: FASCINATION ARIELLA I WANT YOU FOR MY ALL TIME GIRL IN PARADISE LOVE ON A SUMMER'S DAY PRAY, GO GENTLY THE MESSAGE OF THE BELLS MY LADY FAIR SERENADE D'AMOUR SEVEN REASONS WHY THE SPANISH GRANDEE

1908—THE GOLDEN BUTTERFLY Book and lyrics by Harry B. Smith, and with a cast headed by Grace VanStuddiford, Charles Purcell, Louis B. Harrison, Walter Percival and Gladys Coleman. Remick Music Corporation. HEROES MEMORY'S GARDEN THE WANDERING MINSTREL'S SONG HEART OF MINE ON THE BOULEVARD THE RECOGNIZED MAN OF THE HOUR ORIGINALITY THE GOLDEN BUTTERFLY IN MOSCOW THE HAUNTED CASK BELLE OF THE RING THE ELF KING

1909—THE BEAUTY SPOT Book and lyrics by Joseph W. Herbert, and with a cast headed by Marguerite Clark, Jefferson DeAngella, George MacFarland and Grace Walton. Edward B. Marks Music Corporation. TOUJOURS LA POLITESSE DANCE OF THE ABORIGINES CREOLE DAYS COO-GOO CHICK, CHICK, CHICK COO-EE HAMMOCK LOVE SONG A PRINCE OF BORNEO BOYS WILL BE BOYS THE CINEMATOGRAPH PRETTY PUNCHINELLO

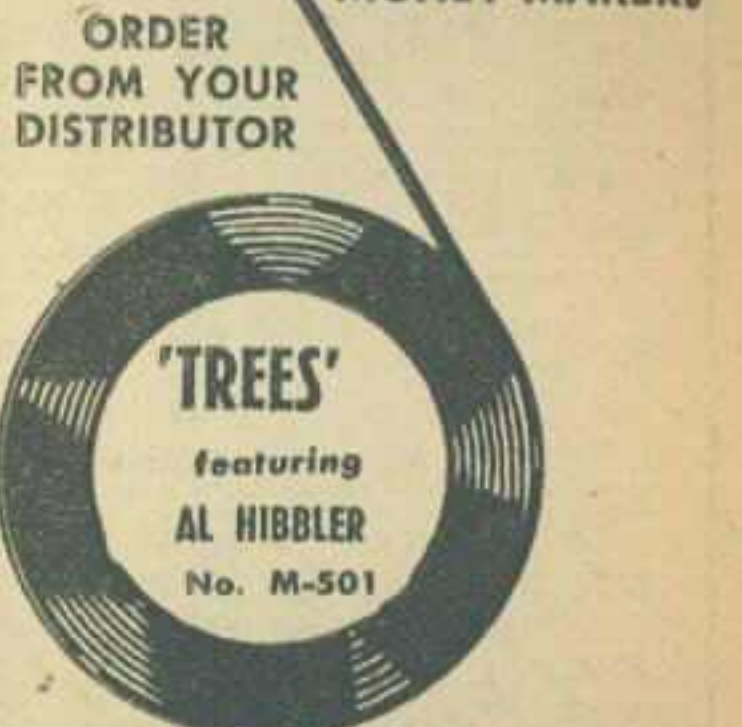
1911—THE WEDDING TRIP Book by Fred DeGresac, lyrics by Harry B. Smith and starring Christine Nielson. Remick Music Corporation. SOLDIER'S SONG THE LOVE WALTZ FLIRTATION MARIE THE MIRACULOUS CURE FOND LOVE THE SEASHELL TELEPHONE LE BEAU SABREUR THE GENTLEMANLY BRIGAND MODERN BANDITTI

1913—HER LITTLE HIGHNESS Book and lyrics by Channing Pollack and Benno Wolf, and with a cast headed by Mitzel Hajos, Wallace McCutcheon and Mae Murray. Remick Music Corporation. PRACTICAL PATRIOTS WHEN YOU'RE SWEET SIXTEEN A SELF-MADE MAN MY FAIRY PRINCE MARY ANN C. O. D. COME ALONG TELL ME ONE LITTLE GIRL WHEN THE LANDLORD COMES KNOCKING AT THE DOOR ETIQUETTE TO THE LADIES DRINK AND BE MERRY

1889—LITTLE BOY BLUE Words by Eugene Field. Tone Poem

2 Philly Stores Close Out Disks

PHILADELPHIA, March 5.—Much concern is expressed in disk distributor circles here over the fact that some of the top dealers in town are either closing down their record departments or relegating it to a nook in the store. Past week found two of the town's top dealers bowing out. Dubrow's, one of the biggest dealers in the South Street shopping section, announced that the store was quitting the record business to provide space for its enlarged furniture department. Another heavy load of waxes went on the selling block this week when the Music Box, in suburban Jenkintown, and again one of the more prosperous record operations, sold out at auction.



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"The Middle of a Dream" (34 lines)  
But you killed a thing of beauty  
Like I'd never heard or seen.  
Your brutal world stopped me  
In the middle of a dream!  
"Jungle Thing" (30 lines)  
There's just a few with your I. Q.  
Your head's got that hollow ring.  
Don't know an ace from second base,  
But, oh, you jungle thing!  
"You Spoiled It, Baby" (28 lines)  
What'd you do with the nursery plans  
For the ranch type bungalow  
How come you had to ruin it, Baby,  
How come you had to spoil it so!  
"I Dream of Norma Jean" (24 lines)  
I find again that hushed, unreal scene  
And dream another dream of Norma Jean!  
"Gonna Bet the Bundle on You" (32 lines)  
Got that dough from under the rug  
'Cause I'm sure that you'll come through.  
Gonna hazard, gonna risk,  
Gonna bet the bundle on you!  
"Percy Is His Name" (44 lines)  
He's the best in Texas;  
He'd put the champ to shame.  
We call him the one-man gang,  
And Percy is his name!  
"Hello, Mr. Man" (28 lines)  
And if he makes the opening  
He'd better have a plan,  
'Cause I'm walkin' up to him and say,  
Why, Hello! Hello, Mr. Man!  
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**BANKRUPT SALE OF MASTERS**  
Re: Lamplighter Record Co., Bankrupt. Sale of Trustee's right, title and interest in and to masters, stampers, etc., recorded by  
**KAY STARR**  
and others; many standards, on March 14, 1949, at 10 a.m. Courtroom Hon. Benno M. Brink, Referee in Bankruptcy, Room 327, Federal Building, Los Angeles, California (inspection by appointment). For further information inquire: Francis F. Quittner, Trustee, 639 South Spring Street, Los Angeles, TRinity 6025.

**Wash. Dealers' Assn. Elects Mack Prexy; Taking Up Problems**

WASHINGTON, March 5.—The Washington Retail Record Dealers' Association (WRRDA) has elected John Mack, of Meltone Music Shop, as president of the newly formed organization (*The Billboard*, February 26). The meeting was the first since the group organized February 16. By-laws are being prepared and the WRRDA will file incorporation papers in the District of Columbia. It was explained that purposes of the organization include seeking mutual co-operation to work out dealers' problems, and there is some likelihood that a dealers' pool will be formed so as to find a solution to the problem of disposing of "dead" records. It was pointed out that a study may be made of manufacturers' methods of exporting records no longer considered popular.

Distributors in the area may be invited to associate membership in WRRDA, according to current plans. Spokesmen for record departments in department stores have indicated that they will consider joining the organization after the charter is incorporated. Officers elected besides Mack are: Max Silverman, Quality Music Shop, vice-president, and Osa E. Jay, Uptown Music Shop, secretary-treasurer. Members of the board of directors are Littman Danziger, Disk Shop; Glenn Cox, Glenn Radio Shop; Lillian Vasilas, Alexandria (Va.) Radio Hospital, and Helen Landsman, Helen & Herb Music Shop.

**MCA Builds Novelty Band for Kabibble**

HOLLYWOOD March 5.—Merwyn Bogue, the Ish Kabibble of the old Kay Kyser band, is rehearsing a seven-man comedy-dance ork. Built for the zany tooter by Music Corporation of America (MCA), the group will lean more to the Spike Jones side of the fence than the style used by Kyser. However, the band will use orthodox instruments. Ork will favor novelties in its dance product, putting on a show while producing the terp tempi.

**Local 802 Seeking New Headquarters**

NEW YORK, March 5.—Local 802, American Federation of Musicians, is looking for new quarters, with its lease on the second and part of the third floor of the building at 1265 Sixth Avenue expiring September 1. Yearly rental has been \$25,000. Local is weighing possibility of erecting its own building.

**Men Here Blow Fine Underwood**

NEW YORK, March 5.—Video took a tough rap Friday night (4) at eight when a motley assortment of music critics perpetrated a free-wheeling rendition of *Exactly Like You*, subtitled *Five Grandmothers*, on Bill Williams' *Adventures in Jazz* show over CBS-TV.

The line-up included *The Billboard's* own wild Bill Simon on clarinet, *Look's* mad Mike Levine on piano, *Modern Screen's* leapin' Leonard Feather on celeste, *This Week's* Les (Cornbread) Lieber on alto, and *Metronome's* gorgeous George Simon on traps.

Sitting in the jury box on the session was a stern-browed group of for-real musickers—Bobby Sherwood, Will Bradley, Joe Thomas and others. When asked for a verdict, they coughed discreetly.

**Valdez New Jock**

NEW YORK, March 5.—Bandleader Miguelito Valdez this week signed to do a Spanish-language hour-long jockey stint six days weekly over WLIB, local indie. Pact marked a furtherance of the Thackrey station's recent move into foreign language shows. Valdez will occupy the 3 to 4 p.m. slot, Mondays thru Saturdays.

Valdez, who has frequent theater dates, will do the show remote from his dressing-room if a conflict occurs. A projected road tour, six months hence, will have Valdez waxing his comments to keep the show on the air.

**Apex To Distribute New Lyric Kidisks**

NEW YORK, March 5.—Howard (Al) Jacobs's Apex Industries has been appointed national distributor for Jack Caiden's new Lyric kidisks. Jacobs formerly directed the Tone Products kidiskery, which sold out to Caravan last year. Lyric, according to Caiden, will expand its catalog steadily with fresh waxings of standard children's material, supplementing disks recently purchased from Classic and Carousel (*The Billboard*, March 5).

Caiden's Empire Record pressery has also concluded an exclusive pressing deal with Fred Herbert-Oetting, of Radio-Rundfunk, American representative of the German diskery, Kristall-Schall-Platten Company, a subsidiary of Carl Lindstrom, Ltd., of England. This company produces the Kristall and Imperial labels.

**Milton, Milburn Ink Pacts for Alexander**

HOLLYWOOD, March 5.—Willard Alexander has further expanded his talent roster with the inking of Roy Milton and Amos Milburn. The attractions, however, will continue to be handled on the Coast by their present agents, Federal Artists for Milburn, and Ben Waller for Milton. Alexander will secure Eastern bookings for the Negro groups.

Acquisition comes on the heels of Alexander's inking of thrush Ginnie Powell and the Claude Thornhill ork. Alexander said his agency will soon open offices in Hollywood and Chicago, but refused to disclose details until reps are named for the two cities.

**Leonard Joy Back With Decca Records**

NEW YORK, March 5.—Leonard Joy this week rejoined the Decca Records' organization here. He will work out of the firm's local office. Joy formerly was West Coast recording director for the firm, but left over a year ago. It is understood that he will resume as a general recording man, possibly doing double duty as a musical director.

He has performed in both types of work for Decca and previously for the Victor company.

**Hansen on Coast To Hypo BMI Sales**

NEW YORK, March 5.—Bill Hansen, director of sales for Broadcast Music, Inc., left this week for a business trip to the Coast.

Hansen, who has taken new folios along with him, will be gone for six weeks. He'll stop off at Chicago and all music centers on a sales hypo tour.

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### Cetra - Soria's First Italian LP Release Is 'Forza Del Destino'

NEW YORK, March 5. — Cetra-Soria, American label releasing Italian Cetra recordings here is readying its first LP 33 1/3 r.p.m. issue. Initial release will feature an abridged version of the Verdi opera, *La Forza Del Destino*, with Maria Caniglia, Ebe Stignani, Masini, Pasero, and Tagliabue. The diskery released the complete opera on 18 12-inch 78 r.p.m. disks last month. The abridged LP version will cover two 12-inch disks.

An album of operatic duets sung by tenor Ferruccio Tagliavini and soprano Pia Tassinari (Mrs. Tagliavini), both currently starring at the Metropolitan Opera, will be released on imported Cetra disks March 15. The recordings were made last year in Italy. Tagliavini now records for RCA Victor via an arrangement with Cetra-Soria, but the deal permits the Italian firm to cut ensemble sides with the tenor.

According to Cetra-Soria topper, Dario Soria, the Italian factory, which previously pressed slightly undersized disks, is now making full-size 12-inch platters for American record changers.

### Toronto Diskery Gets Apollo Canada Rights

NEW YORK, March 5.—Monogram Records, Toronto diskery headed by Chuck Darwyn, has obtained the Canadian rights to Apollo masters. The Apollo waxings, according to sales manager Irving Katz, will be pressed and distributed by Monogram on Monogram label, with a credit to Apollo.

Monogram has similar deals with a number of other U. S. indies, and presses the low-priced Spotlite disks in Canada (*The Billboard*, February 5).

## VOX JOX

A National Accounting of Disk Jockey Activities

**CHICAGO CHATTER . . .** Jim Hamilton, WIND, doing a series of week-end vaude dates in Illinois and Indiana theaters with regional platter names. . . . Mannie Mauldin, Negro jockey who worked previously on KFDA, Amarillo, Tex., and WJOB, Joliet, Ill., has a sponsored show weekly on WCFL, Chicago. . . . Carl (Regular Joe) Oxman, WMIN, Minneapolis, plays records backward, awarding a prize to the first correct wired answer. . . . Sev Webman, the Minneapolis platter pilot who has left two local stations after such unusual controversies with the management as his air altercation with a movie guesstar and eating popcorn during his air show has decided to run a contest over WDCY, his latest Minneapolis employer, with a prize to be awarded to the person who guesses correctly how long he'll remain with the station. . . . Paul (Shorty) Schroder, the folk music jock on WIMS, Michigan City, Ind., has had membership cards printed for his Chisholm Trail Club. . . . Sam Evans, WAAF, played host to **Brother Bones** recently.

**TUNE TOUTING . . .** Jack the Bellboy, WJBK, Detroit, reports "Willard Robeson's album of 'Deep River' music on Capitol and particularly the 'Deep Summer Music' is one of the most beautiful things in many a moon." . . . Bettelou Purvis, WPGH, Pittsburgh, says that Tommy Edwards' "A Long Time" on National is sensational for "trick recording technique and entertaining wax work." . . . Jack Kenny, WDLB, Marshfield, Wis., reports that "Montana Moon," by Glen Davis on Skating Rhythms "is a winner in this territory." . . . Ed Peiss, KVOG, Casper, Wyo., communicates: "Woody Herman's 'Summer Sequence' and Charley Ventura's 'Birdland' are getting terrific play in my bailiwick." . . . Ted Fairburn, subbing for Bill Meyer, out with a broken leg from WLDS, Jacksonville, Ill., is getting strong requests for Texas Tyler's "Memories of France" and the Ames Brothers' "You, You, You Are the One." . . . Gordon R. Phillips, WROV, Roanoke, Va., says that George Olsen's Mercury cutting of "Secrets" "has been Roanoke's biggest in recent weeks."

**JAZZ JOX . . .** Jay Giles, WCNT, Centralia, Ill., is featuring strictly the jam and jive stuff on his "Jazz Club" seg. He reports strong response for a couple of old Wolverine disks on Brunswick he recently unearthed. . . . Russ Reardon, WTOB, Winston-Salem, N. C., is conducting classes at his home on bop. "Augments my broadcasting data designed to make more people more music conscious," he writes. . . . Joe Daniels, WCSS, Amsterdam, N. Y., reports that he and Jack Griswold, same station, are pushing jazz and bop. Other bop-minded jocks in the area, Joe reports, are Vern Cook, WGY; Les Duell, WOKO, and Marty Ross, WPTR. . . . Bob Nelson, WEBQ, Augusta, Ga., features Woody Herman, Ventura and Goodman on his "Swing Clinic." "Believing that the good commercial name appeal of these artists will do much toward spreading the bop gospel."

### Allegro Records Gets "Schmoo" Exclusive

NEW YORK, March 5.—Exclusive rights to record the Schmoo on 10-inch disks have been granted to Allegro Records by cartoonist Al Capp. Six songs about the Schmoo, animal created by Capp in his *L'il Abner* strip, will be issued on a single unbreakable kidisk, *The Schmoo Sings*, this week, according to Paul Puner, Allegro president. The container sleeve will feature original artwork by Capp.

The tunes, written by Gerald Marks, were released previously on seven-inch disks by the Music-You-Enjoy kidiskery. Vocalist Earl Rogers cut the material for Allegro.

### Brother Bones On Personal Tour

NEW YORK, March 5.—Brother Bones, whose whistling and minstrel bones clapping made an overnight sleeper smash of the Tempo waxing of *Sweet Georgia Brown*, in on a personal appearance tour in the East. The Brother, it turns out, is a gent named Freeman Davis, until his hit on wax a carpenter in Long Beach, Calif., where he lives with his wife and two children. Currently he's sharing the bill with Woody Herman at the Adams Theater in Newark until Wednesday (9). On Friday (11) he begins a week at the Apollo.

Davis will make some public appearances outside of New York after the Apollo date, and will return here to receive *The Pittsburgh Courier's* Talent Find of the Year Award at Carnegie Hall April 9.

### New 59-Cent Label Enters Kidisk Field

NEW YORK, March 5.—A new 59-cent 10-inch unbreakable kidisk, Kidie-Land, is scheduled for release in mid-March. The new diskery will be operated by Irving E. Bizman, Julie Marvin and W. F. Martens, all currently associated with Willida, also a kidisk label. The new set-up will operate independently, however.

Artist's and repertoire plans call for a catalog of standards, with the following talent already signed: Musical conductor Al Rickey, vocalists Jeanne Roy, Paul Anderson, Joseph Boley and the Bell-Aires. Full orchestras will be used on all dates, with name radio and stage talent to be inked for individual dates.

Kiddie-Land is the fifth kidisk label to enter the 59-cent field, following the indies Peter Pan, Music-You-Enjoy Junior and Lyric.

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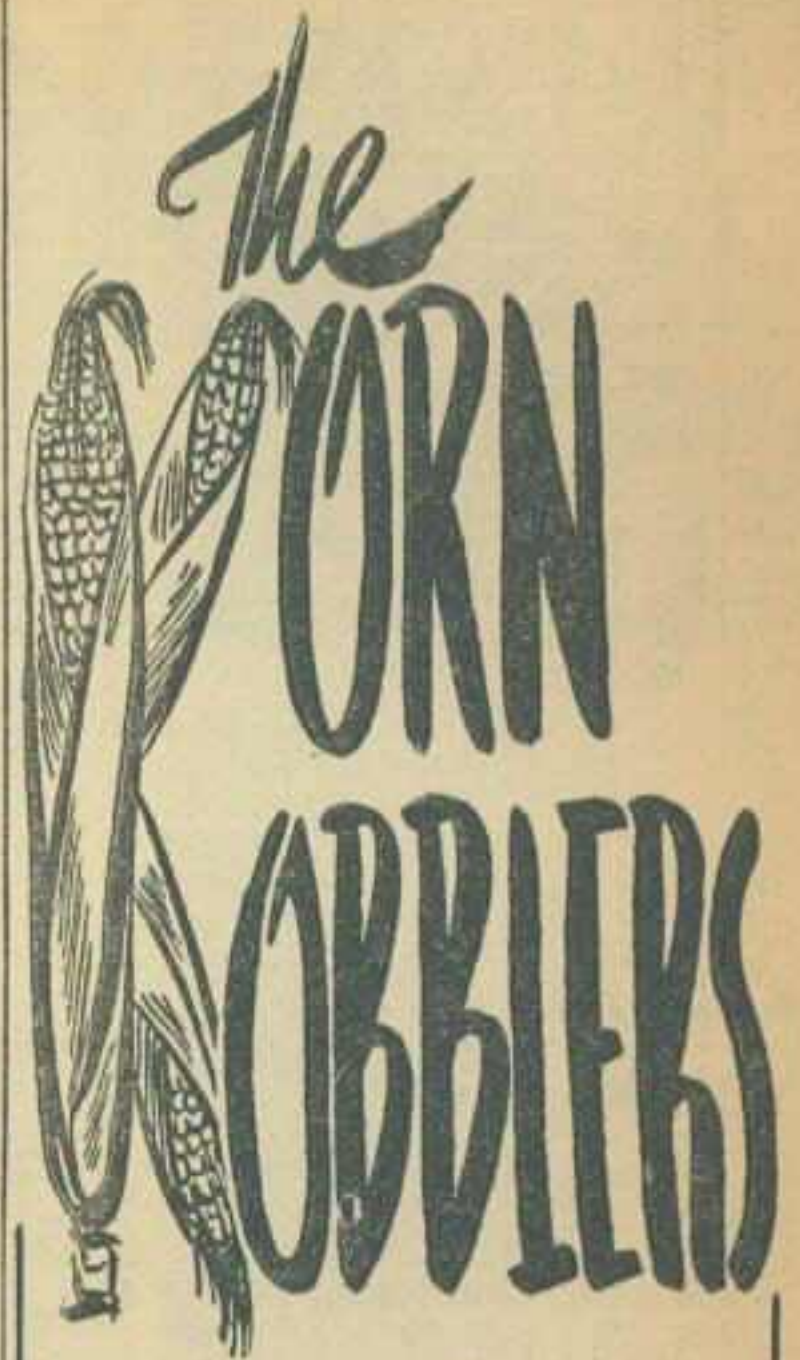
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## AGVA May Delay Convention To Save Cash for Strikes

NEW YORK, March 5.—American Guild of Variety Artists (AGVA) is preparing for strikes in at least one major city—New York—and in order to conserve its cash for such an eventuality has asked its national board for permission to postpone its convention due in June.

This talk of postponement, however, has aroused a hornets' nest among the rank and file, who point to what they claim are infractions of the constitution. According to the AGVA constitution, an annual convention must be held. Dewey Barto argues that keeping within the spirit of the constitution may be a luxury that members may not be able to afford.

"If you're going to lay off, you don't blow your roll," Barto said. "We may be faced with a couple of strikes and we'll have to support our members. A convention will set us back about \$20,000. I suggest we save the dough."

Those opposed to Barto's policies say they have no objection to a postponement. What they object to is their claim that Barto's action is unconstitutional. According to them, any postponement must be determined by a membership referendum for a constitutional change. Polling the national board, they say, is not enough; even presenting such a change at branch membership meetings, they say, is illegal.

### Board Meets March 7

The national board is due to start its meeting in New York March 7 and is expected to handle a number of stormy issues. Among these is the status of TV and a feeling among the rank and file that the differences among the unions in the Associated Actors and Artistes of America (Four A's) in jurisdiction has degenerated into a word battle between Dewey Barto, AGVA topper, and George Heller, American Federation of Radio Artists (AFRA) head, while the rank and file are idly standing by.

Other matters troubling members is the inability, they claim, to "get things done" by AGVA. According to AGVA's constitution, there shall be three national board meetings annually and executive board meetings monthly. Up to date the executive board, the ruling body in AGVA, has

## Pittsburgh's AGVA Squabbling at End

PITTSBURGH, March 5.—A happy note of harmony was struck at the general membership meeting of the Pittsburgh branch of the American Guild of Variety Artists (AGVA) at the Hotel Henry Wednesday (2), when a unanimous vote of confidence was given to Nat Nazarro Jr., national rep and head of the local group. The largest crowd ever to attend a membership meeting here was on hand. The dissident group (*The Billboard*, February 19), who were sharpening the ax for Nazarro's neck, seemed to have completely forgotten their grievances.

Henry Dunn, national treasurer of AGVA, appearing in Pittsburgh at the Carousel, attended the meeting and spoke briefly on the aims of AGVA in Pittsburgh. He said that a complete insurance program was in the offing and that Pittsburgh would soon have the same strong set of rules that have made the New York branch such a cohesive body.

Jack Irving, Midwest regional director of AGVA, who came in to attend the meeting, made a strong pitch in Nazarro's behalf. So everybody went home and now nobody's mad at nobody.

been ineffective because at none of its meetings were quorums present. Without a quorum, action was stalemated. An effort will be made to change the by-laws to permit of more rapid action on matters various branches may decide are urgent.

### Non-Attendance Cited

Barto's reply was that some members of the executive board were working and were not available for meetings. Rank and file's reply was that executive board members don't attend because their expenses are not paid. And while such payment may not be mandatory under the constitution, it is charged that Barto's interpretation of the constitution is one-sided.

A few members of the New York executive board flatly charged Barto of disregarding the constitution they say he wrote. "There is no membership participation since Barto took over," they claim. "Everything is done by mail. Resolutions are mailed to board members. The national board is the final authority, but, since it doesn't function, Barto becomes the final authority."

## The War's Over In Monte Carlo

NEW YORK, March 5.—The first American line since the war will open at the Monte Carlo Casino, Monaco, France, late in June for a five-week stand.

The eight-girl line, hired from Wally Wanger and booked thru the Morris office, will be paid in francs, equivalent to their salary in New York. The kids will get transportation and first-class hotels. Cost of the line is approximately \$1,500.

## Phila. Casino Bows To Switch to Wed.

NEW YORK, March 5.—The Latin Casino, Philly, will change its opening nights from Mondays to Wednesdays starting March 23.

The switch in preem nights, due to begin with the Myron Cohen and Gracie Barrie bill, is attributed to various factors. Legit shows usually have Monday night preems in the town, and Monday is also a fight night. These plus the fact that Monday nights are tough business nights, even without competition, has brought the change about.

## Ya Wanna Drink in Minnesota? Git Out That Family Bible!

ST. PAUL, March 5.—A bill to protect night club or tavern operators from criminal or civil suits when they sell liquor or beer to minors in good faith was introduced in the Minnesota Senate and House of Representatives Thursday (3).

The proposal calls for a system of licensing businesses which issue identification cards. The firms would be licensed under supervision of the State Bureau of Criminal Apprehension.

A fingerprint company in Minneapolis now issues identification cards to adults only, but if the identification card is obtained under false pretenses the owner of a night club, tavern or package liquor store is held liable for selling to minors.

The proposed law provides that any minor who obtains an identification card fraudulently is guilty of a misdemeanor punishable by a maximum

## 1st All-Jewish Philly Nitery

PHILADELPHIA, March 5.—Philly's first all-Jewish night club gets going March 12 with Jennie Goldstein, old-time fave of the Yiddish stage, headlining. Situated in North Philadelphia in the heart of the Jewish restaurant and catering belt, the nitery will be known as the Golden Slipper.

In another corner of the town, the Zanzibar, Harlem cafe dedicated to the hot jazz attractions, has been sold by the Watts brothers (Bob and Dick) for a reported \$25,000. The new owner is Ed Mueller, who operated the near-by Cafe Society for a short time.

## Roxy Line Gets Counter Offer On Salary Scale

NEW YORK, March 5.—The Roxy management has made its line a counter-offer thru the American Guild of Variety Artists (AGVA) after first stating that it couldn't increase salaries.

At present the theater's salary scale for its line (boys and girls) is \$45 to start, \$55 after six months, \$60 after one year and \$65 after two years. AGVA, thru Vic Connors, negotiating for the kids, has asked for a \$55 starting salary, \$65 after six months, \$70 after a year and \$75 after 18 months.

Roxy's counter-offer is a starting salary of \$50; after six months, \$57.50; after one year, \$62.50, and after two years, \$67.50. Management has also offered one week off every five. At present the house lines get one week off every six weeks.

If AGVA comes to terms with the Roxy (another meeting is scheduled for Tuesday, March 8) it will start dickering with Radio City Music Hall. Latter house scale, according to AGVA, is now \$55 to start, \$60 after one year, \$65 after two years and \$75 after four years.

### S. F. Curfew Crackdown

SAN FRANCISCO, March 5.—Night clubs were again warned this week to stop liquor sales at 2 a.m., which is the legal hour for liquor to go off sale. It has been reported that some spots have taken advantage of the leeway permitted for dancing and floorshows, to continue serving.

\$100 fine or 90-day workhouse term. Applicants engaging in the identification card business would pay a \$25 license fee to the State. The licensee would be required to maintain a classified file of the complete fingerprints of all persons identified, set up according to standards of the State Crime Bureau. The licensee would be bonded for \$5,000.

The identification cards issued by the licensee would state the holder's name, sex, address, occupation, date and place of birth, height, weight, color of eyes and hair, and complexion. The information would be notarized on the card, which also would contain a photograph and the fingerprint of either of the holder's thumbs.

The Senate author is Sen. Emmett L. Duenke, of Minneapolis. The chief author in the House is Rep. George Murk, of Minneapolis, president of the Minneapolis Musicians' Union.

## Flesh Revival Stirrs Rash of Package Deals

### More Names for Summer

NEW YORK, March 5.—A number of offices are taking advantage of the revival of flesh, first forecast here in August, 1947, by forming units headed by names to do personal appearances.

Both General Artists Corporation (GAC) and the William Morris office expect that more names will be available next summer for the first time since the war boom petered out. In most cases these names have radio shows that will go off during the summer. But where in the past these names just laid off during the hot weather, they are now showing interest in coming out.

### Peggy Lee Package

GAC is already submitting Peggy Lee, a band and two acts in a package deal for \$12,500. In the past Miss Lee did personals but was booked as a single. The package consists of the Ray Anthony band, the Dave Barbour Quintet and two acts. The office is also submitting a Jo Stafford package for \$12,500. This will carry Ray McKinley's band and acts. Both bands, however, may be changed, depending on other conditions.

The Morris office is readying straight vaude packages headed by Eddie Cantor, Burns and Allen, Red Skelton and Joan Davis. In some cases dates have already been lined up for some of these performers, but most of them are for single week shows, no routes.

At least one indie, Hal Sands, is also trying to form units to work the various houses opening up all over the country. He's got a plan to put lines together in varying price ranges which can go into different houses. The theater, however, will put a name on top. There would be extra acts. The plan is similar to the Fanchon & Marco units popular years ago.

### Full Weeks for Richmond

Sands is also putting full-week shows back into the National, Richmond, Va., starting March 18. The first show will have Billy Gilbert on top. Another performer in Gilbert's class is being sought to split top billing. With these there will be four other acts. National's second show will be headlined by Pat Rooney and the Bricklayers. In the weeks where no attractions are available, Sands will use girl productions and five acts.

The Palace, Albany, N. Y., a Fabian house, will also reopen May 4 with Vaughn Monroe for a spot show in a full-weeker. Sands, who put the show in, said he hoped to keep the house open after Monroe finished.

## Stem May Get Big-Time Vaude

NEW YORK, March 5.—Nat Dunn and Harry Adler will go into partnership, starting March 21, and will have their joint offices at Adler's headquarters.

As part of their joint ventures, the two lads are working on a plan to open a Stem house with big-time vaude. The idea is to hire a name as a semi-permanent fixture and six or seven additional acts to be changed every two weeks or so. The team's first promotion is the one-night vaude show at Carnegie Hall March 19, in which they've joined with Ken Robey.

Dunn is probably the biggest borscht circuit agent. Adler handles many American-Yiddish performers.

### Milwaukee Hopeful Of Income Tax in Lieu of Gate Levy

MILWAUKEE, March 5.—A city ordinance levying a general admissions tax of about 5 per cent, now awaiting Common Council action, would not be necessary if the State ban on municipal income taxes were lifted, a special subcommittee of the council's judiciary committee reported Wednesday (2).

The economic survey committee estimated an admissions tax would give Milwaukee from \$770,000 to \$861,000 a year in additional revenue, but favored a municipal income tax instead. Both are aimed at taxing suburban dwellers who use city facilities. Wisconsin has no State amusement tax.

The proposed ordinance would levy these taxes:

One cent on each 20 cents or fraction thereof of the price of a ticket to any place in the city. The tax wouldn't apply to the first 20 cents on tickets to kids under 12.

Five per cent on each season ticket or reserved box for any type of entertainment, levied on the basis of the price of identical seats or sections for each single performance.

Five per cent on all ticket agent commissions.

Five per cent on all cabarets, roof gardens, night clubs, etc., levied on admissions, food, service or merchandise.

Five per cent on all initiation fees of social, athletic and sporting clubs and 5 per cent on dues.

### Detroit Censors' Easy Mth.; Only Six Cabaret Deletions

DETROIT, March 5.—Cuts required by the Detroit censor in show routines were down to six for February, according to Lieut. Howard Stewart, in charge of the censorship squad for the police department. All changes were made in cabarets, with no theaters involved. However, changes were ordered in the advertising on two theater fronts.

The reason for the low number of cuts, according to Stewart, is the scarcity of flesh in town. Only one spot within the city limits, the Copa Club, is running full-scale shows, while the Club Manhattan, Eagles Club and Geisz Inn run a few nights a week, and a number of other spots have a singer or single act requiring attention by the censor.

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## VAUDEVILLE REVIEWS

### Capitol, New York

(Thursday, March 3)

Capacity, 4,627. Prices, 80 cents-\$1.50. Five shows daily. Chain booker, Sidney Piermont. Show played by name band on bill.

New show is well paced, plays excellently and gets audience response practically all the way. Sammy Kaye's outfit (15), including the Kaydets and the Kaye choir, plus singers Don Cornell and Laura Leslie, boy and girl, respectively, turn in jobs for solid eye and ear values.

The band, as always, leans to pop tunes with catchy melodies, with the sidemen doing bits behind soloists to give the show a feeling of action. Ork's biggest numbers were *Powder Your Face With Sunshine* and *Down Among the Sheltering Palms*, both listenable and both getting fine hands. The band-leading gimmick, a standard Kaye stunt, was well, even enthusiastically, received, winding up to big hands as the pit went down.

Harvey Stone grows in stature each time caught. This time around he has a couple of songs (one a parody on *Buttons and Bows*) that got yocks time and again. His army routine, now a Stone classic, has been sharpened, cut to the bone and sold with surprising results. Stone was on for about 12 minutes but, judging from the howls and the hands, could have stayed on for twice that.

Olson and Joy opened with their standard French doll and American gob act. Kids worked fast, showed their now accepted ability and wound up way ahead.

#### Cornell Excellent

Don Cornell, band male singer, worked in the *Sheltering Palms* number and did an excellent *Here I'll Stay* in his own spot. He gave the first number plenty of heft and did the second one in a polished fashion.

Laura Leslie, with a becoming Florida tan, did a pleasing job with an opening ballad and just adequate rendition on a novelty, *Pappy Gave the Gun Away*.

Newest experiment of the Capitol is a new mike, a condenser type, with the activating portion the size of a dime and about six dimes thick. Here it was placed on a stand and from out front it seemed as thin as a pencil. Obvious advantage is that performers can work in and around it without the mike hiding their faces. It is said to have 200 per cent less feedbacks and a volume carry greater than any mike now available.

Pic, *Three Godfathers*.

Bill Smith.

### Chicago, Chicago

(Friday, March 4)

Capacity, 4,300. Price policy, 50 to 98 cents. Four shows weekdays, five shows week-ends. House booker, Harry Levine. Shows played by Lawrence Welk's band.

The B&K flagship house dropped its straight act policy for Lawrence Welk's ork, and the change should help the box office, judging by first-day reaction. Welk crew (four saxes, four brass and four rhythm, including Hammond organ and piano) puts out a commercial blend of music, with Welk's accordion and Jerry Berg's Hammond contributing to an original style. Welk is an excellent emcee whose enthusiastic batoneering helps sell the band. He does a swell job of tune-picking, selecting such red-hots, as *So Tired* and *Powder Your Face*, together with novelties and standards.

Band has improved on the showmanship and humor side, with bassist Tex Cromer and trumpeter Dick Hill teaming as a smart singing comedy duo. Pair contributed an Ink Spots impress and a hillbilly *Begin the Beguine* that stopped the show. Helen Ramsey, new chirp with the ork, does well with ballads and Irish ditties.

Lloyd and Susan Wills need a paring job on their comedy tap routines, for the lulls between their snicker-grabbers are frequent. Pair have the rudiments of an excellent number in the ballerina bit in which the gal parodies the toe-dancers, but needs more continuity and gimmicks.

The Harmonica Rascals, with Johnny Puleo standing out, nabbed heavy laughs. They could use a straight musical number midway to space the comedy and show their harmonica work.

Pic: *John Loves Mary*.

Johnny Sippel.

### British Troops Gripe About Poor Shows

LONDON, March 5.—The gripe of British servicemen that American troops in Germany get better shows than the British, has been brought to the front again by *The London Daily Herald*.

"British servicemen in Germany are discontented over the quality of stage entertainments being sent to them," the paper says. "The men are complaining that many of the shows being sent out to them are fourth-rate entertainment. Some of the performers are well known, but a variety bill is often filled with poor entertainers who rely on vulgarity."

The complaint of the servicemen is not limited to the types of entertainment or the vulgarity which is shoved at them. Entertainment after the summer of 1946 was taken over by the forces' own organization, Combined Services' Entertainment (CSE), and is not free to the troops. Tickets are sold for around \$1 to officers, 50 cents for an n.c.o., 25 cents for other ranks. British troops complain that they must pay for their shows, but while they are guests at shows in American camps they are offered much better entertainment for nothing.

The Berlin air lift show provided at Christmas, and which featured top American artists, had British troops frothing at the thought that nothing of a similar nature was ever provided for them. The main obstacle to first-class shows for British troops seems to be the apparent disinterest by army authorities to cut red tape. This fact has been revealed by many entertainers and has been recently amplified by Wee Georgie Wood, who wrote that his attempt to take football star Stanley Matthews on a tour was not made possible. George Brightwell, CSE controller, is anxious to take stars on tour but he says the future looks dim.

### Dorothy Lewis Ends Run in Minneapolis

MINNEAPOLIS, March 5.—After a nine-month run, Dorothy Lewis closed her icer at the Hotel Nicollet here Thursday night (3), but will be back in the Minnesota Terrace room in June for another indefinite stay.

Meanwhile, Neil R. Messick, hostelry prey, has inked Art Kassel and ork for a four-weeker, to be followed by two name bands for the 12-week period when Miss Lewis is away. Kassel reputedly costs \$2,500 weekly. He opened Friday (4).

Messick still is working on a plan for the room reputed to be "something entirely different" in the entertainment field. Hostelry help are mum on the idea. It originally was skedded for a January intro, but plans didn't materialize by then and may take some months to come thru.

Return of a name band to the Minnesota Terrace is the first time in four or five years that anything but local orks have filled that room's bandstand.

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### Cafe Society Sold By Barney Josephson

NEW YORK, March 5.—After several false starts, Barney Josephson finally sold his Cafe Society, which he ran for more than 10 years.

New owners are Louis Lewis and Max Mansch. Lewis is in the provision business in New Jersey. Mansch is a retired hotel man.

While price was not disclosed, the asking figure was \$75,000. Intimates of Josephson say the final figure was about \$60,000, of which a portion was in cash and the rest in notes.

It is understood that Tony Colucci, identified with Don Julio's, another Village cafe, is not a partner, but will supervise the talent policy.

### IATSE 24 Names Sullivan

HARTFORD, Conn., March 5. — George Sullivan, president of Local 24, International Alliance of Theatrical Stage Employees (IATSE), Fall River, Mass., has been re-elected. Other officers re-elected include Raymond Gagnon, secretary; James Cobryn, treasurer, and Joseph Salvo, business agent.

## Vine Gardens, Chicago

(Thursday, March 3)

Capacity, 200. Price policy, \$2.50 minimum with 50-cent cover charge. Shows at 8:30, 11:30 and 1:30. Exclusive booker, Paul Marr. Publicity, Helen Weiss. Estimated budget last show, \$2,600. Budget this show, \$2,900.

Jimmy Pappas has come up with a replacement for Joey Bishop in Phil Foster. The Brooklynese comic has been seen locally twice before, but his standard material missed then. In this intimate room, Foster has found himself. While his standard material got fair returns, his ad libbing put him across. After doing 20 minutes of his routines, he began clowning with ringsiders about a traditional tiny birthday cake giveaway in this bistro. Foster built the gimmick into 15 minutes of fun. He would do well to switch from his East Coast material completely.

Tapstress Ginger Kinney, a cute redhead, is just an okay dancer, but displays good showmanship and acrobatic and ballet ability to spruce up her turn.

Martin Barnett, panto-conjurer, has a deft pair of mits that put across good card, cigarette and razor blade manipulations. Barnett has worked standard manipulations into a turn that holds interest thruout. He could use a smash trick for a closer.

Judy Manners, subbing for ailing Jesse Rosella, drew attention, flashing showmanship with a pair of arresting eyes and a powerful voice. She mixed her numbers well, saving a *Boy of Mine* rendition for her closer.

Both Mel Cole's show band (four) and Ramon's rumba band (four) sound as if the boys could use some rehearsing. Show and dance sets were full of clinkers.

Johnny Sippel.

## Silver Frolics, Chicago

(Thursday, March 3)

Capacity, 325. Price policy, \$1.50 minimum. Shows at 10, 12 and 2. Operators, Ben Orloff and Irv Singer. Booking policy, exclusive thru Sid Harris, Mutual Entertainment Agency. Estimated budget last show, \$3,500. Estimated budget this show, \$2,800.

This smart bistro should do business that builds weekly for three months—the period for which Comic Jimmy Ames has been pacted. Ames, a towering fullback type, is the best new face any spot in town has come up with in two years. His material is clean and 99 per cent original, but it's his zany ad-lib delivery that puts him across. Ames seems to get a kick out of working, and his enthusiasm sends the patrons. He's a top tumult comic and keeps the room in an uproar. He did only two routines, a *Lost Weekend* bit and a chorology of top singers, but each is interwoven with asides that netted attention. Mitts called him back three times.

Sylvia Froos, former radio chirp, leans too heavily on standards and risque novelties. Gal forgot to include a pop and did not mix the standards and novelties, doing two oldies to open, with four bits of special material to follow. Her specialties were excellent, but they lost zest in being overdone. She could be fine nitery material if she paced her program.

Frances White is a terrific tap technician, but she never runs down. The peak she maintains makes for poor pacing. She needs a novelty number to spice her stint.

Ops have added a four-gal line, the Frolics Lovelies, and while their presence adds a little prestige, their entertainment value is almost nil.

Johnny Sippel.

## NIGHT CLUB REVIEWS

### Town Casino, Buffalo

(Tuesday, March 1)

Capacity, 900. Price policy, \$1.50 minimum; 90 cents cover Saturdays only. Shows at 8, 11 and 1:30. Owner-operators, Harry Altman and Harry Wallens; manager, Joe Swidler. Booking policy, non-exclusive. Estimated budget this show, \$15,200. Estimated budget last show, \$10,000.

Rating now as one of the biggest spenders for nitery talent, Harry Altman has come up with a particularly heavy nut this week, most of the dough going for the three Ritz Brothers in their first local p.a. stand. Consequently this show is equally heavy on zany comedy antics, with a few good novelties thrown in for relief. All in all it makes for a pleasing and commercial 90-minute package and perhaps a smart change from the usual big-time musical attractions this spot has been featuring. It remains to be seen.

The Ritz boys are practically the whole show; they come on in third slot and just stay around for a marathon pandemonium, working with two out of the four added acts and reducing them to stooges for the better part. For one thing their intro of gibberish was too drawn out, and the same criticism holds true generally; they didn't know when to quit a situation and milked the laughs too strenuously at times. On the whole, however, their screwball pantomime, slapstick and sound stuff, and a goodly sprinkling of blue (mostly old) material, aided by props, held the audience and got spontaneous yocks. Their French number seemed best bit.

Together with Maxellos, a teeter-totter thrill act, two fellows and two girls, they got in plenty of nonsense, also getting a fem from audience to participate. As a novelty the Maxellos are okay, but were subordinated purposely.

#### Evelyn Brooks

Evelyn Brooks, shapely brunette songstress, in a midway spot, displays husky pipes and selling savvy if she'd only tone down on the shouting. Best offering was cute specialty, *I'll Dance at Your Wedding*. For the Ritz zany she provided a perfect target.

The Piero Brothers, first act on, are a clean-cut pair of Argentine jugglers whose routine with rings, clubs and hats is enough to hold steady attention. They worked with dash and nonchalance and were rewarded with a good hand. Frank Ross, billed as a "One-Man Juke Box," had a strong comedy-novelty in the closing spot. His vocal imitations of orks were solid and entertaining. He did Henry Busse, Clyde McCoy, singing Senator Pappy O'Daniel, *St. Louis Blues* (trumpet) and a Hawaiian chant. He registered strongly. Gal partner Anita La Pierre, a tall blonde, worked as straight and was okay.

The 10-girl line (the Casino Adorables) filled the bill adequately with looks and ability and were on display for the show's opening only with a boogie. Emsee Lenny Paige, a fixture here, was personable enough. Gino Bono's 10-piece ork did the best possible with a very difficult show-cutting job, inasmuch as Ritz Brothers added much ad lib and impromptu bits. The Jack Gordon Trio (bass, guitar, accordion) entertained at dinner and on top of special adjoining show bar. Their novelties are good. The Cromwell Trio filled the lulls on stage.

Eva Warner.

### The Clique, New York

(Thursday, February 24)

Capacity, 275. Price policy, 90 cents admission, \$2 minimum at tables. Continuous entertainment from 9:30 p.m. to 4 a.m. Owners, Al Martin, Sammy Kaye and Irving Alexander. Booker, non-exclusive. Estimated budget this show, \$3,750. Estimated budget last show, \$2,750.

The Clique last week unfastened its most exciting package to date in the new and revitalized Charlie Barnet band, with its hybrid mixture of swing and bop, and the Lennie Tristano Quintet serving up sets of fantastic excursions for the purist boppers. The new bill also spots singer-dancer Bunny Briggs, whose energetic and dynamic personality just about steals the continuously moving entertainment, and new young singer, Ray Stapleton.

Barnet, trying his hand for the first time at one of the jazz theater-restaurant jobs, offers what probably stacks up as the most notable band in his 10-year career. Copping much of the limelight with his own soprano, tenor and alto sax gyrations, Barnet also spots the brilliant trumpeting of Doc Severenson, hitherto an unknown, who displays brilliant tone and technique. The band's sock ensemble, its fine soloists and its ever-swinging attack, make it a sure-fire pleaser for this type of location. The ork, alongside of Woody Herman's Herd and Dizzy Gillespie's boppers, ranks as one of the top jazz crews in the country.

#### Bunny Briggs

Working with Barnet on this job is the facile and talented Bunny Briggs, whose singing was enough to fracture the Clique's audience and who, in addition, is a brilliant tap dancer.

The Tristano group, featuring the leader's fertile imagination and fine piano and the alto sax of Lee Konitz, is one of the most extreme of the pure modernistic school and is offering something musicians and the pure hipsters will thoroely relish. The fivesome makes an extremely tasteful thing of selling its highly inventive and fresh modernism.

All told, Barnet and Tristano make a fine jazz bill—certainly one of the most satisfying since the hot spots bopped into prominence.

Hal Webman.

### Mayfair Room, Blackstone Hotel, Chicago

(Wednesday, March 2)

Capacity, 325. Price policy, \$1 cover, \$2 minimum. Shows at 9:15 and 11:45. Booking policy, non-exclusive. Publicity, Evelyn Nelson. Estimated budget last show, \$2,800. Estimated budget this show, \$3,750.

Andy and Della Russell have one of the cutest and most refreshing turns to work a local bistro in some time. Both score easily with the sincerity and enthusiasm they put into their work. Andy came on solo to do a series of tunes ranging from *Slow Boat to China* to a medley of his Capitol disk standards, after which Della came on, interrupting him in the middle of an intro for a tune. Duo worker three numbers together, with *Is It Yes or Is It No?* the peak of their stint. Tune is just right for them and Andy worked a series of parody impresses on toppers like Frankie Laine and Tony Martin, getting some nifty chuckles not only from the voice aping, but also for his mimicry of their physical mannerisms. Della did only one number solo, a special material bit about being married to a crooner. She did a wonderful sales job.

Pair need some realigning of their material to get top response, for their only pop was *Slow Boat*, which is descending in popularity. They could also use one more really meaty piece of special material to do together, for its their combined work that reaped the best hand.

Johnny Sippel.

### Hotel Last Frontier, Las Vegas, Nev.

(Friday, February 25)

Capacity, 300. Price policy, no cover or minimum. Shows at 8:30 and 11; extra Saturday show at 12:45. Owner, Hotel Last Frontier. Booking policy, non-exclusive. Publicity, Jimmy Dugan. Estimated budget this show, \$3,000. Estimated budget last show, \$5,000.

Jimmy Savo was a hit and gave a fine start to the hotel's opening of a six-month program to be known as *Danny O'Neil's Varieties*, with the Irish tenor as singing host and producer. However, altho applause was generous, a more sophisticated Eastern audience probably would have appreciated Savo's soul-portraying facial contortions and heart-rending falsetto songs more.

Side splitting in make-up alone, Savo clicked in every number of his versatile comic routines, including straight panto, mock magic, burlesques of popular songs, mirthful monologues, and a couple of audience participations. The pantomimist kept his show clean and earned the several callbacks during both shows thru sheer artistry.

#### O'Neil Goes Over

O'Neil gave the crowd a treat with his sweet clear tenor versions of *Because* and *Galway Bay*. It was his first try as combo emcee-performer. His hosting was satisfactory and seemed to please the crowd, stressing audience participation. The show opened with a song, *Howdy, Pardner*, taken from Las Vegas' advertising welcome to tourists, and written by Ted Klages and Dick Knight in which names of many of the audience were rung in. His work was straight ad-libbing and undoubtedly will take on more polish with time.

Uncle Willie, 17-year-old Negro comic, used his satchel-mouth, working ardently between taffy-colored pigtails, to score heavily with an outstanding record mimic of *Il Bacio* done by a soprano. He has appeared here before and is popular in Las Vegas. However, cutting of a couple of his own vocals would not have harmed the show.

The *Varieties* ran overtime and cutting is indicated. The girls, identical in face, form and voice, were good as a novelty but one or two numbers were enough. The Kathryn Duffy Dancers line had a good gypsy routine, but added little else. Eddy Rogers ork made some nice incidental music and shone in the rumba department.

Byron L. Troyer.

### Cotillion Room, Hotel Pierre, New York

(Tuesday, March 1)

Capacity, 365. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Hotel Pierre. Booking policy, non-exclusive, with Stanley Melba buying. Publicity, Madeline Riordan. Estimated budget of current show, \$900.

This is a pleasant enough show, but it lacks distinction. The two acts, Cardini and Florence and Frederic are competent, work hard and do well. The over-all effect, however, is lackadaisical.

Cardini is an excellent magician. He is still one of the few manipulators around who can do card tricks with gloved hands. His ball handling is equally deft, as are the standard cigarette and take-a-card-any-card tricks. He showed a new one, using a small bird which was supposed to pick various cards. The bird was temperamental, so while the idea was good, the results were not.

Florence and Frederic do lifts and spins with consummate ease. They look swell and work well. But outside of their deftness they showed little more than other dance teams. A spin combining a head and neck hold and a one-arm straight lift caught the most attention.

The Stanley Melba band did its customary fine job in the show-backing chores as well as for audience dancing. Ralph Lane's rumbas helped fill the floor for the intermissions.

Bill Smith.

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**VAL EDDY**

### Billy Gray's Band Box, Hollywood

(Saturday, February 26)

Capacity, 225. Price policy, \$3-\$2.50 minimum. Shows at 9:15 and 12:30. Operators, Billy Gray and Max Gold. Booking policy, non-exclusive. Publicity, Carl Post. Estimated budget this show, \$2,500. Estimated budget last show, \$2,500.

Despite the general apathy of local clubgoers, Billy Gray's continues to do near-capacity biz. Giving ring-siders a top show which runs almost two hours, the intimate spot is a good entertainment buy.

With Gray headlining, the new show is well paced and balanced. In the closing slot, Gray held the floor for over 45 minutes with a new set

of parodies, localized gags and trademarked yarns. While slightly bluish, the material is funny and inoffensive. As always, Gray's work sparkles with originality. His parodies are cleverly conceived and delivered; stories told in a variety of accents are just what the payes want and timing and salesmanship are first rate, earning a heavy-handed beg-off.

Sharing the comedy slot is Dave Barry, a favorite here. Barry is an adept story-teller and mimic, and scores solidly with a rib-tickling take-off on Arthur Godfrey and carbon copies of film and stage celebs. His travesty on horror films and burlesque of radio detectives click. Barry has weeded out much of his old material and tightened the routines.

Vocal honors are shared by two newcomers, Dotti Paul and Robert Monnet. Miss Paul sells well, showing plenty of voice and originality. Her impersonation of Frankie Laine is above average. Monnet proves promising, both as a vocalist and personality-wise. The handsome baritone shows plenty of voice and stage savvy and registers well.

Holdover from the previous show is harmonica virtuoso Leo Diamond. For top musicianship, showmanship and appeal, Diamond is hard to beat. His versatility is clearly shown by his treatment of the classics and novelty ditties. His original Spike Jones take-off, in which he employs a variety of gadgets, is hilarious.

Alan Fischler.

### Follow-Up Review

DIAMOND HORSESHOE, NEW YORK: The 14-month-old show is still doing business, even if the fine edge has worn off. To give it occasional hypooes, the room puts new acts in the headline spot, and so far it has paid off. The latest addition is Benny Rubin in the top spot, with Lucienne and Ashour as featured performers.

Benny Rubin's material makes considerable use of his ability to use various dialects. Some of it is a little dated, but the convention and tour crowds to which the place caters find it quite enjoyable. Rubin is probably one of the best story-tellers around. His poise and assurance, gained from many years in the business, are quite evident. While a routine based entirely on situations rather than the two-liners seems anachronistic in this day of fast comics, the fact remains that Rubin is a master performer. He knows how to build for consummate effects, many of his yarns getting yocks. His pay-off was his hoofing bit, making a fine exit and an excellent walk-off hand. Last but hardly least, Benny Rubin's name means business; this was evident opening night (25). There were about three celeb-filled tables here for Rubin's opening.

Lucienne and Ashour, apache act, give the middle of the show a good lift. First he kicks her around, then she beats hell out of him, a situation which brings cheers from both sides of the house. The two do their act with precision. Their acros are right on the button. The crowd loved them.

Bill Smith.

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### Farrell-McCarthy 40-Wk. Take: 54G.

HOLLYWOOD, March 5. — The comedy team of Tommy Farrell and Gene McCarthy grossed \$54,800 during past 40 weeks as one of the most successful new acts to hit the nitery-theater circuit since the Kay Thompson and Dean Martin-Jerry Lewis layouts first clicked. Organized in August, 1947, the act broke in at the Chez Ami, Buffalo, at a flat \$400 per frame. Within three months the price was up to \$1,000 per week.

The team's Coast stint, at Hollywood's Ciro's, which the act played in June, 1948, brought them \$1,500 per week and first national attention. From Hollywood they trekked back to New York, winding up at the Waldorf in November. Top dough to date will be forthcoming Easter week at New York's Roxy Theater,

for which the lads will be guaranteed \$2,500 per week.

An interesting sidelight on the McCarthy-Farrell act set-up is a deal with writer Max Shulman, author of *The Feather Merchants*. Shulman owns 10 per cent of the act, in return for which he writes all the material used in the turn and adds new bits from time to time. Comedy bits tailored to the team's demands are not given outright, but are leased to McCarthy and Farrell for a five-year period, with ownership reverting to Shulman after that date. The reason for the leasing arrangement is to prevent theft of routines by rival comics.

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New York:

## MH 125G, Roxy 92, Cap 42 As Stem Slips to 349G

NEW YORK, March 5. — Things were back to normal at the Stem houses—the gross was off to \$349,000 last week from a \$446,000 take the week before. Latter week had Washington's Birthday, always good for extra dough at the b.o.

Radio City Music Hall (6,200 seats; average \$115,000) started off nicely with \$125,000 its first week's gross with the new show consisting of Paul Haakon, June Winters, Alan Carney, Renald and Rudy and *Family Honey-moon*.

Paramount (3,654 seats; average \$76,000) off to \$60,000 for its second week with Henny Youngman, Mel Torme, the De Castro Sisters, the Four Step Brothers, Buddy Rich and ork and *Whispering Smith*. First nine days of this show grossed 90G.

Roxy (6,000 seats; average \$89,000) collected a fair \$92,000 its first stanza with Rudy Vallee, Morey Amsterdam, Maurice Rocco; the Ice Show, starring Cecilia College, and *Down to the Sea in Ships*.

Capitol (4,627 seats; average \$66,000) down to \$42,000 its second and last week. Seven days before grossed \$57,000. Old bill was Charlie Spivak

and Roy, Dave Apollon, Anne Jeffreys, and the Three Swifts. Pic, *Caught*. New presentation (reviewed this week) has Harvey Stone, Sammy Kaye and *So You Want To Lead a Band*, and *Three Godfathers*.

Strand (2,700 seats; average \$45,000) collected \$30,000 for its two-picture bill—*Treasure of Sierra Madre* and *Johnny Belinda*. This gross is fair considering the fact the films are old.

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## Labor To Help Mgt. Work Out Hypos for Biz

### N. Y. Confab Fruitful

(Continued from page 3)  
adjournment left these matters up to a committee to consist of one representative of each of the theatrical trades and each of the other segments of the theater. This committee will then assign special personnel to carry on the implementation of the various resolutions adopted by the conference. Naturally, this will take time, calls for diplomacy and co-operative sacrifices, since each theatrical group is always inclined to view reform from its own slant. But amazingly little fur flew during the sessions and the proceedings were over-all dominated by a spirit of healthy co-operation.

Roughly the major panaceas for the theater's ills suggested by the conference can be divided into two categories—local and national. On the local side, one of the most important was the urging of each union to set up a committee empowered to deviate from a strict application of its rules which would otherwise force a weak play to close. The Stage Managers Club offered a plan for the establishment of a central warehouse to store and rent on a non-profit basis sets and props from closed productions and thus save obvious current waste. Actors' Equity asked the setting up of a new category for paid employees in off-Broadway productions in schools and auditoriums. Also it suggested that Stem theaters be made available to other playing groups in addition to their current occupancy—via luncheon and high-school mats and early evening performances, building for new audiences and more theater playing hours.

In line with this was suggesting the appointment of a committee to consult with the mayor with a view to changes in the building code to allow inclusion of theaters in office building construction as a means of stimulating additions to playhouse list. And also to stimulate pew-buying was a bid for the establishment of consolidated ticket offices on both the east and west sides of town.

#### Federal Theater?

Ideas on the method for establishing of a subsidized country-wide theater were more varied. Some elements appeared to favor federal aid, others support via State or municipal grants. One most pertinent suggestion was the obtaining of a rider to a \$300,000,000 education bill now before Congress, adding \$1,000,000 to be allocated and matched by States. Those States which so wished could then allocate it to the theater.

Another approach was the adoption of a resolution for a theater backed by trade unions—along lines prevalent in pre-Hitler Europe. This would be a low-price proposition with the unions local back-logs via membership subscription, with perhaps 30 per cent of the seats available to the buying public. This plan would call for a test stock company set-up in some industrial city outside New York with local labor org support and a touring company with approval of the American Federation of Labor (AFL) and Congress of Industrial Organizations (CIO) planned ahead for booked subscriptions. Whatever means are finally pressed thru to a finish will be in the hands of a committee to advance the best interests of the committee by legislative means. Also adopted were resolutions calling for

# Nat'l Theater Bill Languishes

WASHINGTON, March 5.—The bill of Rep. Jacob Javits (R., N. Y.) calling for financing of a show-world convention here to discuss formation of a national theater (*The Billboard*, February 5) may soon have a Democratic co-sponsor, according to Capitol Hill sources. The idea is for a Democratic co-sponsor with sufficient prestige to stir committee action on the Javits resolution now slumbering in a House Administration Subcommittee on Libraries. Also seen possible as a step to get Congressional action on the resolution is transference of the Javits resolution from the House Administration Committee to the House Education and Labor Committee where, it is felt, the measure would have a better chance for favorable discharge.

Introduced in the House by Javits and in the Senate by Sen. Irving M. Ives (R., N. Y.), the measure is attracting heavy mail from around the nation. Among letters received by Javits is one from the National Music Council (NMC), which claims 600,000 members and which wants to be kept informed on all developments. NMC is affiliated with 43 national groups, including such jumbo organizations as the National Association of Broadcasters (NAB), National Association of Music Merchants (NAMM) and several songwriter and publisher groups.

Javits reports that the majority of the entertainment world is backing the legislation, which would call upon the President to convene a meeting of entertainment leaders to discuss the establishment of a national theater, opera and ballet. The Congressman points out that the bill is only the first step in setting up such a movement, with later legislation being necessary to establish and finance the theater.

Apathy over the bill evidenced in the House Administration Committee is attributed largely to the fact that the group is not particularly active and meets only sporadically. Its chairman, however, is Rep. Mary R. Norton (D., N. J.), who was one of the congressional backers of the old Federal Theater Project of the '30s. Despite this fact, the bill's sponsors feel chances would be brighter in the Education Committee, which is extremely active.

The Javits-Ives measure was introduced after consultation with Clarence Derwent, head of Actors' Equity; Lawrence Tibbett, president of the American Guild of Musical Artists (AGMA), and Vinton Freedley and Lawton Campbell, of the American National Theater and Academy (ANTA). All indorsed the measure.

## ROUTES

Dramatic and Musical

Allegro (Biltmore) Los Angeles.  
Annie, Get Your Gun (Victory) Dayton, O.  
Bergner, Elizabeth (Erie) Schenectady, N. Y., 11-12.  
Blackstone (English) Indianapolis, 9-10; (Coliseum) Evansville 11-12.  
Born Yesterday (Geary) San Francisco.  
Brigadoon (Hartman) Columbus, O.  
Carousel (Majestic) New York.  
Desert Song (Blackstone) Chicago.  
Drunkard, The (Studebaker) Chicago.  
Emerald Staircase (Plymouth) Boston.  
Evana, Maurice (Biltmore) Los Angeles.  
Finlan's Rainbow (Shubert) Chicago.  
Francis, Kay (Majestic) Dallas, Tex., 16;  
(Paramount) Austin 11; (Music Hall) San Antonio 12.  
Harvey (Shubert Lafayette) Detroit.  
Harvey (Walnut St.) Philadelphia.  
Hellness, The (Ford) Baltimore.  
High Button Shoes (Taft) Cincinnati.  
Inside U. S. A. (Shubert) Boston.  
Ivy Green (Royal Alexandra) Toronto.  
Lunt & Fontanne (Davidson) Milwaukee.  
Make Mine Manhattan (Great Northern) Chicago.  
Medea (Nixon) Pittsburgh.  
Mr. Roberts (Eranger) Chicago.  
Oklahoma (Colonial) Boston.  
Oklahoma (Tower) Atlanta 10-12.  
O Mistress Mine (Shea) Ashtabula, O., 16;  
(Shea) Erie, Pa., 11; (Shea) Bradford 12.  
Raze the Roof (American) St. Louis.  
Red Shoes (Selwyn) Chicago.  
Show Boat (National) Greensboro, N. C., 16;  
(Carolina) Durham 11-12.

# London B. O.'s Hit Toboggan

LONDON, March 5.—West End show business is now feeling the spending strike of the British public. Receipts at some box offices are down as much as 50 per cent. Spending by the public has been on the decline for some time but has reached a new low. The slump in show business is a seasonal one but is much more severe than in previous normal years. The drop is not approaching the crisis stage as in the film industry, but it is causing much concern.

### Danger Signals

Many shows which have played to packed houses each night are now reaching the danger mark. One successful musical is down from \$16,000 to \$8,000 a week. Some of the long-running musical shows are weathering the slump at the moment by previous advance bookings. But mat business at some of these has fallen off badly and at many of them it is not necessary to book weeks in advance for evening performances.

One of the most successful West End shows as yet unaffected is the British version of *Harvey*. It has not had a single unsold seat at any performance since it opened at the Prince of Wales Theater January 5.

Two American shows have now set long run records in London. On February 24 *Oklahoma* hit its 852nd performance at the Drury Lane Theater, to top the 851-performance record of *Rose Marie*. *Annie Get Your Gun* broke the London Coliseum record of 685 performances long ago and recently passed the 800 mark after completing 20 months in London.

### Cautious Public

The public is now spending with care and is selecting top productions for their money. It is the average good shows which are feeling the brunt.

One of the few pantomime shows in England playing to full houses today is *Cinderella* at the London Palladium. Many pantos have folded after short runs. The Palladium twice extended the run of *Cinderella* and is only taking it off March 19 to make way for vaudeville.

# Move To Lease Out D. C. Belasco Wanes

WASHINGTON, March 5.—The House is showing little interest in a bill introduced by Rep. Emanuel Celler (D., N. Y.) this week, directing the Secretary of the Treasury to renovate the Belasco Theater here and lease it out.

Previous negotiations for lease of the Belasco had fallen thru when prospective lessees balked at terms of the lease, which laid renovation charges to the lessee and contained an escape clause permitting the government to repossess the theater on one year's notice.

Besides being considered of minor importance by members of the House Public Building Committee, the bill requires legislative gymnastics to make it effective. The measure puts it up to the Treasury to start rental proceedings, but the Belasco is under the jurisdiction of the Public Buildings Administration (PBA), which is letting the Treasury use the theater to store old files.

down together with an evident wish to compromise points of view for the good of the whole. Their combined concrete suggestions have been accepted in principle—and now there is an opportunity for them to work them out together.



## BROADWAY SHOWLOG

Performances Thru March 5, 1949

### Dramas

	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12-8-'48	102
A Streetcar Named Desire (Barrymore)	12-3-'47	405
Big Knife, The. (National)	2-24-'49	12
Born Yesterday (Henry Miller)	2-4-'46	1,296
City of Kings (Blackfriars Guild)	2-17-'49	17
Death of a Salesman (Morosco)	2-10-'49	28
Diamond Lil (Coronet)	2-5-'49	24
Edward, My Son (Martin Beck)	9-29-'48	180
Goodbye My Fancy (Fulton)	11-17-'48	125
Life With Mother (Empire)	10-28-'48	157
Light Up the Sky (Royale)	11-18-'48	124
Madwoman of Chailot. (Belasco)	12-27-'48	80
Mister Roberts (Alvin)	2-13-'48	440
Private Lives (Plymouth)	10-4-'48	176
Red Gloves (Mansfield)	12-4-'48	105
Silver Whistle, The (Biltmore)	11-4-'48	119
They Knew What They Wanted (Music Box)	2-16-'49	21

### Musicals

All for Love (Mark Hellinger)	1-22-'49	49
Along Fifth Avenue (Imperial)	1-13-'49	60
As the Girls Go (Winter Garden)	11-13-'49	129
High Button Shoes (Broadway)	10-9-'47	888
Kiss Me, Kate (Century)	12-30-'48	74
Lend an Ear (Broadhurst)	12-16-'48	93
Love Life (40th Street)	10-7-'48	172
Where's Charley? (St. James)	10-11-'48	168

### ICE SHOWS

Howdy, Mr. Ice (Center)	6-22-'48	839
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### OPENINGS

Two Blind Mice (Cort)	3-2-'49	8
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### COMING UP

At War With the Army. (Booth)	3-8-'49	
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### CLOSING

Anybody Home (Golden) Tuesday (1)	2-25-'49	8
Carousel (Majestic) Saturday (5)	1-25-'48	47
My Name Is Aquilon. (Lyceum) Monday (7)	2-9-'48	81

concerted action in abolishing or reducing admission taxes and for revision of actors' income tax rulings to give them a break on unemployed periods.

### Javits Speaks

The conference adjourned after hearing Rep. Jacob K. Javits (R., N. Y.), cosponsor of a bill to provide funds for a symposium in Washington, directed toward the establishment of a national theater, opera and ballet. In substance Javits stated that it was most important for theater people to get their problems in proper focus. He is convinced that there is a broad support over the country for popular subscription and that the government would not have to subsidize with large sums. Self-help and co-operation must come from the bottom and he feels that he has done his job and it is now up to show business to present a tangible, working plan.

Nobody expects magic to come out of this week's conference. Doubtless a considerable part of its deliberations will be found impractical. What is important is that, for the first time in a good many years, representatives of the theater as a whole have sat

# Follow-Up Review

## THE BROWNING VERSION AND A HARLEQUINADE

PLAYBILL THEATER, LONDON

Two new one-act plays by Terence Rattigan. Staged by Peter Glenville. Sets by Paul Sheriff. Stage manager, Rosemary Freedland. Press representative, David Fairweather. Presented by Stephen Mitchell for London Theatrical Productions, Ltd.

*The Browning Version*  
John Taplow..... Peter Scott  
Frank Hunter..... Hector Ross  
Millie Crocker-Harris..... Mary Ellis  
Andrew Crocker-Harris..... Eric Portman  
Dr. Frohisher..... Owen Reynolds  
Peter Gilbert..... Anthony Oliver  
Mrs. Gilbert..... Henryetta Edwards

*A Harlequinade*  
Arthur Gosport..... Eric Portman  
Edna Selby..... Mary Ellis  
Dame Maud Gosport..... Marie Lehr  
Jack Wakefield..... Hector Ross  
George Chudleigh..... Kenneth Edwards  
First Halberdier..... Peter Scott  
Second Halberdier..... Basil Howes  
Miss Plashock..... Noel Dyson  
Fred Ingram..... Anthony Oliver  
Jonny..... Henry Bryce  
Muriel Palmer..... Thelma Ruby  
Tom Palmer..... Patrick Jordan  
Mr. Burton..... Owen Reynolds  
Joyce Langland..... Henryetta Edwards  
Policeman..... Manville Tarrant

Author Terence Rattigan has a new hit in London's West End. *Version* is a serious playlet, one of the best pieces of contemporary writing to date in the English theater. It is not concerned with ideas, but is a throbbing, emotional experience, alive all the way thru.

Briefly the story concerns the moral re-birth of a man—a retiring school teacher, a brilliant scholar in his younger days—who has no backbone, no will power and is therefore the butt of students' jokes, a hen-pecked husband, stepped on by the principal of the school and his colleagues.

At first he seems to deserve the dislike of his students as well as the scorn and ridicule of his wife. Gradually his stature grows as it becomes evident he has lost all in life he has tried desperately to win, thru no great blunder or failure on his part other than just not knowing how to go about it. He knows and understands Aeschylus thoroly, but not the human heart. For years he has tried to win the boys' confidence and affection, but he has succeeded only in being a strict disciplinarian, hated and feared by each succeeding class.

### Marital Fiasco

His marriage has been an equal fiasco. Where he hoped for love and companionship he succeeded only in alienating his wife. Their values and needs were at opposite poles and financially he was never able to provide adequately for her. He forgives even her infidelity of which he has always been aware, feeling the fault is his own.

Finally, in the pit of despair, instead of the expected suicidal out, there is a sudden renewal of courage, enough for him to stand up for his rights vis-a-vis the principal, enough to tackle a new job, sick as he is, with or without his wife.

The powerful character development and human impact of this modern classic make it all the more effective when played by Mary Ellis and Eric Portman. Miss Ellis gives a strikingly rounded characterization of the utterly detestable wife with no saving grace whatsoever. Portman wins sympathy for his pathetic figure by his superb underacting, climaxed when he breaks into bitter sobs as his last student gives him a parting gift, the Browning version of Agamemnon.

Peter Glenville has ably directed the play against the homey background of Paul Sheriff's set. *The Browning Version* would be excellent fare for Broadway.

Not so the second play, *A Harlequinade*. It is a tiresome satire on two middle-aged actors rehearsing Romeo and Juliet in a small hick town. It gives the audience a glimpse of back-stage life, or rather what the audience thinks it is. Rattigan probably tried to focus on the manner

# BROADWAY OPENINGS

## OUTSIDE THE DOOR

(Opened Tuesday, March 1)

### DRAMATIC WORKSHOP OF THE NEW SCHOOL

A phantasy by Wolfgang Borchert, translated by Erwin Piscator and Zoe Lund-Schiller. Staged by Erwin Piscator. Setting by H. A. Condell. Stage manager Irwin Weill. Presented by the Dramatic Workshop of the New School of Social Research.

Beckmann..... Martin Baum  
His Wife..... Mala Abilea  
The Friend..... David Shtetner  
A Girl..... Elsa Rolland  
Her Husband..... Myron Rubin  
A Colonel..... Paul Ransom  
His Wife..... Elaine Eldridge  
His Daughter..... Janet Baldwin  
Her Husband..... Bernard Rothman  
A Chaquet Director..... Gene Saks  
Frau Kramer..... Jane Moultrie  
The Old Man..... Michael Vincente Gazzo  
The Undertaker..... Steven Graves  
The Other One..... Alfred Markim  
The Elbe..... Vianette Carroll

Its author, the late Wolfgang Borchert, described *Outside the Door* as "a play no theater wants to produce and no audience wants to see." In a commercial sense he was right—any manager would know that its presentation would be likely to spell box-office disaster. But experimentally and for a selected audience, *Door* is something else again. Immature tho it is in much of its writing, sounding and resounding the note of self-pity which is typical of Germany in defeat, it still carries a smashing impact of sincerity—a screaming, slashing indictment by youth of an elder generation which has continued passive to madly brutal leadership.

Had Borchert lived he might have become a German Jean-Paul Sartre. Certainly his viewpoint is existentialistic, one difficult to accept seriously by anyone on the other side of the fence—that there is no truth or beauty left in the world, that God "must either change his suit, or be locked in a dark closet" and that the ultimate end of all things is the muddy bottom of the Elbe. But warped or not, his cry comes from the heart. Beckmann, the returned German soldier of his phantasy, is himself. The doors on which he knocks and finds closed are his own personal frustrations. A great many people won't like *Door*, primarily for the ugly things it says, but not one will come out of the little Dramatic Workshop of the New School without feeling its compulsion.

### Top Production

Erwin Piscator and his associates have come up with another splendid experimental production. The direction, while laggard in spots, is overall extremely effective for a tricky phantasy of this sort. The prolog use of German war news reels is excellent for setting the mood and projected scenic effects background the simple platforms and props for full-bodied theater.

Since the play's pattern focuses directly on the returned soldier, Beckmann is literally a tour-de-force for a young actor named Martin Baum. In sincerity and drive Baum is worthy of his author. It is a most difficult role to sustain and he meets its challenge completely, a young man to be watched by manager when he gets out of the New School classrooms. Elsa Rolland is more briefly effective as a girl who fishes him out of the river, and there are good supporting contributions from Gene Saks, Paul Ransom and Steven Graves.

The Dramatic Workshop is to be warmly congratulated on its latest effort in showcasing. *Bob Francis*.

in which some actors live, a life entirely of their imaginations divorced completely from reality. Yet, in spite of admirable strutting by Eric Portman as Romeo and equally admirable fluttering about by Mary Ellis as his lady love, it still goes on one hour too long, even if the audience does seem to delight at times in its very, very vaudeque British humor.

*A Harlequinade* is diffuse and lacks pitch. It simply isn't worthy of Terence Rattigan. But *Version* makes it a full evening. *Jean White*.

## TWO BLIND MICE

(Opened Wednesday, March 2)

### CORT THEATER

A comedy by Samuel Spewack. Directed by the author. Set by Albert Johnson. Costumes by Natalie Barth Walker. General manager, Nick Holde. Stage manager, Frank Coletti. Press representative, Harry Davies. Presented by Archer King and Harrison Woodhull.

Mrs. Letitia Turnoull..... Laura Pierpont  
Miss Crystal Hower..... Mabel Paige  
Mr. Murray..... Roland Wood  
Miss Johnson..... Jane Hoffman  
Mailman..... Howard Fischer  
Tommy Thurston..... Melvyn Douglas  
A Visitor..... Robert P. Lieb  
Simon..... Alonzo Bosan  
Karen Norwood..... Jan Sterling  
Wilbur F. Threadwaite, Dept. of State..... Geoffrey Lumb  
Major John Groh, U. S. A..... Raymond Bramley  
Lt. Col. Robbins, U. S. A. F..... Walter Brooke  
Com. Thomas Jellico, U. S. N..... Robert Pike  
Dr. Henry McGill..... Richard Kendrick  
Sergeant..... Robert Webber  
Charles Brenner..... Howard St. John  
Ensign Jamison, U. S. N..... Elliott Reid  
Senator Kruger..... Frank Tweddell

Samuel Spewack's latest stagewise shenanigans are barbed for an all-out kidding of Washington bureaucrats. In fact, military brass, the State Department and the whole government heirarchy all get a harpooning via the Spewack typewriter. *Two Blind Mice* is no *Boy Meets Girl*. Its plot is ridiculously thin for a robust farce and in its later sequences the author is forced to juggle like mad with its contrived situations to keep the whole structure from coming a cropper. However, *Mice's* premise is very funny and if its development doesn't run to riotous belly laughs, there are ample chuckle lines and situations to fill out a pleasant three acts.

*Mice's* didoes concern a gigantic hoax put over on the government by a rather fabulous reporter for the benefit of two old ladies who refuse to be abolished as the "Office of Seeds and Standards." They have been systematically destroying their salary checks for some four years and maintaining their office by renting out parts thereof to tenants ranging from a tailor to a rumba teacher. When discovery is finally imminent, the reporter convinces the army, navy, air corps and State Department that the bureau has been re-established as the "Office of Herbalogical Warfare," with himself as civilian administrator and the two old gals as chemists. There follow a hectic two days, with the gals getting invited to tea at the White House and decorated by the French government. When the inevitable blow-up arrives, however, the reporter's chicanery has enabled him to blackmail a bulldozing senator into returning the old gals' bureau to its original status and at the same time maneuver his divorced wife into a reconciliation. The last, of course, has been his prime objective thruout.

### Douglas on the Beam

After a 14-year Stem absence, Melvyn Douglas proves that he has lost none of his knack for comedy timing. He is ingeniously likable as the harebrained newshound. Virtually in the same category is Mabel Page, altho she has not been away from the Broadway scene quite so long. Miss Page gives *Mice* its top laugh assist with a portrait of naive gentility which finds nothing odd in mixing clothes-pressing, rumba and even an odd case of childbirth with herbs and seeds.

Excellent support in the laugh bracket comes from Laura Pierpont, altho her assignment is far less showy. Since a certain shrewish petulance is the keynote of the ingenu role, Jan Sterling gives it just that. It is a pity that Spewack hasn't written the part with more shadings. There are also thoroly capable contributions from Geoffrey Lumb, Raymond Bramley, Robert Pike, Richard Kendrick, Frank Tweddell and Elliott Reid.

Spewack's staging of his own piece is not all it should be, since he frequently permits slow-downs—particularly in the last act—where a

# Out-of-Town Opening

## I KNOW MY LOVE

(Reviewed Tuesday, March 1)

### LYCEUM THEATER, MINNEAPOLIS

A play by S. N. Behrman, based on "Aubree de Ma Blonde," by Marcel Achard. Directed by Alfred Lunt. Settings, lighting and costumes by Stewart Chaney. Company Manager, Lawrence Farrell. Press Representative, Carlton Miles. Stage Manager, Charva Chester. Presented by the Theater Guild and John C. Wilson.

Lucy..... Esther Mitchell  
William..... William Le Massena  
Reilly..... Charles Bowden  
Frederic Chanler..... Geoffrey Kerr  
Nicola Ballard..... Betty Caulfield  
Claire Ballard..... Katharine Bard  
Nicholas Ballard..... Thomas Palmer  
Blanche Chanler..... Doreen Lang  
Eugene Chanler..... Allen Martin  
Louise..... Renee Orsell  
Katie..... Mary Fickett  
Thomas Chanler..... Alfred Lunt  
Emily Chanler..... Lynn Fontanne  
First Photographer..... Roy Johnson  
Second Photographer..... J. P. Wilson  
Eleanor Peabody..... Anne Sargent  
Daniel Talbot..... Hugh Franklin  
Richard Chanler..... Henry Barnard  
Jerome Talbot..... Noel Leslie  
Agnes..... William Kemble-Cooper  
Fuller..... J. P. Wilson

Alfred Lunt and Lynn Fontanne have undertaken an unusual vehicle with *Love*, but with assistance from a good cast they carry it thru successfully—despite a certain pressure on the pew-sitter who tries to keep in step with the proceedings. Behrman has come up with a scripting formula which literally goes backward—without even the formality of flashback pattern. Turned about, it would be frothy, but in its current form it presents a challenge of shifting characterization, make-up and vocal calisthenics, which all concerned meet extremely well.

Behrman's play opens with a golden wedding anniversary (circa 1939) and thereafter backtracks the couple, together with assorted relatives, retrogressively to the turbulent '20s, World War I, the turn-of-the-century and finally to pre-marital elegance of the late '80s. All of which gives Miss Fontanne and Alfred Lunt an opportunity to play a half-century love story in which both progress from crotchety age to apple-cheeked youth, with the former finally defying a tyrannous father over her love for a young newspaper man, jobless because her papa resents his radicalism in advocating a 13-hour day for textile workers. In general, its theme is the old one of up-and-coming younger generations handing a beating to the oldsters. There is tragedy in it and melodrama, pathos and comedy—a 50-year saga of an American family.

Geoffrey Kerr does extremely well by a scheming son. Betty Caulfield as a rebellious granddaughter gives a fine flair to her moments on stage and Esther Mitchell contributes a fine portrait of the family maid. Anne Sargent revives the spirit of the roaring '20s as a flapper era poetess and Noel Leslie makes the tyrant father ogriously true.

Stewart Chaney's drawing-room set is vastly effective. Same set is used thruout with changes of decor made to indicate the particular period. Likewise his costumes look authentic, to the last button and bow.

*Love* preemed here to advance sell-out business. Since it does not sked a Stem bow-in until next October, Behrman will have ample opportunity for final pruning. *Jack Weinberg*.

steady build-up of pace is obviously called for. However, *Mice* is overall frivolously amusing enough for a full evening. *Bob Francis*.

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## Magic

By Bill Sachs

**WALTER GIBSON**, an authority on magic and former close associate of the late **Ted Annemann**, returns to the "Conjurors" mag fold with the March edition, initiating a new department under the banner of "Gabbatha," with plenty of jinxiana distributed thruout, according to Publisher **Edward W. Dart**. One of magic's most prolific writers, Gibson has authored numerous books on the subject. . . . **Jay Palmer** and **Doreen**, who returned to New York after a 30-week tour of veterans' hospitals for Camp Shows, Inc., are set on a string of vaude dates around the big metropolis. They played the Crotona Theater, February 28 and March 1, and then went into the Jamaica Theater, Jamaica, L. I., for four days beginning March 2. A number of other spots have been contracted for. . . . **Duke Montague and Company** are still playing Utah and Idaho spots altho beset by plenty of snow and ice. The Montagues narrowly escaped serious injury while traveling the highway just outside of Soda Springs, Idaho, February 22, when a large oil truck sideswiped their car. Montague is continuing his tour in what is left of his station wagon until a replacement can be made. When the Idaho jaunt ends March 9, Montague will jump into Iowa for another block of dates. . . . **Floyd Wadman**, formerly with Loftus Magic Company, is now located in Ogden, Utah, where he's offering some of his prize mental effects. . . . **Billy Bishop**, hocus pocus expert, rambled into Denver recently en route east after a successful run in the Pacific Northwest for **Jack Blue** and **Johnny Gunier**. Billy says that there's plenty of activity going on in Denver in conjunction with this summer's SAM confab. . . . **Stan Kremien**, **Famous O'Conner** and **Robert Emrico** are magickers out with International Harvester units booked thru **Nina Nova**. **Trixtor Desmond** has been set with another Harvester Unit by **Norman Anderson**.

**ADE DUVAL**, suave sleight-of-hand trixter, opened a week's run at the Gayety Theater, Montreal, March 1. . . . **Larry Weeks** advises from New York that he's currently in his 21st week of a 30-week jaunt for Veterans' Hospital Camp Shows with a group dubbed Unit 66, Broadway Hillbillies. The group went into rehearsal in New York late in September and jumped all the way to Pasadena, Calif., for its opener in October. Current tour will wind up in Phoenix, Ariz., and Weeks will head for Denver for the Society of American Magicians' 1949 national convention. . . . **Doc Weiss**, escapologist, was a guest on New York's Station WOR's "Experience Speaks"

## GOP Backs Tax Cut Move in House

(Continued from page 4)

the House floor, "anything can happen," as one Republican put it. Assuming a bill could get past administration opposition on the House floor, Republicans have excellent prospects in the Senate, where the finance committee is headed by conservative Democrat **Walter George** (D., Ga.). Finance committee approval would be almost certain to be result in approval on the Senate floor, where administration control is so tenuous that a switch from the party line by a handful of dissident Democrats can give the GOP the upper hand.

Even passage by both houses, however, would not insure enactment of excise reductions. President Truman, on the basis of previously announced policy, is believed certain to hand down a veto. Then the Republicans would have the dubious task of collecting the necessary two-thirds majority necessary to override in both houses.

Despite the long road ahead, however, the move of the Republican Policy Committee represents the first time that either party has come out on Capitol Hill in favor of excise reductions.

The Republicans are expected to concentrate their efforts on the bill introduced several weeks ago by **Martin**. This would return all war-inflated excises back to the old rates, with the exception of the liquor excise which would be left untouched.

Under the bill, the admissions levy would drop from the present 20 per cent to 10 per cent. The levy on cabarets and roof gardens would be cut from 20 per cent to 5 per cent; the travel tax would go to 6 per cent from the present 15 per cent, and a host of other excises would also be reduced. Disk taxes and the levy on phonos, radios and parts would not be affected, these excises not being considered to be among those increased by the war.

stanza March 4. . . . **Chanda the Great** and **Princess Zeella**, televisionologist, are still touring Florida playing theaters. They expect to wind up the current jaunt late in April when they will return north for their summer season. They have a number of spots lined up for the return trip. . . . Following an eight-week vacation in the Rio Grande Valley, **Mystic Leon** and **LaQuita** put in a busy two weeks in the Corpus Christi, Tex., area. They have 10 weeks coming up in and around Baton Rouge and points north. . . . **Willard S. Smith**, national chaplain of the Society of American Magicians, writes from his Holden, Mass., headquarters that one of the most enthusiastic magic clubs in the country is the **Blackstone Magic Club** at Veterans' Hospital, Rutland Heights, Mass. Smith bases his contention on the swell show they put on recently for the remainder of the patients, the club's third annual production. Smith says that while few of the original members remain because of discharges, interest remains at a high level. Club, says Smith, boasts a growing library of magic books and much apparatus, some purchased, some donated. . . . **Landrus**, while in New Orleans for the Mardi Gras, spent some time visiting **Leon Jacob's** magic shop. Following the New Orleans doings, **Landrus** jumped into Gulfport, Miss., where he started a string of dates.

## Burlesque

By UNO

**MANDY KAY**, comic, participated in two reinforcements last week—one when he supplied a blackout scene for **Bert Wheeler** and **Milt Frome** in "All for Love" at the Mark Hellinger, New York, and the other when he relieved **Red Marshall**, suffering from hoarseness, in a first unit at the Hudson, Union City, N. J. . . . **Fred Sears**, ex-burly and legit show manager, is in Hot Springs to build up his health. . . . **Day** and **Alva**, ballroom dancing duo, completed three weeks of first houses as extra attraction. . . . **Dave Cohn's** recent bookings include **Jessica Rogers** and **Janeen**, Samoa, New York; **Kayolan**, 606 Club, Chicago; **Sally Lane**, Crawford House, Boston, and **Fei Club**, Providence, R. I.; **Andrea**, 2 o'clock Club, Baltimore; **Tommy Raft**, Colonial Inn, Miami; **Strut Flash**, Lamplighter Club, Fall River, Mass.; **Kiki Arnold**, Cinderella Club, and **Francine**, Haha Club, Manhattan. . . . **June Marsh** made her last featured strip at the Hudson, Union City, February 26. She's retiring to her Chicago home. . . . **George Pronath** is doubling as producer and dancer in the ballets at the Burbank, Los Angeles.

**THE CARNEYS**, Bob and Jean, are in their eighth month at **Irving Ross** and **Murray Rosenfeld's** Colony Club, Los Angeles. Other principals are **Billie Bird**, **Harry Rose**, **Ginger Bristol**, **Russ Clark**, **Shirley Stanley** and **Alicia Dupree**. . . . **Jesse Becker** replaced **Sam Nudelman** as concession manager at the Gayety, Baltimore. . . . **Dottie Dean**, ex-chorine of the Empress, Milwaukee, who recently wedded a Minneapolis merchant, is vacationing in Miami Beach. . . . **Margie Coate** is operator and producer of a vaude show plus a line of girls at the Gay '90s nitery, Bloomfield, N. J. . . . **George Rose**, **George (Beetlepuss) Lewis**, **Jack Mann**, **Jeannie Rose** and **Alma Denney** have just finished several movie shorts on the Coast. . . . **Phyllis Manning**, formerly with **V. George**, Manhattan beautician, and also formerly in Broadway musicals, is taking up voice culture. . . . **Audrey Allen** is the new line producer at the Empress, Milwaukee. **Pat Collier** is the line captain and **Jerry Evans** the house singer, having recently replaced **Paul Williams**. **George Hamilton** is candy concessionaire. His assistant is **Lou Molnar**, and handling the lobby stand is **Rose McNab**. . . . **Joe Lyons**, straight man, is ill in a Freeport, L. I., hospital. . . . **Shela Starr**, a burly first-timer on the first wheel, is a former hat checker, dressmaker and exotic dancer in niteries in Philadelphia, Central America and the West Indies. . . . **Dave Geller** and **Jules Citron**, formerly of the **Three Martins**, acro act, are the new skippers of the Show Bar, in the New York 40's, where **Jules Roth** is chief drink doctor.

**MARLANE (Reynolds)** is recovering from a serious operation in **Millard Fillmore Hospital**, Buffalo, an aftermath of a fall on the ice. . . . **Joe Astor**, English comedy juggler, assisted by **Rene**, is appearing as extra attraction in first houses. He was last here 30 years ago with the **Jersey Lillies** on the Columbia wheel. The act opens soon at the Laurel Club, East Lowell, Mass. . . . **Bee Beverly**, who's new moniker is **Sherly Shannon**, is strip-talker on the first unit featuring her husband, **Herbie Barris**. . . . **Beverly Carr**, producer of burly ensembles, has just finished a show at **Zucca's Opera House**, Culver City, Calif., and has taken another to the **Tivoli**, Mexico City, where she will remain indefinitely. . . . **Lester Mack** is back at **Wivel Restaurant**, Manhattan, for four weeks. . . . **Donna Davis** and **Moe Costello** are dickering to place a Girl Show at the **Million Dollar Pier**, Atlantic City, recently taken over by a combine headed by **George J. Costello**.

## Move To Legalize Bingo in Penna.

**HARRISBURG, Pa.**, March 5.—A bill to legalize bingo in Pennsylvania so that it can be played thru the sponsorship of vets' organizations and charitable institutions has been introduced in the State Legislature.

The proposal, House Bill No. 684, would set annual fees for bingo permits at \$500 in Philadelphia, Pittsburgh and Scranton; \$400 in the 47 third-class cities of the State, \$300 in first-class townships, \$200 in boros and 100 in second-class townships.

Bingo now is generally ruled to be illegal in Pennsylvania, tho in some counties the district attorneys are lenient.

## Stage Mgrs. To Offer 'Showcase' on Apr. 12

**NEW YORK**, March 5.—On April 12 the Stage Managers Club will present **Talent Showcase**, sponsored by the American National Theater and Academy (ANTA), at a theater to be announced.

**Talent Showcase** is a successor to **Talent '48**, presented last year by ANTA at the **Maxine Elliott Theater**, featuring comparatively unknown actors, dancers, singers, composers and directors on a drama-musical variety bill.

**Moe Hack**, **Billy Hammerstein** and **John Fearnley** are holding down the production assignment. **David Pardoll** is casting director and **John Efrat** is general manager. Production headquarters are at the **Malin Studio**, 245 West 52d Street, and candidates may apply for an audition from 1 to 5 p.m., Monday thru Friday.

## Ely, Nev., Nitery Reopens

**LAS VEGAS**, March 5.—The **Top of the Hill nitery**, Ely, was reopened last week as **Bruce's**, under management of **Bruce (Happy) Stanfield**, operator of the **Airport Lodge**. It will be operated as a cafe, bar and lounge after folding last July as a full-fledged club.

## "ICE FOLLIES"

(Continued from page 4)

ance was up almost 50 per cent because there were 22 performances, five more than last year.

## 42G for Roller Vanities

**DES MOINES**, March 5.—The **Roller Skating Vanities of 1949** grossed \$41,855 including tax during a six-day stand (22-27) at the **KRNT Radio Theater** in Des Moines. There were six night performances with mats Saturday and Sunday. The huge KRNT stage was enlarged from 130 to 160 feet to hold the performances, which heretofore had been held at the **Coliseum**.

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# Terrell Votes 1918-'30 Best Repster Years

ROSELAND, La., March 5.—Billy Terrell, of Billy Terrell's Comedians, this week cast his vote for the years 1918 thru 1930 as the big ones for stock and rep companies under canvas. Terrell said he trouped with Crawford's Comedians during the season of 1919 out of Nevada, with a cast that included Carl and Mary Grandi, Harry and Golde Cole, Charley Barnett, Jack and Leda Kohler and Bonnie Terrell. Billy says the org was extremely modern and boasted a big band and orchestra. Push Crawford and Dave Stump were the managers, with Dave conducting the 10-piece orchestra and Rush the 18-piece band.

"Practically every town we played claimed the Crawfords as originating from its city," Terrell recalls, "and (See TERRELL VOTES on page 90)

# Retrospect of Rep Trouping

By Will H. Locke

WHILE the *Uncle Tom's Cabin* topic is on tap I feel an urge to contribute my bit on the subject.

In 1895 I was juvenile man with Charles (Josh) Henderson's Repertoire Company, starring his wife, Juno Barrett. Our repertoire included some of the popular plays of that day and *Uncle Tom's Cabin* was featured for Friday night. Josh was noted for his portrayal of "Marks the Lawyer," and Mellie Barrett (Juno's mother) was noted for her characterization of "Ophelia." We gave a creditable performance of the old play—in spite of the fact that I had to double three parts. We played many towns thru Texas. Josh, in his announcement every night, would give Tom a big build-up and it was a common occurrence for some of us to be stopped on the street by some townner and admonished with:

"Say, yo'll better not play that there *Uncle Tom's Cabin* play heah!" And then tell us about how the last show that played it was rotten-egged and run out of town.

Consequently, we were more or less in a state of anxiety, for *Uncle Tom's Cabin* was still regarded with aversion by many in the South.

### Safety First

Many of the opera houses were upstairs during those days and frequently had no rear entrance or exit. In that case we would place a ladder up to a back window as a precautionary measure for convenient exit in case of emergency. One night while the curtain was down between acts, we were startled by hearing loud talking and a commotion out front. Somebody said, "Here they come!" and we made a concerted dash for the back window. But to our relief, it proved to be a false (See *Retrospect of Rep* on page 90)

# Price Barn Dance Clicks in Lebanon

LEBANON, Mo., March 5.—Helen and Walter (Toby) Price, former rep and tent show performers, have been successfully producing Station KLWT's Barn Dance here since early in December. The Prices and station were lauded in a recent editorial carried by *The Lebanon Daily Record* over the "good, clean fun" which the show affords Laclede County folk and the smooth direction of the attraction by the Prices.

Talent line-up includes James Thomas, Clem Stretch, Missouri Mountaineers, Big Ralph Wrinkle and His Troubadours, Sunny Stiles, Ken Corbett, the Pratt brothers, Ozark Rambles and Helen and Toby.

Price said that a number of their rep friends are located in this sector. They recently enjoyed visits with Steve and Florence Burton, of the Darr-Gray Show, and Price says that L. Verne and Ora Slout, of the Slout Players, visited the barn dance about a month ago.

The Prices plan to visit Norman Gray on their next trip to Springfield, Mo., where Gray is manager of a hotel. They added that Hal and Mae Fontinelle are in business at Rockaway Beach, Mo., and that Beverly Sutherland is in a commercial line in Helena, Mont.

# Rep Ripples

DELISLE PLAYERS have been working the Watertown, N. Y., area recently to better-than-average business. . . . Sid Franklin pens from Tampa, where he has been vacationing for a month, that he has purchased A. J. Seymour's tent outfit. Seymour had shows with carnivals and at celebrations the past three years. Franklin plans to ship the outfit to Fort Worth where he will blossom out with a tent flesh show about May 1. Unit will be a combination drama-vaude show and will play three-day stands. . . . It is reported that *Winsted Minstrels* will hit the road this summer and that *Bell's Show* may troupe again under canvas out of Valdosta, Ga. . . . Danile Players are doing okay in the Little Rock area. . . . Northampton Players are in their 18th week in New England where they have been doing okay business. . . . Horace Collins has been showing religious pix in Southern Vermont for the past three months. . . . F. G. Blaine writes from New York that he launched his vaude-pic show February 28 to tour Ontario spots. Blaine has been showing feature pix in that sector for the past year and business has been good when weather is good, he reports. . . . F. M. Blair is in Gal- (See *REP RIPPLES* on page 90)

# Jenkins Augments List Of Roaring '20s Mgrs.

TIFTON, Ga., March 5. — Lucius Jenkins, who with his wife, Marie, trouped with the better-known rep shows years ago as musicians, and currently operates a tourist court here, recalls some more of the old rep managers of the roaring '20s who drove big cars, wore big diamonds and paid off regularly. He says he agrees with Billy Terrell that those were the days when everyone had plenty of money.

Jenkins says that among the successful rep managers of his trouping days (1910 to 1933) were Bob Demeret, Doug and Hila Morgan, Paul English, W. I. Swain, Ed C. Nutt, C. W. Parks, Milt Talbert, the Pullens brothers and Boyd Holloway.

# Winchester Drive-In Set

WINCHESTER, Va., March 5.—Ray J. Becker, owner of the Winchester Drive-In Theater, has returned from a visit in the South where he spent considerable time studying year-round drive-in operations. Improvements at the local spot include in-car speakers and a new screen facing.

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As Business Manager or if can qualify to act as Agent for the best magical organization on the road. New style of presentation, paper and under auspices never used before. Must make investment to show good intentions. Write for full details. No time to dicker.

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Reliable people in all lines for Tent Repertoire, Specialty Teams, Musicians. Complete cast. Want good Boss Canvasman, also Assistants. Address:

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Tent Show People who change for 2 nights, up in acts; novelty, musical, etc. Open early in April. State all in letter. No wires. Useful Tent Show People, write.

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People in all lines with Specialties, and Canvasmen for Tent Theatre. Illinois and Wisconsin territory. Rehearsals May 6. Address

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Director, Characters, Stage Manager.  
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**AMSTERDAM**—Mrs. Jenny, 65, mother of Morey Amsterdam, stage and radio comedian, February 25 in Hollywood. Her husband, Max, a violinist, and two other sons, Theodore and Mannie, also survive.

**BACHTELL**—Gordon (Slim), veteran novelty worker, February 19 in Cleveland. Survived by his widow and two children.

**BARNES**—Frank H., 61, formerly with circuses and at one time operator of the Little Theater, Columbus, O., recently in White Cross Hospital, Columbus. Burial that city.

**BEISTLE**—Mrs. Aldarilla Shipley, 53, author of several children's books, February 26 in Cleveland. She was also the author of the *Fairy Tale Theater* program over WGAR.

**In memory of my beloved husband**  
**L. H. (GIGGS) BOWE**  
Died March 6, 1946  
Sadly missed by wife  
**MABEL**

**CHAMBERLAIN**—Lawrence J., 74, pioneer motion picture exhibitor, in Shamokin, Pa., February 15. He was president of Amusements, Inc., with theaters in Allentown and Williamsport, Pa., and general manager of Victoria Amusement Enterprises, Inc., operating a circuit of theaters in Shamokin, Mount Carmel, Mahanoy City and Tamaqua, all in Eastern Pennsylvania.

**CHAMBERS**—Mrs. Hester R., radio pioneer, at the Masonic Home, Elizabethtown, Pa., February 14. She was the first woman in the United States to receive a commercial wireless operator's license and was the first woman licensed to conduct radio classes and perform radio experimental duties. With her late husband, Frank, she conducted the Chambers School of Wireless Telegraphy in Philadelphia during the first World War, and until two years ago operated a radio store in Philadelphia. A brother survives. Burial in Fernwood Cemetery, Philadelphia, February 16.

**CLEO**—Roy, 72, former clown with the Barnum & Bailey Circus, Bill Evans's Freak Animal Show and Rubin & Cherry Exposition, of a heart attack February 17 at his home in Chicago. Survived by his widow, Ruth, and a son, Herman.

**EASTWOOD**—Hoyt W., operator of the Hollywood Theater, Gowanda, N. Y., for many years, February 16 in that city. Survived by his widow, Florence, and daughter, Marion. Burial in Pine Hill Cemetery, Gowanda, February 20.

**ECKER**—John J., 86, former stage carpenter who had toured with various road shows and circuses, March 1 in Christ Hospital, Cincinnati of complications resulting from a broken hip. In Cincinnati Ecker had worked at the Zoo Opera, the old Pike Opera House and at the Emery Auditorium. He had been a member of the Cincinnati Stage Employees Union, Local No. 5, for over 50 years. Burial in Spring Grove Cemetery, Cincinnati.

**FISHER**—Paul A., father of John Fisher, theatrical and night club press agent, February 25 at Detroit. His widow and four other children survive. Interment in Washington.

**FORTIER**—Herbert, 82, Shakespearean actor, February 1 at the Edward Forrest Home for Actors, Philadelphia. He acted on the stage and in motion pictures for 52 years before retiring in 1938. Services February 19 in Philadelphia, with burial in Toronto.

**GARRITY**—Harry J., 65, amateur show promoter and one-time manager of the Forrest Abbott Players of Lunenburg, Mass., March 1 in Fitchburg, Mass.

**GATTO**—Louis W., 74, father of Lawrence W. Gatto, secretary of *The Billboard*, February 24 at his home in Norwood, O., of a heart ailment. He also leaves his wife, Maggie Watson Gatto; two sons, Louis J. and Richard, and two daughters, Mrs. R. M. Dillhoff, and Mrs. L. G. Burwinkel, of

## THE FINAL CURTAIN

Pittsburgh. Burial in the new St. Joseph Cemetery, Cincinnati, March 3.

**GIBB**—John R., 65, father of the "Siamese" twins, Mary R. and Margaret S. Gibb, March 1 in Holyoke, Mass. At the age of 15 the twins joined the Keith vaude circuit and later traveled with the Cole Bros.-Clyde Beatty Circus and the Ringling circus. His widow, another daughter, a brother and two sisters survive.

**HEEBNER**—Flora, 31, wife of Walter S. Heebner, West Coast recording director for RCA Victor March 2 in Hollywood. She also leaves a daughter, Dorothy Services in Philadelphia March 8.

**HENDRICKS**—John B., 76, former actor and singer who had been on the stage over 40 years before his retirement in 1945, February 26 in Elizabeth, N. J. He appeared on Broadway and in road shows, musical comedies, revues and plays, often in association with De Wolf Hopper, George M. Cohan, Ernest Truex and Leon Errol. Making his debut in the 1890's in *Isle of Spice*, he later was starred in Gilbert and Sullivan operettas with the old Savage Opera Company. During the 1920's he left the stage temporarily to teach drama and voice. His daughter and brother survive.

ton play, *The Man on Horseback*. In 1908 Miss McCord appeared on Broadway in *Via Wireless*, and in 1919 she produced, under the banner of her own film company, *The Wild Fawn*. She also appeared in London and in later years taught dramatics. Her brother survives.

**McDONALD**—Benjamin A., 55, general sales manager of Westinghouse Radio Stations, Inc., March 2 in Philadelphia. He entered the radio field in 1930 and worked consecutively on sales staffs of WHAT, WLIT and WFIL before joining KYW in July, 1940. He became general sales manager of all Westinghouse stations in 1943. His widow and daughter survive.

**In memory of our friend**  
**J. J. PAGE**  
Who passed away  
March 5th, 1946  
**FRANK, DOT AND LARKIE**

**PALFI**—Jean (Janos), 54, director of music for the Rose Midget Troupe in vaude for 20 years, March 2 in New York. He was a member of the Dallas American Federation of Mu-

## ARTHUR ATWATER KENT

Arthur Atwater Kent, 75, retired radio manufacturer and sponsor of the Atwater Kent Foundation, died at his home in Bel-Air, near Hollywood, March 3.

Born in Burlington, Vt., Kent studied at Worcester Polytechnic Institute. After working as an electrical salesman, he started business in Philadelphia in 1902, making home telephone systems and later auto timers, ignition systems and switches. In 1912 he built his own factory, devoted entirely to making auto ignition systems.

Kent marketed one of the first vacuum tube radios, and five years after he had made his first radio, a five-tube affair, the millionth set was produced. He discontinued manufacturing in 1936 and sold part of his plant to General Motors for the Bendix Corporation and the remainder to the government for use by the Army Signal Corps.

In 1906 he married Mabel Lucas, of Philadelphia. They were divorced in 1938. She resides in Philadelphia.

Kent is credited with introducing many celebrities to radio and sponsored the *Atwater Kent Sunday Night Hour*, featuring the highest-paid grand opera and concert performers. He also established the Atwater Kent Auditions in which singers, aged 18 to 25, compete annually for \$22,000 in prizes. His home, Capo di Monte, was a tourist attraction, and last May he staged a party there for the National Association of Broadcasters.

Kent leaves two daughters, Mrs. William L. Van Alen and Mrs. Kent Catherwood, of Philadelphia, and two sons, Arthur Jr., of Philadelphia, and J. Prentiss, of New York.

**KALMAN**—Abraham, 59, concessionaire for 28 years, February 28 in North Bergen, N. J. His widow and daughter survive. Burial in Mount Ebron Cemetery, Flushing, L. I., N. Y.

**MATERA**—Orazio, 74, former musician with Creators' Band, which toured the United States, and a member of the Steel Pier orchestra in Atlantic City for many years, February 24 at his home in Philadelphia. He also played with Vassella's Band. His widow, Vincenzia, two sons and six daughters survive. Burial in Holy Cross Cemetery, Philadelphia, February 28.

**MAY**—Edward J., 73, retired vaudevillian and father of Marty May, comedian, February 28 in Hempstead, N. Y. He was a former manager of the Freeport (L. I.) Red Caps Baseball Club. He also leaves his wife, two other sons and a daughter.

**McCORD**—Vera, 72, former actress, March 3 in New York. She was James K. Hackett's leading lady in the production of the Booth Tarkington

play, *The Man on Horseback*. In 1908 Miss McCord appeared on Broadway in *Via Wireless*, and in 1919 she produced, under the banner of her own film company, *The Wild Fawn*. She also appeared in London and in later years taught dramatics. Her brother survives.

**PECK**—Marc S., 19, son of Mr. and Mrs. J. C. Peck, owners of the Rowena Theater, Fenton, Mich., February 27 of burns sustained in a dormitory fire at Kenyon College, Gambier, O.

**REES**—Teloi V. (Mrs. Violet Pederson), 39, former vaude dancer in the act Rees and Renard, February 18 in San Francisco of a heart ailment. Burial in Albion, Mich.

**REID**—Frederic S., 38, Circus Fans' Association member, February 19 in Springfield, Ill. His widow, two children and brother survive.

**ROSENHEIMER**—Mrs. Viola Jenny, 70, pianist, professionally known as Viola Jenny, February 27 at her home in Philadelphia. In recent years she taught music. A son survives. Services March 3 in Philadelphia, with burial in Glenwood Cemetery, Broomall, Pa.

**SPARKS**—Ida May, 80, mother of Owen C. Boggs, band leader and the last member of the original Sparks Family Circus & Vaudeville Company,

recently in Warsaw, Ind. The show, which debuted in 1832 in North Carolina, disbanded in 1902.

**SPRING**—Eddie, 68, former concessionaire with Dodson's World Fair, Beckman & Gerety and Folks Celebration shows, of injuries sustained in an auto accident in Weslaco, Tex., February 26 while playing a date there with the Bess Harris Show. He leaves a brother, Tony, of Folks Celebration Shows.

**IN LOVING MEMORY**  
Of our friend and former employer  
**RAY STECK**  
Who passed away March 11, 1948.  
**VIRGINIA & JACK BARNES**

**STORKS**—Henry W. (Bubbles), pianist with the Shufflin' Sam Minstrels and carnival trouper, February 6 in Moultrie, Ga. Burial in Columbia, Ga.

**TOWNE**—Charles H., 72, author and editor, February 28 in New York. Once editor of *Smart Set* magazine, he was well known in literary circles and authored many books. In the music field Towne collaborated on four song cycles, including *Five Little Japanese Songs* and *The Magic Case-ment*. He also worked with Deems Taylor on *The City of Joy*. He made an appearance in legit in 1940 with a road company of *Life With Father*. His sister survives.

**VARNUM**—Wayne, 36, recently head of the flack firm of Wayne Varnum Associates, and former publicity director of Columbia Records, Inc., March 1 in Bethesda, Md. Among the clients in his own company were Vaughn Monroe, Dick Jurgens, Larry Green and Beryl Davis. Varnum had been with *The Chicago Daily News* as radio commentator over station WMAQ, and later went to *The Des Moines Register & Tribune* in much the same capacity. His parents, daughter, brother and sister survive. Burial in Butler, Pa.

**WINSLETT**—W. G. (Little Tex the Cook), February 2 in Portland, Ore. He had toured with the Ringling and Cole circuses and the Archie Clark and West Coast shows. Survived by his widow, Marie, and a son, William.

**In memory of my loving wife**  
**AGNES**  
**"Gone, but not forgotten"**

MARCH 10, 1948

**A JOURNEY**

"I am going to take a trip,"  
said she,  
"Beyond the horizon that  
humans see."

"You won't be sad because  
it's true.  
You can think of me, I can  
think of you."

"The joy which together, we  
have had—  
Remains with us now  
to make us glad."

"If later on your journey  
my way,  
You'll find no night there—  
just one long day."

"There's beauty and health,  
abundant grace;  
Life, love eternal fill  
all space."

"A most wonderful thing  
as ever could be;  
God's there with you and  
He's here with me."

From lonely and lost husband  
**HARRY B. WHITE**

IN MEMORY OF OUR LOVED ONE  
**RAY STECK**  
March 11, '48  
A cherished smile and a heart of gold, and all who knew him  
well know how much we lost a year ago.  
**Wife, Hazel, and Son, Dwayne**

## Sacco Wins Chi Festival Talent Pact

CHICAGO, March 5. — Tommy Sacco, Chicago booker, announces he again has signed to furnish the midway and acts for the 12-day Italian festival here July 27 August 7, sponsored by 18 Catholic churches. Event will be spotted at Roosevelt Road and Cicero Avenue.

According to Sacco, last year's festival grossed over \$225,000, with the sponsors netting a profit of \$185,000. Proceeds go to a fund to build a home for the aged. Construction already has started, Sacco said.

Plans are to have a larger midway this year. Last year it had 15 rides, about 100 concessions and 4 high acts. Rev. Louis Donanza is general chairman.

Sacco also announced that his puzzle chart contest, which has been sent to almost everyone connected with outdoor show business, ends at midnight July 3. Replies, he said, will be checked according to postmarks. The correct answer bearing the earliest postmark will receive first prize. In case of a tie, duplicate awards will be made.

Prizes include a portable typewriter, combination radio-phonograph and an electric shaver.

## Ops Jam 1st Annual Irish Trade Show

DUBLIN, March 5.—The 10-day trade show of amusement equipment and devices held here last month attracted a large number of park and outdoor showmen. Show, which is to be an annual event, was the first of its kind held in Ireland and was organized by Jack Kirkham, managing director of the H. & K. Equipment Supply Co., Ltd., here.

Among important British firms exhibiting at the show were the Supercar Company, of Coventry, makers of auto scooters; Whittaker Bros., of Oldham, replacements for Dodgem cars; Speedings, Ltd., of Sunderland, tents and canopies; Commercial Engineering Company, Leeds, Diesel engines, and Ruffler & Walker, London, automatic fruit and candy floss machines. There were also numerous firms exhibiting varied lines of carnival and park supplies and games of various types.

## Propose Festival For L. A. Coliseum

LOS ANGELES, March 5.—A proposal to stage a Pan-American festival in the Coliseum in September has been advanced by Supervisor Raymond V. Darby, president of the County Centennial Corporation. Plan is to call on the Coliseum commission to appropriate \$50,000 of its funds to help finance the celebration.

Members of the centennial group sponsoring the project include Otto K. Olesen, attorney Joseph Scott, Mrs. Leland Atherton Irish and Grace Stoermer.

## St. Pete Event Draws 28,000

ST. PETERSBURG, Fla., March 5.—Staged under perfect weather conditions, the St. Petersburg Colored Festival, which closed February 26, drew about 28,000 paid admissions and was called an outstanding success by J. E. Moloney, commander of the sponsoring Post 39, Veterans of Foreign Wars. Fred Cantrell's L. & C. Shows were on the midway and gave good co-operation, said Moloney. Negotiations are under way to book the shows for the 1950 event.

## Brownsville Bell-Ringer:

# Long on Color, Charro Days Click; Scattered Locations Seen as Only Fiesta Blemish

By Frank B. Joerling

BROWNSVILLE, Tex., March 5.—The inclination of your observer at the Charro Days Fiesta here, February 24-27, is to wax lyrical about the color, charm and gayety of the event which, since inception 12 years ago, has taken a firmer hold each year upon the Southwest and a mounting number of visitors, many from distant points. The fiesta, indeed, colorfully reflects the Spanish flavor which abounds in the Brownsville-Matamoros region. Costume balls, parades, almost continuous street dancing, the music of mariachis (strolling troubadours), and many special events blend into the delightful program.

This year, the fiesta committee, headed by Wayne Lewis, president; H. C. (Lefty) Appleton, vice-president, and John Hunter, chairman of the amusement and concession section, provided a strong array of imported attractions to supplement local features.

### Events Spotted Far Apart

The one drawback, however, was the spotting of events and features separately over a wide area, thus making it difficult to take in all of them. To illustrate, a distance of some nine and a half miles constitutes the route which must be followed to visit the various locations.

The rodeo, for example, was held three miles from the Xochimilco Floating Gardens, which in turn is three miles from the carnival grounds, the nightly grand ball and the barn dance, and these were situated two miles from the Indian-Mexican village and the downtown activities, such as street dancing, art and other exhibitions, concessions and attractions.

A concentration of most of the fiesta (Brownsville's Charro on page 67)

## NY Sports Show In Click Run

NEW YORK, March 5. — Despite upsets in the commodity market and employment lags in some sectors of the country, the sportsman's dollar is just as big as ever and he's just about as free with it, according to the management of the National Sportsmen's Show which closed its nine-day run in Grand Central Palace last Sunday (27) night.

Campbell-Fairbanks Expositions, Inc., sponsors of the National Sportsmen's Show, the New England Sportsmen's and Boat Show, staged in Boston, the Detroit Congress Sportsmen's and Boat Show and the Buffalo Sportsmen's and Boat Show, report bigger gates than ever during their run in Boston, February 5-13.

For New York, the only other one of their 1949 shows to be completed so far, they report a drop of from 10 to 12 per cent below last year, still (See N. Y. Sports Show on page 65)

## Recent Lawsuits Reviewed:

# Important Decisions Briefed As Service to Outdoor Showbiz

By Leo T. Parker

(Recently, the higher courts rendered several outstanding decisions likely to assist owners and officials of circuses, carnivals, traveling shows, amusement parks, fairs and other places of amusement to avoid legal controversies. Not a few of these citations may be used advantageously to win unavoidable law suits.

(To provide an easy-to-understand briefing of these decisions, The Billboard, as a trade service to outdoor show business, engaged Leo T. Parker, an attorney at law specializing in the briefing of outdoor showbiz cases, to compile a review of recent important cases. This is the first of a series of three reviews.)

FIRST, it is important to know that modern higher courts consistently hold that the owners and operators of places of amusements must use "reasonable and ordinary" care to safeguard patrons against injuries. Failure to do so will result in heavy damage allowance. According to a recent higher court, failure of a proprietor to supply guards or supervisors at a dangerous location is negligence which results in liability. See the late and leading case of Ephremian v. Sholes, 52 Atl. (2d) 425. Here a girl went to a skating rink, bought a ticket and skated until a specialty

(See Important Decisions on page 74)

## No Carnie, No Fire Chief

VAN BUREN, Me., March 5.—Wilfred Vaillancourt, chief of the Van Buren Fire Department, felt strongly about city council's refusal to grant Granite State Shows a license to play Van Buren the week of July 4 under auspices of the local department.

First he made a personal canvass of townspeople and found the majority in favor of circuses and carnivals for Van Buren. Then he asked council to reverse its decision in view of public sentiment. When the council refused, Chief Vaillancourt tendered his resignation to Town Manager Archer Scribner.

Last year the council refused to grant permits to both carnivals and circuses to play Van Buren.

# European Acts Drop Below Prewar Scope

## Top Talent Scarce

PARIS, March 5.—The Cirque Medrano and the Cirque D'Hiver are in the second halves of their winter seasons. Altho some top-notch acts have appeared at both houses, the general quality of their programs has been below prewar standards. This undoubtedly has been due to the dearth of good circus acts available in Paris as Cirque Medrano has spent considerable money bringing in good vaudeville or revue talent, such as the Nicholas Brothers, dancers, and Eddy Gordon and Nancy, comedy bike act, to bolster up modest circus bills. Medrano has, of course, presented some good circus turns this season, in particular the popular Fratellini Trio of clowns, who have been retained for the entire season.

Cirque d'Hiver, under the management of the tent circus operators, the Bougliones, also has gone in heavily for good clown talent and has built its programs around the joeys and Bouglione animal acts. An exceptionally good act recently billed at this circus was the Idalys, novelty aerial act, which recently returned from American tours with the Ringling-Barnum and Hamid-Morton circuses.

Another recent Ringling act which has returned to Europe is the Three Reverhos, whose juggling on the wire was a novelty with the Big One in 1947. The act is currently with the Knie Brothers Swiss National Circus, which is being presented at the Cirque Royal in Brussels by Frans Mikkenie, Dutch circus operator.

An unusual aspect of the current bill at the big Cirque Royal (indoor arena) is that no fewer than four of Europe's best known circus families are represented on the program. Top circus dynasty of Switzerland, the Knie family, is represented by Rolf Knie, who handles two elephant numbers; the Houcke-Rancy clan of France have Maurice Houcke as equestrian director and Gilbert Houcke with his Bengal tigers; from Holland there is Mme. Vicky Mikkenie, wife of Frans Mikkenie, the Dutch circus tycoon, who puts her Liberty horses thru their paces, and Vicky Brown, son of De'Jonghe, top Belgian circus owner, offers a comedy acro number.

Other good acts on the bill are the Two Clerans, trapeze; 12 Wazzans, Arab tumblers; Sereno Sisters, tap (See Top Acts Scare on page 72)

## Dr. Blair, Bronx Zoo Director, Dies

NEW YORK, March 5.—Dr. Reid Blair, 74, renowned zoologist, 14 years director of the New York Zoological Society's Bronx Zoo, and an author of animal books, succumbed to a heart attack at St. Luke's Hospital, New York, Monday (1).

Dr. Blair retired as director of the Bronx Zoo in 1940 after 46 years service there, starting in 1902 when he joined the staff as veterinarian and pathologist. In 1922 he became assistant director under the late Dr. William T. Hornaday, whom he succeeded in 1926.

Dr. Blair was primarily interested in the scientific aspects of his work and gained world-wide renown for his studies and writings on the diseases and care of animals. Among his best-known books were Diseases (See Dr. Blair on page 67)



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**Close-Ups:**

**Brooklyn-Born Eddie Burke Put Showmanship Into Western Fairs**

By Dean Owen

(This is another in a series of little-known facts about people prominent in outdoor show business.)

**T**O BROOKLYN-BORN Edwin Lewis Burke, president of the San Francisco Chapter of the Show Folks of America, belongs the distinction of pioneering in the sale of showmanship to Western fairs. And, the remarkable growth of fairs west of the Rockies testifies to the persuasiveness, perseverance and soundness of the genial booker who operates as the Eddie Burke Attractions.

It was only after a solid grounding in virtually every phase of show business that Eddie turned booker. There were, to be sure, some brief excursions into other fields—during World War II, when he served as colonel in the OSS, and immediately after his college graduation, when he worked as an electrical engineer.

Born in 1890, the show bug got him at the age of 8. Then he became a boy soprano at New York's famed Tony Pastor's and from that time on, excluding only short and few interludes, show business claimed him.

While his parents were not show people, they had a certain tolerance for his early zeal and voiced no protest when he worked for Pastor, and later, at the age of 10, recorded his voice on Mr. Edison's cylinders, at the insistence of Len Spencer, the Sinatra of his day.

**Show Biz Plus Three R's**

But education became a prime necessity and Eddie's father, a retired Brooklyn fire battalion chief, insisted that show business would have to be supplanted by the three R's. Even so, there was time for theatrical appearances during vacation with Blaney's melodramas in such plays as *Rags to Riches*, *Chinatown Charlie*, and *Bertha, the Sewing Machine Girl*.

From there it was only a short jump to a job in stock with Corse Payton at Payton's Theater, Brooklyn. Later, Eddie played the Lyceum circuit as singer, but it wasn't until his 16th birthday that he summoned enough courage to display his talent at the piano. Even tho he had been studying the instrument since he was 7, he had a few bad moments when he appeared with the Rathskeller Trio in 1909. Whatever stage fright he might have experienced at the keyboard soon vanished, and it was a good thing,

(See Brooklyn-Born on page 77)

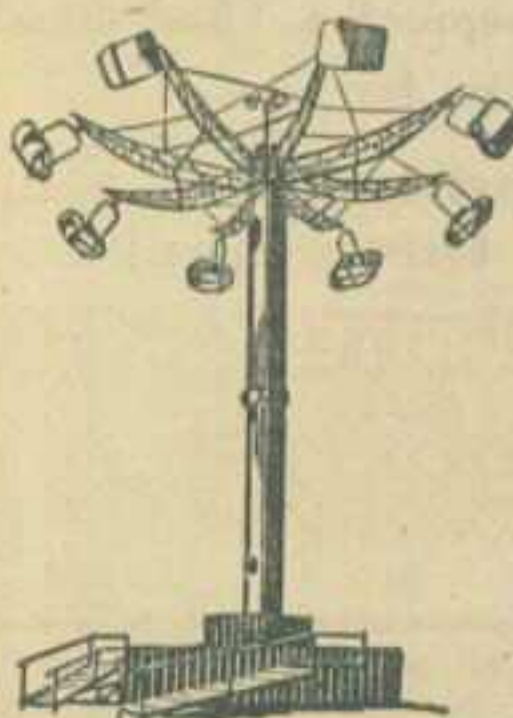


EDDIE BURKE

**Van Ostrand Re-Elected**  
CALGARY, Alta., March 5.—A. M. Van Ostrand was re-elected president of Calgary Zoological Society, with J. E. Jeffries and Dr. George R. Johnson vice-presidents, and V. W. Brown secretary-treasurer.

**Surpasses All Others**

The **HI-BALL** Ride Is Tops



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THRILL • FLASH  
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CHAIR PLANE SWINGS**

16 and 24 seats, 16, 18, 22 Ft. Towers.  
Le Roi Power Units.  
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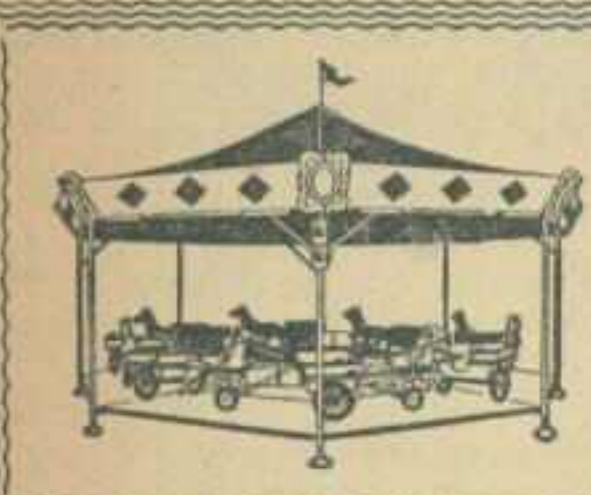
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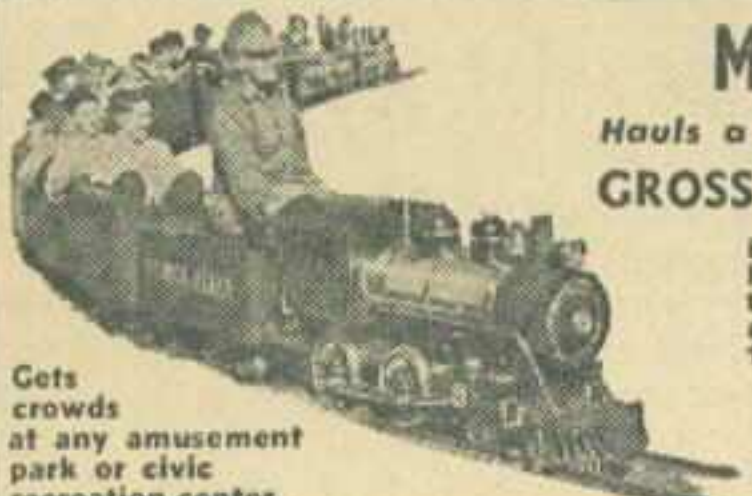
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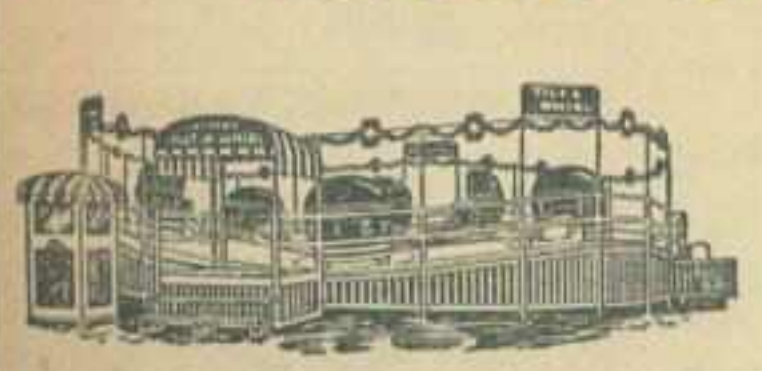
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## Mobile Mardi Gras In Successful Run

MOBILE, Ala., March 5.—Despite much inclement weather, this city's annual six-day Mardi Gras proved a successful venture for the local show-folk colony and over 100 out-of-town concessionaires making the event. Celebration, which ended Tuesday (1), was marred by heavy rains Thursday (24) and Saturday (26), forcing postponement of two parades and the sharp curtailment of a third. The Mystics of Time Society injected a new idea in torchlight parades Tuesday night by heading theirs with a fire-breathing serpent, 100 feet long, the idea originating with Leonard Hardy, local auto dealer.

Al Wagner's Cavalcade of Amusements furnished three rides for the Knights of Columbus part of the celebration, while Joe Karr had his Ferris Wheel on a lot near the Greyhound Bus Depot along with several concessions and a big snake exhibit.

In addition, about 75 novelty salesmen were scattered along the different parade routes and they, following a State ruling established two years ago, had to pay a heavy State license. War veterans, however, were exempt from paying State and county licenses, as were salesmen who sold peanuts exclusively.

Police officials estimated that nearly 100,000 people lined various routes Tuesday to watch the six parades held that day.

## Bridgeport Okays 5G For Barnum Cele Nut

BRIDGEPORT, Conn., March 5.—An initial appropriation of \$5,000 for general expenses in connection with the promotion of a week-long celebration honoring P. T. Barnum, which is tentatively slated for the middle of June, has been granted by the city.

Ringling circus officials have agreed to stage the Big Show here during the final two days of the celebration and also to put on an old-time street parade.

Other activities tentatively scheduled include street parades, fireworks, Jenny Lind singing contest, a sea and air day, pageants, home products show, and a costume ball, with all New England governors as guests.

Mayor Jasper McLevy has appointed 100 prominent residents to a general committee. J. William Hope is general chairman and Herman W. Steinkraus honorary chairman.

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P-62	Round End. Orange-White and Narrow Blue Stripe	\$167.00
P-79	Hip Roof. 8-oz. Olive Drab Duck	180.00
P-94	Hip Roof. Woven Duck Orange and Blue	180.00
P-96	Hip Roof. Woven Duck Brown and Khaki	180.00
P-97	Hip Roof. Woven Duck Brown and Khaki	180.00

### 30 x 50 Tents

J-50	Hip Roof. 10-oz. Khaki	\$150.00
N-55	Round End. 8-oz. W. P. Khaki Drill	120.00
N-57	Round End. 8-oz. W. P. Khaki Drill	120.00
L-5	Hip Roof	150.00
L-6	Hip Roof	150.00
B1-56	1-End Cable. 8-oz. Black Duck	180.00

### 16 x 24 Tent

1609	Hip Roof. Army Khaki Duck	\$ 39.00
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### 16 x 64 Tent

1637	1-End Hip } 12.4-oz. Khaki	\$105.00
	1-End Cable }	

### 20 x 40 Tents

J-125	Hip Roof. 12-oz. White	\$ 80.00
J-2	Hip Roof. 12-oz. White	80.00
J-6	Hip Roof. 12-oz. White	80.00
J-8	Hip Roof. 12-oz. White	80.00

### 20 x 38' 6" Tent

J-13	Hip Roof. 4-Bar Brown on White Painted	\$ 75.80
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Out in the Open

Joe Colihan, co-manager of Excelsior Park, Excelsior, Minn., is back on the job after a Florida vacation. On his trip he visited with John Romas, concessionaire at Fort Myers Beach, Fla., the L. K. Chrisman family, Riverview Beach Park, Pennsville, N. J., who also were Florida visitors; the Fred Pearce Sr. family at Fort Lauderdale Beach, and with the Fred Pearce Jr. family at Coconut Grove, Fla.

planned to Tampa winter quarters before proceeding to his Miami home.

J. C. McCaffery, Hennes Bros.' Shows general agent and exec in the Amusement Corporation of America, made a stop-over last week at Hennes' Hot Springs quarters, enroute from his Chicago headquarters to his winter home in Miami. . . . The address, 203 North Wabash Street, Chicago, will become increasingly important in outdoor show business starting May 1. Then several offices now housed in the Ashland Building will be shifted to that address. Among those to move are the Polack Bros.' Circus, J. C. McCaffery, Ethel Robinson and Ernie Young. The Ashland Building, long a Chicago landmark, is to be razed preparatory to the erection of a huge bus terminal.

Ned E. Torti, of the Wisconsin Deluxe Company, Milwaukee, was in Chicago recently and enthused about the plan he, as chairman of the ways and means committee of the Showmen's League of America, is introducing to raise funds for the club. Tin cans, labeled attractively and clearly setting forth the purposes for which the funds are being raised, are being distributed to club members. Many of these will be spotted in show cookhouses and other spots where outdoor showmen gather. It will be up to the individual only to contribute under this method, Torti pointed out, with no dunning to be used.

Domenic Giuliani, formerly with the G. & G. Art Supply, has taken over the Detroit Art Industries, carnival supply firm, from Leo Benvenuti and Robert Moers. . . . Pat Rose King, wife of Louis (Dada), World of Mirth Shows concessions secretary, and Roberta Kessler have opened a women's specialty shop in New York. . . . Mr. and Mrs. Walter Stebbins will spend the last two weeks of this month in Florida. He is the head of Stebbins Speedways. . . . Joe Casper, former carnival show op, is now associated with the Million Dollar Pier, Atlantic City.

4 Hudson Day Line Boats Bring 500G; Funspots Retained

NEW YORK, March 5.—Stockholders of the Hudson River Day Line approved, on Wednesday (2), the sale of four of the line's excursion steamers and dock facilities at Newburgh and Poughkeepsie. New owner is George Sanders, operator of the Sutton Line, running excursion service between New York and Bear Mountain. Price was about \$500,000, with the purchaser to put up \$150,000 in cash and assume mortgages totaling \$332,000. Other items brought the total price close to the \$500,000 mark.

The deal does not include the Day Line's recreation parks at Indian Point and Kingston Point, nor docks and installation at Catskill, Hudson and Albany, which are still on the market.

Sutton Line will operate the four boats—Hendrick Hudson, Robert Fulton, Alexander Hamilton and Peter Stuyvesant—which have a combined passenger capacity of 13,000—only as far as Poughkeepsie, with stops at West 125th Street, Yonkers, Bear Mountain, West Point and Newburgh.

Decreasing business, climaxed by a net loss of \$171,202 last year, caused the 85-year-old Day Line to announce its plans to go out of business last November. Company was headed by Alfred V. S. Olcott, descendant of the founder of the line, who became its president in 1909.



HARRY (BINGO) BERNSTEIN, concessionaire on Polack Bros.' Western Unit, and his bride, the former Mildred Leabrov, non-pro, were photographed as they cut their wedding cake Tuesday (1) at the Medinah Shrine Temple following their marriage in Sholom Temple, Chicago. Members of all departments of the Polack Western Unit were guests at the reception.

Swiss Mardi Gras Preems At 4 A.M.; Lasts 3 Days

BASLE, Switzerland, March 5.—While most countries wound up their pre-Lenten fun seasons with Mardi Gras festivities last Tuesday (1) this industrial city of Switzerland, predominantly Protestant, starts off its annual carnival season Monday (7) when the Basle Carnival gets "drummed" in at 4 a.m. by the combined thumping of 28 well-trained drum corps.

Members of the drum clubs, which also include fifers, are gayly costumed and each group is preceded by four motley jesters carrying illuminated banners kidding local politicians. All local officials and prominent personalities disguise themselves during the carnival period, which lasts only three days, because any one who recognizes them is at liberty to bawl them out to a fare-thee-well, and usually does.

This free speech feature of the Basle Carnival, which dates back to the 13th century, is seldom abused and is over-shadowed by the parades, dinners and balls which occupy most of the three-day festival period.



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**Talent Topics**

Kriel Family of circus acts again will be with the Kelly-Miller Circus until the fair season opens. They have 12 weeks of fair dates for the DeWaldo Agency. The three Kriel kids will present their acro and contortion turns and **Lowell (Pop) Kriel** will do come-in and clown in the grandstand. . . . **Duke Del Rio**, who will have the Side Show on Capell Bros.' Shows this season, has been presenting his impalement act on the Blue & White Shows this spring. He's featuring three-year-old **Kathleen Del Rio** against the knife board.

**Nesta Diacoff** suffered cuts and bruises and her mother, **Flo**, escaped with bruises, while performing their bicycle act in the Chicago Amphitheater at the annual Outdoor Show there. Act is billed as the Three Diacoffs and is a mother and two-daughter affair. . . . **Dolly Jacobs** recently flew to Indianapolis to be with her son, **Punch**, who underwent an appendectomy. . . . **Jimmy Armstrong**, clown, was a recent visitor in **Hugo, Okla.** . . . **Emmett Kelly** reports a successful winter playing niteries, booked thru the Frank Sennes office. On his closing night at the **Kin Wa Lo Club, Toledo**, the art staffs of the newspapers presented him with a pen and ink

drawing by leading Toledo artists. **Francis and Lotti Brunn**, a juggling act, were with Kelly on most of the bookings. Kelly will be with R-B this season, his eighth on the Big Show.

Annual circus-type program tossed by the Knights of Ak-Sar-Ben, Omaha, primarily for the membership is to be held July 19-21, with **Ernie Young**, Chicago booker, signed to provide nine acts. These are **Sonny Moore and His Dogs**, the **Five Berrys**, skating; **Egony Trio**, three-person trampoline; **Emil and Evelyn**, teeterboard; **Francisco and Delores**, perch; **Jack Meyand and Company**, unicycle; **Novak and Fay**, comedy knockabout; the **Novellos**, unsupported ladder, and the **Mariannas**, high act. The Ak-Sar-Ben event this year will be tied in with the Nebraska American Legion convention.

The **Flying Behees** recently in at **White Bros.' Orange Avenue Trailer Park, Sarasota**, from Cuba, where they played six weeks. They will continue to stay at that park until time to go out with the **Ringling-Barnum** circus. Also at the same trailer park are **Ivanoff**, who has built a new act with new rigging; the **Chambertys**, who will start north in the near future; **Ira Millette**, who is painting his props and shaping up for the opening of the Ringling show, and **Elaine Malloy**, who also is readying for the approaching season. The White brothers have signed to play fairs this year for the **Gus Sun Agency**.

**Capt. Roy Simms** is building a triangular rigging at **Denard, Ark.**, where he has a 10-acre tract. . . . The **Melzoras** are to come out this year with a new act which will combine flying and casting. A new rigging, which features a red, white and blue color scheme, has been completed at their **Saginaw, Mich.**, quarters. . . . **Bert and Corinne Dearo**, slack wire, played the **Palace Theater, Rockford, Ill.**, March 4-6. They join the **Orrin Davenport Circus** in **St. Paul, March 14**.

The **Rudells**, trampoline trio, are in the stage show at the **Roxy, New York**, while the English skate star, **Cecilia Colledge**, heads the ice show at that flicker palace. . . . **Renald and Rudy**, hand-to-hand balancers, working in the stage production at **New York's Radio City Music Hall**. . . . **Skating Macks** on the week-end vaude bill at the **Jamaica (Long Island) Theater**. . . . The **Three Margas**, fem aerialists from **Frankfort, Germany**, recently arrived in **Sarasota** to join the **Ringling-Barnum** circus. Girl trio is managed by **Freddy Feindt**, brother of **Cilly Feindt**, high school rider with the Big Show. . . . The **Erwingos**, aerialists, are building a home in **Sarasota**.

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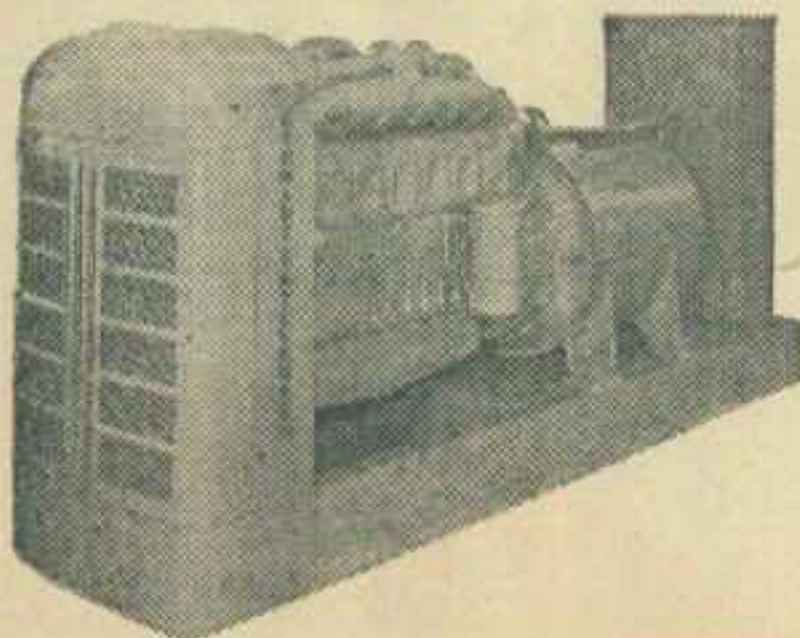
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LONG BEACH, Calif., March 5.—Wesley Dickinson, curator of the Grace Wylie Zoo, passing out the stogies in honor of quadruplets presented the zoo by a deadly 18-inch Australian black snake last Thursday (24).

New arrivals, about the size of a kitchen match, with pink bellies and blue backs, were a surprise to Director Dickinson, who believes this is the first time snakelets of this species have been born in captivity. Furthermore, mama snake came to the zoo, from Australia, only three months ago, unaccompanied by any better half and with no excess baggage listed on the manifest.

*Light. Mister?*

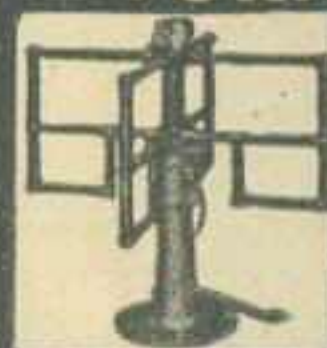


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Pennies Would Do Trick:

Lamont Says Circus Could Be Brought to Crippled Children

CHICAGO, March 5. — Arthur George (Bozo the Clown) Lamont garnered space in Iowa papers recently with his idea to bring the circus to crippled children and otherwise incapacitated children thruout the country.

Lamont's idea is to organize an act consisting of 10 clowns who would be transported by a specially constructed bus. The troupe would travel to

children's institutions thruout the 48 States. Eventually, he says, the clowns would appear before children in all 1,151 institutions that provide homes for physically handicapped children and orphans.

Financing Plan

Financing of the troupe would be obtained thru school children by asking each pupil in the U. S. for just one penny, Bozo said.

"There are 20,000,000 school kids in the country. If each would give a penny a year, that would mean \$200,000. That amount is enough to keep the show going two years," Lamont told an Iowa newspaperman.

A board of directors, consisting of a minister, priest, rabbi, lawyer and banker would be set up to handle the funds, according to Lamont. Any bank, he said, could handle the funds. About \$2,000 a week in expenses would be mailed to the troupe on the road—to the nearest bank on the route.

Lamont claims he has approached other clowns with his idea and already has 10 ready to join.

Propose Four Calif. Centennial Festivals

PLACERVILLE, Calif., March 5.—A plan to stage four separate festivals thruout the summer, in place of one major celebration, is being mulled by the County Centennials Committee, it was reported.

The proposal, sponsored by State Sen. H. E. Dillinger, would call for a celebration in June under the auspices of the El Dorado County Sheriff's Posse; a festival in July in Coloma, a third in August in Georgetown and a fourth in conjunction with the El Dorado County Fair in September.

The Sheriff's Posse Celebration is slated to open at the south end of Lake Tahoe June 5 and move down the American River in a covered wagon caravan, arriving in Placerville June 11 for a parade in connection with a horse show and rodeo.

N. Y. SPORTS SHOW

(Continued from page 59) giving them in the neighborhood of 200,000 patrons for the nine days.

With dealers, manufacturers and exhibitors, this year's New York show made a decided hit. It was run without an iota of midway and the space gained thereby went into longer and wider aisles for public easement, an improvement over 1948.

Most of the exhibitors reported surprisingly good business, considerably ahead of last year in many cases. While many reported more sales than in the 1948 show, they said their customers seemed more particular and inquired more closely as to prices.

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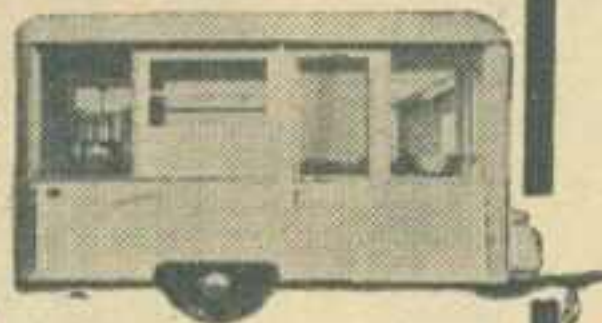
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## Pa. Senator Asks Tougher Penalties For B.-L. Violators

HARRISBURG, Pa., March 5.—A bill authorizing the State to snatch gross gate receipts at any Sunday entertainment or sports event not specifically legalized in Pennsylvania has been introduced in the State Senate.

Sponsored by Sen. George N. Wade, Cumberland County Republican, the measure also increased the fine for blue law violators from \$4 to \$100 and the alternative jail sentence from six to 30 days.

Sunday sports and entertainment, except musical concerts and tennis, are illegal in Pennsylvania unless approved in each community by local option voting.

Auto racing would be one of the major events hit by the bill.

Senator Wade declined to comment on the bill's relation to a political fight during which he crossed swords with Roy E. Richwine, operator of Williams Grove Speedway, Mechanicsburg—in the heart of Wade's senatorial district.

## Blevins Sets Up New Dallas Office

NASHVILLE, March 5.—Blevins Popcorn Company, Inc., has set up a new Southwest regional office and showroom in Dallas, Jim Blevins said here this week. The new layout, under management of Miss Billie Robinson, is located in the Interstate-Trinity Warehouse Building there.

Blevins said that all popcorn and concession equipment and supplies that were awarded the A. W. Ketchum trophy at the NAAPPB Chicago meetings the past two years are stocked and on display at the new office. Firm also operates offices in Atlanta and Arcanum, O.



## Winter Fairs

### CALIFORNIA

San Bernardino—National Orange Show. March 10-20. R. Z. Smith Box 39.

### FLORIDA

Cocoa—Indian River Orange Jubilee. March 9-12. Mrs. Marlon Oxford. Chamber of Commerce.  
Daytona Beach—Halifax Fair. March 3-12.  
Kustis—Florida Sportsman's Expo.—Lake Co. Fair. March 14-19. Karl Lehmann, Tavares, Fla.

Fort Lauderdale—Broward Co. Fair. March 15-20. Jack W. Finch.  
Miami—Dade Co. Fair. March 4-13. Robert C. Booth. 471 N. W. 1st St.  
Palmetto—Manatee Co. Fair. Week of March 7.  
Sanford—Seminole Co. Fair. Week of March 21.

## What, No Stogies?

NEW YORK, March 5.—Norman Bel Geddes, whose Futurama and other spectacular attractions were top features of the New York World's Fair, has glamorized the lowly midway high-striker and thrill-seekers will get a chance, at a price, to try it out at the Bock Beer Festival at the 165th Armory Wednesday (9), for the benefit of the American Red Cross.

The Bel Geddes' strength-tester will operate along traditional high-striker lines but instead of the amateur Samsons swinging for a nickel cigar, all of those capable of getting the puck up the wire to any of the sections marked off on the striker will wind up with a dazzling model as partner for the next dance. Cuties, seated at various levels, drop down via an elevator when the puck ends its ascent at their level. Garçon, a bottle of liniment, quick!

## Amazing New Improved ROOT BEER BARREL DISPENSER



Draws any size drink without turning off handle. 15 drinks per minute. Especially made for fast service at amusement parks, skating rinks, drive-in stands, fairs, carnivals. Automatically mixes perfect drink. A complete soda fountain built into a barrel. 4-cent profit on each 5-cent sale. Write now for prices and literature.

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4-p. Goodfish Pamphlet, 8 1/2" x 11", 12 Signs.  
Any Quantity Each 1 1/2¢  
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 p., 7x10. Contains all 12 Analyses. Very Well Written. \$5.00 per 100. Sample 10¢  
FORECAST AND ANALYSIS, 10 p. Paper Covers, Ea. 5¢  
Samples of each of the above 4 items for... 25¢  
No. 1 45 Pages, Assorted Color Covers... 50¢

## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy  
120 Dreams, Bound in Heavy Gold Paper  
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HOW TO WIN AT ANY KIND OF SPECULATION 24 p., Well Panned 5 1/2" x 11" 25¢  
PACK OF 70 EGYPTIAN F. T. CARDS.  
Answers All Questions Lucky Numbers, etc. 50¢  
Signs Cards, Illustrated, Pack of 30 15¢  
Graphology Charts, 9x17, 5c. Per 100 \$7.50  
MENTAL TELEPATHY, Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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No. 1 Cards, heavy white, black back, 5 1/4 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 85 cards, \$3.50. 50 cards, \$4.75 cards, \$4.50; 100 cards \$5.50. All cards from 100 to 3000 @ \$5.00 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1. Printed Tally Card 15¢. Colored Heavy Cards, \$3. same weight as #1 in Green, Red, Yellow @ \$3. (see 100 DOUBLE Cards, No. 1 size, 5 1/4 x 7 1/4 10¢ each.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. For set of 100 cards, tally card, calling markers, \$3.50.

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White, Green, Yellow, Black on White, postcard thickness. Can be retained or discarded. 3,000 size 5x7 (see 100 \$1.25. In lots of 1,000, \$1.00 per 100. Calling markers, extra, 50¢. Ping Pong Balls, numbered 2 sides \$30.00. Replacement, Numbered Balls, Ea. . . . \$5. 3,000 Jack Pot Bingo (strips of 7 numbers) per 1,000 \$1.25. M. W. Cards 5x7 White, Green, Red, Yellow, per 100 \$2.00. 3,000 Small Thin Brownie Bingo Sheets, 5 colors, loose only, no pads. Size 4-5 M \$1.50. 3,000 Featherweight Bingo Sheets, large size, 5 1/4 x 7 1/4, 5 colors, loose, no pads \$1.75. Ads Display Posters, size 24x36. Each \$1.00. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball markers, Master Board: 3 prove outfit or \$15.00. Thin Transp Plastic Markers, 8 1/2 M \$1.00. Red or Green Plastic Markers, 4 Square, Round or Oval, \$2.50 M; 1/4 the size \$2.00 M.

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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## Brownsville's Charro Days Fiesta in Successful Run

(Continued from page 59)

activities into one area would prove a boon to the event. Fortunately, such a possibility for the future exists. The Fort Browns grounds, a spacious, level area formerly used as an army site and offering huge buildings capable of housing many exhibits and events, is only a few blocks from the downtown district.

The Fort Browns site would be ideal, not only because of its location and because of its facilities but also because of its beautiful lake and a canal which enhances its desirability.

Your observer pointed out to the fiesta committee that the site is a natural for the annual event, suggesting that if at all possible the committee would do well to obtain use of the site. If such a change were effected, the event might well prove one of the top money-making celebrations in the country. Too, the fiesta's value as a lure to visitors from beyond the Southwest would be increased greatly.

The Charro Days Fiesta program this year teed off at 9 a.m., Thursday (24), when several hundred mariachis assembled at the Matamoros Plaza to cross the bridge to Brownsville, after which they paraded to the main bandstand to be greeted officially by A. A. (Daddy) Hargrove, with his celebrated "Grito" yell which was echoed thruout the city by celebrants.

Official greeting by Hargrove signaled the beginning of four days and nights of merry-making, with what seemed to be the entire Rio Grande Valley getting into the act.

One of the touches that annually marks the fiesta is the beard-growing contest among local business men. Beginning January 1, participants shunned razors and at fiesta-time they sported heavy hirsute adornments.

Downtown streets were blocked for the fiesta's full run to permit continual street dancing, with music provided by many groups of mariachis. A mammoth street parade was held daily, and Saturday (26) two parades were held, one in the afternoon, the other at night.

Nightly attraction at the Charro Days Ball was Carlos Molina and his ork, with an elaborate floorshow which featured Tito Guizo. Tickets for these went at \$8.40 per.

A rodeo billed as Gene Autry's World's Championship Rodeo, without Gene, was presented three nights and as many afternoons in New Lion's Park, with \$3.80 as the top admission price. Presented in front of a recently built grandstand, the rodeo played to only fair crowds, inclement weather combining with a poor location to hurt the gate. The rodeo, which was under the direction of Everett Colburn, paid out \$7,500 in prizes.

Top money winners included: Steve Hancock, Phoenix, Ariz.; Gerald Roberts, Strong City, Kan.; Toots Mansfield, Big Springs, Tex.; Sonny Tureman, John Day, Ore.; Shoat Webster, Nowata, Okla.; Bill Hancock, Ozark, Ark.; Ross Martin, Uvalde, Tex.; Pete Yancey, Wichita

### DR. BLAIR DIES

(Continued from page 59)

of Wild Animals in Confinement, which became a zoo keepers' guide, and In the Zoo, a more popular volume.

Despite his concentration on the scientific side of his job, Dr. Blair made the Bronx Zoo one of New York's most popular outdoor spots thru the modern methods of displaying the zoo's inmates, in particular the creation of the zoo's big African Plain, where jungle and desert animals were exhibited in natural habitats and comparative freedom, as well as the installation of special sections devoted to baby animals and barnyard stock, which proved a magnet for the younger set.

Falls, Tex.; Jake Monroe, Clarksville, Tex.; Clayton Hill, Canadian, Tex.; Pete Grump, Ada, Okla., and Buck Rutherford, Nowata, Okla.

Two days of midget auto races were skedded at St. Joseph's Park but one was rained out.

The American Midway Shows were in for an extended stand, February 19-27, which spanned the run of the fiesta. Owner Don Brashear reported the gross topped any previous year.

### Some Drinking!

SACRAMENTO, March 5.—California State Fair patrons consumed 8,164 gallons of orange juice during the 11-day run in '48. Secretary - Manager Ned Gree. reported recently to the board of directors. The breakdown showed that the juice, which retailed at a 10-cent average for 5 1/2-ounce drink, grossed \$19,000 for concessions. The report was drawn up in figuring concession space rentals for this year's fair will close March 13.

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**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute—Draws delicious solid drink with slight amount of foam when handle is turned to one side, and a creamy drink when turned to other side.

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- American Eagle: Sumner, Miss., 12-19.
- B. & H. Am. Co.: Sumter, S. C.
- Big State Am. Co.: Killeen, Tex.
- Blatany, Leo: Cocoa, Fla.; Punta Gorda 14-19.
- Blue & White: Nixon, Tex.
- Bohn & Sons United: Rayville, La.
- Burke, Harry: Port Allen, La., 12-19.
- Capital City: Fitzgerald, Ga.
- Crafts 20 Big: (Orange Show) San Bernardino, Calif., 10-20.
- Craig's Heart of Texas: Brownwood, Tex., 12-19.
- Crescent Am. Co.: Lufkin, Tex.; Carthage 14-19.
- Denton, Johnny J.: Gainesville, Ga.
- Dickerson: Woodbine, Ga.
- Dixieland: Humphrey, Ark.; DeValls Bluff 14-19.
- Fitzpatrick, G. T.: Garfield, N. J.
- Florida Am. Co.: Waycross, Ga., 10-19.
- Franklin, Don: New Braunfels, Tex., 12-19.
- Gem City: El Dorado, Ark.
- Gentsch, J. A.: Forest, Miss., 14-19.
- Groves Greater: Lake Charles, La., 12-19.
- Greater United: Laredo, Tex.
- Harrison Greater: Newberry, S. C.
- Imperial Expo: Upland, Calif.
- Magic Empire: Gulfport, Miss.
- Midway Attrs.: Newton, Ga.; Edison 14-19.
- Midwestern Expo: Jasper, Tex.
- Moore's Modern: (Fair) Victoria, Tex., 11-19.
- Omar's Palace Am.: Checotah, Okla.
- Palmetto Expo: Jonesville, S. C.
- Rainbo: Cochran, Ga.
- Royal Crown: (Fair) Palmetto, Fla.; (Fair) Eustis 14-19.
- Royal Expo: Daytona Beach, Fla.
- Sam's Funland: Heath Springs, S. C.
- Stebrand Bros.: Phoenix, Ariz.
- Silver States: Kerrville, Tex.
- Smith Am. Co.: Llano, Tex.; San Saba 14-19.
- Southern Valley: Monroe, La.
- Sparks, J. A.: Bessemer, Ala., 11-19.
- Starr, Joe: Daingerfield, Tex.
- Steblar, J. G.: Varnville, S. C.
- Strates, James E.: Miami, Fla.
- Tassell, Barney: Lakeworth, Fla.; Pahokee 14-19.
- Tennessee Valley Am.: Ashburn, Ga.
- Tidwell, T. J.: San Angelo, Tex.
- Tivoli Expo: Tulsa, Okla.
- United Expo: Port Arthur, Tex.
- Utah Expo: Douglas, Ariz.
- White Star Attrs.: Tifton, Ga.
- World of Today: Tulsa, Okla.

**Circus Routes**

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- Davenport, Orrin: St. Paul, Minn., 14-20.
- Gran Circo Americano: San Juan, Puerto Rico 9-26.
- Hamid-Morton: Tulsa, Okla., 8-13; Wichita, Kan., 14-20.
- Hoxie Bros.: Pierson, Fla., 9; Umatilla 10; Weirsdale 11; Oklawaha 12; Belleview 13-14.
- Kelly-Morris: Gilman, Ill., 8; Fairbury 9; Peoria 10-12; Havana 14; Lincoln 15; Fremont, O., 15-17; Sandusky 18-19.
- 101 Ranch Wild West: Dothan, Ala., 16-19.
- Poiack Bros. (Eastern): (Field House) Lansing, Mich., 9-12; (Armory) Akron, O., 18-26.
- Poiack Bros. (Western): (Medinah Temple) Chicago, Ill., 7-20.
- Rogers Bros.: Madison, Fla., 8; Live Oak 9; Lake City 10; Gainesville 11; Wildwood 12.

**Misc. Routes**

Send to  
2160 Patterson St., Cincinnati 22, O.

- Henderson-Swank Karston Show (Ritz) Gainesville, Ga., 9; (State) Greenwood, S. C., 10; (Garden) Charleston 11-12; (Playhouse) Statesville, N. C., 14; (State) Elkin 15; (Gem) Kannapolis 16.
- Herbers & Ragan Exhibit: Chattanooga, Tenn., 7-12.
- Lee's Colored Minstrels (Carolina) Sanford, N. C., 10.
- Pan-American Animal Exhibit: Chiple, Fla., 13; Marianna 14-15; Chattahoochee 16-17; Quincy 18-19.
- Punkett's Stage Show: Three Rivers, Tex., 7-9; Pleasanton 10-12; Devine 14-16; Dilley 17-19.
- Skating Vanities (The Arena) Toledo, O., 7-13; (Armory) Rock Island, Ill., 15-20.

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**Calif. Midget Racing Opens At Gardena, Culver City**

LOS ANGELES, March 5.—The auto racing season opened in California last week with events held at Carroll Speedway, Gardena, and at Culver City Speedway. Mac Hellings took the 50-lap feature in the AAA-sanctioned program at Carroll Speedway, with Lyle Dickey second and Gordon Reid third, before a crowd of 6,000.

The Culver City Speedway program drew 2,600, with Allan Heath winning the 100-lap race, Bill Zaring second and Walt Faulknew third.

Threatening skies held down attendance at both tracks.

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Here's what you do: Send us your check for \$72.50 for One Barrel of 250 Lbs. Net TOTO-MIX, enough for over \$800.00 worth of business. With this order we will send you absolutely free, one 20 Lb. Drum of TOTO-MIX. Act now. This offer is good until May 1, 1949, and we will ship to you at any time up to that date. For references ask old TOTO-MIX users like:

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165 BROADWAY NEW YORK 6, N. Y.

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The World's Finest Popcorn. Now Only \$8.90 (In Five-Bag Lots)

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- ROASTED PEANUTS
- No. 1 Virginia Fancys, 100 lbs. .... \$18.95
- Virginia Jumbos, 100 lbs. .... 23.75
- (Note: Only Fancys Available in Dallas. F. O. B. Price: \$19.50)
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- "SNOW-MAN" Concentrates, in 8-qt. Lots (assorted flavors). Now only ..... \$1.25 qt.

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**DROP IN-GET ACQUAINTED**

- "SNOW-MAN" Syrups, Full Strength, in 4-gal. Lots. Now only ..... \$1.25 gal.
- PRINTED CUPS, 5-M Lots ..... 3.00 M
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- ROANOKE** Lawson Whse. 425 Campbell Ave., E.
- DAYTON** A & B Transfer Co. 318 Webster St.



# Coming Events

## CALIFORNIA

Onexico—International Cavalcade. March 17-19.  
 Oakland—Oakland Natl Home Show. March 12-20. I. W. Curry, 1011 Humboldt Bank Bldg., San Francisco.  
 San Francisco—N Calif Sportsmen's Show. March 25-April 3. Mel R. Morrison.

## CONNECTICUT

Willimantic—Poultry Show. March 11-13. Dan O'Connell, North Windham Conn.

## DISTRICT OF COLUMBIA

Washington—Sportsmen's & Outdoor Show. National Guard Armory. March 5-13.

## FLORIDA

Gadadenton—DeSoto Festival. March 22-25.  
 Jacksonville—Boat & Sportsmen's Show. March 20-April 2.  
 Miami—Flower & Garden Show. March 9-19.  
 Miami—Miami Home Expo. March 17-29.

## GEORGIA

Macon—Fat Cattle Show & Sale. March 22-23. Clark Gaines, Chamber of Commerce

## KANSAS

Wichita—Police Circus. March 14-20. Ben C. Truex, 217 S. Water St.

## LOUISIANA

New Orleans—Spring Fiesta. March 12-28. Catherine B. Dillon, 546 St. Peter St.

## MASSACHUSETTS

Boston—New England Flower Show. March 12-19. Arno H. Nehrling, 300 Mass Ave.

## MICHIGAN

Detroit—Detroit Flower & Garden Show. March 26-31. W. M. Hoy, 4484 Cass Ave.  
 Detroit—Detroit Sports & Boat Show. March 5-13. W. H. Pfau, 4484 Cass Ave.  
 Lansing—Commandary Circus (Polack's). March 9-12. Ed Mackey, Masonic Temple.  
 Lansing—Antiques & Hobby Show, Women's Clubhouse. March 29-April 1. Slout Service.

## MINNESOTA

Minneapolis—Builders' Show. March 26-April 2. H. H. Cory, 601 Thorpe Bldg.  
 St. Paul—Shrine Circus. March 14-20. Walter T. King, Masonic Temple.

## MISSISSIPPI

Forest—Southeast Miss Livestock Show. March 17-19. O. B. Redden.  
 Hattiesburg—South Miss. Livestock Show. March 14-16. N. S. Hand.  
 Port Gibson—S. W. Miss. Fat Stock Show. March 21-23. E. O. Newman.  
 West Point—N. E. Miss. Livestock Show. March 31-April 2. Evans E. Wooten.

## MISSOURI

St. Louis Flower & Garden Show. March 12-24. Lucy T. Kelly, 494 Arcade Bldg.

## NEW YORK

Buffalo—Buffalo Sportsmen's Show. March 26-April 2. B. Patbanks, 929 Park Sq. Bldg. Boston.

New York—American Toy Fair. March 7-18. H. D. Clark, 300 Fifth Ave.

## NORTH DAKOTA

Valley City—N. D. Winter Show & Agrl. Fair. March 7-12. A. M. Paulson, City Hall.

## OHIO

Cleveland—American & Canadian Sportsmen's Show. March 18-27. A. W. Newman, Public Hall.  
 Cleveland—Home & Flower Show. March 5-12. Ralph P. Stoddard, 520 Leader Bldg.  
 Columbus—Farm & Home Week. March 22-25. G. E. Crane, State University, Columbus.  
 Columbus—Grotto Circus. Week of March 25. Frank Wirth.

## OKLAHOMA

Enid—N. W. Oklahoma Jr. Livestock Show. March 9-12. O. E. Zink and J. B. Hurst.  
 Oklahoma City—Oklahoma Sports & Travel Show. March 12-20. James E. Keenan, Mun. Auditorium.  
 Oklahoma City—Okla. 4-H & FFA Livestock Show. March 14-18. E. A. Deming.  
 Tulsa—Livestock Expo. March 6-12.

## PENNSYLVANIA

Harrisburg—Builders Show of Pa. March 7-12. J. L. Barren, 2501 N. Front St.  
 Philadelphia—Motor Boat & Sportsmen's Show. March 4-12. O. W. Smullen, 511 Harrison Bldg.  
 Philadelphia—Flower Show. March 21-26. B. B. Starkey, 1116 Packard Bldg.  
 Philadelphia—Philadelphia Gift Show. March 21-25. George F. Little, 220 5th Ave., New York.

## RHODE ISLAND

Providence—Farm & Home Congress. March 15-18. Wm. H. Cotter Jr., 310 State House.

## SOUTH CAROLINA

Florence—S. C. Livestock Show & Sale. March 22-25. J. T. Lazar.

## TEXAS

Dallas—Dallas Gift Show. March 6-10. Fred Sands, 1610 Dierks Bldg., Kansas City, Mo.  
 Dallas—Dallas Home Show. March 19-26. G. A. Godfrey, 1101 Commerce St.  
 Eagle Pass—International Fiesta. March 5-13.  
 El Paso—Southwestern Championship Rodeo. March 15-20. W. W. Wilson, 310 San Francisco St.  
 San Angelo—Fat Stock Show & Rodeo. March 2-6. James F. Grote.

## WISCONSIN

Milwaukee—Milwaukee Home Show. March 19-26. John J. Roache, 606 W. Wisconsin Ave.

**More Popcorn profits with POPSIT PLUS!**

Pops greater volume of corn... with butter-like flavor and color.

... it's safer too! FLASHPOINT 654°

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**POPPERS** EVERYWHERE WHO WANT QUALITY  
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 Many brand-new items all exclusive with Gold Medal. Items that will make extra money for you. Get your copy and you will see why it's "Gold Medal—the best line for '49."  
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hot <sup>weather</sup> MEANS cold <sup>cash</sup>



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There isn't anything that makes profits like snow cones. They sell fast — and you make up to 900% profit on each sale.

Here are some of the features that make the 'Polar Pete' the biggest profit maker on the market:

- It's beautiful, spectacular, compact, rugged, portable — everything to SELL snow cones!
- It has ice storage space, a patented shaver, push-button syrup dispensers, lighted display — and FLASH!
- It's simple to operate. Plug it in and it's ready to make profits.
- The 'Polar Pete' Snow Cone Machine is the most terrific machine yet for "grinding out" snow cone profits!

Ready now for Immediate Shipment.

Yes, warm weather means cold cash!

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You can't afford to miss a day when a dime gets you a dollar!

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# BEATTY BOW SET MARCH 24

## Org Skedded For One Day At El Monte

### L. A. Run To Be 12 Days

LOS ANGELES, March 5.—Clyde Beatty will open the season Thursday (24), playing a one-day stand in El Monte, where the show has been in winter quarters, S. L. (Buster) Cronin, manager, announced. Local run on the Washington and Hill streets lot will open March 30 for 12 days.

Clyde and Harriet Beatty, now in the Hawaiian Islands appearing with the E. K. Fernandez Circus, plan to return here Saturday (12).

Executive staff includes Paul Eagles, general agent; Ray Smith, 24-hour man; Francis Kitzman, advance biller, and C. S. Primrose, press agent.

According to Cronin, Victor Robbins will again head the band for the second year. E. L. (Yellow) Burnett has completed the painting of the wagons purchased from the Sparks Circus. T. L. Price, in charge of the blacksmith shop, is putting the final touches on the trucks and wagons. George Davis, who transferred from Cole Bros., will be in charge of the cookhouse. Sam Barnard, master mechanic from Seattle, has been named superintendent of transportation and head mechanic. Pat Graham will serve his second year as trainmaster. Joe Acaris has been named cage superintendent. Ora Parks has been appointed to the press and radio staff. Other staffers include Joe Applegate, big top; Richard Shipley, elephants; Edward Mason, ring stock; Al Leadbitter, lights; John Crane, ushers; Harry Brown, ticket sellers; Thomas Ward, props, and Thomas Mitchell, Side Show.

## Polack Scores Big in Brooklyn

NEW YORK, March 5.—Polack Bros.' Circus (Eastern Unit) opened to good business Friday (4) at the Majestic Theater, Brooklyn. House adjoins the hub of the borough's transportation systems, making it easily accessible from all sections of Brooklyn and New York.

Two performances were presented yesterday and three shows will be staged today and Sunday (6), with indications that they will be sellouts. Unit leaves for Lansing, Mich., Monday (7).

Majestic has a large stage but not sufficient height or space for the flying trapeze and three other acts. Numbers not appearing are the Flying Wards, Aerial Charitans, Ernie (Count Ernesto) Wiswell's Funny Ford and Rudy Dock's basketball playing boxer dogs.

### Sock Talent

All other acts were well received, with the four elephants handled by Cheerful Gardner, Mabel Stark's tigers, the trampoline antics of Adriana and Charlie, Hubert Castle's wire routines, and the Borza kids (Pepi and Anita) proving effective.

Circus is garnering good publicity. The nearest stable available for the elephants is that of the city's mounted police, about a mile distant, which obliges Gardner to parade his pachyderms. (See Polack Scores on page 72)



TOM, TOMMY AND HARRY posed for this one at the Orrin Davenport Grotto Circus in Cleveland recently. Left to right: Tom Gregory, past president of the Circus Fans' Association of America; Tommy, one of Albert Fleet's chimpanzees, and Col. Harry Thomas, equestrian director with the Davenport winter shows. Thomas, in recent years, equestrian director with Cole Bros., since left Cleveland for Sarasota, Fla., to join the Ringling org in the same capacity.

## King's Opening Skedded Mar. 31

Show to bow in Texas City, Tex.—quarters crew getting equipment set

ROSENBERG, Tex., March 5.—King Bros. will bow for the season in Texas City, Tex., Thursday (31). As a result, activity in winter quarters has been stepped up considerably. All rolling stock has been reconditioned and painted and other work is on schedule.

Chester and Sylvia Gregory, Side Show manager, and big show performer, respectively, and Eddie Hendricks have arrived in quarters. Lucio Cristiani, associate owner of the show, is expected back from Honolulu Tuesday (15).

Calvin Spike is lining up equipment for the big top. Six lengths of bible-back grandstand seats and 14 lengths of blues have been constructed in the shops here. Red Dean is a recent addition to the welding department.

A new training ring is in operation here. Another horse has been added to the Liberty act and another pony to the pony drill.

Paul De Laney, superintendent of concessions, is getting things ready in his department. Tige Hale, big show band leader, is expected shortly. R. V. Lewis, Owensboro, Ky., will have charge of the Side Show band and minstrels. Lewis was on the Cole show last year.

J. D. Cook, superintendent of big show tickets, and Fred Barker, circus agent from Johnstown, Pa., were recent visitors to quarters. Also visiting here were James and Marion Heron, James Heron's Wild Life Show, and Clarence Ausking, Heron's general agent.

## Minneapolis Crowds, Gross Expected To Top Year Ago

MINNEAPOLIS, March 5.—The 31st annual Zuhrah Shrine Circus in the Auditorium was off to a fast start by midweek and predictions of an attendance between 112,000 and 115,000 at closing tonight were being made. L. F. (Bud) Johnson, general chairman, reported that thru Thursday night (3) attendance was 3,000 over that of the same period a year ago. Last year's show played to 109,000 persons in 13 performances. This year, Johnson said, the 9,200-seat Auditorium had been filled for every performance but that of Monday night, February 28. By Tuesday (1), every performance was sold out for the remainder of the week except Friday's matinee and the Saturday morning show. By Thursday night those were sold out, with reserves for Saturday morning especially going fast.

Show drew 122,000 persons in 1947. The gross for 1948 topped '47, however, because of a raise in prices. Show was hit by bad weather last year which held down attendance.

On a cash basis, this year's run was \$1,200 ahead thru the Thursday matinee as against the same period in '48, Johnson said. Concessions were running 25 per cent ahead of last year.

### Cost About Same

The show, built by Noble Noel Van Tilburg and Mrs. Edna Dee Curtis, equestrian director, cost about the same as last year, Johnson said.

The annual co-operation with the Minneapolis Board of Education worked out well again this year. Kids were dismissed from school early so they could take advantage of the specially reduced 40-cent ducats if purchased at school. Price range otherwise was 50 cents general admission for kids, \$1 general for adults and \$2 for reserves. This price schedule was the same as last year.

Assisting Van Tilburg and Mrs. Curtis are Leo Hamilton, assistant equestrian director; Bob Merrick, announcer, and Izzy Cervone, band director. Costumes are by Eva Lanquay & Company, Chicago.

### Clowns Listed

Members of clown alley are Joe Coyle, Bozo Cary, Orville Harris, Hubert Dyer, George LaSalle, Jack Keredy, Earl Shipley, Happy Kellems, Hopp Green, Van Wells, Albert (See Minn. Crowds Big on page 72)

## Sweeney, Edwards Hit Flack Jackpot For Polack in Chi

CHICAGO, March 5.—Al Sweeney and Justus Edwards hit the publicity jackpot for Polack Bros.' Western Unit's Chicago appearance. Show opened Friday and runs thru March 20.

Sweeney, who handles press for this date only, got his campaign under way early and day after day hit the Tribune, News, Herald-American and Sun-Times with stories and pictures.

Edwards made radio programs with interviews.

Polack opened Friday with a matinee, largely attended by underprivileged and crippled children. Friday night's show was sold out to the electronics industry and was televised over WBKB.

## Organize Circus Fans Chapter in Racine, Wis.

RACINE, Wis., March 5.—Nine Racine men formed a chapter of Circus Fans of America here recently. It has been named the Dan Castello Tent in honor of the late Dan Castello, Racine, who, with W. C. Coup, Delavan, Wis., was one of the founders of a circus.

Charter members are Frank Higgins, Dr. Oliver Pfeiffer, Les Semmes, Charles Tiede, Ray Fitch, Harry

## Gammill Bros. Added to List Of Indoor Orgs

CHICAGO, March 5.—Fred Reichert, assistant manager, Polack Bros.' Eastern Unit in 1947, who engaged in independent promotions last year, this week announced the formation of Gammill Bros.' Circus to play indoor dates under Shrine auspices.

Show will bow May 23 in San Angelo, Tex. Reichert said he is lining up other dates in Texas and Colorado for the spring. Org will play five weeks of spring dates and then reopen in September in Mississippi. Fall and winter dates will be booked in Louisiana, Georgia and Mississippi.

All acts will be booked thru the Ernie A. Young Agency, Chicago.

Show's executive staff, in addition to Reichert, who will be general manager, includes W. Curtis Evans, assistant recorder of El Karubah Temple, Shreveport, promotional director; J. W. Hinton, secretary-treasurer; Whitely Wilbur, superintendent of props, and Helen Billetti, concession manager.

Sommerfeld, H. F. Johnson, Harold Konnak and Frank Carey. Higgins was named president; Dr. Pfeiffer, vice-president, and Semmes, secretary-treasurer.

Present at the meeting here were Dr. H. H. Conley, Park Ridge, Ill., national CFA president, and Dan Priddy, Oconomowoc, Wis., circus lecturer.

**Wanted Wanted**  
**Season '49**  
 Girls To Work Menage  
 and Ladder or Web  
**Clyde Beatty**  
**Circus**  
 1063 CHICO AVE.  
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 Owing to disappointment want for  
 Rogers & Clark Circus—Acts for small  
 Circus. Must have own transportation  
 and sleeping accommodations, doing 3  
 or more. State all you can and will do  
 and lowest in first. Agent with car to  
 book and bill 1-Ring Circus. No brush  
 work. State your lowest in first. Open  
 in Southern Indiana May 7. Write  
**Clark Squires**  
 1418 W. Congress St. Chicago 7, Ill.  
 Street address that appeared in March 5th  
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**PROMOTION MANAGERS**  
 —AT ONCE—  
 Who can handle crews of Telephone Sales-  
 men to sell Banners and U. P. C. Tickets.  
 —LONG SEASON—  
 Must be high calibre with proven sales rec-  
 ord. No drunks or pressure artists tolerated.  
 Must be able to finance self. Wire or write,  
 stating phone number and time to call.  
**JACK MILLS, Mills Bros.' Circus**  
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**ELASTIC NET OPERA HOSE**  
 All colors, \$4.95. Elastic Tights  
 Rhinestones, Settings, Metal Spangles,  
 Chalonette Prizmas, Folder! Yes.  
**C. GUYETTE**  
 346 West 45th St., New York 19  
 Phone Circle 6-4137

**HM 15% Ahead  
 Of '48 KC Biz**

KANSAS CITY, March 5.—Local officials of the annual police circus (Hamid-Morton), which opened a six-day run here Tuesday (1) reported today that thru last night's performance gross was running approximately 15 per cent ahead for the same period last year. According to Capt. Edwin L. Kellerstrass, of the Ninth Police District, show experienced its first turnaway in history last night when doors were closed 15 minutes before show time.

Howard Y. Bary handled advance for Hamid-Morton, show opening with nearly \$100,000 pre-sale. Unless weather hits hard, final two days are expected to approximate business to date, with final running from 10 to 15 per cent over 1948. Same admission price structure as last year has been used.

**Cold Nips Rogers  
 At Debut Stands**

CRESTVIEW, Fla., March 5.—Cold weather dented receipts at the first two stands of the season for Rogers Bros.' Circus. Marianna, Fla., February 28, and Crestview, March 1, drew less than quarter houses at matinees, while night performances attracted half houses.

The show completed its 100-mile run here by Tuesday noon. Altho the show was set up by 2 p.m., the starting time was set back to 4 to permit attendance by school children.

Visitors at Marianna included Jack Mills, of Mills Bros.' Circus, and W. F. Duggan, Lee and Vi Bradley, Mrs. Jim Stutz and Bill Baker, of Pan American Animal Exhibit. Jim Stutz, Pan American general representative, visited here with Si Rubens, the Skating Carltons and King Cotten, calliope player.

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**HEIDELBERG RACEWAY**  
 ART ROONEY, Pres.  
 5 MILES FROM DOWNTOWN—PITTSBURGH  
 SEATING CAPACITY—12,000  
 PARKING FOR 8,000 CARS  
**RODEOS, CIRCUS, THRILL SHOWS AND OTHER  
 OUTSTANDING ATTRACTIONS**  
**MIDGET AUTO RACING EVERY THURSDAY NIGHT**  
 Address all inquiries to  
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 Heidelberg Raceway, Heidelberg, Pa. Phone: Carnegie 3280

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**Opens Circleville, O., Saturday, April 16**  
 WHITE FACE CLOWNS—State if you play in Clown Band.  
 FOR SIDE SHOW—Manager, Magician doing Punch and Judy, Ventriloquist, also other Side Show Acts.  
 FOR COOKHOUSE—Steward, Cook, Waiters.  
 BOSS PROPS, also Property Men. HEAD USHERS, also Ushers. FRONT DOOR-MAN.  
 SIDE SHOW BOSS CANVASMAN, Assistant Boss Canvasman for Big Show. Seat Men, Riggers, Sallmaker, Workingmen, COME ON.  
 CHEVROLET MECHANIC with tools; must be ready to start now.  
 WRITE, stating lowest salary, to  
**JACK MILLS, 1726 Coventry Road, Cleveland Heights, Ohio**

**10 EXPERT PHONEMEN**  
 Book and Tickets. U.P.'s. Youth, Welfare. Model Aircraft Fair. Nationally known site.  
 3 months' work. Just starting. Strong auspices. No advances.  
**PAUL A. WILDMAN**  
**2939 Clement Street San Francisco, Calif.**

February 26, 1949 **Billboard**  
 Communications to 155 No. Clark St., Chicago 1, Ill.

**90,000 See Polack in Louisville**  
**7-Day Stand Sets a New Crowd Mark**  
 Gross Is Up 20 Per Cent  
 LOUISVILLE, Feb. 19.—Polack Bros.' Western unit chalked another record at the Army here.

**Polack Bros.' Eastern Org Inaugurates 1949 Season With Well-Rounded Show**  
 David Kind, Late of Shubert Interests, Joins as Manager  
 SAGINAW, Mich., Jan. 22.—The Eastern Unit of Polack Bros.' Circus inaugurated its 1949 season here this week with a program that was highly diversified and packed with sock entertainment. The fifth year for Polack in Saginaw on behalf of the Shrine.

**Polack Eastern Cracks Season With Solid Bill**

**Polack Clicks Off Capacity Biz at Cincy Shriner Stand As 60,000 Whirl Turnstiles**  
 Upped Ticket Prices Produce 10% Gain in Gross

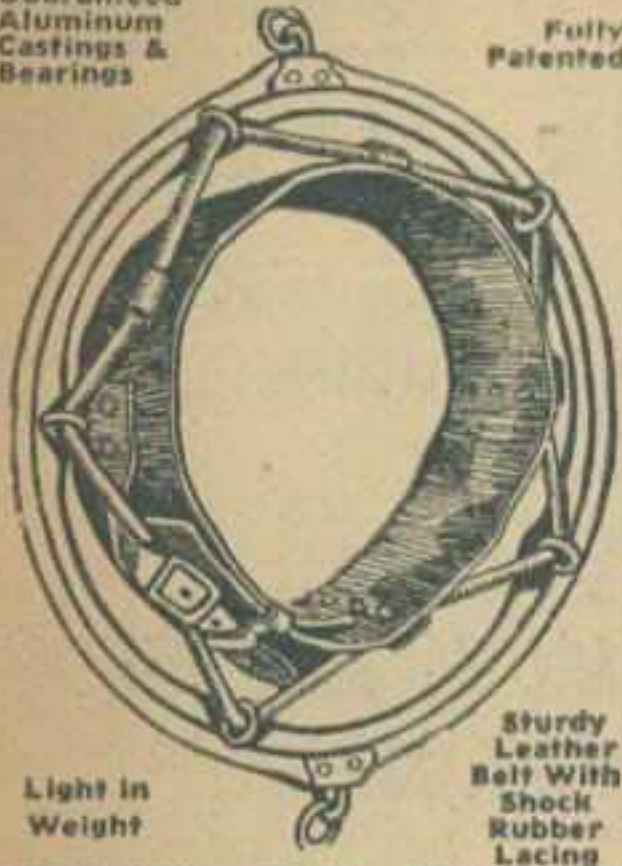
**Polack Advance For Chicago Run Tops Year Ago**  
 The advance of Polack Bros.' Western Unit's March 4-20, 1948, gross was \$200,000 ahead.

**POLACK BROS. RACK UP RECORDS MORE RECORDS**  
**2—GREAT SHOWS—2**  
 WESTERN UNIT SHOWING  
 MEDINAH TEMPLE  
 CHICAGO — MARCH 4th to 20th  
**POLACK BROS.' CIRCUS**  
 135 N. CLARK ST. CHICAGO 1, ILLINOIS  
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**Unit Bows Hammond; Biz Rate Adjectives**  
 record Stand for Spot  
 addition of Polack Bros.' Western Unit talent and some of the most in the banner.

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Light in Weight

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SEND FOR CATALOGUE ORDER NOW

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(Western)

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Wanted, also Boss Property Man and Assistant; Seat Men, Riggers, Ushers and Big Top Men, Second Cook, Pastry Man and Waiters. Season opens March 31. Largest and by far the finest Motorized Circus. Accommodations and meals the best. Address:

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### WANTED FOR SEAL BROS.' CIRCUS

Inside Concessions for Side Show. Andy Kelley, Humpy Ehrldige, Otis Hackman, Eddie Moore, Kid Bruce, Pat Harris, wire Joe B. Webb, Legal Adjuster, Seal Bros.' Circus, Giddings, Texas.

P.S.: Norman Anderson can place Candy Butchers.

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You are invited to see the GREAT 101 RANCH REAL WILD WEST SHOW, to open with the Big Show at the Birmingham, Ala., Stock Show, May 2 thru 7. Yes, wildest, fastest Show on earth. "Seeing is believing." Not a RODEO—No dull moments.

See Col. Zack T. Miller in person with his \$10,000 saddle. Real Indians, Buffalo, Work Oxen, Covered Wagons, Stage Coach. A presentation of the Old West, bringing back the Old 101 Ranch and Buffalo Bill type, Action Shooting, authentic, dressed as the 1890s. Why not wait and see before you book? For information and bookings, write:

BARNES-CARRUTHERS ENTERPRISES, 159 N. Dearborn St., Chicago, Ill., or direct to

**MILT HINKLE, Mgr.**

101 Ranch Show, Box 101, Ponca City, Okla.

### WARNER BROS.' CIRCUS

WANT—Animal Acts, Ground and Aerial Acts, Female Impersonators OK, Legal Adjuster, one Store for Punk Show, Pitch, Ticket Sellers and Useful Circus People in all Departments.

HANK CARLYLE, WIRE ME.

**A. L. WARNER**

13432 Washington Blvd.

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### GIVE TO THE DAMON RUNYON CANCER FUND

## CIRCUS WINTER QUARTERS

### Dales Bros.

UNION, S. C., March 5.—Show will hit the road early in April. All new canvas has been purchased and equipment overhauled. Two new trucks have been bought for the advance and the brigade has been stepped up to a 10-man crew. A Liberty act has been broken and elephant act has a new routine. New press material and radio disks have been prepared by the writer.

Heralds again will be used and for the first time the show will tack banners. Harry Kackley is already contracting; Elmer Vetter will handle the brigade; Rudy Jacobi will be in charge of press department; Larry Lawrenson will be second man; Harry Crabtree, boss billposter, and Dan Worniak, boss lithographer. Show again will play many auspicious dates.—DORY E. MILLER.

### Circus Historical Society

WICHITA, Kan., March 5.—Bill Kasiska is arranging the CHS convention to be held in Baraboo, Wis., this summer. Merchants are planning a display of old-time Ringling mementoes.

Roland J. Weber, Chicago, has a miniature circus that took 18 years to build. The Webers have had it on display in many cities during the past season. Bill Kasiska had his miniature circus on display in a Portland downtown show window for 56 days.

Mr. and Mrs. Buel Lamar Garbert, San Francisco, are now members of the club. They trouped on the Sells-Floto Circus in 1912 when Bonfils and Tammen had the show.

Dad White, Fredonia, Kan., will make his annual trek to Wichita for the Hamid-Morton Circus, March 14-20, to visit Dick Clemens.

Hubert H. D. Golden is readying his circus for an early opening at Burnip, Mich.

Walter Fox and Eddie Jackson have had the stories of their lives written, Fox by *The Billboard* and Jackson by *The Akron Beacon-Journal*. Jackson leaves March 14 to take up his duties on the advance car No. 1 with R-B.

Harry Simpson, editor of *Bandwagon*, visited Polack Bros.' Western Unit in Cincinnati.

Doc Powers and John Van Matre have completed a collection of all the routes of the Hagenbeck-Wallace Circus. Van Matre is putting out a set of old-time Barnum & Bailey parades with his "Bannerline" paper.

C. Spencer Chambers purchased the entire collection of William Kofords, formerly of Jamestown, N. Y.

Walter Tyson, past president of CHS, has a copy of P. T. Barnum and London Shows route book for the combined seasons of 1881 and 1885.

Herb Fursier is spending the winter at Preston, Ont.

The CHS was saddened by the passing of Edmund Holt, Allentown, Pa.  
**BETTE LEONARD.**

### Mills Bros.

CIRCLEVILLE, O., March 5.—April 11 has been set as reporting date for Mills Bros. personnel, prepping for the April 16 curtain-raising of the org's 10th jubilee season, Jack Mills announced this week from Sarasota, Fla., where he and brother Jake and families have been on combined business-pleasure trip.

The Mills brothers also reported purchase of new wardrobe for the big show, including spec costumes, from Cole Bros. They also bought a number of fancy saddles for horses from the Cole org.

Signed contracts were received from Lloyd and Willedean Black who return from last year, doing Australian whip cracking and knife throwing in concert, with Lloyd also big show announcer and his wife working in swinging ladders and aerial ballet.

Quarters work is humming, with workmen starting to come on, augmenting regular force.

Another chair truck has been finished by Charley Brady's crew and all rolling stock is ready for a paint job in Mills colors of circus red with yellow and blue trim.

Mr. and Mrs. Spencer Huntley checked in following a visit with relatives in Kentucky and have started daily workouts on new routines for elephant Burma.

Show will use window cards exclusively, no posters, and concentrate heavily on papers and radio. Crew of six agents, with cars, is being lined up by Fred Stafford, press-radio head. Window card contract again has been placed with Johnny Anderson, Enquirer Printing Company, Cincinnati.  
—FRED W. STAFFORD JR.

### Stevens Bros.

HUGO, Okla., March 5.—Tom McLaughlin, general agent, is in quarters here. John Grady has finished painting four cages—all pictorial panels, etc., and several trucks have been painted. Dolly Jacobs flew to Minneapolis as one of the twins was ill. The three bulls are being worked daily by George King. Les Garner will have charge of the brigade. Bo' Grubb is working out the Liberty act, ponies and dogs. Bud Anderson was a recent visitor. Bill Seaman, in the carpenter shop, has nearly finished a new 16-foot ticket wagon.

### MINN. CROWDS BIG

(Continued from page 70)

White, Laurence Cross, Ted Tosky and Russell Jierre.

#### The Program

Display 1—Zuhrah Temple Shrine Band, directed by Noble Al Ruud. Display 2—Zuhrah Temple marching units and tournament. Display 3—Hubert Dyer and Company and Bozo Harrell and Company. Display 4—Terrell Jacobs, wild animals. Display 5—The Aerial Gibsons, featuring Phyllis Gibson. Display 6—King Reynolds, wire; the Bontas, balancing, and Don Pedro and Company, slack wire. Display 7—Morris the Monkey. Display 8—Clowns. Display 9—Jinks Hoaglan and Company, menage horses and riders. Display 10—Miss Huguette, trick horse. Display 11—Ming Sing Stars, the Bontas and the Gascas, balancing. Display 12—Rose Behee, Shirley Gibson, Edna Jeffreys, Viola Dyer and Diane Volve, web; Ethel D'Arcy, Frankie Doyle and Evelyn Rossi, trapeze. Display 13—Armund Guerre, sea lions. Display 14—Johnnie Laddie and Company and Happy Harrison's dogs. Display 15—Elly Ardelty, high act. Display 16—Clowns. Display 17—William Buschhorn's Liberty horses. Display 18—The Jeffreys, rings; the Thomens and Phil and Bonnie Bonta, perch. Display 19—Clowns. Display 20—Kelly-Miller elephants. Display 21—The Cathalans and the Lopez Trio, balance. Display 22—Clowns. Display 23—Hoaglan Jumpers, horses. Display 24—Sensational Keys, high wire. Display 25—Flying Harolds, trapeze.

### CFA Dates Changed

HAGERSTOWN, Md., March 5.—Dates for the Circus Fans' Association convention here will be April 13-16. Previously the dates were set for April 14-16.

## Warner Opening Scheduled for L. A. March 18

LOS ANGELES, March 5.—With equipment purchased from the DeWayne, Guiteras and Wach circuses, A. L. (Arkie) Warner plans to launch Warner Bros.' Circus here Friday (18). Following this date, the show will move up the Coast, playing the smaller towns.

Warner, well known in show circles here and in Seattle, will have Jimmy Oakman, Oregon concessionaire, as general agent, and Tommy Colette, ex-nitery operator, also in a managerial capacity.

Show will move on 12 trucks and have three rings. Big top will be a 70 with three 30's.

### POLACK SCORES

(Continued from page 70)

derms thru the center of Brooklyn several times daily—a natural ballyhoo.

Dave Kind, former Shubert executive from Chicago, has charge of the show, with Nate Lewis announcing and Henry Kyes and his boys doing a good job in the orchestra pit. Owner Irving J. Polack was on hand opening day and looking optimistic. Bill Green did a good press job, getting several good breaks in Brooklyn and New York dailies.

## Top Acts Scarce As European Units Near Prewar Scope

(Continued from page 59)

dancers, and Knie's chimps, presented by Mr. and Mrs. Smith.

In addition to the Cirque Royal in Brussels, the Knie-Mikkenie combine have taken over the Circus Hippodrome at Antwerp, Belgium, and are presenting a good program featuring several groups of Knie's animals, including an elephant ballet handled by G. Ruzsa; camels, put thru their paces by Enrico Zimmerman; a group of percheros, paraded by Jules Haenni; polar bears, presented by V. Benes, and Liberty and high-school horses, under the whip of Fredy Knie.

Other good acts on the Hippodrome bill are the 10 Enrico Carolis, outstanding bareback riders; Felovis, juggler; Four Georgys, perch; Three Barisons, adagio; Triska, high wire; Miss Hela, sea lions; Three Cawidous, acro-comics; Three Franciscos, clowns, and Charley Wyma, juggler.

### Colleano With Dutch

Circus Frans Mikkenie and Circus Van Bever are in winter quarters in Holland, while Circus Strassburger, the third of Netherlands' big circuses, is playing indoor season at the Carre Arena in Amsterdam, running from mid-December thru March. Last month's bill featured wire-walker Con Colleano, who has been on an extended tour of the British Isles and returns to America shortly to join Cole Bros.' Circus.

Apparently the field for circus acts in some parts of Europe is returning to normal. A majority of the standard acts playing Circus Strassburger, as well as the circuses mentioned previously, have recently played extended runs in the Scandinavian countries and England, or Spain and Portugal. Currently at the Carre Arena are Tay Ru, equilibrist, and Chipperfield's lions, direct from London. Other well-known foreign acts playing here this season were the Belgian circus showmen, the De'Jonghe Brothers, and Pipo and Rhum, French clown duo.

### AT LIBERTY

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Cincinnati 22, O.



# UNDER THE MARQUEE

While in Charlotte, N. C., recently on business, **REX M. INGHAM**, owner of the Ingham Animal Farm in Ruffin, N. C., was visited by **FRED AMES** and **DAVID PHILLIPS**, director and secretary, respectively, of the U. S. Society of Zoology; **ERNEST PRESSLY**, of Pressly's safety dog act; **DEWEY SCOTT**, owner of Scott's trained mules; **JIMMY HURD**, cornet player, last year with Cole Bros.; **S. A. WAYNE**, operator of Wayne's Birdland in Charlotte; **TOM DEES**, dog trainer of Bessemer City, N. C.; **A. L. LORD**, zoo operator at a Charlotte park; **RAMSEY THE MAGICIAN**, and **MR. AND MRS. COX**, formerly of Barnett Bros.' Circus.

"Working wife" may be described as one who can work in spec, do swinging ladder, ride menage, cowgirl the concert and double in cherry pie at night.

Ione Stevens, concession manager on the Kelly-Miller org, wintered in Aransas Pass, Tex. . . . Mr. and Mrs. Mel Lewis are weekly visitors at the Hugo Showmen's Club, Hugo, Okla. Lewis is Side Show manager for Kelly-Miller. . . . Kelly, Dale and Kareen Miller recently had their movie projection machine at John and Nola Grady's home and showed several reels of film in color. . . . George King, trainer of Dolly Jacobs' elephants, reports he has several new routines for the bulls and is painting all equipment. . . . Art Miller, general agent, Kelly-Miller Circus, reports the new advance car is all set, as is the crew. . . . Walt Stevens again will have the band on the Kelly-Miller show. . . . Tom McLaughlin, general agent, Stevens Bros., was a recent visitor in Hugo, Okla., before leaving on a booking tour.

Those who are sensations as producers of circus specs aren't telling the secrets of their successes, but they'll be washed up if their sister's kids stop telling them their dreams.

Dorrie Miller left Hugo, Okla., for Minneapolis for the indoor circus there with the Kelly-Miller ele-

phants and the eight-horse Liberty act. . . . Vernon Pratt, owner, Hugo Bros., recently purchased four Liberty horses from Bud E. Anderson. . . . Harry Rooks, while visiting in Hugo, Okla., reported he has purchased a big top, four trucks, a calliope and a light plant. He is framing his show in Arkansas. . . . Bob Stevens, of Stevens Bros., recently was on an animal buying tour. . . . Homer B. Phillips, banner man, was a recent visitor at the Hugo Showmen's Club, Hugo, Okla. . . . Otto A. Zange caught the Orrin Davenport Circus in Cleveland.

Troupers make fun of the town squire, not noticing that the old codger makes a living sitting around while waiting for his fee-grabber to bring in a showman.

Occupants of the apartments at 7932 Santa Monica Boulevard, Hollywood, are preparing for the coming season. Harold H. Hall leaves March 16 for Giddings, Tex., where he will take over the diner for Norman Anderson on Seal Bros.' Circus. This will be his first time on the road since 1942, when he was in clown alley with Cole Bros. Bobbie Kay and Mark Anthony will tour with Clyde Beatty, Kay as ballet director and clown, and Anthony as producing clown. Harry Hammond, formerly with Clyde Beatty, leaves March 15 for Gonzales, Tex., to join Dailey Bros. as paymaster and superintendent of concessions.

About this time of the year broken workmen begin to get homesick for any circus that is quartered within an easy thumbing distance from their hometowns.

Mrs. Doc Waddell was honored at a birthday party in the home of her son and daughter-in-law, Mr. and Mrs. Parson Waddell, Portsmouth, O., recently. More than 50 showfolk, relatives and friends attended. . . . Bobbie and Dan Stewart have returned to Hunt Bros.' quarters and again will have charge of the dining department. . . . George A. Welsh, last of the three Welsh brothers who

and Edythe and Whitey Boyd deserve a nod for their musical score. Connie Wilson reports she is in the costume business. She has already dashed off one for Clara Delbosq. Manager Dave Kind finds life on the unit different but interesting. Previous to being manager of the Polack show, Kind was connected with the Selwyn Theater in Chicago for 19 years. In Roanoke Fred Proper saw a complete performance for the first time in eight years. Bobby Harrison is a real monkey man, the way he scampers around the girders hanging rigging. Wanda Malkova, in maid's garb, was spotted taking her mother's cape during the opening matinee in White Plains. Publicity man Bill Green, absent from the unit during the runs in Saginaw and Flint, returned in Roanoke. Justus Edwards, of the Western Unit, handled the press work during the two opening engagements. Recent visitors included Mr. and Mrs. Parks (Mrs. Parks recently returned from India, where she procured a shipment of elephants); Scotty Sheldon, Charlie Robinson, Mr. and Mrs. Herbert Douglas, Mr. Conway, Maxwell Coplan, Dick Valaci and (See Polack Bros.' Eastern, page 104)

## ROGERS BROS.' CIRCUS

Can use 2 more good sober Phone Promoters. Good auspices. Can also use 2 more Clowns. Contact: **SI RUBENS**  
As per route: Perry, Fla., March 9; Lake City, 10; Gainesville, 11; Wildwood, 12.

## FOR SALE FREAK HERFORD COW

Nothing ever lived like it  
**L. M. HAUSER**  
R. #1, Smiths Grove, Ky.

## MIDGET RACE TRACK

Available for Rodeos—Thrill Shows—all kinds Outdoor Events.  
**C. L. PITTMAN**  
Whittington Park Hot Springs, Ark.

## BANKS CIRCUS

Wants Double Drummer for Big Show Band, also one more Team for Big Show programme. No Horse, Dog or Pony Acts needed. Would consider leasing Elephant; the scenery kind would be OK. (Show opens around April 20.)  
**BANKS WILKINSON**, Forest City, Ark.

# ELEPHANTS ELEPHANTS ELEPHANTS

FEMALES—5½ FT. HIGH

## ORANGUTANS . . .

Male and females, about 15 pounds each. 1 Male Orangutan, perfect specimen, weighing 50 pounds, between four and five years old.

## CHIMPANZEES . . .

1 Female "Maggie," 3½ years old, perfect show animal. Baby Chimpanzees, males and females, weighing 15 to 20 pounds.

**AFRICAN GREEN MONKEYS . . . MONA MONKEYS**  
**SOOTYS . . . BABOONS . . . DIANA MONKEYS**

**1 ROYAL BENGAL TIGER**  
Male, 15 Months' Old  
Forest Bred

**1 INDIAN LEOPARD**  
One Year Old  
Forest Bred

**1 BINTUORANG . . . 1 TIGER CAT . . . CIVET CATS . . . GENET CATS**  
**RINGTAIL MONKEYS . . . MARMOSETTE MONKEYS**

**Reticulated Singapore Pythons, 10 Ft.-12 Ft. Per Ft. . . . \$12.50**  
**1 Reticulated Singapore Python, 23 Ft., Weighing 140 Lbs. . . . 650.00**

Immediate delivery on above animals and snakes  
PRICES ON REQUEST . . . WRITE FOR LIST

**WRITE** for information on our monkey rental plan, fill your monkey cages with amusing animals for the summer months, return them in the fall.

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# CALL-SEASON '49 CLYDE BEATTY CIRCUS

**OPENING DATE—EL MONTE, CALIF.—MARCH 24, 1949**  
Performers report for rehearsals March 22 to **JOHN CLINE**, Equestrian Director  
Side Show Performers report to **MARVIN SMITH**

**WORKING MEN REPORT TO:**  
**JOE APPEGATE—Big Top** | **SAM BARNARD—Transportation**  
**JOE ARCARI—Cages** | **JOHN CRANE—Ushers**  
**GEORGE DAVIS—Cook House** | **HARRY BROWN—Ticket Sellers**  
**RICHARD SHIPLEY—Elephants** | **PAT GRAHAM—Train Master**  
**EDWARD MASON—Ring Stock** | **THOMAS WARD—Props**  
**AL LEADBITTER—Lights** | **THOMAS MITCHELL—Side Show**

## CLYDE BEATTY CIRCUS

1063 CHICO AVENUE EL MONTE, CALIFORNIA

# Dressing Room Gossip

## Polack Bros. Western

The four days off between the Cincinnati and Chicago engagements were welcome. Billy Griffin went to Fort Branch; the Freemans visited the Nick Carters in Peru, Ind.; Harry Dann was a guest of the Sherman brothers at their home in Bellevue, Ky.; Josephine Berosini flew to New York, while the remainder of the Berosini troupe went to Chicago and Josephine and Slivers Madison and Frenchie Durand went to Chicago.

When the clowns did two hospital shows in Cincinnati, Ross Paul, assistant manager, served coffee and doughnuts.

Butchers line-up includes George Paige, boss; George Cutshall, assistant; Wally and Polly Majescki, candy floss; Charlie and Johanna Webb, popcorn and programs; Mr. and Mrs. Billie Watson, hot dogs and juice; Mr. and Mrs. Tex Reppert, juice stand (See Polack Bros.' Western, page 104)

## Clyde Bros.

Paducah, Ky., seems cold to us after coming from the Southland, where we had been going around in our shirt sleeves. Everyone dragged out their overcoats and mufflers.

In Paducah we dressed in the furnace room and after the janitor had wet down the coal pile we had to prop our trunks up out of the water. It reminded us of a muddy lot during the summer.

On our day off most of the person- (See Clyde Bros. on page 104)

## Polack Bros.' Eastern

White Plains, N. Y., and Camden, N. J., were played as one full week with a day between. Mabel Stark accompanied the show en route to Camden. There was plenty of height for aerial acts in the building in White Plains, but Convention Hall in Camden had a low ceiling. The Charltons had to omit their sway pole act, and Jack Harris, testing the net before the matinee, suffered a nasty buster when the spreader cable snapped. On account of the low ceiling, the Wards had to remove the shock absorber from one side and the force of Jack's weight striking the net caused the break. He was uninjured and worked the matinee.

Jaunito Lopez, who injured his leg in Roanoke during the casting act, never missed a performance. He hobbled around on a cane. Irv J. Polack was on the sick list and confined to bed for several days.

Fragments. . . . On the way to White Plains, Al Hyman and Irene Lafferty stopped over in Baltimore to visit Jim Carter. Seen helping Kinko and Mary stringing bugs was Frieda Wiswell. Dennis Stevens caused a mild sensation in one of the local niteries when he contributed a wild contortion exhibition to evening's entertainment. Maxwell Frederic Coplan, photographer, visited Hubert Castle and presented him with an autographed special edition of his book, Pink Lemonade. Ed Raymond appeared on Philadelphia's television station WPGF. He is the first to make a television shot so far. Henry Kyes

# PALISADES GEARS FOR MORE \$

## Cut Prices, More Bally

Rosenthals count on nickel days, other crowd-getting gimmicks to surpass '48

By Jim McHugh

NEW YORK, March 5.—Promotion-wise Jack and Irving Rosenthal, co-owners of Palisades Park on the Jersey side of the Hudson River, have decided on a combination promotion-low-price policy as the means of upping their gross in 1949, spokesman Irving Rosenthal announced this week. The park will open for the season Easter Saturday, April 16.

It is noteworthy that the Rosenthals are not content to settle for a take on a par with last year, when a new high was reached, altho many prime early season days were lost to rain. Despite the fact that the saturation point was reached on some days in recent years, the season potential is still a long way off and offers an enticing target, Rosenthal said.

### Video No Problem

Rosenthal brushed aside talk of a recession and also television, which is mushrooming in the metropolitan area, as vital factors in the success of the coming season. He predicted that money will continue plentiful enough for good amusements at popular prices and that video would fail to corral people in pleasant weather, except in the case of an outstanding event, and then the effect would only parallel that of radio in the past.

Palisades this year will offer three capacity rides—Lindy Loop, Caterpillar and Chairplane—for a nickel at all times. Kiddie rides will also operate for 5 cents, or six for a quarter, in line with last year's policy. Principal mass appeal will be in the reduction of the combination ticket from 75 to 50 cents. The popular combo ducat offers admission, parking, dancing to name bands, rides and free attractions—a terrific value even if patrons limit their participation to the dance floor.

### 5-Cent Days

Every Thursday will be bargain day, with all units priced at a nickel except at night when a 10-cent top will prevail. Fireworks will again be presented each Thursday night, to follow thru on last year's successful innovation. Altho ordinarily one of the least productive days, Thursday last year more than held its own, thanks to promotion, Rosenthal said.

Promotional thunder already set by the Rosenthals and the Bert Nevins office includes weekly bank night featuring a \$1,000 prize which, should successive winners fail to be on hand to claim the money, can pyramid to about \$3,000. A total of 12 automobiles—ranging from a Cadillac to a Ford—will be given away on one night in the final week. Churches will handle the ticket sales and derive all profits over actual expenses. The park stands to benefit from a gate hypo which the operators feel can be nothing short of "tremendous." Max Rosey is the contact man for the Nevins office.

Also set for the final week, and seemingly a natural for nationwide press attention, is a national barbershop quartet competition with \$1,000 in prizes. Presumably the sure-fire Mrs. America, baby crawl-

(See Palisades Gears, opp. page)

## Important Decisions Briefed As Service to Outdoor Showbiz

(Continued from page 59)

number was announced whereupon she went into an aisle to watch the specialty number. Soon afterward another skater ran into her, and severely injured her. The injured girl was taken to a hospital and remained there for several weeks. She sued the proprietor of the skating rink for heavy damages and proved that the attendant were on duty in the aisle during performance of the specialty number.

The higher court held the proprietor liable to girl for \$7,500 damages, and said:

"It is conceded that the defendant (proprietor) was not an insurer of the patron's safety while she was in the aisle or at the soda bar. But, on the other hand, it was his duty, while she was in the aisle, to provide such supervision for the aisle as might reasonably be expected to protect her against dangers known to or reasonably to be foreseen by him in the exercise of due care."

Hence, this proprietor could have avoided liability in damages for injuries to the girl, if he had proved that his attendants were on duty in the aisles to safeguard patrons and otherwise keep good order while the specialty number was on. Obviously, this same rule of law is applicable to all amusement places.

For comparison, see *Allis*, 54 Atl. (2d) 270. The testimony showed that a passenger on a roller coaster had his back broken by a sudden jerk of the car. From the testimony the jury decided that the jerk was caused by excessive wear of the chain when engaged by dogs and teeth in the sprocket gear. This court said that since the device had been in disrepair for more than two weeks, that fact indicated that the operator was negligent.

### Police Officer Assaults Patron

According to a recent higher court the proprietor of a place of amusement is responsible for acts of a city police officer who, without cause, injures a patron.

For example, in *Rain*, 211, S. W. (2d) 248, it was shown that a city ordinance requires operators of dance halls to pay for services of a city police officer to maintain order. One night a police officer struck a patron while ejecting him from the premises. The operator of the dance hall did not know that the officer had struck or assaulted the patron. Nevertheless, the higher court held the patron entitled to recover \$5,000 damages.

### State Law Makes Minor Liable

It is generally believed that a note or other contract signed by a minor is void. However, this ordinary rule of law can be changed by a State law.

For example, in *Jennings v. Gibson*, 47 S. E. (2d) 779, a Georgia State law provides that if an infant, by permission of his parent practices any profession or trade he shall be bound for all contracts connected with such profession, trade or business.

The testimony showed that one Gibson placed a juke box operated by one Jennings on a commission basis of 50-50 of the proceeds taken in by the juke box. Jennings is a

minor. Soon afterward there arose a disagreement between Gibson and Jennings, Gibson contending that Jennings tripped the mechanism in such a way that it would play without the insertion of a coin. Then Gibson sold the machine to Jennings. Jennings and his mother signed a note for \$185 balance due on the juke box. Jennings refused to pay the note and Gibson sued both Jennings and his mother.

The higher court ordered Jennings and his mother to pay the amount of the note to Gibson, altho it was argued that a note signed by a minor is void. This court said that the minor's note was made valid and collectible in view of the above mentioned State law.

### Control Is Important

Considerable discussion has arisen from time to time over the legal question: Is the proprietor of a place of amusement liable in damages to patrons injured when in a location not intended for patrons? The answer is yes, if the proprietor had control of the location and knew that patrons customarily used it.

For example, in *B. Hayward v. Downing*, 189 Pac. (2d) 442, it was shown that seats for the patrons of a wrestling match extended in all directions from the stage, each row of seats being elevated slightly above the row immediately in front of it. On the east wall of the arena there was a small platform or balcony or alcove, 15 feet above the floor. There were no stairs, steps, ladder, ramp or other means by which patrons could reach this platform or alcove, nor were any seats, chairs, stools, benches, bleachers, or other accommodations provided for the seating of patrons on this platform. In other words, the platform was not intended by Downing, promoter of the wrestling match, to be used by patrons.

On several different nights a few patrons gained access to the platform by grasping an iron beam with their hands and swinging Tarzan-like onto the platform. One night the platform collapsed and seriously injured several patrons who sued Downing for damages. Downing argued that he was not liable because he did not construct the platform and did not sell tickets for seats on the platform, nor did he provide steps for the injured patrons to get onto the platform.

Altho the lower court refused to hold Downing liable the higher court reversed the verdict, saying:

"Defendant (Downing) having permitted plaintiffs to sit upon the platform, he was bound to exercise ordinary care to maintain it in safe condition for the accommodation of spectators, just as he was bound to (See Decisions Briefed for, opp. page)

### Mission Beach Biz Good

MISSION BEACH, Calif., March 5.—A combination of Washington's Birthday and balmy weather brought out a record crowd for this time of year to the Mission Beach Amusement Center, according to General Manager Warren Austin. All concessions are now operating on a week-end basis until summer, with two thirds of them open seven nights a week, Austin reported.

## Cincy's Coney Sets Pre-Season Week-End Plans

CINCINNATI, March 5.—Officials of Coney Island here are preparing for the park's annual series of week-end operations before the official opening May 21. Week-end sessions are slated for April 30 and May 1, May 7 and 8, and May 14 and 15.

Dancing in Moonlite Gardens to the music of name bands will be the chief week-end attraction, according to President and General Manager Edward L. Schott, altho some of the amusement devices will be in operation.

Moonlite Gardens opens Friday night, April 30, for a dance sponsored by a private organization. On succeeding Fridays there will be high school nights.

## Oxford Lake Spot Adds Skating Rink And Kiddie Rides

ANNISTON, Ala., March 5.—W. T. Fay, manager of Oxford Lake Park here, has announced the addition of a skating rink, under management of Duane Barnett, an archery range and a kiddieland.

Kiddieland, Fay said, includes a Merry-Go-Round, Rocket and kiddie autos. A kiddie boat ride also may be added.

Other improvements include installation of a large fountain in the picnic area, stocked with gold fish. Flowers have been planted to beautify the grounds. New signs have been erected at the entrance gate, swimming pool and golf course.

Official opening is April 1.

## A. C. Harbored 290 Conventions in 1948

ATLANTIC CITY, March 5.—This resort harbored 290 conventions having a total attendance of 249,784 during 1948, according to figures released by the convention bureau.

A survey of 14 of the gathering showed that they were responsible for the spending locally of \$7,121,468. Of this amount, \$2,489,496 was spent in hotel rooms and \$348,960 in night clubs.

The conventions surveyed included national, State and regional groups.

A total of 157 meetings have been booked for the remainder of 1949 thus far, and 35 of them are expected to have an attendance of 1,000 or more.

For the first time in many years there will be a big convention in July, when the National Houseware Manufacturers' Association meeting will be attended by about 6,000.

## Milford, Conn., Plans New Recreation Area

MILFORD, Conn., March 5.—Plans were set in motion this week for the establishment of a large waterfront recreational center, park and beach on property adjacent to the mouth of Housatonic River.

A committee has been formed under the chairmanship of John R. Morris to study the project.

## Trillo Sells Interest

WARWICK, R. I., March 5.—Joseph Trillo, co-owner with Vincent Ferla of Rocky Point Amusement Park here, has sold his interest to Ferla.

### RINK MANAGER AT LIBERTY

Experienced in all phases of roller rink operations. Can furnish references.

**CLIFFORD V. "CAP" SEFFERINO**  
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### WANT RIDES

Eli Wheel, Octopus, Merry-Go-Round or any Major Rides. Can use Scooter Boats, Flat Rides and complete Kiddy Land. Established Beach and Park, excellent location, plenty of promotion, 24 weeks, opening April 15th, 40,000 on picnics. Your own proposition.

Write or Wire **AL MARKS, Gen. Mgr.**  
**WEST SIDE PARK**  
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### WANT EXPERIENCED COASTER MAN

A good job for the right party. Must have references. State all first letter. Apply in person if possible. Be ready to start work at once.

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### FOR RENT

Three stands for Bumper or Skill Games in Savin Rock, largest amusement park in Connecticut. Six months' season. Rent reasonable.

**RALPH RULLIS**  
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Phone: Humboldt 2-1364

### WANT TO BOOK

3 or 4 Kiddy Rides and any major Rides not conflicting; especially want Octopus, Caterpillar, Tilt, Fly-o-Plane, Spit Fire or Looper for best beach in the South. Write for particulars.

**SEASHORES, INC.**  
Louisburg, N. C.

### FOR SALE

20 Wurlitzer Skee Ball Alleys, 14' long, good condition, 7 Scientific Pokerino Tables, good condition. Write to

**BERT AMUSEMENT COMPANY**  
Box 208, Willow Grove, Pennsylvania

### WANTED

Merry-Go-Round—Book or lease in beautiful park, green grass, shade trees, large lake, picnic grounds, bath house, dance hall, children's playground, soft ball and hard ball night field. For Sale—Silver Streak.

**EARL COSSABOON**  
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### ARCADE OPPORTUNITY BAY SHORE PARK BALTIMORE, MD.

Large, complete Arcade for sale with lease for coming season in Baltimore's biggest Bayside Park. Good reason for selling. Priced right for quick sale. Apply

**E. W. PINEAU**  
5115 Herring Run Drive Baltimore, Md.

### WANT TO BOOK

Ferris Wheel, Fun House, Dodgem, or what have you, on percentage? Have Merry-Go-Round, Train, Chairplane. Have large Eat Stand and five Games to rent.

**C. KRAMER**  
PLAYLAND AMUSEMENT PARK  
U. S. 23 Pinconning, Mich.

## Former Op Offered A. C. Garden Pier For 85G in Taxes

ATLANTIC CITY, March 5.—After months of negotiation the city commission decided last week to permit the weather-beaten Garden Pier to revert to private ownership by canceling back tax interest and penalties on the delinquent tax principal of \$120,715. Actually, if the city's proposition is accepted, it will cost Mrs. Miriam Richman Levin approximately \$85,000.

Mayor Joseph Altman explained that the city commission would permit credits for the collection of rentals during the five years the pier was owned by the municipality. These rents are expected to reduce the \$120,715 to about \$85,000. Mrs. Levin's attorney, William Charlton, presented an offer of \$50,000 for the pier to the city commission three weeks ago and said this amount represented the valuation placed on the pier property by a group of three realty appraisers.

### 10G Deposit

Mayor Altman conceded the resort might benefit by retaining title to the pier, which was damaged by the 1944 hurricane and needs repairs, and converting it into a public park. However, he said, it would be better to return it to the tax rolls. Mrs. Levin will be asked to deposit \$10,000 with the city treasurer as evidence of good faith pending approval of the transaction by the courts.

Thru a legal quirk the pier property is divided into two parcels and Mrs. Levin has claim to one of them. The mortgaged sections, thru which Mrs. Levin seeks title, runs from the Boardwalk to a point about two-thirds thru the pier theater. The city will retain title to the outside parcel but will lease it to Mrs. Levin. This includes the outer third of the theater and includes riparian rights extending for about 1,700 feet into the sea.

Once a nationally known Boardwalk show place, Garden Pier was originally built in 1912 at a cost of \$1,500,000 by Alfred Burk, leather goods manufacturer, and Louis Burk, meat dealer, both of Philadelphia. They placed a mortgage on it and later obtained additional riparian rights and extended the pier.

## Decisions Briefed for Outdoor Showmen

(Continued from opp. page) exercising ordinary care to maintain the regular seats and bleachers in safe condition. . . Defendant (Downing) was lessee in possession of the building, and had control of the platform, the same as any other part of the building. Nor is it material for what purpose the platform may have been originally constructed and intended to be used."

### Ordinance Prohibits Solicitors

All higher courts agree that a city may control and restrict uses of its streets and sidewalks.

For example, in Ex-parte Mares, 171 Pac. (2d) 762, it was shown that a city enacted an ordinance which prohibited solicitation on any public street or sidewalk. A pitchman who sold wares in doorways and entrances immediately abutting on the public street or sidewalk was arrested and fined \$500 for violating the ordinance. The higher court approved the pitchman's conviction and in holding the ordinance valid said: "The place for the conduct of a private business is upon private property; and it has been said that there is no vested right to do business upon the public streets."

For comparison, see Nippert v. City of Richmond, 66 S. Ct. 586. Here a city ordinance imposed an annual

## Palisades Gears For More Moola

(Continued from opp. page) ing and other contests will be continued.

New units, some of which are already installed, include a Tunnel of Love, Hurricane, Tilt - a - Whirl, Boomerang, Flying Disk and two kiddie units, a water ride and Century Flyer. Kiddieland will contain 11 units.

This year's billing campaign will cost \$15,000 more than 1948, Rosenthal said. All new paper has been designed for use in the subways, buses and boards as well as sniping. One of the best Broadway display boards has already been contracted for.

The first 12,000 moppets entering the park will be gifted with plaques embossed with Walt Disney characters and the park name. Opening day invitations this year will total 55,000, as against the usual 10,000. More than 20,000 season passes will be distributed.

A new cafeteria and restaurant, to be known as the Big Top and flashed along circus lines, will preem this season. A Sunday feature will be buffet service offering patrons all the food they can eat at \$1.25.

license tax on solicitors and pitchmen. The tax was \$50 and 1/2 of 1 per cent of the gross earnings, receipts, fees or commissions. The Supreme Court of the United States held the ordinance void, and said that such an ordinance is discriminatory and in favor of local merchants and against the out-of-State solicitors, since the ordinance did not similarly tax local merchants and local solicitors.

Also, see Real Mills v. City of Portland, 268 U. S. 325. This court held that a municipal ordinance requiring solicitors to pay a license fee is unconstitutional, as a burden upon inter-State commerce, as to solicitors who make no immediate deliveries but who take orders which they mail to out-of-State wholesalers who ship the goods directly to the purchasers.

## RIDES FOR SALE

Must move these to make room for new ones

**7-TUB TILT-A-WHIRL . . . . . \$3,750.00** | **ALLAN HERSHELL KIDDIE AUTO RIDE \$500.00**  
**8-TUB STREAMLINED WHIP . . . . . 2,000.00** | **JONES MIX-UP . . . . . 750.00**

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For Amusement Parks in New York and Pennsylvania States, for Ball Games, Scales, Guess Your Age, Devil's Bowling Alley, Skee Rola, and highly experienced Group Game worker. State Age, and what Parks you worked in previously. GOOD PROPOSITION TO RELIABLE PEOPLE.

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## CUDDLE UP RIDE FOR SALE

Owing termination of lease. Was operated last season. Stationary type, 8-cars, new two years ago, ride is now disassembled. Must be removed from Bear Mountain, N. Y., immediately. A real buy for only \$5000. Write, wire, phone:

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## WANT FOR KIDDIELAND

Full Park Season

Pony Ride, Train, Merry-Go-Round, Auto Ride, Boat Ride, Floss, Snow Cone, anything for kiddies. No adult attractions. Write full details in first letter.

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SPACE FOR RENT

Building large enough for 60 or more machines, also Fish Pond Concession space, 18 by 28 ft.

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# PUT ACCENT ON GAS-BURNERS

## Annuals Shift To Auto Races

**Midwestern fairs reduce harness horse race days in favor of motor speed**

CHICAGO, March 5.—Sparked by the lack of sufficient trotters to round out adequate fields and/or the fact that harness races don't pack sufficient crowd-lure, a substantial number of top fairs in the Midwest this year are pruning down the number of afternoons given to sulky events and in their place substituting automobile racing.

The Minnesota State Fair, St. Paul, this year has added a day of stock car races to its program. And this addition will give the Minnesota big one five days of auto racing, four days of big car racing; two will be under IMCA sanction, the other two under the sanction of the AAA.

### Lincoln Adds Two

The Nebraska State Fair, Lincoln, has skedded two extra days of automobile racing for 1949, bringing the total up to five. New to the program will be stock car races, slated for the opening day, a Sunday. Also new will be a big car race on Thursday of the fair's run, with the big car events also programmed for the following day, the closing day of the fair.

The Wisconsin State Fair, Milwaukee, which this year returns to its normal run after its extended operation of last year when the fair was embraced as part of the Centennial Exposition, will have five days of speed events, four of auto races, one of motorcycles. This is one more day of auto racing than was held prior to last year.

### Diversify Speed Events

The motor speed program at Milwaukee will be well diversified. On the program are a 100-mile midget auto race, a 150-mile stock car race, AAA sanctioned sprints, and a 200-mile AAA national big car race and one afternoon of motorcycle races.

Among other Midwest fairs which are upping the number of auto days and pruning the number devoted to harness horse races are the All-Iowa Fair, Cedar Rapids, which is increasing its auto races from two to three afternoons and the Mississippi Valley Fair and Exposition, Davenport, Ia., which has added one day of stock car auto races.

Not a few fairs report that attendance on harness horse race days last year did not show anywhere near the strength, attendance-wise, as the auto race days. One reason cited by fairmen is that, aside from the fact that the auto events do not have the same inherent lure as horse races, is that auto race promoters generally conduct strong advance campaigns, whereas horse racing interests give relatively little, if any, attention to that vital operation.

### Nev. Mulls Dog Racing Ban

LAS VEGAS, Nev., March 5.—A bill has been introduced in the State Senate that would ban dog racing in Nevada. The measure would, in effect, strike out a proviso voted in 1943 which amended the horse racing act of 1915 permitting dogs to run. The bill provides that horse racing sponsored by fairs be exempted from State licenses.

## California Mid-Winter Annual Seen Topping 1948 Attendance

IMPERIAL, Calif., March 5.—California Mid-Winter Fair, in its 20th year and the second year since the war, stands to best its '48 attendance mark by several thousand. Set for nine days, event pulled 30,165 the first four days as against 53,938 for the entire 1948 run.

Fair, under the direction of D. V. Stewart, premiered a new entrance along with a new 60 by 100-foot exhibit building with 12-foot arcades on two sides. Four new race horse barns, 20 by 144, were also constructed, along with new stock barns and a poultry building 60 by 100 feet.

### Offer Bert Levey Show

Entertainment program included a two-day horse show directed by Tevis Paine. Show was booked by Bert Levey circuit and included Jack Schaller's Sky Revue for the entire nine days. A new show, featuring Wally Webb's orchestra (7); Pape and Rene, high perch; Bud Hughes and Pal, magic; George West, emcee; Gifford and Pearl, comedy musical; Robert and Rene, trampoline, and the Ann Garri Girls (8), closed Wednesday (4). New acts playing the remaining part of the fair included McConnell and Moore, comedy juggling; Joe Mole and Company, comedy; Ollie O'Toole, impressionist; Vernon and Draper, comedy; Libonetti Trio, marimba, and Bobby Vernon.

Fair increased its gate admission to \$1 this year, with that price allowing patron to attend grandstand shows.

Running and harness racing, sans pari-mutuels, was held for six days. Purses totaled about \$6,000.

### Increase in Exhibits

Stewart said there was a 23 per cent increase in commercial exhibits, 15 per cent in concessions and 100 per cent in domestic arts and sciences. San Diego, San Bernardino and Los Angeles counties, along with the State Department of Agriculture and the

## Ban on Racing At Detroit Plant Before Governor

LANSING, Mich., March 5.—Horse racing at the Michigan State fairgrounds here will be prohibited after January 1 1950, under a bill passed by the House and Senate and now before the governor for signature.

Sponsored by the newly formed Michigan Racing Association, the bill was drafted to eliminate possibility of competition from the fairgrounds if the association builds a new track.

The bill was passed 68 to 6 in the House and 31 to 0 in the Senate.

While the measure was being approved in the House, the Senate blocked plans for a new track at the site planned for such by the association, when the Senate passed a bill prohibiting a track within a mile of a church or school. The planned site in Livonia Township is 200 yards from a school.

An amendment to the Senate bill specifically exempted the Northville harness track and the Hazel Park oval, now under construction, from the one-mile exemption. The latter is three-quarters of a mile from a school and the Northville track has been in operation for several years.

State Department of Industrial Safety, also had exhibits for the first time.

Publicity was directed by Dick Washburne, formerly press director for Western Fairs Association, Inc. Newspapers in the vicinity and the Los Angeles dailies gave adequate space. Radio remotes were broadcast over KXO, El Centro; KROP, Brawley, and KICO, Calexico.

Crafts Exposition Shows, managed by Roger Warren, were featured on the midway.

### Seen, Heard on Grounds

Fair chit-chat: Harry Flax was pitching Humatones under his umbrella but had to move indoors because of the wind. . . . Phil Green had kitchen gadgets. . . . Susan and Art Fredette, who played the Riverside County Fair and Date Festival in Indio, and move next week to the National Orange Show in San Bernardino, pitched rug braiders. They had trick cards at Indio. . . . Ruth and Speedy Hascal on hand with trick cards. . . . Sidney Weiss moves out of here with the Eversharp slicer for the Kress store in San Diego, missing the Orange Show.

## Lincoln, Neb., Adds 2 Days Of Auto Races

LINCOLN, Neb., March 5.—Big car automobile races to be staged by National Speedways (Al Sweeney and Gaylord White), will replace the full-scaled veterans' day program of recent years as the big feature opening day (a Sunday) at the Nebraska State Fair, following recent action of the fair board here.

Since World War II, the annual has plugged its veterans' day and invariably has secured a top military name to head the program. The first year the special day for veterans had Gen. Dwight D. Eisenhower on hand.

The plan is to continue some of the past veterans' day features but to place major emphasis on the auto races. In programming its 1949 event, the board added two days of auto races. In addition to the opening day big car races, a second program of similar events will be held Thursday of the fair's run with stock car races, an innovation here, as the feature Friday, closing day. In recent years, the fair has had one day of auto races, big cars, on the final day. All of the racing will be presented by National Speedways.

The board this week again contracted a grandstand show from Barnes-Carruthers Theatrical Enterprises, Chicago, with Rube Liebman representing that office, and for another one-night stand of Jimmie Lynch's Death Dodgers. Leo Overland closed contracts in behalf of the thrill show.

### Seek Dress-Up of Nev. Plant

FALLON, Nev., March 5.—Improvements costing \$50,000 for Nevada State Fairgrounds here are sought in a measure introduced in the Assembly. Projected improvements would include enlargement of the exhibit building at a cost of \$30,000, and miscellaneous repairs and painting amounting to \$20,000.

## WFA Lines Up Vs. Hike of Betting Bite

### Bucks Boost in State's End

SACRAMENTO, March 5.—The Western Fairs Association (WFA) turned thumbs down on Governor Warren's recent proposal to increase the State take from pari-mutuel wagering in order to help finance Proposition No. 4 (State aid for aged and blind), passed at the November election. The resolution was adopted during a WFA conclave here (February 24-25).

Also voted down was a plan to legalize horse race wagering anywhere. The bill to legalize bookmaking had been introduced by Assemblyman Thomas Doyle, of Los Angeles County. The 150 fair managers also expressed their opinion on nearly 200 bills pending in the Legislature affecting California fairs.

The Doyle bill would make it legal to set up bet-taking establishments by licensing bookmakers. The license fees collected would be used to finance the State aid program.

### Opposes Beer Ban

The convention, under the gavel of WFA President Dr. Joseph Hindley, also opposed a measure introduced by Assemblymen Delbert Morris and Everett G. Burkhalter, of Los Angeles County, which would prohibit the sale of beer or liquor at horse race meets.

Approval in principle, at least, was given a resolution by Assemblyman Ernest R. Geddes, of Los Angeles County, to apportion State money to fairs, according to size. Under the present system all fairs are entitled to an equal share in State fairs and exposition funds.

### Proposes Five Classes

Under the Geddes bill five classes of fairs would be set up, with appropriations on a sliding scale from \$10,000 to \$100,000 per year, depending on the size.

A bill to increase the San Francisco cow palace appropriation from \$100,000 to \$250,000, introduced by Assemblyman Thomas Maloney, of San Francisco County, was also voted down by the assemblage.

A negative vote also was cast for Assemblyman Richard McCollister's bill to hike the Cloverdale Citrus Fair (Sonoma County) appropriation from \$5,000 to \$15,000 per year and to allow the fair to use State money for capital outlay.

## Sam Kellett Resigns At Calistoga, Calif.

CALISTOGA, Calif., March 5.—Samuel Kellett has resigned as manager of the Napa County Fair and Horse Show. The resignation was accepted this week by the Calistoga Fair Association board of directors. Kellett remains in office until March 15.

No successor has been selected, according to Howard Butler, board chairman. Kellett plans to enter private business, which would conflict with his post as fair manager.

As his last official act, Kellett opened bids for the installation of heating equipment in the new fairgrounds exhibit building.

### Calif. Auditor Urges Pass End At State Fair

SACRAMENTO, March 5.—Elimination of all passes to the State fair was recommended by legislative auditor Rolland A. Vandergrift in a report analyzing the fair budget bill. According to his estimates, the fair loses between \$35,000 and \$50,000 by the pass system.

He pointed out that expenditures were outstripping operating revenues "to the point where larger and larger appropriations must be made to offset these operating deficits." The report urged that the State fair be self-supporting.

He decried the spending of \$35,000 on paid advertising in 1948-1949 and the request for \$70,000 by the fair management for the same purpose during 1949-1950, when eliminating passes could create a major saving.

### Brooklyn-Born Eddie Burke Put Showmanship Into Western Fairs

(Continued from page 60)

for his voice was changing; he had made his last appearance as a boy soprano.

His father's insistence on a good education followed Eddie right up to college. Four years' tuition at Cornell was earned by appearing with a stock company at Ithaca, N. Y. In addition to a well-earned sheepskin, graduation day found Eddie with a job at the Western Electric. Show business, Eddie believed, was behind him forever. But there were no footlights and no smell of grease paint around the telephone switchboards he was designing, so after a year he traded his blueprints for a keyboard.

#### Entertained Troops

With an act known as the Piano Fiends, he was caught in Paris at the outbreak of World War I. Four years were spent entertaining troops at the front before he returned to this country to go on the road with his own act, Burke and Lilette. His last vaude date, Eddie recalls, was for Ackerman & Harris at the old Hippodrome Theater, Los Angeles, in 1919.

It was the booking end of the business that terminated his career as a performer, altho even today Eddie will emcee some of the shows he books into fairs. The manager of a wholesale grocery, faced with the problem of furnishing entertainment for a convention, in desperation turned to Eddie for help.

Being unfamiliar with production and a little afraid of his own inexperience, Eddie nevertheless got a Minstrel Show together which proved so successful that he decided to continue in the new field.

#### Faces Chiseling

But Los Angeles at the time, according to Eddie, was infested with a disease known professionally as chiseling. Others figured Eddie had uncovered a lucrative idea and proceeded to whittle the props out from under him so that as a result nobody made any money.

In disgust he went to San Francisco. After a year with Maude Amber, of the Blake & Amber Booking office, Eddie went in business for himself, supplying talent for casual dates.

Outdoor show business claimed him for all time when he booked his first fair in Turlock, Calif., in 1928. An example of the growth of the Eddie Burke office in 20 years is seen in his 1948 figures: fair bookings, 44; carnival dates, 24.

Fair booking has changed a lot in the past 20 years, Eddie believes, and it has been mostly a problem of education. At first fair managers were unconvinced that free acts were a valuable asset and had to be sold on the idea. In addition to this handicap, money was very tight in the early '30s, and indie bookers, swarming over every fairground and ready to do business at any cutthroat price, provided a further hazard. But thru it all, Eddie survived, mainly because he was interested in the other fellow's problems.

#### Intros Night Shows

Another good job of selling Eddie undertook was the introduction of night shows at West Coast fairs. Managers, particularly of the smaller fairs, did not seem to understand the potential drawing power of the after-dark presentations. In order to overcome their opposition, Eddie received permission to take the day show, at his own expense, and put it on for the night crowd.

It wasn't long before Eddie proved his point; night shows were the best draws. As a result another milestone in Western fair booking was passed.

Eventually Eddie got the fairs to spend money for lighting and decent stages but it was a long fight. The first two years he booked fairs, the shows played on the track, he recalls, because the management could see

no sense in appropriating money for a stage.

Undaunted, Eddie cast about for a solution and found it at the Coos County Fair in Oregon, where he promoted some oil drums and borrowed enough lumber to make a stage. It proved so successful Eddie tried out the idea at other fairs. He bought two sets of scenery to dress up his makeshift stage. A short time later fair managers came to the conclusion it was time they had a stage and scenery of their own.

#### Adds Services

As an added service to his clients, and with no charge, Eddie presented them with blueprints of a knock-down stage he has perfected. Several of these stages are in use.

After the war, when West Coast fairs were trying hard to pick up where they left off in 1941, Eddie promoted p.-a. systems, and other much-needed equipment when it was hard to get.

Eddie claims he is ready to settle back and let somebody else take over—that somebody being his wife, the former Marie Del Moure, whom he married December 31, 1947. At the moment he is training her to be a fair booker and as soon as she can handle the business he plans to retire to his home in a suburb of San Francisco and catch up on his stamp collecting.

While the charming Marie Burke is no stranger to show business, having been a dancer, ventriloquist and top-notcher with Ben Abdezy's human juggling act, she is, by her own admission, content to run her house and take care of the numerous duties stemming from her role as the first lady of Show Folks of America.

In concluding the Eddie Burke story it might be well to quote from a sign on the wall of his office in San Francisco's old Pantages Theater Building: "I have been in show business for 50 years. I have been pleasing and displeasing people ever since. I have made a lot of friends and a flock of enemies. I have been cussed and discussed, talked and lied about. The only reason I am staying in this business is to see what in the heck will happen next."

This summed up probably means that talk of Eddie Burke retiring is just that—talk.

### R. Rogers Named Mgr. at Danville

DANVILLE, Ill., March 5.—Russell B. Rogers has been named manager of Eastern Illinois Fair here. He succeeds Howard Aitken, who resigned to accept another position.

Dates for the fair have been set for July 31-August 5, with big car auto races to be staged by National Speedways on opening day. The decision marks the return of auto races to the program here.

Other attractions programed include four afternoons of harness races, a horse pulling contest one afternoon and night, an Ernie Young revue for three nights, and the Welcome Travelers radio show for one night. Hennies Bros.' Shows will be on the midway.

### New Building at Rocky Ford

ROCKY FORD, Colo., March 5.—W. H. Kittle, secretary-manager of Arkansas Valley Fair here, announced completion of a new building to house 4-H Club exhibits. The structure cost \$18,000. It is of brick stucco with a cement floor. A heating plant will permit use during the winter.

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Patrons demand this act because it is one of the most thrilling and awe-inspiring ever to be performed . . . 138 feet above the crowd on a 35-foot swaying pole that brings gasps from everyone in the stands.

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**WANT SHELBY COUNTY FAIR**  
August 7-12, 1949, Shelbyville, Indiana

Need Grand Stand Attractions for Sunday afternoon and every night. We must make definite commitments within next 30 days. Write or wire, we will answer. Want best Thrill Show and any outstanding one and one-half hour shows. Hurry. Jave 1/2 of concession share sold. Regulars get contracts now. **RALPH S. BRIGGS, Secy., 501 E. South St., Shelbyville, Ind.**

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WORLD'S GREATEST AUTO THRILL SHOW!

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**Acts Wanted for Our 1949 Fairs**

**Ward (Flash) Williams SUNNY BERNET**  
(GENERAL MANAGER)

**AMERICAN THEATRICAL AGENCY, INC.**  
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*Swing & Sway the Orton Way!*

**THE Sensational ORTONS**  
CRISS-CROSS SWAYING POLE THRILLERS

With their own original creation **A FLIRTATION IN THE SKY**

Represented by **AL MARTIN AGENCY**  
Hotel Bradford, Boston

**WANTED FIRST CLASS AMUSEMENT COMPANY**

To show at the Third Annual Greenup County Fair which is held at the Greenup County Park, Greenup, Kentucky—August 11-12-13. Would like to hear also from Independent Concessioners.

**GREENUP COUNTY FAIR ASSOCIATION**  
GREENUP, KENTUCKY

## Brashear Org Hits Pay Dirt At Brownsville

### Charro Days Stand Is Winner

BROWNSVILLE, Tex., March 2.—Don Brashear's American Midway Shows made some money here February 19-27 in a stand that spanned the run of the four-day Charro Days Fiesta. Spotted downtown, under celebration auspices, Brashear's org was reported to have cleared a stiff guarantee and had some long green to spare by Thursday (24), with three days still to go.

Rain Saturday (26), traditionally one of the big days at the festa and usually the biggest for the carnival, cut into the possible profit, tho. Rain fell in the evening to slash the day's take. Brashear reported the gross for the run to have topped the ride and show take here in past years.

### Show, Ride Line-Up

Ride line-up consisted of two Ferris Wheels, Spitfire, Octopus, Fly-O-Plane, Rolloplane, Merry-Go-Round, Scooter, kid boat ride, streamlined train, kiddie auto, Pony Ride and Noah's Ark.

Shows were McCarthy's Wildlife, Funhouse and Iron Lung; Shorty Tappen's Side Show, Clyde Davis's Nudist Colony, Eugene McWilliams's Cities; Pit of Death, Snake Show, Mickey Mouse Shows, Dick Hyland's Life Show, Doc Ward's Tobacco Road, Roy Rozier's Front Page Show and Pete Froeman's Monkeyland.

Noted on concession row, which embraced 40 concessions, were Corky Zimmerman, cookhouse; Dinty Moore, diggers, Eugene Haddad, Robert R. Lecocq, Sam (Red) Catherwood, J. D. Sword, Blackie Goldstone, Mrs. V. McLemore, Mr. and Mrs. Sam Epple, Roscoe Boyd, Mr. and Mrs. Pete Madelano, Bob Seitzer and E. L. Dye.

### Use New Entrance Arch

The Brashear org flashed for the first time its new front entrance arch. Shows' staff here included R. L. (Red) Bishop, general agent; Vess (Blackie) McLemore, business manager; Glenn Hyder, secretary; Jack Nance, electrician; Blue Rozzell, Diesel engineer; Dean Locke, billboard; Lonnie Dillon, sound truck, and Roscoe Boyd, lot superintendent and *The Billboard* sales agent.

## Granite State Preps For April 2 Preem

CONCORD, N. H., March 5.—Preparations are under way in the Granite State Shows' winter quarters here to ready the org for its ice-cracking (perhaps literally) April 2-16 date in Manchester, N. H.

A degree of weather insurance is provided in the extended run, which will include three Saturdays. A cannon act, booked thru Al Martin, of Boston, will be featured.

The shows' mobile units are being painted white and blue with gold trim. A new panel truck will be used on the advance. All advertising, press and radio will be supervised by L. G. King.

Staff includes William E. Muldoon, general manager; A. W. (Pat) Hannon, general representative; William B. Moore, business manager, and William Bouchea, secretary-treasurer.

## Ken-Penn Amusements Signs Pa. Firemen Celebrations

NEW KENSINGTON, Pa., March 5.—Ken-Penn Amusement Company will provide the midway attractions for the Saxonburg Firemen's Carnival here in July.

Owner-manager Ralph D. Sanders also disclosed the signing of the

## Craft Exposition Shows Tee Off at Imperial, Calif., Fair

IMPERIAL, Calif., March 5.—Craft Exposition Shows launched its 1949 season here last Saturday (26) when the California Mid-Winter Fair opened for its 20th nine-day run. Event pulled an attendance of 53,938 last year, its first run since the war.

Shows are moving on 24 trucks this year. Six major and four kiddie rides are featured. There are 55 concessions. At the close of the fair tomorrow, the shows move to San Bernardino for the National Orange Show.

### Personnel Line-Up

Personnel follows: O. N. Crafts, owner; Roger Warren, manager; Frank Warren, general agent; J. W. Gilman, secretary; Harold Moak, concession manager; Roy Shepherd, ride superintendent; Frenchie LaRue, electrician; R. B. Allen, mechanic; Cotton Strode, gate, and Pat Guest, lot.

Rides: Merry-Go-Round, Joe Duran, foreman; J. P. Maher, Ferris Wheel, Babe Thibeault, foreman; George Graves, Loop-o-Plane, Al Forrest, foreman; Frank Nailen, Scooter, Pee-Wee Costa, foreman; William Hamilton, Allen Williams, Tilt-a-Whirl, Bill Mace, foreman; V. D. Eller, Pretzel, Bob Christensen, foreman; D. Reed, Kiddie rides (4), Harry Ballard, foreman; Pop Stoner and Earl Fox.

Shows: Motordrome, Clyde Rawlings; Wild Life, Oscar Scarbery; Crime Car, Frank and Vernelda (Babe) Platten; Monkey Motordrome, W. P. Stephens; Glass and Funhouse, C. Fred Hansen; Vanities, Jeff Griffin; Freak Animals, W. E. Giberson; Side Show, A. J. Budd.

At the Orange Show 24 towers will be used, and the Kiddieland, managed by William Meyer, will be separate from the midway. A new ride, Roll-o-Plane, will be added. For bally the shows will add four more 60-inch searchlights, making a total of six.

### Crafts Chatter

Clyde Gooding, who has his Hobby Horse ride with org, will play the Orange Show and then leave to join

the Monte Young Shows in Utah, where he will have kiddie rides and four shows. Oscar Scarbery is taking his Wild Life Show and pony ride to Fresno to join the West Coast Shows following the San Bernardino event. Frank and Babe Platten are showing the Crime Car, formerly owned by the late Mark Hellinger, movie producer.

After the Orange Show W. P. Stephens takes his Motordrome to the Gooding Shows. Monette Hansen is handling tickets on the Glass and Funhouse. They join the Forsythe & Dowis Rides in Colorado. Donna Giberson is handling tickets on the Freak Animal attraction. In the A. J. Budd Side Show are William Hall, fire eater; Dennis McAleer, human pincushion; Jesus Gonzales, Seal; Mingnon, penguin girl; Dale Wood, talker, and Malcolm Shamoan, tickets. Harold Compton visited the attraction on this date. LaVonda, half-lady half-baby, returns to the shows when the Pete Kortess unit gets back from the Hawaiian Islands. Zandu, quarter boy, recently returned from two years in Australia.

### Gilmans Buy Home

Ruth Gilman, wife of Secretary J. W. Gilman, will be at home this season to take care of Richard Lee, born January 17. The Gilmans recently purchased a home in North Hollywood. John (Spot) Ragland, who has four concessions, is recuperating at Behrens Memorial Hospital, Glendale. Del Glass is back with the short-range gallery.

Casey Burns is in his fourth year with BB guns on this show and Murray Poland is in his eighth year at the cork gallery. Jack Dyke again has the diggers and derby. Jack Keck operates for him. Hank Arnold and R. W. Hunt is on the ham and bacon. George Wright has Fritter Franks, a new device. Al Cecchini is doing okay with the gold fish and glass pitch. Roger Warren will have the beer concession on the midway at the National Orange Show. Ruth and Bill McMahon are keeping things going for Spot Ragland.

## BALLYHOO BROS.' CIRCULATING EXPO

### A Century of Profit Show

By Starr De Belle

Laughter, Ala.  
March 5, 1949.

Dear Editor:

From the effects of having a buck or two during the boom years, my memory fails me as whether it was Reach Over Shorty, Middle-of-the-Road Whitey, On-the-Lam Slim or some other illustrious midway character who said, "We don't make a lotta money, but we have a lotta fun." Debating old-timers lean more toward Shorty as the utterer of the famous words, altho the vote among midwayites at large gave Whitey the popular count, because he was the first to throw in \$1,000 I.O.U. when a hat was passed to move a show train.

About this time of the year our shows start operating half way between the "not making a lotta money" economy and the "having a lot of fun" economy, neither of which is economical. The only method we have of shaving the nut and to have a lot of fun is to take turns putting a razor on our pinhead's head. Thru trouping for laughs, our midway financial experts keep muscling in on the boss, who knows, without looking at the books, that his bankroll is thin. And

Greene County Fair, Waynesburg, Pa., in August. Community celebrations include a 50-year golden jubilee celebration at Youngwood, Pa., and firemen's celebrations at Verona, Leechburg, Mt. Pleasant, Ford City, Arnold and Charleroi, all in Pennsylvania.

to be 60 per cent right with our fun lovers, he agrees that the railroad moves are 60 per cent up, the weather 60 per cent bad, and biz is 60 per cent wrong, which gives our fun lovers 180 per cent to laugh off. However, a smart press agent won't write it unless ready to take a lam.

One of the toughest problems facing a press agent is how to put enough enthusiasm in writing a story about bad business to satisfy those wanting a lot of fun. We have learned that almost any showman's bankruptcy is a hilarious anecdote, if told by an opposition general agent during his moments of having a lotta fun. We also learned that a week of wet weather is more dangerous from fire-water than fire.

Each year our secretary tries to figure out what the shows gained thru  
(See *Ballyhoo* on page 86)

## 50 Exchange Gifts at NSA Auxiliary Secret Pal Party

NEW YORK, March 5.—Mildred Peterson was hostess at the secret pal party of the Ladies' Auxiliary of the National Showmen's Association at the clubrooms Monday (28) night and was assisted by Esther Eichel, Lillian Elkins, Ann Peterson, Mollie Spitz, Sylvia Stern and Midge Cohen. Each of the 50 members present received a corsage.

Tables were decorated in blue and yellow, the club colors. After-dinner

## Strates Tabs Record Take At Orlando

### 23,000 Kid's Day

ORLANDO, Fla., March 5.—With ideal weather prevailing thruout the week and gate attendance consistently ahead of the marks set in former years, the James E. Strates Shows established an all-time high gross record here at the Central Florida Exposition ended last Saturday (26).

Children's Day, Monday (21), 23,000 moppets jammed the grounds and gave the midway all the needed impetus for record smashing. The youngsters gave all of the rides big grosses, altho the shows got a good percentage of the play.

Former parking areas were made available to the show, with the result that the midway, featuring 26 rides and 16 shows, exceeded all former fun zones in size. Jack Norman's *Broadway to Hollywood Revue* and Ivin C. Miller's *Brown Skin Models* vied for top money.

### Departure Noted

When the show train was ready to depart from its Largo, Fla., winter quarters February 18, the high school band serenaded the personnel. A number of local dignitaries were on hand as the train pulled out to the strains of *Auld Lang Syne*. General Manager Strates thanked the participants for the honors.

Prior to leaving here, Strates was given a dinner by the fair board and invited to make Orlando his winter-quarters home. No definite action was taken.

Visitors included E. Lawrence Phillips, Morris Lipsky, Mrs. Harold Paddock, Frances Scott, Hal Eiferd, Lucille and Charles Lampkin, George Reinhardt, Corine and Norman Rady, J. D. Powell, Mr. and Mrs. Johnny Bean, Mr. and Mrs. Bert Miner, T. M. (Tommy) Allen, Bertha (Gyp) McDaniels, Ray S. Howard and A. S. Morton.

## Whitey Weiss Joins John R. Ward Shows

BATON ROUGE, La., March 5.—O. J. (Whitey) Weiss will be concession manager of the John R. Ward Shows, Owner Ward announced here. Weiss had served in a similar capacity with the Cavalcade of Amusements for several years thru the close of last season.

The Ward Shows, which are to come out on 20 cars, will launch their season here April 1.

## Morris Hannum Shows Ink Gratz., Pa., Fair

BETHLEHEM, Pa., March 5.—The Morris Hannum Shows have been contracted to play the Gratz (Pa.) Fair, it was announced at the shows' quarters here. Previously signed were fairs at Conchohocken, Kutztown, Northampton and Dallastown, all in Pennsylvania, and the Flemington (N. J.) Fair. Also announced previously was the inking of the annual July 4 celebration at Phoenixville, Pa.

Three new rides, including a Ferris Wheel, have been ordered. Marshall Green, general agent, is vacationing in Sarasota, Fla.

entertainment was provided by Mildred Ford, emcee, who played her uke and sang, while impromptu bits were offered by Queenie Van Vliet, Margaret Snyder, Mae Schoonmaker, Ethel Ortelli, Kitty Rausch, Edith Ricci and Ann Brown. Gifts were distributed and secret pals assigned for next year.

L.B. "JUST A GOOD CLEAN SHOW" CELEBRATIONS Lamb SHOWS FAIRS

LAST CALL LAST CALL
OPENING MARCH 28—GENEVA, ALA., Downtown

FIRST SHOW SINCE 1942
ALL PEOPLE BOOKED, PLEASE NOTICE

CAN PLACE SHOWS not conflicting with Side Show, Motor Drome, Minstrel Show, Snake Show, Monkey Show, Girl Show and Wild Life Good proposition for Fun House. RIDES—Will book one Flat Ride, Caterpillar or Electric Scooter or Dark Ride. CONCESSIONS that work for Stock, Bingo, Popcorn, Sno Balls, Diggers, Photos, Cook House are sold. NO GYPSIES.

HELP—Al Alfredo wants Side Show People. Can place Ride Help, must drive semis. Want Musicians for Minstrel Show. Can place sober Agents for Concessions. We have 18 Fairs and 2 Celebrations booked Write or wire

L. B. LAMB

NAPIER FIELD, DOTHAN, ALABAMA. NO PHONE CALLS, PLEASE.

LAST CALL LAST CALL

MIGHTY PAGE SHOWS

10 FAIRS 10 FAIRS
TEN OFFICE OWNED RIDES—TEN OFFICE OWNED SHOWS

Opening April 2 in one of North Carolina's best industrial towns. First Carnival in seven years. Will announce later.

RIDES—Place set of Kid Rides, also Train. Any new or novel Major Ride not conflicting. Sober Ride Men and Semi Drivers, come on. Winterquarters open. SHOWS—Snake, Monkey, Fun and Glass House, Motor Drome, and Animal Show. Dan Riley and Capt. Harrell, answer. CONCESSIONS—Give Ex. on Diggers, Arcade, Photos, Country Store, Novelty, Jewelry, French Fries, Waffles, and Long Range. Will book any 10¢ Stock Stores. One Mitt Camp open. Want Agents for office Skillo. Mack House wants to hear from reliable Concession People. Call him at Phone 32706, Raleigh, N. C. Few choice Wheels open. All people contracted with this show, get in touch.

BILL PAGE, Gen. Mgr.—MACK HOUSE, Bus. Mgr.

WINTERQUARTERS ADDRESS: BOX 478, WENDELL, N. C.

P.S.: Eddie Wheeler and Hobe Cole, contact.

LAST CALL - - - LAST CALL - - - LAST CALL
OPENING CORDELE, GA., SATURDAY, MARCH 19

Want Chairplane Foreman, top salary. Second Man for Tilt. Man to take complete charge of office-owned Girl Show and Posing Show. Must have girls and wardrobe. Will book any Show or Ride not conflicting. Jimmy Watts wants Half and Half for Annex, Geek for Snake Show, Ticket Sellers who will Grind, General Side Show Help, also Help for Animal Show. (Jimmy Steele, Bob, Bert, come on.) Want legitimate Concessions of all kinds, will book one Bucket Store, one Swinging Ball, one Six Cat. Good proposition for Custard and Long Range Gallery.

ALL REPLIES:

WALLACE & MURRAY SHOWS

Moultrie, Ga., until March 17; then Cordele, Ga.

WANT C. A. STEPHENS SHOWS

TWO SATURDAYS, MARCH 19 TO 26, OPENING CHESTER, S. C.

Concessions—Duck Pond, Fish Pond, Novelty, Blower, High Striker, Ball Games, Long or Short Range, String Game, American Palmistry, Custard. Agents for Slum Stores and Count Stores. Bill Hunter needs Count Store Agents; Jimmy, come on. Agents, get in touch with Middle at Kingtree, S. C. Shows—Place Man who can handle Snake Show and any worth-while Show not conflicting. Rides—Second Men on all Rides. All answers to KINGTREE, S. C., TILL MARCH 16; THEN CHESTER.

PAGE BROS.' SHOWS

Opening Springfield, Tenn., Saturday, April 9

Want Fish Pond, Custard, Jewelry, Arcade, Pitch-Till-U-Win, Ball Game, Dart; Lead Gallery, Short and Long. Want Foremen for Tilt-a-Whirl and Merry-Go-Round and Second Men on all Rides. Ralph Dulch, Jim Escobar and Pop Womack, write.

Address BOX 244, Springfield, Tenn. Phone: 1305-W

P.S.: Want Partner for #2 Unit with some cash. Must be able to manage same. I have all equipment.

PINE STATE SHOWS

WANT

A General Agent with car who knows New York State and environs and the shortest route from Georgia. Will book Drome, Tilt, Fly-o-Plane and suitable Kiddieland Rides. Minstrel, Side Show, Fat, Midget and/or any Grind Show. Ride Help with driver's license, wives on tickets. Concessions—Arcade, Diggers, Hankles, Cookhouse. No flats. MANAGER, PINE STATE SHOWS, Willacoochee, Ga., thru Wednesday; then Macon, 3 weeks, starting Saturday, March 12th.

WANTED WANTED WANTED

Scenic and Pictorial Artist to join on wire. CONCESSIONS—Age, Scales, Novelty, Fish Pond, Hoop-La, Short Range Gallery, Jewelry and any other legitimate Concession only. SHOWS—Can place Wild Life, Arcade or Monkey Circus; also Man or Woman to manage large Girl Show. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows
CARTHAGE, N. C.

LAWRENCE GREATER SHOWS

"America's Most Progressive Carnival"

LAST CALL

Show Opens in Savannah, Georgia—Monday, March 21
All attractions and people contracted be on hand
TUESDAY, MARCH 15

WANT—Girl Show; Norman Wolfe, get in touch. Man to handle and train Monkeys. Talkers and Grinders for Minstrel, Snake and Monkey Show. Ted Grace wants for one of America's finest Side Shows. Salaries paid out of office. Working Acts of all kinds. Magician to handle inside and pitch; Billy Jewell, answer. Strong Feature Act. Half and Half for Annex; Jack Roof, get in touch. Ticket Sellers who can grind. Harry Clark wants for BIG MINSTREL SHOW, 1 Trumpet; 1 Sax, Tenor or Alto; 3 Light-Skin Chorus Girls; Angus Holly, get in touch.

CONCESSIONS—Splendid territory and good proposition for Arcade, Age and Scales, Jewelry, Long-Range Gallery, French Fries and Photos. Concessionaires, contact Fitzie Brown.

HELP—Foremen for Caterpillar and Fly-o-Plane. SECOND MEN on all rides; must be able to drive trucks. Want good Man for Front Gate, Towers and Anti-Aircraft Searchlights.

Will Book a COMPLETE LIFE SHOW or BUY Specimens and Parahernalia for same

REPLIES TO POST-OFFICE BOX 1921, SAVANNAH, GEORGIA

H. B. ROSEN AMUSEMENTS

WANT

WANT

OPEN SATURDAY, MARCH 26, IN NORTHERN ALABAMA, DOWNTOWN LOCATION, UNDER STRONG AUSPICES, WITH 3 MORE CHOICE ALABAMA SPOTS TO FOLLOW

SHOWS—On account of disappointment will book Side Show. Want Girl Show, must have not less than three girls. Will give good proposition to Motordrome, with or without transportation. Will book Fun House or Glass House. RIDES—Want Chairplane Foreman. CONCESSIONS—All Concessions open except Bingo, Cook House, Diggers, Pop Corn. Will book Hanky Panks at a reasonable rate. Want Agents for Roll Down, Razzle Dazzle, Slum Skillo, Swinger. All Agents who have worked for me before, get in touch with me. Will give head of each store to a reliable man who can produce results and work according to orders. Have few P.C. open if you have Hanky Panks to go with them. Want Painter and Scene Artist to join on wire. Want Billposter with car or truck who knows how to put up paper and will. Want General Help in all departments. Winter quarters is now open at the Courtland Air Base, Courtland, Ala. Plenty of parking space, water and lights. Come on. All replies to

H. B. ROSEN P. O. Box 309, Courtland, Alabama

HOME STATE SHOWS WANT

FOR OPENING EARLY IN APRIL

CONCESSIONS

SHOWS

RIDE HELP

Long and Short Range Galleries, Cork, Novelty, Clothes Pin, Ball Games, Coke, Watch-La, Fish Pond.

Organized Hillbilly Show; have Top, Stage and Blues. Manager for Athletic Show, Motordrome. Shows that don't conflict.

Bob Laughlin wants Chairplane Foreman, Second Men who drive.

8 MINNESOTA FAIRS—6 CENTENNIALS—2 STATE CONVENTIONS
OUR CELEBRATIONS START MAY 27TH IN IOWA

Featuring in 1949 The Atterbury Circus Acts

Currently touring South America with Circus Americano. 10 Rides, 8 Shows and America's Foremost Free Attractions. OPENING EARLY IN APRIL, LINCOLN, NEB.

Write or wire CARL LARSEN or DON TRUEBLOOD
Batesville, Ark., until March 20; then State Fair Grounds, Lincoln, Neb.

CALL CALL CALL WANT WANT WANT

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FOR

JOHNNY J. JONES SHOWS

ENDY BROS.' SHOWS

All people contracted write me at once. Can place useful, sober and reliable Sideshow People at all times. Novelty Acts, Working Acts, Mental Act, Magician. Half and Half for feature. Long season, top salary for the best.

Following people wire or write: Mona, Blue, Carl and Casper, Sam, Marlowe and Lee, Marlowe, Knotty (Cecil Latham), Melvin Borkhart, Laurelio, Beckett and Simms. White and Colored Dwarfs, Pin Cushion. Inside Man who can sell feature. Man and Wife for Snake Show. Inside Man for Unborn. Tell all first letter.

DICK BEST, MGR.

BOB GARNER < WIRE > JIMMIE DAVIS
WALTER WANOUS, MGR.

BEST & WANOUS, Inc. BOX 3687—CITY TRAILER PARK—SARASOTA, FLA.

BARNEY TASSELL UNIT SHOWS

Week March 14, Pahokee, Florida

Picking beans galore. This is when the money is here. Can place anything worth while. Then going north. Wire this week, Lake Worth, Florida.

P.S.: Can use General Agent for about six or eight weeks' work.

ROY ALLEN WANTS

AGENTS FOR SIX CONCESSIONS

(ONLY SIX ON SHOW), 1 Slum Skillo, 1 Razzle, 1 Pin Store, 3 Wheels. Boys to take care of same. Agents who have worked for me before, get in touch. Contact:
1300 PONCE DE LEON AVE., ATLA:4TA, GA., UNTIL MARCH 14; THEN CORDELE, GA.

## WHEELS

Our new Aluminum Hub Wheels are now perfected. Perfect Machine Balance — 2 sizes: 25" and 32", fabricated with the finest kiln-dried lumber. Combinations 15 number, 18, 20, 24 and 30, any amount of spokes up to 9. Chuck-A-Luck and our Race Horse percentage.

Ray Oakes has 57 varieties of games

Write for Our New 46 Page Catalog

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BOX 106 BROOKFIELD, ILL.

### BAKERS GAME SHOP

WHEELS—ALL COMBINATIONS, SIZES

Large and small Chuck Wheels.

Ball Chuck Wheels, 30 and 36-inch

Wheel Laydowns, wide counter size.

Track Laydowns, Under and Over Cloths.

Baker Wheel Counter Posts.

Baker Four Ball Buckets.

Baker Ball Bearing Skillets.

Tracks, 12, 15 and 24-Horse sizes.

New 28x28-inch Slum Store.

New Two-in-One, Razzles, Blocks or Marbles

Old Style, Standard Razzles, Hardwood.

Standard Roll Downs, P. Pool End Tables.

Six Cats, Soup Pegs and Chuck Logs.

Milk Bottles, Pint size, heavy and light.

New Front Counter Blowers.

Water Fall Blowers, Bingo Blowers.

Large and small Dice, Plastic Marbles.

If you are in the business, write for

New Catalog.

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Shrunken Heads and Shrunken Bodies, Devil's Child, Ape Boy, Wolf Boy, Fish Girl, Gorilla Boy, Missing Link, many others. Write for photos and prices.

Talo's Curiosity Shop  
5240 E. Van Buren St.  
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## WANTED CARNIVALS OR CIRCUSES

For coming season. High, dry ground (10 acres), ideal location, main highway. Surrounding population approximately 60,000 to draw from. Property free.

JOHN W. HARRINGTON  
Roman Gardens Potsdam, New York

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Popcorn Machines & Concession  
Equipment & Supplies

BLEVINS POPCORN CO.  
NASHVILLE, TENN.

## CARBONS FOR 60" SEARCHLIGHTS

Type 1, manufactured by National Carbor Co. Excellent condition. 25 sets to metal container; factory packed 20 containers to wood case.

F. O. B. Ogden, Utah, case lots, per container

Special prices for larger quantities.

R. M. B. CORP. 1505 E. First Street, Los Angeles 33, Calif. \$4

## WANTED

Traveling Arcade Mechanic, also Assistant Mechanic on large Railroad Show. Must understand all type machines. Can also use General Help for same, preferably one who understands Canvas.

BOX D-149  
c/o The Billboard, Cincinnati 22, O.

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

## GOLD BOND SHOWS

NEW AMPH-THEATRE MIDWAY  
NOW CONTRACTING

RIDES — SHOWS — CONCESSIONS  
Address: P. O. BOX 229, Mt. Sterling, Illinois

## CARNIVAL WANTED

Fireman's Carnival and Big Centennial Celebration, July 4-9. Must have Merry-Go-Round, Ferris Wheel and Kiddie Rides. No Concessions necessary.

S. R. MORTON  
SANDY LAKE, PA.

## BAKER UNITED SHOWS

Inquiries solicited from Show and Concession Operators interested in a profitable connection for 1949. CAN PLACE MAJOR RIDE NOT CONFLICTING. Address all inquiries to

2257 Madison Ave. Ph. 4 GARfield 4884  
Indianapolis 2, Indiana

## MIDWAY CONFAB

Rita Raye opened her Side Show with the Capital City Shows at Fitzgerald, Ga. . . . Tommy Carson and Perry Cowan, who opened the season with Ted Woodward's Midwestern Shows, recently left that org.

One of the biggest inventions yet to be made is an office with no leakage.

Bill Montague, Gilbert Conlin and William H. Day, all members of the Blue Landolf Tent, Hartford, Conn., will attend the annual Circus Fans convention at Hagerstown, Md., April 14-16. . . . George A. Hamid has returned to his New York booking office after a brief vacation. . . . Bill Breese, well-known show agent, is confined to St. Elizabeth's Hospital, Richmond, Va., with pneumonia. . . . J. Harold Schabinger, a director of Kent-Sussex Fair the past 25 years, has been appointed harness racing commissioner for Delaware.

Seats are available on carnival day coaches—if those wanting 'em go aboard at midnight on Saturday.

While playing Florida dates, Bunny Venus, dancer and Girl Show operator, enjoyed visits from Pete Jones, Jones Greater Shows; Aerial Millers, Emma Raymond and Mr. and Mrs. Bill Curl, Curl Greater Shows. . . . Jean (Jo Ann) Renee, has been booked into the Pullman Club, Westville, Ill., following a successful stand at the Colonial Club on the West Coast. . . . Jerry Hugger, Altoona, Pa., and Van Stokes, who have been visiting in Toledo, left the

Ohio city March 7 for Fresno, Calif., to join A. J. Budd's Side Show on the West Coast Shows. Both were with Dick's Greater Shows last season. . . . Hugh M. Smith cards from Gastonia, N. C., that his Superba Band will be featured on one of the major carnivals this season.

When a showman advised that his mid-way was 40 years old, a competitor cracked, "And it doesn't look a day older."

Jack Stanley Jones, sound truck owner and bingo manager on Harrison Greater Shows, presented his wife and family with a new trailer in celebration of the former's birthday while playing Florida with the Barney Tassell Shows. . . . Joseph Lehr letters from Philadelphia that William Hagelman, who had his concessions on the Matthew J. Riley Shows last season, has booked a string of stands with Simon Krouse and Bill Kerr for dates around Philadelphia. Krouse is a brother of the late Simon Krouse, of Krouse Greater Shows. Mr. and Mrs. Don Holt, who wintered at Ward's Camp, Jensen Beach, Fla., again will serve as agents for Hagelman.

Having considered all issues impartially and objectively at great length we find that carnival men like carnivals and circus men like circuses.

Hurdon Anderson, who had the grab joint on Baker's United and Midwestern Exposition shows last season, plans to sell his concession trailer and remain in Detroit this

## CARNIVAL WANTED

AUGUST 5TH AND 6TH

### ANNUAL TURKEY FESTIVAL CELEBRATION

Outstanding Annual Frolic In  
Island County

Reply now to:  
VERN YOAKUM, Carnival Chairman  
Oak Harbor, Washington  
(Home of large Naval Air Station)

## MIDWAY ATTRACTIONS

WANTED FOR  
LEGION SPRING FESTIVAL

Newton, Ga., March 7-12, on Main Street stock Concessions of all kinds. Floss, Popcorn, Age and Weight, \$12.50. Good opening for small Cookhouse, small Bingo, No flats or P. C.'s. Herman List wants Coupon Agents Both Count and Pin Stores. SHOWS — Snake, Monkey or any Grind Show. Will give good proposition to Shows with own transportation. RIDES—Good proposition to set of Kiddie Rides. Also use one Major Ride not conflicting. Andre, of Knoxville, answer.

All replies to  
E. A. "Hoppy" Chapman  
Newton, Ga., this week; Edison, Ga., next.

## PIONEER SHOWS

WANT

Rides and Shows. Concessions — Custard, Race Horse, French Fries, Photos, Hanky Panks, Diggers and Rotaries. Will buy Kiddie Rides and Fun House.

MICKEY PERCELL  
Waverly, N. Y. Phone 198

## See Ernie Jordan for LUXURIOUS TRAILER COACHES

Lot #1—505 NE 23, Ph. 4-7855, Okla. City, Okla. Displaying Vagabonds, Travellites, Disc Queens, "M" Systems and others.

Lot #2—901-911 North Ash, Highway 77, Ph. 770, Pauls Valley, Oklahoma. Displaying Spartan Aircraft Trailers. All aluminum aircraft constructed, triple insulated, 33 1/2 ft. Royal Mansion, 30 ft. Mansion, 26 ft. Manor, 25 ft. Spartanette.

Liberal Trade-Ins, Easy Terms, Parts & Supplies. The Showman's Friend Everywhere.

## PLASTER

Highly Glossed and Tinted

LARGE 25c MEDIUM 10c

No Shipping

CENTRAL DOLL CO.

2102-04 Prospect St. Indianapolis 3, Ind.  
Phone: Market 5933

## REFINED LADY CASHIER

For outstanding mobile exhibit under leading auspices. A most desirable permanent job for fine appearing, intelligent person in keeping with highest standards of auspicious requirements. Salary \$50.00, plus bonus. Must join at once if you qualify.

GEORGE E. LAMBERT  
Hotel Henry Watterson Louisville, Ky.

## PAUL'S AMUSEMENT CO.

Opening March 15th, City Park, Pine Bluff, Ark., for a few weeks.

Can place all legitimate concessions, especially Stock Stores. Have contract for few weeks in park. All privilege 25% to office. Can use Shows. Also would book Roller Rink, 25%. Also Agents for office concessions. Park has drawing capacity 75,000 to 80,000 people in vicinity. All reply to

P. A. SCRIMAGER  
Paul's Amuse. Co., Box 326, Conway, Ark.

## NOW AVAILABLE

1949 EDITION OF OFFICIAL  
CONCESSIONAIRE'S GUIDEBOOK

Jam-packed with money-making ideas, games, formulae, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.

Concessionaire's Guidebook

3918 Secor Road, Toledo 6, Ohio

## PLAYLAND SHOWS

Now Booking for Next Season

RIDES — SHOWS — CONCESSIONS

Jack Gallagher, Mgr.

15610 Veropica East Detroit, Mich.

## TRI-CITY AMUSEMENT PARK

The only amusement park located in the heart of; on the main 4-lane Hiway #410, serving and connecting the largest INDUSTRIAL AND MILITARY BOOM AREA in the UNITED STATES. Located halfway between three booming cities—Pasco, Kennewick and Richland, Washington; serving the largest Atomic Energy Works in the U. S. Walter Winchell, in his Sunday radio news broadcast, predicted that this area would outgrow Los Angeles in the next five years. We have at present a drawing population of over 200,000, and everyone employed at the largest wage scale in the country. Hundreds of new people arriving every day.

### WANT—OPENING MARCH 17—WANT

CONCESSIONS—Can place Slum Stores, such as String Game, Penny Pitches, Glass Pitch, Hoop-La, Coke Bottles, Cigarette Gallery, Clothes Pin Pitch, Fish Pond, Slum Bowling Alley, Novelties, Duck Pond, Penny Arcade, Add-Em-Up Darts, Huckly-Buck, Pan Game, Rat Game and Slum Blower. EVERYTHING NOT MENTIONED IS SOLD. WIRE, DO NOT WRITE. TIME IS TOO SHORT.

### WE HAVE NINE RIDES, THREE SHOWS AND FOUR LIGHT TOWERS

Want Pony Ride and one Flat Major Ride. Good proposition for Fun or Glass House. Want Men and Women Agents for Ball Games, Slum Stores and Percentage. Do not write, come on and we will place you. ALL REPLIES TO

RALPH ROBINSON, Owner-Manager

4721 COLUMBIA AVE.

KENNEWICK, WASH.

## HARRY LOTTRIDGE — HARRY BOYLES

Present

### HARRY'S GREATER SHOWS

Opening April 2

CONCESSIONS—Want neat Grab Outfit or small Cookhouse, Custard, French Fries, Dart Stores, Pitch-Till-U-Win, Glass Pitch, Hoop-La, Basket Ball, String Game, Long and Short Range Gallery, Bumper, Huckley Buck, Coke Bottles, Cane Rack, Knife Rack, Novelties, Guess Your Age and Weight, American Palmistry, Penny Arcade, or what have you? No flats. CONCESSION HELP WANTED—Caller-Manager for office-owned Jack Pot Bingo, also Counter Men. Man and Wife for Ball Game. Bucket Store Agent who will work for stock. Curly Cowart, answer. SHOWS—Will book one Bally Show—good proposition to a One-Ring Circus or Hillbilly Show. Also 2 Grind Shows. Must have good equipment and transportation. Wm. F. Prevost, answer. SOUND TRUCK, must be a good one and owner with Concessions preferred. RIDE HELP—Sober and experienced that would appreciate working on the best kept Rides on the road. Top wages. Must drive semi-trailers and have license. Apply HARRY LOTTRIDGE, GENERAL DELIVERY, MOBILE, ALABAMA.

## WILSON FAMOUS SHOWS

"ILLINOIS FINEST"

WANT Foreman for #5 Wheel; Second Men for Merry-Go-Round, Flying Scooter, Caterpillar, Rolloplane, Roll-a-Whirl and Kid Rides. You must drive. Manager for Fun House and Assistant Electrician. CONCESSIONS—Coke, Pitch To Win, Photos, Country Store, Guess Age, Hoop-La, Bowling Alley and String Game. SHOWS with own equipment, Side Show, Illusion, Animal, Mechanical or any worth-while Attraction. FOR SALE—New Taylor Custard Machine, \$1350.00. One 4-cyl. Universal Motor, suitable for Merry-Go-Round, \$100.00. Address:

WILSON FAMOUS SHOWS

ASTORIA, ILL.

## THOMAS AMUSEMENT ENTERPRISES

Presents the Cliff Thomas Shows, opening Indianapolis, April 15, with 20 weeks of Fairs, Street Fairs and Celebrations to follow.

Now booking Shows, Rides and Concessions. All Concessions open except Cook House, Bingo, Diggers, Carmel Corn, Basket Ball. Want Photo, Custard, Snow, Jewelry. Will book any Concession that works for stock. Want good Bingo Caller. Ride Help on Merry-Go-Round, Ferris Wheel, Octopus, Roll-o-Plane, Chairplane and Kiddie Rides. Good wages, good treatment, good equipment to work with. No drunks; must be sober and reliable and drive Semi. Winter quarters now open. Want good Electrician, union preferred. Ted Dunlap, wire. Want to hear from Al Jones, Ray and Betty Warren, Cliff Monnet, Frank Derheimer, Morris Galeans, Free Acts and Rodeo. Address all mail and wires to CLIFF THOMAS, 2447 E. Washington St., Indianapolis 1, Ind., T. J. SMITH, Mgr. Roy Rooks, Clifton Curtis, write Red, Ride Foreman.



**WANT**  
**GIRL SHOW MANAGER**  
**EXPERIENCED DANCING GIRLS**  
 Wire, no time to write  
**J. C. DUNCAN JR.**  
 2213 Lake Ave., Knoxville, Tenn., until  
 March 15th; then c/o Western Union,  
 Chester, S. C.

**CONCESSIONS WANTED**  
 Small Bingo, Grab, Drinks, Ice Cream,  
 all Hanky Panks not conflicting. Shows  
 —What have you? Ride Foreman for  
 Chairplane. If you drink don't answer.  
 Best spots in Mississippi, Arkansas,  
 Missouri and Iowa. No racket or Mitt  
 Camps.  
**C & B AMUSEMENT CO.**  
 W. T. Broxton C. A. Cave  
 Lucedale, Miss.

**PIONEER SHOWS**  
 Now booking Rides, Shows and Con-  
 ceSSIONS. For Sale—Mangels Stream-  
 lined Whip, Smith & Smith Chairplane  
 and Kiddie Ferris Wheel. Will buy Fun  
 House and Kiddie Rides. Address  
**MICKEY PERCELL**  
 WAVERLY, N. Y.  
 Phone: 198

**Thomas Joyland Shows**  
**NOW BOOKING**  
 SHOWS—RIDES—CONCESSIONS  
 OPENING APRIL 1  
 Want Ride Help on all Rides. Agents for Con-  
 ceSSIONS. Good opening for Penny Arcade. Ad-  
 dress:  
**L. I. THOMAS, Mgr.**  
 Box 1953, Riverside Station Miami, Fla.

summer. . . . Harry Bernstein, re-  
 cently with the Model Shows of  
 Canada, and Sam Finsten, Canadian  
 sheetwriter from Toronto and Mont-  
 real, visited the Detroit office of The  
 Billboard recently. . . . Jack and  
 Myrtle Beard entertained Ida Chase,  
 Rose Page and daughter Doris and  
 her husband at their home in Phoe-  
 nix, Ariz., recently. The party mo-  
 tored to Tucson to spend the week-  
 end at the ranch of Mr. and Mrs.  
 Clinton Conkling where a birthday  
 dinner was held in honor of Myrtle.  
 . . . Doc L. E. Brown is building a  
 10-ride kiddieland to show at Pan-  
 ama City Beach in Florida, opening  
 May 1 for four months.

When some managers promise bonuses  
 they take themselves seriously, and so  
 does the workingman—to the verge of  
 downright apprehension.

Helen and Lew Alter, Side Show  
 operators, were hosts at a party in  
 Reading, Pa., recently to 40 show-  
 folk friends before leaving to join  
 the Joseph J. Kirkwood Shows for  
 the season. Among guests were The  
 Great Luden, Lightning Kirk, Mr.  
 and Mrs. Karl Smith, Ralph Decker,  
 Mr. and Mrs. Harry Lewis, Raymond  
 and Leland Brison, Fred Mauray,  
 Mr. and Mrs. Charles Christman, the  
 De Homans and Bobby Dease. . . .  
 Smiling Jack Hamilton advises from  
 Forrest City, Ark., that he's framing  
 a Girl Show, Midget Revue and a  
 number of concessions which he  
 plans to take on the road, playing  
 Missouri, Illinois, Indiana and Ohio.  
 His wife, Lois (Buddie) Scott, will  
 have charge of the shows, Jack says.  
 Line-up, according to Jack, will  
 include Joey Daley, May Summer-  
 ville, Marion Moody, Jeanne Strong,  
 Hazel and Bobby Davis, Lew Dawn  
 and Artie Davis. . . . Edward Swee-  
 ney, who closed a successful run at  
 the Dania, Fla., Tomato Festival, is  
 in Miami preparing for the American  
 Legion Potato Festival which gets  
 under way in Hastings, Fla., March  
 20.

**JOHNNY T. TINSLEY SHOWS**  
**"America's Most Modern Midway"**  
**LAST CALL—BIG SPRING OPENING—LAST CALL**  
**Opening March 26**  
**WANT CONCESSIONS** — Scales, Age, Novelties, Photos, American  
 Palmistry, Frozen Custard, Lead Galleries, Cork Gallery, String Game or any  
 legitimate Merchandise Concessions. BINGO OPERATORS, NOTICE—We can  
 place a high-class Bingo for a few weeks.  
**WANT SHOWS** — Will book one or two high-class Shows not conflicting  
 with what we have; good opening for Side Show, Monkey Circus, Mechanical  
 City or any new and novel attraction.  
**WANT LOT MAN-CONCESSION MANAGER** — Have attractive  
 proposition for a good, capable Man.  
**WANT HIGH CLASS FREE ACT** — Due to a disappointment we  
 offer a season's work to a real high-class Act of three or more people; must be  
 high in the air.  
 Address **JOHNNY T. TINSLEY SHOWS, 22-A E. Court Street, Greenville, S. C.**  
 P.S.: Our route includes the best Still Dates, Fairs and Celebrations in the South.

**W. R. GEREN Presents**  
**MIGHTY HOOSIER STATE SHOWS**  
**12 RIDES — LIGHT TOWERS — SEARCH LIGHTS**  
**Opening April 8**  
 Now booking Stock Concessions—Bingo, Cook House, Diggers, Ice Cream and Cotton Candy  
 booked. All others open. Write. Custard open. Also flashy Photo Gallery.  
**SHOWS**—Have Side Show and Snake Show complete with transportation. Also two 20x40  
 Tops and Banner Lines, want insides for same or will book any Show with own outfit.  
 Want Motor Drome; Speedy Palmer, answer. Want Fun House. Will book Rodeo for  
 back end; you will do O. K. here.  
**RIDES**—Have Allan Herschell ten-car Kid Auto and Train. Will book party with two factory  
 Kid Rides; will turn over my two to same party—wire. Only FACTORY Rides considered.  
 I have transportation for my two Rides.  
**RIDE MEN**—Foremen and Second Men who drive. Salary tops and sure. Kenny Ritchie is  
 ride superintendent here, write.  
 Ralph Stafford wants Hanky Pank Agents. Bingo Randolph wants Grind Store Agents, write.  
 Only interested in show folks, not beginners or first o' Mays, "would-be managers" or  
 those who must have a little financial backing to make opening spot. All replies to  
**W. R. GEREN** **Box 29, Greensburg, Indiana**

**DUMONT SHOWS**  
**Featuring the Great Wilno—Human Cannon Ball**  
**Opening March 17, JACKSONVILLE, N. C., Pig and Whistle Lot**  
**WANT Concession**—Guess-Your-Age, Weight, Ball Games, Hoop-La, Watch-La, Coke  
 Bottle, String Game, Photo or any legitimate Concession. **WANT SHOWS**—Glass House,  
 Fat Shows, Motordrome, Roger Rabo wants for Side Show Working Acts and useful  
 Side Show People. Cig Anderson, write. Spot Cooper and Whity Johnson want Agents  
 for Rolldown and Clothes Pin. Can use a few good Men that drive semis. Will book  
 Kiddy RIDES. Have for Sale—Smith & Smith Chairplane and Live Pony Ride. Will  
 book same on Show. Address:  
**LOU RILEY**  
 2121 MAIN STREET COLUMBIA, S. C.

**Fidlers United Shows**  
**OPENING APRIL 13—VICINITY OF ST. LOUIS**  
**WANT CAPABLE SIDE SHOW MANAGER.** Must know his business as we will feature this  
 Show. **ATHLETIC SHOW MANAGER** with people. **MANAGER** for Girl and Posing Show  
 who can furnish talent, wardrobe, and own sound equipment. One who can take orders.  
 We have **SHOW FRONTS** and **TOPS** for other Shows. What do you have for them? **WILL**  
**BUILD** Shows for Capable Showmen that can get money. **SPECIAL PROPOSITION** to Show-  
 men with own outfits and transportation not conflicting. **WANT TO BUY** small Motordrome,  
 or half interest with Rider. Can place combination **RIDE AND LOT SUPERINTENDENT**  
 Must be well qualified and able to take care of 15-Ride Show. **CARPENTER** who can design  
 and build. **PAINTER** who can do scenic work and lettering. **BILLPOSTER** that can do heavy  
 billing, stay sober and drive new truck. **EXPERIENCED MAN** to take care of **FRONT GATE**,  
**TOWERS**, and **SEARCHLIGHTS**. Everyone state salary and past experience. **WANT TO**  
**BUY OFFICE TRAILER.** Must be in A-1 condition.  
**FIDLER'S UNITED SHOWS, 390 ARCADE BLDG., ST. LOUIS, MO.**

**DICK'S Greater Shows Inc.**  
**SHOW OPENS APRIL 16**  
 Playing only the largest and best industrial cities in the Steel Center where they are  
 working to capacity.  
**WILL BOOK**  
**RIDES:** Roll-o-Plane, Octopus or Spittire.  
**SHOWS:** WILD LIFE, MOTORDROME.  
**CONCESSIONS:** On account of illness, want complete **COOKHOUSE** and **GRAB**. Scales and Age,  
 Photos, Cork Gallery, Long or Short Range Gallery, Ball Games, Pitch-Till-You-Win, any  
 Legitimate Stock Concessions.  
**HELP:** TILT-A-WHIRL Foreman and C-CRUISE Foreman; also Second Men on other Rides;  
 Semi Drivers preferred; top salaries P.S.: Frank Wagner, get in touch with me.  
**R. E. GILSDORF, Genl. Mgr., Box 401, Chews, N. J.**

**BULLOCK AMUSEMENT CO.**  
*Plean entertainment for the whole family*  
**FIRST CALL**  
 Great Falls, South Carolina, Saturday, April 2. All Ride Help contracted report winter  
 quarters in Charlotte, North Carolina, Mohday, March 14th.  
 Can place following Concessions: Long Range Gallery, Watch-La, Hoop-La, Bowling Alley,  
 Scales, American Mitt Camp. Want Shows, Pit Show or small Animal Show.  
 For Sale—One 14x24 Khaki Marquee, complete with poles, made by Anchor Supply, used  
 one week. Also have several Tops and Frames for Concessions, made by Anchor, all just  
 like new, used four weeks. **J. S. BULLOCK, Route 1, Box 29, Charlotte, N. C.**

**AMERICAN BEAUTY SHOWS WANT**  
 Opening date is April 16 at Fulton, Mo., two Saturdays. Seven bona fide Fairs booked:  
 Wapello, Ia.; Fair; Kehoka, Mo.; Oskaloosa, Ia.; Bloomfield, Ia.; Eldon, Ia.; Columbia, Mo.;  
 Lamar, Mo., and three more Fairs pending. The best Still Route booked.  
 Can use a few more Concessions, also Shows of all kinds excepting Monkey Show and Girl Show.  
 Good opening for Motordrome and Fun House. Can use a few more Ride Men who can  
 drive Semis. Want man to take charge of Bingo; must drive Semi. Richard Daniels, everything  
 paid. Get in touch with Joe Sharp Address  
**BOX 29, PERRYVILLE, MO.**

**JACK THOMAS**  
**WANTS** **WANTS**  
 Agents for Bucket Store, Six Cats and an Aluminum Wheel Man. Also Agents for Ball  
 Game, Hit or Miss and Milk Bottles. Want Man and Wife for Rat Game and Pan Game. Other  
 P. C. Agents, get in touch with me. Other outfits open. Opening March 19, Lake Charles, La.  
 Wire or write at once. Address:  
 c/o GROVES GREATER SHOWS, SULPHUR, LA.  
 P.S.: Cocomo, get in touch with me. Also Slim that worked Six Cats for me last fall.

**FRED ZSCHILLE**  
**WANTS AGENTS WANTS**  
**FOR ROLLDOWN — RAZZLE DAZZLE — BALL GAME**  
 Opening March 12  
 Address: c/o W. C. KAUS SHOWS, SELMA, ALA.

**GRANT'S RIDES AND AMUSEMENTS**  
 Opening in Titusville, Pa., April 23rd-30th—Two Saturdays.  
 Want legitimate Concessions, no Griff—Cane Rack, Fish Pond, Balloon Dart, Pitch-Till-U-Win,  
 Huckly Buck, Frozen Custard, Duck Pond, Taffy, Lead Gallery, Cork Gallery, Coke Bottle  
 Stand, Guess Your Age or Weight, any other outfit not conflicting. Privilege, \$15.00. We are  
 carrying seven Rides. Will furnish Top for legitimate Show and will book Merry-Go-Round.  
 Contact  
**GEORGE GRANT**  
 ROUTE #3 PHONE: 2406 PLEASANTVILLE, PA.

**SAMMY LANE SHOWS**  
LANCASTER, MO.  
Opening May 1st Playing Missouri!  
WANT experienced Ride Help. First and Second Man on Merry-Go-Round, Second Man on Ferris Wheel, Roll-a-Whirl Operator, Counter Men for Bingo who can up it. All Help must drive trucks or semis and have driver's license. Married Men with Wives who will work as Agents or Ticket Sellers preferred. CONCESSIONS — Have opening for Novelties, Jewelry, Guess Your Age and Weight, American Palmistry, High Striker, Basket Ball, Coke, Sno Cone, Hoop-La, Peer Pool Agent, Pan Game. We only book one of a kind. SHOWS — Wild Life, 10-in-1, Monkey, Mechanical or any worth-while Grand Shows. Don't wire or phone, write. Attention, Committees in Missouri: We have some open dates. What have you to offer?  
Address: LANCASTER, MO.

**FOR SALE**

Addison Streamlined Miniature Train, ten-car Allan Herschell Auto Kiddie Ride, Smith & Smith Kiddie Airplane Ride. All in perfect condition, with or without transportation. Mack Semi carries all. Very reasonable.

**Mrs. K. L. Moyer**

170 Escarpment Drive Lewiston, N. Y.

**RIDES . . . RIDES**

**At Liberty**

**FOR FAIRS and SPONSORED EVENTS**

For Sale—#12 Eli Wheel in first-class condition, good as new, \$6,500.00.

Write

**THOMPSON BROS.**

2906 4th Ave. ALTOONA, PA.

**Custard Outfit Complete**  
**Buy of the Season**

All Aluminum Concession Trailer, lettered nicely, lighted with fluorescent, open three sides, equipped with Carvel Custard King Custard Machine, continuous flow type. It's a beauty. Custard outfit complete with lots of extras, used one season, purchased new in 1948. Cost over \$5,000.00. Will sell for \$2,500.00. Will book on good Show if desired. Photo on request. Write or wire:

**DANNY DORSO**

OCEAN SIDE TRAILER PARK  
Riviera Beach, Florida

**FOR SALE**

No. 5 Eli Wheel in perfect condition, with transportation; Allan Herschell 3-Abreast Merry-Go-Round, perfect condition, has Organ, also transportation; also 1½-Ton White Truck, enclosed body with 25-Kw. Transformer. All equipment in perfect condition and ready to operate.

**W. D. GANOTE**

3659 Harrison Blvd. Kansas City, Mo.  
Phone: Westport 2635

**FOR SALE**

Will sacrifice, on account of ill health. Motor Drome complete. Located in Lincoln Amusement Park, 3800 N. Mission Road, Los Angeles 31, California. Also three Trained Cubs. Buyer has privilege to continue to operate at the Park. Park draws 6,000 to 10,000 people on Sundays.

**CONTACT ZOLA WISE**

LINCOLN AMUSEMENT PARK  
3800 N. Mission Road, Los Angeles 31, Calif.

**FOR SALE—\$1,000.00**

'41 Chev. Truck and five (5) Concessions complete, including Wheels, Razzes, Roll Downs, Skillos, etc. 4 Concessions, 8 by 14; one 8 by 12. Stored in heated garage in Virginia.

**GEORGE EVITTS**

c/o General Delivery Riviera Beach, Fla.

**Now Booking for 1949**

*Rides, Shows and Concessions*

**HAPPYLAND SHOWS**

3633 Seyburn Detroit 14, Mich.  
Phone: WALnut 1-7924

**FOR SALE**

LATE MODEL 16-SEAT GRUNER CHAIRPLANE Complete with Ticket Box and Fence. Has Wisconsin air-cooled motor. Ride just like new. Will sell to highest bidder. What is your offer?

**KEN MURRAY**

Box 264, Bloomington, Ill.

**WANTED**

RIDES AND SHOWS

**V.F.W. HOMECOMING**

AUGUST 26, 27, 28 PREFERRED  
June dates available. Heavy populated industrial area. Wood River, Ill.  
Contact: E. B. HASTING  
Phone: Wood River 4-9570

**CLUB ACTIVITIES**

**Showmen's League of America**

400 So. State St., Chicago

CHICAGO, March 5.—Jack Duffield presided at the regular meeting Thursday (3). Also on the rostrum were Mike Wright, Ned Torti, Treasurer Walter F. Driver and Secretary Joe Streibich.

Bill Hunt presented the membership applications of Gene Autry, Frank L. Smith, Angelo Giardino, Clarence E. Pool, Danny W. Craig and John Kotris, all members of the Autry org. Dave Malcolm presented the application of Buddy Petersen.

A welcome letter was received from Maurice Schachter.

Irving Malitz has left the hospital and is now recuperating in Miami. No late news regarding Herb Shive or Teddy Underwood. Harry Mamsch is resting in his home. Tom Vollmer and W. C. Deneke are still confined.

Ned Torti reports he is awaiting replies on his ways and means letters and requests early answers.

Present after absences were M. K. Brody, Harry Bernstein, Bernie Mendelson, Bob McDowell, Paul Delaney, Bill Hunt and Jimmy Stanton. New members present were Benedict Garmissa and George McBeath.

Bill Carsky and Ned Torti left for New York on business. Max Friedman is still down San Antonio way. The Lou Kellers are in Los Angeles. President Bob Parker writes that the annual Parker barbecue is scheduled for Sunday (6).

The secretary is still having trouble with returned mail. Members are requested to send their addresses when they move.

**Ladies' Auxiliary**

February 24 social was held in the Hotel Sherman, with Mrs. Louise Rollo and Mrs. Marie Brown as hostesses. Awards went to Mrs. Blanche Latto, Mrs. Kuhbal and Mrs. L. M. Brumleve.

Mrs. Margaret and Evelyn Hock returned from a vacation in Hot Springs and Florida.

The members extended their sympathy to Veronica Potenza on the death of her mother February 26.

Letters were read from Virginia Kline, Evelyn Belew and Pauline Skerbeck.

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, March 5. — Regular meeting was held Tuesday (1), with President Pat Seery presiding. On the rostrum were Past President Pearl McGlynn, Second Vice-President Mae Oakes, Financial Secretary Irene Coffey and Treasurer Claire Sopenar. Invocation was read by Chaplain Mollie Foster.

Corresponding Secretary Josephine Glickman read correspondence from Trixie Clark, who reported Ruth Martone in Menorah Hospital, Kansas City, Mo., with a broken leg; Edna Stinson, known professionally as Mutt Barnett, who is in Jackson County Home, Independence, Mo.; Estelle Swaider, Showmen's League of America and Mae Sopenar.

Billie Lou Foreman remains in American Hospital, and Isabelle Brantman and Bobbie Cherniak are convalescing at home. Sympathy was extended to Elizabeth Jacks on the death of her mother, Rose Reed, a former member, and to Veronica Potenza on the death of her mother, Johnanna Judeikis.

New members are Clara Etta Barker, A'n Borker, Roselyn Cruendwill, Blanche Mae Lemeah, Harriet McBeath and Jeri Ringlin.

President Seery appointed Edith Streibich, Pearl McGlynn, Jeannette Wall, Edna Stenson and Ann Sleyster to serve on the revision committee.

Awards went to Mr. and Mrs. Edward Lazar, Eva Shine, Mildred Maniloff, Nellie Abbott and Mae Taylor. Door prizes went to Marie Vo-

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, March 5.—Ways and means committee, under the chairmanship of H. William Jones, who was recently a visitor here, is now preparing a schedule for a full summer's activity. Applications for membership received from Murray Rich and George Bovino, sponsored by L. D. King.

Benjamin Agin just returned from the West Coast, where he has been for several months. Among recent visitors were Frank Schilizzi, Joseph Walker, Calvin Berry, Edward Rockefeller, Charles Rubenstein, Bert DeWitt, Sam Weisser, Ben Merson, Al Janpol, Matty Burns, John Weisman, Harry Kaye, Sol Wahnish, Frank Capell, Charles Wertheimer, Morris Batafsky, Louis Light, Harry Levine, William Dieckman, Louis Corney, Sam Bibring, Max Eicholz, David Ricci, Ike Weinberg, Saul Eichen, Andrew Stryker, Jack Roberts and Sam Levy.

David Brown and Louis Elias are vacationing in Miami. Heading south is Louis Zackowitz. Irving Zaitchick is en route for the Carolinas. Mr. and Mrs. Jack Lichter report the death of their dog, Barney.

Irving Sherman is at the University Hospital in Philadelphia. Larry Falco is recuperating at the Queens General Hospital, Jamaica, N. Y. Still on the sick list are Robert Allen, Morris Saul, Nathan Weinberg, Mack Harris, Fred Fornier, John O'Rear, Irving Udowitz, True Perkins and James Cox.

Funeral services were held Wednesday (2) at Garlick's Funeral Home here for Abraham Kalman, who died February 28 at his home in North Bergen, N. J. Chaplain Fred Murray attended the services. Burial was in Mount Hebron Cemetery.

Charles B. Blum's wife died Thursday (3). Funeral services were set for Sunday (6) morning at Park West Memorial Chapel, New York.

Letters are being held at the office for many members, whose addresses are not on our files. Contact the office, please. Preparations for the barn dance March 19 are practically complete. Next regular meeting Wednesday (9). Dues are due.

**Ladies' Auxiliary**

NEW YORK, March 5.—President Queenie Van Vliet welcomed back from Florida. Second veepee Mamie Sibley, Secretary Fay Goldman, Gladys Manning and Bella Brengk Olsen in from a road tour. Ethel Ortelli donated a \$25 bottle of French perfume, which was won by hostess Veronica Zucchi.

Chairman of the sick committee, Jeanne Grey, is ill. Ethel Shapiro's mother is still seriously ill, but Dorothy Packman's mother is convalescing. Also on the sick list are Mae Sopenar and Helen Young. Bess Hamid is at her camp in Maine and still nursing a bad knee.

Helene and Sam Rothstein are leaving on a motor trip thru the South. Mildred Ford emceed and sang in the Showfolks unit at the Marine Hospital, Staten Island, February 20. Dorothy Packman and her husband are on a West Indies cruise.

Chairman Kitty Rausch is campaigning for new members and anxious for co-operation.

gel and Pearl Bauer.

Past President Edna Stenson reported from Winter Haven, Fla., that she received donations for the Forget-Me-Not fund from Hazel Maddox and Frances Frazier.

Hattie Hoyt and Florence Rubin are with Eddie and Dolly Young's Royal Crown Shows. Kathryn Robertson and Ruth and Amby Clinton are visiting Ruth's mother in Alabama.

Plans are to celebrate the club's sixth birthday in Chinatown, and an invitation was extended to Helen Wong Jean to be guest of honor.

**Michigan Showmen's Association**

3153 Case Avenue, Detroit

DETROIT, March 5. — Regular meeting was held February 28. On the rostrum were President Jack Gallagher, Third Vice-President Fred Sibling, Treasurer Louis Rosenthal, Secretary Bernhard Robbins and Attorney Leonard Simons.

Robert Gould is in Deaconess Hospital, while Rudy Moyer is in Wayne County General Hospital. Chubby Levinson and Mike Englebrink are back from Florida.

Members who volunteered to put on a party for the disabled veterans at the Dearborn Veterans' Hospital were Irving Borker, Hy Raisner, Joe Bennett, Sam Ginsburg, Fred Silber, Charles Schimmel, Irving Rubin, Eddie Gold, Jack Kotzen, Robert Templeton, Elmer Naggy and Bernhard Robbins.

A circular clock with an illuminated dial was donated to the club by Bulova Watch Company.

**Ladies' Auxiliary**

The monthly social was held February 28. The sum of \$60.20 was realized from bingo and was turned over to the general fund to help pay for renovations in the clubrooms. Prizes at bingo were won by Grace Ziegler, Marie Pence, Charlotte Richardson, Elaine Lysinger Jr., Dorothy Gold, Marianne Corrigan, Ann and Hilda Borker, Dot Miller, Pat Crognale, Rose Lewiston and Hazel Lidon. First prize went to Dorothy Gold. Hilda Borker won second prize.

Luncheon was served by Faye Green, Clara Silber, Rose Gold and Ida Schultz.

**FLORIDA AMUSEMENT CO.**

WANTS

Diggers, Scales and Age and Hanky Panky of all kinds, Side Show, Snake Show and Grind Show.

Downtown Waycross, Ga., Shrine Celebration, March 10 to 19.  
Mark Williams, take note.

**FIELD DAY**

MAY 19TH THRU 31ST

Concessioners, write. Youth movement sponsored by Men's Club of Salina. Address

**C. F. GRAY**

P. O. Box 20, Salina Station, Syracuse 8, N. Y.  
Phone: Syracuse 5-5863

**SECRETARY WANTED**

This man must know the carnival business, also able to take care all forms of taxes. One who can stand to be bonded. State qualifications and salary. Al C. Beck, if at liberty, contact.

**Fidler's United Shows**

390 Arcade Bldg.  
St. Louis, Mo.

**AT LIBERTY**

LEGAL ADJUSTER

AND ASSISTANT MANAGER

Both Railroad and Truck Show experience. Good references.

**KEITH CHAPMAN**

623 PARK HOT SPRINGS, ARK.  
(Phone: 5881-W)

**BINGO STAND**

FOR SALE

AT BARGAIN PRICE

Size 18'x24' complete with Canvas Top.

**AMERICAN LEGION**

c/o N. W. Grant, Fairmont, Minn.

**WANTED**

**MOTORDROME RIDERS**

MALE AND FEMALE  
17-Week Season at Riverview Pk., Chicago.  
Address: **THRILLS, INC.**  
Riverside Pk., Chicago, Ill.

**BLUE GRASS SHOWS**

Now Booking

SHOWS — RIDES

CONCESSIONS

For 1949 Season  
ADDRESS: BOX 621, OWENSBORO, KY.

**Pacific Coast Showmen's Association**

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 5.—A plan to set up a PCSA blood bank for members, in conjunction with the Red Cross, was the major topic discussed at the Monday (28) meeting presided over by Vice-President Joe Krug. Also on the rostrum were Vice-President Mike Doolan, Treasurer Al Weber and Secretary Lou Manley.

It was reported that Spot Ragland is improving in Behren's Hospital, Glendale, Calif. Sam Boswitz is scheduled to enter the hospital soon.

New member is James E. Blocker, concessioner and novelty man.

Present after absences were Jack Waterman, Eddie Murphy, Chicago; Frank Bennett, Jack Alpert, John Houghtaling and Cal Enfield.

Drawing was won by M. H. Ellison.

**Ladies' Auxiliary**

Meeting was called to order by President Mary Taylor. Also on the rostrum were First Vice-President Lille Schue, Second Vice-President Opal Manley, Secretary Edith Hargrave and Treasurer Peggy Forstall. Guests were Lydia Tripp, Mrs. A. Reyce, Della Steinberg and Mildred London.

Members attending their first meeting were Rose V. Merrous, Betty Ferguson and Ona Van Zandt.

On sick list were Stella Linton and Jennie Rawlings. A letter was read from Stella Linton. Lille Schue won the bank award. Door prizes, donated by Sally Flint, Rose Rosard and Dorothy Enfield, went to Margaret Farmer, Lucille Dolman, Nina Rogers and Dot Cronin. Donating to the bazaar were Jetta Clancy, Dorothy Enfield and Ethel Ebell. Marlo Le Fors donated several boxes of book matches for club use. Wall brackets, donated by Mary Taylor's guest, Helen Masterson, were won by Betty G. Coe. Rose Ann Jones donated a bracelet.

Called on for short talks were Rose V. Merrous, Ona Van Zandt, Betty Ferguson, Sally Flint, Dot Cronin, Lydia Tripp, Della Steinberg, Mrs. A. Reyce and Mildred London. Lunch was served by Chairman Estelle Wampler and committee, comprising Lucille Dolman, Alta Deneau and Marie Rhodes.

**Regular Associated Trouters**

106 E. Washington, Los Angeles

LOS ANGELES, March 5.—Many members have started on the road, but a good crowd attended the meeting February 24. Gladys and Jerry Mackey came in from Portland, Ore.

Donna Day reported Spot Ragland still in the hospital, and Blacky Ford at home after surgery. Inez Allton is still on the sick list. Lillian Krug reported from Mississippi that she is improving.

Jack Kent was present after wintering in San Diego, Calif. Moe Eisenman exhibited the table which is being prepared for name plates.

Mabelle Bennett, bazaar chairman, said articles are arriving for the event. Lucille King, house chairman, served the lunch following the meeting.

**Lone Star Showmen's Club**

Dallas, Texas

DALLAS, March 5.—Annual dance was held January 29 in the Baker Hotel's Crystal Ballroom in conjunction with the Texas Association of Fairs, Expositions and Rodeos convention.

Treasurer Millie Hudspeth reported attendance at the dance and luncheon far ahead of last year. There were many liberal donations made to the Jackson Fund, Showmen's Rest benefit.

The February 21 meeting was combined with a social. A house-warming was given for Martha Moss, with 30 members attending. Mrs. Annie Gordon won the door prize. Two tables of games were played, with the proceeds going to the flower fund.

**Show Folks of America**

San Francisco

SAN FRANCISCO, March 5.—February 21 meeting was called to order by President Eddie Burke. Past Presidents Sammy and Harry G. Seber filled in on the rostrum for Vice-Presidents Charles Albright and Teddy Levitt and Corresponding Secretary Albert T. Roche.

A moment of silence was observed for Teloi Reece (Mrs. John Peterson) who died recently. A card of thanks was received from Joe Simas, Ripon, Calif.

President Burke introduced Paul Richelle, Hugo Nalander, George Wells, Mr. and Mrs. J. H. Reynolds and their daughter, Gloria, Paul Kauffman, Floyd Farron, Tom Stanley, Shirley Schaffer, J. C. Bullock, Laurine Miller, Buddy Wall, Pearl Grant, Frances Scott, Pete DeCenzie, R. C. Lewis, Mrs. Lillian Gibbons, George Sackson and Kenneth Kilpatrick.

Secretary Albert T. Roche was reported ill. Mrs. Elizabeth Hardwick is in Lane Hospital and Mrs. Parsons is ill at her home. Billie Hodges was reported somewhat better.

Marie Burke's entertainment committee held a bingo February 26. Dinner and entertainment preceded the games.

Harry G. Seber won \$21 in the pot of gold.

**International Showmen's Association**

415A Chestnut St., St. Louis

ST. LOUIS, March 5.—Regular meeting was held February 23. Secretary Euby Cobb gave the invocation in the absence of Roscoe Walkup, who is ill.

A St. Patrick's Day Dance and Frolic is being planned. Mort Silvers will provide the floorshow.

George Regan attended the Mardi Gras in New Orleans, leaving his ticket duties to Dave Prevost. On the sick list are Euby Cobb and William (Red) McCoy. Pat O'Sullivan is up and around again. Robert Dwyer is improving in the St. Louis County Hospital, but his condition still is critical.

Edward F. (Blacky) Jones, formerly with the D. D. Murphy Shows, died here.

Short talks were given by Dave Keiffer, J. P. Murphy, Edwin N. Campbell, Leslie Williams, Pete Byrnes Jr., Jojo Mackey and Dave Prevost.

**Hot Springs Showman's Club**

732 1/2 Central, Hot Springs, Ark.

HOT SPRINGS, March 5.—The meeting February 25 was presided over by President Noble Fairly, with Harry Zimdar, Dwight J. Bazinett, Harry W. Hennies, Treasurer Clayton Holt and Secretary John Obluck on the rostrum. Obluck reported club membership has reached 117.

The board of governors was completed with the addition of George A. Hamid, William B. Naylor and Paul Olsen.

Elected to membership were C. J. Sedlmayr Jr., George A. Hamid, Donald H. Clark, Edward Yeager, Frank Hrubetz, Fred Reed, John Gallego, Mayo Williams, William B. Naylor, Paul Olsen, Andy Markham, Clifford Bammel, Marshall Johnson, Hugo Mallman, John McCormick, Joe Murphy, Chuck Moss and Lawrence Akers.

**Hugo Showmen's Club**

Hugo, Okla.

HUGO, Okla., March 5.—Ed Whalen is the new club president, and Robert Stevens, Casey Smith and Obert Miller are directors. Smith Luton is treasurer and Mrs. Dutch Brewer handles publicity.

Art Miller was host at a bingo party and fish dinner. Some 80 members were present. At the Saturday evening meetings refreshments are served.

Club donated \$25 toward the purchase of an elephant for the Lincoln Park Zoo in Oklahoma City.

**Heart of America Showmen's Club**

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 5.—In the absence of the president, L. K. Carter presided at the meeting February 25, with Secretary Al C. Wilson and Treasurer George Carpenter also on the rostrum.

Frank Wycoff was reported ill. Bill Wilcox suffered severe bruises in a fall.

Lyle and Wayne Hale, of Hale's Shows of Tomorrow, visited. Mr. and Mrs. Raymond Clayton are expected back from a vacation on the West Coast.

Mr. and Mrs. Chester I. Levin left for Chicago and New York on business. Willie Levine returned from a visit with Cliff Lyle at Lake Charles, La.

**WANTED**

EXPERIENCED CANDY APPLE MAN  
Reliable, sober, references. Would consider couple.  
**MRS. MILTON MORRIS**  
2972 S.W. 22d Terrace Miami, Fla.

**Robert Buckingham**

Who had the Girl Show on the Jimmy Chanos Shows at Hoxville, Ohio, August, 1947, please contact me at once

**CHAS. PITNEY**

470 E. Main Cross St. FINDLAY, OHIO

**GOLDEN GATE SHOWS**

Will open middle of April, Pembroke, Ky. Want Cookhouse, Bingo, Fish Pond, Bumper, Pitch-Till-You-Win, Penny Pitch, Hoop-La, High Striker, Floss, Snow Balls, Pop Corn, Ball Games, Mitt Cargp, Pan Game, Seale Outfit, String Game, any Stock Outfit, Cigarette Gallery, Agents, Ride Help. Want Kiddie Rides.  
FRANK OWENS, Mgr.

**JONES GREATER SHOWS**

Opening IRONTON, OHIO, APRIL 18

**WANT**

SHOWS—Can place Side Show and Mechanical City.  
RIDES—Will book any Major Ride not conflicting. Can place Kiddie Pony-Cart Ride or Kiddie Auto Ride.  
CONCESSIONS—Want Rotaries, Photos, High Striker, Custard, Jewelry, Arcade, Cane Rack, Bumper, Novelties, Cork Gallery, Hoop-La, Six Cats, Buckets, Bowling Alley and American Palmistry.  
HELP—WANT experienced Ride Help on all Rides.  
FOR SALE OR TRADE—Chairplane with transportation, or will trade for Fun House. All address:

**PETE JONES**

JONES GREATER SHOWS, P. O. BOX 291, HUNTINGTON, W. VA.

P.S.: Ernest Evans, wire.

**L. W. ELLIOTT AMUSEMENT CO.**

**FIRST CALL**

SEVEN RIDES—THIRTY CONCESSIONS—GRAND OPENING, APRIL 21 TO 30 in one of Michigan's best noted and industrial cities, six blocks from down town district. Would like to book the following: One or two more Major Rides, Caterpillar, Spitfire, Tilt; can also place two factory built Kiddie Rides, must be in good condition. Can also use Streamlined Train. Have attractive proposition for new C-Cruise. CONCESSIONS: Can use Hoop-La, Pitch-Till-You-Win, Clothes Pin Pitch, Basket Ball, Jewelry. Can use one or more Milk Bottle Ball Games, Long Range Lead Gallery, or let me know what you have. SHOWS: Will book well framed 10-in-1, Snake, Illusion, Fun House, Laugh in the Dark or Glass House. RIDE HELP: Can use Second Men on Wheel, Merry-Go-Round, new Octopus, Chairplane. Also can use Electrician who can and will take care of two new Light Plants. Also man to lay out lot and take charge of new Light Towers. You must stay sober and be able to drive truck. This Show is booked solid from April 21 to Dec. 25, playing Michigan's best Street Celebrations and Homecomings until Labor Week, then south into Mississippi Cotton Belt. Address all replies to:

**LON BISHOP**

GENERAL AGENT, c/o L. W. ELLIOTT AMUSEMENT CO., FRUITPORT, MICH.  
P.S.: All people holding contracts with this Show, get in touch at once.

**F. M. SUTTON SR. Presents GULF COAST SHOWS**

OPENING SATURDAY, APRIL 9, TO 16, CARUTHERSVILLE, MO. AMERICAN LEGION SPRING CARNIVAL, FIRST CARNIVAL IN 12 YEARS. Due to disappointment, can place Octopus, Roll-a-Plane, Tilt and Fun House. Will sell "Ex" on Long Range Gallery and Guess Your Weight. Can always place Ball Racks and Stock Concessions. Would like to hear from Red Dolan.

**F. M. SUTTON SR.**

FAIRGROUNDS, CARUTHERSVILLE, MO.

PHONE 914

**MUST SELL TO SETTLE ESTATE**

One 32-Ft. Ailan Herschell Merry-Go-Round, factory rebuilt, with or without transportation.  
One Eil Ferris Wheel, 25, EXCELLENT condition, with or without transportation.  
SACRIFICE for \$800.00, one 20-ft. Semi Trailer, used as a 50-ft. Wagon Front. Also Monel Show Fronts. Tops: 20x80 for Side Show, 20x40, 20x30, and others. FUN HOUSE, King's make, built on Fruehauf Trailer. One Transformer Truck, complete with cable; will carry a 12-Ride Show.  
One Super Roll-a-Plane, new in 1947, with or without transportation. Equipped with lift.  
One 8-Car OCTOPUS, new in 1947, with or without transportation.

COME, LOOK IT OVER — MAKE US AN OFFER  
Phone, write or wire for appointment.

**MR. JOSEPH KURTZ**

30 S. FIRST ST.

Phone: 2220 Shamokin, Pa., or 2734-M.

SHAMOKIN, PA.

**JOE LUX**

WANTS FOR

**ENDY BROS.' SHOWS**

WHEEL AND COUNTY STORE AGENTS. ALSO GENERAL HELP.  
MAN TO TAKE HEAD OF PIN STORE.

(Dixie, call me.)

**JOE LUX**

345 Collins Ave.

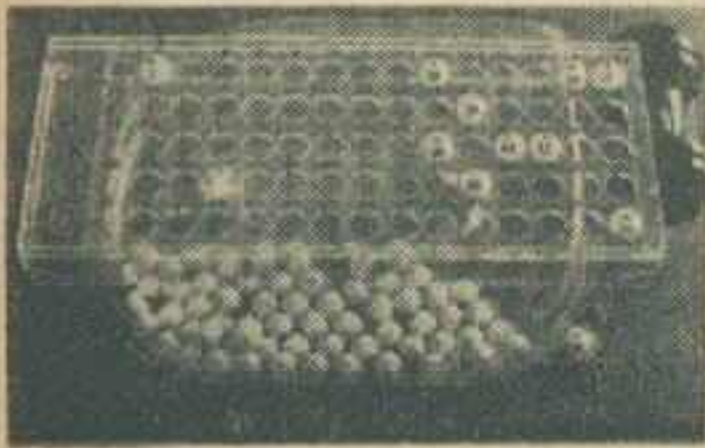
Miami Beach, Fla.

**CAVALCADE OF AMUSEMENTS**

Can place Capable Foremen for Octopus, Tilt and Looer. Must know their business and be capable of handling Rides. Want Capable Operator for Monkey Show; will furnish entire equipment and have three of our own Chimps. If you have some Monkeys, can offer a good proposition to right party who is capable of handling Chimps. Want Reliable Operator for Kiddie Rides. Can place Pretzel Ride; will furnish Wagon for same. This Show has twelve Fairs booked now, and a strong route of Still Dates.

Address:

**AL WAGNER, Mgr.**  
WINTER QUARTERS, MOBILE, ALA.  
Phone: 2-9546

**THE NEW LOOK**BINGO BLOWER OF TOMORROW  
HERE TODAYIt's New—Portable—Fast—Efficient  
Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.**BINGO**

Supplies and equipment.

Write Today for Complete Particulars.

**V. E. SUPPLY CO.**

282 W. Market St. Akron 8, Ohio

**SECOND ANNUAL  
Grand Italian Festival  
of Chicago**18 Churches Combined for Biggest  
of All Festivals**JULY 27 THRU AUG. 7  
12 DAYS****BIGGER AND BETTER THAN LAST YEAR  
WANTED**

Legitimate Shows, Motordrome, Concessions, and what have you?

**TOMMY SACCO MUSIC AND ENTERTAINMENT**  
203 N. WABASH AVE. CHICAGO 1, ILL.  
Phone: Andover 3-6112**WANT**

for

**Gooding Amusement Co.**

No. 1 Unit

**ALL KINDS GOOD SIDE SHOW  
ACTS**Feature Freak — Front Talker  
Girls for Bally

Long Season of Fairs.

Cannot Use Half and Half.

No drunks wanted.

**CARL J. LAUTHER**

Millers Tavern, Va.

**GENERAL AGENT**

Year-round proposition to capable man who knows our territory.

**World of Pleasure Shows**

3550 Cass Ave., Detroit 1, Mich.

**L. B. LAMB SHOWS**

WANT

Colored Musicians, Chorus Girls, Comedians, for Billy Cornell's Chocolate Dandies of 1949. One of the best framed Shows on the road. Salary from the office. Show opens April 1. Rehearsal starts March 21 at Dothan, Ala.

Write or wire:

**BILLY CORNELL**

647 N. Fulton Ave., Baltimore 17, Md.

**FOR SALE  
PONY RIDE**

Complete, or will trade for a train.

**MERLE KURTZ**

OSHKOSH, WIS.

**WINTER QUARTERS****World of Today**

MUSKOGEE, Okla., March 5.—A full crew is at work on the rides and shows. Sam Lieb came in from Miami to ready his bingo. Mr. and Mrs. Zimmie Carroll also checked in from the same city.

Jimmie Channe and crew are at work readying the Side Show after playing Florida fairs. Ray Ayers is due in any day from New Orleans to supervise repairs and painting of the physical set-up for his two Girl Shows.

Johnnie Bush is to handle the Glass House; Bob Bushae, Funhouse; Buster Glenn, Ridee-O; Duke Warner, kiddie rides; Lloyd Schemmel, Ferris Wheels; Martin Fetterman, Rolloplane; Charleston Winters, Merry-Go-Round; Roy Coe, Spitfire; Jay Brazell, Tilt-A-Whirl; Carl Agman, Octopus, and Johnnie Jones, Loop-o-Plane. Anse Anderson has booked his Caterpillar, Little Dipper and train.

Mechanic Nathan Carl, aided by Kenny Walton, is putting the trucks into shape, Pappy Miller is fixing the office, and Deafy Adams is handling the electrical work. Painter Curly Pritchette painted the Merry-Go-Round.

Art Signor is heading up winter quarters activities. L. C. Reynolds is devoting his attention to final bookings, assisted by Agent Bill Rawlings. Art Frazier, business manager, is expected in soon from Hot Springs.

**Pike Amusement**

FORT SMITH, Ark., March 5.—Work in quarters is progressing and nearly all attractions are ready for the road. Ride Superintendent Sailor Evans and builder Herman C. Hunn have done a good job in readying old equipment and building new. Three fronts, light towers and one ride, a Fly-o-Plane, have been added.

Manager W. M. Pike and the writer have returned from a three-week tour of Western States. Some fairs and celebrations were signed. The route of spring still dates includes a six-day Oklahoma exposition in May. The show is invading new territory this year.

Eddie Haun purchased a bus and is remodeling it to haul his concessions.

Office personnel is the same as last season: W. M. Pike, owner-manager; Mrs. W. M. Pike, secretary; H. T. McAvoy, general agent; Sailor Evans, ride superintendent and electrician; Dave Masters, lot superintendent, and Wayne Pike, mail and *The Billboard*.—H. T. McAVOY.**I. K. Wallace**

ELLERBEE, N. C., March 5.—The quarters here will open April 1. Org will open middle of April, playing two weeks in North Carolina, then Virginia, Maryland and Pennsylvania. Celebrations are being booked in these States. Queenie Carangio and his crew will have charge of the rides; James Bright, who is spending the winter in Texas, will be special agent; Les Graham, electrician; Jess Baker, kiddie ride foreman. Concessionaires booked include Mike Eli, Al Bates, Les Graham, Mrs. Carrangio, and H. Smith. Mr. Bates will manage the show's bingo.

**Granite State**

CONCORD, N. H., March 5.—Everything will be in readiness for the Manchester, N. H., opening stand, April 2-16, under auspices of the American Legion Post. The show will play four other New Hampshire spots, then move into Maine and Canada for 24 weeks.

Line-up of rides will include a Merry-Go-Round, Tilt-a-Whirl, Ferris Wheel, Octopus, Spitfire, Chair-plane, Rolloplane, Comet, kiddie auto and miniature train. Along with a Side Show and Funhouse, there will be Jungle, Snake, Crime, Athletic, Unborn, Freak Animal and two Girl attractions.

Four tractors and a trailer have been added to rolling stock. An office trailer and new canvas for shows have arrived. Tony Sherry has built fronts for shows and rides, and Frank Cleasby has overhauled trucks and tractors. Two Diesel light plants and light towers are on order.

Owner William Muldoon and A. W. (Pat) Hanlon, general representative, returned recently from a booking trip. Pat and May Kennedy returned from a pleasure trip to complete their cookhouse. Connie Sherry is in charge of the quarters mess hall. Secretary Bill Bouchea has returned to his desk at quarters.

**Pioneer**

WAVERLY, N. Y., March 5.—Show is set to open here April 22. Fairs recently added to the route are Bradford County Fair, Troy, Pa.; Fulton County Fair, McConnellsburg, Pa.; Snyder County annual, McClure, Pa., and Jennerstown, Somerset County, Pa. This gives the org a total of eight fairs. Also under contract are several Old Home Weeks and firemen's conventions.

Show's staff includes Mickey Percell, general manager; Paul Merrick, general representative; Peter Percell, agent; Carl Lovejoy, special agent; Charlotte Lovejoy, secretary; Mrs. A. Percell, treasurer; Mrs. Cora B. Murray, bookkeeper; Harry (Slim) Fein, press and radio; Leon Andrews, superintendent; Dave Lougher, scenic artist; Frank Turner, concession manager; Albert Wilson, assistant concession manager; Robert Tuttle, billposter; Dick Keller, electrician; Harold Horner, superintendent of transportation; Elwin Hoxie, purchasing agent, and Gerald Curtis, mailman and *The Billboard* sales agent.—MICKEY PERCELL.**Lee United**

BAY CITY, Mich., March 5.—All rides and trucks have been repaired and repainted. The shows will play a few Detroit lots before taking to the road for the first stand near Detroit. Work has been under the supervision of Manager Harry Taylor.

Johnny (Tex) Payne has been using the searchlight for a few car dealer openings and fashion shows in and near Bay City. The 1949 route calls for 7 celebrations and 5 fairs. Bill Porter wired from Texas that he would join with bingo and three other concessions.—JOHN (BUCK) BOWDEN.

**THE SHOWMAN'S TAILOR!!**

CUSTOM MADE-TO-ORDER GABARDINE SHIRTS, TAILORED TO FIT YOU. Choice of ten new colors. TAILORED BY BOTTS. \$7.50 each, three for \$20.00. Shank buttons, enameled snaps or PEARL SNAPS. GUARANTEED SATISFACTION. Write for samples. Also have gabardine pants, athletic clothes, jackets, shirts for clubs, bands and all organizations, bowling shirts, embroidery work.

Also have Agents' Plan.

**STYLE-SELECT GABARDINE CO.**

39½ S. MAIN ST.

COUNCIL BLUFFS, IOWA

**SUNSET AMUSEMENT COMPANY**

On account of change, want first class Cookhouse. NO SIT DOWN GRAB.

Can use Ball Games and Slum Concessions.

OPEN APRIL 21ST.

**P. O. BOX 468****DANVILLE, ILLINOIS****NOW DELIVERING!**NEW  
Apex 4 Star  
Carnival WheelsComplete Bingo  
Supplies also  
Amplifiers.  
SEND FOR FREE  
CATALOG.Apex 5 Star  
BINGO  
BLOWERSHeavy Duty  
Mounted  
BINGO CARDS  
In Various Colors**MORRIS MANDELL, INC.**

26 East 13th St. (Dept. B)

New York 3, N. Y.

Phone OREGON 3-5912

**WANTED**

for

**RED BLUFF, CALIF.,  
ROUND-UP**

APRIL 14 TO 17

and balance of season with nice line-up of Fairs and Celebrations. Concessions that work for merchandise only; advise what you have, might be able to place you, as most all are open. Ride Help for Tilt, #5 Ell Wheel, Rolloplane, Merry-Go-Round.

**WRIGHTSMAN AM. CO.**

P. O. Box 594

Palo Alto, Calif.

**WANTED — WANTED  
FOR 3 OUTSTANDING COLORED  
REVUES**Chorus Girls — Send age, height and color.  
Chorus Boys, Dancers; Singers, male and female. Band Men.  
3 Boss Canvasmen.Write **MIDWAY PRODUCTIONS, INC.**64 W. Randolph St.  
Chicago 1, Ill. Suite 503**COOKHOUSE FOR SALE**

Very modern on 22-ft. low belly semi, openings all around, 6-ft. awnings, aluminum counters and work table with 22 leatherette stools. Bottle gas, two 100-lb. bottles, deep freeze; twin ice boxes, 50 cases each; large griddle, steam table, oven, twin urns, water tank, twin sinks, new cash register, china and silver, cooking utensils. Can be set up and serving in forty minutes. Unit new—used three months last year. 2-ton Ford Tractor, new motor, rubber perfect. This is a beautiful set-up. Will sacrifice. For complete details, write:

**HOLLIS WINTON**  
Manchester, Tenn.**FOR SALE**

Year 'round operation. Excellent Merry-Go-Round, 3-Abreast Herschell-Spillman, Miniature Steamliner, Parker Kiddie Ferris Wheel, Auto Ride, Aeroplane Ride, Pony Sweep, Pony Cart, small Animal Ride, Pony Track with 6 track ponies, food, building with complete equipment, including Popcorn Machine. Park well lighted. This is a high grade park with an established business. Will sell as an operating business or will accept reasonable offer on equipment. Owner has other interests.

**R. J. WILLE**

4733 Choctaw Drive, San Diego 5, Calif.

Phone: RANDOLPH 0901

**FOR SALE**

2 Kiddie Ferris Wheels, cage type; one Kiddie Airplane ride. Satisfaction guaranteed.

**W. R. CURRY**

334 Elmhurst, San Antonio, Tex.

**FOR SALE****42 FT. PARKER MERRY-GO-ROUND**

26 horses, one tub and chariots; new top, good shape, paint, mechanically, \$3200.

**A. RASMUSSEN, Mgr.**  
Arcadia Park MONTROSE, COLO.

**KEN MURRAY'S UNITED LIBERTY SHOWS**

Opening Bloomington, Ill., April 16th  
**WANT WANT WANT**  
 Long Range, High Striker, Age and Weight, Cork Gallery, Basketball, Bowling Alley, String Game and Stock Blower. No Flats or Cypries.  
**WANT:** General Agent who can book Southern Route. Ted Dunlap, get in touch with me. Will book Fun House and Shows not conflicting with what we now have.  
 Write Box 264, Bloomington, Illinois

**FOR SALE**

1942 Model 33-Ft. Semi-Bus, converted to living quarters, steel construction, well furnished, good tires and vacuum brakes. Blower heater, plenty extra room for Concessions or Stock. 1937 Dart Tractor, '46 404 Hercules motor, sleeper cab, 9/20 tires, good powerbrakes, saddle tanks, heater, trailer connections, Fruehauf fifth-wheel; truck is ready to roll. One 16x18 Canvas enclosed Bottle Ball Game, 4 bottle stools, 40 bottles, 2 stock boxes, large arch inside with 100 lights, light stringer, switch box, some stock. Canvas was new last fall; been up five times. Also have the old Top, good for a season. No finer Ball Game on the road. All sold as unit only, \$1,750.00, F. O. B. Altus, Okla. Contact: F. H. BURTON, Hill Hotel, Hillsboro, Tex.

**INSURANCE**

**IDA E. COHEN**  
 175 W. JACKSON BLVD.  
 CHICAGO, ILLINOIS

**FOR SALE OR TRADE**

For WHAT HAVE YOU?  
 Black Out Taxi, good condition, \$2,500.00.  
**CHET JUNKIN**  
 BOX 81 ENGLEWOOD, FLA.

**WORLD OF PLEASURE SHOWS**

Now contracting for 1949 season  
 Rides—Shows—Concessions  
 Open in April—vicinity of Detroit  
**JOHN QUINN, Manager**  
 3550 Cass Ave. Detroit 1, Mich.

**CARNIVAL WANTED**

in connection with  
**NATIONAL SOYBEAN FESTIVAL**  
 OCT. 12, 13, 14 & 15  
 Must be clean and plenty of rides. Contact  
**JOSEPH A. DELISLE**  
 President, Junior Chamber of Commerce  
 Portageville, Missouri

**FOR SALE**

18 Dodgem Cars, in running condition. \$1,000 takes them away. Wax Show, consisting of 50 outlaw and modern figures. \$1,500 takes them away.  
**CENTRAL AMUSEMENT CORP.**  
 207 Lake Ave. Asbury Park, N. J.

**WANTED**

Clowns and Entertainers for  
**MULE DAY, MONDAY, APRIL 4TH**  
 One day only.  
**GEO. L. BUCHNAU**  
 Columbia, Tenn.

**OHIO VALLEY SHOWS**

Opening in April—Playing Ohio, Ind. & South.  
 Want Concessions, Girl Show with or without outfit. Can use Tilt, Rolloplane, also Penny Arcade, Athletic Show. Ex. on Jewelry and Custard open.  
**ROXIE HARRIS, P. O. Box 142, Findlay, Ohio.**

**AT LIBERTY**

Legal Adjuster, Business Manager. Strictly sober and know the business.  
**F. R. ROBINSON**  
 1911 PINE ST. COVINGTON, KY.  
 Phone: Hemlock 9324

**KIDDIELAND PANAMA CITY BEACH, FLA. WANTS**

Season May 1st to Labor Day. Small Merry-Go-Round, Train, Boats, new Kiddie Rides that don't conflict. Will buy, book or lease.  
**"DOC" L. E. BROWN, Owner**  
 Star Route W, Panama City, Fla.

**Wolfe Amusements**

LANDRUM, S. C. March 5.—Org recently booked the Greenville Colored Fair and the McCormick, S. C., Fair. Opening is set for March 26 here.

Show will play West Virginia in May and stay in the coal fields until Labor Day. Ernie Sylvester, general agent, recently returned from his second trip in the West Virginia hills.

In quarters are Mr. and Mrs. Zene Bunch, Mr. and Mrs. Allen Morris and daughter Judy, Mr. and Mrs. John Lewallen, Mr. and Mrs. Gerald Wanz, Mr. and Mrs. Curly Morly and son, Roy; Irene Halstead, Sam Hausner, Al and Lee Craig, Red and Doris Jurnigan, Mr. and Mrs. Blackie Holt, John Lytle, Charles Sanders and Whitey, Mr. and Mrs. Ben Wolfe and daughters Johnnie-Mae and Claudia, and son Binky, and Ernie Sylvester.

Irene Halstead will handle *The Billboard* and mail. Mr. and Mrs. Bunch are sporting a new car.—**ERNIE SYLVESTER.**

**La Cross Amusements**

ST. ALBANS, Vt., March 5.—Quarters work is progressing. Shows open April 16 in Connecticut. Paul R. LaCross, owner-manager, said they will remain out until Armistice day. The Sky Boy, high act, has been signed for the season. Shows have a new sound truck, using a wire recorder.

Mr. and Mrs. Wilfred Frost again will be with the shows, he as electrician and general foreman. Owner LaCross's father will help in the office. Mr. and Mrs. Bob Goodwin will have three rides. Concessionaires include Irving Snyder, T. P. Courtney, Roy Roberts, Ernest Silva, J. M. Schartz, bingo; Freddie Prumo, scales and age; E. J. Morris, Hi-Striker; Wilfred Remillard, Frank Zlotkovich, and John and Dora Claffy.

Shows' new cookhouse will be managed by Mr. and Mrs. Frank La Voie. Roy Hemmingway, Richard Morlock and Joe Hamlin will be part of the crew for the office-owned concessions.

**Midway of Mirth**

TRENTON, Ill., March 5.—Repairs are in progress for shows' March 31 opening. Trucks have arrived in quarters from the factory with the new major ride that the office purchased.

Mr. and Mrs. John Delaney and Morris Simmons visited. Mrs. Lil Campbell is staying with Esther Speroni. Mrs. Speroni, shows' owner-manager, has been on the sick list, but is up and around now.

Jimmie Rogers is general supervisor; Calvin Landrum is in charge of the paint department and W. H. Ellis heads the electrical department.

Mr. and Mrs. Joe Rodville entertained these guests recently: Carl Pope, Opal Black, Mr. and Mrs. Ellis, Esther Speroni and Mr. and Mrs. Campbell. Carl Pope and Opal Black will have the bingo on the org this season.—**ROSE DAVIS.**

**Heart of Texas**

BROWNWOOD, Tex., March 5.—Quarters work is coming to a close. Rides, shows and equipment have been overhauled and painted, and are ready for opening here Saturday (12). Chuck Holt is in charge of quarters.

Johnny Cannon arrived to take over his duties as general agent. Cliff Miller and Jack Owens are in charge of painting. R. A. Dugan is secretary.

Laughlin and Todd have booked a 12-girl revue; Carter, cookhouse; Blair, Sex Show; Lee Burke, two Girl Shows; Tex Dowler, Athletic Show; McNeece, bingo; Holden, photo gallery; Charlie Rocco Jr., band, and Alex Johns, mitt camp.

Billy Corlen will present the free act. Concessionaires include Chuck and Tillie Holt, Pop Stafford, Ray Long, Morgan Bradley, Jack and Paul Osburne and Jess Hagerman.

**WORLD OF PLEASURE SHOWS**

Opening April 21, Suburban Detroit

Want Funhouse, Motordrome, Monkey Show, Unborn, Mechanical City and other worthwhile attractions.

Concessions of all kinds that work for stock. Will sell Exclusive Photos. Want large Penny Arcade.

Sensational free act. General Agent who knows Michigan, Ohio and Indiana. Year round proposition to capable man.

**JOHN QUINN**

**3550 Cass Avenue Detroit 1, Mich.**

**WANT FOR SEASON STARTING MAY 15 for GAYWAY PARK**

Located at entrance of Yellowstone National Park, the largest drawing national park in the world. Over 2,000,000 out-of-State cars last year

CAN PLACE FERRIS WHEEL, MERRY-GO-ROUND, 2 KIDDIE RIDES, PHOTO, LONG OR SHORT RANGE GALLERY, GUESS-YOUR-AGE, SCALES, POPCORN, CANDY APPLES, CANDY FLOSS AND A FEW HANKY PANKS. ALSO AMERICAN MITT CAMP. If you are looking for 3½ months' work where every day is a FAIR, THIS IS IT. Contact

**DANNY FERGUSON**

San Marcus Hotel, Suite 401, 242 North Western Avenue, Los Angeles, Calif.  
 No Collect Wires Accepted.

**REDWOOD EMPIRE SHOWS**

NOW BOOKING FOR BIG 1949 SEASON

CONCESSIONS OPEN—String Game Long Range, Fish Pond, Penny Pitch, Jewelry Store, Cork Gallery, Novelties, Guess Your Age, Mitt Camp, Bingo, Cook House. Want first class Free Act. Redwood Empire Show has 10 Rides, 7 Shows, and the best route in California, playing the biggest California spots; also 12 Fairs in Oregon. Want No. 1 Wheel Man, also No. 2 Men for all Rides—Roll-o-Plane, Merry-Go-Round, etc. Any Capable People, answer this ad. No drunks. Also want first class Mechanic. Write or wire:

**REDWOOD EMPIRE SHOWS, BOX 391, SAN LEANDRO, CALIF.**

**ANTHONY MASSETH, Owner-Mgr.**

**PAUL J. KAUFFMAN, General Agent**

P.S.: All capable Side Show People, Winter Quarters at Redwood City, Calif., on Bay Shore Highway. Opening date on or about the 18th of March.

**MURPHY'S TRI-STATE SHOWS**

Playing South Dakota, North Dakota, Western Minnesota  
**3 SHOWS — 22 CONCESSIONS — 7 RIDES**

NEED ONE SHOW ONLY—Fat, Snake, Illusion, Musical, Midget, Fun House or what have you? Buddy Chausette, write.  
 CONCESSIONS—Basket Ball, Darts (No Balloon), Short Range, Pitch-Tilt-You-Win and one more that doesn't conflict. Everyone protected.  
 Opening May 11 or 16 — 21 weeks of steady play, all 2-Day Street Plays, a few Sundays, with 8 picked Fairs.  
 This will be the only call. All Concessionaires along last year returning except two who had above Concessions. Ask last year's Concessionaires what they did. Names on request.  
 All replies to: **MURPHY'S TRI-STATE SHOWS, Madison, S. D.**

**FOR SALE—\$65,000 FOR ALL**

A knockout Carnival and Amusement location, plus a beautiful 5-room completely furnished brick English type bungalow, finished basement, 2-car garage, large store building, including fixtures and all equipment for grocery, leased, office building with 3-room apartment, 20 rental units, 1, 2 and 3-room, eleven modern all furnished, 2 large public utility buildings with showers, toilets, laundries. Approximately 5 acres, 3 acres in Trailer Park that can be converted to Carnival and Amusement. Sewage to all concessions. Joins 30-acre lake; can get boat concession. Located at intersection of two main highways, thickly populated and still growing, heavy auto traffic, just out of city limits. Age and health forces me to sell. Contact:  
**Owner LESTER RAY, 5210 Morrison Rd., Denver 14, Colo.**

**9 RIDES**

**NEED SHOWS**

**25 CONCESSIONS**

**J AND B SHOWS**

OPENING APRIL 9TH IN VIRGINIA

Can place Photo Gallery, Bumper, Age and Weight, Balloon Darts, Glass Pitch, Basket Ball and Jewelry. Want Shows—Ten-in-One or Five-in-One, Snake Show, Wild Life or Mechanical Show. This is good show territory. Want small Organ or Electric Calliope, must be in good condition. Winter quarters is open. Have lights and water. Chesterfield Court House Fair Grounds. Ten miles from Richmond, Va. All replies to  
**HAYES AND FLYNN, J. AND B. SHOW, 2021 Chamberlayne Ave., Richmond, Va. Tel. 3-2352.**  
 P.S.: No Gypsies.

**FIREMEN'S JUBILEE**

**Saxonburg Volunteer Fire Company & Relief Assn.**  
 Saxonburg, Penna., July 18th to 23rd.  
 Western Pennsylvania's Largest Fireman's Carnival.  
 Want Concessions and Shows. Wire or Write

**BEN LASSINGER**

Secretary

**WANT WANT WANT \*\*\* I. K. WALLACE ATTRACTIONS \*\*\***

OPENING MIDDLE OF APRIL IN NORTH CAROLINA  
 WANT—Monkey Show, 10-in-1, Snake, Illusion, Working World, Fun House or any money making Show; must have own equipment. Can place Girl Show. Long season, low percentage. Playing Celebrations. WANT CONCESSIONS—Small Cook House, French Fries, Custard, Candy Floss, Hanky Panks. Would place party with three or more Stores who can do own mending. Want Penny Arcade. Committees in Virginia, Maryland and Pennsylvania, write for open dates. (Pat Bright, wire me at once, collect.)  
**I. K. WALLACE, c/o Billboard, 1544 Broadway, New York City**

# GEM CITY Shows

THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

El Dorado, Ark., until March 12

## CAN PLACE TO JOIN AT ONCE

CONCESSIONS—Cigarette Gallery, Balloon Dart, Fish Pond, Ball Games, Watch-La, Short Range Gallery, High Striker, Guess Your Age, or any concession working for stock.

Account of disappointment, can place Cook House catering to show people.

Bingo, Long Range Gallery, Photos, Custard, Mitt Camp and all P. C. Concessions already booked.

Whitey—Waiting to hear from you!

RIDE MEN—Need good Tilt Foreman. Must positively know ride and drive semi. SHOWS—Can place Monkey Show, Motordrome Wild Life, one or two good Grind Shows or any worthwhile Attractions. Must have own transportation.

Can offer you 12 of the Best County Fairs in the Middle West. Small unit now open—official opening entire show, second week in May.

ADDRESS ALL REPLIES:  
JACK DOWNS, Mgr.

Box 1081 (Phone: 36211) El Dorado, Ark.

# 20<sup>th</sup> century shows

WANT FOR APRIL 1 OPENING IN FT. SMITH, ARK.  
30 TOP WEEKS

FOR ROUTE REFER TO BILLBOARD, FEB. 26 ISSUE

All People Contracted  
Acknowledge

RIDES—SHOWS  
CONCESSIONS

Want To Hear From  
Bob Van Demark

RIDES—Will book attractive Train Ride. SHOWS—Especially want Glass House or Fun House. Will book Wild Life, Mechanical or any Show with own outfits. CONCESSIONS—Merchandise Concessions of all kinds. Address:

ALBERT MARTIN or E. D. McCRARY  
BOX 126, OTTAWA, KANSAS

# Harry Craig's HEART of TEXAS Shows

GRAND OPENING MARCH 12-19, BROWNWOOD, TEX.—8 DAYS AND NIGHTS

HELP—Want Foreman for Merry-Go-Round, Second Men on all Rides, also Working People. RIDES—Will book Octopus, Rolloplane or any Major Rides not conflicting with what we have. CONCESSIONS—Will book Hanky Pank of all kinds, Hi-Striker, String Game, Bumpers, Country Store, etc. Want Agents for Ball Game, Penny Pitch, Sandra and Tommy Thomson, Side Show Operators, want to hear from Wesley Blair, Leonard Stoney and St. Clair. Also any high-class Side Show Acts. Address:

HARRY CRAIG, Mgr.  
BOX 158 (PHONE 8764), BROWNWOOD, TEX.

## D. S. DUDLEY SHOWS

OPENING APRIL 2, WICHITA FALLS, TEXAS—TWO SATURDAYS

Presenting for the Season of 1949 10 Modern Riding Devices—4 Outstanding Shows—30 Concessions.

Concessions—Want Grind Store Agents: Moco Marchbanks and Jack Harris, answer. Dixie and Evelyn Dudley want Agents for Coke Bottle, Guess Your Age, Huckly Buck. Slim Anderson wants Stock Store Agents. Want Man and Wife for office-owned Bingo. Showmen—Want experienced Operator for show-owned Fun House. Men for Monkey Show and Snake Show; have complete shows. Need Talker for Girl Shows. Gypsies—Johnie (Pryor) Marks, phone at once. Ride Help—Want Foreman for Twin No. 5 Ferris Wheels, Foreman for Octopus, Second Men on all Rides; must be able to drive semi tractors. Must be sober, capable and reliable. Will pay top salaries. All people contracted please report. Winter quarters are open at Mankins, Texas. Address all communications to D. S. DUDLEY, Box 71, Mankins, Texas. Phone 907F23.

## BUFF HOTTLE SHOWS

OPENING MARCH 19, MARRERO, LA. (JITTERBUG LOT)

All people contracted come to Covington or Marrero not later than March 17. Best of still spots to follow, including Ponchatoula and Slidell. Fairs start with Metropolis, Illinois, week of the 4th of July. Ann Thomas wants Help for Bingo, also Man to take over Long Range Lead Gallery.

Have for Sale—50 KVA Light Plant mounted on trailer, complete with tractor—price \$2000.00. Smith & Smith Chairplane with two motors, \$750.00.

All Replies

B. W. HOTTLE, Mgr., Box 833, Covington, Louisiana

## AIR SHOW WANTED

Hillbilly Entertaining COMBO; Indian Village with equipment, Tepees, flash; small Grind Shows, Sideshow with something inside Girl Show with outfit and transportation, Straight Sales Concessions, party with Bucking Horses, Bulldoggers, Chutes, Ropers, etc. Educated Dogs, Monkeys, Ponies to augment unit. Banner Adv. Salesman, Painter back on show, Office Managers for Sponsors and Phone Men, Baby and Pop Contest People. Reliable, clean appearance (no others). Membership tickets going. Opening April. Address:

CHARLES KYLE, HOTEL ATLANTAN, ATLANTA, GA.  
or 919 N Street, N. W., Washington, D. C., c/o PADGETT.  
Men with cars for K.O.P.'s Year Book; Moose Auto Raffle, Assistant Mgr.

## JOLLYTIME SHOW

OPENING IN COLUMBIA, PA., APRIL 22, 1949

WANTS

WANTS

WANTS

French Fries, Custard, Mitt Camp, Candy Floss, or any Concession working for stock. FREE GATE.

W. R. "Wes" PRICE, General Manager

1550 ORANGE STREET

BERWICK, PA.

P.S.: Steve, please contact me.

## WINTER QUARTERS

### Mad Cody Fleming

HICKOX, Ga., March 5.—Work in quarters is practically finished. Shows went into quarters in good shape.

Dad Davis is working on woodwork, with J mmie Mercer as helper. Jack McCarty is working over the trucks, assisted by Fred Ward. Judge Dowdy is rebuilding his concessions.

Mr. and Mrs. Charley Mizell and sons arrived. They are readying their Animal Show and three concessions. Frankie Shelton again will have her concession on the midway.

Dutch Schilling is expected soon from Dania, Fla. He will have bingo, pan game and six stock stores. Slim Huffman will have the cookhouse and short-range gallery. Clyde Howey will have the big snakes, popcorn, cotton candy, peanuts and apples. C. D. Dean writes he will start the season with four concessions.

Grace Fleming joined the Eastern Star. Mad Cody Fleming has been routing the show, and it will cover nearly the same route as last year except for early dates.

Mrs. Daisy Mercor returned from the hospital in Waycross, Ga., where she underwent major surgery.

A new cookhouse top has been ordered.

### Mighty Hoosier State

GREENSBURG, Ind., March 5.—Org is readying for its April 15 opening. A new semi has been added. W. R. Geren, owner-manager, reports that the season is booked solid and that shows will play fairs and celebrations in Indiana, Ohio and Kentucky. Twenty-five office-owned concessions will be operated. Around quarters daily are Tex Fetta, Hayden Richards, Walt Brinkman, Kenny Ritchie, Bingo Randolph, Ralph Stafford, Walter White, Bill Rinenger and Jean Mead. Howard Snyder will have charge of the front gate, towers and two searchlights.—AUDRY FETTA.

### Johnny's United

ATHENS, Ala., March 5.—Shows are skedded to open early in April. A new Monkey Show, new kiddie auto ride top and a new four-way concession are recent additions. Building activities have included a new Ferris Wheel trailer and office.

Norman and Corine Rady are expected soon from De Land, Fla., where they have been wintering at the Johnny J. Jones Exposition's quarters with Norman's sister. The Howard Turners are due, with Howard signed as shows' electrician.

James Bush has returned from an extensive booking tour. — JOHN PORTEMONT.

### Anthracite

KINGSTON, Pa., March 5.—Work in quarters here has been under the supervision of Joe Hogan. A trailer is being built to house the new Diesel light plant. Meyer Levenson, business manager, has returned from a booking trip and route is about completed. Mr. and Mrs. C. W. Davis, owners, have returned from vacation in Florida. Org will take to road last week in April, playing 24 weeks in this State, New York, New Jersey and Maryland. Recent visitors were Mr. and Mrs. Schmelling, Mr. and Mrs. Horn, Joe Squib, Warren Koller, Floyd Holliday, Evan Evans, Mr. and Mrs. Joe Wilde and Mr. and Mrs. Holcomb.—LOIS J. FRITZ.

### John McKee

FISS, Mo., March 5.—Rides and shows are getting a complete overhauling and paint job. Mrs. Florence McKee is recovering from her January automobile accident. Sam Wells is in quarters and has bought a sound car. General Agent L. E. Braley is in Indianapolis on business. The show hits the road April 1.

### Home State

BATESVILLE, Ark., March 5.—Bob Atterbury, who has the free attractions contracted on the show for the season, info from Kingston, Jamaica, that he also will supply a complete Side Show and the Funhouse. Clarence Wright has signed to produce the Minstrel Show.

Eight Minnesota fairs, including those at Detroit Lakes, Park Rapids, Bagley and Appleton, have been signed.

Crew of men expects to leave the quarters here March 20 for Lincoln, Neb., where permanent winter quarters are established.

### Ohio Valley Shows

FINDLAY, O., March 5.—Work tempo is in high and mild weather has enabled the crew to do most of the work outdoors.

Owner-Manager Roxie Harris returned from Tampa with a new Sunshine Choo-Choo train. While South, Harris visited Eddie and Dolly Young, Royal Crown Shows; the Royal Exposition Shows and Barney Tassell Shows, White Star Attractions and the Gilbert Amusement org. General Agent Bill Harris, now on a booking trip, is due in quarters soon.—PAT BRADY.

### BALLYHOO BROS.

(Continued from page 78)

not making and having (still referring to money and fun). As a financial expert he shuts his eyes and hopes for the best.

Midway biz would be a cinch for some if it weren't for the unpleasantness of a little money showing up now and then. For every showman who gets weary from carrying money, there are 60 who get round shoulders from gandering at gamms. Of course, there are two kinds of money made on midways—the kind that can be spent and the jackpot kind. Perhaps one reason why having a lotta fun is popular is because it provides a good excuse for a little character assassination—especially if the guy has both fun and money.

No one, beginner or old-timer, is sure which is best, money or a lotta fun until the closing night arrives. A connoisseur of midway money is one who can squint over his fountain pen at a blonde without pulling out his checkbook. Not even in his worst nightmares does a guy who is out for a lotta fun find himself putting in a bad winter. Some day a midway efficiency expert will figure out what kind of new fun can be had while waiting for fluorescent lights to come on. Remember, the wage of sin is take-home money.

### LAST CALL

## MODEL SHOWS, INC.

Open Texarkana, March 17  
Two Saturdays

Book Eli Wheel for season. 10 State Aid Fairs. Want Kid Train or Boats. Few Stock Concessions open. Want Shows of merit. Frank Ashy wants Agents. Address 1302 Buchanan, Texarkana, Texas

## Concession Agents Wanted

Men and Women to operate Fish Pond, Cork Gallery, Heart Pitch, Pitch Till You Win and Stum Stores. Can also use few other useful Concession Agents.

### LUTHER SINCLAIR

LAWRENCE GREATER SHOWS  
Post Office Box 1921 Savannah, Georgia

## JOE STARR SHOWS

WANT WANT WANT

Concessions that work for stock. SHOWS—Any Grind or Animal Show with own transportation. RIDES—Due to disappointment will book Kiddie Rides. HELP—Ferris Wheel Foreman. Orville Scott, contact J. W. STARR, c/o Joe Starr Shows, Daingerfield, Texas.

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

**SEASON OPENING MIDDLE OF APRIL**

**RIDES**—Will book one flat ride: Tilt, Whip or Caterpillar.  
**SHOWS**—You will make money with a Monkey Show, Snakes, Wild Life, Mechanical City, Animal Show, or any Show not conflicting. We have at present: Side Show, Fun House, Glass House, and Girl Shows.  
**CONCESSIONS**—Will sell exclusive on Age, Weight, Photos, Floss, Novelties, Long Range, Jewelry. Billy Fowler, write. We have a long proven route of Eastern Fairs and Celebrations. Replies to Morris Hannum, 232 East Union St., Bethlehem, Pa.

**JOHNNY J. DENTON SHOWS**

**CAN PLACE CAN PLACE**

for the

**BIG OAK RIDGE CELEBRATION**

The gates will be open to the public—Vice-President Barkley will be there  
**SHOW OPENS MARCH 19-26 — 2 SATURDAYS**

**CONCESSIONS**—Good opening for Legitimate Concessions.  
**SHOWS**—Can place Monkey Show, Acts for Side Show or any show with own equipment.  
 Have complete **MOTOR DROME**. Can place Manager with Riders.  
 Wire **JOHNNY J. DENTON, Gainesville, Ga., this week**

**WANT TO BOOK**

One or two Shows, opening May 15. Our fairs start June 27 at Grand Forks State Fair, North Dakota, then three more Dakota Fairs. Our Wisconsin Fairs start June 27 at Portage, Wisconsin; then all Wisconsin Fairs thru September 18.  
**WANT MERRY-GO-ROUND**, starting July 15. We will have two units for Wisconsin Fairs, all booked solid.  
 A few Concession; must be clean. No Mitt Camps.

**BODART SHOWS**

148 N. Maple Green Bay, Wisconsin

**SECOND CALL ROGERS GREATER SHOWS SECOND CALL**

Opening Union City, Tennessee, April 1 To 9, 1949

**WANT**—Concessions, Frozen Custard Sno Balls, Candy Floss, Jewelry, Pop Corn and Hanky Panks of all kinds.  
**WANT — RIDE — HELP — OF — ALL — KINDS**  
 For every type of Ride and Truck Drivers.  
 Have Side Show Top, 24x100 ft., with banner line for same. Want Acts of every description for same. **ALFREDO, WIRE.**  
**Want**—Penny Arcade and Grind Shows of every description.  
 All of those writing before, contact again.  
**H. V. ROGERS, P. O. Box 647, Jackson, Tennessee**

**O. J. (WHITEY) WEISS**

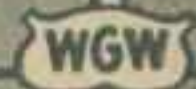
**CONCESSION MANAGER—JOHN R. WARD SHOWS**

**NOW BOOKING SLUM CONCESSIONS OF EVERY DESCRIPTION.**  
**ALL AGENTS FORMERLY WITH ME, CONTACT ME.**  
 3212 Bay Vista, Tampa, Fla., until March 15;  
 then Winter Quarters, Gentilly Sta., New Orleans, La.  
**Show Opens April 1, Baton Rouge, La.**

**WANTED**

Outstanding Sensational Thrillers and Aerial Acts (No Pole Acts), High Diving Act for Parks, Celebrations and Firemen's Festivals. Also two big High Acts for Shows starting April 15, 1949, and May 1, for season of twenty weeks. Small jumps, averaging 50 miles weekly, one show nightly, no Sundays. State salary. Reliable management. Platform Acts, write; have bookings all summer.  
 You All Know **JOHN C. JACKEL**  
 1560 BROADWAY, SUITE 514 NEW YORK CITY 19, N. Y.  
 Send literature, photos. Pee Jay Ringens, write me; also 3 Alcidos. Parks, Celebrations, when booking, write us first; we have what you want.  
**BOOKING OUTSTANDING THRILLERS FOR FOREIGN COUNTRIES.**

**W.G. WADE Shows**



**OPENING 1949 ANNUAL TOUR**

**PONTIAC, MICHIGAN, TUESDAY, APRIL 26**

**SHORT JUMPS  
 PROVED TERRITORY  
 LONG SEASON**

**CAN PLACE for—**

1. 13-week season of excellent STILL DATES.
2. 13-week season of legitimate FAIR DATES (starting in July).
3. Territory—MICHIGAN, OHIO, INDIANA.

**SHOWS:** Freak Animal—Wild Life—Walk Thru—Mechanical City—Motor Drome—Snake or Monster Show. Exceptional opportunity for large, flashy PENNY ARCADE.

**CONCESSIONS:** Legitimate STOCK Concessions and HANKY-PANK privileges available. Ball Games, Fish Ponds and other games of skill all open.  
 Bingo, Cook House, Percentage and Popcorn all sold for still dates—all others available. (No racket, please.)

**HELP:** Searchlight Operator and Mechanic and Light Tower Man. Foreman to handle new Allan Herschell Little Dipper Ride.

**W. G. WADE SHOWS**

G. P. O. Box 1488 Detroit 31, Mich.

**MARKS SHOWS**

**MILE LONG PLEASURE TRAIL  
 OPENING EARLY IN APRIL NEAR RICHMOND, VIRGINIA**

**RIDES** Will book one late model Novelty Ride, with or without transportation. What have you?  
**SHOWS** Want WILD LIFE, MODEL CITY, UNBORN. Good proposition for PENNY ARCADE.  
 Can place PHOTO GALLERY and a few more Legitimate Merchandise Concessions.  
**WANT** SPECIAL AGENT. Must be experienced and capable of Advance Promotions!

Address: JOHN H. MARKS, P. O. BOX 771, RICHMOND, VA.

**MID-WESTERN EXPOSITION  
 "America's Sho' Beautiful"**

Can place the following for our route of choice Still Dates and Fairs. First Fair starts June 2 to 4 in Missouri. 14 Fairs, 22 Celebrations, 2 and 3-Day Stands, 42 Weeks.  
**RIDES:** Tilt, Roll-o-Plane, Octopus, Caterpillar, C-Cruise, Scooter. Want Pony Ride.  
**SHOWS:** Animal, Side Show, Lung, Midget, Wild Life, Fat People, Fun House, Mechanical. Have complete Girl and Posing Shows, need Girls and Operator or will book for season.  
**CONCESSIONS:** Candy Floss, Palmistry, Cook House or Sit Down Grab that caters to Show Folks, String, Swinger, Buckets, Jewelry, Glass Pitch, Scaes, Age, Photos, Arcade, Ponds, Striker, Skillos Rolldown, Razzle Dazzles, Wheels. Midway now open. Want Manager and one Counter Man for Bingo. Also Agents for P. C. and Slum Concessions.  
**HELP:** Can place capable Legal Adjuster. Want combination Banner Man and Biller also Assistant Manager and Lot Man. If you can produce and are a hustler, the opportunity is here, but no drunks or habits. This Show features Free Gate, also Art Spencer's Lion Motor-drome. If you are an agitator or can't stand prosperity, please don't bother, we're busy.  
**ALL WIRES AND CORRESPONDANCE TO:**  
**TED WOODWARD, Gen. Mgr. or OCTAVIO PEDRERO, Gen. Rep.; GEO. HANLON, Public Relations, Jasper, Tex., down town now.** Our route: Texas, Arkansas, Missouri, Iowa, Nebraska, South Dakota, Wyoming, Colorado, Kansas and Oklahoma. Fourth Annual Tour.

**WANTED SIDE SHOW PEOPLE WANTED**

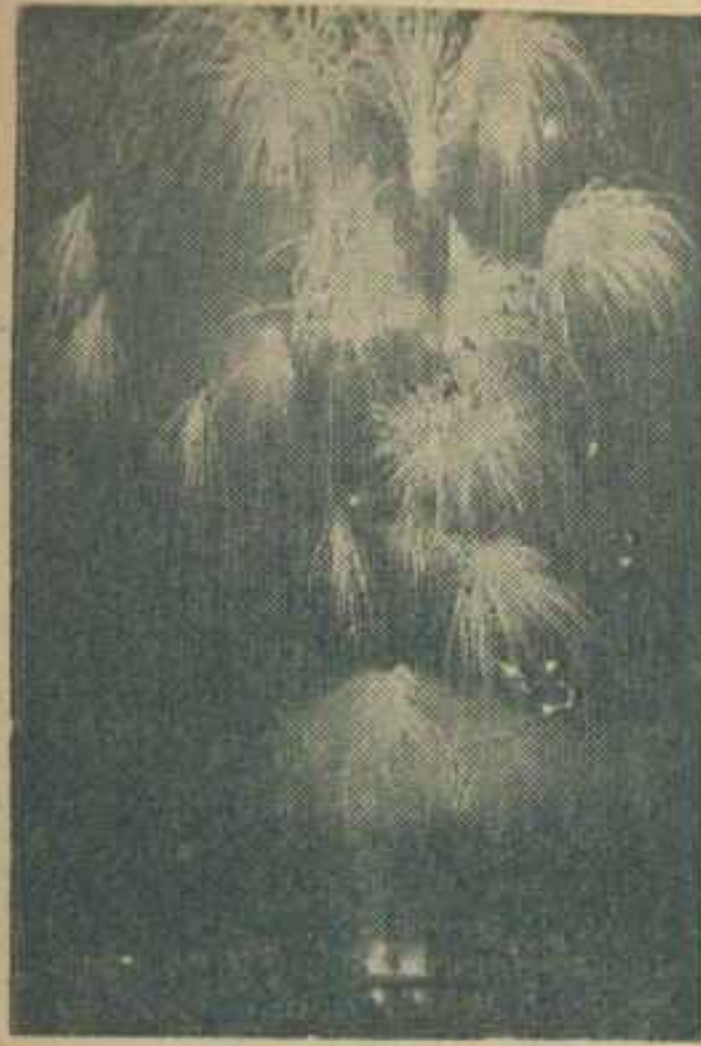
for 1949

With the "World's Largest Midway"  
**WORLD OF MIRTH SHOWS**

Interested in hearing from any first class Attractions at any time. Can place last Mental Act, Pincushion, a real Fire Act, Jugglers, Knife Throwers, Magician who does not Pitch; have room for one more Feature Freak. Salaries paid every Wednesday. Long season. Best route. Address mail to:

**GLENN PORTER**

**GEN. DELIVERY, GIBSONTON, FLA., UNTIL MARCH 21;  
 after that, World of Mirth Shows, Richmond, Va.**



## PYROTECHNICAL DISPLAYS

FOR

JULY 4TH, FAIRS, PARKS AND ALL  
OUTDOOR CELEBRATIONS

Engineered and Fired by our Technicians Under Full Insurance Protection or Fire-Yourself Programs with Detailed Instructions for Setting and Firing.

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For 1949 Illustrated Catalogue or for Further Information

Write, Wire or Call 1718

**ILLINOIS FIREWORKS CO., Inc.**

Manufacturers Since 1918

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## T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS SKATING RINK

Beautiful Colors—Individually Designed.

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**ALL-STATE TENT & AWNING CO.**

300 E. 9TH ST

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KANSAS CITY 6, MO

## DE SOTO CELEBRATION

ON THE STREETS — BRADENTON, FLA. — MARCH 21-26

3 BIG PARADES—FREE ACTS—TRAILER SHOW

RIDES—Can use two or three more Major Rides.

SHOWS—Any Educational Show that can set on the street. NO GIRL SHOWS.

CONCESSIONS—Will book any 10¢ Stock Store, Candy Floss, Pop Corn, French Fries, Photos, High Striker, Jewelry, etc. No exclusives except the following: BINGO, NOVELTIES, EATS AND DRINKS, AND ICE CREAM.

JAMES A. REED, Concession Mgr.

WRITE

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PHONE

P. O. BOX 809

711 32nd ST., W.

23042

### CAN PLACE

## For PUNTA GORDA, FLA., SHRINE CELEBRATION

MARCH 14-19

GAINESVILLE AND JACKSONVILLE TO FOLLOW, THEN NORTH.

Shows with or without transportation, especially Girl Shows. Legitimate Concessions of all kinds. Kid Rides, will give X to responsible party.

**LEO BISTANY**  
COCOA, FLA., THIS WEEK.

## Kellie GRADY Shows

OPENING IN FLORENCE, ALA., AROUND APRIL 1, DOWN TOWN

Want Monkey Show, Snake Show or any other Grind Show. Can use few Ride Men who can drive trucks. Will book few 10-Cent Concessions.

Have Rides-O for sale, in A-1 shape. Ride up here now for inspection. Will sell with or without transportation.

313 W. TOMBIGBEE ST.

**KELLIE GRADY**

FLORENCE, ALA.

## GOLD CROWN EXPOSITION

"AMERICA'S NEWEST MIDWAY"

CAN PLACE FOR LONG SEASON STARTING MARCH 26

CONCESSIONS: Custard, Photos, Long or Short Range Gallery, Pea Pool (must have at least two Hanky Panks to go with it), Penny Pitch, Novelties, High Striker, Pitch-Till-You-Win, Hoop-La, Jewelry and Hanky Panks. NO FLATS.

SHOWS (with own equipment): Fun House, Side Show, Minstrel, Grind Shows.

FREE ACT for 30-week season. Must be reasonable. Address:

**K. F. SMITH, Owner, or HARRY E. WILSON, General Manager**  
RT. 7, BOX 185, FAYETTEVILLE, N. C.

### FOR SALE

New 1949 Merry-Go-Round, 20 jumping horses, 2 chairs, beautiful scenery. Fireproof and waterproof tops and sidewalk. Pulled by Allis-Chalmers engine. For adults and children. The only Ride its size, 32 ft. For the price of \$2,500.00.

We guarantee our 1949 Merry-Go-Round to be one of the best looking Merry-Go-Rounds on the road its size. Had five people to come and see it this week-end—each one bought one. Can give you this Ride on 10 days' notice.

BOX 181

### FOR SALE

40-ft. Parker Merry-Go-Round, 3-abreast, beautifully decorated, new platform, all horses look like new. Ride cost \$15,000.00. Will sell for \$7,000.00 cash. Good as the day it was put up.

**JAY WARNER**

Phone 9121

### FOR SALE

Tilt-a-Whirl, rebuilt, newly painted, looks as good as new and runs the same. Take \$8,000.00 cash. One Kiddie Auto Ride, brand new, 18 ft. in diameter, 8 cars, \$1,000.00.

BAY ST. LOUIS, MISS.

## VICTORY EXPOSITION SHOWS

WANT OPENING MARCH 14 WANT

CONCESSIONS—Custard, Arcade, Novelties, Photos. HELP—Want Foremen for Scooter, Merry-Go-Round, Tilt, Spitfire. Second Men on all Rides. Man to handle Front Gate and Light Towers. SHOWS—Fat, Side Show, Drome, Illusions. Write or wire

**ALVIN VANDIKE, Eagle Pass, Texas**

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 5.—Membership certificates for 1949 will be issued members in good standing on or about April 1. Where there has been a change in the show title from that used during 1948, information giving the new name should be furnished the association at once so that the certificates will carry the correct title.

The annual membership campaign is expected to get under way within the next two weeks.

Government experts anticipate that any adjustment in business conditions will not affect totals by more than 10 per cent, and the 1949-1950 downward trend is not expected to exceed 8 per cent, with a similar reduction in the amount of spending.

Latest word from Washington indicates that Congress will not take any action on tax matters until either May or June, and that this action will be influenced by the amount of taxes received on March 15 income tax returns and the development of business conditions during the next two months. Tax increases for both individuals and corporations are becoming less probable. Pressure continues for the reduction and elimination of excise taxes, including transportation taxes and on various so-called luxury items. We have on file detailed information with reference to the income splitting provisions of the current tax law which, if used, will result in savings for married taxpayers.

The weekly indicator of business activities shows an increase in unemployment, but some of this is charged to seasonal lay-offs. The drop in business activity, however, is thus far considered to be small.

The Pennsylvania Railroad has released figures in which it claims that its operating costs have risen an average of 84 per cent while its freight rates have only risen 55 per cent.

A research service reports the development of an apparatus for providing variations of color and intensity of lighting, useful for display and stage purposes, and the same services also has available information with reference to aluminum sheet and plate, rayon cord tires, a report on business conditions during 1948, and a booklet giving information on welding procedure.

## WANTED

From June 29 to July 4, inclusive.

Complete Carnival or Independent Rides  
and Concessions.

**BLOOMFIELD CHAMBER OF COMMERCE,  
INCORPORATED**

Bloomfield, Indiana

### FOR SALE OR LEASE

COMPLETE ORGANIZED CARNIVAL  
Due to entering Hotel Business I will sell or lease my show, including #5 Ell Wheel, 7-Car Tilt, Mix-Up, Merry-Go-Round, Allan Herschell Car Ride, four Shows and Fun House, complete Wiring and Light Plant, Front Entrance, Office. Have Fair contracts in Nebraska, Kansas and Oklahoma. This is a proven route—Concessions will work. Lease now with option to buy later. \$2,500.00 deposit required. Show stored at Altus, Okla. I can furnish route, all Help hired, good transportation. Wire or call

**C. A. GOREE**  
Hill Hotel, Hillsboro, Tex.  
Phone 940

### ANNUAL HOMECOMING

CULLOM, ILLINOIS, August 11, 12, 13, 1949

Auspices Skinner-Trost Post No. 122 of  
American Legion.

**WM. BILLERBECK, Secy.**

Cullom, Illinois

## WHALEN & RILEY SHOWS

OPENING MARCH 21

### WANT—WANT—WANT

Concessions—Grab, Popcorn, Glass Pitch, Coke Bottle, Photo, Short Range Gallery, Darts, Cork Gallery, Ball Games, Fish Pond, any legitimate Concession—one of a kind, privilege \$15.00. Will book two Kiddie Rides, also Merry-Go-Round, any non-conflicting Rides. Want Ride Help—Reliable First and Second Men on Wheel and Chairplane. Will book Shows with own transportation. We show in town, not in the country. Want Agents for Penny Pitch, Whiskey Bottle Game, also P.C. Dealer. This show plays Oklahoma, Kansas, Nebraska, Missouri and Arkansas.

**Whalen & Riley Shows**  
HUGO, OKLA.

### WANTED

## FIRST CLASS CARNIVAL

FOR 2ND ANNUAL  
JAYHAWKER DAYS

Would like to have it Aug. 31, Sept. 1  
and 2, or last week in August. Address:

SECRETARY, GROUND COMMITTEE

c/o Beard's Sundry Store

Williamsburg, Kansas

### LAST CALL

## WOLFE AMUSEMENT

Opening March 19—2 Saturdays—  
Tryon, N. C. Everybody on the  
lot March 16. Lot will be laid out  
the 16th. Want Girl Show Manager  
with not less than three girls and  
costumes. We have complete outfit.

**BEN WOLFE**

Landrum, S. C.

### FOR SALE

1 12x26 Sit Down Cookhouse, equipped with Shell gas, French fryer, bun and hot dog steamer, khaki top; first \$350.00. 1 9x10 Ball Hood & Fly, khaki, 30 cats and rack; \$100.00, good shape. 1 8x10 Coke Bottle, good one; first \$100.00. 1 8x10 Bumper, complete; first \$100.00. 1 Double Head Cotton Candy Machine and complete Concession, used 8 weeks, like new, \$150.00; works perfect. 5 Merry-Go-Round Horses, fair shape, \$25.00 each or 5 for \$100.00, in primer coat only. Must be sold before March 24. Come look it over or send 1/3 deposit. Will ship balance C. O. D. F. J. McCOWN, 205 East Jackson, Windsor, Mo.

### FOR SALE

Photo Machine, takes two size pictures, lenses and camera perfect, complete with awning and sidewalk, samples cases, \$300.00; enough stock to pay for it. '48 Dodge 1/2-Ton Panel, runs and looks like new, suitable for sound car, \$750.00. '39 Chev. 1 1/2-Ton Truck, closed-in 12-ft. van box, ideal for concessions, good condition throughout, \$500.00. One Masco Amplifier, 2 speakers, mike and 1/2-hour automatic record changer, \$50.00. Will sell all or any part and deliver within 500 miles upon deposit. Replies to

**T. O. THORNER**  
LIVONIA, MO.

### DEL-MAR SHOWS

Now Booking RIDES, SHOWS, CONCESSIONS

Can place Grab, Age and Scale, Ball Games, Duck and Fish Ponds, French Fries, Darts, Pitch-Till-You-Win, String Game, Hoop-La, Cork Gallery, strictly American Palmistry.

**AL DEL FLORE**

1955 Shaw Ave. Youngstown, Ohio

### WANTED

Rides and Concessions for  
**BARREN COUNTY AMERICAN LEGION FAIR**

Glasgow, Ky., week August 22-27  
6 Rides, including Kiddie Rides; 1 Bingo Game, 1 Milk Bottle, 1 Doll Throwing, 1 Shooting Gallery, 1 Dip-In-Pond, 2 Shows, 1 Photograph Gallery.

**W. D. ASPLEY**  
Glasgow, Ky.

## Want Carnival or Rides

for  
FRONTIER DAYS' CELEBRATION

July 3-4-5. Expect 30,000 people.

Whipple Ranches, Waubay, S. D.

## WANT MAN AND WIFE

To take full charge of Cookhouse, 50x50 Cookhouse on trailer, no privilege to pay, office owned, or will sell for \$1,800.00. Address all mail to:

**MRS. JOE STEBLAR**  
Varnville, S. C.



### TV Sells Riverside To Washington Via Polio Benefit Show

WASHINGTON, March 5.—Riverside Stadium Roller Rink grabbed a fine hunk of publicity when DuMont Television's Station WTTG aired the February 16 Riverside Roller Revue, the fourth annual show offered by club members for the benefit of polio victims in the local Children's Hospital.

Members of all Riverside clubs participated in the show that was produced by Louis and Betty Bargmann and Phyllis Rowley, of the Riverside staff. Penny Martin, electric organist, offered musical accompaniments, while Bob Wolff, of WTTG, held down the emcee spot.

Riverside's top skaters took part in the presentation. The numbers included *Strike Up the Band*, *A Winter Wonderland*, *Me and My Shadow*, *Tango in Eights*, *Miss Butterfly*, *Moonlight and Cocktails*, *Glub Glub*, *A Blue Serenade*, *Lovely Hula Hands*, *Sophisticated Date*, *Recess at School*, *A Spanish Caballero*, *Hi Hat Revue*, *Mighty Mite*, *A Waltz Dream*, *A Persian Fable* and the finale.

### N. E. RSROA Winds Up Queen Contest

WORCHESTER, Mass., March 5.—Competing with 10 contestants, Juanita M. Baker, a skater from Ernest E. Young's Riverdale Roller Rink, Nantick, R. I., was crowned 1949 New England skate queen February 2 at Leo Doyle's Webster Square Arena here in a contest sponsored by the Roller Skating Rink Operators' Association.

To the winner went a number of merchandise prizes and a nine-day vacation trip to Miami in the company of Mr. and Mrs. Fred H. Freeman, of Bal-a-Roue Rollerway, Medford, Mass.

The contest ran for a period of six weeks, local contestants being judged on the basis of beauty, poise, personality and talent.

### Steelman Rebuilding in Iowa

CHARLES CITY, Ia., March 5.—Forrest G. Steelman has been issued a building permit for construction of a new skating rink which will be in a one-story structure of concrete blocks with a semi-circular roof. The building will be 168 feet by 70 feet. Steelman formerly operated Breezy Point Rink here. It burned last December.

**The First Best Skate**

**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3313 Ravenswood Ave. Chicago, Ill.

**The Best Skate Today**

**GilAsh**

Why not have the best?  
**SKATING BOOTS**

**GEO. GILLIS SHOE CORPORATION**  
FITCHBURG, MASS.

**CURVECREST "RINK COTE"**

THE PLASTIC RINK SURFACE

Write  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc., Muskegon, Mich.  
Originator and Sole Distributor

### Eastern Parkway May Get Series Of Tele Airings

NEW YORK, March 5.—WPIX viewers will see regular roller skating shows from Eastern Parkway Rink, Brooklyn, if a trial production Friday (18) proves successful. So says Al Lawrence, the channel's special events director, who has completed study of the situation.

Lawrence, along with producer Mike Meltzer and technician Otis Freeman caught the opening night performance of Eastern's annual club show, *Roller Rhapsodies of 1949*, and rated it good enough entertainment to provide a nucleus for the debut show.

The procedure, according to Lawrence, will be this: First, *Rhapsodies* must be condensed from two and a half hours to a much shorter production. Then it must be spiced with specialties by champions from other rinks. Finally, there must be a "dry run" dress rehearsal Friday (11) to iron out any bugs.

An amateur roller hockey game may follow the show on March 18.

Eastern Parkway, according to Lawrence, is probably the best equipped rink in the United States for video. Among its television assets are a permanently installed coaxial cable and, thanks to boxing and wrestling, good center rink lighting.

### Brown Heads RSROA In Red Cross Drive

NEW YORK, March 5.—Vic Brown, operator of New Dreamland Arena, Newark, N. J., has been appointed metropolitan RSROA roller skating chairman for the Red Cross fundraising campaign, it was announced Friday by *New York Journal American* sports editor Max Kase, the drive's local sports chairman.

Kase said he asked Brown to take the job because of his fine work as a fund-raiser in the last two March of Dimes appeals. Immediately after accepting the appointment, Brown launched an ambitious raffle project which he says will put roller skating over the top.

### New One for Allegan, Mich.

ALLEGAN, Mich., March 5.—Roll-o-Way Skating Rink was opened here early last month in a quonset-type structure, measuring 41 by 152 feet, with a maple floor. A snack bar has been installed. A soda bar is to be added later. Owners of the rink are Ken Smith and Bob and Paul Weaver.

### Betz Joins Jones Company

PITTSBURGH, March 5.—Johnny Jones Jr., agent firm here for the Chicago Roller Skate Company, announces the addition of Bill Betz to the company. Formerly associated with Lexington Roller Skating Palace here and for the past two years owner-operator of a rink, Betz will leave March 7 with Johnny Jones Jr. on a tour covering Pennsylvania, Maryland, West Virginia, Virginia and North Carolina. Mrs. Betz (Edna Davis), professional skater, will accompany him.

### Chi Roller Dome Club Visits

CHICAGO, March 5.—Roller Dome Club of Chicago has been active in visiting nearby rinks, reports Joseph Wolak. January 2 club members visited Palace Roller Rink, Hammond, Ind., followed on February 2 by a trip to Fairway Roller Rink, Sandwich, Ill. The club has scheduled a trip to Arlington Heights (Ill.) Roller Rink for March 2, to be followed by a trek at a later date to Joliet or Zion, Ill. The 44 members travel by chartered bus.

### Competition Looms In Cincy, Norwood

CINCINNATI, March 5.—Competition is seen for Sefferino's Roller-drome here and the near-by Norwood (O.) Roller Rink of Ed J. Von Hagen in an announcement of public ice skating sessions at the Cincinnati Garden, the new \$3,000,000 arena that opened here February 22.

While primarily a location for big-time sports events and spectacle presentations, the Garden management apparently is throwing its ice rink—to be used for professional hockey in October—open to the public on days when no promotions are booked.

This week the Garden advertised the first public skating sessions for March 4-6. The charge is \$1 for adults and 60 cents for children. Patrons are requested to bring their skates. Three sessions of two and a half hours were offered Friday (4), with four sessions set for Saturday and Sunday.

*Ice Follies* of 1949 is scheduled to appear in the arena March 16-22, with *Roller Skating Vanities* slated for a later date this spring.

### Organ Jamboree Big At Dolan Skateland

WORCESTER, Mass., March 5.—An organ jamboree held February 28 at James J. Dolan's Skateland here was reported a big success by Mrs. Norman Allen, wife of the Skateland organist. Five organists, including Allen, were featured. Ira Bates, Boston; Joe Nickerson, the Sheraton Hotel, Boston; Ron Harry, Fitchburg, Mass., and Maxine George, Worcester, Mass., appeared on the program.

To the skater selling the most tickets to the affair went an album containing an autographed record of each organist. Skating was offered the first half of the evening, with ballroom dancing following. Organ novelties were offered between sessions.

### Eastern Parkway's Show Draws 2,000

BROOKLYN, March 5.—Roller *Rhapsodies of 1949*, second annual extravaganza of Eastern Parkway Figure and Dance Club, played to approximately 2,000 spectators during its two-night run, Wednesday (2) and Thursday (3). Audience and press reactions were favorable.

*Rhapsodies*, like last year's edition, was directed by instructor George McCann. It boasted a cast of 100 amateurs, with organ music by Russell LeRoy and vocals by Tony Romeo. Reserved tickets were sold and ample seating on an inclined platform was provided.

Numbers, all elaborately costumed, ranged from *Slaughter on Tenth Avenue* to *Offering to the Fire God*; from *Limehouse Blues* to *Tango of Roses*. Running time was two and one half hours.

On opening night, clubsters Joe and Ruth McDonough were crowned rink king and queen, an honor they earned by winning a recent closed-club skate dance series which ran several weeks. Skating columnist Bill Love presented the awards.

### Northern Calif. ARSA Contests In Heavy Draw

WATSONVILLE, Calif., March 5.—Northern California roller skating championships of the United States Amateur Roller Skating Association, held February 27 in Anthony Callahan's Civic Auditorium Roller Rink here, was an artistic and financial success, according to Paul J. Gilbert, manager of Del Monte Roller-drome, Monterey, who handled publicity for the event.

A heavy advance publicity campaign packed the auditorium, said Gilbert, radio stations and newspapers in Watsonville, Santa Cruz, Salinas, Martinez and Merced giving the contests excellent co-operation.

Especially popular was the racing, each event bringing the crowd to its feet cheering, Gilbert reported. Altho the skating in some events was weak, the speed program was above par. Del Monte Skating Club, Monterey, with 19 entries, dominated the meet, placing first in all but one event.

Results: Figures, juvenile boys, Gary Bradley, Monterey. Juvenile girls, Marjorie Tomasini, Monterey. Novice boys, Boyd Hamlin and Dennis Earl, Monterey. Novice girls, Norma Hartsock, Dolores Cummings, Claudette Colbert, Monterey. Intermediate men, Rixford Murray, Monterey, and Dennis Wager, Watsonville. Intermediate ladies, Rose Marinello, Monterey.

Dancing, juveniles, Gary Bradley and Marjorie Tomasini, Monterey. Novice, Dennis Earl and Dolores Cummings, Monterey. Intermediate, Rixford Murray and Rose Marinello, Monterey; Donald Search and Norma (See North'n Calif. on page 90)

**FOR SALE**

New 40x100 complete Portable Rink, never been used, 5 sections, 4-pole heavy duty flameproof canvas tent trimmed in red and blue; first-grade Northern maple floor in 4x10 interchangeable sections; 200 pr. Chicago skates in counters that lock up; railing, music, blocking, etc. Sections are interchangeable, outlasting all other floors on the market. Come and see this bargain for \$7,500.00. Also a used Rink for \$5,500.00.

**GOLD'S PORTABLE RINKS**, 409 N. 5th St., Longview, Texas. Phone 2443-W.

**WE BUY AND SELL**

New and Used Rink Roller Skates

Advised Make, Size, Condition and Quantity. Also Best Price.

**JOHNNY JONES JR.**

Agents for Chicago Roller Skates

51 Chatham St. PITTSBURGH, PA.

**WANT TO BUY**

Established permanent Roller Skating Rink showing good return for cash, or trade beautiful home near Broadmoor as part payment.

**E. C. BORGMAN**

1818 Ridgeway, Colorado Springs, Colo.

**FOR SALE AT BARGAIN**

Portable Roller Rink, 40x90 Hard Northern Maple Floor, 40x90 Tent, 40x90 Underpinning, 150 prs. Chicago Roller Skates, 50-W. P.A. System. Other accessories too numerous to mention. Everything used 5 mos. Rink ready to operate.

**WILLIAM T. MILLER**

Box 86 Phone 542-J Dayton, Tenn.

With a 40% discount, WHAT CAN YOU LOSE selling a few thousand more

**RAWSON SKATING BOOKS**

into the American Homes in your territory?

**RAWSON ASSOCIATES**  
Box 310, Asbury Park, N. J.

—THE USERS of "CHICAGO" SKATES—

Are Successful

There is a reason. Service and PROMPT DELIVERIES.

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St. Chicago, Ill.

Manufacturers of all kinds of Roller Skates.

### Correction

CINCINNATI, March 5.—An incorrect statement in the article, *Much Can Be Accomplished by an Operators' Association*, by Carl C. Johnson, owner of Skateland, Denver, in *The Billboard* of March 5, gave the federal tax rate on admissions as 1 cent on 10. The rate is 2 cents on 10.

### Forcier Skatery Names

#### Hartford Skate Queen

HARTFORD, Conn., March 5.—Helen Orsino has been named Hartford's skate queen in a contest conducted by Arthur Forcier, owner of Friendly Roller Rink. Twenty girls competed on the basis of skating ability and personality for the title.

The winner will be sent by Forcier to the skate queen competitions slated to be held soon in New York by *The New York Journal-American*. Miss Orsino was given a cup and bouquet for winning the Hartford contest.

Oxford Lake Park at Anniston, Ala., has added a roller rink under the management of Duane Barnett.

## ONE PORTABLE RINK

45x100 Ft. Maple Floor

### \$4,250.00

175 prs. of Skates, 3 Speakers and Tent

Top. Excellent condition.

#### TOM PICKEL

c/o Louisville Boat Dock  
Louisville, Tenn.

WE'RE SELLING THE FINEST PORTABLE IN MIDDLE WEST  
100'x40' hardwood surface, 150 Chicago skates, \$300 sound system, flame resistant reinforced tent, steel poles, walls, stakes, lighting, signs, popcorn machine, icebox, parts, 24 pr. shoe skates, fencing, stringers, blocks, records, benches, boxes, cables, lighteners, etc. Ready to set up and operate, no junk included. Used less than six months. Guarantee floor equal any portable surface in U. S. A. Am setting up if not sold within 3 weeks. Price \$6,000.  
L. B. HARPER, Fairfield, Illinois.

HAMMOND AUDITORIUM TONE CABINET  
USED 6 MONTHS,

\$300.00

V. C. HAAS

338 W. 2nd St. DAYTON, OHIO

#### CASINO 30'x70'

"Light on the Gulf," remodeled and redecorated. Will lease to operator with portable floor and first class equipment for Season May 1st to Labor Day.

"DOC" L. E. BROWN

Star Route W, Panama City, Fla.

#### FOR SALE

20 Pr. men's, 20 pr. ladies' nearly new Chicago Shoe Skates, 150 pr. rink run and like new Chicago clamp skates, new grinder, lots of new parts, \$1,200.00. Have \$400.00 P. A. System will sell with above for \$200.00.

R. H. PETERSON

BOX 205, AINSWORTH, NEB.

## \$2,000.00 CASH

Here is the opportunity you have been waiting for. The fastest money-making portable rink that money can buy. This 30x70 can be completely set up in one day, moved on one truck, set on small lot, run by one man, any size town, minimum transportation cost.

Consists of the following equipment: 30x70 first-grade hard maple portable floor, 30x70 tent, side walls, side and center poles, stakes, stringers floor lighteners, blocking, railings, fence, 100 pairs Chicago rink skates, parts and tools, sound system, skating records, skate boxes and counter, all lighting equipment, seats and buckle boxes, sledge hammer and drink box. Set up, sand floor and you are in the rink business and for a small amount of cash. This rink sells for \$4,000.00 f. o. b. factory at Tyler, Texas. Two thousand cash and balance in twelve equal payments. If you want to get into this money-making business with a small amount of capital, this is your chance to get started.

If you have been in the rink business before, there is no use telling you that locations clear from one to two thousand per month and more, as you well know this to be a fact. If you are new in this business, we can say frankly that you should make this \$4,000.00 back in two to three months. What other business pays such a return on your investment?

We will get these rinks built as fast as possible, and orders are filled in order received. Can ship to you via our trucks at \$5 per mile one way.

### BILT RITE FLOORS & RINKS

1317 S. WALL ST., TYLER, TEXAS

PHONE 9099-J

#### NOTICE

PLEASE, no more letters, phone calls or telegrams in regards to our special Economy Rinks advertised in recent issues of *Billboard*. Thanks for your grand response.

## North'n Calif. ARSA Meet Draws Heavily

(Continued from page 89)

Hartsock, Monterey; Chester Hampton and Donna Kennedy, Merced.

Pairs, intermediate mixed, Donald Search and Norma Hartsock, Monterey. Novice girls, Dolores Cummings and Barbara Marshall, Monterey; Claudette Colbert and Virginia Spencer, Monterey, Dorothy Wagner and Madline Martin, Watsonville. Senior ladies, Lois Wagner and Juanita Presswood, Watsonville.

Racing, midget boys, Gary Bradley, Monterey; Bennie Brown, Monterey; Jimmy Gray, Watsonville. Midget girls, Evelyn Spencer, Myrtle Espy and Vevah Clute, Monterey. Juvenile girls, Barbara Marshall, Virginia Spencer and Claudette Colbert, Monterey. Senior men, Rixford Murray, Monterey; Doyle Mings, Irvington, and Donald Search, Monterey. Senior ladies, Barbara Ziem, Monterey; Lois Wagner and Juanita Presswood, Watsonville.

### Roller Rumbblings

James Klenner, with Edgewater Park Rink, Detroit, is preparing skating show scripts for rink operators.

Frank Bunn has been appointed skateroom manager at Art Forcier's Friendly Roller Rink, Hartford, Conn.

## Terrell Votes Best Years in Rep Trade

(Continued from page 57)

almost all of them tendered us a free feed on Friday nights following the performance in the big top. We closed that season to go into stock but returned for the two-week rehearsals at Tampa in April and we enjoyed another great season over the same route and the closing date was Butler, Mo., in 1920.

"In 1921 I organized my own company and bowed in the tent season in the spring, after playing stock in St. Louis the preceding winter. There were plenty of good shows on the road at that time and all were successful. Among them were Curtis-Shanklin, favorites in Illinois, and Swain in Mississippi and Tennessee.

"Smith & Willis, with Curtis-Shanklin, also operated with success for a number of years. The old reliable Choates Comedians were great favorites in Illinois and Missouri and I believe they were among the first rep tent shows to play that sector.

"Plumless Comedians and Pullens Comedians were among the top rep organizations of that era, while Ches Davis and Mae McKenna had the medium-size theaters begging for them and their musical comedies. Dubinskys always carried large and good companies. Performers like Bob Grandi, Ed Ward, Ed C. Nutt, Leslie Kell and Carl Simpson always received big pay."

## Retrospect of Rep Trouping

(Continued from page 57)

alarm caused by a drunk making a disturbance.

One night when Will Morris, who was playing "Tom" made his entrance with Little Eva, a man near the front rose and shouted:

"A nigger with his shoes shined!" and threw a mouth harmonica at Bill, hitting him on the forehead and making the blood flow. Bill and Eva scampered off the stage in a hurry and it almost stopped the show.

Stopped the Show

On another occasion during the whipping of "Uncle Tom" scene, a hothead in the audience jumped up and yelled:

"You black s—b!" And waving a six-shooter at us threateningly, stopped the scene as we all made a fast and unrehearsed exit off stage. And there followed a "dead wait" until the man was taken out and the performance resumed.

After that we cut out the whipping scene!

But in spite of the fact that often threats were made, Friday night invariably saw the house packed—and an assurance that the "ghost" would walk Sunday morning.

For a number of years I made my home at Mound City, Mo., where I leased and managed the opera house, playing many roadshows, both one-nighters and week-stand reps. During the season of 1908-'09 I booked Stowe's Uncle Tom's Cabin Company, managed at that time by my old friend Nep Scoville (of *The County Kid* fame). The advance man billed the town like a circus with a full line of lithographic paper and the local weekly newspaper carried a big spread. The newspaper office was on Main Street, and just across the street stood a big billboard covered with a 24-sheet stand showing

### REP RIPPLES

(Continued from page 57)

veston, Tex., mulling plans for a tent flesh show, which he will debut near there in April. He has his tent stored in Galveston and will use some short-cast bills in addition to his pix which he has been presenting in that area this winter. . . . Bay Players are around Pendleton Ore., where biz has been good for the five-person unit. . . . Grail Players are a new group for the Salt Lake City sector. Most of their dates are sponsored. . . . Chester Cobb has optioned a spot in Rockland, Me., where he plans to present summer flesh shows.

E. J. TRUDEN, who put in part of the winter at Lakeland, Fla., has left for Ely, Minn., to prep his flesh-pic unit for halls. . . . George D. Griffith is promoting amateur minstrel shows in the Moscow, Idaho, area. . . . Butler's vaude-pic show has been playing West Virginia territory. . . . J. J. Sands, vet of colored tent shows, is getting together a tent minstrel trick for one-day stands in Mississippi until the fair season starts. . . . G. H. Markus is looking over a spot near Mooers, N. Y., for a summer theater using local talent. . . . Since January 1 Gaul and Spicer have been showing religious films in Central Vermont. . . . Everett Flye, whose show has taken a wallop from the weather in the Clarkston, Wyo., area, plans to move south. Show is using three performers and films and runs a dance after the show. . . . Al Colby, of Binghamton, N. Y., would like to get hold of a 1906 roster of Gorton's Minstrels. . . . Colby Players are operating around Wilkes-Barre, Pa. . . . Billy Henshaw's trick in the Lewiston, Idaho, sector has been hit by weather. He plans to move into Eastern Washington soon. . . . Frank E. Hawley is readying his trick at Dennison, Tex., for a trek of established Central Texas territory.

Liza with a child in her arms, pursued by a pack of ferocious-looking bloodhounds as she made her escape across the frozen river. The editor of the paper, a scholarly old gentleman who was a stickler for facts, sitting in his swivel chair at his desk by the front window, looked at the big, vividly colored picture on the billboard opposite—looked at it every day for a week—became intrigued and the night of the show was in a front seat to see the historic drama. In his mental vision he carried a picture of seeing a pack of great bloodhounds on the stage and anticipated a thrill. But as the play unraveled itself on the stage and Liza scampered across the stage behind the set-pieces of scenic ice followed by Legree and several others, and not a solitary dog, he was plumb flabbergasted. He sank down into his seat disappointed and silent thru the rest of the play.

The next morning when he sat down in his swivel chair and looked out of the window, there was still that big, sensational picture of the savage-mouthed bloodhounds in pursuit of the fleeing Liza crossing the ice-bound river. Turning to his desk he grabbed a pad of paper and a pencil.

When the paper came off the press it carried a commentary article on the *Uncle Tom Cabin* play captioned:

There Were No Dogs!

It was a glowing, graphic, literary gem. It was laudatory in a way as to the entertainment. It found no fault with the acting cast. It touched on Uncle Tom living his humble, unostentatious life; it pictured sweet Little Eva and her allegorical ascent to heaven; it touched on the laughter-provoking antics of Topsy. It pictured the hard-hearted Legree and his ferocious whip and it dwelt on Liza's desperate escape leaping the floating ice cakes on the river. It eulogized nearly everything but every sentence thruout the entire article ended with ". . . but there were no dogs!" It was widely copied by the press, and Collier's gave it a special "box." While the write-up was not really uncomplimentary, the constant repetition of "but there were no dogs," gave it a subtle, humorous quality that could be taken either as praise or ridicule.

In visiting and talking with the editor about it, he said he had no criticism or fault to find with the acting but that his adamant policy was truth in advertising.

### Chattanooga Spot Expands

CHATTANOOGA, March 5.—Skyway Drive-In Theater, managed by Don Shaw, opened its 1949 season March 3. An enlarged screen, new playground equipped with swings, slides, sand boxes and seats for adults, and a new lunch stand have been added for this season.

### Drive-In for Winston-Salem

WINSTON-SALEM, N. C., March 5.—Sunset Drive-In Theater, Inc., here has received a charter from Secretary of State to operate a theater. Authorized capital stock is \$100,000, with \$300 subscribed by Earl, Betty and Henry Watts, all of Winston-Salem.

### Sanford Group Chartered

TALLAHASSEE, Fla., March 5.—Secretary of State has issued a charter to Sanford Auto Theater, Inc., Sanford, Fla., which proposes to operate outdoor theaters under authorized capital stock of 500 shares, \$100 par value.

### Aikens Constructs Drive-In

MARTINSBURG, W. Va., March 5.—Harry W. Aikens, of Clearbrook, Va., is building a 900-car drive-in theater, with opening slated for this spring.

### CLOSE OUTS

Novelties • Souvenirs • Wood Jewelry

10¢ Traffic Sign Pins, assorted... \$3.00 Gr.  
 10¢ Shipping Label Pins, assorted... 3.00 "  
 25¢ Mahogany Shield Mailers With Oil Painted Indian Head, Fish, Deer, Horse, Pheasant, Duck, Tropical Scene, Flamingo, Pelican, Tepee & Totem Pole... 7.50 "  
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 35¢ Cedar Split Dog Pin... .75 "  
 55¢ Cedar Motorboat Fob Pin... .75 "  
 35¢ Cedar Cross Necklace, Large or Small... .75 "  
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 95¢ Cedar Jockey Cap & Boots Pin... 1.00 "  
 95¢ Cedar Boots & Saddle Pin... 1.00 "  
 95¢ Cedar Western Hat & Boots Pin... 1.00 "  
 95¢ Cedar Cross Necklace With Rose, Large or Small... 1.00 "  
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 35¢ Girls' Cutout Name Pin... .75 "  
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 \$1.39 Mahogany Scrap Book With Cutout Cover Design... 3.50 "  
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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

A-J PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5144 Strohm Ave., North Hollywood, Calif. ap16

ANNOUNCING—3d EDITION "PENNSYLVANIA Hills" coming. "Little Face" (The American Sweetheart). Grimes Music Publishers, Shubert Theatre Bldg., Philadelphia, Pa. mh12

"EMCEE" MAGAZINE — CONTAINING HAND Novelties, Parodies, Monologues, Comedies, Jokes; subscription, five issues, \$1; add \$1 for four gas-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

LATEST PARODY HIT—"BABY SITTER'S Lament," socko blackout "My Pants," list gags, monologue, assorted comedy material, all for \$2. Writers Mart, Box 399, Culver City, Calif. mh19

MUSIC PRINTED — 200 PROFESSIONAL copies, \$20; 1,000 copies in color, \$70; recordings made. URBAN BB, 245 West 34 St., New York. Stamp (booklet.) mh12

QUIET! M. C. AT WORK! — GAG-NATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keyes To Comedy," Box 421, Venice, Calif. mh12

SENSATIONAL SONG PARODIES — Different situations original material, socko endings; lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 5 Wis. iy16

SMART SONGS, PARODIES, MONOLOGUES, ventriloquist dialogues; state list required. George Tizzard, 110 W. 76th St., New York.

SONG BOOKS FOR ENTERTAINERS—PHOTO on cover, \$100 per thousand; Great Comedy Letter for Stage 25¢; Belly Laughs 25¢; Recordings, Musical and Sound System Equipment. John Bava's Music, Davis, W. Va.

### AGENTS & DISTRIBUTORS

A SPECIAL OFFER—POCKET COMBS, ONLY \$1.25 gross. Leo's Novelties, 2162 76th St., Brooklyn, N. Y.

AAA MONEY MAKER — 108 MEN SPLIT \$37,000 last month selling the Sensational Pre-A-Lite, the only invention that automatically hands you a lighted, ready-to-smoke cigarette while you drive! Fits all cars; attach it in 3 minutes; over 100,000 sold; patented, exclusive; terrific for pitchmen, demonstrators, premium users; retails at \$6.95; you make huge profits; free demonstrator, free cigarette deal and guaranteed sales plan; hurry, 45,000,000 car owners waiting. Dept. B-4, Pre-A-Lite Sales Corp., 79 Madison Avenue, New York 16, N. Y. mh12

AGENTS MAKING OVER \$8 DAY SELLING Novelty Felt Plaques with assorted wise cracks; sold at 25¢ each; send \$1 for sample dozen, catalog included. United Joke, 49 Hanover, Boston 13, Mass. mh12

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BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers; write for "Buy Direct and Save." Consumers Assn., 218 D Investment Bldg., Pittsburgh 22, Pa. mh19

CASH IN ON COLORED EASTER CHICKS—Hot seller; cost 10¢, sell 25¢. Elite Chicks, Cedar Rapids, Ia. ap16

ELECTRIC RAZOR, FOUR HEADED, COMPLETE with case, \$22.50, label, \$3 ea. in dozen lots; sample, \$4. National Distributing Co., 416 Calumet Bldg., Miami, Fla. ma12

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EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Riteco," XL-Roxbury, Boston 19, Mass. np

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HAVE YOUR OWN HEADLINES ON FRONT page full size newspaper; not to exceed 38 letters; 2 lines, ending 19 letters each line. 50¢; 3 copies, \$1. Jordan, 206 Primrose St., Haverhill, Mass.

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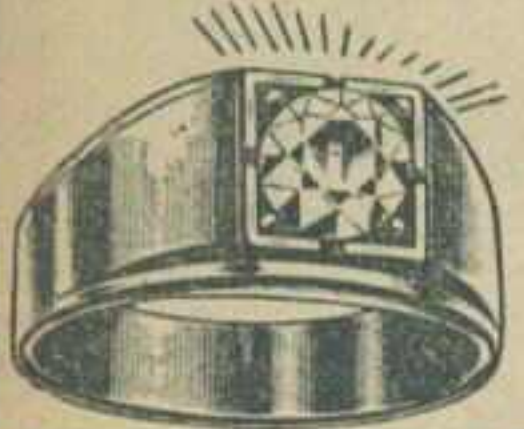
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**FEATURE DOG FOR BIG ACT—BEAUTIFUL 3 year old, grey, male German Shepherd (Police). Walks long distance on hind legs, does beautiful balance on slack rope, finishes with flashy, fast 10 foot wall scale. Seat broke. Best of worker. Dog and prop, \$225. Leonard, 905 North Jefferson, Junction City, Kan.**

**HIGH DIVING DOGS AND MONKEYS, WIRE Walking Dogs, Menage Horse, Wild Animals. Rex Ingham, Ruffin, N. C. np**

**OSTRICHES FOR SALE—PLACE ORDER NOW for delivery; 2 year old Ostriches, \$400 each. 3 year old, \$500; six feet Alligators, \$70; trained male Ostriches with socky cart and harness, with cage, ready to drive, \$3,000 each, complete outfit, six foot Crocodile, \$150; all are F.O.B. St. Augustine, Fla., cash. Casper's Gator Jungle, P. O. Box 266, St. Augustine, Fla. sp16**

**SHOWMEN!—LARGE HEALTHY RATTLEERS, Blue Bulls, Coachwhips, Boas, Iguanas, Poisonous Lizards; fair prices, prompt shipment; Dema Reptile Gardens, Washington Park, El Paso, Tex. mh19**

**SMALL ZOO—HY. 66; 18 CAGES SMALL ANIMALS, 4 Monkeys, 3 Alligators, theater model Burch Elec. Pop Corn Machine, 16 ft. Alma House Trailer, Twin Coach '42 Hercules Motor, equipped for Grab, P. D. G. Quick Finish Camera, Lights and Stock; sell all or any part; location can be leased. C. L. Fleener, between Galena, Baxter Springs, Kan., P. O. Galena, Kan., R.R. 2.**

**WANT TO BUY PERFORMING MONKEYS AND Young Chimpanzee; state all in first letter. Harry Levine, Box 161, Florence, N. J.**

**WRITE FOR LIST OF SURPLUS ANIMALS printed for immediate sale. Benson Animal Farm, Hudson, N. H. ma12**

**BUSINESS OPPORTUNITIES**

**ANALYZE HANDWRITING FOR PROFITS!—Complete outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, P.O. 971, Philadelphia. ap2**

**CONCESSIONAIRES! EARN EXTRA PROFITS! Amazing Ultra-Mix makes frozen whip liquid base as low as \$1 gallon; gives bigger profit immediately; easy to use; get money-making free information now. Fountain Specialties, Inc., Dept. B-1, 1736 W. 25th St., Cleveland, Ohio. np**

**"CONCESSIONAIRES GUIDE BOOK" NOW ready; how to make money operating games, refreshment stands, shows, etc.; hundreds of plans, schemes, secrets; big season just ahead; price, \$1; satisfaction guaranteed. Raymond Schenck, West Penn St., Butler, Pa. ma19**

**DISTRIBUTOR AND AGENTS WANTED—FOR tremendous profits, sell my Cosmetics; protected territory; 150% to 200% profits assured; high quality merchandise, nationally advertised; write today for distributors' and agents' proposition and details regarding extra commission offer. Cosmetics by Sylvia, 6411 Hollywood Blvd., Suite 219, Hollywood, Calif. mh19**

**FOR SALE—COMPLETE PENNY ARCADE AND 25 poker tables; now operating in Seaside Park, Rockaway Beach, Irving Hahn, 185 Atlantic Ave., Lynbrook, L. I. mh12**

**FOR SALE—BUILDING, 4,400 SQ. FEET, used for nickelodeon; 8 and 10c; conveniences, lunch, living quarters, all improvements, fixtures; best location; largest lake resort in N. J., \$16,000. 45 cash. P. O. Box 98, Stanhope, N. J.**

**FOR SALE—SACRIFICE; 60,000 AIRCRAFT Kits, ten different numbers; all attractively boxed; very good "throw out" prize; must sell; samples on request. Write Bert Amusement Co., Box 208, Willow Grove, Pa. mh19**

**FREE IDEAS FOR BUSINESS ENTERPRISES in Chicago. Write Mampa, 818 Dakin St., Chicago 13, Ill.**

**GET 500 MONEY MAKING DEALS—FORMULAS, Schemes, Plans, Secrets; wholesale supply sources; folio free. Formico Mart, Box 572, Dayton, O. mh18**

**INFORMATION—WHOLESALE SUPPLY sources and money-making Plans will increase your income. Write Reynard Research Bldg., Smithfield 3, Ohio. ma26**

**MAKE MONEY SELLING NEW GREASELESS Doughnuts at home on electric machine; wholesale in groceries and cafes; free recipes and plans. N. Ray Co., Minneapolis 7, Minn. my28**

**MAKE YOUR OWN PLASTER—REGULAR TEN dollar gallon latex rubber mold making kits complete, now five dollars; instructions; make 15 to 20 molds. Farrell Brothers, 4170 Hamilton Ave., Cincinnati, O. ma19**

**PUSH CARD OPERATOR WHO WANTS TO make \$200 a week without investing a penny, contact Mammoth Sales, 1311 Widener Bldg., Philadelphia 7, Pa.**

**RESTAURANTS, DRIVE INS, ETC.—RAY GOOD bye to money worries; serve English fish and chips and Wonder Pops on a stick; its new and its sensational, make 18 large pieces of fish from one pound of fish a proven reopeter; amazing profits; recent imported recipe sold many times for \$100 on demonstration; now only \$5 for both, the biggest bargain in history; money back if not delighted; send now while your territory is open. Mail to C. M. Miller, Box 175, Eskridge, Kan.**

**SICK, QUITTING BUSINESS—\$1,000 HONOR Scrolla Business; operate from home; guarantee \$1,000 value in merchandise; packed, ready for shipment; first \$100 taken name. Kotalla Bros, 444 Somerset St., Johnstown, Pa.**

**TESTED MONEYMAKERS—68-PAGE BOOK. 25 cents postpaid; Business Secrets, Plans, Formulas; wholesale supply sources; book contains no ads; meat only; money back if dissatisfied; send now. L. Clay Co., Box 1154, Wichita, Kan. ma19**

**SIDELINE—VALUED PHOTOS COPIED, ENLARGED, restored and colored; for details write Acorn, Box 37, West New York, N. J. mh26**

**TRAVEL ANYWHERE, ANYTIME EARN As you go, be your own boss; make \$25 a week or more; literature free. Traveler La Grande 10, Ind. ma12**

**WOULD YOU PAY 3¢ FIRST \$250 MADE? Color-illustrated book "505 Odd Successful Enterprises" free! Work home; expect something odd. Pacific 1, Oceanside, Calif.**

**1,000 POSTCARDS, 29 FROM PHOTOGRAPH or negative; 15 word advertisement and address included; samples 10c. Tuclaw Art, Stanhope, N. J.**

**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 94 in this issue.

**COSTUMES, UNIFORMS, WARDROBES**

**ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts with leis, \$7.50; Satin Dress, \$1; Combination Oriental and Strip Costumes, \$10; Satin Belly Cane, \$1.50. C. Guyette, 248 West 45th St., New York City 19, Tel. Circle 8-4127.**

**AMERICAN INDIAN COSTUMES MADE TO ORDER; 20 years' experience; authentic research. Mrs. Clarence Haw Miller, Constance, Minn.**

**BALLY CAPES, \$7.50; STRAW HULAS, \$2.50; Chorus or Strip Net Pants, \$1; elastic net Opera Hose, \$4.95; sheer black nylon Opera Hose, \$4.95; Theatrical Eye-shades, \$1.50; Rhinestoned G-Straps, \$3.50; Bras, \$1.50. E. Ross, P.O. Box 233, Balboa City Sta., New York 19.**

**CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories; free list! (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. ap2**

**LIGHT BLUE VELVET CURTAIN, 7 1/2 x 83, \$50; 18x15, \$25; Rayon Silk Curtains, 9-4x17, gold green, \$25; Red Wigs, Clown Outfits, Circus Tynks, Mustrels, Chorus Sets, Gowns. Wallace, 2416 N. Halsted, Chicago.**

**SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up; no catalog; state wants. Guttentag, 9 W. 18th St., New York 11, N. Y. ap20**

**FOR SALE SECONDHAND GOODS**

**BALLOON AND RINK LIGHTING, NEW—Crystal Showers, Spotlights, Color Wheels. Newton, 253 W. 14th, New York City. np**

**PEERLESS PORTABLE POPPER ALUMINUM geared kettles, caramelcorn, candy copper kettles; all electric units, peanut roasters, griddles, hamburger, gasoline, bottle gas, natural gas, burners, tanks, repairs. Northside Co., Indiana, Iowa. ap23**

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Conbers, \$225 complete set, 50 all electric from \$155. Krindy Korn, 120 S. Halsted, Chicago, Ill. ap2**

**AERIAL RIGGING—UPRIGHTS TRAPEZE Rings, Trunk; Twenty Foot Acrobatic Pad. Walter Harter, Greenfield, Indiana, Route 24.**

**ANCHOR 10x10 TENT, EVANS TIVOLI Boards; 10x14 tent, Evans Bowling Alley; flash merchandise; bargain; stamp for details. Valenta, Perry, N. Y.**

**BARGAIN GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., N. Y. 19. np ma26**

**COMPLETE EQUIPMENT FOR 500 SEAT movie theater; excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. mh19**

**COMPLETE 40 FOOT UPRIGHTS—2 INCH Steel Tubing; Sockets, Webs, Muscle Grind Bar, Rings, Ladders, Trapeze, Harvey, Box 430, Coytesville, N. J. mh12**

**CONCESSION TRAILER, 7X12 FT., READY TO GO, very clean. Window's all around, 13 fluorescent lights, bottle gas, Creston Twin Poppers and complete Candy Apple Equipment, \$1,000. Food Supply, Winona, Minn.**

**FLOWER MACHINE, MODEL NO. 111-1947, \$175; No. 100 Horizontal Motor \$150; all double spinnerhead; all reconditioned money-makers; also new Flower Machines, Kettle Poppers, Caramel Kettles, Coleman Burners, Tanks, Concession Supply Co., Station B, Toledo. mh12**

**FOR SALE—35MM. FILM BARGAINS; SACRIFICE prices; also complete Pictur Show, L. F. West, Route Three, Dunn, N. C. mh12**

**FOR SALE—ONE WURLITZER DOUBLE ROLL Band Organ, used for park Merry-Go-Round, beautiful carving; also one No. 125 Wurlitzer Band Organ, used for portable Merry-Go-Round, both in fine condition, will sell reasonable or make offer. Phone Woodlawn 188M, E. Stine, 5410 Gwynndale Ave., Baltimore 7, Md.**

**FOR SALE—ORCHESTRA CAR, 1947 CHRYSLER, 8 passenger overloads, heater, radio; just like new, 20,000 miles. Will take smaller car in trade. Call 4086W or write Al Schubb, Grand Forks, N. Dak.**

**FOR SALE—FIVE PANORAMS AND USED Films. P. O. Box 2536, Port Huron, Mich.**

**FOR SALE—KIDNIE'S MINIATURE STREAM-line railroad with about 700 ft. track, operated one season, ready to set up and go to work; train includes 1 streamline Diesel type locomotive, 3 cars, including rear observation car; carries 14 to 16 children. If interested write L. K. Harrington, 125 Florence St., Melrose, Mass.**

**FOR SALE—MINIATURE STEAM TRAIN IN good condition; located in well-known amusement park; reasonably priced. Write Route #1, Box 176A, East Lansing, Mich.**

**FOR SALE—CENTURY FLYER ENGINE, FOUR cars, 4 mile track, flex spikes, 37 ft. portable steel tunnel. O. R. Watson, P. O. Box 1023, Riverdale, Calif.**

**FOR SALE—SMALL CARNIVAL, #5 RLI Wheel, Smith Chair Plane, Allan Herschell 3-Abstract Park Model Merry-Go-Round, Bowers Streamlined Special Kiddle Train, 5 W. 110-220 A.C. Power Plant. Write or wire H. L. Andre, P.O. Box 1827, Knoxville, Tenn.**

Continued on page 94

**STARLET PORTFOLIOS**

12 Photos to a Set

\$7.20 DOZ.

\$50.00 PER 100

**Hollywood Glamour Girl Photos**

12 to a Set

\$40.00 PER 100

**4 NICKELS TO DIME TRICK-BRASS**

Our Own Make

\$9.00 DOZ.

**1949 BALLOON PRICES**

	Fresh Stock	Per Gross
#5 Round, Asstd. Col.	.....	\$1.25
#215 Airship, Asstd. Col.	.....	1.25
#418 Airship, Asstd. Col.	.....	2.50
#224 Airship, Asstd. Col.	.....	4.00
#10 Latex, Asstd. Col.	.....	2.50
#428 Knobby, Asstd. Col.	.....	4.50
#9 Round, Asstd. Col.	.....	4.00
#9 Mottled	.....	5.50
#9 Kat, Mottled	.....	6.00
#14 Kat, Mottled	.....	8.00
#16 Round, Asstd. Col.	.....	9.00
#16 Kat, Asstd. Col.	.....	9.50

**JOBBERS \* Write for Open Territory**

50% Deposit with orders; balance C. O. D.

**BORDER NOVELTY CO.**

5 W. Jefferson Ave. Detroit 26, Mich.

**ONE SPIN**

One ANY 7 PAYS 4 & 1  
Spin ANY CRAP PAYS 7 & 1

2-3-4-5 10-11-12 PAYS EVEN

OVER 7 PAYS EVEN  
PAYS 30-1  
UNDER 7 PAYS EVEN  
PAYS 15-1  
PAYS 30-1  
PAYS 15-1

Board is 10 1/2 x 12". Cylinder 1 1/2" high, 2" in length. 3/4" dice. \$108 gr. \$12 doz. Sample \$1.

**H. H. G. GAME CO.**

231 S. Western Ave. Los Angeles 4, Calif.

**SLUM PRIZES**

- COPPER PLATED SKULLS... \$8.00 per M
- COPPER PLATED BASKETBALLS 8.00 per M
- PLASTIC SKULLS..... 4.50 per M
- LUMINOUS SKULLS..... 6.00 per M

**PENNY KING CO.**

415 NEPTUNE STREET PITTSBURGH 20, PA.



**BEER MUGS**  
Decorated  
**SPECIAL TO ORDER**

Beautiful Ivory colored Mugs decorated special to order, any design in up to five colors... Ideal souvenir item for conventions, cities, parks, fairs, football games, etc.... Low quantity prices; write us about your plans and we will quote prices by return mail. PINK ELEPHANT MUGS: 5" high, 12 oz. capacity, \$12.00 per set of 8. Less 40% to dealers. 1/3 deposit, balance C. O. D. Sample \$1.25 post paid. Quantity users, write for quantity prices.  
**HALL'S, 304 N. Linn, Iowa City, Iowa**

**Flash! New Three-Star Set**

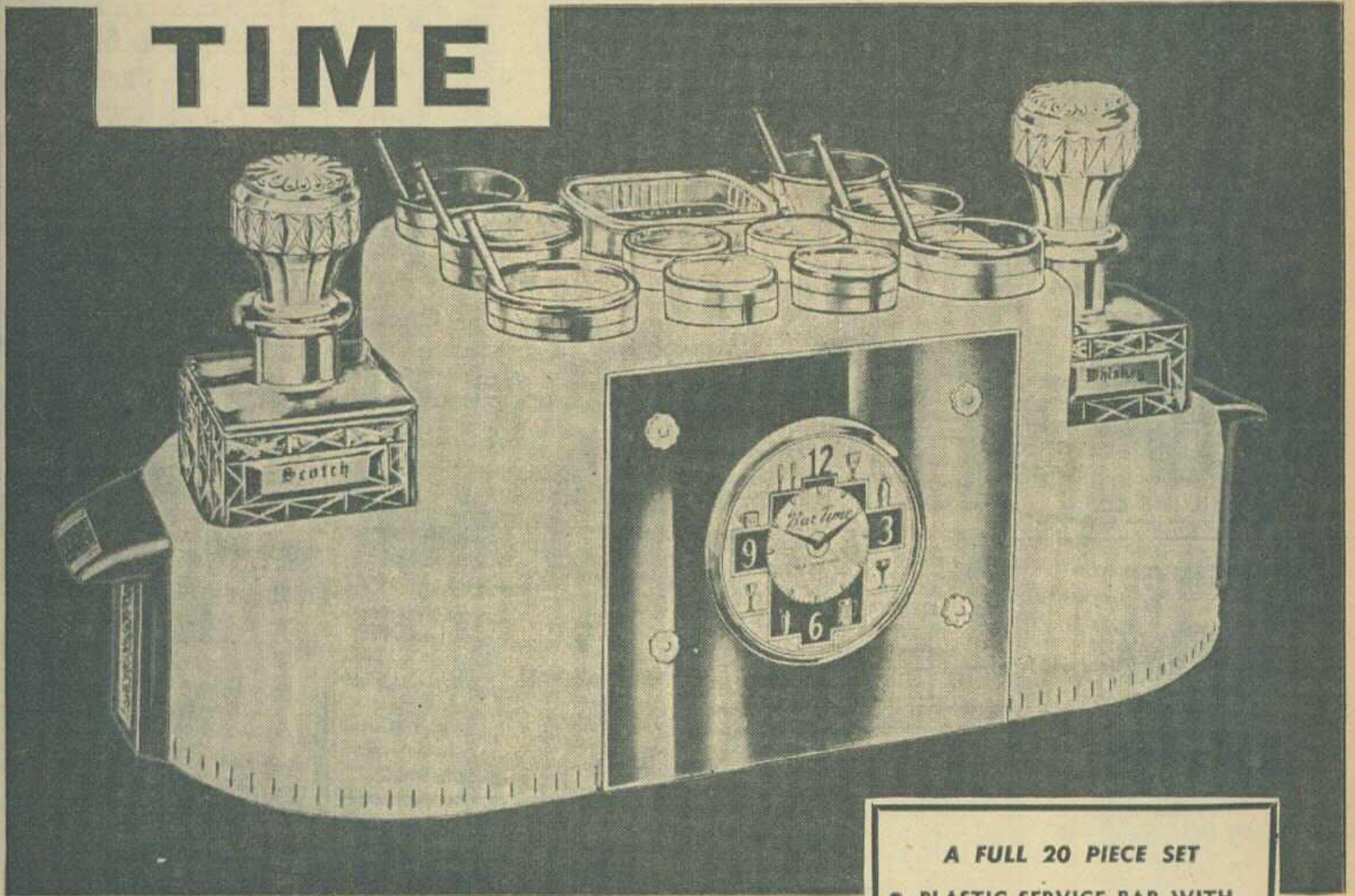
\* Fountain Pen \* Pencil \* Ball-Point Pen  
All newly styled with Gold Finish Caps.  
Price List on request. Sample, \$1.00.

**ARGO PEN-PENCIL CO.**  
220 Broadway New York 7, N. Y.

THE NEW

# BAR TIME

*A Sensational Sales Booster*



## "EYE POPPING" VALUE—a NATURAL SALES PRODUCER ON ANY DEAL!

Newly designed with fine detailing and finish—big, substantial looking and fitted with a self-starting electric clock. And its sales appeal goes deeper than just "eye appeal." Its top quality is outstanding. All glassware and fittings are top quality—and it's complete right down to glass rod stirrers. Measures 10 inches wide, 7½ inches high, 24 inches long. Weighs 19 lbs. It's a gift you would be glad to get—and one that you would be proud to give.

### WHEN THEY SEE IT — THEY WANT IT

Use "BAR TIME" as your feature sales leader—try it on your slowest spots—then check the sales action you get. "BAR TIME" gets the play because it has the quality—the sales appeal and the "eye value" that makes all who see it want it. Write, wire or phone your order now!

COMPLETE — 20 PCS.  
F. O. B. CHI. EACH

# \$16.95

SPECIFY  
COLOR  
WHEN  
ORDERING

### A FULL 20 PIECE SET

- PLASTIC SERVICE BAR WITH ELECTRIC CLOCK
- 2 GLASS DECANTERS
- 6 HIGHBALL GLASSES
- 4 JIGGER GLASSES
- GLASS ICE CUBE TRAY
- 6 GLASS STIRRERS
- RECIPE BOOK
- GLASSWARE GOLD TRIMMED

### CHOICE OF COLORS

No. BT820—WALNUT with IVORY CLOCK FACE—IVORY HANDLES—GOLD RIMMED GLASSWARE

No. BT810 — IVORY with GOLD CLOCK FACE—GOLD HANDLES—GOLD RIMMED GLASSWARE

### IMMEDIATE DELIVERIES

MANUFACTURED BY  
**PORTO PRODUCTS, Inc.**  
ESTABLISHED 1935  
412 N. ORLEANS ST., CHICAGO 10



### FREE CATALOG

Features Nationally Advertised Premiums—64 pages of them—profusely illustrated. Every operator and premium user should have a copy.

A POSTCARD  
WILL BRING IT

NATIONAL PREMIUM DISTRIBUTORS  
**D. A. PACHTER CO.**  
705 W. WASHINGTON BLVD.  
CHICAGO 6, ILLINOIS



*no better buy...*

**in the history of  
Billboard merchandise  
advertising . . . than the**

# **BIG SPRING SPECIAL**

**To be dated April 9**

**the issue that brings  
increased circulation and  
the kickoff of another big  
outdoor season—a one,  
two punch!**

*78,000\* + 25,000\* = 103,000\**

\*the print order for the Spring Special is 78,000 and the Popular Items Catalog (available to advertisers at a very slight additional cost) numbers 25,000 circulation—a real advertising buy!

**it's a buy that  
you can't afford to miss!**

**mail your space reservations now!**

*copy deadline is March 30!*

BUY NEW LOWILL

WATCHES WHOLESALE — DIRECT FROM THE SOLE DISTRIBUTOR. ELIMINATE MIDDLE MAN'S PROFIT!



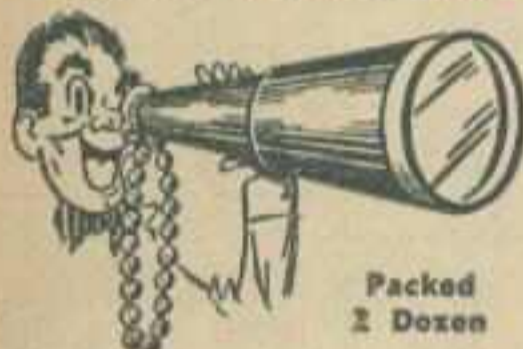
Priced for easy selling. Quality and style compares with the best in nationally advertised brands. Beautifully boxed with retail price tag and guarantee.

LOUIS PERLOFF WHOLESAL JEWELERS DEPT. LO, 737 WALNUT STREET, PHILA. 6. PA.

ATTENTION

JOBBERs and DISTRIBUTORS ORDER THE NEW HOLLYWOOD TELESCOPE KEY CHAIN HOLDER

With Gorgeous Colored Pictures



Packed 2 Dozen

5 OR MORE GROSS LOTS. GR. \$13.50 PER DOZ., \$1.75 PER GROSS, \$14.25 SPECIAL TELEVISION KEY CHAIN NOVELTY Five colored figures. Turn range finder and new picture appears. First come — first served. DOZEN \$3.75 PER GROSS \$40.00

WRITE FOR OUR EASTER SPECIAL CIRCULAR With New Plush Animals, Special Spring Merchandise, and Timely Sporting Goods. WISCONSIN DELUXE CO. 1902 No. Third St. Milwaukee 12, Wisc.

ENGRAVERS!

I'm with it since 1907! Originator of the ALL-ALUMINUM IDENT. \$3 Doz., \$35 Gr. Crab Bag Jewelry—40 different items complete—Sample Assortment \$3.00 SHELLS and GOLD WIRE FOR WIRE WORKERS Have worked stores with jewelry joints myself for years and know your needs. LOWEST PRICES AVAILABLE SEND FOR CATALOG MILLER CREATIONS MFR. 6628 Kenwood Ave. Chicago 37, Ill.

ATTENTION

Wholesale Grocery and Wagon Jobbers Burkhead 17x18 hemmed-edged handkerchief, 24 to a beautiful display card, @ \$1.75 per card. Clip pocket combs in styrene, 4 colors to a beautiful display card, @ \$2.95 per gross. Household fuse plugs in pyrex glass, 16-20-30 amps, 24 to a nice display card, @ 85¢ per card. Patching rubber kits, 2 1/2 square inches of rubber and cement, @ 9¢ a can. All merchandise F. O. B. Winston-Salem, North Carolina, no freight allowed. Terms: Net 10 days to rated firms. All others cash with orders. We only sell to wholesale jobbers. Industries for the Blind 1010-12 N. Liberty St., Winston-Salem 4, N. C.

LOVELY LOOP RUGS TO PEP UP YOUR SALES OR GAMES! WRITE TODAY! PROMPT SHIPMENTS TO OPERATORS. ANY QUANTITY. STATE YOUR LINE. GEORGIA BED SPREAD CO. B-6 • NELSON, GEORGIA

SCENERY AND BANNERS

A-1 MANUEL STUDIO — SIDE SHOW BANNERS; the best made, 5511 Euclid Ave., Cleveland 3, Ohio. CIRCUS AND SIDE SHOW BANNERS THAT sell your shows. Don Lutton, 634 Harris, Kansas City, Mo. mh12 SIDE SHOW BANNERS, 8x10 FEET, \$37.75: Good cloth, leather straps and rings; also other Banners made, quick service. W. Courtney, Harboursville, W. Va. Phone 4301. mh26

TATTOOING SUPPLIES

TATTOOING MACHINES, DESIGNS, COLORS. Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 63d St., Los Angeles 3. ap2 TATTOO CONCESSION FOR RENT—BROAD-way midtown location. Apply Peerless Vending Co., 220 West 42d St., New York City, Wisconsin 7-6173.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2 Remittance in full must accompany all ads for publication in this column. No charge accounts Forms Close Thursday for the Following Week's Issue

DRUMMER — MUST PLAY GOOD SHOWS; steady, full rhythm for small commercial band; locations; piano, sax men, write, Box C-273, Billboard, Cincinnati, Ohio. HELP WANTED — BASS AND TROMBONE; others write; vocalists preferred; commercial, diligent men. Box 209, Pittsfield, Ill. PIANIST—YOUNG, ATTRACTIVE GIRL FOR smart cocktail lounge; capable accompanist; send photo; also girl vocalists. Write Jerry Marsh, Devereux St., Utica, N. Y. ap2 RINK ORGANIST FOR STEADY WORK—Dance tempos required at all times. Holland's Skateland, Reading, Penna., Fairgrounds. WANT MAN TO WORK PIT AS TARZAN OR Snake Two-Headed Baby Show, 20 per cent gross. Jack Perry Show, John Pruitt, Stokesdale, N. C. WANT MAGICIAN WHO DOES PUNCH & Judy, Sword Swallower or act similar; open April 15th. Address Howard Ingram, Rt. 3, Box 375, Sarasota, Fla.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

CIRCUS AND CARNIVAL

ANNEX ATTRACTION — YOUTHFUL HALF and Half with flash; worked West Coast attractions for three years; desires carnival or circus; do own openings; sensational expose, "Jean Francis" Shaw, P. O. Box 1822, Hollywood 28, Calif. AT LIBERTY FOR CIRCUS—THE FOUR Kennedy European aerialist act. J. Kennedy, 45 McGill St., Toronto, Ont. JOE EGO HARRIS, WORLD'S CHAMPION BAG Puncher, General Delivery, Irvington, N. J. MAGICIANS FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation; salary for act; percentage on private readings. Yone, care Kneeland, 75 1/2 W. Chippewa, Buffalo, N. Y. ROY AND VIVIAN SHRIMPLIN—GOOD MAGIC and comedy; open at present for clubs, indoor events, International Harvester or other units; booking for summer; fairs, outdoor events, summer shows; can change; lady also good piano player. Address: Box 416, Alliance, O.. Phone 6885. mh12

MISCELLANEOUS

ELECTRO-TECHNICIAN — 27 YEARS, NON-drinker, driver's license, movie operator, experience in repairing pinball games. Want position as foreman. Write Jensen, 1438 Washington Ave., Miami Beach.

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. mh19 MINIATURE TRAIN — GAS DRIVEN, MAX Seskin, 1834 E. 14th St., Brooklyn, N. Y. HORSES, PLATES AND DOUBLE PULLEYS for Chester Pollard Kentucky Derby; lost mine in fire; will consider twelve unit Derby complete, cheap for cash; also track Merry-Go-Round horses; state price, condition. Joe Funk, Box 301, Henderson, Ky. ARTICLES SUITABLE FOR MAIL ORDER selling; give full details, Box C-274, Billboard, Cincinnati, Ohio. WANTED LONG RANGE LEAD GALLERY FOR permanent location; need complete equipment; give all details first letter. Box C-271, Billboard, Cincinnati, O. WANTED TO BUY—TEN STRIKES, HIGH dial only; must be priced very reasonable; also have for sale Seeburg Ray Guns, with mother-in-law or bartender conversions, at a low price. Chicago Bowling Machine Co., 2512 Irving Park Road, Chicago, Ill. ma19

WANTED—MAGICIAN'S PARTNER; NO investment; to do stage magic; no sleight-of-hand, escape or mental; have these; must have car and carry one lady assistant; write full details. Robinson, Magician, 311 1/2 N. Washington Ave., Lansing 30, Mich. mh12 WANTED—AMATEUR MUSICIANS ONLY, NO professionals; percentage with good chance for radio program. Karen Robinson, Reynoldsburg, Ohio. WANTING A RESPONSIBLE PROGRAM. Year Book or Membership Promoter for a coming veterans' organization for Ohio and Michigan. Prefer a veteran. Box C-272, The Billboard, Cincinnati, O. WANTED—SECRETARY; CARNIVAL EXPERIENCE; Eastern territory; small truck show. Write Box 305, Billboard, New York City. WANTED—YOUNG LADY TO ASSIST MAGICIAN in mental act; free to travel; experience unnecessary if willing to learn; send photograph and full details, if possible. Magician, 708 Baker St., Lansing 10, Mich.

EXPERIENCE PORTABLE SKATING RINK man wants job managing portable rink; will manage rink for salary or commission; I have twelve years' experience. H. C. Chancey, 303 GChrist St., Plant City, Fla., or phone 61622. LECTURER FOR MEDICINE SHOW — RELIABLE, capable and sober; prefer colored show in Deep South. Address Geo. A. Ward, Box 14, Pryor, Okla.

MUSICIANS

ACCORDIONIST—PREFER RADIO STAFF OR Western band; will consider others; sober, reliable, references; experienced in all lines; read or fake; can also sing harmony in trio or quartet; available now. Denver Dan, 110 E. North Central, Tuscola, Ill. ACE HAMMOND ORGANIST—YOUNG MAN, nice personality, 10 years' experience, large library; organ complete with Vibrahord, Solovox; hotel, restaurant, cocktail lounge hook-up desired in Pittsburgh, Columbus, Cleveland, Toledo area. Don Wells, 1212 26th St., Beaver Falls, Pa. Phone 2446. ALTO AND CLARINET—EXPERIENCED BIG band lead or combo; available immediately; \$15 minimum. Musician, 1627 Houston, Port Arthur, Tex. ALTO, TENOR, CLARINET—AVAILABLE IMMEDIATELY for travel or locations with reliable band. Musician, 204 Marion Ave., Punxsutawney, Pa. Phone 298-M. AVAILABLE WEEK'S NOTICE — BASS MAN; vocal, comedy impressionist, "Eight Years Club Hollywood"; also other Clin's best clubs and from Pittsburgh to Miami; require advance, bus and transportation; hotel, any sweet combo; no pop work; kicks only; go anywhere, any country, location only, for substantial salary; age 30, Johnny Borders, care HBI Top Casino, E. Dubuque, Ill.

EASTER and St. Patrick Novelties PRICE LIST READY

"Peek-a-Boo" Key Chains, \$1.50 doz. in lots of 4 dozen. No less sold.

CELEBRATION GOODS

N1552—Easter Balloon, 8 in. Round. Gr. \$4.50 N1553—Easter Balloon, 5x24 in. Sausage. Gr. 4.50 N5101—Adult Paper Hats. Gr. 4.80 N6308—Min. Met. Hats. Gr. 4.80 N102—6 1/2 in. Paper Horn, Gr. 4.50 N7201—8 in. Tin Horn. Gr. 8.50 N9005—Serpentine Confetti, Asst'd colors, 50 rolls in box. (800 streamers.) Box 3.50 N9005X—Fire Proof Serpentine, asst'd colors, 50 rolls in box. (800 streamers.) Box 6.00 N9000—Bulk Confetti, 50 Lb. Bag 6.25 N9003—Pkgd. Confetti, 100 Pkgs. for 3.85

Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

Carnival Concession Men! Write for Price List BB5. Slum-Flash-Grind Store Stock—Baseballs and other supplies. State your business!

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA



WESTERN SCARF SLIDES HEAVILY SILVER-PLATED \$24.00 Gr. SAMPLE ASSORTMENT OF SIX HAND-SOME STYLES—\$1.00 Minimum Order Accepted 3 Doz. DIRECT MFG. CO. P. O. BOX 632, PAWTUCKET, R. I.

ORIGINAL PEEK-A-BOO KEY CHAIN

New collection of Fine Natural Color Photographs of Hollywood's Most Gorgeous Models. Hottest consumer demand item today. Packed 2 doz. assorted in attractive counter display box. 1 GROSS LOT..... \$15.50 5 GROSS LOTS..... 15.00 10 GROSS LOTS..... 14.50 (Per Doz.—4 Doz. Min.—\$1.75) 25% Dep., Bal. C. O. D.

GEM SALES CO. 533 Woodward Avenue Detroit 26, Mich.

FAST SELLING RINGS



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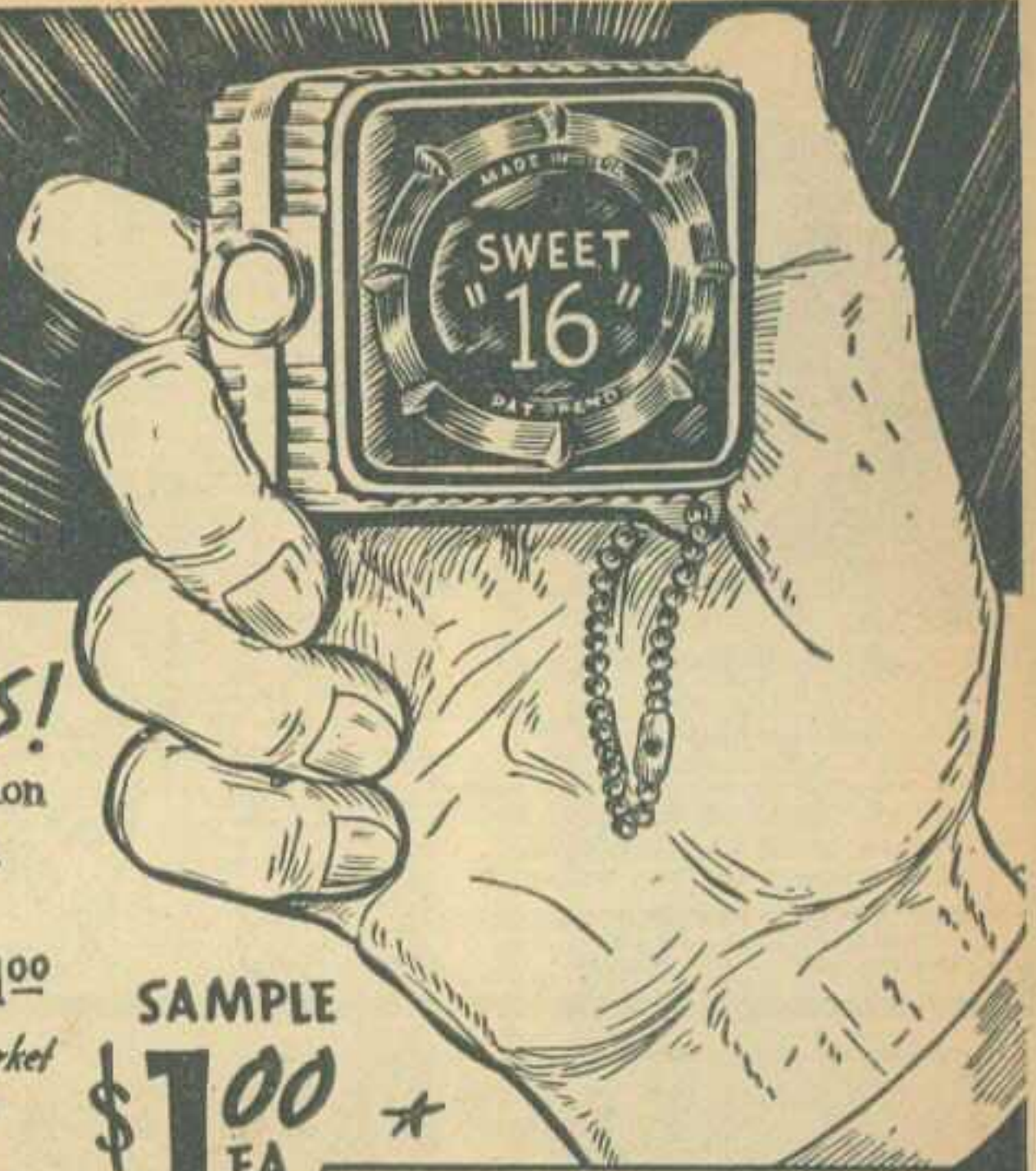
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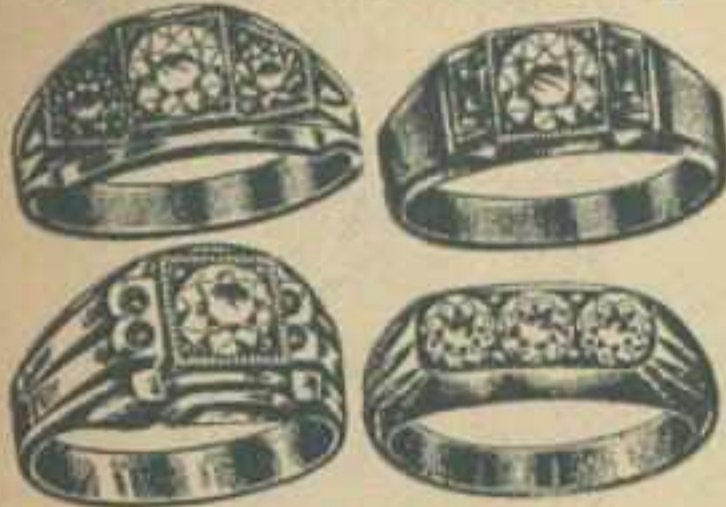
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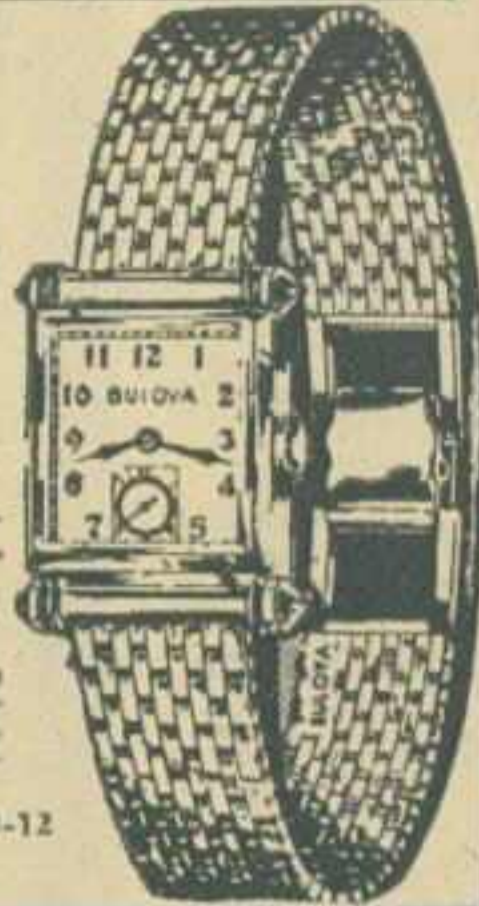


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Smith, Gerald  
Smith, Fred  
Smith, Joe F.  
Smith, Homer L.  
Smith, Rex G.  
Snowden, Robt. V.  
Sentry, Chas. H.  
Snyder, Carl  
Snyder, Pearl  
Sparks, J. Alden  
Sparks, Jesse P.  
Spencer, Bennie  
Spitsinger, Mrs. Eve  
Stack, Mrs. Marie  
Stanton, Fred  
Starkey, Tattoo  
Steele, Popper Bob  
Stewart, F. E.  
Stratton, Dorothy  
Stone, Wm. Harold  
Stonecipher, O. L.  
Stout, Jim (Frozen Custard)  
Stump, Bertha  
Sullivan, Joseph P.  
Sutton, H. M.  
Terry, John Middle  
Thames, Mrs. Clarence  
Thorne, Gerald E.  
Thomas, Jack or Kitty  
Thomas, Lee  
Thomas, L. P.  
Thundersky, Richard E.  
Timmer, Matt  
Tovarnak, John  
Tomazin, Jos. Carl  
Tobell, Allen  
Tracey, Leonard  
Tracey, Gilbert  
Trelsh, Chas. W.  
Tripura, James M.  
Trotman, Ross  
Troxell, Ann  
Tubbs, Eddie  
Tull, Carl  
Uphoff, Walter  
Upton, Miss Tony  
Vesey, Mrs. Betty  
Villemarie, Joseph M.  
Swifty, W.  
Sylvester, Shorty

Vreland, Laverne  
Walker, James  
Wallen, Sweed  
Walker, Mr.  
Walsh, Mrs. Lillian  
Walter, Kent  
Ward, LeRoy  
Ward, Travis  
Warren, H. C.  
Washington, Jim  
Wasserman, Mrs. Harry  
Wasso, Bill  
Wasso, Bob  
Wasso, Joe  
Waters, Tom & Betty  
Wallace, John Mitchell Jr.  
Watson, Oakley D.  
Weaver, Walter  
Weber, Jackie  
Webber, Hurby  
Webster, Geo. H.  
Westbrook, Buster  
Westphal, August  
Whitney, Myra  
White, Prince Tiny  
Whyte, J. A.  
Whitt, Francis Floyd  
Williams, Mrs. Bernice  
Williams, James  
Williams, L. L.  
Wilner, Sam  
Wilson, Buddy  
Wilson, Henry  
Wilson, Louis  
Wilson, Mrs. Marie  
Wilson, Roy B.  
Wilson, Ted  
Wiltse, Cash  
Wolcott, Wm.  
Wood, Lowell Joseph  
Wolts, W. Earl  
Woods, Harold L.  
Woods, Roy C.  
Workman, Roy  
Woodyard, Joe  
Wormack, Chas. W.  
Young, James (Bamboos)  
Youngs, Jack  
Zarlington, Mary  
Zimmerman, O. G.  
Zorn, Martin

Fanadio, Louise  
Fields, Harry  
Flores, Costica  
Gilbert, Paul  
Goldberg, Irwin  
Goley, Larry C.  
Hall, Albert  
Hall's Elephants, Will  
Hobson, Laura K.  
Howard, Joe  
Humphries, John  
Jackson, Bee  
Jackson, David  
Jahn, Francis O.  
Joyce, Max  
Kay Amusement Co.  
King, Mrs. Ethyl  
Krammer, Daniel  
La France, Joan  
La Rue, George  
Le Duc, Vincent  
Le Mar, Elaine  
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Byrnes, R. A.  
Carter, Louise  
Cundiff, C. J. or Pat  
Dallme, Harry  
Duane, Clyde  
Fleming, Marjorie  
Hennessee, Russell  
Hoffman, J. O.  
Horn, Mae  
Janousek, Howard F.  
Jones, Frank (Spider)  
King, Zorita  
Krause, Loraine  
La Vell, M. M.  
Lonsdon, Billy  
Mulker, Virgil  
Rand, Sally  
Richardson, Dixie  
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Barnes, Joe E.  
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Beckner, Cecil E.  
Bennett, Frank  
Boatwright, B. E.  
Bryant, Mrs. Hope  
Bullock, R. T.  
Burleson, Gene  
Burto, I. H.  
Cartier, Olin  
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Fink, Harry  
Clare, James  
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Collins, Eaco  
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Fortney, Mel & Don  
Foss, John  
Frenzel, M. E.  
Fuller, O. C.  
Gloyd, George  
Gold, Orin E.  
Gowdy, Pamela  
Gryton, Mrs. J. H.  
Hall, Jack  
Harper, Mrs. Deloris  
Harper, Jack  
Harvey, Henry F.  
Herrington, Mr. & Mrs. Jimmy  
Howard, Harry E.  
Hutchinson, Marn  
Johnson, Bob  
Johnson, Everett  
Kerschgens, A. C.  
Kolwaski, Andrew  
Krauer, Ray L.  
Litta, C. F.  
Louis, A. E.  
Lynn, John J.  
Marino, Joseph Paul  
Martin, Louis James  
Miller, Fred  
Miller, Floyd  
Miller, Peggy  
Mitchell, Marty  
Morgan, Richard J.  
Odel, Mr. & Mrs. James  
Ogilvie, I. B.  
Olaf, Charlie  
O'Leary, Dennis  
Olinger, F. L. F.  
O'Rourke, W. F.  
Patterson, J. D.  
Pierce, Wendell  
Pruitt, Mrs. Joe  
Rendelle, Harry J.  
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Rohn, T. Straw-berry  
Rose, E. H.  
Ross, Lynn D.  
Ryan, Mike  
Sarata, Eleanor Julia  
Schutz, Harry  
Selfort, Mrs. Frank  
Shipley, Leonard L.  
Shufelt, Fred  
Sinker, Chuck  
Snyder, W. E. (Bill)  
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Stonecipher, Otto Lee  
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Cultivate civility and watch your tips and bank roll grow.

PURVEYING WIPE-ON... varnish in Los Angeles are Bernie Dunn, Kress store; Cliff Jones, Broadway department store; Clair Moore, May Company; Marge Goodman and Lillian Robbin, Newberry's annex, and Mrs. Pearl Clair, Hollywood Broadway.

LIBBY SCHUIER... is rolling up good lettuce counts with her jewelry demonstration in the Woolworth five and dimer in Los Angeles.

Be certain that you're set, then go ahead.

"WHILE THE WEATHER... is rough in the West and South, Horace Braziel and I are enjoying the sunshine here," letters George S.

MEDICINE MEN! THERE IS NO SUBSTITUTE FOR QUALITY. WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—Rapid Service! (Products Liability Insurance Carried). We are Manufacturing Pharmacists established 1934. GENERAL PRODUCTS LABORATORIES, INC. 137 E. SPRING ST. Dept X COLUMBUS, OHIO

Lunsford from Asheville, N. C. "Stock sales in this sector have been going over well. Let's have some pipes from Harry Maiers, Frenchy Thibault, W. C. (Bill) Wolfe and Doc Rowe."

Pitchmen are girding to make 1949 one of their outstanding years.

JOE MOHOUNGO... closed his stand at the F. W. Grand store, Milwaukee, recently and headed for Gary, Ind., to work one of Mike Devine's products there.

BERT GLAUNER... ace vet pitchman, is still making Detroit his headquarters from which point he continues to work his white-stones and pokes.

Who made the Mardi Gras in New Orleans?

W. G. BARNARD... juicer purveyor of note and owner of Natural Foods Institute, Cleveland, comes thru with the following from San Francisco: "I have just been entertained in the home of two of Pitchdom's noblest people, Mr. and Mrs. Arthur O'Dea, who are living in retirement here. His many friends will remember Arthur back in the days of George Coveli, Jack O'Brien, John Maney, Fido Kerr and Dick Hull. Formerly of Canton, O., the O'Deas worked Ohio fairs and Mid-western shows from 1915 thru 1935. Arthur's last activities were at the Century of Progress, Chicago, and the San Diego, Calif., Exposition."

Knock another's business and you are knocking your own operations.

ALTHO MOBILE'S... annual Mardi Gras proved a good one for the boys and girls who elected to work the event, Alabama's State and county license laws were strongly enforced with no fewer than 50 peddlers being cited for non-possession of readers during the week-long celebration which ended March 1. Mobile County License Inspector Thomas L. Holley, who made the citations, said that he was as strong for the Mardi Gras as anyone in Mobile, but pointed out that he was simply carrying out the provisions of the laws enacted by the State Legislature. It was revealed that only five of the 50 cited purchased the licenses, the others preferring to give up the ghost and seek greener pastures. Alabama's State and county peddler's license is \$30.50. However, a cited applicant was forced

HANDY COASTER HANDLE. IT'S NEW AND DIFFERENT. A FAST MONEY MAKER. DEMONSTRATORS • FAIR WORKERS • PITCHMEN. Made of Styrene Plastic. Transforms the popular CAN OF BEER into a smart, smooth DRINKING MUG. Also fits 8-9-9 1/2 & 10-oz. small bottom glasses. Set of six retails for \$3.50. Send \$3.00 for sample set and wholesale prices. Money Back Guarantee. HANDY COASTER HANDLES Box 465, North Hollywood, Calif.

PITCHMEN, ATTENTION. SKYRO-PLANE, the latest, sensational flying toy, will make you a lot of money... SKYCRRAFT MANUFACTURING CORPORATION 1338 Canal Avenue Long Beach 13, Calif.

The Latest Scientific Marvel

No Picture or Words Can Describe The Radiant Beauty of NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS As New as Tomorrow Reflect—Retract—Magnify—Day or Artificial Light. We make Neo-Lite Signs on order, any name or any wording—thus PERRY FURNITURE CO. TELEVISION

This 10-letter sign in 6-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 8-inch letters made of Fluorescent Neolite retails for \$18.20, only \$1.82 a letter—your cost 96¢ per letter, including frame, 100% profit. ALL FRAMES AND BASES ARE CRYSTAL CLEAR PLASTIC.

FAMOUS FOR FINE FOOD

This 17-letter sign in 2-inch letters, made in Neon, retails for \$90.00. The same 17-letter sign in 4-inch letters made of Fluorescent Neolite retails for \$16.58, only 98¢ per letter. Your cost 49 1/2¢ per letter, including frame, 100% profit.

BORN 150 DAYS AGO

Tried and proven a tremendous success in Miami, Fla.; Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million-dollar baby is only 5 months old and has never been out of its own front yard.

Fluorescent Neolite signs are being sold to stores, salerooms, garages, realtors, hotels, theatres business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days.

In New York they are being used by such stores, firms and chains as Kroger, Philco, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nationwide advertisers.

More attractive than Neon at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns, no batteries. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It soothes and transmits light fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.

Fifty dollars a day without risking a penny. You can be your own boss and make \$10 an hour selling the most fascinating and decorative product ever produced. No investment required. One-half of each sale is yours. No such chance has ever before been presented on such a sure-fire product. You can't miss. It sells on sight!

AGENTS AND SUB-AGENTS

You can appoint sub-agents on commission, pay them 25 or 33 1/2% and still have a nice profit in addition to the 100% you make on your own sales.

Letters come in 2, 4 & 6-inch & 8-inch sizes. All signs are completely assembled. PRICE LIST

2-inch Letters .....49 1/2¢

4-inch Letters .....74¢

6-inch Letters .....96¢

8-inch Letters .....\$1.46

Above prices include luminous crystal-clear plastic frame. Orders shipped same day received. Instant service.

SALESMEN'S SAMPLES

We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

SECURITY DEPOSIT \$10

We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples; you may return them for refund at any time. Act now. Be the first to introduce these sure winners in your town or city.

SECURITY DEPOSIT \$25

This sample layout consists of one 10-letter 6-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely, TELEVISION (6-inch letters), COFFEE SHOP (4-inch letters), and FAMOUS FOR FINE FOOD (2-inch letters). This is by far the best sales producing sample layout. Your deposit is refundable any time.

TERMS:

SALESMEN'S SAMPLES, cash with the order. Remit by postal money order. Checks must be certified. We ship to agents only. You are in business for yourself, put your telephone number on each sign for big repeat business. You make your own deliveries.

Money-back guarantee on all orders. Over 20,000 satisfied Billboard customers have bought our products with a money-back guarantee since 1940.

Manufactured by J. A. WHYTE & SONS

Send All Mail Orders to 1422 Wisconsin Ave., Wash., D. C. Your Order Will Be Shipped from Nearest Point. FACTORIES Arlington, Va., Plant #1, 4411 Lee Hwy. Plant #2, 5726 So. 1st St. Washington, D. C., 1732 Wisconsin Ave. Detroit, Mich., Western Division, 20410 Mark Twain Ave. Canadian Factory: King Show Print Bldg., Estevan, Sask., Canada. Cable Address NEOLITE ABC—5th Edition and Benleys Telephone: NORTH 9083

**Pitchmen . . . Demonstrators**  
**PLASTIC RAYON TOWELS**  
 Sells anywhere fast. Package of SIX COLORFUL TOWELS. 18"x30". Sells for \$1.00 PKG. \$4.50 Dozen Pkg. SAMPLE \$1.00. No C. O. D., cash with orders.  
**BALL PRODUCTS**  
 P. O. Box 1604 St. Petersburg, Fla.

to cough up \$36.50, the extra \$6 being made up of a \$4.50 penalty fee and a \$1.50 citation fee. Howley said that he was merely enforcing a requirement that all peddlers, except those selling peanuts exclusively, must have a State and county license. War veterans, Holley said, could claim exemption from the \$30 in \$30.50 fee,

but had to pay the 50 cents. Persons who are disabled 30 per cent or more were permitted to claim exemption from the entire \$30.50, provided the applicant obtained a physician's certificate.

That orange and sunshine diet soon will be just a memory.

**THE RECENT . . .**  
 Boosting of streetcar fares in Milwaukee has cut down drastically on the amount of people going down town to shop, with the result that pitchmen in town haven't found many crowds to work to in the past few weeks, Rose McNab advises from the Cream City. She adds that June Hopkins is working a braider at the F. W. Grand store there and that Mae Lithgow is purveying the same item at Gimbels. Mac Sarfaty, Bob Beaudry, George Hamilton and Lou (The Shiek) Molnar recently cut up some jackpots in the Belmont Hotel, where Buz (Necktie) Wagner is working as a bartender, Rose says.

Every now and then a JCL comes up with a new idea that older heads laugh off as being impractical. But when one of the latter uses the impractical idea successfully all follow suit.

**MARIE VINSON . . .**  
 has her demonstration going to good counts in the Woolworth store, downtown Los Angeles.

**SIDNEY WEISS . . .**  
 worked the recent Mid-Winter Fair at Imperial, Calif., with the Eversharp slicer, moving from there to the Kress store in San Diego.

Wonder how many of the lads who quit the biz for good last fall have succumbed to itchy feet.

**MID-WINTER FAIR . . .**  
 at Imperial, Calif., February 26-March 6, was the hitching post for several of the pitch frat. Among those seen were Harry Flax, with Humatones, who was forced by the wind to fold his umbrella and move indoors. Phil Green was there with a good outlay of kitchen gadgets. Susan and Art Fredette, who worked trick cards at the Riverside County Fair and Date Festival at Indio, were on hand with rug braiders. Ruth and Speedy Hascal had trick cards.

Philosophical mutterings from the boys and girls in the pitch profession are always welcomed by this column. On many occasions they have helped others, so don't hesitate about sending 'em in.

**EDDIE DE BOLD . . .**  
 after a lengthy silence, blasts the following from Greensboro, N. C.: "I've been noticing lately the many new names in the pitch business. What has become of the old-timers such as Jack Mahoney, Red McCool, Al Hasman, Eddie Gillespie, Walter Muese, Charley Courteaux, Tom Kennedy and Ed Murray? While pitching mice in Baltimore and Annapolis recently, I bumped into Bruce and Mabel Sackett. Bruce was working gyroscopes. They are grand people. We should have more like them in Pitchdom. Have been down here covering spots with my Wonder Mouse on Saturdays only. I find that these small towns that are good only on Saturday are paying off. Have a new car and recently constructed a trailer and I've been enjoying my own cooking and the savings on rent. I plan to work thru South Carolina, Georgia, Alabama, Mississippi, Texas, New Mexico, Arizona and then head for the East Coast. I've been pitching the mouse on Fridays and Saturdays, and Monday thru Friday I peddle plastic tablecloths to restaurants and bars. I played the McClellan store, Roanoke, Va., February 26 and found that I arrived there two days before railroad payday. However, I was able to register a good gross. I can't understand why we let all these JCL's make it tough for us. G. C. Murphy Company, Washington, recently barred outside workers unless they were booked with an established firm because of alleged nefarious practices attributed to some JCL's. All of us in Pitchdom should work

together, play straight and make our work and our means of livelihood easy and pleasant and our profession one that we can be proud of. It's tough enough to make spots. Greensboro and High Point, N. C., are closed to street workers. During a fast trip to Macon, Ga., Tom Hasson and I took in Madaline Ragan's Hygiene Exhibit and it's a neat layout and getting money. Let's have more pipes from everyone in the business."

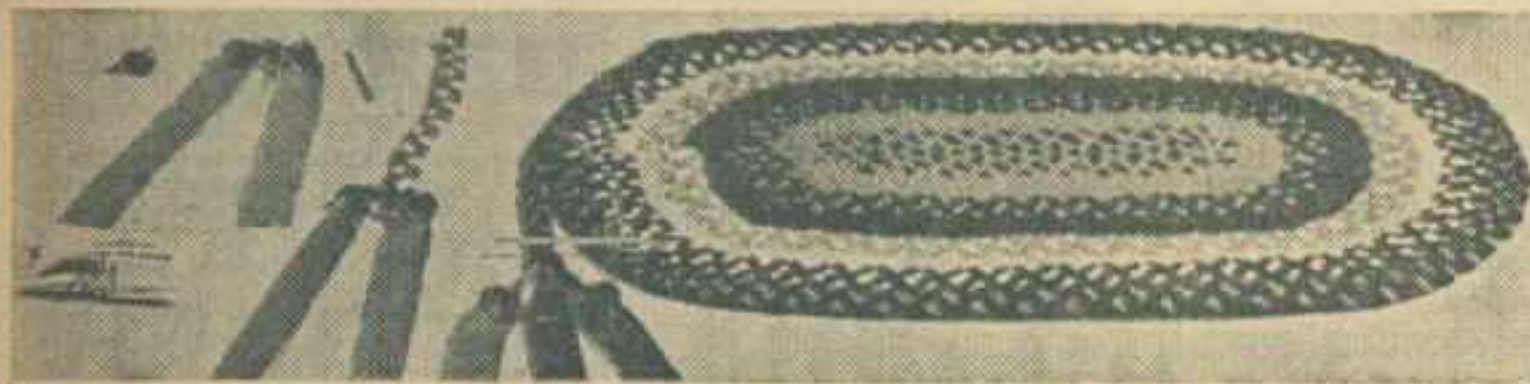
Try to make other people believe you know it all and you're a cinch to wind up in the poor-house.

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**Genuine Saddle Leather!**  
 Genuine hand-tooled, hand-laced LIFETIME bags, entirely hand-made from finest grade Western cowhide leather. Satisfaction positively guaranteed or money refunded!

Large Shoulder Bag (\$35 retail) . . . . . \$12.75 each  
 Zipper 14" Handbag (\$30 retail) . . . . . 11.75 each  
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**NEW LOW PRICE OF \$23.50 GROSS**  
 The Best on the Market  
**WONDER RUG BRAIDERS**  
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 NEW EXCLUSIVE STUFFED FUR & PLUSH TOYS

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 =499—13" High Quality Plush Rabbit, 6 doz. lots, at only . . . \$9.50 doz.  
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 =83—14 1/2" life-like, all white CUD-DLY RABBIT that sits and begs. Made of genuine rabbit skin, cotton stuffed . . . . . \$19.50 doz.  
 Sample with built-in Swiss Music Box, \$3.75. Without . . . \$2.00

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**FRYRYTE ELECTRIC DEEP FAT FRYER**  
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The first and only automatic electric deep fat fryer. Thermostatically controlled, eliminates guesswork and messy handling of grease. Every housewife, every restaurant, every hamburger and hot dog stand a potential customer.  
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**THE NEW TRAV-LER 3 WAY PORTABLE RADIO**

3 or more  
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 106 S. GROVE ST. WICHITA 7, KANSAS  
 State your business.

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**5 Full Color Models Television Cuties New—Sensational 5**  
**\$3.80 Dozen \$43.00 Gross**  
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 #14 Model Cats, 5 gross lots \$ 7.40 Gross  
 #7 Stripes . . . . . 5.50 "  
 #11 Imprint Stripes . . . . . 9.25 "  
 #724 Mickey Mouse Toss-Up, 12.80 "

**COMIC BUTTONS**  
 1 1/2" Comic Pins . . . . . \$ 6.70 1000  
 46 Lines Comic Pins . . . . . 9.00 "  
 1 1/2" Comic Pins . . . . . 13.50 "  
 2 1/4" Comic Pins . . . . . 25.00 "

Flying Birds, best grade . . . \$10.50 Gross  
 Lash Whip, extra long . . . . . 15.00 "  
 Cutie Telescope . . . . . 14.00 "  
 Imported Feather Dolls . . . . . 25.00 "  
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 Plastic Pocket Combs, assorted colors . . . . . 1.50 "  
 TERMS: 25%—Balance C. O. D.  
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 417 4th St. DES MOINES, IOWA  
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**DAN DEE SLIDING COIN BOX TRICK**  
 Red Hot Demonstrator. These have been OFF the market for 10 years. Doz., \$1.20; Gr., \$12.00

New series of Photos in the best ORIGINAL Peek-a-Boo Key Chain. Box of 48, \$5.00, or \$12.00 Gr.

**LIVELY Mech. Ref. runs and sprints. Doz.**  
 New. . . . . \$ 4.75  
 Plastic 40" Lamp and Shade. It lights. . . . 3.75  
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**APRIL FOOL JOKES LAFF GETTERS**  
 Doz.  
 Trick Matches. . . . \$ .25  
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 Squirrel Nature B. . . \$ 1.10  
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 Raspberry Pillow . . \$ 1.50  
 Dbl. Ac. Match . . . . \$ .35  
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 Samples of above and 20 more Joke Items \$5.00

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#503 Filigree Stone Rings. Gr. . . \$1.05  
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 Write for samples of all our prize items.  
**Becker Vending Service**  
 124 Lizard St. Brillion, Wis.

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Happy does every trick on the high bar with ease!

- All Metal
- 8 Inches High
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- Individually Boxed

**\$7.80** MINIMUM ORDER ONE DOZEN  
Plus Postage

25% Deposit With Order, Balance C. O. D.

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Introducing for the first time nationally, direct from manufacturer and designer, this exclusive patented ring of 1/20 12 kt. Gold Filled.

Pat. D150,724  
Doz. \$9.00  
Gr. Lots \$86.40

Birthingstone asst., all sizes ladies' and gent's changeable stone. Do not accept an un-stamped ring as a substitute for the original. 35% deposit with order, cart. ck. or money order, bal. C. O. D.

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Folding, Non-Folding  
Many Styles  
Steel, Wood  
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State requirements.  
Minimum order—two dozen.

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This package is a Natural. Timely . . . Unusual . . . The Fashion of the Moment. Fits in with any type sales promotions—Demonstrations through Drug and Department Stores, Crew Managers, Street Workers, Direct to home sales.

**NOSEGAY CREME SACHET.** The new luxury product for applying a delicate fragrance to the skin. A satin smooth Perfume in solid cream form. A tiny bit smoothed on gives the skin a feeling of soft velvet and imparts a clinging fragrance which will last for hours.

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**NOSEGAY MINIATURE CORSAGE.** A new fashion which will appeal to women of all ages. A beautiful miniature corsage made with small artificial flower petals in appealing shades. A corsage always lends an air of elegance and romance to any costume.

**NOSEGAY PACKAGE.** Will stop traffic. Jewel-like transparent plastic box which makes an ideal container for Jewelry and Trinkets. Designed and priced to sell for \$2.50, however, with our special set-up, our dealers can offer this package at a special of only \$1.00 which would be a true sensation. We supply bulk perfume for demonstrations and mats for newspapers.

**SEND 50c FOR SAMPLE AND SPECIAL PRICE LIST**

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**DIVISION Universal Laboratories**  
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Our prices on Crew Hats made of twill and gabardine  
**SPECIAL — \$55.00 PER GROSS**

Guaranteed first quality and the best made hat in the country. Gabardine hats flocked with any resort, beach, fair or carnival — Special, \$67.50 per gross.

**PRICES**

Two-Tone Combination Tops, Gross	.....	\$63.00
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Felt Crew Hats—beautiful assorted colors, Gross	.....	36.00
Yacht Caps with any resort, beach, Gross	.....	33.00
Kiddies' Felt Crew Hats, Gross	.....	24.00
Cowboy Hats, beautifully laced with cord in all beautiful colors, Dozen, Gr.	.....	95.00
Baseball Caps in heavy twill and gabardine—the best baseball cap on the market. Your choice with or without eyelets, Gross	.....	54.00

We advise all Crew Hat Operators to buy early as the demand will be the biggest in the country this season. Don't be shut out as you all know what happened last season.

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**SPECIAL OFFER TO QUANTITY USERS!!!!**  
IN GROSS LOTS ONLY

ASSORTED SCATTER PINS	ASSORTED EARRINGS
\$72.00 Gross Pairs Boxed	\$30.00 gross carded
\$66.00 Gross Pairs Carded	Sample dozen, \$4.00 dz. carded
Sample dozen, \$7.75 doz. pairs boxed.	

Also lower priced line of SCATTER PINS

- \$54.00 gr. prs. boxed
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25% deposit with order, balance C. O. D. until credit established.

**CLARION SALES, INC.**  
Manufacturers of Fashion Jewelry  
180 FORSYTH ST. NEW YORK 2, N. Y.

We also carry a full line of neck-pieces, pin and earring sets and flexible bracelets from

\$8.00 to \$12.00 per dozen

Send for our Special Sample Assortment, no two alike, individually boxed, at ..... **\$10.00** per dozen

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**\$4.45**

**GENUINE SWISS 2 PUSH-BUTTON CHRONOGRAPH**

- Written 1-Year Service Guarantee
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- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
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- Guaranteed New—Not Rebuilt (With waterproof strap and gift box, 20c additional)

Sensational Value! With 100% Profit Appeal

**\$2.85**



- Written 1-year Service Guarantee
- Precision Swiss movement
- Radium and Assorted Colored dials
- Polished Chrome Case
- Unbreakable crystal (With duraplast strap and gift box, 20c additional)

(With sweep second hand, 20c additional)  
Above prices for orders of 6 or more watches. \$1 ea. extra on orders under 6.

25% with order, balance C. O. D.  
**DUNHALL Imports Co.**  
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**PREMIUM & NOVELTY ITEMS FOR THE TRADE STOP IN TO SEE US!**

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**HOT DOG! The Genuine Kuti-Kee Chain Telescope**

**\$15.00 Gross**  
**\$14.40 Gross in 5 Gross Lots**

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25% deposit with all C.O.D. orders.  
Credit to rated concerns.

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**Sell Ultra-Blue Stock Signs**

to stores—over 1000 slogans, comedy, general, religious; ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs.

**COST 6c, SELLS 35c**

- 15 Samples Ultra-Blue Store Signs, 7x11, \$1.00 Postpaid.
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- 100 Ultra-Blue Store Stock Signs, 7x11, \$6.00—No C. O. D.'s.

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2" — 2 1/2" — 3" Size  
**\$4.50** Per Bundle  
Weight—40 lbs. Per Bundle (10 Rolls Per Bundle)  
Minimum Order, 5 Bundles.  
50% Deposit, Balance C. O. D.  
**GEM SALES CO.**  
533 WOODWARD, DETROIT 26, MICH.

Communications to 155 N. Clark St., Chicago 1, Ill.

### Propose 5% State Board Tax in Fla.

TAMPA, March 5.—Legalization of salesboards will be asked of the Legislature by State Rep. John Branch, it was revealed this week. Branch, in a letter to Gov. Warren, stated that estimated State income resulting from such a move would total \$10,000,000 annually.

According to Branch's proposal, punchboards would be taxed at 5 per cent of their value, the fee to be collected thru issuance of stamps which would be placed on the boards. In addition, prizes would be regulated so as to consist of tickets that would entitle the winner to merchandise of the value of the ticket. Each board would return at least 85 per cent of its value in merchandise.

**GARDNER**  
for **40** years  
**THE LEADING PUNCHBOARD MANUFACTURER**  
• **QUALITY**  
• **IDEAS**  
• **SERVICE**  
THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED.  
WRITE FOR CATALOG  
**GARDNER & CO.**  
2222 S. MICH. AVE. CHICAGO 16, ILL.

**BIG PROFITS**  
"HOT" NEW  
TICKET DEAL  
**FREE SALES KIT**  
Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. 40% advance commission.  
**BASEBALL—N. L. & A. L. with A. A. for subs. 120 tickets per set packed loose in individual compact boxes, \$12.00 per gr. net. Write today.**  
**Worthmore Ticket Games**  
1825 S. Mich. Av., Dept. B-312, Chicago 16, Ill.

**SALESBOARDS**  
IMMEDIATE DELIVERIES — 20% DEPOSIT  
Hole- Name Profit Price  
1000 25¢ Charley . . . . . Def. \$50.00 \$ .85  
1440 5¢ Barrel Board . . . . . Def. 18.00 1.35  
1440 10¢ Barrel, X Tk. . . . . Def. 36.00 1.59  
1800 5¢ Lulu Board, X Tk. . . . . Def. 18.00 1.89  
1000 25¢ J.P. Charley, X Tk. . . . . Avg. \$52.08 \$1.25  
1000 10¢ Ready Money . . . . . Avg. 50.70 1.59  
1200 25¢ J.P. Texas Charley . . . . . Avg. 102.28 1.59  
600 25¢ Jumbo Q.T., X Tk. . . . . Avg. 65.00 2.10  
1020 25¢ Block Buster X Tk. . . . . Avg. 81.58 2.48  
1200 5¢ Win-A-Fin . . . . . Avg. 34.40 2.49  
1000 5¢ J.P. Asst. Boards . . . . . Avg. 29.00 2.59  
NEW 6 TICKETS PER HOLE BOARDS  
200 25¢ Kwick Fin . . . . . Max. Avg. \$39.50 \$2.45  
300 25¢ Lucky Fives . . . . . Max. Avg. 73.50 2.98  
2170 5¢ Red Wh. Bl. Tkts. . . . . Def. \$30.50 \$1.39  
2170 Red, White, Blue 5 Fold . . . . . 1.48  
120 Tip Ticket Bkz Gr. \$18.75; Doc. 1.89  
**WORLD'S BEST BOARDS, TICKETS, CARDS**  
**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

### SALESBOARD SIDELIGHTS

**Gardner & Company, Chicago,** is planning a real hypo for its girl board line. New numbers are just about ready to hit the field and officials are confident the new designs will be what the "operators (will) order." According to Gardner-ite **Joe Robinson,** sneak previews of the new boards indicate they will do a top punch selling job for the firm's customers. And salesmen are girding their sales palaver to put the "sweetened" line over from coast-to-coast. Firm's **Charles Leedy** is planning a trip thru the East, while **Maury Kaye** returned from his Middle West jaunt and promptly took off for the East Coast. Gardner's bar continues to be open to all visitors, with **Eddie,** the popular bartender, being kept busy serving up refreshments tailored to the customer's taste.

**Harlich Manufacturing Company, Chicago,** is maintaining an all-out production pace on its new Golden Flood bell - machine - action coin board, sales manager **Sam Feldman** reports. Firm's sales director, **Manny Gutterman,** hied off on a two-week trip Friday (25) to cover the East and Southeast territories. . . . **Reuben Berkowitz,** general manager of Bee-Jay Products, Inc., Chicago, is devoting more time to traveling these days. Reuben is making it a point to bring his firm's sale tale to the attention of its friends (which he emphasizes is the correct name for its customers) in person.

**H. C. Hayes, De Luxe Sales Company, Blue Earth, Minn.,** brings in the report that business of late has been of a healthy character. He also announced a new line of low-priced boards which will be ready within two weeks. . . . **The McNamara Company, Chicago,** released three more of its insert pellet boards for its Color-Ado illuminated stand. **Walter McNamara,** production head, described the new numbers as the nickel play **Teno-Fives, Uncle Charley** (quarter play), and **Life of Riley** (dime). Brothers **Bill** and **Jack** are currently hitting the highways contacting the trade.

**Thomas A. Walsh Manufacturing Company, Omaha,** added 15 new numbers to its board line last month. **D. L. Gruhn** announced. He said that a close watch was being kept on individual sales of field representatives, on these numbers, so that in the near future a new "composite" board bearing all the features of those boards found most popular can be introduced. One board is hitting the order "hit parade" in particular, **Gruhn** stated; it's the new **Parlay** board. Bowing to requests for a larger number, firm recently released a new 2,600-hole number, **Jack** in the Barrel. Company head, **Thomas A. Walsh Jr.,** is following a rapid routine of field trips, and is away from the home office much of the time these days.

**Muncie Novelty Company, Muncie, Ind.,** welcomed back its president, **Ted Broyles,** from his Florida sojourn March 7, according to firm's **H. M. Shoemaker.** Ted will be traveling thru the Midwestern States during March and April, after his initial return to headquarters. . . . **Gay Games, Inc., Muncie,** has announced that its calendar girl salesboards were being released in a complete new line for the 1949 market. Introduced several years ago, the idea has continued to win additional popularity, **Guy E. Noel,** president, reported. Meanwhile, firm's Redi-Pac ticket games continue to hold major production plans, it was announced.

**Superior Products, Chicago,** added its voice to the "better business" trend last week. Sales manager **Robert Kolinsky** is covering the East on a two or three-week tour. Firm's 3-Reel Special, pellet board, has been receiving top order priority at

the Superior plant, **Abe Ostrisky** stated. To keep delivery immediate, a night shift was added last week to hypo production.

**Herman Roseman,** executive director of the Dunhall Imports Company, New York, returned last week from an extensive buying trip in Switzerland. He reports that Swiss watch manufacturers expects imports to this country to continue at the high levels achieved during the past few years. Dunhall is a large supplier of low-priced watches to the salesboard and arcade trade.

#### UNDER THE MARQUEE

(Continued from page 73)  
had **Welsh Bros.' Circus** on the road some years ago, celebrated his 80th birthday anniversary February 27 at his home in New Holland, Pa. He spent a quarter of a century in showbiz. . . . **Will Hill's** elephants have left **Hoxie Bros.' Circus** to play Miami dates. . . . **Walter L. Main** recently arrived in Havana, Cuba, via plane, from Key West, Fla.

No matter how long a show has gone without a drop of rain falling on it, when it does get wet the circus is blamed for the downfall with: "Every time a show comes here it brings rain."

**E. J. Wymore, Paris, Tex.,** writes he recently visited the winter quarters of the **Al G. Kelly-Miller Bros.' Circus** in Hugo, Okla., and says he counted 33 late model Chevrolet trucks on the lot. "Show has a great line-up of animals for its menagerie. **Al Hill** was painting the truck bodies and semis. Last year's big top will be used again this year but the Side Show marquee and banners are new," Wymore wrote.

Visitors to **James Heron's Wild Life Exhibit** in Galveston, Tex., recently were **Hy Jansen,** formerly in the theatrical business with **Heron** and now residing in Galveston; **Mr. and Mrs. Floyd King** and **Mr. and Mrs. Jack Rosenheim, King Bros.' Circus.** Heron org has been playing dates thru New Mexico, Southern Arizona and Texas. **Dick Davis** and **Charles B. West** are animal caretakers on the show and **Clarence Auskings** is advance booking rep.

They tell about the big houses and turn-aways but not in what towns the bloomers spend their summers.

**Josephine Berosini, high wire,** suffered a rib injury when she fell 15 feet to the stage from a wire, placed at a 50-degree angle, on which she was descending, during the opening matinee performance of **Polack Bros.' Western** unit in Chicago Friday (4). She was given medical treatment and was able to go thru with her performance Friday night.

**B. E. Siebert, Green Bay, Wis., Circus Fan,** plans to be on hand for the Cole opening April 14 in Louisville. Siebert recently rated a three-column picture in "The Milwaukee Sentinel" in connection with his contemplated trip. . . . **Horace Laird, Cole Bros.' mailman,** is being treated for diabetes at **Chester (Pa.) Hospital.** . . . **Tiger Bill Jr. and Kitty Bell McLeod,** the past two seasons with the **Kelly-Miller circus,** are visiting **Tiger Bill Sr. in Waelder, Tex.** The first two named will have the concert on **Seal Bros.** this season. . . . **Milt Hinkle,** who will manage the **101 Ranch Wild West Show,** advises that the org will play at the **Birmingham Stock Show May 2-7;** that he was with the original **101 Ranch show** in 1908; was chief of cowboys in 1912, and arena director in 1925.

It's no bush-league contest on some circuits where they mobilize six of their hottest workmen when paying off one musician.

### POLACK BROS.' WESTERN

(Continued from page 73)  
and peanuts; **Mr. and Mrs. Harry Bernstein, No. 1 novelty stand;** **Mr. and Mrs. Elmer Mason, grease stand No. 2.** Seat men are **U. S. Beck, Harry Mays, Jack Cutshal', Mike Healy, Indiana Starkey** and **Roy (Bugs) Bowen.** **Paul Maher** handles the floss sale in the show, and **Clyde Ferguson, Mike Nidas** and **Arthur Harris** have the ice cream and programs inside.

**Mr. and Mrs. Repperd** left after the Cincinnati date to join **Billers Bros.** Before departing **Mrs. Repperd** was presented with a gift by **Betty Bell, Millie Keathley, Josephine Madison, Sumay,** and **Josephine and Vicki Berosini.**

Recent visitors have included **Al Mayer, Father Cornelius Berning, Don S. Howland, John B. Tetlow, Pat Purcell, Stu Roberts, Skinny Goe, Mel Marcus, Dr. William Huebener, Cecil Scott** and son, **Bobby;** **Joe Pfister, Father Carl Geers, Mr. and Mrs. Paul Deane,** **Dominic Bommarito, Billy, Iva** and **Felix Morales, E. Walter Evans** and **Charlie Wirth** of **The Billboard;** **Tony Martin** from the **Cole** show; **Joe Trossi, Ringling-Barnum;** **Martin Healy, Clyde Beatty** show; **Mannie Mollman, Rogers Bros.; Bill Decker, Joe Huber** and **Phil Hetzner.** —**FREDDIE FREEMAN.**

### CLYDE BROS.

(Continued from page 73)  
nel took a busman's holiday and caught the **Gene Autry Show.** **Charlie Cuthbert** and **Bill Wymore** had a suite of rooms at the **Irvin Cobb Hotel** and held open house.

The short jump into **Evansville, Ind.,** with two days off, allowed for plenty of shopping time. **Poodles Hanneford** tried to go incognito while shopping for a tuxedo. After selecting what he wanted, the clerk said, "Is that all, Mr. Hanneford?"

**Irving Marvel** took a buster during the teeterboard act while working on a hardwood floor but escaped with only minor bruises. **Gracie Hanneford** surprised everyone by appearing in the principal act with a new hairdo by "Bentley." **Charles Cuthbert** is sporting a new tux while fronting the band and doing his chores as emcee.

**Glen Henry** is the busiest man on the show, what with training more dogs, rehearsing his children and aiding everyone else with their troubles. He has completed a new wire rigging for **Tommy Bentley.** **Del Graham's** flying act is a new addition to the performance. His son, **Jerry,** is a new addition to clown alley. **Howard Suesz** paid us a visit in **Evansville.** **Joe Antalek** had quite a spell with a bad shoulder but is back again in the act. His wife, **Melanie,** is doing very well and now can walk a little without the aid of her crutches.

Recent visitors: **Dick (Preacher) Bradon, Mr. and Mrs. Fussner** and **Billie Griffin.** —**LAURENCE CROSS.**

### POLACK BROS.' EASTERN

(Continued from page 73)  
party, **Ella Bonnesitti, Ernie Anderson, Mr. and Mrs. Andrew Brasno, Mr. and Mrs. Elmer Santana Sr., Captain Brearton, Andy Anderson; Del-Ray,** with his wife and father; **Mr. and Mrs. Tan Araki, Mr. and Mrs. Dempe Eno, Carl Hellpern, Bill Hundley; Mrs. Alfred Florenz,** with her daughter and son-in-law, and **Mr. McConnell, circus fan.** —**BILLY BARTON.**

**PUSH**  
**PUSH**  
**PUSH CARDS**  
All sizes of straight or skip number cards with Girls' Names and winner under Seal.  
Also cards with every push a winner  
Immediate shipment from stock  
FREE CATALOG—Write  
**W. H. BRADY CO. MFRS.**  
CHIPPEWA FALLS, WISC



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WE GIVE YOU IMMEDIATE DELIVERY OF

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## "WINDY CITY"

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WHILE THEY LAST

Holes	Name	Profit	Price
1000 25¢	Jackpot Charley, N. P., X. Tk.	A. \$51.98	\$1.00
1000 25¢	Jackpot Charley, Pro., X. Tk.	A. 51.98	1.20
1200 25¢	Texas Charley, Pro., X. Tk.	A. 102.28	1.45
100 25¢	Pocket Play	A. 10.10	.50
120 25¢	E-Z Pickin' Junior	A. 12.08	.70
800 10¢	Looks Good	A. 29.00	1.95
1000 10¢	St. Louis Sedie	A. 44.30	2.15
1000	to		
1200 5¢	Boards, X. Tk., Girlie or otherwise, Double Jackpot, 25 Different Numbers	A. \$30.00	\$2.25
300 25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 33.15	2.50
400 25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 44.20	2.75
400 25¢	Double Sawbuck, 5 Nos. on 1 Ticket	A. 48.10	2.75
100 25¢	Fin and Sawbuck Jr., 5 Nos. on 1 Ticket	A. 10.78	1.10
240 25¢	Kwik Fin, 6 for 25¢	A. 30.00	2.25
1000	Plain Boards		.60
1000	Cigarette Boards, 1¢ or Nickel Special		.65
1000	Bingos on Sticks		.60
1260	Bingos on Sticks		.75
74	Sewed Seal Bingo Jackpot Cards		.60
74	Die-Cut Bingo Jackpot Cards		.31
100	Bingo Jackpot Board		.58
2170	Red, White and Blue Tickets, Per Doz.		15.00
1000	Grab-A-Fin Pads, 5 for 25¢	A. \$24.00	1.40
	Large Stock of Combination Jar Tickets and Prize Boards.		

Wire or Write, Don't Phone. 25% Deposit with order, balance C. O. D. **SPENCER SALES COMPANY** MURRAYVILLE ILLINOIS

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter  
Only advertisements of Used Machines accepted for publication in this column.

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Forms Close Thursday for the Following Week's Issue

**A-1 BARGAINS CIGARETTE AND CANDY**  
Vending Machines; all makes, models, lowest prices; what have you to sell? Mar Postal 6418 N. Newgard Ave. Chicago. mh19

**A-1 BUYS ANDREWS VARIETYS LIKE NEW**  
\$25 ea. - Ball Gum, Peanut, Sanitary Stamp Machines. U.S.P. Waterbury 5, Conn. ma19

**A. B. T. CHALLENGERS, RECONDITIONED.**  
\$16.50 each; 5 for \$75. Standard Scale Co., 4333 Duncan Ave., St. Louis 10, Mo. mh19

**A FEW TWIN BOWL TWO IN ONE DOUBLE**  
5¢ coin chute Hot Nut Vendors equipped with cap dispensers; these are demonstrators in new condition being sold at low clearance price. Write Cebo, Peoria, Ill. ma19

**ADVANCE NORTHWESTERN COLUMBUS OR**  
Silver King, with 5 lbs. Peanuts or 1,000 Ball-Gum, \$8; booklet, "Dollars From Pennies" free T. O. Thomas Co. 1572 Jefferson Paducah, Ky. mh19

**CIGARETTE AND CIGAR VENDORS — USED**  
bargains guaranteed; like new Nationals, Kezor Vendors Co., 3728 Division St., Chicago 51, Ill. mp

**DIGGERS—ERIE DIGGERS, HAND OPER-**  
ated; Exhibit Iron Claws, Merchants, Buckleys, Microscopes, Exhibit Rotary Merchandisers, National, 4243 Sansom, Philadelphia, Pa.

**FOR SALE—3 5¢ BUCKLEY TRACK ODDS**  
with coin conveyor or will trade for new pin games; also 5-10-25c Mills Bonus, like new; will take best offer on the 3. Frank Guerrini, Burnham, Pa. Tel. 5726. mh12

**FOR SALE—REYCO NICKEL CUP ICE CREAM**  
Vending Machines; also Refrigerator Truck, Dayton Vending, 718 Heck, Dayton, Ohio.

**FOR SALE, ARCADE—SEEBURG RAY-O-LITE,**  
\$50; Shoot the Bear, \$50; Undersea Raider, \$60; Line-a-Basket, \$30; Chicago Coin Goals, \$90; Hockey, \$30; Air Raider, \$40; entire lot, \$320; ¼ deposit, balance C. O. D. W. E. Turner, 452 E. Olmos, San Antonio, Tex.

**FOR SALE — 29 DOUBLE NUGGETS, 28**  
Snacks, 28 Snacks Gum, 13 U-Select-It, 1 Selectoria, 4 Rowe Candy, 2 Unescender; all for \$1,100 each. Write A. P. Hale, 4918 Poplar St., Murray, Utah.

**FOR SALE—WURLITZER 750'S, \$225; 850'S,**  
\$200; Seeburg Lo-Tones, \$175; Classics, \$150; all machines in A-1 condition; cabinets refinished inside and outside; crating extra. Seacoast Distributors, Inc., 415 Frelinghuysen Ave., Newark 5, N. J. Tel.: Bigelow 8-3524.

**FREE MULTIPLE STAMP FOLDERS WITH**  
national advertising given with each order; immediate delivery; write for details, University Press, 655 8th Ave., N.Y. 10, N.Y. mh19

**FREE STAMP MACHINE, FOLDERS (WITH**  
national advertising). Write J. Flatto, 17 West 60th St., New York City.

**JUKE BOX AND PIN BALL ROUTE, 58**  
machines on location; pay roll Colorado city about 85,000 population; latest Wurlitzers; \$45,000, ¼ down. Rosa & Co., 528 18th St., Denver 2, Colo. ma19

**JUST OFF LOCATION—125 ADVANCED BALL**  
Gum Vendors, \$4 each, any quantity; 7 like new Atlas DeLuxe 1c Vendors, \$8 each. Adair Company, 6926 Roosevelt, Oak Park, Ill.

**LIKE NEW, 6 CHICAGO COIN REBOUNDS IN**  
crates; best offer; 75 assorted Races Races, Super Bells, 4 Bells and Club Bells; cheap. Write Cosby Enterprises, 1306 Lucerne Ave., Lake Worth, Fla. Florida Distributor for Penn Shuffleboard.

**NORTHWESTERN PEANUT OR BALL GUM**  
filled, ready for location, \$5.95; Regals, \$4.50; Double Nuggets, \$10; Automatic Store, \$7; Pop-matic 5¢ Corn Poppers, \$30; crated; Stands, \$2; Wall Brackets 50¢; 1/3 C. O. D. Hyett, 1120 2nd Ave., Rock Island, Ill.

**RAY GUN OPERATORS — CONVERT WITH**  
our new type extra moving target conversions; complete ray gun repair service. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill. ap2

**REBUILT CIGARETTE MACHINES—PERFECT**  
condition, baked enamel finish; all makes and models; send for list, New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

**ROLL TYPE STAMP MACHINES WANTED—**  
State manufacturer, quantity, price. Box BB 1492, 221 W. 41 St., N.Y. ap2

**SEEBURG RAYGUN AMPLIFIERS—EXPERTLY**  
repaired \$1.75 plus parts; parts for sale. Northside Vending, 2215 Arthur, Chicago.

**SELL! TRADE!—35 EXPERTLY RECONDI-**  
tioned Hawkeye 1c Peanut Vendors, \$5.95 each; will trade for 5¢ Cash Trays, Counter Games, etc. Kraus, 314 West Gurley, Prescott, Ariz.

**SHOE SHINERS FIVE "SHINE-EASY"**  
demonstrators, regular \$289, to clear \$189; in crates for immediate shipment. Arnold G. Kennedy Enterprises, San Bernardino, Calif. mh19

**WANTED TO BUY ERIE DIGGERS, GOOD**  
condition, at once. Write Joe Smith Rt. 6, Box 419-A Pine Bluff, Ark. mh12

**WANTED—1c COUNTER GAMES; BINGOS,**  
ABT Challenges, ABT Model F (post war models only); clean, A-1 games only. B. & O. Sales, 208 S. Dallas Ave., Pittsburgh 17, Pa. mh12

**WANTED—ERIE DIGGERS, GOOD CONDI-**  
tion, at once. Craddock, 4805 Gordon Ave., Fort Worth 10, Tex.

**WHOA, MISTER SALESMAN!—GET THIS EX-**  
clusive Flush-o-Matic radiator service franchise; brother, with so little work involved, we'll guarantee the returns will amaze you; tailor-made to coincide with your present territory; low investment; sell or lease machines; big profits on original sales and every radiator cleaning job performed by outlets; a perfect "tie-in" with your present operation; write today for complete details and we'll prove it. Industrial Research, Inc., 1755 S. Central Ave., Phoenix, Ariz.

**3 MILLS CLUB ROYALES—DEMOMINATIONS,**  
10c, 25c, 50c, priced at \$100, \$125, \$150; all three for \$350; one Cherry Pay; brand new cabinets, factory rebuilt, never used; can't be distinguished from new factory machines; cost us \$900; crating free; deposit required. Primm Enterprises, 304 Jessamine Blvd., Daytona Beach, Fla.

**5 WURLITZER, MODEL 1015; 10 GABEL,**  
Model KURO; good condition; best offer. Melody Music Shop, 3800 W. Grand Ave., Chicago 51, Ill.

**20 TARGET KING BALL GUM VENDORS—**  
Like new, \$30 each. William Hoffman, 1116 4th N. E., Canton, Ohio.

**25 ROYAL SCALES — EXCELLENT ALL-**  
Porcelain Enamel, good working order, \$55 each, 1/3 deposit. N. Solit, 1845 Crotona Ave., Bronx, N. Y.

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WE HAVE NEVER SEEN A BOARD SELL SO FAST! THE RESPONSE HAS BEEN OVERWHELMING, BEYOND OUR GREATEST EXPECTATIONS. ORDERS ARE BEING FILLED AS FAST AS POSSIBLE TO GIVE YOU IMMEDIATE DELIVERY.

**THE ONLY SALESBOARD MADE WITH ABSOLUTE SLOT MACHINE ACTION SENSATIONAL BONUS AWARD!!**

**12 CONSECUTIVE LOSERS PAY DOUBLE AWARD**

TAKES IN	\$90.00
AVERAGE PAYOUT	45.00
AVERAGE PROFIT	\$45.00
MAXIMUM PROFIT	\$70.00

PRICE EACH \$4.95

BEE JAY will be glad to send you any information or descriptive literature you may desire free of charge, just for the asking, so write today to the address below.

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"THE HOUSE OF QUALITY"

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# BEE JAY

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A MERCHANDISE BOARD WITH CIGARETTE CONSOLATIONS

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FORM No. 13141-C (CIGARETTE PAYOUT)	FORM No. 13141 (CASH PAYOUT)
Takes in \$90.00	Takes in \$90.00
P. O. (ave.) 40 packs	P. O. (ave.) 14.49
PROFIT...\$76.51 (less cost of premium)	PROFIT...\$75.51 (less cost of premium)

**HARLICH MFG. CO.**  
1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

## SALESBOARDS — All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, thick	Def. \$ 7.00	\$ .88
1000	25¢	J.P. Charley, Thick	Avg. 51.98	1.40
1200	25¢	Texas Charley, Thick	Avg. 102.88	1.75
98¢	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
98¢	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5¢	Pick a Cherry, Thick, Seat Board	Avg. 30.04	2.50
300	25¢	Pin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwik Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1¢ 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

# EVERYTHING'S FINE IN '49

## Income Lower Than It Was In '47 But Grosses Begin To Level Off After Slide

Manufacturers, Distribs, Ops Start To See Daylight

By Norman Weiser

CHICAGO, March 5.—With the 1948-'49 winter season rapidly drawing to a close and with the course of 1949 now taking shape, manufacturers, distributors and operators of amusement and music machine equipment are finally looking into an immediate future which offers profit instead of break even or loss statements.

The leveling-off period that set in as winter season arrived and the

sharp financial drop which was noted at the operator level, and then spread upward to the distributor and manufacturer, are believed to be things of the past, and the industry can begin to make plans for the solidifying routes, purchase of new pieces to replace obsolete equipment, and, in some cases, expansion of routes which have remained static for the past two years.

On the manufacturing level, there has been definite indications that the operator is beginning to purchase new equipment in larger quantities. In the game field, a new trend has developed in recent weeks toward simplification, and operators, many

(See *Everything's Fine* page 114)

## Alco-Deree Sets New Reps; Intros Line in New York

CHICAGO, March 5.—Back from a trip to the West Coast this week, Frank Q. Doyle, sales manager for Alco-Deree, said his company had appointed a number of distributors for the firm's shoe shiner, wall box and candy vender. He also announced a New York showing for his line Monday, March 7.

The E. T. Mape Company, Doyle said, was named West Coast distributor for the wall box and will appoint subdistributors for portions of the 10-State area. Mape will likewise handle the other Alco-Deree equipment in Northern California.

### Other Firms Named

Other firms named to handle the entire line include the Jack R. Moore Company, Portland, Ore., and Bad-

(See *Alco-Deree Sets* page 110)

## Kill the Ump

CALGARY, Alta., March 5.—Five judges of the appeals division of the Alberta Supreme Court played a game of "baseball" recently. They reserved decision on whether the game—played on a pinball machine—required skill, the principal point in the litigation.

Loud peals of laughter emanated from the law library of the Calgary Court House as the judges tried out a coin-operated pinball machine, known as the Heavy Hitter. They "played ball" to see if operation of the machine was governed by the skill of the player or the element of chance. The machine, one of four taken by Royal Canadian Mounted Police almost a year ago, simulates a baseball game.

When the machines were seized, they were ordered confiscated following a police court hearing. The case was appealed to the District Court and the confiscation order quashed. The Crown is now appealing this ruling.

### Legislative Round-Up:

## Legislatures Up for Air; South Carolina Gets Pin Bill

CHICAGO, March 5.—Legislators, evidently catching their breath after the record breaking number of proposals introduced thus far, spent a quiet week so far as measures affecting the coin machine industry were concerned.

Tuesday (8), a bill to legalize pinball games in South Carolina again is expected to be introduced in the House of Representatives. The bill was written by Rep. Claude Sapp and deposited in the House hopper Friday (4).

Sapp's bill would exempt novelty and free play pinballs from a State law which now prohibits their operation. Thru involved court action, the

State outlawed all pinballs last October and a federal court upheld the action.

As this was written, the Arkansas House Revenue and Taxation Committee was still studying House Bill 438 which proposes a \$7.50 annual tax on each coin radio. There was no action on the several other coin machine measures which the Arkansas Legislature has received.

Arizona lawmakers are talking about making bell machines legal, along with various other forms of gaming. House Bill 257, introduced Monday (28), provides for legal bells. It has been referred to the Ways and

(See *Legislative Round-Up* page 134)

## MAGA Sets Up 17 Regional Areas To Service Members

MINNEAPOLIS, March 5.—The Minnesota Amusement Games Association (MAGA) this week reported that its new program in behalf of the game operators in the State, is now under way with the creation of a series of regions, covering from three to seven counties each. Operators in each region elect their own chairman. Function of the regions is to handle local problems, such as commissions, location relations, etc.

Under the new set-up, the State-wide association will be in close contact with the regional chairmen, who, in turn, will keep their region membership advised on MAGA activities on a regular basis. The MAGA is appointing a traveling secretary who will visit the regional meets and will spend an extra day or two in each region to lend assistance in clearing up local problems.

A special meeting was held Tuesday evening (1) at the Radisson Hotel here with members of the MAGA board of directors and chairmen of each of the 17 regions established to date, in attendance. Also attending was at least one operator-member from each of the regions.

Heading the agenda at this meeting was a discussion on the forthcoming Five States Meeting scheduled to be held at the same hotel April 25-26. The group was told by Kenneth Ferguson, Stillwater, who is chairman of the arrangements committee for the show, that from returns received to date, the 1949 affair will be the largest on record.

Tom Crosby, Fairbault, president of MAGA, presided at the Tuesday meeting. Other officers of the association are: Stanley Woznak, Little

(See *MAGA Sets* page 134)

## 17 National Shuffleboard Leagues Hypo Play in Chi

CHICAGO, March 5.—National Shuffleboard Sales Company, of Chicago, thru Pete Rozgus, general manager, reported this week that its organized play set-up now includes 17 leagues in this area.

Formed over the past few months after National boards had been placed on location in quantity thruout the city, each league is made up of six locations in close proximity in order to bring about the competitive element within the same or adjoining neighborhoods, Rozgus said. Each location having a regular league entry has 10 players. As the National leagues now stand there are 102 locations divided up into 17 leagues with a total of 1,020 shuffleboard players.

### Match Play

Play within a league is held over a 10-week period. Each of the six teams plays the other five a 10 match series, once a week, so that all teams meet each other twice on a home and home basis. Play costs each player a

dollar a week or \$10 in all. Since there are 60 players involved in each league, total players' fees add up to \$600. Sponsor's initiation and weekly fees add \$120 to the total income from the six-team league for the 10-week period.

### Prizes

National Shuffleboard awards \$570 in cash to teams and players, and also donates a cup to the location which sponsored the winning team. Team awards amount to \$425, broken down as follows: league champion, \$150; second, \$100; third, \$75; fourth, \$50; fifth, \$30 and last, \$20. Individual prizes are awarded for the 10 league players with the best record. They are scaled as follows: best 10 weeks performance, \$50; second, \$25; third, \$20; fourth, \$15; fifth, \$10, and the next highest five share \$25.

Rozgus pointed out that altho income for league play is \$720 and total awards are \$570, the tournament is operated at a loss due to secretary fees, advertising and playing time paid by the league for the use of the locations' shuffleboards. This deficit is made up by National and is considered a worthwhile promotional expenditure since it has stimulated interest in shuffleboard play and has brought added business to location owners not only on the shuffleboard but also in regular business.

## Bally Citation In Production Over 6 Months

CHICAGO, March 5.—Already in full production for six months, Citation, a one-ball game highlighted by a guaranteed odds feature, will remain on a maximum output schedule for an indefinite period, Ray Moloney, president, announced this week.

Citation, the free-play model, and



RAY MOLONEY

its running mate Lexington, an automatic one-ball, have identical playfields, embody the horseshoe flash, spell name, A-B-C-D and build-up features which have long identified Bally one-balls. Their guaranteed

(See *Bally Citation* page 134)

# Popcorn Prices "Topsy-Turvy"

## Lyceum, Inc. Readies New Coffee Unit

### To Operate in New York

NEW YORK, March 5.—A new coffee vending machine, incorporating several innovations said to provide trouble-free performance, and housing a specially designed dispensing valve claimed to have Board of Health approval, will be introduced here shortly by Lyceum Manufacturing, Inc., 2303 Westchester Avenue.

Pilot models of the vender have already been fabricated and tested; production, thru arrangement with a number of contract manufacturers, is set to begin within the next few weeks on a quantity basis, according to Charles Gondolfo, head of Lyceum. With the home plant to be used exclusively for assembly, he indicated that facilities already secured will permit a weekly output in excess of 50 units.

### Designed by Bremer

While the machine uses a National rejector, changer and coin mechanism, most other assemblies, including the cup dispenser, have been designed by Lyceum's chief engineer, Herman Bremer. He developed the vender over a nine-month period, it was said, during which several models were produced and improved upon.

Coffee is brewed with a liquid coffee concentrate, and sugar and evaporated milk are dispensed at the patron's option. It was explained that the heating element turns the water into steam, which is then condensed into liquid as the cooled concentrate is injected. This process was claimed by Bremer to capture the true coffee flavor.

The valve assembly, also developed by Bremer, is made of stainless steel. It has been engineered for easy cleaning, he pointed out, and its design meets all board of health sanitary requirements.

The cup dispensing mechanism, also a Lyceum design, is composed of 12 tubes fitted on two rotating assemblies. It stocks 750 hot-liquid cups at a time. A cup jam in any one of the (See Lyceum Readies on page 112)

## Westinghouse Announces New Bottle Vender

EAST SPRINGFIELD, Mass., March 5.—The Electric Appliance Division of the Westinghouse Electric Corporation introduced a new automatic bottle vender this week, featuring high capacity (240 bottles) and an inclined spiral eliminating bottle scuffing. Called Model BV-240, the unit is designed to vend Coca-Cola.

Additional features are inclusion of a coin changer and package design of component parts. Location of the evaporator, equipped with fan and a special baffle, causes bottles in vending position to receive the coldest blast of air, resulting in a colder drink than "any other known dry bottle vender," officials claim.

Standing 78 7/8 inches high, the vender is 33 1/2 inches wide and 29 1/2 inches deep. It weighs 650 pounds. A five-year guarantee is provided for the sealed-in-steel refrigeration mechanism. Price and production details were not released.

### Kaffee Klatch

NEW YORK, March 5.—Subway riders fighting rush hour crowds on their way to work still have time to stop for a quick cup of coffee from venders. The New York World-Telegram noted in a feature story Monday (28), but it is still chiefly the tourists who are interested in the coin-operated coffee brewers.

Of the "new-fangled coffee spouting machines," Staffer Carol Taylor noted: "Some hurried New Yorkers have even slowed down to the subway kaffee klatch habit."

But occasionally, wrote the reporter, those who see the vender for the first time and seem bewildered by its array of selective buttons wait until someone more adventurous tries it.

## Bargain Prices Traced to Unusually High Yield Per Acre During 1948 Harvest

### Many Operators Predicting Return of Nickel Corn

By Dick Schreiber

CHICAGO, March 5.—Despite a somewhat muddled price picture, both on raw and popped corn processors, poppers and operators of popcorn vending equipment report business moving along at a steady high level as the spring season approaches.

The topsy-turvy situation in popcorn prices, which has caused wide and unusual variations in raw and popped prices, is directly traceable

to what most popcorn men call "a slight surplus" in last year's harvest. In Chicago some processors this week were quoting prices as low as \$5.50 f.o.b. per hundred pounds. Most everyone agreed that quality corn can be obtained for \$7.50-\$8 per hundred, compared to the \$13 price processors were getting a year ago this time.

Picked-up prices of popped corn in Chicago and elsewhere this week likewise showed wide variation—from 96 cents per bushel, seasoned and salted, to \$1.27, both prices f.o.b.

For an explanation of this wide variation in raw and popped corn, processors and poppers pointed to the extraordinarily high yield per (See Popcorn Prices on page 113)

## Nation's Capital Airport Now Major Vender Location

WASHINGTON, March 5.—Vending machine ops have profited by the recent marked increase in air traffic at Washington National Airport, Civil Aeronautics Authorities (CAA) revealed. Sales in 1948 jumped considerably over those in 1947, a spokesman said.

Individual vending concessions offer a wide range of products including candy bars (Canteen Company), cigarettes (G. B. Macke Corporation), nylon hosiery (Macke), musical phonettes in the restaurant and snack bar (Silent Sales System) and pin-ball machines, quiz machines, and

music boxes (Silent Sales). In addition CAA itself operates popcorn and cashew nut venders as well as scales and photomatic machines. A recordograph was recently added to the list, installed under contract with Michael Bushdid.

The four machines selling airplane insurance placed about a year ago have met with signal success, Paul F. Steiner, deputy director of the airport, disclosed. When a quarter is inserted, a panel on the machine opens to allow the purchaser to write his name, address, beneficiary's name, (See Nation's Capital on page 111)

## New England Candy Ops Get Benefits From Price Break

BOSTON, March 5.—While candy manufacturers and jobbers in the area have a bad case of jitters due to declining prices, price cutting among themselves and curtailed production, vending machine operators of bar goods here are in the saddle for the first time since the war. They are buying direct from the manufacturers and getting the benefit of the price break which is now averaging 8 per cent.

The situation here in the candy industry in a nutshell: Manufacturing

confectioners wanted to increase the size of the bars with the first drop in cocoa bean prices. However, the price cutting which followed immediately found every company falling into line to protect themselves. Consequently the price drop was passed along to the jobber. The jobber passed the price break along to the retailer. So, the vending machine ops of bar goods and the retailers of candy items are getting the benefits. The consumer is still in (See New England on page 111)

## Coin-Operated Shopper Makes Sales After Hours, Holidays

DETROIT, March 5.—A new application of the coin-operation principle, combining voice recording with actual merchandising, which opens an almost unlimited field of possibilities in vending, is being tried out here with the first installation of the "window shopper" at the Kilgore and Hurd Store on Washington Boulevard. The product itself is the development of L. D. (Red) Kilgore, partner in the men's wear store.

The device is basically composed of a box with a microphone inlet (mounted on the store window) connected with a tape recorder, visible in the window as it operates. The connecting wires are also visible.

Patent on the item has been applied for.

It is intended for use when the store is closed, in the evening, early morning and on Sundays and holidays—when the window shopper comes along and wants to buy. In effect, the "window shopper" makes it possible for the store's most significant point of contact with the customer to function on a 24-hour basis, 7 days a week.

### Coin Shopper

Each article displayed in the window has a numbered tag and the customer is asked to make his selection, being sure to emphasize additional (See Coin Shopper on page 110)

## Stoner Plans Promotion To Aid Operators

### Plugs Plant Venders

AURORA, Ill., March 5.—Stoner Manufacturing Corporation will initiate an industrial advertising campaign in April designed to promote the use of candy venders in factories, the firm's sales manager, "Bip" Glassgold, revealed this week. Program, to be spearheaded by advertisements in *Modern Industry* and *Factory Management and Maintenance*, has three principal objectives: broaden industry's understanding of benefits accrued thru use of venders; educate industrial management on advantages gained thru efficient service rendered by the independent operator, and to stimulate interest and create prospects for additional vender locations.

Commenting on the program, Glassgold said that, altho it is realized that much progress has been made in selling industry on the advantages to be realized thru the installation of candy venders, the surface has only been scratched. And as manufacturers of candy vending equipment, Stoner, he said, hoped to open up still further the potential opportunities in such locations by its intensive campaign.

Stoner has worked out a complete plan, aimed at assisting the Univendor operator in the industrial location field, Glassgold said. To tie in with the program, the operator must establish himself as the Univendor operator for a given area, upon which he will be given mats, circulars and reprints of ads without cost to him.

## Nev. State Assembly Mulls Cig Tax Hike

LAS VEGAS, March 5.—The Nevada Assembly this week was considering a measure to up the tax on cigarettes 3 cents per pack. Currently they are selling in most venders and elsewhere for 20 cents a pack.

Bill is one of a wave of new tax measures introduced in anticipation of much higher State government costs.

THE NEW REVOLUTIONARY  
NORTHWESTERN MODEL 49 FEATURING  
TRANSFER REFILL

Quick Service Time  
In Half

\$17.55

SAMPLE

Write for Quantity  
Discount

Other Popular North-  
western Vendors  
\$10.35 and Up

Contact us for  
• BULK MACHINE  
CHARMS  
• MERCHANDISE  
• BALL GUM

Parts and Supplier  
1¢-5¢ and Foreign  
Coins.

Write for Circulars and Price List.  
**BADGER SALES CO., Inc.**  
2251 W. Pine Blvd. Los Angeles 6, Calif.



## C-Eight Lab Now Delivering New Electro Changer

NEW BEDFORD, Mass., March 5.—  
C-Eight Laboratories this week began  
shipping its new coin changer  
mechanism for use with the Electro  
cigarette vender, it was announced  
by Mario Caruso, president. Listing  
at \$10, the changer has been on test  
for the past six months.

In accordance with the manufac-  
turer's policy of not introducing  
equipment that would obsolete al-  
ready delivered venders, it was said

## Date With Washette

COLUMBIA, S. C., March 5.—  
Students at Sims College at Uni-  
versity of South Carolina here  
will now be able to go to classes  
with clean shirts and accessories.  
The Carolina Washette, spon-  
sored by the student-faculty re-  
lations committee of the uni-  
versity, opened this week in the  
basement of the Sims College  
building. Machines are available  
to university students, married  
students and immediate mem-  
bers of their families only.

the changer could be installed in any  
Electro machine delivered during the  
last three years.

## Metal Products Kleenex Machs. Start Operation

NEW YORK, March 5.—The first  
50 Kleenex venders produced by E.  
B. Metal Products Company have  
been delivered to operators and are  
now in operation in New England,  
Texas, Florida and the Ohio Valley,  
it was reported by Marshall Cornine  
Jr., sales manager.

The firm, one of the first licensed  
to use the Kleenex name and to get  
its machine in production, has been  
active in the coin machine industry  
for many years. E. B. Metal used to  
manufacture a chocolate vender wide-  
ly used in movies for installation on  
backs of theater seats.

E. B. Metal's new vender lists at  
\$50 and has a capacity of 70 Kleenex  
packs.

## Special Vender Packed Hankies Now Available

UNION CITY, N. J., March 5.—  
Handkerchiefs packed and distributed  
by the Floyd Handkerchief Company  
for sale thru columns of standard  
cigarette machines are now available  
for immediate delivery, Joe Kalish-  
man, president, has announced. Ini-  
tial shipments left the plant here  
this week.

Called Handi-Pack, the handker-  
chiefs are vended at 25 cents each.  
They are wrapped in cellophane and  
packed in cardboard containers. The  
list price to operators is \$24.60 a gross,  
Kalishman said.

## Free Samples Will Prove Why ATLAS VENDOR BRAND ALMONDS

(THEY STAY FRESH)  
**MEAN MORE REPEAT SALES**  
Vacuum packed in the exclusive Atlas air tight  
tin to guarantee fresh almonds always. Elim-  
inates for good the broken almonds that eat up  
your profits. Get full details on Atlas Almonds,  
free samples and confidential profit charts. Wire  
at once.  
**Atlas Mfg. & Sales Corp.**  
Dept. BAL-312, 12220 Trickett Rd.  
Cleveland 11, Ohio  
Profitable Vending Machines and Merchandise  
for 24 Years

WRITE FOR CATALOG ON BULK VENDORS,  
MERCHANDISE, GAMES, ETC.

**BUBBLE BALL GUM**  
140 or 170 Size, Crown Jack Brand with  
Colored Centers, 25-lb. Carton . . . \$ 6.85  
100 lbs. or more . . . . . 21.00  
Miniature Pen Knives, 5 Gross . . . . . 5.95  
Gold Plated "Georgie" Pins, 1 Gross . . . . . 3.95  
Gold Plated Bracelets in Capsules, 100 . . . . . 5.95  
Silver Wedding Rings, 1000 . . . . . 6.50  
Gold Wedding Rings, 1000 . . . . . 8.95  
Cameo Rings, 1 Gross . . . . . 2.50  
Sassy Wise Crack Buttons, 1000 . . . . . 6.50  
Gold Plated Basketballs, 1 Gross . . . . . 3.75

**NEW COUNTER GAMES**  
Buddy, \$19.50 Hunter, 1¢, \$48.00  
Target Kings, 1¢, \$45.00  
Electric Shockers, \$18.75  
Exhibit Card Vendors, \$19.50

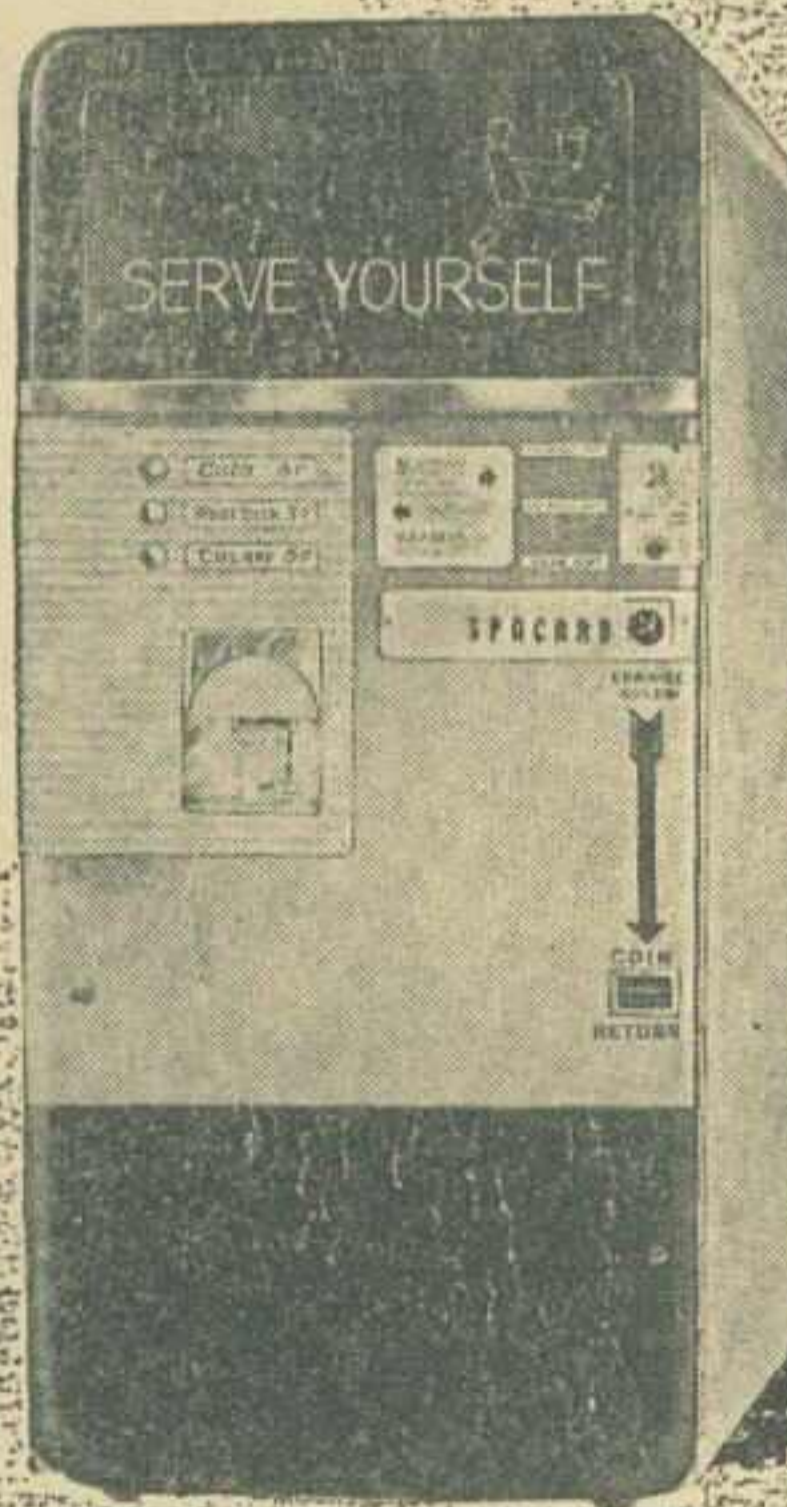
**PARKWAY  
MACHINE CORP.**  
623 W. North Ave. Baltimore 17, Md.

**HI-HO**  
No. 2  
**CHARMS**  
\$3.25 PER  
BAG Prepaid  
1,000 in a bag.  
Positively No Samples at This  
Price.  
Northern California  
Distributor ACORN Bulk  
Merchandise VENDOR.  
Write: E. LaRue, Sales Mgr.  
**LEON "HI-HO" SILVER**  
540-542 Hayes St.  
San Francisco, Calif.

# HEADLINING

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## America's Leading Theatres, Department Stores and Industrial Locations



Nation-wide Theatres and De-  
partment Stores Demand the  
Original and Only Mix-A-Drink  
because it is a Star Performer at  
Building Customer Satisfaction.

There's a Band Wagon Rolling — Catch a Seat

**SPACARB, Inc.**

America's Oldest Manufacturer and Operator of Automatic Beverage Dispensers

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**ALL PURPOSE VENDER**



**VICTOR  
1c DELUXE  
UNIVERSAL**

3/8 140 Count

**COLORED  
BUBBLE  
BALL GUM**

25 lb. cartons  
**26c LB.**

(Prepaid in lots of 100 lbs. or more)  
**FULL CASH  
WITH ORDER.**

**PISTACHIOS**

25 lb. Carton  
Large, 74c lb.  
Small, 49c lb.  
Full Cash With  
Order.

**Plastic Charms**  
\$2.75 Per M

**Virginia Peanuts**  
30 Lb. Carton  
\$8.40

**\$14.95**  
Ea.

In lots of 24—

**\$14.50**  
Ea.

Write for details on

**SPECIAL INTRODUCTORY OFFER OF  
MONEY-MAKING "HUNTER" MACHINES**

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.  
401 BACKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

**May Declare Moratorium on New  
FTC Basing Point Price Cases**

WASHINGTON, March 5.—An enforced relaxation of the Federal Trade Commission (FTC) campaign against certain types of basing point policies loomed this week in the wake of a bill reported favorably by the House judiciary committee declaring a moratorium on federal prosecution of such cases until July, 1950.

On the other side of Capitol Hill, the Senate interstate commerce committee, which had been handling the basing point controversy, turned it over to the Senate judiciary commit-

tee. The latter group is ready to report the same moratorium bill as its House counterpart.

If the bill passes both houses, FTC would have to abandon any future prosecution of firms, pending expiration of the moratorium. Companies already under prosecution would not be affected by the moratorium. FTC would also be prohibited from carrying out its present policy of considering parallel prices as one of its criteria for assuming a conspiracy to fix prices.

As introduced the bill provided a moratorium for a two-year period but was amended by the House group to specify the 1950 date. Committee members explained that it is contemplated that Congress will have passed legislation clarifying the basing point issue by that time.

**Falcon Adds New  
Distributors To  
Rep Shoe Shiner**

DETROIT, March 5.—Expansion of sales outlets was set this week by Robert D. Ruen, general manager of Falcon Distributing Company. Firm, which manufactures the Falcon Shoe Shiner, also announced the appointment of the following distributors: Arthur Hermann Company, Inc., Albany, N. Y.; Musical Sales Company, Baltimore; and the Atlas Distributing Company, Boston.

David Ruen, head of the firm, was scheduled to leave Detroit this weekend on an extended trip thru the South and Southwest to sign up additional distributors.

The firm is currently enlarging its quarters to make for greater production. According to Ruen, an increased demand for shoe shiners has been noted recently, which is attributed to two factors: the coming of spring, and an increasing public acceptance of the shine equipment among operators and patrons alike.

**Auto-Vend To  
New Quarters**

DALLAS, March 5.—Auto-Vend, Inc., has moved its executive offices from 3612 Cedar Springs to 5210 Bonita, Dallas. The move was made Tuesday (1) when owners of the Cedar Springs building sold that property. No part of the Auto-Vend operation will be affected by the move since the company's manufacturing plant is located in Grand Prairie, a suburb of Dallas.

This week, too, Auto-Vend launched its heavy-sales program for the Snow Cone, non-coin operated machine. A concerted businesspaper and direct mail promotion program began this week and will continue into the summer. Officials at Auto-Vend said the Snow Cone machine is coming off the assembly lines and immediate deliveries are being made.

**Name Lorillard Exec  
Chairman of Tobacco  
Div. for NAMA Meet**

CHICAGO, March 5.—National Automatic Merchandising Association (NAMA) convention chairman, George Seedman, has announced the appointment of Lewis P. Gruber, sales manager of P. Lorillard Company, as chairman of the NAMA Tobacco Suppliers Division 1949 convention set for November 27-29 in Atlantic City.

As the first company to include mention of merchandise vending machines in its national advertising, P. Lorillard Company won the first annual NAMA award in 1946 for "distinguished service to the automatic merchandising industry."

**Northwestern**

MODEL **49**

**\$17.55 EACH**

**ALSO IN STOCK**  
Dual Nut . . \$45.00  
DeLuxe . . . 27.00  
Model 33 . . 12.60  
Model 35 . . 14.40  
Model 40 . . 11.00  
33 Ball Gum 11.55

Write for Quantity Prices

**EMPIRE COIN MACHINE  
EXCHANGE**  
1012 MILWAUKEE AVE. CHICAGO 22

**FOR SALE**

Give us an offer for new "One Use Tooth Brush" vending machines in original cases. May be converted for other item if desired.

**STATE DISTRIBUTING CO.**

1342 Malvern Ave., Pittsburgh, Pa.

**"GREATEST FORWARD STEP..  
in the BULK VENDING  
MACHINE  
BUSINESS"**



**CUTS SERVICING  
TIME AND COSTS**

*in Half*

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half . . . profits boosted to new highs. Write, wire or phone for complete details!

**THE NORTHWESTERN CORPORATION**

818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

**ALL NORTHWESTERN MODELS**

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

**ROY TORR, Lansdowne, Pa.**

**EPY CHARMES**

New round prizes suitable for Advance and Columbus Machines. Vend in all other machines, too.

Fortune Balls With Precious Stones . . . \$10.00  
Fortune Balls With 1 Dice . . . 12.50  
Fortune Balls With Key Chains . . . 18.50  
Fortune Balls With Balloons . . . 14.00  
Fortune Balls With Bracelets . . .  
Per Gross . . . . . 6.00

**LOWER PRICES ON CHARMS,  
SKULLS AND RINGS**

Plastic Charms, Famous Series #1 . . . . . Per M \$ 3.00  
Plastic Charms, Big Series #2 . . . . . 4.00  
Plastic Skulls . . . . . 3.50  
Plastic Rings, 20 Styles . . . . . 3.00  
Metal Plated Charms, Series #1 . . . . . 6.00  
Metal Plated Charms, Series #2 . . . . . 7.50  
Metal Plated Skulls . . . . . 6.50  
Metal Plated Skulls With Rhinestone Eyes . . . . . 15.00  
Metal Plated Rings, 20 Styles . . . . . 5.50

**Samuel Eppy & Co., Inc.**

World's Largest Charm Manufacturer  
113-08 101st AVE.  
Richmond Hill 19, L. I., N. Y.

**USED ADVANCE MODEL "D"**

**BALL GUM MACHINES**

**\$3.95 ea.**

**Jack Nelson & Co.**

2320 Milwaukee Ave. Chicago, Ill.

THE MERCHANDISE GLOBE IN THE ACORN VENDOR IS CAST WITH THE BODY—IT IS HIGHLY POLISHED AND EASY TO CLEAN—YOU SIMPLY LIFT OFF SHIELD AND COVER—NO SCREWS!



**ACORN  
Bulk  
Merchandise  
VENDOR  
THE BEST  
MACHINE TODAY**

THE BETTER MACHINE TOMORROW

WRITE FOR DETAILS AND PRICES

**OAK MANUFACTURING CO., INC.**

1025 SO. GRAND AVE.

LOS ANGELES 15, CALIFORNIA

**Peanut Facts**

WASHINGTON, March 5. — The percentage of shelled peanuts going into candy continued to decline in January, according to the Agriculture Department. During that month, 17.2 per cent of the shelled peanuts used were bought by candy makers;

the ratio was 17.9 per cent in December, and 20.3 per cent in January. The opposite trend held true for peanut butter used in candy. In January, 9.5 per cent of consumed peanut butter went for candy. For December the figure was 8.7 per cent; in November, it was 8.3 per cent.



**ATTENTION—25c & 30c CONVERSIONS**  
Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship. \$8.50 for Silver Quarter conversions.  
**ALSO 30c CONVERSIONS FOR ALL MODELS**



**CIGARETTE MACHINES**

NEW NATIONAL 9E	\$275.00
NEW ROWE Crusader, 8 and 10 Col.	165.00
NEW UNEEDA, 8 Cols., 510 Pack Cap.	139.50
National 9-50, 350 Pack Cap.	90.00
NATIONAL 9-30, 270 Pack Cap.	75.00
ROWE ROYAL, 10 Col., 400 Pack Cap.	100.00
ROWE ROYAL, 8 Col., 320 Pack Cap.	85.00
Rowe, 6 Col., 150 Pack Cap.	35.00
Uneeda Model 500, 9 Col.	115.00
Uneeda Model E, 15 Col., 350 Pack Cap.	62.50
Uneeda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
Special 4 Col. VENDOR, 80 Pack Cap.	20.00

**SPECIAL \$65.00**  
Candyman, 72 Bar Capacity with enclosed base.

National 9-18	\$100.00
U-NEED-A-PAK	75.00
Vend-It	55.00
U-Select-It	35.00
Advance Candy Machines	27.50
Shipman Candy Vendor	22.50
5c & 1c GUM VENDORS	17.85

**SPECIAL**  
Rowe Imperial, 8 col. 240 Pack Cap. **\$70.00**  
6 Col., 180 Pack Cap. **60.00**

**CANDY MACHINES**

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
**ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.**  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET EVERGREEN 7-4368 BROOKLYN 11, NEW YORK

**Curtiss Candy Co. Intros 2-Oz. Bar; Resumes Penny Size**

CHICAGO, March 5. — Curtiss Candy Company here has announced an increase in size of its nickel and dime Baby Ruth bars. Taking the "increase size" instead of the "lower price" approach followed by most candy firms seeking to boost sales, Curtiss retains its price of 90 cents per 24-count pack on the nickel bar and upped its weight to two ounces from the previous one and five-eighths ounces. The dime bar has been increased 60 per cent in size to a four-ounce weight.

Firm also has resumed production on its penny Baby Ruth bar, priced at 80 cents per 100-count pack. Bar, not generally considered a vender item, is being produced in limited quantities and distributed to certain areas only. Penny bar weighs one-half ounce.

**Coin Shopper Makes Sales After Hours**

(Continued from page 107)  
details such as color and size, and then drop a quarter in the coin chute of the speaker to give his order right into the microphone grille, together with his name, address and phone number.

The machine records for a half minute when a quarter is placed in it. If the customer has a longer order to give, another quarter is deposited, and the shopper will continue in action until the order is completed.

The important part of this machine is that it functions as a merchandising convenience and not as a source of revenue. However, to discourage the mere prankster who might use it without serious intention of ordering, the quarter operation feature is essential. The money deposited, whether one or more quarters, is clearly indicated by the tape-recorder order and is refunded when the merchandise is sent to the customer. In a way, this functions as a down payment upon the goods ordered.

The device also is useful for getting shopping information, as indicated by the card in the window, "for any information regarding any merchandise in our window or store, ask the window shopper."

The operating directions are clearly given on a card in the window. This tells the passerby that "for your shopping convenience, when the store is closed, the window shopper lets you buy from our windows or place an order for any merchandise in our store merely by following these simple directions."

It is the intention to place the device upon the market for the use of stores anywhere. Details of sale or operation have not been made available. The Kilgore and Hurd installation is the first and only one of its kind and has proved satisfactory as an extra business builder. A check-up this week showed that it still attracts the attention of about one out of three persons on this busy street, particularly at night.

**Meter Muddle**

CAMBRIDGE, Mass., March 5. —Parking meters here are bringing in so much revenue the city does not know what to do with the money. According to a State law such funds are to be expended solely for traffic purposes. Installed less than a year ago, the meters have, to date, returned over \$100,000. And the city fathers, not having any pressing traffic matters requiring financing, "don't know what to do with it."

**Pa. Soft Drink Tax Held Up as Protests Mount**

HARRISBURG, Pa., March 5. — Action on Pennsylvania's controversial soft drink tax, up for re-enactment for another two years, was deferred Wednesday (2) for at least another week as legislators decided to look into bottler protests against the measure. Gov. James H. Duff's entire \$443,000,000 tax program ground to a standstill in the State Senate as the soft drink bill became the focal point of debate.

Organized bottlers, meeting with the Senate finance committee, vigorously protested continuation of the soft drink levy. They were joined by allied trades which submitted figures showing sharp business declines since the tax was first enacted in 1947.

A subcommittee of the finance committee was named by Chairman James A. Gertz to probe the claims of the protesting bottlers and allied trades. Asked if there was a chance the bill would be killed, Sen. Gertz said, "It doesn't look like anything might be killed."

The proposal squeezed thru the House recently only with the help of Democratic votes after enough members of the majority Republican party revolted to defeat it on strictly political lines.

**NEW PROFITS!**

**UNLIMITED LOCATIONS!**



VENDOR **KLEENEX** POCKET-PACK TISSUES

\$50 ea.

Size: 10"x5"x35"  
Shipping Wt. App. 25 lbs.

NOW DELIVERING

FULLY GUARANTEED!

Full remittance must accompany order. Shipped F. O. B. our plant. Terms, quantity discount available.  
\*T.M. Reg. U.S. Pat. Off. I.C.P. Co.

E. B. METAL PRODUCTS CO.

229 East 144 Street Bronx 51, N. Y.

- Locations everywhere . . . terminals, taverns, places of amusement, dining, etc.
- Large 75-pack capacity . . . convenient size.
- Non-corrosive coin mechanism . . . weather resisting bakel-on Hammer-tone finish.
- Trouble-free operation.
- Supplied with either 5c or 10c coin mechanism, PLEASE SPECIFY.
- Vends standard Kleenex Pocket-Packs . . . available at your local suppliers.

**ORDER THESE CLOSE-OUTS TODAY!**

NOVELTY CARD VENDOR

Brand New in Original Cartons. Original Price, \$29.50.

\$12.50 EA.

Capacity 500 cards . . . 250 cards in each column. A steady money maker. Exhibit Cards, all series, \$4.00 per M. 1/2 With Order—Balance C. O. D.



DAVAL POSTMASTER

Vends Stamps from Standard Post Office Rolls. No fillers necessary or other expenses involved. Can be adjusted to vend from 2 to 5 stamps in any chamber for any coin. Equipped With A.B.T. Coin Chutes.

\$45.00 EA.

J. SCHOENBACH

DISTRI-TOR OF ADVANCE VENDING MACHINES  
1647 BEDFORD AVE. BROOKLYN 25, N. Y.

**ALCO-DEREE SETS**

(Continued from page 106)  
ger Sales, Los Angeles. Doyle said Oscar Hochlein, associated with various Los Angeles distributing companies in the past, has been named Western regional manager for Alco-Deree. Hochlein has opened offices at 5712 1/2 East Beverly Boulevard.

The New York showing, arranged by George Young, Eastern regional manager, was scheduled for Monday, March 7, in the Park Central Hotel. Following the showing, Doyle said he expected to announce a number of Eastern distributors to handle the Alco-Deree line.

Deliveries on the firm's 30-wire wall box, first shown during the Coin Machine Institute convention here in January, started this week.

**NEW!**

**REVOLUTIONARY!**

Northwestern



MODEL 49

1c OR 5c  
LESS THAN 25  
**\$17.55**

LESS THAN 100  
**\$17.25**

100 OR MORE  
**\$16.95**

Write — Wire  
Phone

NORTHWESTERN SALES & SERVICE CO.

Authorized Northwestern Distributor  
4105 16th Ave. Brooklyn 4, N. Y.  
Phone: Cedney 8-3600

**California Vending Almonds**

65c Per Lb. Case Lots F.O.B. Los Angeles  
80c Per Lb. 5 Lb. vacuum tin. 800 Count to a case. 400 count.

We Manufacture **BULK MERCHANDISE**. All Types—Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your **ACORN BULK VENDORS** from . . . Operators Vending Machine Supply Co. 1023 S. Grand Ave. Los Angeles 15, Calif.

## HEADQUARTERS for VENDORS AND CONCESSIONERS

- 30 lb. carton salted Spanish Peanuts 21 1/4¢ per lb.
- 30 lb. carton salted Virginia Peanuts 27 1/2¢ per lb.
- 25 lb. carton salted Almonds (vending) 56¢ per lb.
- 25 lb. carton salted Cashews (vending) 62¢ per lb.

Raw and Roasted Peanuts in the Shell  
Salted in the Shell, Bulk and 10c Packages  
Granulated Peanuts for Drumsticks, etc.  
5c Salted Peanuts (Bags) for Vendors

Send for Our Price List  
Write Dept. "V"

at nearest plant

All Prices F.O.B. Plants

**CASH WITH ALL  
ORDERS PLEASE  
PEANUT PRODUCTS  
COMPANY**

Des Moines, Ia.—Omaha, Neb.

**INDIANA NUT  
COMPANY**

Indianapolis, Indiana

DIVISIONS PEANUT CORPORATION OF AMERICA  
Authorized Distributors for Northwestern  
Vending Machines.  
Send for Free Literature.

## CIGARETTE VENDORS NEW and USED

- 20 LIKE NEW—P.X., 10 col. ... \$129.50
- 10 ROWE PRESIDENTS ..... 95.00
- 10 930 NATIONALS ..... 69.50
- 9 NEW DUGRENIER, 7 col. .... 165.00
- 5 LIKE NEW DUGRENIER, 7 col. 135.00
- 18 EASTERN ELECTRICS ..... 199.50
- 1 ROWE ROYAL, 10 col. .... 72.50

FACTORY DISTRIBUTORS FOR OHIO,  
KENTUCKY AND WEST VIRGINIA

THE NEW KEENEY DELUXE ELECTRIC  
CIGARETTE VENDOR  
PROMPT DELIVERIES

**CENTRAL OHIO COIN  
MACHINE EXCHANGE**

525 So. High St. Columbus, Ohio  
Phone: Adams 7254

## CIGARETTE AND CANDY MACHINES BOUGHT AND SOLD SPECIALS

- U-Need-A-Pak 500, 9 col. .... \$90.00
- Rowe Imperial, 6 cols., King Size... 62.50
- U-Need-A-Pak "A", 9 col. .... 75.00
- U-Need-A-Pak "A", 8 col. .... 72.50
- U-Need-A-Pak "A", 6 col. .... 70.00
- U-Need-A-Pak "E", 5 col. .... 47.50
- U-Need-A-Pak "E", 6 col. .... 50.00
- U-Need-A-Pak "E", 8 col. .... 52.50
- U-Need-A-Pak "E", 9 col. .... 55.00
- National 9-30, 9 col. .... 65.00
- U-Need-A-Pak Candy, 5 col. .... \$65.00

### SILVER QUARTER CONVERSIONS

EXPERT WORKMANSHIP — SLUG  
PROOF. WRITE FOR DETAILS

1/3 Dep., Bal. C.O.D., F.O.B. Bklyn.

**STEINER MANUFACTURING CO.**

322 Atlantic Avenue Brooklyn, N. Y.  
Phone: Triangle 5-0835

## BUY FROM DEVICES

- Victor Custom-Built Universal ..... \$13.95
- 24 or More ..... 13.50
- 1949 Model Silver King, 1c or 5c .. Write
- 5c Silver King Hot Nut ..... Write
- Silver King Duck Hunter or Target .. Write
- Advance Model 11 Peanut, \$14.25;  
2-11 ..... 12.60
- Advance Model D Ball Gum, \$13.75;  
2-11 ..... 11.90

**Devices Novelty Sales Co.**

467 N. Milwaukee Ave. CHICAGO, ILL.  
Phone: MOhawk 6-7533

# New England Candy Ops Get Benefits From Price Break

(Continued from page 107)

the middle and the manufacturers are in a bad state, as the margin they could have put into bigger bars has been eaten up by the price cuts they have been forced to make.

First clear cut picture of the situation came from Walter Baker Chocolate Company by H. O. Frye, general manager.

He said: "We have found it necessary to curtail our production. The high prices for chocolate products made necessary primarily by the cost of cocoa beans was building up among the American people a feeling that the cost of chocolate products was too high, which has meant slowly but surely that less and less chocolate products have been consumed.

"The 'buyers strike' has finally made itself felt in the cocoa bean market, and the beans which last year were in the neighborhood of 40 cents can be purchased today for about 23 cents. Nothing is truer than that the law of supply and demand will eventually make itself felt, and what happened to the price of cocoa beans is a perfect illustration of the workings of that law.

### Price Decline Radical

"The radical decline in cocoa beans has caused serious inventory losses to all manufacturers, altho that fact in itself has no bearing on the present situation. However, the rapid and continuing drop in cocoa bean prices has created in the minds of our important customers serious doubts as to what chocolate products are going to cost with the result that our business is sharply curtailed. In bulk products, for instance, it has been our policy to sell for future delivery and these future orders have permitted operation of the plant with confidence. Today, in spite of having followed the market down in pricing bulk products, buyers have adopted a hand-to-mouth buying policy and our salesmen are having the utmost difficulty in booking business that we can count on to keep the plant going.

"It is impossible to predict when this situation will correct itself. The sharp drop in our business comes at a time that normally is one of the busiest of the year. As we go into the spring months, we approach the season of the declining chocolate consumption, and we find it difficult to believe that we can look for any quick upturn in the near future,

altho this could happen."

New England Confectionery Company (NECCO), one of the biggest suppliers of bar goods to vending machine operators, reported stepped up buying. Most ops it was indicated had low inventories when the price break came.

Walter R. Guild, managing director of the New England Manufacturing Confectioners Association (NEMCA), said the situation would be discussed at the first 1949 meeting of the group March 16 at Schrafft's Restaurant on West Street, at which time it was expected that Phillip Gott, president of the national association, would be present.

## Alkuno Appoints 3 Reps for West

NEW YORK, March 5.—Kuno Hamann, president of Alkuno & Company, reports the appointment of three new distributors to handle his line of hard candy and gum venders in Western territories.

They are U. S. Automatic Stores, Los Angeles, for Arizona and New Mexico; A. & B. Distributing Corporation, Portland, for Oregon and Washington, and Bert Farmer, Seattle, for Idaho and Montana.

## NATION'S CAPITAL

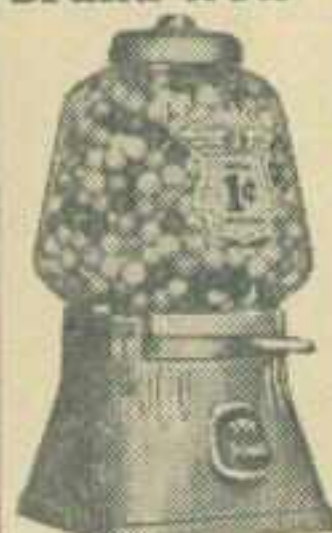
(Continued from page 107)

and other pertinent data on the policy. He receives a copy while a duplicate remains in the machine. Twenty-five cents buys \$5,000 worth of insurance for any one flight. Associated Aviation Underwriters of New York City is the agent.

The novelty of the gadget has wide appeal, according to Steiner. The psychological advantage of not having to admit to a clerk that the purchaser is squeamish about flying is an added advantage, he said. In addition, the mechanisms are proving a great time-saver to airport personnel. Far more insurance is being sold thru the machines than was ever issued over the counter, figures show.

The National Airport served as a proving ground for the new equipment, the deputy director said. Since their success has been assured, the insurance venders have been installed in major airports thruout the country and their popularity is growing, Steiner declared.

**Brand New "CHARM KING" Ball Gum + Charms = \$\$\$**  
**The Kids Really go for THIS one because  
it DISPENSES BOTH GUM AND CHARMS!**



Only  
**\$13.95\***  
F.O.B.  
Aurora, Ill.

All kids go for Gum Balls. And they go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

\*Others as low as \$10.55 in quantities. "Hot Nut", Nut and Ball Gum Venders 1c, 5c; 2 for 1c. U. S. and Foreign Coins.

...and Here's ANOTHER WINNER! The New "HUNTER" Nets up to 75¢ of EVERY DOLLAR You Take in!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter". But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

**SILVER-KING CORP. CHICAGO 14, ILLINOIS**



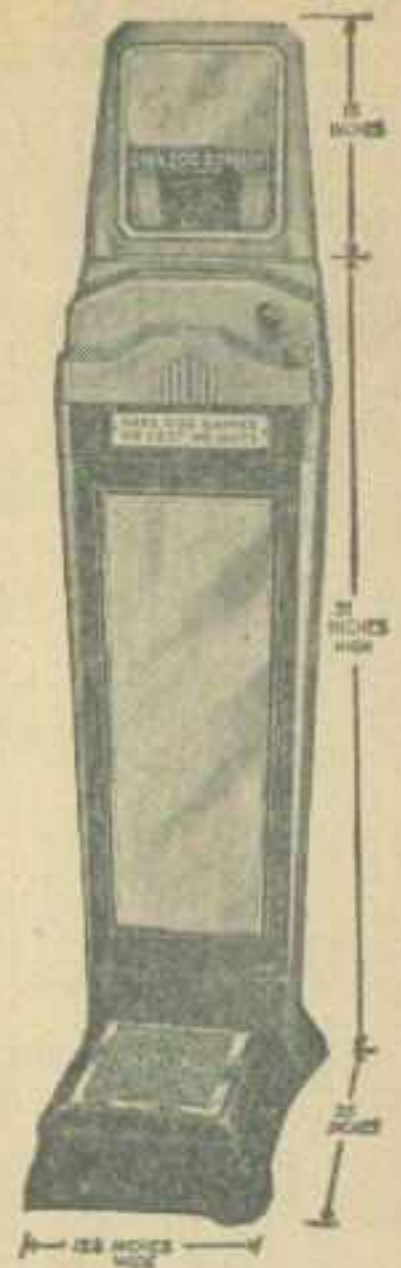
Only \$45.00  
F.O.B. Aurora

## ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

**ROY TORR, Lansdowne, Pa.**



**\$25  
DOWN**

Balance \$10 Monthly

**200**

**FORTUNE TELLING  
NO SPRINGS  
SCALE**

Height, 51 In. Width, 13 In.

without sign

Depth, 25 In. Sign, 15 In.

Net Weight ..... 185 Lbs.

Shipping Weight .. 245 Lbs.

**LARGE CASH BOX HOLDS  
\$85.00 IN PENNIES**

Invented and Made Only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

## Steady-Steady Profits

**ALKUNO**

5c GUM VENDOR

MODEL 200-G-3M

Can be attached to other  
Larger Machines.

Metal Cabinet and Base

CAPACITY: 200 PACKS

Ht. on Base, 54"x14"

Wt. on Base, 48 Lbs.

Price ..... \$59.00

Base ..... 12.00

Immediate Delivery in  
Green, Blue or Tan.

Write for Catalog of Com-  
plete Line of 5c Gum and  
Candy Vendors.

**ALKUNO & CO.**

408 Concord Ave.

NEW YORK 54, N. Y.

Melrose 5-7757

**THE "CHALLENGER"**

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

**TROPICAL TRADING CO.**  
549 W. Washington St., Chicago 6, Illinois

**NLRB Soft Drink Ruling**

WASHINGTON, March 5.—Soft drink bottling companies are engaged in interstate commerce and are hence under the jurisdiction of the National Labor Relations Board (NLRB) even tho sales are strictly intra-state, NLRB has ruled.

**Appoint Badger Sales Distributor For Donut Unit**

LOS ANGELES, March 5.—Badger Sales has been named national distributor for the Nagel coin-operated Donut-A-Matic Vendor, William R. Happel Jr., and Al Silberman, of Badger, announced this week.

Three of the machines are now on test locations. The health department is said to have okayed the machines with the proviso that all vents be screened. The machines on location can be set to deliver either two, four, six or eight doughnuts.

Dimensions of the machine are 65½ inches high by 23½ inches in width at the top. The base is 26½ inches wide. The machine has an all-steel cabinet with synthetic enamel two-tone finish with glass windows on four sides. The vender has a temperature control, and an automatic time clock to regulate the desired operating period. A motor and blower have been installed to keep the doughnut mix at even temperatures.

The machines are equipped with coin changers.

The machine is being turned out by the Nagel Manufacturing Company of Long Beach, Calif., manufacturers of dental technician equipment.

**Lyceum Readies New Coffee Unit**

(Continued from page 107)

tubes will not put the machine out of service, Bremer explained, since as each cup is vended another tube is positioned over the cup-dispensing chute. If one tube jams up, the machine can still vend out of the other 11.

One-use, gallon-size cans of evaporated milk are kept in the vender's refrigerating cabinet. As a can is placed in the cabinet it is forced down upon a stainless steel knife which punctures the can and drains off the milk as needed. This method does away with the need of cleaning a milk container and also may result in savings on milk purchases, it was claimed.

While the present capacity of the machine is 750 cups, it was explained that new type hot cups now being experimented with by cup manufacturers, when made available to operators, will double the machine's performance. These cups will have a different taper and twice as many can be stacked in each column, said Bremer. Tanks in the machine carry sufficient quantities of the coffee ingredients for 1,500 cups between servicings, he added.

**Interchangeable Units**

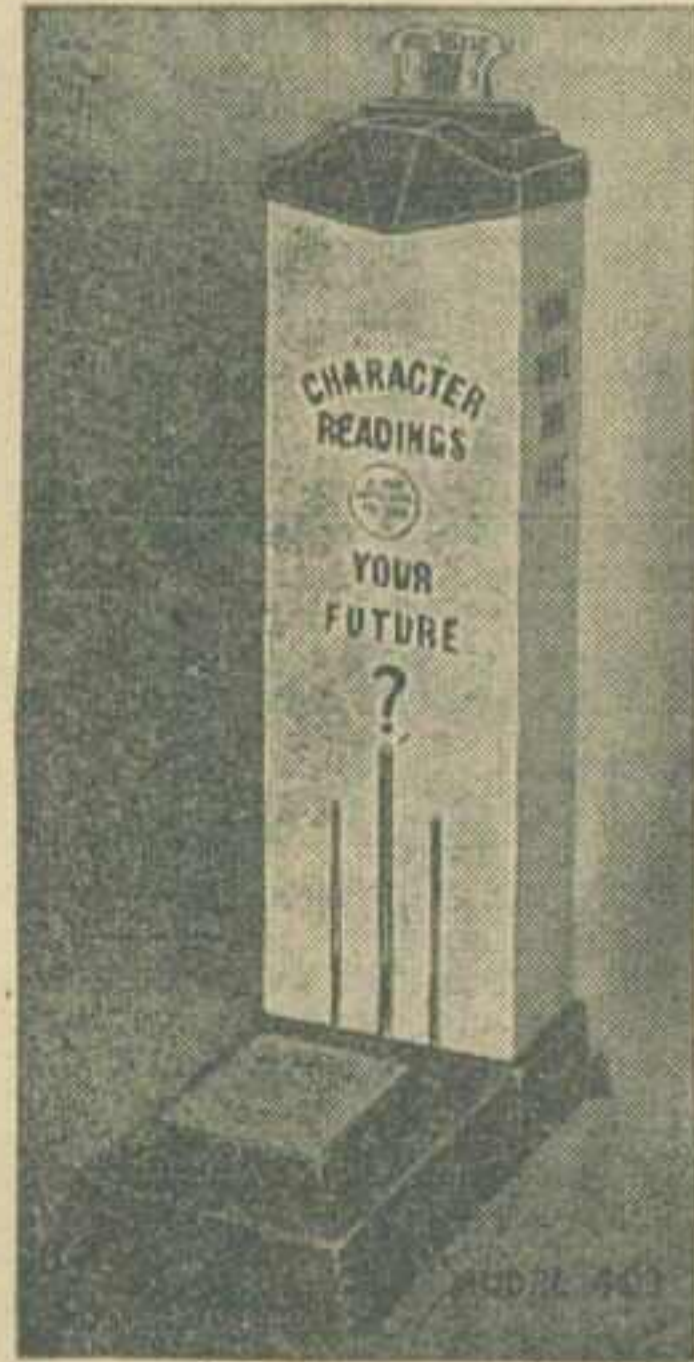
Bremer pointed out that the vender contains moving parts only in its cup mechanism. As a further aid to quick servicing on location, he explained, all the basic units are fitted on separate assemblies and may be replaced, when necessary, with interchangeable units.

The vender stands 68 inches high, is 24 inches wide and 19 inches deep. Since the dispensing, storage and mixing elements leave plenty of unused space in the cabinet, it was indicated that Lyceum might turn out an alternate model that would also house a doughnut dispenser.

While distribution plans have not yet been set, Gondolfo disclosed he is now negotiating with a sales organization that many handle the vender nationally. But his plans also include formation of an operating subsidiary for the New York area. He said the machine will be competitively priced.

Gondolfo, who has been in business here for many years as an automobile dealer, also manufactures a shoeshine machine (see separate story).

**PAYS 50% to 200% PROFIT**  
**THE GREATEST MONEY MAKING SCALE ON THE MARKET, AND 100 PER CENT AUTOMATIC NO KNOBS OR HANDLES TO TURN—THE COIN DOES ALL THE WORK**



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

**AMERICAN SCALE MFG. CO.**

3206 Grace St., N. W. Washington 7, D. C.  
Cable Address: "AMSCA"

**RAKE SELLS FINE EQUIPMENT AT FAIR PRICES**

**NEW VENDING MACHINES**

- North, #49, either 1c or 5c ..... \$17.55
- North, Dual Vendor, comb. 1c or 5c .. 45.00
- North, Deluxe, comb. 1c & 5c ..... 27.00
- Silver King, either 1c or 5c ..... 13.95
- Silver King Charm King, 1c ..... 13.95
- Columbus Model #46Z, 1c ..... 13.00
- Columbus Model #46ZB, 5c ..... 13.75
- Master 1c All Purpose ..... 13.95
- Master No. 2, comb. 1c & 5c ..... 17.50
- Master No. 4, 5c, two turn ..... 17.50
- SHIPMAN Triplex, 1c, 3c, air mail .... 39.50
- North, Nat'l Postage, roll type ..... 69.50
- Postmaster Stamp, Roll Type ..... 69.50
- Advance #21, 3/25c match fold pack.. 25.00
- Advance Sanitary Napkin, 10c ..... 20.00
- SANITARY NAPKINS, 250 in carton. Ea. .04
- Adams Gum, Model GV, 4 col. .... 22.50

**NEW COUNTER GAMES**

- ABT Challengers ..... \$39.50
- ABT Model F Targets 42.50
- ABT Strikalites ..... 42.50
- Buddy ..... 19.50
- Gottlieb Grip Scales 24.50
- Exhibit Card Vendors 19.50
- Steppichase, 1c ..... 35.00
- Target Kings, 1c ..... 45.00
- Imp, 1c or 5c ..... 14.50
- Test Quest, 1c ..... 29.50
- Hunter, 1c ..... 45.00
- Electric Shockers 18.75
- Whirl-a-Ball ..... 19.50
- Camera Chief, 1c ..... 19.95
- Kicker & Catcher, 1c 34.50

**NEW SLOTS**

- Mills Vest Pockets .. \$ 65.00
- Mills Q.T., 5c ..... 115.00
- Col. Bell, Double Jackpot, Interchangeable, 5, 10 or 25c ..... 145.00

**USED COUNTER GAMES**

- Camera Chief, 1c ..... \$14.50
- Marvel 1c Token ..... 22.50
- American Eagle, 1c ..... 19.50
- Vest Pocket, 5c ..... 44.50
- Imp, 1c ..... 10.00
- Yanks, 1c ..... 14.50
- Gubs, 1c ..... 10.00
- Windmills, 1c ..... 4.95
- Star Card Vendors ..... 9.95
- Pop Up ..... 14.50
- Sparks Champ, 10c ..... 22.50

**RECONDITIONED VENDORS**

- 1c Variety Shops With Stands ..... \$14.50
- 1c Snacks With Stands ..... 14.50
- Shipman 3-Col. Stamp Vendor (New) . 39.50
- 1c You Oho Ball Gum ..... 6.50
- Silver Kings Either 1c or 5c ..... 5.00
- Cash Tray, 5c (New) ..... 6.95
- N. Y. Stamp Vendors, 1c and 3c ..... 12.50
- Ship. Stamp, Sells 1c & 3c Stamps .. 19.50
- Adams Gum Vendors, 1c, 4 Col. .... 12.50
- Adams Gum Vendors, 1c, 8 Col. .... 14.50
- Adams Gum ..... Write
- Columbus Tri-Mor, 3 Comp. .... 29.50
- Columbus, 5c ..... 8.00
- Columbus, 1c ..... 7.50

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**

**COLUMBIA BELLS SLIGHTLY USED \$85.00**

**MERCURY ATHLETIC SCALE DeLuxe Model Biggest Money-Maker Ever Known 13 Different Plays \$129.50 Special Quantity Discounts**

**BUBBLE BALL GUM. Per Lb. 25c.**

**DISTRIBUTORS AND SALESMEN WANTED — WRITE FOR SPECIAL DEAL**  
Send for our Complete List of Coin-Operated Machines and Supplies.  
1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

1c-5c  
**Northwestern**  
**DE LUXE VENDORS**  
Late Model  
**\$14.95 EA.**  
RECONDITIONED LIKE NEW

1c OR 5c  
**SILVER KINGS**  
**\$8.95 EA.**  
Reconditioned and Repainted to Look and Work Like New.  
Vends Pistachio Nuts, Peanuts, Cashews, etc.

1c  
**BALL GUM VENDORS**  
**\$7.95 EA.**  
The Perfect Vender For Day-in, Day-out Profits.

IMMEDIATE DELIVERY!  
1/3 Deposit, Balance C. O. D.,  
**F. O. B. Newark**  
SEND FOR COMPLETE PRICE LIST

**ASCO VENDING MACHINE EXCHANGE**  
55-57-59 BRANFORD STREET, NEWARK 5, N. J.  
BIGELOW 3-7744-5

**Want More REPEAT SALES!**  
Use Atlas Vendor Brand **BALL GUM**  
(IT STAYS FRESH)  
**Vacuum Packed in Airtight Tins**  
Sensational exclusive development that keeps ball gum fresh—no stale gum will get to your customers to lose sales to you, and eliminates throwing away gum that gets damaged in shipment the old way. Get the facts on the modern Atlas way of packing ball gum. Find out about our exclusive Business Builder Profit Plans plus free samples. Write at once.  
**Atlas Mfg. & Sales Corp.**  
Dept. BQ-312, 12220 Triskett Rd.  
Cleveland 11, Ohio  
Profitable Vending Machines & Merchandise for 24 Years

**LEAF RAIN-BLO**  
The original colored Bubble Ball Gum  
**EMPTIES MACHINES FASTER!**  
LEAF GUM CO., Chicago 22, Ill.

**ATTENTION**  
**FLORIDA & GEORGIA VENDING MACHINE OPERATORS & DISTRIBUTORS**  
Heavy Duty Stands, \$4.00 each. We carry complete line Vending Machines. Also Peanuts, Ball Gum and Pan Candies.  
**VEND-O-MATIC**  
107 E. Frierson Ave. TAMPA, FLA.  
Phone 321221



**Wage-Hour Info**

WASHINGTON, March 5.—The National Candy Wholesalers' Association (NCWA) has gone on record in opposition to proposed changes in the wage-hour law.

Chief objections by NCWA were made to provisions giving the Secretary of Labor the power to define terms—authority now vested in the courts, extending coverage of the legislation to businesses in interstate commerce, and raising the statute of limitations from two to four years for back-wage suits.

The provisions amending wage-hour legislation are contained in a bill now under consideration by the House Labor Committee.

# Popcorn Prices Topsy-Turvy; Bumper Crop Cues Low Cost

(Continued from page 107) acre which threw off all calculations during the 1948 harvesting season.

W. W. Hawkins, vice-president of Confections, Inc., Chicago, and a director of the National Association of Popcorn Manufacturers, explained the situation this way: Normal yield per acre of popcorn is 1,500 pounds. Most processors contacted with growers for acreage using the 1,500-pound yield estimate, but when the crop was harvested, the average yield per acre was approximately 2,500 pounds.

This extra poundage, Hawkins declared, brought about the price skid which started a month ago in raw corn. And Hawkins is of the opinion that this surplus likewise explains the wide variation in prices placed on bushels of popped corn which are sold to the operators of the nation's nearly 50,000 pre-pop vending machines.

**Caution Advised**

The popcorn operator who has thoroughly studied his market can buy his supplies today at a savings, most processors and poppers agree. But if he doesn't know his market and his corn, he can just as easily be stuck with an inferior grade.

Because of the unusual situation caused by the extraordinary yield, processors admit that some very good grades of raw popcorn may be selling for as low as \$5.50 to \$6. This great difference in price may continue, popcorn men say, thru late spring and early summer, or at least until processors' inventories are more nearly normal.

One factor which has the poppers guessing currently is the price of coconut oil. Oil and corn prices are, of course, the principal materials factors which determine the price operators will pay for pre-popped corn. Labor, freight rates and bag prices continue firm and high and no one looks for any appreciable decrease or increase in these costs.

This week, however, poppers who supply the vending machine operators—and operators who do their own popping—were trying to determine what is happening to coconut oil prices.

A year ago, a pound of coconut oil—the best popping oil obtainable—could be purchased for 30-31 cents. At the end of 1948, the price of oil broke and poppers were buying in all they could safely use at approximately 24 cents. Within the past week, oil prices advanced ½ cent to 24½ cents and there was strong feeling thruout the Middlewest—where oil price changes are usually felt first—that this ½ cent advance might be followed by additional rises.

In Chicago, James McGuire, of ABC Popcorn, expressed the belief that oil prices might show steady advances. Dominant factor in oil prices today, McGuire said, are huge government purchases for exports which

have the effect of pushing prices higher on oil destined for domestic consumption.

In the face of these price variations, operators of popcorn equipment queried in a spot check by The Billboard this week indicated they believe nickel popcorn is on the way back.

The nickel bag of corn, operators say, is returning in those areas where plant layoffs have made for tighter spending. Machines in stops which cater especially to children are the first to feel the pinch of shutdowns and layoffs, as allowances for children are trimmed sharply.

Since the end of the war, vended popcorn has largely been a dime item, except in the Southern States, where nickel corn prices have generally prevailed. Both operators and poppers, who supply the operators, are of the opinion that the next few months will see many machines converted to a nickel as a result of tightened spending.

**'49 Outlook Bright**

Despite layoffs and what appears to be a trend toward nickel corn, operators agree with poppers that business is holding firm and the outlook for the remainder of the year is healthy.

In Philadelphia, Morton Fisher, of Pop Corn Sez of Philadelphia—a firm which pops corn and ships to operators thruout the territory east of the Rocky Mountains—confirmed reports that the spring outlook is bright. Fisher based his optimism on the steady quantity orders of operators. From his own observation, Fisher found many an operator converting equipment to the nickel price. Most of the conversion, Fisher says, has been done in those cities where factories have closed or laid off personnel.

Lou Thorne, head of Kansas City's Merchandising Corporation—a firm which grows, processes, pops and operates—reports his company's business brisk. Merchandising Corporation is offering customers a \$1 price per bushel of popped corn. Thorne's firm ships popped corn into the Chicago area, express prepaid, at \$1.15 per bushel.

The Merchandising Corporation grows and processes corn primarily to supply its own vending machine operation. After that operation's demands are satisfied, Thorne said, any excess of corn is offered a few choice customers.



**VICTOR'S MODEL "V"**

The original Ball Gum and Charm Vender . . . and still the best, say thousands of successful operators.

**VICTOR'S UNIVERSAL**

Tops for modern design and efficiency . . . truly a worthy rival for the Model V as an all-purpose vender.

**HOT-POP**

Victor's New Sensational POPCORN VENDOR.

Only \$47.50

Write for Descriptive Matter and Prices

**VICTOR VENDING CORP.**

5701-5713 W. Grand Ave. CHICAGO 39, ILL.

**A MONEY-MAKER ON EVERY LOCATION!**

**Northwestern DUAL VENDER**

1c AND 5c OR 5c AND 10c

Less Than 25 \$45.00

Less Than 100 \$44.50

100 or More \$44.00

Write, Wire, Phone



**NORTHWESTERN SALES & SERVICE CO.**

Authorized Northwestern Distributor 4105 16th Ave. Brooklyn 4, N. Y. Phone: CEdney 8-3600

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.** SEA BRIGHT, N. J.

REAL LOW PRICES U-SELECT-IT

**CANDY MACHINES**

54 Bar Capacity, \$22.50 ea. Lots of 10, \$20 ea. VEND IT, 150 Bar Cap. Each \$40.00

**Cigarette Machines**

DU GRENIER, 7 Col. 8 \$40.00  
DU GRENIER VD, 7 Col. 40.00  
DU GRENIER W, 8 Col. 40.00  
DU GRENIER CHAMPION 50.00  
UNEEDA MONARCH, 8 Col., Like New 70.00  
UNEEDA, 8 Col. 40.00  
NATIONAL 3-30 50.00  
ROWE ARISTOCRAT, 8 Col. 22.50  
Half Deposit.

**HARRIS VENDING**

2717 N. Park Ave. Philadelphia, Pa. Phone: BA 9-0606

**SPECIAL!**

REFINISHED—READY FOR LOCATION 20 JR. STONER 6 COL. CANDY MACHINES \$72.50 Ea.

**BRAND NEW HOT NUT MACHINES**



Dispenses all types of bulk merchandise for 5¢, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More.  
\$11.50 Lots of 5  
\$12.50 Sample

15 MINIT POP MACHINES—Automatic Pop Corn Machine \$225.00 EA 1/3 Deposit. Balance C. O. D.—Write for Our Catalog.

**VEEDCO SALES COMPANY**

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.



**VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE**  
Non-Coin Operated OPERATOR MAKES \$4.20 Per Week

On Sale of 2 Lbs. WRITE FOR DETAILS

YOU COLLECT PROFIT IN ADVANCE

## Kill Proposed Bottled Drink Tax in Minn.

ST. PAUL, March 5.—A proposal to place a 1-cent tax on bottled soft drink beverages and bottled beer was killed by the Minnesota State Senate Liquor Control Committee (MSSLCC) Thursday (3). The measure, sponsored by Sen. Harold Harrison, Minneapolis, would have permitted municipalities to levy the stamp tax and retain the revenue for their own treasuries.

Sen. B. G. Novak, St. Paul, who operates a package liquor store, attacked the proposal as "another sales tax which would mulct the public." His motion to indefinitely postpone action on the bill was adopted by the committee.

**Fruit Juice Stocks Up**

WASHINGTON, March 5.—Stocks of fruit juices rose to the highest level in more than a year during January, Agriculture Department reported. Stocks at the end of the month amounted to 34,426 pounds as compared with 26,951 pounds in January, 1948.

**ALL VICTOR MACHINES**

recommended and sold on

**TORR TIME PAYMENT PLAN**

Pay for same in 20 weekly payments

WRITE FOR DETAILS

**RAIN-BLO BUBBLE BALL GUM**

Packed 25 Lbs. to Carton

	5/8th	170c
	140c	210c
25 to 475 lbs. . . . .	27c lb.	29c lb.
500 lbs. or over . . . . .	26c lb.	28c lb.

Freight paid on 100 lbs. or over FULL CASH WITH ORDER

For better cash returns try

**TORR DeLUXE SALTED NUT MIX**

Made up of Cashews, Pecans, Filberts, Virginia and Spanish. Packed 30 lbs. to carton.

47c PER LB.—\$14.10 PER CTN.

Cash with order—F. O. B. Philadelphia.

**ROY TORR LANSDOWNE, PENNA.**

**CHARMS**

NEW LOW PRICES

Write for price list. Send \$1.00 for sample assortment which will be refunded on first order. Increase your business 25% to 50%

**Jack Nelson & Co.** 2320 Milwaukee Ave. Chicago 47, Ill.

# EVERYTHING'S FINE IN '49

## Income Lower Than It Was In '47 But Grosses Begin To Level Off After Slide

Manufacturers, Distributors, Operators Start To See Daylight

(Continued from page 106)

of whom have decried the complex playfields of the games produced in the postwar era, are enthused over the move. Simplification of the games means not only greater player appeal, but, more basically, faster completed games, thus allowing for a greater volume of plays over a given period. There is less lost time, on the player's level, in studying the game during his first few plays, and, together with the stepped-up completion time, actual plays can almost be doubled in an hour's time over the more complicated tables.

### Bell Picture

Perhaps one of the most significant trends developed in recent months is the location changes in the bell field. According to a recent manufacturer survey, more than 80 per cent of the bell machines on location today are in clubs, and of this number, the majority are operator-owned.

On the legal front, there is much optimism regarding bells for the coming year. New territories are expected to open up, and, from all levels, this means added income for the industry. The Legislatures now considering bell

proposals should complete their actions in the next few weeks, and whether the optimism is warranted will then be known.

### Shuffleboard

In the shuffleboard field, optimism continues as the keynote, with operators of other types of amusement equipment enthusiastic over the results of their shuffleboard locations, not only from the income angle, but because the boards have been excellent mediums for location relations. Shuffleboard does not interfere with normal activities in a location, a customer can play shuffleboard and continue to patronize the bar.

New manufacturers are making their appearance regularly, and, due to the spiraling demand for the boards from such widely separated areas as Portland, Ore., Minneapolis and Baltimore, there is believed to be enough business for all in the coming months.

### Music Biz

Perhaps the brightest picture, from the manufacturer viewpoint, can be found in the music field, where a definite upswing in sales has been noted and is continuing at a steady pace. Operators have paid for the machines they purchased in 1946-'47, and, with coin boxes showing increases, even tho most of these increases are slight, they now find themselves in a position where they can begin to replace older equipment with new models.

One of the major hypos for the See *Everything's Fine*, opp. page)

## Co-op London Style

LONDON, March 5.—People living near the amusement arcades on Torbay Road recently complained about the loud music which came from the juke boxes, most of them used exclusively to attract customers. A committee appealed to the Paignton Council, which in turn appealed to the arcade owners. Within 24 hours the council was able to report that the matter had been quickly settled, the arcade owners agreeing to cut the volume on the machines immediately. The councillors lauded the cooperation of the arcade owners, as did the neighbors who no longer can hear the juke boxes in their apartments.

## Wurlitzer Co. Names United, Sicking Reps

More Changes Coming

NORTH TONAWANDA, N. Y., March 5.—Following the appointment of new distributors in the Detroit and San Francisco areas last week (*The Billboard*, March 5) the Rudolph Wurlitzer Company here this week named new representatives for the Cincinnati and Milwaukee territories.

Replacing the Mayflower Distributing Company in Milwaukee as Wisconsin and Upper Michigan distributor is United Coin Machine Company, Inc., with headquarters in Milwaukee. Firm is headed by Harry Jacobs Sr., and Harry Jacobs Jr., and was formerly a Filben representative. United also represents other leading coin machine lines, including the United Manufacturing Company pin games.

Taking over the Cincinnati distributorship, after a lapse of several years, is Sicking Distributing, headed by Bill Marmar. Firm also maintains a West Coast office to service its long list of coin machine manufacturers. Meanwhile it was learned that (See *Wurlitzer Names on page 116*)

## Aireon Names New Distributor In Rochester

KANSAS CITY, Kan., March 5.—Aireon Manufacturing Corporation has appointed the Central Sales and Distributing Company, Rochester, N. Y., as distributor in that city and surrounding counties, according to Bernard D. Craig, general sales manager of the manufacturing firm.

Distributing firm is headed by Raymond Alexander and his brother, James V. Alexander, who is in charge of the sales department. William Simone handles the parts department while Annabelle Audino is office manager. Craig also reported that Bernie Shapiro, who has long been identified with Aireon in the Central New York area, will travel thru the territory for the distributing firm.

Central Sales will represent the entire Aireon phonograph line, including the 1949 Coronet with Tonar.

## Telecoin Corp. Unveils Large Screen Video

Lists for \$1,995

NEW YORK, March 5.—Telecoin Corporation introduced its new "reflection-projector" television system for commercial locations at a four-day trade showing here last week. The system, which can project a picture 7 by 9 feet, lists at \$1,995. It is available for immediate delivery.

With the system comprising four separate units, hooked together by cables, sufficient flexibility is provided, it is claimed, for installation in many different types of locations where "20 to several thousand" people might gather to view telecasts.

### Handling Ease Feature

The projection unit of the Telecoin system uses a small tube, with the image reflected and magnified by a 14-inch parabolic mirror. The image is projected by the mirror thru a specially designed picture corrector to a screen a few feet distant. The master control unit, audio amplifier and remote driver unit are each housed in individual steel cabinets with chrome runners for ease of handling and for protection against accidental damage.

The showing here at the Hotel Shelton was staged by Jay Electronics, 3300 Broadway, newly appointed New York distributor for the system. Telecoin distributors in other areas who now handle the firm's automatic laundry equipment and canned-juice vender will also handle the video system, according to company officials.

## Operators in 71 Cities To Feel Tele Effect in 1949

WASHINGTON, March 5.—Juke box operators will be experiencing television competition in 71 cities by the end of the year, according to a report from Federal Communications Commission (FCC). At the beginning of the year, 50 stations were on the air in 30 cities. Applications for stations are pending before FCC covering an additional 94 cities.

Set production is also moving ahead on a grand scale. More than 1,000,000 sets have been produced since the war, and manufacturers are claiming

that 2,000,000 more will be produced during 1949.

An indication as to the ratio of sets operated in public places such as taverns and night clubs is given in a survey of the Washington area made by three local stations. It was reported that of 37,400 TV receivers in operation, 1,200 sets are located in spots where they probably compete with the juke box. Some 23,000 sets are owned by officials and professional workers. The rest are scattered among clerical and unskilled employees.

## See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

**DEALERS SLASHING DISK PRICES.** Dealers are unloading Victor and Columbia wax stocks with considerable cutting of prices.  
**MUSICRAFT SETS UP COMPLETE REFINANCING PLAN.** Diskery outlines plan for payment to creditors and inclusion of new capital.

**KING ADDS ARTISTS.** Record firm prepares for bid in pop field with the addition of new artists.

**VICTOR DISTRIBS TEE OFF DRIVE ON 45 DISKS.** RCA distributors begin the big push on the 45-r.p.m. platters.

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

## Juke 11 P.M. Curfew Lifted For W. Va. Ops

CHARLESTON, W. Va., March 5.—West Virginia juke box operators are finding the sun a good deal brighter this week as a result of Gov. Patterson's disclosure that he had signed a bill removing the former 11 p.m. curfew on the machines. The bill also permits jukes to be played after 1 p.m. Sunday.

With enactment of the measure, operators anticipated larger weekly grosses from individual machines, especially those in taverns. As most of the play is chalked up after 10 p.m., lifting of the 11 p.m. shutdown order is being looked upon as an all-round business incentive.

## Paster Injured, Two Die in Auto Truck Collision

LA FAYETTE, Ind., March 5.—Herman Paster, head of Mayflower Distributing, St. Paul, and Paster Distributing, Omaha, was seriously injured in an automobile and truck collision in which two persons were killed. Injured also were Mrs. Herman Paster and Mrs. Sam Taran, wife of Sam Taran, who heads the Taran Distributing Company of Miami and Jacksonville, Fla.

The accident occurred Tuesday (1) just outside the La Fayette city limits. The Pasters and Mrs. Taran were en route to Florida when the Paster auto and a small truck collided. Paster's young son Arnold escaped injury.

Following the accident the Pasters and Mrs. Taran were rushed to nearby St. Elizabeth's Hospital. Sam Taran flew here from his Florida headquarters.

# Everything's Fine in '49; Sliding Grosses Stabilize

(Continued from opp. page)  
music business has been the introduction of the J. P. Seeburg Selectomatic unit, which plays 100 sides. Another has been the more widespread use of the lower-priced Aireon Coronet with Tonar, which has been used by operators in areas where routes cover counties rather than city blocks, and many of the stops are strictly marginal. In such locations, a juke box that can be paid for in from six to nine months has a distinct advantage over the higher priced units which take upward of 18 months to pay off.

The Rudolph Wurlitzer Company, a major factor in the music machine field and a barometer of the times by its actions, has been turning out machines at its North Tonawanda plant since last November, after having halted output from April, 1948, thru the summer and into the late fall. AMI continues as one of the best-selling music machines, and is also continuing its sales promotion plan of touring, via trailers, equipment to the hinterlands. This program, conducted by the firm's distributors, has brought many entirely new operators into the AMI fold and has materially strengthened the standing of the firm over a much greater area.

### Operator Story

Operators of amusement machines had a rough winter. Weather conditions were responsible in a small measure; general economic conditions had their effect on income, and a general slump lasted longer than was anticipated. However, with the coming of spring, play is picking up and operators are already making plans for a record resort business this year.

In the music field, the operator's average is still way below the 1947 figure but seems to be leveling off at about 60 to 70 per cent of the '47 grosses. With few financial obligations to meet and with several developments in the play promotion end of the business due to break in the next few weeks, this field is looking forward to the spring and summer months with anticipation.

Television, it is believed in many quarters, has passed its peak as a competitive factor, altho some measure of competition will continue for years to come. The area which will receive video for the first time this year (see separate story in this sec-

tion) will be the hardest hit by television competition, while those cities where tele is an older story, will find that the tremendous home set sales will take the edge off the commercial coverage.

However, there still remains a large field for the commercial tele receivers. Firms like Solotone (Dennison Sales), Trans-Vue and Tradio are awaiting the advent of the 16-inch tubes (now on a strict allotment basis) to start a major push in their fields. This should come by spring, according to the latest manufacturer estimates.

## Trad Television Stock Sale To Raise Capital

ASBURY PARK, N. J., March 5.—Trad Television Corporation, formed last month to build and sell Tradiovision commercial television sets, has offered 1,200,000 shares of its common stock for sale to raise working capital, it was learned here this week. The company, headed by Victor Trad, president, hopes to realize \$225,000 from the sale after underwriting discounts and commissions are paid. The shares are offered at 25 cents each.

Trad, who also heads Tradio, Inc., manufacturers of coin-operated radios, said that his new company has now "reached a point where its product (Tradiovision) is accepted, but that further financing is needed to put out sets in quantity."

About 50 of the projection-type sets have already been placed on location.

### To Use Tradio Plant

Trad Television will manufacture its sets here at the Tradio plant, using the coin radio firm's facilities under a rental arrangement. Officers of the corporation, in addition to Victor Trad, are George Trad, vice-president, and Winifred A. Crippen. John Sinkey and and Harry Rockefeller are directors.

The firm is now setting up its distributor organization. Exclusive territories are being assigned to companies which will handle sales and service in their areas. These companies, as factory agents, will name dealers for greater coverage. Trad said agents had already been appointed in New York, Chicago and Milwaukee.

The Tradiovision set has recently been improved to achieve greater picture brightness, according to Trad. The system now used projects the telecast thru a parabolic reflector onto a large screen. It comes in several separate assemblies connected by cables. List price is \$2,195.

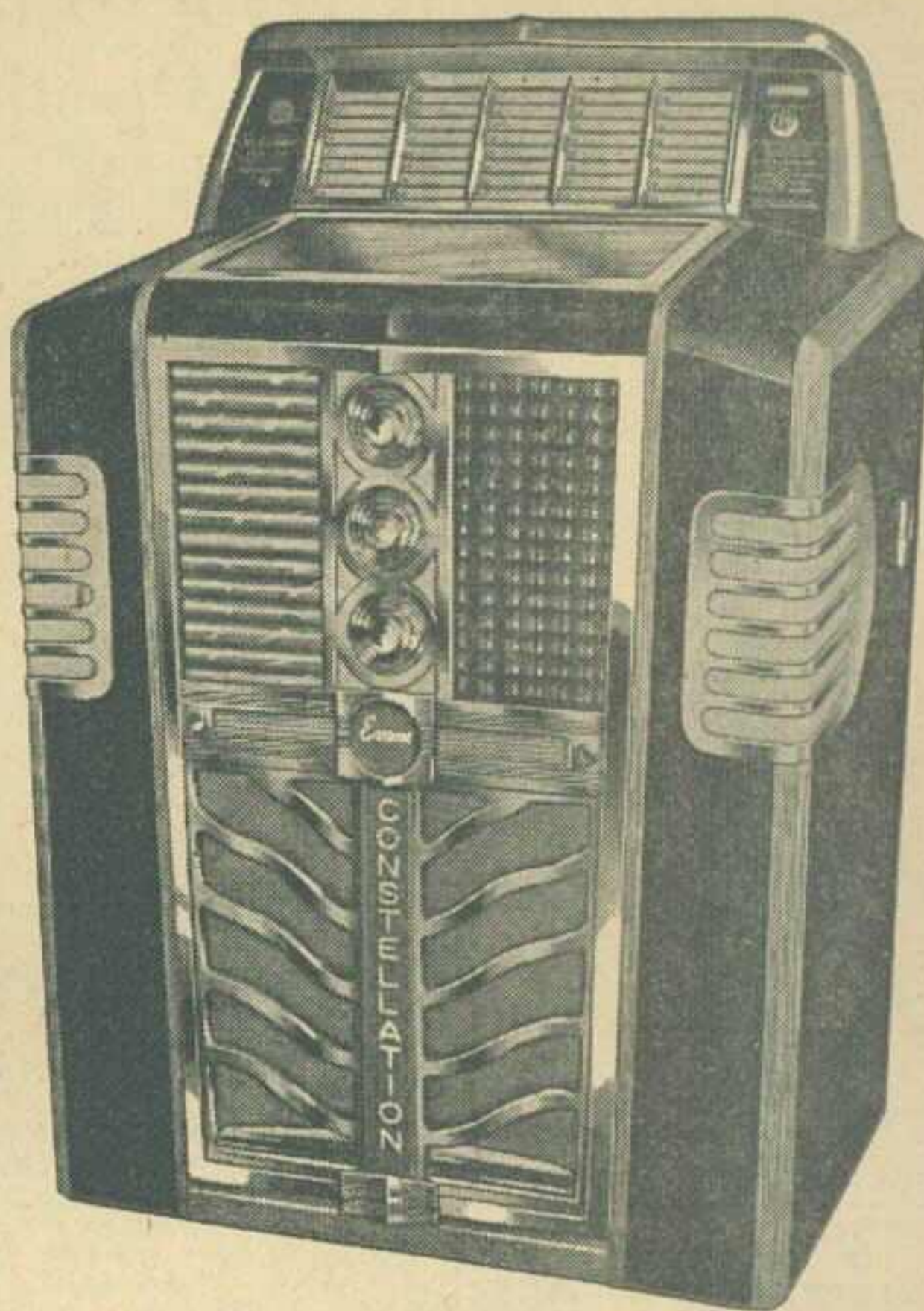
## Homer E. Capehart's Father Dies; Was 82

WASHINGTON, March 5.—A. T. Capehart, father of Homer E. Capehart, fell dead here Wednesday (2) while walking along a street. He was 82 years old.



SONDRA AND JON STEELE were honored guests at a recent luncheon held by the Cleveland Phonograph Merchants' Association (CPMA) at the Hollendon Hotel, Cleveland, for local newspapermen and disk jockeys. The recording stars are seated at the center of the table. Jack Cohen, association president, is seated next to Jon Steele, while Sanford Levine, in charge of record promotions for the group, flanks Sondra Steele.

"America's Brilliantly New Phonograph"



EVANS'

## CONSTELLATION GIVES YOU EFFECTIVE CUSTOM STYLING

The appeal of the New Custom-designed Evans' Constellation cabinet is based on player preferences. For example, Evans' designers specify wood for glowing warmth, natural beauty and universal acceptance. Colorful, tasteful lighting is added to inspire prompt attraction and response. The cabinet is styled in the shape of an inverted semi-pyramid, a form which imparts to players a feeling of superiority. In contrast to many ordinary phonographs, Evans' cabinets employ this powerful psychology of design to dispel any illusion of oppressive bulk. At the same time, a compelling impression of dignity, vitality and beauty is retained.

Functionally, the New Evans' Constellation cabinetry leaves nothing to be desired. It provides improved acoustics for enriched tone value . . . speedy, easy record selection, quick accessibility for service . . . lower cost maintenance.

Tell your Evans' Distributor to put you down for the New Evans' Constellation. Though this does not obligate you to buy, it will give you the opportunity to exercise a valuable priority in the near future.

## H. C. EVANS & CO.

1528 WEST ADAMS STREET

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 145

NEW RECORDS! NEW RECORDS!

ONLY 25¢ EACH

(Packed 100 to a Box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/2 deposit, balance C O D on ship any size order same day received. Write for catalog of complete stock.

Write—Wire—Phone

THE MUSIC BOX

292 Madison

Memphis, Tenn.

Tel.: 37-7701

## WANTED

Every "1015" operator to try one of our sensational conversion kits at the new low price of \$79.50 on our money-back guarantee.

AMBASSADOR, INC.

1107 Dierks Bldg.

Kansas City, Mo.

# Turning Back the Clock

## 15 Years Ago This Week

CHICAGO, March 3, 1934.—A firm new to the pin game field, Garco Company, Chicago, with Irwin Feitler as president, was preparing to introduce a "sensational new game" to the trade during the 1934 Coin Machine Exposition. Game, called Fan Dance, featured regular pin play with the added attraction of a miniature stage upon which a manikin performed. This was achieved by the player placing the ball in the three skill holes at the top of the field, which resulted in the stage opening and a "fan dancer" going thru her routine. Game also had an automatic score register and a new "Van-Velvet" ball lift and plunger assembly.

Joe Huber, head of Huber Coin Machine Sales Company, Chicago, went all out in offering buys to his bell customers. He listed Mills Silent Front Mint Venders and Mills Silent Bells (5 and 25-cent play) for \$55 each; also Mills Gooseneck Bells (5, 10 and 25-cent play) for \$45, and Caille Jackpot Bells (25-cent play) for \$17.50. Joe's bell repair department boasted as being one of the most modern shops of its kind.

National Automatic Machines Company, St. Paul, was offering its Phototera, a coin-operated picture-taking unit, at \$750. Machine, of the walk-in telephone-booth type, delivered a round picture, 7 1/4 inches in circumference, framed and mounted. It would take four pictures a minute. According to the company, terms were strictly cash. . . . Knickerbocker Automatic, Inc., Chicago, subsidiary of the Chicago Coin Machine Company, was set to turn out its new Knickerbocker table game which incorporated some ideas new to pin game design. It featured a complete registering device and a new type of ball trap. Former was a window which showed how many balls had been played with another win-

dow showing total score. Ten balls were played for a nickel. Another new game being readied was the "L," from an idea developed by Stoner, Aurora, Ill. It was to present a new idea in skill play.

Hanson Scale Company, Chicago, advertised a "most amazing low price scale," listing for \$70. Machine was said to be slug-proof, service free and to have no plunger to clog. The \$70 price was "less discount to operators." . . . The J. P. Seeburg Corporation put the finishing touches on its new model juke, the Selectophone, for its debut during the Coin Machine Exposition. Dubbed as the "phonograph of tomorrow," it offered simplified mechanism.

## 10 Years Ago This Week

CHICAGO, March 5, 1939.—Don Kelsey, of Mills Novelty Company, introducing the new Mills juke for 1939, stated "the phonograph experimentation period is over and the phonograph business has grown up. With the business leveling off, showing the true profit potential that can be expected from a legitimate established business, those operators who have placed their house in order can expect to find in 1939 a year of prosperity and advancement," he declared.

Some of the top juke tunes of the day were *I Get Along Without You Very Well*, *Cuckoo in the Clock*, *Little Sir Echo* and *Penny Serenade*. . . . LeRoy Stein, who assumed the management of the Automatic Music Association of New Jersey (AMANJ) while continuing to represent the Cigarette Merchandisers' Association of New Jersey (CMANJ), reported that the music organization membership, which numbered 12 in December, had increased to 57. Embryonic plans were afoot to organize an Interstate Music Merchants' Association, Stein revealed.

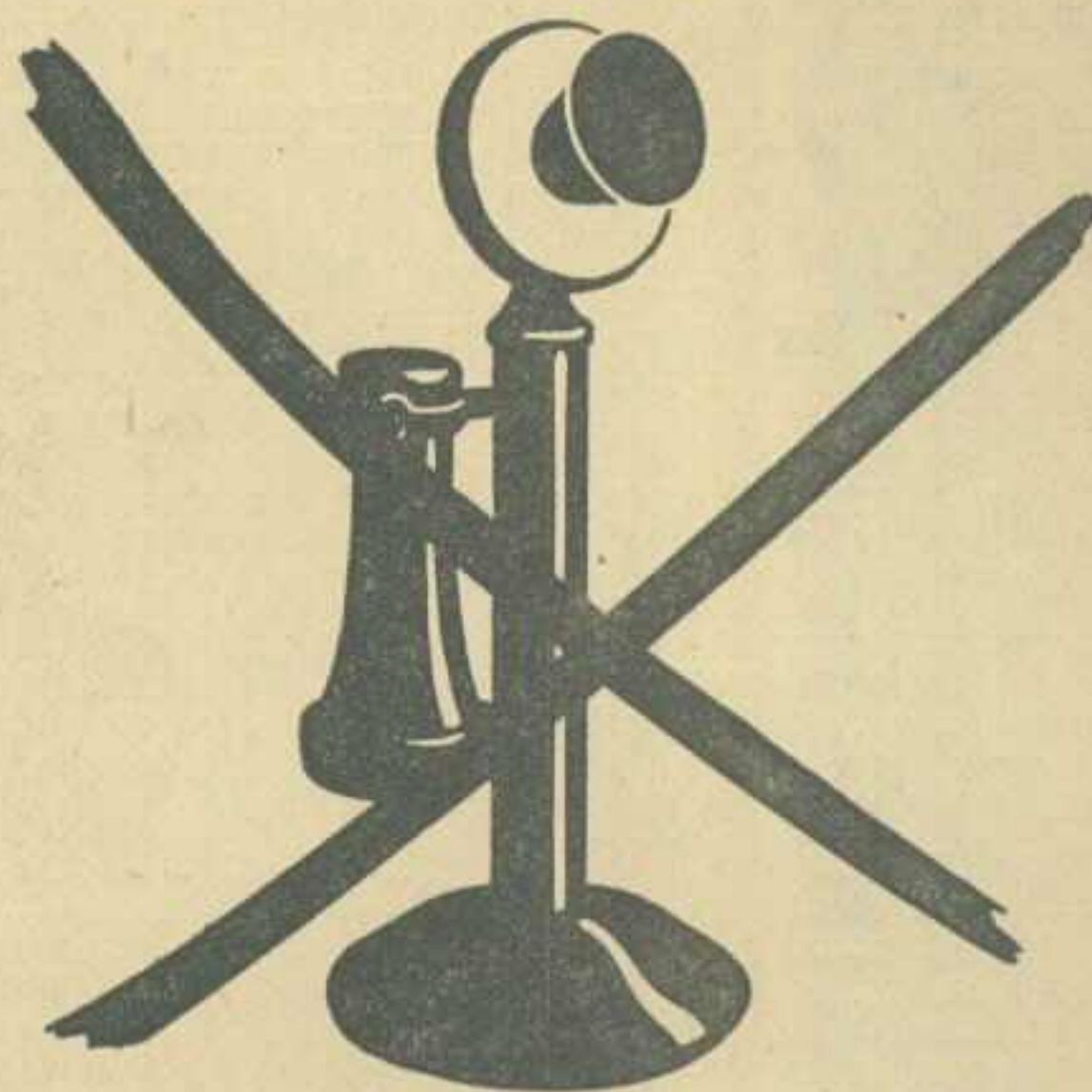
Jack Keeney, J. H. Keeney & Company, put his firm into high gear and hit top production, for the first time in the company's history, on five new games at one time. They included Pastime, a console; Pot Shot, pay-out table and free game, and the recently introduced console-action counter games, Spinner-Winner, Triple Entry and Track Time. . . . Sam Gensburg, Chicago Coin Machine Manufacturing Company, told of the "above production" demand for firm's new Major game. The factory set up a 24-hour production schedule, in an effort to creep up on back orders, Sam stated. The free game model sold for \$89.50, while the novelty version listed for \$79.50.

Stoner Corporation's free play pin game, Chubbie, priced at \$84.50, and its companion regular metered model at \$74.50, were among the top five-ball games of the day, featuring 15 numbered and illuminated bumpers. . . . Mike Munves came up with the statement that arcades were being revived on a good scale. "Serving the arcade operator's repair and game needs since 1912, we have recently received more orders for this equipment than at any other time in our history," he said.

## Murphy and Thaelke Join Binks' Firm

CHICAGO, March 5.—Mel Binks, president of Universal Industries, has announced the appointment of Frank Murphy and Al Thaelke to the firm's engineering staff. Both were formerly with the J. H. Keeney Company.

Universal is now in full production on Arrow Bell, a twin multiple coin head console featuring a wild arrow symbol which in the award position makes every symbol wild; positive advancing odds with additional coins inserted on the same play, and electric motor-driven reels.



"AMI, Serial No. M-3130 has played 171,885 times and the record shows only FIVE service calls!"

NASHVILLE, TENN. REPORT

**AMI** Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

## New Improved South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly. No Record Wear, No Scratch, Long Life.

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with South Wind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs. (Except Counter Models and P-12. When ordering #18 or earlier, please specify.)

FULLY GUARANTEED—ORDER TODAY

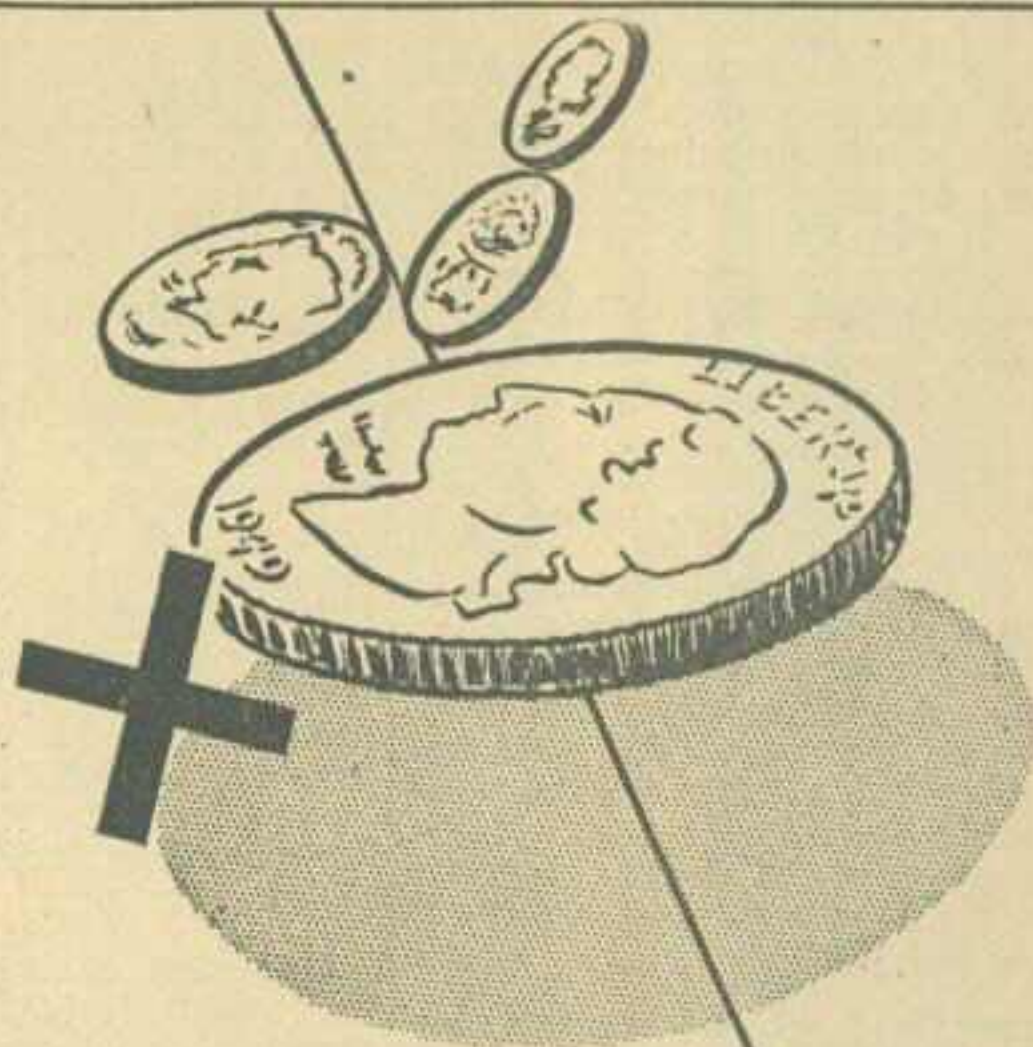
**\$11.95**

COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

JOBBERS' INQUIRIES INVITED

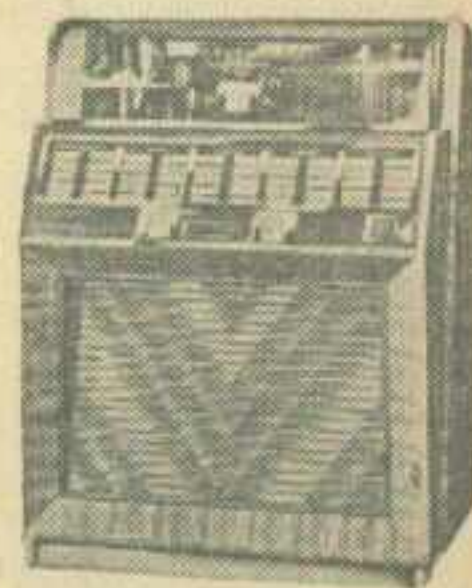
**Phillips Distributing Co.**  
2816 Aldrich Avenue South  
Minneapolis 8 Minn.



it all adds up -- to profits!

- The Seeburg Select-O-Matic 100—
1. Choice of 100 selections—old time, classical, hit tunes.
  2. Visible playing mechanism.
  3. Scientific sound distribution.
  4. Vertical playing of either side of the fifty 10" or 12" records.
  5. Reduced record breakage and servicing.
- The Seeburg Wall-O-Matic 100—
6. Remote control system for playing numbers.
  7. Five-group classifications of 100 selections—visible 20 at a time.
  8. Nickel, dime and quarter plays—6 plays for a quarter.

Install Seeburg Select-O-Matic 100s and Wall-O-Matic 100s in your top locations for increasing profits and decreasing expenses.



**SHAFER MUSIC CO.**

COLUMBUS 15, Ohio  
404 South High St.  
WHEELING, W. VA.  
3129 M. Street  
CHARLESTON, W. VA.  
147 W. Washington St.  
PORTLAND, OREGON  
1336 S. E. Union Ave.  
SEATTLE, WASHINGTON  
2204 Fourth Ave.

# Turning Back the Clock

## 15 Years Ago This Week

CHICAGO, March 3, 1934.—A firm new to the pin game field, Garco Company, Chicago, with Irwin Feitler as president, was preparing to introduce a "sensational new game" to the trade during the 1934 Coin Machine Exposition. Game, called Fan Dance, featured regular pin play with the added attraction of a miniature stage upon which a manikin performed. This was achieved by the player placing the ball in the three skill holes at the top of the field, which resulted in the stage opening and a "fan dancer" going thru her routine. Game also had an automatic score register and a new "Van-Velvet" ball lift and plunger assembly.

Joe Huber, head of Huber Coin Machine Sales Company, Chicago, went all out in offering buys to his bell customers. He listed Mills Silent Front Mint Venders and Mills Silent Bells (5 and 25-cent play) for \$55 each; also Mills Gooseneck Bells (5, 10 and 25-cent play) for \$45, and Caille Jackpot Bells (25-cent play) for \$17.50. Joe's bell repair department boasted as being one of the most modern shops of its kind.

National Automatic Machines Company, St. Paul, was offering its Phototera, a coin-operated picture-taking unit, at \$750. Machine, of the walk-in telephone-booth type, delivered a round picture, 7 1/4 inches in circumference, framed and mounted. It would take four pictures a minute. According to the company, terms were strictly cash. . . . Knickerbocker Automatic, Inc., Chicago, subsidiary of the Chicago Coin Machine Company, was set to turn out its new Knickerbocker table game which incorporated some ideas new to pin game design. It featured a complete registering device and a new type of ball trap. Former was a window which showed how many balls had been played with another win-

dow showing total score. Ten balls were played for a nickel. Another new game being readied was the "L," from an idea developed by Stoner, Aurora, Ill. It was to present a new idea in skill play.

Hanson Scale Company, Chicago, advertised a "most amazing low price scale," listing for \$70. Machine was said to be slug-proof, service free and to have no plunger to clog. The \$70 price was "less discount to operators." . . . The J. P. Seeburg Corporation put the finishing touches on its new model juke, the Selectophone, for its debut during the Coin Machine Exposition. Dubbed as the "phonograph of tomorrow," it offered simplified mechanism.

## 10 Years Ago This Week

CHICAGO, March 5, 1939.—Don Kelsey, of Mills Novelty Company, introducing the new Mills juke for 1939, stated "the phonograph experimentation period is over and the phonograph business has grown up. With the business leveling off, showing the true profit potential that can be expected from a legitimate established business, those operators who have placed their house in order can expect to find in 1939 a year of prosperity and advancement," he declared.

Some of the top juke tunes of the day were *I Get Along Without You Very Well*, *Cuckoo in the Clock*, *Little Sir Echo* and *Penny Serenade*. . . . LeRoy Stein, who assumed the management of the Automatic Music Association of New Jersey (AMANJ) while continuing to represent the Cigarette Merchandisers' Association of New Jersey (CMANJ), reported that the music organization membership, which numbered 12 in December, had increased to 57. Embryonic plans were afoot to organize an Interstate Music Merchants' Association, Stein revealed.

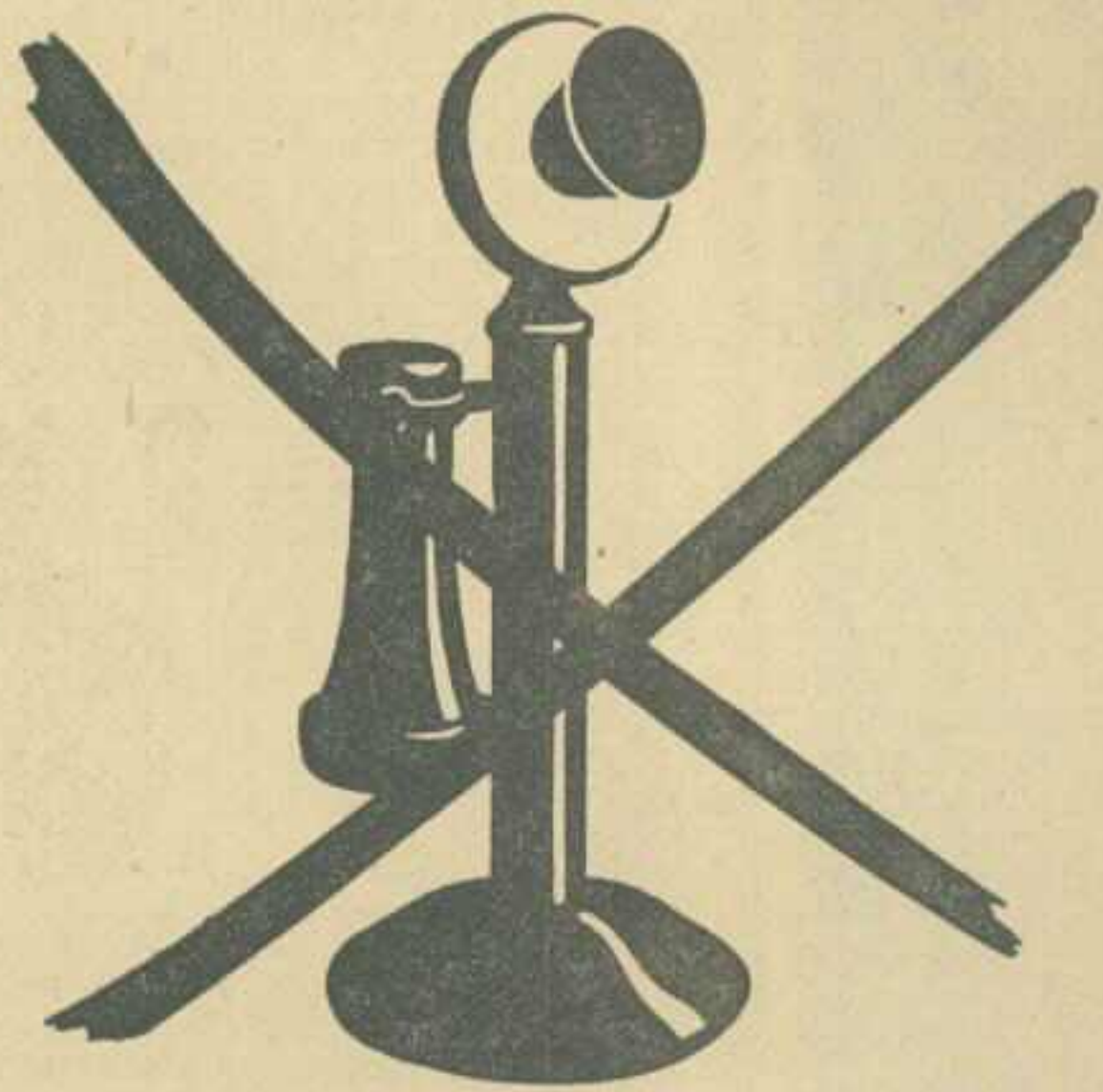
Jack Keeney, J. H. Keeney & Company, put his firm into high gear and hit top production, for the first time in the company's history, on five new games at one time. They included Pastime, a console; Pot Shot, pay-out table and free game, and the recently introduced console-action counter games, Spinner-Winner, Triple Entry and Track Time. . . . Sam Gensburg, Chicago Coin Machine Manufacturing Company, told of the "above production" demand for firm's new Major game. The factory set up a 24-hour production schedule, in an effort to creep up on back orders, Sam stated. The free game model sold for \$89.50, while the novelty version listed for \$79.50.

Stoner Corporation's free play pin game, Chubbie, priced at \$84.50, and its companion regular metered model at \$74.50, were among the top five-ball games of the day, featuring 15 numbered and illuminated bumpers. . . . Mike Munves came up with the statement that arcades were being revived on a good scale. "Serving the arcade operator's repair and game needs since 1912, we have recently received more orders for this equipment than at any other time in our history," he said.

## Murphy and Thaelke Join Binks' Firm

CHICAGO, March 5.—Mel Binks, president of Universal Industries, has announced the appointment of Frank Murphy and Al Thaelke to the firm's engineering staff. Both were formerly with the J. H. Keeney Company.

Universal is now in full production on Arrow Bell, a twin multiple coin head console featuring a wild arrow symbol which in the award position makes every symbol wild; positive advancing odds with additional coins inserted on the same play, and electric motor-driven reels.



"AMI, Serial No. M-3130 has played 171,885 times and the record shows only FIVE service calls!"

NASHVILLE, TENN. REPORT

# AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

## New Improved South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly

No Record Wear No Scratch Long Life

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with South Wind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs. (Except Counter Models and P-12. When ordering 616 or earlier, please specify.)

FULLY GUARANTEED—ORDER TODAY

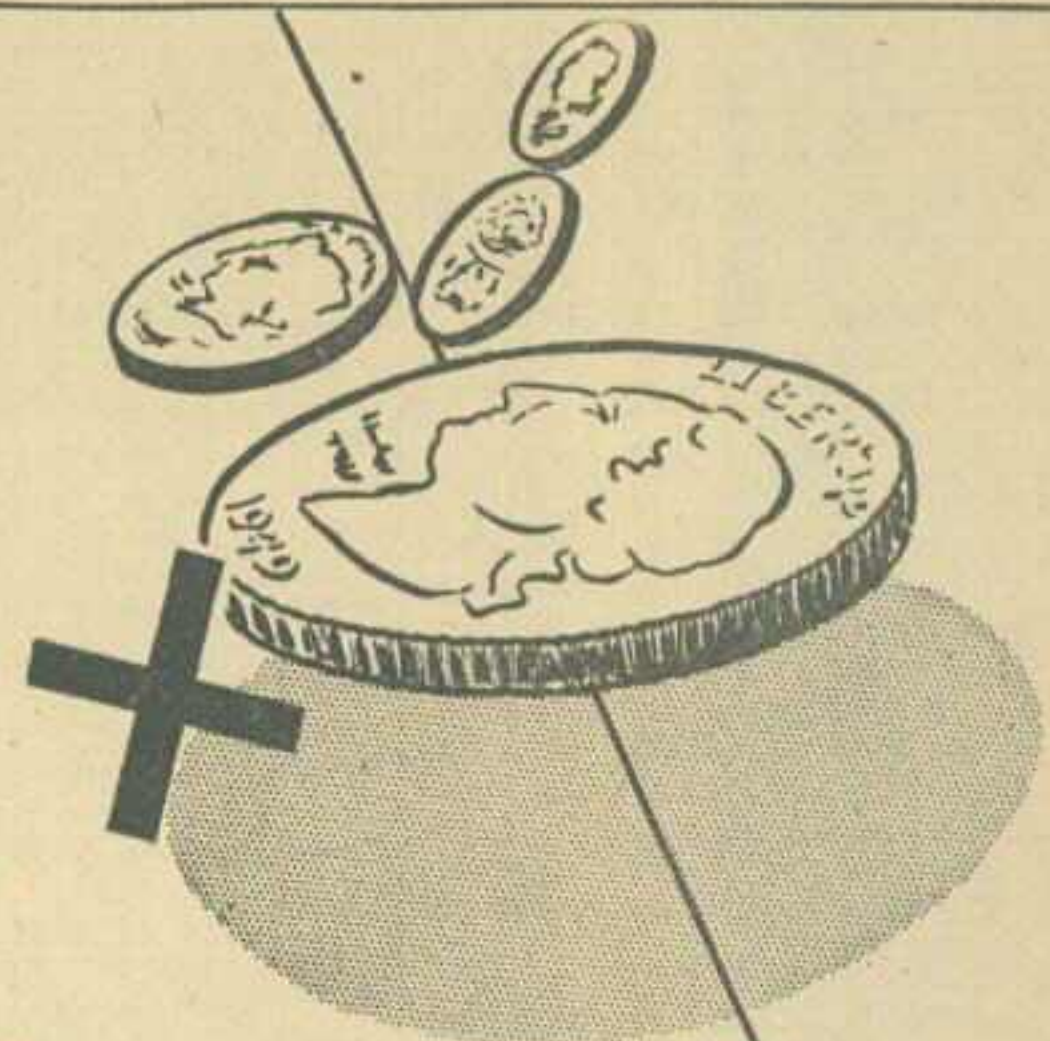
# \$11.95

COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

JOBBERS' INQUIRIES INVITED

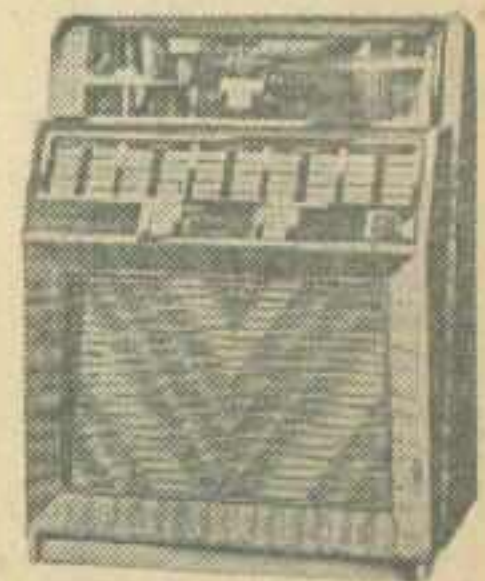
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## it all adds up -- to profits!

- The Seeburg Select-O-Matic 100—
1. Choice of 100 selections—old time, classical, hit tunes.
  2. Visible playing mechanism.
  3. Scientific sound distribution.
  4. Vertical playing of either side of the fifty 10" or 12" records.
  5. Reduced record breakage and servicing.
- The Seeburg Wall-O-Matic 100—
6. Remote control system for playing numbers.
  7. Five-group classifications of 100 selections—visible 20 at a time.
  8. Nickel, dime and quarter plays—6 plays for a quarter.

Install Seeburg Select-O-Matic 100s and Wall-O-Matic 100s in your top locations for increasing profits and decreasing expenses.



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SEATTLE, WASHINGTON  
1308 Fourth Ave.

# COINMEN YOU KNOW

## New York:

Larry Serlin, of County Enterprises, who operates phonographs and cigarette venders out of Woodside, has been named chairman of a testimonial dinner to be held March 20 in honor of Charles Muss, president of the Bayside Jewish Center. Proceeds of the dinner are earmarked for an extension to the Center's building.

Jim Healy, who has been in poor health recently, is no longer with Young Distributing. He was formerly office manager of the Wurdlitzer outlet. . . . George Seedman, of Rowe, lectured this week to a marketing class of Columbia University's School of Business Administration. He spoke on automatic merchandising. Seedman will talk before similar groups at New York University, City College and Seton Hall.

George Thiers, secretary-treasurer of the Automatic Cup Dispensers' Association (ACDA), reports the group now has 18 firms as members. ACDA meets the last Thursday of each month at the Gramercy Park Hotel. Sanitation problems and the improvement of operation-location relations are discussed.

Pete Foster, of Automatic Syrup, left last week for a two-week Florida vacation. . . . Joe Kaufman, who with Bernie Lipshitz runs the U. S. Shuffleboard Exchange, reports ops giving ready acceptance to the Shuf-L-Bowl package the firm distributes. With Shuf-L-Bowl pins, a simulated bowling game may be played on any standard board.

Ben Golob and Fred Meyer, of the Ben H. Golob Distributing Company, completed a successful 10-day showing of the DuGrenier line of venders yesterday. Among the many out-of-towners who came to see the cigarette and candy machines were Bill Logatto, of Bill Murphy Cigarette Sales, Nyack; A. A. Rosenblatt, of North Tarrytown; Michael Herman, of Newark; and John Phillips, of Saratoga. Golob covers New York State and Northern New Jersey for DuGrenier.

Murray Wiener, president of Vendors, Inc., returned last week from the gala opening celebration of Jack Rosenfeld's St. Louis headquarters. Bill Wiener also journeyed back to Vendors' Avenue offices last week from a sales trip in Ohio and up-State New York. Meanwhile, Jake Breidt, U-Need-A Vendors prexy, and producer of the electric cigarette vender the Wieners distribute, is vacationing in Florida.

Al and Dave Simon are mourning the loss last week of their brother, Harry. . . . Mack Levin, Canadian distributor and operator, was in town last week visiting coinrow cronies. He is mulling over the possibility of manufacturing equipment that he can't import as long as dollar restrictions remain in effect. . . . Barney Sugarman, head of Runyon Sales, and his sales exec, Irv Kempner, spent several days this week in Connecticut on biz.

Dave Lowy, of Dave Lowy & Company, has doubled his showroom facilities thru remodeling of the store adjoining his Avenue outlet. He formerly used the space for storage. . . . Al Blendow, of Blendow & Meyers, had to replace a window this week, shattered over the week-end. Altho the culprit was not found, he was presumed to be under the influence of liquor, in fact, the missile was a bottle of whisky.

Oscar Parkoff returned to his Atlantic Pennsylvania Corporation offices last week after eight weeks in Eastern Pennsylvania demonstrating (See New York on page 120)

## Washington:

District authorities are still mulling over a clarification on the types of venders to be charged the newly revived \$2 inspection and licensing fee. D. R. Drewyer, of Canteen Company, who served on the committee of coinmen working with officials, attributes the delay to technicalities. Present indications are that only bulk type dispensers of coffee and cup drinks will be included under the interpretation. Drewyer said that ops presented a packaged product display to prove that such wrapped goods as gum, candy, and crackers need no inspection since they are dust-proof and otherwise sanitary. He felt inspection of headquarters of such vending companies would suffice.

Speaking for his own outfit, Drewyer said the routemen spend about 60 per cent of their time on inspection. During their daily service routine, they take necessary steps for upkeep and sterilization of machines. According to Canteen's policy it is preferable to keep old accounts than to look for new ones. They further believe that customers cannot be expected to purchase goods from equipment that is not as immaculate as they would want to buy from themselves. Drewyer declared that the coinmen's committee had presented a number of valuable suggestions to the Washington officials. Most venders are co-operating with the law as they want their customers assured of clean, sanitary equipment, he said.

Drewyer also declared that Canteen Company is greatly pleased with the drop in cocoa bean prices, which, he said, will allow manufacturers to produce larger sized candy bars at a lower price. Lately his company, like many other vending organizations, has been caught in a squeeze, according to Drewyer. Its costs were upped, yet it was unable to pass the raise on to users of the (See Washington on page 120)

## Des Moines:

Mike Sandler, who is associated with his brother, Irving, in operation of the Sandler Distributing Company of Des Moines, was married February 26. His bride is the former Helen Pomerant, Des Moines. Mike recently came from San Francisco to join his brother in operating the distributing firm. . . . Les Chapman, prominent Northeastern Iowa operator, held a shuffleboard clinic at Fort Dodge for all of his locations. Irv Sandler, Des Moines, spoke at the clinic.

Operators report business picking up again following the blizzard weather which virtually brought a halt to operations at some spots. . . . Newell Benson, Des Moines, has joined the Atlas Music Company and will travel while Warren Merrill has just completed a road trip for the company and reports business picking up. . . . John Neff, of the Atlas staff, is attending the Seeburg Service School in Chicago.

## Miami:

Mr. and Mrs. Arthur Herman bumped into Willie (Little Napoleon) Blatt at the Jai Alai Fronten. Herman says his Brooklyn phonograph operation will have to struggle along without him for the time being, especially since he is making expenses at Jai Alai. . . . Blatt also welcomed Roy McGinnis from Baltimore.

H. F. Dennison, Dennison Sales, in town with a new gimmick which he showed privately at his hotel. . . . Back North this week went East Coast's Mr. and Mrs. Dave Stern and Runyon Sales' Mr. and Mrs. Abe Green. . . . Jack Tashman and his wife are visiting here. Tashman is a former operator from Brooklyn.

## Hartford, Conn.

The secretary of state here reported the filing of certificate of incorporation for a new Connecticut corporation, listed as Vending Service, Inc., New Britain, Conn.; amount paid in cash, \$2,000; president, Peter Perakos; treasurer, Sperie Perakos; secretary, Max Hoffman.

The Bridgeport Sunday Herald, down-State weekly, conducted a survey in the candy trade last week. The lead paragraph of its story of the results read: "Rumors that manufacturers of 5-cent candy bars are going to start increasing the size of their product last week caused some confusion in State confectionery circles."

Continuing, the paper noted: "On the affirmative side, Peter Paul, Inc., of Naugatuck, Conn., already has, according to local dealers, expanded some of its bars, including the much-publicized Mounds and Almond Joys. Harry Cohen, of the Barnum Wholesale Confectioners here, says, however, that doesn't mean a thing. 'A couple of small firms in Boston,' he says, 'got worried because they weren't doing so well, and started it all for propaganda!' Cohen, according to the survey account, added "that he hasn't noticed any of the more important firms doing anything about it."

## Detroit:

Nicholas B. Porofsky and Anthony A. Szwarga, who started their route of popcorn venders under the name of Nu-Way Popcorn Sales, a little over a year ago, have built up a route of 55 machines, and are planning to establish their own popping and service department. They may make their facilities available to other operators. . . . Gerhard (Gay) Woberman, of the Gay-Coin Distributors, reports a pickup in the used machine market in recent weeks.

William H. Cook, of Cook Coin-Op Sales, has designed a new model electric plug for coin machines, to meet revised underwriters' requirements. Unit is now readying for production here. . . . Robert W. Hartley, a former hardware salesman, has bought the firm of Quality Vendors, in the West Side suburb of Dearborn, from Willis Lutz, and has moved to new headquarters at 1631 North Vernon Avenue. The firm, established a year ago by Fred L. Kircher Jr., is operating a mixed route of candy and cigarette venders—the latter being a new addition to the line.

David M. Smith and William J. Slimey have formed the new S & S (See Detroit on page 120)

## Los Angeles:

William R. Happel, of Badger Sales, motored to Santa Barbara for a confab with O. Trevillian, of Trevillian Enterprises. . . . Al Silberman, an associate in Badger Sales, reports that the candy vending machine business is on the upgrade due to drop in bar prices.

Mary Solle says that demands for Bull Moose Jackson recordings have increased since the entertainer made a personal appearance at Leuenhagen's Record Bar last week. Al Sherman, Coast headman for King Records, helped introduce Jackson to local operators. . . . E. J. Webb, Stockton coinman, made one of his infrequent visits here last week. Another Stockton operator, Lee Prichard, was also in town.

Al Sleight, of Bally Manufacturing Company, was in town on a business trip. . . . Frank Butterfield is holding down the fort at the E. T. Mape Company while Walter (Solly) Solomon is in San Diego. . . . Harry Perrine, Oceanside operator, visited (See Los Angeles on page 120)

## Chicago:

Fred Mann, vice-president of the Trans-Vue Corporation, returned Tuesday (1) from a 10-day business trip during which time he covered Cincinnati, Detroit, Columbus and Pittsburgh. Fred reports Rudy Greenbaum, president, is ironing out final details in connection with the move to the Merchandise Mart, an Trans-Vue headquarters should be permanently located in that building within the next few weeks. Belmont Radio, manufacturers of the Trans-Vue tele system, has assured Greenbaum and Mann that they will begin shipping samples of the sets to firm distributors on or before March 20.

John Watling, head of Watling Manufacturing Company, has taken possession of his new home, and is now awaiting delivery on new furniture. Mrs. Watling has gone to Florida for a month, to care for her ailing mother. . . . Mills Industries move from the Lake Street plant to the Fullerton Avenue headquarters got under way in earnest this week. Movers took over Tuesday and started transferring the machinery via truck to the latter location. The Lake Street plant will be sold.

J. H. Keeney & Company opens its production line for its Super Bell Consoles this week, John Conroe reported. President W. J. Ryan and John combine their good news on firm's cigarette vender front to state that as of last week orders took a decided upturn. Boys are also happy over the many unsolicited letters coming in from operators who praise the round-the-clock trouble-free service being given by the Keeney De Luxe electric cigarette vender.

Theodore Griesenauer, heading Bowman Dairy Company's refrigerated cabinet department, has a couple of carton-type venders on his preference list and may add one or the other to firm's large-scale milk vender operation. Such a machine, he says, will make it possible to effect installations in such locations as "L" platforms, terminals, retail stores, etc., where the public needs a paper container drink to prevent glass breakage. Such a unit will open a great new field for the milk operator, he contends.

E. J. Novak, president of Crown Implement Company, is tying up final design, construction and production details on the firm's Big 4 bottle-carton vender. The simplified and improved machine will be displayed at an early date, he promises. . . . Victor Vending Machine Company reports snowballing operator acceptance on its Hot-Pop manual popcorn unit. President H. M. Schaeff tells of the high customer and taste appeal the new unit has for operators as well as popcorn lovers. Name of unit has been changed from Hi-Pop to Hot-Pop, Schaeff stresses.

Irv Webb, Webb Distributing Company, continues to relay reports of a marked increase in juke interest over the last few weeks. Operators are also stressing the six-for-a-quarter selector mechanism featured by the Rock-Ola machines, Irv adds. . . . A. P. Friedman, sales manager for Polar Treat Vendor Company, chimes in with the comment that the three-flavor Polar Treat ice cream bar machine is winning new operator friends as more units are being made available to the trade.

Hunk Anderson, Chicago Bears' line coach, was in to see Bally's Ray Moloney. Other plant callers during the week included Herman Paster, who was about to start on a Florida trip which was cut short in La Fayette, Ind., when his car and a truck collided, and Jack Rosenfeld, head of the St. Louis distributing firm. (See Chicago on page 121)

**Las Vegas, Nev.:**

Several Reno operators have been victims of thieves the past few weeks. Two machines stolen from the Snack Bar were found later, battered open. Two bells, a nickel and a dime, were stolen from Welcome Inn. A Reno junkman was to face hearing March 1, accused by police of buying three bells stolen recently from Harlem Bar, Lovelock. A machine also was stolen from the Redwood Lodge. Arrest of two alleged burglars recently has not halted the thefts. . . . The Pioneer Club, downtown Las Vegas casino, faces a \$25,000 damage suit filed by John Stanley Hawkins, who alleges he was injured in a fall on the club's floor December 24.

Ted Patton, Seeburg distributor, reports juke box biz picking up slowly after two months of bad business due to blizzards in the West. He has received nine new Select-o-Matics and has placed machines already with the Nevada-Biltmore Hotel, Eight Ball Bar and Apache Bar. One of the machines was loaded specially with records, many of the star's own, for the recent performance of Louis Jordan at the Thunderbird Hotel. The records were started and stopped suddenly, with Jordan picking up the song where the record quit, the audience hardly being able to detect the difference.

Hughie Roach has passed the 100 mark in sales of the new Mills Bonus Bells since the first of the year and contrary to most operators, holds that business is normal on his own bell route. Two big deals helped his sales, one with Club Bingo, a casino, and the other with Cornet Department Store, the latter being handled through Tom Jagers.

**Indianapolis:**

The Music Operators' Association of Indiana, Chapter 1, held its regular monthly meeting Tuesday (1) at the office of the Meeker Music Company. The annual election of officers, because of the absence of several members, was postponed until the April meeting, according to President Abe Fleig.

Clarence Hohman, of the Janes Music Company, left Thursday for Cincinnati, in the interests of business. . . . The Indiana Automatic Sales Company, reports the sales of more than 100 shuffleboards during February. . . . Richard Luther, operator at Brazil, Ind., was a coin row visitor buying parts.

James Vize, service man at Indiana Automatic Sales Company, has returned to work after being absent from work for the past week due to an injured back, suffered in a truck crash. . . . Ted Kumbaris, a service helper, was slightly injured. . . . Television sets will make their formal bow in Indianapolis at the city's first "television and electrical living show" in the Manufacturers Building at the State fairgrounds the week of March 19-26.

**Baltimore:**

Amusement Machine Operators of Greater Baltimore (AMO), local organization of coinmen now in its second year, has set its sights at 100 per cent membership. . . . Most distributors and ops report decline in business since first of the year, tho the consensus is it's merely a part of the nationwide leveling-off process.

Sam Patrella, local operator, is taking bows since he and Mrs. Patrella became the parents of a daughter. . . . B. J. Fine, jobber of coin-operated machines since 1925, has augmented his activities by taking on a Philco television dealership.

Silent Sales System in a letter to merchants points up the oft-neglected wholesome aspect of pinball machines, emphasizing that they are not gambling devices but are designed for "enjoyment and relaxation just as is a good cigar or cigarette."

Danco, coin machine distributors and merchandise suppliers for bulk vendors, have acquired the next-door building, thus doubling their facilities. Also taken on more help, set up a repair department and added a complete line of pinballs and music boxes. Daniel E. Cohan pilots Danco.

A certificate of incorporation to deal in vending machines has been received at the office of the State Tax Commission here for National Operating Company, Inc. Capital stock 100 shares, par value \$100 each. Incorporators, Wilson R. Toula, Gerald Kerr and Harold M. Vick, all of Baltimore.

The David Rosen Company and the Russell Ramsdell Corporation, exclusive AMI distributors in Baltimore and manufacturers of the Golden 20 console bell, have moved their office, showroom and repair department from 503 Evergreen Avenue to 640 West Baltimore Street. The firm formerly was known as the David Rosen Company.

The Alcoholic Beverages Committee of the Maryland House of Delegates in closed session February 23 voted an unfavorable report on the bill which would extend Sunday closing of bars thruout the State, including Baltimore city. Thirteen counties already have Sunday-closing laws.

William R. Bukowsky, Baltimore city and Baltimore county route manager for Silent Sales System, became a papa February 10 for the first time, a daughter, Nancy Dorothy, being born to Mrs. Bukowsky at West Baltimore General Hospital. . . . Bank clearings amounted to \$767,441,960 in February, decreasing from \$775,359,158 for the same month last year, the local clearing house reported.

Myer Horwitz, of Penny Vending Machine Company, the dean of Baltimore coinmen, has completed his (See Baltimore on page 120)

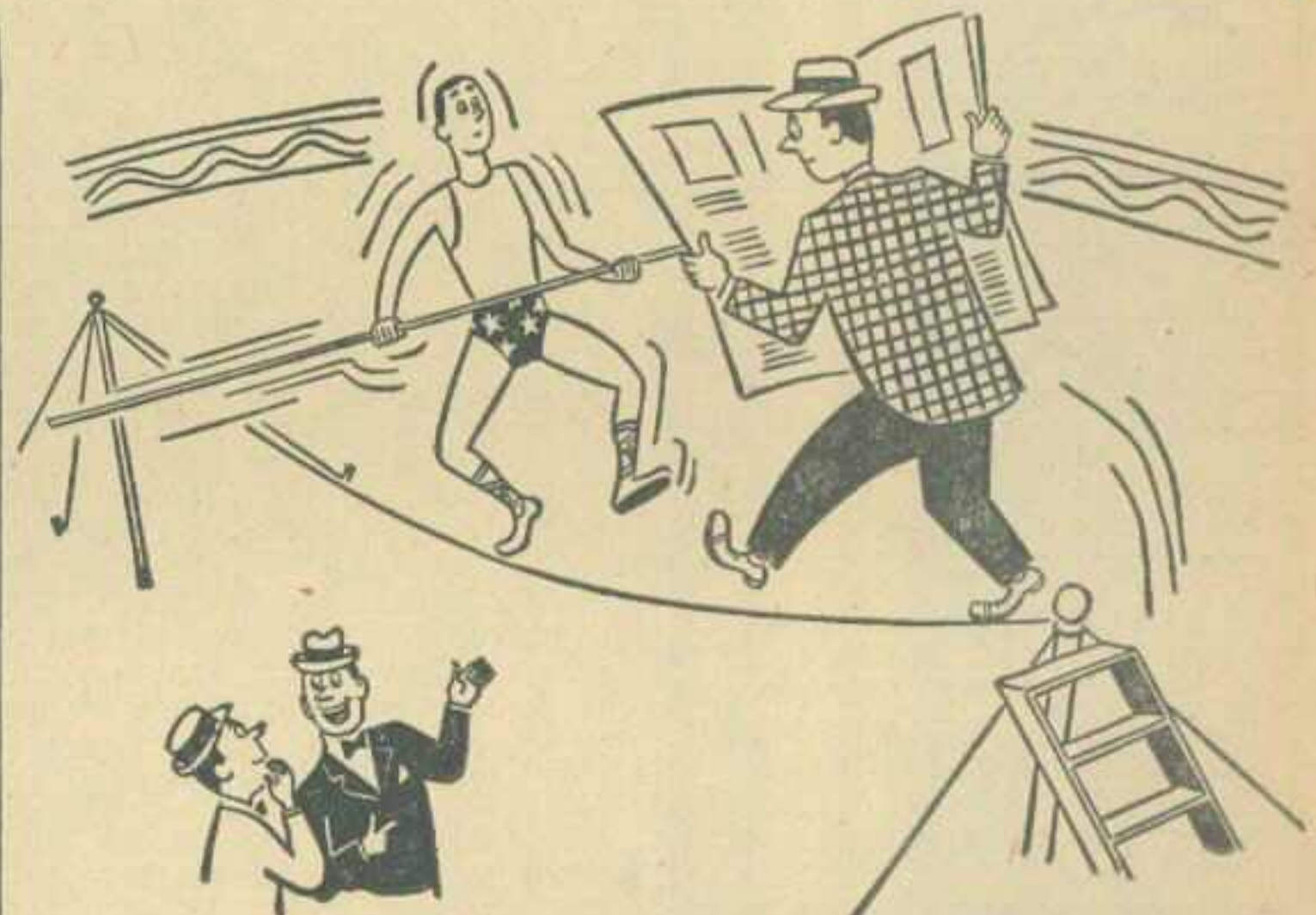
**London:**

The J. P. Seeburg Select-o-Matic unit has been the subject of much conversation here, altho the import situation has made it impossible to get a look at an actual model. Operators are speculating on the 100 plays offered by the unit, and term the development an "electrifying occurrence" in the music machine field. Operators are also looking forward to the relaxation of the import controls so that they can look at the Mutoscope Drop Kick unit which has been the subject of much comment in the local coin machine circles.

Bill Thompson has returned to his headquarters here after a vacation in Nice. . . . Coin machines will play

an important part in the On Our Way Exposition which will be held for six weeks starting March 21 at Exhibition Hall on Oxford Street. A "Fun Fair" will be included among the exhibits, with pinball machines and juke boxes on display.

K. E. B. is still doing a rushing business overhauling, repairing, modernizing and providing spare parts for all makes of juke boxes. With the strict import controls in force, the firm has its hands full keeping some of the older models sent to them by operators in working order. . . . Tom Boland displayed his various amusement machines at a recently concluded trade show here, exhibiting his wares in the Chicago Automatics booth.



"Nothing disturbs Mac's poise since he standardized on G-E lamps for his coin machines. He's confident of dependable performance that keeps customers happy. General Electric lamps mean fewer burn-outs, less service worry and more profitable coin machine operation." See your nearest G-E lamp supplier.



**GENERAL ELECTRIC**



LOOK at this diagram of the new HERCULOCK keyway. Note the teeth, arranged like meshing gears in a pattern exclusive with HERCULOCK. No other key can fit it, and it's virtually pick-proof!

**Exclusive with HERCULOCK**

Only the new HERCULOCK has a Gear-Tooth Keyway, a keyway entirely unlike that of any other lock in use today. This means added protection for you . . . from coin-box-coppers because the new design makes HERCULOCK virtually pick-proof; from near-fit keys, because only the distinctive HERCULOCK key will fit this new keyway. You get added protection, too, from new key codes that are registered by us in your name and kept for your exclusive use. Check into NEW HERCULOCKS right away. They're the most positive coin machine locks available today!

**INDEPENDENT LOCK COMPANY**  
FITCHBURG, MASSACHUSETTS  
Branches in Principal Cities

**Look To The GENERAL For LEADERSHIP**

Now Delivering:  
● Gottlieb BOWLING CHAMP  
● Williams DALLAS  
Md., D. C., and Virginia only.

**Reconditioned ONE BALLS**

CLUB TROPHY	\$ 50.00
GOLD CUP	325.00
JOCKEY SPECIAL	249.50
SPECIAL ENTRY	169.50
THORBRED	60.00
VICTORY SPECIAL	89.50

**Reconditioned 5 BALLS**

ALI-BABA	\$149.50
BERMUDA	89.50
BONANZA	59.50
BUCCANEER	179.50
HAWAII	49.50
LUCKY STAR	49.50
MAJOR LEAGUE BASEBALL	89.50
MANHATTAN	59.50
MEXICO	49.50
MONTERREY	139.50
NEVADA	59.50
PARADISE	159.50
RAINBOW	159.50
SHANGHAI	110.00
SPEEDWAY	149.50
TRINIDAD	89.50
TROPICANA	59.50

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**METAL TYPER MACHINES  
PARTS AND SUPPLIES**



**FINEST ALUMINUM DISCS**

Plain or Colored

BUY DIRECT

FROM THE MANUFACTURER

**STANDARD SCALE CO.**

4333 DUNCAN AVE., ST. LOUIS 10, MO.

**HERE IS A BUY!**

**22 ACE**

**SHOE SHINE  
MACHINES**

Like New—Original Cost \$335.00 ea.

**ONLY \$149.50 EA.**

**\$2,750.00 for the Lot**

1/3 Dep., Balance C. O. D.

**DAVID ROSEN, INC.**

Exclusive AMI Distributor  
855 N. Broad St. Philadelphia 23, Pa.  
Stevenson 2-2903

**COINMEN YOU KNOW**

**Detroit:**

(Continued from page 118)

Vending Company, at 14129 East Canfield Avenue. They are operating a diversified route of peanut and candy venders, both nickel and penny machines, including new machines and portions of routes they have bought up from other operators. . . . **Ben Lefkowitz**, senior partner in the Auto City Candy Company, specializing in theater locations, is returning next week from month's vacation in Florida. . . . **Benjamin N. True**, of the Curtis Weighing Machine Company, has returned from a trip thru Ohio.

**Arthur Levin**, of Lynco Coin Machine Company, advises that the company expects to be moved into its new factory in Dearborn in about two weeks, and will then be able to step up production on the Wurl-a-Ball in order to catch up with sales. . . . **D. R. Stamy** has resigned as vice-president in charge of engineering for Standard Products Company, manufacturers of beverage venders.

**William Lipson** and **Earl Gould**, of Lipson and Gould Concessions, and **Simon Lipson**, general manager of the Broder Theater chain, are joining the B & G Candy Company with William Lipson becoming president. He succeeds **Joseph Bianco**, who will remain with the firm but be less active because of his health. . . . The Record Lending Service of the Detroit Public Library was publicized Thursday with a newspaper photo, showing a comely feminine patron taking advantage of the disk service, as part of "Know Your Library" week.

**Washington:**

(Continued from page 118)

coin machines. At the same time the size of the product was decreased. He feels public relations will be improved when customers get a larger bar for the same nickel.

**C. Raynor Riggs** has succeeded **Don Holland** as manager of Automatic Fountains, Inc. According to Riggs, Holland resigned so he could devote more time to his other business interests. Automatic Fountains has installed a new type of fruit juice vender at the U. S. Census Bureau in Sutland, Md. Termed the Juice Bar Machine, the equipment dispenses six varieties of canned drinks—apple juice, orange juice, grapefruit juice, tomato juice, tomato cocktail, and a chocolate beverage. The 6-ounce cans sell for a dime. First of its type in the Washington area, the vender should prove popular, Riggs predicted.

Things are rather quiet around the Colman Manor, Md., office of the Silent Sales System of Maryland, according to **Arthur J. Andrews**. The company is anticipating a business spurt in the spring, he said.

Alco Amusement Company is prepared to move from its location at 618 T Street N. W. **Charles Harvey** announced that the company expects to vacate its present headquarters about April 1, altho the new spot has not yet been decided upon.

Schwartz Brothers at present have several smash hits, according to **Harry Schwartz**. He finds Joe Ligin's "Three o'Clock Jump" on Aladdin platter going over big as well as Charles Brown's "Long Time" and "Get Yourself Another Fool" on Exclusive. Another Aladdin disk in the hit column is "Chicken Shack Boogie" and "Bewildered" by **Amos Milburn**. Schwartz said. "Fat Meat and Beans," an Exclusive recording with **Edgar Hayes**, has been "sky-rocketing" he added. Schwartz has taken two recent trips to New York where he looked over the Signature and Discovery lines.

The Maryland House of Representatives recently killed a measure that would have banned Sunday sales of beer and liquor in the State. Had the Sunday closing bill gone thru, Baltimore and 10 counties would have been added to the list of 13 now observing liquor blue laws, thus cutting off Sunday intake for many coinmen in those sections. The proposal has been tabled, and House leaders indicate it will remain in that status the rest of the session.

**Edwin C. Winslow**, manager of Hi-Skor Bowling Alleys, reported to police that one of his five pinball machines was forced open and its cash contents taken. Winslow estimated the amount taken was small, but said he had suffered several such losses in the past few years.

The Doctor Pepper Bottling Company of Washington, Inc., appeared on the list of District firms that received a refund in excess of \$5,000 on its 1948 income tax.

**New York:**

(Continued from page 118)

the Seeburg 100-selection Select-o-Matic. **Leo Brody** was in charge during Parkoff's absence. . . . **Max Brown**, of the Philadelphia Coin Machine Exchange, who just returned from Florida, will soon make an announcement said to be of special interest to game ops.

Cameo Vending Service reports that it negotiated the sale of three routes of merchandise vending machines within the last few weeks. **Edward W. Barnett**, head of Cameo, says the route sales were handled for **Operator Stern**, Brooklyn (over

**Los Angeles:**

(Continued from page 118)

Pico Street last week. . . . **J. Goodman** was another recent visitor.

**Paul Laymon** got in a shipment of Bally's new Spot Bell last week. The company also is featuring the new Williams game, Dallas. Laymon reports the exporting end of his business is picking up, which is a good sign for coin machine row. . . . **L. E. Skinner**, who operates games in San Diego, was in town last week. . . . Another recent visitor was **D. D. Brymer**, Palos Verdes coinman.

**Ed Nelson**, who operates in Crestline, a few miles from Lake Arrowhead, was in town to pick up some parts. . . . **John Lantz** came up from his South Gate headquarters to get the latest word on coin machine row. . . . **Otis Murphy**, well-known San Francisco coinman, was in town last week seeing old friends.

**Dave Gould**, headman of American Shuffleboard Sales Company, reports he can't keep his 3 by 12 double end boards in stock. He says the locations are really going for them. . . . **W. Charles Anderson** plowed his way thru the snowdrifts from his Boise, Idaho, bailiwick to look over the scene on Pico Street last week. . . . Another visitor was **E. L. Willard**, of Paso Robles.

**Larry Jackson** is heading San Francisco way next week on a record deal. . . . **Frank Walnum** is getting set for a big summer season at his Morro Bay headquarters. . . . **Frank George** from that desert spa with the romantic name, Bagdad, Ariz., was in town for business. . . . **L. J. Bender**, of suburban Lynwood, made the rounds on Pico Street, looking at new equipment.

**Bud Parr**, of System Amusement Exchange, says that **Marvin Jones** will work on the floor selling Olympic Shuffleboards until **Fred Gaunt** recovers from the bug that's laid him low. . . . **S. L. Griffin**, who heads up the Valley Coin Machine Company, Pomona, was in town for a look see at new games. . . . **Perry Irwin** was another visitor. He hails from Ventura.

**Harry L. Dollen**, Hillside, Ariz., coin operator, was on Pico Street last week. . . . Ditto for **Jack Mallett**, of the Mission Novelty Company, Claremont. **Harold Sharkey**, who operates a shuffleboard route, says interest in the game continues to increase. . . . **Lloyd Barrett** was in from Pomona.

**Baltimore:**

(Continued from page 119)

45th year in the business. He holds the distinction of having manufactured the first pinball machine in the East—a Lucky Strike battery model around 1930. Now exclusively an operator, **Horwitz** still is active at 62 and is assisted by his son **Edward**. . . . **Sol Cohen**, pinball operator, sold his interests here and returned to New York.

100 peanut and ball gum venders in Brooklyn and Manhattan); **Irving Bader**, Brooklyn (hot nut venders), and **Operator Reier**, New York (also hot nut machines). **Barnett** adds that his firm is now specializing in the sale of vending machine routes, of all types, in addition to shuffleboards and other coin equipment.

**BARGAINS!!!**

- Wurlitzer 800 . . . . . \$129.50
- Wurlitzer 780 . . . . . 129.50
- Mills Vest Pocket . . . . . 31.50
- Wurlitzer 850 . . . . . 121.50
- 110 Watt Jennette Converters 14.50
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Ready to put on location.  
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**"CITATION"**

certainly rates a big cheer from operators—and congratulations to Bally for creating this miracle game."

**H. M. Branson**



**H. M. BRANSON DIST. CO.**

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Louisville, Ky.

GIVE TO THE DAMON RUNYON CANCER FUND



**Chicago:**

(Continued from page 118)

Jack was in to thank Dan Moloney, Andy Renn, Capt. Tom Callaghan, George Jenkins, Ralph Nicholson and William O'Donnell for the party celebrating the opening of his new Olive Street building which covers 38,000 square feet. Jimmy Tatler, wine steward of the Ambassador East Hotel's Pump Room, and currently working on a book dealing with the celebrities who dine there, was in to get some anecdotes on Ray Moloney. Hollywood producer Mervyn Leroy has asked Jimmy for an option to film the book following its publication.

Joe Caldron, AMI's assistant sales manager, left March 5 for Mitchell, S. D., where he will attend the annual three-day meet of the South Dakota Phonograph Association which got under way March 6. . . . Deliveries on ABT's Skill Gun are to begin March 15. Electrically operated, the pistol game occupies little space, weighs 38 pounds ready for shipment. . . . A third daughter was born to Stanley Weiser, general sales manager of the Whitehouse Manufacturing Company, firm supplying uniforms to many coin machine firms and suppliers, and wife, Sylvia, at Presbyterian Hospital here Wednesday (2).

Frank G. Doyle, Alco-Deree Company sales manager, is expected back from New York the latter part of this week. Firm's new distributor set-up, five different venter production plans and wall box output, will be hyped following Doyle's get-together with regional sales managers during the Gotham trip, it was indicated. . . . Jack Nelson, Jack Nelson Company, reports activity on the Pop n' Hot popcorn venter front is holding at a good pace. With corn availability at more than satisfactory levels and location commission tagged at the 25 per cent peg, the popcorn operator is finding 1949 a good year, Jack opines.

Vince Angeleri, A. A. Swing Time Music Company, declares that altho juke play is running along at less than war-hyped levels, it is slowly finding a true norm and seasonal fluctuations should not bring forth "ill wind" predictions. A good operation, properly maintained and managed, continues to pay dividends and the trend is definitely upward, Vince says.

Vince Shay, Bell-o-Matic president, is pleased with the response to the latest Mills bells which his firm distributes nationally. Included in the new line are Black Beauty, Token and Blue bells and the mechanical console Duplex. . . . Jim

Guichard, Perma Top president, has been made an honorary member of the Chief Petty Officer's Club of the U. S. Naval Reserve Training Station at Navy Pier here. After seeing how many club members were interested in shuffleboard during a recent visit to the club, Big Jim sent the club a board with his compliments recently. Now he is sponsoring a club tournament which will give the champion a round trip plane trip to any part of the country.

Prepared food shops are becoming a steady location for venders. One such place on East Grand Avenue houses an ice cream venter, a dual flavor cup machine and a candy unit. Location owner of the place which specializes in fried shrimp says that average order takes about 10 minutes and about half the waiting customers patronize one of the venders while waiting. . . . Les Rieck, head of H. C. Evans's music division, says the revamped Constellation is making operator friends in all parts of the country. . . . Frank Mencuri claims that, altho Exhibit Supply's card venter catalog will reach operators later than usual, it will be worth waiting. In the opinion of firm officials it is the best to date. R. E. Groninger, Peoria, and Lou Casolla were Exhibit Supply callers last week.

Mel Binks, Universal Industries president, spent the week-end skiing on Ishpeming, Mich., slopes. Production on his Arrow Bell continues to climb, he says, to keep pace with new orders. . . . Harry Katz, Streamliner Shuffleboard Company, has high hopes for his shuffleboard scorer which operates on either nickel or dime operation. It is available in either a console or wall model. . . . Sam Stern, Williams vice-president, thinks Dallas, the firm's newest five-ball, will surpass the interest showed in its predecessor, Tucson, introduced during the CMI show two months ago. . . . Bell-o-Matic's latest issue of "Spinning Reels" features 28 candid pictures taken at the four-day showing at the Morrison Hotel during CMI convention.

Amusement Sales Company's Harry Brown reports the plant workers' bonus plan is already beginning to bear fruit in the form of stepped up production. . . . Jack Rosenfeld, head of the St. Louis distributing firm bearing his name, was a coin row visitor last week.

Things are back to normal at the Coin Machine Institute headquarters, now that the convention is safely in the background. Barbara Humphrey, public relations, who was one the busiest persons at the show, entered the hospital a few weeks ago to have her appendix removed, but is already back on the job. Dudley Ruttenberg, legal light for CMI, goes to Mitchell, S. D., this week-end to attend the three-day meeting of the South Dakota Phonograph Association (SDPA) in that city. Meeting, according to Mike Imig, president, opens Sunday night and will adjourn Tuesday evening.

Billy De Selm, sales manager for United Manufacturing Company, reports operator reaction to the firm's new game, Ramona, has been above expectations. The game is expected to start a new trend in the industry, one toward simplification. Lyn Durant, president, Ray Riehl and Herb Oettinger are also receiving congratulations on the game. They report the pinball business seems to be on the way up again after several slow months.

Sam Taran flew here this week after a hurried phone call to his Miami headquarters advising that Mrs. Taran had been in an auto accident in La Fayette, Ind., with Herman Paster, head of Mayflower Distributing, St. Paul, and his family. All were hospitalized in La Fayette. Taran was met at the Chicago airport by a Bally car and rushed to his wife's bedside.

**Patients at Hines To Get Roll Downs**

CHICAGO, March 5.—Donald La-Rocque, assistant chief of special services at Hines, Ill., General Hospital informed Harry Brown, president of Amusement Sales Company here, that he had been empowered to accept Brown's gift of 12 roll down games for use by the hospital's patients, veterans of two world wars.

Games are the type recently sanctioned for location in Chicago. Brown had acquired and refurbished them for resale but was prompted to turn them over to the hospital after making a visit there last week. His only comment was "it's the least I can do for a game bunch of boys."

**Shuffleboard Firm Begins Deliveries On New Scoreboard**

CHICAGO, March 5.—Streamliner Shuffleboard Company here is delivering its coin-operated electric scoreboard designed for shuffleboard play, according to Harry Katz, president.

The scoreboard is available in both the wall model, measuring 21 by 31 by 6 inches and console model, which has the same width and depth measurements but is 36 inches higher than the wall model. Katz explained that with either model an operator is assured of complete game accounting and there is less need for location supervision of game payment. Whether set for dime or nickel play, the Streamliner scoreboard tells location owner at a glance the number of players who have paid for play. Device's timer is adjustable from 10 to 15 minutes of playing time. He added that it can be used with any type of shuffleboard now on the market.

**Tampering With Bell Machines Illegal in Nev.**

LAS VEGAS, Nev., March 5.—Tampering with a dollar bell machine to make it pay off without the insertion of a coin brought the conviction of two men this week in City Court here in the first test of an ordinance passed last October. The practice was cited by Judge Walter Richards as "exactly the same as tampering with a bank. These machines are legal in Nevada. In my opinion, anyone who attempts to rob them—in any manner—is just as guilty as a bank bandit."

The ordinance, which resulted in the sentences, will be further tested when Clifford Judd, who was fined \$500 with the alternative of spending 250 days in jail, appeals his case to a higher court, as announced by his attorney. The attorney for Warren J. Brewer, fined \$200 with 100 days in jail as an alternative, announced the verdict was "satisfactory" and said no appeal would be taken.

The trial, lasting 10 hours, was cited as one of the longest in the history of Las Vegas City Court. The defendants were charged with drilling a hole in the side of the machine and inserting plugs to make it pay off. The men were caught when Guy Luttrell, a bartender, noticed them at work on the machine in the Hotel Elwell.

**New Valdeese, N. C., Firm**

VALDESE, N. C., March 5.—Secretary of state in Raleigh has issued a charter to Valdeese Enterprises, Inc., here, to operate amusement devices. Authorized capital stock of the new firm is \$100,000. Subscribed stock, \$300 per share, by G. D. Carpenter, C. B. Burgin and J. V. Benfield, all of this city.

**IMMEDIATE DELIVERY**

on  
**BALLY CITATION**  
EVANS WINTER BOOK AND  
ALL NEW MILLS SLOTS  
GOOD RECONDITIONED SLOTS

Ramona, Bowling Champ, Floating Power,  
Dallas, Swanee, Grand Award.

Want 500 Late Flipper Games and Close Outs

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**CITATION**  
gives the fastest play and  
fattest profits in one-ball history . . . It's terrific!

**Abe Rechtschaffer**  
**Paul Rechtschaffer**

**RELIABLE COIN MACHINE CO.**  
184 Windsor St. Hartford, Conn.

# "CITATION"

definitely the greatest money-maker that ever came along in all our experience in the coin machine business."

**Al Shannon**  
**M. R. James**



## COIN MACHINE SALES CO.

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# Chicago Coin Rolls on New 5-Ball Game

## Reduces Pistol Price

CHICAGO, March 5. — Chicago Coin Machine Company has started deliveries on its newly developed five-ball game with a baseball background called Majors '49, Sam Wolberg and Sam Gensburg, announced yesterday (4).

Game's playfield features flipper-bats, which are stretch rubber bumpers with a player controlled flipper action; progressive scoring after each ball is put in play; a bull pen, which has knockout pockets in the pitcher's and catcher's position, and permits ball to go back and forth between the pitcher and catcher registering blocks of points as it drops in both knockout pockets and five ways to win.

### Scoring

Progressive scoring on Majors '49 works as follows: After first ball has made a complete cycle of the playfield and drops in the outhole, two bumpers on both sides of the top of the playfield light up for second ball and have a value of 100,000 points when contacted; when third ball is ready for play, the pitcher's knockout hole lights up and becomes a 50,000 point hole when a ball drops in; when fourth ball goes into action, the catcher's knockout pocket lights up and becomes equal in value to the pitcher's knockout pocket, and finally when fifth ball is ready for play a rollover switch in mid-playfield automatically lights up, having a 100,000 point value. Thus as each additional ball comes into play, player has a better opportunity to run up a high score or make more runs, a feature which Chicago Coin officials believe keeps interest at high level till the game is over. Players with a poor score after the first four balls have been played, can still win with the ball if they can hit all the lighted bumpers and keep ball in play with cross ball flipper action.

The five ways to win are high point score, total runs scored; dropping a ball in the center knockout pocket when lit and guiding a ball thru either of two side rollover switches when lit. Some special bumpers score a home run if contacted when lit. Runs may also be scored by guiding a ball thru either of three bottom rollover switches just above the outhole when lit or by going thru side rollover switches. Each time a run is scored, a sound resembling the crack of a bat can be clearly heard. Game's scoreboard has two sets of scoring apparatus, one for points the other for runs scored.

### Double Duty

Wolberg and Gensburg stated that the standard model of Majors '49 is so designed that it can be used on free play in free play areas and as a novelty amusement game in non-free play territories. They also said that if operators wish to use this game during the 1950 baseball season that the firm will supply a new backglass bringing the game's name up to date, Majors '50.

Chicago Coin also announced that its game, Pistol, introduced at the CMI show in January with a list price of \$375, has been reduced to \$325. In explaining the new price Ed Levin, sales manager, said: "Several of our friends have advised us that the need today was for a gun game that would operate with efficiency and at the same time priced low enough to allow the operator to make a substantial quick profit. Weeks in test locations have convinced us that Pistol at this new low price will meet all these needs."

## Losing Money

LAS VEGAS, Nev., March 5.— We are losing money! That unusual angle is the current theme of advertising of Harold's Club, a Reno casino. Claiming 5,000 visitors daily, the club is running an ad in flaming red ink entitled "The Bell Machine Story and How It Started." Signed by Raymond I. Smith, manager, it sets forth exact figures on losses for certain days.

The paid blurb states in part: "Our bell machines were designed and built specially for us. We've had one dollar machine pay out \$1,800 in one hour with 12 jackpots. Our books show that we have lost on our machines in one day \$9,279, on another day \$8,049.75, another day \$6,921; other days as much as \$8,389. These figures are supported by sworn affidavit, now posted in Harold's Club.

"... If ever more generous machines are built and operated... it will be done by Harold's Club."

## Independent Lock Company Introduces New Type Lock

FITCHBURG, Mass., March 5.— Independent Lock Company here has developed a new pick-proof lock for coin machine use. Called the new Herculock, it features a redesigned keyway with two rows of teeth set opposite each other, much like the teeth of meshing gears. Firm also introduced a key coding arrangement whereby keys are registered for the exclusive use of purchasers. The new locks are available for immediate delivery.

## SHUFFLEBOARD OPERATORS and DISTRIBUTORS

YOU CAN NOW BOWL ON YOUR SHUFFLEBOARD WITH ...



## SHUF-L-BOWL

## Amazing New Game That's Really Hot!

Play Shuffleboard or Shuf-L-Bowl— at player's choice.

A \$35.00 INVESTMENT WILL EARN HUNDREDS IN EXTRA PROFITS

Write — Wire — Phone for Complete Information and Descriptive Circular. Distributor Territories Available!

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**GINGER**  
1/2 CIGARETTE  
TOKEN PAYOUT  
Rebuilt, \$17.50 each  
Lots of 3 or more \$15.50 each



**COIN OPERATED**  
**AMERICAN** Fruit Reels  
Free play token payout  
**MARVEL** Cigarette Reels  
Cigarette token-payout  
Specify 1¢ or 5¢ play  
Each \$20.50  
Lots of 3 or more \$18.50 each



**NON-COIN OPERATED**  
Gov. Tax Free  
**AMERICAN** Fruit Reels \$27.50 each  
**MARVEL** Cigarette Reels \$25.00 each  
lots of 3 or more Specify 1¢ or 5¢ reels



**POST-WAR CHALLENGER** (Rebuilt)  
A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER.  
More dollars for you. \$22.50 each



WE REPAIR ALL TYPES OF COIN MACHINES  
1/2 dep. with order, bal. C.O.D. F.O.B. Chicago.

All equipment sold on money back guarantee. Write for free new catalog.

**Abco NOVELTY Co.**  
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**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**  
\$85.00 Ea.  
Factory reconditioned like new.

Changeable right on location in a few moments time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

**LIBERTY** Fruit Reels  
Free Play token payout  
Reconditioned  
\$22.50 each \$20.50 lots of 3 or more



**MERCURY** Cigarette Reels  
Cigarette token payout  
Reconditioned  
\$22.50 each \$20.50 lots of 3 or more



**IMP** 1¢ or 5¢ Cigarette or Fruit Reels  
Rebuilt Reconditioned \$10.50 each  
Lots of 3 \$9.50 each



GIVE TO THE DAMON RUNYON CANCER FUND

# Munves Corp. Buys Bldg. on N. Y. Coin Row

NEW YORK, March 5.—The Mike Munves Corporation has purchased the building at 577 10th Avenue here and will transfer its headquarters to that address as soon as remodeling of the property is completed and its present tenants move, it was learned this week.

The large arcade equipment supply house has been located at 575 11th Avenue for the past several months after selling the building it occupied further downtown.

Extensive remodeling will have to be done to his new headquarters according to Mike Munves. This will include modernizing the front of the three-story building, installing an elevator and altering much of the interior. Munves estimated the remodeling may cost close to \$50,000.

The work is to start in about a week, he said, and occupancy should follow within a few months. But it was learned he might run into a snag if the present tenants should refuse to vacate promptly. Marcus Klein, coin machine jobber, now leases part of the building.

## Thank You

HARRISBURG, Pa., March 5.—Pennsylvania bottlers have thanked 75 Democratic and 18 Republican members of the State House of Representatives for their vote against the soft drink tax bill recently.

Clarence G. Stone, president of the Keystone Bottlers' Association, addressed a letter to each of the legislators thanking them for their "courageous stand."

"If the boys and girls of our Commonwealth and the hundreds of thousands of adult consumers were degaized and vocal, I am sure you would have an expression of thanks from them too," Stoner wrote.

The tax bill, renewing for another year the levy of 1 cent on each 12 ounces of soda pop and 1/2 cent on each ounce of sirup used in fountain drinks, passed the House 109 to 93, with only four more votes than the required 104 to pass a bill. The Democratic minority contributed 12 votes to put the bill over.

Stoner said the fight against the levy would be continued in the Senate.

## Pa. Solons Study Proposal To Nix Local Tax Powers

HARRISBURG, Pa., March 5.—Legislation to abolish the power of local governmental units in Pennsylvania to tax pinball, music and other amusement machines has been introduced in the House by Rep. Warner M. Depuy, Milford Republican. The measure, a reverse of the trend in most other States, may be in for considerable opposition from Gov. James H. Duff.

Depuy's proposal was recommended by the Legislature's Tax Study Commission. The proposal would sharply reduce the scope of this State's local tax law so that municipalities could enact only wage, per capita, professional activity and unincorporated business taxes.

The Commission's recommendations have not been looked upon with favor by Governor Duff and the majority of the Republicans in the Legislature, so the future of the bill is regarded as uncertain with many capitol observers predicting it will die in committee.

This week in fact the governor issued a denial that he had reached any agreement with the various factions in the State legislature, or with anyone else, on the matter of amending the 1947 local tax law which brought on a rash of local pinball, music and vending machine taxes.

Meantime, Sen. John Dent has proposed a Statewide mercantile tax to replace the Commonwealth's local tax law.

Senator Dent, Democratic minority leader, said in a speech on taxes that passage of the 1947 local tax law marked "the saddest day in the political history" of Pennsylvania.

Under the State's present system of taxes, Dent said, "the merchant on Main Street does not pay his share of the taxes. He is the greatest beneficiary of our taxing system in the Commonwealth," the Senator added.

## American Shuffleboard

**To Extend Coast Set-Up**  
LOS ANGELES, March 5.—The American Shuffleboard Sales Company will open branch offices in Portland and Seattle to take care of business in the Northwest, Lou Fish, head of the San Francisco office, announced this week. New offices will be headed by Lou Gould, who takes over as general sales manager. Gould was former sales manager of the West Disinfectant Company, Phoenix, Ariz.



**"CITATION"**

has that extra something that means big extra profit . . . and is getting operators into locations that formerly were not interested in pinballs. The sensation of the century—**CITATION!**

**Carl Hoelzel**

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**finest RECONDITIONED EQUIPMENT IN THE NATION**

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in **BEAUTIFUL SHAPE, READY FOR LOCATION**

Spin Ball	\$ 69.50
Sunny	74.50
Humpy Dumpty	79.50
Yanks	79.50
Stormy	84.50
Tennessee	89.50
Trinidad	89.50
All Baba	129.50

**CONSOLES**

Keeney Bonus Super Bell, 5c	\$189.50
Keeney Bonus Super Bell, 5c-25c	339.50
Keeney Bonus Super Bell, 5c-10c-25c	495.00
Bally Draw Bell	149.50
Bally DeLuxe Draw Bell	199.50
Bally Double Up	289.50
Bally Triple Bell, 5c-5c-5c	395.00
Evans Races (New Type)	449.50

1/3 Deposit With Order, Balance C. O. D.

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**The Best Shuffleboard Deal in America!**

**Fastop SHUFFLEBOARD**  
EXCLUSIVE MAPLE FORMICA—Also  
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Available in 11-16-18-20-22-Foot Lengths

Get in on the "hottest" moneymaker in the amusement industry—**FASTOP SHUFFLEBOARDS!** Finished in finest quality, seasoned materials; will give years of foolproof service and **AMAZINGLY HIGH PROFITS** for your dealers and **FOR YOU!**

- FORMICA FASTOP cannot warp or be damaged by cigarettes acids, weights, etc.
- Eliminates daily cleaning and waxing.
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- Sturdy—built like a pool table

**Buy From Factory  
LOWEST PRICED  
QUALITY BOARD  
Immediate Delivery  
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UP TO \$600 PER MONTH**

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**BELL-O-MATIC** Chicago 39

**RENEWED—RECONDITIONED—READY FOR LOCATION**

Wurlitzer 400	\$129.50	Seeburg Wireless W1-L56	\$24.50
Wurlitzer 850	119.50	Seeburg Wireless WS-22	12.50
Wurlitzer 780	129.50	110 Watt Rotary Converter	19.50
Mills Gold Vest Pockets	29.50	225 Watt Rotary Converter	22.50

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25 1/2" Wide  
48" Long

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**SENSATIONAL EARNINGS!**

**PERFECT CONTROL OF ITS FASCINATING ACTION ASSURES CONTINUED PLAYER APPEAL**

- ★ Wide Store Front Visibility  
*Attracts Attention—Holds Play*
- ★ Welcome in Locations Not Permitting Ordinary Games
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*12 Second Play*
- ★ Realistic Overhead Industrial-Type Crane  
*Fascinates All Types of Patrons*
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*Big 30" x 20"*
- ★ Complete Fluorescent Lighting  
*Permits Rich Display of Merchandise*
- ★ Easy To Dress
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**WRITE FOR NEW ILLUSTRATED FOLDER**  
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## Add Controls Over Imports In So. Africa

### Extend November Ban

CAPETOWN, South Africa, March 5.—In a move designed to further conserve foreign exchange resources, South Africa's Finance Minister N. C. Havenga announced last week that the government had tightened and extended its control over imports.

In substance, the new regulations extend the ban on non-essential imports, already in effect in the United States, to the so-called sterling area which includes the British Empire exclusive of Canada and Newfoundland. In addition the South African government will exercise physical control over all goods entering the country from both the dollar and sterling areas and extend the list of imports prohibited as non-essential.

### Sterling Depletion

Havenga explained that the new step was made necessary by the steady depletion of sterling holdings to the point where the import of essential goods was jeopardized.

In U. S. coin machine circles the embargo extension was first viewed as a blow to exporters who had hoped the November ban would be of short duration. A further study of the terms of the new regulations, however, convinced many coin machine exporters that the more complete ban now in effect will hasten the Union of South Africa's over-all effort to reach a state of balanced economy and a return to the same status on the import market that existed prior to November.

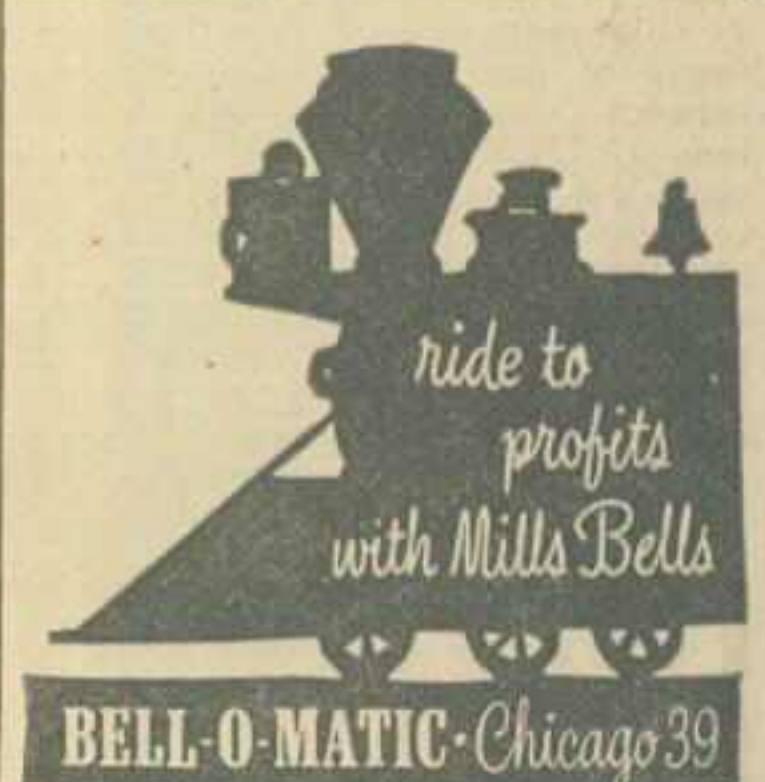
## Coast Firm Ready To Produce Scorer For Shuffleboards

LOS ANGELES, March 5.—The Pacific Shuffleboard Company is going to manufacture a coin-operated wall type scoring unit, according to R. E. Smith, president. The unit is 26 by 12 inches with two circular scoring faces.

Simplified construction and the elimination of costly parts has enabled the company to offer the scorer at a comparatively low price, Smith said. Remote control is optional with the scorer. The plant is now set up to turn out 100 scorers per week.

Allan Cushman, of Coast Shuffleboard Company, has been set as distributor for the firm's Moderne Shuffleboard in Oregon, Washington, Idaho and Alaska, Smith announced.

The board is a regulation 22-foot tournament size with a black top playing field. The base and frame is of 14 gauge steel with hammertone and crinkle finish. The playing field rests on angle irons.



**Chemist Reports: "... Tests showed Wax-Ola less abrasive than ... competitive brands ... (and) to be a superior Shuffleboard Wax in all respects. ..."**



Waxola Chemical Co.  
510 Franklin Ave.  
Nutley, N. J.

Regent Chemical Prods.  
4238 Pimlico Road  
Baltimore 15, Md.  
September 8, 1948

Gentlemen:

This is to advise you of our findings as a result of abrasive tests conducted with your powdered shuffleboard wax, Wax-Ola, in comparison with five other leading brands of similar products.

Our tests showed conclusively that Wax-Ola is considerably less abrasive than two of the competitive brands; the other three brands and Wax-Ola were very close, with Wax-Ola testing just a trifle less abrasive if anything.

Wax-Ola, in laying properties, speed and stability under varying weather conditions, showed marked superiority to the other tested brands.

A poll of preference among top tournament and league shuffleboard players showed approximately 93% favoring Wax-Ola over any other powdered shuffleboard wax used.

In summary, our tests and observations show Wax-Ola to be a superior Shuffleboard Wax in all respects with a minimum of unfavorable effects on the Shuffleboard.

Very truly yours,  
S. P. LAZARUS,

Chief Chemist, Regent Chemical Products.

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WAX FOR  
SHUFFLEBOARDS  
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We also manufacture Shuffleboard Paste Wax, Shuffleboard Cleaner, Shuffleboard Covers and other allied products

## "CITATION"

continues to top all other equipment in play appeal, earning power and sales. Our heartiest congratulations to Bally for a really great game."

Frank Page



**Roanoke Vending Machine Exchange, Inc.**

1814 Williamston Rd.

Roanoke, Va.

## New Bendix Washer Shown by Telecoin

NEW YORK, March 5.—The new Bendix coin-operated automatic washing machine, featuring upped washing efficiency and heavy duty construction, was introduced at a trade showing Thursday (3) by Telecoin Corporation, national distributor for the commercial model.

The new unit, Model C410, is said to be more powerful than earlier models, has an automatic cycle from "soak-to-wash," and push-button control of water temperature. Its multiple-choice coin mechanism incorporates a slug rejector and may be set for use from 10 to 50 cents.

By providing faster water agitation, a five-minute warm water soak followed by an automatic spin, a 10-minute wash and three rinses, the machine is said by Telecoin officials to give the equivalent of a 50-minute washing process in a half hour.

Priced at \$169.50, deliveries of the new model will begin April 1.

## Cuban Sugar

HAVANA, March 5.—Up to January 31 this year, 308,673 tons (2,127,467 bags) of sugar had been produced thruout Cuba, compared with 542,109 tons (3,736,375 bags) by the same time last year, Ministry of Agriculture reports. The difference of 1,608,008 bags was due to the difficulties which arose as a result of the dispute between cane planters and sugar mill owners at the beginning of the present crop. There are now 138 sugar mills in operation, compared with 144 on the same date in 1948.

## Stewart Soft Drink Vender In Production

GREENWICH, Conn., March 5.—Stewart Products Corporation this week completed the first 10 of its low-priced cup venders in an initial production run of 100 machines, it was announced here by Jim Stewart, president. The vender, which lists at \$495, was introduced last year at two trade showings.

Since its display at the National Automatic Merchandising Association convention last December, the machine has undergone several slight modifications to ease assembly line production, according to Stewart. Outside dimensions of the vender have also been enlarged somewhat, he said.

It was learned that a producer of a popular soft drink, hitherto sold only across the counter, is experimenting with the Stewart cup vender, with a view to increasing its sales thru automatic merchandising. Tests are now being made and, if successful, may shortly lead to large-scale placement of the machine.

Stewart's canned-juice vender is still not in the production stage. However, several of the venders have been turned out for early placement. These are to be subjected to an intensive "shakedown test" on location, declared Stewart, before quantity production will be undertaken. The juice venders are to be leased to operators rather than sold outright.

# "CITATION"

got more operators healthy in less time than any game we ever sold . . . and it's going stronger than ever."

**Barney Sugerman**  
**Abe Green**



**RUNYON SALES CO.**  
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### STANDARD '39—DELUXE '39

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### BRAND NEW—SENSATIONAL

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24" Wide by 104" Long.

PRICE—  
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Weight 100 Lbs.

Send 1/2 deposit, balance C. O. D.

### IMMEDIATE DELIVERY GUARANTEED

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**BELL-O-MATIC·Chicago 39**



**BELL-O-MATIC·Chicago 39**

# "CITATION"

earnings are like CITATION odds — they never drop back — just keep on going up."

**Al Bergman**



**ALFRED SALES, INC.**  
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\*16 FOOT CONTINUOUS PLAYING FIELD  
IN 8 FEET OF SPACE!

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shuffleboard loc-  
ations!



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

(Continued from page 33)

Song	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot. CV Pts. Pts.	
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV		
Far Away Places	Laurel	0	3	0	7	0	1	0	3	2	5	0	7	10	116
Galway Bay	Leeds	0	1	0	4	2	3	2	5	1	0	0	5		73
Here I'll Stay (Love Life)	Chappell	2	7	1	3	0	4	3	4	5	3	1	4		82
I Love You So Much It Hurts	Melody Lane	5	10	0	4	1	4	2	4	4	0	0	3		88
It's a Big, Wide, Wonderful World	S.M.I.	0	4	0	3	1	2	2	3	2	3	0	3		63
I've Got My Love To Keep Me Warm	Berlin	5	6	1	4	5	4	4	4	6	7	1	4	6	125
Lavender Blue (So Dear To My Heart)	Santly-Joy	0	0	0	11	0	0	0	10	1	4	0	8	13	147
My Dream Is Yours (My Dream Is Yours)	Witmark	1	11	0	2	1	4	0	3	4	6	0	2		78
No Orchids for My Lady	Leeds	5	13	0	1	0	3	0	2	6	4	0	1		67
Once in Love With Amy (Where's Charley?)	E. H. Morris	3	4	0	3	0	5	0	3	0	6	0	3		69
Powder Your Face With Sunshine	Lombardo	1	5	0	8	1	1	0	8	4	3	0	3		124
Red Roses for a Blue Lady	Mills	3	4	0	3	0	4	2	4	1	1	0	3	10	75
So In Love (Kiss Me, Kate)	T. B. Harms	5	10	0	8	7	5	2	10	7	3	0	9	10	132
Someone Like You (My Dream Is Yours)	Harms, Inc.	0	12	0	6	1	3	2	7	5	2	0	5	4	122
Sunflower	Famous	1	8	1	7	1	5	2	8	0	9	0	7	20	163
Tara-Tara-Tara	Oxford	1	8	0	6	0	3	0	4	5	6	0	4	1	87
The Pussycat Song	Leeds	0	4	0	6	0	1	0	4	1	1	0	3		65
These Will Be the Best Years of Our Lives	Robbins	3	20	1	6	3	16	3	8	11	12	0	6		230
Undeneath the Linden Tree	LaSalle	6	10	0	3	0	0	0	4	6	1	0	2	1	71
While the Angelus Was Ringing	Melody Lane	7	12	0	5	2	6	2	3	0	1	0	3	2	89
You Was	Crystal	0	6	0	3	0	3	0	3	1	14	0	3	2	55
You, You, You Are the One	Campbell	0	7	0	2	10	1	1	4	3	3	0	2	1	71

## "CITATION"

is by far the fastest profit-producer we ever saw in all our years in the coin-machine business. Congratulations to Bally."

Clarence Camp  
Coe Stone



**SOUTHERN AMUSEMENT CO.**

628 Madison

Memphis, Tenn.

## RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 33)

POSITION	Weeks Last 1 This	to date	Last Week	This Week	Title	Artist	Label	By
5	13	13	13	13	POWDER YOUR FACE WITH SUNSHINE	S. Kaye Ork.	Victor 20-3321	ASCAP
8	22	14	14	14	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 24568	ASCAP
2	28	15	15	15	THE HOT CANARY	P. Weston-P. Nero	Capitol 15373	ASCAP
2	-	16	16	16	POWDER YOUR FACE WITH SUNSHINE	D. Day-B. Clark	Columbia 38394	ASCAP
10	16	17	17	17	LAVENDER BLUE	D. Shore-H. Zimmerman Ork.	Columbia 38299	ASCAP
16	23	18	18	18	A LITTLE BIRD TOLD ME	P. Watson	Suprema 5-1507	ASCAP
2	20	19	19	19	RED ROSES FOR A BLUE LADY	V. Monroe	Victor 20-3319	ASCAP
2	-	19	19	19	POWDER YOUR FACE WITH SUNSHINE	Blue Barron Ork.	MGM 10346	ASCAP
7	18	21	21	21	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532	ASCAP
7	24	22	22	22	CONGRATULATIONS	J. Stafford	Capitol 15319	BMI
4	23	23	23	23	GRIEVING FOR YOU	T. Pastor	Columbia 38383	ASCAP
7	11	24	24	24	LAVENDER BLUE	S. Kaye Ork.	Victor 20-3100	ASCAP
2	-	24	24	24	A LITTLE BIRD TOLD ME	Wayne-Davis	Columbia 38386	ASCAP
1	-	26	26	26	BEAUTIFUL EYES	A. Mooney	MGM 10357	BMI
3	17	27	27	27	CARELESS HANDS	S. Kaye Ork.	Victor 20-3321	ASCAP
1	-	27	27	27	BLUM BLUM	Peg Lee-D. Barbour and His Pixieland Band	Capitol 15371	
4	27	29	29	29	DOWN BY THE STATION	T. Dorsey-D. Dennis	Victor 20-3317	ASCAP
2	29	29	29	29	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550	BMI

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 44)

- So Rare
G. Shearing (Cozy's Hop) Savoy 689
Summertime
D. Dawn (Cielito Lindo) Regent 143
Swedish Rhansody
P. Weston Ork (Hop Went) Capitol 15411
Tennessee Tango
F. Craig Ork (I Thought) MGM 10378
The Glow Worm
J. Mercer-The Blue Boys-A. Rey Ork (I've Been) Capitol 15412
The Hot Canary Polka
The Merrie Musette Ork (Valencia) Victor 26-3398
The Letter I Forgot To Mail
J. Berch-C. Magnante Trio (Kemo Kimo) Regent 144
The Little Church in Leicester Square
F. Martin Ork (1400 Dream) Victor 26-3384
The Little Old Church Near Leicester Square
V. Damone (Comme Ci) Mercury 5263
The Streets of Laredo
J. Klity (I Gotta) MGM 10378
Tormented
J. Hartman (Just a) Regent 142
Undercurrent Blues
B. Goodman Ork (Ma Belle) Capitol 15409
Valencia
The Merrie Musette Ork (The Hot) Victor 26-3398
When Is Sometime?
P. Como-R. Case Ork ("A" You're) Victor 26-3381
When Is Sometimes
J. Pina Ork (Love Me) MGM 10379
When You're in Love
A. Mooney Ork (Once and) MGM 10381
When Your Old Wedding Ring Was New
P. Meadows (Once Upon) Regent 147
While We're Young
The Unlones (It's a) London L 413
Why Did I Go to My Wedding?
J. Atkins (You're My) Regent 145
Wind in My Sails
D. Pailliani-H. Winterhalter Ork (Be Mine) MGM 10375
Yes Sir, That's My Baby
E. Cantor (Abamy Bound) Decca 24597
You Told a Lie
R. Peters-D. Brooks-The Four Tones (Bagpipe Boogie) Kangaroo K 1301
You're My Sensation
J. Atkins (Why Did) Regent 145

HOT JAZZ

- Abdullah's Fiesta
G. Ammons Ork (Brother Jug's) Mercury 8125
Bongo Bounce
Wild Bill Moore Sextette (South Parkway) Savoy 690
Hop Sixty Nine
T. Napoleon Trio (You Came) Manor 1172

INTERNATIONAL

- Annie Did It Wrong
Harmony Bells Ork (Woodpecker) Dana 2035
Autumn Rose Waltz
R. Goss Ork (Broken Heart) Coral 60024
Baby Sitter
Tray Zuchy (Midnight Bouncer) Seva 207
Irish Ballads Album—R. Hayward-A. Mac-Ardie (3-10")
Rex 1
My Pagan Love . . . Rex 15039
The Castle of Dromore . . . Rex 15038
The Galway Shawl . . . Rex 15037
The Gartan Mother's Lullaby . . . Rex 15039
The Innskilling Dragon . . . Rex 15037
I Trottin' to the Fair; 2. County Kill-dare Fragment . . . Rex 15038
Broken Heart Polka
R. Goss Ork (Autumn Rose) Coral 60024
Carmen Katz
M. Katz-His Koshier-Jammers (Hinky Dinky) Victor 25-5092
Clay Harmonista
Silver Bell Ork-B. Witkowski, Dir. (Joe the) Victor 25-9197
Fatte Fa 'a Foto
E. Nova (M' Aggio) Victor 25-7103
Feed the Bass
Labuda's Melody Kings (Plewila Babcia) Seva 208
Hinky Dinky Vais Ich Voos
M. Katz & His Koshier-Jammers (Carmen Katz) Victor 25-5092
Joe the Shmo
Silver Bell Ork-B. Witkowski, Dir. (Clay Harmonista) Victor 25-9197
It's Raining
V. Zembruski (The Eighty-Eight) Continental C-1247
Irish Folk Songs—M. Robin-W. Suter Ork (3-10")
Capitol CC-142
A Ballynure Ballad . . . Capitol 10195
I Met Her in the Garden Where the Praties Grow . . . Capitol 10195
Kitty of Coleraine . . . Capitol 10198
Molly Brannigan . . . Capitol 10198
Mother Machree . . . Capitol 10197
Rory O'Moore . . . Capitol 10197
Greta Keller Sings Album—G. Keller (3-10")
Decca A-706
Das Hat Kein Goethe G' Schrieb'n . . . Decca DU 40064
If Love Were All . . . Decca DU 40062
La Vie en Rose . . . Decca DU 40063
Nina . . . Decca DU 40062
Si Bien . . . Decca DU 40063
Wann Der Steffel . . . Decca DU 40064
Les Fraises et Les Framboises
Le Trio Soucy (Un Peaffin) Victor 26-7036
M'Aggio Sunnato Napule
E. Nova (Fatte Fa) Victor 25-7108

- Brother Jug's Sermon
G. Ammons Ork (Abdullah's Fiesta) Mercury 8125
Caruba
C. Anderson Ork (Cat's In) Gotham G-174
Cat's in the Alley
C. Anderson Ork (Caruba) Gotham G-174
I Cover the Waterfront
E. Garner (Penthouse Serenade) Savoy 688
Liza
E. Bostic Ork (Scotch Jam) Gotham G-172
Scotch Jam
E. Bostic Ork (Liza) Gotham G-172
South Parkway Hop
Wild Bill Moore Sextette (Bongo Bounce) Savoy 690

RELIGIOUS

- Cut Out the Mountain, Not by Hand
The Five Trumpets (The Ten) Victor 22-0010
His Eye Is on the Sparrow
Coleman Brothers (Low Down) Coral 65003
In My Home Over There
M. Jackson (Since the) Apollo 205
I'll Forever Stand
Dixie Humming Birds (Jesus, I) Apollo 201
Jesus, I Love You
Dixie Humming Birds (I'll Forever) Apollo 201
Jesus Met the Woman at the Well
Golden Gate Quartet (Mary, Mary) Mercury 8124
Lordy, Lord
The Sunny South Singers (Where Shall) Imperial 5034
Low Down the Chariot
Coleman Brothers (His Eye) Coral 65003
Mary, Mary
Golden Gate Quartet (Jesus Met) Mercury 8124
Since the Fire Started Burning in My Soul
M. Jackson (In My) Apollo 205
The Cowboy's Dream
Z. Williams & His Rambling Cowboys (What a) Columbia 20553
The Ten Commandments
The Five Trumpets (Cut Out) Victor 22-0010
The Wonderful Counselor
Prophet Powell & the Holy Mount Singers (You've Got) Apollo 204
Traveling Shoes
The Silveraires (Up in) Gotham G-604
Up in My Heavenly Home
The Silveraires (Traveling Shoes) Gotham G-604
What a Friend We Have in Jesus
Z. Williams & His Rambling Cowboys (The Cowboy's) Columbia 20553
Where Shall I Go
The Sunny South Singers (Lordy, Lord) Imperial 5034
You've Got to Move
Prophet Powell & the Holy Mount Singers (The Wonderful) Apollo 204

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A modern console sensation!
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And this ain't no baloney.
Hats off to Bally's CITATION—
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Wurlitzer 1015	369.00	Rock-Ola 1426	339.00
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950	HIGH TONE, R. C.	SUPER
850	HIGH TONE, E. S.	MASTER
500	COLONEL	DE LUXE
600	CLASSIC-VOGUE	PRESIDENT
Victory	REGAL	TWIN 12
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**Ben Lazar  
Si Lazar**

**B. D. LAZAR CO.**  
1635 Fifth Ave. Pittsburgh

# Record Reviews

(Continued from page 42)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



### POPULAR

**BENNY STRONG ORK**  
(Tower 1456)  
**Dream Baby** 77--79--75--77  
Strong sings and his ork plays and sings this oldie with much gusto.  
**Five Foot Two, Eyes of Blue** 88--89--88--88  
The same gusto went into this side, but the difference here is that the result is bright and infectious. Strong may have his follow-up to "That Certain Party" in this record.

**TED HEATH**  
(London 329)  
**Deep Forest** 76--83--76--68  
Heath is the top English big jazz band. This disk shows off some ensemble work of super-cleanliness and some fine arranging effort with the Earl Hines' instrumental. Jocks should like this band.  
**Pagan Love Song** 76--83--76--68  
Heath's crew shows influences of Glenn Miller, Woody Herman and Boyd Raeburn in this brief but interesting approach to the oldie.

**FRANK SINATRA- THE PHIL MOORE FOUR**  
(Columbia 38417)  
**If You Stub Your Toe On the Moon** 80--83--80--77  
Sinatra's in his best wax form in quite a while with this catchy rhythm item from the new "Connecticut Yankee" score; Moore foursome contributes fine backing.  
**When Is Sometime?** 79--81--79--77  
From the same score comes this ballad which Sinatra does well enough with Axel Stordahl's musical aid.

**JERRY WAYNE- THE DELL TRIO**  
(Columbia 38419)  
**You Can't Buy Happiness** 69--70--68--70  
Wayne, a vocal group and the Dell threesome get a wonderful sound and do as well as can be expected with one of those corn-filled ballads.  
**A Bluebird Singing in My Heart** 79--82--78--78  
Wayne does a fine job with this airy lilt based on a French original.

**SAMMY DAVIS, JR.**  
(Dave Cavanaugh's Music)  
(Capitol 15390)  
**The Way You Look Tonight** 82--86--80--80  
Warbler paces thru the standard in a series of remarkable imitations of leading vocal stylists--Jolson, Eckstine, Laine, Cole, etc. Jocks will jump for this one.  
**I Don't Care Who Knows** 76--76--74--78  
Davis shows his own voice to be strong, resonant and sensitive in a glissing, race-styled ballad performance.

**MANNIE KLEIN ORK**  
(Coral 60032)  
**San** 67--66--67--68  
Brisk two-beat rundown of the Dixie classic, with Klein's talented trumpeting pealing out a bright lead.  
**Weary Weasel** 64--62--64--66  
More of the same, with the material here a New Orleans march type tune.

**MARGARET WHITING**  
(Frank DeVol Ork)  
(Capitol 15386)  
**Forever and Ever** 73--73--73--73  
Thrush misses the fine lilt inherent in this melodic plug waltz as she delivers at too slow a tempo.  
**Dreamer With a Penny** 84--85--84--83  
La Whiting really give out with a sock rendition of a class ballad tune from the "All for Love" musical.

**TED BLACK ORK**  
(Julie Conway, Dick Byron-The Wayfarers)  
(Dana 2040)  
**I Kissed Her (In My Dreams)** 84--84--82--86  
Pert boy-gal treatment of an appealing new Drake-Shirl chintz chant, with a satisfying old-fashioned sound from Ted Black's ork. Could catch on.  
**She's a Good Little Girl** 67--67--66--68  
Same treatment doesn't yield the felicitous results of flip.

**TROISE & HIS BANJOLIERS**  
(London 205)  
**Whistling Rufus** 59--60--58--58  
Old-time banjo number is something right out of a minstrel show. May get some play in rural neighborhoods.  
**Red Wing** 66--65--65--67  
Another oldie, this one is taken at an easy polka tempo. Should pick up some coin where old-timers congregate.

**THE FONTAINE SISTERS**  
(Joe Biviano Ork)  
(Victor 20-3344)  
**Underneath the Linden Tree** 76--76--75--79  
Infectious European tune, in a pleasing English adaptation, has been slow in arriving, but this easy-going trio rendition may help.  
**Put Your Shoes On, Lucy** 66--67--65--66  
Pseudo hillbilly novelty's artificiality dulls the effectiveness of the girls' strong rendition.

**THE PAGE CAVANAUGH TRIO**  
(Victor 20-3345)  
**No Moon At All** 76--77--75--75  
The trio's whispered vocal and rhythmic instrumental efforts here show more conviction than previous waxings. Tune is a catchy opus by Redd Evans and Dave Mann.  
**You Say the Nicest Things, Baby** 65--66--65--63  
Dancey side is neatly sung and played, but there's nothing of real consequence here.

**GLENN GARR ORK**  
(The Three Stylists)  
(Coral 60027)  
**That Red Head Gal** 79--80--78--80  
Bouncy, buoyant rendition of a catchy Van and Schenck oldie, with male trio chanting, fits the current nostalgia formula for a successful run.  
**Dream Train** 65--66--65--64  
(Bill Kaytor)  
The Lombardo - Kay styled band is less effective with this ditty.



RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

POPULAR

PETER TODD ORK  
(The Foddlers)  
(Coral 60031)

In the Twi-Twi-  
Twilight 78--78--78--78  
String band-community sing waits deal has the old-fashioned spirit that has characterized several big sides recently.

Joshu-Ah 70--70--70--70  
Plenty of waltzy spirit, but not enough clarity on similarly rendered oldie.

BOB AND JEANNE

Careless Hands 79--77--79--81  
Boy-girl harmony team do the fast-coming folk-type ballad in pleasing, straightforward style, with Hawaiian guitar and organ backing.

Don't Cumble With Romance 76--76--76--77  
Infectious waltz tune, with its didactic lyrics, is handsomely projected by the twosome.

EDDY HOWARD ORK

My Mother's Arms 79--80--78--78  
Howard's heart-felt warbling, dreamy orking, and just-right slow tempo set a mood that should win spins the year-round.

My Mom 80--82--78--78  
Eddy's absorbing rendition makes this disk a sure-fire Mother's Day special.

GINNIE POWELL

Grieving for You 75--73--74--78  
The tune is currently making a strong bid via the Tony Pastor waxing.

Here's a Little Girl From Jacksonville 73--74--72--74  
By Oliver's orking helps the chirp deliver a catchy, if inconsequential side. Tune is the nursery-type ditty introduced by Blue Lu Barker.

LARRY FOTINE ORK

Beautiful Eyes 76--76--76--76  
Clean, driving ork work and soulful band-chanting of the fast-coming novelty ditty. Could garner a share of the tune's take.

"A"—You're Adorable 75--75--75--75  
Perky boy-gal vocal and sprightly mickey orking to match make an appealing item of this catchy novelty ditty that's been showing signs of life after some months.

GUY LOMBARDO ORK

Be Mine 85--85--85--85  
"La Paloma" with a ballad lyric strongly projected by Kenny Gardner and the Lombardo crew. Song was first given impetus by the Vera Lynn disk on London.

When You're in Love 75--75--75--75  
Appealing ballad appealingly done in the Lombardo bounce manner.

AMES BROTHERS

Ciancy Lowered the Boom 84--84--83--84  
Tune, emerging as a sleeper via Denis Day's Victor platter, is potent, and the Ames boys, currently Coral's hottest performers, add up to a most promising platter.

Cruising Down the River 73--73--72--75  
Add another likely performance of the steamboat serenade.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

POPULAR

MILT HERTH-  
JOSEPH GREEN  
(Decca 25420)

Lady of Spain 70--70--68--72  
A xylophonist and the Herth trio cover with a mickey version the oldie that's re-emerging via Ray Noble's refurbished Victor disk.

Xylophonia 52--52--50--54  
Title describes side—woodpie exercise in the manner that used to louse up the airwaves on the early morning radio shows.

FRANKIE MASTERS ORK

Just Once More 67--67--66--68  
Bit of fluff gets a mildly engaging boy-gal treatment.

How Man Tears Must Fall? 71--71--70--72  
Latest waxing of the melodic isham Jones ballad, which so far hasn't caught on, is pleasing, but won't set the world on fire.

BLUE BARRON ORK

You're So Under-standing 89--89--89--89  
Barron is torrid now, and this sock rendition of a sweet, retentive new Wayne-Raleigh ballad can well be another hit.

Mississippi Flyer 82--82--81--83  
Engaging production of the train novelty will get plenty play.

ANNE SHELTON

Because You Love Me 68--68--68--68  
One of the top English thrush's usual polished performances, with smooth ork and chorus work in back. Material of not much consequence, however.

A Kiss in the Dark 74--74--78--70  
Perhaps not of hit size, but this fine performance of the Victor Herbert classic will be a long-lived standard catalog seller.

BENNY LEE

Red Roses for a Blue Lady 72--72--72--72  
Released earlier, this enthusiastic, vibrant Benny Lee vocal might well have been among the top diskings of the plug novelty ballad.

Flo and Joe 75--75--73--74  
Lee warbles the rhythm novelty with airy nonchalance. With smart ork and chorus backing, version is quite different from the Nat Cole treatment and can supplement it nicely.

DICK JAMES

You, You, You Are the One 73--70--73--76  
James does a forthright job with the click waltz adaptation. Backing of Hammond organ and chorus lend an interesting quality.

I'm Wearing Last Night's Smile Tonight 67--67--65--69  
Nothing special in this competent rendition of an old-fashioned formal sentimentalizer.

(Continued on page 130)

CITATION

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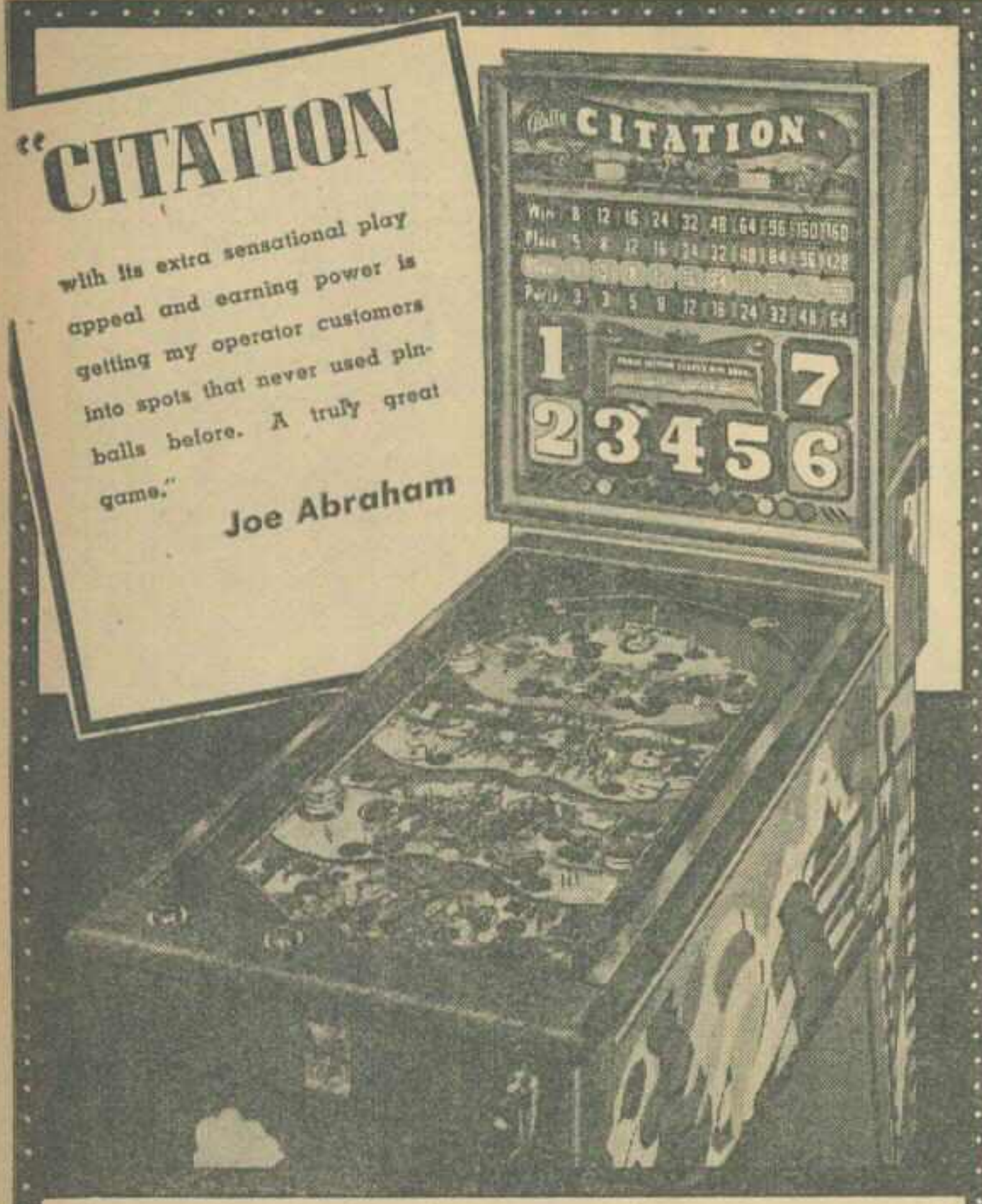
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Record Reviews

Continued from page 129

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



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Cleveland

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BALLY Triple Bells (used)	\$400.00
BALLY Multi Bells (new)	Write
BALLY Spot Bells (new)	Write
BALLY DeLuxe Draw Bells (used)	215.00
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5 BALLY Draw Bells, metal buttons (used), Each	160.00
2 PACE Three Play Consoles, '49 Model, 5, 5, 5, and 5, 5, 25 play (new), Each	325.00
1 EVANS Bangtails, '48 Model (slightly used)	375.00
1 EVANS Galloping Dominoes, '46 Model, 5c play (used)	250.00
1 EVANS Casino Bell, 5c play (like new)	400.00
1 JENNINGS Challenger, 5-5 play, Tic Tac Toe, brand new, in original crate, sacrifice	475.00
1 JENNINGS Challenger, 5-25 play, late model (used)	275.00
3 BAKER Pacers, 5c play, Each	200.00
3 KEENEY Super Bonus Bell, Three Way, 5, 10, 25 play, Each	450.00
1 KEENEY Golden Nugget (like new)	400.00
5 KEENEY Super Bells, 5c play, Each	40.00

SLOTS

36 MILLS Jewel Bells, 5 & 25 plays, used one week, Each	\$140.00
1 MILLS Melon Bell (new)	200.00
10 JENNINGS Club Chiefs, 25c play (like new), Each	150.00
10 JENNINGS Club Chiefs, 10c play (like new), Each	140.00
10 JENNINGS Club Chiefs, 5c play (like new), Each	135.00
JENNINGS Bronze Chiefs, Each	75.00
JENNINGS 4-Stars, Victory Chiefs, Silver Chiefs, Silver Moon Chiefs, all denominations, Each	40.00
30 JENNINGS Standard Chiefs, late Serial Numbers, 5c play, Each	135.00
10c play, Each	140.00
25c play, Each	150.00
BUCKLEY Criss Cross, 5c play (new)	225.00
BUCKLEY Criss Cross, 10c play (new)	230.00
BUCKLEY Criss Cross, 25c play (new)	235.00
4 GROETCHEN Twin Jackpot, Each	65.00
10 GROETCHEN DeLuxe (like new), Each	125.00
JENNINGS Standard, DeLuxe and Sun Chiefs (new)	Write
MILLS, All Models (new)	Write

ONE BALLS

BALLY Citation and Lexington (new)	Write
10 WAR ADMIRAL, P.O.	\$ 25.00

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WILKES-BARRE, PA.

PHONE: 3-2853

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR				FOLK			
<b>JOE BURTON TRIO</b> (Tower 1426)				<b>MOON MULLICAN</b> (King 761)			
<b>Jalousie</b>	54--52--50--63		Not much of consequence here.	<b>Jole Blon Is Gone, Amen</b>	72--74--72--70		Follow-up to Jole Blon hit is projected in light bouncy fashion by Mullican. Blurry recording doesn't help much, however.
<b>Rhum-Burton</b>	64--66--64--62		There's an infectious rhythmic setting for the flashy pianatics here. Solostat's gravelly humming doesn't help, however.	<b>Oh! She's Gone But Not Forgotten</b>	79--80--78--80		This semi- weeper is taken at an easy mid-dlin' tempo. Moon gives character to the passable lyrics, and more interest is added by flavorful piano and guitar spots.
<b>VIC DAMONE</b> (Glenn Osser Ork) (Mercury 5261)				<b>YORK BROTHERS</b> (King 766)			
<b>I Love You So Much It Hurts</b>	76--76--75--78		Da Moan's pop version of the folk hit is one of his best jobs to date.	<b>A Package of Old Letters</b>	75--75--75--75		Solo warbler delivers this sentimental down-home tune with proper feeling. Orking is a strong asset thruout.
<b>Again</b>	82--84--82--80		On this picture side too, Damone turns in a warm, virile rendition.	<b>New Mississippi River Blues</b>	73--75--73--70		Striding country blues is a pleasing, if not outstanding vehicle for sincere harmonizing by the boys.
<b>HELEN FOREST</b> (Hugo Winterhalter Ork) (MGM 10373)				<b>TEXAS RUBY- - CURLY FOX</b> (King 763)			
<b>Why Is It?</b>	74--78--74--70		Chirp delivers an intense, quality interpretation of the Kramer-Whitney ballad at a slower tempo than the earlier diskings. Backing is highly imaginative.	<b>It's Raining Teardrops in My Heart</b>	70--70--70-70		Catchy, albeit routine Western is sincerely warbled, tho the number was evidently intended for a female.
<b>I Don't See Me In Your Eyes Anymore</b>	79--79--79--80		Miss Forest goes dramatic on the promising new tune, and wrings plenty of passion out of every phrase.	<b>Falling Leaf</b>	62--65--62--60		Western ballad tells the sad tale of an Indian maid, but not too effectively.

FOLK			
<b>CARL STORY &amp; THE RAMBLING MOUNTAINERS</b> (Mercury 6165)			
<b>I Watched You Walk Away</b>	61--62--62--60		Nothing special happens on this side.
<b>Tennessee Border</b>	79--78--78--80		Story's lusty rendition of the up-and-comin' mountain ditty should make a fair bid for the juke play.
<b>MEL COX &amp; HIS FLYING X RANCH BOYS</b> (King 764)			
<b>I'm Gonna Be Gone, Gone, Gone</b>	73--74--70--74		Jazzy Western has an infectious quality that's fully exploited in Cox's light-hearted rendition.
<b>Honolulu Lou</b>	66--66--66--66		Vocal harmony and Hawaiian guitar set up a nostalgic mood for this Hawaiian Western. Nothing to get too excited about.
<b>COWBOY COPAS</b> (King 765)			
<b>An Old Farm for Sale</b>	74--76--76--70		Sad sentiment forcefully expressed here by Cowboy. Should register with the homefolks.
<b>Where You Goin'?</b>	68--68--68--68		Cowboy chants with heart, but there isn't much to the number.
<b>CLYDE MOODY</b> (King 765)			
<b>I Waltz Alone</b>	73--75--75--70		Clyde and the boys put life and feeling into a sentimental waltz tune for the home folks.
<b>I Know What It Means To Be Lonesome</b>	77--77--76--78		Bright Western gets hearty warbling and snappy orking, with ample steel guitar. Infectious side should earn its keep in country locations.
<b>ART GIBSON &amp; HIS MOUNTAIN MELODY BOYS</b> (Mercury 6164)			
<b>My Memories of the Past</b>	70--70--70--70		Art puts fine flavor into a warm, but conventional country side.
<b>I'm Not Looking No More for No Woman</b>	72--74--70--72		Witty folk flavor abounds in this easy-riding, infectious ditty.

LATIN-AMERICAN			
<b>PEREZ PRADO "EL REY DEL MAMBO" ORK</b> (Discos Cafamo 500)			
<b>La Clave</b> (rumba bebop)	67--70--67--65		Recording catches a handsome sound here, but you'll have to look hard for any bebop. The fast rumba tune is all dressing with no meat.
<b>Azuquita Con Leche</b> (mambo)	75--76--75--74		More fine recording and playing, with good typical solo chanting. Big band keeps up a driving pulse for a better-than-average dance side.

**RATINGS**  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER

**FOLK**  
**LEON RUSK**  
(De Luxe 5058)  
**My Book of Souvenirs** 67--68--68--66  
Warbler's gentle manner is winning, but his material here is wishy-washy.  
**Honey Child** 62--62--60--64  
This bouncy ditty is also on the lightweight side for the talented warbler.

**THE OKLAHOMA WRANGLERS**  
(Mercury 6163)  
**Drive My Blues Away** 68--69--66--69  
Moderately paced jazz ditty is danceable, and Guy Willis warbles with gusto.  
**I Didn't Mean To Tell You** 67--68--66--66  
Routine romantic folk tune, tho capably rendered by Willis and the boys, offers nothing special in the way of coin bait.

**PEREZ PRADO "EL REY DEL MAMBO" ORK**  
(Discos Cafamo 501)  
**Tu Ve Tu Ve** 80--82--80--78  
(mambo)  
Siso Guanche shouts this in effective throaty style. Strong orking and beat maintain interest in a comparatively polite mambo.  
**Asi Asi** 80--83--80--78  
(rumba bebop)  
Riffing opus turns into a Latin "One o'Clock Jump" with sock danceability.

**SHORTY LONG**  
(The Santa Fe Rangers)  
(Victor 21-0007)  
**Careless Hands** 83--83--82--85  
Shorty's fine folk rendition of the new hit should make plenty of friends for the talented lad.  
**Speak Again, Sweet Lips** 82--82--82--83  
Long wrings the sobs from this tear-laden, futile plea to a departed lover.

**JOHNNY BOND**  
(Columbia 20549)  
**Till the End of the World** 74--74--74--74  
Retentive, skillfully turned tune is pleasing in Bond's warmly phrased version.  
**Take It or Leave It, Baby** 69--70--68--68  
Johnny's rhythmic warbling, and the easy jazz orking lend a catchy quality to an otherwise inconsequential offering.

**JIMMIE DICKENS**  
(Columbia 20548)  
**Pennies for Papa** 78--78--78--77  
Piteous tale of a child begging for her blind father and little brother is projected with strong feeling by Dickens.  
**Take an Old Cold Tater** 76--78--75--75  
Pine country humor is served up in easy-to-take fashion by the colorful warbler.

**ERNEST TUBB**  
(Decca 46150)  
**Daddy, When Is Mommy Coming Home** 84--84--83--85  
Tubb grows a tear-jerker with all the stops out. A potent entry in the sentiment sweepstakes.  
**Till the End of the World** 81--81--80--82  
Fitting pairing for the hehrymose flip — this one's a bounce tempo declaration of love in the simple, old-fashioned manner.

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER

**FOLK**  
**"POP" ECKLER**  
(King 774)  
**Money, Marbles and Chalk** 85--85--85--86  
The coming folk tune done by Eckler, its writer. Simple, authentic and touching, this version should be among the toppers.  
**I'll Never, Never Leave You Again** 80--80--80--80  
Sentimentalizer here loaded with feeling, as Pop delivers a touching vocal.

**SALTY HOLMES**  
(Brown County Boys)  
(Decca 46152)  
**Blue Eyes Crying in the Rain** 73--72--73--74  
Relaxed warbling of a promising country tune. Effective echo chamber effect with harmonica in back.  
**Just an Old Farm for Sale** 71--71--70--72  
Weeper easily performed in same format as flip.

**BRUCE TRENT (His Western Tunesters)**  
(Specialty SP 703)  
**Alimony** 72--72--71--73  
Light Western jingle done with humor and spirit.  
**River Blues** 64--64--63--65  
Routine blues, range style. Warbling and string backing okay, but nothing outstanding in material or conception.

**GURNEY THOMAS**  
(DeLuxe 5056)  
**I Vow To Never Love Again** 59--59--58--60  
Warbler shows quality, but performance here lags.  
**You Didn't Mean It** 64--64--63--65  
Thomas projects strong on a good-enough weeper, but backing lacks dash.

**J. E. MAINER'S MOUNTAINERS**  
(King 762)  
**Pale Moonlight** 77--76--77--78  
Real back-country stuff here, with nasal harmony, wailing fiddle and chunking guitar beat. Lyric has honest feeling.  
**The Lonely Train** 73--71--73--75  
Forceful warbling and guitar backing on this hill tocher.

**SLEEPY HOLLOW RANCH GANG**  
(Mercury 6152M)  
**Blue Eyes Crying in the Rain** 75--75--74--76  
Gal harmony and strong-beat guitar backing first-rate on this hill rendition of a promising tune.  
**I Was Never Nearer Heaven in My Life** 72--72--71--73  
Sisters cry their way satisfyingly thru a likely hill throbber.

**HOT JAZZ**  
**AL HAIG QUINTET- WARDELL GRAY**  
(Seeco 10-002)  
**Five Star** 75--80--75--70  
Ventura-styled vocal-instrumental bop with Terry Swope vocalizing and Wardell Gray tenoring; Gray has a superb solo.  
**Sugar Hill Bop** 77--82--76--72  
Slightly fresher riff makes this side a bit better than reverse but it's the same sort of thing and again Gray's tenor steals the solo honors.

(Continued on page 132)

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## Record Reviews

(Continued from page 131)

**RATINGS**  
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT	<b>RATINGS</b>
	OVER-ALL
	DISK JOCKEY
	DEALER OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT	<b>RATINGS</b>
	OVER-ALL
	DISK JOCKEY
	DEALER OPERATOR

### HOT JAZZ

**DICK LEWIS & HIS HARLEM RHYTHM BOYS**  
(Imperial 5036)  
**Hot Chocolate Boogie** 65--66--66--62  
There isn't a trace of "boogie" here. It's a polite, tasty jazz instrumental.  
**Shuffle Boogie** 69--71--69--68  
"Boogie" is misleading here also. Actually this is the Teddy Walters "Pom Pom" master that originally appeared on Pan-American label.

**CHARLIE VENTURA ORK**  
(Victor 20-3346)  
**Lullaby in Rhythm** 81--84--80--79  
Ventura conducts a successful commercial adventure in bop in this waxing of the oldie; Jackie Cain does a handsome vocal.  
**Birdland** 78--82--78--73  
The voice-instrument blend gimmick is worked well at a brisk tempo on this original with Benny Green's tram stealing solo honors.

**GENE KRUPA ORK**  
(Columbia 38413)  
**Similau** 78--83--78--74  
Over-produced conception of a simple song; everything happens from bop scatting by Frankie Ross thru Bill Black's vocal to Krupa's thumping on his tom-toms.

**Lemon Drop** 81--85--80--78  
Ork ensemble bites and gets wonderful ensemble sound and beat with the most popular bop opus of the day; Frankie Ross makes with vowel-cal.

### CLASSICAL

**PIERRE BERNAC-FRANCIS POULENC**  
(Victor 12-0426)  
**Poulenc: Metamorphoses** 70--70--70--NS  
Three French songs in a modern, strikingly imagist mood. Baritone Pierre Bernac renders them with great delicacy, sympathy and fine diction. Poulenc's piano accompaniment is admirable.

**Poulenc: Le Bestiaire** 70--70--70--NS  
Five little descriptive gems here that should be a delight for French-speaking children as well as grownups. Each portrays an animal—the dromedary, the Tibetan goat, and so on, with Poulenc's melodies delightfully complementing the lyrics. Well sung and well played.

**RCA VICTOR SYMPHONY ORK-JEAN PAUL MOREL, DIR.**  
(Victor 12-0769)  
**Chabrier: Habanera** 68--68--68--NS  
A fine rendition of this little-heard work, with Morel eliciting fine color and dynamic shadings from the Victor orchestra. A good technical recording, too.

**Johann Strauss-Benatzky: Nuns' Chorus** 62--61--61--NS  
Anni Frind's soprano voice on this excerpt from "Casanova" is big, pure and lyrical. Female chorus and orchestra back her well. A European recording, side has a concert-hall echo that fogs the sound in forte passages.

### CLASSICAL

**ELEANOR STEBER-PHILHARMONIA ORK-WALTER SUSKIND, DIR.**  
(Victor 12-0690) (1-12")  
**Charpentier: Dupuis Le Jour** 83--83--83--NS  
This is a memorable operatic aside. Miss Steber's rendition of this beautiful aria combines the dramatic flair of the old Grace Moore version with the polish of Dorothy Maynor.  
**Bizet: Je Dis Que Rien Ne M'Epouvante** 74--74--74--NS  
Micaela's familiar air from "Carmen" is interpreted with fine dramatic style. Recording quality in tops.

**RAMON VINAY-RCA VICTOR ORK-JEAN PAUL MOREL, DIR.**  
(Victor 12-0687) (1-12")  
**Bizet: Parle-Moi De Ma Mere** (Parts I & II) 78--78--78--NS  
Duet from "Carmen," with its rich, moving melodic material, is projected with beautiful vocal quality, and strong dramatic feeling by the young Met stars. Morel's direction is especially understanding.

**SET SVANHOLM-RCA VICTOR ORK, Frieder Weissmann, Dir.**  
(Victor 12-0691)  
**Wagner: Hochstes Vertrau'n** 71--72--70--NS  
New Metopera tenor demonstrates his strong voice in an aria from the third act of "Lohengrin."

**Wagner: In Fermen Land** 71--72--70--NS  
From the same act of the same opera comes another aria with which the tenor fares moderately well.

**ERNA BERGER-PHILHARMONICA ORK, Josef Krips, Dir.**  
(Victor 12-0692)  
**Mozart: Et Incarnatus Est** 82--84--80--NS  
This is a beautiful excerpt from Mozart's unfinished C Minor Mass, which ranks among the composer's best works for voice. Miss Berger is shown off handsomely in this performance. The English soprano is superbly supported by Krips and the Philharmonia group and her fine voice is captured well in an excellent technical recording of English origin.

**PHILHARMONIC-SYMPHONY ORK OF NEW YORK-OFREM KURTZ, DIR. (1-12")**  
(Columbia 12937-D)  
**1. Shostakovich: Age of Gold; 2. Rimsky-Korsakov Flight of the Bumblebee** 78--79--77--NS  
Kurtz handsomely conducts a couple of well-known classic shorties in full orchestra arrangements.

**Glinka: Life of the Czar** 74--74--74--NS  
Another good job with more lightweight serious music is turned in by Kurtz on this mazurka.

**RATINGS**  
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST	RATINGS			
	OVER-ALL	DISC-JOCKEY	GENERAL	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

**CLASSICAL**

**ARTURO BENEDETTI MICHELANGELI**  
(Victor 12-0736)

**Granados: Andaluza** 72--72--71--NS  
Michelangelo turns in a competent reading of the familiar Spanish composer's piano piece.

**Marescotti: Fantasque** 79--82--76--NS  
Marescotti is a contemporary Swiss composer whose work is infrequently heard here. This brief piano work is a highly imaginative flight into modernism which is well played by Michelangelo. Recorded in Europe.

**ZINO FRANCES-CATTI-ARTUR BALSAM**  
(Columbia T2771-D)

**Ravel: Tzigane, Pts. I & II** 79--80--78--NS

Written originally for violin and piano, this is a brilliant and difficult exercise for the violinist and is here handled well by Francescatti. It is beautifully recorded. Balsam is especially fine in turning out the original piano score which Ravel furnished for the piece.

**WILLIAM PRIMROSE**  
(Victor 12-0699) (1-12")

**Haydn: Divertimento** 71--73--70--NS  
Cellist Gregor Platagorsky transcribed this delightful work for viola and piano. Primrose, the "Helfetz of the viola," dispatches it with appropriately graceful style that overbalances occasional slips in intonation. The final section gives the artist a chance to display some dazzling technique.

**INTERNATIONAL**

**VICTOR ZEMBRUSKI & HIS POLKA KINGS**  
(Continental C-1247)

**It's Raining** 80--80--80--80  
Highly distinctive polka gets sparkling, beautiful working. Vocal is in English.

**The Eighty-Eight** 79--80--79--79  
Instrumental sports the same great polka beat. Flashy upper-register piano is featured.

**TRZY ZUCHY**  
(Seva 207)

**Baby Sitter** 79--80--78--78  
Trio composed of accordion, organ, and bass, cooks up a fine polka beat on this catchy tune.

**Midnight Bouncer** 79--80--78--78  
Polished Polish group cuts a swingy oberek that should keep the dancers spinning and vice versa.

**LABUDA'S MELODY KINGS**  
(Seva 208)

**Feed the Bass** 73--73--73--74  
Instrumental polka lacks melodic distinction, but has a good beat.

**Płowila Babcia Barwieniec** 77--77--77--77  
Snappy polka has good-humored Polish vocal.

**RACE**

**PITTSBURGH PAUL ORK**  
(Candy 2000)

**Rect Bleet Piccolo Beat** 52--50--52--53  
Nothing distinctive in this waxing.

**Pittsburgh Blues** 55--54--56--55  
Distinction here is the "b" on Pittsburgh.

ARTIST	RATINGS			
	OVER-ALL	DISC-JOCKEY	GENERAL	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

**LATIN-AMERICAN**

**TONY PIZARRO**  
(Orquesta Hugo Marini)  
(Verne V-0412)

**No Te Desesperes (bolero-mambo)** 67--66--67--68  
Catchy mambo melody is chanted without much character. The recording catches a fine timbre in the rhythm section, however.

**Sin Fe (bolero)** 74--74--74--73  
Tony is more at home with this beautiful Bobby Capo tune. Orking here is fine for dancers.

**MIGUELITO VALDEZ-ORQUESTA DE MAMBO**  
(SBC 1228)

**Sirocco (Afro-rhapsody)** 76--78--77--73  
Easy-going Latin instrumental tone - poem rhythm that keeps things interesting.

**Cose-Cose-Cose (guaracha)** 76--77--76--76  
The maestro's rhythmic chanting and the band's spirited projection make for an infectious side.

**RELIGIOUS**

**CARL STORY**  
(The Rambling Mountaineers)  
(Mercury 6154)

**The Circle Was Broken** 77--76--77--78  
This is a happy blend of country religion and sentiment done with full feeling and conviction by Story and his group.

**My Lord Keeps a Record** 78--78--77--80  
Story and his group turn in a relaxed etching of a good piece of mountain religion.

**THE LE FEVRE TRIO & BIG JIM**  
(Bibletone 7014)

**O Beautiful Star of Bethlehem** 67--67--67--NS  
Simple, family-in-the-parlor quartet rendition of the hymn.

**Waiting for the Call** 69--69--69--NS  
Romping, gone-to-glory rendition of a joyous up-tempo hymn.

**THE LE FEVRE TRIO & BIG JIM**  
(Bibletone 7010)

**Won't We Be So Happy** 74--74--74--74  
Group alternates slow and double-time choruses, with piano pounding out a sock ragtime rhythm. Gay and infectious.

**We'll Soon Be Done With Troubles and Trials** 68--68--68--68  
Another spiritual hymn job here.

**JUANITA JACKSON**  
(Capitol 15392)

**I Have a Friend** 72--72--73--72  
Miss Jackson in her wax debut shows much promise as a sacred singer; she does a good piece of material with aid of an organ.

**Somebody Saved Me** 70--70--70--70  
Miss Jackson shows some sparks of promise in this item which is essentially designed for the deep South.

**THE SUNNY SOUTH SINGERS**  
(Imperial 5034)

**Lordy, Lord** 67--67--67--67  
Talented deep South group gets off a jump spiritual with a tricky beat. Limited arrangement becomes a bit monotonous.

**Where Shall I Go** 76--76--76--76  
Powerful spiritual side here, loaded with interest all the way.

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Legislative Round-Up:

# Legislatures Up for Air; South Carolina Gets Pin Bill

(Continued from page 106)  
Means Committee which has not yet made its report.

Both Georgia and Indiana now have fair trade laws governing the sale of cigarettes. The laws slap at below-cost sales, or "leaders," and are aimed at stopping tax-free cigarettes from coming into the States thru the mails.

Since the House Committee amendment of last week (*The Billboard*, March 5) increasing the proposed license fee on cigarette machines from \$5 to \$10, Iowa lawmakers have been silent on the proposal which would open the State to cigarette vendors.

Kansas House Bills 342 and 343, both aimed at confiscation of bell machines, are still in committee. The first of these proposals would make the mere possession of a bell machine unlawful and the second would make payment of the \$100 federal revenue tax conclusive evidence that the person paying the tax possessed bell machines.

An enabling act which would give Michigan municipalities wide taxing authority over many types of business was introduced this week and referred to the Senate committee on taxation.

**Bell Info**

Montana passed Monday (28) House Bill 395—an amended version of that bill—which defines the kind of clubs which are allowed to operate bell machines legally. The amendment provided for the inclusion of veterans' organizations, and defines a "veterans' organization" to mean "only such organizations, incorporated, as have a national parent body and whose membership is restricted to veterans of wars in which the United States have been involved, and which are not operated for pecuniary profit."

The proposed 4-cent per pack State cigarette tax in New Mexico, like the proposal which would allow legal operation of bell machines in New Mexico, went untouched this week. New Mexico lawmakers have already

passed the deadline for the introduction of new bills, so action on both of these measures should be coming shortly.

Tennessee's Legislature has recessed until March 21.

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Keeney Bonus Bells (Single)	210.00
Keeney Bonus Bells (Twins)	365.00
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## BALLY CITATION

(Continued from page 106)  
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Altho actual production figures have not been released, Moloney declared total production on Citation during the past six months has been such that it rivals the output of the industry's highest-demand five-balls. The lengthy run on Citation is unusual because one-ball territories are comparatively limited.

## MAGA SETS AREAS

(Continued from page 106)  
Falls, vice-president; Don F. Ehmann, Winona, executive secretary; and Louis L. Drussell, Winona, executive secretary.

The board of directors includes, in addition to the officers, Norman Hansen, Osakis; Roy Golden, Barnesville; Joe Topic, Shakopee; Jack Lowrie, Lake City; Roy Kuehmichel, Brainerd; C. D. Diedrick, Chaska; C. B. Case, Robbinsdale; Fritz Eichinger, St. Paul; Ernest Erkkila, Eveleth; Carl Schumacher, St. Cloud; Oscar Englund, Alexandria; Ken Ferguson, Stillwater, and Archie Pence, Minneapolis.



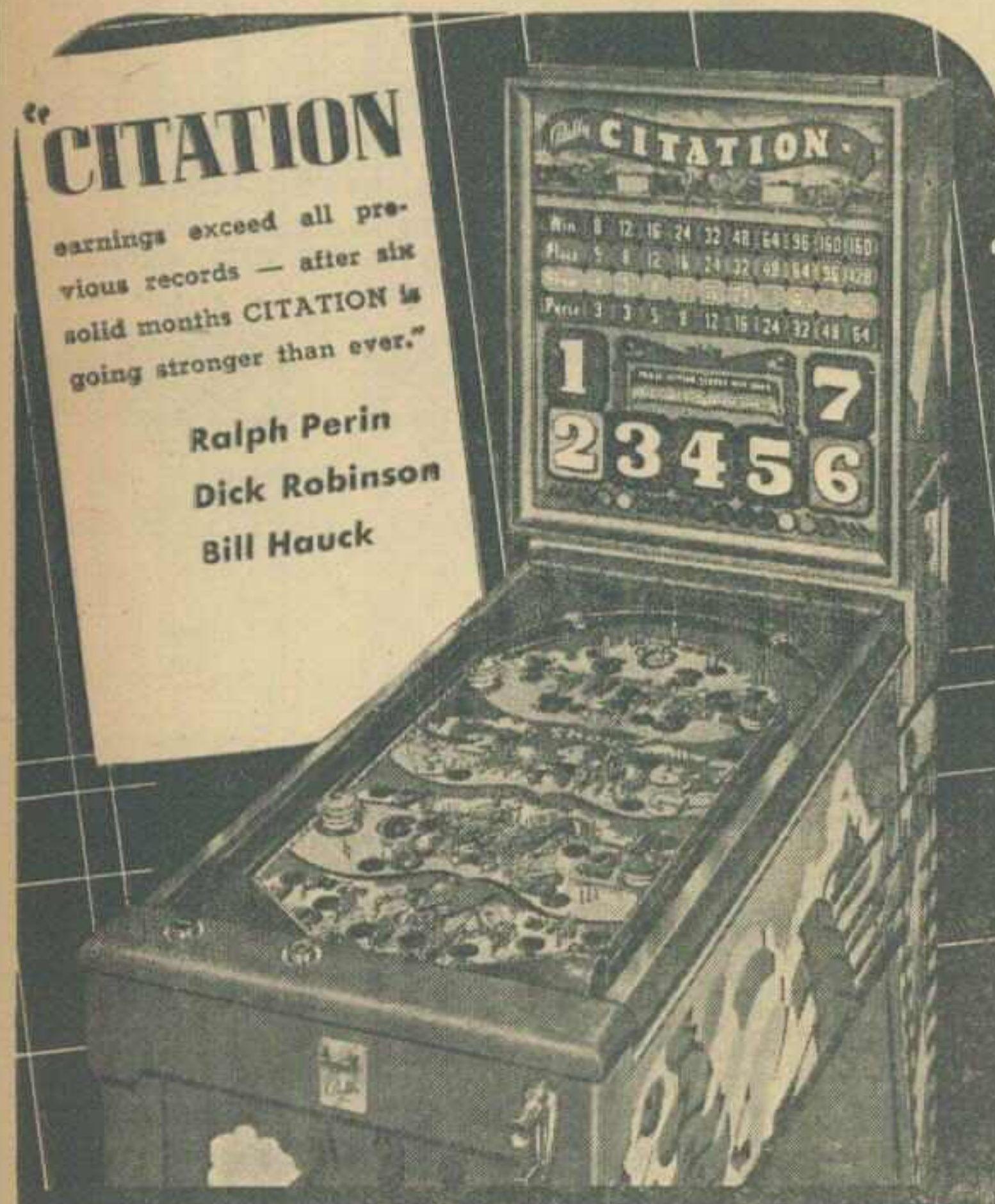
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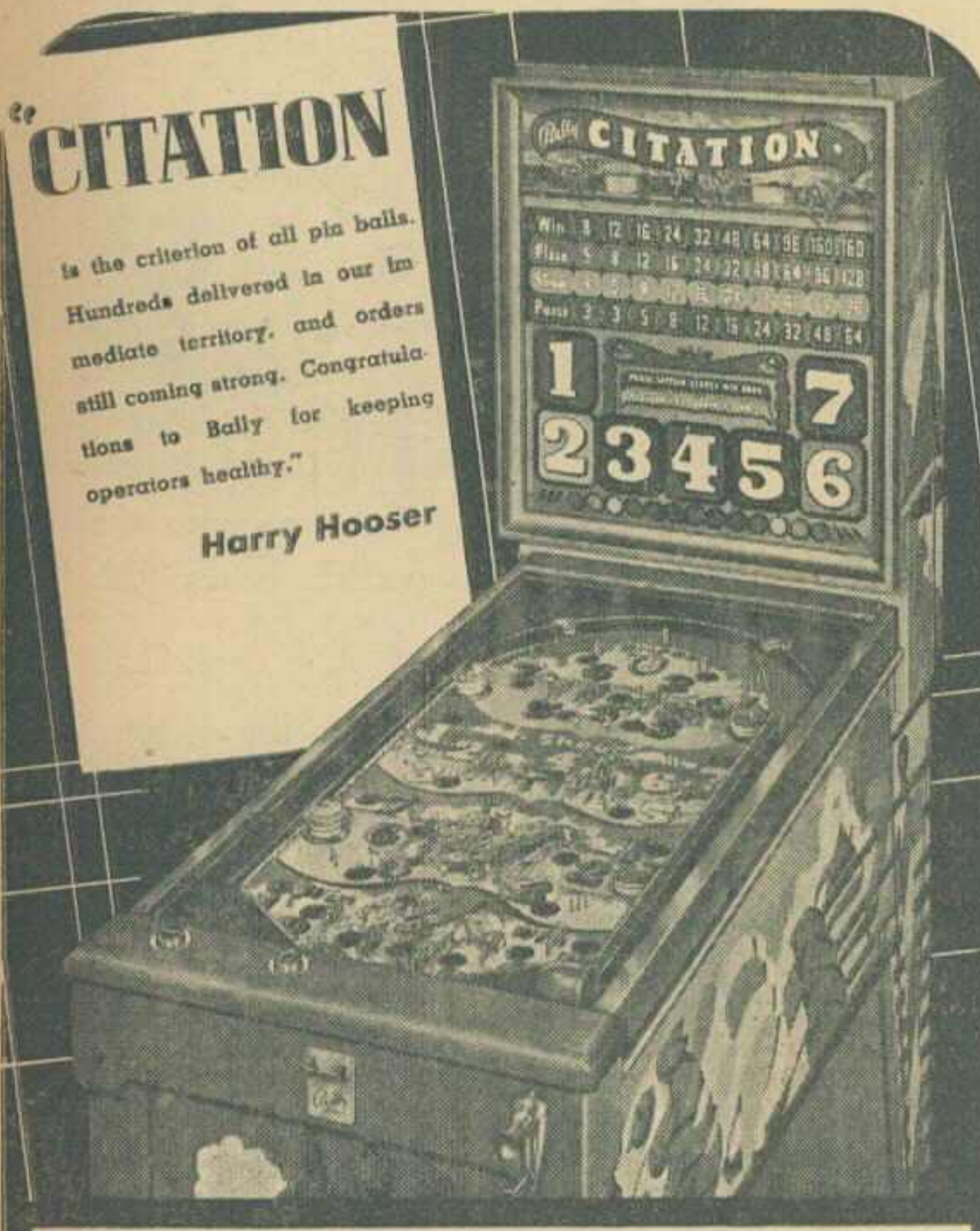
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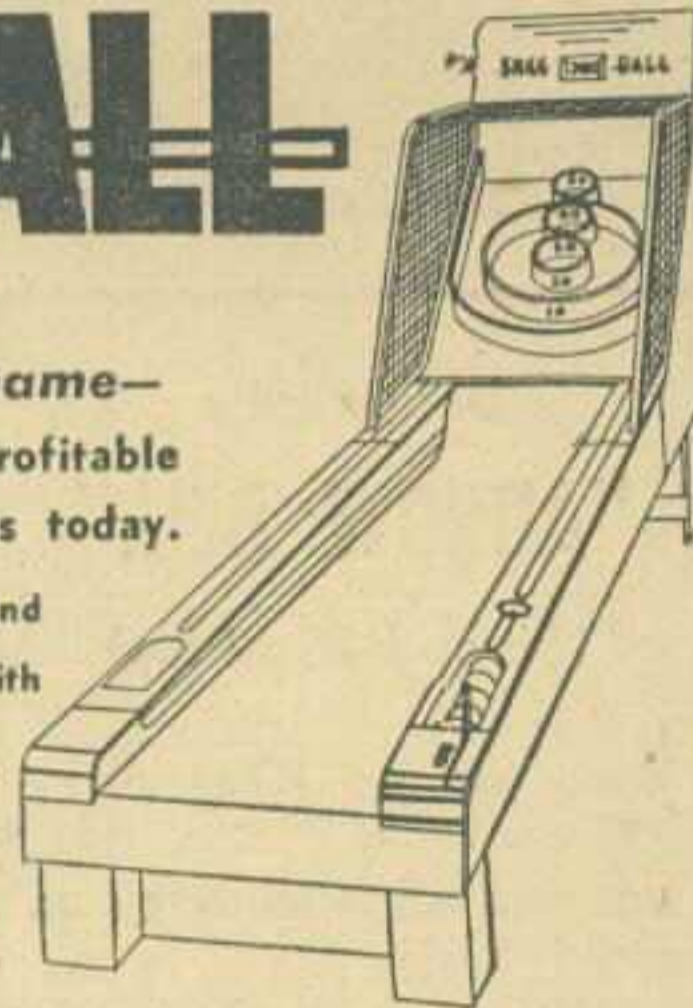
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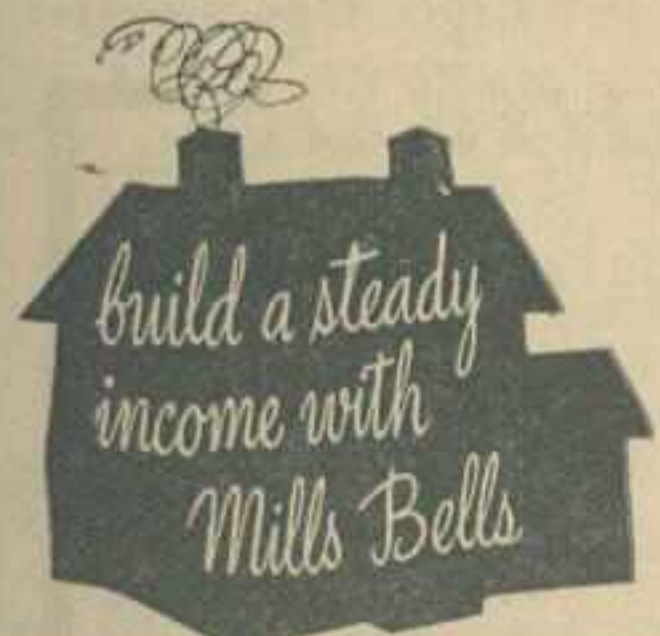
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	50c— 300.00

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**BELL-O-MATIC · Chicago 39**

**WILL BUY USED SHUFFLEBOARDS**

Or will exchange Seeburg 8800 Phonographs, Pin Games or used Mills Slots for same.  
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WILD ARROWS MAKE EVERY SYMBOL WILD.  
POSITIVE ADVANCING ODDS with each coin.  
SPECIAL JACKPOT POSSIBILITY on fourth coin.

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Will also sell these games separately for \$50.00 each.

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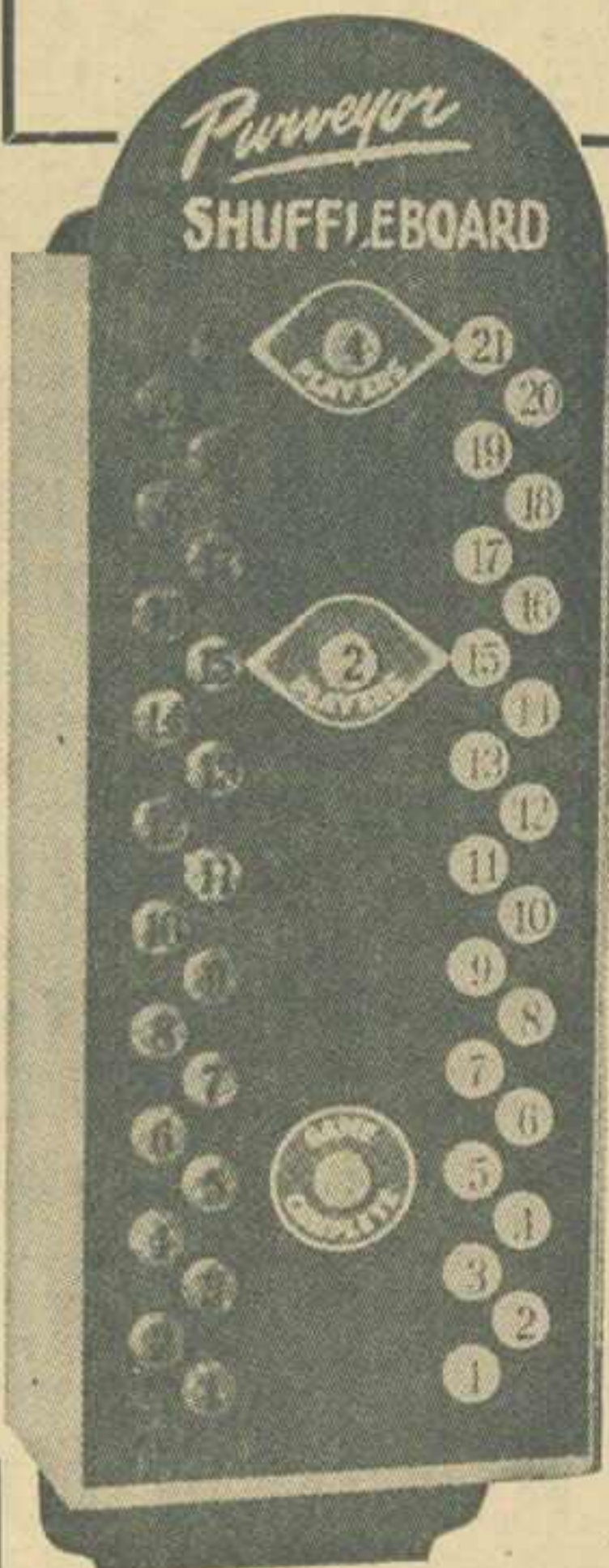
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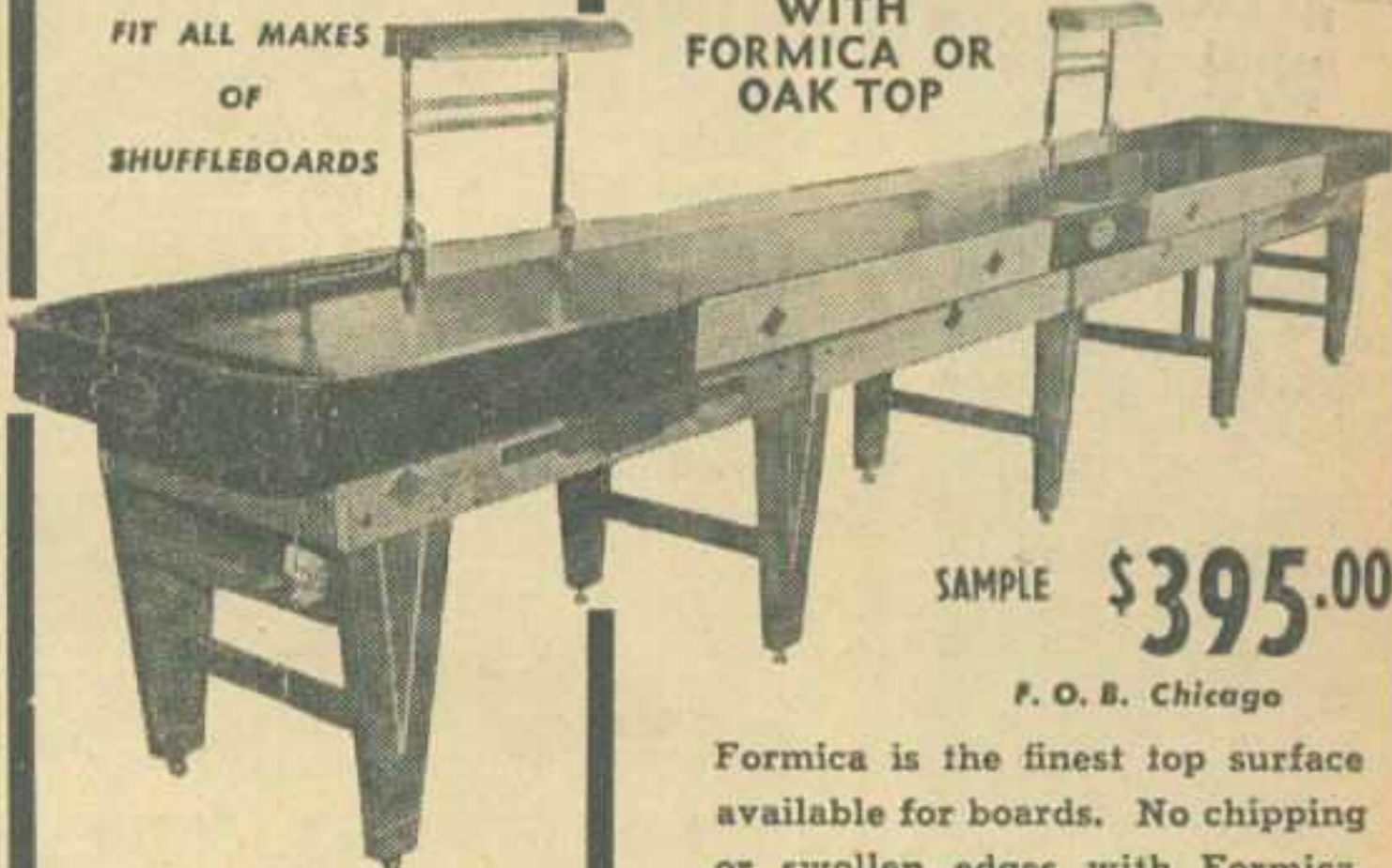
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Equip your Boards with lights  
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Easy to install, simply clamp on  
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 Beautifully chromed.

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 New Wurlitzer 1080 at .....\$425  
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COME ON IN—CALIFORNIA, MASSACHUSETTS, MARYLAND, OHIO AND UPPER NEW YORK STATE

ENTIRE STATE OF PENNSYLVANIA "GONE" OPERATORS PLEASE CONTACT  
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AS THE "JUKE BOX TAKE" GETS LOWER  
THE TELEVISION TAKE GETS HIGHER AND HIGHER—WE PREDICT: ONE YEAR FROM TODAY  
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TO BE THE BIGGEST MONEY MAKER IN COIN BOX HISTORY



Where coin box operations never went before! The new field is Hotel Rooms — Luncheonettes — Barber Shops — Hospitals — Motels — Beauty Parlors — Club Rooms — Boarding Houses — Bowling Alleys — etc.

**QUESTION:** BY LETTER — BY PHONE — BY WIRE: CAN WE SAMPLE FIVE OR TEN "TIMERS" FOR OUR OWN TELEVISION SETS?

**ANSWER:** YOU MAY SAMPLE ONE OR TEN UNITS. SEND CHECK, MONEY ORDER, ETC. PRICE PER UNIT, \$37.50. (20% Discount on Franchise Orders.)

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Franchises Given for Either States or Cities—(One and only One Distributor to Any Given Territory.)  
No Need to Invest a Fortune; With Five or Ten Units on Location You Will Soon See what We Mean (It is Raining Quarters.)

We Doubt If There is a Hotel in the United States That Will Not Let an Operator Install "Hotel Room Television" (where television is available).

Just Picture the Cinch for Servicing With 50, 100 or 300 Units in One Location.

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THERE IS NO OTHER, THERE IS ONLY ONE**

**"TELEVISION COIN-O-MATIC TIMER"**

# TELEVISION COIN-A-MATIC CO.

1451 BROADWAY, N. Y. CITY  
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## NEWS

**EXTRA!**

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★ Buying trends in the coin machine industry are becoming less sensitive to claims made for new, untried equipment. To avoid confusion and play safe—the majority of operators are equipping locations with time-tested and profit-proven equipment —with Keeney's 2-Way Bonus Super Bell!

**Keeney Consoles Are Still "TOPS"!**  
The unprecedented demand for Keeney's 2-Way Bonus Bell offers living evidence of the continued popularity of its bell-fruit-reel principle of scoring. Advancing odds, life-up diamonds that increase scoring opportunities, big juicy Jackpot awards, all combine to create steady fans and rich returns for operators of Keeney consoles.

Your distributor has Keeney's 2-WAY BONUS SUPER BELL and Keeney's GOLD NUGGET, sensational twin Multiple, 4-coin play console. Contact your distributor now!

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# "CITATION"

tops 'em all for steady, month-after-month sensational earning power. Congratulations, Bally!

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UNIVERSAL'S "Arrow Bell"

TWIN MULTIPLE COIN HEAD (5c, 10c and 25c play).

FEATURES THAT PULL HEAVY PLAY:

- WILD ARROWS make every symbol "wild"!
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ALL MECHANICAL AND ELECTRICAL EQUIPMENT WITH UNIVERSAL'S SENSATIONAL NEW "ARROW BELL" CONSOLE

These operators report unbelievable earnings in much less time with "Arrow Bell" and back up their statements with facts and figures. Where old and brand new equipment produced only average weekly incomes, their "Arrow Bells" are now overloading cash boxes in a single day! Why delay!

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Reconditioned Pingames

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Single Bonus Super Bell .....	\$180.00
Twin Bonus Super Bell, 5c, 5c or 25c .....	340.00

NOW DELIVERING NEW EQUIPMENT

Citation, Floating Power, Majors, 1949, Ramona, Swanee & Dallas. Keeney's Electric Cigarette Vendor, Keeney's Twin Bonus Super Bell, Mills Bonus Bell, Mills Jewel Bell, Mills Q.T. Bell, Mills Vest Pocket Bell, Mills' New Blue Bell and Black Beauty.

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Manufacturers of MERCURY '49er Shuffleboard

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rates all honors—and we attest the 'Jones Boys' signature to the CITATION honor roll."

The Jones Boys



R. F. JONES COMPANY

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**EUREKAS WANTED**  
Any Quantity.  
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**MAKE YOUR OWN PRICE**  
Every Game Cleaned and All Parts Intact

3 Big Hit	2 Cyclone	4 Lucky Star	2 Singapore
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4 Canteen	1 Flamingo	1 Miss America	4 Superliner
1 Cagouzel	1 Havana	1 Nevada	2 Superscore
1 Catalina	1 Hawaii	4 Ranger	3 Surf Queen
2 Click	1 Hi Ride	3 Rio	4 Suspense
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Closing Out  
**KUNKEL POP CORN MACHINES**  
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WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

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<p><b>New Phono Specials</b> Wurl. 1015 ..... \$495.00 Wurl. 1080 ..... 475.00</p>	<p><b>NEW SLOTS</b> MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE BELL, MELON BELL, BONUS BELL, JEWEL BELL, JENNINGS SUN CHIEF, STD. CHIEF, LITE-UP CHIEF. COLUMBIA, J.P. ... \$139.50   De L. COLUMBIA ... \$169.50 VEST POCKETS ... 65.00   Q.T., 5¢, \$115.00; 25¢ 142.50</p>	<p><b>NEW VENDORS</b> ATLAS DE LUXE 1¢ NUT &amp; B. G. VEND. \$ 14.50 ATLAS 5¢ BANTAM TRAY VENDOR 14.50 N.W. STAMP VEND. 69.50 POP CORN WARMER 69.50 ARISTOCRAT POP CORN VENDORS 225.00 MARION SCALE 79.50 SILVER KING 19.95 S. K. HOT NUT VEND. 22.50 5¢ 4-WAY MINT 17.50 ADVANCE 25¢ MODEL 21¢ VENDOR 29.50</p>	<p><b>NEW SKILL GAMES</b> EXH. DALE GUN \$289.50 EV. BAT-A-SCORE 355.00 FLASH HOCKEY 79.50 CHICOIN PISTOL 375.00</p>	
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WRITE FOR PRICES ON ALL NEW GAMES  
1/3 Deposit Cash or Certified Check With Order  
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**WANTED** ROCK-OLA STANDARDS, DELUXES, SUPERS, MASTERS, LATE FLIPPER-TYPE PIN GAMES, COLUMBIAS AND SLOTS, BALLY CONSOLES AND ONE-BALL

<p><b>FLIPPER TYPE 5 BALLS</b> Speedway ... \$159.50 Screwball ... 149.50 Jack n' Jill ... 139.50 Crazy Ball ... 129.50 Triple Action 129.50 Short Stop ... 129.50 Shanghai ... 124.50 Chanderella ... 124.50 Build Up ... 119.50 Monterrey ... 119.50 Trinidad ... \$119.50 Bermuda ... 119.50 Catalina ... 119.50 Humpty D'ty 119.50 Cover Girl ... 109.50 Sunny ... 109.50 Maj. Leag. BB 109.50 Yanks ... 109.50 Gold Mine ... 89.50</p>	<p><b>SLOTS</b> MILLS BLACK CHERRY, Orig. 5¢, \$120.00; 10¢, \$125.00; 25¢ \$130.00 5¢ MILLS BLUE FRONT, ORIG. ... 79.50 5¢ MILLS BONUS BELL ... 109.50 5¢ MILLS ORIG. CHROME, 2-5 ... 99.50 5¢ BROWN FRONTS ... 89.50 5¢ MILLS VEST POCKET ... 44.50 25¢ Q. T., BLUE CABINET ... 89.50 WATL. ROL-A-TOP, 5, 10, 25¢ ... 79.50 JENN. 4-STAR CHIEFS ... 79.50 JENN. STANDARD CHIEFS, 5¢, \$159.50; 10¢, \$164.50; 25¢, \$169.50; 50¢ 259.50</p>	<p><b>ONE BALLS</b> GOLD CUP, F.P. ... \$325.00 JOCKEY SPECIAL, F.P. ... 225.00 JOCKEY CLUB, P.O., '47 MOD. ... 249.50 BALLY ENTRY, P.O. ... 189.50 SPECIAL ENTRY, F.P. ... 175.00 VICTORY SPECIAL, F.P. ... 109.50 VICTORY DERBY, P.O. ... 109.50 LONGACRE, F.P. ... 89.50 TURF KING, P.O. ... 79.50 JOCKEY CLUB, P.O., '42 MOD. ... 69.50 KENTUCKY, P.O. ... 62.50 LONGSHOT, P.O. ... 59.50</p>
<p><b>SAVE 3 WAYS!</b> No. 1 Guaranteed Non-Flipper 5-Balls. \$79.50 No. 2 With Flipper Kit Installed. \$79.50 No. 3 With (1) Contact Kickers Installed. \$79.50 TREASURE CHEST \$69.50 SINGAPORE ... 59.50 GOLD BALL ... 49.50 CYCLONE ... 44.50 CROSSFIRE ... 44.50 BALLYHOO ... 44.50 TROPICANA ... 59.50 CO-ED ... 49.50 LUCKY STAR ... 49.50 HAVANA ... 44.50 KILROY ... 44.50 FLAMINGO ... 44.50 SUPER SCORE ... 44.50 SPELLBOUND ... 44.50 BALLYHOO ... 44.50 MYSTERY ... 44.50 STEP UP ... 34.50 CANTEEN ... 34.50 MIDGET RACER ... 34.50 ANY PRE-WAR PIN GAME ... 24.50</p>	<p><b>ARCADE</b> TELEQUIZ, F. S. ... WRITE WMS. ALL-STARS ... \$219.50 CHICOIN BASKETBALL CHAMP 249.50 DRIVEMOBILE 129.50 SUPER BOMBER 129.50 UNDERSEA RAIDER 119.50 SUPREME BOLA-SCORE 109.50 KIRK ASTROL SCALE 99.50 EXH. MERCHANTMAN DIGGER 89.50 BATTING PRACTICE 79.50 HOCKEY, CHICOIN 69.50 LIBERATOR OR PERISCOPE 79.50 ROCKET BUSTER 79.50 GENCO WHIZZ 69.50 BUCKLEY TREAS. IS. DIGGER 119.50 MUTO. CARD VEN., 2 for 5¢, New 39.50 GOTT. GRIP SCALE 22.50 POP UP, Like New 22.50 ABT CHALLENGER, Like New 29.50</p>	<p><b>CONSOLES</b> 5¢ EV. RACES, CONV., NEW ... \$595.00 25¢ EV. RACES, P.O., USED 1 WK. 495.00 BALLY DE LUXE DRAW BELL ... 269.50 KEENEY 3-WAY BONUS SUPER 595.00 B-25 TWO-WAY BONUS SUPER 465.00 BALLY TRIPLE BELL 495.00 EVANS 1947 BANGTAILS, J.P. 275.00 5¢ KEEN. BONUS SUPER BELL 249.50 BALLY DRAW BELLS, Reg. 199.50 MILLS 3-BELLS ... 159.50 HI HAND, COMB. ... 99.50 MILLS 4-BELLS, 5-5-5-5 ... 89.50 BALLY CLUB BELL ... 69.50 MILLS JUMBO, COMB. ... 79.50 KEENEY 5¢ SUPER BELL COMB. 79.50 WATLING BIG GAME, P.O. or F.P. 69.50 5¢ PACE SARATOGA SR., P.O. ... 69.50 BALLY BIG TOP, P.O. or F.P. ... 69.50 MILLS JUMBO, LATE HEAD ... 69.50 PACE REELS—CHR. RAIL ... 69.50 JENN. SILVER MOON, P.O. or F.P. 69.50</p>

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Keeney Bonus Super Bell (Comb.), 5¢-25¢	424.50
Keeney Super Bell (Cash), 5¢-25¢	89.50
Bally Double Up (Comb.), 5¢	349.50
Bally Reserve Bell (Comb.), 5¢	399.50
Bally Wild Lemon (Comb.), 5¢	325.00
Bally Triple Bell (Comb.), 5¢-5¢-25¢	424.50
Bally Draw Bell R.B. (Comb.), 5¢	229.50
Bally Draw Bell N.B. 5¢	174.50
Bally Deluxe Draw Bell (Comb.), 5¢	279.50
Bally Deluxe Draw Bell (Comb.), 25¢	299.50
Late Mills Three Bells (Cash), 5¢-10¢-25¢	299.50
Mills Four Bells, 5¢ play	89.50
Mills 'umbo (Cash)	89.50
Evans Bangtails (NEW) (Comb.) Jackpot, 5¢	699.50
Late Model Evans Racers (Cash Only), 5¢	425.00
Late Model Evans Racers (Comb.), 5¢	449.50

Late Model Evans Racers (NEW) (Comb.), 5¢	\$599.50
Evans Lucky Lucre, Cash	89.50
Buckley Track Odds, 5¢	299.50
Late Model Baker's Pacers (Like New)	399.50

## ONE BALL FREE PLAY GAMES

Gold Cup	\$274.50
Jockey Special	249.50
Special Entry	149.50
Victory Special	74.50
Daily Races	79.50
Big Parlay	74.50
Longacres	32.50
Thorobreds	32.50

## LATE 5-BALL F.P. GAMES

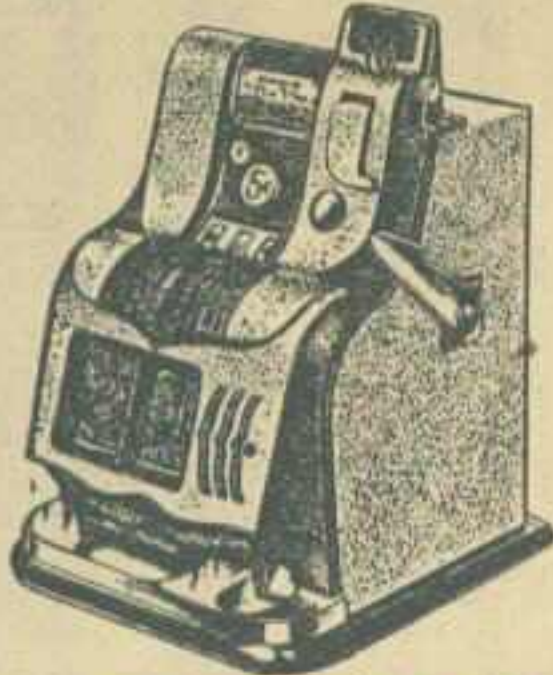
Singapore	\$ 64.50
Crazy Ball	124.50
Robinhood	109.50
Cinderella	120.50
Round Up	149.50
Thrill	129.50
Yanks (Williams)	89.50
Contact (Exhibit)	149.50
Cover Girl (with Flippers)	89.50
Sally	129.50
Caribbean	124.50

## FIVE BALL FREE PLAY GAMES

Bonanza	\$44.50	Smarty	\$27.50	Surf Queen	\$17.50
Treasure Chest	44.50	Double Barrel	22.50	Seven Up	12.50
Jungle	12.50	Salute	12.50	Smack the Japs	12.50
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Big Hit	15.00	Torpedo Patrol	12.50	Havana	27.50
Towers	12.50	Catalina (Pre-War)	17.50	Baffle Card	32.50
Invasion	12.50	Nudgy	22.50	Sea Breeze	27.50
Gun Club	17.50	Defense	22.50	Spellbound	29.50
Target Skill	12.50	Cyclone	29.50	Dynamite	25.00
Yacht Club	12.50	Fiesta	29.50	Cyclone	29.50
				Fast Ball	32.50

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### MILLS' NEW VEST POCKET BELL

Operates on 3-5 Mystery Payout System  
5¢ Play ..... \$65.00

### MILLS' NEW Q T

A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play \$115.00  
25¢ Play ..... Write

### MILLS' LATEST BELLS

BLACK BEAUTY      BLUE BELL      TOKEN BELL

5¢ - 10¢ - 25¢ - 50¢ Play ..... WRITE FOR PRICES

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

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# AND

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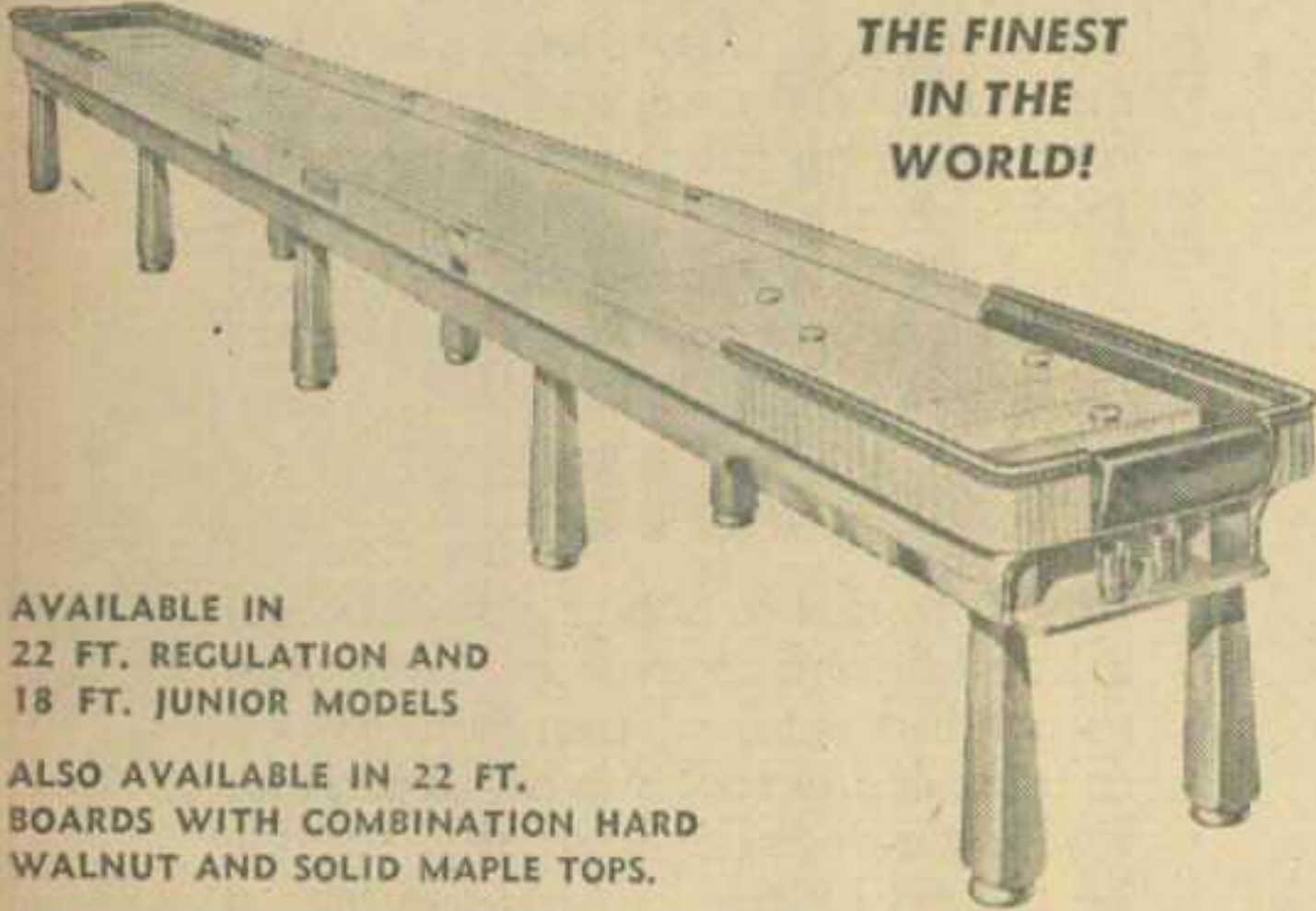
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AVAILABLE IN  
22 FT. REGULATION AND  
18 FT. JUNIOR MODELS

ALSO AVAILABLE IN 22 FT.  
BOARDS WITH COMBINATION HARD  
WALNUT AND SOLID MAPLE TOPS.

Operators who know the BEST are buying Monarch DeLuxe Shuffleboards! Follow the leaders . . . buy QUALITY . . . not price! A couple of weeks' play makes up the difference! Monarch Shuffleboards are richly styled of beautifully grained and finished fine woods, trimmed with colorful leatherette. One-piece solid Maple top has alcohol resistant finish. Indirect lighting at scoring areas. Extra heavy padding to prevent break-through of weights. Solidly built to give years of service and keep attractive appearance. Easy to install—takes half the time required for ordinary boards. Special piano-type legs add strength and long life. Boards come complete with weights, rules, posters, score sheets, etc.

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For All Shuffleboards—All Types of Play.  
Available in WALL MODELS—FLOOR  
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High Visibility—Perfect Performance!

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NEW OVER-SIZE CASH BOX HOLDS UP TO \$200.00 IN COINS!



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**DON'T** blame the play field of your shuffleboard when the trouble is with your weights.  
**DON'T** experiment—We have done that for you and have perfected the finest weights in America.

Precision Ground—Balanced Perfectly

PRICE  
**\$16.00**  
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Remit for one set and if you are not perfectly satisfied, return them and we will refund every cent.

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By Popular Demand!

## KEENEY BONUS SUPER BELL

Still the Greatest Console of Them All!  
Now Delivering—Brand New Twin Models.  
Any Combination of two 5c-10c-25c Coin Chutes.

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"Truly the Finest"  
SHUFFLEBOARD  
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Mercury 49'er  
**CONVERTIBLE SHUFFLEBOARD**  
Our 22 ft., 20 ft. and 18 ft. boards can be converted into two REBOUND shuffleboards in a few minutes' time at small additional cost

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## YOUR SHUFFLEBOARD SUPPLY HOUSE

- SUPER-SPEED WAX • FAST WAX
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- SCORE PADS • WALL HANGERS
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- LOW-PRICED CLAMP-ON LIGHTS and the indispensable
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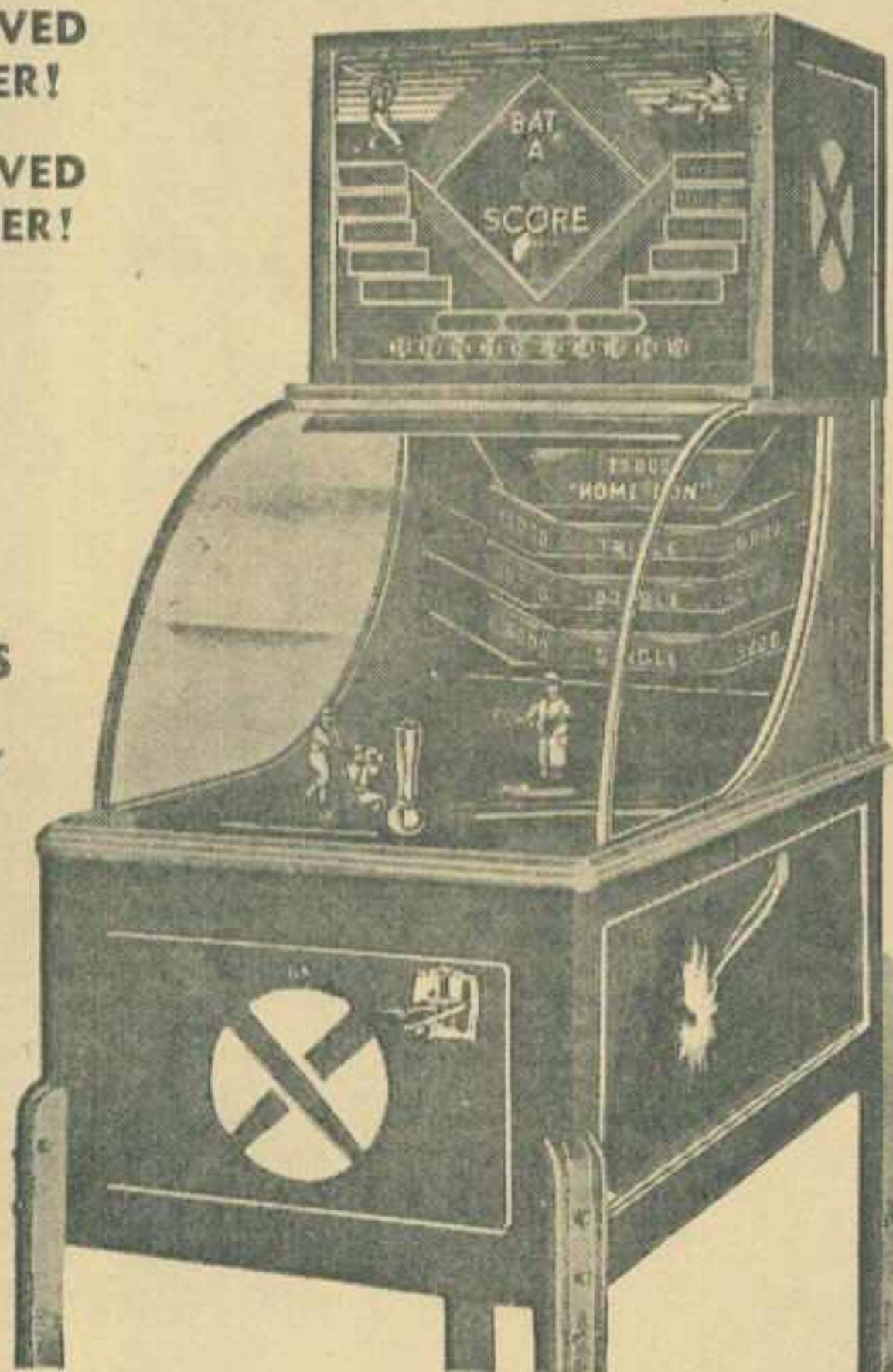
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IMPROVED BATTER!

IMPROVED PITCHER!

10 BALLS  
5c PLAY



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Watch the pitcher pick up the ball, go through his wind-up, and deliver the ball THROUGH THE AIR to the batter. Watch the batter take his stance, meet the pitch, for a foul, single, double, triple or home run, depending on the skill of the operator. Watch the catcher catch the ball, if missed by the batter.

HIGH SCORING BASEBALL UNDER LIGHTS! HIGHLY COLORFUL SCOREBOARD! BEAUTIFULLY DECORATED DIAMOND AND GRANDSTAND! ALSO AVAILABLE IN FREE PLAY. NOW READY FOR IMMEDIATE DELIVERY!

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Completely reconditioned and repainted. Money-back guarantee. Terms 1/10 Deposit with order.

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| EXHIBIT                  | SWANEE         |
| UNITED                   | SHOWBOAT       |
| WILLIAMS                 | TUCSON         |
| CHICAGO COIN GRAND AWARD |                |

### SLOTS — USED

5c BLUE FRONTS	\$ 79.50
10c BLUE FRONTS	84.50
25c BLUE FRONTS	89.50
5c BROWN FRONTS	79.50
10c BROWN FRONTS	84.50
25c BROWN FRONTS	89.50
5c BLACK CHERRYS	129.50
10c BLACK CHERRYS	134.50
25c BLACK CHERRYS	139.50
5c GOLDEN FALLS	135.00
10c GOLDEN FALLS	140.00
25c GOLDEN FALLS	145.00
5c SILVER CHIEFS	69.50
10c SILVER CHIEFS	74.50
25c SILVER CHIEFS	79.50
5-10-25c MELON BELLS	99.50
5c VEST POCKETS	39.50
5c MILLS Q.T.'s	65.00
10c MILLS Q.T.'s	70.00

### NEW SLOTS AND SAFES

- MILLS 5c-10c-25c-50c
- BLACK CHERRYS
- JEWEL BELLS
- BLACK BEAUTY
- BLUE BELL
- TOKEN BELL
- 5c VEST POCKETS
- JENNINGS NEW BELLS
- STANDARD & CLUB MODELS
- CHICAGO METAL
- SINGLE, DOUBLE & TRIPLE REVOLV-AROUND SAFES & STANDS
- HEAVY STEEL REVOLV-AROUND SINGLE, DOUBLE & TRIPLE

### CONSOLES — USED

KEENEY BONUS, 5c-25c	\$425.00
KEENEY BONUS, 5c	275.00
DRAW BELLS	195.00
DE LUXE DRAW BELL	275.00
EVANS RACES, COMB.	495.00
5c-25c JENNINGS CHALLENGER	345.00
BALLY TRIPLE BELLS	425.00
KEENEYS, 5-10-25c	595.00
JUMBO PARADE, CP	69.50
BALLY BIG TOP, FP	69.50
JENNINGS TOTALIZER, FP	69.50
MILLS 4 BELLS	69.50
MILLS 3 BELLS, LATE	375.00

### CONSOLES — NEW

KEENEY TWIN, 5c-25c	\$800.00
ARROW BELL, 5c-25c	800.00
EVANS RACES, COMB.	989.50
KEENEY WILD BELL	800.00
BALLY MULTIPLE BELL	749.50
BALLY WILD LEMON	545.00
KEENEY GOLD NUGGET	800.00
MILLS 3 BELLS	WRITE

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EXHIBIT DIGGERS	99.50
CHICAGO COIN HOCKEY	69.50
CHICKEN SAMS	79.50
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LITE LEAGUE	79.50
BATTING PRACTICE	79.50
KIRK NITE BOMBER	165.00
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PITCH 'EM & BAT 'EM	315.00
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- DAVAL GUSHERS . . . 32.50
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- GOTTLIEB GRIPPERS . . . 32.50
- BALLY CITATION . . . 642.50
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TREMENDOUS APPEAL!

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MILWAUKEE see Carl Hoppel

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KEENEY BONUS 3-WAY, 5-10-25	650.00	KEENEY BONUS 2-WAY, 5-25	425.00
BALLY TRIPLE BELLS, 5-10-25	475.00	KEENEY BONUS 2-WAY, 5-5	425.00
BALLY TRIPLE BELLS, 5-5-25	465.00	KEENEY GOLD NUGGET	395.00
1947 EVANS RACES, 5¢	495.00	BALLY DRAW BELLS (R. B.)	199.50
JENNINGS CHALLENGERS, 5-25¢	295.00	BALLY DRAW BELLS (M. B.)	189.50
KEENEY TWINS, 5-25, F.P., P.O.	99.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, P.O.	39.50
BALLY DOUBLE UP	295.00	BUCKLEY TRACK ODDS	295.00
BALLY WILD LEMON	295.00	BALLY HI HANDS	49.50
1948 EVANS BANGTAILS	195.00	BALLY CLUB BELL, F.P., P.O.	49.50
1948 EVANS WINTER BOOK	295.00	PACE SARATOGA	49.50
NEW BALLY HI BOY	Write	NEW UNIVERSAL ARROW BELL	Write
NEW BALLY RESERVE BELL	Write	NEW EVANS BANGTAILS	Write
NEW BALLY MULTI-BELL	Write	NEW DOMINOES	Write
NEW BALLY SPOT-BELL	Write	NEW BALLY TRIPLE BELLS	Write

### GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100	Write	SEEBURG MODEL 1-48	Write
NEW WURLITZER MODEL 1015	Write	SEEBURG MODEL 1-47	\$425.00
NEW WURLITZER MODEL 1080	Write	SEEBURG MODEL 1-46	350.00
WURLITZER MODEL 1015	\$365.00	ROCK-OLA MODEL 1428 (1948)	Write
A.M.I. MODEL B	Write	ROCK-OLA MODEL 1454 (1947)	350.00
A.M.I. MODEL A	550.00	ROCK-OLA MODEL 1422 (1946)	295.00
WURLITZER MODEL 1100	595.00	ROCK-OLA 1947 PLAYMASTER	295.00
SEEBURG HIDE-A-WAY 246	295.00	ROCK-OLA 1940 PLAYMASTER	149.50
PACKARD PLA-MOR BOXES	22.50	SEEBURG 1946 WIRELESS BOXES	29.50
NEW PACKARD BOXES	29.50	SEEBURG 1946 3-WIRE BOXES	34.50

### NEW AND RECONDITIONED PHONOGRAPHS

JENNINGS SUN CHIEF	Write	MILLS BLUE BELL	Write
JENNINGS STANDARD CHIEF	Write	MILLS BLACK GOLD	Write
PACE 1948 CHROME, \$1.00	\$275.00	MILLS JEWEL BELL	Write
COLUMBIA TWIN JACKPOT	69.50	MILLS BLACK CHERRY, ORIG.	\$139.50
NEW MILLS VEST POCKET	39.50	1948 STANDARD CHIEF, 50¢	275.00

### RECONDITIONED EQUIPMENT

BALLY BOWLERS	\$249.50	TENCO BING-A-ROLLS	\$169.50
STRIKE 'N SPARES	295.00	ALLY HI ROLLS	99.50
GENCO TOTAL ROLL	49.50	INDERSEA RAIDER	99.50
BALLY VICTORY SPECIAL	69.50	CHICAGO COIN GOALIE	79.50
QUIZZER	325.00	HOLLYCRANE DIGGER	Write
KEENEY FAVORITE	89.50	BALLY HEAVY HITTER	69.50
WESTERN POKERINO	69.50	GENCO ADVANCE ROLLS	69.50

TERMS: 1/3 Deposit • Immediate Delivery • Price Includes Crating

Badger Sales Co., Inc.

2251 WEST PICO BLVD.  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326

Badger Novelty Co.

2546 NORTH 30TH STREET  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030

Everything About It Tells You That

# SEBRING "Dura-Top" SHUFFLEBOARD

AVAILABLE IN 11-18-22 FOOT LENGTHS

is the Best **BUY** of all

Sebring Dura-Tops will not warp, dent, twist or stain. Immediate delivery. Our REPUTATION and BACKGROUND in the Coin Machine Business is your assurance that YOU CAN BUY FROM US WITH CONFIDENCE THAT YOU ARE BUYING THE BEST AT THE LOWEST PRICE.

See your local distributor or write us direct.

DISTRIBUTORS—WRITE FOR EXCLUSIVE DEAL

## A. G. SEBRING CORPORATION

2300 W. Armitage

Chicago 47, Illinois

## ATTENTION—SHUFFLEBOARD OPERATORS!!

Complete resanding and refinishing service in San Francisco Bay Area. Boards picked up and returned within 24 hours in perfect tournament condition.

BRANNAN ST. PLANING MILL, INC.

560 BRANNAN STREET

Phone: DOuglas 2-3200

SAN FRANCISCO 7, CALIF.

GIVE TO THE DAMON RUNYON CANCER FUND

## CASH FOR LATE USED PIN GAMES!

WANTED—Humpty Dumpty, Robin Hood, Olanderella, Jack & Jill, King Cole, Triple Action, Monterey, Trade Winds, Mardi Gras, Paradise, Star Dust, Merry Widow and other late Flipper Games. State price and quantity in first letter.

WIRE

SOUTHERN AMUSEMENT CO.

CALL

628 MADISON AVE.

Phone: 5-3609

MEMPHIS, TENN.

• TROUBLE FREE  
AIMING AND FIR-  
ING MECHANISM

PATS. PENDING

• SKILL  
ADJUSTMENT  
BUTTONS

• "JUMBO SIZE"  
MAPLE CABINET

• RECOIL AND  
REPORT ACTION

• EASILY ACCES-  
SIBLE—SIMPLE  
TO SERVICE

• BUILT FOR  
MANY YEARS OF  
TROUBLE FREE  
MONEY MAKING



# Chicago Coin's NEW ARCADE GAME! PISTOL

IT'S JUST LIKE  
FIRING ON A  
**50 FT.**  
TARGET RANGE!

START OUT RIGHT WITH  
THE BIGGEST MONEY  
MAKER OF THEM ALL  
"PROVEN IN COMPETITION"

*Chicago Coin Machine Co.*

1725 Diversey Blvd.

Chicago 14, Ill.

Manufacturers of Shuffle-King Shuffle Board—Shuffle-King Re-Bound  
and Chicago Coin 5 Ball Amusement Games.



**ACTIVE**  
COMPLETELY  
RECONDITIONED GAMES  
READY FOR LOCATION  
'NUFF SAID

CROSSFIRE . . . \$22.50	MYSTERY . . . \$22.50
CO-ED . . . 29.50	MANHATTAN . . . 49.50
MEXICO . . . 29.50	SINGAPORE . . . 39.50
<b>ORIGINAL FLIPPER GAMES</b>	
SPINBALL . . . . . \$79.50	
YANKS . . . . . 84.50	

1/3 With Order—Balance C. O. D.

**ACTIVE AMUSEMENT MACHINES CO.**

666 N. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

98 Clinton Ave.  
Newark 5, N. J.  
Mitchell 2-8527

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

**GUARANTEED—FACTORY RECONDITIONED  
JACKPOT BELLS**

**\$60 to \$150**

5c-10c-25c PLAY

Thoroughly reconditioned by experienced factory trained mechanics. Your choice of  
2/5 or 3/5 payout combinations.

**SOLD ON 10-DAY MONEY-BACK GUARANTEE**

Repair Parts for All Types of Jackpot Bells

**BUCKLEY TRADING POST**

4223 WEST LAKE ST.

CHICAGO 24, ILL.

GIVE TO THE DAMON RUNYON CANCER FUND

# Chicago Coin's RE-BOUND

15<sup>th</sup> WEEK OF  
CONTINUOUS  
DEMAND



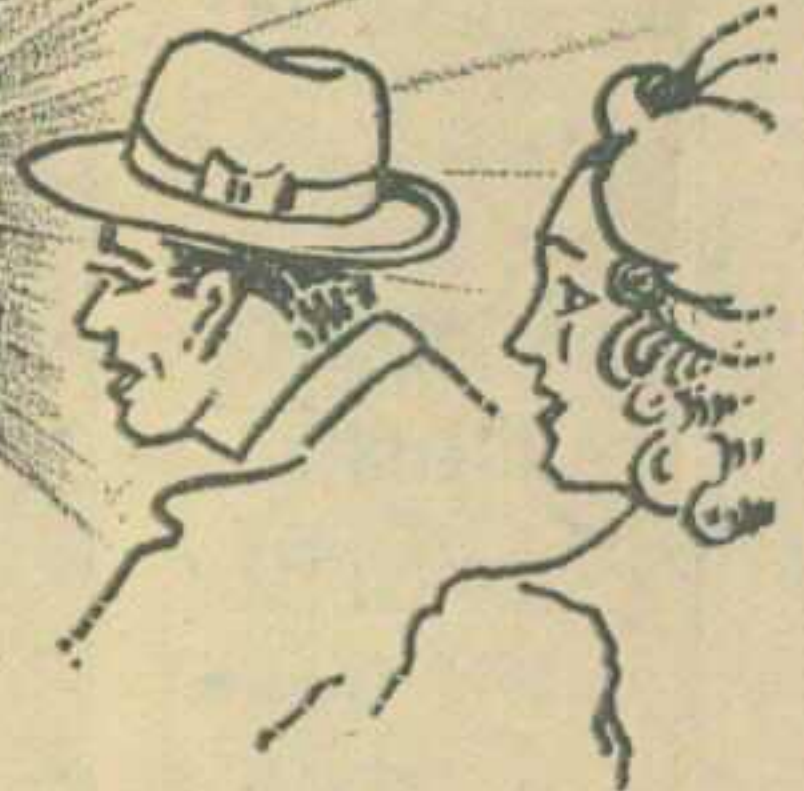
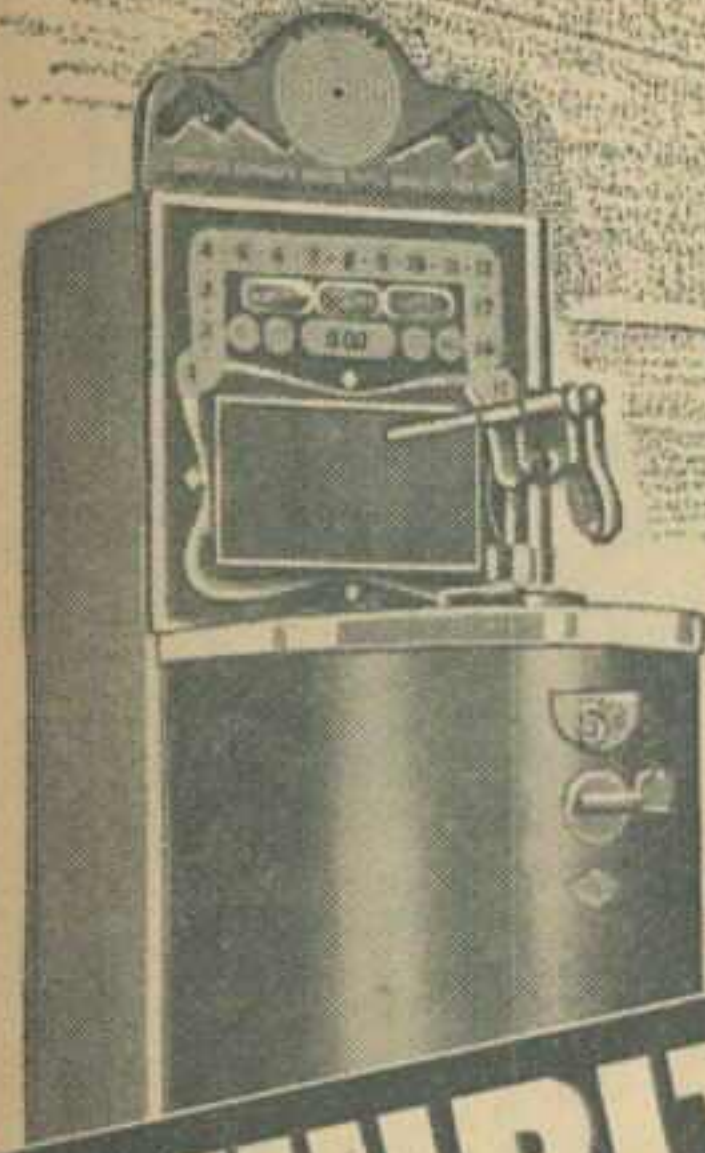
**OVERALL  
LENGTH  
9 FEET!**

With the  
AUTOMATIC  
"GAME-OVER"  
LOCKING DEVICE

PATENT  
PENDING

*Chicago Coin Machine Co.*

1725 Diversey Blvd. Chicago 14, Ill.



## BIG BUSINESS AHEAD FOR OPERATORS

Join the Smart Operators who are out for Big Earnings. Reports are Sensational. Proving daily the most profitable Coin Machine offered today. Install anywhere in your territory. Will earn big for you all year round. Contact your "EXHIBIT" DISTRIBUTOR NOW... to be assured of earliest possible deliveries.

**EXHIBIT'S**  
- ORIGINAL "DALE" GUN -  
**SHOOTING**  
**GALLERY**  
(ALL ELECTRIC)

AN APPARENT  
50 FOOT  
TARGET RANGE

### THE EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET • CHICAGO 24, ILL.

(ESTABLISHED)  
1901



AT YOUR  
**EXHIBIT**  
DISTRIBUTOR

See that Great  
5 Ball



IN BIGGER  
**DEMAND**  
THAN EVER

**LONDON for TOWERING VALUES—LOW PRICES!**

**YOUR CHOICE**  
\$19.50 EA. — 6 FOR \$100.00

Cleaned and Checked

- |            |              |
|------------|--------------|
| KILROY     | MIDGET RACER |
| SPELLBOUND | STEP UP      |
| BIG LEAGUE | SURF QUEEN   |
| BALLYHOO   | SUPER SCORE  |
|            | SUSPENSE     |

**YOUR CHOICE**  
\$39.50 EA. — 3 FOR \$100.00

Cleaned and Checked

- |           |          |
|-----------|----------|
| LIGHTNING | BRONCHO  |
| HONEY     | GINGER   |
| CROSSFIRE | MEXICO   |
| MYSTERY   | FLAMINGO |
| GOLD BALL | VANITIES |
| TORCHY    | SEA ISLE |

**PHONOGRAPHS—Cleaned and Checked!**

- |   |                |          |
|---|----------------|----------|
| 8800, 9800,   | 800 Wurlitzer  | \$125.00 |
| 8200, RC. Ea.   | Colonial (780) |          |
| Colonel or Envoy,   | Wurl.          | 125.00   |
| RC.   | 950 Wurlitzer  | 125.00   |
| 3 AMI Automatic Hostess Units, complete (30 turntables, 1947 model), like new. MAKE AN OFFER! |                |          |

**ARCADE**

- |                          |         |                                 |          |
|--------------------------|---------|---------------------------------|----------|
| Lite League              | \$49.50 | Box Score                       | \$ 79.50 |
| Ten Strikes (High Dials) | 49.50   | Goales                          | 99.50    |
| Tumbler                  | 49.50   | All Stars (Late Serial Numbers) | 224.50   |
| Boomerang                | 34.50   | Bang-a-Deer (Comp. With Rifle)  | 99.50    |
| Total Rolls              | 49.50   |                                 |          |

**ROLL DOWNS**

\$49.50 EA.

- BUBBLES  
MIMI  
TRI SCORE  
COVER GIRL  
TALLY ROLL  
SINGAPORE  
HAWAII  
SUPERTRIANGLE  
TROPICANA

- ADVANCE ROLLS  
BING-A-ROLLS  
WRITE

TERMS: 1/2 Deposit. Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan

PHONE: KILBOURN 5-7323

*S. L. Londen Music Co., Inc.*

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

**REDD'S BARGAINS — SATISFACTION GUARANTEED OR MONEY REFUNDED**

**RECONDITIONED PHONOGRAPHS**

- |                     |          |
|---------------------|----------|
| WURLITZER 1015      | WRITE    |
| WURLITZER 1080      | WRITE    |
| WURLITZER 750       | \$210.00 |
| WURLITZER 850       | 175.00   |
| WURLITZER 700       | 175.00   |
| WURLITZER 800       | 175.00   |
| WURLITZER 780       | 175.00   |
| WURLITZER 950       | 145.00   |
| WURLITZER 500 & 600 | 95.00    |
| ROCK-OLA 1427       | \$265.00 |
| ROCK-OLA 1426       | 295.00   |
| ROCK-OLA COMMANDO   | 85.00    |
| ROCK-OLA SUPER      | 75.00    |
| ROCK-OLA MASTER     | 75.00    |
| ROCK-OLA STANDARD   | 75.00    |
| ROCK-OLA DELUXE     | 75.00    |

**RECONDITIONED PHONOGRAPHS**

- |                     |          |
|---------------------|----------|
| SEEBURG 146M & 147M | WRITE    |
| SEEBURG LOWTONE     | \$175.00 |
| SEEBURG 8200 R. C.  | 150.00   |
| SEEBURG 9800 R. C.  | 140.00   |
| SEEBURG 8800 R. C.  | 140.00   |
| SEEBURG ENVOY R. C. | 95.00    |
| SEEBURG CLASSIC     | 80.00    |
| SEEBURG VOGUE       | 80.00    |
| SEEBURG GEMS        | 80.00    |

NEW ENGLAND OPERATORS!!

WE HAVE A SPECIAL DEAL ON BRAND NEW WURLITZER PHONOS, MODELS 1015-1080 — ACT QUICK.

Miscellaneous Equipment: Diversify Your Route for Extra Profits! BALLY DRAW BELL, \$215—BALLY LEMON BELL, like new, \$315 CHICAGO COIN CO. COIN OPERATED SHUFFLEBOARD—WRITE. New Featherweight Tone Arm for all Wurlitzer and Seeburg Records. Lasts two to three thousand plays. Change needle 15,000 plays. Guaranteed satisfaction or money refunded after 90 days' trial.

WANTED: Flipper Games, Slot Machines, Arcade Machines, Wurlitzer 700, 750 and Seeburg Gems. LARGE SUPPLY OF BANG BUMPERS, PARTS AND SUPPLIES.

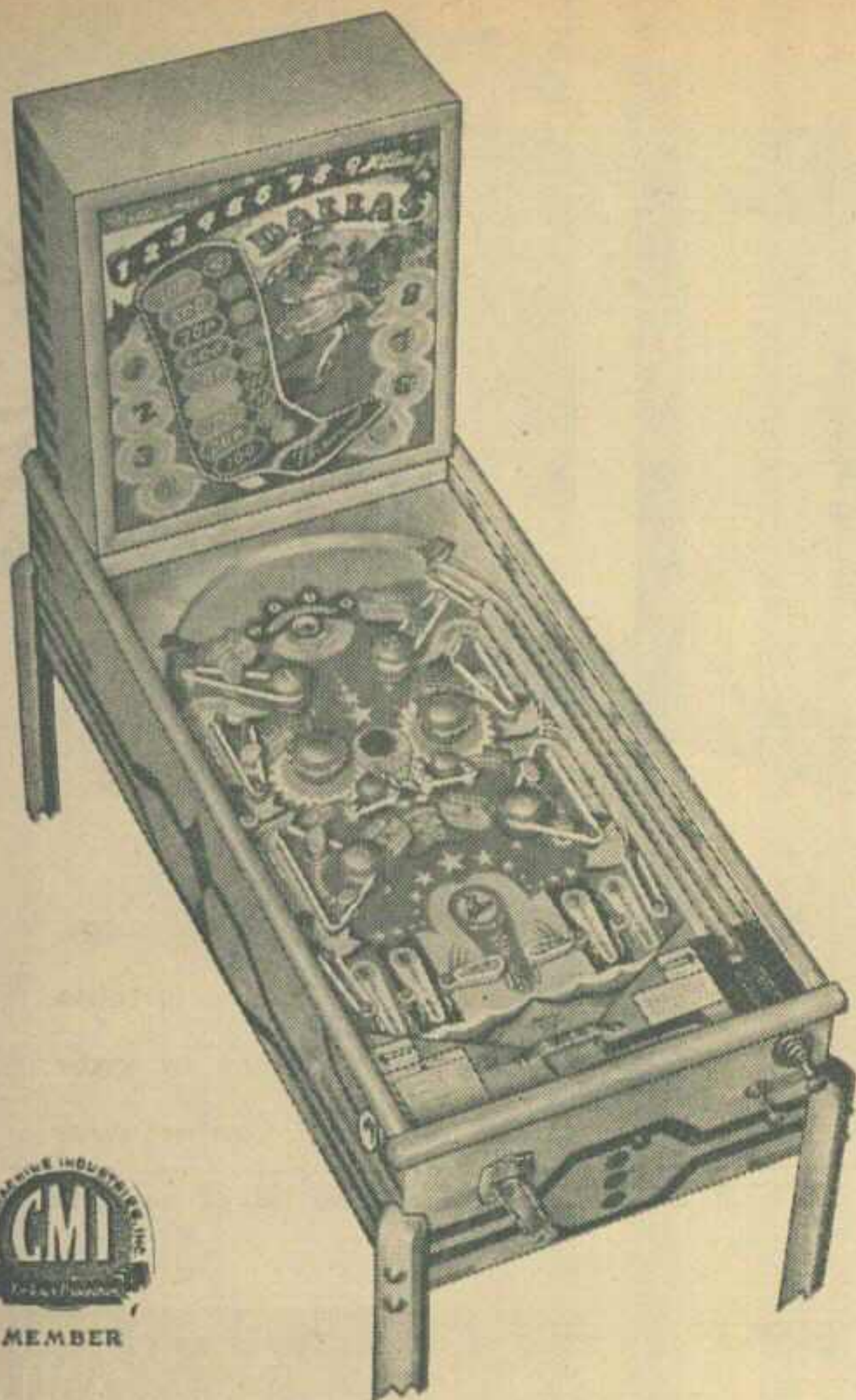
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**REDD DISTRIBUTING CO., INC.**

298 LINCOLN ST., ALLSTON, MASS.

**ROUTE FOR SALE**  
IN CENTRAL CALIFORNIA

Consists of 10 late 1100's, 10 '48 and '49 Seeburgs, 3 other late phonos; 15 of the '48 model Seeburg 66, 104 and 254 three Wire Counter Boxes, 30 Bally Triple Bells, 10 Drawbells, etc. Fully equipped Shop, Records, Parts, etc. This route is compact. Rooks and route will stand close inspection. Owner has good reason for selling. A down payment of \$50,000 will handle. Don't answer with less. For further information, write giving financial references, etc. BOX A-79, Care THE BILLBOARD, 6000 SUNSET BLVD., HOLLYWOOD 28, CALIFORNIA



*Williams*  
**DALLAS**

*Sensationally Popular*  
**CONTROLLED SCORING**

**HIGHEST** RATING FOR  
SERVICE-FREE PERFORMANCE  
AND PROFITABLE PLAY!

**THUMPER BUMPERS!**

SEE IT—BUY IT AT YOUR DISTRIBUTOR TODAY!

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON ST.

CHICAGO 10, ILL.

*Creators of Dependable Play Appeal*



★ **ELMER** ★



REVAMP  
FROM  
YOUR  
**KILROY**

•  
FLIPPERS  
•  
SUPER  
HIGH SCORE

•  
BANG  
BUMPER

•  
KICKOUT  
POCKETS

•  
ROLL-OVER  
BUTTONS

SEE YOUR  
DISTRIBUTOR  
OR WRITE US  
FOR DETAILS

**T&M**  
Sales Co.  
2849 Fullerton Ave.  
Chicago 47, Ill.  
Dickens 2-2424

**CITATION**

collections — just like  
CITATION odds — 'never  
drop back into a lower  
bracket'—but keep going  
up, up, up!"

Jack Rosenfeld



**J. ROSENFELD CO.**

3218 Olive St.

St. Louis, Mo.

EXCLUSIVE BALLY DISTRIBUTOR: Central and Southern Illinois,  
Eastern Missouri, Western Kentucky

# GENCO'S BIG TOP



Step this way gentlemen . . . and get a load of this action-packed . . . thrill-filled headliner!

**IT'S BIG! IT'S GREAT!**

**It's a TOPPER and a STOPPER!**

Yessirree . . . every day will be a BIG day with BIG TOP!

**HURRY! HURRY! HURRY!**

**ORDER FROM YOUR NEAREST DISTRIBUTOR**



2621 N. ASHLAND AVE., CHICAGO 14, ILL.

# NEW...BY GOTTLIEB:

**MOST REALISTIC BOWLING THEME  
EVER BUILT INTO A PIN GAME!**

**BUMPER "TEN-PINS"!**

**AUTOMATIC "PIN" RE-SET!**

**PERCUSSION BUMPERS—WHIZ-BANG ACTION!  
SPECIAL "STRIKE" ROLLOVERS!**

**NEW TYPE TROUBLE-FREE BUMPER CONTACTS!**



**PLUS  
HIGH SCORE AND FLIPPERS**

**... THERE'S EVERYTHING YOU NEED  
TO KEEP YOU ROLLING IN TOP FORM—**

## Bowling CHAMP

**ORDER FROM YOUR DISTRIBUTOR TODAY!**



MEMBER

*"There is no  
substitute  
for Quality!"*

### D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

**TWENTY-TWO YEARS OF LEADERSHIP!**



# 6 MONTHS

*OF CONTINUOUS PRODUCTION  
NOW GOING STRONGER THAN EVER!*

Six solid months of steady production . . . and still going strong! Sales actually equal to many of the famous five-ball sensations of pre-war years! Earnings that sound impossible until you see for yourself! But the greatest record broken by CITATION is the sudden magical way CITATION injected new life into the entire coin machine industry. Almost over-night CITATION brought thousands of players back to pin-ball plungers . . . and gave operators and distributors the financial pick-up they needed. If you're one of the rare operators who has not yet seen CITATION in action, now is the time to get on the band-wagon. Try one CITATION. You'll never rest till you, too, cover all your spots with the greatest one-ball in history. See your Bally distributor today . . . get going with CITATION now.



*Bally*®

**MANUFACTURING COMPANY**

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





# CITATION

(ONE-BALL FREE PLAY)

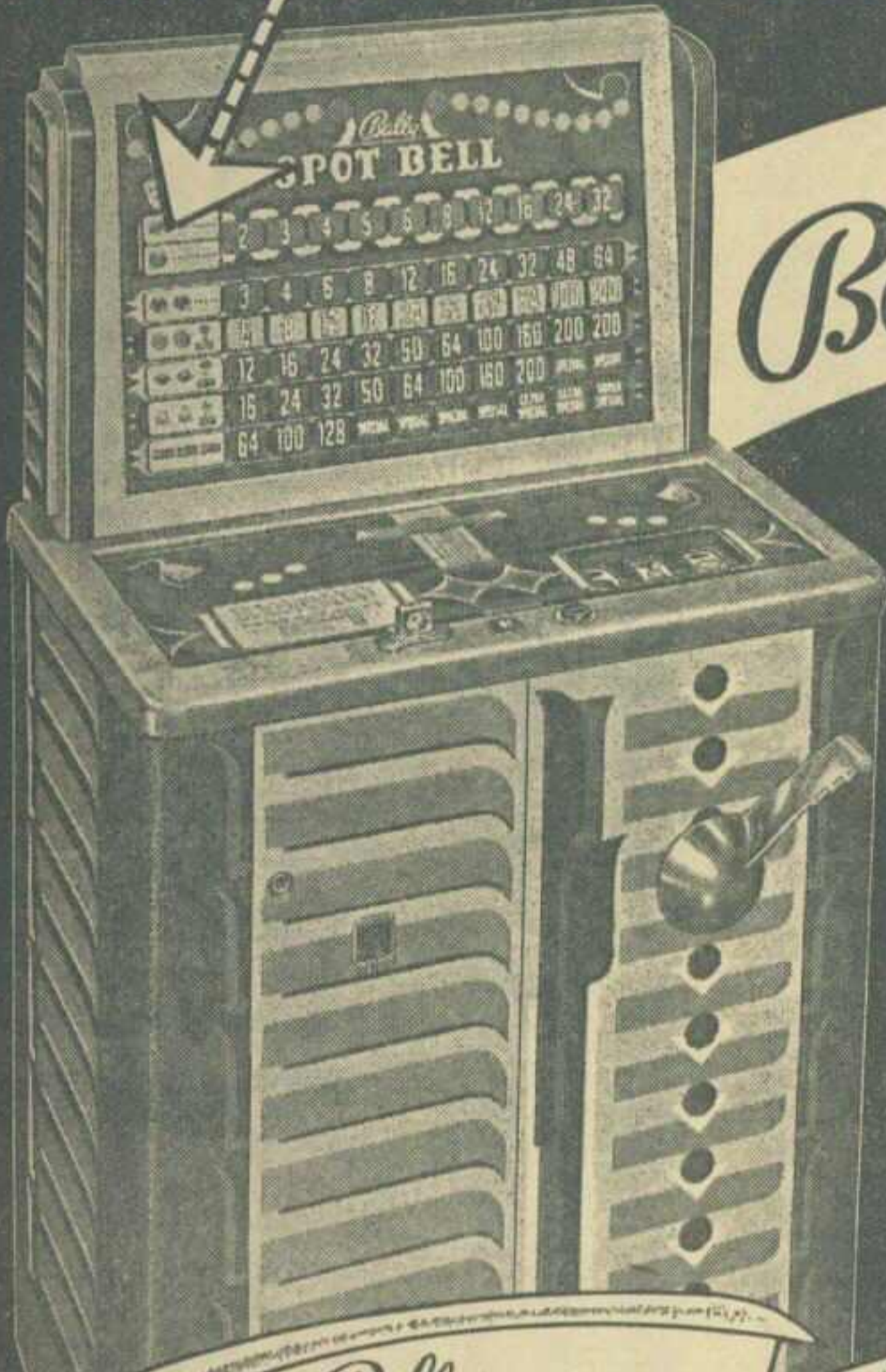
Guaranteed odds feature holds players by the hour. Odds either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10, 12 or more coins per game for additional selections.

# LEXINGTON

(ONE-BALL AUTOMATIC)

Bally Lexington is identical to Citation in features and appearance, and is equipped with automatic payout.

# NEW "SPOTTED" SYMBOLS FEATURE AND "CITATION" ODDS BOOST BELL PROFITS



## Bally® SPOT-BELL

Fast MULTIPLE COIN Play



SINGLE CHERRY WINNERS



SINGLE ORANGE WINNERS



*Greatest  
Coin-Coaxer  
in  
Bell  
History*

SINGLE-CHERRY and SINGLE-ORANGE flash for each coin deposited . . . just like Selections on a one-ball game. When Single-Cherry or Single-Orange remains lit, after flash, symbol remains lit during entire game. Both single-symbols may light . . . giving player two EXTRA EASY WINNERS. Extra coins advance Odds from 2 up to the big juicy Special, Extra Special and Super-Special. Odds either advance or remain as high as on previous coin . . . NEVER DROP BACK TO A LOWER BRACKET. Players actually play 10, 12 or more coins before spinning reels! Get your share of the SPOT-BELL profits . . . order today!

Bally®  
**CITATION**  
ONE-BALL FREE PLAY

Bally®  
**LEXINGTON**  
ONE-BALL AUTOMATIC

## GREATEST ONE-BALLS EVER BUILT

The new MYSTERY "MULTIPLE" and GUARANTEED ODDS built into CITATION and LEXINGTON keep players pouring in coins by the hour. Odds "multiply" on a mystery basis . . . AND NEVER DROP BACK TO A LOWER BRACKET . . . always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. Month after month, CITATION and LEXINGTON have been piling up the fattest profits one-ball operators have ever known . . . and profits are greater than ever today. Order from your Bally distributor now.



**Bally®  
LEXINGTON**  
is Automatic Model equipped with payout cup identical to CITATION in feature and appearance.



**Bally®** MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

# RAMONA



**New, Different  
Playfield Layout**



**2 Spot Features**



**3-Value Kickout Pockets**



**Quantity Replay Scoring  
Possibilities Each Game**

**FIVE  
BALL  
NOVELTY  
REPLAY**

FLIPPER  
CONTROL  
BUTTON  
EACH SIDE

REPLAY  
BUTTON

**See Your Distributor**



**UNITED MANUFACTURING COMPANY**

**3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS**

MEMBER GMI

# GREATER MUSIC SERVICE

*means*

# GREATER REVENUE!

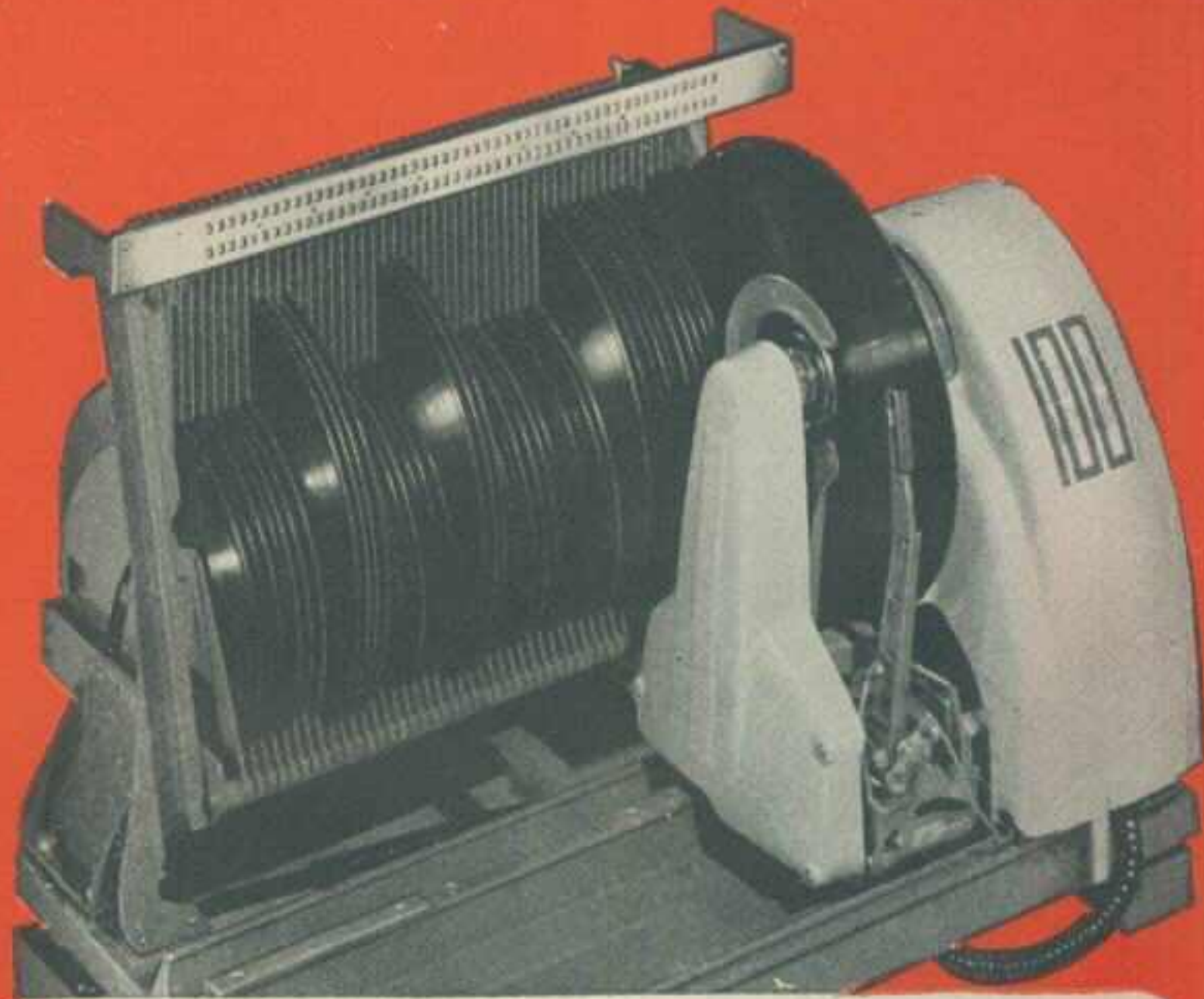
...THE *Select-o-matic*  
**100**  
GIVES YOU BOTH!

Your locations are important to you purely on the basis of the amount of revenue they produce for you. Therefore, there is one—and only one—basis for judging the performance of a music system—*HOW MUCH WILL IT EARN?*

Recent experiences in the coin-operated phonograph industry have adequately demonstrated that a phonograph of limited record capacity, offering but a limited music service to the public, will not produce the potential revenue you have every right to expect from your top locations.

Leadership—the ability and foresight to produce equipment to meet the demands of the times—has always been the policy of J. P. Seeburg Corporation and its entire distributing organization. This leadership was responsible for the introduction of the Select-O-Matic “100”—the most revolutionary development in the history of coin-operated music.

If you have still to see the amazing performance of this startling music system, see your Seeburg Distributor! He will gladly demonstrate how a Select-O-Matic “100” Music System will earn greater revenue because it offers a greater music service to the operator—the location—the public.



**The Select-O-Matic “100” Mechanism** For the first time since the inception of the coin-operated phonograph industry, operators are offered a mechanism that has been recognized — tested — and proved — not behind the closed doors of a research department — but in thousands of actual installations including homes, factories, banks, offices, fine restaurants, clubs, hospitals, mortuaries, showrooms and countless other commercial and industrial organizations.

**The Select-O-Matic “100” Phonograph** The music system that offers greater service to the operator—the location—the public. Advantages of the Select-O-Matic “100” include: more selections—100 choices, all visible at one time and cataloged under musical classifications; better music—plays both 10 and 12-inch records; more sales appeal—the sensational, completely exposed operation of the magic “brain” creates unprecedented public interest. Beyond this, the Select-O-Matic “100” is completely equipped for Scientific Sound Distribution and Remote Control.



# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
Chicago, Illinois

SEE YOUR SEEBURG DISTRIBUTOR FOR THE FULL STORY ON THE NEW SELECT-O-MATIC “100”