

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

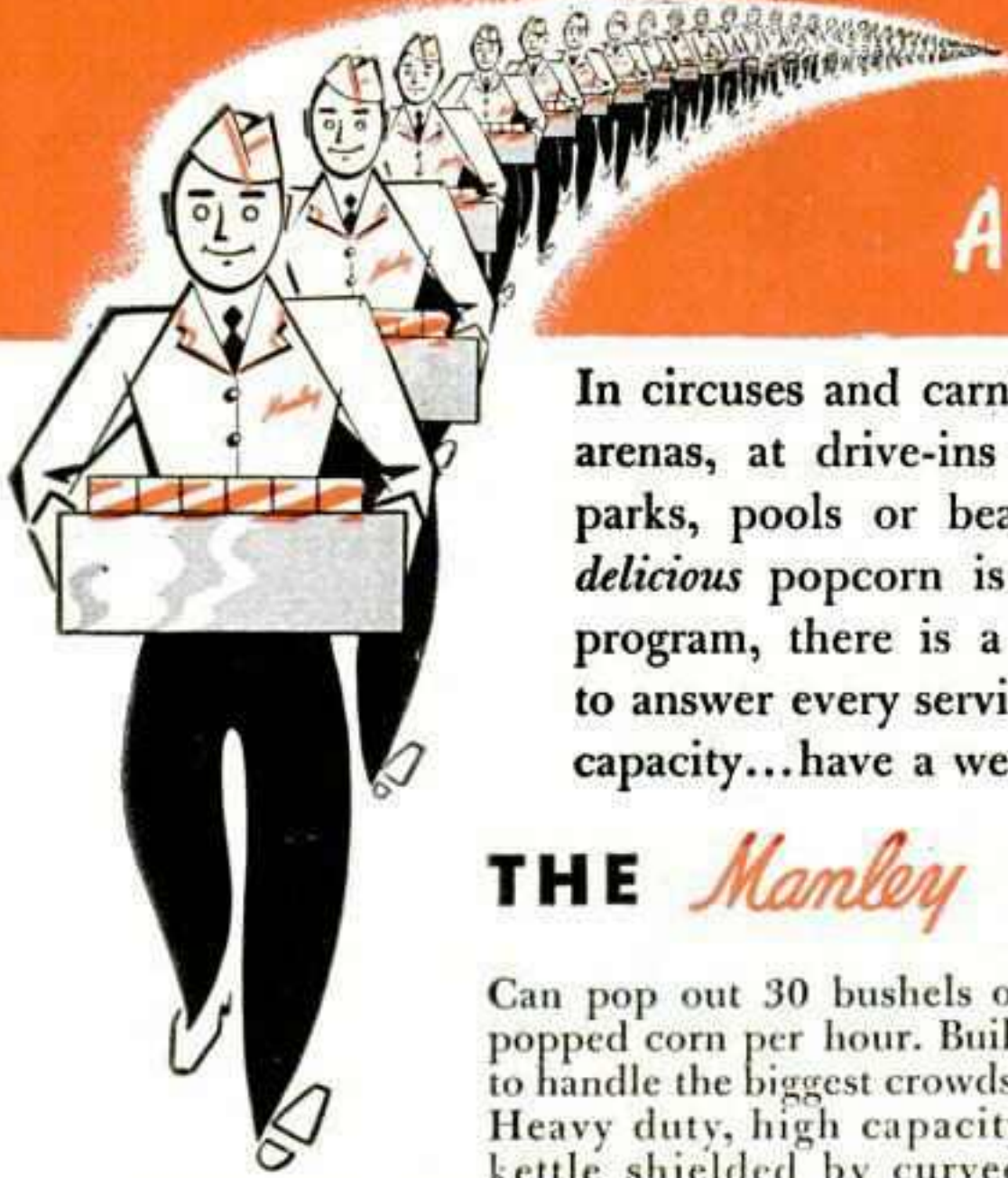
MAY 28, 1949



"Baby, It's Cold Outside," quoth Ella Fitzgerald and Louis Jordan, but things are sizzling in the recording studio as Decca begins an all-out push on the striking two-part roundelay. Individually, platters like the Fitzgerald waxing of "Lover's Gold," which augurs to be a major hit, and the Jordan "Cole Slaw," currently riding at the top, have kept the cash registers ringing loud and long at Decca. Collectively, the duo are even more torrid, as attested by their sock collaboration on "Stone Cold Dead in the Market" two years back. It takes a mighty hunk of material to persuade Decca to pair these sure-fire artists—and their projected campaign for "Baby, It's Cold Outside" will be a biggie in all respects. The flip side bids to be one of the persuasive ballad jobs of the year, as the pair glide thru a smoothie, "Don't Cry, Cry Baby."

THERE'S **BIG MONEY** IN POPCORN...

AND YOU'LL MAKE MORE WITH *Manley*

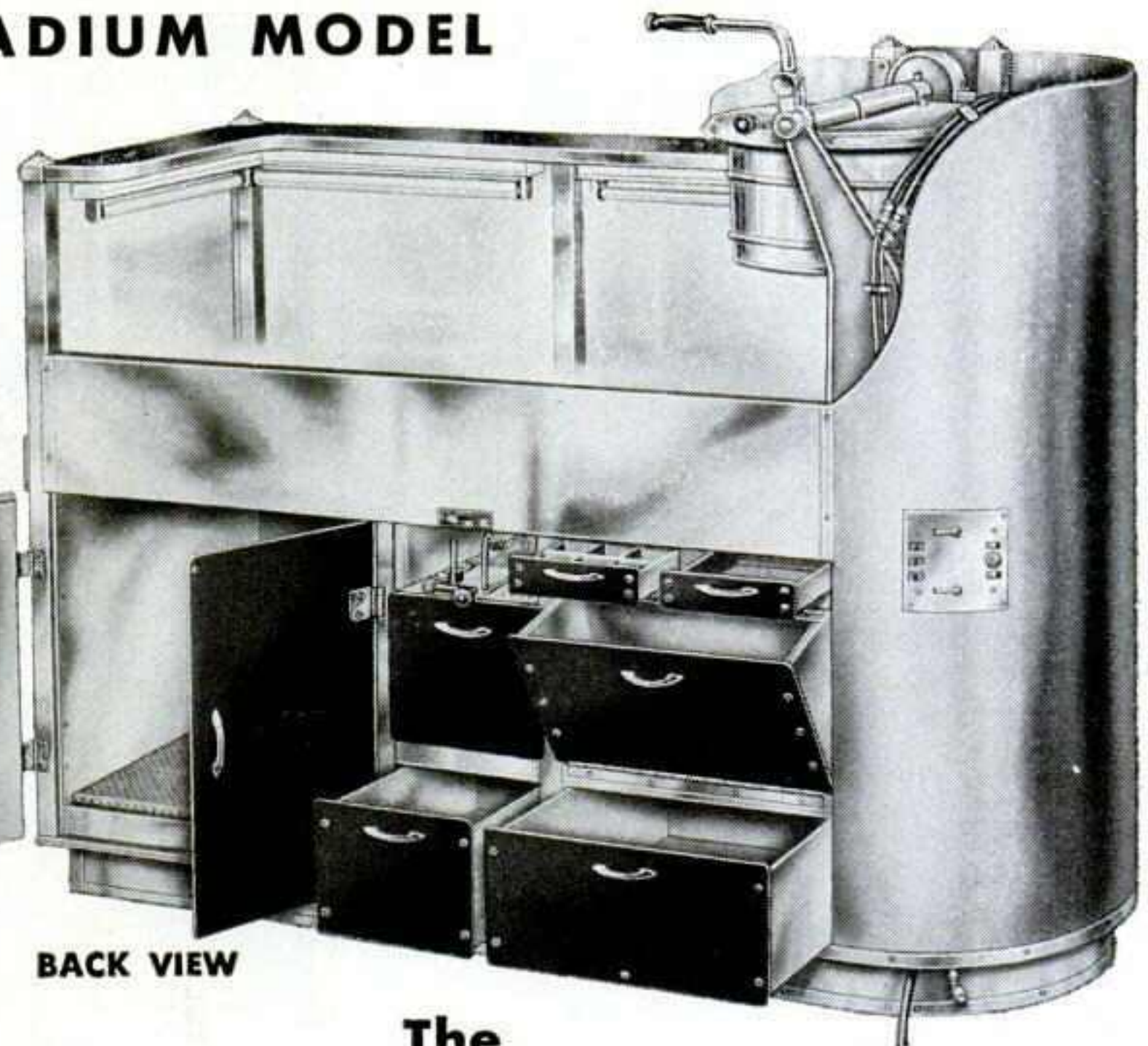


In circuses and carnivals, ball parks and sports arenas, at drive-ins or on crowded midways, parks, pools or beaches, wherever *fresh, hot, delicious* popcorn is part of the entertainment program, there is a Manley Popcorn Machine to answer every serving problem. They're big in capacity...have a wealth of built-in "flash" and

eye appeal. Their fast, dependable operation assures maximum profit every minute of each working day. Important also, is the fact that they are a product of Manley, Inc., "the biggest name in popcorn", with over a quarter of a century of leadership. You can depend on Manley to fill your every popcorn need.

**THE *Manley* STADIUM MODEL**

Can pop out 30 bushels of popped corn per hour. Built to handle the biggest crowds. Heavy duty, high capacity kettle shielded by curved stainless steel end panel. High gloss, black enamel front. Aluminum kick panel. Easy serve counter. Unobstructed, large warming pan. Spacious warming oven, "Old Maid" drawer. Automatic seasoning well and pump. Salt, cash and utility drawers. Tilting corn pan. Golden tubular lights give corn that freshly buttered look. Fully service tested.



FRONT VIEW

BACK VIEW



**The *Manley* COUNTER MODEL**

Combines all the fine features of the Standard Manley except those contained in the lower half of the cabinet.



**The *Manley* "TWIN"**

An ideal popcorn machine to handle big crowds. The same as the Manley Standard Model except it's twice as big...has two of everything. Two attendants can easily serve from it although a single experienced operator can double his efficiency.



↑ **The *Manley* Famous STANDARD MODEL**

Combines every desirable feature in a popcorn machine. Big capacity. Dependability. Eye appeal. Automatic seasoning well and pump. Bag or box compartment. Cash drawer. Corn bin. "Old Maid" drawer. Creamy white with distinguishing red trim. A dream to work! A gold mine for profits!



**WRITE FOR A *Manley* Man**

MANLEY, Inc. Dept. BB 5-28-49  
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Without obligation please have a Manley Man call on me. I'm interested in information on  Manley Stadium Model  Manley Standard  Manley Counter Model  Manley "Twin." Have him bring your booklet "How to Make Big Profits from Popcorn."

YOUR NAME \_\_\_\_\_  
BUSINESS \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
BEST TIME TO CALL \_\_\_\_\_

*Manley, Inc.*  
BURCH MFG. CO.

GENERAL OFFICES:  
1920 Wyandotte Street, Kansas City 8, Missouri

"THE BIGGEST NAME IN POPCORN"

SALES  
and  
SERVICE  
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Atlanta, Ga.  
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Seattle, Wash.  
Toronto, Ontario  
Vancouver, B. C.  
Washington, D. C.

## TELE'S TICKLISH TABOOS

### Tic Scandal Stench Wafts From 'Pacific'

Shubert Derricks B.-O. Man

NEW YORK, May 21.—The investigation of legit theater ticket sales, touched off in City Hall several weeks ago via complaints to Mayor O'Dwyer, boiled over Wednesday (18). A week ago, John M. Murtagh, commissioner of investigation, directed that the box-office records of the Majestic Theater, together with those of its operator, the Magoro (Shubert-controlled) Corporation, be brought to his office for checking. The Majestic houses *South Pacific*, the Rogers-Hammerstein musical which opened to a 500G advance and has been grossing \$56,000 a week.

When Jack Pearl, the theater's box-office treasurer, refused to give any further information other than his name and address, when invited to Murtagh's office Wednesday, the latter declared his attitude a violation of business law and not only announced his intention of asking the revocation of the theater's license, but also stated that he would turn the complaint over to the district attorney's office for prosecution on a criminal basis. Notified of this, Lee Shubert, head of Magoro Corporation, after some preliminary hauteur announced the suspension of Pearl, the action based on the treasurer's refusal to answer questions in regard to alleged overcharges in the sale of tickets. Said Pearl: "I would like to (See TIC SCANDAL on page 45)

### Congressman Finds Himself In Nation's Dizziest Funspot

AGAWAM, Mass., May 21.—One of the most prized possessions of Eddie Carroll, owner-manager of Riverside Park, is a letter from a friend in Congress likening the national legislative body to Carroll's funspot.

Carroll is withholding the name of the congressman. The letter follows: "If you ever get down to Washington, I will take you on the famous Washington Merry-Go-Round that goes on here most of the time. Our legislation does not have a Roller Coaster, but it certainly has its ups and downs. While we do not have a Tunnel of Love, we do have a tunnel that leads from the House office building to the Capitol. It is probably a tunnel of debate, and I would not recommend it for Riverside.

"I notice that among your amusements are included many that we also have. The Dodgem is a rather well-known device down here, and the Octopus you refer to has sometimes been mentioned in connection with government. We don't have a Fun-house down here, but we have appropriated money in connection with rocket ships. We perhaps might do well with a Penny Arcade, but it seems to be more a million or billion arcade in vogue at the present time. We very definitely have a shooting gallery in the House, and there are many sharpshooters on both sides.

"I think the one thing we have that exceeds yours is our Mirror Maze, judging from comments that sometimes go back and forth in debate. When good legislation is passed, the opposition usually sees it as simply

mirroring the very thing the opposition had done at an earlier date. If you have any extra speedboats on the river, which you also have listed, I think you should send a few of them down to the Senate as a gentle hint to some of the senators."

### "Pacific" Hypos Distrib Billings

NEW YORK, May 21.—Thanks to *South Pacific*, the local Columbia distributor, Times-Columbia, reports billing for this month to date is running four times ahead of last month's pace. And billing for this April, according to Sales Manager George Hayes, was \$3,000 ahead of last April. *Pacific*, out just a couple of weeks, is already 60 per cent ahead of the smash *Kiss Me, Kate* in New York, tho the latter has been out since February.

Altho Times-Columbia reports LP disks now accounting for 50 per cent of its billing, slightly less than 45 per cent of the *Pacific* packages sold are LP, since many purchasers of this set are not habitual disk buyers and haven't investigated new-type systems. In this area about 33 per cent of the *Kiss Me, Kate* packages sold were LP.

In the first week that Columbia's new \$9.95 LP player hit the local market, Times sold over 1,000 sets, according to Hayes. He expects that pace to continue for the next couple of months.

### NBC Setting Rules for TV Do's & Don'ts

Programing Guide

NEW YORK, May 21.—A policy of "preventive censorship" is now being applied by the National Broadcasting Company to television shows airing over its facilities. The web's continuity acceptance department, mindful of embarrassing situations which have come up unexpectedly in the past, is working out a set of principles to guide sponsors and network producers as to what may or may not be done. Stockton Hellfrich, of this division, has attempted to envision virtually every type of programing or commercial situation which might arise, and to set policy for them in advance.

Among the commercial possibilities Hellfrich has pondered are what treatment NBC would consider proper for advertising women's brassieres and girdles, babies' rubber pants, deodorants, antacids and digestive aids and alcoholic beverages. In addition, he has grappled with the method of (Television's Ticklish on page 10)

### AGVA Gets \$\$ For Cuffos at H'w'd Benefit

HOLLYWOOD, May 21.—American Guild of Variety Artists (AGVA) let it be known that the union meant biz in ruling against cuffo benefits played by members by demanding—and getting—dough for AGVAites skedded to work the benefit at Hollywood Palladium Friday (20). Union Coast topper Eddie Rio stepped in late this week and refused to okay AGVA talent performances at the college jamboree sponsored by *Campus* magazine unless dough was forthcoming. Eight AGVA acts were lined up and advertised to work without pay in violation of the union's recently adopted policy.

After confabs with promoters, Palladium op Maury Cohen shelled out \$800 to AGVA, which Rio says will be divvied out on a pro rata basis to the acts involved, with the exact amount per act depending on the talent's normal salary. In addition, Cohen shelled out \$250 to Theater Authority (TA) in return for which TA okayed the cuffo appearance of Jack Benny, Alice Faye, Phil Harris, Lurene Tuttle and Dennis Day.

AGVA action is a continuation of union's determined drive to end "exploitation" of members via the benefit route. To date, the union has stopped regular benefits at Friars Club, Hollywood Ad Club and other local spots and warned members they would be liable to stiff fines if found working for free.

## Palace Relights; For How Long?

### 8-Act Shows Back, But Not Grade A Flesh

30G Gross May Save Day

By Jerry Franken

NEW YORK, May 21.—Well, it wasn't like a Monday afternoon opening at the Palace years back, but it was vaudeville, and it was back at the Palace, and the day for all those concerned—the acts, the agents, the bookers and the customers—was far more electric than opening days of years back. It was eight acts of vaude, plus Pat Rooney, unbilled. The date was Thursday, May 19, just a few months short of 14 full years since the Palace gave up vaude for a grind film policy. That was in September, 1935. Two-a-day had exited three years before that.

The day was full of peaks, but probably the most tumultuous occurred about 12 noon. The house opened at 10 a.m. and a half hour before that a crowded line ran from

### Love That Name!

PHILADELPHIA, May 21.—It's being completely in love with a name as far as 20th Century Pioneers are concerned—particularly with the name designation paying off fat dividends. The 20th Century Pioneers, a musical unit with Western leanings, are long-running it at Frank Palumbo's 20th Century Tavern here and have just been signaturred for waxings by the local Ballen Record Company for its—you guessed it—20th Century Records. The unit's first sides for the waxes will be Jack Howard's *Blue Ranger* and Jimmy Myers's and Ace Pancoast's *Coyote Joe*.

the box office around and half way down 57th Street. The acts had been in the theater since 6 a.m., rehearsing. The waiting line included many performers, old and new, and thruout the day they kept filing into the house. The picture, a technicolor oater, *Canadian Pacific*, was strictly a stall insofar as these early birds were concerned.

Around noon, the picture ended, (See PALACE BRINGS on page 41)

### 652 Stations Can Put LP Disks on Air

185 Others Getting Set

NEW YORK, May 21.—A total of 652 standard broadcast stations thruout the country are equipped to play microgroove disks, according to a survey made by Robert J. Clarkson, general manager of Columbia Transcriptions, division of Columbia Records, Inc.

In addition to the 652 AM stations equipped to play microgroove disks, another 185 plan to install microgroove transcription pick-ups within the next two or three months, according to the survey.

According to Clarkson, 2,100 AM stations were polled. There were 837 answers favorable to use of LP equipment and 175 answers indicating no definite plans as yet. Several hundred, classified in the survey's "no answer" group, are assumed by Clarkson (See 652 AM OUTLETS on page 20)

# TV Pact Needs Clarification

## ASCAP, Nets Would Define Dramatic Use

### Webs Report to NAB

WASHINGTON, May 21.—With the deadline for cuffed television music extended to June 15 by the American Society of Composers, Authors and Publishers (ASCAP), hope is continuing to brighten for settlement of the pact dispute (*The Billboard*, May 21). It was made clear this week, however, that any final peace terms will have to satisfy the National Association of Broadcasters' Television Music Committee. Latter committee is continuing to hold the cards for the video industry even tho ASCAP is currently staging negotiation meetings with representatives of five major TV networks. The webs are reporting all developments to the NAB committee which holds complete veto power.

Consequently any settlement on the NAB committee's present terms will have to meet that group's demand for ASCAP's elimination of its system of special licenses for special uses in TV. The NAB committee, in a report sent to the NAB board of directors this week, made this point emphatically clear. The committee stressed that in the group's last negotiations with ASCAP, it was suggested that "a blanket license based on the current sound broadcasting contract with the elimination of special uses might be acceptable to the industry."

### Issues at Stake

Altho there are other big issues at stake, such as ASCAP's refusal to allow a 15 per cent sales commission on web business, the topmost issue is known to be on special licenses for special uses. In this respect the television music committee declared in this week's report that ASCAP has no right to grant broad general li- (*NAB Holds ASCAP-TV, page 11*)

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## BB Chi Moving

CHICAGO, May 21.—On Tuesday, May 31, the Chicago office of *The Billboard* will move to 188 W. Randolph Street, across the street from the Bismarck Hotel. Offices will occupy the 30th floor. Telephone number remains the same, Central 6-8761.

## Marks Incorporates Music-Drama Outfit

CHICAGO, May 21.—Sherman Marks, radio and nitery producer who originated the trend-setting music-drama shows for the Hotel Sherman, this week formed a new radio-television-theatrical production corporation, his attorney, John B. Moser, stated. Firm is called Sherman Marks Productions, Inc. Officers are Marks, president; Marcella Marks, his wife, vice-president and treasurer, and Daniel Newman, secretary.

Corporation will handle Marks' George Gershwin show which started at the Hotel Sherman and now is being booked by Music Corporation of America into the Coconut Grove, Hollywood; Mark Hopkins Hotel, San Francisco, and niteries in Reno and Las Vegas, Nev.

## NBC AM, TV Outlets Snare CFAC Honors

CHICAGO, May 21.—The National Broadcasting Company (NBC) local AM and TV stations led award winners in the annual Chicago Federated Advertising Club competition. Results were announced this week. WMAQ, NBC AM station, took five awards, while WNBQ, TV adjunct, captured four.

In the radio category, WGN won four awards; WBBM, two; WIND, two, and the American Broadcasting Company (ABC), one. In TV, WGN-TV placed three winners; WENR-TV, two, and WBKB, two. *Kukla, Fran and Ollie*, WBKB-originated NBC program, won a special award as "the best Chicago television program."

WMAQ earned awards in the news, juvenile show, public service and popular music categories. *Quiz Kids*, WMAQ-NBC program, won a special award. WGN topped the local drama, network drama and two music categories. WBBM won the local variety and women's shows sections, while WIND paced in the disk jockey and sports brackets. *Breakfast Club*, ABC program, took

## Radio Meggers To Hear Talks By Musickers

WASHINGTON, May 21.—Talks by members of music composing societies will be one of the features of National Association of Broadcasters (NAB) program directors' clinic slated for Northwestern University June 27-29. Other features include a speech on the code by NAB chief, Justin Miller, and one on TV by Charles Batson, editor of NAB's TV reports.

Music group speakers include Herman Finkelstein, resident counsel of American Society of Composers, Authors and Publishers (ASCAP); Kurt Jaddasohn, general manager of Society of European Songwriters, Authors and Composers (SESAC), and Carl Haverlin and Robert Burton, president and vice-president of Broadcast Music, Inc. (BMI). According to NAB, their talks will be devoted exclusively to data on how to make better use of music services. Dick Redmond, WHP, Harrisburg, Pa., will discuss production of record shows.

Miller will discuss the influence of the code as an aid to better programming, while Batson will report on the possibilities available in planning a TV program structure.

Other talks and discussions will cover farms, public interest, news and disk programming.

## 2d of 3 Bridgeport FM Bidders Out

BRIDGEPORT, Conn., May 21.—WNAB, Inc., of this city, this week was notified by the Federal Communications Commission (FCC) that its request for a cancellation of its permit for construction of an FM station had been granted.

WNAB is the second of three successful applicants for FM broadcasting permits to abandon plans for stations in this city. *The Bridgeport Sunday Herald* was first. Harry F. Guggenheim remains in the field.

top honors as a network variety show.

In TV, WNBQ was tops in the instructional, news commentary, public service and quiz sections. WENR-TV led in variety and music. WBKB received awards for sports and origination of *K-F-O* and WGN-TV won the news show nod.

## Hackett Sued By Anderson In 100G Libel

NEW YORK, May 21.—Maxwell Anderson has filed a \$100,000 libel action against Francis Hackett in Federal Court for alleged false and defamatory statements to reporters of *The New York Times* and *The New York Herald Tribune*, causing them to be published Wednesday (18).

Hackett, it is alleged, accused Anderson of plagiarism in the writing of his hit play, *Anne of the Thousand Days*. The complaint, filed by Samuel J. Silverman, charges that Hackett Tuesday (17) gave interviews to a reporter of each of the two dailies in which he accused Anderson of lifting material from two books and an unproduced play by Hackett. The two books were *Henry VIII*, a *Personal History* and *Queen Anne Boleyn*. The name of the play was not disclosed.

Anderson asks for \$25,000 each for statements made to the two reporters and \$25,000 each for causing the two articles to be published.

It was not said whether Anderson planned also to sue *The Times* and *Tribune*.

## Supreme Court OK's FCC on WORL Case

WASHINGTON, May 21.—By winning a victory in Supreme Court this week over operators of WORL, Boston, the Federal Communications Commission (FCC) boosted its high court rating over the past decade to 16 wins and only two reversals.

In upholding FCC's decision refusing to renew the station's license, the Supreme Court overruled a reversal ordered by the Court of Appeals. The FCC had issued its renewal nix on the grounds that "wilful" misrepresentations had been made by WORL.

Meanwhile, the Commission has decided not to appeal to the high court a reversal of a decision involving a Lubbock, Tex., grant (*The Billboard*, May 14).

## The Billboard

The World's Foremost Amusement Weekly  
 Founded 1894 by W. H. Donaldson  
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 The Billboard also publishes  
 Vend. the monthly magazine of automatic merchandising  
 Turnover, the monthly magazine for record and phonograph dealers

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
RIDERS IN THE SKY
- No. 1 Sheet Music Seller  
CRUISING DOWN THE RIVER
- No. 1 Most Played on Disk Jockey Shows  
RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411
- No. 1 Disk via Dealer Sales  
RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411
- No. 1 Disk in the Nation's Juke Boxes  
FOREVER AND EVER, R. Morgan Ork., Decca 24569
- No. 1 Most Played Juke Box Folk Record  
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002
- No. 1 Best Selling Retail Folk Record  
LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352
- No. 1 Most Played Juke Box Race Record  
HUCKLEBUCK, P. Williams Savoy 683
- No. 1 Best Selling Retail Race Record  
HUCKLEBUCK, P. Williams Savoy 683
- No. 1 Sheet Music Seller in England  
TWELFTH STREET RAG

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38 in Music Section.



# COAST AD AGENCIES JITTERY

## UAW Outlet Gives Air Time to Ford

DETROIT, May 21.—WDET, owned by the United Auto Workers, is offering free time to Henry Ford II and Walter Reuther for round-table discussion of the Ford strike by them and top union and company officials. The move was taken as carrying out the public service policy of the station, despite union ownership, probably setting a precedent in making time available to the company during strike negotiations. The idea was originated by Station Manager Ben Hoberman.

WDET is covering the strike as public news, picking up a half hour of speeches and entertainment in Local 600 headquarters to show the public the inside of strike in progress. It also recorded a half-hour of union mass meeting Thursday (19) night, presenting to the public just what union officials tell members during a strike.

## N. Y. FM-er Shakes Down With FDR Jr.

NEW YORK, May 21.—Newest FM station to take the air here, WFDR, started its shakedown test Tuesday (17), one day earlier than planned. The sked was moved up to permit the station to air election returns in the congressional race which found Franklin D. Roosevelt Jr. winning a House seat, a tie-up which WFDR officials considered a natural.

The station aired from 6 to 9:30 p.m. Tuesday and is to operate from 2 to 9 p.m. daily until June, when its formal opening occurs. To open Tuesday, the outlet of the International Ladies' Garment Workers' Union (ILGWU) had a news ticker rushed in, platters unwrapped and skedded, and a cardboard nameplate with grease-pencilled call letters attached to the microphone for photographers.

## 'Dear Mr. President' Prepped for CBS

NEW YORK, May 21.—*Dear Mr. President*, a new public affairs show, is being readied by the Columbia Broadcasting System (CBS) for a spot on the network's schedule. The program is the idea of John Hayes, the general manager of WTOP, CBS's Washington affiliate, and is being written by Robert Nichols.

The half hour show offers feature stories and human interest items on the nation's capital. The title may have to be changed because of its conflict with the American Broadcasting Company's (ABC) show, *Mr. President*.

## Gardner Severs MCA Pact, Ankle to WM

HOLLYWOOD, May 21.—Ed (Archie) Gardner ended a two-year management deal with the Music Corporation of America (MCA) this week and signed with the William Morris Agency. Comic's recently cancelled deal with Bristol-Myers was handled by the Morris office despite the MCA tie-up, with George Gruskin, Morris agency radio topper here, supervising Gardner's air package.

Return to the Morris agency is in a way a homecoming for Gardner, since comic's radio career was plotted and launched by the agency and supervised by Coast office under Gruskin's tutelage.

## Cantor Refuses Weekly TV Deal For Pabst Beer

HOLLYWOOD, May 21.—Deal to launch an Eddie Cantor variety show for Pabst Beer this fall collapsed this week when the comic and sponsor reached an impasse over frequency of the video show. *The Billboard* learned this week-end that Cantor absolutely refused to go along with Pabst in demand to do both a weekly radio and separate video show, declaring that he would turn thumbs down on tele for another year rather than attempt a weekly stanza. Accordingly, no contract for tele was signed and final inking of Cantor's radio deal with Pabst is still unsettled. Deadline of Monday (23) has been set by both sides in a last-minute effort to reach a tele compromise.

Cantor's refusal to attempt a weekly show was based on his feeling that video is still too rough to successfully handle a Coast-originated and kinescoped weekly tele stanza, plus the fact that doing both a radio and video show on a regular sked would be injurious to his health. Pabst's insistence on a weekly format reportedly stemmed from the fact that the bankroller has already made tele time commitments and would be left holding the bag if the Cantor deal fizzles.

Altho the radio end of Cantor's pact was still unsettled, insiders felt that Cantor would be back at same old beer keg next fall, pointing to the gagster's close relationship with Pabst top execs and the successful history of the show. Tele failure, however, gave rise to rumors that Pabst would buy a separate tele show, with Ed Gardner's *Duffy's Tavern* mentioned.

## MBS's "Queen" Gets Alterations

HOLLYWOOD, May 21.—Mutual Broadcasting System's (MBS) veteran *Queen for a Day* daytime show will undergo major format changes to hypo listening audience, bringing in for the first time a home-listener device. A joint move of bankrollers Phillip Morris and Alka Seltzer, switch will add a fifth contestant to the show's daily loot seekers, to be chosen by a mail pull gimmick. *Queen's* emcee, Jack Bailey, will do a daily tape-recorded phone interview with home listener, which will be cut into the regular show and put the housefrau in direct competition with studio contestants for queenly honors.

Agency execs Ed Simmons and Riley Jackson, of the Cecil Presbrey office, and Wade Agency execs Jeff Wade, Bob Dwyer, and Forrest Owens are jointly working out final details before launching promotional campaign to herald new plan.

## 2 Clients Seek New "Magic Masters" TV

NEW YORK, May 21.—*Masters of Magic*, the show which did its last program for Polaroid Wednesday (18), is being sought by two sponsors. One is a soft drink client and one other a coffee account.

The program which had a talent budget of about \$700 had a strong rating of about 12.3 when it left the Columbia Broadcasting System (CBS) TV network. The show was not dropped for any rating reasons, but because it had finished its cycle. Sherman Dryer produces.

## Double Oops

In reporting, recently, on radio's top Hooper-rated shows, according to their 1948-'49 Hooper averages, a typographical error inadvertently deprived songstress Jo Stafford of part of her rating. The correct figure for Miss Stafford is 9.7.

Another inadvertency produced a misspelling in the name of Charles Caplin, co-producer of *Fashions on Parade* on WJZ-TV, produced by Television on Parade, Inc. The correct spelling is Caplin, like we just said.

Oops, sorry, in both instances.

## Guedel Seeks Simulcasts of His 3 Shows

NEW YORK, May 21.—John Guedel, packager of *House Party*, *People Are Funny* and *You Bet Your Life*, this week stated his intention of requesting the sponsors of his shows to do AM and TV simulcasts of the programs this fall. He pointed out that each of the shows had strong TV possibilities and that only budget difficulties had prevented their presentation on the medium up to now.

Guedel said he expected General Electric to drop *House Party* because of a shortage of money for radio advertising. However, he felt that its rating would insure it of another bankroller almost immediately. *House Party* is on the Columbia Broadcasting System (CBS) across the board 3:30 to 4 p.m.

The independent packager had the typical Coast attitude about TV: That the Easterners were overrating the medium. Some of this pessimism was dispelled after an appearance on *We, the People* on the CBS TV network by Art Linkletter, his partner. It was found that one-third of the people at a public appearance made by Linkletter in Newark the next day had seen him on TV.

## Martin-Lewis Near Lever Bros. Inking?

NEW YORK, May 21.—The Dean Martin and Jerry Lewis radio show this week was reported on the verge of sale, with the pact expected to be finalized next week. The bankroller mentioned most prominently in recent weeks as negotiating with the National Broadcasting Company has been Lever Bros. The comics will return to the Coast at the conclusion of their current run at the Copacabana June 29. However, the possibility exists that they will make a personal appearance at the Paramount here when their film, *My Friend Irma*, opens. The duo also is considering a possible booking into the Roxy here.

Plans for a Martin-Lewis video show will have to wait for some time, inasmuch as commitments will make its debut impossible earlier than the end of November. Two films for Hal Wallis are on tap first. One will be *My Friend Irma's Vacation*, a sequel to their first pic. This will be preceded by a film to be chosen from three titles: *Life of Van and Schenck*, *Dream Puss* and *The Stooge*, all originals.

## Slumping Biz, Video Strides Cause Worry

### Say Budgets Must Be Cut

HOLLYWOOD, May 21.—Hollywood ad agencies are winding up the season with a healthy record of overall business but a bad case of television jitters. Altho Coast activity among the "teletype" execs shapes up strong as compared with last year, Hollywood execs are casting worried glances at New York video progress, with the Hollywood record pale by comparison.

Despite cancellations, the past season found relatively few over-all changes in the number of major network shows originating here. A survey by *The Billboard* reveals a total of 71 top coast-to-coast stanzas aired from Hollywood as compared with 73 during the corresponding period last year. Top agencies, with few exceptions, are as busy—or busier—than last season, altho several commission houses took a beating with a switch in accounts.

Foote, Cone & Belding, for example, lost three shows when American Tobacco switched to Batten, Barton, Durstine & Osborn. Biow Agency, with the Philip Morris account in its stable, picked up three Coast airers for a new high of five Hollywood originations. Young & Rubicam added another show for a new high of seven Coast airers. Benton & Bowles added three stanzas for a total of five originations.

### Billings Sag

But altho over-all production remained relatively static, billing figures spiraled downward. The trend toward inexpensive packages put agency toppers on a hunt for low-cost high-rating airers. The fall outlook is clear-cut, with word out that anything over \$10,000 weekly is out—unless the show is so star-studded that no bankroller can afford to pass it up.

One agency exec, whose outfit has had more than its share of big-budget shows, frankly said, "Fall will see high-priced talent and packagers out of radio unless prices are cut in half. The day of the \$5,000 weekly star salary is over and the sooner talent realizes it, the better for the industry." Others similarly blasted the inflated price structure which generally has been on the downgrade but still not at normal levels. Most informed agency men said the fall radio picture was rosy despite tele's impact, since video's full saturation point is still several years away. Meanwhile, however, operating costs are being trimmed and frills shelved. Personnelwise, employment continues good with relatively few key radio agency men looking for jobs. Summer lay-offs, which will probably begin earlier this year, may change this picture.

### Replacements Cheaper

Summer replacement stanzas will be cheaper (and fewer) this year, with networks forced to fill hiatus time with sustainers. Buying of summer airers is slower than usual, with many top spots still unfilled.

Biggest worry is what is expected of Coast agencies in television. With New York far in the lead videowise, Coast toppers know that further delays in getting their tele feet wet are out. With few exceptions, notably FC&B and J. Walter Thompson, Coast agency men are still tele neophytes. (See Coast Advertising on page 7)

## NBC and ABC (Shhh!) Prep New Gimmicks in Giveaways

NEW YORK, May 21.—With the airplanes well clogged with the garden variety of come-and-get-it type of giveaway shows, the networks this week were pondering new kinds of twists by which they could legally offer loot as lure for listening to their wares. One of these, to be aired by the National Broadcasting Company (NBC), is of so ephemeral a nature that the web is afraid it has no way to protect the idea. The result is that NBC, in self-defense, plans a combination audition-sneak preview by which it will be able to prove priority on the idea if anyone should prove foolhardy enough to try to swipe it.

The show which has caused the high-voltage pondering leading to this decision to one-shot a sample stanza is *Invisible Microphone*, which combines elements of a mystery show with the giveaway. It has been optioned from Ed Byron, producer of *Mr. District Attorney*, and will be exposed to the public Friday (27) from 11:30 p.m. to midnight. Byron produces, Perry Lafferty is writer-director and Norman Brokenshire will emcee.

American Broadcasting Company (ABC), too, was acting mysterious about a new giveaway idea being hatched there, and now receiving the finishing artistic touches by the web's programming masterminds. The ABC opus is in the top-secret category, and is mentioned in the same hushed tones with which uranium is dis-

## MBS Lengthens Time For 2 Moppet Shows

CHICAGO, May 21.—Mutual Broadcasting System plans to air its kid shows, *Tom Mix* and *Captain Midnight*, as half hour, instead of 15-minute segs, in the fall. Both shows originate in Chicago.

*Captain Midnight* is aired from 5:30 to 5:45 p.m., Monday thru Friday, while *Tom Mix* is broadcast the following 15 minutes on the same days. Plan, not yet completed, is to have *Mix* aired Monday, Wednesday and Friday, 5:30 to 6 p.m., and *Midnight* at the same time Tuesday and Thursday. *Mix* will definitely be aired under the new plan, but no decision on *Midnight* has been made. If the latter program is not included in the plan, it might be aired five days a week from 6 to 6:15 p.m.

American Broadcasting Company adopted a similar plan for its kid segs several years ago because of belief that top entertainment impact and sales results could not be obtained from 15-minute shows. Mutual's new policy is said to stem from a similar theory.

*Tom Mix* is sponsored by Ralston-Purina Company, thru the Gardner agency of St. Louis. *Captain Midnight* is sponsored by the Wander Company thru Hill-Blackett, Inc.

## Army Nixes 'Skyway'; 'Catbird' Deal Near?

NEW YORK, May 21.—*Skyway to the Stars*, the army air force recruiting show now on Columbia Broadcasting System (CBS) network Sunday afternoon from 4:30 to 5, is being canceled after its May 22 broadcast. The show has been on the air approximately four months.

The rapid cancellation of this program would seem to indicate that the deal by the army air force recruiting service to acquire the CBS Red Barber *Catbird Seat* for simulcast is close to consummation. The Gardner Agency is handling the account.

The web will probably fill the Sunday afternoon time this summer with a musical show originating from an outlet.

cussed at the Pentagon. Program execs hinted that they have the same fears about inability to protect their idea as were expressed at NBC, and it is conceivable that the ABC show, too, will get the sneak preview treatment to guarantee priority.

Altho details of the ABC show are lacking, it is known to contain a suspense angle, and will air late in July or early August. The program, one ABC official stated cautiously, "could give away as much as a million dollars per week."

## Strike May Cut Ford Ad Budget

NEW YORK, May 21.—Continuation of the Ford strike until the beginning of June might conceivably cut into the auto firm's advertising appropriations for the rest of 1949 in radio and TV. The possibility was frowning brows this week at the Ford agencies, Kenyon & Eckhardt (K&E) and J. Walter Thompson (JWT). This belief has been strengthened by the fact that Ford has already curtailed some of its billings in newspapers and magazines because of the labor trouble. The strike has been on since May 5.

Ford is believed to feel that with no cars to sell its advertising is wasted, and, in addition, the cost of maintaining the plant is another factor which may help tighten the manufacturer's purse strings. The *Ford Theater* handled by K&E, leaves the Columbia Broadcasting System (CBS) on July 8 for a summer hiatus. The program is on Friday evenings from 9 to 10. It is believed that the show will probably be renewed this fall, but Ford has made no move thus far to ink a renewal. The Fred Allen show, aired via JWT over National Broadcasting Company (NBC), winds up its career with the arrival of summer.

## CBS Mulls Summer 'Green Lama' Show

NEW YORK, May 21.—One of the newest Columbia Broadcasting System (CBS) possibilities for a sustaining spot on the web this summer is a mystery show called *The Green Lama* which will originate from the West Coast. The program is about a character who spent 10 years in Tibet and emerges from his monastic existence to crusade for justice.

It will probably go into the 5:30 to 6 spot Sunday evening, replacing *Broadway Is My Beat*.

## Reinsch Leads Jess Willard, Terry for WCAU 35G Helm

NEW YORK, May 21.—J. Leonard Reinsch, now radio director for former Ohio Gov. James M. Cox, is reported as the leading candidate to take over the general management of WCAU and WCAU-TV, the Philadelphia Bulletin stations. Reinsch has discussed the proposal with the management of the Philadelphia operation, but no decision has been made yet. The job is said to carry a \$35,000 annual salary.

Reinsch is one of three candidates mentioned for the job, the other two being Hugh Terry, KLZ, Denver, and A. D. (Jess) Willard, executive vice-president of the National Association of Broadcasters. Terry, according to reliable sources, has turned the job down, one reason said to be his recent acquisition of an interest in KLZ.

## 25G Plum Off FM Tree When WXRT Drops Storecasts

CHICAGO, May 21.—Altho many radio trade leaders believe storecasting will be the financial salvation of FM stations, WXRT, local FM outlet, this week dropped chain food stores broadcasts and decided to air only classical musical programs. Robert Miller, station general manager, said surveys revealed storecasting was not liked by the public. WXRT had been airing a service to Jewel food stores thru an arrangement with Consumer Aid, Inc.

Even tho the system had been earning about \$25,000 per year, Miller said it had not given the station programming of interest to a populace cross section. Classical music will give his station a better reputation and constitute a more legitimate radio service, Miller added.

WXRT broadcasts storecasting Monday thru Saturday from 9 a.m. to 6 p.m. Starting May 30, live and recorded classical music shows will be aired daily from 7:15 a.m. to midnight.

## Two Hearings So Far In Kenny Baker Suit

LOS ANGELES, May 21.—Two hearings have been held in the complicated case of Kenny Baker against both the Stellar Radio Productions, the William Morris package subsidiary, and Fredrick Ziv, Inc. Baker claims that Ziv owes him repeat fees for transcriptions starring him which it bought from Stellar and then peddled. He contends the contract made with Stellar expressly provided for repeat fees if the records were played more than once and he claims he can prove they were.

Ziv argued that the issue against it was not arbitrable since the contract was made with Stellar. A hearing was held here Friday (13), at which it was ruled that Baker had a case against the transcription company. On Sunday (15) another hearing was held to determine which of Baker's cases, that against Ziv or the one against Stellar, should take priority. No ruling has been made yet.

Both of the defendants argue that Baker is not entitled to any money. Baker is not handling the case thru the American Federation of Radio Artists (AFRA), his union, but the labor org is acting as an observer just the same. The case is being heard by the American Arbitration Association.

## CBS in Middle In Pol. Fight; FCC May Act

WASHINGTON, May 21.—The Federal Communications Commission (FCC) is awaiting data from the Columbia Broadcasting System (CBS) before deciding whether to take action on the complaint of the New York State Democratic Committee protesting CBS's refusal to grant time to answer what the committee called a "political" address by Gov. Thomas E. Dewey over CBS May 2.

The FCC revealed late this week that it is writing the web "requesting their comment on the complaint." The protest which was received by the Commission Monday (16) claimed that Dewey's speech contained "at least seven statements of a controversial nature and at least one false statement detrimental to the Democratic party in the State of New York." The so-called false statement involved the Governor's remarks on disability insurance, during which Dewey made what the Dems termed a "misrepresentation of the Democratic point of view."

The protest, addressed to Chairman Wayne Coy and signed by State Committee Chairman Paul Fitzpatrick, stated that CBS refused to consider the Dewey speech a political one and therefore refused to provide similar time and facilities for rebuttal. It was claimed that the National Broadcasting Company (NBC) had previously given the Dems time to answer a similar report on the activities of the State Legislature made by the Republican Governor in 1947. This, said Fitzpatrick, made at least one precedent on the books.

## Ad Cast Sets Up FM Only Show to Store Direct, Thru WJLB

DETROIT, May 21.—The first major sale of FM time alone among Detroit stations has been set up by Ad Cast, Inc., with headquarters at Toledo, with WJLB-FM. A 12-hour schedule starting at 9 a.m., Monday thru Saturday, has been tied in with the Thrif-Tee Market chain, with programming beamed primarily at a special battery of FM receivers, in each of the 90 stores operated by the chain, which are tuned to the station for their hours of operation.

The program is all musical, with commercials restricted to 20 seconds rather than the usual 60. Time is actually sold to individual sponsors of products which must be those sold in the Thrif-Tee stores, with time currently sold to Silver Cup Bread, Don Dce Coffee, Blue Ribbon Napkins, Canada Dry Ginger Ale and Everkrist Potato Chips.

### Staff Requests

The first half hour in the morning is like a closed circuit broadcast in effect, directed to the store staff, in the all-request program, with special sales stimulus to promote the advertised products.

The program is also available, of course, thru FM receivers to potential patrons not in the stores, but the objective of the Ad Cast hook-up is direct point-of-sale advertising via radio—right in the stores.

Arthur A. Naylor, formerly with WJLB, handling publicity, is in charge of the Detroit set-up for Ad Cast.

Under the Ad Cast tie-up, WJLB is the only Detroit AM station to use a separate program for FM, for these 12 hours, with the other local stations following the usual practice of parallel programming. WJLB, incidentally, claims to be the only local FM station now in the black.

# ABC Preps New Opera Comedy And Giveaway

NEW YORK, May 21.—A new musical situation comedy show starring Auritz Melchior and Helen Traubel was in the works at American Broadcasting Company (ABC) this week. The stanza, to be scripted by Jean Yarrow, will have the two longhair warblers playing a Mr. and Mrs. Opera team, who engage in comic backstage buffoonery and battles between arias. An audition will be cut as first week in July, with the show booked for its debut this fall.

Comic Jack Paar is being readied for his kilocycle comeback by ABC, as emcee of a new audience participation-giveaway show tentatively titled *Take a Share*. The program, built by ABC in conjunction with packager Bernard Schubert, seems set to move into the 8 p.m. Thursday period, starting June 16. It thus would replace the Abbott and Costello co-op show which ABC will drop after June 9. The Paar show, however, is unlikely to be offered for co-op sale.

# King's Men Summer Fill-In for McGees

NEW YORK, May 21.—The King's Men, the featured quartet on the *Fibber McGee and Molly* show, will replace the comedy team for the summer. Beginning June 7 and until September 13, the quartet will be heard over the National Broadcasting Company (NBC) on Tuesday from 9:30 to 10 p.m., for the same sponsor.

Ken Darby will emcee the show, which will have a featured musical guest each week.

# Massey and La Tilton To Bat for Shriner

NEW YORK, May 21.—Miles Laboratories will use Curt Massey, Martha Tilton and an ark as a replacement for Herb Shriner during the summer. The program is on the Columbia Broadcasting System (CBS) network, 5:45 to 6 p.m. across the board.

Massey and Miss Tilton will go to work on June 6 and entertain on CBS for 13 weeks thereafter. The Wade advertising agency handles the account.

BALTIMORE, May 21.—Robert V. Walsh, formerly with WJIM, Lansing, Mich., WGFG, Kalamazoo, Mich., and WPDJ, Clarksburg, W. Va., has joined the radio staff of VanSant, Dugdale & Company, Inc., here. His wife is the former American Broadcasting Company's (ABC) radio commentator, Ruth Lawson.

# Anti-Booze Ad Bill Introed in Senate

WASHINGTON, May 21.—The crusade of the "drys" which was championed for decades by former Sen. Arthur Capper (R., Kan.) has been picked up by Sen. William Langer (R., N. D.), who has introduced the Senate's first anti-liquor plug bill of the session.

Langer's bill, almost identical with the bills offered annually by Capper, would ban the advertising of liquor over radio, television, in magazines and newspapers. A similar measure is being sponsored in the House by Rep. Joseph Bryson (D., S. C.).

The Langer bill was referred to the Senate Interstate Commerce Committee, which has such a backlog of bills that it is not likely to take up the measure this session.

# Coast Advertis'g Agencies Jittery

(Continued from page 5)

In some cases, agencies have launched local tele shows for regional on local accounts to gain tele experience. For the main, however, tele progress has been retarded by video's high production costs, indifference (or fear) of talent toward the new medium, and lack of coaxial cable or adequate kinescope facilities. With video nets promising top-quality kine processing, talent and bankrollers are expected to switch thinking and take to tele.

## TV To Move West

One agency biggie summed up tele thusly: "Hollywood will soon have its share of video production. Talent and film production headquarters on the Coast will require shifting of video's emphasis to Hollywood just as radio moved westward. Meanwhile, we've got to catch up with New York in video know-how. At present, we're a poor second to the East."

While national agencies are playing ostrich to video, local and regional commission outfits are climbing on tele's bandwagon eagerly, according to a spokesman for the Southern California Advertising Agencies Association. Current biz, both radio and telewise, is good and the outlook is strong. Local bankrollers and agencies have gone into tele, both spotwise and with live shows, but not at the expense of radio. Agencies such as Ross, Gardner & White; Smith, Bull & McCreery; Abbott Kimball, Hixon & Jorgensen; Stodel Scholtz, and Lee Ringer have turned to tele on a broad, exploratory basis. Reports of activity for fall indicate that others will follow suit. A year ago, only a handful thought tele worth the effort.

# ABC, 64G in Red 1st Quarter, To Push AM Over Video Now

NEW YORK, May 21.—Despite the fact that the American Broadcasting Company (ABC) is selling TV as well as AM, it was learned this week that the web intends to turn its heaviest guns on an all-out AM drive for the fall, stressing the growing importance of radio in the current unsettled economic situation. The move is believed dictated by the fact that, altho ABC's combined AM and TV gross sales for the first quarter of 1949 were \$10,218,410, or an increase of \$587,062 over a year ago, the web suffered an estimated first quarter loss of \$64,000 this year, where in 1948 it was on the black side of the ledger to the extent of \$502,000 at the end of the first three months. The switch to red ink was attributed to ABC's heavy TV investments, which have not yet begun to pay off.

Inasmuch as AM must pay the freight both for itself and TV at this time, ABC intends to step up its AM campaign from here on in, altho not neglecting television. Some ABC execs believe that the other networks may be overwhelmed with the glamor of television and may leave their AM guards down, so that opportune moves might mean a shift in the current balance of webs.

## Focus on One Type

Signs point to ABC concentration on bankrollers with the widest type of distribution problems. With toughening economic times ahead, many sponsors may pull in their horns with regard to jumping into video. In such cases, and where they are undecided, it is believed that the ABC pitch will stress the point that AM offers mass coverage at all points of distribution, while TV still can supply only selective coverage in limited areas.

The significance of this pitch is that, if the financial barometer continues to sink, competition for sales will move out of the brand vs. brand field into the product vs. product division, with consumers deciding whether to buy a car or refrigerator instead of which car and refrigerator to buy. Thus it will become essential to reach as many people as possible for maximum impressions, rather than risk certain reduced num-

ber of impressions thru use of a new medium such as TV.

## Expect Dealer Backfire

Sponsors also are expected to feel more backfiring from dealers as times get tougher, if video shows are maintained on dealer funds. Some dealers in non-tele areas are known already to be resentful of video shows which cannot result in many sales for them. The pinch is on now, they feel, and they can't afford to contribute to building a video show which may benefit them in the future when the funds could be used in radio, hitting listeners who might very well be potential customers right now.

To point up the importance of concentrating on AM sales, ABC execs note that they can make more net profit from the sale of one 15-minute radio show than they get gross return, before payment of expenses, on a 30-minute tele program. Furthermore, if the TV network were completely sold out, it still would lose money.

## AM Still Has 97%

To point up the fact that AM has continued to show marked signs of life despite the ballyhoo about video, latest available Hooper data as of March, indicates that on a share-of-audience basis, AM has 97.4 per cent while tele claims only 2.6 per cent. In four broadcasts, the lowest rated radio show at night reaches 3,799,923 different families, or three times as many as there are TV families in the country. Incidentally, the top rated AM show reaches 12,791,820 homes in a single show and 22,197,570 different homes in four broadcasts.

Furthermore, despite the onrush of television, the average number of hours of radio listening per day per home has shown a marked rise. In January, 1946, according to A. C. Nielsen, it was 4 hours 47 minutes daily per home, and in January, 1949, it was 5 hours and 7 minutes. Sets in use, in the same period, leaped from 24.2 to 26.9 in the daytime, while remaining level in the evening with 40.5 in 1946 and 40.4 in 1949. Network gross AM billings jumped over 4 per cent from 1947 to 1948, with the latter total, according to Publisher's Information Bureau, amounting to \$198,995,742.

# 90% of Radio's Commercials Draw Blank, Says Schwerin

CHICAGO, May 21.—Ninety per cent of all radio commercials are wasted, Horace Schwerin, president of the Schwerin Research Corporation, stated this week at a meeting of the Chicago Radio Management Club. Schwerin backed his claims with results of 1,000 tests of 1,800 commercials. More than 300,000 people had indifferent reactions to 94 per cent of the sales messages.

Schwerin gave figures showing that most commercials were not remembered and did not stimulate purchasing because they failed in five categories of sales message construction, including familiarity, approach, mood, emphasis and direction.

Commercials producing the poorest results are those to which listeners

are indifferent. If commercials are irritating, or well-liked, they are remembered. Well-liked sales messages produce the best results, Schwerin said.

Schwerin also said television, to a certain extent, will have a beneficial effect upon radio, as TV competition would result in improvement of radio commercials and programs.

Despite current enthusiasm for television, Schwerin said, radio is not dead as an advertising medium. Optimistic forecasts of television receiver production indicate only 44 per cent of the population will have sets by 1954. The rest of the population will constitute an important radio market, he stated.

**For Profitable Selling—Investigate**

<b>WDEL</b> WILMINGTON DELA.	<b>WGAL</b> LANCASTER PENNA.
<b>WKBO</b> HARRISBURG PENNA.	<b>WRAW</b> READING PENNA.
<b>WORK</b> YORK PENNA.	<b>WEST</b> EASTON PENNA.

STEINMAN STATIONS  
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles



# The basic point

**BANK OF TOP PROGRAMS - WEEK OF MAY 16, 1949**

**NIelsen RATING**

Program	Time	Day	Rating
6:30-7:00 P.M.	7:00-7:30 P.M.	7:30-8:00 P.M.	8:00-8:30 P.M.
12.3	11.3	6.7	10.1

**CALENDAR - WEEK OF JULY 18, 1949**

NIelsen RATING

7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

W T F S S

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

NIelsen RATING

are now available  
4 Weeks in Every Month!

**PROGRAM OPERATING AS OF THIS REPORT**

These should be interpreted as following approximate network program schedules and are subject to change without notice.

Program	Time	Day	Rating
7-3	8-7	4-8	5-3
8.6	6.4	7.1	

**PREVIOUS WEEK February 8-13, 1949**

7-3 8-7 4-8 5-3 8.6 6.4 7.1

**MINUTES OF SPONSORED TIME AS OF THIS REPORT**

(Total Minutes of Spotted Time by Network)

Network	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.	TOTAL
ABC	255	330	50	215	50	180	60	980

**DAYTIME**

Network	SUN. APT. (12 Noon-4 P.M.)	MONDAY THRU FRIDAY MORN. (8 A.M. - 12 Noon)	APT. (12 Noon-4 P.M.)	TOTAL (8 A.M. - 4 P.M.)	SAT. (8 A.M. - 4 P.M.)
ABC	50	200	200	450	100

**NIelsen COMPANY**

NEW YORK 100 FIFTH AVENUE  
 NEW YORK 100 FIFTH AVENUE  
 NEW YORK 100 FIFTH AVENUE

APRIL 20, 1949

Based on the 62% of all U.S. radio homes observed by the Bill sample as of January 1. It shows that the ABC cost of \$1.27 per thousand is the lowest of all the networks.

Source: Nielsen Radio Index data  
 Jan. 1947 vs. Jan. 1949 based on  
 63% U.S. Radio homes with audience  
 size data projected to total U.S.



# *in 1949 advertising*

This year your customers have had unlimited access to advertising media—all media have been free to find their own level. Newspapers and magazines get all the paper they want. Television has grown apace. New radio stations have sprouted everywhere.

In this "free market" for media, the cold facts show that today more people are listening longer to NETWORK RADIO—and advertisers are reaching them at lower costs!

NETWORK RADIO audiences are larger: 3,800,000 families for the average network broadcast in 1949—12% more than in 1947.

And they cost less: \$1.78 per thousand families for the average network broadcast in 1949—6% less than in 1947.

## *The basic point in network advertising*

And this is the year when CBS leads all other networks by every significant count: in *largest* audiences and highest *average* audiences (as measured by both Nielsen and Hooper), and in facility strength too!

In all network radio, CBS ranks first today in audiences delivered at lowest cost to advertisers.

CBS today delivers an average audience of 4,251,000 families to its advertisers—17% more than in 1947.

And at a cost to its advertisers of \$1.67 per thousand families—16% lower than in 1947 and the lowest cost of all networks.

The basic point for the careful advertiser is clear: make NETWORK RADIO your first choice in media...

And CBS your first choice in radio.

# CBS

*...largest audiences at lowest cost*

## Television's Ticklish Taboos; NBC Sets Do's & Don'ts Rules

(Continued from page 3)

presentation in the body of programs of situations including suicides, murders, "swish" routines, animal acts which might react embarrassingly, bedroom scenes and others of the same dubious character.

The network is hampered in its efforts to set standards by a surprising lack of vocal expression on the part of viewers. A far lower percentage of the video audience takes the trouble to write than has been the case in radio. Until the linking of the Eastern and Midwestern cables, virtually no letters critical of taste were received by the webs; since then, viewers in some of the "Bible belt" areas have commented in deprecatory terms on scenes depicting drinking or "high living" which have proved perfectly acceptable elsewhere.

### Scanty Question

Anticipating entry into video of sponsors plugging delicate wares, Hellfrich and the continuity acceptance division have attempted to set forth how certain products could be handled. Thus, female undergarments and scanties are okay, but models demonstrating them are taboo. Instead, NBC suggests use of completely clad models, with background voice indicating that reason they look so good is that what's underneath is so good. The product then could be shown in an open box, with hands extracting the fabric dainties.

A potential sponsor, hawking babies' diapers, proffered a shooting script calling for an unhappy daddy, with a grimacing face, lifting a soggy infant. It was suggested that this be switched to a positive approach, with happy father and child, and voice plug attributing the blissful scene to the moppet wearing the sponsor's product.

Another plug, for roomette service on a train, was to have shown the modern plumbing facilities available, and their convenience in location and use. The web believes this could be done better by showing the roomette as a whole, with the voice pointing out the excellent private toilet facilities.

### Deodorant Dilemma

Uplifted armpits are frowned upon as a means of selling deodorants. While opinion is divided as to acceptance of this type of product, prevalent belief is that the business would be taken if fully clad models are shown, en route to a dance for example, with voice copy stressing that their fresh appearance and olfactory magnetism is due to wisdom in purchasing a jar of what-have-you.

Antacids and like products may not utilize graphic visual matter, such as charts of a messy alimentary canal. One potential bankroller is working out a cartoon plug, showing a man tossing in bed, unable to sleep and counting sheep unsuccessfully. In humorous terms, it shows the dif-

ference after gulping down a dose of the sponsor's burp-inducer.

The web eliminates any pansy biz on material suggestive of "swish" routines, and comics have been warned to eschew that type of humor. However, legitimate use of males in female attire may be used, as in a production of *Charlie's Aunt*, or as done on the *Lamb's Gambols* by a chorus recently.

### Murders Touchy

Material dealing with suicides or murders must not be too graphic. On murder stories, the web wishes to avoid offering hints on how to commit the perfect crime. On a recent Philco show a considerable amount of checking was needed to determine the suitability of a story dealing with a young frau who eliminated her better half back at the turn of the century by dissolving match tips in his eggnog. Fearing protests by match companies as well as a rash of match murders, the web checked and found that the formula for making matches was changed about 1915 and the current product is non-poisonous.

Animal acts are watched carefully. Recently one had several dogs licking their trainer's face, followed by one pooch which presented its posterior for reciprocation. This was struck out of the act. However, a seal act was permitted to include having the mammal come out from under a bed with a potty in its phiz. Bedroom scenes are checked carefully and in the main are not used. A recent edition of *The Goldbergs*, showing Mollie and Jake together in a double bed, was passed by the Columbia Broadcasting System, and its simplicity brought no outcry from blue-noses.

DAYTON, O., May 21.—Neal Van Ellis has been appointed chief announcer at Station WLW-D, Crossley Broadcasting Company's local video outlet, Don Faust, program manager, announced this week. Van Ellis moves into the local tele slot from WBOW, Terre Haute, Ind., where he was announcer and news director. He also has been with WIRE, Indianapolis, and WAOV, Vincennes, Ind.

## UHF Experiments on Upbeat; 16 Stations Now Telecasting

WASHINGTON, May 21.—Experiments by telecasters in the ultra-high-frequency (UHF) range are reaching a feverish pitch with the approach of an expected decision by the Federal Communications Commission (FCC) opening UHF for commercial telecasting. A survey disclosed this week that 16 telecasters are now authorized by FCC to use the UHF band, while another 4 have bids in to operate.

Edwin Armstrong, FM inventor, has authority for the most powerful UHF station ever granted, carrying 50-kw. visual and aural power. Armstrong is using a 20-kc. width band spreading from 600-620 kc. The results of his experiments at Alpine, N. J., are being closely guarded, but it has been reported for some time that he is working in color.

The majority of the UHF experimenters, however, are using much less power, usually no more than 500 watts. Band-widths used range from the 6 kc. used by New Jersey Broadcasting Company, Clifton, to the 50-kc. spread of Ed Pauley's Television California at San Francisco.

Experiments are being carried on in the UHF band all the way from 480 kc. used by KFRL, Denver, and the Midland Broadcasting Company, Kansas City, Mo., to 920 kc., used by *The Milwaukee Journal* in Milwaukee.

*The Journal* is also using the great-

## Show for Angels

NEW YORK, May 21.—The third video package to be developed this month around the idea of airing showbiz material for angels to gander was in preparation this week at World Video, Inc. Titled *Top of the Evening*, the opus will have Charles MacArthur acting as executive producer. Top name performers will guest each week in spots covering such categories as drama, nitery act, singer, new faces, dancing, vaude acts, summer theater, films, burlesque, carnivals, circus, ballet, opera, etc. The acts will parade for the edification of an "angel," as portrayed by a feature player such as Tom Ewell, Hank Ladd, Victor Moore, Bobby Clark or Walter O'Keefe.

Announced last week was *Audition for Angels*, property of NW Television Productions, which will feature casts of potential legit shows simulating a run thru of material before angels. The first show of the genre was *For Angels Only*, which Roger Kay will produce for John Nasht Associates, offering full-hour pre-Broadway adaptations of legit scripts.

## CBS's 'Broadway' TV Presents Big Posers

NEW YORK, May 21.—The Columbia Broadcasting System (CBS) is tinkering with the possibility of doing a TV version of *This Is Broadway*, the new CBS sustainer now on Wednesday from 9:30 to 10:30 p.m. The program would have to be a simulcast because of its cost.

However, while it might be able to get the 9:30 to 10 p.m. TV slot now occupied by a CBS sustainer, *Studio One*, the Westinghouse show begins at 10 Wednesday evenings on CBS-TV and couldn't be moved easily. The only way to get around this problem would be to shift the AM version to a different time slot and that may be possible in a few weeks when more time opens up in radio. *This Is Broadway* is believed to have unusual TV possibilities.

## Obrist's Walk Based on NAB's Place, Function

PHILADELPHIA, May 21.—Edward C. Obrist, general manager of WPEN and WPEN-FM, Philadelphia, this week revealed the reasons for his resignation from the National Association of Broadcasters (NAB) in a letter to C. E. (Bee) Arney Jr., of the NAB. Obrist assured Arney that the move was not made from anger or pique, but rather was the result of long consideration of the place and functions of a trade organization.

The major reason for his decision, Obrist indicated, was his feeling that "the industry has become too large to be adequately represented by or handled at 'the present type of convention held by the NAB.'" He also noted that video, fax and FM all were in the same organization with AM, but should have their own separate organizations. "TV is especially separate and distinct," the letter said. "Why mother our murderer?"

The NAB, in Obrist's opinion, "should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it." Such a group, he indicated, would help members with "strong, militant guidance in fighting competition," such as newspapers, TV, transit ads, etc., by furnishing program ideas and suggestions based on efforts in similar markets. The AM broadcasters should be subdivided by power categories as well as into web affiliate and indie groupings. Each subdivision should have smaller conventions and elect delegates to a large over-all AM meet, he said.

Obrist also said he felt that in certain circumstances, the NAB should submit propositions for a referendum vote. Such a vote, he said, likely would have defeated the loan made to the Broadcast Measurement Bureau at the last NAB meet and the code adopted at the NAB's Atlantic City convention.

## "Bride and Groom" Tele Plans Formed

HOLLYWOOD, May 21.—Plans are currently being completed for the tele bow of *Bride and Groom*. Show will be televised simultaneously with its AM broadcast when ABC's KECA-TV goes on the air this fall, and will be kinescoped for national airing. Plans call for radio version of *B. and G.* to be cut sufficiently in advance so as to allow enough time for kines to be mailed to video stations. This would then protect show's tele version from being outdated by the AM broadcast. Hence, viewers throughout the country would be eyeing same show on the day of its radio broadcast.

John Masterson, *B. and G.* co-packager, intends to iron out minor problems with sponsors during his current Eastern jaunt. Local problem still awaiting solution is to find studio where simultaneous AM-TV broadcasting would be possible. Present point of origination has ceiling too low to permit entry of teevee equipment.

## TV Film Council Sets 1st Quarterly Forum

NEW YORK, May 21.—A series of day-long forums on video will be held quarterly by the National Television Film Council (NTFC), with the initial meet skedded for June 30. Burt Balaban, film chief of Paramount television and NTFC veepee, heads arrangements for the sessions, which will feature discussion groups on various phases of tele.

Following the daytime meets, regular NTFC membership sessions will take place in the evening.

# WLW

700 ON YOUR DIAL

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

# NAB HOLDS ASCAP-TV CARDS

## NBC Thurs. TV Sked Shaky, With 3 Shows Held Insecure

NEW YORK, May 21.—The Thursday night television schedule at the National Broadcasting Company (NBC) this week was reported to be shaky up and down the line. On the heels of the cancellation by Arrow last week of the 8-to-8:30 period, the three shows immediately following Arrow were said to be insecure. These are Swift's Lanny Ross show, Gulf's Bob Smith show and Bigelow Sanford's Dunninger show.

Combination of climbing costs and rugged opposition was believed responsible for the tenuous situation. The Arrow and Swift shows now buck Stop the Music on the American Broadcasting Company (ABC), Gulf is opposed by ABC's Eisenhower film series and Bigelow is fighting the ABC Actors' Studio.

Of the three NBC shows reported

## 6 U. S. Firms Asked To World Exhibit

WASHINGTON, May 21.—There will be an international video exhibition in Milan, Italy, September 10-19, the Commerce Department announced this week. Six U. S. firms have been invited to participate in the exhibition and in a conference to be held simultaneously.

The exhibition will be held at the Arts Palace in Milan, while the convention will take place at Hotel Villa D'Este at Como. V. K. Zworikin, of Radio Corporation of America (RCA), has been asked to be an honorary member of the exhibition's executive committee.

RCA, Philco Corporation, Allen B. DuMont Laboratories, General Electric Company, Raytheon Manufacturing Company and Westinghouse Electric Corporation have been asked to send receiving and transmitting equipment to be exhibited.

## Norwich's WNOC Sold for \$61,335

HARTFORD, Conn., May 21.—H. Ross Perkins, head of Norwich Broadcasting Company, Norwich, Conn., operator of WNOC in that city, has sold the station to Eastern Connecticut Broadcasting Company. The sale price was given as \$61,335.

Principal officers of Eastern Connecticut Broadcasting are John Deme, Clifford C. Oat and Harrison C. Noyes. Eastern is also a Norwich concern.

weak, Gulf is said to be readying a cancellation shortly. Swift plans to pull the Lanny Ross opus out for an indefinite hiatus after the first show in August and the chances of its returning to the same slot, if it comes back at all, are believed slight unless NBC comes up with a strong line-up surrounding the show, to put up a more satisfactory battle against the potent ABC line-up.

The Bigelow show is regarded by the trade as stronger than any of the others, and no verification of its reported intention to vacate has been secured. It is considered probable that the sponsor and agency, Young & Rubicam, will stick tight in view of a satisfactory rating until the remainder of the NBC line-up is settled.

## KFMB-TV Airborne With 50% of 24-Hour Time Schedule Sold

SAN DIEGO, Calif., May 21.—San Diego's all-out support of its first tele station is proving a commercial boon for Jack Gross' KFMB-TV, allowing outlet to take to the air Monday (16) with half of its 24-hour weekly sked sold out. In addition, participating spots and station breaks have been completely filled, with sponsors taking their place in line for open time. According to owner-operator Jack Gross sponsors vie with one another for available tele time. "I've never seen anything like it; first they buy a show, then talk cost."

Residents here have long cast a wishful eye northward to Hollywood and its six tele outlets. In some areas viewers here were able to pick up clear video signals from the Los Angeles outlets. Long before KFMB-TV's transmitter was completed, video addicts here imported tele sets from Los Angeles.

First night the Gross station went on the air, more than 2,500 receivers were already operating in San Diego homes, a majority of them having been bootlegged in from L.A. stores. According to Gross, his signal will be reaching 5,000 homes in San Diego County and surrounding areas. More than 150 dealers here are now selling teevee receivers.

Shows sold on KFMB-TV include Hoffman Hayride, featuring Bostick Western and His Country Cousins, weekly, 30 minutes seg; weekly feature film, sponsored by Guaranty Chevrolet Company; nightly adventure serial, J. R. Townsend Company, Studebaker dealer; San Diego Padres baseball games (Saturdays only), bankrolled by Tufford Company; RCA Victor sub-distrib; Armchair Shopping, participating sponsorship sold; Songs for You, Sunday night musical, Clarence Morris Contractors; three 5-minute shows per week, Whitney's department store; Time-Life's Crusade in Europe, ABC kine; General Electric's Fred Waring show (CBS kine); Admiral Broadway Revue (kine).

Altho Gross's tele and AM stations here are primary American Broadcasting Company affiliates, KFMB-TV can enjoy its position as the town's only video outlet by accepting sponsored shows from the other networks. Gross said his station will carry other sponsored kine shows, but as yet no others had been definitely set. Fact that KFMB-TV can pick up live shows from Los Angeles stations and retransmit them is also expected to pay off commercially in this area.

## Shines on TV

WASHINGTON, May 21.—Al Sears, local engineer who is barefoot from the eyebrows up, finds that attribute no drawback to video performances. Sears has appeared on TV twice—once when a baldhead was required for a charades show, and once when his shiny pate was needed for a toupee demonstration.

## WPTZ Sponsor List Hits 100

PHILADELPHIA, May 21.— Indicative of the growth of television in the Philadelphia market, Philco's WPTZ announces that its list of sponsors has hit the 100 mark. In April, WPTZ listed 91 sponsors, and in the first week of this month, 17 new advertisers were added to the books.

The 100 mark for WPTZ sponsors comes on the heels of new figures released showing that the local area now boasts 165,000 video sets. The total of the sets in use is determined from figures released by the Electrical Association of Philadelphia, plus kit sets and those of manufacturers not covered in the analysis made by the association.

Conservative estimates indicate that at least 12,500 new installations will be made each month during the balance of 1949. This would bring the total number of sets to 200,000 by the end of July, and more than 265,000 by the end of this year.

## Webs Report Huddle Terms To Committee

### Special Uses a Poser

(Continued from page 4) censes such as it grants in sound broadcasting.

### Special Uses

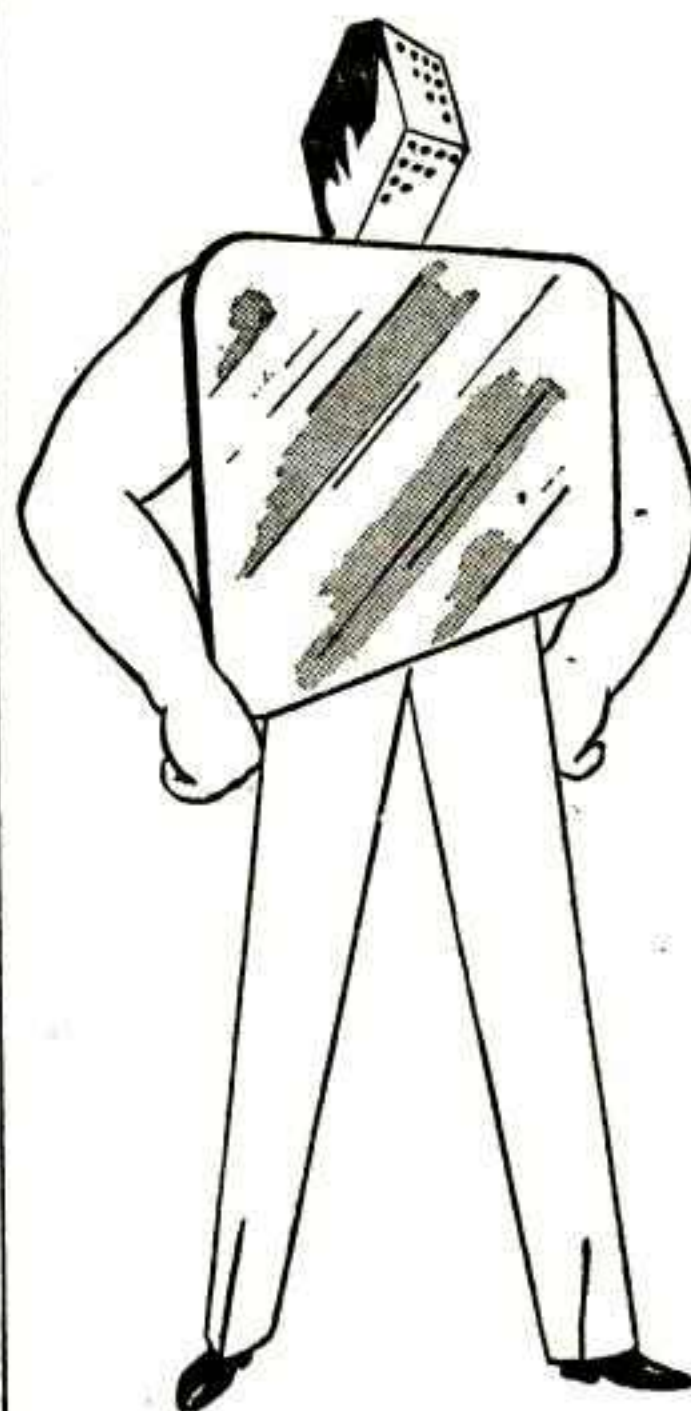
"When television performances are made in costume, accompanied by dialog, certain types of scenery or dance routines, ASCAP is required to execute special licenses and charge special fees in each case," the report continued. "Further limitations are placed on ASCAP, such as the requirement that no license be issued for the use of more than two compositions from the same production on any program."

On this question of special licenses for special uses, the NAB-TV committee report stated emphatically that "television is costume, television is scenery, television is dialog, television is dance routine. If the broadcasters must negotiate and obtain special licenses whenever such elements are present," stated the report, "the committee (TV Music Committee) felt that it would impose an intolerable burden upon its development."

"This is particularly true," stated (See Seek Special Right on page 17)

## How Old is TV in Buffalo?

ONE YEAR!



## How Big is TV in Buffalo

it's a GIANT!

Yes—a giant from all angles. Advertisers? 201 local and national firms have used WBEN-TV. Sets? 22,368 are operating in the Buffalo area. Networks? NBC Basic, plus choice shows from ABC, DuMont and CBS. Local Programs? 26 Buffalo-built shows each week, covering mystery, musical variety, barn dance, quizzes, Buffalo News-Reel, personalities, homemaking, talent search, news, all major sports. Time is available. Programs are ready. See your nearest Petry office. Wise advertisers are consistently using Buffalo's pioneer television station. There's room for more on Channel Four!

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NBC BASIC • CHANNEL 4

Keep your fans happy with low-cost

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on beautiful KROMEKOTE

Quantity	Per M	Total
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2,000	13.00	26.00
3,000	12.00	36.00
4,000	11.00	44.00
5,000	10.00	50.00
10,000	8.50	85.00

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# Tele Committee Okay's New Union To Assume Authority

NEW YORK, May 21.—The television committee, representing all talent unions interested in television, finally approved this week an agreement covering operation of a new union to take over television jurisdiction. The approval came after seven months of palaver. What it means is that the television authority (TA), the tentative name for the new talent organization, may make its demands for a contract on the telecasters by July 1 of this year.

There is but one more step remain-

## Air-Video "Riley" Looks for Angel

HOLLYWOOD, May 21.—Combined radio-video deal for *Life of Riley* is reportedly close to landing a bankroller, it was learned here this week. Radio version will originate from Hollywood, with William Bendix in title role. Tele adjunct would air live from New York over coaxial tele skein and feature another actor in the role created by Bendix.

*Riley* was recently canceled by Procter & Gamble, effective at the close of the current season. Current two-way deal is being handled by George Gruskin, William Morris radio exec on behalf of Irving Brecher, owner of the *Riley* package.

## Chevy May Expand Roller Derby Casts

NEW YORK, May 21.—Chevrolet dealers this week were mulling expansion of their sponsorship of the Roller Derby telecasts on American Broadcasting Company (ABC). Currently bankrolling the 10 p.m., Thursday airings on WJZ-TV, New York, only, the auto dealers were reported highly impressed with the way the slam-bang sport has caught the fancy of viewers.

Addition of Schenectady, N. Y., was approved by the dealers this week and another half dozen cities were being considered at the week's end.

**The AL MORGAN SHOW**  
Featuring the  
*Dynamo of Piano and Song*



**AL MORGAN**  
Televised direct from  
**HELSENG'S VODVIL LOUNGE**  
Chicago  
Every Wednesday Night  
**WGN-TV, CHANNEL 9**  
Sponsored by  
**TELE-TRONICS, INC.,**  
**G. E. DISTRIBUTOR**  
Direction:  
**FRANK HOGAN**  
203 N. Wabash Ave. Chicago, Ill.

ing to give the television authority actuality and that is approval of the board of the Associated Actors and Artistes of America (4 A's), the parent body. Approval of the individual union boards—representing radio, night club and legit actors—is also necessary, but this is expected without much trouble, since the unions each has had close liaison between its TA rep and board.

The question of proportional representation on the board of the TA is still open. The night club actors want proportional representation; the radio actors want equal representation for all unions. Another question concerns jurisdiction over announcers working both in radio and TV, the latter more or less incidentally. It is now felt likely, however, that either of these items will delay final creation of the new union.

## Freedley To Emsee 'Angels Only' Series

NEW YORK, May 21.—Legit producer Vinton Freedley this week was signed by John Nasht & Associates to serve as host and emcee on the Nasht video dramatic package, *For Angels Only*. The full hour dramas, which will be produced by Roger Kay, will feature legit scripts aired in pre-Broadway adaptations. Among the stars signed for the series thus far are Eva LeGallienne, Sidney Blackmer, Nancy Coleman and Faye Emerson.

Nasht this week also signed to have the William Morris Agency handle the sale of the package. The price is reported under \$5,000 weekly.

## Chi To Up Output Of Net Tele Segs

CHICAGO, May 21.—Chicago origination of network television shows is expected to increase in a few months when National Broadcasting Company (NBC) adds more local airings and WBKB, the new Columbia Broadcasting System (CBS) affiliate here, feeds some new shows to the web.

Chi programs for NBC have not been set, but Niles Trammell, web president, said last week that Chi would originate more shows. The web is building another studio here because of the plan.

Charles Underhill, TV program director for CBS, was in town this week to discuss future plans with WBKB execs. He said that net schedule of New York originations was too great for Eastern personnel and space. No definite plans have been set for new WBKB-originated programs, but Underhill said that he would be glad to have as many as possible. He is expected here again in a few weeks.

## 'RFD, America' Goes To NBC TV Network

CHICAGO, May 21.—*RFD, America*, Louis Cowan video show aired for several months on WNBQ, local National Broadcasting Company station, will capture a network slot, it became known this week. Starting next week the program will be aired on the full NBC net Thursdays from 7:30 to 8 p.m. (CDT).

Sale of program is imminent. If no sale is forthcoming, however, show will be carried on the web as a sustainer.

## TALK OF THE TRADE

### New York:

**C. E. Arney Jr.**, National Association of Broadcasters (NAB) treasurer, has been appointed secretary to the 1949 committee on radio broadcasting of the Advisory Council on Federal Reports. . . . **Joseph C. Lieb** has joined Geyer, Newell & Ganger as an account executive. . . . **Jess Bickmore** joins Dancer-Fitzgerald-Sample, Inc., on June 1 as veepee and member of the executive planning group.

**George D. Storer Jr.**, manager of WAGA-TV, has been initiated by the Pi Gamma Kappa fraternity of the University of Georgia's Henry C. Grady's School of Journalism. . . . **Albert Zugsmith**, executive veepee of the Smith Davis Corporation, has been elected chairman of the board of directors of Business Corporation of America. . . . **Grover Delaney**, general manager of WHTT, Hartford, Conn., has been named group chairman of the six Gannett stations. **Robert Burow**, WDAN, Danville, Ill., is the new secretary of the group.

**Donald MacDonald** is new on the KFQD, Anchorage, Alaska, announcing staff. . . . **KBYR**, Anchorage, reorganized recently, with the following personnel heading up the staff: **Doug Sparks**, director; **Leslie Ferris**, traffic manager; announcers, **Lew Beaudine**, **Albert Buscio**, **Duke Lawrence**, **Frank Schafner** and **Rick Meyers**. . . . **KBYR** doing remotes from Aleutian Gardens, night club in Anchorage. . . . **KENI**, Anchorage, is busy preparing opening of new studios.

## SHORT SCANNINGS

### New York:

**Alfred A. Coughlin** and **Frank Burns** have joined the Kudner Agency, Inc., as producer-directors in the agency's radio-television department. . . . **Robert Wilmoit** is a recent addition to the staff of Pathoscope Company of America, producers of industrial, training and TV commercial films. . . . **Don Wolf** is the administrative assistant to **Ted Steele**, the WMCA, New York, disk jockey. . . . **Harry S. Goodman** Radio Productions is now producing a new series of 260 15-minute transcribed shows titled "Jim Ameche Storyteller." Goodman has also recently taken over sales distribution of the **M. M. Cole** library. . . . **George Wallach**, director of programs and operations for WNYC, New York, has resigned to devote full time to TV.

**Industrial Television, Inc.**, has appointed Penn-Jersey Television Company, of Paterson, N. J., its distributor for the Northern New Jersey area. . . . **Neal Van Ellis** is the new chief announcer of TV station WLW-D, Dayton. . . . **WDOT**, Toledo, has appointed **Headley-Reed** Company its national representative. . . . **Devereaux & Company, Inc.**, is the advertising agency for WKTV, the new National Broadcasting Company TV outlet in Utica, N. Y. The station begins operations in September. . . . **Norman Evans** has joined the announcing staff of WAAM, Baltimore TV station. . . . **Sanford Spillman** is now acting director of KPIX, San Francisco.

## 'Inside USA' May Go Tele on CBS

NEW YORK, May 21.—A half hour TV adaptation of *Inside U. S. A.* may be offered on Columbia Broadcasting System's (CBS) video facilities next fall. Nothing definite has been decided, but talks between producer Arthur Schwartz and CBS execs are proceeding.

The musical revue now is in Chicago for a run. However, if Schwartz should believe the show can do business on the West Coast, he may decide to take it out there next fall and postpone TV.

## NBC Pushes Plans For Super Giveaway

HOLLYWOOD, May 21.—National Broadcasting Company (NBC) continued to make progress on launching web's super-giveaway early in July, this week naming **Vick Knight** to produce and direct the stanza, as well as head up writing staff. **Lou Cowan**, program packager left for New York, with assistant **Al Hollander** to work out final details with NBC program execs here.

Net, meanwhile, began installation of special phone equipment which will accommodate a battery of 10 switchboard ops to handle placement of calls to home listeners. Plan is to call approximately 14 contestants per show, with no calls to be made in advance of actual airtime. Net is insistent on maintaining flavor of suspense, hence the home audience will be given no advance warning of lucky phone calls.

NBC will continue to wax audition platters during next few weeks, using actual home listeners for dry runs. **Walter O'Keefe**, whose skedded audition was scratched last week, will cut a trial platter for the web. **George Murphy**, the other leading contender for emsee's berth, is also set to etch several more test disks.

## Chi WGN Swings Ax, Workers' Heads Fall

CHICAGO, May 21.—In line with general retrenchment in the radio industry, WGN, local Mutual Broadcasting System station, this week discharged several employees. This is the second personnel cut since the station began operating WGN-TV, and is partly caused by high cost of video station activities.

Dismissed were **Mary Afflick**, veteran producer at the station; a public relations writer, a sound man and clerical employees.

Altho talk at the station is that additional dismissals are forthcoming, a station exec stated none were planned.

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And when I sez 3 poses . . . it means you pick the 3 best from THE LOT! So nosy up to our studio and smile for our little "birdie"!

8x10's, 5¢ ea. (In Quantity)  
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# Seek Special Right Definition

## Specific Use Licenses Big Huddle Issue

### Webs Report to NAB

(Continued from page 11)

the NAB committee, "in light of the fact that the terms of the ASCAP membership agreement are so ambiguous as to defy construction to the point where neither ASCAP nor the broadcasters can be certain in any case whether a special license would be necessary."

### Commercial Fees

Reviewing ASCAP's proposal to the NAB group that stations and webs pay a commercial fee equal to 2.75 per cent of time sales after certain deductions and that webs and stations pay special license fees up to 20 per cent of the general license fee computed on the 2.75 per cent basis, the NAB-TV music committee informed the NAB board that "your committee felt that it could not recommend to the industry the establishment of the principle of special uses under any circumstances."

"The danger of agreeing to the need for clearing two special uses on a television performance of music, i. e., general and special uses, was well illustrated when one of the major groups of ASCAP publishers unexpectedly withdrew kinescope recording rights some weeks ago," continued the committee. "The fact that a kinescope recording right may exist in addition to the right to publicly perform a composition on a network broadcast puts the publisher in a position where he may collect double fees for what, in effect, is a single use. Your committee felt that the acceptance of an additional special use would only result in double payments by broadcasters and add to their expense of operation beyond their ability to pay."

The representatives of the five major webs, who negotiated with ASCAP this week (19) an extension of free ASCAP music use for TV to June 15, are continuing to confer with ASCAP in what is expected to be a running series of sessions for the next few weeks.

## Allegro Goes 100% Plastic

NEW YORK, May 21.—Allegro Records, featuring classics and kidisks, have completely abandoned shellac in favor of unbreakable plastic material, according to Paul Puner, Allegro president. The diskery's entire classical line is being converted to LP, with 78-r.p.m. completely abandoned. Eight initial releases will come out this week. Some noncontinuous longhair works, such as song cycles, will also be made available on 45-r.p.m. platters, with more of the catalog to follow on 45 when more players are on the market. Allegro kidisks will continue at 78-r.p.m.

Puner has set a heavy classical recording schedule for this summer, and has also tied up with independent producers in France and Holland for symphonic and operatic waxings cut there. His release schedule calls for two works a month in the summer, and four a month thereafter.

Puner has also set up a new company, Alvox, to distribute Allegro, Vox and Bobolink disks in Ohio and

## London Records Acquires U. S. Rights to Longhair Deutsche Gramophon Line

NEW YORK, May 21.—The London Gramophone Company adds a classical line to its catalog on or about June 1, when it will release six Deutsche Gramophon album sets and six single records. London has secured exclusive American import rights for the line, which will retail at \$2.50 per 12-inch platter. The right to import the disks from Germany was cleared thru the joint Import Export Agency, a combined American-British agency there.

This news, coming on top of the visit here of E. R. Lewis, head of English Decca (London's parent company), reportedly to work out a severance of the deal between English and American Decca, is regarded in the trade as a tactical maneuver to strengthen the British outfit's bargaining position. Lewis is understood to be seeking a return of American rights to the FFRR catalog, now held by Decca here, for use by the London firm. He also wants London to be able to record American artists, a right withheld in the contract between the two firms. In exchange for these rights, American Decca is reportedly asking for a minimum annual guarantee from Lewis's foreign distribution of American Decca platters (*The Billboard*, May 21). In providing London with the highly regarded Deutsche Gramophon line, Lewis, the trade reasons, can now face the Decca people here as already the owner of a good classical line and need not appear as too anxious a petitioner for FFRR.

### Gramophone Deals

Lewis pointed out that "the transaction was made between London Gramophone and Deutsche Gramophon," stressing the fact that English Decca is not involved. No pressing rights are involved—London imports and distributes the finished

## Puerto Talent Inked by RCA

NEW YORK, May 21.—A chunk of Puerto Rican talent has been added to the RCA Victor recording roster in the last couple of weeks. Names inked by Latin American chief Herman Diaz include chirp Ruth Fernandez, Pepito Arvelo and the Cuarteto Manuel Jimenez. Miss Fernandez waxed for Victor several years ago, but in recent years has been with Verne diskery. Arvelo currently leads his own specialty group at the St. Regis here.

Diaz cut four sides of Puerto Rican folk music last week with Canario Y Su Grupo.

Western New York. The firm operates with four resident salesmen and ships from New York City.

Puner personally has entered the field of radio production, handling *Jump Jump of Holiday House*, 15-minute transcribed kid show written by Martin Weldon, and sold to department store sponsors by the Harry S. Goodman Agency. Two other low-budget shows, one for adults, are in the works, with Puner himself handling some of the narrating. *Jump Jump* is being prepared for TV also.

record on the original label.

Highlights of the first release include Tiana Lemnitz renditions from *Lohengrin* and *Die Freischutz*, Richard Strauss conducting waltzes from his *Der Rosenkavalier*, Heinrich Schlusnus' operatic selections and a Berlin Philharmonic performance of Respighi's *Reste Romane*, Victor De Sabata conducting.

## Modern, Norman Served Desist Order by Starr

HOLLYWOOD, May 21.—Songstress Kay Starr this week-end served a "cease and desist" order on Modern Records and disk jockey Gene Norman to prevent further pressing or air performance of her plattered version of *Good for Nothin' Joe* and *Ain't Misbehavin'*, which the chirp cut several years ago prior to signing with Capitol.

Legal action climaxed a week-long beef which started when KLAC disk jockey Don Otis barred the record from his airer on the grounds that the platter was in bad taste and showed poor judgment. Otis's beef stemmed from a line in *Good for Nothin' Joe* reading "He beats the hell out of me." Otis swung support of other local wax whippers, who likewise banned the record, with Norman the only top jockey to hold out.

Norman's interest in the platter stemmed from the fact that he originally made the disk as part of his "Just jazz" concert promotions in Southern California. Recorded during the concert session, Norman sold masters to Modern some months ago on a percentage deal.

Norman denied charges that Miss Starr had refused him an okay to release sides via Modern Records. He claimed the thrush's former manager, Berle Adams, originally nixed the release deal but that the chirp reconsidered after severing her management deal with Adams and gave Norman a verbal okay to press platters on a royalty basis. Platter pilot contended he had even made a courtesy call to Capitol Records, disclosing his intention to release platters.

Norman said that he would not knowingly injure Miss Starr's career and, while he thought the disk was a "great record," he would comply with her wishes.

Modern Record execs were undecided as to their future course but had halted all pressing of the disk pending settlement.

## Vocalion Inks Harry Babbitt

HOLLYWOOD, May 21.—Harry Babbitt, featured vocalist with Kay Kyser ork and more recently as single on Columbia Records, was inked this week to a term pact by Vocalion Records, Decca's new 49-cent subsid platter. Crooner's first two sides included *A-You're Adorable* and *Baby, It's Cold Outside*, latter tune done

## ASCAP, Nets Would Clarify 'Dramatic' Use

### Members' Okay Needed?

NEW YORK, May 21.—Committee representing network telecasters and the American Society of Composers, Authors and Publishers (ASCAP) are attempting to redefine dramatic-music rights. These rights, which some consider constitute the crux of the ASCAP-TV struggle, have never been clearly defined, and the attempt to do so now represents an effort by the embattled parties to work out an area of agreement. That such a move was in the wind was indicated in last week's issue of *The Billboard*.

It was reported that should a redefinition of dramatic-music rights crystallize, ASCAP would submit the definition to its publisher and writer-members for ratification. The new definition, it was said, did not have as its aim the assignment by the members of additional rights to the society; rather, the purpose would be to dissipate some of the limitations or conditions which attend dramatic-music uses in the blueprint rejected by the National Association of Broadcaster's (NAB) TV committee.

The Society, according to telecasters, has thus far been unable to frame a general license which would offer telecasters sufficient freedom in the performance of music. The attempt to define dramatic music uses, if successful, would permit the Society to offer TV a less troublesome and less expensive licensing arrangement, inasmuch as it would obviate the necessity of paying additional fees for numerous TV uses.

Music opinion varies regarding the wisdom of redefining such uses and seeking the membership's okay. Some hold that a redefinition might leave the Society with lesser scope than it now has. Others claim the redefinition, or clarification, is necessary. One segment holds that the mere addition of a visual element to the audio element renders a TV performance "dramatic," whereas others claim that a dramatic-music use implies "production," such as scenery, a chorus line, etc. Others claim the true test is whether or not the music has been used in conjunction with the script.

A number of music men viewed with apprehension the possibility of the Society seeking the membership's ratification of a new definition. They pointed out that ASCAP had no easy time in getting the membership's okay for such rights as the Society has been offering, and that the proprietors of dramatic rights, particularly show writers, might prove very recalcitrant in the event they were asked to approve a more liberal interpretation of such rights.

Meanwhile, the extension of the cuffo ASCAP license to June 15 resulted in the return of ASCAP music to TV air this week. Negotiating parties reported progress. Networks continued preparations for the use of non-ASCAP material as a precautionary measure.

with Sue Allen handling distaff lyrics. Sides will be included in Vocalion's first national release, set for June 6, according to Dave Kapp, plattery recording topper currently on the Coast. Babbitt is first vocalist to be inked by Vocalion here.

# Low-Priced Kidisks Boom Biz

## Outlets Say 100% Boost In Units Sold

### Merchandising a Hypo

By Bill Simon

NEW YORK, May 21.—Low-priced miniature children's records are riding the biggest prosperity boom in the history of the industry, with major chains and department stores reporting an increase of approximately 100 per cent over last year in actual units sold. This is attributed to a number of factors, including the stabilization of price at 25 cents, tax included, for six and seven-inch platters. Other factors are the development of durable, colorful, unbreakable plastics, wider title selection, better recordings and more attractive packaging.

Apparently the idea of children having their own phonographs is also gaining acceptance. For instance, one set manufacturer, Hudson Electronics, reports its Junior Juke model sales also running 100 per cent of last year. This company has been manufacturing two models of kidisk players for three years.

According to major 5 and 10-cent store chain buyers and resident buyers for several variety store syndicates, sales on kidisks retailing at more than 98 cents have taken a big tumble.

According to one chain buyer, the constant influx of new catalog material, spearheaded by the original titles poured out by such outfits as the Simon and Schuster Little Golden line, is giving the field a tremendous hypo. The latter line is now reported running well over 1,000,000 disks per month. Several other diskeries, including Peter Pan and Teddy Bear, claim that their initial pressing on each new release is set at 250,000.

### More Outlets

Another factor in the growth of the business has been the increased number of sales outlets, with the trend toward merchandising disks in toy departments and newsstands. In variety and department stores especially, toy departments have been partially taking the disk play away from the radio-record departments and have been hitting shoppers who don't ordinarily gravitate toward disk counters. Recognizing this trend, four kidisk manufacturers had booths at the 5-cent to \$5 merchandise fair held at the 71st Regiment Armory here, May 16-20. Labels displayed were Peter Pan, Little Golden Records, Voco and Picturetone. All retail at 25 cents, tho Peter Pan also displayed its 10-inch 40-cent line (see separate story).

While toy departments logically get the biggest chunk of moppet traffic and would seem to be the spot for kidisk sales, several of the top outlets (See KIDISKS UP 100% on page 39)

## Ukulele Comeback

NEW YORK, May 21.—The National Association of Music Merchants (NAMM) reports the ukulele, standard equipment for college students in the 1920's, is staging a comeback. The NAMM says there's a shortage of 50,000 in music stores, and that 100,000 have been sold during the last six months.

## "Riders" Bally

NEW YORK, May 21.—Vaughn Monroe's click RCA Victor disk, *Riders in the Sky*, is getting some colorful promotion. When the maestro flew his private plane from Pittsburgh to Cleveland—to open Thursday (19) at the RKO Palace—he was greeted at the airport by Max Mink, the Palace's manager, and a cowboy on a white horse. Regalia on the nag and puncher had a ghostly touch, just like the tune's lyric. WGAR hustled a radio man to the airport to get an on-the-spot interview via tape, which was later broadcast over the 50,000 watt.

## Atl' City Steel Pier Books 18 Name Bands

### June Starts Full Weeks

ATLANTIC CITY, May 21.—Eighteen of the nation's top-ranking dance bands have been booked for the summer at George A. Hamid's Steel Pier. Tootlers are housed in the Giant Marine Ballroom over the ocean, with Alex Bartha's band on the stand to keep dance music continuous.

Operating week-ends until daily operations in early June when the bands come in for full-week stands, Harry James handled the Pier's re-opening chores for the Easter week-end and is skedded to return for the three-day Decoration Day week-end. Claude Thornhill is on the music stand (May 21-22). Sam Donahue has the June 4-5 week-end, with the first full-week stand going to Buddy Williams, coming out of Philadelphia, making his inaugural appearance on Steel Pier, June 6 to 11.

Skitch Henderson, also a new music-maker for the Pier, follows June 12-18; Charlie Barnet has the June 19-26 stretch, with Ray McKinley coming in June 26 to carry thru July 2. Freddy Martin is set for July 3-9, with succeeding weeks bringing in Larry Clinton, Tex Beneke, Sammy Kaye, Louis Prima, Vaughn Monroe, Gene Krupa and Carmen Cavallaro. Tommy Dorsey gets the shore's final big week-end, covering the Labor Day holiday, with Tony Pastor and Larry Green for the early September weeks.

## NBOA Reps Set 20% Tax Action

CHICAGO, May 21.—Tom Roberts, counsel for the National Ballroom Operators' Association (NBOA), and Tom Archer, NBOA director and chain ballroom owner, returned from Washington last week after laying groundwork for a forthcoming corrective amendment to exempt ballrooms from paying the 20 per cent cabaret tax.

Roberts said he had contacted Paul J. Schwarz, chairman of the American Federation of Musicians (AFM) 20 Per Cent Cabaret Tax Committee, to seek co-operation of the AFM in the tax fight. Meetings were also held with Gallagher, Osherman, Connor & Butler, Washington law firm, which is associated with Roberts in the NBOA congressional amendment endeavor.

## Decca Drives for Pinpoint Coverage; Distrib Increase

NEW YORK, May 21.—Decca Records, with 48 distribution outlets—23 self-owned branches and 25 independent distributors—now has a peak number of outlets, exceeding the 42 it enjoyed in the record boom immediately following the war.

The merchandising arrangement, to which Decca attributes a good part of its recent upswing in the pop field, had its inception last July, when the diskery began to pare down its 42 branches and simultaneously pick up independent distributors to replace the weak sisters among the self-owned outlets. The company's idea is to effect a maximum pinpoint coverage, and it is continuing to make indie distributor affiliations wherever it feels that the platter market is not being adequately covered. The plan is to break the country down into ever smaller units of coverage and service. New distributors are taken on on a highly selective basis as to merchandising ability and credit rating. Decca spokesmen point out that this caliber dealer is usually much sought after by competing waxeries, and in view of the current dip in disk sales, is making commitments only with sure-fire lines.

### Branch Set-Up

The reason for the dual-type coverage—wholly-owned and independent affiliate—is that certain areas, usually the more populated and urban centers, warrant the branch operation, justifying the overhead by continuous turnover and volume business. Other areas cannot support the expense of a branch,

## Nets Ban Raye's "Miss Otis" Disk

HOLLYWOOD, May 21.—Martha Raye's second release for Discovery Records, *Miss Otis Regrets*, was banned by radio nets this week, following on heels of La Raye's etching of *Ooh, Dr. Kinsey* which also made network's "don't play" list. While Kinsey was banned for suggestive lyrics, *Miss Otis* turndown stemmed from long-standing taboo against the tune, dating back more than 15 years, when the Cole Porter ditty was first disked by Ethel Waters.

Discovery claimed, however, that banning of Kinsey had proved a boon to sales and hoped *Miss Otis* would follow suit. Network's old stand against Otis came to light when American Broadcasting Company (ABC) disk jockey Ira Cook sent the tune to New York for clearance, only to be informed that song was on the blacklist.

## Columbia Gives Palitz the Gate

HOLLYWOOD, May 21.—Columbia Records this week pulled a surprise shake-up in the plattery's Coast artists and rep department, dropping Morty Palitz from the staff. Palitz, associate recording director since early this year, left the firm Wednesday (18).

Ben Selvin, Columbia's Hollywood topper, will absorb Palitz's duties as well as handle artist relations and liaison with the plattery's home office. No replacement for Palitz is planned, according to Selvin.

and it is in these that the company is increasing its indie distributor coverage. Of the 23 self-owned branches, eight are key or "super branches." These are division key points, maintaining a complete stock of the entire Decca catalog, and can service any demand in and around their area for catalog items. They assure a virtual overnight service to the other branches and indie distributors in their division. This set-up relieves the main office of handling small orders on catalog pieces and at the same time offers the dealer faster and more efficient service.

One reason for dealer interest and co-operation is the fact that Decca does not use the standing-order sales approach. The policy is "take what you need and nothing else."

## 49c Kidisks Rush Follows On Oberstein

NEW YORK, May 21.—Following the entry of Eli Oberstein into the 49-cent plastic kidisk field, Peter Pan Records reduced its price for 10-inch disks this week, and another 49-cent label, Bantam, made its debut.

Bantam, headed by Lester Sussman, listed six disks on its initial release, and will sell directly to chain stores. Repertoire includes standard stories.

Peter Pan, produced by Synthetic Plastics Corporation, cut from 59 cents to 49, tax included. The diskery's 10-inch line, which has been on the market for a little over two months, is sold both thru distributors and by direct sale. The line lists eight different disks. According to Peter Pan sales manager Ralph Berson, dealer and distributors will not require a rebate on previously purchased stock because all initial orders have sold out.

Peter Pan topper Henry Lapidus is in California on a promotion trip, and Berson leaves June 1 to cover the Eastern Seaboard.

## Molders' Org Charter OK'd

NEW YORK, May 21.—The newly formed Record Molders' Association (RMA), its charter approved by New York Supreme Court, has elected permanent officers for the coming year and extended an invitation to potential members. According to the charter, "Any person, firm or corporation engaged in the pressing or molding of records, or the manufacture, distribution or sale of products used in the pressing or molding of records" is eligible for membership.

Elected officers of the RMA are George Erlinger, of Eastern Record Company, president; Maurier (Wally) Wolsky, New York Record Corporation, vice-president; George L. Bard, Bard Record Company, treasurer, and H. Weintraub, of Plastylite Corporation, secretary. Harold R. Kaplan was retained as counsel. The board of directors includes Moe Silvers, of Sun Plastics; Justin Kaplan, of Craft Records; David Foxman, of Raleigh Records; Ike Berman, of Apollo Records, and Gustav Schieman, of Wood's Plastics.

The next meeting of the RMA will be held June 1 at the Brass Rail restaurant.



## New 3-Speed Disk Changer For Turntable

NEW YORK, May 21.—A three-speed turntable-changer mechanism to satisfy the multifarious demands of the present-day record market has been developed by General Instruments Company, of Elizabeth, N. J. The automatic changer handles all three sizes, 7, 10 and 12-inch disks, and three speeds, 45, 33½ and 78-r.p.m.s. The larger center holes of the RCA Victor 45-r.p.m. platters are adjusted to the standard diameter center-post by use of plastic plug-button inserts. According to a company spokesman, a future model will also provide for playing intermixed 10 and 12-inch disks of any one speed.

The mechanism uses a single turntable and pick-up arm, with two needles—micropoint and regular—in the single cartridge, interchangeable by a button switch. The motor itself utilizes a single rubber drive-wheel arrangement for all three speeds. This wheel works with one of three spindles (one for each speed) to which the motor may shift on a pulley arrangement, governed by a simple three-way switch.

In appearance the new product is similar to the standard Model 700, to which the second speed, 33½ r.p.m., had been added several months ago. The three-way jobs are being made up for Crosley, Philco, Emerson and several other prominent combination manufacturers.

## Rich Hits Skins For Brown Crew

HOLLYWOOD, May 21.—Buddy Rich is currently en route to the Coast to join the Les Brown band as featured drummer. Rich, who recently disbanded his own aggregation, will receive a reported \$500 per week to straddle the Brown hides, and is being pulled into the Brown aggregation to lend it additional b.o. appeal during band's forthcoming 12-week Eastern one-nighter tour. Brown hits the road immediately following the last Bob Hope broadcast June 8.

To show off Rich to better advantage, Brown's band will use some of his arrangements which spotlight the drum. Furthermore, the Brown aggregation will offer a semi-show to ticket buyers with the addition of Rich to the novelty talents of Butch Stone and Stumpy Brown.

## Dorothy Carliss To Cut for Decca

NEW YORK, May 21.—Dorothy Carliss, English thrush who has been in the United States for a couple of years, this week inked a Decca recording pact. Miss Carliss was one of England's top thrushes over a period of years while she sang with Geraldo's ork there.

She sliced her first wax for Decca here this week with Gordon Jenkin's ork backing. One of the sides has her co-featured with Dick Haymes in a rendition of *My One and Only Highland Fling*.

## Gabbe, Lutz & Heller Ink Eager for 3 Years

NEW YORK, May 21.—Warbler Johnny Eager, who last week secured a release from his Metrotone Records contract, has entered into a three-year personal management agreement with Gabbe, Lutz and Heller.

Eager is set to open at the Copacabana in Pittsburgh at an early date.

# Parties Hit Terpery Jackpot

## New 3-Way Unit Saves Flipover On LP Platters

CHICAGO, May 21.—An automatic three-way record player unit that will play both the A and B sides of Columbia LP records in sequence, was shown last week at the Radio Manufacturers' Association convention here by Markel Electric Products, Inc., of Buffalo. The Markel Playmaster plays both the top and bottom sides of the manual sequence Columbia 12-inch LP's without a flip-over. The pick-up arm of the Markel player is equipped with the conventional needle, which points downward, but in addition is equipped with a second needle which projects up out of the pick-up arm. The top side of the LP disk is played in conventional manner, after which a set of three wheels swing out over the turntable. These wheels are then driven counterclockwise. In another movement, the record drops on top of the three wheels, while the needle which projects up from the arm runs on the underside of the record which is rotating counterclockwise, thus making it possible to play both sides of the disk.

The Markel player, which will retail for \$99.50, has two interchangeable playing heads, which are snapped into the head of the pick-up arm easily. One handles a single needle for all 78 r.p.m. play, while the other has the two needles for microgrooved play. The record player will carry 12 10 or 12-inch LP or 78 r.p.m. disks, allowing a maximum of almost nine hours of continuous music with the 12-inch LP. It will play a maximum of 10 seven-inch 45 r.p.m. disks, playing only one side. Plans call for the first players to hit the market in August. The player is being made without a base for use on new radio console sets or as a replacement unit.

## WIS Hired Hands To Wax for Cap

COLUMBIA, S. C., May 21.—The WIS Hired Hands, for 12 years featured folk artists on the local National Broadcasting Company (NBC) affiliate, have won a recording contract with Capitol Records. They won out over 70 other auditioning folk units from all over the South.

As winners, the Hired Hands made two sides with Tex Ritter. *Carless Hands* and *'Ceptin' Old Shorty*. Tommy Faile of the Hired Hands recorded two selections, his own composition, *Take Me Back Down South*, and *There's a Petal Missing*.

## Conn. Symp Will Seek Black Ink

BRIDGEPORT, Conn., May 21.—The Connecticut Symphony Orchestra, despite a deficit of \$3,652.82 incurred last season, will launch its second season of pops concerts at the Fairfield University Field starting July 1.

Lawrence Tibbett and Eleanor Steber, Met Opera stars, will donate their services to help the ork get out of the red.

Tibbett, who accepted the honorary chairmanship of the association, will appear at one of the August concerts, while Miss Steber will perform at the first of the series on July 1, with Howard Barlow, conductor of the *Firestone Hour* and of the Columbia Symphony Orchestra, on the podium.

## Clock Pub First

NEW YORK, May 21.—The *Billboard* in a recent issue, stated Trans-America Music Corporation would be the first music publishing venture in which the public could participate thru the purchase of stock. The Clock Publishing Company, Inc., of Santa Monica, a Broadcast Music, Inc. (BMI), affiliate, states it has permitted the sale of stock since 1947. The company is licensed by the corporation commissioner of California.

## Carnegie Hall's Summonses Say Pay, Don't Pay

NEW YORK, May 21.—Summonses were served against the management of Carnegie Hall this week by Edwin Fadiman and Fadiman Associates Ltd., and by the First Piano Quartet—the first seeking to restrain payment to members of the quartet for the concert they played at Carnegie, Saturday (14), the second demanding that the group be paid.

Fadiman, who claims to be an owner and exclusive employer of the quartet, alleges that individual members of the quartet violated their contract with him in booking the concert. He also states that he has advised concert managers, booking agents, radio stations, etc., that the group is under exclusive contract to him and Fadiman Associates, and that action "similar to the Carnegie Hall suit" will be brought against any parties contracting with individual members of the quartet or agents seeking to represent them, instead of with Fadiman Associates.

### Says No Pact

A spokesman for the quartet said that the group served Fadiman with a notice of termination last January 21, and that no contract exists between them and Fadiman.

Fadiman claims to have established the quartet in 1941, when he entered into a partnership-management-exploitation relationship with the group. The spokesman for the quartet maintains that the group had been active before Fadiman came in, and that he subsequently breached his contract, warranting the termination notice in January.

## Sinatra Plans Quitting Morris

NEW YORK, May 21.—Frank Sinatra, here this week to shoot some picture scenes, and Hank Sanicola, manager of Sinatra Songs, disclosed that negotiations to sever the publicity from the E. H. Morris holdings are virtually completed.

The firm's current plug song, *Night After Night*, lost a chance for thoro coverage by the majors when Columbia allegedly jumped the gun on the release of the Sinatra waxing of the song. Skedded for May 15 release, the waxery sent the disks out a month early. Only one other company made the song—MGM, with Billy Eckstine.

The firm is still on *Night*, nevertheless. Future plug efforts for the Sinatra firm will be devoted to *It's Only Money* and *Kisses and Tears*, from the forthcoming RKO flicker, *It's Only Money*, starring Sinatra.

The film, with the score by Sammy Cahn and Jules Styne, is skedded for September release.

## Group Rental Garner's Ops' Blue Ribbons

### Called Best Biz Builders

By Johnny Sippel

CHICAGO, May 21.—While old-time and teen-age dancing parties are good promotion gimmicks (*The Billboard*, May 21), rentals and special parties, directed toward specific groups within a community, are the most consistent business builders, a survey of 50 active ballroom operators thruout the country revealed last week. The first results of the ballroom operator survey were disclosed in *The Billboard* last week.

Best type of rental promotion, according to ops surveyed, is the free wedding or anniversary dance. While ops who utilized this type of promotion often received less than the normal rental because of small crowds at some of the gatherings, they found a new clientele was introduced to the terpery under most favorable conditions. Sorority, club and industrial plant personnel parties ranked second as the most widely used rental promotion.

Milt Tarloff, of the Trianon, Toledo, reported he rents at a meager sum to all four local high schools for all proms and has initiated hundreds of teen-agers to the merits of the ballroom thru this promotion. George Devine, Million Dollar Ballroom, Milwaukee, said his biggest night is the annual ball of the Milwaukee Local of the American Federation of Musicians. This affair has been held for the past 12 years at Devine's Terpalace, with each year's affair cracking the attendance mark for the previous year. Devine said he worked closely during the past six months with Milwaukee radio stations and staged two major radio broadcasts, which were scheduled for Milwaukee origination, at the ballroom.

Of the 50 operators who answered *The Billboard* query, only one resorted to trick promotion gimmicks to build ballroom attendance. Eddie Gilmartin, manager of the Casino Gardens, Ocean Park, Calif., received local and national publicity from his "girl with the beautiful legs" contest. It was conducted along the lines of a beauty contest, with contestants wearing masks. He also conducted singing contests among the dancers, allowing dancer-contestants to sing with name bands appearing at the ballroom. This contest was plugged by KLAC, Los Angeles.

Mary A. McCormack and Joe Barry, operators of Ritz Ballroom, Bridgeport, Conn., submitted a purse-size booklet, issued about every two months to all dancers, which advertises the ballroom's activities during the succeeding eight weeks. Ray Colonari, terp's assistant manager, said a recent booking practice bringing in a name singer with a local or territorial band has paid off a good dividend.

## Penn-Del-Mar AFM Elects Kleinkauf

WILKES-BARRE, May 21.—The Penn-Del-Mar Conference of the American Federation of Musicians (AFM) named Peter J. Kleinkauf, of Kingston, Pa., as president at its 35th annual convention here last week-end. Matthew Cullen, Harrisburg, was named first vice-president.

More than 240 delegates were present.

# Palladium Skeds Hoedown Policy

HOLLYWOOD, May 21. — Hollywood Palladium has succumbed to the mounting craze for hoedown dancing and will launch a Sunday square dance policy June 5. Western dance sessions will be held from 2 to 5 p.m. every Sunday afternoon. Hoedowns have continually grown in popularity, with special square dance parties thrown by screen stars and hundreds of clubs devoted to the Western dance currently in existence in these parts.

Ralph Maxhimer, a caller who has officiated at screen celeb hoedown sessions, was named as Palladium's caller. Among those who have recently utilized Maxhimer's talents as caller have been Mr. and Mrs. Douglas Fairbanks Jr., Mr. and Mrs. Henry Wilcoxon, Mr. and Mrs. Andy Devine, Mr. and Mrs. Lloyd Nolan, Dorothy Lamour and William Ross Howard III, Lucille Ball and Desi Arnez, Marie McDonald, Harry Karl and many others.

# Koenig Debuts Good Time Wax

HOLLYWOOD, May 21. — Paramount screen writer Lester Koenig this week went into the diskery biz by launching his Good Time Jazz label. Long a le jazz hot devotee, Koenig at one time was co-owner, with Dave Stuart, of the Jazz Man Record Shop. First four sides were recorded by a local novelty jazz group (appearing currently at Melrose Cavern), which tags itself the Firehouse Five Plus Two. Group consists of Ward Kimball, tram and leader; Harper Goff, banjo; Clarke Mallery, clarinet; Jim MacDonald, drums; Ed Penner, bass; Frank Thomass, piano, and Johnny Lucas, trumpet.

First sides include originals *Fireman's Lament* and *Hook and Ladder Stomp*, plus oldies *San* and *Blues My Naughty Baby Gave Me*. Koenig sessions are cut at Radio Recorders, with pressing handled by Louis Rudner Company, firm which presses Tempo's product. Jack Lewerk will handle distribution. Disks are currently receiving local jockey attention.

# Osfeld Ill; Pemora Handles Barron Biz

NEW YORK, May 21.—During the illness of Jack Osfeld, professional manager of Blue Barron Music, Pemora Music has taken over as sole selling agent for Barron. Pemora, which is owned by Jose Morand and Xavier Cugat, will continue work on the Barron plug, *You're So Understanding*, and Barron contact man Milt Staviv joins Pemora for the push. According to Morand, his outfit will continue to work on its own plug, *Open the Door Polka*.

Orkster Xavier Cugat, now en route here from Argentina, recently made deals obtaining *Guarare*, current Panamanian hit, and *Para Que*, a Uruguay hit, for Pemora in the U. S.

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★ **THEY'RE COLOSSAL!** ★  
★ ON ★  
★ **"SEND FOR ME IF YOU NEED ME"** ★  
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# ON THE STAND

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

## Bob Keene

(Reviewed at Hollywood Palladium, Hollywood, May 9. Personal manager, Dave (Ace) Hudkins. Booked thru Music Corporation of America.)

TRUMPETS: Mickey Mangano, Everett McDonald and Jimmy Salko.  
TROMBONES: Phil Washborn, Elmer Snider and Herbie Harper.

SAXES: Walter Weidier, first alto; Doc Davidson, second alto; Mack MacLaughlin, first tenor; Steve White, second tenor.

RHYTHM: Bob Seaman, piano; Lee Russell, bass; Bill Pittman, guitar, and Frank Body, drums.

VOCALIST: Penny Parker.  
LEADER AND CLARINET: Bob Keene.  
ARRANGERS: Jerry Gray and Ralph Hollback.

Bob Keene band, born as a promotional stunt, is shaping into a highly listenable aggregation. Approximately a year ago, Ace Hudkins, former Artie Shaw drummer, decided to dust off the old Shaw library, which had been left in his care, and hatched the idea of starting an Artie Shaw-type band, composed mostly of his band school students, with Bob Keene, a capable clarinetist, to front the group. Hudkins realized the band would need a promotional push, so he cut in three local disk jockeys for a piece of the band. The three jocks, who are still in the picture, are Bill Anson (KFWB), Alex Cooper (KXLA) and Don Otis (KLAC).

As band's coin grew, Hudkins was able to gradually replace tyros with accomplished musicians. Meanwhile, jocks continued to spin old Shaw diskings and put in a few kind words about the Keene crew.

Talk of "Bob Keene and the Artie Shaw band" aroused Shaw's ire, who shot cease and desist orders to Hudkins to stop using the Shaw name. Convinced Shaw would turn on the legal heat, Hudkins finally heeded the threats and dropped the Shaw name but not his library. Today, Keene's book is entirely Shaw, with the exception of a very few new tunes which were added recently.

This reviewer first suffered thru the band's attempts in its earlier days. By comparison, band has gone a long way. Playing time plus replacements in the ranks has achieved what had once seemed the impossible.

Band is well rehearsed, clean-cut in its phrasing, sharp and crisp in attacks and cut-offs. With a professional backdrop for his clary work, Keene can now show off his solo merits. For the most part, Keene avoids the old powerhouse Shaw jumpers in favor of the sweeter selections. Tempi are held within dancers' reach at all times, while band volume is never allowed to get out of hand. A definite asset to the Keene crew are the vocal talents of cute and winsome Penny Parker. Lass gets under the lyric to make it count in such oldies as *All the Things You Are*, *Imagination Is Funny*, *Blue Rain*, and the only recent tune heard during the evening, *Again*.

Shaw-famed instrumentals getting a renewed ride included *Temptation*, *Begin the Beguine*, *One-Night Stand*, *Donkey Serenade*, among others. There's no denying that the old Shaw arrangements were fine in their day or that an occasional glance into the past can prove enjoyable. But a complete diet of yesteryear fare becomes tiresome. If Keene can use the Shaw

## Lawrence Duchow

(Reviewed at Trianon Ballroom, Chicago, May 18. Booked by Morin-Schwartz Agency, Milwaukee.)

SAXES: Ray Wold, Billy Mertz and Reuben Hoffman.  
TRUMPETS: Don Raush and Bobby Anderson.

RHYTHM: Larry Tagel, bass and tuba; Carl Ackenberg, piano; Herb Behnke, drums, and Wally Spileoesser, accordion.

VOCALIST: Leo Rohan.  
LEADER: Lawrence Duchow, accordion and vocals.

ARRANGERS: Earl Dehart, Bill O'Brien and Emil Guenter.

If the current trend to old-time dancing continues, it will be spearheaded by bands of the caliber of Lawrence Duchow and His Red Raven Orchestra. This Victor recording 11-piecer shows the technical ability and showmanship of its larger contemporaries in the pop field. In addition, the Duchow crew imparts a personality and gusto to its work that outshines its rivals.

Playing in the cavernous Trianon, the nine sidemen combine to play as mellow and big a melody as the larger pop bands. Arrangements call for almost continuous ensemble by the full band, with Larry Tagel's tuba doing a fine job of fill-in. Primary difference between this Duchow ork and a pop band is the library. Duchow's library is primarily made up of international type music, with schottisches, polkas, Herr Schmidts, finger dances and circle two-steps the big numbers.

Duchow's arrangements are full of melody. The band has a terrific vocalist in tall, husky Leo Rohan, whose baritone would make him an easy choice for a leading role in a Broadway musical. He gets the same power that has made Vaughn Monroe's bary a top favorite. Duchow is an excellent personality fronter, exchanging plenty of patter with dancers, doing a polka version of Cab Calloway's dance in front of the band and playing accordion and singing some novelties and lighter polkas. Duchow also calls all circle two-steps.

The band does a capable job on all types of pops. Book has the leading romantic ballads, which are thrown in occasionally to pace the sets. Band did a series of name band impresoes at intermission, which would make okay vaude material.

Johnny Sippel.

book as a foundation upon which to build similarly arranged (but with a modern day touch) new fare band may have a chance to grow in public favor. As it stands now, it totally lacks a personality of its own, something it can never achieve by parading in another's robes. Nor can it expect to gain record company attention until it can offer its own arrangement of new material.

Lee Zhito.

NEW YORK, May 21.—The United Electrical and Machine Radio Workers of America and Columbia Records, Inc., are negotiating a renewal contract covering employees at the diskery's Bridgeport, Conn., plant. The present pact expires May 31. The union is asking wage hikes, reduced hours and a more extensive pension arrangement.

# 652 AM Outlets Equipped For LP's; 185 Ready

(Continued from page 3)  
son to use microgroove wax. This assumption is based on reports from manufacturers who make LP equipment.

LP wax offers 20-minute playing time on each side of a 12-inch record and 13 minutes on each side of a 10-inch. In addition to having

more program time than a 16-inch, LP has a lower cost per record than the 16-inch.

According to Clarkson, unofficial estimates indicate that the percentage of FM stations equipped for microgroove disks is higher than the percentage of AM stations so equipped.

# Cap & Mercury Suit Continues

NEW YORK, May 21.—According to the stipulation filed in Federal Court, Capitol Records has until Thursday (26) to file an answer to Mercury's cross complaint in connection with the Capitol suit over Telefunken wax.

Mercury, according to its answer to the Capitol complaint, made a general denial of all allegations and asked that the suit be dismissed. The firm also filed a cross-claim a inst Capitol for an injunction and accounting of profits. In its counter-suit against Cap, Mercury claims it obtained rights to reproduce Telefunken masters which are the property of Gramophone Works of Czechoslovakia. Mercury says it reproduced the Gramophone works under a license which Gramophone had obtained at some prior date from Telefunken, and that at no time did Mercury advertise or intend to advertise that its recordings were Telefunken.

# NARD Presents Plan to Mfrs.

ST. LOUIS, May 21.—The National Association of Record Dealers (NARD) has prepared a four-point program which has been accepted by the membership and presented to several leading manufacturers. The program would: (1) Inaugurate a flat 50 per cent discount from the list price of records to the dealer; (2) increase of the present 5 per cent obsolescence to 10 per cent; (3) return of this obsolescence to the distributor from whom it was purchased, and (4) secure protection for the dealer in the event of any further price adjustments.

A NARD committee, including Robert Walker, St. Louis, secretary, and Charles Netzow, Milwaukee, has held lengthy discussions with several executives of RCA Victor. It is the opinion of this committee that there is some real chance to enact a part of the program in the near future. RCA Victor has previously assured the dealer 30-day price protection in the event of changes within the price structure.

# Columbia Disk Sales Sparked by Stern Via "Kate" Contest

HARTFORD, Conn., May 21.—Stern & Company of Hartford, wholesale distributors of Columbia records in Connecticut and Massachusetts, has concluded an extensive sales promotion campaign in the interests of *Kiss Me, Kate* song albums. The campaign, conducted under the supervision of Francis E. Stern, president; Leonard Berens, sales manager, records division, and James F. Smith, sales promotion manager, had over 200 retail record stores in Connecticut and Western Massachusetts participating.

For the contest, special stress was put on *Kiss Me, Kate* albums No. C200 and long playing microgroove records ML4140, with Stern & Company awarding one ticket to the Broadway show to each salesperson in the 200 stores selling 25 C200's or 25 LP microgroove ML4140's.

For every 50 albums or 50 LP microgroove records sold, the salesperson received two tickets to *Kiss Me, Kate*.

Promotion included a drawing, the lucky person getting in addition to tickets, an all-expense trip to New York, with headquarters for three days at the Waldorf-Astoria Hotel, and a conducted tour of Columbia Records and Columbia Broadcasting System studios.

# EVERYONE'S GOING WILD ABOUT THIS NEW DECCA HIT!



**BABY, IT'S COLD OUTSIDE**  
 coupled with DON'T CRY, CRY BABY  
**DECCA 24644**  
 —AS ONLY **ELLA FITZGERALD & LOUIS JORDAN** CAN SING IT

## ..... 10 DECCA CURRENT HITS! .....

### 6 TERRIFIC NEW RECORDS

- ★ THE HUCKLEBUCK LIONEL HAMPTON  
LAVENDER COFFIN Decca 24652
- ★ MAYBE IT'S BECAUSE DICK HAYMES  
IT HAPPENS EVERY SPRING Decca 24650
- ★ THE FOUR WINDS AND THE SEVEN SEAS  
WHEN MY DREAM BOAT COMES HOME  
GUY LOMBARDO  
Decca 24648
- ★ OPEN THE DOOR POLKA  
ST. BERNARD WALTZ LARRY FOTINE  
Decca 24647
- ★ LOVER'S GOLD ELLA FITZGERALD  
BLACK COFFEE Decca 24646
- ★ HOHOKUS, N. J. ANDREW'S SISTERS  
MALAGUENA Decca 24645

- AGAIN GORDON JENKINS  
SKIP TO MY LOU Decca 24602
- YOU, YOU, YOU ARE THE ONE RUSS MORGAN  
FOREVER AND EVER Decca 24569
- MERRY-GO-ROUND WALTZ GUY LOMBARDO  
CANADIAN CAPERS Decca 24624
- RIDERS IN THE SKY (A Cowboy Legend)  
LULLABY LAND BING-CROSBY  
Decca 24618
- CARELESS HANDS BING CROSBY  
MEMORIES Decca 24616
- ROOM FULL OF ROSES DICK HAYMES  
A CHAPTER IN MY LIFE CALLED MARY Decca 24632

- BALI HA'I BING CROSBY  
SOME ENCHANTED EVENING Decca 24609
- I DON'T SEE ME IN YOUR EYES ANYMORE  
BECAUSE YOU LOVE ME THE STARDUSTERS  
with GORDON JENKINS  
Decca 24576
- "A"—YOU'RE ADORABLE LARRY FOTINE  
BEAUTIFUL EYES Decca 24579
- ONCE IN LOVE WITH AMY RAY BOLGER  
MAKE A MIRACLE with Allyn McLerie Decca 40065  
Unbreakable \$1.00

Single Records 75¢ (plus tax)

*America's  
Fastest Selling  
Records!*



Prices do not  
include Federal,  
State or Local  
Taxes

Don't Wait For Your Salesman,  
ORDER TODAY!

**LOOK TO DECCA FOR THE GREATEST COLLECTION OF THE GREATEST RECORDS!**



# NEW 45 RPM's keep right on coming!

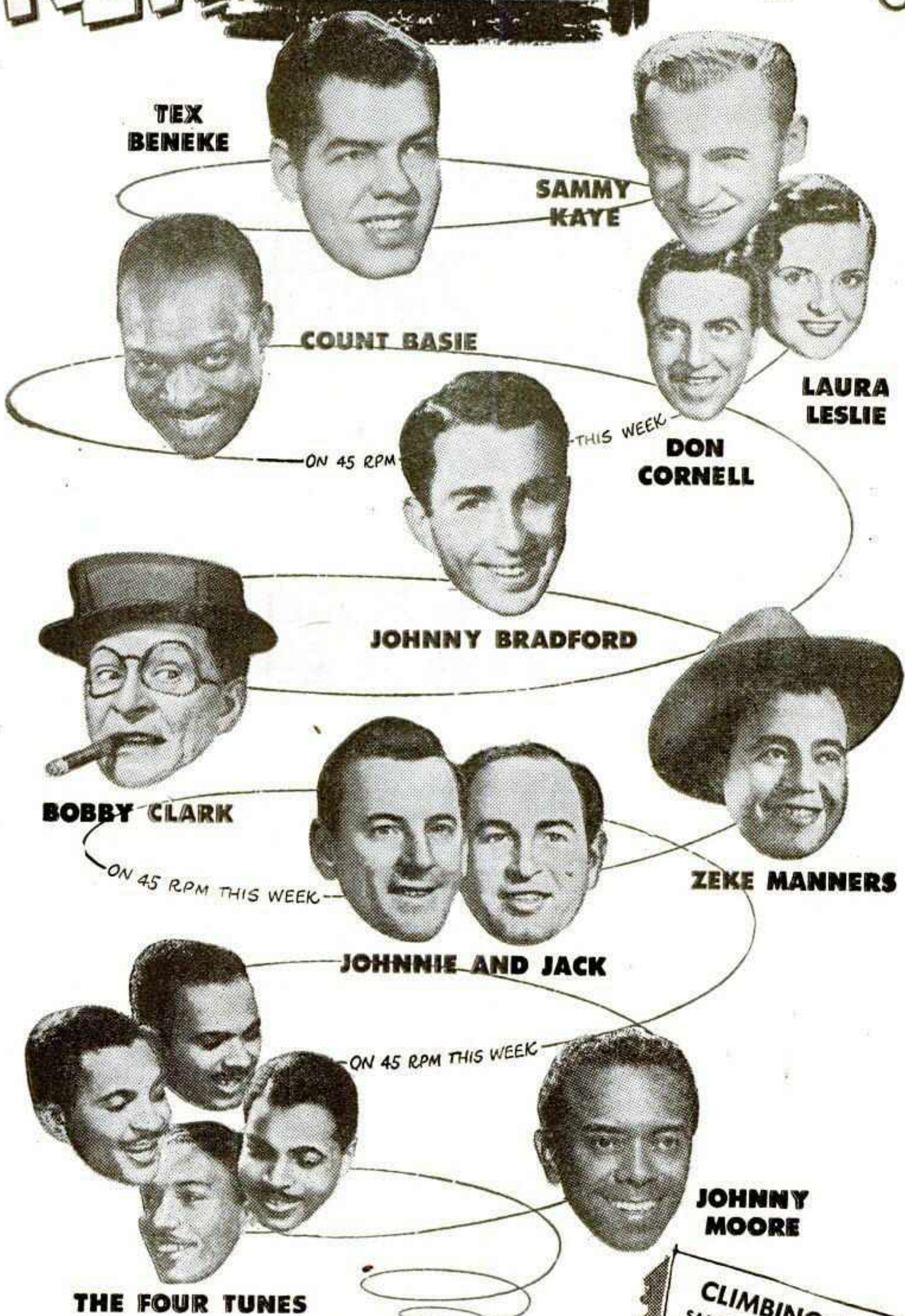
And they're ALL on 78 RPM too!

● Yes, more just-out RCA Victor hits — on both kinds of records, now and always!

**RETAILERS:** It'll pay you to be well-stocked on these new 45 rpm titles. Lower cost of 45 rpm records means faster turnover!

**DISK JOCKEYS:** Your show will sound better on 45 rpm. Investigate!

**THIS WEEK'S RELEASE!**  
(Both 78 rpm and 45 rpm. Numbers marked \* are 45 rpm.)



### POPULAR

- The Beautiful Blonde From Bashful Bend **TEX BENEKE**
- They Can't Take That Away From Me 20-3446 (47-2912\*)
- Lora-Belle Lee **JOHNNY BRADFORD**
- Lucille 20-3447 (47-2913\*)
- Whispering Waters **SAMMY KAYE, DON CORNELL**
- Baby, It's Cold Outside **SAMMY KAYE, DON CORNELL, LAURA LESLIE**
- 20-3448 (47-2914\*)
- Bran' New Dolly **COUNT BASIE**
- Cheek To Cheek 20-3449 (47-2915\*)
- As The Girls Go **BOBBY CLARK**
- Father's Day 20-3451 (47-2916\*)
- There Is Nothin' Like A Dame **ZEKE MANNERS**
- When It's Springtime In The Rockies 20-3452 (48-0052\*)

### FOLK

- All I Need Is Some More Lovin' **MONTANA SLIM**
- There's A Bluebird On Your Windowsill 21-0060 (48-0054\*)
- She Went With A Smile **JOHNNIE AND JACK**
- Trials and Tribulations 21-0061 (48-0055\*)

### RHYTHM

- You're Heartless **THE FOUR TUNES**
- Careless Love 22-0024 (50-0008\*)
- A New Shade Of Blues **JOHNNY MOORE'S THREE BLAZERS**
- This Is One Time, Baby 22-0025 (50-0009\*)

**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.

**CLIMBING FAST!**

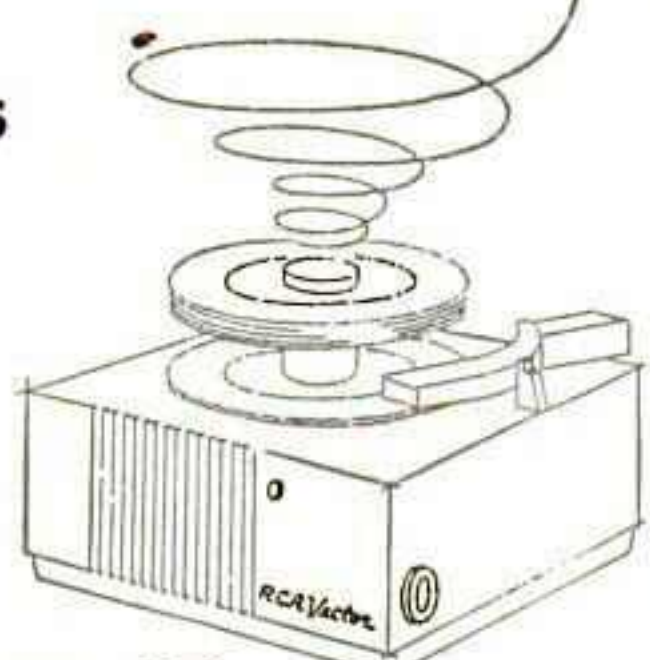
- SAMMY KAYE** Baby, It's Cold Outside 20-3448\*
- MERRIE MUSETTE ORCHESTRA** Bar Room Polka 20-3440\*
- COUNT BASIE** Bran' New Dolly 20-3449\*
- JOHNNY MOORE** A New Shade Of Blues 22-0025\*
- BIG JOHN GREER** Long Tall Gal 22-0023\*

**THE CERTAIN SEVEN**  
(Best-sellers that no dealer can afford to be without)

- 20-3411=47-2902\* Riders in the Sky **Vaughn Monroe**
- 20-3347=47-2892\* Forever and Ever **Perry Como**
- 20-3381=47-2889\* "A" You're Adorable **Perry Como**
- 20-3321=47-2901\* Careless Hands **Sammy Kaye**
- 21-0002=48-0042\* Don't Rob Another Man's Castle **Eddy Arnold**
- 21-0051 One Kiss Too Many **Eddy Arnold**
- 11-8851=49-0176\* Clair de Lune **Jose Iturbi**

\*Now available on 45 rpm

The stars who make the hits are on



# RCA VICTOR Records


RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# PIC'S HIT PARADE

*Breaking For A Hit!*  
**SAFE, SANE AND SINGLE**  
 Recorded by  
**LOUIS JORDAN**  
 (Decca)



*Already Selling Like Mad!*  
**I DIDN'T LIKE IT THE FIRST TIME**  
 (THE SPINACH SONG)  
 Recorded by  
**JULIA LEE**  
 (Capitol)



*Still Riding High—*  
**DOO DEE DOO ON AN OLD KAZOO**  
 Recorded by\*  
 THE BLUE JAYS (Coral) • ALAN DALE (Signature)  
 ART MOONEY (M-G-M) • BUDDY MORENO (Victor)

**YOU BROKE YOUR PROMISE**  
 Recorded by\*  
 JOHNNY DESMOND (M-G-M) • LOUIS JORDAN (Decca)  
 THE PIED PIPERS (Victor) • DOROTHY SHAY (Columbia)  
 KAY STARR (Capitol)  
 PAULA WATSON (Supreme)  
 TEX WILLIAMS (Capitol)



\*Record artists listed alphabetically

**PIC MUSIC CORP.**  
 Earl Mills, Prof. Mgr.  
 6419 Homewood Avenue Hollywood 28, Calif.

## The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending May 20



### 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				Publisher
Weeks to date	Last Week	This Week		
16	2	1	1. CRUISING DOWN THE RIVER (R)	Spitzer
12	1	2	2. FOREVER AND EVER (R)	Robbins
7	3	3	3. AGAIN (F) (R)	Robbins
10	4	4	4. "A" YOU'RE ADORABLE (R)	Laurel
5	5	5	5. RIDERS IN THE SKY (R)	Mayfair
9	8	6	6. CARELESS HANDS (R)	Melrose
5	7	7	7. SOME ENCHANTED EVENING (M) (R)	Williamson
8	10	8	8. I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
17	9	9	9. RED ROSES FOR A BLUE LADY (R)	Mills
8	12	10	10. SOMEONE LIKE YOU (F) (R)	Harms, Inc.
4	11	11	11. BALI HA'I (M) (R)	Williamson
3	12	12	12. CANDY KISSES (R)	Hill & Range
23	14	13	13. FAR AWAY PLACES (R)	Laurel
12	6	14	14. SUNFLOWER (R)	Famous
2	16	15	15. A WONDERFUL GUY (M) (R)	Williamson

### ENGLAND'S TOP TWENTY

POSITION				English	American
Weeks to date	Last Week	This Week			
11	1	1	1. TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
7	3	2	2. LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
10	4	3	3. POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
12	3	4	4. FAR AWAY PLACES	Leeds	Laurel
8	5	5	5. IN A SHADY NOOK BY A BABBLING BROOK	Keith Prowse	Stasny
13	6	6	6. ON THE FIVE FORTY-FIVE	Strauss Miller	Shapiro-Bernstein
2	12	7	7. RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
7	9	8	8. HOW CAN YOU BUY KILLARNEY	Peter Maurice	Peter Maurice
9	7	9	9. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
3	11	9	9. STRAWBERRY MOON	Edward Kassner	*
4	13	11	11. PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
2	19	12	12. WEDDING OF LILI MARLENE	Box and Cox	*
23	9	13	13. CUCKOO WALTZ	Keith Prowse	Criterion
14	8	14	14. IT'S MAGIC	Campbell-Connelly	Witmark
1	—	15	15. BEHIND THE CLOUDS	Feldman	*
21	13	16	16. HEART OF LOCH LOMOND	Unit	Chappell
34	16	17	17. WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
1	—	18	18. CANDY KISSES	Chappell	Hill & Range
1	—	19	19. CLOPIN, CLOPANT	Peter Maurice	Leeds
1	—	20	20. TILL ALL OUR DREAMS COME TRUE	Lawrence Wright	*

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

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Radio Popularity**  
 PART III  
 TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending May 20

**RECORDS MOST PLAYED BY DISK JOCKEYS**

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys 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 Week	Title	Artist	Label
5	1	1	RIDERS IN THE SKY	V. Monroe Ork.	Victor 20-3411—ASCAP
7	2	2	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork.	Victor 20-3381—ASCAP
13	3	3	CARELESS HANDS	M. Torne-S. Burke Ork.	Capitol 15379—ASCAP
10	4	4	FOREVER AND EVER	P. Como-M. Ayres	Victor 20-3347—ASCAP
17	7	5	CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10346—ASCAP
9	8	6	FOREVER AND EVER	R. Morgan Ork.	Decca 24569—ASCAP
6	8	7	FOREVER AND EVER	M. Whiting	Capitol 15386—ASCAP
4	13	8	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Columbia 38463—ASCAP
4	11	9	AGAIN	M. Torne-P. Rugolo Ork.	Capitol 15428—ASCAP

(Continued on page 124)

**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 May 13-19

Songs	Pub	Sustaining Instrumental		Commercial Instrumental		Sustaining Vocal		Commercial Vocal		Add. Svcs.	Tot. Pts.				
		SI	SV	CI	CV	SI	SV	CI	CV						
A Chapter in My Life Called Mary	Shapiro-Bernstein	2	12	0	7	1	14	1	6	3	9	0	5	2	158
A Wonderful Guy (South Pacific)	Williamson	5	3	0	7	3	5	2	7	0	2	0	6	1	115
"A" You're Adorable	Laurel	0	4	0	7	0	2	0	7	4	5	0	14		124
Again (Road House)	Robbins	5	7	0	7	6	5	5	7	4	7	0	6	25	173
Bali Ha'i (South Pacific)	Williamson	5	4	1	3	7	7	3	2	4	5	1	1	6	93
Candy Kisses	Hill & Range	2	9	1	3	1	11	2	2	4	4	1	2	5	100
Careless Hands	Melrose	0	6	0	8	1	5	0	9	2	3	0	7	20	143
Comme Ci, Comme Ca	Leeds	3	7	0	5	5	7	3	9	2	8	0	5		139

(Continued on page 124)

**SONGS WITH GREATEST RADIO AUDIENCES (ACI)**

(Beginning Friday, May 13, 8 a.m., and ending Friday, May 20, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Chapter in My Life Called Mary (R)	Shapiro-Bernstein—ASCAP
A Wonderful Guy (M) (R)	Chappell—ASCAP
"A" You're Adorable (R)	Laurel—ASCAP
Again (F) (R)	Robbins—ASCAP
Bali Ha'i (M) (R)	Chappell—ASCAP
Candy Kisses (R)	Hill & Range—BMI
Careless Hands (R)	Melrose—ASCAP
Comme Ci, Comme Ca (R)	Leeds—ASCAP
Crusing Down the River (R)	Henry Spitzer—ASCAP
Everywhere You Go (R)	Lombardo—ASCAP
Five Foot Two, Eyes of Blue (R)	Feist—ASCAP
Forever and Ever (R)	Robbins—ASCAP
1400 Dream Street (R)	Martin—ASCAP
Havin' a Wonderful Wish (F) (R)	Paramount—ASCAP
How It Lies, How It Lies (R)	E. H. Morris—ASCAP
Hurry, Hurry, Hurry (R)	Dreyer—ASCAP
I Didn't Know the Gun Was Loaded (R)	Lewis—ASCAP
If I Could Be With You (R) (F)	Remick—ASCAP
It's a Big, Wide, Wonderful World (R)	BMI—BMI
Kiss Me Sweet (R)	Advanced—ASCAP
My One and Only Highland Fling (F) (R)	Harry Warren—ASCAP
Red Roses for a Blue Lady (R)	Mills—ASCAP
Riders in the Sky (R)	E. H. Morris—ASCAP
Some Enchanted Evening (M) (R)	Chappell—ASCAP
Someone Like You (R)	Harms, Inc.—ASCAP
Someone To Love (R)	Warren Publications—BMI
Streets of Laredo (F) (R)	Famous—ASCAP
Sunflower (R)	Famous—ASCAP
The Little Old Church Near Leicester Square (R)	Oxford—ASCAP
You Broke Your Promise (R)	Pic Music—ASCAP

**TWO BIG HITS**  
**CONNIE HAINES'**  
*Greatest Record!*



**"HANG ON THE BELL, NELLIE"**

**"MAYBE IT'S BECAUSE"**

coupled with

From Musical Production "Along Fifth Avenue"

Both Vocal With Chorus and Orchestra

Directed by Roy Ross

**CONNIE HAINES**  
 and THE HIGHLIGHTERS

**CORAL 60070**

Price 75¢ (plus tax)

**CORAL DISTRIBUTORS**

<b>BALTIMORE, MD.</b> General Distributing Co.	<b>GREAT FALLS, MONT.</b> Music Service Company	<b>PITTSBURGH, PA.</b> Standard Distributing Co.
<b>BEVERLY HILLS, CALIF.</b> Yaras and Co. (for export only)	<b>HARTFORD, CONN.</b> Plesco Distributing Co.	<b>PORTLAND, ORE.</b> Oregon Record Distributing Co.
<b>BOSTON, MASS.</b> Music Suppliers of New Engl., Inc.	<b>HOUSTON, TEXAS</b> South Coast Amusement Co.	<b>SALT LAKE CITY, UTAH</b> S. R. Ross, Inc.
<b>CHARLOTTE, N. C.</b> F and F Enterprises	<b>KANSAS CITY, MO.</b> Millner Record Sales Co.	<b>SAN ANTONIO, TEXAS</b> Taner Record Company
<b>CHICAGO, ILL.</b> Remco, Inc.	<b>LOS ANGELES, CALIF.</b> Modern Distributing Co.	<b>SAN FRANCISCO, CALIF.</b> Kaemper & Barrett Dealers Supply Company
<b>CINCINNATI, OHIO</b> Hit Record Distributing Co.	<b>NASHVILLE, TENN.</b> Tennessee Music Sales, Inc.	<b>SEATTLE, WASH.</b> Associated Record Distributors, Inc.
<b>DALLAS, TEXAS</b> Dunbar Distributing Co.	<b>NEW YORK, N. Y.</b> Cosnat Distributing Corp.	<b>ST. LOUIS, MO.</b> Millner Record Sales Co.
<b>DENVER, COLO.</b> Auto Equipment Co.	<b>OKLAHOMA CITY, OKLA.</b> Burns Distributing Co.	<b>ST. PAUL, MINN.</b> G and S Distributing Co.
<b>DETROIT, MICH.</b> Polonia Distributing Co.	<b>PHILADELPHIA, PA.</b> Winthrop Co.	

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OR WRITE TO:

**CORAL RECORDS**  
 (A subsidiary of DECCA RECORDS, INC.)

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New York 19, N. Y.

"Another Bullseye"



By the Writers of "Red Roses for A Blue Lady"



THE BEST DRESSED COWBOY IN THE WEST

FLIPOVER "I LOVE AN OLD FASHIONED POLKA"

Written and Sung

By

SID TEPPER and ROY BRODSKY

Dance Tone Record #1132



"YOU'RE HEARTLESS"

FLIPOVER "RAIN OR SHINE"

1133

"GLORIA"

Carroll's LATEST RELEASE

SELECT TERRITORY OPEN TO RATED DISTRIBUTORS. JUKE BOX OPERATORS CONTACT DIRECT IF NO DISTRIBUTOR IN YOUR LOCALITY. FREE SAMPLE RECORD TO LEGITIMATE OPERATORS.

Dance-Tone Record Co.

1 BOULEVARD

REVERE 51 - MASS.

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending May 20



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 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 *italics*.

Weeks to date	Last Week	This Week	POSITION	Record Title	Artist	Label
6	1	1	1.	RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork	Victor 20-3411—ASCAP
6	5	2	2.	AGAIN <i>Skip to My Lou</i>	G. Jenkins Ork-Joe Graydon	Decca 24602—ASCAP
11	4	3	3.	FOREVER AND EVER <i>I Don't See Me in Your Eyes Anymore</i>	P. Como-M. Ayres	Victor 20-3347—ASCAP
11	2	4	4.	FOREVER AND EVER <i>You, You, You Are the One</i>	R. Morgan Ork	Decca 24569—ASCAP
14	3	5	5.	CRUISING DOWN THE RIVER <i>Sunflower</i>	R. Morgan Ork	Decca 24568—ASCAP
8	6	6	6.	"A" YOU'RE ADORABLE <i>When Is Sometime?</i>	P. Como-Fontaine Sisters-M. Ayres Ork	Victor 20-3381—ASCAP
8	11	7	7.	I DON'T SEE ME IN YOUR EYES ANYMORE <i>Because You Love Me</i>	G. Jenkins-The Stardusters	Decca 24576—ASCAP
5	15	8	8.	SOME ENCHANTED EVENING <i>Bali Ha'i</i>	P. Como-M. Ayres Ork	Victor 20-3402—ASCAP
9	9	9	9.	"A" YOU'RE ADORABLE <i>Need You</i>	J. Stafford and G. MacRae-P. Weston Ork	Capitol 15393—ASCAP
7	7	10	10.	AGAIN <i>Blue Moon</i>	M. Torme-P. Rugolo Ork	Capitol 15428—ASCAP
16	10	11	11.	CARELESS HANDS <i>Powder Your Face With Sunshine</i>	S. Kaye Ork	Victor 20-3321—ASCAP
3	13	12	12.	BABY, IT'S COLD OUTSIDE <i>I Never Heard You Say</i>	J. Mercer-M. Whiting-P. Weston Ork	Capitol 15393—ASCAP
9	14	13	13.	NEED YOU <i>"A" You're Adorable</i>	J. Stafford and G. MacRae-P. Weston Ork	Capitol 15393—ASCAP
7	16	14	14.	AGAIN <i>I Love You So Much It Hurts</i>	V. Damone-G. Osser Ork	Mercury 5261—ASCAP
11	8	15	15.	CARELESS HANDS <i>Always True to You in My Fashion</i>	M. Torme-S. Burke Ork	Capitol 15379—ASCAP
6	26	16	16.	ONCE IN LOVE WITH AMY <i>Make a Miracle</i>	R. Bolger	Decca 40065—ASCAP
3	23	17	17.	BABY, IT'S COLD OUTSIDE <i>My One and Only Highland Fling</i>	D. Shore-B. Clark	Columbia 38463—ASCAP
11	20	18	18.	BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP
18	12	19	19.	CRUISING DOWN THE RIVER <i>Powder Your Face With Sunshine</i>	B. Barron Ork	MGM 10346—ASCAP
2	29	20	20.	BALI HA'I <i>Some Enchanted Evening</i>	P. Como-M. Ayres Ork	Victor 20-3402—ASCAP
1	—	20	20.	MERRY-GO-ROUND WALTZ <i>Canadian Capers</i>	G. Lombardo & His Royal Canadians	Decca 24624
2	—	22	22.	A WONDERFUL GUY <i>Younger Than Springtime</i>	M. Whiting-F. DeVol Ork	Capitol 57-542—ASCAP
2	23	23	23.	AGAIN <i>Everywhere You Go</i>	Doris Day-The Mellomen	Columbia 38467—ASCAP
2	—	24	24.	I DON'T SEE ME IN YOUR EYES ANYMORE <i>Forever and Ever</i>	P. Como-M. Ayres Ork	Victor 20-3347—BMI
1	—	25	25.	SOME ENCHANTED EVENING <i>Bali Ha'i</i>	B. Crosby-J. S. Trotter Ork	Decca 24609—ASCAP
3	17	26	26.	RIDERS IN THE SKY <i>Lullaby Land</i>	B. Crosby-K. Darby Singers	Decca 24618—ASCAP
10	—	27	27.	CRUISING DOWN THE RIVER <i>Coca Roca</i>	J. Smith-The Clark Sisters-F. DeVol Ork	Capitol 15372—ASCAP
8	22	27	27.	BLUE MOON <i>Again</i>	Mel Torme-P. Rugolo Ork	Capitol 15428—ASCAP
1	—	27	27.	ONE KISS TOO MANY <i>The Echo of Your Footsteps</i>	Eddy Arnold, The Tennessee Plow-boy	Victor 21-0051
6	19	30	30.	SLAUGHTER ON 10TH AVENUE—Parts I and II	L. Hayton Ork	MGM 30174—ASCAP

WARNING!

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



This hit will *Echo* round the world...

# Sammy Kaye's

Tune in "THE SAMMY KAYE SHOWROOM"  
on the air for CHRYSLER-PLYMOUTH

# The four winds and the seven seas

Vocal by  
TONY ALAMO  
and  
CHOIR



20-3459

## RCA VICTOR RECORDS

47-2923  
45 RPM

There's a  
**NEF-O-LAC**  
COMPOUND  
for any record  
requirement

**"1110"** Vinylite break resistant compound with superb transcription qualities. Resist buckling and warping.

**"905"** A top performing break resistant compound for making long-wearing records with minimum surface noises. Moderately priced.

Sample biscuits of any type will be sent at your request on your letterhead. Note: We are not record pressers. Biscuits for test purposes only will be sent.

**"709"** A conventional high strength compound. Desirable where reduced record costs are important.

**"730"** A shellac-blend, top grade conventional type. A leader in the field.



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**OPERATORS-DISTRIBUTORS**

**TAKE NOTICE!!**

A NEW RECORD  
SWEEPING THE COUNTRY  
ABE'S RHYTHM BONES  
PLAYING TO THE TUNES OF  
**"WAITING FOR THE ROBERT E. LEE"**  
AND  
**"THE PENNSYLVANIA POLKA"**  
FINE # FI-1001

**FINE RECORDING CO.**  
35 MADISON ST. ROCHESTER 8, N. Y.

**You Too Will Clap Your Hands**  
When You Hear This New MIRACLE RECORD HIT

Featuring **EDDIE CHAMBLEE** Tenor  
**BACK STREET**  
BACKED BY LAZY MOOD

MIRACLE Record Company • 500 E. 63rd St., Chicago 37, Ill.

The **Billboard** MUSIC POPULARITY CHARTS  
**Part IV**  
**Retail Record Sales**  
Based on reports received last three days of Week Ending May 20

**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 Title	Label
50	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
50	2	2	BOZO AT THE CIRCUS (Two Records) Billy May With Ork-Vance "Pinto" Colvig	Capitol BBX-34
17	3	3	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, director	Capitol BD-124-Capitol DD-109
39	6	4	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
50	5	5	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-84
35	4	6	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig, Billy May Ork	Capitol DBX-99
27	11	7	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
40	10	8	BOZO SINGS (Two Records) Billy May With Ork-Vance "Pinto" Colvig	Capitol DBS-84
39	-	9	BOZO AND HIS ROCKET SHIP (Two Records) Billy May With Ork-Vance "Pinto" Colvig	Capitol BBX-65
39	8	10	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
24	-	11	JOHNNY APPLESEED (Three Records) Dennis Day	Victor P-368
23	15	12	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol BC-35
27	-	12	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, director	Victor Y-395
2	-	14	LITTLE TUNE THAT RAN AWAY (One Record) Peter Lind Hayes	Decca CU-108
18	12	15	TUBBY THE TUBA (Two Records) D. Kaye	Decca CU-106
39	12	15	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
25	-	15	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers	Victor Y-375

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

Weeks to date	Last Week	This Week	Record Title	Label
1	-	1	Bachianas Brasileiras B. Sayao	Columbia 71760-D
137	-	2	Jalousie Boston Pops Ork; Arthur Fiedler, conductor	Victor 12160
177	2	3	Chopin's Polonaise Jose Iturbi	Victor 11-3848
1	-	4	Faure: Pavane Liverpool Symphony Ork; Sir Malcolm Sargent, Director	Columbia 72707-D
186	1	5	Clair de Lune Jose Iturbi	Victor 11-8851
1	-	5	Recitative and Aria from Der Freischutz-L. Welitsch	Columbia 72777

**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.

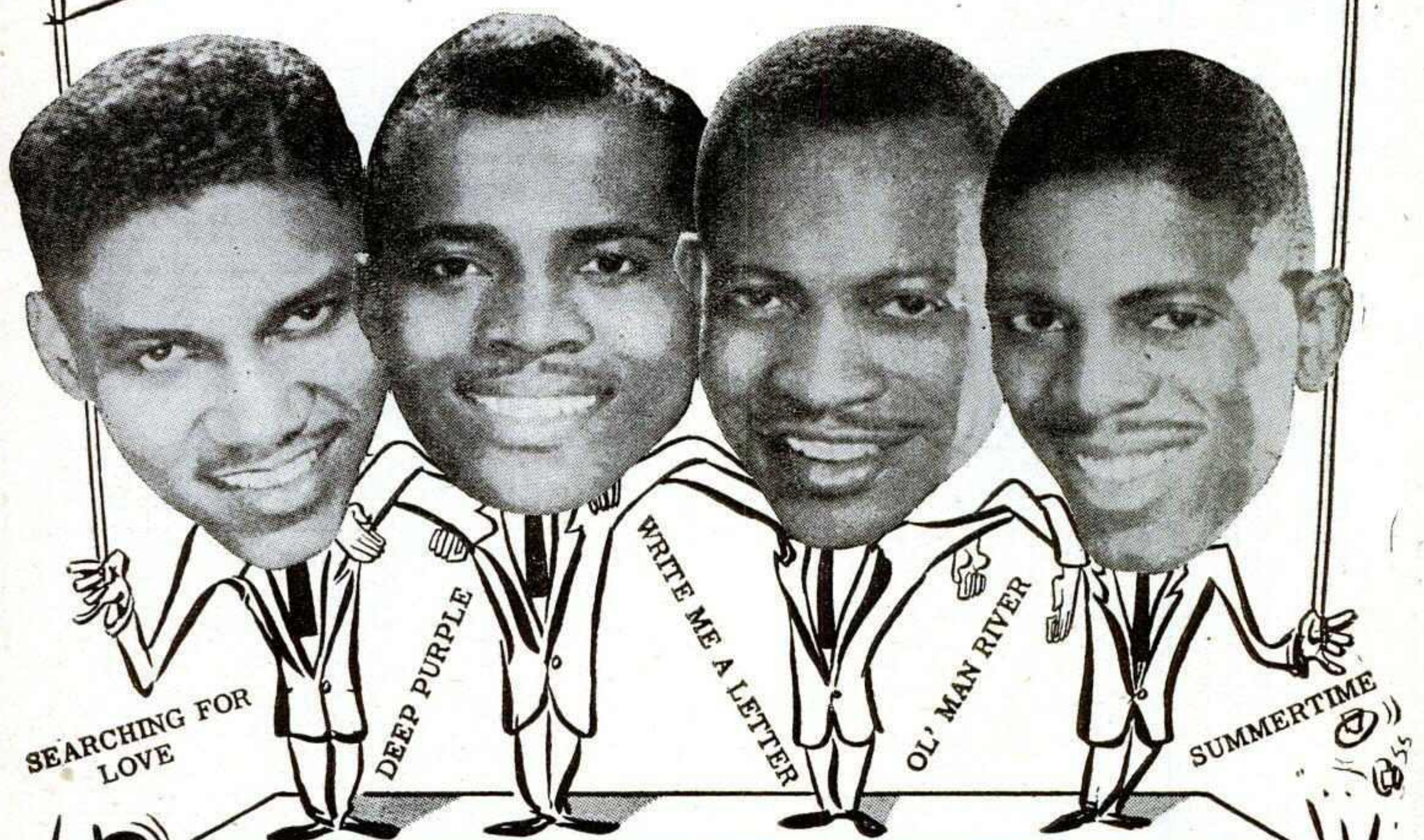
Weeks to date	Last Week	This Week	Album Title	Label
1	-	1	Salome (Two Records) L. Welitsch, Metropolitan Opera Ork; F. Reiner, Director	Columbia MX 316
1	-	2	Ravel: Scheherazade (Two Records) Susanna Danco	English Decca A-100
6	-	3	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork	Victor DM-352
10	-	3	Encores (Three Records) First Piano Quartet	Victor MO-1263
1	-	3	Schumann: Manfred Overture (Three Records) NBC Symphony Ork; Toscanini, Director	Victor DM-1139

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

Weeks to date	Last Week	This Week	Album Title	Label
14	1	1	KISS ME, KATE (Six Records) A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Columbia C-200
2	7	2	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza	Columbia MM-850
8	2	3	TO MOTHER (Three Records) E. Arnold	Victor P-239
1	-	4	DICK CONTINO (Four Records) Dick Contino, Accordion	Magnolia MA-501
21	3	5	I CAN HEAR IT NOW (Five Records) Edward R. Murrow	Columbia MM-800
4	6	6	A CONNECTICUT YANKEE (Three Records) B. Crosby-R. Fleming-W. Bendix-Sir C. Hardwicke	Decca A-899
27	10	7	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
17	-	8	VAUGHN MONROE SINGS (Four Records) V. Monroe Ork	Victor P-234
19	4	9	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork	MGM 37
10	8	9	SUPPER CLUB FAVORITES (Three Records) P. Como-R. Case-The Satisfiers-L. Shaffer Ork	Victor P-237

**Everybody's Ravin' 'bout the Ravens**  
*THE PEOPLE'S CHOICE*



*Latest Hit Release*  
**"RICKY'S BLUES"**  
**"THE HOUSE I LIVE IN"**  
 (THAT'S AMERICA TO ME)

National  
 No. 9073



**RECORDING  
 EXCLUSIVELY  
 ON**



**CURRENTLY APPEARING:**  
 REGAL THEATRE, CHICAGO  
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 CLICK, PHILADELPHIA  
 JUNE 17 - 30  
 BOP CITY, N.Y.C.  
 JULY 7 - AUG. 3

**UNIVERSAL ATTRACTIONS**  
 347 MADISON AVE., NEW YORK, N. Y.  
 MURRAY HILL 9-4076-7-8

# Baby It's Cold Outside



SUNG BY  
**DINAH SHORE**  
**BUDDY CLARK**

ALSO: MY ONE AND ONLY HIGHLAND FLING  
Columbia 38463 (1-200\*)

## FAN FARE... THIS WEEK'S SURE-FIRE SINGLES

- |  |           |          |
|--|-----------|----------|
| <b>RIDERS IN THE SKY (The Original Version)</b>            |           |          |
| 1. Wayfaring Stranger                                      | Burl Ives | 38445    |
| 2. Woolie Boogie Bee                                       |           | (1-175*) |
| <b>EVERYWHERE YOU GO</b>                                   |           |          |
| AGAIN  | Doris Day | 38467    |
|  |           | (1-211*) |
| <b>HOW IT LIES, HOW IT LIES,</b>                           |           |          |
| HOW IT LIES!   | Doris Day | 38453    |
| IF I COULD BE WITH YOU                                     |           | (1-185*) |
| <b>ALL RIGHT, LOUIE, DROP THE GUN</b> Arthur Godfrey 38447 |           |          |
| COULD I? I CERTAINLY COULD                                 |           | (1-176*) |

\*Columbia 7-inch Microgroove Records

HEAR THE GREAT ARTISTS AT THEIR BEST ON

# Columbia Records

Trade-marks "Columbia," and ® Reg. U. S. Pat. Off.



## The Billboard MUSIC POPULARITY CHARTS

### Juke Box Record Plays

Based on reports received last three days of Week Ending May 20

PART V



### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 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 (This)	Record	Label
11	1	1	FOREVER AND EVER.....R. Morgan Ork.....	Decca 24569—ASCAP
5	3	2	RIDERS IN THE SKY.....V. Monroe Ork.....	Victor 20-3411—ASCAP
14	2	3	CRUISING DOWN THE RIVER.....R. Morgan Ork.....	Decca 24568—ASCAP
8	6	4	FOREVER AND EVER.....P. Como-M. Ayres.....	Victor 20-3347—ASCAP
15	4	5	CARELESS HANDS.....S. Kaye Ork.....	Victor 20-3321—ASCAP
8	10	6	"A" YOU'RE ADORABLE...Jo Stafford and G. MacRae-P. Weston Ork.....	Capitol 15393—ASCAP
7	7	7	"A" YOU'RE ADORABLE...P. Como-Fontaine Sisters-M. Ayres Ork.....	Victor 20-3381—ASCAP
5	9	8	AGAIN.....G. Jenkins Ork-Joe Graydon.....	Decca 24602—ASCAP
17	5	9	CRUISING DOWN THE RIVER.....Blue Barron Ork.....	MGM 10346—ASCAP
8	17	10	NEED YOU.....J. Stafford and G. MacRae-P. Weston Ork.....	Capitol 15393—ASCAP
<small>(Wesley &amp; Marilyn Tuttle, Capitol 15423; The Highway Serenaders Highway H-3459; B. Crosby &amp; Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lombardo &amp; His Royal Canadians, Decca 24614; Patsy Montana &amp; D. Denny-The Buckeroos, Victor 20-0040; Sandy Sims, Coral 60043)</small>				
16	12	11	RED ROSES FOR A BLUE LADY.....G. Lombardo Ork.....	Decca 24549—ASCAP
4	20	12	CARELESS HANDS.....B. Crosby-K. Darby Singers.....	Decca 24616—ASCAP
6	14	13	I DON'T SEE ME IN YOUR EYES ANYMORE.....G. Jenkins Ork-The Stardusters.....	Decca 24576—ASCAP
3	13	14	AGAIN.....V. Damone-G. Osser Ork.....	Mercury 5261—ASCAP
10	15	15	BLUE SKIRT WALTZ.....F. Yankovic and His Yanks-The Marlin Sisters.....	Columbia 12394-F—ASCAP
<small>(H. Harding, Grand G-25013; H. Carroll &amp; Carolers, Mercury 5252; L. Duchow Red Raven Ork, Victor 20-3356; Socach-Habat Polka Ork, Decca 45068; V. Zemrusky, Continental C-1260; Harmony Bells Ork-J. Conway &amp; The Wayfarers, Dana 2042)</small>				
20	8	16	RED ROSES FOR A BLUE LADY.....V. Monroe Ork.....	Victor 20-3319—ASCAP
9	12	17	CARELESS HANDS.....M. Torme-S. Burke Ork.....	Capitol 15379—ASCAP
3	18	17	AGAIN.....M. Torme-P. Rugolo Ork.....	Capitol 15428—ASCAP
2	28	19	RIDERS IN THE SKY.....B. Crosby-K. Darby Singers.....	Decca 24618—ASCAP
14	16	20	SUNFLOWER.....R. Morgan.....	Decca 24568—ASCAP
<small>(J. Cooper-The New Yorkers, Spotlite 512; J. Smith-Crew Chiefs-F. DeVol Ork, Capitol 15394; J. Fulton-E. Ballantine, Tower 1454; R. McKinley Ork, Victor 20-3334; J. Kilty, MGM 10339; F. Sinatra, Columbia 38391; G. Autry, Columbia 20579; S. Browne-The Squadronaires-J. Miller, London 394; P. Reed, Dance-Tone 302; Deuce Spriggins, Capitol 15405; D. "Two-Ton" Baker, Mercury 5239)</small>				
4	23	20	BARROOM POLKA.....R. Morgan Ork-The Rhythmaires.....	Decca 24608—ASCAP
<small>(Merrie Musette Ork, Victor 20-3440; Ames Bros., Coral 60052; A. Mooney Ork, MGM 10418; L. Welk Ork, Mercury 5294)</small>				
7	25	22	EVERYWHERE YOU GO....G. Lombardo.....	Decca 24549—ASCAP
<small>(B. Crosby-E. Knight-J. Conlon's Rhythmaires, Decca 24612; J. Pace-G. Ellis Ork, Keystone 1800; F. Masters Ork, MGM 10386; D. Day-The Mellomen, Columbia 38467; W. King Ork, Victor 20-3394; J. Garber Ork, Capitol 15397; E. Howard Ork, Mercury 5248)</small>				
25	23	23	SO TIRED.....R. Morgan...Decca 24521—ASCAP	
<small>(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; P. Terry-The New Yorkers, Spotlite 509)</small>				
2	—	23	FOREVER AND EVER.....D. Shore-H. Zimmerman Ork.....	Columbia 38410—ASCAP
3	30	25	AGAIN.....A. Mooney Ork.....	MGM 10398—ASCAP
1	—	25	SOME ENCHANTED EVENING.....P. Como-M. Ayres Ork.....	Victor 20-3402—ASCAP
3	26	27	I DON'T SEE ME IN YOUR EYES ANYMORE.....P. Como-M. Ayres Ork.....	Victor 20-3347—ASCAP
1	—	28	MERRY-GO-ROUND WALTZ.....G. Lombardo and His Royal Canadians.....	Decca 24624
<small>(L. Welk Ork, Mercury 5294; A. Mooney Ork, MGM 10405)</small>				
2	22	29	"A" YOU'RE ADORABLE...T. Pastor Ork.....	Columbia 38449—ASCAP
1	—	29	KISS ME SWEET.....S. Kaye-L. Leslie-D. Cornell.....	Victor 20-3420—ASCAP
<small>(K. Kallen-M. Miller's Ork, Mercury 5265; D. Shore, Columbia 38487; N. Lutchter, Capitol 57-70009; C. Daley, Decca 24629; J. Valentine-S. Remin Ork, MGM 10394)</small>				

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART VI**

**Race Records**

Based on reports received last three days of Week Ending May 20



**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/Last	This todate/Week	Record	Artist	Label
15	1	1	HUCKLEBUCK	P. Williams	Savoy 683-ASCAP
4	4	2	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Moosey Bearcats	King 4288
6	2	3	TROUBLE BLUES	C. Brown	Aladdin 3024-BMI
6	3	4	HOLD ME, BABY	A. Milburn	Aladdin 3023
7	5	5	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
9	7	6	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506-ASCAP
1	—	7	DRINKIN' WINE, SPO-DEE-O-DEE	W. Harris	King 4292
7	8	8	D' NATURAL BLUES	L. Millinder	Ork...Victor 20-3351
18	—	9	BOOGIE CHILLEN	J. L. Hooker	Modern 627
2	—	10	HOBO BLUES	J. L. Hooker	Modern 663
4	11	11	TELL ME SO	The Orioles	Jubilee 5005-BMI
3	10	11	BACK STREET	E. Chamblee	Miracle 133
6	6	13	CLOSE YOUR EYES	H. Lance	Sittin' In-514-ASCAP
7	14	13	HUCKLEBUCK	R. Milton	Specialty 328-ASCAP
2	13	15	POT LIKKER	T. Rhodes	King 4287
1	—	15	SOMEHOW	B. Eckstine	MGM 10383

**WARNING:**

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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/Last	This todate/Week	Record	Artist	Label
16	1	1	HUCKLEBUCK	P. Williams	Savoy 683-ASCAP
7	5	2	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
6	2	3	TROUBLE BLUES	C. Brown	Aladdin 3024-BMI
5	4	4	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats	King 4288
5	3	5	TELL ME SO	The Orioles	Jubilee 5005-BMI
10	—	6	ROCKIN' AT MIDNIGHT	R. Brown	De Luxe 3212
6	13	7	HOLD ME BABY	A. Milburn	Aladdin 3023
4	—	8	D' NATURAL BLUES	L. Millinder	Ork...Victor 20-3351
5	5	9	CLOSE YOUR EYES	H. Lance	Sittin' In-514-ASCAP
11	9	10	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506-ASCAP
3	—	10	I FEEL THAT OLD AGE COMING ON	W. Harris	King 4276
1	—	12	COLE SLAW	L. Jordan's Tympany Five	Decca 24833
3	—	12	HOBO BLUES	J. L. Hooker	Modern 663
3	13	14	COLE SLAW	F. Culley	Atlantic 874
1	—	14	DRINKIN' WINE, SPO-DEE-O-DEE	W. Harris	King 4292
1	—	14	CARAVAN	Billy Eckstine	MGM 10368-ASCAP
5	—	14	GRANDMA PLAYS THE NUMBERS	W. Harris	King 4276

**ADVANCE RACE RECORD RELEASES**

- A Wedding in May or a Funeral in June**  
J. Miller All-Stars Quintet & The Charles-tonians (The Seaboard) Co-Ed 409
- Algiers Blues**  
W. Bryant & His All-Stars (Because Your) Apollo 403
- Baby, Baby Blues**  
Stick McGhee & His Buddies (Drinkin' Wine) Dec 48104
- Bashful Bubber Blows**  
G. Barkley Quintet (You Gotta) Monogram 132
- Because Your Baby Is on Your Mind**  
W. Bryant & His All-Stars (Algiers Blues) Apollo 403
- Blues Around the Clock, Parts I & II**  
W. Bryant Monogram 125
- Bright Light Blues**  
Wild Bill Moore (Rock and) Modern 20-674
- Bye, Bye, Baby**  
J. Prindle (Harbor Waltz) Dec 45073
- Drinkin' Wine, Spo-Dee-a-Dee**  
Stick McGhee & His Buddies (Baby, Baby) Dec 48104
- Ebony Jump**  
C. Johnson (Stampin') Monogram 127
- Harbor Waltz**  
J. Prindle (Bye, Bye) Dec 45073
- Hobo Blues**  
J. L. Hooker (Hoogie Boogie) Modern 20-663
- Hoogie Boogie**  
J. L. Hooker (Hobo Blues) Modern 20-663
- I'll Take It Slow**  
M. Adams-Laurence "88" Keys Quartette (Rain In) Apollo 1146
- It Was You**  
R. Howard (Sweep Your) Col 30181
- Jump Children**  
J. Witherspoon-B. Floyd Ork (Take Me) Modern 20-665
- Lonely**  
P. Oriel (When the) Monogram 124
- Maybe Someday**  
A. Williams (Yesterday) Cap 57-70010
- Playful Baby**  
W. Harris (Wynonie Blues) Monogram 123
- Rain in Lover's Lane**  
M. Adams-Laurence "88" Keys Quartette (I'll Take) Apollo 1146
- Re-Bop-De Boom-Rip Bam**  
The Four Blues (The Vegetable) Apollo 1145
- Rock and Roll**  
Wild Bill Moore (Bright Light) Modern 20-674
- Rollin' Woman Blues**  
Lightnin' Hopkins (Unsuccessful Blues) Gold Star 656
- Stampin'**  
C. Johnson (Ebony Jump) Monogram 127
- Sweep Your Blues Away**  
R. Howard (It Was) Col 30181

**NATIONAL DISCS THAT CLICK!**  
**BILLBOARD'S TIPS ON COMING TOPS**  
**TIPS YOU OFF TO:**

**T. J. Fowler's "Red Hot Blues" (9072) "Harmony Grits"**  
 Picked as "Disc of the Week"

**Wini Brown's "If Love Is Trouble" (9078) "He's Good Enough for Me"**

**OTHER NATIONAL COAST-TO-COAST HITS**  
**Billy Eckstine's "I Only Have Eyes for You" (9076) "Blues"**

**CHARLIE VENTURA and ORK (9077) "DEED I DO" Featuring JACKIE CAIN and ROY KRAL (Vocal) BENNIE GREEN (Trombone) backed by "Pennies From Heaven" Featuring BUDDY STEWART (Vocal) KAI WINDING (Trombone)**

**STILL SELLING LIKE WILD FIRE:**  
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# The Billboard MUSIC POPULARITY CHARTS

## Record Reviews

PART VIII



Based on reports received last three days of Week Ending May 20

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

The Categories

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEYS RETAILERS OPERATORS

**POPULAR**

**JOHNNY MERCER**  
 (The Starlighters-P. Weston Ork)  
 (Capitol 57-605)

**Lora-Belle Lee** 82--84--80--82  
 Pleasant new rhythm ditty is handled affably by Mercer and the Starlighters in an arrangement which builds to a moving climax.

**Island Queen** 72--74--70--72  
 Mercer tries the "Atchison, Topeka" formula again. Makes a pleasant but not particularly outstanding etching.

**BEATRICE KAY**  
 (Columbia 38493)  
**Put Your Shoes On, Lucy** 79--80--77--79  
 The Gay '90s thrush is effective on this satiric hill country novelty minus her usual raucous tonsil tricks.

**I'm the Girl Who Married the Man on the Flying Trapeze** 76--76--74--78  
 She's back to her normal type of old-hat material here and revels in it.

**CLAUDE THORNHILL ORK (Fran Warren)**  
 (Columbia 38494)

**Look for the Silver Lining** 81--84--80--78  
 One of the several unreleased masters Claude left behind when he went to Victor is a splendid presentation of the Thornhill crew. Fran Warren, on her own and on Victor also, sings wonderfully well here.

**Frasquita Serenade** 73--76--73--70  
 This is Thornhill with rhythm section as he dabbles with the ever-green on the keyboard at his wittiest and tastiest.

**KING COLE**  
 (Capitol 57-606)

**Lillian** 82--84--80--82  
 Nat, the Trio, a group and ork team for a rousing production built around the loves and lives of Lillian and William.

**Lush Life** 79--86--82--70  
 Colt digs into the esoteric for a fine chunk of Billy Strayhorn clefing and does a fine vocal (with ork aid) of a smart lyric.

**CHARLIE BARNET ORK**  
 (Capitol 57-592)

**Easy Living** 71--74--70--70  
 Trudy Richards tries a Billie Holiday with the standard which Lady Day used to do. Excellent modern arrangement.

**O'Henry** 76--78--76--74  
 Barnett's wonderful new band propels much beat and offers sterling musicianship behind and between Bunny Briggs' bop scatting.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEYS RETAILERS OPERATORS

**POPULAR**

**BOB CARLETON**  
 (Velvet 302)

**Some of These Days** 72--70--70--75  
 Lively, raggy spirit in this old-time pianola style 88'ing and chanting. Chatter, barroom noises open and close.

**Swanee River** 72--70--70--75  
 Same pattern and same good-fellow atmosphere.

**BUDDY CLARK**  
 (Columbia 38192)

**Everytime I Meet You** 87--89--87--85  
 Clark delivers the Gordon-Myrow quality picture with his customary finesse.

**Look at Me** 86--88--86--84  
 Clark tantalizes with another picture of considerable merit.

**LAWRENCE WELK**  
 (Tex Cramer)  
 (Mercury 5295)

**Hollywood Square Dance** 62--60--60--65

Strictly synthetic sort of song is handed an everything-but-the-kitchen-sink production rendition.

**Lora-Belle Lee** 69--70--68--68  
 Nice bounce reading of a pleasant new little rhythm ditty.

**FRANKIE LAINE (Carl Fischer Ork)**  
 (Mercury 5293)

**Georgia On My Mind** 89--90--88--90  
 Laine was in perfect form for his first disk since the ban. Perfect material for the modern Johnson and he sells it to a fare-thee-well.

**You're Just the Kind** 82--84--80--82  
 The singer stomps thru another oldie which isn't quite up to the top side as material for Laine. But it's a great song and a good etching.

**MEL TORME & HIS MEL-TONES**  
 (Coral 60071)

**A Stranger in Town** 78--80--77--77  
 Sides were cut for Decca several years back. Quiet, moody rendition with Mel's own group, of Mel's own fine tune, is comparable to his recent waxings.

**You've Laughed at Me for the Last Time** 73--78--72--70  
 Pleasant side has less velvet, more beat, but would need considerable push to step out.

**LAWRENCE WELK**  
 (Mercury 5294)

**Barroom Polka** 75--75--74--77  
 Typical tasty Welk orking of the novelty click gives the label good coverage, tho lacking the zest of the leaders.

**Merry-Go-Round Waltz** 74--72--72--77  
 Ditto.

(Continued on page 36)

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D-11218 "DOWNHEARTED," by Al Trace and His Flame Throwers (Bob Vincent, Vocalist)

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**The Billboard** MUSIC POPULARITY CHARTS

PART  
**IX**

**Record Possibilities**

Based on reports received last three days of Week Ending May 20

**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.)*

- EVERYTIME I MEET YOU**.....Perry Como.....Victor 20-3455  
Como again is in top form for this sterling rendition of a first-rate Gordon-Myrow ballad from the score of "The Beautiful Blonde From Bashful Bend" pic, latest Betty Grable starrer. Mitch Ayres offers a suitable backing. Flip is a soothing new lullaby, "Two New Little Blue Little Eyes." Buddy Clark also has sliced a fetching etching of the "Everytime" ballad for Columbia.
- LOVER'S GOLD** .....Dinah Shore with Hugo Winterhalter Ork .....Columbia 38509  
Gordon MacRae With Paul Weston Ork.....Capitol 57-628  
This attractive new ballad receives a couple of additional fine waxings to complement the superb Ella Fitzgerald-Gordon Jenkins ork Decca version.
- FOUR WINDS AND THE SEVEN SEAS**..Guy Lombardo Ork. ....Decca 24648  
Don Rodney, who co-penned this pretty and folksy ballad, delivers a fine vocal to go with the straightforward dance rendition of the song by the Lombardo ork, with the always pleasing twin pianos spotted as well. With Lombardo, it's all song and no echo chamber needed.

**THE DISK JOCKEYS PICK:**

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

1. CABARET .....Do, Ray and Me.....Commodore 7550
2. NIGHT AFTER NIGHT.....Frank Sinatra.....Columbia 38456
3. HUCKLEBUCK .....Benny Goodman.....Capitol 57-576
4. EVERYWHERE YOU GO.....Doris Day.....Columbia 38467
5. BLACK COFFEE .....Sarah Vaughan.....Columbia 38462
6. HUCKLEBUCK .....Frank Sinatra.....Columbia 38456
7. A NEW SHADE OF BLUES.....Billy Eckstine.....MGM 10422
8. IT TOOK A DREAM TO WAKE ME  
UP.....Al Trace.....Columbia 38465
9. ROOM FULL OF ROSES .....Sammy Kaye.....Victor 20-3441
10. SUMMER MOON .....Harry James.....Columbia 38476

**THE RETAILERS PICK:**

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

1. ROOM FULL OF ROSES.....Sammy Kaye.....Victor 20-3441
2. HOW IT LIES, HOW IT LIES,  
HOW IT LIES.....Kay Starr.....Capitol 15419
3. KISS ME SWEET .....Sammy Kaye.....Victor 20-3420
4. THANK YOU .....Jo Stafford-Gordon MacRae.....  
Capitol 57-568
5. IF I COULD BE WITH YOU.....Doris Day.....Columbia 38453
6. BABY, IT'S COLD OUTSIDE.....Ella Fitzgerald-Louis Jordan.....  
Decca 24644
7. FOUR WINDS AND SEVEN SEAS.....Sammy Kaye.....Victor 20-3459
8. LOVERS' GOLD .....Ella Fitzgerald.....Decca 24646

**THE OPERATORS PICK:**

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

1. BABY, IT'S COLD OUTSIDE.....Margaret Whiting-Johnny Mercer...  
.....Capitol 57-567
2. HOW IT LIES, HOW IT LIES,  
HOW IT LIES.....Kay Starr.....Capitol 15419
3. MERRY-GO-ROUND WALTZ.....Art Mooney.....MGM 10405
4. BABY, IT'S COLD OUTSIDE.....Dinah Shore-Buddy Clark.....  
.....Columbia 38463
5. BABY, IT'S COLD OUTSIDE.....Ella Fitzgerald-Louis Jordan.....  
.....Decca 24644
6. IT'S TOO LATE NOW.....Evelyn Knight.....Decca 24636
7. A CHAPTER IN MY LIFE CALLED  
MARY.....Sammy Kaye.....Victor 20-3420
8. DREAMY OLD NEW ENGLAND  
MOON.....Vaughn Monroe.....Victor 20-3425
9. RIDERS IN THE SKY.....Bing Crosby.....Decca 24618
10. RED HEAD.....Eddy Howard.....Mercury 5274

“Riders in Sky”  
At Galloping Gait

HOLLYWOOD, May 21. — First tongue-in-cheek version of the Riders in the Sky tune hit was cut this week in Hollywood by Bill Richards, former Coast artist and rep chieftain for Columbia Records. Richards waxed a Dixieland version with Wingy Manone and seven top Coast sidemen, including Matty Matlock, Nick Fatool, Country Washburne, Al Stevenson, Red Rountree and Burt Johnson.

The Manone interpretation, replete with hopped-up lyrics and jazz instrumental breaks, will be released on the KEM label and distributed by Ben Pollack's Jewel Distributing Company. Tune is backed by another

**Goodhue & Archer**  
To Federal Staff

HOLLYWOOD, May 21.—Federal Artists this week added two ex-William Morris staffers to its rapidly expanding booking office. Bob Goodhue will head radio-tele-film department, while Jack Archer will handle one-nighters. Artists included in Federal's roster are Charles Brown, Benny Carter, Amos Milburn, Saunders King, Jay McShann and the Jubalaires.

Manone take-off tagged Round Square Dance, in which the trumpeter rides herd over the current rash of hoedown platters.

KEM platters will be released nationally by week's end, with special emphasis on the juke box market. This is Richards' first recording effort since he left Columbia more than two years ago.

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| ★ LORA BELLE LEE<br>HOLLYWOOD SQUARE DANCE      | Lawrence Welk<br>Mercury 5295 | ★ BEAUTIFUL BLONDE<br>MY LITTLE PUP                     | Two Ton Baker<br>Mercury 5292 |
| ★ ROSES OF PICARDY<br>WHY I'M LEAVING YOU       | Albert Ammons<br>Mercury 8140 | ★ JOHN SAW<br>LORD I'M TIRED                            | Golden Gate<br>Mercury 8142   |

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| ★ CARAVAN<br>FLYING HOME                       | Flip Phillips • Machito<br>Mercury 11018 | ★ STAMMERIN'<br>CANADIAN CAPERS               | Ted Weems<br>Mercury 5287      |
| ★ ROOM FULL OF ROSES<br>YES, YES, IN YOUR EYES | Eddy Howard<br>Mercury 5296              | ★ WHISPERING<br>CABARET                       | Patti Page<br>Mercury 5290     |
| ★ MERRY GO 'ROUND WALTZ<br>BARROOM POLKA       | Lawrence Welk<br>Mercury 5294            | ★ S'POSIN'<br>CLOSE YOUR EYES                 | Johnny Hartman<br>Mercury 8141 |

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# MERCURY RECORDS



# MUSIC—AS WRITTEN

## New York:

**Sam Wigler** visited with disk jockeys in Philadelphia, Baltimore and Washington last week on behalf of diskings of the new Encore tune, "Get Me One of Those." . . . **Abe Glaser** is back in the music biz, with the Coast post for E. B. Marks. . . . **Stubby Pastor**, brother of **Tony**, debuts in the band business with an ork at the Pelham Heath Inn, opening Tuesday (24). . . . **Ralph Font's** rumba crew opened Wednesday (18) at **Bill Miller's** Riviera for a month. . . . RCA Victor a&r topper, **Jack Hallstrom**, is visiting the Coast offices on a one-week business trip.

**Mayfair Records**, in conjunction with the New York Tuberculosis and Health Association, gave a party for children in Bellevue Hospital's tuberculosis ward Wednesday (18). . . . Thrush **Ruth Brown**, injured in an auto accident last fall, has recovered fully and will resume singing soon. . . . **Joe Medlin**, Atlantic Records warbler, opens at the Pope Hotel, Erie, Pa., this week for a two-week run. . . . The **Spike Joneses** had a son last week. . . . **John Sebastian**, Victor recording harmonica virtuoso, leaves for Italy Wednesday (25) with his wife and son.

**Duke Ellington** is working over his prewar "Jump for Joy" show with co-writer **Sid Culler** for possible representation on the Stem in the fall. . . . The Deshler-Wallick Hotel in Columbus, O., has set **Elliot Lawrence** for two weeks, beginning November 7, and **Ray Anthony** for two weeks, beginning December 19.

**Maestro Erskine Hawkins**, who recently completed 100,000 miles of travel to fulfill dance engagements, jumped into his jalopy last week to take a 1,200-mile week-end trip to Birmingham, just to say hello to the home folks he hadn't seen for a while. . . . The **Ink Spots'** advance bookings include the Sky View Club, Duncan, Okla., May 31, with subsequent one-night stands at City Auditorium, Houston; Municipal Auditorium, San Antonio, and City Auditorium, Galveston.

## Chicago:

Fires hit two distributors in this area during the past two weeks. The Mercury distrib point in Milwaukee burned to the ground, while Chord Distributors, local indie, suffered a \$17,000 loss. . . . **Mike Connors**, of Decca,

in town setting up a new distrib in Peoria, Ill. . . . **Hal Cook**, ex-Vitacoustic sales manager who has been in Capitol's promotion department here for the past year, is now heading Cap's St. Louis distributor point. **Lynne Jenks** moved from Cap's South Bend, Ind., outlet to firm's Milwaukee office. . . . Swingmaster has inked **Joe Petrack**, solo accordionist, and has taken over a **Menasha Skulnick** master from the comedian, with an option to make more masters if the first is successful. . . . **John Thoma**, former flack at the Blackhawk, has set up his own band flackery here, handling **Al Trace**, **Dick Jurkens** and **Tommy Carlyn**. . . . **Al Kavelin** ankleed Bourne Music to take over as general pro manager of Robert Music, **Bobby Mellin's** ASCAP firm, on the Coast. **Hank Markbreit**, who was with Mills Music, replaces him at Bourne.

## Philadelphia:

**Blanche Calloway**, Cab's sister and a former batoneer in her own right, has taken songbird **Ruth Brown** under her managerial wing. . . . **Danny Kessler**, of the record sales staff at the Motor Parts Company, Columbia distributors, has been upped to promotion manager for the waxes. . . . The Jazz Festival Society offered its final New Orleans bash last week at the Academy of Music Foyer, **Wilbur** and **Sidney DeParis**, on trombone and trumpet, respectively, in the solo leads. . . . The **Klaiss Brothers** unit, originally booked for two weeks, chalk up two years this week at the Cadillac Shobar. . . . The **Andrews Sisters** will record **Freddy Baker's** "The Doctor's Lament." . . . Dance promoter **George Della Pia** is dickering to promote the terp sessions at the Million-Dollar Pier in Atlantic City. . . . **Dizzy Gillespie** is slated for his first local location in taking over the stand at **Frank Palumbo's** Click on June 17, with the **Ravens** coming in as an extra attraction. **Noro Morales** and a Latin revue held forth at the Click last week. . . . The **Loumell Morgan Trio** plus songbird **Ida James** are at the Showboat. . . . **Herbie Collins**, closing at **Wagner's** Ballroom, heads for the Hotel Statler, Buffalo. . . . Pianist **Billy Bove** will lead the **Clarence Fuhrman** band at Cape May (N. J.) Municipal Pier Ballroom for the summer season. . . . Local 77, American Federation of Musicians (AFM), celebrated the 85th anniversary of the founding of the Philadelphia Musical Association, the local's parent body and the oldest group in the AFM. . . . **Mike Riley**, of "Music Goes 'Round" leanings, is breaking in a new band at **Ciro's**. . . . **Bill Johnson's** slated for a July return at **Chubby's** across the river in North Collingswood, N. J.

## Hartford Pavilion

### Inks Halprin Ork

HARTFORD, Conn., May 21.—The Hartford City Council has appointed the Bob Halprin orchestra to provide music this summer at the city-owned dance pavilion at Colt's Park, in Hartford's South End.

Halprin's band was chosen some time ago by Park Superintendent George H. Hollister and City Manager Carleton F. Sharpe, but the manager held up the final draft of the contract at the request of Councilman Thomas J. Kerrigan. At a council meeting last week, Kerrigan proposed a committee of three business men to pick a band. The council turned him down.

The Colt Park pavilion is one of the largest outdoor dance areas in Hartford.

## Detroit Trianon

### Reopens With Orks

DETROIT, May 21.—Trianon Ballroom, taxi dance spot, closed for several weeks following difficulties with police authorities, has been taken over by Coleman Bernstein and Theodore Jodzio and is being re-opened with a policy that includes booking live orchestras. Like most local dime-a-dancers, the Trianon has relied upon a juke box as a source of music. According to Bernstein, the switch, for at least some days of the week, to live musicians is expected to help build business.

## Apollo Inks Smith, Mosely, Singleton

NEW YORK, May 21.—Three new artists were signed this week by Apollo Records. Tommy Mosely, described as an "Eckstine-type" crooner, will cut his first Apollo sides next week. He was discovered by Hirsh de la Viez, prexy of the Washington coin machine association.

Others inked were Charlie Singleton and Bobby Smith, both of whom play alto sax and front their own combos. Smith is a former Erskine Hawkins sideman.

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 SEE PAGE 29  
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**VOX JOX**  
 A National Accounting of Disk Jockey Activities

**WESTERN WAXWHIRL . . .** Frank Powell, KIFI, Idaho Falls, Idaho, is offering to wash all the windows in the house of the listener who makes the largest cancer fund contribution. . . . WIMS, Michigan City, Ind., put on a special three-hour cancer drive show recently, with "Shorty" playing Western; Stew McDonnell, pop; Warren Ashton, classical, and "Dick" spinning Polish tunes. Response was strong, with concert music adherents sending in the most pledges. . . . Eddie Chase, CKLW, Windsor, Ont., gives away platter albums in a pyramiding jackpot telephone quiz on his "Make Believe Ballroom." As of this writing, there are 29 albums in the current jackpot. . . . John Slagle, WXWZ, Detroit, found his late evening show invaded by a horde of "John Slagle Fan Club" members last week, bringing cake and coffee for a celebration of the jockey's 38th birthday. . . . Stew McDonnell, WIMS, Michigan City, Ind., took time out from his jockey chores to announce the local amateur box fights recently. . . . Bob Evans, KGGF, Coffeyville, Kan., does a "Billboard Honor Roll" show every Thursday at 9 p.m. . . . Bill Maugans, KSOK, Arkansas City, Kan., led a fund drive on his a.m. show, raising some \$300 to combat an invasion of cankerworms attacking the city's trees. . . . Frank Thurston Jr., KGLC, Miami, Okla., has started a request show beamed at teen-agers. . . . Beverly Norberry, only fem jock in the Detroit area, will broadcast her evening WJJW show remote from the lobby of the Wyandotte Theater, where a special booth has been installed for her. Seg will feature interviews with people attending the show. . . . Patrick Campau, WMLN, Mount Clemens, Mich., promotes his daily "Fax 'n' Wax" show thru pix and articles in the radio section of the local gazette. . . . Frank Thurston Jr., chief announcer at KGLC, Miami, Okla., is doing a new show, "Requestfully Yours," and reports the initial response "most gratifying."

**CHICAGO CHATTER . . .** Third edition of the disk jockey show goes into the Chicago Theater June 26 for two weeks, with Linn Burton, free-lancer; Eddie Hubbard, WIND; Ernie Simon, WJJD, and Dave Garro-way, WMAQ, at the helm. . . . Bud Chase, formerly at WEMP, Milwaukee, moved to WHOT, South Bend, Ind. . . . Eddie Hubbard's sixth semi-annual poll of "ABC Club" listeners found Peggy Lee topping gal singers, Frank Sinatra first among the boys and Vaughn Monroe heading the bands. Hubbard's frau, the former Jackie Smith, of Mercury, is expecting the stork in September. . . . Ernie Waits, WZIP, Cincinnati, Negro d. j., is sponsoring sports teams to combat juvenile delinquency. . . . Harry V. Besse, ex-drummer, is the first Negro d. j. in the Omaha area, working from KSWI, Council Bluffs, Ia. . . . Jack Pitman is doing a three-time-weekly folk music show from WMOR, Chicago. . . . Bob Earle, formerly with WROK, Rockford, Ill., and WKOW, Madison, Wis., joined KSO, Des Moines. . . . M & S Distributing Company, Chicago race disk distributor, is putting out a weekly chart made up of the hits aired by Al Benson, free-lance Negro jockey.

**STRICTLY FROM DIXIE . . .** Steve Starwyck, ex-dance band musician, is music director and spins two platter shows at KGRH, Fayetteville, Ark. . . . Gene Lewis, KTHH, Houston, does a mythical "sidewalk" seg using platters, crowd noises, applause, etc. "Could use some transcribed voice tracks of ork leaders," Lewis writes. . . . Johnny Murray is the newest addition to the jock staff at WMOB, Mobile, Ala. Murray was formerly at WDSU, New Orleans. . . . Murphy Martin, whose "Woodchoppers Ball" show at KTRE, Lufkin, Tex., was getting snowed under each night with phone calls, worked out a system whereby he allots three points for requests that come by letter, two for postcards, and one for phone calls. "Eliminated about 80 per cent of our phone calls and increased our mail by 60 per cent," Martin reports. "I can now plan each program in advance and carry it out without too much interference from phone calls." . . . Fred Jackson, WWEZ, New Orleans, says that since the flick "My Dream Is Yours" hit town, people have been requesting Doris Day's dinking of "Canadian Capers," which she has never cut. "As far as I know, there's no vocal recording on the tune," Jackson writes. "Here's hoping Columbia doesn't pass up a hit record by failing to record Doris on the number." . . . Ven Marshall, WTPS, New Orleans, has been chauffeuring Connie Haines around the Crescent City during her appearance at the Beverly Country Club.

**KNOW-HOW . . .** Willard Coker, WHTB, Taliadega, Ala., writes: "I have proven here that the best gimmick for grabbing the listeners' ears from other stations is to give the correct time very frequently on the early riser shows and report sports results as often as possible between platters."

**GIMMIX . . .** Bob Hill, KSGM, Ste. Genevieve, Mo., has just completed a 10-week competitive series of home-town talent shows, featuring talent from 10 local towns in the area. "Mail vote was overwhelming," Hill informs us. . . . Wally Douglas, WCAV, Norfolk, stresses the zany in his "Breakfast in Bedlam" show. He speaks to listeners over the phone, introduces weird sound effects into disk spins, eats breakfast on the show and chats with Jimmy, the waiter who delivers his chow every morning.

**GOTHAM GAB . . .** Elliot Nevins, 17-year-old Forest Hills High School student from Rego Park, N. Y., won the WOV deejay contest. He gets an eight-week contract for an evening platter show to begin in the near future. . . . Martin Block, WNEW, is cutting a series of half-hour platter and Americana e.t.'s for the "Voice of America," for distribution in foreign countries thruout the world.

**Discovery Pacts**  
**Junior Daniels**

HOLLYWOOD, May 21.—Junior Daniels, 18-year-old baritone, has been inked to a five-year disk deal by Discovery Records, plattery Prexy Albert Marx announced here. Lad, discovered in New York's Cafe Society, is featured with the Charlie Parker ork. He will cut first sides when Parker crew reaches Coast.



**NELSON KING**  
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# Palace Brings Back Flesh; Will It Stay?

Gushes With Nostalgia

(Continued from page 3)

and a film trailer heralded "the return of vaudeville" to the Palace. The crowd roared. The announciators (those stageside lighted placards that name the act which is on) flashed on for the first time since 1935, introing Don Albert and his pit band. A baby spot hit Albert, he gave the down-beat for Irving Berlin's *There's No Business Like Show Business* and the crowd doubled its roar.

Then the announciators billed Mage and Karr, a young tap dance team, and the curtain climbed. Backstage the tension was terrific; the tears flowed like wine, and the mob in the wings really felt for the act onstage, facing the tough assignment of breaking the ice.

But if the house had been hollering before, the noise it gave vent to after gandering the first live talent on the Palace boards in 14 years paled all the ruckus that had preceded. The applause and cheers were so deafening that for the first minute or two of their act, Mage and Karr—just a few feet away from the sidemen—couldn't hear the music and virtually had to fake it. Only when the house quieted were they able to pick up the tempo.

### That Man Berle!

After that came the handkerchiefs and the sniffles. It seemed as tho every other person or so had some special interest in vaude at the Palace, and the nostalgia and emotion had them blubbering. Later, Lorraine Rognan, next to closing on an eight-act bill, said that when she came on stage, it was like playing to a blizzard. And to give the first show added fillip, Milton Berle came on after the regular acts and did a 45-minute stint to a smash hand.

But nostalgia isn't going to keep vaude at the Palace. RKO didn't switch its policy out of sentiment, but to keep business up in the face of declining b.-o. and television. The latter-day Palace style is a long cry from the old days; there will be no names to draw trade, which means that the policy itself, word of mouth and B-plus-or-better films—plus entertaining stage shows, will have to provide the pay-off. It's not an easy assignment, with the house nut reported at 17G weekly, plus the vaude budget, at present around \$3,000.

### Good Press

The Palace reopening got wide-spread press and radio coverage, both before and after the first day. Press coverage was national in scope; the radio-TV build-up started Tuesday when Berle devoted the last half of his Texaco video show to a Palace routine. Subsequent shows plugging the Palace included Perry Como, Tex and Jinx (AM and TV); *Luncheon at Sardi's*; Barbara Welles, Dorothy and Dick, and a slew of newscasts. Many New York dailies sent two or more men to cover the opening. *The New York Times* was the only paper to roast the bill, via its drama critic, Brooks Atkinson.

Insiders figure that this publicity, and the momentum of the opening, will give the theater a reasonably long honeymoon, during which business should hold up, especially at the low week-night top of 95 cents. It's claimed that should the b.-o. level off around \$30,000 weekly or more, the act budget might be boosted.

### Picket Line

Thruout Thursday (19) the front (See PALACE BRINGS on page 45)

# AFM Briefs Bookers on AGVA

## Instrumental Acts To Have Tootler Pact

Petrillo Issues Warning

CHICAGO, May 21.—The rub between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) was revived here Thursday (19) at a meeting of all local AFM franchised booking agents, called by Ed Benkert, secretary of Local 10, AFM, at union headquarters. Meeting resulted in a turnout of approximately 55 office reps, which was a large majority of franchises out in the local's jurisdiction.

Benkert, it was learned, told the agents he understood a series of meetings across the country, such as that held in Chicago, had been ordered by James C. Petrillo, AFM prexy.

Benkert also said the AFM was reaffirming its principle that all entertainers who play a musical instrument at any time in their performance, go into a spot on an AFM contract. He said that the local has been getting good co-operation in this matter, but that he was ordered to again explain the procedure to local agents. He explained that an instrumental-singing act which would be playing solely a singing date would not have to file an AFM paper for that engagement.

The Chicago AFM conclave with bookers followed a letter to all AFM locals from Petrillo, printed in the May issue of the *International Musician*, AFM house organ. In the letter, Petrillo states all locals are being advised to be on guard against "raiding that AGVA might attempt on our members. In many jurisdictions the AGVA has had the colossal gall to force into its membership instrumental musicians who merely play a solo on the instrument in a cafe floorshow, where they do no singing or dancing." The letter reported all AFM members who are instrumentalists have resigned from AGVA.

## Palace Points Toward 35G In 1st Week

NEW YORK, May 21.—The Palace Theater here, in its first week of vaude ending Wednesday night (25), is pointing toward a \$35,000 gross, with a possibility it may even do better. The figure will spell a profit for the week, the nut on the house being reported at \$17,000 weekly, plus the show budget, currently around \$3,000.

In its first day, Thursday (19), the Palace did a shade over 4G and Friday, despite miserable rainy weather, business maintained the same clip. The week-end, irrespective of weather, figures to continue the sellout rate, especially in view of the enormous amount of publicity the return of vaude engendered.

The Palace is operating on a four-a-day policy, with a 59-cent week-night top and \$1.20 Sundays. Five shows will be played Saturdays. The house capacity is 1,700. By Sunday night, a gross between 15 and 16G is anticipated.

### Here's Why

NEW YORK, May 21.—The Petrillo notice printed in the May issue of the *International Musician*, AFM's official publication, which precipitated the renewal of the AFM-AGVA imbroglio reads as follows:

All instrumental musicians, whether or not they supplement their playing by singing, must be members of the American Federation of Musicians. All services of members of the American Federation of Musicians must be contracted for on the official federation form.

Under no circumstances may an American Guild of Variety Artists contract, or any other form, be used for such members.

All locals are advised to be on the alert for any raiding that the American Guild of Variety Artists might again attempt on our members. In many jurisdictions the American Guild of Variety Artists has had the colossal gall to force into their membership instrumental musicians who merely play a solo on an instrument in a cafe floorshow, where they do no singing or dancing.

As far as we know, all members of the American Federation of Musicians who are only instrumentalists have resigned from the American Guild of Variety Artists.

If any raid of this nature is attempted in any jurisdiction, kindly advise me immediately.

James C. Petrillo, President.

## Liquor Laws Hit D. C. Spots; Salle Folding

WASHINGTON, May 21.—Beset with business troubles and frequent encounters with the Alcoholic Beverages Control Board (ABCB), the Salle De Champagne, formerly the Club Cario, is ready to give up. Other local spots are also having ABCB difficulties.

In announcing that they would go out of business, operators Joshua Levin and Robert Goodman said this week that "punk business" is behind their desire to turn in the Salle's liquor license. However, the club was recently cited by ABCB on two counts of permitting gambling, one of after-hours sales and one of letting customers drink after closing time. Earlier the Salle was forced to remove its sign in compliance with zoning regulations.

The Hotel Statler, which runs the Embassy Room and the Statler Terrace, faces a one-day suspension of its liquor license Monday (23) for serving liquor on credit to non-registered guests. A similar charge against the Hotel Hamilton resulted in a stiff warning from ABCB.

The Statler appealed the suspension to the board on the grounds that a one-day loss of sales would cost the hotel more than the maximum \$1,000 penalty possible under the D. C. liquor act, but was turned down.

## N. Y. Cascades To Bill Duffy Unit in Opener

NEW YORK, May 21.—The Kathryn Duffy Dancers will be spotlighted when the Hotel Biltmore's Cascades, roof nitery, opens for the summer June 6. The Duffy unit will be fea-

## AFM Pulls Ork From N. Y. Regent

AGVA Wants Pay for Acts

NEW YORK, May 21.—Wrangling between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) flamed anew locally this week when AFM Local 802 pulled out a pit ork from the uptown Regent, nabe RKO house, and caused cancellation of a one-night vaude show. AGVA, thru its Eastern regional director, Jimmy Lyons, in a counter action, is insisting that RKO, which runs the Regent, pay the five acts who were to appear on Tuesday's (17) bill. Lyons claims that the acts appeared on time ready to perform with or without music and that they are entitled to payment.

Lyons further said that he has asked the RKO people for an answer to his payment demand before today (21). If the RKO answer is not forthcoming (and no word had been received at press time), Lyons says that he will contact top RKO brass Monday (23) on a one-day ultimatum basis to get the acts' pay.

### Lyons' Ultimatum

If RKO's management does not pay the acts before Tuesday (24), then Lyons, at the AGVA branch executive committee meeting on that day, will make "drastic recommendations," he says, to force the issue with the RKO management. Lyons indicated that his recommendations may take the form of ordering all local AGVA performers off the boards of houses under RKO jurisdiction. This would include the Palace Theater, which this week reopened with much publicity and hullabaloo heralding the revival of vaudeville (see other stories this issue).

The entire situation arose when Local 802 last week insisted that AGVA return a \$50 membership fee to AFM member Lee Norman, who doubles as ork leader and emcee at the Regent house. Norman became emcee at the house about a year ago when it dismissed emcee Charlie Banks. AGVA made an agreement with RKO whereby the successor to Banks would join the Guild. And Norman, after one rejection, was accepted into AGVA and paid the \$50 initiation fee. It was agreed, too, that Norman would receive the AGVA scale of \$17.50 in addition to his regular orkster loot. Later AFM notified RKO that it would withdraw the Regent ork unless AGVA returned Norman's AGVA initiation fee.

## Andrews Gals Back to Roxy

NEW YORK, May 21.—The Andrews Sisters will return to the Roxy Theater for another engagement at that house beginning June 17 at \$12,500 for the first two weeks and \$10,000 a week for each succeeding week.

The contracted date is for two weeks with options.

tured in a revue to be tabbed *The Cascades Carnival*.

Jack Edwards's ork, a New England society crew, will supply music for the show and for dinner-supper dancing. Harold Nagel's small ork will alternate with Edwards's crew for the dancers.





**Ciro's, Hollywood**

(Thursday, May 12)

Capacity, 400. Price policy, no cover. Shows at 9:30 p.m. and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hover. Estimated budget last show, \$3,500. Estimated budget this show, \$4,000.

H. D. Hover is smiling again. Little wonder, for the Wesson Brothers (Dick and Gene) are delivering the healthiest business seen here in some time. Their brand of comedy is as refreshing as it is funny. The Wessons' pace and polish, their material and delivery are strictly from the top drawer. Lads are definitely climbing in stature to become one of the finest in the laugh circle.

Their *Louie Drop the Gun* routine is as funny as ever, but the bit that rolls 'em in the aisles is their riotous take-off on the Dean Martin-Jerry Lewis team. The lads are at their rib-tickling best when the two mimic one subject, thereby creating two Bogarts talking to each other, or two Edward G. Robinsons. First nighters roared when they offered three Harry Richmans. Brothers picked up and carried their manager, Bullets Durgom, to the platform to make him the third Richman as they went into a chorus of a Richman fave.

Rene Touzet's rumba combo sets the Latin beats while Phil Ohman's ork provides regular dance music.

Lee Zhito.

**"The Voice" Due For 1-Nighters**

NEW YORK, May 21. — Frank Sinatra is to mark his first personal appearance in some time in a series of one-night and week-end dates in the East and Canada.

He is due for three days at the Steel Pier in Atlantic City, June 24, 25 and 26 at \$12,500 for the date. And he has been booked for two days in the Mutual Arena in Toronto. There he will work either July 7 and 8 or July 8 and 9 at a flat \$10,000 figure for the two nights. Operator Ted Dixon will pay for a local ork in addition to the Sinatra fee.

**New Cincy Cocktailer Bows**

CINCINNATI, May 21.—Walter E. Schott, owner of Vernon Manor suburban apartment hotel, and E. H. Mohlenkamp, hotel's manager, played host Wednesday (18) to local newspaper and radio men at a cocktail party and buffet to herald the completion of the hotel's new Patio Lounge and 400 Room, which opens to the public Monday (23). Room will use stroll-type entertainment.

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**Adler, Draper Plan Niterly Dates in Fall**

NEW YORK, May 21.—Harmonica virtuoso Larry Adler and terper Paul Draper will return to the niterly circuit in the fall as a team, with a date at the Palmer House in Chicago to be followed by an engagement at the Persian Room here. Opening dates for the engagements have not yet been determined.

The team recently completed a lengthy concert tour and will not work together again until the niterly dates come up.

**Coast Niteries Gladhand Oaters**

HOLLYWOOD, May 21.—Folk artists are getting the big welcome from Coast plusheriers. Latest Western attraction to move into the swank niterly orbit is Foy Willing and His Riders of the Purple Sage, who opened this week at the Flamingo Hotel, Las Vegas, Nev. Willing will be playing the gaming town concurrently with Eddie Arnold, who is appearing at the El Rancho Hotel.

Western folk fare has been growing in favor in these parts. A year ago, Louisiana's ex-Governor Jimmy Davis opened his all-Western niterly at Palm Springs and tagged it the Stables to attract folk-minded patrons. Swing to the outdoors in patrons' tastes has been sensed by many spot ops, especially since square dancing flared into its present popularity. Numerous spots have injected a smattering of hoedown music to satisfy growing demands.

**Morris Inks Tony Martin**

NEW YORK, May 21.—Tony Martin this week inked a term management contract with the William Morris Agency. Martin, it is believed, had been booked thru the Music Corporation of America (MCA) without contract.

Martin is slated to head the next show at Bill Miller's Riviera, opening June 6 for a four-week engagement. Also on the bill will be Marge and Gower Champion.

**Buff Casino Goes To Country July 4**

NEW YORK, May 21.—Town Casino, top Buffalo niterly, will shutter for the summer July 4, according to ops Harry Altman and Harry Wallens. At that time the ops will open their summer spot, Glen Casino, in Williamsville, N. Y.

Altman claims that his current attraction, singer Billy Eckstine, has built the greatest biz for the spot since the appearances of Tony Martin and Carmen Miranda. Following Eckstine, the spot has comedian Joe E. Lewis set to headline the bill.

**Dix, La Fellows To Team**

NEW YORK, May 21.—Singer Tommy Dix and actress-comedienne Edith Fellows will team up as an act following Dix's forthcoming week's engagement on the second bill of the Palace Theater's revived vaude policy. The Dix-Fellows team will be molded under the guidance of Anna Sosenko, best known as Hildegard's manager.

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**Stem Racks Feeble 343G; MH, 126, Roxy 82, Cap 24**

NEW YORK, May 21.—Four new Stem shows helped to give the Broadway vaude-pic house combined gross a feeble hypo up to \$343,000 as compared with the low \$308,000 figure of last week. Radio City Music Hall, the Paramount and Roxy, tho they did only fair biz, improved their takes with new layouts, while the Capitol continued to take a whipping with the first week of its new bill. The Cap's new show did a feeble \$24,000 for the opening week with Glen Gray's ork, Jackie Miles, Gracie Barrie, the Lane Brothers and *The Sun Comes Up*.

Radio City Music Hall (6,200 seats; average \$115,000) picked up a snappy \$126,000 for the first week of its *Riding High* revue and *The Stratton Story* bill. The previous week's final stanza of *Glory of Easter* and *The Connecticut Yankee* pulled in \$100,000.

Roxy (6,000 seats; average \$89,000) had a mild \$82,000 opening week for its Dick Haymes-Dick Buckle-Ice Show-*The Forgotten Street* layout.

Paramount (3,654 seats; average \$76,000) opened weakly with a \$63,000 first session for a spread which

includes Peter Lorre, the Pied Pipers, Victor Lombardo's ork, Frank Fontaine and the Four Evans with *The Streets of Laredo*.

Capitol (4,627 seats; average \$66,000) opened very poorly with the *Gray-Miles-Barrie-Lane Brothers-The Sun Comes Up* bill, drawing a miserly \$24,000. This continued a slump for the house, which last week did a bad \$23,000 final session.

Strand (2,700 seats; average \$45,000) grossed a natty \$48,000 second week with the Ted Lewis revue and *Flamingo Road*. The first week of the show pulled in a nice \$65,000 figure.

The newest flesh-pic addition to the Stem, the Palace, opened Thursday (19) with eight vaude acts and *Canadian Pacific*. Review and other info on the Palace opening will be found elsewhere in this department.

**Lamb, Bailey for Horseshoe**

NEW YORK, May 21.—Thrush Pearl Bailey and comic-contortionist Gil Lamb will headline the still-going-strong Diamond Horseshoe violin-heavy show, beginning May 29. The duo is in for four weeks with options for additional time.

**"JEST ENGINEERS"**

*Ray Motté and Pedro*



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Follow-Up Review

MAN AND SUPERMAN

(Opened Monday, May 16)

CITY CENTER

A comedy by George Bernard Shaw. Staged by Maurice Evans. Sets by Frederick Stover. Costumes by Davis Pfolkes. General manager, Robert Rapport. Stage manager, Ralph Edington. Press representative, Sol Jacobson. Presented by Maurice Evans.

After a fortnight of classic tragedy, the City Center switches to another of high comedy. Maurice Evans's 1947 revival of Man and Superman achieved the same sort of stem success as Judith Anderson's Medea.

If it doesn't have quite the subtle sheen of opening night at the Alvin a year ago last October, it is still immense fun. The playing is much broader than originally and sometimes borders on outright farce.

By this time there should be no doubt in anyone's mind as to Evans's right to a top slot in the theater on the score of versatility. He can take everything from tragedy to farce in stride.

There have been several important cast changes since the Broadway run, but almost without exception the substitutions stand up well by comparison with the original players.

Chester Stratton still gives a good (See Man and Superman on page 48)

ROUTES Dramatic and Musical

- Allegro (Great Northern) Chicago. Annie Get Your Gun (Shubert-Lafayette) Detroit. Born Yesterday (Colonial) Boston.

OUT-OF-TOWN OPENINGS

FUNZAPOPPIN'

(Friday, May 13)

CHICAGO STADIUM

Producers, Ole Olsen and Chic Johnson. Executive director, Arthur M. Wirtz. Assistant producer, Dave Gould.

PRINCIPALS: Ole Olsen, Chic Johnson, Marty May, June Johnson, J. C. Olsen, Nirska, Gloria Gilbert, the Clark Brothers, William Hayes, Gloria Short, the Three Jigsaws, the Six Mighty Atoms, Lee Barrie, Shirley Anne Basso, Irene Billings, Chiampi, Red Breen, Eugene Carlson, Frank Cook, Dixon and Dugan, Frank Hart, Baron Hopper, John Howes, Billy Kay, Happy Kellems, Joe Madden, Helen Magna, Maurice Millard, Pat Moran, Andy Ratusosch, Shorty Renna, Russ Sobery, George Suzanne and Andy Wollandi.

Olsen and Johnson, aided by arena mogul Arthur Wirtz, are setting their sights for the first time on a brand new field—the auditorium and coliseum—for this high-powered three-hour package. It's the same old O and J formula that's been so successful box-office and entertainmentwise for years.

The opening show ran approximately three hours. It's going to be tough to cut, for all of it was so well received. Gated for huge audiences, little nuances will have to make way for broad, exaggerated playing.

While the choreography, especially on this huge scale, and harmony singing acts are all above average, it's still the O and J blackout style comedy and stooges in the audience that make this an American institution.

It is intended to maintain a \$1 to

MONDAY'S HEROES

(Reviewed Saturday, May 14)

ACTORS' LABORATORY THEATER, HOLLYWOOD

Play in three acts by Les Pine. Presented by the Actors' Lab. Directed by Morris Carnovsky and Sam Gary. Settings by Doris Karnes. Stage manager, John Southall.

Mel.....Peter Virgo Ma.....Angela Clarke Sylva.....Eleanor Pine Robbie.....Jerry Paris Norman.....Philip Pine Elanore.....Macyle Pine Stanley.....David Wolfe Bernice.....Cicely Browne Harry.....Edwin Max SI.....Arthur Batanides Tex.....John Southall Marge.....Marjorie Steele Herb.....Herb Jacobs Bel.....Bel Seriff

Monday's Heroes was born in the Actors' Lab and has a good chance to enjoy lusty life in the East. Les Pine penned it as part of his work with the Lab's writer group.

Story deals with the plight of a divorced mother (Elanore Pine) who works to support and educate her three sons. As they grow into manhood her wealthy, money-hungry husband (Edwin Max) is able to lure one son away from her with the glitter of his ill-gotten gold and almost succeeds in winning the other two—a law student and an unsuccessful dress peddler who is writing his first novel.

Pine's dialog is down-to-earth. His character analysis shows insight. He avoids painting his people in pure whites and blacks, but blends good and bad to portray a realistic picture of a character.

\$2.20 (without tax) level on this show to keep auditoriums doing capacity business. Present itinerary moves the show from its Stadium stand May 30, to the Indianapolis Coliseum June 3 to 12.

Insure Your Vote

Each year for the past five years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Sixth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time. In order to get ballots to players who will not be appearing on Broadway early in May, The Billboard, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to The Billboard today.

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Please forward ballot and eligibility list for the Sixth Annual Donaldson Awards.

Name ..... Address at which mail will be sure to reach you in May .....

NOTE: If you will be working in a Broadway theater in May, don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

LOVE IN UPPER SANDUSKY

(Opened Monday, May 16) LAS PALMAS THEATER, HOLLYWOOD

A comedy by Edward Emerson and Charles Williams. Staged by Jack Daniels. Settings by William Wetherbee. Company manager, Harry Zevin. Stage manager, Harry Uber.

Mrs. George Bently Sr.....Joan Sudlow Aggie.....Marietta Canty George Bently Jr.....Lyle Talbot Lucille Fleming.....Lynnda Mason J. Randolph Manning.....Paul Maxey Tanya Orloff.....Louise Arthur Serpel.....Mickey Little, Peter James Cab Driver.....Harry Uber Edith Morton.....Edith Janis Broder Dan Morton.....Cliff Clark Dr. Brown.....Chester Clute Miss Jackson.....Isabel Brown Reverend Thompson.....John Christian First Policeman.....Al Green Second Policeman.....Leonard Penn Carpenter.....Pat Sexton Painter.....William Wetherbee Wilbur Bently.....Robert Whitman

As a light-hearted farce, Sandusky is generally entertaining. Altho the story is constructed loosely and sags in spots, the offering plays exceedingly well due to sprightly direction by Jack Daniels and excellent performances of a well chosen cast.

Intriguing plot deals with the love life of a middle-aged conservative manufacturer, played to the hilt by Lyle Talbot. George Bently Jr., the aging Romeo, is intent on marrying the fading daughter of a local labor leader after carrying on a 10-year courtship.

Bently's household is upset further with the untimely arrival of Tanya Orloff, a sexy Stalinist chippie who married Bently's son, Wilbur, while the latter was on a tour of army duty in the Orient. The lush-looking Orloff and her precocious six-year-old son by a prior marriage mess things up completely, interfering with Bently's wedding plans and inciting the Bently plant workers to revolt.

As the overcautious weak-willed manufacturer, Lyle Talbot is fine, playing the role for its full comedy value. His transition from weak sister to fearless industrialist is neatly portrayed and convincing.

Supporting cast is excellent, with (See Love in Sandusky on page 48)

Brisbane's 10 Weeks Of Musicals at End

BRISBANE, Australia, May 21.—Will Mahoney, who has been staging musicals at the Cremorne Theater here, has tossed in the sponge after 10 weeks.

Opening biz was tops and Mahoney appeared to have clicked with Brisbane audiences. However, came tram delays (the Cremorne is dependent on transport), attendances dwindled and finally three successive long week-ends with the town emptying for holiday resorts hit the b.o. a knockout punch.

The Cremorne may be booked for an opera season by local orgs and there is a possibility of some straight shows being booked in.

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# Advent of Warmer Weather Increases Drive-In Activities In Eastern Pa., Southern N. J.

## Film Interests Switch to Outdoor Operations

PHILADELPHIA, May 21.—Advent of the warmer weather finds activity mounting among outdoor theaters being rushed to completion in Eastern Pennsylvania and Southern New Jersey, along with announcements of plans for the erection of additional drive-ins. Following the lead of A. M. Ellis and Sablosky Theater interests, other local movie men are turning for the first time to outdoor operations.

Jay Emanuel and Frank McNamee, who operate a chain of theaters in Eastern Pennsylvania, announced that they were linking forces with the Si Fabian interests to build a drive-in theater near Reading. Melvin Fox, another independent chain head, also turns to the outdoors for the first time in linking forces with W. W. Smith's Park-In Theaters, Inc., of Camden, N. J., to erect a drive-in a mile outside of Trenton, N. J. Smith, who already has the Starlight Drive-In at Gloucester, N. J., is rushing completion of the Family Drive-In at Clifton Heights, N. J. Van Lloyd will do the film booking and buying for the Smith drive-ins.

In South Jersey, where Smith combined with the Sablosky interests, the Delsea Drive-In was opened last week. Another open-airer will be built by independent interests at Cape May Court House, the local combine

## Drive-In for Cape Cod

HARTFORD, Conn., May 21.—Cape Cod, Mass., summer resort area, soon will have an outdoor motion picture theater. Louis Segrini, building contractor of Mansfield, Mass., has announced plans to build a 1,000-car capacity drive-in theater at East Dennis, Mass., on Cape Cod. Segrini also plans to operate the theater.

already acquiring the land near that seashore resort.

A. M. Ellis Theaters' 700-car drive-in at Chester, Pa., will be known as the Chester Pike Drive-In and is scheduled for a June debut. Ellis also announced the erection of the Natalie Drive-In, with a 550-car capacity, near Natalie, Pa. Local independent interests also have joined with interests in Allentown, Pa., for the erection and operation of the Mahoning Drive-In near that up-State community.

## M & S Gets Wilmington Okay

WILMINGTON, Del., May 21.—A building permit for the first drive-in in this area was issued last week by the county building inspectors to the M & S Amusement Enterprises granting permission to construct an open-air theater on DuPont Boulevard. Tentatively scheduled for a June bow, theater is being built at a cost of about \$40,000, with a capacity of 1,000 cars. Owners are Sam Tauston and Mel Geller.

## Flickers for Duke Wilcox

HATFIELD, Pa., May 21.—Duke Wilcox, who promotes midget auto races at the Hatfield track here, plans to present motion pictures four times a week during the summer. Track grandstand and bleachers, seating 5,000, will be used, with space for autos to park also.

## MAN AND SUPERMAN

(Continued from page 47)  
 laugh account of himself as a somewhat mentally feeble idealist in the matter of fem charm, and Malcolm Keen continues to snare laughs with a stock portrait of London (circa 1905) successful middle age. Veteran Josephine Brown continues her fine original contribution as the more or less willing stooge for her daughter's machinations, and Victor Sutherland is doing likewise by Shaw's cartoon of Yankee snobbery. James Daly is broadly acceptable as the heir to the Yankee money bags. It seems to this reporter that the production has been let down by only one replacement. Jack Manning's original creation of the chauffeur projected as a small masterpiece of Shavian nose-thumbing at British lower-middle-class independence. Morton Da Costa is adequate, but no more, in a chore that can be made outstanding.  
 The production still makes use of Frederick Stover's three sets, which are admirably adaptable to touring as well as excellently in keeping for the period. The David Ffolkes costumes are ditto. **Bob Francis.**

## LOVE IN SANDUSKY

(Continued from page 47)  
 Paul Maxey as the pompous, labor-baiting industrialist doing stand-out work. Joan Sudlow as Bently's mother, Cliff Clark as the labor union head and Chester Clute as the befuddled family physician all do credit to their roles. Others in the cast worthy of mention include Marietta Canty, Lynnda Mason, Mickey Little, Edith Morton, John Christian and Robert Whitman.  
 With dialog tightened, especially the first act, and a better second act curtain, *Sandusky* should do good biz on the road. As for Broadway, the show might find it tough to compete with current top Stem comedies. **Alan Fischler.**

**Stoolie?**  
 HARTFORD, Conn., May 21.—George E. Landers, local division manager of the E. M. Loew Theaters Circuit, reports that the nightly showing of a trailer on the theater screen, offering a reward of \$25 for information leading to the arrest and conviction of unknown persons stealing speakers at the circuit's Hartford Drive-In Theater led to the apprehension and conviction of four boys, who admitted the thefts.

# Bryants Turn Lecturers With Equal Success

MANSFIELD, O., May 21.—Mrs. Billy Bryant has successfully appended author and lecturer to her widely known sobriquets of actress and "First Lady of the River," the last two gained thru many years of operation of the Bryant Showboat in conjunction with her noted husband, Capt. Billy Bryant.

Like her husband, Mrs. Bryant has turned lecturer and author and during the past school sessions reached the pinnacle set by Captain Billy in that field. She recently completed a lengthy list of high school and college speaking engagements which took her thru Missouri, Illinois, Michigan, Wisconsin, Indiana and Ohio. She already is mulling plans for her 1949-'50 school itinerary under the School Assembly Service, conducted by S. E. Paulus, Chicago.

Altho her agenda was a full one, she managed to sandwich in numerous after-dinner speaking at women's clubs along with appearing as guest speaker at ladies' night programs for the Kiwanis, Lions and Rotary clubs all along her route.

The good captain, currently on a tour of the Carolinas, has been meeting with equal success as that attained by the "First Lady."

## New Drive-In for Tuskegee

TUSKEGEE, Ala., May 21.—A corporation headed by Jasper, Ala., businessmen has announced plans for a new \$50,000 drive-in theater, to be constructed four miles outside the city on the Montgomery Highway. It will have a capacity of 400 cars, with additional seating capacity for patrons riding busses or taxis. Contracts have been let and it is expected that the new theater will be completed and ready for opening about July 1.

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# D. C. JACKPOT FOR R-B SHOW

## Under-Canvas Date Has 60G Advance Sale

Registers a New Record

By Jim McHugh

WASHINGTON, May 21.—A record advance sale for a canvas date, with the take reported to have passed the \$60,000 mark prior to the Tuesday (17) preem, was bagged here by the Ringling Circus. The unparalleled sale was said to have topped \$40,000 by Saturday (14) and the unslackened demand as of Wednesday (18) resulted in General Manager Art Concello allotting three more blocks (about 1,000 seats) for downtown sales. Beginning Wednesday night all remaining performances were destined to be not less than capacity with a few straws in view.

The stand, ending tonight, is for five days as against the three-day showing last year when turnaways ran into the thousands and jammed the Side Show. These same folks, unwilling to again risk facing shuttered ticket wagons, may well have accounted for the terrific advance. Ticket prices, the same as last year, are \$3 for reserved, \$1.50 general admission and 80 cents for kids. The Side Show is 50 cents.

### Season Outlook Bright

As a result of the greeting accorded here, the first stand under the big top, together with the record takes tabbed in both New York and Boston, both arena stands, Big Show personnel, from the top down, are viewing the season with confidence. While the org has not yet sampled pickings in the hinterlands, biz to date justifies the belief that Philadelphia, Baltimore and the New England trek will all pay off. If so, earned resources will be adequate to meet any crises.

With all of the canvas brand new down to the last rest tent, and with plenty of room to lay out on the Benning Road show grounds, Big Bertha presented a handsome appearance. The big top is solid blue with white side walls. All other units are white.

Principal physical changes this season include blues on seat wagons, similar to those employed last year for the first time for the grandstands, and a complete refurbishing of the menagerie. Big top capacity is about 10,000, Concello said. The placing of the blues in permanent form necessitated widening and shortening the main tent and eliminating curves from all seat sections. The blues, which now provide a solid surface for patron's feet and aisles for safety and the easy access of Frank and Paul Miller's butchers, square the big top off at both ends. All four pie-wedged corners are exits with one in the rear serving as the back door.

### Spectacular Menagerie

A decorative jungle theme in the menagerie brought appreciative comments from spectators. Each pole is painted to resemble bamboo and surmounted by a four-leaf green rubber palm frond. The cages, large, roomy

(See D. C. Gives R-B on page 59)

### This Is Flackin', Son

## Zack Miller Out of Ga. Jail; Kids Bid Him Fond Farewell

DANIELSVILLE, Ga., May 21.—Col. Zack T. Miller, owner of 101 Ranch Wild West Show, was released from jail here Tuesday (17). Lonnie Seagraves, Madison County land owner, posted \$250 bond for Miller and his driver, James Colbert.

It all started when Miller and Colbert, returning to Greenville, S. C., Friday (13), after a trip to Perry, Fla., were arrested by highway patrolmen six miles from here. Troopers charged the colonel's car was traveling 75 miles per hour.

Cited to jail, Miller reportedly told Sheriff Pat Coile, "I'll rot in jail before I pay a dime." Coile said Miller refused to plead guilty, refused to stand trial, refused to give bond and added, "I'll spend \$5,000 to beat the charge."

For the four days Miller was in jail, kids flocked to see the "real live cowboy, the man who knew Buffalo Bill Cody and who was a close friend of the late Tom Mix." They brought him coffee because the colonel allowed he was "plumb sick and tired of black iced tea and corn bread."

When Miller's bond was posted by Seagraves, the kids turned out to bid their hero a fond farewell.

While nobody dared mention it to the colonel, press agents think Miller

came up with one of the best space grabbing ideas in a long time. The story made the various wire services and all mentioned the 101 Ranch Wild West Show.

P. S.—A hearing on Miller's case is set for June 25.

## Hammond Gives Hennies Third Winner

Side Show Office-Owned

HAMMOND, Ind., May 21.—Hennies Bros.' Shows, with winning stands at St. Louis and Decatur, Ill., behind it, continued to get good business here this week.

Org, which has had the weather with it since the beginning of its St. Louis stand, had its first night's loss here Thursday (19) but the preceding three nights were clear and warm, with business good. Friday (20) was cold but the folks turned out in surprisingly good numbers to give all departments a strong play.

The Side Show, formerly owned and operated by the Lorow brothers, with Skeeter Lorow in charge, now is office-owned and operated. Skeeter left at Decatur, Ill., with the banners and inside equipment being acquired by the Hennies org. Amos Webb, who had been associated in the operation of the unit, remains on as manager. Most of the unit's personnel also continues with it.

## Royal Empire Back In Michigan After Opening in Toledo

DETROIT, May 21.—Royal Empire Shows, organized this year by Sam Stone and C. Joe Bennett, are back in Michigan after opening April 19 in Toledo. Org plays sponsored dates.

First Michigan lot was Telegraph Road, west of Detroit, where biz was fair. After closing Sunday night (15), org moved to Corunna.

Personnel includes Mr. and Mrs. James Freitas, hi-striker and cook-house; Mr. and Mrs. Frank Dubey, fishpond and hoop-la; Mrs. Louise Garitz, balloon darts; Bud Nickel, razzle dazzle, with Rupert Wolson, agent; Frank Sonoski, scales; Bill Hollingsworth, balloon darts; Hugh Mosier, cork gallery and ball game; Mrs. Charles McGivens, popcorn; Mr. and Mrs. Pierre Venner, bingo; Peggy and Bob Lunis, candy; Mrs. Mabel Hollingsworth, candy floss; Mrs. Louise Garitz, beat-the-dealer; Frieda and Jack Knox, pony ride; Charles (Bill) Hollingsworth, ride superintendent; Slim Martin, Merry-Go-Round manager, with Mrs. Martin, cashier, and Bill Rolph, Ferris Wheel cashier.

## Scandinavian Biz

### O. K., Weather Bad, Jamison Reports

OSLO, Norway, May 21.—Capt. Jimmy Jamison, American high-diver, who has just completed an engagement at Folkets Park in nearby Moss, reports his experiences and preceding engagements in Scandinavia.

After completing business arrangements with Ernest Sahlstrom, Danish booking agent, Jamison left Copenhagen April 10 for Oslo and Stavanger, Norway. Norwegians appeared well fed, well clothed and healthy looking, many of them speaking excellent English and displaying a friendly attitude toward Americans. Food on trains and in hotels is very good but lacks variety. Large room at the Victoria Hotel in Stavanger cost Jamison 10 kronen, approximately \$2 per day.

Jamison opened at Folkets Park, Stavanger, which is about as far north (See Scandinavian Biz on page 57)

## BB Chi Moving

CHICAGO, May 21. — On Tuesday, May 31, the Chicago office of *The Billboard* will move to 188 West Randolph Street, across the street from the Bismarck Hotel. Offices will occupy the 30th floor. Telephone number remains the same, CENTRAL 6-8761.

All communications for outdoor departments dispatched after Friday May 27, should be sent to *The Billboard*, 188 W. Randolph Street, Chicago 1.

## Terrell Jacobs Opens on RAS At St. Louis

Julius Arcade Biz Up

ST. LOUIS, May 21. — Perfect weather greeted the Royal American Shows here Wednesday night (18), the opening night of their annual stand here. Rain, however, hit Thursday (19).

Circus-type show, headed by Terrell Jacobs, is skedded to open here. Bow was expected to be made this week-end, with the unit to be presented under a 70-foot round top, with two 40-foot middle pieces.

The RAS gross at the Memphis Cotton Carnival, where it closed Sunday (15), was off from last year. Off-weather hurt after the stand had been launched to good weather with a first-day gross that topped that for the corresponding day last year.

Surprising aspect on the show this year has been the play given to the Penny Arcade, Harry Julius's Sportland. Each day's gross at Memphis was up more than \$100 over last year and the first night here also showed an increase of more than \$100.

Julius has added some new devices to his Sportland, but he disclaims that that is the reason for the hike in business. Conclusion is that, with money tighter, folks are finding Penny Arcades a place to get more action for their money.

## N. Y. Central Park Builds Roller-Ice Rink With 600G Gift

NEW YORK, May 21. — Central Park's recreational facilities will be vastly increased thru the donation of \$600,000 by Kate Wollman to the city's park department for construction of a large artificial ice skating rink and playground as a memorial to her parents and brothers, former New York bankers.

An additional \$125,000 is to be allocated by the city to provide for the laying of walks, erection of fences and landscaping to tie the rink and play area into the park.

Ice-skating rink, covering one acre, will be flanked at its northern end by a semi-circular building housing a refrigeration system, skate shop, dressing rooms and catering concessions. Site of the recreation center is a natural depression on the East Side of Central Park, opposite 63d Street, which has made it possible to design the service building so that its roof will be level with and form part of the play area, which will be equipped with a shower basin, sand pits, swings, slides and other playground equipment. During the summer the rink will be used for roller skating, dancing and special events.

### Plugs for Barnum Cele

BRIDGEPORT, Conn., May 21.—The Post Office Department this week authorized the use of a special cancellation die which will plug the planned cele honoring the memory of the late P. T. Barnum. The cancellation, which will appear on every piece of mail leaving this city, will read: Barnum Festival, June 10-14, 1949, Bridgeport, Conn.



**Close-Ups:**

# 50 Years of Action Haven't Put The Breaks on Gerald Snellens

By Jim McHugh

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

ALTHO hale and hearty and still vigorously pursuing his normal around-the-clock routine at 65, Gerald Snellens, general-contracting-press agent of World of Mirth Shows, is already the subject of legends. Any Eastern gathering of show folks is more likely than not to turn to the life of Gerald for conversational fodder. Few tales hold more interest for the alfresco brethren, since the character involved is as colorful as the brilliant-hued neon which forms the backdrop for so many of his exploits which, in turn, cover an encyclopedic range and include all walks of life.

Ever since he stumbled on to the lot of Jerry Mugivan's Howe's Great London Circus 50 years ago at the age of 15 to start inauspiciously as a potato peeler, Gerald has managed to make folks aware of him. Since then his accomplishments and experiences have been well chronicled by eye-witnesses and are borne out by Gerald himself, except for a few yarns at which even his extraordinary extrovert nature rebels.

**Lowly Beginning**

Gerald was fortunate in that when he ran away from his St. Louis home he fell head-long into his proper niche in life. He is as intensely happy with show business now as he was when he started, despite the scullery duties that occupied him. In three years with the Howe show he graduated to second cook and then to the job of candy butcher, which was more to his liking, since it appeased his natural desire for money and taught him the value of the first count.

After two years of trouping with Robinson's Famous Show, Gerald joined the Hagenbeck-Wallace Circus where he was assistant boss butcher for 14 years. In 1926 he was made boss butcher and held that post until 1929. In 1930 he joined Max Linderman on the Bernard! Greater Shows, which was later to become the World of Mirth, and there he has remained, serving now under Frank Bergen, who took over the show after his partner, Linderman died.

Gerald was well equipped to supervise butchers. He knew all the tricks of the trade and was quick to spot a guy with sticky fingers, since he had gone thru the mill himself. Checking hawkers in and out required considerable mental agility since the play, especially on hot days, was fast. In later (See 50 Years of Action on page 71)



GERALD SNELLENS

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Good Quality ★ Portability  
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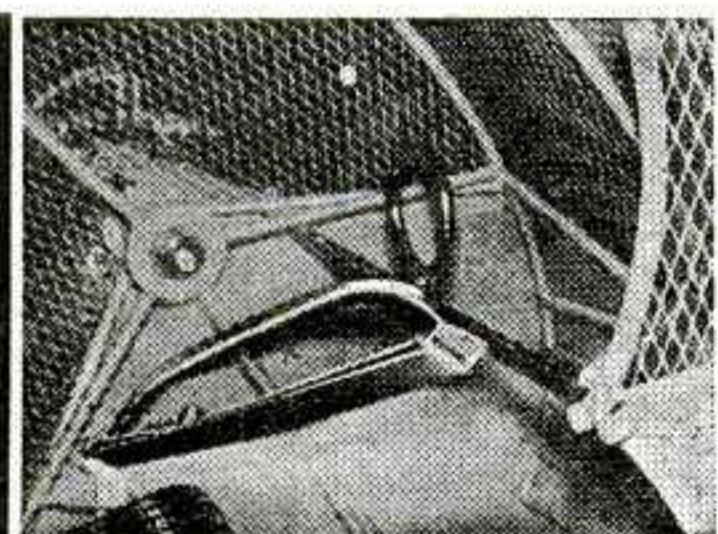
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**RIDE OWNERS** are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt, new standard equipment on new 1949 models. This steady, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



Portable One-Truck Rides for Carnivals

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- ROCK-O-PLANE
- ROLLOPLANE
- FLY-O-PLANE

**EYERLY AIRCRAFT CO.**  
SALEM, OREGON

**Wanted To Buy Or Rent ONE PORTABLE BAND SHELL**

Size and price to John W. Leahy, General Manager of the Great Danbury Fair, Danbury, Conn.

**Out in the Open**

Art Hoard has signed again as announcer for Jack Kochman's World Champions Hell Drivers. . . Tommy Sacco, Chicago booker, will furnish rides, concessions and shows for the Highland, Ind., celebration July 1-4. Sacco also reports inking the United Liberty Shows for the midway at Chicago Heights, Ill., June 15-16. He says that the Great Siegfried opened May 1 at Tivoli Park, Odense, Denmark. Other Siegfried dates include Liseberg Park, Gothenburg, and Folk Park, Malmo, in Sweden; Aalborg and Copenhagen, Denmark, and Stockholm.

Boyle Woolfolk, Chicago booker, has signed contracts with Sioux Empire Fair, Sioux Falls, S. D., August 21-26, for Jimmy Dorsey's ork, the Harmonicats, the Roxettes and Walter Nilsson, unicycle. Woolfolk recently won first prize in a baseball contest sponsored by a Chicago newspaper. . . Charlie Zemater, Chicago booker, ill last week, is back at his desk. . . W. O. King, owner of the King Amusement Company, Mount Clemens, Mich., reports he is shopping for a kiddie park site. . . The Regina (Sask.) Leader-Post recently carried a feature on Russ Morrell, owner of a Wild Life Show, Merry-Go-Round and Ferris Wheel, who is playing Saskatchewan dates.

L. T. (Pete) Christian, Richmond, Va., caught the Big One in Washington Wednesday (18). . . Harry A. Illions, owner-operator of Celeron Park, Jamestown, N. Y., recently wired one of his senators that he had paid more than \$40,000 in excise taxes as the result of his 1948 operation and that this figure represented the difference between profit and loss. A sympathetic reply was received and Harry is urging fellow parkmen to give their congressional representative a strong pitch on behalf of an excise tax cut.

Len Humphreys, a recent visitor in New York, conferred with Joe Hughes and Herman Blumenfeld, of the Hamid office, on plans for the Montreal Police Circus at the Montreal Stadium June 10-19. Humphreys also put in some time arranging passports and visas. Foreign acts set to appear with the Hamid-Morton Shrine Circus at Montreal May 21-28. . . Mr. and Mrs. Bob Morton and Len Hum-

phreys, of the Hamid-Morton Circus, will leave for Europe early in July on a combined business-pleasure trip.

George P. Dorsey, who operated one of the first motorized circuses and retired with a bundle prior to the depression, partied a notable gathering of showfolk and fans during the Big One's Washington run. Treated to dinner at Fan and Bill's were J. C. (Tommy) Thomas, Frank and Paul Miller, Marshall Johnson, John Kries, Morris Lipsky and Harry Freedman. . . Gladys Shelley, whose hubby, Irving, is co-owner with his brother Jack, of Palisades (N. J.) Amusement Park, has authored another song, "Take It Easy Arthur," which has been recorded by Johnny Dee and his ork for Regent. This makes her third tune in a year, the others being "Amusement Park Waltz" and "Engagement Waltz."

Sam Howard has booked his Aqua Thrills again for the Sports and Travel Show to be held next spring in the International Amphitheater, Chicago. . . Charlie Duple, Dodson's Imperial Shows, visited Fred Mohr, brother-in-law of the late Jerry Mugivan, president of the American Circus Corporation, when the Dodson org played Terre Haute, Ind. Duple was with Mugivan, Bowers & Ballard in 1914 and later was trombonist with Ringling-Barnum. . . Art Craner, for 12 years manager of It's May Day in Los Banos Celebration, will confer with directors in Los Angeles June 3 to plan for the 1950 event. . . Gilbert Reichert, former Side Show performer, is ticket man at the House That Jack Built, Edgewater Park, Detroit.

**Olean, Hornell, N.Y., So-So for Biller Org**

OLEAN, N. Y., May 21.—Two New York spots, Olean and Hornell, proved just so-so for Biller Bros.' Circus. Both matinee and night shows got under way late here and attendance was light. It was a near three-quarter matinee and a half-house at night.

Hornell gave with ideal weather and fair biz. Show officials reported business has increased the last 10 days.



**Beautiful New Navy SIGNAL FLAGS!**

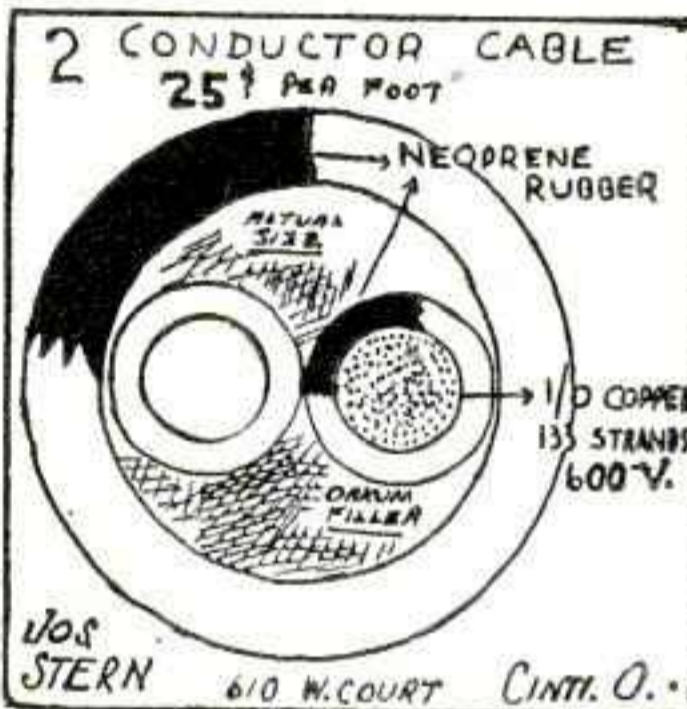
Ideal for carnivals, amusement parks, shows, circuses, dance halls! Complete set of 26 different "alphabet" SIGNAL FLAGS, made originally for U. S. Navy battleships, now released as war surplus. All brand new and in perfect condition. Size—48"x48". Brilliant fast colors; fine long-wearing bunting. All different—no two flags alike! Each equipped with metal clasp for easy hanging. Use them indoors or out. Complete set of 26 FLAGS FOR \$13.95!

Order by mail today! Send check or money order (add \$2.00 for postage and handling) or order C. O. D. Immediate delivery. Satisfaction guaranteed.

**HUGH CLAY PAULK Dept. F-15**  
813 No. Kansas Ave., Topeka, Kansas

**NEW CHEVROLET TRUCKS**

**Immediate Delivery**  
Special Showmen Finance Plan  
Call or Wire  
**HAROLD (WHITIE) ELLIOTT**  
FELD CHEVROLET COMPANY  
Kansas City, Kansas



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**RIDE HI MFG. CO.**  
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1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.  
WRITE FOR CATALOG, ETC.  
**U. S. RIDING DEVICES CORP.**  
HARRY WITT  
298 Junius St. Brooklyn, N. Y.

**FOR SALE**

Portable Auto Scooter, 12 Lusse Scooter Cars. Now operating in Park. \$7,000 Cash. No Deals.  
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303 Greystone Apt., Chattanooga, Tenn.

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NEW MODEL 80

Modern Beautiful Livable Sturdy

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BLEACHERS STADIUM SEATS RIOT PROOF FOLDING CHAIRS

**U.S. SEATING CO.**  
570 7th AVE. N.Y.C (41st St.) LO. 4-3524

# Talent Topics

Charles Davitt and Joe and Wally Beach caught the Hamid-Morton Circus in New Haven, Conn., and visited the Flying Hartzells, Hip Raymond, Rube Simonds, Saso Capman, Slim Collins, Bozo Cosmo, Florenz, Roy Barrett and Mr. and Mrs. Roy Thomas.

Ernie Young inked contracts with the La Crosse (Wis.) Interstate Fair, August 9-14, for Sam Howard's Aqua Thrills; Ebony Trio, trampoline; Farias Duo, roly-poly; Cortelloy's Hollywood Scandals, dogs; Two Glorians, hand balancing, and Ulaine Malloy, aerialist. Young also booked Howard Nichols, juggler; Ten Rockets, acro; Miss Gabrielle, horse act; Dak Chung, contortion-tumbling; Ebony Trio; Missing Brothers, comedy acro; The Malinos,

balancing, and Betty Willis, dogs, on Super Circus, WENR-TV, Chicago, show, two Sundays (22-29). . . . Capt. Roy Simms, high pole, opened Monday (23) for two weeks at Edgewater Park, Detroit.

Ricardo and Gracie Orton, high act with the O. C. Buck Shows, visited Harvey and Miss Luxem, high act on the Allen Smith Shows.

## Fayetteville, Ark., Rodeo Registers Okay Business

FAYETTEVILLE, Ark., May 21.—The fourth annual three-day Fayetteville Stampede and Rodeo (6-8), registered good biz, despite threatening weather.

Billie Veach, Lenapah, Okla., provided the stock. Poley Doucett was arena director. Other officials: Marge Monroe, arena secretary; Faye Blackstone and Louise Mefford, timers; Dittman Mitchell, announcer; Vic Blackstone and Fred Wofford, judges; Buddy Mefford, flat judge, and Jim Inman and Bill Lawrence, pick-up men.

Acts included Cecil Cornish, horses; Ike Tacker, trick mule; Roscoe Armstrong Family; Orval Mann, clown, and Marge Monroe, Cecil Cornish, Ruby Tacker and Norman Shoulders, trick riding, Johnnie Lee Wills, Tulsa, Okla., was guest star.

Visitors included Dottie Keenan, Mr. and Mrs. Homer Todd and Pete Adams.

### Rodeo winners follow:

Bareback bronk riding: Jack Bushbaum, first; T. J. Enyart, second; Bill Williams, third; Jake Monroe, fourth, and Elmer Martin and Cecil Woods split fifth and sixth.

Calf roping: Jess Goodspeed, first; Red Beason, second; Byron Wofford, third; Ernest Beatty fourth; Glenn Harp, fifth, and Bill Lawrence, sixth.

Saddle bronk riding: Harry McFall, first; Ken Hargis, second; Red Sloan, Roy Martin and Jim Shoulders, split third, fourth and fifth, and Chuck Dent, sixth.

Brahma bull riding: Gene Peacock, first; Marvin Shoulders, second; Booger Bryant, third; Buck Kellogg, fourth, and Seek Secerest and Bill Bynum, split fifth and sixth.

Steer wrestling: Harold Ridley, first; Red Sloan and Jake Monroe, split second and third; Charlie Colbert, fourth; Dick Johnson, fifth, and Junior Eskew, sixth.

## Circus Historical Society

E. F. Titus, of Valparaiso, Chile, reports the additions of photographs of Jacqueline Terry, Pudgy Stockton and Barbara La May to his contortion collection.

The Baraboo, Wis., Chamber of Commerce is arranging a Circus Festival in conjunction with the CHS convention.

Fay Reed, recovered from a recent illness, caught the Shrine Circus when it played Minneapolis. Dad White visited Terrill Jacobs when Barnes Bros. played Chicago. John Van Matre attended the CFA convention in Hagerstown, Md.

S. Baker, of Australia, and D. D. Strait, Sidney, N. Y., contributed to the flower fund.

Bob King, Richmond, Ind., will fill out the unexpired term of John Crowley as secretary. Crowley resigned because of illness.

Walter Pietschmann, treasurer of CHS, is president of the Greater Detroit Camera Club Council. John Van Matre presented the writer with an album of shots of the new Pawling Great London Circus. Maurice Alaire, vice-president, is waiting July 14, when Cole Bros. plays Portland, Me.—BETTE LEONARD.

## A. C. Pool Parking Lot

ATLANTIC CITY, May 21.—The Hygeia swimming pool site, former landmark on the Boardwalk, is to become a parking lot. The pool plot, measuring 200 by 150 feet, was obtained by the city thru tax foreclosure, and a bid was entered with the city for rental of the site as a parking lot for the summer season.

## Robotcashier Hits Market

PROVIDENCE, May 21.—A new coin receiving device, Robotcashier, has been placed on the market by Money - Meters, Inc., Providence. Unique feature is the "coin suspension." Coins dropped in the unit, fan out and are visible between two glass plates, and remain in that position until they disappear into the cash vault. Robotcashier is designed for cafeterias, food stands, soda fountains, diners, cigar counters and the like.

## Baltimore Gives Selles

### Light Biz; Pataskala Good

BALTIMORE, May 21. — Selles Bros., playing a two-day stand here Monday and Tuesday (16-17), garnered only light biz. Org played only single shows both days.

Three performances in Pataskala, O., Friday and Saturday (13-14), accounted for good biz. Opening show was capacity, with matinee light. Second day it was a straw at night.

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GENERATORS  
TRUCKS**

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Now for immediate delivery — a full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment terms for you.

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**NEW CHEVROLET TRUCKS**

**SPECIAL FINANCE PLAN FOR SHOWMEN**

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**SACRIFICE**

For sale or will trade for Arcade Machines or kid rides. One Ezeway Custard Machine, like new, cost over \$2,000.00, will sacrifice, \$1,000.00. One late model Manley Popcorn Machine, cost \$800.00, will take \$400.00. 1 lot 11 Arcade Machines, worth \$500.00 to any arcade, \$100.00.

**LAMBERT BROS.**

Playland Park Houston, Texas Mohawk 6-2232

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HERE'S THE COMPLETE WORKS for the flashiest promotion stunt you can get at any price. Light up the sky miles high with this giant searchlight equipment . . . you'll stir up the folks for miles around . . . and they'll come flocking in. The 800,000,000 candle-power beam of this giant five-foot searchlight is loaded with drawing power. There's mystery . . . excitement . . . fascination for your show for thousands and thousands of people to see:



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Terms: \$250 down, balance sight draft.

Refer to Pilgrim Trust Co., Boston

**What Do You Get In This Equipment?**

Everything you need to shoot that giant beam to the clouds is included in the Net Price—THE COMPLETE WORKS. Here's what it is:

- ★ 800 million candle-power 5-foot searchlight mounted on its own trailer with 4 rubber tires.
- ★ Electric power plant which includes 20 kilowatt generator, 85 h.p. gasoline engine, mounted on its own 4-wheel, rubber-tired trailer.
- ★ All the necessary cables, controls, carbons, spare parts.

**THERE'S NOTHING ELSE TO BUY! IT'S COMPLETE, SELF-CONTAINED AND READY TO USE.**

**MOUNTED ON YOUR OWN TRUCK AT NO EXTRA CHARGE**

The searchlight and power plant may be mounted on your own flat-bed truck if it is more convenient for you to operate that way. Bring your truck to us and we will do the mounting at no extra charge.

**EXTRA CARBONS—5c PER PAIR**

Order extra carbons now, with this searchlight equipment, or if you already have a searchlight you may order them separately, at what is to our knowledge the lowest price ever offered. 500 pairs to a case. Minimum order is two cases. Because of rock-bottom prices, cash must accompany order.

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USED — BUT PERFECT . . . AND BARGAIN PRICED FOR QUICK SALE

Best and cheapest seating you ever bought for money like this. Each bench seats 4 with room to spare — 5 with a little pinch. Stands 17½ inches high—hard wood seat measures 17"x9". Folding type angle iron legs with metal brace and lock. Used but in good condition. Rush your order for a sample.

**LOTS of 10 or MORE EACH ONLY \$2.00**

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**STARK'S** 509 S. State St., Dept. BB6, Chicago 5, Ill.







W. E. Attra.: Crawfordsville, Ark.  
 Weaver, L. O.: Marshalltown, Ia.; Alton 30-June 4.  
 Whalen & Riley: Madison, Kan.  
 White Star Attra.: Bellefontaine, O.  
 White's Rides: Briceville, Tenn.; Caryville 30-June 4.  
 Wilson's Famous: Canton, Ill.; Galva 30-June 4.  
 Wolf Greater: Oelwein, Ia.; Austin, Minn., 30-June 5.  
 Wolfe Am.: Moorefield, W. Va.; Petersburg 30-June 4.  
 World of Mirth: Elizabeth, N. J.  
 World of Pleasure: Muskegon, Mich., 25-June 4.  
 World of Today: Leavenworth, Kan.

**Circus Routes**

Send to  
 2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Vallejo, Calif., 24; Napa 25; Woodland 26; Roseville 27; Reno, Nev., 28-29; Marysville, Calif., 30; Chico 31; Reading June 1; Ashland, Ore., 2; Medford 3; Roseburg 4; Albany 5.  
 Beers-Barnes: Galva, Ill., 24.  
 Biller Bros.: Danbury, Conn., 24; Meriden 25; Holyoke, Mass., 26; Bristol, Conn., 27; Middletown 28; Taunton, Mass., 30.  
 Clyde Bros.: Fort Madison, Ia., 29-30; Peoria, Ill., June 5-7.  
 Dalley Bros.: Alma, Mich., 25; Bay City 26; Owosso 27; Flint 28.  
 Dales: Tamaqua, Pa., 24; Hazleton 25; Lehigh-ton 26; Bethlehem 27; Stroudsburg 28.  
 Davenport, Orrin: Edmonton, Alta., Can., 23-28; Saskatoon, Sask., 30-June 4.  
 Gainesville Community: Corpus Christi, Tex., June 3-4.  
 Gould, Jay: Belle Plaine, Ia., 26-30; Eldora 31-June 1; Northfield, Minn., 3-4.  
 Gran Circo Americano: Arecibo, P. R., 24-30.  
 Hamid-Morton: Montreal, Que., Can., 23-28.  
 Hunt Bros.: Caldwell, N. J., 24; Little Falls 25; Riverdale 26; Hasbrouck Heights 27; Ridgefield Park 28.  
 Kelly & Morris: Abingdon, Ill., 24; Dallas City 25; LaHarpe 26; Warsaw 28; Macomb 29.  
 Kelly, Al G., & Miller Bros.: Alva, Okla., 24; Coldwater, Kan., 25; LaCrosse 26-28.  
 King Bros.: Sterling, Ill., 24; Clinton, Ia., 25; Cedar Rapids 26; Waterloo 27; Mason City 28; Albert Lea, Minn., 30.  
 Lisogar, Ray, Theater Circus: Chillicothe, Mo., 25-26; Marceline 27; Macon 28; Monroe City 29; Fayette 31; Slater June 1; Marshall 2.

Mills Bros.: Huntington, Ind., 24; Kokomo 25; Richmond 26; Elwood 27; Crawfordsville 28; Charleston, Ill., 30; Tuscola 31; Taylorville June 1; Litchfield 2; Staunton 3; Alton 4.  
 Pawling, John: Millersburg, O., 26.  
 Polack Bros. (Eastern): (City Auditorium) Galveston, Tex., 23-25; (York Park) Victoria 27-28; (Stadium) Corpus Christi 30-June 2.  
 Polack Bros. (Western): (Auditorium) San Francisco, Calif., 23-29; Stockton 31-June 6.  
 Ringling Bros. and Barnum & Bailey: Philadelphia, Pa., 23-28; Williamsport 30; Pittston 31; Easton June 1; Wilmington, Del., 2; Baltimore, Md., 3-4.  
 Rogers Bros.: Reidsville, N. C., 24; Greensboro 25; Leaksville 26; Burlington 27; Danville, Va., 28; Durham, N. C., 30.  
 Robbins Bros.: Cortland, N. Y., 24; Geneva 25; Newark 26; Medina 27; Lockport 28; Niagara Falls 30.  
 Seal Bros.: Stevensville, Mont., 27.  
 Selles Bros.: Mt. Sterling, O., 24; Darbydale 25; Galloway 26; Hilliards 27-28; Plain City 30; West Jefferson 31.

**Misc. Routes**

Send to  
 2160 Patterson St., Cincinnati 22, O.

Ameri-Congo Animal Expedition: Dawsonville, Ga., 24; Dahlonega 25-26; Cleveland 27-28; Clarksville 30-31; Clayton June 1-2; Hiawasee 3-4.  
 Marquis-Karson Show: (Plymouth) Plymouth, N. C., 25; (Boulevard) Salisbury, Md., 26; (Island) Chicoteague, Va., 27; (Shore) Milford, Del., 28.  
 Miller's, Irvin C., Brown-Skin Models: (Ritz) Monroe, La., 25; (Palace) Vicksburg, Miss., 26; (Vesper) Pine Bluff, Ark., 27; (Gem) Little Rock 28; (Palace) Memphis, Tenn., 30-June 4.  
 Pan-American Animal Exhibit: Guntersville, Ala., 25-28; Cullman 27-29.  
 Stout, Toby & Ora, Players: Mascoutah, Ill., 30-June 4.

**Jack O'Diamonds Schedules Fredericksburg, Tex., Date**

FREDERICKSBURG, Tex., May 21.—Capt. O'Diamonds, thrill show op, is booked here Sunday (29) and in Kerrville, Tex., June 5. O'Diamonds plans a trip to Albuquerque in the near future.  
 Lucky Ray Stinnett left to work rodeos. Wild Bill Reams and Ed (Crash) Bailey joined.  
 Unit has a new 1949 Willys station wagon on the advance. Jack LeDay is program director. O'Diamonds's permanent address is 401 East Polk St., Harlingen, Tex.

**There're Plenty Chips in Sticks, Ag. Dept. Says**

WASHINGTON, May 21.—Traveling shows hitting the sticks should find available cash just about the same as last year, according to latest figures from the Department of Agriculture.

May income of farmers for all products will hit the \$2,000,000,000-mark, according to the department. This is an increase of some 5 per cent over April and only slightly below May of last year. For the first five months of the year, farmer cash receipts will be approximately \$10,000,000,000—again slightly less than for the same period last year, Agriculture estimates.

The type of farm product grown in a particular area a show is playing is likely to have an effect on the ready cash. Livestock country is in the doldrums with the money intake running more than 10 per cent below last year. The corn belt is better off, according to Agriculture's fact gleaners. Heavy May marketing of corn is bringing the farmer's gross ahead of last year.

Wheat country is likely to prove poor. The agency reports that "receipts for wheat and most other food grains will be less than two-thirds of their 1948 level because of lower prices and reduced marketing."

Cash intake for truck farmers is also off because of sagging prices, despite heavier marketing. On the other hand, fruit growers have better prospects because prices are up and marketing about the same as 1948.

In tobacco areas cash receipts are off about 7 per cent from last year. The cotton belt, however, is up some 5 per cent dollar-wise from 1948.

Lumping the various crops, total cash receipts are perhaps 1 per cent less than last year at this time. Outlook for the remainder of the year is bearish, with Agriculture holding to previous estimates that 1949 farm cash receipts will be off at least 8 per cent from 1948.

**Scandinavian Biz Okay, Says Jamison**

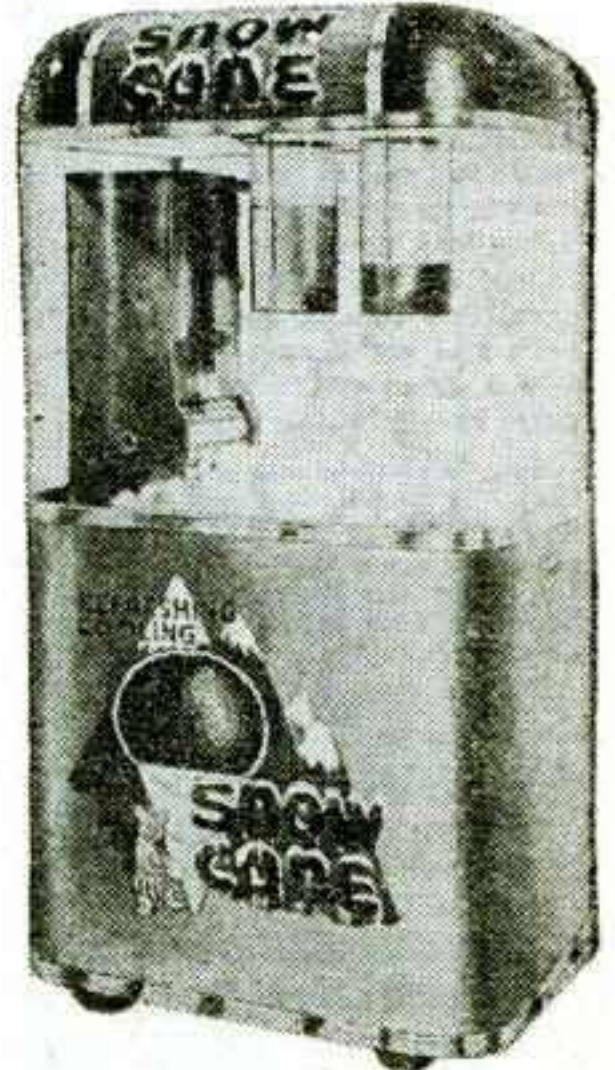
(Continued from page 50)  
 as Juneau, Alaska, April 23. Despite snow, hail and rain a crowd of about 8,000 turned out for the night show. On Sunday (24) two shows were given before big crowds. Heavy overcoats were much in evidence.

Olaf Wilhelm, emcee and press agent at the Stavanger park, speaks English and is helpful to acts Jamison says. Director Rundquist suffered a heart attack and was advised to remain in bed for a month. Jamison spent part of his stay at the home of Leonard, old-time contortionist who formerly trouped with the Hagenbeck-Wallace Circus and toured America's vaude circuits.

**Weather Bad**  
 At Bergen, Jamison performed in spite of cold and constant rain. Bergenites do not seem to mind the rain and came out in good numbers. Other acts on the bill were the Blondie Hartley Sisters, trapeze, and Jose Mario, contortionist.

All Scandinavian parks seem to be using plenty of free acts and the crowds expect two or more even at the smallest parks. Open-air dancing gets money and there are an Auto Skooter, a Funhouse, aerial swings and about 20 concessions in the park at Bergen. Owner-manager is Hans Lund, a smart showman, who resembles Al Wagner of the Cavalcade of Amusements, Jamison says. Behind the park is an almost perpendicular cliff about 313 meters high, with a fine restaurant on top, served by cable cars climbing up at a 45-degree angle. It is called the Flojen.

Operators report  
**POLAR PETE**  
 Snow Cone Machine  
**MAKES**  
 highest profits,



**BIGGEST**  
 sales and most  
**MONEY!**

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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.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

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STURDY OAK STAINLESS STEEL HOOPS

**GIVE TO THE DAMON RUNYON CANCER FUND**









## UNDER THE MARQUEE

Russ Campman Jr. cards he caught Hunt Bros.' Circus when it played Norristown, Pa., under auspices of the American Business Club. Org did capacity biz, he reported.

When a show goes broke it's none too soon for the trouper that is tired of staying with it to reap the benefits of its future.

Members of the Con Colleano Tent, CFA, New Haven, Conn., caught the Hamid-Morton Circus in New Haven. Group included Dr. and Mrs. Harold Staples, Mr. and Mrs. John Kries, Mr. and Mrs. John M. Ulrich and Mr. and Mrs. Leslie B. Ulrich. . . . George Flannagan, Sommerville, N. J., caught Hunt Bros.' Circus recently. . . . Ben H. Liddon, former treasurer of Wallace Bros.' Circus, who has been ill in Pittsburgh several months, has returned to Detroit to re-establish the Advance Service Company, hotel supply firm.

In the old home town, a real sport was the guy who excelled at inveigling lithograph passes from billers.

The Snell Brothers, clowns, returned to Chicago last week after playing the Shrine Circus in Kokomo, Ind. They open the fair season for Barnes-Carruthers July 2 at Kankakee, Ill. . . . The Glen Henrys and Jo Myers family recently visited Mr. and Mrs. James M. Cole and son, Jimmy, at their home in Penn Yan, N. Y. The Coles recently returned from Havana, where they presented their elephant act. They have joined the Jay Gould Circus. . . . Bluch Landolf, clown on the Big One for many years, entered Springfield (Mass.) hospital for treatment Wednesday (18).

Easygoing show is one on which it's all right to start coming to the lot late after being with it for a couple of weeks.

En route from Evansville, Ind., to Aurora, Ill., J. Raymond Morris stopped over in Joliet, Ill., and visited with Tommy Rowland, stage manager of Rialto Theater. In Aurora, he visited with Clint W. Finney, former general agent, who has a collection of circus pictures. . . . Mell Henry arrived in the States May 1 after four years in Colombia and Chile, South America, with Spiller's sea lions. He now is clowning at Pontchartrain Beach, New Orleans, and on leaving there in June will go to Mexico to fill an engagement with Paco Miller, playing theaters. When he goes to England he will change name and billing to Enrique De-Mell.

Latest report from the Association of Left Behind Women is that an old wife of an old trouper hates to be left at home more than does a young wife of a young one.

Bev Kelley, Cole Bros.' top press agent, is singing the praises of Don Lang, member of his staff. Lang, says Bev, did a bang-up advance job in Columbus, O. "Three of his clicks were front-page before the show hit town. It's his first season of trouping, altho we were together before, when he worked with me at the National Foundation of Infantile Paralysis and at the rodeo in Madison Square Garden," Bev wrote. . . . Visitors to Hunt Bros.' Circus in Philadelphia included Mr. and Mrs. Alf F. Wheeler, George E. Roberts, Joe Conway, J. Rudolph Conway, Jim Hassan, Bill Moll, Russell Campman, Mr. and Mrs. Charles B. Kistler and Jim MacInnes. Charles T. Hunt Sr. recently purchased six matched

Palomino horses to be broken next winter for a Liberty act.

In spite of the glowing accounts of loyalty and being the backbone of a show, workingmen think they'd look more dignified while sitting in staff chairs under a marquee.

Mills Bros. will be in Richmond, Ind., May 26, playing a matinee only on the Richmond State Hospital grounds. About 1,350 patients will attend, the public not being admitted. It is strictly a benefit for the patients. . . . S. Whitie Russell, circus cook, is off the road this year and is following his trade in Indianapolis. . . . Nitz Borza and Clara Delbosq, performers with Polack Bros.' Eastern Unit, had appendectomies Friday morning (6) at Breckenridge Hospital, Austin, Tex. They were stricken night of May 4. While recuperating, they were treated royally by the Ben Hur Shrine Temple, the boys sending flowers, candy and cards daily. Mrs. Charles Borza remained with them. They rejoined the org in Waco, Tex. CFA Leland (See Under the Marquee on page 65)

## D. C. Gives R-B 60G in Advance

(Continued from page 59)

Braden had the town alone while Roland Butler and Allen Lester shot the opening guns in Philadelphia.

The show train, with J. C. (Tommy) Thomas contracting, has made excellent time to date. Following a record run that brought equipment here from Sarasota, Fla., another fast move was made by the sections coming in from Boston.

Numerous visitors on the lot Wednesday included George P. Dorsey, who operated one of the first motorized circuses; Marshall Johnson, Melvin D. Hildreth, Morris Lipsky, whose org, Johnny J. Jones Exposition vacated this lot just two weeks ago, and E. Lawrence Phillips.

### Road Program

Display 1.-Damoo Dhotre, mixed animals; Rudolph Mathies' tigers. Display 2.-Los Onas, 2 Jacks, Morals, perch. Display 3.-Ugo Troupe, elephant leaps. Display 4.-Clowns. Display 5.-Riding Zoppes, Justino Loyals and Riding Bostocks. Display 6.-Guti's Gorilla Parody. Display 7.-Principal spec. "Birthdays." Display 8.-Unus, equilibrist. Display 9.-Clown car. Display 10.-Czeslan Mroczowski, Gena Lipkowska and Andre Fox, Liberty horses. Display 11.-Aerial Ballet with Alma Plala, Kay Clarke and Jean Sleeter. Display 12.-Clowns. Display 13.-Rola Rola; Grecian Joanidies and Lola Dobritch. Display 14.-Francis Brunn, juggler; Asia Boys and Franklin Astrid Duo, equilibrists. Display 15.-Mandos Sisters, Three Margas, Ira Millette, La Norma, aerialists. Display 16.-Lou Jacobs and midget auto. Display 17.-Elephants. Display 18.-Geraldos, aerialists. Display 19.-Peterson's Jockey Dogs; Patterson's Ponies; Bostock's Mules. Display 20.-Clowns. Display 21.-Flying acts. Display 22.-Clowns. Display 23.-San Francisco spec. Display 24.-Clown production, "School Daze." Display 25.-Romanos, Boginos, Robenis, Gt. Bokaros, acrobats. Display 26.-Alzanas, high wire. Display 27.-Finale, "The Glorious Fourth."

## Rain Sloughs Dales Org On Lock Haven, Pa., Stand

LOCK HAVEN, Pa., May 21.—An all-day rain sloughed Dales Circus here Monday (16), org getting scant attendance at both shows.

At State College Station, Pa., Saturday (14), show registered two full ones. Blairsville, Pa., Thursday (12), gave only light biz.

## Heron Adds Two Exhibits

NEWTON, Kan., May 21.—An Aoudad sheep and a tame golden eagle were recently added to the James Heron Wild Life and Animal Oddities Exhibit, now playing the Midwest. Tom Lafferty, lion trainer, and his wife, en route to the Coast, were visitors here. At a recent two-day stand in Sulphur, Okla., the show was visited by Tom Edwards, vet trouper from the days of Bill Newton's Honest Bill Show. Clarence Auskings, Heron's general agent, has purchased a new station wagon.

## To Keep the Record Straight . . .

Rumor has it that I have passed away. As with Mark Twain, my passing on has been "greatly exaggerated." It is heartening to know that so many people were concerned about me. I am now convalescing at my home in Van Nuys, California, and expect to be active again in a few weeks.

Very Truly Yours,  
**IRVING J. POLACK,**  
 Managing Director,  
 Polack Bros.' Circus

## To Keep the Record Up to Date . . .

**Polack Bros.' Circus continues to topple all past records on the Pacific Coast. Look at these attendance figures:**

**90,000 in SACRAMENTO**

14th annual engagement for Ben Ali Temple. Contracted again for 1950.

**15,000 in SANTA ROSA**

Limited 2-day engagement for Shrine Club. Contracted again for 1950.

**125,000 in OAKLAND**

9th annual engagement for Ahmes Temple. Contracted again for 1950.

**Cream of the World's Choicest Circus Talent**

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## Jim Carpenter Unveils Omaha Carter Lake Kid Spot May 28

OMAHA, May 21.—Carter Lake Kiddieland, owned by Mr. and Mrs. Jim Carpenter, bows here Saturday (28) in Levi Carter Park, Omaha's largest city park.

Spot will have nine rides, including Allan Herschell's Little Dipper and Auto ride and Miniature Train; Addison Train; H. E. Ewart Company's Ferris Wheel, C. W. Parker's Merry-Go-Round, King Amusement's Pony Cart ride, Mar-Craft Company's Boat ride, Beam Manufacturing Company's Motor Scooters and a pony ride.

Carpenter has an extensive advertising campaign in progress, including 24-sheets, radio spots, newspaper

ads and a movie featurette at a local theater. Premium promotion also is tied in with the advertising.

Grand opening will feature free gifts, rides, drawings and sports contests. Many special events thruout the season will be sponsored by the City Park and Recreation Commission.

The Carpenters, long active in outdoor show business, also own, along with Harry Richman, Silver States and Great Plains shows.

## Flint Opening Big; Radio Seg Proves Winner

FLINT, Mich., May 21.—Flint Park, operated by Dr. L. H. Firestone and Howard Oviatt, bowed Friday (13) to excellent business.

Spot this year features a new kiddieland and a new Ferris Wheel. The Roller Coaster has been rebuilt.

A half-hour radio show, preceding opening day, proved a hit. Recordings, made at all park attractions, described and explained each amusement device. Park officials believe this gimmick helped hypo attendance.

Walter (Sailor) Sala, formerly of Edgewater Park, Detroit, has the refreshment and games concessions this year.

## Hamid Skeds Name Orks for Steel Pier

ATLANTIC CITY, May 21.—George A. Hamid, owner-operator of the Steel Pier, has inked Claude Thornhill's ork for dancing this weekend with the Harry James band set as the May 28-30 week-end attraction.

Patsy Garrett heads the Music Hall show which includes the Whitaker Brothers, Phil Lawrence and Mitzi, Trip and Fall and the Danwoods. Alex Bartha's band will keep the ballroom's dance music continuous.

MOOSE JAW, Sask., May 21.—Moose Jaw's Wild Animal Park has added black bear triplets to its line-up.

## CONEY ISLAND, N. Y.

By UNO

Starting with a dinner-dance April 28 in the Towers Hotel, Brooklyn, which marked the 26th anniversary of the Chamber of Commerce and, at which, George C. McCullough was installed prexy for a second term, as well as other officers, by Municipal Court Justice Roger J. Brock. Coney un-wintered to usher in another summer season. Present were many city officials. Former Police Commissioner George V. McLaughlin, president of the Brooklyn Trust Company, one of the speakers, urged for that much looked for and promised project, the construction of the aquarium. Brooklyn postmaster Edward Quigley stressed the need for larger local post office space and Chief City Magistrate Edgar Bromberger, for more courtroom. Thomas H. Tesauero, local lumber magnate, was toastmaster and Allan F. Kramer, chairman of the dinner committee. Latter was voted a load of thanks at a subsequent meeting for scoring a record by way of chalking up a first time financial success in such COC affairs.

Dave Rosen's Palace of Wonders this year features a host of attractions including newcomers Melvin, the boy with two faces, and Lucy

## WFIL - Woodside Promotion Involves 100,000 in Philly

PHILADELPHIA, May 21.— Approximately 100,000 strips of tickets, entitling holders to free and half-price rides on various units, were distributed by Station WFIL for the third annual WFIL Day at Woodside Park here today. The station enlisted the co-operation of civic, business and political groups, as well as youth centers and labor organizations, in distributing the ride tickets. In some sections of the city, milkmen delivered the tickets door to door.

Besides mailing thousands of tickets to listeners, WFIL broadcast spot announcements of the big outdoor party. As further attractions, the station is offering door prizes and is presenting afternoon and evening shows featuring WFIL entertainers. Among the radio entertainers scheduled to appear today are Farmer Jones, Leroy Miller, Tom Moorehead, Mary Jones, the Sleepy Hollow Gang, the Magic Lady, the Choraleens and the Songmasters. A special fireworks display after the evening show will conclude the day's activities.

## Olympic Starts Daily Operation

IRVINGTON, N. J., May 21.— Olympic Park is celebrating its official opening today, going into regular summer schedule with everything open excepting the park's big swim pool, which will open next Saturday (28).

Opening bill of the open-air circus has a good line-up of acts, with William Kerrigan, horizontal bars; Kric and Kroc, acro comics; the Torelli Sisters' dog and pony show, and the Sensational Torinas, high thrill act. Joe Basile's Band will again occupy the park's bandstand for two concerts daily and play the two circus performances.

First special event scheduled by Owner-Manager Henry Guenther is a big Decoration Day celebration, May 30, with patriotic concerts by Basile's Band and a fireworks display presented by Fred C. Murray, of the International Fireworks Company.

Olympic's second preview, last Saturday (14) and Sunday (15), drew heavy attendance both days, with Sunday's crowd one of the biggest pre-season turnouts in years.

## Gotham Spots Get First Big Week-End Play

NEW YORK, May 21.—Last week-end, with hot and humid weather, brought out the season's first big crowds to shore resorts and amusement parks in the New York area. Coney Island drew the biggest turnout Sunday (15), with attendance estimated at 550,000. Rockaway Beach was jammed with autos and reported 100,000 fresh-air fans on the Boardwalk. Jones Beach, only in partial operation, drew 30,000.

While A. Joseph Geist's big Playland Amusement Park at Rockaway Beach is open nightly and on Saturday afternoons the Rockaway season does not get into full swing until Decoration Day. Geist is enlarging his park with an annex in which a group of rides including a miniature railway and several kiddie rides, are nearing completion.

Jones Beach, primarily a swim and tan spot, h's its stride this week-end when pools and surf facilities will be set to welcome aquatic fans.

Definitely competing for attendance with the outdoor resorts last Sunday (15) was New York's big I Am an American Day festa which drew 1,250,000 civic-minded persons to Central Park. Outdoor show biz was represented by Fred C. Murray, chaplain of the National Showmen's Association, who occupied a spot on the speakers' platform.

## Asbury Park Leases Granted to E. Gibson

ASBURY PARK, N. J., May 21.— Thru a new lease granted by the city council Thursday (19), Edward M. Gibson was granted control over a large section of the beach, from the Eighth Avenue jetty to Convention Hall.

The new lease gives Gibson's operating firm, the Berkeley Operating Company, control over about three additional blocks of beach, above that granted the firm last December, which called for a minimum guarantee of \$19,000 annually to the city for a period of four years.

In addition to the beach grant, Wilson also was given a four-year lease on the Seventh Avenue swim pool, formerly municipally operated, for an added \$2,000 annual minimum guarantee to the city.

The Redikers, owners of the Monte Carlo Pool, have been given a building permit to construct a steel and concrete tunnel from the pool to the beach, at a cost of \$27,000.

## Jantzen's Pools Open

PORTLAND, Ore., May 21.—Jantzen Beach's three pools opened for the season Saturday (14).

## Court Postpones Indian Lake Case

BELLEFONTAINE, O., May 21.— Upon the petition of counsels, Auglaize County Common Pleas Judge Jacob L. Koenig Wednesday (18) indefinitely postponed the case involving State-owned land that had been leased at Russell's Point on Indian Lake.

The case involves French L. Wilgus, ousted Indian Lake concessionaire, and Charles L. Horvath, Cleveland. Wilgus has been refused a lease on property at the lake and the State conservation division has given Horvath a lease. Wilgus has a temporary order restraining Horvath from occupying the land, on which are several buildings owned by Wilgus.

## Detroit Spots Feeling Effect Of Ford Strike

DETROIT, May 21.—Detroit funspots this week began to feel the effects of the Ford Motor strike. Crowds are holding but spending is off.

General drop was reported at Edgewater and Jefferson Beach, altho Jack Dickstein, Edgewater manager, and Harry Stahl, of Jefferson Beach, said it was not alarming. Up-State, Walled Lake, operated by Fred W. Pearce, and currently open on week-ends only, also is feeling the labor unrest.

Court action against Eastwood, scheduled Tuesday (17), was postponed a month. Spot has a new archery concession which is proving a big draw. Owner Michael Engelbrink has decked out attendants in Indian regalia.

Jefferson Beach started daily operation Friday (20).

## Coney Island Luna Again Hit by Fire

NEW YORK, May 21.—One of the last structures surviving the series of fires which have swept Luna Park since the big fire of 1944, the two-story frame administration building, was destroyed by fire late last Sunday (15) afternoon.

The 50-year old building, which served as a movie house prior to the opening of Luna Park in 1903, had been used to store salvaged materials from the burnt-out park which is being cleared to make way for a parking lot. This material and other equipment stored in the building was also destroyed.

The location of the building near the former entrance of the park is just off Surf Avenue, the Main Stem of Coney Island, and flames and smoke drew a big crowd, which was held in check by police. Flames spread to ties of the elevated section of the subway lines in front of the burning building and tied up train traffic between the Eighth Street station and the Stillwill Avenue terminus.

## Flood Threatens Portland Funspots

PORTLAND, Ore., May 21.—Flood waters of the Columbia and Willamette rivers, which inundated Jantzen Beach and Oaks Park last year, again are threatening.

Jantzen Beach erected a barricade to protect the midget race track and also installed drainage pumps.

PARKS

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 Initiation ..... \$10.00  
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**CONEY ISLAND, N. Y.**  
 (Continue from opposite page)  
 increased space will change the entire ride center from its present 100 x 150 feet to 190 x 450 feet.  
 Joe Bonsignore, operator of the Bob Sled on Bowery and Thompson's Roller Coaster on Surf, who came into possession of the entire Luna Park Surf Avenue front with the exception of three spots controlled by other interests last fall at a cost of \$200,000, has transformed this development into a new architectural picture. Where two Luna towers stood for a long time and where formerly was the entrance to Sea Beach Palace there have been erected two groups of fire-proof, one-story, brick and steel structures. One takes in a set of three 60 feet wide stores and, the other, a set of six 180 feet wide; all to be sublet to concessionaires thru John Larkin, Coney realtor. Back of these is the large plot where 45-year-old Luna Park was before a big fire in 1944 devastated the major part. Here the ground is being cleared of the ruins and leveled off to make room for an immense parking lot with entrance on West 12th Street. Two of the smaller Bonsignore buildings already rented are to be occupied by Philomena Hopstock with a skill ball game moved over from Feltman's directly opposite and by Virginia Munday, an Island newcomer, with a three-unit Electric Freeze custard concession.

Eden Musee wax works, a Coney landmark the last 35 years, has finally changed hands with Samuel W. Goumpertz selling out to William Meinch, of the electrical contracting Meinchs. . . . Sandy Ehrmann, whose brother Monroe is Coney's publicity chief, has been made manager of Stanley Gersh and Sam Garber's Play the Races. Another brother, Butch, is manager of Eddie's Five-Star Final on Surf. . . . Steeplechase Park had its official opening May 21. . . . Moe Silberman, prexy of the Coney Carnival Company that promotes Mardi Gras activities, has signed for an additional five-year lease of his Arcade on the Boardwalk that houses a Five-Star Final game, which will lengthen his tenancy to 20 years.

Tom Tesauo, former prexy, has been elected chairman of the board of directors of the Chamber of Commerce; also recently appointed director of the Brooklyn Boro Gas. He is also a member of the board of trustees of the Harbor Hospital now in possession of the Half Moon Hotel. . . . Two Bowery block pavements between Steeplechase and Kensington Walks, long ugly, treacherous thoroughfares for pedestrians, have been repaved with concrete by landlords Allan F. Kramer, I. H. Klein and George McCullough to whom and for which concessionaires on the site are devoutly thankful. . . . David Katz, known as the Mayor of Coney, was honored for his 15th year in office by members of the Old Time Locality Mayors, Inc., with a dinner at the Breezy Seven Seas eatery on Surf, recently.

Ben Brenner and Al Ross, of the Imperial Distributing Company, makers and dealers in Imperial Pix machines and Panorama machine distributors, plan to vacate their office and factory after 10 years of Coney stay and move the latter part of the season to larger quarters either in New York or Brooklyn, preferably the latter. . . . C. J. Hilbert, local manager of Consolidated Edison, has been appointed chairman of promotional activities of the Chamber of Commerce in charge of the fireworks and proposed air show. . . . Stanley Gersh is about to market a new coin machine product, one that serves up a sun-tan spray. Also an automatic coupon or ticket serving machine that works in conjunction with such games as The Races, Fascination, etc. Also recently shipped units of 50 each of The Races to individual ops at Wildwood, N. J., and Jacksonville Beach, Fla., for Decoration Day openings.

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 With option of renewal, Merry-Go-Round, must have organ; also Funhouse. We have 40x80 good Top for Animal Show. Ex. Custard, Lead Gallery, Diggers, Basketball, Punks, Fish Pond, Pan Game, etc., OPEN. Want Banner Man with car. Hi Striker and Balloon Darts. Free bus service radius 25 miles. Free gate and parking. No passes, grift or gyps. Mel Dodson, answer Reg. Jenny. All here WILL have preference this winter my Deep South Park.  
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 Fun House at famous Cedar Point, Sandusky, Ohio, for lease for summer season. Rent \$350 for entire summer, plus regular park terms. Opens June 18. Completely equipped ready for operation, or will sell or trade for real estate if desired. Original cost of building and equipment, \$9000. Sacrifice for 1/3. Write MR. BOB, 3614 Euclid Ave., Cleveland, Ohio, or telephone Cleveland, EXpress 0259; evenings, LONGacre 6467.

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FLORIDA

Crestview—American Legion Harvest Fair. Oct. 3-8. H. A. King.
Pensacola—Pensacola Interstate Fair. Oct. 17-22. J. E. Frenkel.
Tallahassee—Leon Co. Fair Assn. Oct. 11-15. Lloyd Rhoden.

GEORGIA

Albany—Southwest Ga. Fair Assn. Week of Oct. 31. Ralph Allison.
Americus—Sumter Co. Fair Assn. Oct. 3rd Week. O. C. Johnson.
Ashburn—Turner Co. Am. Legion Fair. Oct. 31-Nov. 5. A. V. Akin Jr.
Athens—Athens Agri. Fair. Oct. 10-15. D. L. Branyon.

IDAHO

Blackfoot—Eastern Idaho State Fair. Sept. 13-17. Ruth O. Hartkopf.
Boise—Western Idaho State Fair. Aug. 23-27. Clara E. Hunt.
Burley—Cassia Co. Fair. Aug. 25-27. Saul H. Clark.

ILLINOIS

Albion—Edwards Co. Fair Assn. Aug. 22-26. Loy L. Thread.
Aledo—Mercer Co. Agri. Assn. Aug. 30-Sept. 2. John McHard.
Altamont—Effingham Co. Fair. Aug. 7-12. Mart Alwert.

Henry—Marshall-Putnam Fair. Aug. 30-Sept. 3. R. H. Monier, Sparland, Ill.
Highland—Madison Co. Fair Assn. Aug. 4-7. J. H. Wilson.
Kankakee—Kankakee Fair Assn. Aug. 8-12. Walter Ricks.

INDIANA

Akron—Akron Agri. Fair Assn. Sept. 14-18. A. M. Price.
Anderson—Anderson Free Fair Assn. July 4-9. Earl J. McCaree.
Auburn—DeKalb Co. Free Fair. Sept. 13-17. W. F. Walter, St. Joe, Ind.

Goshen—Elkhart Co. Fair. Sept. 12-17. Roy M. Amos.
Greencastle—Putnam Co. Fair. Aug. 8-13. Roy C. Sutherland.
Hamlet—Starke Co. 4-H Club Fair. Aug. 3-6. Tom Bell, Knox, Ind.

IOWA

Adel—Dallas Co. Fair Assn. Aug. 18-20. J. Dwight Brown.
Albia—Monroe Co. Fair Assn. Aug. 17-19. Lloyd M. Reid.
Algona—Kossuth Co. Fair. Aug. 17-20. L. W. Nitchals.

Guthrie Center—Guthrie Co. Fair. Sept. 6-9. M. L. Branson.
Hampton—Franklin Co. Fair. Aug. 22-24. Glenn D. Craighton.
Harlan—Shelby Co. Fair. Assn. Aug. 15-18. J. H. Frederickson.

KANSAS

Abilene—Central Kan. Free Fair. Aug. 22-26. Leonard Pike.
Anthony—Anthony Fair Assn. July 20-23. Edwin C. Toler.
Auburn—Auburn Grange Fair. Oct. 7-8. Mrs. Ina Cellers.









York—York Interstate Fair. Sept. 13-17. Samuel S. Lewis.
Youngsville—Youngsville Community Fair. Sept. 7-10. R. P. Crippen.

RHODE ISLAND

East Greenwich—Rocky Hill Fair. Aug. 23-28. Warren F. Moorehead.
West Kingston—Rhode Island State Fair. Aug. 30-Sept. 5. Louis V. Jackvony Jr.

SOUTH CAROLINA

Bishopville—Lee Co. Fair Assn. Oct. 31-Nov. 5. O. R. Kligore Jr.
Camden—Kershaw Co. Fair. Oct. 10-15. J. D. Crawford.
Charleston—Charleston Fair Assn. Oct. 31-Nov. 5. W. M. Frampton.

SOUTH DAKOTA

Aberdeen—Brown Co. 4-H Fair. Aug. 24-27. G. J. Bassingwaite.
Edgemont—Fall River Co. Fair. Sept. 5-6. B. W. Keating.
Gettysburg—Potter Co. Fair. Aug. 22-24. Rayburn A. Butrum.

TENNESSEE

Alamo—American Legion Fair. Oct. 1st week. P. B. Fewell.
Ashland City—Cheatham Co. Fair Assn. Sept. 29-Oct. 1. Brantley Smith.
Athens—McMinn & Meigs Twin-County Fair. Sept. 26-Oct. 1. H. L. Moses.

Murfreesboro—Mid-State Colored Fair. Aug. 25-27. William H. Butler.
Nashville—Tennessee State Fair. Sept. 19-24. L. E. Griffin.
Oneida—Scott Co. Fair. Sept. 1-3. E. C. Terry.

TEXAS

Abilene—West Texas Fair Assn. Sept. 26-Oct. 1. Frank Cleveland.
Amarillo—Tri-State Expo. Oct. 3-9. Rex B. Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 11-18. L. E. Bumgarner, Freeport, Tex.

UTAH

Coalville—Summit Co. Fair. Aug. 25-27. Ralph Rees.
Deseret—Millard Co. Fair & Rodeo. Aug. 19-20. Cecil Warner.
Heber—Wasatch Co. Fair. Aug. 12-13. Mrs. A. C. Moulton.

VERMONT

Barton—Orleans Co. Fair Assn. Aug. 18-20. Louise A. Gallup, Orleans, Vt.
Essex Junction—Champlain Valley Expo. Aug. 29-Sept. 4. H. K. Drury.
Hartland—Hartland Fair. Aug. 24-26. M. P. Rogers, Woodstock, Vt.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Oct. 17-22. W. M. Gannaway.
Bland—Bland Co. Fair Assn. Sept. 8-10. T. E. Mallory.

Chase City—Mecklenburg Co. Fair Assn. Oct. 10-14. G. E. Moss.
Chesterfield—Chesterfield Co. Fair Assn. Sept. 22-24. J. C. McKesson, Richmond, Va.
Clintwood—Farmers Fair. Sept. 8-10. Alfred A. Skeen Jr.

WASHINGTON

Bremerton—Kitsap Co. Fair Assn. Aug. 25-28. G. L. McDonald.
Centralia—Southwest Washington Fair. Aug. 25-28. Arthur Ehret.
Davenport—Lincoln Co. Fair Assn. Sept. 8-10. C. Ross Trout.

WEST VIRGINIA

Charleston—West Virginia Agri. and Indust. Fair. Sept. 3-11. T. H. McGovern.
Daybrook—Clay District Fair. Sept. 15-17. Mrs. Scott Bunner, R. 2, Fairview, W. Va.
Gassaway—Lions Club Community Fair. Aug. 15-20. Carl I. Skidmore.

WISCONSIN

Antigo—Langlade Co. 4-H Fair. Aug. 5-7. Ira V. Goodell.
Athens—Athens Agri. Assn. Aug. 29-Sept. 1. R. Neuschwander.
Baraboo—Sauk Co. Agri. Soc. Aug. 29-Sept. 1. George W. Davies, North Freedom, Wis.

Darlington—Lafayette Co. Agri. Soc. Aug. 11-14. Neilus R. Larson.
De Pere—Northeastern Fair. Aug. 19-23. R. O. Planert.
Durand—Pepin Co. Junior Fair. Aug. 26-27. T. A. Parker.
Eagle River—Vilas Co. Agri. Soc. Aug. 19-21. Herman M. Smith.

WYOMING

Afton—Lincoln Co. Fair. Aug. 26-27. Buffalo—Johnson Co. Fair. Aug. 24-26. William B. Long.
Casper—Central Wyoming Fair. Aug. 16-20. H. L. Rains.
Douglas—Wyoming State Fair. Aug. 31-Sept. 3. Earl W. Farnsworth.

CANADA

ALBERTA

Calgary—Calgary Exhn. & Stampede. July 11-16. J. Charles Yule.
Edmonton—Edmonton Exhn July 18-23. Barbara E. Bannerman.
Lethbridge—Lethbridge & Dist. Exhn. & Rodeo. June 27-29. C. E. Parry.











**New ELECTRIC CORN POPPER**



**TAVERNS  
SCHOOLS  
DRUG STORES  
BUS STOPS,  
ETC.**

By all means cash in on the big pop corn business with an Excel, the only low priced big popper on the market. 100# Premium Hulless Pop Corn, 1 case Popzit Plus Seasoning, 1000 10¢ size Glassine Printed Bags, 1 case Special Salt.

The complete deal only \$110.90. Write us now for complete circular. Act quick, get ready for spring.

**INDIANA POP CORN CO.**  
MUNCIE, IND.  
(20 years in business)

Jack Gallagher reported a profitable week at Mount Clemens, Mich. . . Charles Lee's United Shows are playing Detroit lots. . . Frankie Hamilton and Irving Borker have concessions on Majestic Greater Shows. . . Stanford Baker has his new Dark ride on the W. G. Wade Shows. . . Ora A. (Pop) Baker reports business only fair. . . Royal Empire Shows, operated by Joe Bennett and Sammy Stone, are playing around Detroit.

Line-up of the Side Show on Foley & Burk Shows includes Dolores Cornardo, fat girl; Lawrence La Londe, talker; Bob Morton, tickets; Fritz LaArgo, ticket taker; Jesus Gonzalles, seal boy; Ariene Frances, illusions; Dodie Surtees, emcee; Slitzie, pinhead; Jerry Fitzgerald, torture box, and Joe Victor, midget fire-eater. Helen Barry is in the annex. . . Daisy Butler, well-known in outdoor show circles, is in a Detroit hospital suffering with lobar pneumonia. . . Ruth LaArgo, penguin girl on A. J. Budd's Side Show on Crafts Shows, will join the Side Show on Douglas Greater Shows soon. Zandou will replace Ruth as the attraction on Crafts Shows.

Time has already begun the healing process by which can be repaired the damaged prestige of a would-be big shot who failed to get a table close to a dias at a showmen's club banquet.

Personnel of Nat Mercy's "Vanity Revue" on the World of Mirth Shows includes eight Dottie Lane girls, specialty dancers Iris Gayle and Phylis Carrol; Elaine Adair, fan dancer; Ravel and Diane, dance team; Patti Daye, vocalist; Tommy Keating, emcee; Bunny Baer, feature strip, and Herbie Burke, comic. Herb Gayle's six-piece combo provides the music. Mercy is talker, Joe Leison, electrician, and Kenny Kay, boss canvasser. Show was produced and costumed by Dottie Lane. . . Merry-Go-Round line-up on Royal American Shows includes Margaret Engberg, Blackie Michet and Shorty Joe. . . Snap Wyatt Studios, specializing in carnival and circus banners, have shifted headquarters to Highway 541, one mile south of the 22d Street Causeway, Tampa. Previously the firm operated on Franklin Street. . . Homer Scott's Georgia Amusement Company played a second week in Gordon, Ga., to fair biz. . . J. C. Smith, manager of the Macon, Ga., municipal swimming pool, will book kiddie rides at pool entrance.

Vernon Hoff, recently on the sick list, has recovered and is playing the Varga Club, Newport, Ky. . . Elmer F. Cote, of the shows bearing his name, had his Merry-Go-Round at the carnival, sponsored by the University of Detroit, on the Michigan State Fair grounds May 14-15. Charles H. Stapleton, of the House of Stapleton, furnished the concessions operated by the sponsor.

Houston Notes: Eddie Davis and Roxy Fiber have a watermelon stand on South Main Street. . . Promoters O. D. and Ray Lavelly are repairing their midget race track at Playland Park Stadium. . . Frank Dubick, in the Veterans Hospital, Batavia, N. Y., reports his operation was successful and that he'll open a booking office here May 30. . . C. W. Bass and Bully McNeil opened the Club Shalimar on Harrisburg Boulevard. . . Bozo St. Clair and Jack Coyle, comedy act, are at the Ringside Club. Coyle has recovered from injuries sustained in a recent train accident. . . Red Ford returned from Oklahoma City. . . Ginger Lynn is in Houston Osteopathic Hospital.

**ROLAND E. CHAMPAGNE**  
Owner-Manager

**RALPH JACOBS**  
General Manager and Business Agent

PRESENTS

**CONTINENTAL SHOWS, INC.**  
THE SHOW OF HIGH STANDARDS

**IN REVIEW**  
Not The Largest But Positively  
**THE FINEST**  
8 RIDES — 5 SHOWS  
ONEONTA, N. Y., MAY 23-28.

RIDES—Tilt-a-Whirl, Rocket, Caterpillar or Rides not conflicting; own transportation. SHOWS—Motor Drome, excellent territory; Snake Show, Fun House, Glass House, Wild Life. CONCESSIONS—Photo Gallery, Slum Bowling Alley, Snow Cone, Basket Ball, Hanky Panks of all kinds, Beautiful Spots! GIRLS—For Posing, Girl Shows and Stella, contact Fred Perkins. "Wire Immediately."

PERSONNEL—Secretary, Al Champagne; Advance Man, Fred Perkins; Stenographer, Irene Champagne; Lot Supervisor, Frenchy Doucette. Oneonta, N. Y., this week; then as per route.

**JIMMIE CHANOS SHOWS**  
WANT

Legitimate Concessions of all kind. Hi Striker, Pitch-Till-Win, Custard or Ice Cream, Ball Games, Fish Pond, Dart Games or any other legitimate concession. Want Monkey Show, good proposition for Ten-in-One or Side Show or any other Show with own outfit for only committee money. This Show has ten office-owned Rides and no gate. Have six fairs. Also want Penny Arcade and Girls for good Girl Show.

**All Replies To JIMMY CHANOS**  
Winchester, Ind., c/o JIMMIE CHANOS SHOWS.

**ALLEGHANY EXPOSITION SHOWS**  
ONE OF THE BEST

BIG DECORATION WEEK CELEBRATION, FROSTBURG, MD., MAY 30TH TO JUNE 4TH. WANTED: Can place any major Ride not conflicting, low percentage. CONCESSIONS: Can place Hanky Panks of all kinds. This show is routed thru Pennsylvania playing proven money spots until Labor Day then South. RIDE HELP: Can place Second Men who can drive; good treatment, top wages. Address all communications and wires to:

**L. C. HECK, Gen. Mgr.**  
THOMAS, WEST VIRGINIA, THIS WEEK.  
P. S.: Charlie Johnson can place high class girls for Parisian Follies, top wages.

**S. B. WEINTROUB**  
WANT WANT  
AGENTS FOR THE FOLLOWING STORES

Pan Game, Pea Pool and all Dice Games, Spindles, Bowling Alley, Watch-La, Heart Shape Hoop-La. Also Truck Drivers and General Help, come on, will place you. Sapulpa, Okla., in City Park all this week. Care CRESCENT AMUSEMENT CO.

**VINCE McCABE WANTS**  
CAPABLE MAN FOR GROCERY STORE, STOCK WHEEL AGENT, MUST BE EXPERIENCED. COUNTERMAN FOR BINGO. ADDRESS:  
c/o SUNSET AMUSEMENT COMPANY  
Shenandoah, Iowa, this week; Ft. Dodge, Ia., next week.

**WANT WANT**  
**TAYLOR BROS.' OUTDOOR AMUSEMENT**  
For VFW mammoth district convention at McCool, Md., May 30th  
Experienced Ride Help, Shows of merit, Girl Show. Wonderful territory. Few more legitimate Concessions, Pitch-Till-Win, Dart Balloons.  
Martinsburg, W. Va., May 23 to 28. Phone: Martinsburg 1936-R.

**MOTOR STATE SHOWS**  
Can place legitimate concessions. Have open week in June and one in July in Michigan. Secretaries, get in touch. Want Tilt Foreman and Foreman for Little Beautys; semi drivers. Ed Schultz wants P. C. Dealers.  
**JOE FREDERICK, Mgr.**  
2263 Newton, Detroit 11, Michigan.

**PLAYTIME SHOWS**  
#2 UNIT  
Want for Memorial Week in Quincy Stadium, with Wakefield and Gloucester to follow. Grind Stores and Stock Wheels, one more Kiddie Ride and any worth-while Show.  
BOX 206, QUINCY, MASS.

**CONTRACTING NOW FOR OUTSTANDING ROUTE OF FAIRS**

ANDERSON, INDIANA  
COLUMBUS, OHIO  
SPRINGFIELD  
DAVENPORT  
DETROIT  
LOUISVILLE  
MEMPHIS  
HUTCHINSON  
LITTLE ROCK  
DALLAS

Shows of all kinds. Must be fully equipped and capably operated. Give full description.  
Reply:  
**RAY MARSH BRYDON**  
917 Wilson Ave. Chicago, Ill.

**WANT**  
Sober, reliable Ride Help that drive semi trailers. Drunks, stay where you are. Concessions: Novelties, either Percentage or Flat privilege, Glass Pitch, other Hanky Pank Concessions open. All replies  
**L. J. HETH SHOWS**  
Madisonville, Kentucky now; Owensboro, Kentucky next week.

**CARNIVAL WANTED**  
JULY 4TH WEEK  
For 30 year bona fide Celebration. Lot located inside city for this event. Strong audiences to work with. Everything else O. K.  
**W. B. STOUT**  
Box 67 Harriman, Tenn.

**EMILE WIPPER**  
Get In Touch With Your Mother.  
**Mrs. Dillon**  
1735 N. 37th Ave. Stone Park, Ill.

**RIDES WANTED**  
4 Big Days — July 1, 2, 3, 4  
4th Annual Mundelein Days Celebration sponsored jointly by Legion, Lions Club and Fire Dept. Attendance last year, 15,000. All good spenders—no sightseers. Contact Immediately:  
**HAROLD I. TENNYSON**  
Mundelein, Ill.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$75.00 Bingo Top, 20x20, 4 way scollop.  
\$15.00 Mounted Moose Head, large antlers.  
\$50.00 Pair Genuine Elephant Ears, very large.  
\$35.00 Concession Top with side wall, 9x14 ft.  
13¢ Ea. Pennant Flags on streamers, 12x18; others.  
**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 4, Pa.

**BILL HAMES SHOWS, INC.**  
WANTS WANTS  
Foremen for Looper, Caterpillar, Pretzel, Little Dipper. Can also use Help on about 15 Rides. Must be sober. Want Man to operate Wagon Fun House. Want organized Minstrel Show. Can place Shows of merit with own outfits. Can place a few legitimate Concessions. Would like to hear from Help of all kinds for Rides and Train Show. We play the cream of Texas Celebrations and Fairs. Address:  
**BILL HAMES SHOWS, INC., P. O. BOX 1377, FT. WORTH, TEXAS.**



NEW! NEW!

**EVANS' UMBRELLA WHEEL**

Another sensational Evans Wheel—another great winner for this and many seasons to come! It has the flash and appealing action that gets you plenty of protection for a rainy day! This laydown wheel offers 8 propositions in addition to 16 numbers. Play on odd or even, high or low, red or black, etc. Beautiful red, white and blue trim with new characters and numbers in gold. Includes 36"x50" layout.

Write for information immediately!

**H. C. EVANS & CO.**  
1528 W. Adams St. Chicago 7, Ill.

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**  
**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

**WANT LEGITIMATE GAME CONCESSIONS**  
Have openings for a few legitimate Grind Stores on several of our units.  
**GOODING AMUSEMENT COMPANY**  
1300 Norton Avenue Columbus, Ohio

**WANT CARNIVAL**  
For week, July 4th. Sponsored by Disabled C Veterans  
Write  
**MATTHEW COX**  
Box 2018, Windham, Ohio.

**WANTED**  
Foremen for Tilt-a-Whirl and Ferris Wheel on our Illinois unit. No drunks or chasers. Good wages to those who qualify.  
**PECK AMUSEMENT CO.**  
Watseka, Illinois, May 25-29; Lockport, Illinois, May 30-June 6.

**WANT TALKER, INSIDE MAN, GOOD ANNEX ATTRACTION (no sex), Useful Side Show People. Long season on Pacific Coast.**  
**A. J. BUDD**  
1815 Powell St. San Francisco 11, Calif.

**FROM THE LOTS**

**Hammond**  
HOUSTON, May 21.—Business here only fair, Owner Bob Hammond and Ralph Wagner, manager, report. Org will play Houston area until June 30 when fairs and celebrations start. Rides are all office-owned with the exception of the Spitfire and little train, owned and operated by Joe and Pauline Rider, who also have the popcorn concession. Hammond purchased a new Cadillac. Delivery is expected soon on three new Chevrolet tractors and a new kiddie ride. Mr. and Mrs. Ralph Wagner are the parents of a son, born April 29. Irish McWilliams, recently discharged from McKenney Hospital, following surgery, operates the cork gallery for the office. Eddie Clark, who suffered a heart attack, is recuperating. He and Swede Taylor operate the rolldown. Concessionaires include Mr. and Mrs. J. B. Failey Jr. and John T. Driscoll, eats; J. B. Bailey Sr., floss and snow cones; C. B. Archer, slum; Eddie Gillaspay and Rocky Bauman, coke bottles; Earl Brown, tattoo; Lonnie Carr, clothespins; Grady Ford, slum; Mrs. Grady Ford, glass pitch; H. G. Chase, spinner; Dorothy Veillon, cat rack; Bessie Kuhns, bingo manager, and Ralph Nettles, caller. Sam Baxter and Bobbie Harrington are in charge of the maintenance and electrical departments.

Joe King and Ray Maynard operate the Knife Palace. They have it booked with the Tobe McFarland Shows for the Br ham, Tex., Maifest. Ride line-up includes Merry-Go-Round, Johnny Campbell, Clarence Johnson and Mrs. Bobbie Harrington, ticket seller; Ferris Wheel, Slim Stanbury and Opal Johnson, ticket seller; Tilt-a-Whirl, Gregory and Steve Kosilla.

**Johnny T. Tinsley**  
ATLANTA, May 21.—After five weeks of rain and cold the show caught its first good weather here to score one of the best weeks since it started playing lots here several years ago. Org preemed in Greenville, S. C., and garnered good biz whenever weather permitted. Shows and rides were ahead of last year and concessions reported excellent biz. Rain washed out the entire week at Elberton, Ga. Two weeks on different lots in Augusta, Ga., were only fair because of rain and cold. Rides and show fronts are all lighted with fluorescent, as are the six light towers. Show is carrying a Funhouse, big snake, Motordrome, Monkey Show, Iron Lung and Side Show and about 38 concessions. Sid Alcidos' Sky Rockets are the free act. Staff includes Johnny Tinsley, owner; Mrs. Mayo Tinsley, secretary-treasurer; Tommy Thompson, manager; Gordon Crandall, ride superintendent; Bob Brockway, chief electrician; W. R. Hicks, concession manager and Red Hutchinson, night watchman, mail and The Billboard sales agent.—WILLIAM R. HICKS.

**Blue Grass**  
BEDFORD, Ind., May 21.—Org closed a week's stand here Saturday (14) to okay biz. Highlight was a kiddies' matinee Saturday. Two previous dates, Vincennes, Ind., and Owensboro, Ky., the latter the org's bow, also were okay. C. C. Groscurth, owner, celebrated his birthday in Russellville, Ky. Red Lester, popcorn, underwent an appendix operation. Howard Easto went to Detroit to visit his hospitalized son. The "Ladies' Free Monday Nights" and the Saturday bicycle giveaways are getting results. Visitors: L. H. Kibby, William Lambert, Herb Shive, Frank Owens, Bob Heth, Mr. and Mrs. Blackie Ogelsby and Mayor Beth of Vincennes.—EDGAR C. MAY.

**Drago Amusement**  
PERU, Ind., May 21.—Org opened here May 14, weather and biz being fair. Rides were repaired and decorated in quarters. Owner Paul Drago bought a new Roll-a-Whirl, also a new 75-kv. transformer. With the shows are Chick Wagner, six cats, pitch-till-you-win, cat rack, basket ball, milk bottles (he also is concession manager and lot man); Case Corbin, cookhouse, ice cream, snowballs; Mom and Pop Dyer, photos; Rosie June Pratt, penny pitch; Mr. and Mrs. Wayne Eades, popcorn, carmel corn taffy; Mr. and Mrs. Frank Williams, bingo and high striker; Mr. and Mrs. Walter Pickett, cork shooting gallery, fish pond, balloon dart, slum blower; Mr. and Mrs. E. Short, rat game, glass pitch; Roy Chamness, long ronge lead gallery; C. W. Hayes, diggers; Mr. and Mrs. Russell Rihl, milk bottles, pea pool, add-em-up dart, scales, pan game; Mr. and Mrs. Henry Riley, pitch-till-you-win; Mr. and Mrs. Clarence Stratton, balloon dart. Clarence Hornbeck and son, Jimmy, with trick mules; Bill Pratt, Ferris Wheel; Clarence Stratton, Octopus; Clifton Bunkley, Merry-Go-Round; John Clark, Chairplane; Rosie Pratt, Roll-a-Whirl, also The Billboard sales agent; Bill Pratt, electrician; Eddie Gaston, Lester Brown, Dick Williams and Red Albert, ride help.

**Hill's Greater**  
AMARILLO, Tex., May 21.—Last half of week here was lost to rain. New fluorescent lights on rides and front gate installed. Staff includes H. P. and C. O. Hill, owners; N. L. Dixon, legal adjuster; Clyde L. Runnells, lot and ride superintendent, and Freddie the Clown, publicity. Joining recently were Mickey McDonald, 24-hour man; Red Hughs, Tilt foreman; Mrs. Red Hughs, Wheel tickets; Mr. and Mrs. Tom Wells, diggers; Bill Cowan, bingo, replacing Joe Williams; Mr. and Mrs. Bill Dusin, dogs and horses, and Louise Dixon. Octopus and Kiddie Buggy ride deliveries are expected shortly. Five-cent kiddie matinees Saturdays are a big hit. William D. Dixon, 2, and Sherly Cook, 3, celebrated birthdays. Visitors: Mrs. Leroy Barnes, daughter of Mr. and Mrs. Clyde Runnells, and her two children; Mr. and Mrs. Raymond Atkinson, Dick Dudley and Jimmy Dupree.

**Virginia Greater**  
RUNNEMEDE, N. J., May 21.—Business here was only fair as the result of rain on opening Monday (9) followed by cold for the remainder of the week. A good kid's matinee on Saturday (14) was followed by rain that night to nix what otherwise might have been very good biz. The sponsoring VFW committee offered a television set and two radios as prizes. Org had a good location, on the main highway to Atlantic City. Mr. and Mrs. Taylor Trout joined here with pitch-till-you-win. Visitors included Mr. and Mrs. Joseph Friedman, Hammonnton, N. J., and Mr. and Mrs. MacAllister and family from Philadelphia. Two new tractors and trailer were delivered here.—H. W. (HAP) ARNOLD.

**Peerless Celebration**  
PEARISBURG, Va., May 21.—Org moved here from St. Paul, Va., where a two-week stand proved okay. Opener in Sparta, N. C., was hit by rain. Karl Alzora has added a Girl Show and an Illusion Show. Following dates in Virginia and West Virginia, org moves to Pennsylvania.—MRS. JOHNSON.

**FIRST ALL STEEL**  
With 6 Steel Guy Cables, 2 Hammers.  
**LIGHTS**  
Made into Sides  
**STAR**  
Lighted Top. Bronze 10" Bell Weighs Less Than Wood.  
**HI-STRIKER \$250.00**  
BETTER, YET LESS THAN ANY OTHER  
1/3 Deposit With All Orders  
**NOW SHIPPING**  
Special terms to rated Parks and Organizations.  
**Amusement Enterprises**  
Mfg. Dept.  
1001 Louisiana Houston, Tex.

**FOR SALE LARGE INTERNATIONAL MOTOR**  
Used on Ridee-O, good condition, \$250.00. Bargain.  
**EARL J. REDDEN**  
Oliver Hotel South Bend, Ind.

**FOUR (4) RIDES WANTED**  
for the  
**ST. MARY'S CENTENNIAL CELEBRATION**  
June 30 to July 4  
**L. F. ROSENLIEN, Chairman**  
St. Marys, W. Va.

**CARNIVAL WANTED**  
**FOR JULY 4TH CELEBRATION**  
Can stay 4 or 5 days  
**Contact Adjutant**  
American Legion Post Saguache, Colo.

**CARNIVAL WANTED**  
American Legion Home-Comeing Celebration, July 1-2-3-4, Woodhull, Illinois. Annual affair—record crowd last year. Contact:  
**C. F. BAILEY**  
Box 221 or Phone 39, Alpha, Illinois.

**WANT CARNIVAL**  
Or individual concessions and rides. For July 30th and July 31st.  
**ANNUAL HOMECOMING**  
Sponsored by Cherry Volunteer Fire Co. Cherry, Ill.

**WANTED**  
**For Volunteer Fire Company's Fair**  
June 29 to July 9  
Ferris Wheel and Kiddie Ride. Contact  
**DANIEL MORRIS JR.**  
15 High Street Malvern, Penna.

**FOR SALE SUNSHINE CHOO CHOO TRAM**  
4 cars, electric drive, also Kiddie Airplane with top, electric drive, 6 planes, tip top shape. Operating now in Shreveport, La. \$1500.00 takes both.  
**W. B. GOUGH**  
P. O. Box 3323, Queensborough Station Shreveport, La.

**DROME RIDERS WANTED**  
Straight riders for my new droms. Good salary and all new equipment. Write or wire  
**FLASH WILLIAMS**  
120 Bryan St. Gary, Indiana.





**Carnival Shows, Inc.**

INWOOD, L. I., N. Y., May 21—This org, Phil Isser general manager, who also has the I. T. Shows, started season here with a good opening. Show has six rides, Octopus topping them opening night. Twenty-three concessions are on the midway. Al Crane is assistant manager; Big Al, lot superintendent; Leo Jenkins, in charge of electrical effects and light plants; Morris Brown in charge of concessions and Louis Scherer, the office. Org will end the season at the Mineola Fair.—MORRIS BROWN.

**MOTORDROME MONKEY SHOW**  
**Wanted for GREELEY SPUD RODEO**  
 (WEST'S TOP 4TH)  
**CHEYENNE FRONTIER DAYS**  
 (DADDY OF 'EM ALL)  
**COLORADO STATE FAIR**  
 (COLORADO'S BIGGIE)  
**SKI-HI STAMPEDE**  
 (NO PUNKINS HERE)  
 Plus seven other outstanding fairs and celebrations!  
**WRITE OR WIRE TODAY!**  
**FORSYTHE & DOWIS RIDES, INC.**  
 801 North Sixth Street  
 Sterling, Colorado

**JOLLYTIME SHOWS**  
**WANT**  
 For Big Celebration at Olyphant and Clark Summit, Pa. Ball Games and Hanky Panks of all kinds. Wild Life, 10-in-1, any Pit Show with own transportation. All celebrations and fairs until Sept. 15, then south till Nov. 15. Earl Miller, Vincent Ryan, Jimmie Street, Harvey Arnold, contact  
**RALPH ELLIOTT**  
 OLYPHANT, 23-30, INCLUSIVE.  
**W. R. PRICE, Owner & Manager**

**PLACE TO OPEN AT ONCE**  
**RIVERVIEW PARK, CHICAGO**  
 Outstanding Freak. Also working or Novelty Acts.  
 Long season. All reply in detail.  
**RAY MARSH BRYDON**  
 917 Wilson Ave. Chicago, Ill.

**WANTED**  
 Foreman and Second Men for Octopus. Must Drive Semi. No Drunks or Chasers. If you Don't Know the Ride, Don't Answer.  
**LOUIS CUTLER**  
 C/O CARNIVAL  
 Macon, Missouri, This Week

**Eastern Amusement Co. WANTS**  
 Two Kiddie Rides. Shows: Pit, Snake, Big House, Midget or what have you? Can use Few Hanky Panks. Good Route, Small Jumps. Have Norway, Maine, Firemen's Celebration. Come on.  
**M. S. CARL**  
 Skowhegan, Me., May 23-28

**DIESEL ELECTRICIAN WANTED**  
**DON FRANKLIN SHOWS**  
 MINERAL WELLS, TEXAS.

**WANT CARNIVAL AND AMUSEMENT RIDES FOR STOCKDALE WATERMELON JUBILEE ASSN.**  
 JUNE 24-25, 1949, STOCKDALE, TEXAS. (35 miles S. E. of San Antonio.)  
**COMPLETE SMALL CARNIVAL FOR SALE**  
 E11 5 Wheel, 32 foot Merry-Go-Round, Smith & Smith Airplane Ride, Front Arch, Office Trucks and Trailers. Fifteen Thousand Cash.  
 1503 No. 5th St. Temple, Tex.

**Hale's Shows of Tomorrow**

MILAN, Mo., May 21.—Org moved here May 15 from Kirksville, Mo. Had a Saturday kids matinee, a bicycle being given away. Jimmy Gordon, ride superintendent, has been with the shows five years. Mr. and Mrs. Ted Bruington have a new trailer for karmel korn, buttered corn and ice cream with fluorescent fixtures. Mr. and Mrs. Ted Corey have bought a new cookhouse. Mrs. Fern Hale, owner, recently had a birthday and received cards and gifts. Rides and trucks have been repainted. Mr. and Mrs. Tubby Hale have taken delivery on a new 27-foot Owasso house trailer. Mrs. L. K. Carter has left for Ireland to visit her mother and family.—GORDON BRUINGTON.

**Garden State**  
 SLATINGTON, Pa., May 21.—Stay in Alpha, N. J., proved okay despite cold weather. Week-end spending was above par. Shows and rides did well, with Kay Ollis's Nanette Show topping. Org opened here Monday. Tilt-a-Whirl and Monkey Drome trucks collided but did not prevent same from operating. Floyd Sheaks flew to his home in St. Marys, O., after setting up. Weather here was cold and spending slow. Seen on midway were John Sodl, Coplay, and Frank Dhiel. R. H. Miner Jr. has a new Hudson convertible and Mr. and Mrs. R. H. Miner have received a new trailer. Mr. and Mrs. Caccia also received a trailer.—HIP ROBERTS.

**Crystal Exposition**  
 FRANKLIN, N. C., May 21.—Auspices of Lion's Club, business was fair here. The first two days were lost to rain and cold weather. Tilt-a-Whirl topped the rides. Eddie Betts, Fun-house operator, had the best week of the season. He has worked up a clown act on the front. He distributes free matinee tickets in town during the week. Jimmie Cunningham joined with an Illusion Show and Bill Bunts has added a glass pitch to his concessions. Art Carvers' family joined him this week to remain during the summer school vacation. A surprise birthday party was given Nina Scott by Vaughn Johns.—LUCILE BUNTS.

**Meeker**  
 TACOMA, Wash., May 21.—Playing here for the first time, org registered a red one. VFW, sponsors, city officials and merchants co-operated all the way. Press Agent Harry Golub did a bang-up job.  
 Show personnel includes Ralph Meeker, owner-manager; Mrs. Meeker, secretary; George French, general agent; F. F. Bartley, assistant manager; Wolfe Peterson, ride superintendent, and John Rousseau, boss canvasser. Concessionaires are Art Anderson, Charles Handwerk, Jack and Sam Shaeffer, Howard Bishop, Jack Hobday, Saul Breetwor, David R. Lightfoot and Earl Myers, cookhouse and floss.

**All American Midway**  
 ARKADELPHIA, Ark., May 21.—This proved one of the best spots of the season. Previous stands were hit by bad weather.  
 Barbara Barton is on the front gate. Elmer Showalter has everything freshly painted.  
 Visitors: Mrs. J. D. Heath, mother of Owner Herman Reynolds, and Charlie Ragland, Lufkin Trailer Company.—JOE FAYE REYNOLDS.

**Pickard No. 2**  
 FAIR OAKS, Calif., May 21.—Org ends a three-day stand here Sunday night (22). Since season's opener April 15, this unit, operated by L. Roberts, with D. B. Himebauch as general agent, has had good weather and business. Pickles Pickard is off the road this season.  
 Oroville, Calif., proved a winner, all departments getting money.

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**HERMAN LIST WANTS AGENTS**  
 For Hanky Panks, One Pan Game Dealer and other useful Concession People. No drunks, please. Care Jones Greater Shows, Smithers, W. Va., this week; Buckhannon, W. Va., next week.















# Bootstrap Promotion Builds Business for Jack Roberts At Idyllwild on West Coast

### Stunts With Spectator Appeal Do Trick in Small Town

LOS MOLINOS, Calif., May 21.—What on-the-toes promoting can do for an operator is illustrated in the achievement of Jack J. Roberts' Idyllwild Roller Rink here, located in Tehama County in which the population is less than 25,000. In the past 30 months Idyllwild has drawn 75,756 patrons. In other words for the past two and a half years the average attendance at Idyllwild has exceeded the county population by more than 5,300.

Roberts is willing to try almost anything that will bring people into his rink, as long as it is in good taste and advertises the rink as a community asset. Los Molinos is a small town and, like most such communities, the inhabitants are a closely knit group in contrast to residents of large towns. The minor problems and achievements of individuals are of considerable interest to the next-door neighbor and this characteristic pays off for Roberts, who brings his promotions into the public's living room, so to speak.

#### Draws Spectators

This policy produces an unusually high number of spectator admissions, a calculated result. Roberts plays to spectators as much as he does to skaters. He charges spectators 25 cents admission on regular nights and 50 cents on special occasions, entertains them at intermissions and lets them participate in games.

Prominent on Roberts' promotional schedule is exhibition skating because it brings to the fore the type of skating the individual patron likes and is a good advertisement for the rink. Whether a skater does acrobatics, dancing, free style, spinning or jumps, it rings the bell with the patron, says Roberts, because "every kid, from two to 20, has a load of ham in him."

Roberts, however, has gone a step farther in promoting exhibition skating and it is paying dividends. He has an 8mm. camera at the rink with which he takes movies of skaters at parties and in shows. Two or three weeks later the films are shown at the rink to crowds that often exceed the turnout at the original affair. This is easy to understand, says Roberts, when you realize that practically every mother has a secret yen for her kid to snag a Hollywood film contract.

Along with his standard promotions, Roberts often ties in with community events. A case in point is an air show to be held in Los Molinos May 22. When Roberts heard about the show he brought the local model builders' club and soap box racers into the rink for a May 20 affair.

Roberts promotes the party field heavily. He contacts organizations by mail, telephone and in person. Roberts says the rink plays host to two parties a week, September thru June. Idyllwild supervises the affairs, offers prizes and puts on entertainments with the rink's top skaters. The shows, incidentally, give the rink a chance to sell good skating to the public instead of roller scooting, which Roberts says he hates.

In this regard, Roberts notes that many rinks have difficulty with skating that is either too fast or too slow. He believes that it is the happy medium that pays off. Roberts tries to sell good skating rather than beautiful skating.

About \$200 a year is spent by Idyllwild on newspaper advertising plus some on radio and billboard ads, but Roberts finds that the rink and its operations are the best advertisements. He believes one of the tenets of good management in conducting advertising programs is to make the promotional aspects stand out while making the box office appear secondary.

Roberts says he has found the skating show to be the best means of advertising, pointing to a huge batch of publicity his rink has received to substantiate the claim. In the past Idyllwild has been the only rink to make the sports pages of *The San Francisco Examiner*, 200 miles away, and *The Sacramento Bee*, 150 miles away. The rink has made papers closer to home 28 times the past winter. Of aid to Roberts in getting publicity in near-by papers is the fact (See *Bootstrap Promotion*, opp. page)

## AOW Gets Publicity Breaks Thru Radio, Video Outlets

ELIZABETH, N. J., May 21.—America on Wheels, the chain of roller rinks along the East Coast, has found that close co-operation with local radio and television stations pays large dividends publicity-wise.

Numerous radio and TV stations in the area surrounding AOW's National Arena, Washington, and its Alexandria (Va.) Arena are constantly seeking new program material. The managers of the two arenas have become well acquainted with many of the personalities conducting variety programs for the stations, and have set working agreements with them to supply radio and television material any time they are in need of it,

### Tall Tale

DETROIT, May 21.—Gilbert Reichert, seven-and-a-half-foot giant, formerly with roadshows and now at Edgewater Park here, will soon be the "world's tallest skater," according to Vivian Heard, manager of Edgewater Roller Rink. Special skates and boots are being made for him, and he will be given skating lessons at the rink.

### Eastern Canadians Set for Regionals

TORONTO, May 21.—Entries from many sections of Ontario participated in the successful Eastern Canada championships of the Roller Skating Rink Operators' Association, held April 24 and 25 in Strathcona Roller-drome here, rink officials report. Newspapers gave the contests excellent coverage.

Winners are eligible for competition in the Eastern regional contests of the RSROA, scheduled for May 21-23 in Mercury Roller Rink, Norfolk. The Strathcona club has collected about \$400 to finance the trip to Norfolk. One of the big winners was Barney Ryan, who won four of five races to take the senior men's speed title. He also took first place in intermediate pairs with Doris Jenkins; first place in figures, and second place in free style skating.

Judging was done by Clara and William Vasser, Cleveland; Robert Quick, Detroit, and Virginia Buylink, Buffalo. Ted Jenkins, Strathcona professional, served as emcee.

Results: Speed, 440 yards, R. Herman; 880 yards, 1 mile, 2 miles and 5 miles, Barney Ryan.

Juvenile girls, Georgina Gourlay, Hamilton; junior girls, Pat Stephenson, Hamilton; junior boys, William Wright, Hamilton, junior pairs, William Wright and Pat Stephenson; intermediate dance, Joyce Payne and Jim Henderson, Toronto; novice ladies (See *Canadians Set on opp. page*)

## 16 Det. Academy Students Snare Sheepskin, Job

DETROIT, May 21.—A new tradition in the roller skating world was inaugurated last week by the National Academy for Roller Skating Teachers when it held the first commencement exercises for the first graduating class Wednesday (11). Said to be both the first and only school of its kind in the world, the occasion, according to Vivian Heard, director of the Academy, "introduces a new era in roller skating."

The 16 men and women in the graduating class are the first to complete the entire course as prescribed by the school, whose objective is to produce "competent and trained teachers to further the craft of skating."

Graduation exercises were held in the home of the school, at Edgewater Park Roller Rink, and were conducted by the faculty.

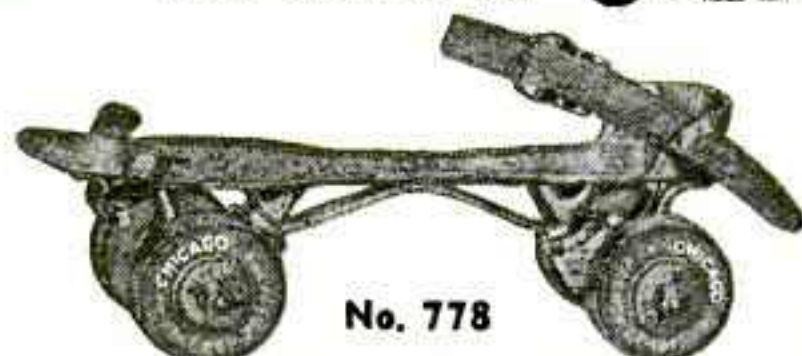
Speaker of the day was the Rev. Father Koenig, pastor of Saint Mary of Redford Church and athletic director of Saint Mary High School.

Special honors were given to two members of the class—Robert Strickler, who was named valedictorian for his outstanding work during the school term, while the second honor, of salutatorian, was awarded to Duane Kishshauer.

All graduates were placed in rink jobs prior to graduation, having posts awaiting them either as professionals or as rink managers. Robert Craig left to become manager of the Palladium, Michigan City, Ind.

Roster of the first graduating class is: Felix Arnold, Lawrence, Kan.; Robert A. Craig, Boston; Laren J. Appiequist, El Dorado, Colo.; Robert L. Embree, St. Louis; Dorothy Garnick, Detroit; Duane P. Kishshauer, Jamestown, N. Y.; James F. Klenner, Johnstown, Pa.; Leonard Le Blanc, Danbury, Conn.; James A. Middlebrook, Clinton, Mich.; Donald C. Robinson Jr., Cincinnati; Charles C. Scott, Detroit; Robert L. Strickler, Irwin, Pa.; Robert E. Thompson, Wellsville, N. Y.; Dolph D. Wright, Dowagiac, Mich.; Carl R. Walko, Youngstown, O., and Patrick J. Kimmy, Osceola, Mo.

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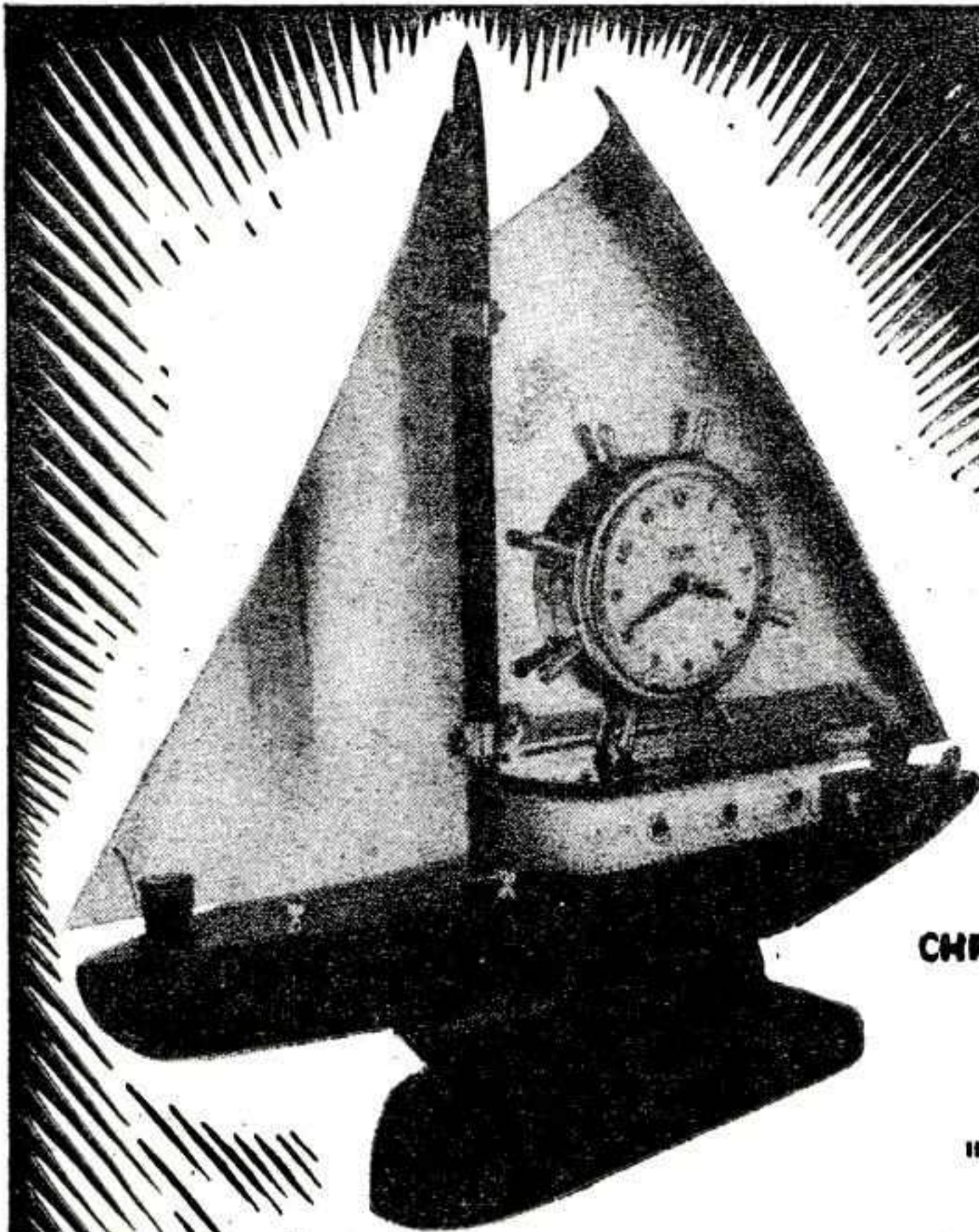
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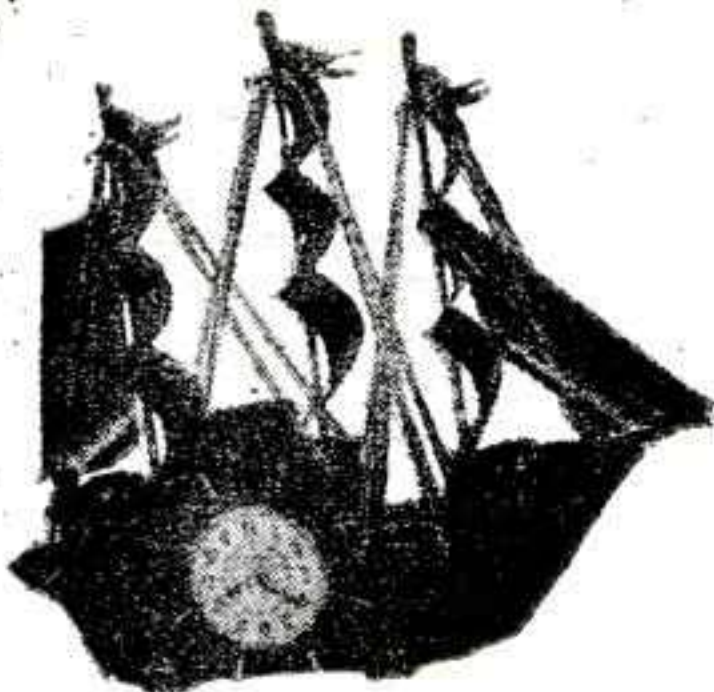
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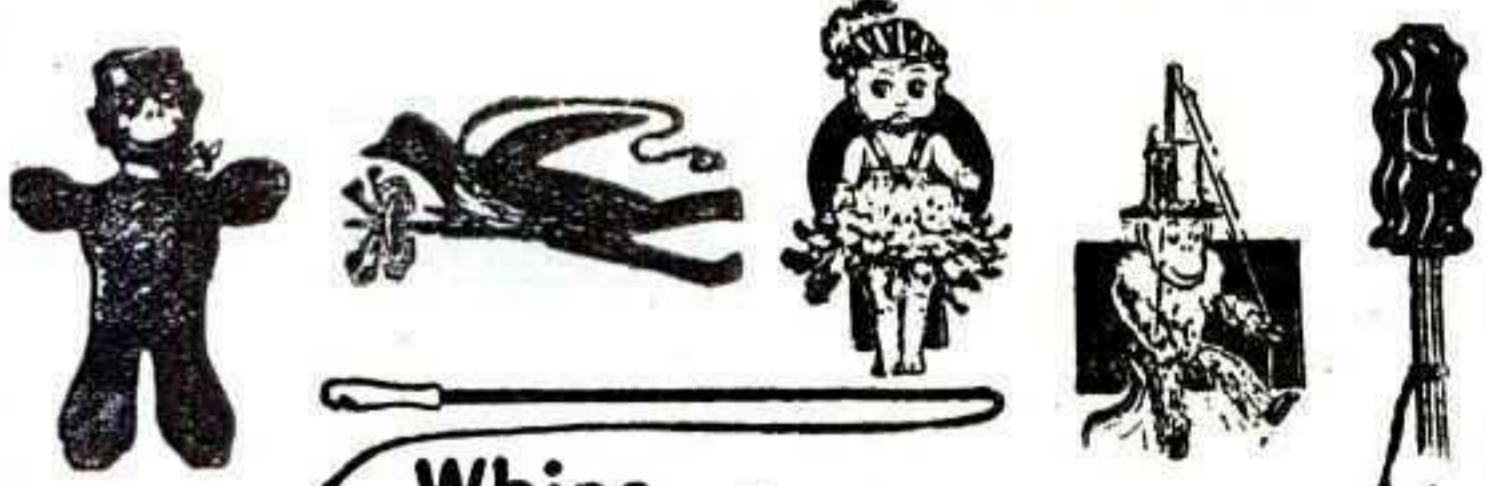


GRAND SALES CO. NEW YORK, N. Y. MADE IN U. S. A.

SPECIAL GET TOGETHER OFFER! 4x18 Balloons \$1.00 per gross. Minimum 10 gross.

An attractive 3 color cellophane envelope containing 10 assorted color 5"-6" round 312-315-318 airship balloons. \$9.00 Per Gross Packages

TOP THE MIDWAY WITH MYCO SUPER VALUES



Whips...

Table listing various items such as Dart Balloons, Round Ass. Color Balloons, and American Hawaiian Lies with their respective prices.

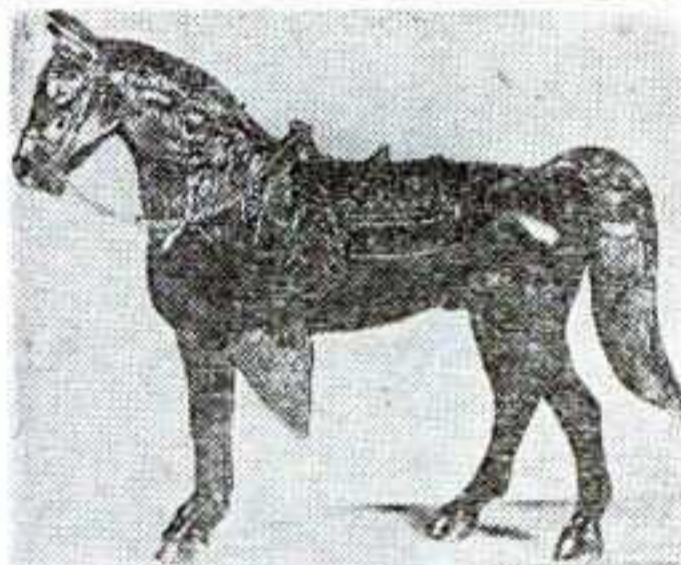
MILTON D. MYER COMPANY

392 Third Avenue THE UNDERSELLING SUPPLY HOUSE Pittsburgh 22, Penna.

FIRST TIME AT THESE NEW LOW PRICES!

There's Gold in Them Thar' WESTERN HORSES

Highly polished and lacquered, each with gold plated bridle reins. Made in following sizes: No. 15, 17, 19, 21, 23



FLINT HILLS SPECIALTY COMPANY

316 NO. 4TH STREET, BURLINGTON, IOWA

DEMONSTRATORS WANTED

We would like to contact demonstrators who are interested in advertising and selling our brand-new item.

It is a crochet loom that can be demonstrated at fairs, department stores, and is an all-year item.

We are manufacturers and are in a position to give you an attractive offer.

Write us for additional information or send one dollar for a Mo-Derne Loom, with crochet hook and instructions.

MO-DERNE MFG. CO. Box 194, Racine, Wisc.

Make up to \$40.00 CASH a day!

NO Sales Talk Needed!

Full or part-time.



YOUR CUSTOMER'S NAME MOULDED IN BIG LETTERS

in this giant-sized, brilliantly colored Rubber Door-Mat. Just lay this beautiful mat on doorstep and pick up \$1.95 cash deposit for yourself.

Everybody wants one. Replaces old-fashioned mats. Many buy for friends—an ideal, personalized gift. Approximately 2 1/2 feet long by 1 1/2 feet wide — 1/2 inch thick.

SAMPLE MAT AND SALES KIT . . . . . ONLY \$3.00

Get in this fast, cash money business NOW! Send name and color you want on your sample mat. Pin a dollar to letter and we will forward mat and sales kit.

R. L. MITCHELL RUBBER COMPANY Dept. B-11 2120 San Fernando Rd., Los Angeles 41, Calif.

IMPORTED MERCHANDISE

For Streetmen & Specialty Workers ALL PROVEN WINNERS IMMEDIATE DELIVERY

Large table listing various imported merchandise items and their prices, including Mechanical Bird Cage, Cowboy on Horse, Crawling Baby, ITCHY DOG, Boy & Dog, Mechanical Seal, Dancing Couple, Cat & Ball, Boy on Bicycle, Hula Dancer, Crawling Turtle, Mechanical Mice, Mechanical Penguin, Small Jap Monkey, Medium Jap Monkey, Large Coolie Hats, Small Coolie Hats, Small China Fur Dogs, Large China Fur Dogs, JAP OPERA GLASSES, Jap Dangling Spiders, Jap Dangling Duck, Jap Dangling Skeleton, Jap Sword with Strap, China Paper Snakes, Jap Rubber Dagger, Jap Paper Parasol, 15" Jap Paper Parasol, 18" Jap Paper Parasol, 20" Jap Paper Parasol, 27" Jap Paper Parasol, 33" Jap Paper Parasol, 5" Cuddle Doll, 9" Cuddle Doll, 10" Cuddle Doll, TWILL CREW HATS, Felt Crew Hats, Kiddies' Beanie Hats, Laced Edge Cowboy Hats, Gabardine Crew Hats, Flocked, Twill Crew Hats, Flocked, #14 Kat Mottle Balloons, #9 Kat Mottle Balloons, #9 Animal Print, #9 Spec. Mottle, #9 Circular Stripe, #9 Plain Balloons, #7 Plain Balloons, #4 Dart Balloons, Reed Sticks, Bugs Bunny Toss Up, w/feet, Mickey Mouse Toss Up, w/feet, SHMOO TOSSUPS, 70L Gene Autry & Roy Rogers assembled with White Horse, 70L G.A. & R.R. Gold Horse Badge, Accordions, TROMBONES, Feather Dress, 5" Plain Cello Doll, 6" Plain Cello Doll, 7" Plain Cello Doll, 4" Feather Doll, 7" Feather Doll, 8" Feather Doll, 9" Feather Doll, 12" Cuddle Doll

WRITE FOR ILLUSTRATED CATALOG We take orders for Special Buttons and Pennants. 25% Deposit with all orders.

KIM & CIOFFI

912 ARCH ST. MA 7-2283 PHILADELPHIA 7, PA.

TEN CENT RETAIL KEY CHAINS THE "JEEP" PUZZLE



This number is a fine quality six-piece puzzle in the form of the popular jeep. Really a 25¢ value priced for 10¢ sale. Jeep is molded of assorted bright colored plastic with double tie bar feature so it will not come apart in shipment.

OTHER 10¢ "BAND-WAGON" NUMBERS

Table listing other key chain numbers such as 6501 24 Kt. Gold Plated Skull Key Chain, 6503 24 Kt. Gold Plated Baseball Key Chain, 6505 24 Kt. Gold Plated Ball Glove Key Chain, 6510 Cum-A-Part Dice Cup—Best Made, 6516 Bank Key Chain—All Coins to Quarter, 6561 The Jiggler—Vacuum Cup Dice Shaker.

Minimum order 1 gross of a number. 25% Deposit, Balance C. O. D. We manufacture the largest line of Key Chain Novelties in the U. S.

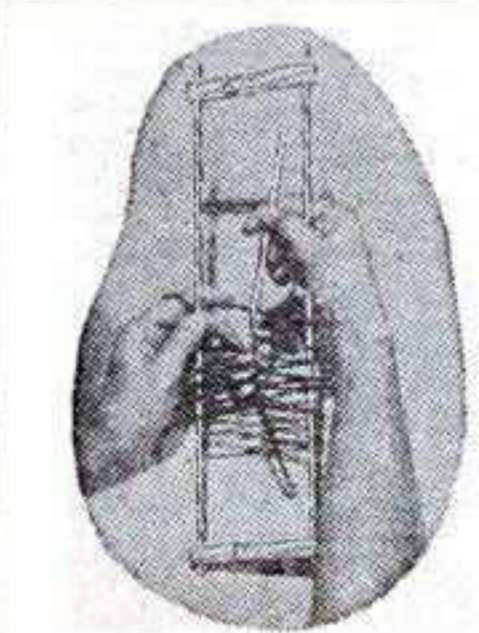
JEEP PUZZLE KEY CHAIN \$7.20 GROSS

STOCK NO. 6522 — Packed 24 on display card.

STOCK NO. 6522X—Packed on individual instruction card.

Send for complete novelty catalog.

ROSENBERG BROS. & CO. 627 WEST 55TH ST NEW YORK 23, N. Y.



MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO. DART BALLOONS—GROSS. 85¢; 25 GROSS LOTS 75¢ Large "Nosey" Head Balloons, the easiest balloon to inflate ever made.



**The Greatest Value in . . .  
DUNHILL PEN & PENCIL SETS**

**FLASH! SALES! PROFITS!**

**TRIO WRITING SET**

- Instant writing Ball Point Pen
- Hooded Point Fountain Pen with 14 kt. gold-plated point for smooth writing
- Propel, repel, expel Mechanical Pencil, generous supply of standard leads and eraser
- Beautifully gift boxed



70¢ Each  
\$96.00 Gr.



**BALL PEN AND  
NEV-R-FAIL  
LIGHTER**  
40¢ Each  
\$54.00 Gr.



**DOUBLE POINT  
BALL PENS**  
(Writes red and blue)  
35¢ Each  
\$48.00 Gr.

**You Can't Beat Dunhill Pens—**

- Sparkling Gold Finish
- Long lasting, correctly engineered for writing satisfaction
- Three-second replaceable cartridges
- Military type clips to fit low in pocket

Send \$2.00 for sample of each pen style illustrated  
25% deposit, balance C. O. D. Write for catalog

**DUNHILL SALES CO.** 1133 BROADWAY  
NEW YORK 10, N. Y.

**Complete Assortment of Jewelry**

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

**JEWELRY—That's Our Business**

- We have everything for
- JEWELERS • ENGRAVERS
  - DEMONSTRATORS

**WRITE FOR  
FREE  
NEW 86 PAGE  
JEWELRY  
CATALOG**  
State your business

All Orders Shipped Same  
Day Received  
All Phones: CE 6-7966

**BIELER-LEVINE** 5 NO. WABASH AVE.  
CHICAGO, ILL.

**BLONDE IN BATHTUB**

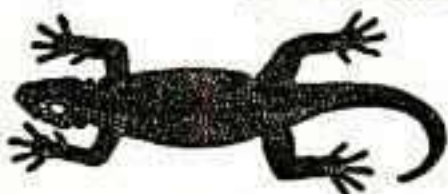
Try To Keep Blonde in Bathtub



\$3.60 Doz.  
\$41.00 Gross  
(Min. Order 2 Doz.)

**9" CRAWLING RUBBER LIZARD**

A Hot Number



\$5.40 Doz.  
\$60.00 Gross  
(Min. Order 1 Doz.)

**PRITT NOVELTY CO.**

	Doz.	Min.	Order	Gr.
Crazy Cleo	2.75	2	Doz.	\$ 30.00
The New Twin (2) Drinking Birds on Fountain	15.00	2	Doz.	172.00
The "New Look of 1949" Strip Tease Card	1.50	2	Doz.	14.40
Sweet "16" Viewers	7.20	1	Doz.	85.25
Magnetic Fighting Cocks	1.35	3	Doz.	14.40
Toreador & Bull (Magnetic Bull Fight)	1.50	4	Doz.	16.00
Magnetic Frisky Dogs	1.35	4	Doz.	14.40
12 Assorted Figurines, Magnetic	1.35	3	Doz.	14.40
12 Assorted Animals	1.35	3	Doz.	14.40

**ALL MINIMUM ORDERS  
MUST INCLUDE 25c EXTRA  
FOR POSTAGE. ALL ORDERS  
OVER MINIMUM, TERMS  
F. O. B., N. Y.**

Jobbers: Write!  
1/3 Deposit, Balance C.O.D.  
12 W. 27th St. New York 1, N. Y.  
Tel.: MU 3-2324

**POT OF GOLD  
NEW BEACON LEOPARD  
DESIGN BLANKET**

54x72 Packed 30 to Case

**Ea. \$2.90**

Less Than Case Lots, \$3.00 Each.

**1949 No. 59 Catalog  
NOW READY—WRITE**

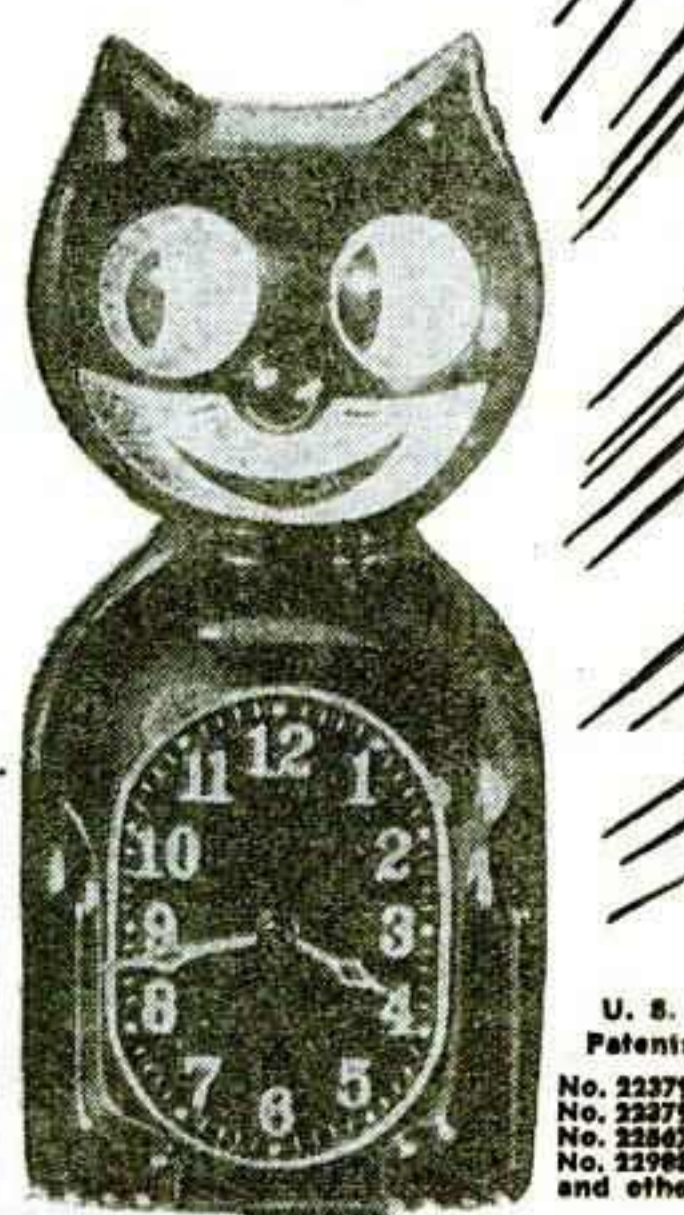
State Nature Your Business in First Letter

**WISCONSIN DELUXE CO.**

1902 NO. THIRD ST.  
MILWAUKEE, WIS.

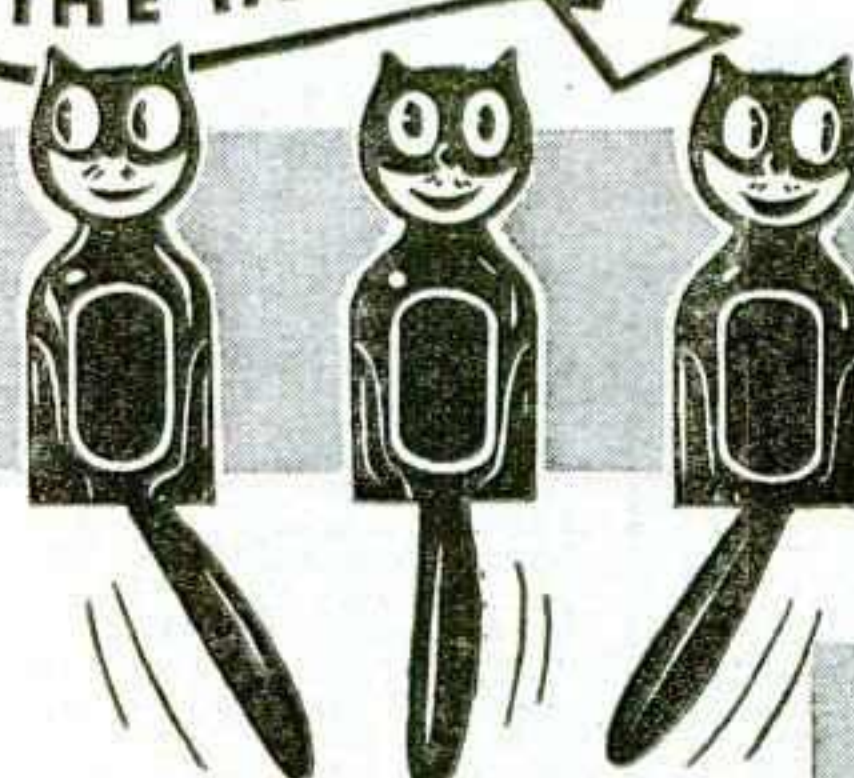
**Get ACTION**  
with the new improved  
**ACTION-MOVING**

**KIT-  
CAT  
KLOCK**



U. S. Patents  
No. 2237960  
No. 2237961  
No. 2284717  
No. 2298873  
and others

**THE EYES MOVE  
THE TAIL WAGS**



**LUMINOUS EYES, MOUTH AND  
DIAL! A SALESBOARD NATURAL!**

Volume . . . profits . . . yes, this item is a natural because it's so novel and clever it sells your customers at first sight! Its precision movement assures accurate time-keeping for years, too. Be the first to present the new, IMPROVED Kit-Cat Klock!

Write, wire or phone for name of nearest jobber!

**Allied  
Mfg. Co.**

2200 25th AVE. SOUTH ★ SEATTLE 44, WASH.

**SPECIFICATIONS**

**SELF-STARTING MOTOR**  
Size — Over-all, 1 1/4" x 4"  
Molded Plastic Case

110-120 Volts, 60 Cycle  
Alternating Current  
Hansen Synchronous and  
Self-Starting Motor  
All Brass Gears and Pinions

**EACH CLOCK CARRIES A  
WRITTEN GUARANTEE!**

Packed 12 and 24 to a case.  
Shipping weight 26 lbs. for  
12 clocks.

**JOBBERS: A few choice  
territories still available!  
Wire today**

Chicago Sales Office: 1589 Merchandise Mart









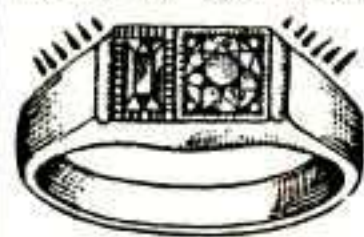




RING VALUES

FLASHY-14K Gold Plate

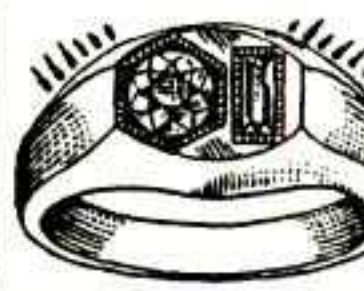
CASH IN ON THESE MONEY MAKERS



No. 227 \$2.25 Doz. \$24.50 Gross Ladies' Flashy White Stone and Ruby Color Baguette



No. 301 \$2.65 Doz. \$28.50 Gross Gents—A real flashy white stone And a big seller.



No. 705 \$2.65 Doz. \$28.50 Gross Gents' Round White Brilliant Stone and Ruby Red Baguette.

Deposit on all C. O. D. orders. State your business. Above 3 Samples Postpaid \$1.00.

PROVIDENCE RING CO.

49 Westminster Street Providence, Rhode Island

SOUVENIRS, NOVELTIES, RODEO AND CARNIVAL GOODS

Table listing various items like Spiders, Skeletons, Monkeys, Snake in Box Trick, etc. with prices per dozen and gross.

M. NOWOTNY

QUICK DEPENDABLE SERVICE

Note: Trick Matches, Auto Bombs, etc., Shipped by Express Only

CONCESSIONERS, ATTENTION!

ADORABLE PUSSY CAT



The kind you find in fairy tales. Has mittens on hands and boots on feet.

PLUSH & FLEECE COMBINATION

No. 4941, 18" High 6 to carton, 14 lbs. \$23.00 DOZ. No. 4942, 29" High 4 to carton, 20 lbs. \$48.00 DOZ.

ALL PLUSH

No. 4943, 18" High 6 to carton, 15 lbs. \$32.00 DOZ. No. 4944, 29" High 4 to carton, 21 lbs. \$56.00 DOZ.

Individually puffed. 25% with all orders, balance C. O. D. All Orders Shipped Same Day Received.

ACE CARNIVAL SUPPLY CO.

5617 S. HALSTED STREET CHICAGO 21, ILL. Phone: ENglewood 4-4472.

ROUND-CORNERED HEAVY-WEIGHT BINGO CARDS



3,000 series—Available in 4 different colors. Also Bingo Specials, Baby Bingo, Featherweights, Electric Flash Boards, etc.

IMMEDIATE DELIVERY!

METRO MANUFACTURING CO.

127 W. 25th ST., NEW YORK 1, N. Y. Chelsea 2-4835

SPECIAL OFFER! THE NEW 4 JEWEL POCKET ALARM

- 2-in-1 Combination Pocket Watch, Alarm Clock
Ideal for traveling
Back opens to form stand for night use
Radium dial and hands—black or white dial
SELLS ON SIGHT—ORDER TODAY!



\$6.00 Minimum order, 3 watches. EA. Sample, \$6.50

25% Deposit; Bal. C.O.D.; F.O.B. N. Y.

M. FRIEDMAN

79 Forsyth St. New York 2, N. Y.

Advertisement for Fireworks and Novelties featuring a woman holding a firework and a list of products like Housewares, Cutlery, Kitchenware, etc.

ACME SALES CO.

P. O. Box No 1141 Atlanta, Ga.

RISING, JUMPING AND FLOATING CIGARETTE

With this clever device, you can make any cigarette rise, sink back again, then JUMP out of any pack. That's not all! The cigarette then FLOATS in mid-air! Easy to do! No Skill required!



Sample 50¢ Wholesale, \$4.80 for 2 Doz., Remit with order. We pay postage.

DEALERS! Write for wholesale prices of FAST SELLING tricks and jokes. D. ROBBINS & CO. New York 18, N. Y.

Advertisement for The Lord's Prayer Key Chain Mini-Scope, featuring a large image of the key chain and text describing its features like 'MIRACLE LENS' and 'Magnifies 25 Times'.

Advertisement for 'IT'S NEW... A KEEPSAKE EVERYONE WANTS...' featuring a key chain and text about it being a 'WONDERFUL GIFT-SOUVENIR ITEM'.

Advertisement for 'SHOCKING-NO THEY'RE TERRIFIC...' featuring 'These New Risque Plaques' and text about their popularity.

Advertisement for 'The American Foundation for The Blind' with the slogan 'The Way for Those Who Walk in Darkness'.

Advertisement for a Swiss watch, featuring an image of the watch and text: 'ONLY \$3.00 EA. COMPLETE with STAINLESS STEEL BAND (6 or more) GIFT BOX 5c additional'.

Advertisement for 'AMAZING! MYSTIFYING! SALES SENSATION! NEW DISAPPEARING COIN TRICK' featuring an illustration of a man performing a magic trick.

Advertisement for 'FIREWORKS' from 'BRISTOW'S FIREWORKS', located at Box 403, 2500 Triplett, Owensboro, Ky.





Communications to 155 No. Clark St., Chicago 1, Ill.

# NEXT CMI SHOW JUNE, 1950

## Eliminate '49 Show After Completing Industry Poll; Set Stevens Hotel as Site

**Exhibits Confined to Music, Vending, Service, Games**

CHICAGO, May 21.—The Coin Machine Institute (CMI), after tabulating all answers to its poll of the membership on plans for the next national convention, this week revealed that the 1950 Convention and Exhibition will be held at the Stevens Hotel here June 26, 27, 28. Harry Williams, CMI president, announced that a poll of more than 10,000 coin machine industry members favored a midsummer get-together in Chicago, rather than in January as has

been the custom in the past. Final vote favored the summer date by more than 5 to 2.

With the show to open Monday morning and close Wednesday, CMI officials announced registration facilities would be available Sunday, and exhibitors would be allowed to move into the exhibit area on the Saturday preceding the opening of the convention.

While CMI has held its previous conventions at the Hotel Sherman in Chicago, it staged its annual banquet at the Stevens, which it was found had better facilities to handle the large number attending the event. With the change to the Stevens all activities of the 1950 show will be under the one roof.

The 1950 exhibit will be devoted only to music, vending and service machines and amusement games, it was said by Williams. This will mean that manufacturers of certain machines (bells, consoles, etc.) will not be qualified to exhibit as in the past.

CMI officials said that the moving of the show from midwinter to summer was expected to result in a substantial increase in attendance.

## Intro Sun Tan Lotion, Ticket Control Units

**Feature New Developments**

NEW YORK, May 21.—A new sun tan lotion machine, featuring an electronic timer and housing a compressor that may be used to operate several "slave units," has been placed in production by the Races Manufacturing Company, it was announced here this week by Stanley Gersh, owner. The firm, located at 1315 Surf Avenue, Brooklyn, is also in production on ticket machines for Pokerino and group game establishments, he said.

The lotion machine, called Tan-Today, develops an extremely fine atomization, according to Bob Way, Races engineer who developed the unit. Ingredients stocked and sprayed thru the machine's nozzle may be either oil or an aqueous base sun tan lotion. One gallon of the liquid is said to be enough for 750 to 1,000 applications. The unit stocks five gallons at a servicing.

**Nickel or Dime**

Standard parts are used in the fabrication of Tan-Today, according to Way, as an aid to production and maintenance. The machine may be set to operate at a nickel or a dime, depending on local conditions, with 45 seconds as the recommended application cycle setting. But this (See *INTRO SUNTAN* on page 119)

### BB Chi Moving

CHICAGO, May 21. — On Tuesday, May 31, the Chicago office of *The Billboard* will move to 188 W. Randolph Street, across the street from the Bismarck Hotel. Offices will occupy the 30th floor. Telephone number remains the same, CEntal 6-8761.

## Vacation Travel to 151 National Forests To Hit New High in '49

WASHINGTON, May 21.—Agriculture Department's forest service is expecting vacation travel to the 151 national forests this year to be the highest in history. The department believes that the number of visitors will top 27,000,000.

The estimate is based on the increased travel reported last year to national camp grounds, wilderness areas, picnic spots and other recreational places. Number of visitors last year was 24,186,454 compared with 21,330,751 in 1947.

This year a charge will be levied for use of about 100 camp and picnic grounds out of a total of 4,500. Camp fee for these spots is 50 cents a day per car, while the picnic fee is set at 25 to 50 cents per car per day, depending upon the site.

**Ops Okayed**

The forest service has developed 4,500 camp and picnic spots, 230 winter sports areas and 400 special camps for organizations. In addition, it has issued permits for use of forest lands to 500 resort operators to provide special accommodations for tourists. Some 14,000 summer homes have been permitted to be built in selected areas not needed for general public use.

Federal forest grounds also include 77 wilderness areas, more than 50,000 miles of highways and some 100,000 miles of woodland trails.

A forest service breakdown of the

number of tourist visitors in 1948 follows:

Recreation Spots	
Camp grounds .....	3,424,088
Winter sports areas ..	2,417,433
Picnic areas .....	6,682,158
Hotels and resorts ....	1,972,756
Organization camps...	325,226
Recreation residences..	571,499
Wilderness areas.....	213,450
Other forest areas....	8,579,844

Total ..... 24,186,454

## Gotham Arcades Given Go-Ahead After 2 Months

NEW YORK, May 21.—Manhattan Arcades, which have been operating since March 15 without licenses, this week regained full legal status as city officials began issuing licenses. Arcades in Coney Island and the Rockaways got favorable action on license applications last week.

The decision to permit the operation of arcades housing Poker-Roll, Five Star Final, Fascination and other group games, came several weeks after the license department labeled them as games involving "the element of chance" and therefore unlicensable under city statutes (*The Billboard*, April 30). Industry leaders had vigorously opposed this interpretation, pointing out that the games had been permitted for years without question.

## New Social Security Bill May Cover Coin Operators

WASHINGTON, May 21.—Changes in the Social Security Act being considered by the House Ways and Means Committee would extend coverage to many coin machine operators now exempted by virtue of being self-employed.

The committee is expected to make numerous changes in the bill submitted by the administration for larger benefits and broader coverage, but the provision making the self-employed eligible for benefits appears likely to remain intact.

Under this section of the bill, those who work for themselves would have

to pay Uncle Sam 2 1/4 per cent of the first \$4,800 earned in a single year. This percentage is larger than that paid by other workers because there is no matching employer contribution.

Operators paying Social Security taxes on their employees would find their payments increased along with those of employees now covered by the act. Under the administration measure, employers and employees would both be nicked for 1 1/2 per cent for the six months starting July 1, instead of the present 1 per cent. Starting January 1, the bite would be increased to 2 per cent, also while the present act limits the tax to the first \$3,000 in annual earnings of an individual, the changed law would lift this calling to \$4,800.

Benefits would be increased to a maximum of \$72 monthly under the Old Age and Survivors Insurance program, and payments would also be authorized to disabled employees.

## Evans Ups Output On Black Diamond; Sets 45-Hour Week

CHICAGO, May 21.—H. C. Evans & Company, announcing completion of the first full month of deliveries this week on its Black Diamond console, reports output continuing on a 45-hour week level. R. Schreiber, firm official, stated the five-coin, multiple-price play system was instrumental in building location and player acceptance.

Featuring gold reels with black diamonds and numbers, and red dots, in place of fruit symbols, the console also makes possible high awards and guaranteed jackpot on single coin play. Price is comparable with other Evans consoles, Schreiber said.

## Spokane Ops Will Fight Pinball Ban

SPOKANE, May 21.—Spokane pinball ops this week planned court action against the city council's latest ban on their machines.

"We aren't going to accept the city council's ban, effective May 22, without a court battle," said Wilmot W. Garvin, attorney for the Eastern Washington Amusement Company.

The council, invoking its police powers under State law, voted last Friday (13) to clamp down on the machines. The move was made three weeks after the ops filed a referendum petition which indefinitely postponed enforcement of an anti-pinball city ordinance which was scheduled to take effect April 28.

"We feel that the councilmen are doing indirectly what they are prohibited from doing directly," he said. "If a referendum means anything, it means a mandate of the people. None can ignore it, not even by the city."

On an "advisory ballot" in a March election the majority of Spokane voters voted against pinballs. The city fathers in ordering the machines out, said they considered the advisory ballot a "mandate of the people."

Meanwhile members of private clubs, whose bells were approved by the voters, expressed fear that if the pinballs go, the days of the bells are numbered. Pinball ops maintain the same city and State laws which may be invoked to put them out of business apply with equal force to bells.

## Sleep, Baby, Sleep

SOMERVILLE, Tenn., May 21.—Roy Morris Jr., a fellow with a desire to catch up on lost sleep, took an old pinball machine mechanism and built an apparatus designed to rock baby to sleep. Weighing only three pounds, it also includes a device to time the rocking periods.

# JUKE OPS UNVEIL BIZ FACTS

## 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:

**DECCA DRIVES FOR PINPOINT COVERAGE.** Plattery strives to increase distribberies for greater national coverage.

**CAP AND MERCURY SUIT CONTINUES.** Court gives Cap Records chance to file answer to Mercury's cross complaint.

**BABBIT SIGNS WITH VOCALION.** Vocalist inked to a term pact to cut pop tunes for the Columbia subsid.

**KAY STARR TELLS MODERN RECORDS TO CEASE AND DESIST.** Stops playing of her recorded versions of tunes.

**MARTHA RAYE CUTS SECOND DISKS.** New tune banned from air, but sales seen on increase.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## Survey of 561 Operators Reveals Size of Routes, Machine Diversification

### Response Furnishes Realistic Industry Cross-Section

By Dick Schreiber

CHICAGO, May 21.—On the average music route, what percentage of equipment is postwar? What pieces, other than music, does the typical juke box operator find most profitable? What is the ratio of large to small and medium-size operations?

To obtain the answers to these and many other questions, *The Billboard* recently completed a mail survey of 4,562 music machine operating companies. These ranged in size from small, part-time operations to routes of 500 pieces located in metropolitan, small-city and rural areas. The survey and tabulation began April 5 and ended May 16 by which time 561 operators had submitted their answers.

### First in a Series

This is the first in a series of special features prepared from a survey of 561 music operating companies. The survey, conducted by *The Billboard* from April 5 to May 16, covered a wide range of music operating problems from commission to record buying. This, Part 1, deals with comparative size of music routes, percentage of postwar equipment and diversification of the route.

Since the 561 questionnaires which formed the basis for this study of the music machine business represented slightly more than 12 per cent of the total operator group, the response was adequate to furnish a realistic cross-section.

### One Omission

The survey results revealed one noticeable omission: None of the operators responding own routes which consist of more than 500 pieces. Routes of this size are, of course, the exception rather than the rule, but they do exist in and near heavily populated cities. Since this size op- (See *Juke Ops* on page 106)

## 3 New V.-P.'s, 2 Directors Named at Rock-Ola Meet

CHICAGO, May 21.—David C. Rockola, president of the Rock-Ola Manufacturing Corporation, following a special meeting of the board of directors and stockholders Wednesday (18), announced the election of two new board members and three new vice-presidents. New directors are J. Raymond Bacon and Sidney R. Zatz.

Bacon, in addition to being elected a member of the board, was also named executive vice-president. Other newly elected vice-presidents were James J. Sears, in charge of

purchasing, and J. A. Weinand, in charge of sales.

Following a successful term as an executive of Montgomery Ward, Bacon entered the coin machine industry in 1941 when he joined O. D. Jennings & Company. He became vice-president and general manager of that firm, resigning in November, 1948, to become assistant to the president at Rock-Ola. In addition to numerous other civic posts which he holds, Bacon was recently elected a park commissioner in Elmhurst, Ill., where he resides.

### Company Veteran

J. A. Weinand is one of the pioneers in the Rock-Ola organization, having joined the firm in 1936 as a member of the sales department. In 1937 he was appointed assistant sales manager and took over as sales manager in 1944. In his new post he will continue in charge of all Rock-Ola sales.

Sidney R. Zatz is a member of a local law firm and spent the war years as a lieutenant in the navy in the Pacific theater.

Sears joined Rock-Ola in 1933 as a cost accountant. In 1934 he was transferred to the purchasing department and later became director of purchases.

## Calif. Union, Teamsters Tiff Over L. A. Spots

LOS ANGELES, May 21.—Sam Ricklin, California Music Company, has asked the Superior Court to enjoin the AFL International Brotherhood of Electrical Workers (IBEW) from interfering with his juke box installations. Ricklin charges he has a contract with the teamsters' union covering the music machines on location and that the rival AFL union claims it is an invasion of its jurisdiction.

This is the latest move in a battle between the two unions for jurisdiction over the music machines, according to Hal Sherry, of the IBEW. The IBEW recently sought and obtained a temporary injunction against the teamsters to prevent the latter union from trying to organize the installation and maintenance end of the juke box business here. The hearing on a permanent injunction will be held within the next few weeks.

## Trans-Vue Sets New Rep; Intros New Sound Unit

CHICAGO, May 21.—Appointment of a new distributor, and a new amplification system for its commercial television system was announced simultaneously this week by Rudy Greenbaum, president of the Trans-Vue Corporation.

New distributor is the Hall-Jones Company, New Haven, Conn., which will cover Connecticut. Thomas M. Hill, manager of the New Haven office of the firm, will be in charge of the Trans-Vue account. A showing has been scheduled at the Taft Hotel next Tuesday and Wednesday (24-25) for operators.

Trans-Vue reported Hall-Jones will also handle distribution in Springfield, Mass., of its television system as soon as stations begin operating in that area.

### Amplification System

The new amplification system for Trans-Vue systems now makes it possible for each remote control viewing unit (deflectors) to have its own 10-watt, distortion-free, high fidelity sound unit. The firm's multiple remote control system allows as many as 10 viewing units to be placed in one location, all controlled by a master tuner. With the new amplifiers, customers can now be assured of adequate sound with pictures from any individual receiver.

### Okay New Juke Box Tax

NORTH LITTLE ROCK, Ark., May 21.—An ordinance levying a \$5 tax on music machines became effective here this week. The new ordinance was designed to clarify early regulations covering the coin-operated music machines.

# COIN RADIO FUTURE STUDIED

## Arkansas Assn. Annual Banquet Set for June 8

LITTLE ROCK, May 21.—The Arkansas Music Operators Association (AMOA) will hold its annual banquet and dance June 8 at the Marion Hotel here, it was announced this week by J. H. Dickens, president, and Louise Early, secretary-treasurer. Guests of honor will be Sidney McMath, governor of Arkansas; Dean Morley, revenue commissioner, and Ike Murray, attorney general, and their wives.

Association executives expect the ertire membership as well as most non-member operators thruout the State will turn out for the event. A special show is being brought to Little Rock and will be presented after the banquet.

## Cine Unveils Four Products at Radio Convention Exhibit

CHICAGO, May 21.—Lee Fisher, president of the Cine Case Corporation, manufacturers of record carrying cases for servicemen and operators, this week unveiled three new products at the radio show at the Stevens Hotel here.

Featured was a portable television set, finished in white leather, which was displayed by Hallicrafter, firm supplying the tele receivers for the Solotone music systems. Also on display in the Hallicrafter exhibit was a portable radio manufactured by Cine, one of a few shown at the exhibit, which drew much attention.

Also shown for the first time by Cine were a new tape recorder (on exhibit in the Revere booth) and a three-way portable record player shown by Jackson, radio makers.

## Detroit Firm Sees Reasons For Optimism

### Specialized Ops Dominate

DETROIT, May 21.—Coin-operated radios, primarily designed to cater to the transient public, have built renewed interest in postwar years. Some installations in operation before the war seem crude by comparison with today's advanced design. The industry has made great strides in the past couple of years.

The radio equipment is unfamiliar to the average operator of other types of coin mechanisms, because, in general it has remained in specialized (See *Coin Radio* on page 108)

# Juke Ops Unveil Biz Facts; Survey Shows Size of Routes

(Continued from page 105)  
 operation is both rare and untypical of the automatic phonograph industry, the lack of response from the nation's largest operators probably does not seriously affect the general picture.

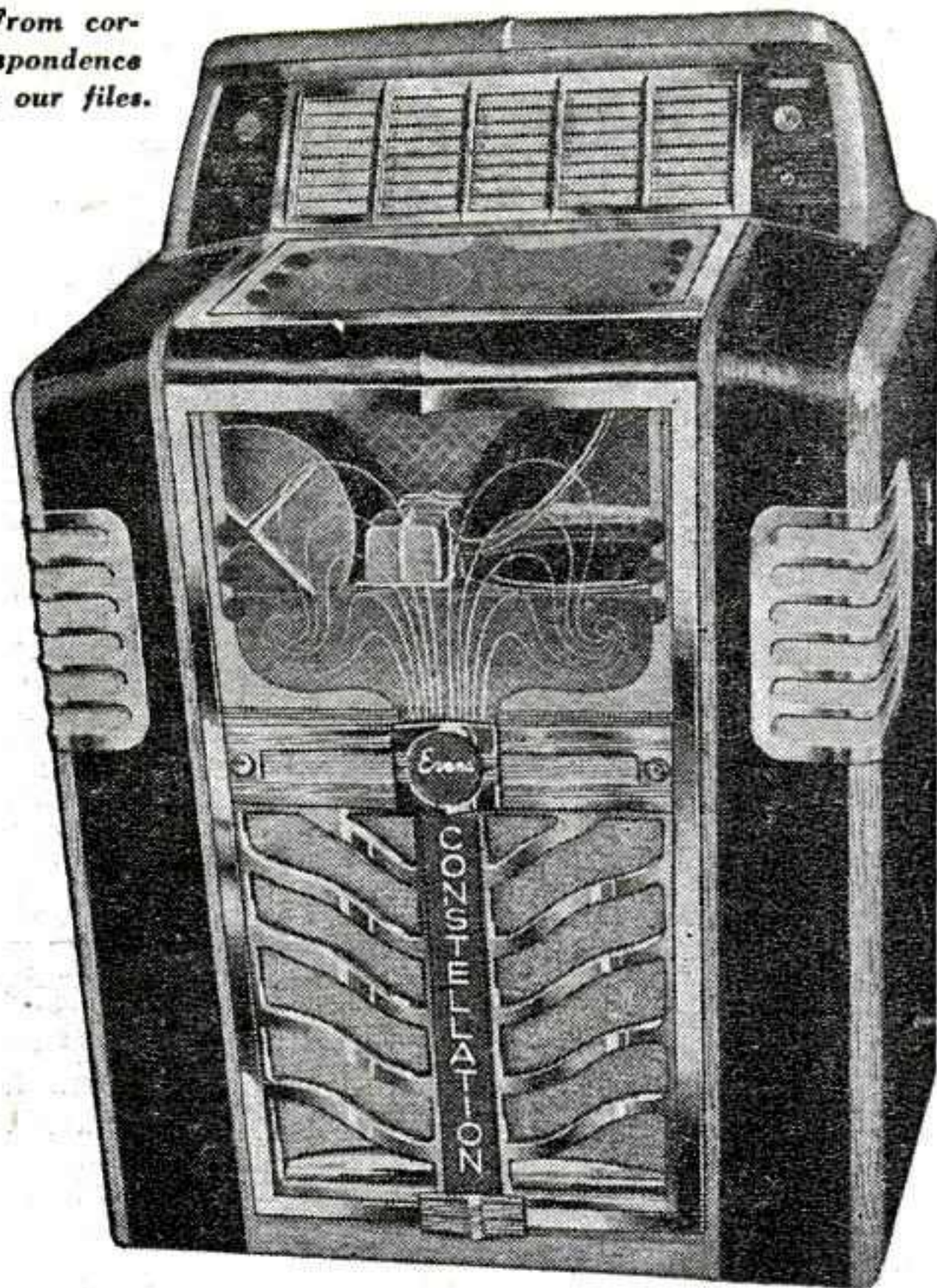
The 561 operators who responded were almost evenly divided between small and large routes—58.1 per cent

of the total group consisted of operators with 50 or less machines; the remaining 41.9 per cent represented routes ranging in size from 51 to 500 pieces.

Responses to the question on size of the route brought out the following pattern. The first figure represents number of machines on the route; the

"... and the Tone is Truly Superb!"\*

\*From correspondence in our files.



Thank You, Sir! That's what everyone says about

## EVANS' CONSTELLATION

Evans' Design, Beauty, Reliability and Quality are subjects for frequent commendation by Constellation Operators. But the most highly, most often praised feature of "America's Brilliantly New Phonograph" is its brilliantly rich, true-to-life Tone!

With good reason, Evans Tone Quality is unreservedly acclaimed by Constellation Operators, the nation's most progressive group of phonograph music merchandisers. Their unanimous opinion is amply justified by amazingly steady player response to Constellation's beautiful Tone on locations of every description.

Our claims for Evans' supremacy in Tone Quality can be proved to you in a three-minute demonstration by your Evans' Distributor!

**H. C. EVANS & CO.**

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 136

# Diversification of Music Routes

As part of The Billboard survey of music machine operators (see story in adjoining column), operators were asked to check the other types of coin machines they have on their music routes. The results follow:

TOTAL NUMBER OF OPERATORS RETURNING QUESTIONNAIRE	561
NUMBER OF OPERATORS ANSWERING DIVERSIFICATION QUESTION	438
MUSIC OPERATORS WHO ALSO RUN PINBALL GAMES	360
MUSIC OPERATORS WHO HAVE CIGARETTE VENDERS	78
MUSIC OPERATORS WHO HAVE GAMES OTHER THAN PINBALL	210

(In the other-than-pinball classification are included consoles and bells.)

MUSIC OPERATORS WITH VENDERS OTHER THAN CIGARETTE 93

To determine which combinations of machines are most frequently run with phonographs, the diversification responses were further broken down as follows:

FIRMS OPERATING MUSIC, PINBALL PLUS OTHER TYPE GAMES	138
(These firms comprise 57 per cent of the total number of music concerns running more than one additional type of coin machine.)	
FIRMS OPERATING PINS, OTHER GAMES, CIGARETTE MACHINES AND VENDERS OTHER THAN CIGARETTE	24
FIRMS OPERATING CIGARETTE MACHINES AND GAMES OTHER THAN PINS	15
FIRMS OPERATING PINBALL AND CIGARETTE MACHINES	12
FIRMS OPERATING PINBALL, CIGARETTE AND OTHER VENDERS	12
FIRMS OPERATING PINBALLS, OTHER GAMES AND OTHER THAN CIGARETTE VENDING MACHINES	12
FIRMS OPERATING PINBALLS AND VENDERS OTHER THAN CIGARETTE	12
FIRMS OPERATING PINBALL, CIGARETTE AND OTHER VENDERS	6
FIRMS OPERATING CIGARETTE AND OTHER VENDERS AS WELL AS GAMES OTHER THAN PINBALL	3
FIRMS OPERATING GAMES OTHER THAN PINS AND VENDERS OTHER THAN CIGARETTE MACHINES	3

second indicates in percentage what proportion of the total operator group fell into each classification:

Number of Machines	Percentage of 561 Responding
Less Than 50	58.1%
50 to 100	28.5
100 to 200	10.8
200 to 300	.5
300 to 500	2.1

After being asked to indicate the size of their operation by checking the number of pieces they have on location, operators were asked to write in the percentage of their machines which are postwar models.

Of the 561 firms, 69 failed to answer the question relating to postwar models. The firms which did answer this question indicated that the average route consists of more than half postwar equipment.

Forty-two per cent of the operators said their routes contained between 1 and 49 per cent postwar equipment. The remaining 58 per cent reported having between 51 and 100 per cent postwar equipment.

### Few Completely Postwar

Only 6.8 per cent of the operators responding said that their operation was made up entirely of postwar equipment. This percentage offered a yardstick for comparing the number of relatively new operators with firms established prior to the war. It is not an absolutely accurate yardstick, of course, since many music firms started since the war probably had a number of second-hand machines acquired either by purchasing routes or buying cheaper, used machines to fill in second and third-rate locations.

In the final tabulation, the following breakdown on postwar equipment was revealed. The first figure in the following table represents the percentage of postwar models on routes and the second figure the percentage of firms which fall into each of the categories:

% of Postwar Equipment	% of Operator Group Responding
1 to 24%	17.0
25 to 49%	25.0
50 to 74%	21.4
75 to 99%	29.8
100%	6.8

These figures would indicate that the average operator has between 25 and 49 per cent postwar equipment or between 75 and 99 per cent, since those two classifications were most frequently mentioned.

The great majority of music operators likewise run other types of coin-operated equipment in conjunction with their juke boxes, the survey revealed. Each operator was

asked to indicate whether he operated other than music equipment and if so specify what type. A total of 123 firms (21.9 per cent) of the 561 participating in the survey failed to fill out this portion of the questionnaire.

Among those operators who did respond to the diversification question, the majority said they also owned pinball and other types of amusement games.

### 360 Own Pinballs

Of the 438 firms which filled in the questions on diversification, an even 360 firms stated they also owned and operated pinball games; 210 firms said they had other games than pinball (in this category were included consoles and bells); 78 revealed they operated cigarette merchandising machines, and 93 reported having other types of venders than cigarette machines.

(For a complete analysis of the types of equipment the music firms said they operate in addition to phonographs, see the table on diversification which accompanies this story.)

Operators who indicated they were running other types of merchandise vending machines than cigarette equipment were asked to write in the specific types of venders on their routes. Candy, bulk units, scales, popcorn, stamp machines, cigar machines and drink machines were listed in that order.

This conclusion could certainly be drawn—that the average music operation is run in conjunction with other types of coin machines, most frequently with pinballs and other amusement games. The relatively large number of firms which reported they had merchandise and service vending equipment pointed up further the fact that music operators are running—from choice of necessity—diversified routes.

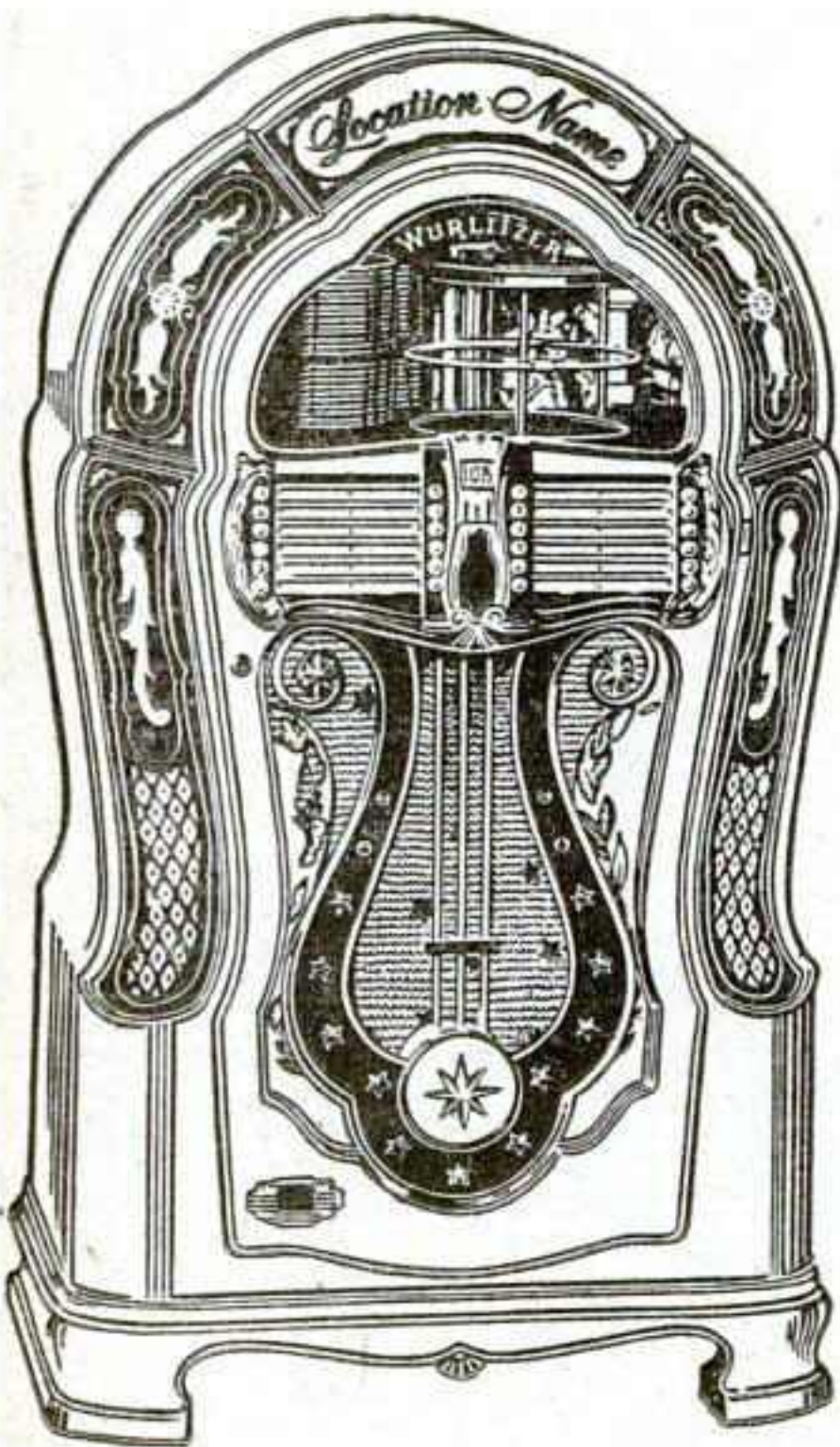
(Next Week: A second installment on the survey of phonograph routes will outline the types of commission arrangements most widely used as well as outline operator sentiment on the most popular types of commission arrangements.)

### Pa. Amends Local Tax Law

HARRISBURG, Pa., May 21.—Gov. James H. Duff has signed into law restrictive legislative amendments to the Commonwealth's local tax law limiting amusement levies to 10 per cent, and local sales taxes to 2 per cent. The changes become effective at the start of the next fiscal year. No limitation was put on taxes which may be applied to amusement machines, such as pin balls, juke boxes and other mechanical devices.



# They Stand Alone in VALUE



### MODEL 1080

The only **PERSONALIZED** phonograph in the industry!  
The Wurlitzer 1080 stands alone as the lowest priced quality phonograph on the market today.

## WURLITZER 1100s AND 1080s OFFER MOST FOR YOUR MONEY

**THE 1100 STANDS ALONE** in brilliant beauty, thrilling tone that beckons everyone to play it over and over.

**THE 1100 STANDS ALONE** in fascinating, play-promoting features...Sky-Top Turret Window...Encore Program Selector...Advanced Styling.

**THE 1100 STANDS ALONE** in rugged construction, time and money saving Quick-As-A-Flash Replacement Units.

**THE 1100 STANDS ALONE** in the tremendous savings of its Cobra Tone Arm and the operating economy of the *right number of records*—24.

**THE 1100 STANDS ALONE** in sheer value—an instrument built for long years of peak earning power...top trade-in value.

The Rudolph Wurlitzer Company, North Tonawanda, New York.

## SEE YOUR WURLITZER DISTRIBUTOR NOW FOR LOW DOWN PAYMENTS, EASY TERMS, HIGH TRADE-IN ALLOWANCES . . .

**Active Amusement Machines Co.**  
666 N. Broad St., Philadelphia 30, Penna.

**Alfred Sales, Inc.**  
881 Main St., Buffalo 3, N. Y.

**Angott Distributing Co., Inc.**  
2616 Puritan Ave., Detroit 21, Mich.

**Brady Distributing Co.**  
522 E. Trade St., Charlotte, N. C.

**Brandt Distributing Co., Inc.**  
1809 Olive St., St. Louis 3, Mo.

**Bush Distributing Co.**  
286 N. W. 29th St., Miami, Fla.  
508 Delwood, Jacksonville, Fla.

**Cain-Callouette Motors, Inc.**  
1502 Broadway, Nashville, Tenn.

**Central Music Distributing Co., Inc.**  
1523 Grand Ave., Kansas City 8, Mo.  
2562 Harney St., Omaha 2, Nebr.

**Cleveland Coin Mach. Exchange, Inc.**  
2021 Prospect Ave., Cleveland, Ohio

**Commercial Music Co., Inc.**  
726 N. Ervay St., Dallas 1, Texas  
901 E. Houston St., San Antonio, Texas

**Coven Distributing Co., Inc.**  
3181 N. Elston Ave., Chicago, Ill.

**Cruze Distributing Co., Inc.**  
105 Virginia St., W., Charleston, W. Va.  
122 S. Seventh St., Louisville, Ky.

**Emarcy Distributing Co.**  
348 Sixth St., San Francisco, Calif.

**F.A.B. Distributing Co., Inc.**  
1019 Baronne St., New Orleans 13, La.  
304 Ivy St., N.E., Atlanta 3, Ga.

**Hart Distributing Co.**  
906 Elliott Ave., W., Seattle 99, Wash.

**The Arthur Hermann Co., Inc.**  
282 Central Ave., Albany, N. Y.

**Iowa Music Distributors, Inc.**  
764 Ninth St., Des Moines 14, Iowa

**Lieberman Music Co.**  
1124 Hennepin Ave., Minneapolis, Minn.

**O'Connor Vending Machine Co.**  
2320 W. Main St., Richmond, Va.  
400 Water St., Portsmouth, Va.

**Redd Distributing Co.**  
298 Lincoln St., Allston 34, Mass.

**Sicking, Inc.**  
1401 Central Parkway, Cincinnati 14, Ohio

**Siegel Distributing Co., Ltd.**  
477 Yonge St., Toronto, Ont., Can.  
40 Powell St., Vancouver, B. C., Can.  
853 Notre Dame St., W., Montreal, Que., Can.

**Smith & Fields Distributing Co.**  
420 N. Craig St., Pittsburgh 13, Penna.

**Southland Distributing Co.**  
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.

**Steele Distributing Co.**  
3300 Louisiana St., Houston, Texas

**Sterling Service**  
Rocky Glen Park, Moosic, Penna.

**United Coin Machine Co., Inc.**  
3724 W. Vliet St., Milwaukee, Wis.

**Williams Distributing Co., Inc.**  
1082 Union Ave., Memphis 3, Tenn.

**The Winters Distributing Co.**  
1713 Harford Ave., Baltimore 13, Md.

**Wolf Sales Co.**  
1932 Broadway, Denver 2, Colo.  
117 E. Broadway, Tucson, Ariz.

**Young Distributing, Inc.**  
276 W. First S., Salt Lake City, Utah

**Young Distributing, Inc.**  
525 W. 43rd St., New York 18, N. Y.

# Coin Radio Future Studied; Detroit Firm Is Optimistic

(Continued from page 105)  
operating hands. Because of this, the feeling has developed that the coin radio has reached its peak. Various problems that have arisen in connection with operation, servicing, and customer appeal have given the impression that the future of this special industry is not too bright.

A check into the facts indicates, however, that there is reason for optimism. In an effort to determine the industry's situation today, and what its future may be, *The Billboard* consulted one of the largest operators in the field, the Hotel Radio Corporation, whose central office here controls approximately 16,500 radios, located in 120 hotels in over 50 cities. The operation runs from Coast to Coast and represents a true cross-section of the country.

Company was established primarily to design a product for the specialized needs of the hotel trade, so that manufacturing rather than operating became the first concern.

### Technical Objective

The technical objective was to design a radio set that would overcome the adverse conditions found in a hotel room—such as noise and interference, and one that would be an attractive piece of furniture. The set was developed to give service to the paying guest in the hotel and it was decided to concentrate primarily on the better class hotels where guests would be more likely to become steady patrons of the coin-operated radio.

In accord with this policy, it was determined that general policies of operation should be decided by hotel people, and not by coin machine operators. Therefore, leading hotel execs were closely associated with the firm. J. E. Frawley, president of the Hotel Radio Corporation, was a nationally known hotel manager. At the time the company started three years ago, he was president of the American Hotel Association.

One feature of the firm's set is an antenna shielded against noise. The antenna itself can be rotated, a system used by the military during the war. By turning, noise and unwanted stations can be tuned out. Another feature is a tone chamber, which allows this small cabinet to achieve console standard resonance. The actual cabinet size is restricted to the

minimum necessary to house the equipment—13½ inches wide, 23 deep and 21 high—and is small enough to fit without difficulty into small hotel rooms.

The present acceptance of the hotel radio is indicated in this company's business volume. While there has been a substantial decrease in revenue from all types of coin-operated music devices, the Hotel Radio Corporation's gross has declined only 15 per cent in the past 18 months, a figure equivalent to the drop in occupancy of hotel rooms.

Acceptance of the product as a regular feature of hotel service has been one factor in maintaining volume at this satisfactory level, according to R. H. Wann, vice-president and general manager. Specific acceptance of a single radio model has helped, since the public, after finding it satisfactory in one hotel, will continue to play it in another. Another reason for continued good business has been an actual diversion of spending from other forms of entertainment to the radio. With typical two-hour operation for a quarter, the hotel patron is able to enjoy a pleasant evening alone or with guests.

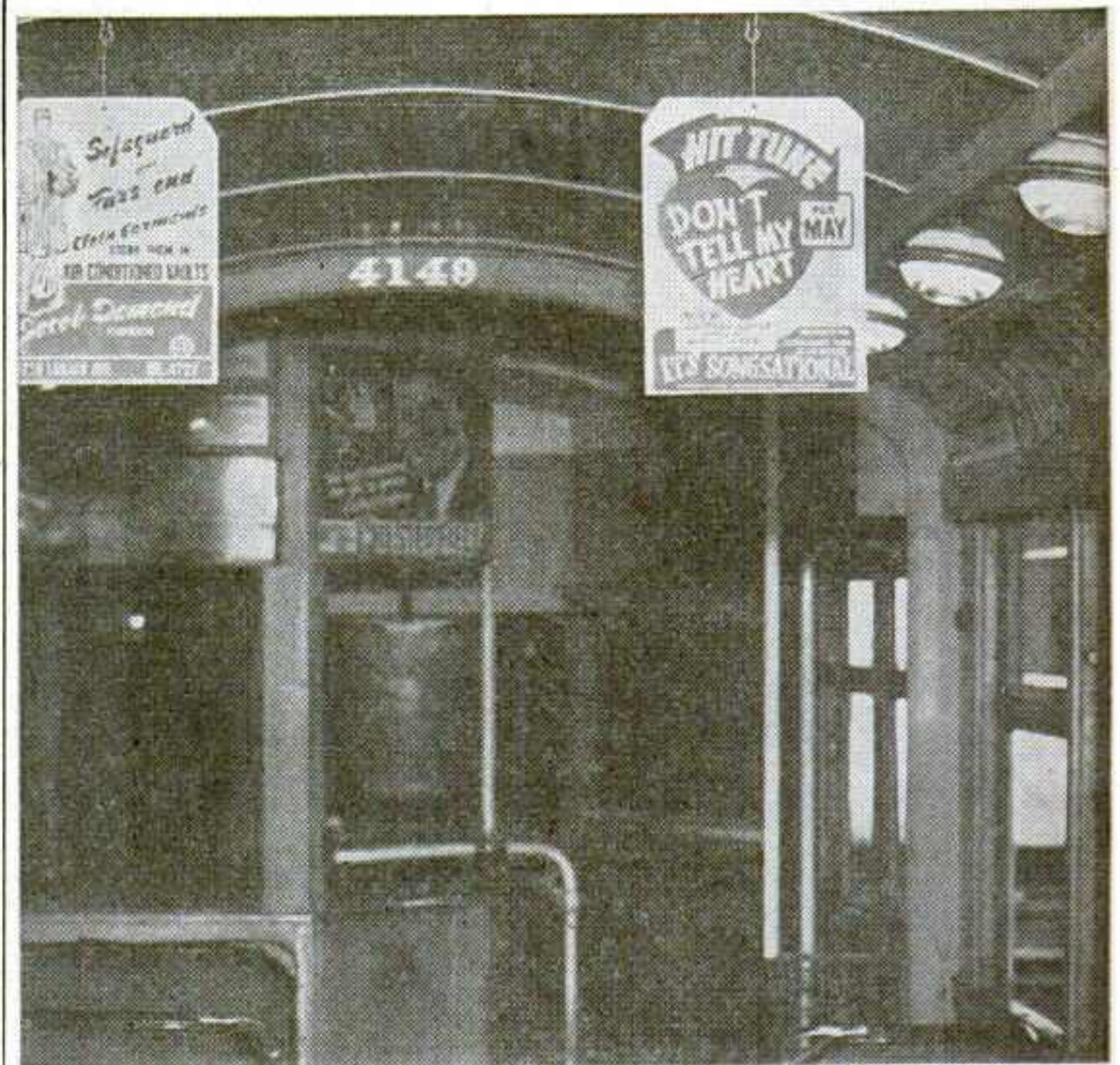
### Future Market

The future of the market for coin radios was viewed optimistically by Wann, who estimated that there are now about 75,000 to 100,000 such sets in operation.

"The market for this quality product has hardly been touched," he said. "The coin-radio market itself is only nominally supplied with equipment so far. Emphasis must be on quality, because a good hotel will not tolerate a unit that is inferior in either appearance or performance.

"Television, some feel, may make an inroad in the field, but because of cost and other factors, we do not believe it will provide significant competition in the next few years, nor will it supplant radio in the hotel room at any time entirely. Over the coming years, we feel that the average hotel will have a mixed installation, with coin-radios in some rooms, and television sets, possibly coin-operated, in others. They will be available, and possibly interchangeable from room to room at the guests' convenience."

Evidence of the size of the radio market, in terms of one large-scale



PROMOTION KEYNOTES the Cleveland Phonograph Merchants' Association drive to increase income in the city's more than 3,000 juke boxes. To hypo play on the May Hit Tune of the Month, "Don't Tell My Heart," special cards were used in all streetcars and busses in the Greater Cleveland area. Given special prominence in the cars (above), the campaign was reported as proving highly successful by CPMA proxy Jack Cohen.

operation, is seen in the fact that Hotel Radio's sets have supplied over 4,000,000 hours of purchased entertainment in the past two years. While no actual dollar figures are available, estimates place gross revenue at about \$1,000,000.

One important policy in connection with the sale of its service to the traveling public is followed by the company—that the radio time must be cumulative, rather than total elapsed time. Some radio operations have sold on the latter basis, and the guest who left the hotel room for a time found that he received only a few minutes of actual listening for his quarter. This led to some dissatisfaction with coin-radios.

Some of the operating experiences of the Hotel Radio Corporation reveal how a coin-radio operation resembles and differs with other types of route operation.

### Sales Program

In selling the installation to a hotel, four significant sales points are used:

1. Additional revenue for the hotel.
2. The value of the set as additional hotel furniture or equipment.
3. Value as an additional service to the hotel guest.
4. Freedom from responsibility for service or maintenance, which is assumed by the operator. (In this connection, the experienced hotel man knows that radios, coin-operated or otherwise, have proven a difficult problem to service, and one that he would rather pass on to a specialist.)

Hotel Radio selects a local man in cities where it operates—usually someone associated with a radio service firm—and trains him to handle its equipment. It has been found that a minimum installation of 25 units in a hotel is usually necessary to make the location practical from a service and collection standpoint, tho in the case of tourist court installations, a smaller number may be acceptable.

### Route Coverage

The regular route man normally calls once a month to make collections and test each unit. Interim service calls are made only when service is requested as in the case of a breakdown. Actually service calls have been fewer than originally anticipated, with an average of only 3½ to 4 per cent of units requiring service either at the regular monthly inspection or on special service calls. Simplified timer construction, with

only three moving parts, has greatly reduced servicing.

Repairs, if necessary, are usually performed in the hotel room. The serviceman carries tools to handle most types of service jobs that may be encountered. Occasionally, a unit is removed to a shop in the hotel when service cannot be performed on the spot.

Pilferage—presumably by persons having access to the machine on location, hotel guests or employees—was at first a minor problem, but has been practically eliminated by the replacement of the original wire-screen bottom with one of plywood. Originally, a vandalism policy with a "first \$15 deductible" clause was carried, but it was dropped when loss proved negligible.

The average life of a coin-radio, incidentally, is estimated to be 10 years, provided it is properly maintained. This allows a favorable schedule for amortization.

Most Hotel Radio servicemen are part-time employees. It is figured that the average man can service about 100 machines a day in one hotel. The firm has found that the average number of machines which one man, working full time, can handle adequately, is about 1,200 to 1,400 a month, including time for special service calls, and for travel time between locations. One man reported handling as many as 2,400 machines a month, but this was found to be too many. To date, no installations have been lost because of dissatisfaction of the hotel management.

### Sell to Ops

After three years of practical large-scale operating experience, Hotel Radio Corporation has reached the point where its output is sufficient to divert part of the production for general sale to operators. In the past, it has produced only for its own needs.

The Hotel Radio will be placed on the market with a regular trade promotional campaign. National advertising in the hotel trade press has been used in the past, to bring the product to the attention of the location owner. Company's policy will be to sell to qualified operators in instances where a hotel management wants an installation in a locality where the firm itself is not operating. The present national operations of the company will be continued but not greatly expanded, it was announced.

**COIN RADIO KITS** ASSEMBLE YOUR OWN DETAILED INSTRUCTIONS FOR COMPLETE UNITS

Enter this Highly Profitable Business with a Small Cash Outlay. Easily Assembled with Ordinary Tools found in any Home Workshop. Beautiful Cabinet—No stains—no burns—no refinishing. Exceptional acoustics only equaled by this type of Cabinet.

PLASTIC CABINETS, Extra Heavy, Grill attached for TABLE, or top half of Console Model .....	\$ 5.75
TIMERS (25¢ orp.) for 1 or 2 hr. OR (5¢ orp.) for 10 min. ....	4.95
METAL HINGED BASE BACK No-Cheat Coin Box and Brackets .....	3.45
2 Locks, Wing Nuts, Name Plates, etc. ....	1.80
A.C. RADIO CHASSIS RCA 5-Tube Super-Het. Completely Wired. (U.L. Approval) .....	15.35
PLASTIC BASE, Extra Heavy, to complete CONSOLE MODEL .....	4.25
BEAUTY PARLOR DRYER HEAD SETS AND HOLDER (extra) .....	1.80

Fed. Tax Included.  
Delivered Free, Any Place in U. S. A.  
**RADIO COIN MATIC**  
1110 S. Normandie Ave., Los Angeles 6, Calif. Complete Kit ..\$35.00

Deluxe Table Model Kit  
Can Be Screwed Down or Hooked to Table with "C" Clamp.  
Complete Kit ..\$31.00

Deluxe Console Model Kit  
No Stand Needed—Can Be Fastened to Floor.  
Complete Kit ..\$35.00

**PACKARD (PLA-MOR)**

Yesterday's Today's Tomorrow's **FINEST WALL BOX**

**Engineered RIGHT! Styled RIGHT! Priced RIGHT!**

See Your Nearest Coin Machine Distributor or Send Your Orders Direct to—

**PACKARD MANUFACTURING CORP.**  
Noble at Market St. Indianapolis, Indiana

## Turning Back the Clock

**15 Years Ago This Week**  
**CHICAGO, May 19, 1934.** — The Beverage Vending Machine Company, Detroit, announced thru its president, Joseph Proteau, formerly manager of Icy-Kold Vending Devices, Inc., that it was in the final stages of developing a new orange juice cup vender. . . . A wall-type, individual "per-booth" penny nut vender selling at \$5.95 was introduced by the Vendex Company, Boston. Unit, chromium-plated, was tried experimentally in New England by Vendex before being placed on the market. In some locations, between 26 and 30 units were installed.

Jimmy Johnson's Western Equipment & Supply Company, Chicago, introduced a new racing game, Futurity. Game, featuring odds from 2 to 16, was already in full production, following a series of test installations. . . . W. T. Morgan, Plainfield, N. J., amusement machine operator, reminiscing in *The Billboard* turned his clock back 20 years to 1914, when he operated his first Mutoscope cranes without the candy and novelty pre-

miums. "People paid a nickel just to see the cranes operate," he said.

First of the pin games licensed in New York began appearing on location in stores. Levy was \$3 per year, and had to be paid by the storekeeper. Operators could buy licenses for store owners who were citizens by filling out applications, having them signed and notarized. Original plan of having the storekeeper appear at the license department was discarded when operators' committee explained the difficulty of such a procedure to license commissioner Paul Moss.

Citing an increase in cigarette vender popularity in Detroit, operator C. A. Shoemaker, Howes-Shoemaker Company, declared that restaurants were proving "by far the most successful location for this type of machine." Next best locations were all-night spots of all types and transfer points, he held. . . . Ad-Lee Company, Chicago, had a new four-column counter vender called Four-some to dispense four different nut meats. Firm made the numbered ball gum vender many years before.

Scalemen took time out to take note of the revival of the old-time beam scale "barker" in New York. Setting up their large platform Fairbanks beam scales with the "correct weight for 1 penny" sign, the hawker adjusted the weight for customers.

### 10 Years Ago This Week

**CHICAGO, May 20, 1939.**—New games were the topic of the day, with Bally Manufacturing Company introducing a trio called Victory, Double Feature, a high score type, and Chevron, featuring an intermediate award system. Genco, Inc., debuted its Airport, "timed to the times" with airfield design on its play and back field.

Bally announced the appointment of Bert (Perk) Perkins as assistant

## Now It's Official

**WASHINGTON, May 21.**—Most types of coin-operated machines have been given official recognition for the first time by Cuba, Commerce Department reported this week.

In a special regulation by the Cuban Ministry of Interior, all types of machines except those involving "a gamble" are legalized on the island. Commerce officials commented that the step only makes official something that has been going on for years.

## Calendar for Coinmen

June 3-4—National Automatic Merchandising Association (NAMA), Regions A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City. (Region A, New Jersey, Pennsylvania; Paul I. Berkley, chairman. Region 3, Virginia, Maryland, Delaware, District of Columbia; Aaron Goldman, chairman.)

June 5-9—National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

June 8—Arkansas Music Operators' Association (AMOA), meeting and banquet, Marion Hotel, Little Rock.

June 19-24—International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.

June 26-29—National Candy Wholesalers' Association (NCWA), annual convention and exposition, Stevens Hotel, Chicago.

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, *The Billboard*, 155 North Clark Street, Chicago 1, for listing in this calendar.)

sales manager in charge of its bell sales. Vice-President Jim Buckley predicted continuance of the mounting popularity of the Bally Bells, and back-patted Perkins with "he's the man to keep the trend growing." . . . Western Products, Inc., chalked up soaring sales totals on its Hold Tight game, featuring four scoring panels on the backboard, four ways to score and fast playfield action.

Jack Keeney, J. H. Keeney & Company head, reported that his firm was planning a third run on its Up and Up game. . . . Carl Hoelzel, head of United Amusement Company, Kansas City, Mo., announced the completion of his firm's new building enlargement program which added 4,500 additional square feet of floor space. Carl forecast a big demand for the Rock-Ola counter phono unit which was soon to be introduced.

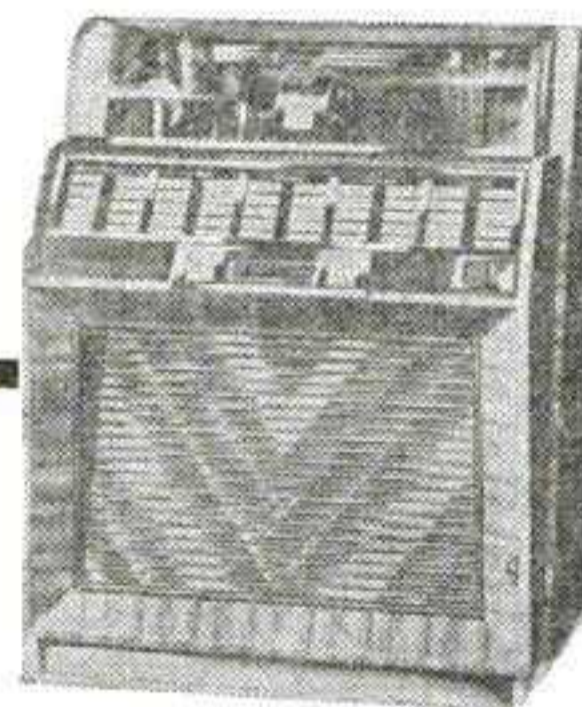
Pitney-Bowes Postage Meter Company, Stamford, Conn., unveiled its new Mailomet machine, which "automatically makes one operation of the purchasing of postage, stamping and mailing a letter." At the unveil-

ing, New York Postmaster Goldman handed two letters addressed to President Roosevelt to Ramsey Black, third assistant postmaster general, to place in the new machine.

Ray Becker, leaving the J. H. Keeney & Company after three years with the firm as sales manager, formed his own company, Ray Becker and His Recreational Games, Inc. Firm specialized in manually operated skill games for location as well as home recreation room use. . . . James T. Mangan, advertising manager of Mills Novelty Company, threw a convention meeting of the Advertising Affiliation into a turmoil with the charge that "today's advertising is corny."

Fred Mills, head of Mills Novelty, released a statement on the company's employee staff and payroll to *The Chicago Daily Tribune*. Said Mills, "We have 2,000 employees who draw a total of \$3,000,000 a year in pay." Interview was coincident with the appearance of a feature story on the coin machine industry in *The Saturday Evening Post*.

## the NEW Seeburg SELECT-O-MATIC 100 offers a better deal in music



### late model reconditioned Seeburg Phonographs

- '46 M Seeburg converted to '47 . \$449.50
- '46 M Seeburg . . . . . 399.50
- '46 S Seeburg . . . . . 350.00
- '47 M Seeburg converted to '48 . 525.00
- '47 M Seeburg . . . . . 499.50
- '48 ML Seeburg . . . . . 599.50
- WS2Z Wireless Wall Box, 5c. . . 24.50
- WB1Z 5-10-25c Baromatics . . . 24.50

**FOR THE OPERATOR**—New advantages for increasing collections from top spots and getting a better share of revenue . . . Select-O-Matic 100 cuts record changing time and costs . . . reduces record breakage . . . boosts operator's reputation in community as a progressive leader offering America's finest and most complete music systems.

**FOR THE LOCATION OWNER**—New incentive to push music revenue . . . a revolutionary coin-operated phonograph plus Scientific Sound Distribution and Remote Control . . . smartly modern design . . . luxuriously beautiful appearance . . . helps promote business.

**FOR THE CUSTOMER**—New playing appeal . . . 100 selections all visible at same time . . . instant choice of latest hit tunes plus old time favorites grouped under 5 headings . . . plays either side or both sides of 10" or 12" records vertically . . . nickel, dime and quarter play . . . 6 individual plays for a quarter.

## SHAFFER MUSIC CO.

- 606 S. HIGH ST.  
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- 2129 MAIN ST.  
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- 1619 W. WASHINGTON ST  
CHARLESTON, W. VA.
- 2208 FOURTH AVE.  
SEATTLE, WASH.
- 1238 S. E. UNION AVE.  
PORTLAND, OREGON



**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

**RACE**

**TODD RHODES ORK**  
(King 4287)  
**Red Boy at the Mardi Gras** 80--80--80--80  
This is a slow blues which bites in and sets a deep mood with a succession of solos against a firm beat.  
**Pot Likker** 83--83--82--84  
This is a likely juke item with its throbbing beat and an infectious sort of tune. Reminds in part of the "Corn Bread" click.

**IVORY JOE HUNTER**  
(King 4291)

**Waiting in Vain** 73--72--73--74  
Hunter does a good selling job with a not too impressive ballad.  
**That's the Gal for Me** 85--85--85--85  
This is a rhythm song of considerable merit and it's delivered engagingly by Hunter and an ork. Could find added loot in the pop field with not too much trouble.

**T. J. FOWLER ORK**  
(National 9072)

**Red Hot Blues** 85--85--84--86  
The driving rhythm under the frantic solos and vocal choruses make this one of the wildest peacetime disturbers in years. Could be a potent platter with ops, jocks and dealers alike.  
**Harmony Grits** 72--72--70--74  
A well-performed, driving instrumental blues riff, but inevitably anticlimactic after the sensational flip.

**ALBERT AMMONS & HIS RHYTHM KINGS**  
(Mercury 8140)

**Roses of Picardy** 73--71--70--76  
The old master sounds like two or three pianos at once, as usual. His treble inventions are delightful, while the left hand beats out solid-rock boogie underneath.  
**Why I'm Leaving You** 68--68--66--70  
Ammons' slow-rock 88'ing outshines a routine blues vocal here.

**SAM TAYLOR ORK**  
(Abbey A 62)

**Rinkey-Dinks** 81--80--78--85  
Tenor and small combo smoke up a breeze on a jumper with a catchy, repeated riff. Side swings, and should get box attention.  
**Pyramid Boogie** 70--70--70--70  
Bop-flavored instrumental boogie swings, with okay piano, tram and tenor solos.

**THE JUBALAIRES**  
(King 4290)

**Jean** 66--66--64--68  
New ballad is pretty, and group sings it well, tho without special character or distinction.  
**Get Lost** 61--61--60--62  
Uninteresting rhythm trifle.

**"SABBY" LEWIS ORK**  
(Mercury 8134)

**Clark's Idea** 84--84--84--84  
Standout tenor sax builds to an exciting climax in a medium tempo jumper, with the band pushing and building all the way.  
**Ugly Woman Blues** 72--70--70--74  
Al Morgan sings a jump blues with a mildly amusing lyric.

**FOLK**

**CLYDE MOODY**  
(King 782)  
**Blue Mexico Skies** 55--55--54--57  
A dull Western side.  
**Over the Hill** 71--72--70--70  
Contemplative outdoor ballad has more meat, and Moody warbles it well.

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

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**FOLK**

**REDD STEWART & HIS KENTUCKY COLONELS**  
(King 781)  
**Perhaps It Is Better That Way** 80--82--80--78  
Relaxing waltz tune is warbled with considerable warmth. Might purty stuff.  
**Alone** 67--68--66--66  
Rendition is superior to the material here.

**HOT JAZZ**

**FLIP PHILLIPS- MACHITO ORK**  
(Mercury 11018)

**Caravan** 81--82--80--80  
With Machito's precision and moving rhythm section kicking up a storm in the background, Phillips doodles big-toned tenor figurations on the Ellington opus.  
**Flying Home** 81--84--82--78  
Phillips' swinging horn improvises on the standard riff both with the fast rumbop of Machito's rhythm section and with Jo Jones beating out 4/4. Good big band support.

**KITTY KALLEN (Mitch Miller Ork)**  
(Mercury 5291)

**I'm Gonna Wash That Man Right Out of My Hair** 66--66--64--68  
Thrush doesn't give the "South Pacific" novelty ditty the verve and buoyancy it needs.  
**Happy Talk** 75--76--73--75  
Just the right, light joyous quality in her happy rendition of this one.

**CONNIE HAINES-THE HIGHLIGHTERS (Roy Ross Ork & Chorus)**  
(Coral 60070)

**Hang on the Bell, Nellie** 68--70--66--68  
Novelty hay-seed polka has everybody trying too hard.  
**Maybe It's Because** 74--75--72--75  
Rightly pretty song is handled equitably by the vivacious thrush.

**THE SATISFIERS FOUR-SOME (Tony Mottola Ork)**  
(King 15001)

**Jean** 77--77--77--77  
Velvet-smooth mixed quartet brings out the highly listenable quality of this ballad.  
**The Egg and the Hen** 65--65--65--65  
Not very diverting novelty bit.

**TED WEEMS ORK**  
(Mercury 5287)

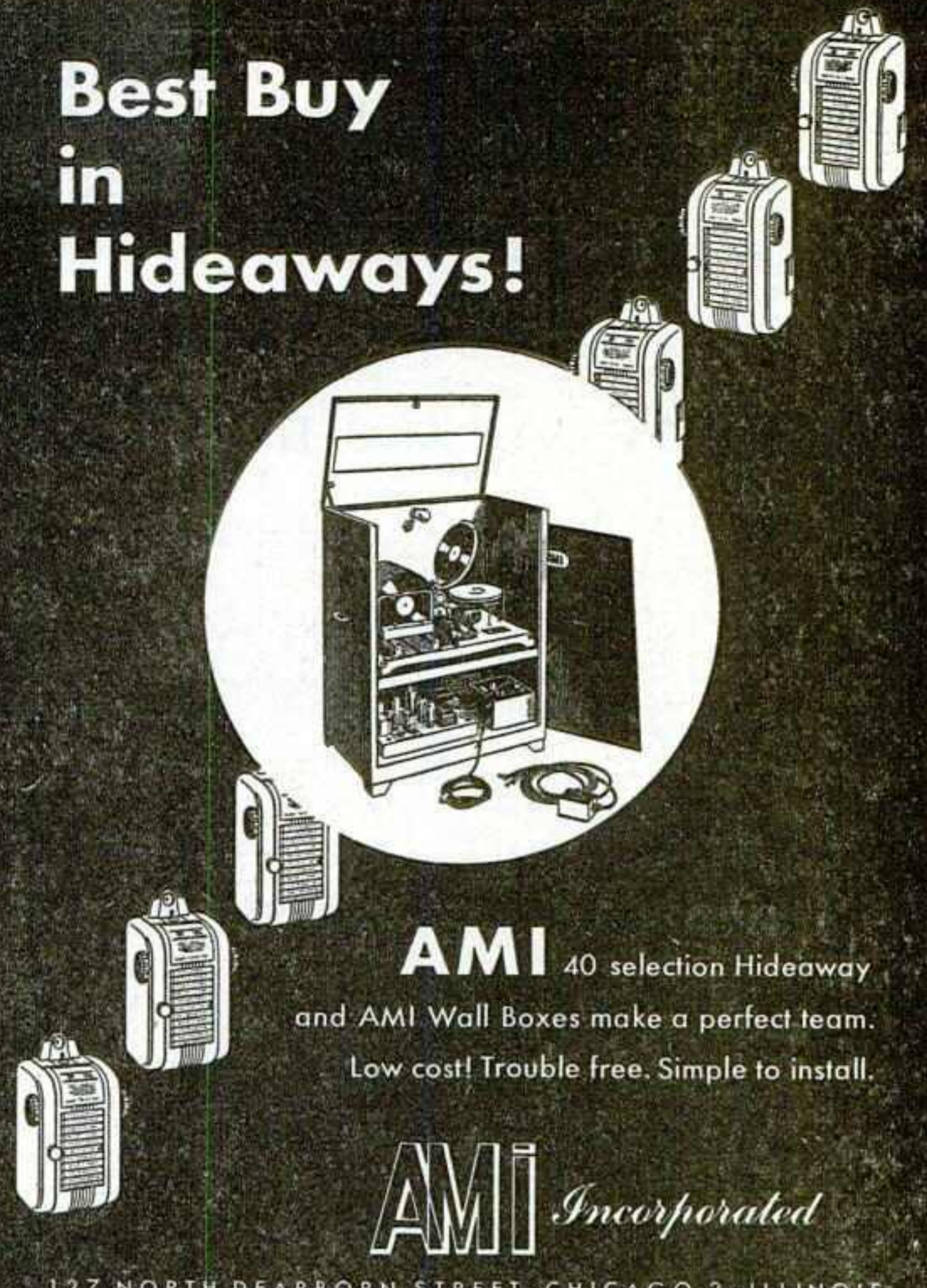
**Canadian Capers** 60--60--60--60  
Elmo Tanner's whistling is the feature in a prosaic rendition of the old jazz number.  
**Stammerin'** 74--74--74--74  
(Ken West)  
Warbler Ken West does an engaging stammer vocal on an easy little comedy ballad. Coy but cute.

**CHRISTINE CHATMAN**  
(Christine Chatman's All Star Combo-G. Ammons)  
(Aristocrat 8001)

**When Your Hair Has Turned to Silver** 50--50--50--50  
Chatman gal sings around oldie melody to make it race blues version, but draggy tempo detracts from her voicings.  
**Hey, Mr. Freddy** 44--44--44--44  
Ammons' tenor fails to spark combo into anything. Chatman's vocalizing is better than her pianistics.

(Continued on page 135)

# Best Buy in Hideaways!



**AMI** 40 selection Hideaway and AMI Wall Boxes make a perfect team. Low cost! Trouble free. Simple to install.

**AMI Incorporated**  
127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

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20 UNITS AMI HOSTESS Studio Equipment, Record Library and Cabinets Complete and Ready for Operation. Write for Price.

### WALL BOXES

Seeburg 3W2-L56, 5g, 3-Wire	\$29.00
Seeburg W1-L56, 5g, Wireless	29.00
Seeburg Pre-War, 5g, 3-Wire and Wireless	15.00
Seeburg WB-1Z, 5/10/25 Wire-less Baromatic	24.50
Seeburg DSB-1Z, 5/10/25 3-Wire Baromatic	19.00

WE SPECIALIZE IN EXPORT TRADE

### PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER:

WURLITZER	ROCK-OLA	SEEBURG
780	Master	1941 R.C. Special
700E	DeLuxe	Special
800	Standard	Envoy, R.C.
950	Super	Hightone, R.C.
850	Commando	Hightone, E.S.
500	President	Colonel-Major
600K	Twin	Classic-Vogue
600R		Regal
Victory		Gem
24		Concert Grand
61		

We Will Completely Rebuild, Refinish and Unconditionally Guarantee These Phonographs for \$35.00 Extra

**REBUILDING MEANS:**

1. Mechanism overhauled
2. Worn parts replaced
3. Amplifier reconditioned
4. Speaker inspected
5. Tone Head renewed
6. Cabinet professionally refinished

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

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Seeburg Factory Distributors  
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Branches in Buffalo, Rochester, Albany

# Ice Cream Venders Set To Roll

## Mfrs. Adjust Prices, Up Output, Increase Machine Capacity; 6,000 Units Out

Eight Firms in Production; Two Making Pilot Runs

By Fred Amann

CHICAGO, May 21.—Ice cream vender manufacturers have "turned the corner," production and price-wise, and adopted a grass-roots approach to the peculiar problems facing their phase of the vending industry, it was indicated in a 12-firm survey of the field by *The Billboard* this week. Summing up all production totals by these companies, approximately 6,000 machines are in operation.

With production ranging from five to 50 machines a week by eight firms, and with pilot production getting under way in two other plants, manufacturers have apparently done some "second-thought" revising on their original price tags. Just as previous lows of \$350 have been found unfeasible from the production and quality angles, so too have such extreme highs as \$1,450 gone by the board. Trend now is to meet on a common price ground that will permit adequate profits for the manufacturer while holding to rigid levels of quality and functional design. This means that the average list price for a multiple column, high-capacity vender today is between \$450 and \$695. With several units priced above the \$700 mark, however, there is still room for some downward adjustment, operators feel. In two instances, machines going for less than \$400 are being successfully produced, but they are non-selective models.

### Price Picture

The price picture of the 10 firms having machines in the field has come into focus during recent weeks, with one company lowering and three firms upping prices. Remaining six companies have not changed their (See *Ice Cream Venders* on page 117)

## Cole Products Sets Up National Sales Org; Delivering Colespa

CHICAGO, May 21.—After several months of preparation, Cole Products Corporation this week announced the firm is in full production on its Colespa Hermetic cup dispenser, which was introduced to the trade at the NAMA show in December. It was also learned that the firm has taken over new general executive and sales offices at 39 South LaSalle Street, Chicago, and has opened four divisional offices. The latter are the first of a chain which will eventually cover the 48 States. Headquartering in the Chicago offices are Albert Cole, president; Richard Cole, vice-president,

and A. M. Carr, chief research engineer.

First four divisional headquarters were opened this week, 475 Fifth Avenue, New York, under the direction of Melville B. Rapp, former general sales manager of Drink-o-Mat Industries; 701-02 Book Building, Detroit, with William J. Smith, former owner of Smith Farms, Inc., and Smith Trucking Company of Michigan, in charge; 310 Broadway, Kansas City, Mo., Edward L. Granger in charge, and Transamerica Building, Los Angeles, under the managership of Frank I. Kirk. Granger was formerly president and sales manager of the Barnes-Granger Corporation, while Kirk was formerly vice-president and sales manager of Perfecold, Inc.

According to Albert Cole, the divisional offices will each cover several States, and district offices will be opened to effect a more localized coverage. First district headquarters have been established in San Fran- (See *COLE SETS UP* on page 116)

## House Passes Bill To Help States Collect Cig Taxes

WASHINGTON, May 21.—The bill to assist the States in collecting cigarette use and sales taxes passed the House by voice vote this week and was sent to the Senate. In effect, the measure would aid vender sales in States having such taxes by discouraging the importation of cigarettes from tax-free States.

The bill provides that all shippers of cigarettes in interstate commerce must forward to State tax administrators information regarding their customers. The administrator would then take steps to collect the usual levy from the buyer who purchased out-of-State smokes.

A similar bill passed the House last session but was bottled up in the Senate Finance Committee. Chances for the current bill in the

upper chamber are again doubtful.

Opposition to the measure in the House was vociferous but not large. A resolution for consideration of the ciggie bill was adopted by a roll call vote of 322-24. About a score of those voting against consideration took the floor to blast the bill as putting the federal government in the position of interfering with strictly State matters. On that grounds the constitutionality of the measure was questioned by a half dozen legislators.

Rep. Robert Doughton (D., N. C.) chairman of the House Tax Committee, however, said that the Justice Department had assured him that the bill was constitutional. Doughton added that the bill is backed by the Internal Revenue Bureau and the Post Office Department.

# FTC Skeds Candy Trade Meet

## Will Present 17 Points To Set Up Code

Convene in Chi June 9

WASHINGTON, May 21.—Heeding suggestions of several candymakers now under Federal Trade Commission (FTC) charges, the agency will hold a trade practice conference in Chicago June 9 to draw up a code for the industry.

According to FTC the conference "will be devoted to the discussion of comprehensive rules designed to prevent unfair practices and to maintain ethical competitive standards for the protection of industry, trade and public."

### Subjects on Agenda

Subjects to be considered at the confab, scheduled for 11 a.m. at the Stevens Hotel, are proposed bans on misrepresentation as to character of business, misuse of the word "free," commercial bribery, defamation of competitors or disparagement of their (See *FTC SKEDS* on page 118)

## Op Rotates Decals On Bulk Venders To Up Interest, Sales

CHICAGO, May 21.—Using a series of colorful decals on the globes of industrial location peanut venders, each carrying a different "eat more" message, has resulted in increased sales, according to Joseph and Sam Brodsky, brothers heading the Illinois Vending Company here.

Machines in captive locations tend to become "taken for granted," and the addition of colored decals from time to time catches the workers' eyes and therefore his pennies, they point out. Too, the decals each carry a different message, promoting the food and energy value of peanuts.

Examples of decals used include one with a bright yellow background on which is printed "For Your Stomach's and Pocketbook's Sake!" This is followed by the statement of a well-known health authority: "If I were hungry and had only a nickel for food, I'd buy peanuts." Closing plug states that peanuts are "A highly concentrated food, rich in health and energy properties."

Another decal, with a blue background, carries the message: "How's Your Food Balance? . . . Few people

## 50 Ohio Ops Form New Cig Vender Assn.

Move Against State Tax

COLUMBUS, O., May 21.—Following the formation of the Ohio Cigarette Vendors Association (OCVA) here last week (14), group's 50 charter members elected Maurice Levitch, general manager of the Stern Cigarette Vending Machine Company, Norwood, O., as president.

Initial aim of the association is to campaign against the proposed 3 per cent State sales tax, as it would apply to cigarettes. At the opening move, Levitch testified before the Senate Tax Committee here Tuesday (17). He said the bill, as currently proposed, would mean changes in the coin mechanism for cigarette machines.

know much about food chemistry or what the human system needs. Peanuts are a highly concentrated balanced food."

## Set Program For 2-Region NAMA Confab

Emphasize Op Problems

CHICAGO, May 21.—The program for the two-day, two-region National Automatic Merchandising Association (NAMA) meeting June 3-4 at the Ritz-Carlton Hotel in Atlantic City was completed this week, according to Tom Hungerford, NAMA director of public relations. Comprising Region A (New Jersey, Pennsylvania; Paul I. Berkley, chairman) and Region 3 (Virginia, Maryland, Delaware, District of Columbia; Aaron Goldman, chairman) the business sessions will include talks on tax and insurance problems and on-the-route operating discussions.

### First Biz Session

With Friday (3) morning devoted to registration of members and non-members (latter also invited to attend), the first business session is scheduled to get under way at 2:30 (See *Program Is Set* on page 115)

## Harrison Offers Ops Liquid Coffee Line For Location Sales

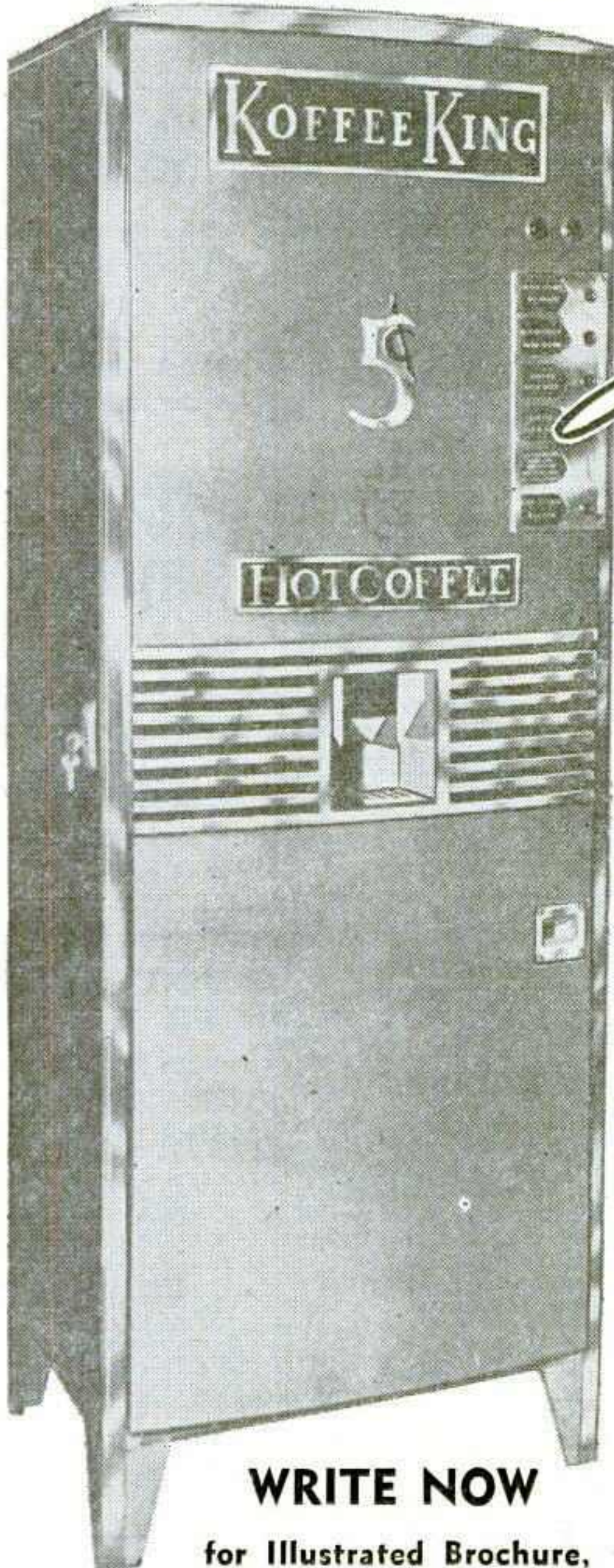
NEW YORK, May 21.—The Harrison Company, producers of a liquid coffee concentrate used in automatic coin dispensers, is now negotiating with operators to handle the concentrate for sale to restaurants and caterers under territorial distributorship agreements. Under the program, launched by the company this week, venders are being offered sole sales rights in areas where they are now operating coin equipment.

Following a survey by the research staff, George Harrison, owner, said a large market existed for the concentrate in restaurants especially for the brewing of iced coffee. This is often a time-consuming chore in busy (See *Harrison Offers* on page 117)

# It's Here!!!



- ✓ Tried . . .
- ✓ Location Tested . . .
- ✓ Fully-Perfected



## KOFFEE KING...



### FRANK Q. DOYLE Says . . .

Many thanks, operators, for your patience. **KOFFEE KING** has been a long time coming but you'll be glad you held out for the very best in Hot Coffee Vendors . . . yes, you'll be glad you held out for **KOFFEE KING!**

**KOFFEE KING** is royalty with a capital "R" when it comes to brewing a fine cup of coffee. It's the sovereign that will get, hold and rule the best of locations. It's a majestic piece of vending equipment invented and built by one of the greatest engineering minds of the country. But best of all, **KOFFEE KING** is down to your price level . . . really sensibly priced to start a quick steady flow of good profits coming your way.

**WRITE NOW**  
for Illustrated Brochure,  
"THE KEY TO YOUR FUTURE  
IN COFFEE VENDING"



There's no reason to wait . . . the locations are there, by the thousands . . . the coffee drinkers are there, by the millions . . . and **KOFFEE KING** is here, ready for immediate delivery for the profits you have a right to expect from the best of Hot Coffee Vendors

# Futuramic Machines, inc.

Sales & Executive Office: 20 E. 35th St., New York, N.Y. • Factory: Bronx, N.Y.

**THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL**

*Cuts Service Time in Half.*

**\$17.55**

**SAMPLE**

Write for Quantity Discount.

Other Popular Northwestern Vendors \$10.35 and Up

Contact us for

- BULK MACHINE CHARMS
- MERCHANDISE
- BALL GUM

Parts and Supplies 1¢-5¢ and Foreign Coins.

Write for Circulars and Price List.

**BADGER SALES CO., Inc.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.



## Senate To Ask New Cigarette Levy in D. C. Sales Tax Bill

WASHINGTON, May 21. — The Senate has written into the prospective D. C. sales tax bill provisions for the licensing of cigarette venders and for a 1-cent cigger tax. Since neither provision is contained in the bill as passed by the House, final decision on the provisions will await action of conferees from both houses.

The licensing section authorizes the D. C. commissioners to levy a fee not exceeding \$5 on each cigarette machine in the nation's capital. It is also left to the local governing body to decide whether each machine

must have a license or whether blanket licenses will be issued for a number of machines.

The provision for a 1-cent fee on each pack of cigarettes exempts cigars by including only "rolls of tobacco wrapped in paper or in any substance other than tobacco."

The section specifies that a special 1-cent tax stamp purchased from the D. C. collector of revenue shall be affixed to each pack of cigarettes by the wholesaler, the retailer or by the vending machine operator, depending upon which receives them from the manufacturer.

## Johnson Starts Own Rep Office

BRIDGEPORT Conn., May 21.—M. R. Johnson, former export sales manager for Telecoin Corporation, will open his own distributing company in the Warner Building, 83 Fairfield Avenue, here this week.

Johnson has been associated with the coin-operated merchandising business the past 15 years, and was one of the early organizers of the self service laundry business. He will be the exclusive distributor for the Bendix commercial automatic washer.

*Now you can*

# CUT VENDER SERVICING TIME AND COSTS IN HALF

*- Boost Profits to New Highs!*

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. That means twice as many machines serviced per day per man . . . servicing costs cut in half . . . far bigger profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assure more accurate accounting, tighter control. Investigate today!



**Northwestern**

MODEL **49**

WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

**THE NORTHWESTERN CORPORATION**  
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

## Kennedy & Stept To Use Falcons In RR Locations

NEW YORK, May 21.—Kennedy & Stept, Inc., operating firm which recently was awarded the right to place automatic shoe shining equipment thruout the station network of the Pennsylvania Railroad, has closed a deal for quantity purchases of Falcon coin shiners, it was disclosed here this week. Jim Kennedy, president of the operating firm, declared Falcon machines would be used exclusively in new station installations.

Kennedy is now completing the initial phase of a survey to determine the stations on the railroad that may be expected to do volume business (*The Billboard*, April 16). He said that shiners would most likely be placed first in the Philadelphia area.

Kennedy & Stept has established executive offices in the Fisher Building, Johnstown, Pa. From that city, the firm will direct the activities of regional service subsidiaries.

## Drive-In Movies Up As Vender Locations

NEW YORK, May 21.—Drive-in theaters, as potential high-volume vender locations, took on added importance recently, with movie spokesmen predicting original estimates of 1,500 drive-ins over the country by the end of this year were too low.

An out-door theater building boom is on in various sections with major activity taking place in New Jersey, Pennsylvania, California, Colorado and Kentucky, it was stated.

## NCA Winner of Grand Award In Trade Assn. Competition

CHICAGO, May 21.—National Confectioners' Association (NCA) won the grand prize in the 14th Annual Competition for Outstanding Trade Association achievement, an activity sponsored by the American Trade Association Executives (ATAE). NCA's entry featured the association's sanitation program for the candy industry.

Presentation of the award, during the recent Washington spring meeting of ATAEE, was made to Philip P. Gott, NCA president, by H. B. McCoy, director, Office of Domestic Commerce.

## C. C. Travis Dies; Built Advance Machine Company

CHICAGO, May 21.—C. C. Travis, founder of Advance Machine Company here in 1900, died in his home in Fort Meyers, Fla., recently. He was 89 years old.

Travis had been active in formulating company policy up to the time of his death. Operation of the firm will now be handled exclusively by his son, E. C. Travis.

## ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay.  
*Write for details.*

<b>RAIN-BLO BUBBLE BALL GUM</b>		<b>NEW CHARMS</b>	
Packed 25 Lbs. to Carton		President Buttons — Pictures & Dates of Office of the 32 Presidents of the U. S. — Washington to Truman . . . \$7.50 Per M	
25 to 475 lbs. . . . .	27c lb. 29c lb.	Metal Jingle Bells, 1/2" — in brilliant colors — red, blue, green, gold & silver. \$7.50 Per M	
500 lbs. or over . . . . .	26c lb. 28c lb.		

Freight paid on 150 lbs. or over  
**FULL CASH WITH ORDER**

**ROY TORR, Lansdowne, Pa.**

## A STEAL!

Twenty practically new PENNY WEIGHT SCALES Hamilton Model P. W. machine, latest, streamlined model. These list at \$89.50 in singles, our price for the lot

**\$30.00** each

**\$40.00** each, singles.

If you want these, act now. Someone is going to get a real bargain.

**Gold Medal Products Co.**  
318 E. Third St.  
Cincinnati 2, Ohio

## BOOST PROFITS TO NEW HIGHS

With the **NEW NORTHWESTERN MODEL 49**

*Cuts Costs and Servicing Time in Half.*

Less Than 25

**\$17.55**

Less Than 100

**\$17.25**

Specify 1¢ or 5¢. Write for Circulars and Price List on Complete Northwestern Line.

**RARE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Philadelphia 23, Pa.  
LOmbard 302676



## WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$ 5.65  
100 lbs. or more . . . . . 21.90

**COPPER AND SILVER PLATED CHARMS**

Series #1, 1,000 . . . . . \$4.50  
Series #2, 1,000 . . . . . 5.75  
Gold Plated "Georgie" Pins, 1 Gross 3.95  
Gold Plated Bracelets in Capsules. 100 . . . . . 5.95  
Silver Wedding Rings, 1,000 . . . . . 5.50  
Gold Wedding Rings, 1,000 . . . . . 8.95  
Cameo Rings, 1 Gross . . . . . 2.50  
Sassy Wise Crack Buttons, 1,000 . . . . . 6.50  
Gold Plated Basket Balls, 1 Gross . . . . . 3.75

We are factory distributors for all leading makes of VENDING MACHINES.

**PARKWAY MACHINE CORPORATION**  
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## THE "CHALLENGER"

THREE MACHINES IN ONE

**\$10.00 to \$50.00** Weekly on Location!

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**Atlantic N. Y. Corp.**

583 Tenth Ave., New York, N. Y.  
Distributors of Electro in Connecticut, Northern New Jersey, Metropolitan New York, Long Island and Westchester areas.

Distributors of Electro in Delaware, Eastern Pennsylvania and Southern New Jersey.

**Atlantic Pa. Corp.**

919 Broad St. Philadelphia, Pa.

America's Finest All-Electric Cigarette Vending Machine



**EASTERN ELECTRIC VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.  
A PRODUCT OF C-B LABORATORIES

**Program Is Set For Two-Region NAMA Meeting**

(Continued from page 112)

p.m. Four subjects will be covered. Egmont Arens, industrial designer, will talk on *Product Merchandising in Vending*; Fred Brandstrader, NAMA legislative counsel, on *Taxes Are Always With Us*; Walter G. Keyser, insurance counselor, will discuss *Your Insurance Problems*, and Hungerford will conclude the session with a talk, *Stand Up and Be Counted*.

A cocktail reception will be held at 6 p.m., courtesy of the Austin Packing Company, followed by the annual banquet at 7:30 p.m. Two speakers will address the banquet party; Ford S. Mason, NAMA president, and a second industry leader yet to be announced. Entertainment will follow.

The Saturday (4) sessions will get under way at 9:30 a.m. with a *Vending College of Quizzical Knowledge* discussion designed to furnish basic automatic merchandising know-how. This will be followed by an address by G. R. Schreiber, editor of *The Billboard*, titled *Your Business as I See It*. George M. Seedman, NAMA vice-president and general chairman of the 1949 NAMA convention committee, will talk on *The 1949 NAMA Convention and Exhibition*.

Continuing the second day business activities, separate regional sessions to start at 11:45 a.m. will be held to elect officers. At 1 p.m., C. S. Darling, NAMA executive director, and Zenn Kaufmann, of Philip Morris & Company, will deliver talks during a luncheon. Meeting will adjourn with the annual inter-regional contest, a question-and-answer session between individual members of both regions, beginning at 6 p.m.

A special brunch will be held at 10:30 a.m. for the women.

**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: Gedney 8-3600



**New Hampshire Cig Tax Boost Awaits Action**

CONCORD, N. H., May 21.—Jerome Kaufman, official of the National Association of Tobacco Distributors (NATD), urged the New Hampshire Legislature here last week not to increase the State's present 15 per cent tax on tobacco products. A bill now being considered by the House Ways and Means Committee would raise the tax to 21 per cent of the selling price, amounting to about 3½ cents per pack of cigarettes.

Kaufman, NATD director of industry and public affairs, told the committee that a boost in the tax would place tobacco products out of the reach of many of the State's citizens. Cigarettes are not luxuries, he said. "They are considered necessities and afford one of the few pleasures of the lower income groups."

He pointed out that consumers here paid more than \$2,000,000 in tobacco taxes last year. An increase in the tax rate would result in fewer sales, said Kaufman. "It is therefore extremely doubtful," he added, "whether a rise in the tobacco tax... would result in any appreciable increase of revenue to the State."

The bill has not yet been reported out of committee.

**NCA Appoints Mack**

CHICAGO, May 21. — Philip P. Gott, president of the National Confectioners' Association (NCA), has announced the appointment of James E. Mack as manager of the Washington office. Mack resigned as assistant director of the Home Builders Association of Metropolitan Washington to accept the NCA appointment, which becomes effective June 1.

**NEW! METAL COLOR-PLATED CHARMS**

They shine! They gleam! They'll attract the kids to your machines! Red, yellow, blue, green, etc.!

Series #1—52 ass'l. \$4.75 per M.  
Series #2—52 ass'l; \$5.75 per M.

Prompt Delivery — Order today.

**SAMUEL EPPY & CO., INC.**

113-08 101st Ave., Richmond Hill 19, Long Island, N. Y.

America's Largest Charm Manufacturer

**CIGARETTE MACHINE ROUTE WANTED**

Large or small—must be in N. Y. C. area. Information confidential. Give number of machines and price in first letter.

**BOX 419**

The Billboard, 1564 Broadway, N. Y. C. 19



**AMAZING PROFIT**

AT SMALL COST!

VICTOR'S NEW **HOT POP**

NON-COIN OPERATED **POPCORN VENDOR**

**\$47.50**  
F. O. B. CHICAGO

Approved by Underwriters

Write today for free profit charts and colored circular describing new and very profitable form of operating that is sweeping the country.

HOT-POP is now on display at all VICTOR Distributors

**VICTOR VENDING CORP.**

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

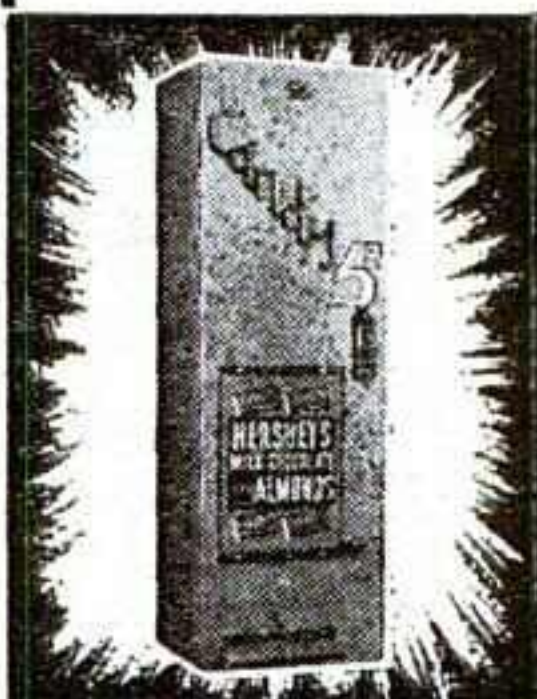
Here she is, boys...

THE NEW, COMPACT, LOW PRICED

**5c HERSEY or similar size BAR VENDOR**

You've been waiting for something to come along that's LOW PRICED—SMALL IN SIZE WITH A LARGE (105 Bar) CAPACITY—VENDS A NATIONALLY KNOWN PRODUCT—can be placed almost anywhere PROFITABLY. The first hundred machines placed showed a turnover of as much as 2½ times a week.

**SPECIAL NOTE!** We have arranged for our operators to receive direct shipment of Hershey Bars in 25 carton lots at **FACTORY PRICES!** This guarantees you a mark up of **BETTER THAN 40%**.



28" High, 8½" Wide, 7½" Deep  
Sample \$49.50 F. O. B. Port Chester, N. Y.  
Quantity Discounts Available.

**KOLODNY distributing corp.**  
Fox Island Road • Port Chester, N. Y.  
Phone: Port Chester 5-4420

**WE'VE GOT THE NEW, SENSATIONAL**

**BULK MERCHANDISING ACORN VENDOR**



Here's the ALL PURPOSE VENDOR that vends all types of bulk merchandise including Ball Gum, Charms, Candles, Almonds, Peanuts, Pistachios, etc. . . . Almost anything you want to vend!

- ★ Completely die cast for precision vending.
- ★ Available in Grey Hammerloid, Red, Yellow, Blue, Green or any two of these colors.
- ★ Amazingly simple.
- ★ Quick servicing.
- ★ Holds 5 to 6 lbs.
- ★ Guaranteed mechanically perfect.
- ★ It's the best machine today — the better machine tomorrow!

**\$13.95** EA.

ORDER NOW — IMMEDIATE DELIVERY!

**SEACOAST DISTRIBUTORS, INC.**

415 FRELINGHUYSEN AVE. NEWARK 5, N. J. PHONE: BIGELOW 8-3524

# MAKE STEADY PROFITS With—MILLS AUTOMATIC FOUNTAIN

400 Drink Capacity  
**FULLY AUTOMATIC**  
 THE '49  
 Models  
 Finer Than Ever  
 With  
 Coin Changer



Increase Sales 20 to 30%. No sales are lost for want of proper coin.

**MILLS INDUSTRIES, Inc.**

4700 Fullerton Ave. Chicago 39, Illinois

**MILLS AUTOMATIC FOUNTAIN**

MODEL	OVERALL SIZE	ELECTRICAL RATING	CAPACITY
400	21 3/8" Wide	115 Volt AC	400
	20 3/8" Deep	60 Cycles	Cups
	67 1/2" High		

Write for Bulletin 208-4

**OVER 60 YEARS' EXPERIENCE IN MANUFACTURE OF COIN-OPERATED MACHINES**

# Two Foreign Distributors Set By Auto-Vend

Will Cover 4 Countries

DALLAS, May 21. — Auto-Vend, Inc., has appointed two foreign distributors for its 'Pop' Corn Sez venders. The Royal Importing Company, Havana, will distribute machines in Cuba, and Cancel Brothers, Santurce, Puerto Rico, will cover that country, Haiti and the Dominican Republic. Officials reported the firm's export division is negotiating with distributors in other countries and for South American representation.

In a move to facilitate setting up a new popcorn plant in Havana, Auto-Vend has sent Charles Ashley, manager of the Sun Puff Popcorn Company of Florida, to assist the Royal Importing Company in this undertaking. This will supply the extensive route of venders already set up in Havana, it was stated. Too, a route of popcorn venders is in operation in Puerto Rico by the Cancel Brothers.

Equipment used by both firms is the Auto-Vend TC-10 single unit vender.

# Cole Sets Up Nat'l Sales Org

(Continued from page 112) cisco, Atlanta, Philadelphia and Dallas, he stated.

Established policy of Cole Products calls for all sales of the Colespa unit to be handled thru the firm's own national sales organization. By working thru divisional and district sales offices, this direct selling campaign to the operator can be of aid to the latter, Cole stated. A special pre-selling program is already in operation. Under this plan the manufacturer's representatives assist an operator by reviewing all possible locations, selecting those which appear best suited to handle the Colespa unit, then help the operator sell the location owner on the idea of placing the unit. In addition, these representatives will train operators in the workings of the unit and will aid in such matters as setting up a book-keeping system, accounting and supplying suggested day-to-day operating forms which might help in the management of the route.

Complete parts departments will be maintained at all divisional offices, thus supplying operators with replacement depots in their own vicinities. Factory-trained engineers will travel thru the country to assist operators and to handle any major repair that might occur, thus eliminating the necessity of sending equipment back to the factory.

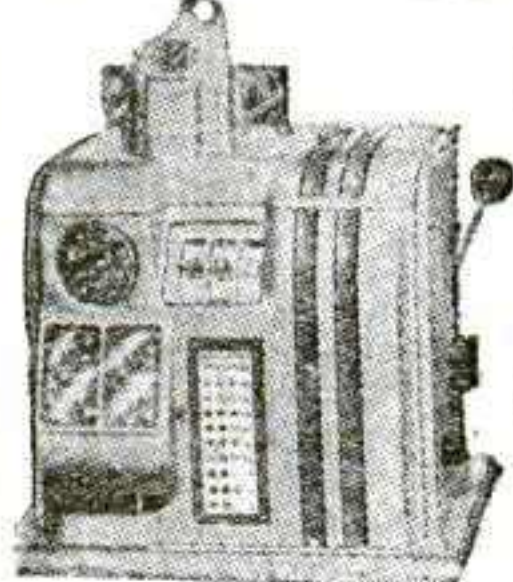
### Foreign Sales

Plans have also been completed to handle export sales for the Colespa vender, Cole reported. Latin-American sales will be handled thru an office in Miami, European exports thru the New York headquarters and Far Eastern thru the Los Angeles office.

Thousands of locations are waiting for the new  
**ALKUNO**  
 5c GUM AND CANDY VENDOR  
 Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.  
**MODEL 130-MM**  
 Metal Cabinet and Base.  
 Ht. on Base, 60"x18".  
 Wt. on Base, 64 Lbs.  
 Price ... \$69.50  
 Base ... 15.00  
 Immediate Delivery in Green, Blue or Tan.  
 Write for Catalog of Complete Line of 5c Gum and Candy Vendors.  
**ALKUNO & CO.**  
 408 Concord Ave.  
 New York 54, N. Y.  
 Melrose 5-7757

**NO PEANUT-SIZE THESE!**  5/8" in diameter  
 Big Beautiful BASEBALLS!  
 White plastic \$6.00 per M  
 Metal-plated 10.00  
**SAMUEL EPPY & CO., INC.**  
 113-08 101st Ave., Richmond Hill 19,  
 Long Island, N. Y.  
 America's Largest Charm Manufacturer

IT'S NEW **ABT "SKILL GUN"** IT'S FAST  
 ✓ ALL ELECTRIC \$57.00 ea.  
 ✓ AUTOMATIC SCORING 10 OR MORE, \$54.00 EA.  
 ✓ LEGAL EVERYWHERE STANDS, \$75.00 EA.  
 Write for Jobbers' Prices



**NEW COLUMBIA BELLS**  
 Twin Jackpot Latest Models  
**\$119.50**  
 Slightly Used \$75.00  
 Changeable to 1c, 5c, 10c and 25c

**NEW Northwestern**  
 DeLuxe ..... \$27.00  
 Model 39 1c All Purpose ..... 14.40  
 Model 33 Ball Gum, 1c ..... 11.40  
 Model 40 1c All Purpose ..... 10.85  
 Model 49 1c All Purpose ..... 17.55  
 Dual Vender 1c and 5c Comb. .... 45.00

**NEW SILVER KINGS AND CHARM KINGS**  
 Sample ..... @ \$13.95  
 2 to 5 ..... @ 12.50  
 6 to 11 ..... @ 11.55  
 12 to 49 ..... @ 11.05  
 50 or more ..... @ 10.55  
 Either 1c or 5c

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**

**LEAF BUBBLE GUM (The Original) SOLD AT FACTORY PRICES.**  
 3/8", 26c Lb., 170 Ct., or 210 Ct., 27c Lb. IMMEDIATE DELIVERY.

**WATLING**  
**MODEL 200 FORTUNE**  
**WATLING TOM THUMB**  
 Immediate Delivery at Factory Prices

**USED COUNTER GAMES**  
 Marvel 1c Token ..... \$22.50  
 American Eagle, 1c ..... 19.50  
 Vest Pocket, 5c ..... 44.50  
 Imp, 1c ..... 10.00  
 Yankee, 1c ..... 14.50  
 Cubs, 1c ..... 10.00  
 Windmills, 1c ..... 4.95  
 Dava Races ..... 14.50  
 Gottlieb Grip Scales ..... 12.50  
 Sparks, Tok. Pay., 1c. 22.50

**MILLS VEST POCKET BELL**  
  
 Size: 8"x8"x8"  
 A 5c Pocket Size Slot with Automatic Payout System. Awards from 3 to 20 nickels. Operators' price  
**\$65.00**  
 Reconditioned, \$44.50

**NEW COUNTER GAMES**  
 ABT Model F Targets \$42.50  
 Gottlieb Grip Scales 24.50  
 Steeplechase, 1c 35.00  
 S. K. Target Kings, 1c 45.00  
 Imp, 1c or 5c 16.50  
 S. K. Hunter, 1c 45.00  
 Electric Shockers 18.75  
 Whirl-a-Ball 19.50

**USED SLOTS**  
 Mills Orig. Golden Falls, 5c-25c ..... \$119.50

Send for our Complete List and Quantity Prices of Coin-Operated Machines and Supplies. 1/3 Dep., C.O.D. with All Orders. Under \$20.00 Full Payment with Order.

**RAKE COIN MACHINE EXCHANGE**  
 609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

**CALIFORNIA VENDSIZE ALMONDS**  
 FRENCH FRIED AT THE ORCHARD  
 None Better at Any Price 65c Lb. F. O. B. Oakland.  
 Don't Be Misled. 5 Lb. Can, 6 Cans to Cs.  
 Order Today. Satisfaction Guaranteed.  
**STANDARD SPECIALTY CO.**  
 3021 38TH AVE., OAKLAND 19, CALIF.

**Popcorn in Cuba**  
 PHILADELPHIA, May 21.—Popcorn vending machines are headed south of the border. The Pop Corn Sez Company at suburban Upper Darby reported that it has shipped 70 popcorn vending machines to Havana. All the machines will be located in motion picture theaters in Cuban cities.

**Northwestern**  
**MODEL 49**  
**\$17.55 EACH**  
**ALSO IN STOCK**  
 Dual Nut ... \$45.00  
 DeLuxe ... 27.00  
 Model 33 ... 12.60  
 Model 39 ... 14.40  
 Model 40 ... 11.00  
 33 Ball Gum, 11.55  
 Write for Quantity Prices  
**EMPIRE COIN MACHINE EXCHANGE**  
 1012 MILWAUKEE AVE. CHICAGO 22

**PRICED for QUICK SALE!**  
**8 JENNINGS STANDARD CHIEFS**  
 1 - - 5c All 8  
 2 - - 10c For Only  
 4 - - 25c \$1200  
 1 - - 50c  
 Only slightly used—all guaranteed in perfect working order. 1/3 cash with order—balance C. O. D.  
**FALLSWAY COIN MACHINE CO.**  
 823 East Baltimore St., Baltimore 2, Md  
 Phone: SARatoga 0279

**REAL LOW PRICES**  
**U-SELECT-IT**  
**CANDY MACHINES**  
 72-Bar Capacity, Each ..... \$27.50  
 Uneeda 5 Column with Base ..... 50.00  
**Cigarette Machines**  
 DU GRENIER 7 COL. 5 ..... \$40.00  
 DU GRENIER VD, 7 Col. .... 45.00  
 DU GRENIER W, 9 Col. .... 45.00  
 DU GRENIER CHAMPION ..... 50.00  
 UNEEDA MONARCH, 8 Col., Like New 70.00  
 UNEEDA 8 Col. .... 40.00  
 NATIONAL 9-30 ..... 50.00  
 ROWE ARISTOCRAT, 6 Col. .... 22.50  
 Half Deposit.  
**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia, Pa.  
 Phone: BA 9-0606

# Ice Cream Venders To Roll; Manufacturers Adjust Prices

(Continued from page 112)  
lists, or indicated any such change. Along with the price and production trends in the ice cream vender field, a third movement has been initiated during recent weeks; an effort to increase capacity, both in the vending and storage compartments. One company upped vending capacity and introduced storage facilities; another increased the vending load only and two firms hiked storage space.

Consensus, as shown by the survey, is that there are three "ups" now being stressed in the ice cream machine field: price, production, and capacity.

**Firm Reports**  
Turning to individual manufacturers, treated alphabetically, current production, price and sales information on each follow:  
American Fitting Company, Escondido, Calif., is producing six units a day, with the \$395 price continued. Only change in machine is that non-boxed bars are now used exclusively. R. E. Peck, president, reports that distributors will be set during the coming months. Machine is single flavor, with 150-bar capacity. First deliveries of units outside California will be made shortly.

Arctic Vendor Sales Company, Appleton, Wis., announcing its new Model D-150, is producing 100 machines a month; price increased \$10 to \$595. Gordon Haas, president, reports 700 units in the field. A new "storage sleeve" holding 100 bars is now offered as optional equipment (\$3 extra). Non-selective, 151-bar capacity.

Berco Manufacturing Company, Chicago, not responding to the survey, had announced contemplated production of 100 units a month earlier this year. Price of its single flavor 100-bar machine was \$595; reported to be working on a two-flavor vender for \$995.

**Craig Cuts Price**  
Craig Vending Machine Company, New Bedford, Mass., now building 50 units a week, has reduced the price on its six-flavor machine from \$1,450 to \$992. Reports output to be 100 a week within 30 to 45 days. Firm has 600 machines in the field. Vender has 252-bar capacity and National Coin Changer are standard equipment. Sales policy not set; selling direct currently.

Eastern Engineering & Sales, Inc., Philadelphia, announced it will have turned out 300 venders by July 15, with output to be 10 a day thereafter. James Kendig, president, states the firm's one-flavor machine, Kenro, now has a 380-bar capacity (increased from 140) and now lists for \$895 (formerly \$595). Machine features unitized construction. Firm sells direct at present; plans distributor outlets later.

**New Company**  
FHC Corporation, Chicago, newest entry in the ice cream vender field, plans July 15 delivery of its first production-line units, with 10-a-day output to follow. Machine, featuring eight selections, lists for \$695, has 190-bar capacity. Direct to purchaser sales program.

Frosted Food-O-Mat, Inc., Oakland, Calif., began production this week with the first 20 machines completed. President J. L. Harrison states that output will be increased to 50 a week later this summer. Unit, offering six flavors, has a streamlined cabinet, lists for \$695. Vending capacity upped from originally specified 126 to 175 bars; storage space increased from 75 to 100 bars. Machine, called Ice Cream-O-Mat, will be sold direct.

Frosti-Server Corporation, San Diego, Calif., not responding to survey questions, announced it was producing six or seven machines a day earlier this year (January). Firm's

two-flavor machine listed for \$450; had a total capacity of 72 bars.

**Starts Production**  
National Servitors, Inc., Little Falls, N. J., announced initial production this week, with five machines to be completed by the end of the month. During June, 20 venders will be completed. Machine, to list between \$900 and \$925, offers six selections, has 120 vending capacity and 120 storage capacity. Name, formerly Choice-master, has been changed to National Servitor Vender. Cabinet has been lowered to 72 inches from former 81-inch height. Direct sales will be employed at first, with distributors added as production increases. New officials in the firm are Gabriel Alvino, vice-president, and Bernard Sherman, secretary. T. W. Lauricella continues as president.

Polar-Treat Vendor Company, Chicago, producing an unannounced number of units per month. President Harold Chayes reports firm is "set up to produce 100 machines a month." Price has been increased from \$635 to \$700. Company claims 200 machines are in the field. Three-flavor, 111-bar capacity; 150-bar storage space.

**Drops Production Plans**  
Powell Pressed Steel Company, Hubbard, O., announcing plans last December to produce a machine from the tools and dies of the Vendi-Freeze Company (defunct) for which it had produced on contract, this week reported that such plans had been set aside. H. L. Powell, assistant vice-president, stated that "we are not making this unit."

Revco, Inc., Deerfield, Mich., reports that production is averaging 200 machines per month. Price of the Mono Mat single flavor cup unit is held at \$390, while the Duo Mat continues at \$690. Capacity remains same for both units; 121 cups for Mono Mat and 226 cups for the Duo Mat. G. F. Forsthoefel, president, stated that firm's records indicate that approximately 4,000 machines have been manufactured to date. Expansion of distributor outlets is planned for this year.

## Harrison Offers Ops Liquid Candy Line

(Continued from page 112)  
eating establishments, and owners have proven receptive to the use of liquid concentrate as a means of speeding up service, he claimed.

Too, the company said the liquid concentrate could profitably be promoted to similar outlets for hot coffee. Thru special counter dispensing equipment suggested as suitable by Harrison, caterers could not be sold on the freshness of the coffee served, the lack of grounds and the elimination of waste, it was claimed. A home-size bottle of the concentrate also may soon be shipped, and operator-distributor would get sales rights to the retail item under their regular regional agreements.

There are now 36 operators using his company's concentrate, Harrison said. The concentrate was developed originally for venders and requires no straining to flow freely thru measuring and dispensing devices (*The Billboard*, April 9).

## New Cig Tax Proposed

MONTGOMERY, Ala., May 21.—Rep. Chester Black, of Walker County, Alabama, has introduced a bill proposing a "use tax" on cigarettes which would increase the price 2 cents a pack. Dan Winn, wholesale tobacco dealer, said that every package of cigarettes now carries the following levies: Federal, 7 cents; Montgomery city tax, 2 cents, and State tax, 3 cents.

**VICTOR'S AMAZING NEW TOPPER**  
4 Toppers to a case. \$43.00 Per Case (\$10.75 Per Mach.)

**1/8 140 Count COLORED BUBBLE BALL GUM**  
25 lb. cartons  
26c LB.  
170 & 210  
27c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER

**SPECIAL**  
4 like new Model V's PLUS 25z Baby Chicks PLUS 1000 Charms, ALL for only \$65.50

Sample Machine, \$9.45.

**PISTACHIOS**  
25 Lb. Carton Large, 72c lb. Small, 49c lb. Full Cash With Order.

**Plastic Charms**  
\$2.50 Per 1000

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.  
Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

**"SILVER KINGS"**  
Nut and Ball Gum, Candy—Charms Vendors, 1z-5z, U. S. and Foreign Coins. "Hot Nut" Vendors . . .

Bigger Profits from locations are a natural with the all new Silver King Hot Nut or "Charm King" Ball Gum Vender Designed for sales compelling eye appeal. Flashing ruby red jeweled top.

**\$29.95**  
OTHERS LOW AS \$10.55 in Quantities

At All the Best Dealers—or Write

**SILVER-KING CORP.**  
622 Diversey Parkway Chicago, Ill.

**ALL SILVER KING MODELS**  
Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

**ROY TORR**  
Lansdowne, Pa.

**CHARMS**  
NEW BEAUTIFUL COLOR PLATING  
GOLD FINISH ALPHABET CHARMS  
AMAZING LOW PRICES

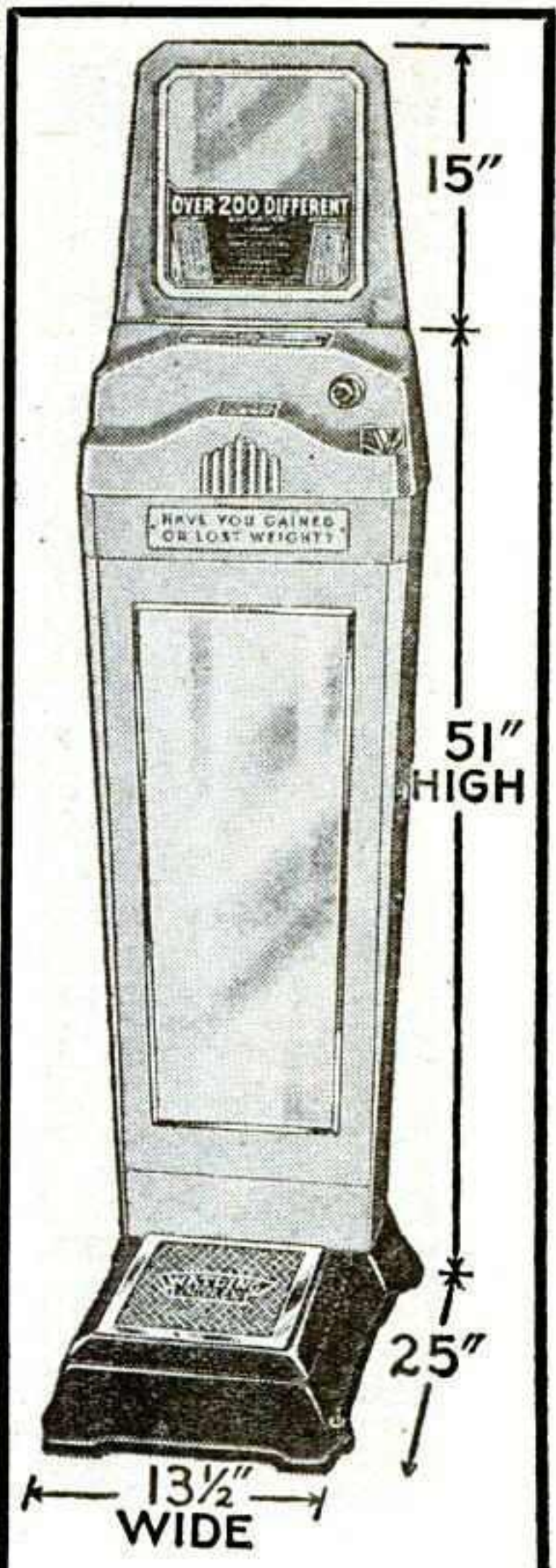
**PENNY KING CO.**  
415 Neptune St. Pittsburgh 20, Pa.

Manufacturer of  
HIGHEST QUALITY CHEWING GUM

**BALL GUM**  
**BUBBLE GUM**  
**BUBBLE BASE**

SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.**  
SEA BRIGHT, N. J.



**\$25 DOWN**  
Balance \$10 Monthly

**PENNY FORTUNE SCALE**  
NO SPRINGS

**WRITE FOR PRICES**

**LARGE CASH BOX HOLDS \$85.00 IN PENNIES**

Invented and Made Only by

**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889 — Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

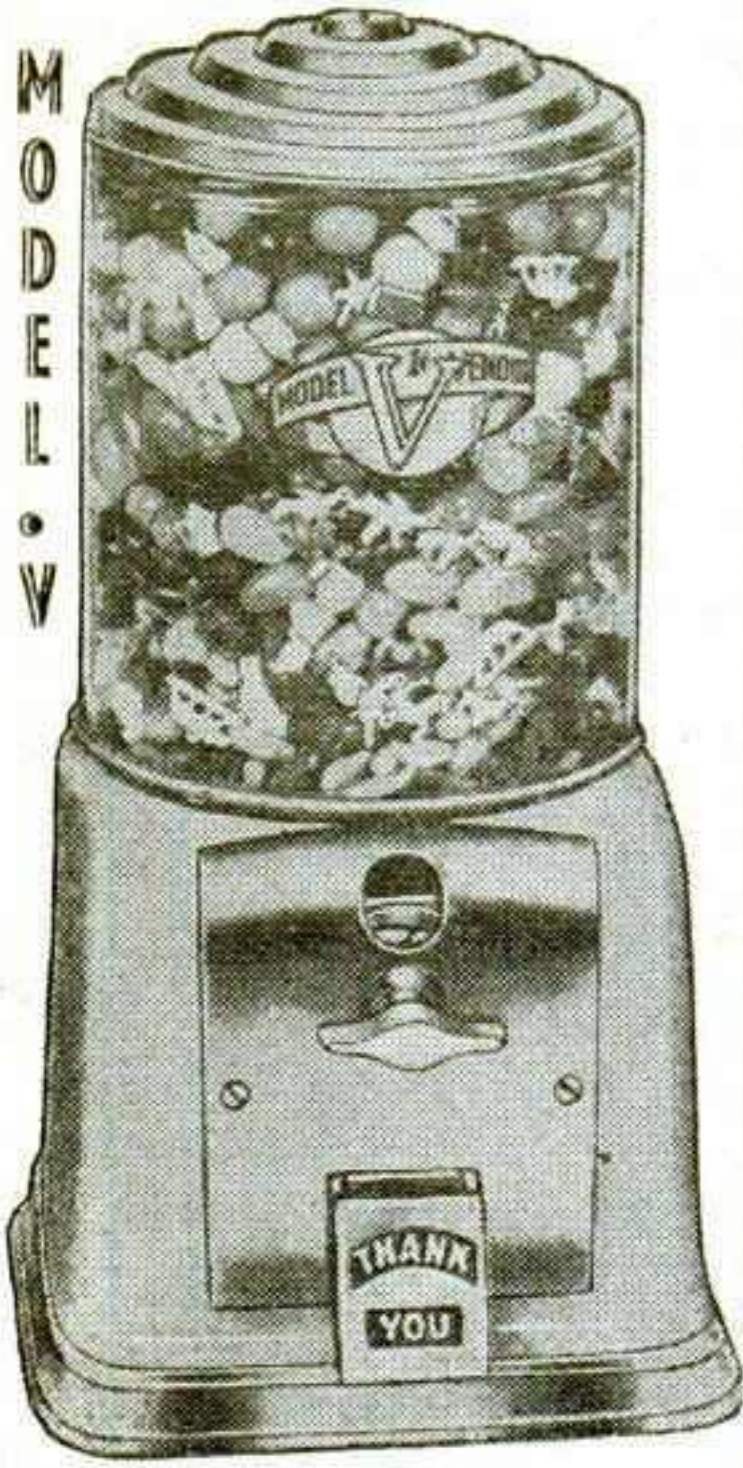
**NOW HI-HO'S Featherweight STAND**  
Weights only 8 pounds

Simply add sand, gravel, etc., to fill base for desired weight! Iron base, reinforced, heavily riveted for durability! Choice Chrome, Copper, Bronze or Hammerhead Finish (Grey, Blue, Green) with beautiful chrome pipe (24 or 30")! This Base has taken us one year to develop! One of the sturdiest and most beautiful stands ever constructed! Write E. LaRue, Sales Mgr. 540-542 Hayes St. San Francisco, Calif.

**LEON "HI-HO" SILVER**

**GIVE TO THE RUNYON CANCER FUND**

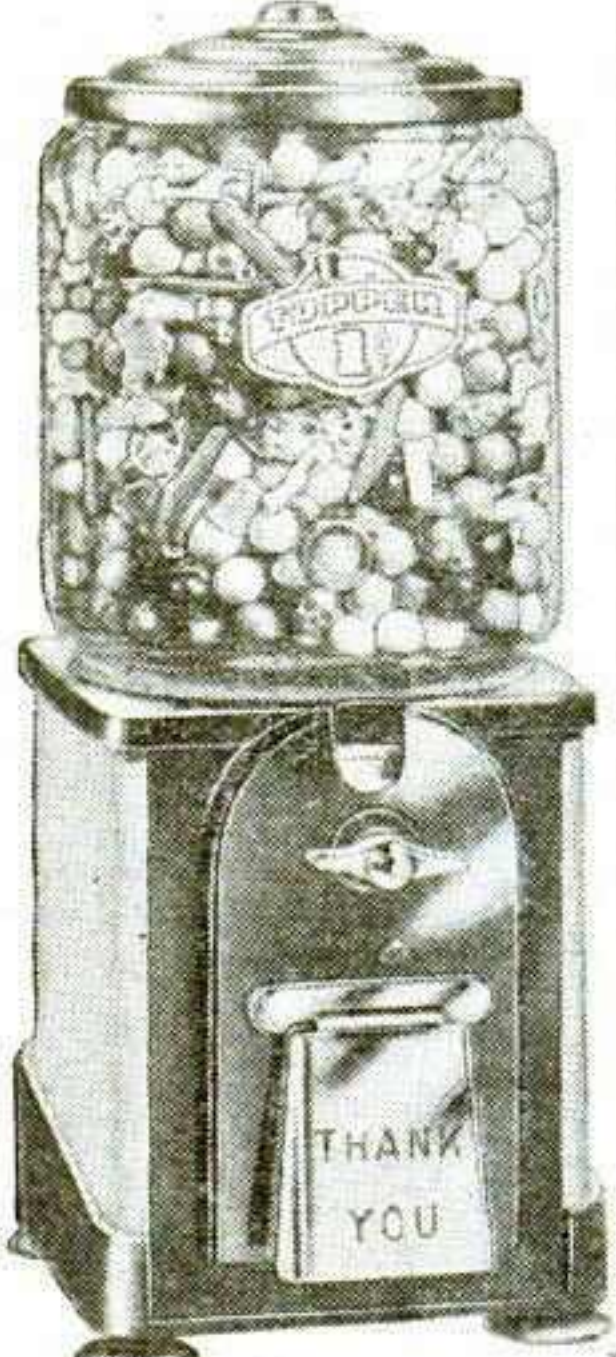
MODEL V



UNIVERSAL



TOPPER



CONTACT YOUR JOBBER OR WRITE  
**VICTOR VENDING CORP.**  
5701 W. GRAND AVE. CHICAGO 39, ILL.

## FTC Skeds Candy Trade Meet; 17-Pt. Code To Be Formulated

(Continued from page 112)  
products, false invoicing, imitation or simulation of trade-marks or trade names, inducing breach of contract, unfair threats of infringement suits, false and misleading price quotations, coercing purchase of one product as prerequisite to purchase of other products, selling below cost, consignment distribution, combinations to fix prices, combinations in restraint of trade or to suppress competition, discriminatory returns, use of lottery schemes and unlawful price discrimination.

Following the conference, these and other unfair trade practices that the industry may propose for inclusion will be put together by FTC in a draft of proposed rules for the candy manufacturing industry. The agency will then hold a public hearing to discuss the proposed code, following which a regular code will be promulgated by FTC.

### Group 1

According to FTC code practice, the restrictions will fall into what the agency calls "Group 1" regulations. Violation of any Group 1 rule by a member of the industry will result in action by the commission, in court if necessary. FTC points out that its proposed rules all cover action prohibited in the Clayton and Robinson-Patman acts. Chief value of including them in the code is to give members of the industry a succinct summation of practices which FTC considers illegal under congressional legislation.

## Factory Mgr. Airs Vender Views; Aid To Plant, Workers

SOUTH BEND, Ind., May 21.—David Weiss, general manager of the Whitehouse Manufacturing Company, uniform supply firm here, gives his employees credit for the successful installation of venders in the plant.

"Because of the equipment, workers are no longer required to contribute to their welfare funds; the machines more than take care of such payments, and now, due to the vending machine income, the fund is able to assist needy employees with loans to meet doctor bills and similar expenses," Weiss declared.

Explaining the presence of a number of soft drink units, Weiss stated that candy venders were stressed too. He pointed out that chocolate is a great source of energy for workers. Cigarette machines are located in the plant altho smoking is not permitted while working.

### Venders Pay

Citing the original installation of vending equipment several years ago, Weiss said that the first such unit, a two-flavor cup vender and a candy machine, was patronized by the firm's 250 workers to the tune of an average \$90 per week for the drinks (1,800 servings) and \$84 per week for candy.

Because employees are charged with the care of the machines (normal common-sense housekeeping in the area surrounding each vender) they police the equipment and use it more carefully. Weiss further pointed out. "It is rare that we find used cups on the floor or candy wrappers lying loose," he said.

Summing up his firm's attitude toward automatic merchandising, Weiss concludes: "In all, we feel the vending machine program in our plant has been a success from two viewpoints. It has cut down lost working time (employees leaving the floor for impromptu rest periods and to get a drink of water), and secondly, it has been a definite morale booster."

In addition to Group 1 regulations, FTC code policy allows the addition of a set of Group 2 rules, not enforceable by the agency, but which may be enforced among its members by the industry thru moral suasion. Any industry attempt to force compliance with Group 2 rules by means of black-balling or other concerted action, however, would leave the industry open to prosecution by the Department of Justice.

For exactly that reason, Group 2 rules adopted by FTC and an industry are usually innocuous, embracing such principles as "the industry favors the gathering of statistics," "lawful contracts are business obligations which should be performed in letter and in spirit," and expression of industry opinion on information that should be included in order confirmations and invoices.

In announcing the forthcoming conference, FTC emphasized that "neither these proceedings nor any resulting rules are to be considered as interfering with or affecting the trial and disposition of cases in which certain industry members are charged with Clayton Act violations." FTC is referring to charges of price and service discrimination previously filed against 30-odd candymakers, a dozen of whom have asked FTC to hold a code conference.

## Add 2 Members To NAMA Staff

CHICAGO, May 21.—Clinton S. Darling, National Automatic Merchandising Association (NAMA) executive director, announced the addition of two staff members this week. They are Bernard N. Osmond, director of special activities, and Laurie L. Cavanaugh, occupying the newly created position of legislative relations representative.

Osmond replaces Howard Olsen, who is now with the William Wrigley Jr. Company, Chicago, in charge of co-ordination of vending interests. Before joining NAMA, Osmond served the Sycamore (Ill.) Chamber of Commerce as executive secretary for the last three years. His NAMA duties will include exhibit and buyers guide promotion activities.

Cavanaugh comes to NAMA from a special assignment with the Chicago Motor Coach Company. Before his transit work, he was employed by the State Street Council, Chicago, as assistant to the executive secretary in matters of public information. His special duties with NAMA will be to study legislation affecting the automatic merchandising industry, and to work in close association with Fred L. Brandstrader, NAMA's legislative counsel, in aiding members to protect their interests.

## New Coin Unit By Money-Meters

PROVIDENCE, May 21.—Money-Meters, Inc., fare register and coin control device manufacturer here, has expanded its activities to cover retail sales as well as the mass transportation field with the introduction of a coin-receiving unit, called Robot-cashier. A. M. Gordon, general manager, said that the unit was designed for installation in cafeterias, soda fountains, diners, etc.

The customer-operated device features visual coin suspension between two glass plates topping the device. When a payment of several coins is made, the coins fan out and may be easily counted before they disappear into the cash vault in the base. Idea is to eye-check customer payment for goods and services.

**GREATEST TIME - SAVING PENNY WEIGHING SCALE**

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE

TIN SCOOP

DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.

Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibro to meet the hard and constant use that it is subjected to.

**ORDER TODAY**

1/3 Dep., Bal. C. O. D., F. O. B. N. Y. DISTRIBUTORS, WRITE FOR PRICES.

**J. SCHOENBACH**

Distributor of Advance Vending Machines  
1647 Bedford Ave. Brooklyn 25, N. Y.

**\$18.50**

**ACORN BULK MERCHANDISING VENDOR**

THE HEAD IS FAST TO SERVICE IN HOME OR SHOP FOR EXCHANGE ON LOCATIONS APPROVED BY HEALTH AUTHORITIES AND LOCATION OWNERS. AVAILABLE AS SEPARATE SERVICE UNIT, HEAD GIVES OPERATORS MANY MORE 'ACORN VENDORS ON A MINIMUM INVESTMENT' OF \$ AND TIME--YOU SIMPLY UNLOCK TO REMOVE HEAD.

THE BEST MACHINE TODAY

THE BETTER MACHINE TOMORROW

WRITE for Details and Prices

**OAK Manufacturing Co., Inc.**

11411 Knightsbridge Ave., Culver City, Calif.

**California Vending Almonds**

Per Lb. Case Lots F.O.B. Los Angeles **65¢** Per Lb. 5 LB. vacuum tins. 6 80¢ 600 Count to a case., 400 count.

We Manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your

**ACORN BULK MERCHANDISE VENDORS**

from . . .

Operators Vending Machine Supply Co.  
1023 S. Grand Ave. Los Angeles 15, Calif.

WE'VE GOT . . .

**TOPPER**

VICTOR'S TERRIFIC VENDER

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to a case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Standard Specialty Co.  
3021 38th Ave. Oakland 19, Calif.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75**

Each 1¢ or 5¢ MODEL

Lot of 5 \$8.75

Lot of 25 \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit. Balance C O D

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

### Mass. Stamp Units Carry Slogans To Aid Safety Drive

SOMERVILLE, Mass., May 21.—Massachusetts members of the New England Postage Stamp Machine Operators' Association (NEPSMO) have announced their participation as a group in the State's official highway safety and accident prevention campaign. B. F. Ottaway, executive secretary, stated that stamp operators in the Commonwealth are using stamp folders to distribute safety slogans and that from present indications over 10,000,000 safety messages will be venter-circulated.

The venter plan has won the approval of the State Registrar of Motor Vehicles, Rudolph H. King, who stated: "Everybody uses postage stamps, and their purchase thru vending machines has become an almost universal practice. Children do much of the buying . . . and many youngsters have already started collecting all of the 30 different slogans which have been imprinted on the venter stamp folders."

### Wright Popcorn Co. Burns

TREATY, Ind., May 21.—Wright & Son Popcorn Company's plant here was destroyed by fire recently. Officials estimated that the loss would reach \$5,000.

### Sugar Distribution Drops

WASHINGTON, May 21.—For the second straight week, sugar distribution in the seven days ended April 23 fell behind the same period last year, Agriculture Department reported. This represents a complete reversal of the trend during the first 15 weeks of the year.

Distribution totaled 116,030 tons as compared with 124,103 tons for the 1948 week. The cumulative total thus far for 1949 is still well ahead of the similar period in 1948, 2,085,915 tons as against 1,729,545 tons.

## Intro Sun Tan Lotion, Ticket Control Units

### Feature New Developments

(Continued from page 104)  
setting may easily be adjusted on location to provide a shorter or longer cycle. A National rejector coin mechanism is used, with changer optional.

Way pointed out that the compressor unit of the standard model is strong enough to operate as many as three subsidiary machines. These machines may be placed as far as 100 feet from the standard model. Tan-Today units will be made available in an aluminum cabinet for outdoor locations and in lacquered masonite cabinets for installation indoors.

The standard model is 4 feet high, 18 inches deep and 30 inches wide. It will sell for less than \$240. A smaller model, minus the compressor and suitable for wall mounting, is priced at \$160. It measures 12 by 24 inches and stands 24 inches high.

### Races Will Operate

Altho distribution plans have not yet been fully worked out, Way indicated that a good part of the firm's early output would go to supply its own operating subsidiary. Races plans to operate the dispenser in Coney Island and the Rockaways.

The ticket machine for Pokerino and other poker-roll establishments will dispense premium coupons to winning players at their individual tables. The dispensing will not be automatic, being controlled by the mike man thru a control panel. Priced at "under \$40," according to Way, it is designed to keep a tighter check on ticket inventory, making one man in a location responsible for their issuance.

### Control Possible

Control over group game coupons, which often are valued at \$1 or more, can be exercised thru another Races machine. Here tickets are ejected automatically after completion of each game and given by the tip man to winners. Inventory control in this set-up is complete, Way claimed. No price is fixed on the group game ticket machines, since they will be substantially custom built for varying locations.

Both ticket devices are now being produced for the manufacturer's own use. They will be made available to the trade generally after Decoration Day.

### Ice Cream Off

WASHINGTON, May 21.—Agriculture Department announced it expects the production of ice cream during 1949 to fall slightly below last year. Last year's consumption was 22 per cent below the peak year of 1946 but still almost double the 1935-'39 average.

February production of 32,100,000 gallons represented a million gallon increase over the previous February, Agriculture attributing the increase to general mild weather in the Eastern section of the country. January production of 29,500,000 gallons was a decline of some 800,000 gallons from January, 1948.

### Peanut Op

WASHINGTON, May 21.—The Department of Agriculture continued its role as the world's largest peanut operator in February. The Department sold 11,252,460 pounds to domestic users and turned another 452,965,000 pounds over to various federal agencies for the school lunch program, overseas feeding of civilians in occupied territories and for other purposes.

### Canadian Candy Bar, Pop Sales Up As War Taxes End

ST. JOHN, N. B., May 21.—Canadian candy manufacturers in general expect to reduce chocolate bar prices in the near future, it was revealed by industry spokesmen here.

Retail bar price has been 7 cents since the government recently eliminated a 1-cent war tax. For some years prior to the elimination of the tax, the bar price had been 8 cents. However, manufacturers claim they will be unable to cut the price to a nickel, owing to the 1½-ounce size of bars. All 8-cent packaged candy has dropped to 7 cents and 12-cent packages to 11 cents.

The lifting of the 2-cent tax per small bottle of soft drink, also a government war levy, has been beneficial to the drink maker and retailer and it is expected that the output of soft drinks will be boosted thruout the year as a result, instead of as formerly only in midsummer.

Unlike candy bars, the soft drink per bottle price is now 5 cents, with operators benefiting thru simplified operation of their equipment.

### McConnell New Prez Of Wholesaling Firm

INDIANAPOLIS, May 21.—C. Bruce McConnell was elected president of Hamilton, Harris & Company, large tobacco and candy wholesaling firm, at a special meeting of the board of directors last week. He succeeds E. W. Harris, who has now been named chairman of the board.

The 43-year-old company operates eight wholesale houses in Indiana, Michigan, Ohio and Illinois.

### ATTENTION

#### POPCORN MACHINE DISTRIBUTORS AND OPERATORS

SupRpopt specially made hybrid POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ Machines.

Wire or Write for Prices.

**Dwight Hamlin Company**  
5958 Baum Blvd. PITTSBURGH 6, PA.



### "HOT-POP" VICTOR'S NEW

Non-Coin Operated  
**POP CORN MACHINE**  
\$47.50

Vends 44 10¢ portions each filling. Big profit maker at low cost. \$10 deposit, balance C. O. D.

Write for Literature  
**ART GRAEFF CO.**  
1232 Broadway  
Toledo 9, Ohio

### VENDOR'S ALMONDS

California Mission, 400 to a lb. . . . 60c  
California Non Pariel, 600 to a lb. . . . 85c

F.O.B. Cleveland, Net

Packed in 5# lined boxes or 30# cases

**CHAS. A. PETERSON COMPANY**  
917 Carnegie Ave., Cleveland 15, Ohio

## VENDING MACHINES

RECONDITIONED—REBUILT  
READY FOR LOCATION  
NATIONAL CIGARETTE MACHINES

9 E Electric . . . . .	\$239.50
9 A 350 cap. King Size . . . . .	104.50
9-50 350 cap. King Size . . . . .	104.50
9-50 Reg. (No King Size) . . . . .	85.00
9-30 270 cap. (No King Size) . . . . .	62.50

Specify 20 or 25c Vend

### CANDY MACHINES

Rowe Crusader 8 col. . . . .	\$109.50
9-18 Reg. 162 cap. . . . .	99.50
9-18 Tel. 162 cap. . . . .	109.50

1/3 with order, balance on delivery

**L. H. CANTOR, INC.**  
11219 Superior Ave., Cleveland, Ohio

### No other Ball Gum Vendor like it!

Operator usually nets **Up to 75c out of every \$1** the "Hunter" takes in!



New Angle—  
—Gets the Money

## SILVER KING CORP.

622 DIVERSEY PKWY.  
CHICAGO 14, ILLINOIS

It's A "Gold Mine"  
It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do . . . when they're playing a game of skill . . . which the "Hunter" is.  
So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

### ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay.  
Write for details.

**ROY TORR, Lansdowne, Pa.**

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

### TWO BIG MONEY MAKERS



#### TOPPER

Vends Ball Gum and Charms like magic. Also vends all other kinds of bulk merchandise. Packed 4 to the case.

**\$43.00 PER CASE**

Contact us for prices in quantities

**JACK NELSON & CO.**  
2320 Milwaukee Ave. Chicago 47, Ill.



#### HOT-POP POPCORN VENDOR

(NON-COIN OPERATED)

**\$47.50**

Vends 44 10¢ portions each filling. Big profit maker at low cost. \$10 deposit, balance C. O. D.

Candy Sales

WASHINGTON, May 21.—Dollar volume of candy sales during the first quarter of the year ran 12 per cent below the same period in 1948...

Sales for the first three months of 1949 totaled \$179,094,000 compared with \$191,141,000 for the similar 1948 period.

Pound sales for the first quarter were also off for all types of candies. Candy bar sales amounted to 199,591,000 pounds compared with 218,132,000 pounds for the first three months of 1948...

The average wholesale price likewise skidded. Price of bulk candy declined 5.7 cents per pound, while candy bar prices decreased an average of 3.6 cents per pound.

Sugar Prices

WASHINGTON, May 21. — With prospective sugar supplies lower this year, Agriculture Department expects prices to hold firm during 1949...

Supplies in Brief

for March, 1948. Raw sugar sold in New York for 5.68 cents a pound compared with 5.42 cents in March of last year.

Crop Report

WASHINGTON, May 21.—Plentiful supplies of various farm products used by vending machine suppliers are indicated in a crop production report released by Agriculture Department.

The Department revised upward its earlier estimate of tobacco production for 1948. The revised estimate is 1,982,000,000 pounds, about 6 per cent below the crop of the previous year...

Almond, filbert and walnut growers had what the Department calls a "good season" last year, and

the 1949 crops are expected to equal those of last year. Filberts may wind up somewhat higher priced as a result of a bill in Congress...

The revised estimate for 1948 production of domestic cane sugar now stands at 477,000 tons as compared with 376,000 tons in 1947.

With reports on the 1949 production of maple sugar and maple sirup already in, Agriculture estimates the sirup production at 1,611,000 gallons, an increase over 1948.

Cocoa Drop

WASHINGTON, May 21.—In belated figures disclosed recently, Commerce Department reported that the average wholesale price of cocoa fell to 20.3 cents a pound in February.

February marked the seventh consecutive monthly decline from the 1948 peak of 44.6 cents per pound reached in July.

Ice Cream Meet

ATLANTIC CITY, May 21.—Ice cream manufacturers were urged to maintain high standards of quality and to make their product attractive to meet increasing competition by E. J. Mather...

"The best quality at the lowest possible price is the surest way to win public acceptance of your product," he declared...

"The market is still there," he continued "and it is up to us to offer the quality product the people expect at a price within their reach."

A. F. Snyder, of Dushore, Pa., president of the association, also told the 400 delegates present that the coming year will be a decisive one for the ice cream industry.

"It is a buyer's market," Snyder said, "and our products will sell if we make them attractive to the public. It is our job to convince the public that ice cream is superior to any other competing product."

Advertisement for UNEEDA VENDING SERVICE, featuring CIGARETTE MACHINES, CANDY MACHINES, and CIGAR VENDORS. Includes prices and contact information for the Brooklyn, NY office.

Advertisement for AMERICAN CIGARETTE MACHINE CO., featuring 'The Cigarette Machine that's proved itself from coast to coast is the ELECTRO America's Finest All Electric Console'.

Advertisement for VEEDCO SALES COMPANY, featuring 'Rush Your Order Today VICTOR'S AMAZING NEW TOPPER' and 'VICTOR'S NEW MONEY MAKER "/>

Advertisement for VEEDCO SALES COMPANY FINANCES, stating 'ALL MACHINES FOR RESPONSIBLE OPERATORS LIBERAL ALLOWANCES ON TRADE-INS'.

Cig, Cigar Report

WASHINGTON, May 21.—Consumption of cigars and cigarettes in February was below that of January, Commerce Department reported.

Cigarette consumption amounted to 25,024,000,000 units as compared with 27,967,000,000 the preceding month.

Eagle Acquires Bell Lock Co.

TERRYVILLE, Conn., May 21.—The Eagle Lock Company here has acquired the complete Bell Lock line and all manufacturing of the latter product will be handled in the Eagle plant in this city.

According to R. B. Plumb, Eagle vice-president in charge of sales, the Bell line is in production and deliveries are being made.

Empire Coin Buys Parts Department

CHICAGO, May 21.—Empire Coin Machine Exchange has purchased the complete parts department of Bell Products, it was announced this week by Ralph Sheffield and Gil Kitt.

Empire is now installing the equipment in its local headquarters, marking the first time the firm has featured a complete department of this type.

Advertisement for STEINER MANUFACTURING CO. featuring 'OUR NYLON PROMOTION!' with three numbered points: 1. THE MACHINE—guaranteed the best conversion. 2. THE HOSE—no one else offers 51 Gauge, 15 Denier Nylons for \$1.00. 3. THE PRICE—the lowest for both machines and hose.

Advertisement for MILLER VENDING CO. featuring 'WE'VE GOT... TOPPER VICTOR'S TERRIFIC VENDER' with details on pricing and availability.

Advertisement for BECKER VENDING SERVICE featuring 'CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...'

Advertisement for J. SCHOENBACH, Headquarters for Advance 21-F Machines, located at 1647 Bedford Ave., Brooklyn 25, N. Y.

Advertisement for RUNYON CANCER FUND, stating 'GIVE TO THE RUNYON CANCER FUND'.

**YOU CAN'T GO WRONG with COVEN**

DOUBLE UP (5 or 25)	} \$295.00	
WILD LEMON (5 or 25) Like New		} 275.00
BIG INNING.....		
BANGTAILS (perfect condition)...	75.00	
BANGTAILS (late model, perfect condition).....	175.00	
KEENEY SUPER BONUS (10 or 25c)	199.50	
DRAW BELL (5c R. B.).....	199.50	
BALLY PENCIL VENDORS (new)...	75.00	
SPEEDWAY.....	149.50	
SCREWBALL.....	149.50	
TRADEWINDS.....	109.00	
CARNIVAL.....		
PINCH HITTER..... NEW—WRITE		
SUPER HOCKEY.....		

**READY FOR LOCATION**

Crossfire.....\$32.50	Silver Streak.....\$32.50
Flamingo.....32.50	Bally-Hoo.....27.50
Hawaii.....32.50	Gold Ball.....27.50
Havana.....32.50	Play Boy.....27.50
Honey.....32.50	Shooting Stars 27.50
Mystery.....32.50	
Jennings Chief, 5c.....\$49.50	Jennings Silver Chief, 5c.....\$ 79.50
Mills Blue, Front, 5c... 79.50	Mills Brown, Front, 5c.. 89.50
Mills Blue, Front, 25c... 79.50	Mills Brown, Front, 10c... 89.50
Melton Bell, 5c... 89.50	Mills Gold Chrome, 50c 125.00

**HOLLYCRANE**  
 WURLITZER MODEL 1015.....\$359.00  
 WURLITZER MODEL 800.....150.00  
 WURLITZER MODEL 700.....160.00  
 1/2 Deposit With Order

**Coven Distributing Company**  
 3181 Elston Avenue Chicago, Illinois  
 Phone: Independence 3-2210

**NATIONAL SLOT MACHINE HEADQUARTERS**  
**REBUILDING BY EXPERTS**  
 We will COMPLETELY rebuild your old Mills escalator-type machines into **JEWEL BELLS** or other late model machines. And we do the job at the LOWEST PRICE ever quoted for HIGH QUALITY workmanship.  
**HERE IS WHAT YOU GET:**

- New Cabinet, complete with drill-proof plates.
- New set of castings of Almag aluminum #35, cast in our own foundry.
- New Jewel Bell club handles and bushings.
- New reel strips.
- Mechanism thoroughly checked.
- Back doors refinished.
- New glass throughout.
- New clock gear.
- New springs where necessary.

**ONLY \$79.50**  
 (New parts extra)

**CABINET DEAL ONLY:** New Jewel Bell cabinet complete with drill-proofing, new Jewel Bell handle and bushings—\$38.50. Write for price on other late models.

5c Rebuilt Jewel Bells.....	\$137.50
10c Rebuilt Jewel Bells.....	142.50
25c Rebuilt Jewel Bells.....	147.50

**NATIONAL AMUSEMENT SALES CORP.**  
 1139-43 S. Wabash Ave. Chicago 5, Ill.  
 Phone: Wabash 2-7385

**WANTED TO BUY TOTAL ROLLS**  
 ★ ★ ★  
 Give quantity available, condition and price in your first letter.  
 Contact  
**AMUSEMENT SALES CORPORATION**  
 164 E. Grand Avenue  
 Chicago 11, Illinois  
 Phone: Whitehall 4-4370

**PfANSTIEHL NEEDLES**  
 IN QUANTITY LOTS AT LOWEST PRICES  
 ADVISE QUANTITY YOU WANT

**SPECIAL!!!**  
 WURLITZER 1015's, LIKE NEW—\$345.00 EA.  
 Ready for Your Location

**SEACOAST DISTRIBUTORS, INC.**  
 415 Frelinghuysen Ave., Newark 5, N. J.  
 Phone: Bigelow 8-3524

**Wanted HOLLYCRANES**  
 Used or New. Write.  
**ARCADIAN AMUSEMENT CO.**  
 1206 Carondelet St. New Orleans, La.

**COINMEN YOU KNOW**

**New York:**  
 Charlie Lipton, of National Re-jectors Service Company, New York, spent the early part of last week in Boston on biz. . . **Sam Kresberg**, of Automatic Products, soon will announce his distrib appointments to handle the firm's Smoke Shop and Refresh-o-Mat. He reports the pre-mix drink vender was well received at the recent National Association of Tobacco Distributors (NATD) convention. . . **Ira Katz**, of the Metropolitan Tobacco Company here, was elected a vice-president of NATD at the close of the convention two weeks ago. His name was inadvertently omitted from the list of officers the associated released.

**Ludwig Gittler**, ex-stamp machine op, enlarging his route of Kleenex venders. He is concentrating on summer locations. . . **Dave Lutzker**, of Premier Music, busy entertaining his new granddaughter. She arrived two weeks ago. . . **Sam Sacks**, Uneeda Shine Machine prexy, recently journeyed up to Canada on biz. While there he licensed **Mack Levin**, Ottawa distrib, to manufacture his shoe shiner. Levin, who heads Regent Vending, has been a frequent visitor here.

**I. Edelman**, head of Edelco Manufacturing & Sales Company, returned to his headquarters in Detroit early last week after spending several days here on biz. He hinted he will soon bow a new arcade game that will accept up to three coins per play. Report is that the game is based on the bingo principle. . . **R. T. Johnson**, of Nedick's, is still testing one of **Jim Stewart's** cup venders to check its suitability for dispensing Nedick's orange drink.

**Twin Cities:**  
**Herman Paster**, of Mayflower Distributing Company, seriously injured several months ago in an automobile accident near Chicago, has been going to his office here daily. He still is using crutches. Meanwhile, his wife, **Cele**, also injured, is confined to their home where she manages to get about only thru the use of a wheelchair and the aid of a nurse. **Mrs. Sam Taran**, aunt of the Pasters, who was injured in the same accident, has recovered at her home in Miami.

**Dave Ziskin**, of Silent Sales Company, says business was fair, with Solotone units getting a gratifying play thruout the territory. . . **Harold Lieberman**, head of Lieberman Music Company, flew to Chicago Wednesday (18) where he met **Ted Bush**, of Bush Distributing Company, Miami, formerly of Minneapolis, and also to do some buying. . . **Kenny Glenn**, LaBeau Novelty Sales Company, reports Rock-Ola music has enjoyed a sudden spurt in business.

**Hartford, Conn.:**  
 The State Music Distributing Corporation offices in downtown Hartford recently looked like a trade convention, with the following calling on **Ralph Colucci**: **Albert Latauska**, Hartford branch manager, Capitol Records; **Bill Brisco**, RCA Victor; **Harry Gold**, Arrow Point Needles, and **Leonard Berens**, Stern & Company. Latauska was passing out cigars on the birth of twins to Mrs. Latauska.

International Representative **Joseph Casey** announced that the union, Local 566 of the United Beverage and Distributor Employees, is seeking wage increases, accident and sickness benefits, and other provisions. . . The Connecticut State Senate passed House Bill 1619, which permits transfer of proceeds from the Connecticut cigarette tax to the State Soldier, Sailor and Marine's Fund, whenever needed.

**Chicago:**  
 Rumor had it this week that a key executive with one of the La Salle Street coin machine financing companies had resigned to take on a newly created post with a juke box manufacturing corporation. . . **Bertrand Jackson**, of London, in Chicago for the week. Jackson is talking to vending machine manufacturers about a plan to license his firm to build American-designed equipment in England.

**S. I. Neiman**, newly appointed public relations director for the National Coin Machine Distributors Association (NCMDA) is a former newspaper man. . . **Nate Gottlieb** claims that brother Dave is more excited about becoming a grandfather than his son Alvin is about becoming a father. . . **Empire Coin's Gil Kitt** is back from a Cincinnati business trip. **Ralph Sheffield** claims that Empire now has the largest assortment of all types of coin equipment in the history of the firm.

**Joe Schwartz**, National Coin Machine Exchange head, says the used game business is on the upswing as the result of recent visits by a number of resort operators. . . Chicago Coin's **Pistol** is in its 11th week of full production. . . Coin Amusement Games is working on some new ray gun conversions. . . **R. L. (Smitty) Smith** writes from his McHenry, Ill., home that he is enjoying his retirement but misses those talks with operators. Smith was in the coin field 30 years. He resigned from the Buckley sales staff in April.

**Detroit:**  
 A marked spurt in activity in both sales and inquiries in the resort areas is reported by **Jack Stapleton**, sales manager of Training Devices, manufacturers of the new 1949 Model Quizzer. He reported that during the past few weeks both inquiries and purchase orders have been received at the factory from operators planning an active campaign in the summer resort areas. The demand has been heavy for delivery of machines before Decoration Day, he said.

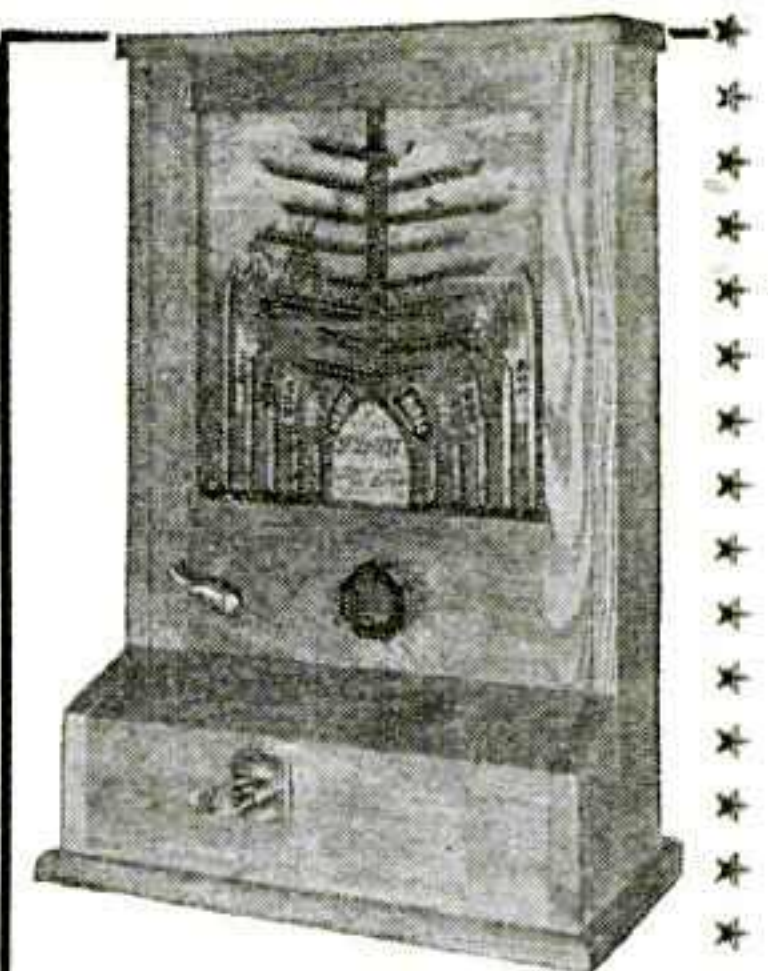
**Arnold McKeown** is keeping busy handling the service and contact operations of the King-Pin Company, with owner-manager **J. R. Peters** commuting at biweekly intervals from his headquarters in Kalamazoo to visit the Detroit territory. . . **Lincoln Walsh**, who formerly represented Telecoin here, has established the Washing Equipment Sales Company, handling laundry equipment sales in Michigan, Ohio, Indiana, Kentucky and Pennsylvania. The new firm is also operating some equipment locations in other States, but acting as distributor only in the Detroit area.

**POST WAR RECONDITIONED MACHINES**  
 5 AMI "A's".....\$440.00  
 7 Wurlitzer 1015, 2 million series 310.00  
 1 Wurlitzer 1080, like new..... 289.50

**HIDEAWAYS AND WALL BOXES**  
 1 Seeburg 147H.....\$275.00  
 1 Seeburg 146H..... 250.00  
 15 Seeburg 3-Wire Post-War Wallomatics..... 29.50  
 5 Seeburg Wireless Post-War Wallomatics..... 29.50  
 2 Wurlitzer 1017H..... 225.00  
 1 Packard 1200 Speaker..... 20.00

**Mason Distributing Co.**  
 602 10th Ave. New York 18, N. Y.  
 Phone: Plaza 7-7210

**WOODEN BALLS**  
 Manufactured for All Games  
**NEW YORK BILLIARD TABLE CO.**  
 834-836 Bowery New York 12, N. Y.



**SKILL TEST, 1c OR 5c PLAY**  
 A thrill-giving machine for Counter or Arcade. Training and co-ordinating eye, nerve and muscle.



**LOOK, 5c PLAY**  
 3-dimensional viewer, features glamorous girl poses. Camera Chief, 1¢ play, presents scenes, animal, comic pictures. Electric or battery model. Complete with film.

**WRITE FOR PRICES**  
**GROETCHEN TOOL & MFG. CO.**  
 126 N. Union Ave. Chicago 4, Ill.

**LAKE CITY SPECIALS**

Wurlitzer 1015, very clean.....\$339.90

**SLOTS**  
 Black Gold, 5c, H. L.....\$150.00  
 Black Cherry, 10c..... 105.00  
 Black Cherry, 25c..... 110.00  
 Blue Fronts..... 65.00  
 Brown Fronts..... 70.00

**USED ONE BALLS**  
 Jockey Special.....\$225.00  
 Special Entry..... 165.00

**ROCK-OLA SHUFFLEBOARD—WRITE**  
 Scoring Units

**ROLLOWS**  
 Steel Roll Downs.....\$ 50.00  
 Advance Rolls..... 65.00

**NEW GAMES**  
 MARYLAND BOWS.....  
 DALE GUN PISTOL.....  
 SPOT BELL CITATION CARNIVAL

**MISCELLANEOUS**  
 Packard Wall Box.....\$ 18.50  
 Buckley Wall Box..... 5.00  
 Wurlitzer 30-Wire #3031..... 27.50  
 Bally Bowler..... 285.00  
 Wurlitzer Hideaway #1017..... 269.50  
 Rock-Ola Magic Glow..... Write  
 3000 Ft. 3-Wire Cable..... 7 1/2 Ft.  
 Beacon Coin Operated Pool Table, Like New..... 285.00  
 9 Ft. Rebound Shuffleboard, New..... 225.00  
 Silver King Vendors..... 6.95

**PRE-WAR MUSIC BOXES—WRITE—VERY CHEAP.**

**ATTENTION, ARCADE OPERATORS**  
 5 Ball Games—\$22.50 Each  
 Kilroy Rocket Superscore  
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**SAVE TIME SHOPPING! WE WILL MEET OR BEAT ALL ADVERTISED PRICES IN THIS AREA!**  
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**Bag-a-Bunny Ray Guns**  
 Completely Reconditioned and Repainted—\$99.00 Ea.

- Seeburg Ray Guns, Amplifiers and Repairs.
- 5 Chicoin Basketballs, used.....\$225.00 Ea.  
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**100%**  
Return privilege within 10 days if not satisfied with our reconditioned equipment.



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Fully repainted. Perfect condition. Ready for location.  
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Send for Complete List.

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Exclusive AMI Distributor  
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Stevenson 2-2903

**COINMEN YOU KNOW**

**Indianapolis:**  
Morris Cohen has been added to the sales staff at the Indiana Automatic Sales Company. . . . Frank Banister, head of Banister & Banister Distributing Company, was a Chicago business visitor during the week. . . . The Music Operators' Association of Indiana, Chapter No. 2, met Tuesday night (17) in the Indianapolis Athletic Club. Floyd Meeker, president, presided at the closed meeting. . . . Fred Slough, of the Plymouth Novelty Company, Plymouth, Ind., was a coin row visitor, buying parts.

**Spokane:**  
Demand for the new High Stepper, manufactured by George Schnabel, of Puget Sound Novelty Company, Seattle, is growing, Robert E. O'Meara, manager of the firm's Spokane branch, Inland Novelty Company, reported. The High Stepper is a conversion of the Bally Entry and the Special Entry, dressed up in chrome trim, and boasting several novel pay-off features. Each individual row of odds are on individual Stepper units, allowing odds to change with each additional nickel and making it possible to win higher odds in the place, purse and show section than in the win row. If the player gets on "L" or "R", he can push the mystic flash button and by putting in additional nickels can jump the pay up to \$2 and \$8. "It's the biggest thing I've seen in the conversion market," said O'Meara. "All major ops in the State are buying in quantity. Distribution so far is limited to Washington and Oregon but production lines are being stepped up to serve a wider market."

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Photomatics . \$295.00	Pan. W. Boxes \$ 7.50
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ABT T. Skills . 12.50	Tex. Leaguers. 24.50
Ex. Card Vd's 24.50	Ten Strikes . . 39.50
Mu. Card Vd's 24.50	Ex. Bar'l o' Fun 49.50
Adv. Shockers. 12.50	Vendo Coke . . 79.50
Nor. P'y Targ't 7.50	Ht. Muto. Peaks,
Kn. S'bmarine 89.50	2 on base. com. 39.50
Mu. Sky-Fiters 89.50	I.M. V'w o Sc'p's
Chicken Sams. 69.50	2 on base. com. 39.50
Shoot Chutes . 69.50	Name in H'dline
Air Raiders . . 89.50	Press, comp. 149.50
Ace Bombers . 89.50	

1/4 Deposit—Balance C. O. D.  
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**FOR SALE**

10 GOLD CUPS. EA. . . . . \$235.00  
5 JOCKEY SPECIALS. EA. . . . 160.00  
5 GOTTLIEB HUMPTY DUMPTY. EA. . . . . 60.00

The above are clean and in good operating condition. Half (1/2) Deposit, the balance C. O. D.

WIRE, PHONE OR WRITE  
**JACK H. KEY**  
606 1/2 Rio Grande St. Austin, Tex.

**Henry Windt**, of the Hoosier Simplex Music Company, reports a demand for Aireon coin-operated phonographs. . . . Due to unemployment in industrial plants here, there is a decline in coin-operated phonograph collections, but the collections in eating places, arcades and other amusement spots is reported only slightly below a year ago.

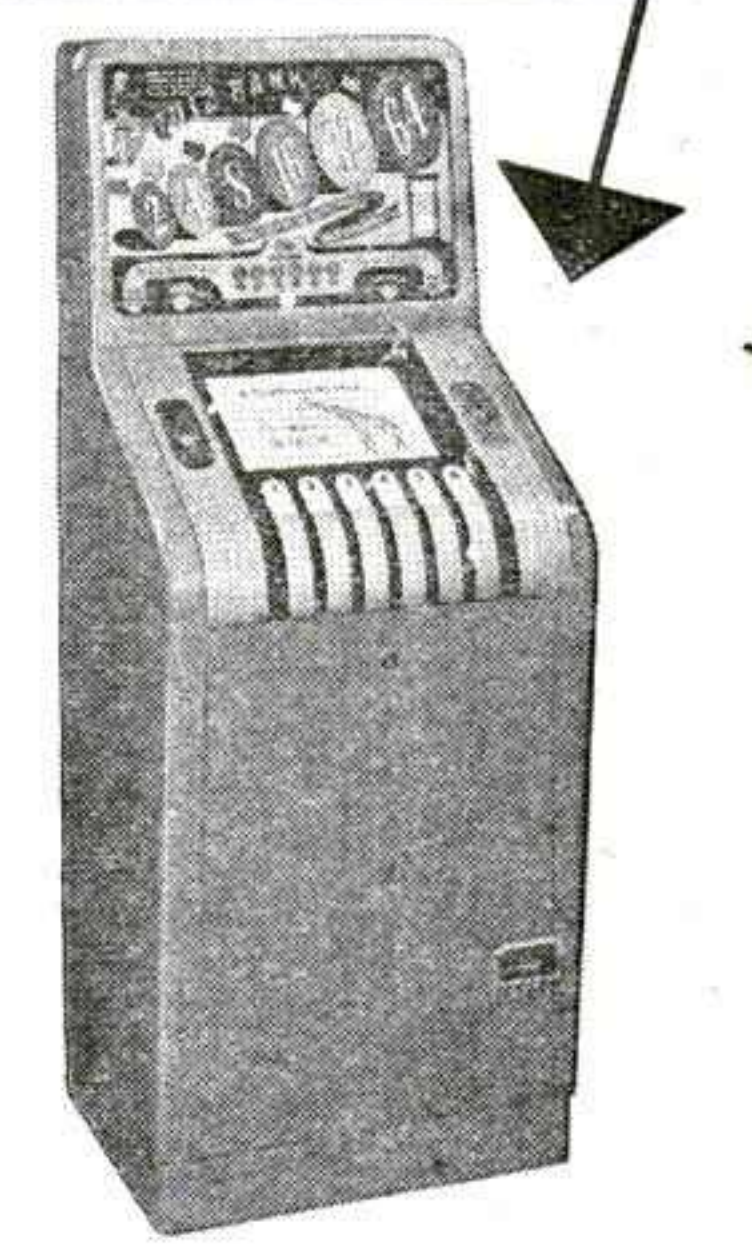
**Los Angeles:**  
**Jean Minthorne**, of Minthorne Music, is making what he believes to be the longest service call on record. The firm's service manager, Paul Bennett, planed out this week for Labrador to install a Seeburg p-a system for the army. . . . Jimmy Marshall, Glendale operator, was in town. Ditto for **Merle Van Lydegraf**, who hails from the same suburb.

**Sammy Ricklin** and **Gabe Orland**, of California Music Company, report the record biz to be picking up. They recently got in a new shipment of TV receivers which are on display. . . . **Henry Van Steten** was in from his Whittier headquarters. . . . Another recent visitor was **Cliff Ellison**, of Lancaster.

**Des Moines:**  
The **G. W. Onthank Company**, Des Moines and Omaha, has been appointed distributor for **Decca Records** in Iowa and Nebraska. **Frank E. Davidson** is sales manager for the company with **Richard Pertzborn** in charge of record sales at Des Moines and **James E. Blake** in Omaha.

**Newell Benson** is traveling for **Atlas Music Company** in the Nebraska territory and **Warren Merrill** in the Iowa territory. . . . Atlas Music has taken on the **Universal** line, according to **Phil Moss**, manager.

**QUIZ BANK**



**ONE QUESTION "Double or Nothing" GAME**  
Subject to Only \$10.00 Fed. Tax.

Just like Radio Quiz Program! Player can automatically collect at any time or continue to double up to the "64" question. A real profit-maker!

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**YOUR CHOICE! \$14.50 EACH — 3 FOR \$40.00**

Ballyhoo	Five, Ten, Twenty	Kilroy	Sluggo
Big Hit	Gold Ball	Knockout	Step Up
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Clover	Grand Canyon	Mystery	Stratoliner
Crossfire	Hi Dive	Nudgy	Show Me
Double Barrel	Honey	Pastime	Skyblazer
Dixie	Havana	Playboy	Tornado
Four Diamonds	Home Run	Rocket	Torchy

These games move out fast! Give 2nd & 3rd choice when ordering!  
Write for New List of all Late Games at New Low Prices!  
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EXHIBIT SEA-A-VIEW, in Colors, Models, Animals, Educational, Scenic Views . . . . . \$129.50

EXHIBIT JITTERS, Exciting Action . . . . . 225.00

MUTOSCOPE VOICE-O-GRAPH, CROSS COUNTRY RACE (Two Drivemobiles in 1 Mch.), RADAR ROCKET, SILVER GLOVES . . . Write

MUTOSCOPE MOVIES with Sign and Reel . . . . . \$150.00

Athletic Machines—Complete Line—Old Timers That Look Like New

Munves Factory Rebuilt Machines Look and Work Like New.

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who are interested in a new counter machine that is so low in price that it can make its cost out of profits in 2 or 3 weeks of operation.

This little "Gold Mine" is only \$21.50 and it is sold with a money-back guarantee. If you are not satisfied with the machine after one week you can return it for full refund. That's what we think of this little \$21.50 "Gold Mine." You can't lose by ordering a sample. We can't lose either by making this liberal offer because we have found thru actual experience that 99% of our customers repeat after they see the terrific play appeal and gross returns of \$30.00 to \$40.00 per week . . . with a machine that costs only \$21.50.

Order today. Don't delay. This is a real winner.

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2320 Milwaukee Ave. Chicago 47, Ill.

**NEW 5-BALL GAMES FOR IMMEDIATE DELIVERY**

Gottlieb **BUTTONS & BOWS** United **AQUACAPE** Genco **BLACK GOLD**  
Bally **CARNIVAL** Chicoin **SUPER HOCKEY**

**NATIONAL BARGAINS IN RECONDITIONED 5-BALL FLIPPER TYPE MACHINES**

ONE-TWO-THREE. \$150.00	SALLY . . . . . \$139.50	TRADE WINDS . . . \$119.00
SERENADE . . . . . 150.00	MOROCCO . . . . . 135.00	ROBIN HOOD . . . 115.00
BACCANEER . . . . . 149.50	JACK & JILL . . . . 130.00	MARDI GRAS . . . 115.00
BARNACLE BILL. 149.50	SUMMERTIME . . . . 129.00	VIRGINIA . . . . . 110.00
PUDDIN' HEAD . . 145.00	CARNIVAL . . . . . 125.00	BANJO . . . . . 110.00
ALI BABA . . . . . 145.00	CINDERELLA . . . . 124.00	CATALINA . . . . . 110.00
SARATOGA . . . . . 145.00	BLUE SKIES . . . . . 120.00	HUMPTY DUMPTY 110.00
SCREW BALL . . . . 139.50	SPEEDWAY . . . . . 119.00	RON DEE VOO . . . 110.00
RAINBOW . . . . . 139.50	TRIPLE ACTION . . . 119.00	CRAZY BALL . . . . 105.00
PHOENIX . . . . . 139.50	WISCONSIN . . . . . 119.00	SPINBALL . . . . . 105.00
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Bing-a-Roll \$239.50 Sportsman . . . . . \$34.50  
Advance Roll 74.50 Roll . . . . . 35.00  
Hy-Roll . . . 125.00 Treasure Chest, Tossed Roll . 49.50 No F.P. . . . 39.50

**PACKED TO SHIP IN A-1 CONDITION**  
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183 Merrick Road Merrick, L. I., N. Y.

**WANTED**  
EXHIBIT ROTARY MERCHANDISERS, Pusher Type.  
**Will Pay Highest Prices**  
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**VEST POCKET BELLS**

\$65.00  
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We Have All Mills Bells in Stock  
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**REAL BARGAINS!**

Wurlitzer 850 . . . . .	\$125.00
Wurlitzer 500K . . . . .	65.00
Wurlitzer 24's . . . . .	35.00
3 Barring Practice. Ea. . . . .	45.00
1 Genco Bank Roll Alley . . . . .	35.00
1 Mystic Derby Phone . . . . .	25.00
147-M Seeburg, 1948 . . . . .	450.00
8 Col. Uneda Pak with base, like new . . . . .	45.00
7 Col. DuGrenier, A-1 . . . . .	40.00

**ALL IN GOOD ORDER, NO CRATING CHARGE.**  
**OLSHEIN DIST. CO.**  
1100 Broadway ALBANY 4, N. Y.



When you buy from Runyon

**YOU BUY THE BEST**

SEEBURG HI-TONES ..... \$69.50  
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**WILL PAY  
 \$150.00 EA.**  
 FOR GENCO  
**BING-A-ROLLS**

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**RUNYON  
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New Bally Hi Boy ..... \$295.00  
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 New Universal Arrow Bell, 5¢-5¢  
 5¢-25¢ ..... Write for Prices  
 New Universal PHOTO FINISH,  
 one ball free play, as good as  
 Citation ..... Write for Price  
 Exhibit Dale Gun ..... Write for Price  
 Spot-Lite, amusement piece, origi-  
 nally \$399.50, Special ..... \$ 79.50  
 Keeney Big Parlay, f.p., comb. .... 50.00  
 Bally Victory Specials, chrome rails 64.50  
 Bally Draw Bell, metal button ... 150.00  
 Bally Draw Bell, red button ..... 175.00  
 Keeney Bonus, Single 5¢ ..... 175.00  
 Keeney Twin, 5¢ & 5¢ ..... 295.00  
 Keeney 3 Way, 5¢-10¢-25¢ ..... 400.00  
 Keeney Gold Nugget, like new,  
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 New Bally Spot Bell ..... Write  
 New Bally Citation ..... Write

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 KEENEY SINGLE BONUS CONSOLES  
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Write for complete list of new and used  
 Arcade Equipment, Slots and close outs  
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NEW AND USED

5¢ Blue or Brown Fronts ..... \$ 75.00  
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 25¢ Black Cherrys ..... 135.00  
 5¢ Jewel Bells—Like New ..... 165.00  
 25¢ Jewel Bells—Like New ..... 175.00  
 50¢ Jewel Bell—Rebuilt ..... 245.00  
 50¢ Pace ..... 195.00  
 25¢ Bonus Bells ..... 95.00  
 5-10-25¢ Melon Bells ..... 95.00  
 5¢ New Vest Pockets ..... 69.50  
 5¢ Mills Q. T. ..... 65.00  
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 New Mills and Jennings Slots—New Safes—  
 Single, Double and Triple Revolvers.

Write—Wire—Phone

Adams 7254

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
 525 S. High St. Columbus, Ohio

**JACKPOT GLASS**

Made of tempered plate glass for Mills  
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 original. \$1.50 each or \$15.00 per dozen.

Specify make machine.

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243 Third Street Macon, Ga.

**LATE FREE PLAY GAMES**

A-1 Condition, Ready for Location

BLUE SKIES.....\$119.50	BUCCANEER.....\$119.50
BARNACLE BILL.....129.50	BANJO.....99.50
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HUMPTY DUMPTY.....79.50	LADY ROBIN HOOD.....89.50
MAGIC.....159.50	MONTERREY.....89.50
MOROCCO.....119.50	PUDDIN' HEAD.....139.50
PARADISE.....109.50	PHOENIX.....139.50
RAMONA.....159.50	ROUND UP.....149.50
RAINBOW.....119.50	SERENADE.....139.50
SPEEDWAY.....99.50	SCREWBALL.....119.50
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SALLY.....119.50	YANKS.....69.50

They'll Go Fast At These Prices! Order Today!

Terms: 1/3 Deposit, Balance Sight Draft.

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**RADAR ROCKET**

(Trade Mark) Pat. Pending

**SKYROCKETS PROFITS!**

You'll go soaring out of this world on  
 this sensational, challenging money-  
 making upright game. Continuously  
 revolving stroboscope display attracts  
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 1,000,000) keeps them playing.  
 Planets, gaily decorated and humor-  
 ously titled are always moving through  
 space creating a three-dimensional ef-  
 fect. Object of game is to keep rocket  
 on course by handling radar controls  
 which give player thrilling true-to-life  
 action . . . score mounts as this is  
 accomplished. Action is intriguing and  
 challenges the skill of player. Radar  
 Rocket appeals to young and old and  
 will be doubly appealing to you be-  
 cause of its earning power. It's a fast  
 game and earns a fast nickel.

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Write Today and we'll rush complete information. Send for de-  
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 BLUE SKIES ..... 109.50  
 SALLY ..... 109.50  
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 MAGIC ..... 134.50  
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1/3 Deposit Cash or Certified  
 Check With Order

NOW DELIVERING: CHICOIN'S  
 SUPER HOCKEY, GENCO'S BLACK  
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 FREE PLAYS AND PAY-OUTS**

**Lieberman Music Company**  
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 Exclusive Upper Midwest Distributor of  
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**1948 QUIZZERS**

Complete With Roll of Film Contain-  
 ing 6,000 Questions. A-1 Condition

**Cleaning House!**

Last Batch Will Go at— **\$199.50**

**SPECIAL—IN LOTS OF 5—\$175.00 EA.**

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HAVE USED MUSIC EQUIPMENT—ALL KINDS. Tell Us Your Wants—We Will  
 Try To Fill Them at the Lowest Prices in the Country.

*Brilliant Music Co.*

4606 CASS AVE. Phone: TEmple 1-7455 DETROIT 1, MICH.



# Study Shuffleboard Financing

## City Survey:

### Locations Abound, But So Do Op Problems in Detroit

By H. F. Reves

DETROIT, May 21.—Detroit offers an excellent market for expansion of the modern coin-operated shuffleboard—with a big if—if the answer to competition of free-play boards can be found.

*This is the second of a series of city surveys of the shuffleboard field described from the operator, distributor, manufacturer and location viewpoints. In the next issue of The Billboard the third of the series, covering the Minneapolis-St. Paul area, will appear.*

Shuffleboards are an old story in Detroit and have been familiar in bars here for 10 or 15 years. They were an accepted feature of the locations, giving the patrons an extra form of amusement, without cost. In the past year there has been some notable increase of boards spotted in the neighborhood taverns. But, again, they have been of the play-for-free type.

Up-State, the story is quite different, with paying boards the rule and proving successful. It is estimated that there are at least 700 free-play boards, mostly owned by individual bars, in the city. There are 2,500 licensed locations.

The coin-type boards have not been accepted by most established distributors here, because the free boards have made impossible their sale to operators. A. P. Sauve & Son are distributing the Chicago Coin board, while Brilliant Music Company is distributing for Rock-Ola. The distributors do not know of any other firms now represented locally, altho Valley boards, made in Bay City, are being shipped in, and some other boards have made their appearance in the territory.

#### Up-State Situation

Dale Suave, of the distributing firm, reports that there is little market for additional boards in the area, because they have already been placed in most of the better locations, and the saturation point appears to be approaching.

In Detroit, it is almost impossible to find a coin machine operator who handles shuffleboards, except as a service. While there are reports that several operators may have placed a few coin boards in the city or suburbs, distributors have been able to unearth only two operators with pay-chute boards, A. Jordan Spring and Clare Spooner. Their routes, altho small, are being intelligently operated and provide a key to test operation that points the way to future expansion. Spring has one regular board and

### See Shuffleboard Leagues in Omaha

OMAHA, May 21.—League play and a city tournament are in prospect here with the introduction of shuffleboard by Roy Wasmuth and Harold Stephens, LaCrosse, Wis. They have set up headquarters at Shuffle Inn, 1625 Jackson Street. Shuffleboard already is featured in many taverns here.

eight rebounds. The regular board drew scant attention for some three weeks, until a scoreboard with lights was installed, then a pick-up was noticed.

#### Rebounds Slow

The rebound games, however, started slow when Spring installed them five months ago and had continued slow. Accordingly, he is taking these in pairs and matching them back to back, to make a single long (See Locations Abound on page 132)

## Tucker New Purveyor Exec; To Intro Sportsman Board

CHICAGO, May 21.—Appointment of a new production director, and announcement of a new shuffleboard, to be called the Sportsman, was made this week by the Purveyor Shuffleboard Company here. Herb Perkins reported that William Tucker, formerly general manager of Mercantile Displays, who engineered and designed the Mercury '49er, has been named production director at Purveyor.

Tucker has already set up production schedules on the firm's new model, Perkins revealed, and will supervise the building of the unit. Altho headquartering in Chicago, Tucker will spend much of his time at the plant in Michigan where the Sportsman will be built. Present output is 10 boards a day, but under Tucker's direction, this figure will be stepped up to 30.

#### New Model

Perkins, in announcing the new Purveyor board, reported it is being brought out in answer to the operator demand for a quality unit at a low

## Standard Stairworks To Unveil Line; Features Radical Design

CHICAGO, May 21.—Art Bjornestad and George M. Jensen, partners in Standard Stairworks, Chicago, manufacturing firm, this week unveiled their new line of shuffleboards, including one of revolutionary design for small or angular locations. Called a "corner shuffleboard," the new unit measures 11 feet, with the center of the board turned at a 90-degree angle, to fit into a corner. Puck is thrown in the usual manner and is banked off the center cushion so as to continue into scoring position.

Corner shuffleboard comes with six folding legs, and, according to the manufacturers, has been designed for easy shipment and setting up on location. Patents are now pending on the new units.

#### Luxor Board

Also featured in the new Standard Stairworks line is the Luxor, a nine-foot board of regulation design. This board comes with four legs and is also built for easy delivery.

Bjornestad and Jensen revealed that production is now being set up for the corner shuffleboard, and an output of between 30 and 40 boards a day is planned. The luxor is al-

## Manufacturers Make Plans For Future; Monarch Sets Package Deal for Operators

### Prepare for Leveling Off Period; Bacon Airs Views

By Norman Weiser

CHICAGO, May 21.—With the first flush of buying over in many areas, shuffleboard manufacturers are mulling means to aid in various ways to assist the operator in the purchasing of new equipment. While financing has long been established in the coin machine field, it is comparatively new to the shuffleboard phase of the industry, and many questions peculiar to this type of operation must first be answered before finance firms, which have specialized in coin machine paper, will enter the picture.

However, several manufacturers have already made arrangements with banks and other financing organizations. Newest plan was completed this week by Roy Bazelon, president of Monarch Shuffleboard, Inc., after more than six months of negotiation. Under the plan as approved, operators who qualify may purchase Monarch boards and all types of accessories by paying one-third of the purchase price down, and the balance in 10 monthly installments. A 6 per cent carrying charge covers the financing according to Bazelon.

Operators can arrange for this financing thru Monarch. Those who are interested may obtain applications from the manufacturer. After these applications are processed, the purchases can be completed.

#### Rock-Ola Report

Rock-Ola, one of the largest manufacturers of the boards and other coin-operated equipment, has had its eye on the financing problem for several months now, J. Raymond Bacon, vice-president, said this week. And the firm has been financing (See Shuffleboard on page 126)

## First Shuffle Parlor Set-Up For Spokane

### Other Coin Units Included

SPOKANE, May 21 — Spokane's first shuffleboard parlor opened last week and with no advertising to date, has averaged between \$17 and \$18 a day, according to Harry Peck, owner.

A former tavern operator, Peck became sold on shuffleboards following a trip thru California, Arizona and Nevada in March after selling his tavern.

Location at 1030 Sprague is called the 1030 Shuffleboard Club. Peck has installed four American boards, a juke box and candy, popcorn and cigarette vending machines. Everything is coin-operated to reduce overhead.

Peck has three salesgirls selling \$1 memberships in the club which entitle members to reserved tables and tourney privileges. He plans to sponsor a shuffleboard league of 30 teams with 10 members each.

Shuffleboard sales eased off recently in Spokane but distributors are looking for a sharp increase if pinball machine operation stops tomorrow (22) as ordered by the city council. Pinball ops have said they would fight the ban in court.

price. Final price tag has not been set, but will be established by the end of the week. The Sportsman, which will be shown to operators next week for the first time, features a maple playfield and is completely modern in design.

Purveyor also will open the doors on its newly completed showrooms here next week. The location has been redesigned and construction was completed this week.

#### New Shuffle Light

Augmenting its de luxe lights for shuffleboards, Perkins said the firm is introducing a new neon light which is attached to the side of boards. Called Nu-Lite, the low-priced unit will be held in place by screws, while clamps are used on the de luxe model. Nu-Lites will be finished in chrome plating, it was stated.

Also included in the Purveyor line are Golden Glide wax, cleaning polish, precision ground steel weights, score pads, wall hangers, crayons, T-squares, Simoniz, duo electric buffer and polisher.

ready in production, and approximately 100 boards have been shipped.

## Gould Produces Shuffle Trophies

LOS ANGELES, May 21.—A shuffleboard trophy is being manufactured by Dave Gould, general manager of the American Shuffleboard Sales Company. Inquiries from operators and location owners prompted Gould to secure the services of a trophy designer and place it in production.

The trophy is an ash tray ornamented with a miniature shuffleboard. It is six inches long and three and one half inches wide made of hammered bronze. The trophy has a name plate and a felt bottom. It is two tone and weighs approximately a pound.

In designing the trophy Gould wanted one that would be in a low price range and still be attractive enough for presentation to league and tournament winners.

# MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!

**DISTRIBUTORS**  
Some exclusive territories are still open—get the facts today!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.



### MERO MANUAL or COIN OPERATED ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against embarrassing questions when making collection. **\$119.50** To Operators



**ABT COIN BOX**  
**\$30.00 additional**

Complete with remote control buttons.

- Instant acting scoring at both ends of board.
- Automatic counter registers accurate number of plays.
- Mirror front—multi-colored lighted ends.
- Solid maple and walnut finished cabinets.
- Collect from metered cash box.

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1332 W. 69th ST., CHICAGO 36, ILL.  
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## SHUFFLEBOARD BOWLING GAME



### Model "BOWL 'EM DOWN" B

Set consists of 10 5-in. Pins—2 Bowling Balls—2 Signs—1 Pad Score Sheets—1 PLASTIC RACK. **LIST PRICE \$17.00**

Jobbers and Distributors—write, wire or phone for your reduced prices

"MODEL A"—Set consists of 10 5-inch Pins—1 Rack—2 Bowling Balls—1 Pad Score Sheets—2 Signs. Complete Set for only **\$7.50**

Pin bottoms are weighted and padded, will not fly off table.

1/2 Deposit—Balance C. O. D. Certified Check or Money Order—F.O.B. Chicago.

6 oz. Pucks for all size Shuffleboards ..... **\$7.00** per set of 8  
Will improve your play on your board.

### MINIATURE BOWLING PIN CO.

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YOU WILL EARN MORE WITH

# PERMA-TOP

WRITE—WIRE—PHONE  
Ask for Full Color Circular

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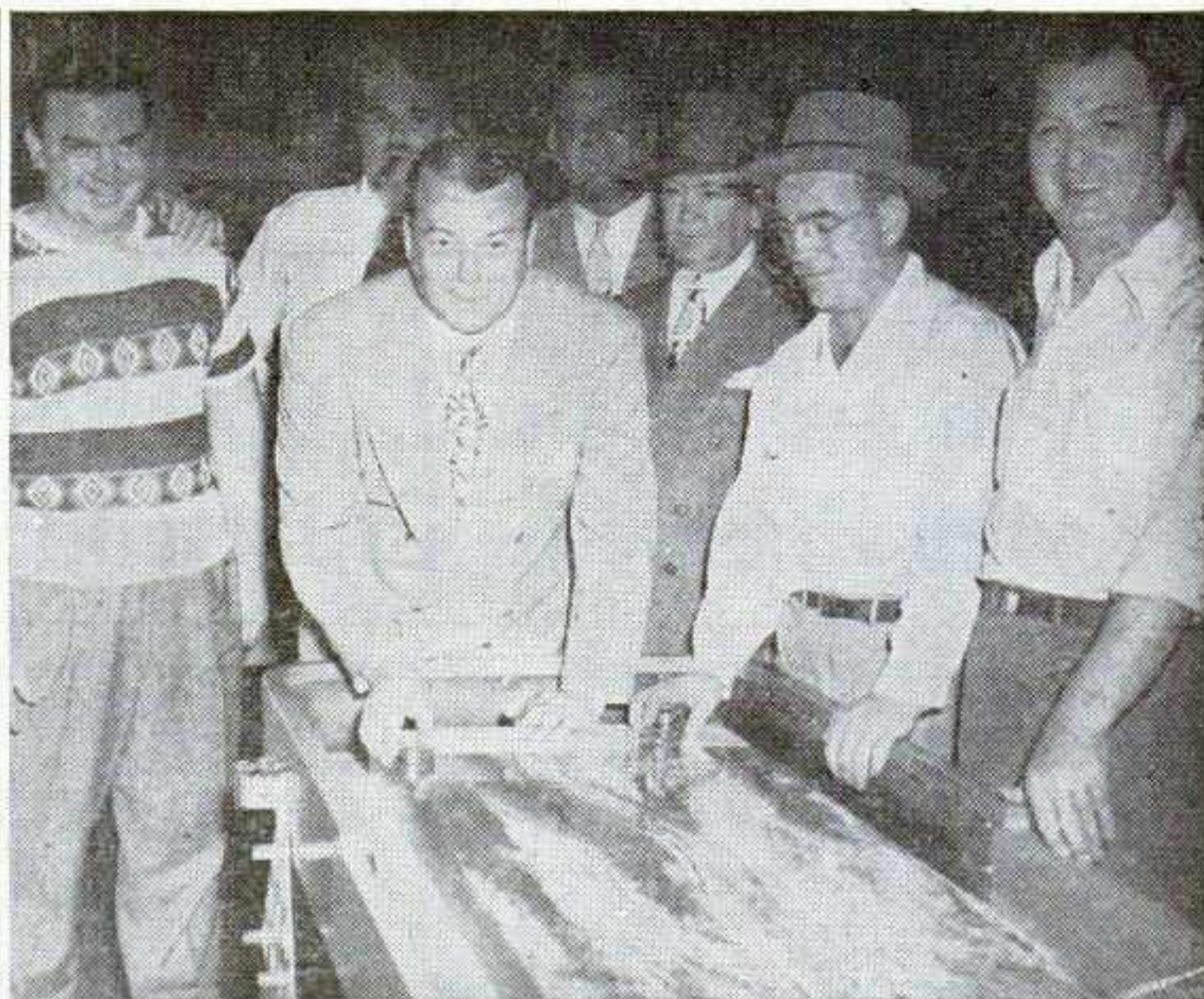
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WORLD'S FASTEST SELLING

# SHUFFLEBOARD

WITH COLORED

PLAYING FIELD OF DIE STOCK MASONITE



ST. LOUIS OPENING of Perma-Top Corporation's branch office draws operators, distributors and players to K. O. Koverly's Mural Room where event was celebrated. Left to right: Bud Baker, operator who won \$100 tournament prize; Jim Guichard, Perma-Top president; Harold Wolf, Mural Room official; K. O. Koverly, one of the world's leading professional wrestlers; George Burke and Fred Cherry, operators, and Harry Beadles, branch manager.

## Shuffleboard Manufacturers Formulate Plans for Future

(Continued from page 125) purchases, in conjunction with distributors, altho this activity has been on a limited basis.

"Many distributors are either financing purchases, or arranging for financing thru their local banks." Bacon said, pointing out that Irving Weiler, Kansas City, Mo., was one of the first to provide this service for operators. Distributors in Peoria, Ill., Portland, Ore., and other areas have also been active in this field, Bacon said.

While Rock-Ola has carried some paper, along with distributors, this has not been a widespread practice. In recent weeks, Bacon said, the firm has held a number of meetings to discuss the financing situation, and has called on credit managers for their advice.

Perma-Top has been able to ar-

range financing for purchases by operators thru a Chicago bank, Jim Guichard, president, reported.

Other firms have also undertaken to assist specific operators to finance their purchases, but this has not been a general practice in the trade.

While shuffleboard financing has not been a major problem to date, most manufacturers see a financial "leveling off" in the not too distant future and agree this will play a much greater role in the industry. Operators, waiting for their boards, purchased for cash, to amortize themselves, will be forced to seek financing in order to expand their activities. It is for this reason that manufacturers are now studying the financing picture, and working out operable solutions, so that they will be prepared to shift into the new economic structure without trouble.

NONE BETTER!



This guarantee appears on every can

# "SLICK"

## SHUFFLEBOARD WAX

The best on the market for championship play

SLICK — the constant-speed wax — choice of champs, assures better control! Don't sacrifice skill and accuracy for super speed . . . use SLICK wax. It's not too fast, not too slow . . . it's just right! No dead spots with SLICK . . . you get smooth, fast, accurate play at all times. A uniform product!

**GUARANTEED**

... not to pit, scratch or harm any make of board. Contains no plastics or other injurious ingredients.

We are proud to make this claim.

INSIST ON THESE SLICK SHUFFLEBOARD PRODUCTS

- "Slick" Shuffleboard Powdered Wax
- "Slick" Shuffleboard Quick Drying Cleaner
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Territories Open! Write for Price List.

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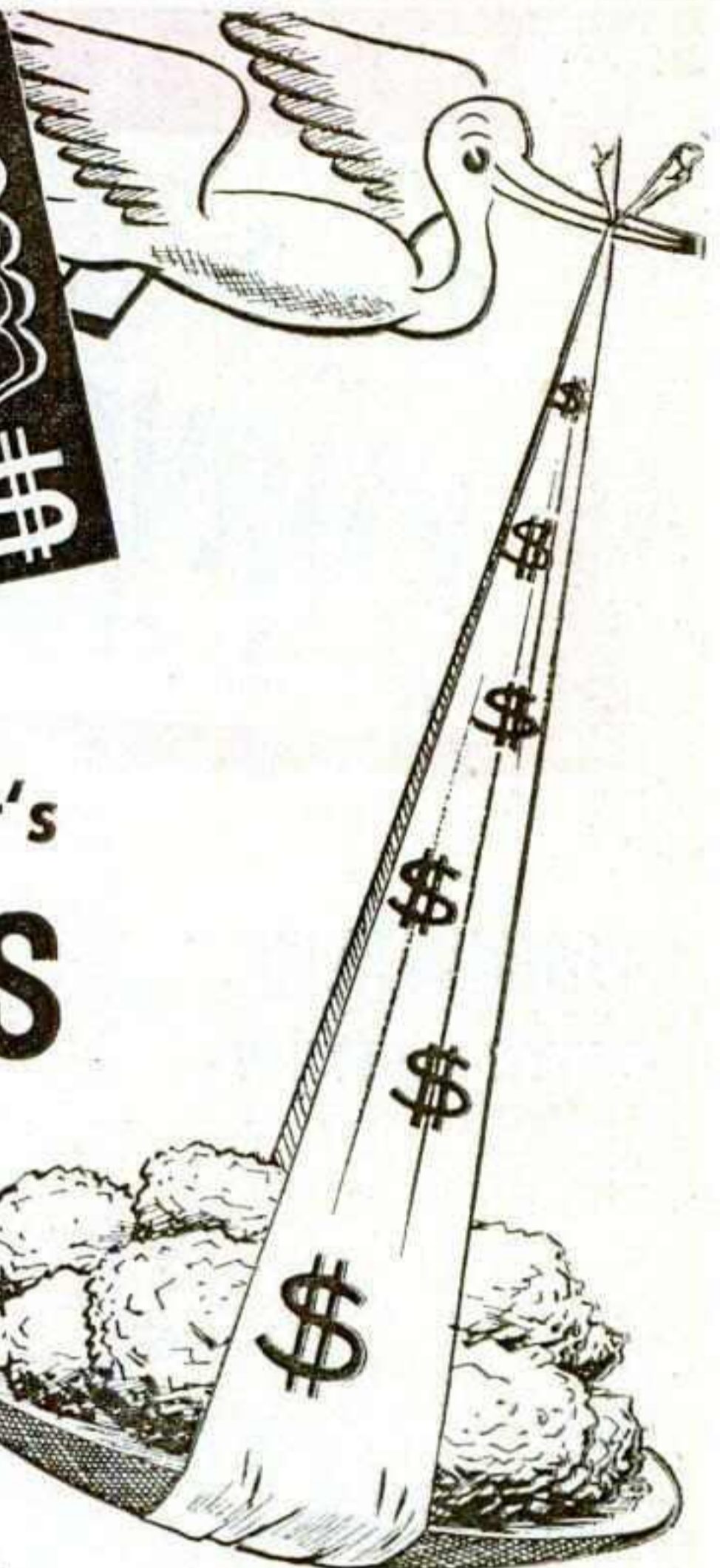
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REMEMBER THE ANTI-TUBERCULOSIS LEAGUE—IT IS HELPING BUILD A HEALTHIER AMERICA

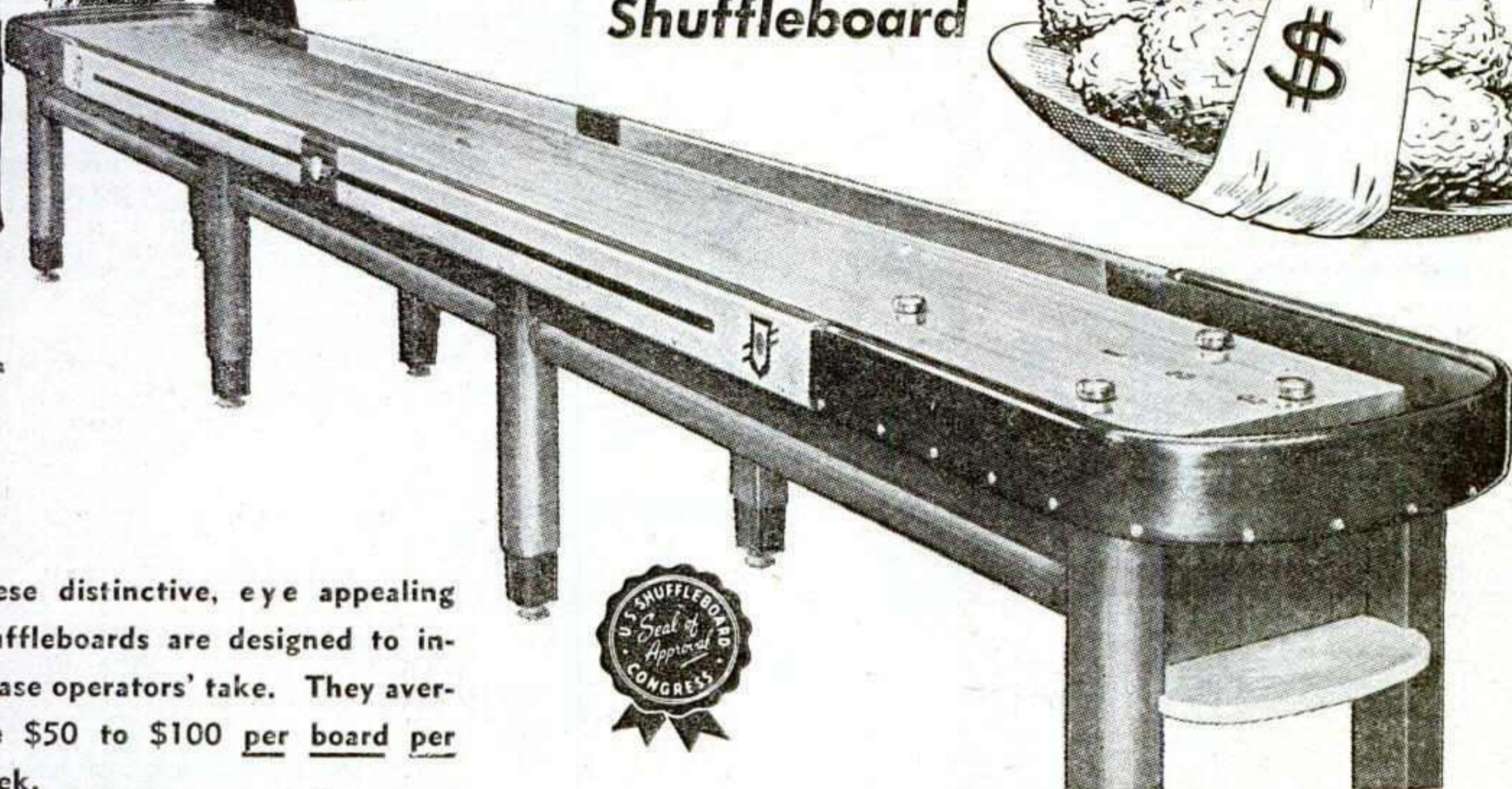
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**NEWEST PROFIT MAKER**  
**IN THE FIELD**  
**\$**



Yes . . . It's

# NATIONAL'S

## NEW 49er DeLuxe Shuffleboard



These distinctive, eye appealing shuffleboards are designed to increase operators' take. They average \$50 to \$100 per board per week.



National Shuffleboard, being the oldest exclusive shuffleboard manufacturer, has the "know-how" to keep operators' TAKE at a high level. Local, State-wide and National team competitions are part of National's promotional plan to build up operators' TAKE. Build up your profits. Send the coupon. . . .

**National Shuffleboard Co.**  
**Dept. A528, Orange, N. J.**  
**Please send details.**  
**I am operating in**

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street.....

city.....

state.....

# NATIONAL SHUFFLEBOARD CO.

ORANGE  NEW JERSEY

THE WORLD'S OLDEST AND LARGEST *Exclusive*

## SHUFFLEBOARD MANUFACTURER

Introducing... **PURVEYOR'S "SPORTSMAN"**  
 A NEW CONCEPTION OF QUALITY IN SHUFFLEBOARDS

★ GREATER APPEAL  
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★ MODERN DESIGN  
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**DISTRIBUTORS**  
**WRITE or WIRE**



*With the Slickest, Smoothest, Fastest Maple Playing Field in the Industry!*

Here at last is the Deluxe Shuffleboard you've waited for . . . at a low price that'll amaze you. You cannot compare it with any other Shuffleboard, feature for feature, it is in a class by itself. Don't buy another Shuffleboard until you've seen the "Sportsman." NOTE: MASONITE PLAYING FIELDS AVAILABLE ON REQUEST. WRITE FOR INFORMATION AND PRICES.

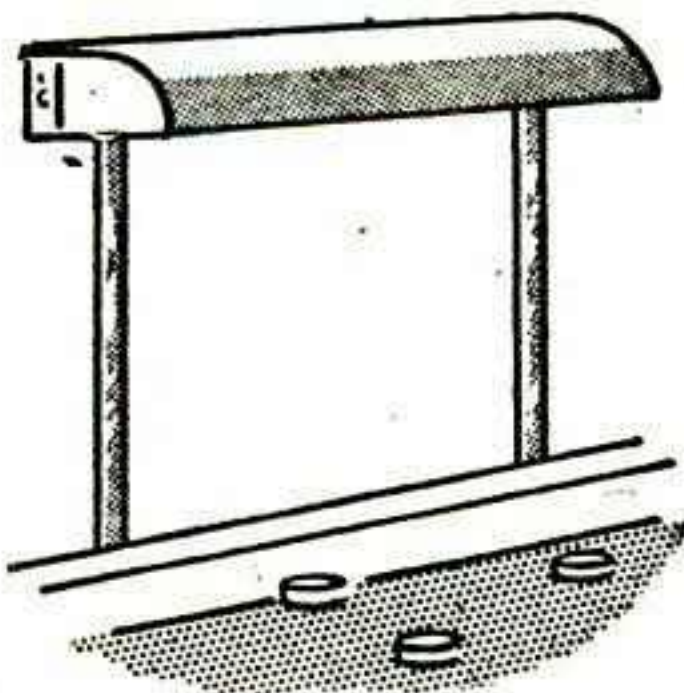
**NEW SHOWROOMS**  
 NOW OPEN . . . SEE THE COMPLETE PURVEYOR LINE ON DISPLAY!

**PURVEYOR'S CLAMP-ON LIGHTS**

A Deluxe Fluorescent Light for better locations! Heavy, highly polished chrome uprights. Add flash and beauty in addition to providing a clear illumination to the playing field. Watch the interest soar after you install them.

**\$19.50** Each  
**\$35.00** for Set

**PURVEYOR "PROFIT-AID" PRODUCTS**



**PURVEYOR'S "NU-LITE"**

Attractive fluorescent fixture that screws on to the side of any Shuffleboard. Shiny chrome uprights, heavy duty, best quality.

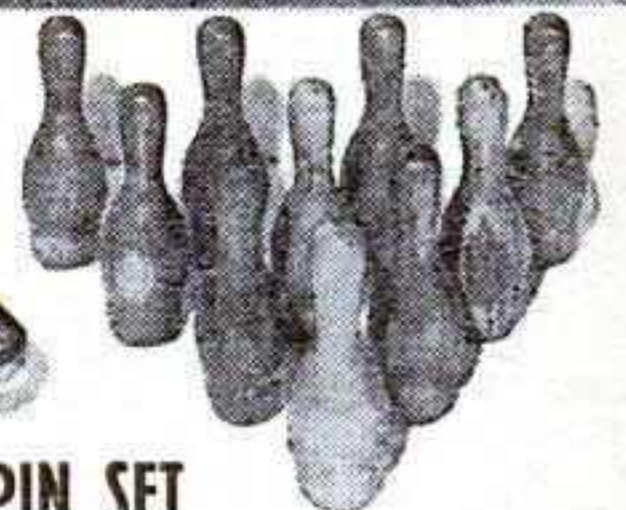
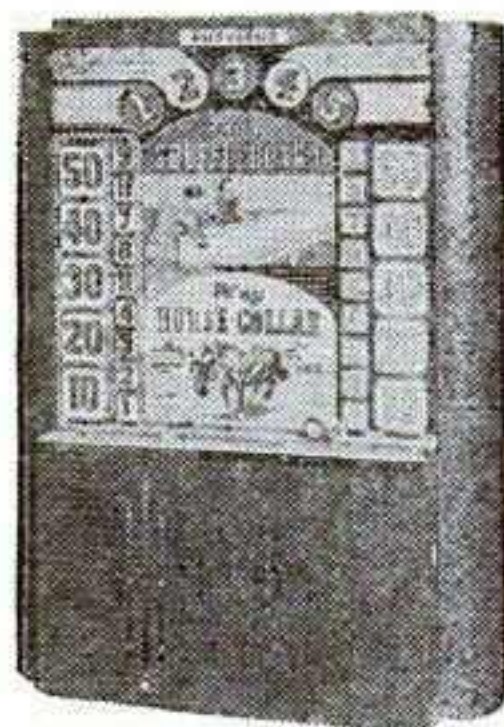
Set of 2 Lamps **\$19.50**

Insure Your Profits With  
**PURVEYOR'S SCORE BOARD**

★ All Electric ★ Colorful

Scores Shuffleboard, Horse Collar, Baseball. Tested accurate, beautiful 9-color illustrated scoring glass, grained leather wood finish. Size: 26" wide, 34" high, 7" deep. Easy to install. Similar unit available for Shuffleboard play only.

WRITE FOR PRICES



**PURVEYOR'S BOWLING PIN SET**

**NOT A TOY, BUT GENUINE HARDWOOD PRECISION MACHINED PINS**

Heavy, smoothly finished pins. Will not jump from table or mar playing field. Puts new life in Shuffleboard locations. Complete with wall pin holder and table rack. Complete **\$15.00** per set

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# PROFIT MAKING NEWS FOR EVERY SHUFFLEBOARD OPERATOR!

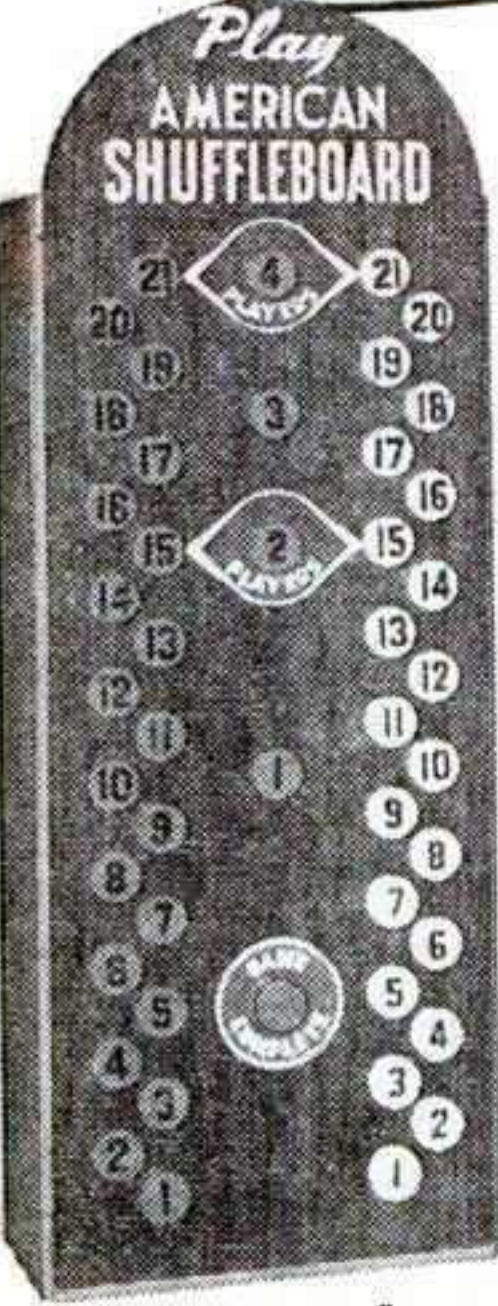
J. H. KEENEY & CO., INC., PROUDLY ANNOUNCES THE ACQUISITION OF THE AMERICAN SCOREBOARD COMPANY AND IS NOW IN FULL PRODUCTION OF ITS WELL-KNOWN AND UNIVERSALLY POPULAR SHUFFLEBOARD SCOREBOARDS.

*operators get paid for every game played!*

## The KEENEY IMMENSELY POPULAR — LOW PRICED PLASTIC NUMERAL SHUFFLEBOARD SCOREBOARD

Thousands of locations have proved this mighty attractive, natural wood grain, low priced Plastic Numeral Scoreboard increases shuffleboard earnings up to 50%. Available with control button or coin operated. Coins must be paid for every play. Scores automatically as blue or red buttons are pressed. No location attention. Furnished with 1 set of 2 scoring buttons for each end of board. Slug rejector returns bent or spurious coins. Simple, accessible mechanism. Names of all popular shuffleboards stenciled in upon request.

5c or 10c Chutes  
•  
Extra-Large Cash Box



Weight: 37 lbs. Size: 11" W. x 30" H. x 6" D.

## KEENEY DeLuxe MODEL SHUFFLEBOARD SCOREBOARDS

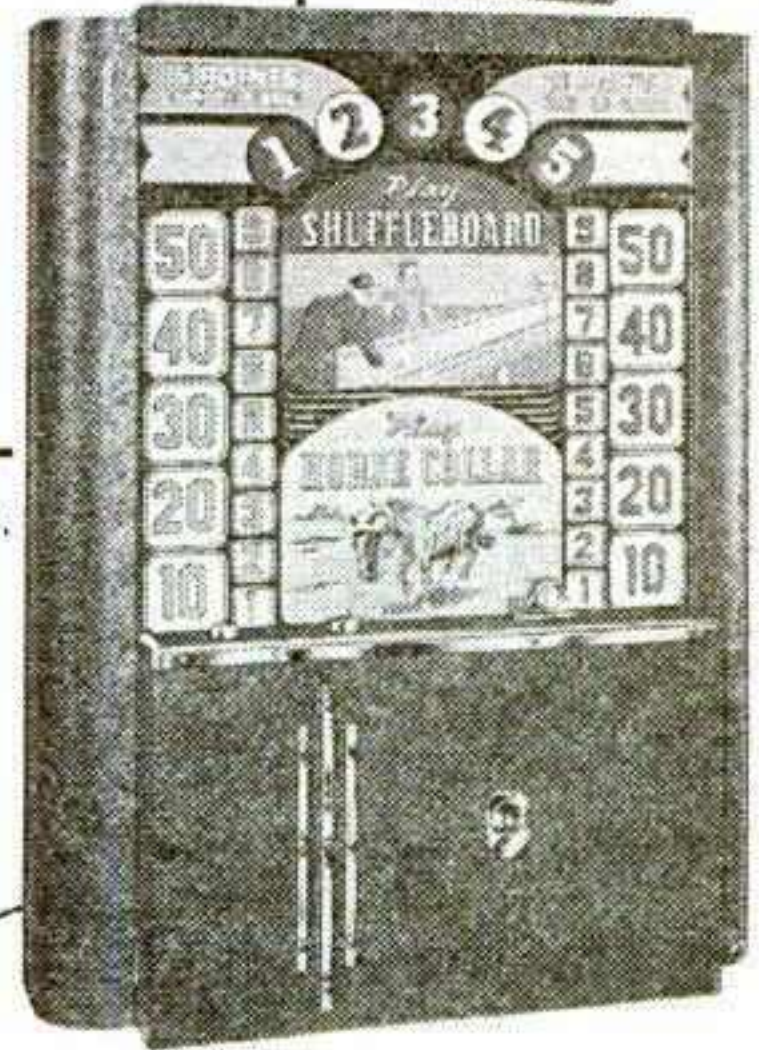
Obtainable in regular shuffleboard play — or in combination of Regular Shuffleboard and Horse Collar play. Automatic scoring advances progressively at each touch of buttons. Coins must be inserted for every play! Cabinet color choice: burgundy, cobalt blue or green finish. Furnished with 5c or 10c chutes, as specified. Slug rejector equipped.

Weight: 58 lbs. Size: 26" W. x 32" H. x 7" D.

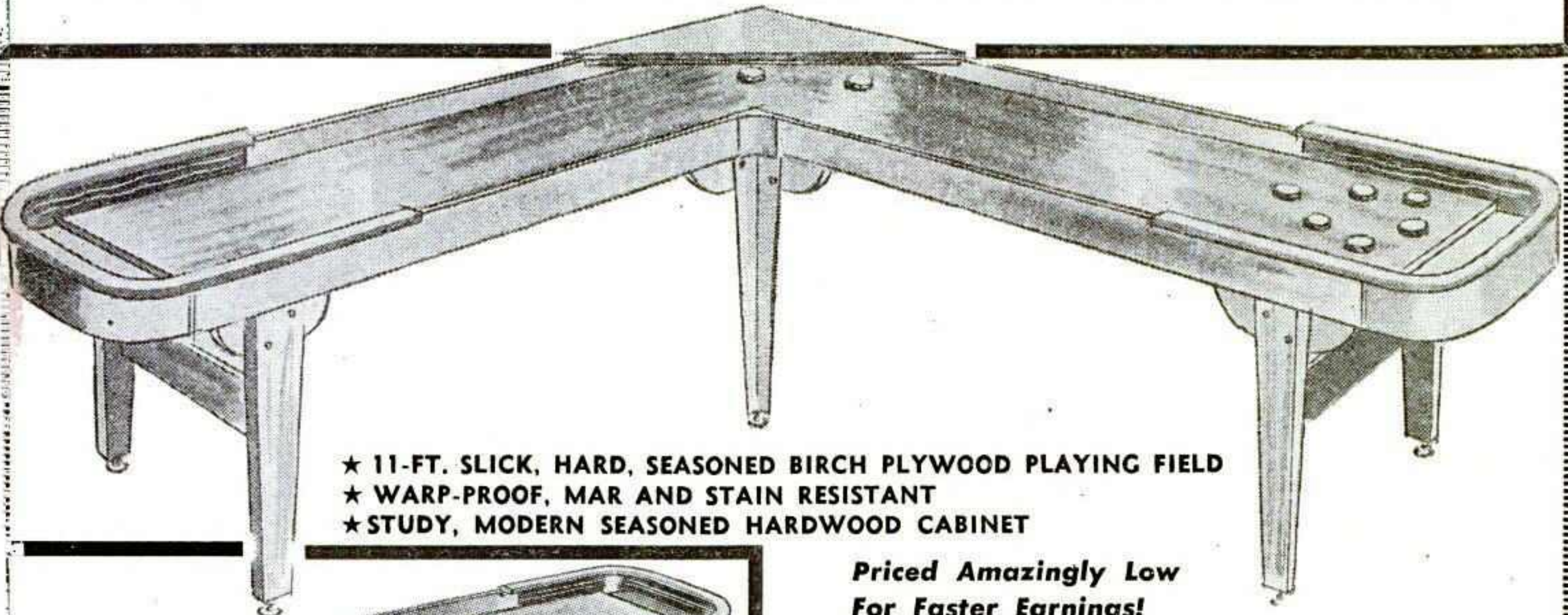
*Order Yours Today* — The Plastic Numeral model to the left or both DeLuxe models to the right are designed for wall mounting and may be hooked up on the same current line as shuffleboard.

Write SEE YOUR KEENEY DISTRIBUTOR  
**J. H. Keeney & CO., INC.**

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# NOW YOU CAN OPEN THOSE THOUSANDS OF SMALLER LOCATIONS... NEW LOCATION TESTED ★ CORNER SHUFFLEBOARD



- ★ 11-FT. SLICK, HARD, SEASONED BIRCH PLYWOOD PLAYING FIELD
- ★ WARP-PROOF, MAR AND STAIN RESISTANT
- ★ STUDY, MODERN SEASONED HARDWOOD CABINET

**Priced Amazingly Low For Faster Earnings!**

NOT A NOVELTY! CORNER SHUFFLEBOARD is now earning top money for America's largest Shuffleboard Operators in locations that can't hold straight shuffleboards. Here is that extra profit opportunity you have been looking for. WRITE—WIRE—PHONE for complete Money-Making Details.

## 9 FT. STRAIGHT SHUFFLEBOARD

Same Hard, Seasoned Birch Plywood Playing Field; sturdy, modern hardwood cabinet, priced low for faster profits. The ideal board for those smaller locations that can't take a large, expensive board. WRITE FOR SENSATIONAL LOW PRICE DEAL.



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TRUE SURFACE

OPENS IN ST. LOUIS TO MEET THE

## 100 WEEKS IN OPERATION

HAS PROVEN THAT Olympic's EXCLUSIVE "FIBER-LOID"  
PLAYING FIELD . . .

★ WILL NOT WARP

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NEW DISTRIBUTORSHIPS NOW AVAILABLE • WRITE • WIRE OR PHONE



# SHUFFLEBOARD PLANT

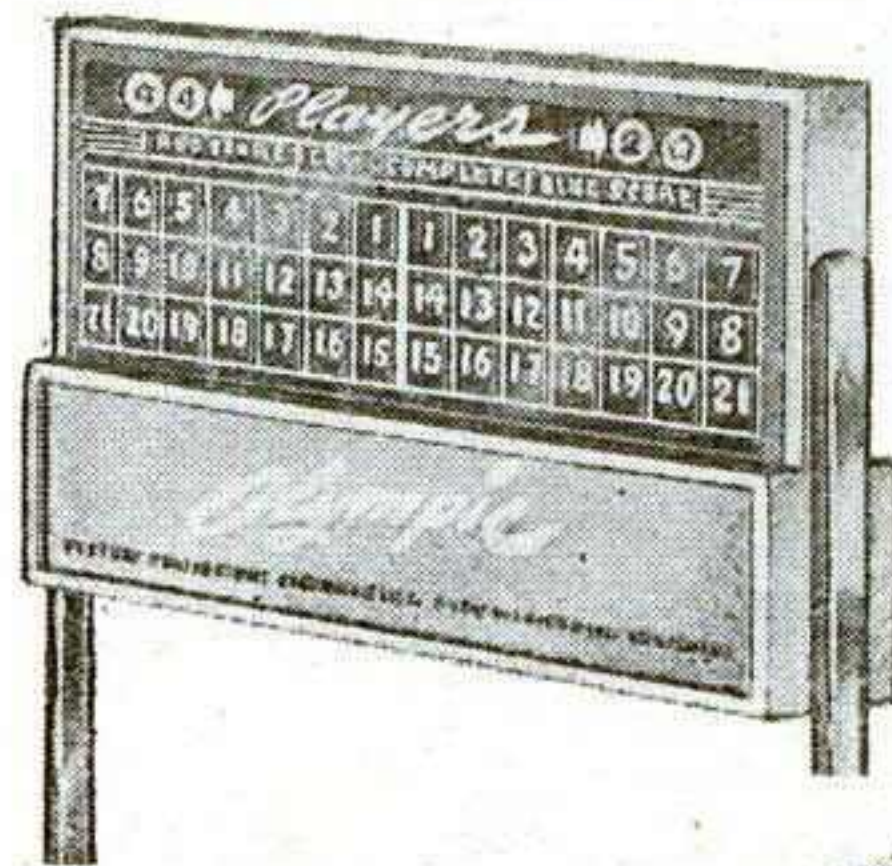
TREMENDOUS *Olympic* SHUFFLEBOARD Demand

**TAKE NO CHANCES: . . . PROTECT YOUR LOCATIONS WITH PROVEN-GUARANTEED OLYMPIC SHUFFLEBOARDS . . . THE NATION'S LEADER!**

The rapid expansion of Olympic Shuffleboard plants to meet the Nation's Olympic Shuffleboard demands speaks for itself in quality and leadership. Operators know and have proven that Olympic's exclusive "FIBER LOID" playing field is outstanding among all shuffleboards. . .

Olympic shuffleboards are competitively priced . . . take no chances . . . shuffleboards are here to stay . . . why buy boards that require costly maintenance and replacement when you can have the Nation's best.

Your Olympic Shuffleboards can now be shipped to you from the nearest plant location giving you the advantage of reduced rates.



**OLYMPIC COIN-OPERATED SCORING UNITS AUTOMATICALLY ASSURE FULL RECEIPTS OF GAMES PLAYED.**

Electrically operated, the score can be seen from both sides of the board. Olympic shuffleboards are sold with or without scoring units.



IT IS PROVEN where wooden fields are operated along side Olympic "FIBER-LOID" fields—Olympic gets full capacity of play.

The popularity of Olympic boards is steadily increasing as more and more location owners recognize Olympic's outstanding features and player reaction. The slick true-surface playing field offers no alibis for fans or tournament players. Successful profitable leagues have been formed all over the Nation. As many as 12 Olympic boards side by side are in operation in arcades. Thousands of locations are still available and thousands of new locations will become available in the years to come.



**DO NOT TRY THIS ON WOODEN OR INFERIOR BLACK TOP FIELDS**

**Only "FIBER-LOID"\*\*\***

**CAN TAKE IT WITHOUT MARRING**  
Olympic shuffleboards are built far more durable than required in normal usage assuring years of constant service. Required resurfacing of other boards due to warping and dropping of weights will not occur with an Olympic "FIBER-LOID" field.

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"FIBER-LOID" has withstood all required tests in aviation, shipbuilding and other industries . . . now has proven itself again in **OLYMPIC SHUFFLEBOARD FIELDS**

**OLYMPIC SHUFFLEBOARDS CARRY A 1-YEAR WRITTEN GUARANTEE**

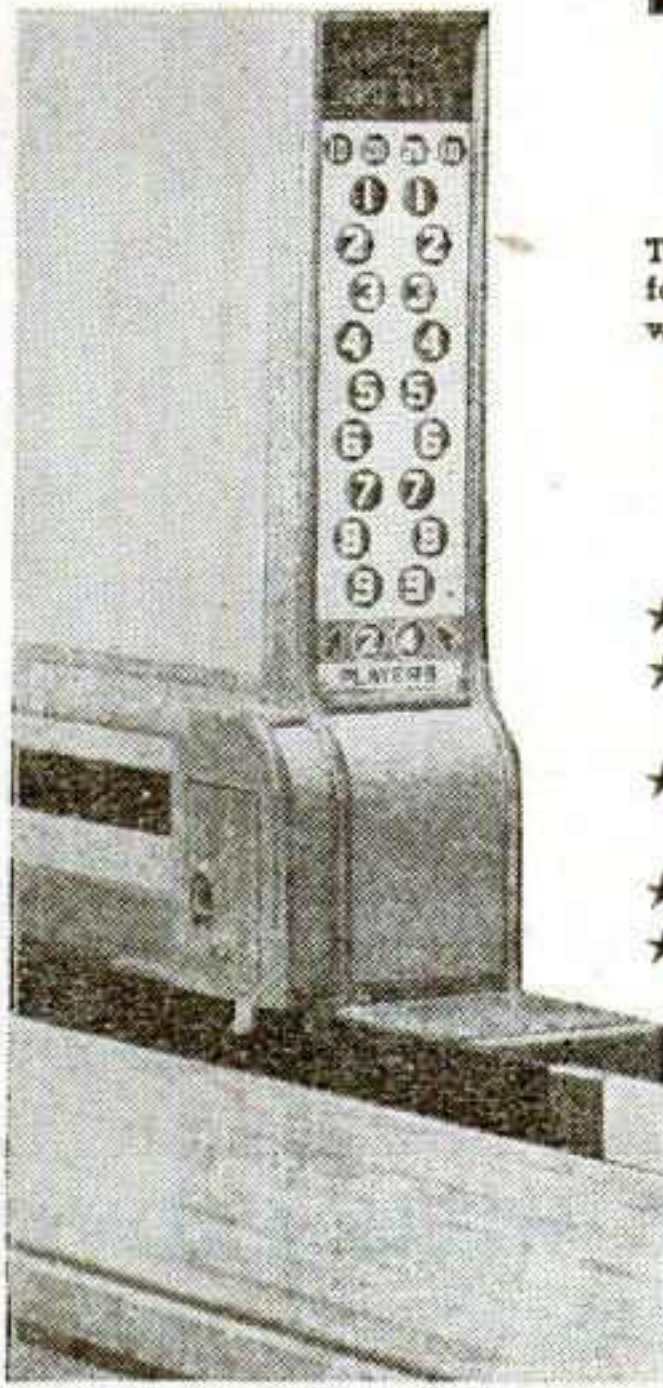
A SIZE TO FIT ANY LOCATION

*Creator of the World's Finest Shuffleboards*

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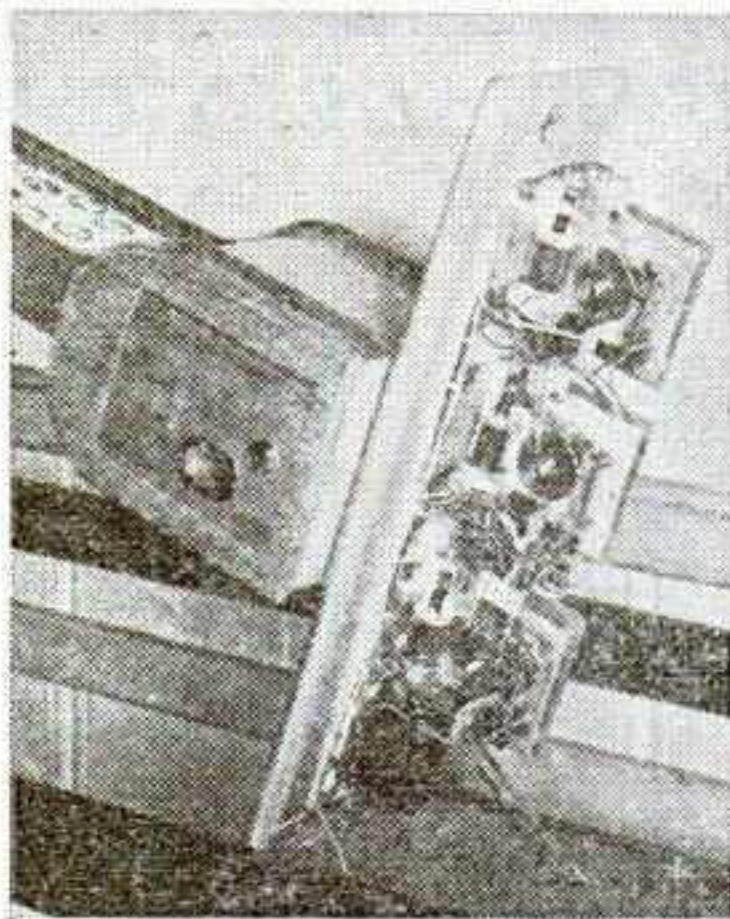
# THEY PLAY MORE . . . . WHEN THERE'S TELESCORE



The double-faced coin-operated Score Counter for Shuffleboard Players. (Remote Control where coin chutes not permitted.)

**\$139.50** F. O. B. INGLEWOOD, CALIF.

- ★ Light
- ★ Compact
- ★ Can be mounted on Rail of Shuffleboard or on the Wall.
- ★ Controlled by score buttons at each end of the shuffleboard.
- ★ No relays.
- ★ Mahogany cabinet only 42" high. Upright beam box 34"; illuminated box 23".



- ★ MECHANISM EASILY REACHED. Designed for quick and easy service.
- ★ Cheat-proof. Latest and best material and equipment used thruout, including A.B.T. model slug ejector.

Order Now . . . Some Choice Territory Still Open  
**H. & L. MANUFACTURING CO.**  
 4460 West Imperial Highway Inglewood, Calif.

# Locations Abound But So Do Op Problems in Detroit

(Continued from page 125)  
 board out of them. The first of these remodeled units has been completed and appears to be satisfactory, but Spring admits this is only being done to save his investment in the boards.

Several location owners wanted to buy boards outright, to operate on free play, but Spring discouraged this. "Such free play shuffleboard operation would serve as unfair competition for operators having other types of games, such as guns or bowling machines, in near-by bars, where they are of course charging a fee to play. He said, "I have found that, while free games may briefly stimulate bar business, they tend to level off very quickly."

Clare Spooner, with five machines, actually the largest known operator in the field here, is enthusiastic about the boards. "I am putting every dime I make right back into the business," he said. "It is going great guns. There are practically no service calls, and the income is very good."

Four of Spooner's locations are close together, and he has organized an informal neighborhood league.

He is offering a bronze cup as a trophy for tournament playing at each bar. The games are scheduled regularly, with cards in the bar advertising the time games are played, so that they will draw an audience, like any regular sporting event.

A six weeks' tournament is scheduled with 16 men or eight teams competing. Play is on an elimination basis so that the following week there are only half as many teams to play.

### Standard Boards

Spooner pointed out that players have been pleased to see that standard boards (22 feet) only are used when they enter tournament play. Non-standard sizes are definitely barred. Plastic tops, he said, are not used. Commenting on the free-play situation, Spooner said:

"The acceptance I have found in the few locations in operation is very good for the coin-operated games. We have installed them close to a free-play board in another competitive tavern and have found that they work out well even under those conditions.

"I think the reason is that if you give people something free they will not appreciate it. Charge for it and they will appreciate it properly. We have had free-play boards in Detroit for years, but they never amounted to very much.

"I have talked to location owners in many spots having free play, and they would like to put on a meter. The only way to do that, however, would be to remove their old boards for a month or two and then have the regular operator put in a new one for them. Personally, I would take a chance under those conditions on any good free-play stop."

The charge in Spooner's locations is a dime per person per game. Nickel play is unknown here, except in some few locations in the resort areas where location owners charge a nickel per player.

A spurt was given to the shuffleboard situation in Detroit by the visit a week ago of a representative of the American Shuffleboard Congress who met a number of operators at the Brilliant Music office. Interest in regular tournament play and in the interstate meet being projected was considerable.

Estimates are that not over two dozen boards in the metropolitan area have coin chutes. Play is very good in these locations, however, with reports indicating that boards are giving the operator \$30 or better as his share of the income per week.

In the last month some operators have indicated an interest in putting machines on location on a pay basis on the West Side of the city. The

East Side has been the home of most of the free-play boards, a spot check indicates, and some operators feel that the new boards can be gradually introduced by the selection of locations not directly competitive.

Still another experiment is to be tried out by Brilliant Music, to promote the expansion of the industry—a challenging installation of 10 machines on the East Side, right in the heart of the free play district, to operate at a nickel a player. This may well be the answer to Detroit's big IF.

## SHUFFLEBOARD LIGHTS

Immediate Delivery!

**\$4.95 EACH**

Quantity Prices on Request

Beautiful Brown Baked Hammerloid Finish. Easy to Install on Any Shuffleboard.

Golden Glide Super-Speed Wax • Cleaning Polish • Precision Ground Steel Weights • Score Pads • Wall Hangers • Crayons • T-Squares • Simoniz • Low-Priced Clamp-On Lights • Duo Electric Buffer and Polisher.

Write for Complete Price List

**Coin Machine Service Co.**  
 1547 N. Fairfield CHICAGO 22, ILL.

<b>CHECK YOUR NEEDS</b>	
Reconditioned Like New	
<b>Used Shuffleboards</b>	
Nationals 14 to 22 ft.	\$299.50 F.O.B. N. Y. C.
Americans 28 ft.	
Highly Polished Precision Steel Set	
<b>SHUFFLEBOARD WEIGHTS . . . \$12.00</b>	
Master Fast, Moisture Proof	
<b>SHUFFLEBOARD WAX</b>	35¢ 1 Lb. Can
<b>LIQUID WAX CLEANSER</b>	50¢ 1 Qt. Can
Cleans as it Polishes	
<b>SCORE PADS</b>	
Numbered, 50 Sheet Pads 35¢ Ea.	
<b>SHUF-L-BOWL</b>	Sample, List Price, \$22.25 \$35.00
Is Still the Finest	
<b>"I" SQUARES, HARD MAPLE, 60¢ EA.</b>	
Quantity Prices on Request	
1/2 Dep., Bal. C.O.D., F.O.B. N. Y.	
<b>U. S. SHUFFLEBOARD EXCHANGE</b>	
60 E. 42ND ST. NEW YORK 17, N. Y.	

## SHUFFLEBOARD

**FAST WAXES**  
 polishing wax  
 cleaners  
 weights

DISTRIBUTORSHIPS AVAILABLE

Write for Free Samples and Information

**KAT'S WAX**

Hanson-Loran Chemical Co.  
 5590 Paramont  
 Long Beach, California

### Shuffleboard Bargains

## 9 FT. SHUFFLEBOARDS

Maple Hardwood Top. Original Cost \$199.50.  
 Slightly Used

**\$79.50**

Complete With Pucks  
 1/3 Cash—Balance C. O. D.

**SHUFFLEBOARD, INC.**  
 715-717 West Main St. Louisville, Ky.

**SAVE! SAVE! SAVE!**  
 UP TO **\$150.00** ON HARDWOOD CABINET SHUFFLEBOARDS



**BUY DIRECT!**  
 Save Salesman's Commission

Hard wood cabinets with finest maple wood tops at a price lower than ordinary shuffleboards of inferior wood and finishes.

- ★ MAPLE WOOD TOPS, 3/4" strips. Air and kiln dried.
- ★ MASONITE or FORMICA TOPS—16 to 22'.
- Sturdy—10 large lacquered hard wood legs.
- Masonite or Formica cannot warp or damage.
- Eliminates daily cleaning and waxing.

**IMMEDIATE DELIVERY**  
 Scoreboards, Pucks, Wax, Score Sheets at Lowest Prices.

**SHUFFLEBOARD Specialists**  
 1114 S. MICHIGAN AVE. WE 9-3795-6-7 CHICAGO 5, ILL.

We Supply **SHUFFLEBOARDS** All Sizes

On a percentage deal to responsible operators. Send self-addressed stamped envelope with references and experience in first letter.

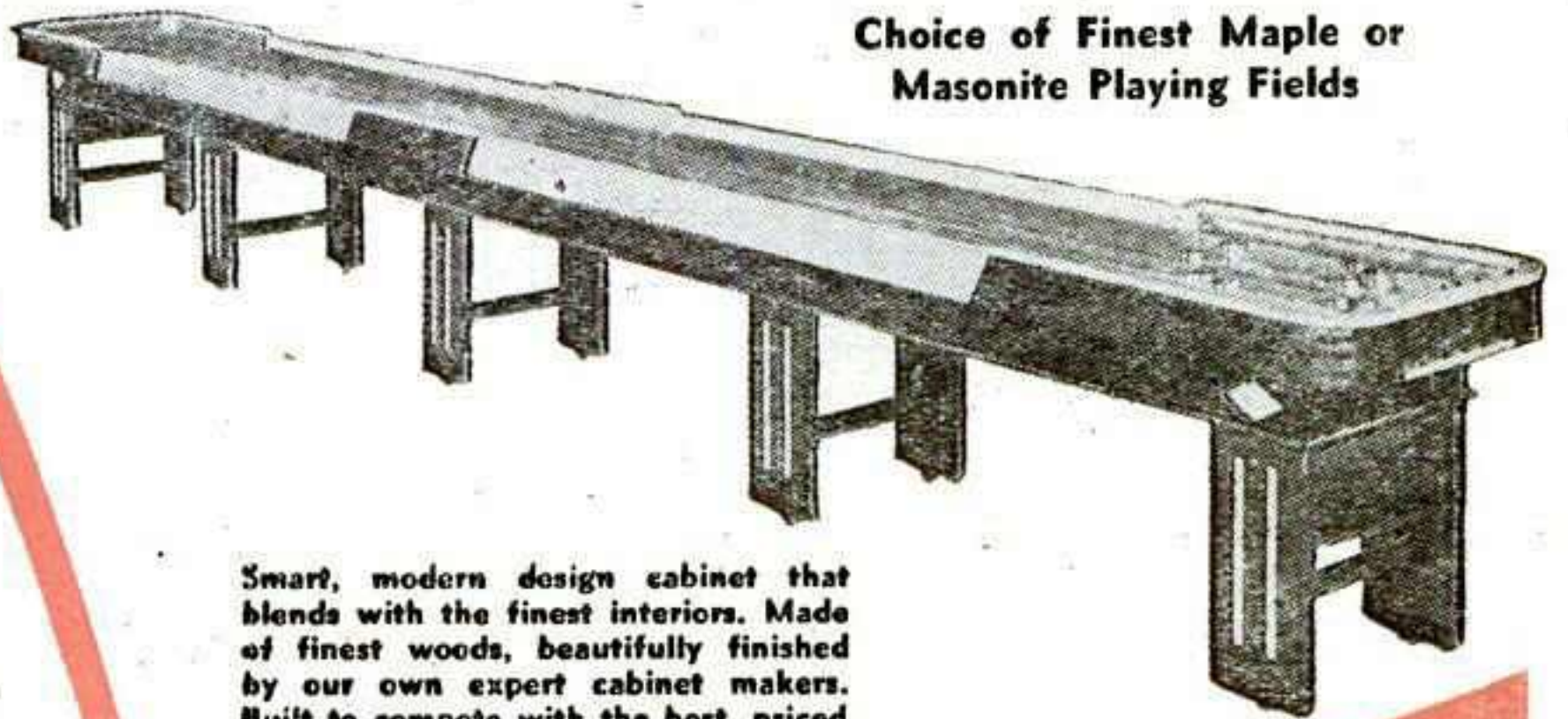
**A. G. SEBRING CORPORATION** 2300 W. ARMITAGE CHICAGO 47, ILL.

# NATION-WIDE SHUFFLEBOARD . . . THE NATION'S CHOICE

Getting Big Play Everywhere!  
Standard and DeLuxe Models

## NATION-WIDE SHUFFLEBOARD

Choice of Finest Maple or  
Masonite Playing Fields



Smart, modern design cabinet that blends with the finest interiors. Made of finest woods, beautifully finished by our own expert cabinet makers. Built to compete with the best, priced to sell for less. Get our deal!



**NATIONWIDE SHUFFLEBOARD BOWLING SETS**  
Complete with Wall Rack **\$11.50** per set  
10 Pins—Rack—list price  
Large Discount to Distributors  
Pins, 3 inches high, made of finest hard Maple, smoothly finished, weigh 1/4 lb. each. Pins will not jump the table. Set includes 10 pins, smartly finished wall rack and rack-up form.

### NATION-WIDE Electric SCORE BOARDS

The secret to a profitable Shuffleboard Operation is a guaranteed accurate scoreboard. Here is a product of America's foremost coin-operated device manufacturer made specifically for Shuffleboard operators.



EVERYTHING YOU NEED FOR YOUR SHUFFLEBOARD OPERATION  
★ WAX ★ WEIGHTS ★ LIGHTS ★ SCORE PADS ★ T-SQUARES ★ SIGNS

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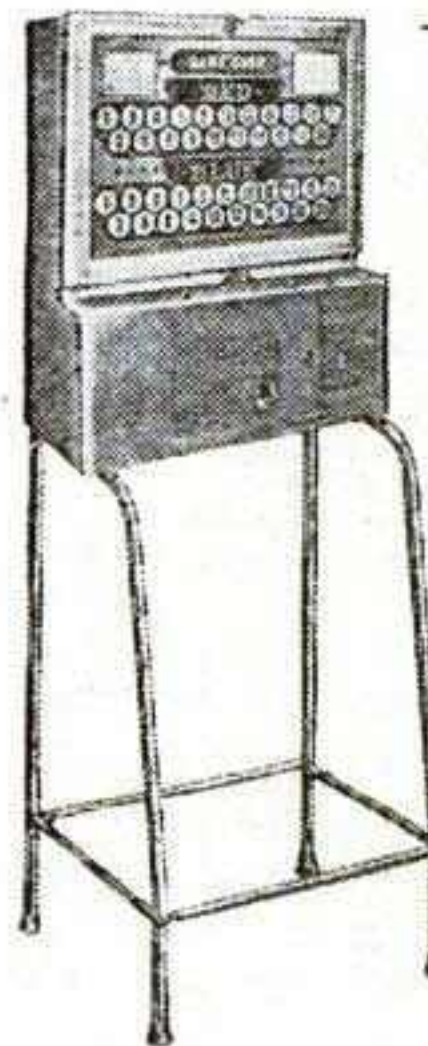
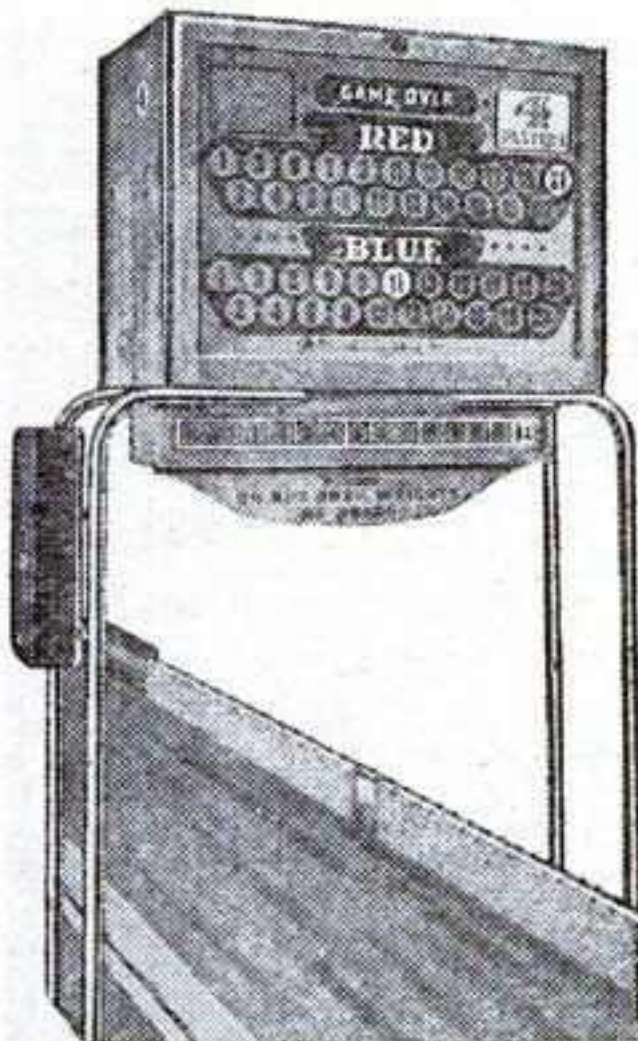
## MONARCH COIN-OPERATED CENTER-OVERHEAD Electric SCORE BOARD

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**\$169.50**

YOUR CHOICE  
HORSE COLLAR — BASEBALL  
51 POINTS

STANDARD POINT SCORING  
15 OR 21 POINTS

Specify model desired when ordering.



WALL, TABLE  
OR FLOOR MODEL  
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**\$129.50**

Pedestal Stand of Chrome  
Steel Tubing Only \$10.00  
Extra.

### FRAME SCORING CONVERSION UNIT

At slight additional cost. Makes Frame Scoring Board of any MONARCH SCORE BOARD. Write for Special Price!

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ON ALL SCORE BOARDS

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 To give real service, add something which cannot  
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 SINCERITY and INTEGRITY.



**Williams MARYLAND**  
 Finest of all new five balls. Featuring  
 Williams exclusive controlled  
 scoring, thumper bumpers and  
 greater earning appeal.  
 Exclusive Williams Distributor  
 Northern Illinois and  
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Going Greater Every Day!  
**Keeney  
 TWIN BONUS SUPER  
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 Brand New. Any coin Chute  
 combination.  
 Write for Price NOW!

**BIG NEWS!** WILCOX-GAY'S  
**COIN Recordio**

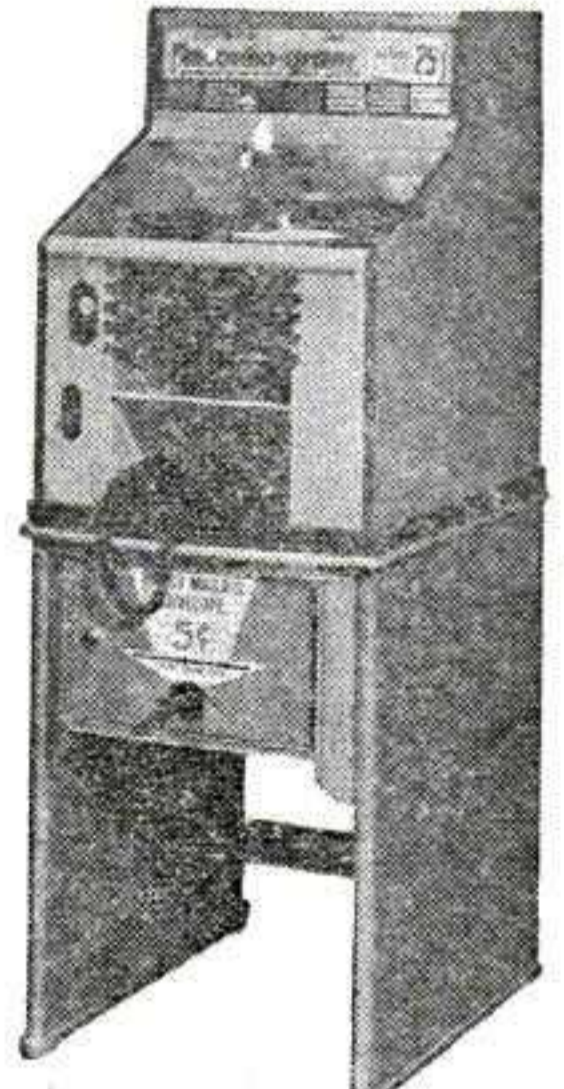
New Price \$324.50

TAKES IN 30 CENTS every time a record is  
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NO ATTENDANT REQUIRED! Coin Recordio  
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GOOD IN ALL LOCATIONS—Coin Recordio  
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- PHONOGRAPHS**
- Rock-Ola 1422 ... \$295
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  - Wurlitzer 500 ... 98
  - Wurlitzer 780 Colonial ... 275
  - Seeburg 9800 Lo-Tone RC ... 198
  - Seeburg Colonel RC ... 175

- SLOTS**
- Mills Blue Front 5¢ ... \$ 75
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  - Extrabell 5¢ ... 95
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  - Mills Black Cherries 25¢ ... 125
  - Jennings Bronze Chief (Chrome Front) Complete set 5-10-25¢ Special ... 275
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- Also Chicago Metal Standard and DeLuxe Safe Stands

- CONSOLES**
- Keeney Twin Bonus Super Bell 5-25¢ ... \$435
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  - Bally Triple Bell ... 425
  - Bally Wild Lemon (New) ... 375
  - Bally Double Up ... 325
  - Evans (Post War) Dominoes JP ... 250
  - Evans (Post War) Bangtails JP ... 250

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 Write or phone for price today.

**Electric Coin-Operated SHUFFLEBOARD SCOREBOARDS**  
 Keeney's Standard Model ... \$149.00  
 Keeney's DeLuxe Model ... 199.00  
 Genco's All-Purpose Center Overhead Model - Double Faced ... 199.50  
 Write for Descriptive Literature!  
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**2 Floor Samples! Chicago Coin REBOUND SHUFFLEBOARD**  
 A real buy! Phone for bargain price!

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 Gold Cup P.O. ... \$295  
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 Victory Derby (Automatic Shuffle) P.O. ... 65

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 Bally Citation  
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 Telequiz 5¢ ... \$375  
 Ten Strike (1948 model) ... 150  
 Shoot the Chutes ... 85

New Illustrated Circular now available. Write today!



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- 1 5¢ Mills Jewel Bell ... \$ 95.00
- 1 50¢ Mills Blue Front ... 150.00
- 1 \$1.00 Pace Comet ... 150.00
- 1 5¢ Buckley Criss Cross, Guaranteed Jackpot ... \$ 95.00
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- These machines used very little in one location—like new*
- Latest Mutoscope Deluxe Photomatic, 25¢ Play ... \$495.00
  - 5 Mutoscope Voice-o-Graphs, Wooden Cabinets, 25¢ Play, Ea. ... 375.00
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  - 1 Mutoscope Atomic Bomber, New, Never Unrated ... 125.00
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  - 1 Kirk Night Bomber ... 50.00
  - 1 Bally Defender ... 39.50
  - 1 Love Meter, Console Type ... 65.00
  - 2 Scientific Pitch 'Em & Bat 'Em, Ea. ... 225.00
  - 1 Scientific Batting Practice ... 49.50
  - 2 Williams All Stars, Ea. ... 175.00
  - 1 Chicago Coin Goalie ... 75.00
  - 1 Chicago Coin Basketball Champ ... 175.00
  - 74 Daval Stamp Machines, New in Orig. Crates, Ea. ... \$ 42.50
  - 10 New Hi Flies, Original Cartons, Ea. ... 25.00
  - 5 Daval Skill Thrills, New, Ea. ... 17.50
  - 5 Daval Skill Thrills, Used, Ea. ... 12.50
  - 4 Daval 5¢ Free Plays, Ea. ... 25.00
  - 2 Daval Best Hands, 1 Daval Oomph, Ea. ... 15.00
  - 3 American Eagle, 2 Marvel Counter Games, Ea. ... 15.00
  - 40 Fairfax 5¢ Cash Tray Almond Machines, New, Ea. ... 5.00
  - 60 Fairfax 5¢ Cash Tray Almond Machines, Used, Ea. ... 2.00
  - 500 Personal Music Boxes, in Orig. Cartons, Ea. ... 7.50
  - 400 Personal Music Boxes, Used, Ea. ... 5.00

**MAKE US AN OFFER ON ANY OR ALL OF THE FOLLOWING**  
 Personal Music Amplifiers and Studios, Brackets, Connectors and Accessories.  
 18 New AMI Mechanisms, in Original Crates.  
 2 AMI Hostess, 20 Stations, 1 New, 1 Used.  
 10 Model "A" AMI Phonographs, Like New.

**WE GUARANTEE ALL EQUIPMENT TO BE IN FIRST-CLASS CONDITION**  
 1/3 deposit, balance C. O. D. or sight draft

**HANKIN DISTRIBUTORS, INC.** 708 Spring St., N. W. Atlanta, Georgia Phone: Hemlock 4224

**CORRECTION**

In the double column advertisement of GENERAL VENDING SALES CORP. that appeared on page 113 of the May 21, 1949, issue of THE BILLBOARD there was listed under Reconditioned One Ball, "Citation New—Write."

THIS APPEARED IN THE ADVERTISEMENT THROUGH ERROR

The National Foundation for Infantile Paralysis Encourages Others. Encourage It by Your Contributions

**SHUFFLEBOARDS**

20-FOOT MAPLE TOP SHUFFLEBOARD with DELUXE cabinet  
**\$315**  
 COMPLETE WITH ACCESSORIES

22-FOOT SHUFFLEBOARD BLACK MASONITE DIE STOCK with DELUXE cabinet  
**\$295**  
 COMPLETE WITH ACCESSORIES

**A REAL BUY!**  
**OVERTOP AND WALL MODEL**  
**Electric SCOREBOARDS Write!**  
**MID-STATE COMPANY** 2369 MILWAUKEE AVE CHICAGO 47, ILL. Dickens 2-3444

THERE'S PLENTY of kick LEFT IN OLD GAMES when you install

**THUMPER BUMPERS**

- New 16 Point Daisy Cap • Adjustable kicker stroke
- Easily - quickly installed • Kicks ball from any angle
- Bumper lights up—bulb and socket furnished.

COMPLETE THUMPER BUMPER KIT ... \$3.95  
 Complete with assembly bracket

Relay Assembly for accurate scoring, ... \$1.95  
 SPECIAL: Complete kit consisting of 2 thumper bumpers, 1 relay assembly and 1 simplified wiring diagram ONLY ... \$8.95



40 WALTHAM STREET BOSTON 18, MASS Tel. Liberty 2-9480

Record Reviews

(Continued from page 111)

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

Table with columns: ARTIST, TUNES, LABEL AND NO, COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

HOT JAZZ

PATTI PAGE (Mitch Miller Ork) (Mercury 5290) Whispering 76--78--75--75 Cabaret 68--68--68--68

JAN AUGUST (Mercury 2588) Nola 75--80--72--74

Cumbanchero 68--70--68--67

RUSSELL JACQUET ORK (King 4289) Bongo Blues 60--62--60--58

King's Spinner 67--70--67--64

LEO BLIVERS-IKE DAY-GENE AMMONS-CHRISTINE CHATMAN-LOWELL POINTER (Aristocrat AR-711) Three o'Clock Jam 40--40--42--38

BEN VENTURA-THE BOP CITY FIVE (Manor 1177) Cole Cuts 60--62--60--58

CHARLIE VENTURA ORK (National 9077) Pennies From Heaven 72--75--70--70

JAY McSHANN (Down Beat 205) Someone To Watch Over Me 65--65--64--66

Table with columns: ARTIST, TUNES, LABEL AND NO, COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

LATIN AMERICAN

DANIEL SANTOS (Seeco 7026) Cancion De La Serrania 79--82--80--76

DANIEL SANTOS (Seeco 7025) A La Buena De Dios 79--80--78--80

MARIA LUISA LANDIN (Victor 23-1191) Que Te Pedi (bolero) 72--75--72--70

PEDRO VARGAS (Victor 23-1190) La Vida En Rosa (blues) 82--83--82--82

HUGO DEL CARRIL (Seeco 7027) El Novio De Maruja 75--77--76--73

FERNANDO FERNANDEZ (Victor 23-1209) Yo Creo En Ti (bolero) 81--82--80--80

CARLOS MOLINA (Capitol 37-595) Hasta Manana (Bobby Rivera) 63--63--64--62

SHUFFLEBOARDS - The finest Black Tops, 18, 20 and 22 foot, guaranteed against warping, complete with all accessories. \$395.00. TWO FACED ELECTRIC SCORING UNITS, complete with coin box and chrome uprite supports, \$175.00.

USED SHUFFLEBOARDS, SLOTS AND BELLS, ARCADE EQUIPMENT, USED CONSOLES, NEW VENDORS, ROLL DOWNS, NEW COUNTER GAMES, USED CIGARETTE VENDORS, 2 VIDEOGRAPHS

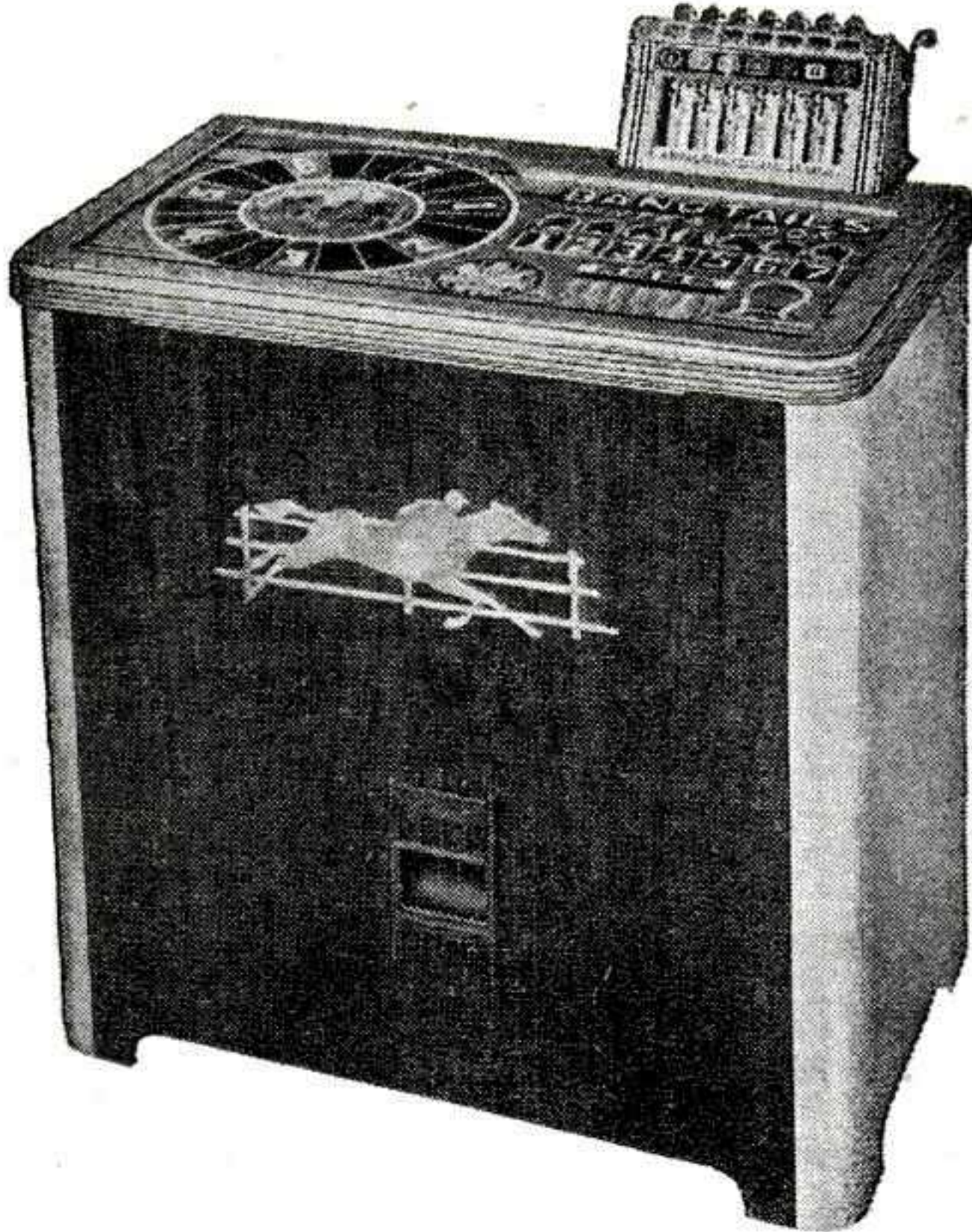
CLEVELAND COIN MACHINE EXCHANGE, INC. 2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO M.S. GISSER, SALES MGR.

OPERATORS' INFORMATION ON REQUEST RECONDITIONED PINGAMES READY FOR LOCATION NOW DELIVERING NEW EQUIPMENT

BE ON THE SAFE SIDE-BUY WEST SIDE! CONSOLE ROLLDOWNS WEST SIDE DISTRIBUTING CORP.

GIVE TO THE DAMON RUNYON CANCER FUND

**THE GREATEST CONSOLE  
MONEY MAKER EVER BUILT!**  
**EVANS' PHENOMENAL  
WINTER BOOK**



**HERE'S HOW EVERY WINTER BOOK  
OPERATOR PROFITS, EVERYWHERE!**

**FASTER ACTION! STABILIZED TERRITORY!  
STEADY PLAY! LOCATION SECURITY!  
MECHANICAL RELIABILITY!**

**AND OUTSTANDINGLY PROFITABLE APPEAL IN  
THESE AMAZING EVANS DEVELOPMENTS!**

- Sensational Winter Book Odds: Provide up to \$25.00 High Jackpot on 5c play.
- Odds range from 10 for 1 up to 500 for 1, with only a single coin played. No build-up necessary!
- Nonparell 7-Coin Head, greatest improvement in the history of the industry. Takes in up to 7 coins every game. Don't be satisfied with less! Precision Engineered! Custom-Built Cabinet!

5c or 25c Play

**OTHER EVANS CONSOLES  
BLACK DIAMOND  
CASINO BELL BANG TAILS  
GALLOPING DOMINOES  
DELIVERY NOW!**

**ORDER FROM YOUR  
DISTRIBUTOR NOW!**

**H. C. EVANS & CO.**

1528 W. Adams St.  
Chicago 7, Illinois

SEE THE EVANS' CONSTELLATION AD ON PAGE 106

**NEW GAMES**

**BLACK GOLD  
PINCH HITTER  
SUPER HOCKEY  
SHARPSHOOTER  
CARNIVAL  
CITATION  
(1-Ball Free Play)  
EXHIBIT DALE GUN**

**CHICAGO COIN  
REBOUND**

Reconditioned LIKE NEW  
Guaranteed  
100% PERFECT!  
**\$179.50**

**AUTOMATIC  
HOSTESS**

Central Studio Equipment,  
Complete With 30 Units.  
Excellent Condition.  
Ready To Operate!  
**Will Accept Any  
Reasonable  
Offer!**

**GENCO ALL-PURPOSE  
SHUFFLEBOARD  
SCORE BOARD**

All-Electric, Coin Controlled

FRAME, POINT, HORSE  
COLLAR, BASEBALL and  
STANDARD SCORING for  
Wall, Overhead or Stand. **\$199.50**

**Mills Slots—100% Perfect!**

Rebuilt and Refinished—  
All With Club Handles

5c Blue Fronts	\$ 85.00
10c Blue Fronts	90.00
25c Blue Fronts	95.00
5c Brown Fronts	95.00
10c Brown Fronts	100.00
25c Brown Fronts	105.00
5c Mills Golden Falls, HL	115.00
10c Mills Golden Falls, HL	120.00
25c Mills Golden Falls, HL	125.00

**PHONOGRAPHS**

GUARANTEED TO OPERATE AND  
LOOK LIKE NEW!

WURL. 1015	\$379.50
Seeburg 146	\$350.00
Seeburg 147	450.00
Seeburg 147 (48 Door & Dome)	495.00
Rock-Ola 1422	295.00
Gabel Kuro, 24 Record, 1940 Model	100.00

**GET READY NOW FOR  
SUMMER RESORTS!**

BRAND NEW

SLOT SAFES, STANDS, ETC.

Chicago Metal DeLuxe

REVOLV-A-ROUND SAFES:

SINGLE	\$135.00
DOUBLE	192.00
TRIPLE	288.00
Single Weighted Box Stands	27.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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*Atlas* **NOVELTY COMPANY**

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ATLAS MUSIC CO., 2229 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

**AUTOMATIC COIN**  
*America's Bell Machine Center*

**Warning! Don't Be Misled! All New Mills Machines Sold by Us  
Are New Throughout—Guaranteed Original Factory Built!**

**We Are Exclusive Authorized Distributors for Mills Bell Products**

**7-BRAND NEW MILLS MODELS—7**

BLUE BELL • BLACK BEAUTY • TOKEN BELL  
JEWEL BELL • MELON BELL • BONUS BELL • BACK GOLD, H. L.

**GUARANTEED RECONDITIONED SLOTS AT BARGAIN PRICES!**

5c, 10c WATLING ROLATOP } \$49.50 EA.  
5c, 10c JENNINGS CHIEF }  
10c JENNINGS VICT. CHIEF }

5, 10c JENNINGS CHIEF \$49.50  
CONSOLE, Floor Model

5c, 10c JENNINGS SILVER MOON \$59.50  
5c JENNINGS SILVER CHIEF, ... EA.

10c MILLS CHROME BELL \$99.50

10c MILLS BROWN FRONT \$89.50

MILLS 5c, 10c OR 25c GOLDEN \$129.50  
FALLS, HANDLOAD, 2/5

**NOW AVAILABLE!  
NEW  
OVER AND UNDER  
BAR FEATURE ON  
NEW MILLS**

BLUE BELL — BLACK BEAUTY  
BONUS BELL — MELON BELL  
JEWEL BELL

**Write for Prices!**

Better Than Any Other  
Special Award Feature!

**BRAND NEW MILLS**  
5c Q.T. including metal stand \$117.50  
25c Q.T. including metal stand 142.50

**NOW DELIVERING—Exhibit DALE GUN—Sensational Money Maker!**

**ALSO DELIVERING: ★ SHUFFLEBOARDS ★ KEENEY ELECTRIC CIGARET VENDORS ★**

**COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS**

**WRITE FOR PRICES ON YOUR REQUIREMENTS!**

Terms: 1/3  
Dep., Bal.  
C. O. D.

Write for Prices on Coin Counters, Coin Changers  
and Single, Double and Triple Safe Stands for Slots

**AUTOMATIC COIN**

**MACHINES & SUPPLY CO.**

TELEPHONE: CApitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**Exhibit**

**DALE PISTOLS**

**ACT NOW! Write or Wire for Prices**



1346 Roscoe Street, Chicago 13, Ill.  
GRaceland 2-0317

# Record Reviews

(Continued from page 135)

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

ARTIST	<b>RATINGS</b>
TUNES	OVER-ALL
LABEL AND NO.	ALL
COMMENT	ALL

ARTIST	<b>RATINGS</b>
TUNES	OVER-ALL
LABEL AND NO.	ALL
COMMENT	ALL

**LATIN AMERICAN**

**MYRTA SILVA**  
(Orquesta Casino de la Playa)  
(Victor 23-1210)  
**Mi Equivocacion (bolero-mambo)** 73--73--73--73  
Fem Afro singer delivers a danceable opus in attractive pungent style. Orking is strong too. A Cuban cutting.  
**El Que De Mas Se Muere (guaracha)** 68--68--69--68  
Okal for dancing, but musically the effort sounds disjointed.

**CARLOS MOLINA & HIS MUSIC OF THE AMERICAS**  
(DeLuxe 1194)  
**Lengua Mala (mambo)** 76--76--76--75  
(Bobby Rivera)  
Rivera's chanting stands out here. Orking is clean and danceable, tho mild as mambos go.  
**Enojado (tumbao mambo)** 77--78--78--75  
Same comment, generally, but with wider dance appeal than flip.

**DANIEL SANTOS Y SU CONJUNTO**  
(Victor 23-1128)  
**Ya Tu Ves, Patricia (bolero)** 74--74--75--74  
Santos punches this one out with lusty flavor. The small band serves up a strong, steady beat.  
**Elvira La Manzanillera (bolero)** 75--75--77--74  
Altho not up to the Santos norm, this side surpasses the flip for danceability.

**GERI GALIAN Mexican Hat Dance (samba)** 84--88--83--80  
(Coral 60055)  
Flashy virtuosic piano thumping, accompanied by live rhythm section, should get plenty of deejay play.  
**Tabu** 82--85--82--78  
Another one for piano lovers, also okay for dancing. Tempo pick-up at half-way gives Galian a chance to show his fabulous technique.

**CHUY REYES ORK**  
(Capitol 57-579)  
**Cavaquinho (samba)** 75--77--77--70  
Here's one "samba" that doesn't sound like "Tico Tico." Colorful treatment offers sparkling piano, spoon-on-teeth and flute.  
**Danca Do Quebra-Quebra** 63--65--63--60  
Rhythm sounds like a cross between the "samba" and "polka." Milton Paz is the spirited warbler.

**DAMY SIMON**  
(Columbia 7330-X)  
**Gonzando El Mambo** 85--86--85--83  
An outstanding piano-with-rhythm offering, full of invention and ideal for dancers.  
**Rapsodia En Rumba** 84--85--83--83  
This side rates with the best "Rhumba Rhapsody" versions extant. Rhythm and the pianist's moorish phrases should click with rumba dancers.

**JULIO ANDINO ORK Palladium Stomp (bolero)** 71--73--73--66  
Andino's own bass is featured here, and sometimes gets lost in the uneven balance. Band plays clean and makes with a good dance beat.

**LATIN AMERICAN**

**KIKO MENDIVE (Arturo Nunez Ork)**  
(Columbia 6328-X)  
**Pin Pon (guaracha)** 78--77--79--78  
Chanter, group refrains, and angular orking are of a high order here. Good beat for North American rhumbadicts.  
**Don Julian Ya Baile El Bote (guaracha)** 70--70--70--70  
Heavy orking has a rich texture but overshadows the rhythm. Syncopated vocal line adds interest.

**VITIN AVILES**  
(Seeco 690)  
**El Grillo Y La Rana (son-montuno)** 82--82--83--78  
Cuban waxing features the tempo preferred by Yankee rumba dancers. Chanting has flavor, too, but the accent isn't on melody.  
**Jal Ja Que Vacilon (son-montuno)** 82--83--83--80  
Aviles and band turn in some fine novelty chanting, and again, it's a rumba picnic.

**DANIEL SANTOS Y SU CONJUNTO**  
(Victor 23-1192)  
**Mira Que Viva Es (guaracha)** 79--80--80--78  
The Cuban favorite serves up one of his typical "guarachas" in uninhibited fashion. The group serves up scintillating rumba rhythm.  
**Fue Realidad (bolero)** 75--76--76--74  
Santos' "boleros" have a special flavor. Melody here is retentive, and the dance rhythm is strong but leisurely paced.

**PEDRO VARGAS**  
(Victor 23-1176)  
**La Rondalla (cancion ranchera)** 85--86--85--85  
The Latin Crosby cut this one in Mexico and the result is comparable to our own Bingle on a folk tune. Mighty pleasant listening.  
**Cancion Del Corazon** 81--82--80--80  
Typical Mexican serenade has real folk flavor, and Vargas does right well by it.

**JOSE MOJICA**  
(Victor 23-1179)  
**Jurame (tango)** 81--84--80--80  
Beautiful vocal tango is sung and recited with virile, legitimate projection by a highly talented gent.  
**Como Tu Y Yo** 73--74--73--72  
Like the flip, this tune was penned by Maria Grever. It's from the film "La Melodia Prohibida," and Mojica packs a load of personality into his version.

**RENE HERNANDEZ ORK**  
(Coda 5100)  
**Drummer Boy (mambo)** 82--84--82--80  
This swing-mambo offers plenty for both jazz and rumba fans. It's scored in the progressive jazz style, with a strong Afro beat, and timbal solo by Uba.

**MIGUELITO VALDES**  
(SMC 1230)  
**Asopao (Afro-Mambo)** 80--82--83--76  
The "Babalu" man doesn't sing on this side, but this modern score makes for great dance music.  
**Yahbao (rumba)** 83--83--84--80  
Still great dance music, and Valdes chants in his usual colorful style.

# SICKING'S GUARANTEED RECONDITIONED MACHINES

## CONSOLES

Keeney Gold Nugget (Comb.), 5c-25c	\$424.50	Bally Hi-Roll (New)	\$249.50
Keeney Bonus Super Bell (Cash Model), 5c-10c-25c	499.50	Bally Undersea Raider	74.50
Keeney Bonus Super Bell (Comb.), 5c-25c	424.50	Mills Four Bells, 5c Play	89.50
Keeney Bonus Super Bell (Comb.), 5c Only	249.50	Mills Jumbo (Cash)	69.50
Bally Reserve Bell (Comb.), 5c	399.50	Late Model Evans Racers (Cash Only), 5c	425.00
Bally Wild Lemon (Comb.), 5c	325.00	Late Model Evans Racers (Comb.), 8c	449.50
Bally Draw Bell, R.B. (Comb.), 5c	229.50	Late Model Evans Racers (NEW) (Comb.), 5c	599.50
Bally Draw Bell, M.B. (Comb.), 5c	189.50	Buckley Track Odds, 5c	299.50
Bally Deluxe Draw Bell (Comb.), 5c	279.50	Late Model Baker's Pacers (Like New)	349.50
Late Mills Three Bells (Cash), 5c-10c-25c	299.50		

## LATE 5-BALL F.P. GAMES

Crazy Ball	\$104.50
Ramona	179.50
Summertime	132.50
Robinhood	109.50
Cinderella	129.50
Thrill	129.50
Yanks (Williams)	89.50
Contact (Exhibit)	149.50
Cover Girl	69.50
Sally	129.50
Caribbean	124.50
Treasure Chest	49.50
Singapore	44.50
Bonanza	44.50

## ONE BALL FREE PLAY GAMES

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

## ARCADE EQUIPMENT

Evans Bat-A-Score (new)	\$249.50
-------------------------	----------

## MILLS' LATEST BELLS

BLACK BEAUTY	BLUE BELL	TOKEN BELL	OVER AND UNDER
5c - 10c - 25c - 50c Play			
MILLS' NEW VEST POCKET BELL, 5c Play, Operates on 3-4 Mystery Payout System \$45.00			

**MILLS' 1949 Q T**  
A Quality Bell  
With Automatic Payout  
A Pony-Size Bell  
weighing only 35 pounds

For years the Q T with Automatic Payout has been appreciated by operators everywhere. The new Q T shines out bright and cheerful in any type of location. The new Q T is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Painted Blue and Gold in chip-proof finish, it is made to give unlimited service.

5c Play, with metal base stand \$119.50  
25c Play, with metal base stand 144.50  
1/3 deposit with all orders



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

We Have in Stock at All Times

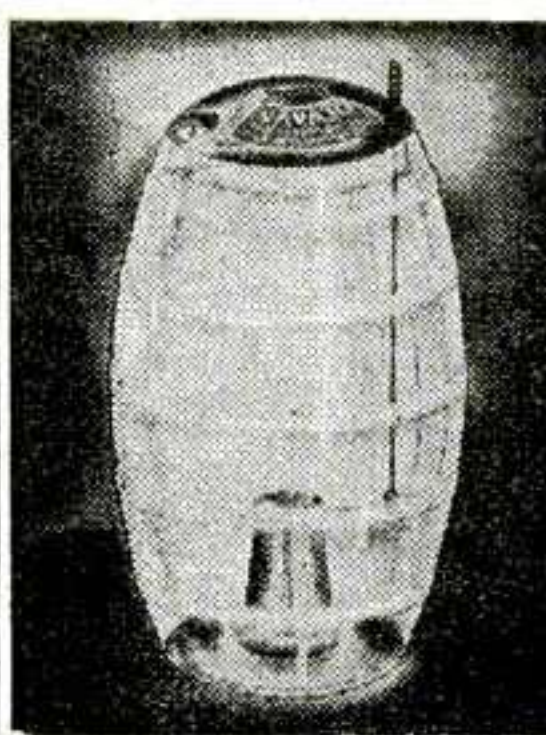
**EVERY NEW COIN MACHINE MANUFACTURED**

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Established 1895

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Associated with { SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.  
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.



**CAUDLE & McCRORY MFG. CO.**  
116 WINTERS BLDG., 39 W. ADAMS  
P. O. Box 4423—Phone 2-7423

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Latest and Best Money Maker  
New Game of Skill. Small Investment, Excellent Returns.  
Takes Pennies, Nickels, Dimes and Foreign Coins.  
(No Federal Tax)

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LOUISIANA — O. K. SPECIALTY CO.  
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INDIANA — LOUIE'S AMUSEMENT CO.  
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OREGON — W. P. WRIGHT  
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## BUCKLEY WALL & BOXES

20-24-32 RECORD SELECTIONS

PRODUCTION STEPPED UP . . .

PRICES MARKED DOWN!

IMMEDIATE SHIPMENT—WRITE FOR PRICES

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# AMAZING IS THE WORD

for the demand created by the outstanding line of Five Ball Novelty

## NASCO CONVERSIONS

To satisfy this demand we have just set up a

### MODERN PLANT

to

### CONVERT GAMES

and

### REPAINT CABINETS

at

214-234 West Diamond Street, Philadelphia, Pa. and have

### DOUBLED OUR STAFF

Our new plant is fully equipped with Spray Painting and Finishing Systems to produce the finest COMPLETE CONVERSIONS in the nation at a PRICE WHICH WILL CONTINUE TO BE RIGHT.

Additional space has also been provided for a complete warehousing and shipping division to assure prompt service to all parts of the country. And for your convenience we are retaining our showrooms and sales offices on Broad Street.

HERE ARE THE NASCO CONVERSIONS WHICH HAVE BEEN RESPONSIBLE FOR OUR GROWTH

- MADAME BUTTERFLY Converted From SINGAPORE
- ALOHA Converted From HAWAII
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Ship Your Complete Games Via Prepaid Motor Freight TO

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Creators of Dependable Play Appeal

BIG STEADY PROFITS

# SEVEN-HI

100% LEGAL EVERYWHERE

EDELCO'S BELGIAN TYPE POOL TABLE

Complete with 1 Red and 6 White 1 7/8" Balls, 4 Cue Sticks, Lamp Holder and Lamp Shade, Blackboard, Chalk and Eraser, Mushroom, Glue for Tips, Set of Rules. Crated ready for shipment and location.



10c PLAY

PRICE—\$325.00

QUANTITY PRICES ON REQUEST

TRY ONE—AND YOU'LL WANT MORE!

### QUALITY FEATURES

1. Playing surface made of special non-warping masonite material.
2. 100% mechanical unit ball release—No service calls.
3. Demountable Top.
4. Time Adjuster.
5. Live Rubber Banking Rails.
6. 100% Wool Green Billiard Cloth.
7. Adjustable Leg Levelers.
8. Soundproof Rubber Mat for Ball Drop.
9. Chromium Moulding Cigarette Burn Protector.
10. Location Tested and Attested 12 Years.

Empire Coin

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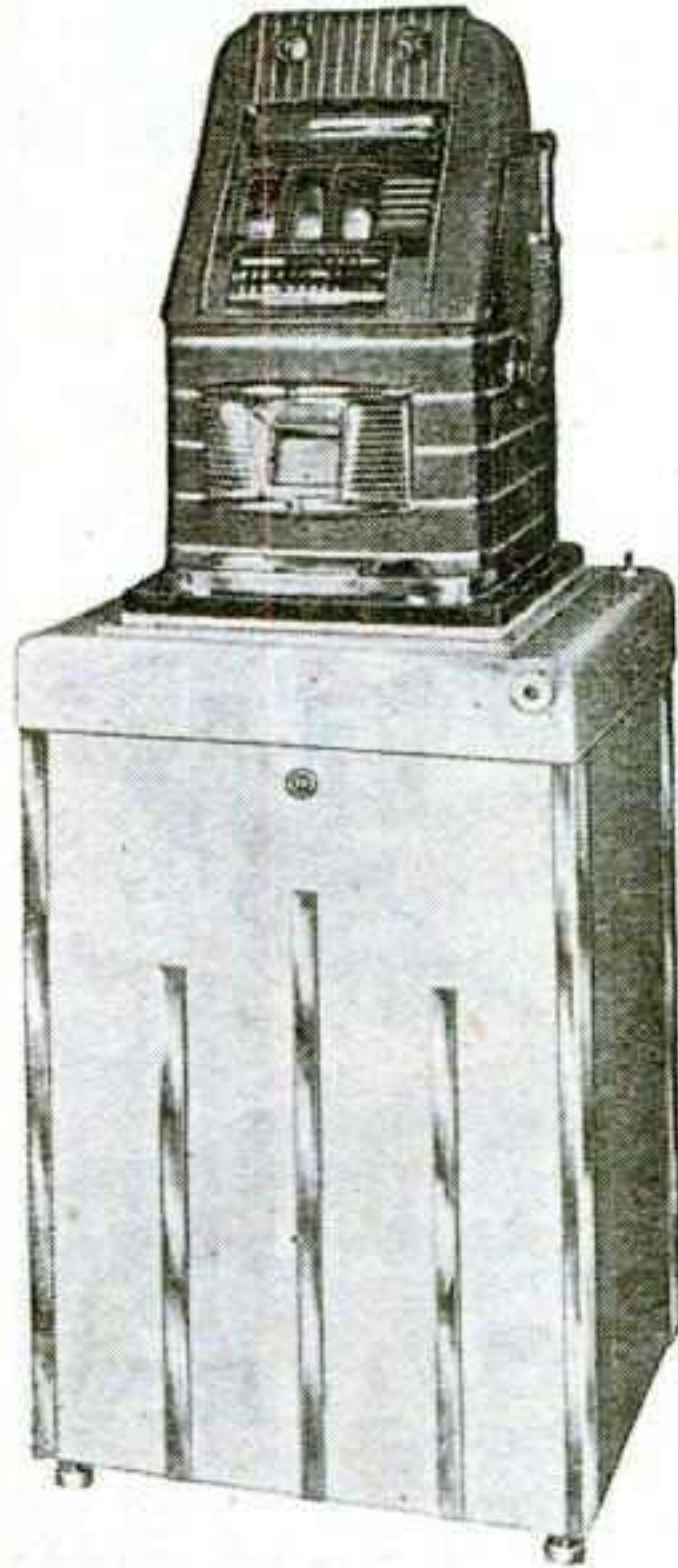
1012-14 MILWAUKEE AVE. PHONE: EVERGLADE 4-2600 CHICAGO 22, ILL.



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## GREAT IMPROVEMENTS

### CHECK ALL THESE NEW FEATURES



New great eye appeal cabinet finished in a deep maroon ripple—Chrome Trim. No Cable to Break—No Wood Pulleys. Operates on steel sprockets and diamond chain. 12 turns of the crank puts the machine up or down. Simple, Positive, Fool-proof, Burglar Proof and Noiseless. Any type or make of bell machine will fit. Machine is so perfectly balanced that a five year old boy can operate it. All internal parts are Rustproof. Up or Down takes only 7 seconds. Made from heavy gauge steel only. Equipped with a heavy turn table which allows you to turn machine around for collecting or repairing. Automatically self leveling on any uneven floor in seconds.

Size: 35" High; 23" Wide; 20" Deep. Shipping Weight, 110 lbs.

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**WILLIAMSPORT AMUSEMENT COMPANY**

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# NEW! IMPROVED! PERFECTED! COIN OPERATED ELECTRIC SCOREBOARDS

## CENTER OVERHEAD SCOREBOARD

- DOUBLE FACED
- TROUBLE FREE
- SCORES 1 TO 50 POINTS

Heavy chrome tubing supports, large cash box holds approx. \$170.00 in coins. National slug rejectors. Scores light up clearly, making visibility clear to all players and spectators. Allows players to play all popular games such as "Horse Collar," "Baseball" and Shuffleboard.

Available for 5c or 10c



TERRITORIES  
STILL  
AVAILABLE



## SINGLE FRONT SCOREBOARD FLOOR OR WALL MODELS

Available for 5c or 10c

Records Scores up to 50 Points  
for 2, 4 or more players

Unit is completely self contained. Control buttons record scores instantaneously. Automatic coin counter, ABT slug rejector. Attractive, durable cabinet; easy to read brilliantly illuminated numerals. Coin box holds over \$200.00.

WIRE OR PHONE  
TODAY!

ALSO A SENSATIONAL REVAMP FROM YOUR KILROY

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"Where's Elmer?" . . . here he is in the hottest revamp of the year. Incorporating all top money-getting features that make players and operators ask "WHERE'S ELMER?"

- FLIPPERS • BANG BUMPER
- SUPER HIGH SCORE
- ROLLOVER BUTTONS
- KICKOUT POCKETS

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10c COIN OPERATED  
BELGIAN TYPE  
POOL GAME

Demountable, polished metal legs  
Warp-proof top  
Separately locked cash box

Stainless steel fittings throughout  
Proven, trouble free mechanism

It comes to you complete with 4 cues, 7 balls, blackboard, lamp, eraser, chalk, cue clamp, cue tip, brush, glue, window card, rule card and league score sheets.

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**MICHIGAN GAMES MFG. CO.**

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Chicago Coin's

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WITH REALISTIC HOCKEY-TYPE  
**SCORING GOALS**

- HOCKEY-STICK FLIPPERS • NEW ACTION BUMPERS
- PROGRESSIVE INCREASE OF SCORING VALUES WITH EACH BALL

**4 BIG WAYS TO WIN!**

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2. HOME GOALS
3. TEAM STANDING
4. HIGH SCORE

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Chicago 14, Ill.

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#### A REAL BARGAIN ON SLOTS

Mills Brown, Blue, Gold Chromo, Bonus, 5c, 10c, 25c	\$ 67.50
Mills Black Cherry—5c, 10c, 25c	94.50
Mills Black Cherry—50c	185.00
Mills Golden Falls—10c, 25c	120.00
Jennings Victory Chief, Silver Chief, Silver Moon Chiefs	57.50
Paco 1947 Chrome Twin Jackpot	57.50
Waffling 5c Treasury & 25c Rotatop	57.50
Columbia 48 & 49 Deluxe Twin, JP	79.50

#### ARCADE

Total Roll	\$ 44.50
Quizzer	224.50
10 Foot Shuffleboards	118.50
Williams All Stars	184.50

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1946 Wurlitzer 1015's	324.50
Wurlitzer #850	117.50
Seeburg 8809 R.C. Lo-Tone	168.50
Seeburg Mayfair	74.50
1946 Rock-Ola 1422	234.50

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High Hand, Free Play, Bally	39.50
Drawbells, Free Play & Cash	172.50
Deluxe Drawbells, FP & Cash	234.50

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Victory Special	\$ 69.50
Special Entry	139.50
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Baby Face	\$145.00	Humpy Dumpty	\$ 84.50	Serenade	\$129.50
Ballyhoo	18.50	Jamboree	98.50	Stage Door Canteen	16.50
Bermuda	84.50	Kilroy	18.50	Superliner	16.50
Banjo	98.50	Mystery	18.50	Suspense	16.50
Carnival	122.50	One-Two-Three	134.50	Sweet Sue	87.50
Contact	89.50	Robin Hood	94.50	Tornado	18.50
Elmer	92.50	Rondevous	98.50	Wisconsin	104.50
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Send 1/3 deposit, balance c.o.d. or sight draft.

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Gottlieb SHARPSHOOTER  
United AQUACADE  
Williams MARYLAND  
Exhibit DALE GUN

Genco BLACK GOLD  
Chicago SUPER HOCKEY  
Mills Bells (Write for prices.)

#### RECONDITIONED FIVE BALL FREE PLAY

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Bone Head	130.00	One-Two-Three	140.00
Brazil	15.00	Puddin Head	130.00
Canteen	20.00	Ranger	30.00
Carousel	30.00	Rio	20.00
Catalina	65.00	Round Up	30.00
Click	35.00	Screwball	160.00
Contact (flippers)	105.00	Silver Streak	125.00
Crossfire	30.00	Singapore	40.00
Cyclone	35.00	Smarty	50.00
Dynamite	25.00	Spellbound	25.00
Elmer (revamp)	100.00	Superliner	20.00
Fiesta	25.00	Superscore	25.00
Flamingo	25.00	Surf Queens	20.00
Honey	30.00	Suspense	30.00
Kilroy	30.00	Tornado	30.00
Mardi Gras	105.00	Vanities	25.00
Marjorie	50.00		
Merry Widow	115.00		

#### RECONDITIONED ONE BALL FREE PLAY

Gold Cup	\$325.00	Daily Races	\$75.00
Special Entry	\$165.00		

Exhibit Flipper Kit ..... \$3.95 set of 2  
Exhibit Roll Down Tilt ..... 2.75 each.  
Gottlieb Kicker Bumpers ..... 3.95 each.

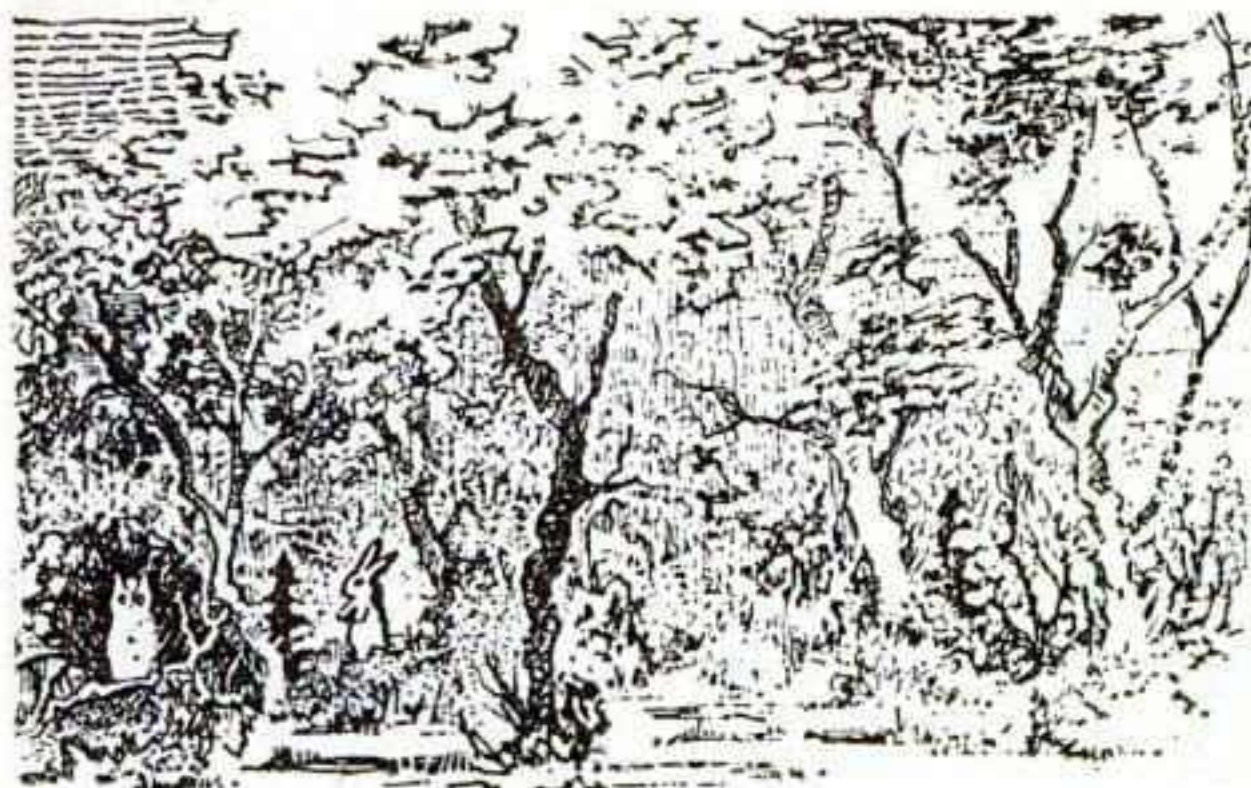


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YOU SHOOT AT WILD GAME TARGETS DEEP IN THE WOODLAND

**You SHOOT**

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You experience the real sensation of the recoil and gun kick with each 'DALE' PISTOL Shot. Your aim at the wild game targets which appear 50 feet away, must be true as in actual target practice to record a hit.

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**YOUR Future**

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**WATCH FOR EXHIBIT'S NEW '5 BALL'**

**EXHIBIT GAMES ARE ALWAYS LOCATION TESTED**

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**ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID**

**ORIGINAL FLIPPER GAMES**

SPEEDWAY .....	\$124.50	CARIBBEAN .....	\$74.50
HUMPTY DUMPTY .....	74.50	TRIPLE ACTION .....	89.50
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KEENEY BONUS 3-WAY, 5-10-25 .....	395.00	KEENEY BONUS 2-WAY, 5-5 .....	375.00
BALLY TRIPLE BELLS, 5-10-25 .....	375.00	KEENEY BONUS 2-WAY, 5-5 .....	375.00
BALLY TRIPLE BELLS, 5-5-25 .....	375.00	BALLY DRAW BELLS (R. B.) .....	189.50
JENNINGS CHALLENGERS, 5-25 .....	275.00	BALLY DRAW BELLS (M. B.) .....	179.50
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NEW BALLY HI BOY .....	Write	BALLY CLUB BELL, F.P., P.O. ....	49.50
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
BALLY VICTORY SPECIAL .....	69.50	GOTTLIEB DAILY RACES .....	69.50

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NEW WURLITZER MODEL 1100 .....	Write	SEEBURG MODEL 1-48 .....	Write
NEW WURLITZER MODEL 1015 .....	Write	SEEBURG MODEL 1-47 .....	\$295.00
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A.M.I. MODEL A .....	Write	ROCK-OLA MODEL 1456 (1947) .....	295.00
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BALLY BOWLERS, LIKE NEW .....	\$249.50	GENCO BING-A-ROLLS .....	\$169.50
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NEW BALLY HI ROLLS .....	Write	UNDERSEA RAIDER .....	99.50
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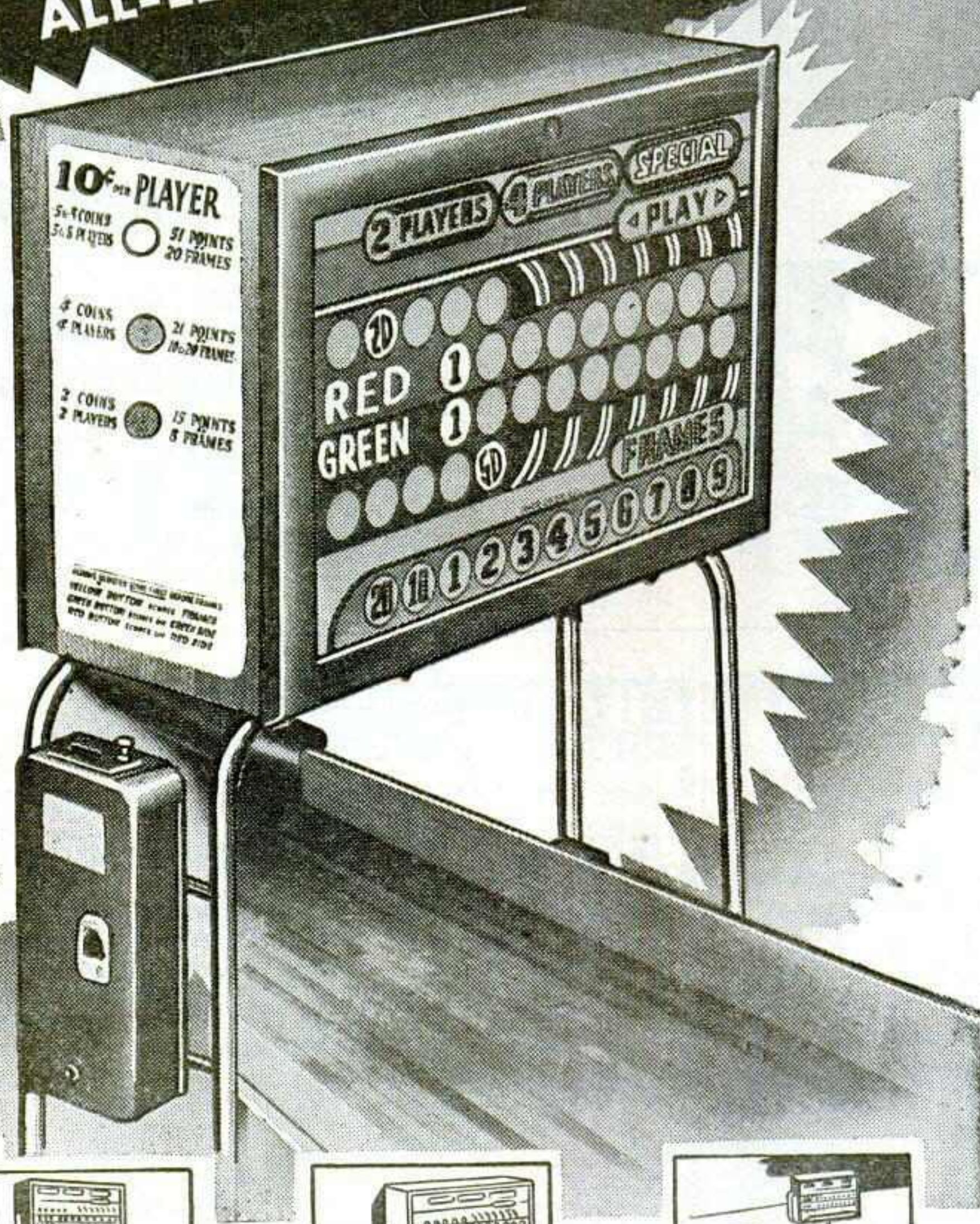
**Badger Sales Co., Inc.** 2251 WEST PICO BLVD. LOS ANGELES 4, CALIF. ALL PHONE DR. 4326

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ALL-ELECTRIC-COIN CONTROLLED

**IT DOES EVERYTHING!**  
FRAME Scoring  
POINT Scoring  
HORSE COLLAR Scoring  
BASEBALL Scoring  
STANDARD Scoring



**GENCO'S "ALL PURPOSE" SCOREBOARD**

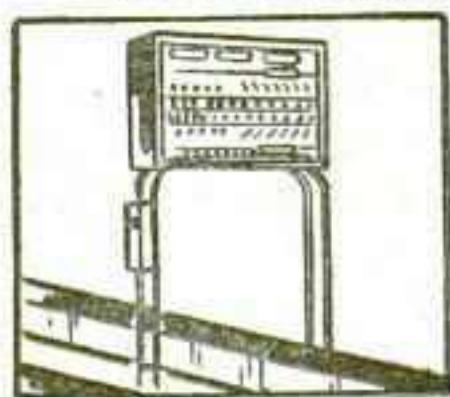
- 2 Players 15 Points or
- 2 Players 8 Frames
- 4 Players 21 Points or
- 4 Players 10 Frames or
- 4 Players 10 to 20 Frames (Adjustable)

- Horse Collar-Baseball
- 5 or More Players 51 Points
- CHEAT PROOF COIN BOX
- DOUBLE FACED SCOREBOARD
- Suspended on Beautiful Chrome Tubing*
- COIN METER INSIDE SCORE RACK RECORDS ALL COINS PLAYED
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- FRAME BUTTONS
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- ATTACH TO WALL ● ATTACH TO STAND ● ATTACH TO SHUFFLEBOARD

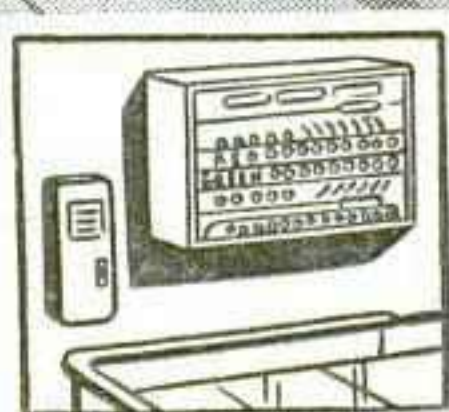
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**\$199<sup>50</sup>**

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ATTACH TO WALL



ATTACH TO STAND

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NEW ONE BALLS

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New Phono Special

Wurl. 1080.....\$475.00

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- MILLS BLACK CHERRY, 5-10-25¢. \$125.00 MILLS BLUE FRONT, 5-10-25¢. 79.50 MILLS BROWN FRONT, 5-10-25¢. 89.50 5¢ MILLS BONUS BELL. 109.50 5¢ MILLS ORIG. CHROME. 99.50 50¢ MILLS BLUE FRONT, ORIG. 169.50 5¢ MILLS VEST POCKET. 44.50 MILLS GOLDEN FALLS, 5-10-25¢. 119.50 25¢ Q.T., BLUE CABINET 89.50 WATL. ROL-A-TOP, 5, 10, 25¢. 79.50 JENN. 4-STAR CHIEFS, 5¢, 10¢. 79.50 STANDARD CHIEFS, 5-10-25¢. 165.00 JENN. LITE-UP CHIEFS, 5-10-25¢. 175.00 GROET. COLUMBIA, D.J. 79.50

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SLOT SAFES, STANDS, ETC.

- CHICAGO METAL REVOLVAROUND SAFES - DE LUXE Single-\$122.00 Double-\$192.00 Triple-\$288.00 UNIVERSAL-Single Safe-\$87.50 Double Safe 128.50 EXH. FLIPPER KIT-\$3.95 NICKEL NUDGER 3.95 BOX STANDS-\$27.50 5-WAY SR. COIN CHANGER 37.50 EXH. ROLL TILT-\$2.75 EXH. CONTACT BUMPER 6.95 PARTS FOR PONSER'S PRO-SCORE-IN STOCK.

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PRICES CUT!



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ONE BALLS

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CONSOLES

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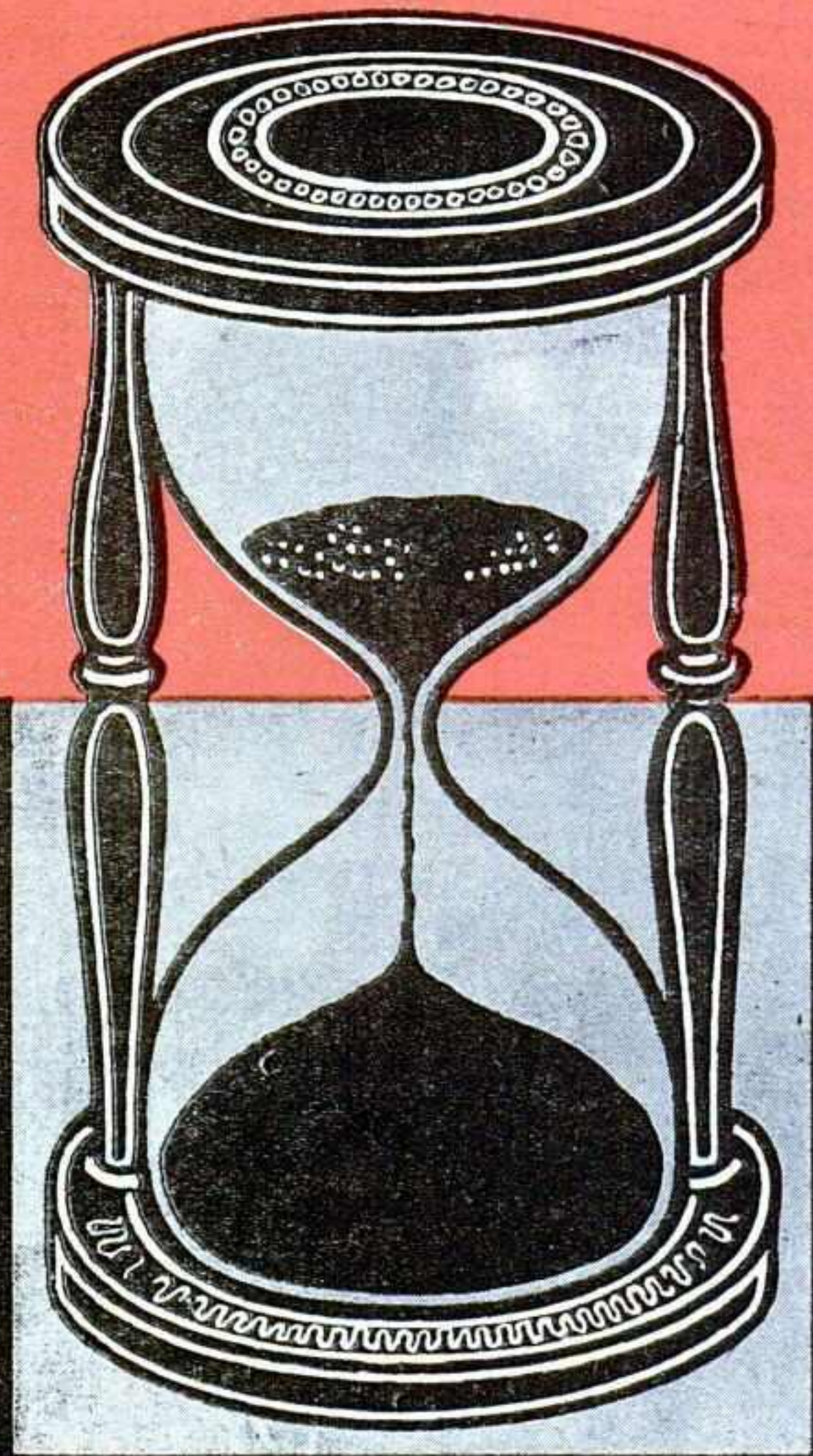
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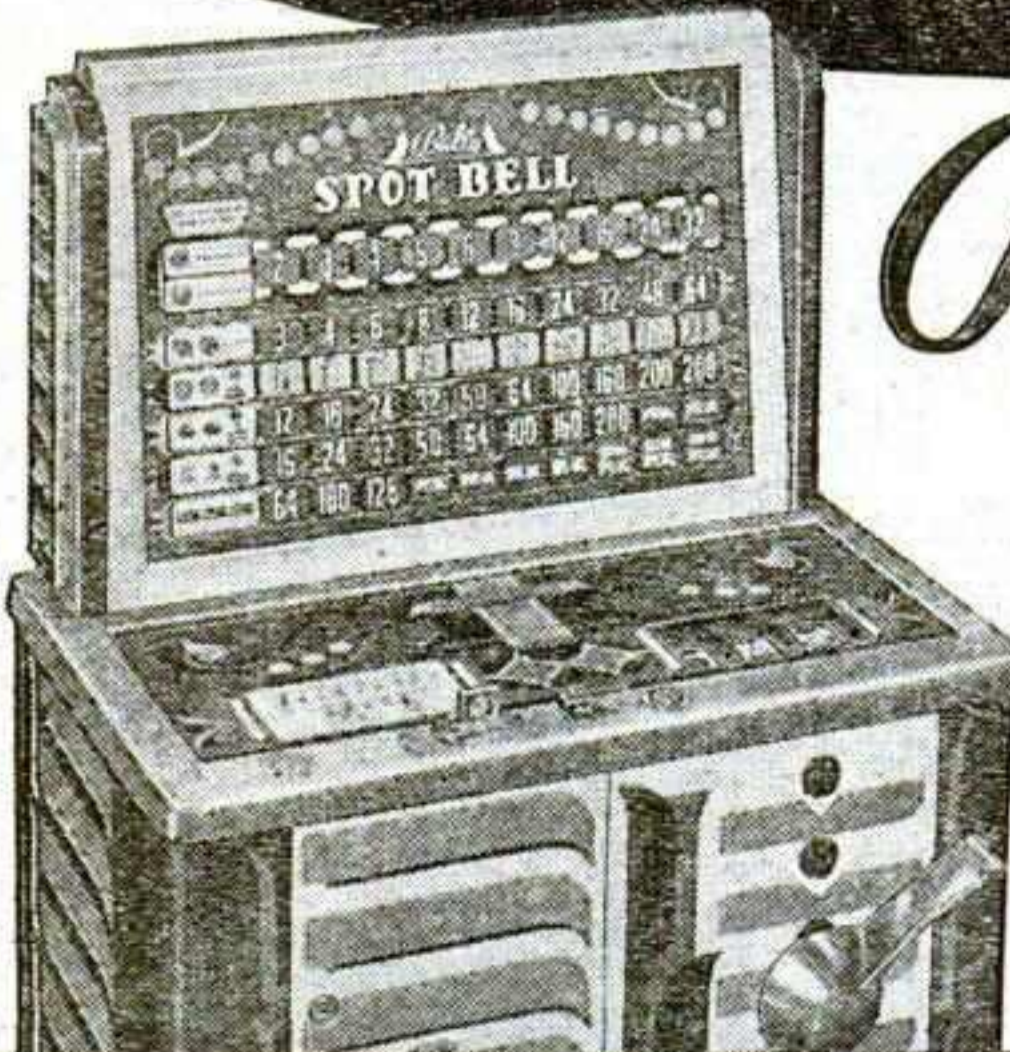
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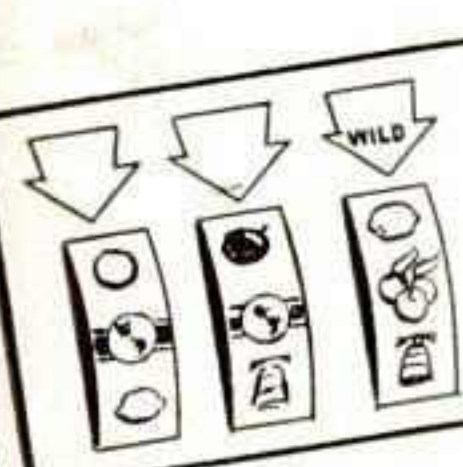
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