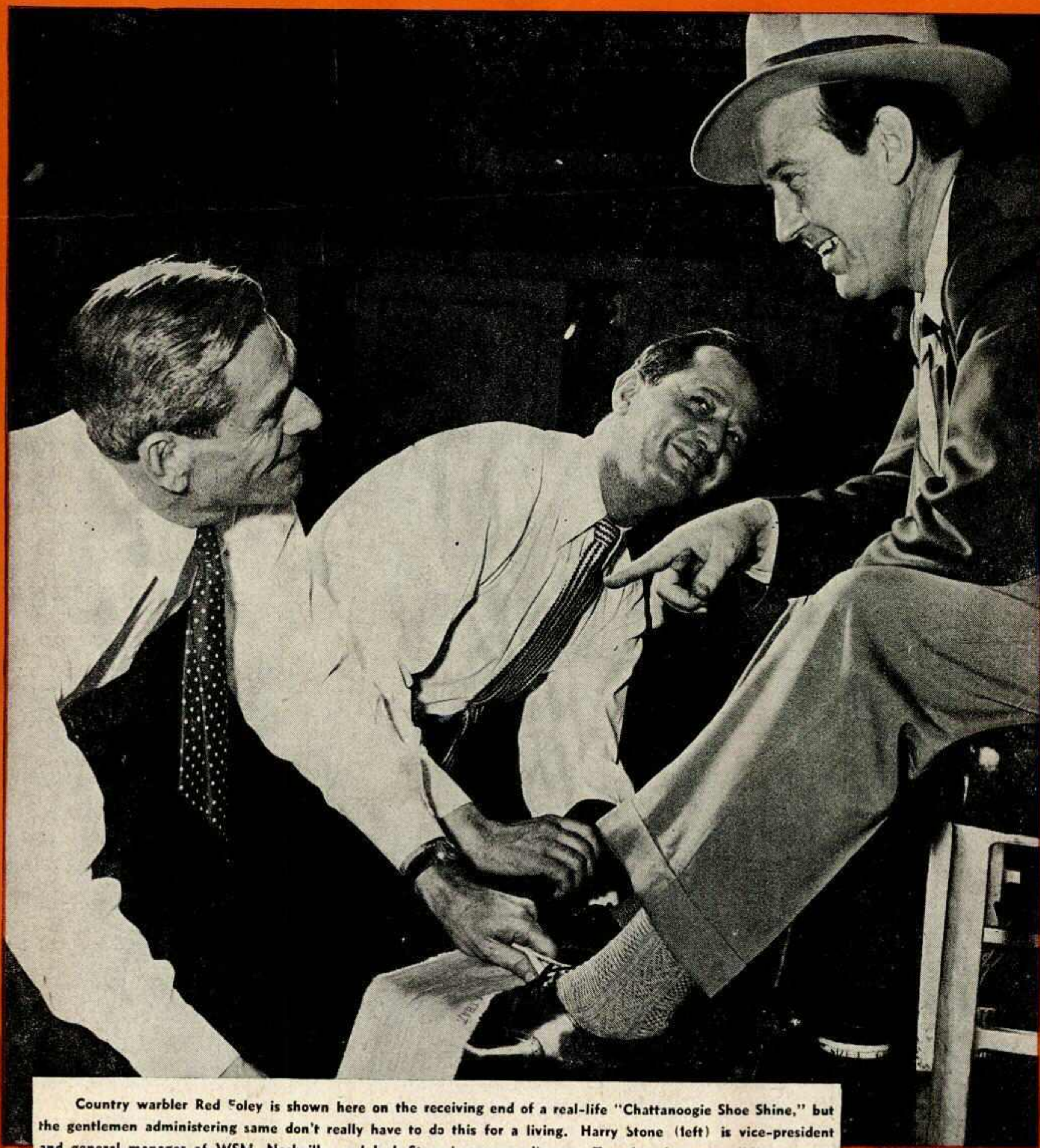


# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

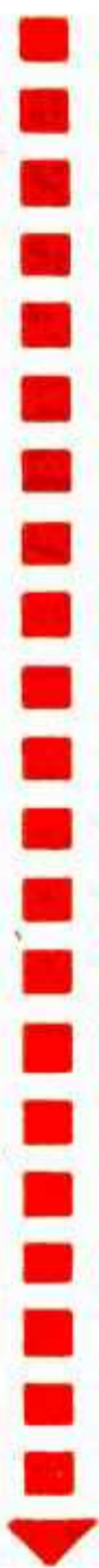
FEBRUARY 25, 1950



Country warbler Red Foley is shown here on the receiving end of a real-life "Chattanooga Shoe Shine," but the gentlemen administering same don't really have to do this for a living. Harry Stone (left) is vice-president and general manager of WSM, Nashville, and Jack Stapp is program director. Together they wrote "Chattanooga Shoe Shine Boy," recorded by Foley on Decca and currently the nation's No. 1 disk in both the pop and folk markets. Few records in the history of the business have scored with comparable speed and scope. Another polished performer, Bing Crosby, cut the tune for Decca also. Tradesters predict big things for this lad, too.



# Special for JUKE BOX OPERATORS



More information

of genuine value to the  
Juke Box Operator's  
business will be  
featured in The Billboard's  
Big 1950 Juke Box Supplement

(A Special Section of the March 4 issue)

. . . Yes, more valuable information for juke box operators than has ever been published in any single issue of any magazine at any time.

Here's a brief preview. Read it, judge for yourself, then make it a special point to get The Billboard's Big 1950 Juke Box Supplement by using the coupon.

**STABILITY COMES TO THE JUKE BOX INDUSTRY**  
Key industry data stressing developments since the war in equipment, operator turnover, etc. Effects of wider use of location contracts, better commission agreements, status of operator credit and credit outlook for 1950. Article will illustrate new phono models. Will also cover new phonos, manufacturer, model and list price together with accessory prices. Vital industry statistics on number of phonos on location, number of operators, percentage of postwar equipment on routes, average size of routes, etc.

**LIST OF RECORDS AVAILABLE OF OLD STANDARDS FROM 1902 TO 1949**  
as compiled by ASCAP and BMI.

**LIST OF 10 MOST POPULAR POP RECORDS ON JUKE BOXES**  
as revealed by Billboard Charts from 1940 to 1949.

**LIST OF 10 RHYTHM AND BLUES RECORDS MOST POPULAR ON JUKE BOXES**  
each year as revealed by Billboard Pop Charts from 1942.

**GREATER PROFITS THRU LOCATION PROMOTION**  
Success stories on ways operators have found to boost phono play on location.

**LIST OF 10 FOLK RECORDS MOST POPULAR ON JUKE BOXES**  
each year as revealed by Billboard Pop Charts from 1944.

**WHAT ABOUT THE SPEED WAR?**  
Factual resume of how 33-45-78 disk picture will affect the operator. Listing of record firms making 33 and 45 records and what type music they are putting on each speed.

**LIST OF FAVORITE STANDARD TUNES ON JUKE BOXES**  
as revealed by operator questionnaires together with listing of all records available of each tune by artist, label and disk number.

**PROGRAMING IS THE KEY TO BIGGER TAKE**  
Because programing opportunities have increased for the operator with the use of multi-selection boxes, proper programing is all-important. Article will cite the problems and the solutions that have been worked out by some operators, and how some manufacturers are making special plans to help operators with this problem.

**THIRD ANNUAL JUKE BOX POLL RESULTS**  
1. Artist popularity on juke boxes.  
2. Record Company Service Aspects.  
3. Record Wear Aspects.  
4. Retail Record Aspects.

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# AM-TV PROMOTION TOPPERS

## Stars Called for Big Show April 14; Truman To Address Congress on 1951 Sesqui

Day Starts Year's Events Preceding Fair

WASHINGTON, Feb. 18.—With the Freedom Fair stalled until 1951, the National Capital Sesquicentennial Commission yesterday (17) came up with its first detailed plans to enlist showbiz in a big-scale program of other events slated, to get off to a start April 14 with a gala concert on the capitol plaza by stage, screen and radio stars. The sesqui commission revealed that President Truman has been asked to address a joint session of Congress on the sesqui theme that day, preparatory to the plaza concert in which a choral group of

5,000 voices will take part along with the musical pros.

The program, lasting thru 1950 and dipping into 1951, when the Freedom Fair is slated to open, will cover a range from parades, fireworks and skating tours to outdoor fairs. A highlight will be an "American County Fair," running from October 2 to 15, simulating on a big scale the hundreds of yearly county fairs held every fall thruout the nation. Allen Zee, Loew's production chief in New York, who is in charge of production schedules for this year's sesqui celebration, spent several days helping whip the preparations to completion. He told his associates here that a big outpouring of indoor and outdoor showbiz talent will be mobilized to insure crowd-drawing entertainment.

The sesqui commission has decided (See STARS CALLED on page 53)

### It's Kids Who Sell TV to Pa and Ma

WASHINGTON, Feb. 18.—Children are usually TV enthusiasts before their parents and "are a prime cause of set purchase," according to the latest findings in a survey of D. C. television listening habits by Charles Alldredge, public relations consultant.

Alldredge in an earlier published report found TV to be competitive to theaters (The Billboard, February 11). Latest findings showed that "the typical TV-set owning family in Washington is a young family," consisting of four persons, with at least one of the children under 12 years of age. The families reported not only that TV entertains them, but also makes it easier to hire babysitters.

## AGVA Confab Set on Wages For TV and Pix

NEW YORK, Feb. 18.—An emergency meeting of the local branch membership of the American Guild of Variety Artists (AGVA) will be held Wednesday (22) to cull suggestions for working conditions and minimum wages for variety actors on television and television film. The purpose of the meeting, which is de-

(See AGVA Confab Set on page 44)

### First Step?

NEW YORK, Feb. 18.—In what may be the first step in the eventual consolidation of all the Eastern performer unions under one roof, the executive boards of the American Federation of Radio Artists (AFRA), the American Guild of Variety Artists (AGVA) and the acting board of the Television Authority (TVA) voted this week to lease one floor at 15 West 44th Street for their offices. It is expected the three unions will be in the building by June 1. AFRA and AGVA have maintained separate offices. AGVA currently has a lease in its present location and Actors' Equity owns its own building, but would like to sell if it could and get new quarters.

## 12th BB Poll Finds Caliber Of Entries Up

Gimmicks Still Scarce, Tho

NEW YORK, Feb. 18.—The radio and television stations and networks regarded as doing the best jobs in promotion during 1949 were selected this week by the sponsor and agency execs serving as judges in The Billboard's 12th Annual Radio and Television Promotion Competition. The full list of winners in the various power and promotion categories is shown on page 5.

Judges serving in this year's competition reported that, altho the total number of entries, 150, was down somewhat from last year, the caliber of those same entries was higher than in previous years. Seemingly, this can be credited as a reflection of the tougher sledding characterizing radio in 1949 and due also in the foreseeable future. The judges also declared, however, that while promotion caliber was high, there was still a lack of showmanship in evidence. This referred to a scarcity of gimmicks or, more properly, to the fact that too few stations used gimmicks. Those that did, however, came up with some unusual twists, as reported in the Radio Department of this issue.

The American Broadcasting Company (ABC) won the national network award—altho it was the only web to enter. That, however, isn't the reason it won. The judges felt, after studying the ABC entry, that

(See AM-TV Promotion on page 6)

## Dim TV Hope In HST Board

WASHINGTON, Feb. 18.—Altho President Truman Friday (17) appointed a special temporary communications policy board to report next October 21 on a study of the badly crowded radio spectrum, the guess here is that the board's recommendations will have little to do with the current dilemma of the Federal Communications Commission (FCC) over television allocations. Truman, in setting up the board headed by Irvin L. Stewart, prexy of the University of Virginia, declared that communications' most pressing problem "is the scarcity of radio frequencies in relation to the steadily growing demand" for frequencies.

The board is expected to come up (See Dim TV Hope on page 12)

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# What Are Your Deductions?

## Tax Report Offers Aid in Daily Lingo

Angled for Showbiz

By Lewis C. Lebish

(BS, LIB, LIM, CPA, New York attorney and certified public accountant admitted to practice U.S. Treasury Department and Tax Court of the U.S.)

The purpose of this article is to assist the reader by writing a short synopsis of the tax law in everyday language.

The tax law applicable to your 1949 federal income tax return is practically the same law that applied (See REPORT GIVES on page 4)

## Allowable Deductions

Here are the items of deduction which are most pertinent to the entertainment field.

- Accounting and legal fees (business).
- Advertising.
- Agents' commissions.
- Arrangements.
- Business gifts.
- Charitable contributions.
- Clipping services.
- Cuts.
- Costumes.
- Dues in professional societies.
- Depreciation of property used for production of income.
- Entertainment for business purposes, meals, etc., while away from home conducting business, and miscellaneous expenses incurred in earning taxable income.
- Management fees.
- Photographs and reproductions.
- Postage and stationery used for business purposes (for example, answering fan mail).
- Professional cosmetics and make-up.
- Professional trade papers and periodicals.
- Professional laundry and valet service.
- Professional maid service.
- Publicity.
- Rehearsal expenses.
- Rental of equipment.
- Rent of office used in conducting business.
- Repair of musical instruments and replacements (reeds, etc.)
- Stand-bys.
- Secretarial service.
- Salaries paid in conducting business.
- Transportation for business trips.
- Union dues.
- Uniforms.

# Showbiz's Day in Fight on Taxes

## Strong Pitch To Congress Vs. Excises

### Mail Campaign Builds Up

WASHINGTON, Feb. 18.—Showbiz takes the center stage at the tax hearings for one-day stand Tuesday (21), but the main drive for excise cuts continues to go on in the wings and backstage thru the letters, statements and petitions that are being directed to the House Ways and Means Committee and to individual legislators.

With larger and better organized groups having backed showbiz excise cuts at hearings this week and with the great mass of testimony by amusement groups taken two years ago available to the committee, the crowding of the industry's oral testimony into a single day does not minimize showbiz's chances, which will be no better and no worse after the hearing than before.

### All Data Assembled

The stand of the amusement industry toward excises has changed little since the GOP-controlled 80th Congress backed tax-committee excise hearings which lasted several months. During those hearings, every facet of the entertainment world presented testimony, all of which is in the hands of the present membership of the Ways and Means Committee for study and consideration.

The mail campaign in behalf of excise reductions continues heavy, topping in volume anything on Capitol Hill since the war. Still in the vanguard of the pressure producers is the well organized drive of the flicker industry.

At this week's hearings, few witnesses backed the stand of President Truman for a limitation of excise reductions. Most called for a complete return to prewar excise rates on all items but liquor, gasoline and tobacco. The strongest pitch was made by the National Committee for the Repeal of Wartime Excises, which was speaking for all groups affected by excises, including the League of New York Theaters, radio-TV, movies, and the disk industry, all of which are represented in the national committee.

### Johnston and Henderson

The brunt of the testimony in behalf of the pro-reduction organization was delivered by Eric Johnston, president of the Motion Picture Association (MPA), and Leon Henderson, former head of the Office of Price Administration (OPA). Both assured the House committee that any loss to the Treasury from reductions of all excises would be more than made up by higher income and corporation tax collections resulting from the anticipated increase in business of the firms presently hit by excises.

The CIO, which usually goes along with the administration, urged reduction in the 20 per cent admission tax, suggesting that the tax be lifted entirely for admissions under 40 cents and cut back to 10 per cent for higher admissions. The union added that this should be done "before any consideration is given to removing the tax on night clubs."

Speaking for a great number of the nation's merchants, the American Retail Federation (ARF) demanded outright repeal of all excises. Going further than other organizations, the Federation testimony, presented by its president, Rowland Jones, declared: "The taxation of production and distribution of goods and serv-

## Report Gives Showbiz Tax Deductions in Daily Lingo

(Continued from page 3)  
to your 1948 income tax return. There are very few changes.

### Joint Return

The principal change of the 1948 law was that married people, by filing a joint return, could treat their income as tho the husband earned one half and the wife earned one half. You are considered to be married the entire year providing you were mar-

Lewis C. Lebish, as can be seen by the degrees he holds, is not only a man of wide training, but has put in many years of practical tax and legal work for a widely varied group of show business clients. In this article he has attempted to give show people all the essential facts about the tax laws in a style somewhat removed from that normally employed in government tax instructions.

ried on the last day of the year. If you were legally separated or divorced before the last day of the year, you are considered to be single the entire year. If your spouse died during the year, for tax purposes you are considered married for the entire year and may file a joint return.

### Joint Return Advisable?

The general answer is that filing a joint return is a must for tax savings providing your combined net

**This is a general picture of the federal income tax picture. Persons in the amusement industry with particular problems may write: Information Service The Billboard, 1564 Broadway, New York 19, N. Y.**

income less exemptions is more than \$2,000. A joint return is always advisable where most of the income is earned by one spouse or only one spouse earns income, also where either the husband or the wife has exemptions or deductions which exceed his or her total income.

In some cases filing a joint return might not result in a tax saving. The following cases are cited as examples:

1. Where the husband and wife have equal incomes and deductions. In this case unless there is an odd number of personal exemptions, there would be no tax saving.

2. Where one spouse has large medical expenses.

3. Where there are capital losses suffered by both husband and wife. The filing of a joint return would limit the couple to a \$1,000 capital loss, whereas if they filed separate returns each spouse could take a \$1,000 capital loss.

### Personal Exemptions

Each personal exemption entitles you to a \$600 offset against your income. If you are over 65 years of age on the last day of the year, you may claim two exemptions. The same applies if you are blind as of that date. It should be noted that the additional exemption for blindness or for being over 65 can only be claimed by the taxpayer or by his spouse. You cannot claim any additional exemptions for any dependent.

### Dependents

Each dependent entitles you to one exemption only. There are several tests that must be met in order to claim a person as a dependent: 1. He must be closely related. 2. He must not have more than \$500 income during the year 1949. 3. You must have

contributed over one half of the support in the year 1949. 4. If the person claimed is married, an exemption must not be claimed by the spouse. 5. The person must be either a citizen of the United States or a resident of the United States, Canada or Mexico.

### Medical Expenses

You are still only allowed medical expenses in excess of 5 per cent of (See REPORT GIVES on page 58)

## Pageant and Dance For D. C. Cherry Fete

WASHINGTON, Feb. 18.—The Cherry Blossom Festival Committee (CBFC) expects a crowd of 25,000 for a special pageant and 5,000 for a dance, both of which will highlight the annual cherry blossom celebration here March 31-April 2.

Under the direction of Allan Zee, production manager for New York's Capitol Theater, the pageant will depict the awakening of spring in songs and dances. It will be presented at the outdoor Sylvan Theater.

Playing for the dance at the National Guard Armory will be the Charlie Spivak ork alternating with Barnee Breeskin's Shoreham Hotel band. In charge of music for the ball is Paul Schwartz, D. C. Federation of Musicians. Showbiz figures on the arrangements committee for the dance include Harry Lohmeier, Warner Bros.; Sam Kaufman and Carter Barron, Loew's and Zee.

ices through excise taxes has no place in a peacetime tax structure regardless of deficit or debt."

Jones attacked the administration proposal to extend the 10 per cent fee on radios to television. Television, he stated, has been hailed as the industry with the greatest potential in jobs, production and sales volume to emerge from the war, "and the government proposes to burden it with a 10 per cent tax before it is hardly out of the cradle."

## Showbiz Stocks In Healthy Gain

WASHINGTON, Feb. 18.—Amusement stocks in November moved into the second spot on the Securities and Exchange Commission (SEC) list of stocks by industry groups which have climbed highest above 1939 levels, the SEC announced this week.

Using January, 1939, as a base at 100, the SEC put amusement common stocks at an index of 214 at the end of November. Pushed out of second place were airline stocks, which were given an index of 208.2. Paper industry stocks remained well out in front, with an index of 247.6. Composite index for all stocks on the New York Exchange for November was 129.2.

## Henie Falls Behind '49 Pace in Detroit

DETROIT, Feb. 18.—The annual Sonja Henie Hollywood Ice Revue played to an estimated 45,000 in the first five shows, running thru Wednesday night, with the gross estimated at close to \$100,000, based on a price scale of \$1.25 to \$3.

The show this year runs thru March 5, with Mondays dark and mats on each of the three Sundays. Attendance so far this season is a little under last year's, but advance sale indicates this may be offset.

## 74th Kennel Club Show Pulls Well At M. Sq. Garden

NEW YORK, Feb. 18.—The American pooch industry received its annual major boost Monday (13) and Tuesday (14) via the American Kennel Club's (AKC) 74th consecutive canine show classic at Madison Square Garden. While the AKC steadfastly refuses to give out attendance figures, it was evident that bad weather offered little discouragement to dogdom's admirers. Monday's crowd looked bigger than last year's, and the Garden was better than three-quarters packed for the final judging Tuesday night.

For the first time in six years, poochdom's top laurels went to a foreign-bred dog, Walsing Winning Trick of Edgerstone, owned by Mrs. John G. Winant, of New York. The choice was close between the British Scottie and a pointer, Charles Palmer's C.P., for best dog in the show. But the sporting dog had to be content with second honors as the best American-bred of the year. The winners went to the top thru a field of 2,532 canine aristocrats repping over 190 different breeds.

Continuing its practice of giving the faithful an interlude of diversion for a wind-up, the AKC this year presented the Carl H. Bedford Family and their border collies in an exhibition of sheep and duck herding. The Bradfords, father and sons, have had their act on the road in recent summers, and their dogs put on an amazingly clever and amusing show in dealing with recalcitrant livestock.

## Showbiz Building In January Slump

WASHINGTON, Feb. 18.—New showbiz construction got off to a slow start in January, with new starts running five per cent behind December and 10 per cent behind the previous January, the Bureau of Labor Statistics (BLS) reported this week.

## 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.

# THE WINNERS

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

### Sales Promotion

- National Network**
- 1ST AMERICAN BROADCASTING COMPANY**  
Robert Kintner, Pres.; Theodore Oberfelder, Dir. Adv. & Prom.
- Clear Channel Network Affiliate**
- 1ST WLW, CINCINNATI**  
R. E. Dunville, Gen. Mgr.; David E. Partridge, Dir. Sales Prom.
- 2D WMAQ, CHICAGO**  
I. E. Showerman, Gen. Mgr.; Harold A. Smith, Prom. Mgr.
- 3D WGY, SCHENECTADY, N. Y.**  
R. S. Peare, Mgr.; R. W. O'Brien, Prom. Mgr.
- Regional Channel Network Affiliate**
- 1ST WSAI, CINCINNATI**  
Robert Sampson, Gen. Mgr.; Margaret Mau, Prom. Mgr.
- KLZ, DENVER**  
Hugh Terry, Gen. Mgr.; John Connors, Prom. Mgr.
- 2D WOWO, FT. WAYNE, IND.**  
J. P. Conley, Gen. Mgr.; Hilda Woehrmeyer, Prom. Mgr.
- 3D WNAX, YANKTON, S. D.**  
Robert R. Tincher, Gen. Mgr.; Ross E. Case, Prom. Mgr.
- Local Channel Network Affiliate**
- 1ST WBOW, TERRE HAUTE, IND.**  
William F. Ripperoe, Gen. Mgr.; Madeline K. Barry, Prom. Mgr.
- Non-Network, 250-1,000 Watts**
- 1ST WMIL, MILWAUKEE**  
Jerome Hill, Gen. Mgr.
- 2D WPDV, CLARKSBURG, W. VA.**  
R. C. Warden, Gen. Mgr.; J. N. Larosa, Prom. Mgr.
- 3D KXIC, IOWA CITY, IA.**  
Gene Claussen, Gen. Mgr.; Larry Butler, Prom. Mgr.

### Television

- General Promotion**
- 1ST WLW-TV, CINCINNATI**  
Marshall Terry, Gen. Mgr.; David E. Partridge, Prom. Mgr.
- WKY-TV, OKLAHOMA CITY**  
P. A. Sugg, Gen. Mgr.; Gene Dodson, Prom. Mgr.
- 2D WACD, NEW YORK**  
Mortimer Loewi, Dir.; Arthur C. Schofield, Prom. Mgr.
- KGO-TV, SAN FRANCISCO**  
Gayle Grub, Gen. Mgr.; Maury Baker, Prom. Mgr.
- 3D WENR-TV, CHICAGO**  
James L. Stinton, Gen. Mgr.; Karl R. Sutphin, Prom. Mgr.
- WAVE-TV, LOUISVILLE**  
Nathan Lord, Gen. Mgr.; Robert Eiverman, Prom. Mgr.

### Audience-Sales Promotion

- Clear Channel Network Affiliate**
- 1ST KSTP, MINNEAPOLIS**  
Stanley E. Hubbard, Gen. Mgr.; Joseph C. Cook, Prom. Mgr.
- 2D KNBC, SAN FRANCISCO**  
John W. Elwood, Gen. Mgr.; Ethel Gilchrist, Prom. Mgr.
- 3D KFAB, OMAHA**  
Harry Burke, Gen. Mgr.; Don Shoemaker, Prom. Mgr.
- Regional Channel Network Affiliate**
- 1ST WCOP, BOSTON**  
Craig Lawrence, Gen. Mgr.; John Wilkoff, Prom. Mgr.
- KPO, WENATCHEE, WASH.**  
Jim Wallace, Gen. Mgr.; W. M. Green, Prom. Mgr.
- WFIL, PHILADELPHIA**  
Roger W. Clipp, Gen. Mgr.; George A. Koehler, Prom. Mgr.
- 2D WDJC, DURHAM, N. C.**  
J. Frank Jarman, Gen. & Prom. Mgr.
- WNAX, YANKTON, S. D.**  
Robert R. Tincher, Gen. Mgr.; Robert B. Donovan, Prom. Mgr.
- 3D KMBC, KANSAS CITY, MO.**  
Earl Koerber, Dir.; John S. McDermott, Prom. Mgr.
- Local Channel Network Affiliate**
- 1ST WORZ, ORLANDO, FLA.**  
Eugene D. Hill, Gen. Mgr.
- 2D WCVS, SPRINGFIELD, ILL.**  
C. W. Neeld, Gen. & Prom. Mgr.
- Non-Network, 250-1,000 Watts**
- 1ST WACB, KITTANING, PA.**  
Ames L. Harper, Gen. Mgr.
- 2D WMTR, MORRISTOWN, N. J.**  
E. A. Croy, Gen. Mgr.; Merrill Morris, Prom. Mgr.
- KECK, ODESSA, TEX.**  
Ben Nedow, Gen. Mgr.
- 3D WLDY, LADYSMITH, WIS.**  
A. T. Shields, Gen. Mgr.; Corinne Kopp, Prom. Mgr.

### FM

- General Promotion**
- 1ST WIZZ, WILKES-BARRE, PA.**  
Richard G. Evans, Gen. Mgr.
- 2D XFMV, HOLLYWOOD**  
Cliff Gill, Gen. Mgr.
- 3D WFDR, NEW YORK**  
Fred Umhey, Gen. Mgr.; Lou Frankel, Prom. Mgr.

### Public Service Promotion

- Regional Channel Network Affiliate**
- 1ST WFIL, PHILADELPHIA**  
Roger W. Clipp, Gen. Mgr.; George A. Koehler, Prom. Mgr.
- KFH, WICHITA, KAN.**  
Frank V. Webb, Gen. Mgr.; Russel Lowe, Prom. Mgr.
- 2D WTMJ, MILWAUKEE**  
Walter J. Damm, Gen. Mgr.
- WEAU, EAU CLAIRE, WIS.**  
W. C. Bridges, Gen. Mgr.
- 3D KLZ, DENVER**  
Hugh Terry, Gen. Mgr.; John Connors, Prom. Mgr.
- WNAX, YANKTON, S. D.**  
Robert R. Tincher, Gen. Mgr.; Robert Donovan, Prom. Mgr.
- Local Channel Network Affiliate**
- 1ST KXLJ, HELENA, MONT.**  
Barclay Craighead, Gen. Mgr.
- 2D WBBC, FLINT, MICH.**  
W. Eldon Garner, Gen. Mgr.
- Non-Network, 5,000-20,000 Watts**
- 1ST WOY, NEW YORK**  
Ralph Well, Gen. Mgr.; Carol Forbes, Prom. Mgr.
- 2D KPOA, HONOLULU, T. H.**  
John D. Keating, Gen. Mgr.; Hal Lewis, Prom. Mgr.
- 3D KUSD, VERMILION, S. D.**  
Irving R. Merrill, Gen. Mgr.; Shirley Enquist, Prom. Mgr.
- Honorable Mention**
- KUOM, ST. PAUL**  
Burton K. Paulu, Gen. Mgr.

### Non-Network, 250-1,000 Watts

- 1ST WNYC, NEW YORK**  
Seymour Seigel, Gen. Mgr.
- Regional Networks General Promotion**
- 1ST PACIFIC NORTHWEST BROADCASTERS**  
Ed Craney, Mgr.
- 2D YANKEE NETWORK**  
Linus Travers, Exec. V-P.
- Non-Network, 50,000 Watts Public Service and Audience Promotion**
- 1ST WINS, NEW YORK**  
Kieran T. Murphy & Wilnot H. Loose, Co-Mgrs.; Joseph Besch, Prom. Mgr.
- Clear Channel Network Affiliate Public Service and Audience Promotion**
- 1ST WNBC, NEW YORK**  
Thomas B. McFadden, Gen. Mgr.; Murry Harris, Prom. Mgr.

### Audience Promotion

- Regional Channel Network Affiliate**
- 1ST WFPR, BALTIMORE**  
J. H. Trautfelter, Gen. Mgr.; William B. Roche, Prom. Mgr.
- 2D WNAX, YANKTON, S. D.**  
Robert R. Tincher, Gen. Mgr.; Ross E. Case, Prom. Mgr.
- 3D KDAL, DULUTH, MINN.**  
Dalton A. Le Masurier, Gen. Mgr.; Jeanne Hudson, Prom. Mgr.
- Local Channel Network Affiliate**
- 1ST WCVS, SPRINGFIELD, ILL.**  
C. W. Neeld, Gen. and Prom. Mgr.
- 2D KIST, SANTA BARBARA, CALIF.**  
Harry Butcher, Gen. Mgr.; Michael J. McNeogh, Prom. Mgr.
- Non-Network, 250-1,000 Watts**
- 1ST WLOW, NORFOLK**  
Robert E. Wasdon, Gen. Mgr.; James Campbell, Prom. Mgr.
- 2D WFRL, FREEPORT, ILL.**  
Vincent Barker, Gen. Mgr.; Dave Taylor, Coml. Mgr.
- 3D WFOX, MILWAUKEE**  
Charles J. Lanphier, Gen. Mgr.; Carl Zimmerman, Prom. Mgr.
- 2D KSL, SALT LAKE CITY**  
C. Richard Evans, Gen. Mgr.; Sherrill Taylor, Prom. Mgr.
- 3D WMAQ, CHICAGO**  
I. E. Showerman, Gen. Mgr.; Harold A. Smith, Prom. Mgr.
- KOA, DENVER**  
Lloyd E. Yoder, Gen. Mgr.; Randy F. Smith, Prom. Mgr.
- Non-Network, 5,000-20,000 Watts**
- Sales and Audience-Sales Promotion**
- 1ST WNEW, NEW YORK**  
Bernice Judis, Gen. Mgr.; Nick Freyberg, Prom. Mgr.
- 2D WOY, NEW YORK**  
Ralph Well, Gen. Mgr.; Carol Forbes, Prom. Mgr.
- 3D CKEY, TORONTO**  
Jack K. Cooke, Gen. Mgr.; Gordon Allen, Prom. Mgr.
- Non-Network, 50,000 Watts Sales and Audience-Sales Promotion**
- 1ST WHDH, BOSTON**  
William McGrath, Gen. Mgr.; William Shea, Prom. Mgr.
- 2D WMGM, NEW YORK**  
Bert Lebar Jr., Director

# AM-TV PROMOTION TOPPERS

## 12th BB Poll Finds Caliber Of Entries Up

Gimmicks Still Scarce, Tho

(Continued from page 3)

its brochure setting forth the position of the radio industry, in this day of TV and increasing black-and-white competition, would have rated irrespective of other entries. The judges also went on record with a severe criticism of the three non-participating networks, declaring they could not understand their stand-offish attitude in the light of tightening radio expenditures.

This year's winners include some of radio's top stations and others brand new to the competition. The "perennials" include WLW, Cincinnati; KLZ, Denver; WNEW, New York; WNBC, New York; WMAQ, Chicago. WDNC, Durham, N. C., and WOWO, Fort Wayne, Ind. Newcomers represent a large geographical span — WMTR, Morristown, N. J.; KXIC, Iowa City, Ia.; KPQ, Wenatchee, Wash.; KPOA, Honolulu; KECK, Odessa, Tex.; WDLY, Ladysmith, Wis., and WIZZ-FM, Wilkes-Barre, Pa.

WLW, which has been copping promotion awards since way back, is starting to compile a comparable record in television. The Cincinnati operation, for years regarded as the top merchandising operation in radio, tied for first place in the TV awards with WKY-TV, P. A. (Buddy) Suggs's ball-of-fire station in Oklahoma City. FM awards went to Dick Evans's WIZZ-FM, Wilkes-Barre, with two stations owned by the Garment Workers' Union, KFMV, Hollywood, and WFDR, New York, following for second and third.

## WHDH Topper In 50-Kw. Non-Net Category

NEW YORK, Feb. 18.—The 50,000-watt non-network laurels in the sales and audience-sales category of *The Billboard's* 12th Annual Radio and Television Promotion Competition were taken by WHDH, Boston. WMGM, New York was second.

WHDH makes thoro use of clever newspaper advertising to get and hold and audience and also to make local advertisers aware of the station's sales potency. The newspaper ads are supplemented with cross-plugs, outdoor advertising, sky-writing and a tie-in with six local daytime-only stations for sign-off spots (i. e. "Turn the dial to WHDM now.") Its salesmen also use presentations specially tailored to each local client, and for national advertisers. The station gets behind its advertisers with tie-in ads, point-of-sale material and direct-mail pitches to local dealers.

The WMGM story consists of the promotion done for the eight syndicated transcribed shows produced by MGM and its radio outlet. First, brochures were sent to stations, potential sponsors and agencies. Afterward, the shows were constantly promoted on the station and via car cards, bus streamers, laundry shirtbands and window displays which plugged the local sponsor. Also used were advertising, magazine inserts, postage meter slugs on envelopes and trade press ads.

## Here Are the Judges Who Picked 'Em

NEW YORK, Feb. 18.—Winners in *The Billboard's* Annual Radio and Television Promotion Competition are chosen not by staffers of the publication, as is true in other cases, but by a panel of judges representing leading advertisers and advertising agencies. This system was initiated three years ago for varying reasons. One was that the number of entries had grown far beyond the stage where relatively few could serve as judges. Another was the strong belief that since so much radio promotion is directed at advertisers and their agencies they were best qualified to judge its quality. And another reason was *The Billboard's* intention to achieve complete impartiality in the selection of the winners.

This year, as last year, the judges' committee was subdivided into various panels, each of which was assigned to two or more categories. In most instances there was no consultation between the judges in casting their ballots, thus avoiding the possibility of one judge's influencing another.

The full list of judges follows.

### Promotion Competition Judges

#### Advertisers

1. J. M. ALLEN, Vice-President in Charge of Advertising, Bristol-Myers Company
2. HOWARD M. CHAPIN, Director of Advertising, General Foods Corporation
3. ALBERT S. DEMPEWOLFF, Advertising Manager, Celanese Corporation of America
4. C. J. DURBAN, Assistant Director of Advertising, United States Rubber Company
5. JOHN R. GILMAN, Vice-President, Colgate-Palmolive-Peet Company
6. J. WARD MAURER, Director of Advertising, Wildroot Company, Inc.
7. GEORGE E. POTTER, Vice-President, The Prudential Insurance Company of America
8. WILLIAM M. RAMSEY, Procter & Gamble Productions, Inc.
9. RICHARD G. RETTIG, Vice-President, Whitehall Pharmacal Company

#### Agencies

1. WILLIAM A. CHALMERS, Vice-President and Radio TV Director, Kenyon & Eckhardt, Inc.
2. LEE COOLEY, Director of Television, McCann Erickson, Inc.

#### Agencies

3. WALTER CRAIG, Vice-President in Charge of Radio and Television, Benton & Bowles, Inc.
4. WICKLIFFE W. CRIDER, Batten, Barton, Durstine & Osborn, Inc.
5. GEORGE F. FOLEY JR., Television Director, Newell-Emmett Company
6. KENDALL FOSTER, Television Director, William Esty Company
7. C. D. GUDEROD, N. W. Ayer & Son, Inc.
8. TOM F. HARRINGTON, Ted Bates & Company
9. FRANK B. KEMP, Assistant Media Director, Compton Advertising, Inc.
10. CHESTER MACCRACKEN, Doherty, Clifford & Shenfield, Inc.
11. LINNEA NELSON, J. Walter Thompson Company
12. ROGER PRYOR, Director of Television, Foote, Cone & Belding
13. STANLEY H. PULVER, Dancer-Fitzgerald-Sample, Inc.
14. TOM REVERE, Blow Company, Inc.
15. ADRIAN SAMISH, Dancer-Fitzgerald-Sample, Inc.
16. TOM SLATER, Ruthrauff & Ryan, Inc.

## WLW 1st in Sales Promotion Among Clears, 3d Year in Row

NEW YORK, Feb. 18.—Once again WLW, Cincinnati, has walked off with first prize in sales promotion among clear channel network affiliates. The board of judges in *The Billboard's* 12th Annual Radio and Television Promotion Competition, after mulling all the entries in the classification, awarded the palm to the high-powered merchandising outlet, marking the third consecutive championship in the sales division for WLW, which has a record of winning consecutive promotion competition awards stretching back even further if other classifications are included.

Second honors in this division went to WMAQ, Chicago, which last year took third place. This year's third award was rendered to WGY, Schenectady, N. Y.

It is an industry byword that WLW should come up with a powerhouse promotion campaign each year, and

this is no exception, as the outlet turned out a constant stream of factual data to its time salesmen and to agency time buyers.

The WLW advertiser promotion includes a data sheet titled *WLW Faxfile*, utilization of the front page of its weekly program sked, program and talent bulletins on shows, and regular merchandising reports of all promotion, publicity and merchandising done for programs and products. An extensive merchandising program sells the products to the audience, including a People's Advisory Council, a research service for clients, a consumer's foundation and a low-cost specialty sales staff provided by the station for clients who do not have an adequate staff of their own.

WMAQ works very closely with sponsors in getting tie-ins with retail (See *WLW Is Tops* on page 11)

## KLZ, WSAI Tie In Effectiveness Of Sales Among Reg'l Net Affils

NEW YORK, Feb. 18.—A photo finish in sales promotion effectiveness resulted in a tie for first place among regional channel network affiliates between KLZ, Denver, WSAI, Cincinnati, in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second honors were awarded to WOWO, Fort Wayne, Ind., while WNAX, Yankton, S. D., added third place to the second prize it won for audience promotion.

A school for grocers is a continuing facet of the WSAI campaign. Last year, 300 local grocers enrolled for a

20-week course, held thruout the year except in July and August. Products used to demonstrate display, advertising and merchandising techniques are those plugged on the station. Results included co-operation in placing newspaper ads for the products, in special store displays, inventory checks and new stock orders. Results also mean new retail outlets for manufacturers using WSAI. One means of promoting the plan on audience level was the "WSAI Advertised Products Week," in which grocery (See *KLZ, WSAI Tie* on page 11)

## WMIL Sales Promosh Tops Smaller Indies

WPDX Second, KXIC Third

NEW YORK, Feb. 18.—The accolade for sales promotion among low-power indie stations in *The Billboard's* 12th Annual Radio and Television Promotion Competition was taken down by WMIL, Milwaukee. For the second straight year, second prize was won by WPDX, Clarkburg, W. Va. Third honors to KXIC, Iowa City.

In winning its award, WMIL unveiled a potent direct mail sales pitch geared to attract new clients and solidify its position with those already on its sponsor list. This was developed around survey figures calculated to show the strong audience status of the station in its area. Thus, a three-month Hooper spread indicated that WMIL owned an average audience share of 11.3, compared with the 14.8 delivered by three network affiliates and the 6.5 share of the other indies. On a local level, WMIL pitched a series of sprightly newspaper ads to tell its story to advertisers in its area.

A character named "Clem Whiffle-tree" was created by the staff of WPDX, to typify the outlet's strength in reaching the rural market. Clem became a regular feature of a mailing piece called "WPDX-o-grams," by which the message was rammed home. The main drive took place from August thru November, in which period agencies and advertisers were bombarded with a new mailing piece every three days.

To prove to advertisers the cheapness and effectiveness of KXIC, the third prize winner utilized a telephone survey made by a University of Iowa professor. The survey indicated that between 7:45 and 8 a.m. about 9 per cent of all local homes were tuned to KXIC. Striking an average, the station developed an argument for its list of advertisers and agencies that cost per listener was .173 cents, whereas cost for space in the local daily newspaper was 1.265 cents per reader. By using effective figures in an effective way, the station achieved the desired result and won its award, simultaneously.

## WINS Cashes In On Journalism

NEW YORK, Feb. 18.—WINS, New York, was the sole winner for public service promotion in the non-network-50,000 watts division of *The Billboard's* 12th Annual Radio and Television Promotion Competition. The New York outlet cashed in on its *Herald* journalism contest, a three-way promotion among WINS, *The Westchester Herald*, and Westchester County high schools, in conjunction with a WINS weekly show, *Know Your Community*.

The contest, which requested entries from Westchester students of a feature-type-news story about their own community, garnered plenty of free space in *The Herald* and several WINS staff members appeared at school assembly meetings to push the promotion in person. Weekly winners were interviewed on the *Know Your Community* show, and the grand prize winners were given jobs in the WINS newsroom and on *The Herald* editorial staff.

# KSTP Is Tops In Aud. Sales Of Net Clears

**KNBC and KFAB Follow**

NEW YORK, Feb. 18.—KSTP, Minneapolis, walked off with the laurels in the audience-sales category for clear channel network affiliates, in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second place went to KNBC, San Francisco, and third to KFAB, Omaha. WOR, New York, last year's winner, did not enter. Not only did the Minneapolis outlet do a fine over-all audience-promotion job, but its "Planned Promotion" was an example of a station going out and actively helping to sell a sponsor's product in its market by retail dealer tie-ins, special stunts and window displays. The KNBC story was more a constant day-in-day-out promotion over 365 days, but its potent use of direct mail pieces no doubt was a strong factor in its selection. KFAB was awarded third prize mainly on the basis of *Campus Cavalcade*, a Saturday morning show aimed at teenagers and tied in with a department store. The program saluted local high schools and brought bobby-soxers to the store in droves to see the show.

# WFBR No. 1 In Audience Promotion

NEW YORK, Feb. 18.—The audience promotion of WFBR, Baltimore, took top honors among regional channel network affiliates in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second place went to WNAX, Yankton, S. D., with KDAL, Duluth, Minn., copping third place honors for the second straight year. The WFBR audience promotion featured special emphasis on the "block system" in its extensive and continuous newspaper advertising. The station plugged not only its local stanzas, but web shows as well. Among techniques used were bus-car cards, studio picture boards and displays, air plugs and direct mailings. Also used were special campaigns for specific shows, including a variety of stunts and special tie-ups. Thus, a gasoline-sponsored newscast was splashed over with posters in 46 local gas stations. The WNAX audience problem was particularly acute, because the outlet covers probably the largest land area of any U. S. station: 308 BMB counties in five Midwestern States. Thus, the station's own facilities were widely used, to the extent of 3,608 announcements in the first 10 months of 1949. Display ads were used in 143 newspapers, and direct mailings were made to 33,608 retailers alone and a total of 57,500 listeners, retailers and wholesalers. The station tours many of its talent groups to towns and villages all around its area. During the terrific blizzards of 1948-'49, the close connection with its listeners served well, as the station was made official contact point for an area over 400 miles away. In repeating its third place award of last year, KDAL, Duluth, utilized nine separate promotions designed to build its audience. These included airing talent from its own booth at the Duluth Home Show, having special telephone interviewers chat with listeners, sponsoring parades urging voting, airing a grid game from California in which a local college played, summarizing the day's news for 10 civic clubs each week, and distributing 10,000 pennies with a station slogan gummed on.

# WCVS, Springfield, Cops a Top Award

NEW YORK, Feb. 18.—Top award made in the audience promotion division to a local channel network affiliate in *The Billboard's* 12th Annual Radio and Television Promotion Competition went to WCVS, Springfield, Ill. In winning first place, the station made its facilities available to many community groups, thus combining public service with its development of local listenership. Second prize went to KIST, Santa Barbara, Calif. There was no third-place award.

Regular weekly broadcasts are scheduled over WCVS and its FM adjunct by such local organizations as the Parent-Teachers' Association, the Municipal Choir, the School Safety Patrol, the County Home Bureau and others. The station's personnel all belong to one or more local groups and participate in all activities, frequently assuming charge of their radio work. Based on the national one-time rate, the station estimates the value of time contributed for such broadcasts during the past year as well over \$75,000.

In taking second prize, KIST showed the value of continuous mounting audience promotion which (See WCVS a Topper on page 11)

# Pubserv Prizes Split Among Net Affils on Region Channels

NEW YORK, Feb. 18.—Network affiliates operating on regional channels submitted so many slick entries in the public service promotion division of *The Billboard's* 12th Annual Radio and Television Promotion Competition that the judges finally decided to split all three awards. WFIL, Philadelphia, tied with KFH, Wichita, Kan., for first place. WTMJ, Milwaukee, and WEAU, Eau Claire, Wis., shared second honors, and KLZ, Denver, and WNAX, Yankton, S. D., were third.

The two toppers, WFIL and KFH, both scored on the merits of traffic safety campaigns. WFIL staged an impressive 60-day promotion last fall, built around a cartoon character named Silly Willie who consistently "violated" basic traffic safety rules and always paid for his mistake. The theme: "Don't Be a Silly Willie." The Philly station, which put six months of work into the promotion and contributed \$75,000 of free air time, had complete charge of the campaign and lined up all the co-operating organizations, free space, dollar donations and numerous other facets of the smash safety drive. The KFH safety stunt, tagged The

Gold Star Safety Club, was centered around the slogan "So That a Child May Live." KFH put all of its AM and FM promotion resources behind the drive and, single handed, put thru a local safety week, including a plan for city inspection of all autos.

### WTMJ's Campaign

Milwaukee Station WTMJ used another character, Civic Sam, to highlight its five-month clean-up campaign in the city. Sam made numerous personal appearances to plug the drive and had his own column in *The Milwaukee Journal*, in line with Wisconsin's land resources conservation program, WEAU, Eau Claire, sparked a remarkable interest in the project via a soil conservation field day promotion. In response to a program schedule, almost exclusively devoted to soil conservation problems, more than 605 farmers requested that soil conservationists look at their farms and many farmers have incorporated soil conservation practices as a direct result of the show. WEAU will carry the event over to 1950 and year-round promotion of the program is already under way.

Third-placer KLZ, one of last year's winners, has a year-round newsworthy public service program schedule, including an annual soil conservation contest, teen-age discussion shows, human relations series, a traffic safety series and a funny paper party for kids. The companion third-placer, WNAX, made its mark with its second annual farmstead improvement program, "designed to lead the way to more gracious living on the farm and stop the migration of farm youth to the city."

### 21 Hours of Plugs

The Midwest station garnered remarkable coverage on the five-State program via 21 hours of radio plugs, special display tie-ups with county agents' offices and participating manufacturers. WNAX farm servicemen talked up the program at more than 60 banquets and last autumn the station set up a special information desk for the project at the Clay County Fair. More than 1,535 families from 226 counties in five States vied to be selected one of the farm families judged to have made the greatest gains in farmstead improvement. State winners were feted at informal banquets and after-dinner portions of the meet were recorded for subsequent broadcast on WNAX.

# WNEW Tops Non-Net 5-20 Kws. in Sales and Aud. Sales

NEW YORK, Feb. 18.—WNEW, New York, continuing its winning ways promotionwise, won still another ribbon in the sales and audience-sales category of *The Billboard's* 12th Annual Radio and Television Promotion Competition for non-network 5,000-to-20,000 watt stations. Second went to WOV, New York, and third to CKEY, Toronto.

WNEW made a major contribution to the radio industry as a sales medium when it analyzed and projected in terms of actual listeners the number of people tuned to radios outside their own homes. This served to provide advertisers a complete audience rating and measurement without precedent. The station followed thru with a fine job of exploitation via trade papers, car cards, daily press and syndicated columnists, etc.

WOV's many-faceted campaign in-

involved advertising, direct mail, merchandising, publicity and a special undertaking which led to the formation of a "foreign language quality network." Among the ideas which show an extra special quality in sales promotion is its Time Buyers Quiz, which pitches questions about the station's potency at them via phone and awards prizes for the correct answers.

CKEY's claim to top-grade sales promotion is based on the fact that its time is "pre-sold" by a history of published audience figures. To do this job the station mails monthly rating reports to 150 time buyers and its salesmen are armed with Elliot Haynes reports and dominion statistics which add to the station's sales potency. This is in addition to the whirlwind promotion campaigns which make marked use of plugs and street advertising.

# Repeat Winners in Three Promotion Competitions

STATION CITY	10th ANNUAL AWARD	11th ANNUAL AWARD	12th ANNUAL AWARD
Pacific N. W. Broadcasters WOR, New York	Over-all, Reg. Net—1st Over-All, Clear Channel—2d	Pubserv, Reg. Net—1st Audience, Clear Channel—2d Audience Sales, Cl. Chan.—1st	Gen. Prom., Reg. Net—1st None
WLW, Cincinnati	Over-All, Clear Channel—1st Pubserv, Clear Channel—3d Single Campaign, Cl. Chan.—1st	Sales, Clear Channel—1st Pubserv, Cl. Channel—2d Sales, Clear Channel—2d	Sales, Cl. Chan.—1st Audience Sales Prom., Cl. Chan.—1st
KSTP, Minneapolis	Over-All, Regional—3d Pubserv, Regional—1st Single Campaign, Regional—3d	Sales, Regional—1st Pubserv, Regional—3d Audience, Regional—2d	Sales, Regional—1st Pubserv, Regional—3d Audience Sales Prom., Regional—1st
KLZ, Denver	Pubserv, Local—2d Single, Over 5,000—1st	Pubserv, Local—3d Audience, 50,000—1st	None Sales & Aud. Sales Prom., 50,000—2d
WHYN, Holyoke, Mass. WMGM (WNN), New York	Over-All, Over 5,000—2d Pubserv, Over 5,000—1st	Sales, 5-20 Kw.—1st Pubserv, 5-20 Kw.—1st	Pubserv, 5-20 Kw.—1st Sales & Aud. Sales Prom., 5-20 Kw.—2d
WOV, New York	Over-All, Over 5,000—1st	Audience, 5-20 Kw.—1st	Sales & Aud. Sales Prom., 5-20 Kw.—1st
WNEW, New York	Over-All, Over 5,000—3d Over-All, Under 5,000—3d	Sales, 5-20 Kw.—2d Audience-Sales, 250-1,000 watts—3d	None Audience Prom., 250-1,000 watts—3d
KSFO, San Francisco WFOK, Milwaukee	Pubserv, Under 5,000—1st Pubserv, Under 5,000—2d	Pubserv, 250-1,000 watts—1st Audience, 250-1,000 watts—3d Pubserv, 250-1,000 watts—2d Audience, 250-1,000 watts—1st FM—2d	Pubserv, 250-1,000 watts—2d Audience, 250-1,000 watts—1st FM—1st
KIEV, Glendale, Calif. WNYC, New York	Over-All, New—1st Over-All, FM—2d Single Campaign, Canadian-Local—1st	Canadian—3d Audience, Local—3d Sales, Regional—3d	None Audience, Regional—1st Audience, Regional—2d Sales, Regional—3d Pubserv, Regional—3d Audience Sales Prom., Reg.—2d Audience, Regional—3d Sales, Clear—2d Pubserv & Audience, Cl.—3d
WLOW, Norfolk WZZ, Wilkes-Barre, Pa. CKCK, Regina, Sask.	Over-All, Regional—3d Pubserv, Regional—1st Single Campaign, Regional—3d	Audience, Regional—3d Audience, Clear—2d Sales, Clear—3d Audience Sales Prom., Regional—2d	Sales, Regional—2d Sales, Local—1st Sales, 250-1,000 watts—2d Audience Sales Prom., Reg.—1st
WFBR, Baltimore WNAX, Yankton, S. D.	Audience, Regional—3d Audience, Local—3d Sales, Regional—3d	Audience, Regional—3d Audience Sales Prom., Regional—1st Audience, Regional—3d Aud. Sales Prom., 5-20 Kw.—2d Audience, Clear—1st Aud. Sales Prom., 5-20 Kw.—1st	Aud. Sales Prom., Reg.—2d Pubserv, Regional—2d Pubserv, 5-20 Kw.—2d Pubserv & Aud., Clear—1st Sales & Aud. Sales Prom., 50,000 watts—1st Gen. Prom., TV—3d
KDAL, Duluth WMAQ, Chicago	Audience, Regional—3d Audience, Local—3d Sales, Regional—3d	Audience, Regional—3d Aud. Sales Prom., 5-20 Kw.—2d Audience, Clear—1st Aud. Sales Prom., 5-20 Kw.—1st	None Audience, Regional—1st Audience, Regional—2d Sales, Regional—3d Pubserv, Regional—3d Audience Sales Prom., Reg.—2d Audience, Regional—3d Sales, Clear—2d Pubserv & Audience, Cl.—3d
WOWO, Ft. Wayne, Ind.	Audience, Regional—3d Audience, Local—3d Sales, Regional—3d	Audience, Regional—3d Aud. Sales Prom., 5-20 Kw.—2d Audience, Clear—1st Aud. Sales Prom., 5-20 Kw.—1st	Aud. Sales Prom., Reg.—2d Pubserv, Regional—2d Pubserv, 5-20 Kw.—2d Pubserv & Aud., Clear—1st Sales & Aud. Sales Prom., 50,000 watts—1st Gen. Prom., TV—3d
WBOW, Terre Haute, Ind. WPDZ, Clarksburg, W. Va. WCOP, Boston WDNC, Durham, N. C.	Audience, Regional—3d Audience, Local—3d Sales, Regional—3d	Audience, Regional—3d Aud. Sales Prom., 5-20 Kw.—2d Audience, Clear—1st Aud. Sales Prom., 5-20 Kw.—1st	Aud. Sales Prom., Reg.—2d Pubserv, Regional—2d Pubserv, 5-20 Kw.—2d Pubserv & Aud., Clear—1st Sales & Aud. Sales Prom., 50,000 watts—1st Gen. Prom., TV—3d
WTMJ, Milwaukee KPOA, Honolulu WNBC, New York WHDH, Boston	Audience, Regional—3d Aud. Sales Prom., 5-20 Kw.—2d Audience, Clear—1st Aud. Sales Prom., 5-20 Kw.—1st	Audience, Regional—3d Aud. Sales Prom., 5-20 Kw.—2d Audience, Clear—1st Aud. Sales Prom., 5-20 Kw.—1st	Aud. Sales Prom., Reg.—2d Pubserv, Regional—2d Pubserv, 5-20 Kw.—2d Pubserv & Aud., Clear—1st Sales & Aud. Sales Prom., 50,000 watts—1st Gen. Prom., TV—3d
WENR-TV, Chicago	General Prom., TV—1st	General Prom., TV—1st	General Prom., TV—3d

## Nation Share Top 3 Awards; 6 TV Outlets From All Over Entries Stress Year's Growth

NEW YORK, Feb. 18.—The development of television in the past year was clearly evidenced by the caliber of the presentations entered in *The Billboard's* 12th annual Radio and Television Promotion Competition. The diversity of the medium's growth also is represented in the judges' selection of winners. With two stations tied for each of the three prizes, the six outlets represented virtually every TV section of the country and embraced non-interconnected as well as cable stations. First-prize tie was between WLW-T, Cincinnati, and WKY-TV, Oklahoma City. Second prize was split between WABD, New York, and KGO-TV, San Francisco. Third prize found a tie between WENR-TV, Chicago, and WAVE-TV, Louisville.

### Dealer Tie-Ins

Emulating its AM sister outlet, WLW-T got off to a rousing promotion start when it took to the airwaves. The TV station, too, goes in strongly for dealer tie-ins. A plethora of campaigns, one following hard on the other, kept the station in the public eye continuously—and in the advertiser's eye as well. The promotion tied in with the opening of the cable offered a typical promotion opportunity. Meetings with TV set retailers and distributors were held, resulting in widespread WLW-T displays and donation of 27 sets for a slogan contest. Dealers alone distributed 87,000 folders for the contest. A formidable amount of promotion along regular lines, apart from dealers, also was undertaken, almost as a matter of course, embracing newspapers, air plugs, cab cards, teaser ads and auto bumper cards.

From its gala opening last June, WKY-TV has proved itself a live-wire promotion outlet. Set sales in the area, as a consequence, jumped to close to 12,000 by November. Even before T-Day, the station gave public TV demonstrations. It also utilized 50,000 booklets on the medium, TV seminars and demonstrations for dealers, public appearances and talks in several States and cities, studio tours, mobile unit displays as well as the regular type of billboard, poster, air plug, ads and publicity material.

### WABD's Clambakes

WABD has made an extensive attempt to reach out to special groups in its area. Thus, it has held special clambakes and had its talent make personal contact among kids, women, sports fans and other groupings. Tie-ins with department stores have helped promote the station as well as move goods for advertisers. Development of a C-Mail order form enables its viewers to order advertisers' products by mail. WABD also utilizes such standards as mailings and brochures for sponsors and agencies, car cards, publicity, advertising, buttons and viewer club memberships.

The opening of KGO-TV was a ready-made opportunity for the San Francisco station to turn on its promotion razzle-dazzle, and it made every use of the chance. There was a well-planned buildup, opening smash and follow-thru. The first utilized collaboration of dealers, developed thru advance bulletins, cop ads and store displays. Civic functionaries participated in the opening, heralded by many ads and much publicity. A tie-in with a soft drink firm enabled 5,000 bottle openers to be distributed, with the station's call letters imprinted. Wide newspaper coverage was obtained. Promotion gimmicks were employed among follow-up tactics, including pairs of dice which rolled only sevens, tying in with the slogan "It's a natural."

### 500,000 Children

A crowd of 500,000 children was

brought out onto Chicago's streets by WENR-TV Santa Claus promotion, in which St. Nick was brought to town on a boat which steamed down the Chicago River. The crowd was second only to V-E Day's throng, and since it was done with the co-operation of a local newspaper, the stunt was good for many columns of space. Noted guests, including Bob Hope, the mayor and pro football stars participated, and helped swell the throng.

Bringing the World Series telecasts to Louisville via special relay equipment was a stunt which made friends for WAVE-TV and sold many receivers in the area. The station also has installed receivers in the city's public libraries. All viewers in the area get the station's program bulletin. A survey was conducted to get viewer reaction to shows. Station personnel lectured on the medium at various organization meetings. All fine recordings of educational value are shown by library branches and distributed to schools for showings.

## WIZZ, Always a Bridesmaid, Is FM Promotion Bride at Last

NEW YORK, Feb. 18.—WIZZ, Wilkes-Barre, for the last several years runner-up in general promotion for FM stations this year won the division accolade in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second and third spots were taken by two newcomers—KFMV, Hollywood, and WFDR, New York. Both KFMV and WFDR are owned by the International Ladies Garment Worker's Union (ILGWU).

Always a leader among FM operations, WIZZ loomed even larger this year because its general promotion helped the station go over to the profit side of the ledger in August, 1949, a rare accomplishment. Pushing its FM music operation in tap rooms, hotels and restaurants thru promotion, WIZZ spaded a new field of cabbage in this day of heated competition for the advertiser's buck. The station's idea is to enlarge its audience to the point that it will give the advertiser the results he expects on a dollar basis. Case histories were furnished prospective advertisers in Transit Radio so that they can check the effectiveness of such advertising. They demanded and were given sales

## WOV Pubserv Leads 5-Kw. Indies; Hawaii's KPOA, 2d

NEW YORK, Feb. 18.—Foreign language Station WOY, New York, carried off top public service honors among independent stations of 5,000 watts and over in *The Billboard's* 12th Annual Radio and Television Promotion Competition for the third consecutive year. A second award went to KPOA, Honolulu, while KUSD, Vermillion, S. D., copped third. Honorable mention was tabbed by non-commercial KUOM, St. Paul.

Specializing in Italian-language shows during the daylight hours, WOY dedicated its public service efforts toward helping better the life of the community via such projects as its recent 13-week series of half-hour dramas on racial discrimination, produced in collaboration with the Institute for Democratic Education. The station backs up the series with full-time promotion programs in lo-

## WBOW a Wow In Sales Bally

NEW YORK, Feb. 18.—A division which could produce no winner last year brought forth a champion for 1950, in the sales promotion category, local channel network affiliate division of *The Billboard's* 12th Annual Radio and Television Promotion Competition. The titlist is WBOW, Terre Haute, Ind., which identifies itself as "the friendly station."

The sales promotion efforts of WBOW indicate that beside friendliness the station also stresses facts and findings. A file folder of facts is sent each client solicited by the station, said folder embracing audience surveys, BMB coverage maps, a survey of buying power, a record of the station's local and national accounts, plus promotion aids rendered these clients. The station has rendered such promotion as special merchandising, including store aids and special broadcasts.

Indicating that sales promotion is a weak spot among low-power web affiliates, no other entries in this division were adjudged worthy of an award.

audit panels of drug and grocery stores, merchandising services, displays and related promotional efforts.

### KFMV in Beaten Path

KFMV, a new FM operation, promoted itself consistently thru the tried and true methods. During the year 100,000 match books, 10,000 mike-shaped windshield decals, 5,000 auto bumper cards, 20,000 program schedules and 10,000 cards showing the dial location were distributed. In addition, the station won the audience over to its side by intensive public service programming of the kind not available in the area, such as reports direct from conventions of labor unions.

WFDR was responsible for several innovations in FM programming. It created a liberal-labor network by hooking up with two other ILGU stations, two CIO United Auto Worker (UAW) outlets and a co-operating FM outlet in Washington. A group of liberal commentators including Marquis Childs, Nathan Robertson and Robert Nathan were presented by the web. The station also has broken into the radio columns of the press, which hitherto has ignored FM.

cal Italian and English newspapers, and the show itself has received a gratifying acceptance from listeners and educators.

KPOA, Honolulu, which calls itself "the leading sports station in the most sports-minded area in the world," built an impressive public service program around this outdoor theme by inaugurating All Hawaii Prep Grid Day to collect funds for high school athletic programs, promote scholarships for high school students, persuade prominent athletes to enroll at the University of Hawaii and draw bigger gates for rural school football games. The station threw all of its promotional power behind the stunt, which spotted top Hawaiian athletes in various contests, and plugged it consistently on the air via free spots.

Third place winner, KUSD, made its biggest public service splash with

## WLOW, N'folk Makes It Three Wins in a Row

### Small Indies' Aud. Promosh

NEW YORK, Feb. 18.—Two of the three top prize-winners in the audience promotion category for low-power indies registered their third consecutive wins in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Champ was WLOW, Norfolk, for the third year in a row, while WFOX, Milwaukee, took third place, also for the third straight year. Second prize winner among the non-network outlets from 250 to 1,000 watts was WFRL, Freeport, Ill.

Four audience groupings were sought by WLOW, thru the medium of four different program types and promotions. With Norfolk primarily a navy town, 30 per cent of the population is involved with navy doings. A show was targeted at this group, gaining considerable promotion from praise heaped on it by Admiral Blandy. The housewives were wooed with a cooking school, and contests offering week-ends in Bermuda and Washington. Sports fans were lured by baseball coverage daily of New York Yankee games by day and Norfolk games by night. Teen-agers, too, got special shows plus a knothole club for attending ball games.

### Sans Bally Division

A station without a promotion department is WFRL, which took second honors. The station does not have an artists' bureau, special events department or field crew. Nonetheless, WFRL believes in bringing itself to its audience, and its performers have entertained with everything from two artists before a small group to 25 entertainers before 25,000 spectators. The station specializes in making friends by making two-minute personal recordings of those who visit its performances at fairs and home shows; most of these disks are kept and treasured by those making them. Shows have originated from 31 towns and villages in the area, with populations running from 50 to 8,000 and as far as 75 miles away. Some of these are the principal entertainment at community celebrations. Gifts, contests and other promotional paraphernalia all helped WFRL make friends, but the station did the basic job with its people's efforts.

A fox hunt would seem a natural for a station with WFOX as call letters. That's just what the Milwaukee indie utilized as audience promotion, with the quarry a stuffed fox. Listeners were urged to locate the mounted beast in a WFOX advertiser's store. The finder also had to know the slogan repeated on spots over the outlet. Result of the promotion was wide listenership participation and new friends for WFOX among listeners and bankrollers.

a five-year plan to safeguard the city's health. The mainstay of the station's health push is *The Fight for Life*, a half-hour show placed in a strong time slot. Each week the series is devoted to a different health organization (13 in all). The station backs up the broadcast with numerous courtesy announcements, cross plugs, newspaper ads, publicity releases and stories in national health journals.

St. Paul Station KUOM rated an honorable mention for a campaign to glorify its home State, Minnesota. The Twin City outlet offered to furnish 20 Minnesota stations with two 13-week series of half-hour documentaries of direct interest to Minnesota listeners, *The University Reports to the People* and *Tales of Minnesota*. The series was also spelled by a complete promotion kit, prepared by KUOM.



## WACB Tops in Listener - Sales For Non-Netters

NEW YORK, Feb. 18.—Solid promotional ideas marked the non-network stations in the audience-sales category of *The Billboard's* 12th Annual Radio and Television Promotion Competition. WACB, Kittanning, Pa., won first; WMTR, Morristown, N. J., and KECK, Odessa, Tex., were tied for second and WLDY, Ladysmith, Tex., was third. None of these stations had been up front in last year's contest.

WACB took the award, altho its bang-up job was accomplished almost without funds. Among its promotional activities were trailers, menus, letters to business men, Christmas cards, match covers, etc. The station also participated in two fairs held in the vicinity and won the attention of the town with a contest to find the funniest hat.

### WMTR's Entry

For a comparatively new outlet competing with 19 others in its primary coverage area, WMTR came thru with a strong audience-sale promotion campaign. Program-wise, the station concentrated on a good-music policy, with emphasis also on local news, special events and farm, home and clubwomen shows. WMTR arranged to have 15 weeklies run its program logs thru reciprocal plugs, when the only daily in the area nixed radio.

KECK found favor with the judges thru a special broadcast of its radio show *Telequiz* from an airplane. The stunt first had to get a Federal Communications Commission okay, but paid off by the attention it received from the community.

The WLDY effort resulted in upped sales for an ice cream sponsor. The station aired a three-a-week show

## KXLJ's Pubserv Tops Local Channel Affils; WBBC, 2d

NEW YORK, Feb. 18.—Top public service awards in the network affiliate local channel category of *The Billboard's* 12th Annual Radio and Television Promotion Competition, went to KXLJ, Helena, Mont., and WBBC, Flint, Mich., in the order named.

The Helena station took first-place honors for its extensive promotion of its coverage of the Montana legislative assemblies. In addition to airing practical politics to the public, KXLJ gives the governor and the historical library at the Capitol transcriptions of the sessions and prints a complete record of the series, *Legislative Highlights*, which is distributed to every school, library, newspaper and radio station in the State.

WBBC won second place laurels with a *Bike Carnival*, keyed by a "safety on wheels" theme. The event, which was also backed by 11 safety, welfare and community organizations, was open to children from seven to 15.

Prior to the *Bike Carnival*, which was broadcast via remote from the field, WBBC staged a double-promotion campaign, designed to make the kids safety conscious and plug the two-wheel circus at the same time. The kid contestants were interviewed on the air before the *Carnival*, and the show's over-all success was evidenced by the fact that more than twice as many local bike riders participated this year than last year.

which gave free ice cream to listeners sending in cards, with special awards to the best explanation of a "good neighbor."

## NBC Grabs 3 of 4 Top Honors In Affil Clears' Aud. Promosh

NEW YORK, Feb. 18.—The contest for top honors in the clear channel network affiliate audience promotion category of *The Billboard's* 12th Annual Radio and Television Promotion Competition was virtually an inter-family affair for stations owned and operated by the National Broadcasting Company (NBC). Of four awards handed out in this category, three went to NBC-owned stations; the other, second place, went to KSL, Salt Lake City, an affiliate of the Columbia (CBS) network. First place went to WNBC, New York, with KOA, Denver, and WMAQ, Chicago tying for third place.

The 15th anniversary of the Mary Margaret McBride program sparked a giant-sized promotion for WNBC, which also won top laurels last year. This powerful campaign was spearheaded with publicity trucks thruout the country, via national news and photo services, magazines, syndicated columns; plus saturation coverage in the local press. The campaign was climaxed by a party for 45,000 people in the Yankee Stadium, which garnered world-wide publicity. The show's sponsor chartered special trains to bring visitors to New York for the event.

### KSL's Pitch

Second place winner, KSL geared its entire 1949 promotion program to its specialized programming plugs. Thousands of spot announcements were aired, plus a weekly show featuring news about station personalities. In addition, the station makes extensive use of direct mail, including

music schedules and menus, to educators, businessmen and public officials; newspaper advertising and follow-up newsworthy publicity. KSL devised numerous gimmicks to accomplish the latter feat, including a "gold fish derby" to push its *Let's Go Fishing* program.

Tied for third, WMAQ, another last year's winner, obviously spends plenty of cash on newspaper ads, direct mail, lavish billboards and lobby displays, car ads, movie trailers, outdoor and window displays. This extensive saturation technique, plus the station's all-out promotion for special stunts, contests and co-operative tie-ups, adds up to impressive audience promotion. WMAQ carries on consistent promotion tie-ups with local organizations and garner much word-of-mouth publicity, via its big studio audience attendance.

The audience promotion campaign submitted by third place co-winner KOA, emphasized smooth co-ordination of over-all promotion, rather than special gimmicks or flash publicity schemes. The station's well-oiled audience-plug plan provides detailed attention for its entire programming schedule, including an average of 50 courtesy plugs a day; car cards, taxi placards, lobby displays, rotating panels in lobby windows, special window displays, screen trailers, direct mail, newspaper ads and stories, special reports to regional publications and comprehensive reports of each program's portion of audience promotion to advertisers. One of KOA's best good-will stunts is its practice of handing out souvenir folders (containing individual leaflets on all KOA live talent shows) to station visitors. An average of 2,500 persons take the tour every month.

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# PNB Cops General Promosh First for Regional Webs

NEW YORK, Feb. 18.—The Pacific Northwest Broadcasters (PNB) captured the top award for general promotion in the regional network division of *The Billboard's* 12th Annual Radio and Television Promotion Competition, marking the web's second consecutive win in this field. Second nod went to the Yankee Network, Boston.

Pacific Northwest built its central promotion push around the same general theme as last year, a drive to publicize the area as a tourist paradise. The station's special visitor bait includes a series of programs tagged *Playground Parade*, which is sponsored by a host of Northwest organizations, and an hour network show, *The PNB 1,000-Mile Quiz*. On the latter show, contestants from nine cities vie for awards. PNB hits outlanders as well as visitors with a lavish annual pictorial magazine, *Pacific Northwest Playground*, in issues of 100,000 circulation.

Sales-wise, Pacific Northwest operates on a split-section plan, with the web divided into four segments, but the primary purpose of its sale scheme is to encourage sponsor purchases of the entire network. In line with this, special discounts on a quantity time buying basis are widely publicized thruout the entire web. The network scored a decided hit with advertisers with its PNB merchandising plan, *Parade of Products*, which spots the bulk of the web's over-all promotion (cross plugs, displays, etc.) behind a different product each week.

The PNB web utilizes off-the-air and on-the-air promotions to pitch audience sales. The former includes extensive newspaper advertising, outdoor displays, movies, telephone sales, direct mail, contest gimmicks and goodwill audience promotion (via the donation of empty studios as meeting places for local organizations). The latter category features personalized station breaks delivered by local listeners and business men. These human interest spots were aired at the rate of 3,263 during one month last year.

The Yankee Network laid claim to second prize with a solid line-up of impressive public service shows, including the *American Bar Association Round-Tables*, *Journal of the Air* and *Medical Center of the Air*. These top-grade programs garner multi-promotion breaks thru the joint efforts of schools, hospitals, the American Bar group and the "name"

draw of guests prominent in law, medicine, science, education, government and world affairs.

## WNYC a Winner In Pubserv, Thanks to UN

NEW YORK, Feb. 18. — On the basis of its gavel-to-gavel coverage of United Nations (UN) sessions, WNYC, New York, was adjudged the No. 1 public service station in the non-network (250-1,000 watts) division of *The Billboard's* 12th Annual Radio and Television Promotion Competition.

The municipals station's unique UN session beat, and supplementary coverage, via a daily *United Nations News Summary* (originated at Lake Success), has earned it the press title, *The Voice of the UN in New York*. This title was considerably strengthened thru WNYC's close collaboration with the radio division and the public information division of the UN on building audiences for the station's session broadcasts, via stories in official UN publications, direct mailing, and world-wide announcements on the Voice of America and other international short-wave stations.

### Program Bulletin

In addition to this UN-sponsored promotion the station plugs the series in its widely circulated program bulletin and mails out thousands of individual letters explaining the importance of the UN in answer to listeners' objections. Altho WNYC's

## WCOP, KQW, WFIL Are Tops in Regional Channel Affil and Sales

NEW YORK, Feb. 18.—Competition among regional channel affiliates in the audience-sales category of *The Billboard's* 12th Annual Radio and Television Promotion Competition was so spirited that the judges selected three stations—WCOP, Boston; KQW, Wenatchee, Wash., and WFIL, Philadelphia—to tie for first place; two—WDNC, Durham, N. C., and WNAX, Yankton, S. D.—to tie for second, and KMBC, Kansas City, Mo., the third place winner.

The WCOP audience-sales promotion effort makes constant use of newspapers, mailings to schools, participation in local activities and merchandising the sponsor's product via special surveys and special display units. One of the most unique stunts of 1949 was pulled by KQW when the Washington station bought half the stock in a baseball team, the Wenatchee Chiefs. KQW then sold the other half of the stock to the town thru personal visits and air promotion.

Held in connection with a sponsor.

UN coverage is its outstanding public service contribution, the station has made a score of other laudable public service contributions during the past year. These include the city's only official weather bureau forecasts; *Armed Forces Newsreel*, broadcast direct from the army, navy, air forces headquarters; publication of a three-color annual report as a city department of the municipal government; juvenile delinquency series for the police force; health education shows; better housing drives; reports from the mayor; intensive election coverage and the presentation of such ace

(See WNYC a Winner on opp. page.)

WFIL's teen-age beauty contest embraced 12 communities within the area. This brought the station saturation attention on a local level which helped to get audiences and make sales for sponsors.

WNAX's Bohemian Band grain-belt-beer campaign was audience-sales promotion at its most comprehensive. The second-place station ran a barrage of courtesy announcements, sent telegrams to local dealers, tied in with dances and with Capitol Records for which the band records. The promotion was climaxed by a specially written song, *Grain Belt Polka*, which, in turn, spiraled the notices the campaign received. WDNC, last year's winner, tied for second place on the basis of its intensive advertising in newspapers and also its active use of cards and trade letters to dealers and distributors to get the sponsor's message across.

The KMBC award was given for the intelligent way it utilized *Listen*, a Sunday radio column appearing in 14 newspapers; constant publicity in newspapers and trade magazines and the strong impact *Heartbeat*, the station's magazine, has had on the public. Its subscription list is now 50,000.

## WORZ Captures A Sales Award

NEW YORK, Feb. 18.—Top award among local channel network affiliate stations in the audience-sales division of *The Billboard's* 12th Annual Radio and Television Promotion Competition was taken by WORZ, Orlando, Fla. In second place was WCVS, Springfield, Ill. No third place award was made.

WORZ's audience-sales promotion included a "Sweetheart Soap Schmoo" naming contest, various kinds of outdoor advertising, including a spectacular sign located in a heavy traffic area and special inquiries to editors to run out-of-town news items over the air. The last named gave the editors a byline and thus created the good will to garner possible reciprocal publicity in their sheets.

WCVS spent 10G for ads alone. In addition, it has pin-pointed sales aid to sponsors by sending dealer letters to a specially selected list of 750 retail grocery dealers, 150 drug stores and 150 department and general merchandise stores in its area.

## Loaded Dice, a Baseball Team and Other Gimmicks

Altho the judges deplored a lack of gimmicks in this year's promotion competition, some of the stations submitting entries did come up with clever exploitation stunts. Here's a list of some of them; others are included in the stories summarizing the various awards.

KGO-TV, debuting on Channel 7, in San Francisco, distributed "loaded" dice. One die had nothing but threes, the other fours, so that only sevens—for Channel 7—could be thrown.

KPQ, Wenatchee, Wash., bought half the stock in a local pro baseball team, the Wenatchee Chiefs; then promoted, on the air, sale of the other half to townspeople.

KDAL, Duluth, distributed 10,000 pennies bearing stickers plugging KDAL shows.

KRNT, Des Moines, opened its own baseball school for kids, leading to eventual tryouts with the Chicago Cubs.

WVO, New York, is running a special pilgrimage to Rome.

WSKI, Montpelier, Vt., in the heart of the slalom country, promoted a "say when" contest, whereby listeners were to forecast the day and hour of the season's first snowfall.

WFO, Milwaukee, cuing a gimmick to its call letters, conducted a "fox hunt" in which listeners had to find a stuffed fox, planted in the store of one of the station's local accounts.

WNAX, Yankton, S. D., took over distribution and merchandising of an unknown product; set up the entire campaign to introduce and move the merchandise; gave free plugs to outlets handling the product, etc.

KNBC, San Francisco, geared its 1949 promotion to the 100th anniversary of the gold rush of 1849.

WSAI, Cincinnati, operated a school for grocers, emphasizing merchandising, advertising and sales know-how.

WNAX, Yankton, S. D., furnished 15,000 phonograph record title strips (plugging WNAX) to coin machine operators in its area, in a promotion for one of its sponsored band programs.

WISC, Madison, Wis., had its staffers grow beards until the pay-off question on a WISC quiz was answered. The follow-up, when the beards were shaved, tied in with local drugstores and Gillette for a double pay-off.

WCNH, Quincy, Fla., ran a "name our dog" contest.

KECK, Odessa, Tex., aired a special airplane broadcast of a quiz show, dropping free theater passes for townsfolk.

Pacific Northwest Broadcasters, regional network, airs station breaks made by listeners and local business men.

WNBC, New York, hired the Yankee Stadium for a king-sized anniversary celebration for Mary Margaret McBride.

KSL, Salt Lake City, ran a "goldfish derby."

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

### Barrere, Collin Mgrs., at New Foreign Language Net

Claude Barrere was named general manager, and Irving Collin, sales manager of the new Foreign Language Quality Network (FLQN), which has set up headquarters in New York. The net will offer information relative to programs, availabilities, combination rates and other data desired by sponsors or agencies interested in the foreign language broadcasting field. It will particularly stress the Italian and Polish markets. Two sales already have been rung up, one to a toy distributor and the other to Trans-World Airlines.

### CBS Huddles With Burrows Over New AM-TV Pact

The Columbia Broadcasting System (CBS) is negotiating a new AM and TV contract with Abe Burrows. His current pact ends about April 15. Burrows currently has his own TV show on CBS and is a panelist on "This Is Show Business," and "We Take Your Word."

### Ronson and ABC Dicker on "20 Questions" for TV

Ronson Art Metal Works, Inc., last week was negotiating with the American Broadcasting Company (ABC) to air the video version of "Twenty Questions" on that web. The deal would include 12 stations, eight of them on the cable and four via kine. The New York outlet, however, would continue to be WOR-TV, with the Mutual Broadcasting System (MBS) continuing to air the AM version of the simulcast. Probable starting date is March 4. The sponsor used the National Broadcasting Company (NBC) for networking the tele version during a brief pre-Christmas fling, but only WOR-TV has carried the show since.

### WNEW DeeJay Ford Talks TV Pact With ABC

Disk jockey Art Ford, of WNEW, New York, last week was negotiating with the American Broadcasting Company (ABC) for an exclusive TV contract. The web is offering him three 15-minute periods weekly as a starter, with the plan to expand both in time and number of days by fall. Ford, who has a weekly 30-minute show on WPIX, New York, would do a Broadway-Hollywood showbiz airer, with a number of film gims and using guests. The show would air 7:15 to 7:30 p.m., Wednesdays, Fridays and Saturdays, starting about April 5. Ford would continue his "Milkman's Matinee," wee hour show on WNEW, but likely would tape a portion of it.

### Poll Parrot To Bankroll 2d Half of "Super Circus"

A deal has been set in Chicago for the International Shoe Company of St. Louis, manufacturer of Poll Parrot Shoes, to bankroll the second (5:30 to 6 p.m.) half of "Super Circus," Sunday tele show on the American Broadcasting Company (ABC). The deal was placed thru the Henri, Hurst & McDonald Agency of Chicago. The starting date likely will be sometime in March.

### WCBS-TV Cuts 20-Second Spots by Boosting Rates

WCBS-TV practically eliminated the 20-second spot from the station's schedule last week. Under its new rate card, the charge is the same for 20-second spots as for one-minute spots, so that sponsors will, naturally, find it to their advantage to use the longer time period. In addition, the rate itself was upped from \$320 to \$350. WCBS-TV also upped charges for one hour from \$1,500 to \$2,000. The cost was already \$2,000 when buying WCBS-TV as part of the CBS web. These rates are all for Class A time.

### Good Godfrey! CBS Swings Hi-V Deal

Hi-V Corporation, makers of fruit juice concentrates, last week bought the Tuesday and Thursday night 7:45-8 spots on WCBS-TV for a new program, as yet unselected. The show is expected to go on in mid-March. An angle to the deal is that Arthur Godfrey, Columbia Broadcasting System (CBS) AM and TV star, last week became a director of Hi-V. Franklin Bruck is the agency.

### "Life Begins at 80" May Switch to ABC

Jack Barry, packager and emcee of "Life Begins at Eighty," is negotiating with the American Broadcasting Company (ABC) to switch the TV show over from the National Broadcasting Company (NBC) next month. Barry is understood to be unhappy over NBC's refusal to expand its airings beyond alternate weeks, while ABC is said to be offering a weekly slot at 9:30 p.m. Thursdays.

### Colo. Stations Form Western Slope Net Plans

Plans for a new regional network were formulated by representatives of five Western Colorado radio stations this month at a meeting in Grand Junction, Colo. Tagged the Western Slope Network, the new web is slated to begin operations about June 1, with KFFXJ, Grand Junction, pegged as its key outlet.

### Chi WBBM-CBS Names Moore P. R. Director

Succeeding Don Kelly, Dave Moore last week was named director of public relations for WBBM-CBS, Chicago. Moore has been assistant public relations director at central division of the network, and before that was special events and press head for KMOX, St. Louis.

### Sherman & Marquette To Handle Veto Ads June 1

Effective June 1, the Sherman & Marquette Agency will handle advertising for Veto deodorant, a Colgate-Palmolive-Peet production, represented by Ted Bates. Both agencies handle a variety of other Colgate-Palmolive-Peet products.

### Winchell Inks NBC, Joan Davis To Quit CBS

On the talent front last week Paul Winchell was signed by the National Broadcasting Company (NBC) for his exclusive TV services, and Joan Davis and Columbia Broadcasting System (CBS) came to a parting of the ways. She winds up her CBS career after her March 3 broadcast. The ventriloquist will do a half-hour video show over NBC-TV, format of which is as yet undecided.

## KLZ, WSAI Tie In Effectiveness

(Continued from page 6)

chains plugged the products in ads and displays, tying in the station.

### KLZ's Campaign

The KLZ campaign is more diversified, using a variety of tools. These included full and frequently original use of newspapers, trade magazines, spot announcements numbering as many as 200 per week, streetcar and bus cards, billboards, movie trailers, window and lobby displays, envelope stickers, dealer letters and posters. More directly, the station makes a strong sales pitch to clients by mailing out some 2,300 pieces regularly to leading network, national and local sponsors, as well as program schedules to time buyers and promotion reports to clients.

The second prize-winner, WOWO, also indicated a comprehensive approach to sales promotion. However, in addition to using various orthodox promotion formulae, the station noted that it approached the job for each client in an individual fashion, with techniques dependent upon the circumstances involved. A basic push always was made for such essentials as the WOWO coverage area, plugged in maps mailed to all who might be potentially interested, and in stressing the importance of the agricultural area in which the station is located.

### WNAX Sells Flour

Typical of the promotion efforts which won third prize for WNAX was that which it evolved for a product hitherto unknown in its area. The station took over the entire distribution and advertising job for the item, a flour, and not only created a demand but then satisfied that demand thru proper distribution methods. Thru canny mixtures of point-of-sale displays, free air plugs for local grocers and pitches on the air to retailers, the station established a demand among wholesalers, retailers and consumers. Mail orders, too, were taken thru the station. The entire promotion then was fully publicized and made the subject of direct mailings to national advertisers and agencies.

### WNYC A WINNER

(Continued from opp. page)

public service shows as *This Is Your Life*.

In line with this impressive array of public service programming, WNYC utilizes every opportunity to plug these shows via the various exploitation media of every civic organization involved, thus garnering a raft of gratis station plugs.

## Record

NEW YORK, Feb. 18.—Second place tele award won by DuMont's WABD, New York, in this year's Promotion Competition, is the third award Promotion Manager Art Schofield has won with as many stations. Previously he entered entries while with WFIL and KYW, both of Philadelphia. That means Schofield is batting 1,000—having submitted three different entries and each time coming up with a winning score.

## P&G Sets Pre-Tests Of Tele Pic Series

HOLLYWOOD, Feb. 18.—Procter & Gambl. will pre-test its newest series of video pix via special screenings or rough-cut prints before non-showbiz audiences. Plan, being tried here by P&G researcher George Hills, will include several of the pix currently being made for P&G's *Fire-side Theater* by Bing Crosby Enterprises.

Purpose is to get consumer audience reaction before the flicks hit tele screens.

## WLW IS TOPS

(Continued from page 6)

distributors. Thus, when Dennis Day came to Chicago for a personal appearance, a poster with the sponsor's name on it was placed with a great number of drugstores. Same thing happened when a food sponsor began using the outlet, with 3,500 local grocers using posters. A monthly merchandising bulletin goes out to 5,800 food dealers alone.

A record album, titled *The Power and the Programs*, was utilized by WGY as a prime promotion piece. This featured the station's talent and enabled advertisers to sample the work of these personalities. The album was slickly produced and seems certain to have made a good impression.

## WCVS A TOPPER

(Continued from page 7)

has projected it, in less than three years on the air, to the top position among evening audiences locally. Not only are evening show web personalities plugged on the afternoon of their outings on local disk jockey shows, but special teaser tricks, styled after movie trailers, are used to present 20-second sample of shows aired over KIST. In addition, the station has impressed the community with its call letters by a campaign stressing the meaning of the letters.

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# LIBERTY WEB GOES NATIONAL

## Southwest Net Will Cover 48 States by '51

Baseball to 33 in '50

NEW YORK, Feb. 18.—A fifth coast-to-coast radio network was in formation this week as the Liberty Broadcasting System (LBS) of Dallas, hitherto restricted to nine States, prepared to expand to a minimum of 33 States as of March 11. At that time it will begin airing National and American League baseball games, plus a minimum of three hours of programs daily to its affiliates. LBS President Gordon McLendon yesterday (17) set a deal with Ford Frick, National League president, giving the web exclusive rights to certain games of each league club, and non-exclusive rights to the rest of the league games. McLendon previously had secured non-exclusive American League rights.

McLendon told *The Billboard* today that LBS will be in all 48 States by 1951 with 18 hours of programing daily. By mid-April, some eight weeks from now, affiliation contracts will have expanded from the 150 stations already signed to between 250 and 300, he said. LBS coverage now has spread westward from the 71 stations in nine Southwestern States embraced during the past two years to include the entire West Coast, with stations in such cities as Los Angeles, San Francisco and Seattle. These stations are inking regular web affiliation contracts with LBS, he added. Eastern expansion has reached the Atlantic States at Virginia and other southern points, with no plans to enter the North Atlantic or New England area until next year.

Baseball this season, as in the past two years, will be sold on a co-op basis by LBS. Altho McLendon said he had numerous offers from national advertisers, the games can be sold for more money co-op. All affiliates except those in the eastern-most areas will carry LBS program features as well as the baseball games.

Initial regular program plans involve using the post-baseball hours to begin with, expanding as quickly as developments warrant. One show already set is a 90-minute musical bingo giveaway with \$2,000 in prizes daily, said McLendon. He declared that LBS will make no precipitate move to all 48 States until it has solidified its

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

### Lever Makes Tape Concession to Bob Hope

Bob Hope has received an okay from Lever Bros. to tape three forthcoming broadcasts so that the comic may fill a Paramount Theater (New York) vaude date beginning March 1. In clearing ampex taping of February 28, March 7 and March 14 airers, sponsor made it clear that this was a special concession and in no way indicated change in Lever anti-tape views. Hope's pleas for regular taping of the Tuesday night air show have been refused by Lever. It had been reported that the policy would change with the exit of Charles Luckman as head of Lever Bros., but new execs say the answer to regular taping is still "no."

### NBC Auditions Hopper Gossip Show for Radio

National Broadcasting Company (NBC) is intent on building Hedda Hopper into a radio personality comparable to Louella Parsons, who reigns as the top fem gossip on American Broadcasting Company. Net is auditioning a new Hopper format which would include variety acts as well as Hollywood gossip, with Hopper acting as emcee and chief gabber. Show, being directed for the web by Gil Gaust, will be plattered in Hollywood this week for perusal by network programming toppers. Miss Hopper is also being peddled for video, with NBC offering via kine an expensive audition show made several months ago. Stanza, reputed to cost well over 10G weekly, is being withheld until a bankroller can be snagged. Show, which would emanate from Hollywood on kine, is composed of film inserts and live studio segments, featuring top film stars and acts.

### GTE Sells Second-Run Rights on P&G Pix to WBAL-TV

General Television Enterprises (GTE), Hollywood, made its first sale of second-run rights on Procter & Gamble's "Fireside Theater" tele pic, peddling 26 quarter-hour stanzas to WBAL-TV, Baltimore. Station will air shows for Cory Corporation, coffee maker firm, which bought the series thru the Dancer, Fitzgerald & Sample Agency. Films, originally made to P&G specifications, are being offered to bankrollers on a second-run basis. WBAL-TV paid 100 per cent of Class A time for the flickers. Only difference between first and succeeding runs is that P&G alone has the right to weld two 15-minute films into a half-hour program. Other bankrollers must show the series as 15-minute strips.

### Coast Video Execs Continue Push for New Org

Hollywood tele execs are still feeling their way in an attempt to form an industry-wide organization representative of all stations. Key personnel from all seven Hollywood outlets met for a second time Thursday (17), but took no concrete steps toward setting up the org. A third meeting is set for next week. Need for the group is an offshoot of the battle to clip the wings of the Academy of Television Arts and Sciences (ATAS), which has been criticized as not being representative of the Coast video industry. Tele execs are reportedly set against further participation in ATAS, but intend to do nothing that would openly destroy the org. Instead, formation of a new outfit, similar to the Southern California Broadcasters Association, would fit demands of the video industry and obviate need for activity in ATAS (*The Billboard*, February 18).

### Spencer Named FC&B Coast AM-TV Director

S. S. (Bud) Spencer Jr. was named director of West Coast radio and television for the Foote, Cone & Belding (FC&B) Agency last week, according to Robert Ballin, manager of FC&B's Hollywood office. Spencer, veteran agency exec, succeeds the late Arnold Maguire, who held the tele post for several years prior to his recent passing.

position in the areas it is now entering.

About 70 per cent of LBS affiliates have been indies up until now. However, in areas where no indie stations are available for affiliation, McLendon said the web is signing affiliates of the existing four major networks. None of the new affiliates is available for identification at this moment.

The LBS agreement with the National League calls for at least 34 exhibition games to be aired from Florida, starting March 11. Agreement was reached first between McLendon and the eight club owners individually, followed by the agreement with Frick. Financial terms give each club the same returns, according to the LBS prexy, who also will handle the play-by-play calling. McLendon, during the past two years, did all the games via re-creation from wire service coverage, but this year will do a heavy percentage live from the ball parks.

LBS will cover the top major league game each day. However, all American League games probably will be re-created. The Mutual Broadcasting System last week also signed a non-exclusive agreement with the American League. The LBS pact calling

### DIM TV HOPE

(Continued from page 3)

with suggestions for turning over to other purposes some channels now allocated to government uses but apparently going to waste. White House sources explained that Truman's chief purpose in setting up the board was to determine whether areas could be opened to meet a growing clamor by prospective industrial users of frequencies. The board's report would come too late to be of any use to the FCC in its present quandary of trying to set up permanent TV allocations and ending the video freeze.

The FCC hopes to try to reach its allocations decision and end the freeze before next October. There is some hope in State Department circles, however, that the board's findings will be of some help in meeting the dilemma at the North American Regional Broadcast Agreement Conference.

for exclusivity on some National League games, however, will make it the only web airing on some of those dates, as well as the only network covering exhibition games prior to the regular season opening April 18.

## NBC Sticks to Sat. TV Preem; Seeks Switch

NEW YORK, Feb. 18.—The National Broadcasting Company (NBC), bowing to the expressed dissatisfaction of the Federal Communications Commission (FCC) with its Saturday night TV plan, was laboring this week-end on a substitute plan of relationship with stations carrying the show. However, the two and a half-hour program will bow next Saturday (25) as planned, with the original talent plan, according to NBC President Joseph McConnell.

McConnell returned late Friday (17) night from Washington, where he had tried to iron out the objections voiced by the FCC to the block booking plan. Web toppers huddled the following morning to seek a substitute booking plan which would meet FCC approval. The FCC in a letter mailed previously to the web and its affiliates said that the NBC scheme has the effect of securing an option for itself, since a station accepting the offer is bound to NBC, altho NBC is not bound until it signifies that a sufficient number of affiliates have accepted.

The letter also called NBC's purchase of time for resale to unidentified advertisers "a departure from the established practice of offering identifiable, unified programs," and added that the practice raises serious problems concerning FCC policy "against time brokerage arrangement which impairs the maintenance of license responsibility." The FCC simultaneously threatened to set for hearing renewal bids of NBC-TV affiliates, revoking renewals for WPTZ, Philadelphia, and WTMJ-TV, Milwaukee, and placing them on a temporary license for accepting NBC's offer to buy up their Saturday night time for subsequent resale.

## Two Major Parties To Deluge the Air In Next Campaign

WASHINGTON, Feb. 18.—Republican and Democratic leaders are beginning to set up plans for an extensive radio and TV campaign to plug their respective candidates in the November Congressional elections. The plans are still unsettled but it appears from early discussions that the politicians will use more air time than for any other non-Presidential election in history.

Altho the regular political campaigns will not get under way until later in the year, the wind-up of the congressional sessions in late July will touch off the heavy barrage. Emphasis of the radio-TV drives of both parties will be more at the local level than in the last election because there will be no national race involved.

Both Democratic and Republican officials declare they plan to make extensive use of local stations in behalf of Senate and House candidates. They also say that TV will be used where available, especially in areas where the contests are likely to be close.

Figured to pep up the coming elections is the fact that 1950 will mark the first general election in a decade that stations will be able to editorialize on their political positions without running into trouble from the Federal Communications Commission (FCC). Political leaders in the nation's capital are unsure whether many stations will take advantage of the editorializing privilege.

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# RMA HACKS AWAY AT TV TAX

## Senator Hints Probe of Tele Patent Holdings

WASHINGTON, Feb. 18. — Fresh hints of a possible Capitol Hill inquiry into television patent holdings were aired by Chairman Edwin C. Johnson (D., Colo.) this week in a bristling floor speech in which he denounced a "propaganda campaign" by "vested interests" to force the Federal Communications Commission (FCC) to lift the TV freeze before new ultra-high-frequency allocations are issued. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, indicated that his committee will take a hands-off attitude on the FCC's TV freeze despite a clamor from certain groups in the industry.

"If there is to be an investigation of television by Congress," said Johnson, "lets have one which goes into monopoly controls and patent holding devices and restrictions. Nearly a year ago technical data came into the committee's hand which will provide an excellent basis for investigating television patent monopolies. Our committee may decide that the time has come to thoroly explore what is going on, but when it does so, it will be an investigation to determine who is calling the shots and why. Meanwhile, I know the Commission (FCC) will proceed with their hearings without becoming ruffled or stampeded by high pressure tactics."

Meanwhile, the FCC moved ahead with its color TV study, preparing to view the system sponsored by Color Television, Inc. (CTI), Monday (20), with a demonstration set for Thursday (23) of the three major rival systems, the Radio Corporation of America's Columbia Broadcasting System's and CTI's. Hearings will be resumed the following week.

## Nominations Open for Year's Top Retailer

PHILADELPHIA, Feb. 18.—Nominations for the "retailer of the year" are now being accepted by the Brand Names Foundation, it was announced this week by Samuel J. Cohen, sales manager of Lit Bros. department store here, and chairman of the foundation's retail advisory committee. Entry forms have already been sent to department stores and specialty shops. The winner will be named at the Fifth Annual Brand Names Day Luncheon scheduled for April 5.

The judging committee will select the final winner on the basis of how effectively he has used newspapers, radio, direct mail and other media to show consumers the advantages of buying brand-name merchandise.

In addition to Cohen, members of the foundation's retail advisory committee are David Arons, publicity director of Gimbel Bros., Philadelphia; Robert Dundas, vice-president of Foley's, Houston; Leonard Hornbein, sales promotion manager of the Famous Barr Company, St. Louis; Henry Isaacson, vice-president of Lowenstein's, Memphis; Herold Merahan, vice-president of Gertz's, Jamaica, N. Y.; R. J. Powderly, sales promotion manager of Kresge's, Newark, N. J.; James Rotto, sales and publicity director of the Hecht Company, Washington, and Sol S. Scholder, sales promotion manager of MacInnes, Worcester, Mass.

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

### Notes on the Manufacturers

Bendix announced plans to double the present production rate by increasing factory space and acquiring additional test equipment. . . . DuMont has sent its mobile TV studio, the Telecruiser, on a 22-city tour in the East and South. . . . The board of directors of the Hoffman Radio Corporation voted to split the corporation's stock on a three-for-two basis. . . . William Shea has been named assistant sales manager of Tele King. Shea was formerly vice-president and general sales manager of Rex Compacts. Franklin K. Lamb, Tele King vice-chairman of the board, was formerly president of the compact company. . . . Tele King is expected to start deliveries this week on a 14-inch rectangular-tube table model to retail at about \$180. . . . Motorola has issued a catalog sales manual featuring the company's sets in room setting. . . . DuMont's factory-owned distributorship in New York named Albert C. Allen as district manager for the Westchester and Connecticut areas. . . . Jane Alderdyce has been named manager of the co-op advertising department of Admiral.

### Activity on the Philadelphia Front

Sam Brenner and Ed Pressman have opened the E. and S. Television & Electronics Company. Other new firms established here are Victor Television Service, Inc.; the Keystone Television Company, headed by Arthur G. Lipschut, and the 20th Century Television Company, Inc., wholesale house for radio, TV appliances and household furnishings. . . . The Almo Radio Company, local distributors, are building a larger warehouse close to the downtown district, and are shopping around for another branch site. . . . John A. Hickey, of the engineering staff of Raytheon, lectured before the Philadelphia Radio Service Men's Association meeting last week in the KYW Auditorium. . . . Paul V. Forte is the new executive secretary and public relations director of the Television Contractors' Association of Philadelphia. . . . The Theodore Presser Company appointed F. A. P. Ziesmer general manager of its new retail store in the downtown district. Ziesmer was formerly with John Wanamaker's in charge of the record, radio and television departments of the Philadelphia and New York stores. . . . The entire stock, estimated at \$87,267, of 78's in both classical and pops is being offered at 75 per cent off the list price by the Shryock Radio & Television Company. The special sale is limited to 78's and does not include long playing and 45's. . . . Bob Wasserman has bought a half interest in Dynamics Studios, a New York outfit making television movie shorts.

### No Post-Holiday Slump in TV Production

Reversing the usual post-holiday pattern, TV set production continued at record level during January, the Radio Manufacturers' Association (RMA) announced yesterday (17). Output totaled 335,588 receivers to top all months of last year except November, which covered a five-week period. The final week in January reached an all-time record of 97,986 sets.

### TV Spread Likely To Hypo Furniture Sales

The rapid spread of TV sets in the nation's homes will prove a stimulant to sales of all types of furniture, the Commerce Department predicted last week. "Under the influence of television," said the agency, "family life is again beginning to center around the home; in consequence, a reawakened interest in the home and its furnishings may reasonably be expected to follow." Already, stated the department, lounge chairs that swivel and sofas, chairs, and tables mounted on rubber tire wheels have been designed to meet the growing needs of home television audiences.

### DuMont Adds Skier, Norfolk Distribber

The Allen B. DuMont Laboratories announced last week the appointment of Norman Skier as administrative assistant to Ernest A. Marx, general manager of the receiver sales division. Skier was assistant sales manager for Pilot. DuMont also named the Norfolk Distributing Company, Norfolk, as distributor in the Virginia-Carolina territory and opened a regional sales office in Dallas, as headquarters for Bill Scales, regional sales manager in the South.

### Wiesenthal Buys Out Hill in Liberty Shops

The chain of Liberty Music shops in the metropolitan New York area partially changed hands last week when Herman Wiesenthal purchased Arthur Hill's interest in the radio-television-record shops. After many years of active association with the firm, Hill is retiring from business. No change in store policy or personnel is expected.

### V-M Delivers 2 New 3-Speed Portables

NEW YORK, Feb. 18.—The V-M Corporation started making deliveries this week on two new three-speed automatic-record changers as portable phono sets. Model 8025A, retailing at \$69.95, features a single-needle cartridge and five-inch speaker. Model 105, a restyled version of V-M's model 100A, will retail at \$37.50. List price on the 100A phono will remain at \$31.50. All three sets utilize the single-needle cartridge.

### MGM and Columbia Lose Big Distribbers

NEW YORK, Feb. 18.—Two major record companies lost important distributorships this week when Ludwig Hommel & Company, Pittsburgh, decided to drop the Columbia line, and the Sues, Young & Brown distributor, Los Angeles, gave up the MGM line. Both organizations are said to have dropped their record lines in order to concentrate on TV and appliances.

A replacement for the Hommel company has not been set by Columbia. MGM is said to reorganiz-

## FCC Freeze, Color Video In Spotlight

### Prep Anti-Excise Pitch

CHICAGO, Feb. 18. — A strong stand against the proposed TV excise tax, an expression in favor of lifting the TV-allocation freeze, and a stand against introduction of color television were the highlights of a quarterly meeting here this week of various committees and the board of directors of the Radio Manufacturers' Association (RMA). Meeting was attended by representatives of over 50 set and parts manufacturers and saw 41 manufacturers predicting during an informal poll, that the industry would produce over 4,500,000 TV sets this year. This figure contrasts with past 1950 estimates of between 3,500,000 and 4,000,000 sets.

During meetings on the excise tax problem, plans were made for anti-tax presentation next Tuesday (21) by RMA President Raymond Cosgrove before the House Ways and Means Committee. It was decided that RMA would join forces with telecasters, labor organizations and other interested groups anxious to prevent passage of the 10 per cent TV excise, on grounds that it would hurt the industry during a crucial period of growth. Cosgrove's testimony is expected to follow the pattern of the anti-tax statement made by RMA last week.

Set and parts manufacturers took a stand against the introducing of color TV at this time. RMA's stand will continue to be that, until color television can be made compatible with black and white and use the same number of lines per picture (525), it should remain in the laboratory. Altho nobody would admit it, this stand was definitely anti-CBS and pro-RCA. Considered significant was the fact that over 20 set manufacturers were represented in the meetings devoted to freeze lifting and color.

Sub-committees on TV set advertising and TV rights to sporting events also made reports. Under the chairmanship of Stanley H. Manson, the advertising committee reported it had progressed on setting up code of advertising ethics for the entire industry. This code ultimately is expected to recommend that false claims concerning performance of sets be stopped and advertising of picture sizes by square-inch references be eliminated. Formal adoption of these standards is expected to take place at the RMA membership meeting in June.

During the three-day meeting (15-17), membership of a newly formed national television system committee was announced. This committee, comparable to group that set up black and white TV standards in 1941, is expected to work out recommended standards for ultra-high-frequency (UHF) and color television. Altho the 1941 group was formed at the specific request of the Federal Communications Commission (FCC) new org has been suggested by manufacturers, with tacit approval of the FCC but no advance indication that recommended standards will be accepted by the government.

ing Southern California distribution thru a new firm headed by Gordon Wolfe in Los Angeles. A San Francisco office has not been set, however. Sues, Young & Brown operated out of both West Coast cities.

# ASCAP DOC ALL-EMBRACING

## Monumental Decree To Be An All-Out Effort To Square Away Society on All Fronts

General Code Affects Pix, Pubs, TV, Writers, Foreign Ties

By Ben Atlas

WASHINGTON, Feb. 18.—Likely to be handed up early next month, the Department of Justice's long-awaited amendment to the American Society of Composers, Authors and Publishers (ASCAP) will be a general code for ASCAP's lawful operations, perhaps the most monumental legal document of its kind in the amusement industry.

The revised decree will be written in broad, general language, and will be all-embracing in scope. Barring unexpected changes, the amended decree will be, as previously foretold (*The Billboard*, February 11), a single package deal, wrapping up ASCAP's domestic issues and bringing a settlement to the Department of Justice's long-pending cartel suit against the Society. While the language will be broad, the code will have the force of carrying out the original Leibell decision's taboo against any ASCAP members repre-

senting "two sides on a legal or monetary question." In contractual arrangements for collecting performing rights fees, this would amount to separation of ASCAP music publishing interests from film interests.

Altho the code itself is not expected literally to specify such a divorce, the effect would be the same, since individual contractors will face the duty and responsibility to live up to the code in any future arrangements.

### A Modernization

The revised decree will be intended to modernize the original decree and the language of the Leibell decision so thoroly that it will have a direct effect on ASCAP's arrangements with the television industry. ASCAP sources revealed that this will have particular significance in connection with current contract negotiations with the TV industry. In addition, the forthcoming document, ASCAP sources confirmed, will incorporate a writer-classification plan along compromise lines. This plan will not be represented in the new code as a hard-and-fast stricture imposed by the Justice Department, but rather as a formula worked out by ASCAP to which the Justice Department is registering no disapproval.

ASCAP bigwigs, who have been negotiating for a long period with the Department of Justice's anti-trust division on the amendment to the 1941 consent decree, have been showing strong willingness to consummate the deal as a landmark remedy to internal problems which (See ASCAP Decree on page 43)

## Tucker's Brush-Off of Prom Highlights Aches of Booker

CHICAGO, Feb. 18.—Difficulties of band bookers in setting collegiate prom dates for name bands was illustrated last week in an incident involving a cancellation of a January 21 date by Orrin Tucker's ork at Colorado University, Boulder, Colo. The incident was brought to light when it was learned that the 178 colleges and universities, which are members of the Association of College Unions (ACU), were notified that Tucker's band had broken its pact with the Colorado school.

Tho the university did not bring legal action against Tucker, the fact that the information had been disseminated among the member schools was viewed as a blackeye for the ork in future bookings. The ACU is currently studying what it considers illegal practices by band booking offices. These practices will be thoroly discussed at a coming spring meeting of ACU to be held at an Eastern resort (*The Billboard*, October 29).

When contacted, Joe Kayser, chief of Music Corporation of America's (MCA) one-nighter department here, said he had okayed the Tucker date with the Colorado school by phone around December 1. Kayser said that he talked with Tucker soon after

### Words and Music

NEW YORK, Feb. 18.—Elsie Simmons girl Friday to William S. Paley, chairman of the board of Columbia Broadcasting System (CBS), has written the lyrics for *Come Into My Heart*, Robert Yaseen's ballad, recently recorded and released by Columbia Records. The cleffing job represents the first joint effort of a duo known more in radio and business than music circles. Miss Simmons, with CBS for years, is a writer of parody lyrics for *Sing It Again*, CBS music quiz show. Yaseen gave up a business career to concentrate on songwriting in collaboration with Miss Simmons.

Chappell & Company will publish *Heart*.

## New RCA Pub, Diskery Plan

NEW YORK, Feb. 18.—Joe Csida, head of the RCA Victor artists and repertoire department, this week unveiled a new system designed to simplify diskery-publisher contacting. The plan is built "not to revolutionize the business but to make the work easier to negotiate."

The new system, which will be revealed to publishers in a letter from Csida, is based on the allocation of pubber contacts to the individuals on the a. and r. staff—Hugo Winterhalter, Henri Rene, Charles Grean and Dewey Bergman. Each pubber will be asked to submit his tunes to his assigned contact. Each of the Victor men are empowered to turn down "impossible" songs. "Acceptable" material will be discussed further in regular Monday and Thursday meetings of the a. and r. men with Csida supervising.

Csida pointed out that this system is being created as a time-saving device in order to allow the diskery time to deal with artists and artist relations.

## SPA Lists Six "Major" Diskers For Contract

NEW YORK, Feb. 18.—In a letter to members, the Songwriters' Protective Association (SPA) has gone on record as to which of the recording companies are "major," insofar as the SPA contract is concerned. They are Victor, Decca, Columbia, Capitol, Mercury and MGM.

The letter of explanation was sent out because of an optional clause added to the 1947 revised SPA contract by agreement of some publishers and writers. The added clause guarantees a major recording of the song being contracted for. "Since this condition is better than the minimum terms of our contract, it is acceptable to SPA," the letter reads. "However, in such contracts it is necessary that a 'major recording' be specifically defined."

When asked on what basis the six diskeries named were selected as the majors, an SPA spokesman said that the list represents an informal consensus of publishers contacted on the question. The spokesman said that he would like it made clear, however, that the list was not to be regarded as definitive or arbitrarily binding. If pubber and writer agree in designating a company other than one of the six as a major waxery for contractual purposes, SPA will have no objection.

It also was pointed out that the "major record" clause is not part of the basic 1947 contract as such, but is merely inserted by some publishers and writers as an extra option.

## Gray Diskings A la G. Miller

HOLLYWOOD, Feb. 18.—Decca Records and orkster Jerry Gray will go all out to revive Glenn Miller stylings in future Gray diskings dates. While Gray has heretofore shied clear of imitating the Miller ork, conductor now feels it's time to make an open bid for Miller's perch. He claims the "right" to inherit the Miller mantel by virtue of his long stint as arranger for Miller and personal relationship with the late band leader.

First of Gray's diskings to boast the Miller hallmark are currently on the market, including *Sitting by the Window*, *Crew Cut*, *Bamboo* and *By the Waters of the Minnetonka*. All bear resemblance to the old Miller stylings in varying degrees. Gray, speaking out against other orksters who have patterned their style after Miller's, feels that if anyone is to take over it might as well be he.

Says Gray: "I never wanted to cash in on Glenn's reputation, but with these new bands coming up and playing what they think is Miller music, I decided it was time to step in and produce some of the real stuff."

## Palladium Premiere Nixed by Flanagan

HOLLYWOOD, Feb. 18.—Ralph Flanagan turned down the Hollywood Palladium's invitation to premiere his band at the Coast's swank dancery.

According to Earl Vollmer, Palladium topper, the batoner was offered a four-week stand here for his debut location job. This was turned down by General Artists Corporation (GAC). Flanagan's agency, who wants to keep the maestro in the East for at least another year.

## 40 on Savoy's 1st 45 Release

NEW YORK, Feb. 18.—Savoy Records' entry into the 45-r.p.m. disk field will be a full-scale effort, it was indicated this week by the diskery's topper, Herman Lubinsky. Next week Lubinsky will launch a first release of 40 disks. A large portion of the material is on the new platters gleaned from masters purchased from the defunct Sonora diskery. These are for the most part instrumental standards and semi-classical. Also included in the release are several polkas, spirituals and Errol Garner piano diskings.

The diskery will also continue to add to its long-playing line, with a single George Shearing LP skedded for release this week.

Savoy has recently obtained several Dixieland jazz masters from its affiliate, Savoy of England. Sides were cut in England during October and November by the veteran American jazzman, Sidney Bechet.

## Lester Sacks Quits Encore

NEW YORK, Feb. 18.—Lester Sacks exited his post as professional manager of Herb Levine's Encore-Jewel pubberies this week. The move follows the much-bruited report that Sacks may figure in the new high-guarantee deal Henry Spitzer is negotiating with Broadcast Music, Inc. (BMI) (*The Billboard*, February 18). Latest word is that the deal will soon be consummated, but Spitzer and BMI are still a few thousand dollars apart in their thinking.

Meanwhile it was learned that Encore will almost certainly not be renewed on a guarantee basis by BMI when the contract runs out in April. The firm will continue in business, along with the Jewel operation, the latter an American Society of Composers, Authors and Publishers (ASCAP) affiliate.

## Vogue Assets Under Hammer

CHICAGO, Feb. 18.—All physical assets of Vogue Recording, Inc., the Detroit firm which introduced the short-lived Vogue picture disk, will be auctioned in that city March 9, according to Leonard Kreiser, of Industrial Plants Corporation here. The plant and its equipment will go on the block at 11 a.m. March 9 at 4919 East Eight-Mile Road.

In the inventory are such items as 32 75-ton hydraulic book type semi-automatic presses; 17 electric preheaters; a 75-ton dieing press with coil straightener and scrap chopper; compounding room equipment such as a Banbury mixer, mixing mill and batch mixer; a hammer mill and rotary record edging machines; plating room equipment such as a recto-plater, assorted plating tanks and polishing heads, and tool room machinery such as vertical mills, turret lathes, internal grinders, drill presses, a coating and drying unit and assorted tools and office equipment. The ultra-modern recording studio and control room, said to contain equipment which cost \$50,000, will also be auctioned. The plant will be open for inspection after March 6.

Vogue Records went out of business about 28 months ago. The firm was headed by Tom Saffedy, Detroit manufacturer.

## 25% Copy't Bite In Old Wis. Law

MILWAUKEE, Feb. 18.—A never-enforced tax law on the statue books of Wisconsin since 1935 has cropped up and is threatening to take a 25 per cent slice of copyright fees accruing to American Society of Composers, Authors and Publishers (ASCAP), and Broadcast Music, Inc. (BMI).

Searching for new sources of tax revenue, State Auditor Jay Keliher called the existence of this little-known tax to the attention of the legislative council subcommittee on fiscal planning in session at Madison February 14. The law calls for a basic charge of \$20 per year for a license to operate on all organizations collecting royalty fees for use of copyrighted music in Wisconsin, plus a franchise tax of 25 per cent of all gross receipts.

The fact of the matter is that the tax has not been collected since the law's inception due to the State's neglecting to set up any machinery to enforce the law or collect the tax.

## Tutti Risks All! Puts Snead Golf Tips on LP Wax

NEW YORK, Feb. 18.—Tee Titan Tutti Camarata may be creating some new competition for himself when the golf season rolls around this year. The London artists-repertoire chief has recently completed the disk production, *Shooting Par Golf With Sam Snead*, which the diskery has skedded for release early this spring. The waxing, which will occupy a 12-inch long-playing platter, features Snead himself giving tips on all phases of the game, including grip, stance, special shots, etc. The champ also recounts a number of historical golf incidents. Helping with the continuity are his assistant, Gary Nixon, and sportscaster Bill Stern, who makes the opening and closing announcements.

Included with the disk, which will retail at \$5.95, is a large booklet with diagrams and supplementary instruction.

London merchandising chief D. H. Toller-Bond has indicated that the diskery is going all out on the packaging of the unit, aiming at a heavy sale thru sporting goods houses as well as disk shops.

# MPPA Smacks Bootleg Tunes

## National, Mercury To Divide Up "Cake" With Tune's Co-Release

NEW YORK, Feb. 18.—National Records, with a disk that shows signs of quick hit potential, has taken the highly unusual step of leasing the side to Mercury Records for co-release. The number is *If I Knew You Were Comin' I'd've Baked a Cake*, sung by Eileen Barton in her debut on National.

National's hope is that by putting out the tune under the Mercury banner concurrently with its own, the combined distribution power can saturate the market. Major diskeries are reportedly whipping out fast coverage jobs on the tune, and National, as a modest indie, figures it can do a better job of bucking the anticipated competition with Mercury's help. What the financial arrangement will be was not revealed, but the firms are closely related, literally speaking: Al Green, National prexy, is the father of Irv Green, Mercury's prexy.

The set-up poses some interesting questions in regard to distribution conflicts between National and Mercury outlets located in the same areas. According to Mercury, a plan is being worked on whereby distributors for National "in areas where the disk already has a foothold will not be in

conflict." What Mercury's answer will be to those of their distributors who, tho located near by National distributors, nevertheless demand the record has apparently not yet been decided, but is being "worked out."

Meanwhile, a flock of top publishers have been bidding for the tune, which is the property of Orten Music, Chicago. According to all reports, some fancy offers have been made—heavy advance, a large percentage arrangement on copy sales, a hefty slice of mechanicals—but Orten, owned by a Chicago theater proprietor, is holding on.

Miss Barton, whose performance on the *Cake* etching has raised trade attention, has been booked into the Latin Quarter here beginning April 23 for four weeks with options.

## NBOA Chapter Formed in Ohio

CLEVELAND, Feb. 18.—In a meeting held Wednesday (15) at the Neil House, Columbus, O., approximately 22 State ballroom operators formed the Ohio Ballroom Operators' Association (OBOA), a chapter of the National Ballroom Operators' Association (NBOA).

Milt Magel, owner of Castle Farm, Cincinnati, and Club Madrid, Louisville, was elected prexy, with Tony Cavalier, New Elm Ballroom, Youngstown, O., secretary, and Robert Wingard, Rainbow Gardens, Fremont, O., treasurer. The board of directors includes Lloyd Meyers, Aragon Ballroom, Cleveland; Dave Conrad, Cabanas Club, Fremont; C. A. Brown, Buckeye Lake (O.) Park, and Bob Burge, Centennial Terrace, Sylva, O.

Ops covered the current cabaret tax and Petrillo's attempt to return to the old Form B band contracts as well as band booking problems. The Buckeye ops intend to meet again in about three months.

## Iowa NBOA Huddle Slated for Feb. 27

CHICAGO, Feb. 18.—The scheduled meeting of the Iowa membership of the National Ballroom Operators' Association (NBOA) February 13 at the Laramar Ballroom, Fort Dodge, Ia., was canceled because of weather conditions which reached blizzard proportion Sunday (12). Larry Geer, who was to have headed the confab, told *The Billboard* that the meeting had been tentatively scheduled for February 27 in Des Moines.

Otto Weber, managing secretary of the NBOA, will notify Iowa members of the new date.

## Jay Witmark Passes at 77

NEW YORK, Feb. 18.—Jay Witmark, one of the pioneer organizers of the American Society of Composers, Authors and Publishers (ASCAP), and who, with his late brothers, Isidore and Julius, founded the noted music publishing firm of M. Witmark & Sons, died Thursday (16) at his home here after an illness of several weeks. He was 77.

The Witmark catalog, now, along with Harms and Remick one of the great catalogs held by the Warners music interests, includes scores of over 30 Victor Herbert operettas, Sigmund Romberg scores, songs from George M. Cohan shows, tunes of Chauncey Olcott, Ernest R. Ball and other great writers who contributed heavily to the ASCAP pool of standard music.

In 1929 the firm was sold to the Warners, and several years later Jay retired.

Witmark, together with Nathan Burkan, Raymond Hubbell and others helped found ASCAP in 1914. For 20 years he was a director of the Society and thru the years he held various administrative posts. He was made the Society's first honorary member in 1929, when Witmark retired from ASCAP as a result of the firm's being sold.

Witmark is survived by a sister, Mrs. Joseph A. Klein.

## Wash. Music Guild & Distribs Help Jukers Get Coveted Wax

WASHINGTON, Feb. 18.—Local disk distributors and the Washington Music Guild (WVG) are beginning to work out a co-operative plan to help juke operators to get the records they want. Decca started things off by creating a special program department to work with all distributors in an attempt to iron out difficulties operators have in selecting and buying disks. Under WVG consideration is the setting up of a sort of co-operative buying program to

aid small operators who can use only a few disks at a time.

According to WVG, such operators at present must buy their disks in small lots at retail prices. The Guild's idea is to stock what it feels are hit records in good supply at wholesale prices and then resell them to the smaller operators at the wholesale price plus a small percentage to cover costs of the operation.

The program department will also (See *Wash. Music Guild* on page 119)

## Inspires Suit In Michigan By 2 Pubbers

### Copyright Piracy Charged

NEW YORK, Feb. 18.—Muscle Publishers' Protective Association (MPPA), moving to stamp out the bootleg trade in arrangements of copyrighted songs, has inspired a suit against one Larry Livingston in Federal Court of the Eastern District of Michigan. The actual plaintiffs are the Shapiro-Bernstein and Mills pubbers, with Sidney Wattenberg, MPPA counsel here, preparing the suit, and the Michigan firm of Grosner and Burak acting as the attorneys of record.

The complaint alleges that Livingston made arrangements, without permission, of Shapiro-Bernstein's *On the Sunny Side of the Street* and Mills's *Sweet Lorraine* and sold them to ork leaders. The plaintiffs are seeking an injunction restraining the defendant from offering for sale his arrangements of the two tunes.

The association is acting on complaints from members indicating that the trade in unauthorized cleffings is on the up-beat, affecting mainly firms with standard tunes. According to the copyright law, the copyright owner controls the right to make arrangements of a song, and in a test case some years ago this was reaffirmed thru a decision holding that the publisher has dominion over arrangements in printed music form.

According to MPPA, arrangers have been advertising long lists of special orchestrations (made without consultation with the copyright owners) in musicians' newspapers and magazines, sending mimeographed lists of arrangements by direct mail, and in general openly and unabashedly carrying on a land-office business in unauthorized cleffings.

## MGM Signs Up Monica Lewis

NEW YORK, Feb. 18.—MGM Records this week inked thrush Monica Lewis to a waxing pact. Miss Lewis last recorded for Decca and previous to that had made a number of Signature diskings.

The diskery also got into the swing to Dixieland by etching a date with a big two-beat band fronted by Bob Haggart, former arranger and bassist with the prewar Bob Crosby band.

**The Billboard**  
DJ  
Monitoring  
Service

Week  
of  
February  
8-14

Monitored Leading  
Jockeys in

NEW YORK, MINNEAPOLIS,  
ATLANTA, SAN DIEGO

This service is available by subscription in 13-week periods. For further information write Miss Charlotte Summers, The Billboard, 1564 Broadway, New York 19, New York.

# Petrillo Outlines Position Of AFM on Form B Hassle; Letter Studied by NBOA

CHICAGO, Feb. 18.—James C. Petrillo, prexy of the American Federation of Musicians (AFM), last week offered the first argument to back up his attempt to a return to the old Form B contract thru an amendment to the present Social Security Act (*The Billboard*, February 4). Petrillo offered the rebuttal to consistent arguments by the National Ballroom Operators' Association (NBOA) in a letter to Norbert M. Kowalski, a member of the musicians' org and op of the Granite City Coliseum, St. Cloud, Minn. The letter was read at the first meeting of the northern seg of NBOA Monday (13) at the Radisson Hotel, Minneapolis.

The letter from the AFM chief follows:

"February 7, 1950.

"Dear Mr. Kowalski:

"Thanks for your letter of February 2d concerning the amendments to the Social Security and unemployment compensation acts.

"To be sure, the Federation has approved these amendments, and for many good reasons. You must realize that in most cases the leader of an orchestra, especially those local orchestra leaders, are no more than sidemen who found an opportunity to become leaders and obtained engagements at flat union scale.

"Since you are a member of the union you can understand that it is very possible that the saxophonist who is a sideman tonight, becomes a leader tomorrow, and the following night becomes a sideman—that is the history of our music business. Are

these sidemen-temporary orchestra leaders to be denied Social Security in their old age merely because they accepted an opportunity to get a band together for a few occasions? Is it not true also that if a leader of any band must pay the employer taxes, he is going to charge you and any other purchaser of music the amount of this tax, over and above union scale? He cannot possibly exist if he, as leader, is to assume the financial burdens of the employer's tax and could not possibly take any engagements if, in the final analysis, he finds that he is working for less than the sideman after paying the employer's taxes.

"The name band leader, of course, charges you more money for the engagement and, consequently, can afford to pay the taxes and also has his own bookkeeping and auditing system, but the little local leader who all of a sudden becomes the employer, has no means of taking care of this bookkeeping transaction—filling out all necessary forms—while you, as an employer, are already equipped and are paying taxes for your waitresses, bartenders, ticket takers, cashiers and all other miscellaneous help necessary to your business.

"The matter of the employer-employee relationship, insofar as it concerns the music business, has always been very confused, and the decision of the United States Supreme Court in deciding the case of the ballroom operators of Iowa did not clarify or settle the general issues. For example, in New York State, the State

(See Petrillo Outlines on page 66)

## Mooney's Bucks

NEW YORK, Feb. 18.—When *Silver Dollar* stopped rolling this week it wound up in Art Mooney's pocket.

The tune, which has been drawing attention via the Johnny Long disking on King, was bought by Mooney's Hampshire House pubbery, which he operates with Paul Case. It also was recorded by the MGM orkster, Rialto Music, from which the song was taken over, has announced that it was copyrighting the Johnny Long arrangement of the tune—and the twist now is that Mooney, a competing orkster, collects the mechanical royalties earned by the Long disk.

## 3 More Indie Detroit Labels

NEW YORK, Feb. 18.—Three more indie labels are debuting here, making about 20 in all for Detroit.

The B. J. Exploitation Company, headed by Jack Paster, has adopted the Dansrite label. First release will be made by Don Pablo and his orchestra, Latin-American group.

A second label, Schooner Records, located in Dearborn, Mich., was registered this week. Owners are Nurjan and Matthew M. Schooner. Plans are to specialize in the religious field. An album of six Liberty hymns are scheduled for April 1.

A third label is United Records. This is owned by United Sound Systems, headed by James and Joseph Syracuse, who have bought out the local plant of the American Record Pressing Company. The plant was formerly run by Glenn R. Moore, ork leader, who went into the pressing business two years ago. United has recently recorded Frank Gillis and His Dixie Five.

## Akron Jockey, WAKR Tangle

AKRON, Feb. 18.—Akron's No. 1 disk jockey, Alan Freed, has been enjoined from broadcasting over an Akron radio station until at least February 21. A temporary injunction was issued Thursday (16) by Summit County Common Pleas Judge Walter B. Wanamaker at the request of attorneys for Station WAKR, American Broadcasting Company station here.

Freed last week left WAKR, where he had been employed the past five years, and started broadcasting over Akron's WADC, Columbia Broadcasting System outlet. WAKR attorneys accused Freed of a breach of contract and asked that he be prohibited from broadcasting on any station within a 75-mile radius of Akron for one year.

The WAKR suit alleged Freed signed a contract agreeing that he would not accept radio station employment within 75 miles of Akron for one year after leaving the station's employ.

To prove that Freed actually broadcast over WADC on February 15—three days after his contract with WAKR terminated—WAKR tape recorded a portion of his program. A transcript of the recording was read in court.

Freed's attorney, asking that the injunction not be granted, argued that a man's livelihood was at stake. He told the court it was worth \$25,000 to Freed to have the case continued without a restraining order. He emphasized that Freed was not employed by WADC but merely used the station's facilities. Freed, he argued, was employed by an Akron advertising agency, the Lew Platt Agency, which had contracted for the broadcast time.

Judge Wanamaker ignored the argument and issued an order restraining Freed from further broadcasts until Tuesday (21) when a hearing on a permanent injunction is scheduled.

## Merchandising Pays Off:

# Meyer, of Philly's World Store, Stresses Personal Attention

By Maurie Orodener

PHILADELPHIA, Feb. 18.—"It's the personal attention that stimulates the customer's interest," observes W. E. Meyer, record department manager at World Store, Incorporated, "and that makes for increased sales." The World Store, in the West Philadelphia sector, is one of the largest radio, television and record shops in the city.

By "personal attention," Meyer means more than being gracious or putting on a stock theatrical smile. He means catering to the customer to give him a knowledge of everything connected with record players. Most important, it means keeping the customer up-to-date.

As a result, the "confusion" created by the varying speeds was no confusion for Meyer. Instead of asking the customer which of the three speeds the customer desired, Meyer would take time out to explain them all. Every shellac buyer was given a full demonstration of the new speeds. In every case, the time taken out for the demonstration resulted in sales of new record players or attachments. "And that meant continued buying of records," said Meyer.

When a customer asks for a new release that is not yet available or in stock, he doesn't leave the store until the clerk has taken his name and address. A personal note follows when the item is in stock. Clerks also make a special effort to learn a customer's musical tastes. The next time the customer visits the store, the clerk is ready with the

new releases available to that disk buyer. Mailings are also designed to meet the tastes of customers.

Special attention is given to store display itself. "It's hard enough to keep the customers coming into the store," said Meyer. "That makes it all the more important that store appearance be inviting so that they'll stay once they're in." Self-service dispensers are used for all new releases on all speeds. Albums are displayed on table tops in order to attract the eye. In addition, classical singles are kept in special books classified as to instrumental solos, vocals or orchestras, and are also accessible to the customer for examination. Window displays of albums are changed frequently, always made up so as to tie in with a holiday or special promotion. Accessories are always suggested after the customer has completed his record purchase, and all needles are on display so that the customer need not be reminded.

In addition to the direct mail and co-op ads in the daily newspapers, Meyer finds that copy placed in church and organization magazines in the community are very productive, both in terms of good public relations and in sales.

"Above all, it's focusing special attention on the customer's own personal interest," declared Meyer. "Keeping customer interest high has meant keeping sales high. It's that personal attention which has paid us dividends in plus sales."

## Where To Buy Juke Box Records...

An up-to-date geographical listing of record distributors and the labels they handle will be published in *The Billboard's Big 1950 Juke Box Supplement*.

You'll be able to use this list NOW and FOR MONTHS TO COME, so be sure to get your copy of this special supplement to be published as a section of the March 4 issue.

Use the  
coupon  
TODAY!

52

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*Hit Coverage of  
THE MOST EXCITING TUNE IN YEARS!*

# the 3<sup>rd</sup> MAN THEME

Coupled with\*

## THE CAFE MOZART WALTZ

BY	<b>GUY LOMBARDO</b>	Instrumental Fox Trot	DECCA 24839
BY	<b>ETHEL SMITH</b>	Organ Solo	DECCA 24908
BY	<b>ERNST NASER</b>	Zither Solo	DECCA 24916
BY	<b>HANK GARLAND</b>	(*Coupled with <b>LOWDOWN BILLY</b> ) Both Guitar Solo	DECCA 46218



**AMERICA'S FASTEST  
SELLING RECORDS**

# TRADE ACCLAIMS

# 'HERE COME THE BANDS'

from **The Billboard** Feb. 18, 1950

## RCA REVIVING DANCE ORKS

### "Here Come the Bands" Bally Centers on Heavy Popular Album Releases

All-Out Promosh Covers All Angles; Has Trade Significance

NEW YORK, Feb. 11.—Details of the most intensive attempt ever made to revive name bands as a major factor in the pop disk business—and perhaps to resuscitate the band business as a whole—were completed this week by Joe Csida, RCA Victor a. and r. chief. Crux of the plan centers around the release of the heaviest pop record package ever created—a series of 15 albums coupling the diskery's name bands with the most outstanding composers. All albums are already cut and are scheduled to be shipped February 17. Meanwhile the diskery has blue-printed an elaborate promotion campaign, costing \$159,000. Co-ordinated by Herb Hender, this involves exploitation via newspapers, magazines, disk jockeys, spot announcements and special display kits.

Built around the theme *Here Come the Dance Bands Again*, the promotion will strongly tie into the new 45 r.p.m. campaign. Tho available on both 45 and 78, the 45 albums will be shipped first, with 78s to follow.

#### Promosh Details

About \$100,000 of the allotted total sum will be spent on 400-line newspaper ads, to be run in key dailies across the country. Each of 87 dailies will carry four ads, one each week. Consumer advertising will include space in *The Saturday Evening Post*, *Collier's*, *Ebony* and other national mags. Radio-wise, RCA will use spot announcements on NBC stations, plus commercials on NBC's *Screen Director's Playhouse*, plus additional tips with NBC affiliates. Distributors will stage local parties for key dealers, disk jockeys, newspaper men—these parties to be timed with the arrival of disks. A special publicity kit will be made up for distributors, including posters, pix of band leaders, by-line stories by Fred Astaire, Music Corporation of America (MCA) exec Larry Barnett, Meadowbrook's Frank Dalley, Paramount Theater's Bob Weitman and other names in the band business. Quota contests are planned for record managers and distributors salesmen, etc.

#### Disk Jockey Bally

The disk jockey end of the promotion is particularly extensive. RCA

will give 1,000 key jocks the entire set of 15 albums, totaling 45 records. The cost of this is estimated at \$22,000. In order to cash in as heavily as possible on this facet, distributors are urged to get from each station a definite commitment by February 8 as to how much air time the albums will be given during the first 10 days. Distribs will work with stations on a priority basis. It is already known that jockey response is very strong, with stations promising high air time totals. Jockeys, in addition, will receive a 40-page kit, containing script material, biogs, a history of all phases of the band business and other material which will simplify the station's programing task.

The foregoing includes the chief highlights of the promotion.

#### RCA's Thinking

The thinking behind the RCA Victor band promotion stems back to Joe Csida, who early in his regime considered the possibility of reviving the sales potential of the band end of the RCA pop talent roster. The diskery has a grip on top names in this field. Loathe to experiment with such time-tested names as Tex Beneke, Vaughn Monroe, Tommy Dorsey and other properties, Csida conceived the idea of building a new band—Ralph Flanagan—who would record a series of disks in the musical style of the classic dance maestri. These disks, strictly for dancing, would deliberately play down the vocals. Dancing would be the theme, and the intent would be to revive the excitement which formerly attached to the sounds of Benny Goodman, Artie Shaw, the Dorseys, etc. Flanagan, tradesters today admit, has been successful. Spotting him on the low-priced 49-cent Bluebird label, he first made two disks. RCA followed this with a precedental four-record release. The diskery's idea was that if the Flanagan formula had a flaw, this would show it up. Instead, disk jockey reaction and sales figures proved beyond a doubt that Flanagan, strictly on a dance kick, had developed into a strong piece of talent.

#### Other Company Moves

Victor's move was followed by Decca, which built bands around

Jerry Gray and Sonny Burke, and Capitol, which restyled Ray Anthony's ork along lines of the traditional names and immediately signed a flock of maestri including Jan Garber and Benny Strong. Columbia concentrated efforts on Les Brown and Harry James.

As Flanagan got hotter he sold more records on Bluebird than long-established name bands sold on the 79-cent label—proving beyond a doubt that the public's interest in dance music was not completely dead. With this established, Victor decided to take the dramatic step of putting out its album series, coupling the diskery's strong names with the greatest composers. Bands were urged to "play as they played 10 years ago"—and, according to reports, the tootlers outdid themselves.

#### Csida Blueprints

The job of rounding up the talent and cutting the albums was done in rapid time. Csida started blueprinting the project two and one-half months ago. By January 1 all sides were cut with the exception of the Monroe album. This was done by January 17.

From a financial point of view RCA's band venture would seem to be rolling already. Victor first aimed at an initial order of 100,000 on the first distributor round-up. With only three-fourths of the distributors accounted for as of Wednesday (8), orders totaled 200,000. It's estimated that the total, on the first distributor round-up, will hit 250,000.

#### Trade Significance

Apart from its significance to the disk industry, the RCA venture is of vast interest to the entire band business and music trade. Should the move catch on strongly it could conceivably revive the dance band field, which has been dormant since 1942, when vocalists, under the impetus of the craze for Frank Sinatra, preempted the field from the dance beat maestri. Such a revival, of course, would mean the rebirth of the road, a reorientation of publishers' plugging practices, etc. Such a complete renaissance would be the optimum result of Victor's strategy. Plans are now brewing to tie band agencies, ballroom operators and ballroom operators' associations into the over-all dance band movement in order to accomplish as thoro going a revitalization as possible. From Victor's standpoint such an optimum result, while desirable and hoped for, would not be necessary for the success of the venture. A heavy disk sale and consequent upping of the sales potential of the diskery's band list, all of which seems very likely, would more than write off the cost of the venture.



**RALPH FLANAGAN**  
plays  
**RODGERS AND HAMMERSTEIN**

- Some Enchanted Evening
- People Will Say We're in Love
- The Surrey With The Fringe On Top
- It Might As Well Be Spring
- If I Loved You
- Oh, What A Beautiful Mornin'

(WP-268)

**SAMMY KAYE**  
plays  
**IRVING BERLIN**

- Blue Skies
- Always
- How Deep Is The Ocean
- Say It Isn't So
- A Pretty Girl Is Like A Melody
- Alexander's Ragtime Band

(WP-266)

**VAUGHN MONROE**  
plays  
**VICTOR HERBERT**

- Ah! Sweet Mystery of Life
- Toyland
- Kiss Me Again
- Indian Summer
- Gypsy Love Song
- I'm Falling In Love With Someone

(WP-264)



Business' Greatest Merchandising Idea...

# RCA VICTOR'S

# BANDS AGAIN' DRIVE

from **VARIETY** Feb. 15, 1950

## RCA'S BIG DANCE BAND HOOPLA

90 all-time hits! "Designed For Dancing"

### 15-ALBUM SPREAD SET FOR RELEASE

**TEX BENEKE**  
plays  
**HOAGY CARMICHAEL**

- Star Dust
- Lazy River
- Lazy Bones
- Rockin' Chair
- Georgia On My Mind
- Riverboat Shuffle

(WP-267)

**SPADE COOLEY**  
plays  
**BILLY HILL**

- The Last Round-Up
- Wagon Wheels
- Lights Out
- In The Chapel In The Moonlight
- Empty Saddles
- The Old Spinning Wheel

(WP-275)

**TOMMY DORSEY**  
plays  
**COLE PORTER**

- Just One of Those Things
- Love For Sale
- Why Shouldn't I
- You Do Something To Me
- I Get a Kick Out Of You
- It's Delovely

(WP-263)

**LARRY GREEN**  
plays  
**VINCENT YOUMANS**

- Tea For Two
- Carioca
- Time On My Hands
- More Than You Know
- Sometimes I'm Happy
- I Want To Be Happy

(WP-272)

**ERSKINE HAWKINS**  
plays  
**W. C. HANDY**

- St. Louis Blues
- Careless Love
- Memphis Blues
- Aunt Hagan's Children
- Beale Street Blues
- John Henry Blues

(WP-273)

**SPIKE JONES**  
plays  
**THE CHARLESTON**

- The Charleston
- Charlestons-Mio
- Black Bottom
- Doin' The New Raccoon
- I Wonder Where My Baby Is Tonight
- Varsity Drag

(WP-277)

**WAYNE KING**  
plays  
**JOHANN STRAUSS**

- The Blue Danube
- Wine, Women and Song
- Tales From The Vienna Woods
- Emperor Waltz
- You and You
- Voices of Spring

(WP-270)

**FREDDY MARTIN**  
plays  
**JEROME KERN**

- Make Believe
- All The Things You Are
- Smoke Gets In Your Eyes
- I've Told Every Little Star
- The Song Is You
- Who

(WP-265)

**RAY McKINLEY**  
plays  
**RODGERS AND HART**

- My Heart Stood Still
- Blue Moon
- You Took Advantage of Me
- It's Easy To Remember
- Blue Room
- Thou Swell

(WP-271)

**CLAUDE THORNHILL**  
plays  
**GEORGE GERSHWIN**

- Oh, Lady Be Good
- Bidin' My Time
- The Man I Love
- Summertime
- Embraceable You
- Fascinatln' Rhythm

(WP-269)

**MIGUELITO VALDES**  
plays  
**ERNESTO LECUONA**

- The Breeze and I
- La Comparsa
- Malaguena
- Say Si, Si
- Always In My Heart
- Jungle Drums

(WP-276)

**CHARLIE VENTURA**  
plays  
**DUKE ELLINGTON**

- It Doesn't Mean A Thing
- Sophisticated Lady
- Solitude
- Take The "A" Train
- Mood Indigo
- Prelude To A Kiss

(WP-274)

Spurred on by the reaction to the new band led on RCA Victor records by Ralph Flanagan, Victor has prepared what is perhaps the most tremendous putsch that any recording company has ever laid out in behalf of the dance band industry. It has compiled a series of 15 albums made during the past couple months, by as many bands on the Victor roster, to be issued all at the same time under the title *Here Come the Dance Bands Again*.

Every album in the series is a "dance beat" grouping of recordings of the finest of standard material. They will be shipped the end of this week for retail release by March 1.

Victor has appropriated \$175,000 for the promotion of the series, which will be used to underwrite dozens of different ideas. One, for example, calls for the buyer of an album to receive a coupon entitling the holder to one free dance lesson at any Fred Astaire school of dancing. A complete set of the 15 albums will be shipped to disk jockeys on 1,000 radio stations throuth the country, all of whom have agreed to devote two hours weekly to promoting the disks on the air.

Victor execs are elated over the pre-release response it has gotten from distributors. They had anticipated initial orders of perhaps 100,000 albums, a figure which has repeatedly been revised upward due to distrib response. As of Monday (13) initial orders for the series call for shipment of between 225,000 and 250,000 sets.

Victor execs hope to accomplish with the huge promotion and the albums, a complete revival of the dance band business. Because of the results already achieved with Flanagan's Bluebird and now Victor records, it's felt that the dance band business is still there, if it can be tapped by the right approach and the right promotion.

Music recorded by the 15 Victor bands was assigned to each by composers. And only the best compositions by each composer were used, excepting the tunes that have thru repeated use become too familiar to the public.

RCA VICTOR "45" ALBUMS

ALSO AVAILABLE ON CONVENTIONAL RECORDS

Sugar 'n spice 'n everything nice!

**MINDY  
CARSON**

Serves a delicious platter of...

**CANDY  
and  
CAKE**

backed by

**"MY FOOLISH HEART"**

RCA VICTOR No. 20-3681

**RCA VICTOR RECORDS**

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
I

The Nation's Top Tunes

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

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

**HONOR ROLL OF HITS**

(Trade Mark Reg.)

- | This Week   | Last Week  |
|---|--|
| <p><b>1. CHATTANOOGIE SHOE SHINE BOY</b><br/> <small>Records available: Bradford &amp; Romano, V(78)20-3685, (45)3208; B. Crosby-V. Schoen Ork, Dec 24863; T. Duncan, Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "Y" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147; P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669; The Pepperettes-Horace Heldt, "Horace Heldt MS 1022; Two-Ton Baker, Mer 5369.<br/>                     Electrical transcription libraries: The Satisfiers, Associated; Jimmy Lytell-The Delta Eight, Thesaurus; Henry Jerome, Lang-Worth.</small></p> | <p>By Stone and Stapp<br/>                     Published by Acuff-Rose (BMI)<br/>                     1</p>                  |
| <p><b>2. RAG MOP</b><br/> <small>Records available: Ames Brothers, Coral 60140; Bradford &amp; Romano, V(78)20-3685, (45)47-3208; R. Flanagan Ork, V(78)30-0025, (45)54-0020; the Foggy River Boys, Dec 46214; D. Sausage, Regal 3251; J. Wills, Bullet 696; J. Dorsey, Col(78)38710, (33)1-499; The Starlighters-P. Weston Ork, Cap(78)844, (45)F-844; L. Hampton, Dec 24855; G. Daniels, 4 Star 1414; Pee Wee King, V(78)21-0167, (45)48-0179; J. James, 4 Star 1419; J. Bond Ork, MGM 10627.<br/>                     (No information on electrical transcription libraries available as The Billboard goes to press.)</small></p>                           | <p>By Wills and Anderson<br/>                     Published by Hill &amp; Range Songs (BMI)<br/>                     2</p>   |
| <p><b>3. DEAR HEARTS AND GENTLE PEOPLE</b><br/> <small>Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596, (45)47-3102; B. Greco, London 558 B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016; B. Pandis, Process 523.<br/>                     Electrical transcription libraries: Kay Armen, Associated; Bob Crosby, Standard.</small></p>  | <p>By Bob Hilliard and Sammy Fain<br/>                     Published by E. H. Morris (ASCAP)<br/>                     3</p>  |
| <p><b>4. THERE'S NO TOMORROW</b><br/> <small>Records available: A. Dale, Harmony 1078; T. Martin, V(78)20-3582, (45)47-3078; E. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636.<br/>                     Electrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worthy; Bob Eberly, World.</small></p>  | <p>By Hoffman, Corday and Carr<br/>                     Published by Paxton (ASCAP)<br/>                     4</p>           |
| <p><b>5. MUSIC! MUSIC! MUSIC!</b><br/> <small>Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavaliaro, Dec 24881; Homer &amp; Jethro-J. Carter, V(78)21-0169, (45)48-0181; M. Katz, Cap 862; F. Martin Ork, V(78)20-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col(78)28704, (33)1-489; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369.<br/>                     Electrical transcription libraries: The Satisfiers, Associated.</small></p>   | <p>By Steven Weiss and Bernie Baum<br/>                     Published by Cromwell (ASCAP)<br/>                     5</p>     |
| <p><b>6. I SAID MY PAJAMAS</b><br/> <small>Records available: H. Babbitt-M. Tilton, Coral 60157; D. Day, Col (33)1-497, (78)38709; E. Merman-R. Bolger, Dec 24873; M. Whiting-F. DeVol Ork, Cap (78)841, (45)F841; T. Martin-F. Warren-H. Rene Ork, V(78)20-3613, (45)47-3119.<br/>                     (No information on electrical transcription libraries available as The Billboard goes to press.)</small></p>  | <p>By Eddie Pola and George Wyle<br/>                     Published by Leeds (ASCAP)<br/>                     6</p>          |
| <p><b>7. CRY OF THE WILD GOOSE, TRE</b><br/> <small>Records available: F. Laine, Mer 5363; Tennessee Ernie, Cap(78)40280, (45)F-40280; T. Gilkyson, 4 Star 1430; B. Darnel, Coral 60163; J. Marine, Dec 24895.<br/>                     (No information on electrical transcription libraries available as The Billboard goes to press.)</small></p>  | <p>By Terry Gilkyson<br/>                     Published by American (BMI)<br/>                     10</p>                    |
| <p><b>8. I CAN DREAM, CAN'T I?</b><br/> <small>Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553, (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092; J. Livingston, Varsity 204; R. Eberhart, Columbine 105.<br/>                     Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard; Kay Armen, Associated.</small></p>  | <p>By Irving Kahn and Sammy Fain<br/>                     Published by Chappell (ASCAP)<br/>                     7</p>       |
| <p><b>9. OLD MASTER PAINTER, THE</b><br/> <small>Records available: P. Harris Ork, V(78)3608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 8342; D. Haymes, Dec 24801; S. Lanson, London 555; J. Paris, National 9094; F. Sinatra-The Modernaires, Col 38650; P. Lee-M. Torme, Cap 791; J. Livingston, Varsity 232.<br/>                     Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard, World.</small></p>  | <p>By Beasley Smith and Haven Gillespie<br/>                     Published by Robbins (ASCAP)<br/>                     6</p> |
| <p><b>10. JOHNSON RAG</b><br/> <small>Records available: P. Bailey, Col(78)38673, (33)1-455; P. Bailey, Harmony 1088; J. Dorsey Ork, Col 38649; Holyman Quartet, Rondo 207, G. Moore, MGM 10589; R. Morgan Ork, Dec 25442 and Dec 24819; A. Rey Ork, Cap 57-735; J. Teter Trio, London 501; J. Teter Trio, Sharp S 2; C. Thornhill Ork, V(78)20-3604, (45)47-3110.<br/>                     Electrical transcription libraries: Dick Jurgens, Associated; Al Trace, Lang-Worthy; Claude Thornhill, Thesaurus; George Wright, Thesaurus.</small></p>   | <p>By Hal, Kleinhauf and Lawrence<br/>                     Published by Miller (ASCAP)<br/>                     8</p>        |

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AMERICA'S BEST GIRL!

# DINAH SHORE

Turns another  
new hit  
to  
**GOLD**



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

**COLUMBIA**

7 Inch  record  
1-469

PAIRED WITH

**"MORE THAN ANYTHING IN THE WORLD"**

ORCHESTRA UNDER THE DIRECTION OF HARRY ZIMMERMAN

**COLUMBIA**

78 RPM record  
38689

**STOCK IT! DISPLAY IT! PLAY IT!**



**IT SELLS LIKE "BUTTONS AND BOWS"!**

# COLUMBIA RECORDS

First, Finest, Foremost in every kind of recorded music. Originators of  Records for Uninterrupted Listening Pleasure.

TUNE IN - TIE IN... COLUMBIA  RECORD PARADE, EVERY SUNDAY, CBS NETWORK

# A SURE WINNER!

We have concluded arrangements with Fairway Music Corp. to be sole Agents for . . .

# "Broken Down Merry-Go-Round"

by Arthur Herbert & Fred Stryker

Recorded by

**MARGARET WHITING-JIMMY WAKELY**  
Capitol Records

**PATTI PAGE-REX ALLEN**  
Mercury Records

**EILEEN WILSON-DICK THOMAS**  
Decca Records

**JON and SANDRA STEELE**  
Coral Records

**BOBBY LEE**  
4 Star Records

★ ★ ★

Watch for News of Additional Recordings

★ ★ ★

WE EXPECT TO MAKE THIS THE NEXT NUMBER ONE SONG HIT OF THE COUNTRY

**VOGUE MUSIC CO., Inc.**

HENRY SPITZER, Pres.

MURRY WOLFE  
1608 NO. ARGYLE AVE.  
HOLLYWOOD 28, CALIF.

ELMORE WHITE  
1619 BROADWAY  
NEW YORK 19, N. Y.

The Billboard

## MUSIC POPULARITY CHARTS

PART II

### Sheet Music

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



#### BEST-SELLING SHEET MUSIC

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

POSITION				Publishers
Weeks to date	Last Week	This Week		
11	1	1.	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
5	3	2.	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
10	6	3.	THERE'S NO TOMORROW (R)	Paxton
4	5	4.	I SAID MY PAJAMAS (R)	Leeds
4	9	5.	RAG MOP (R)	Hill & Range
3	10	6.	MUSIC! MUSIC! MUSIC! (R)	Cromwell
8	2	7.	BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney
12	4	8.	OLD MASTER PAINTER, THE (R)	Robbins
11	7	9.	I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell
20	13	10.	I CAN DREAM, CAN'T I? (R)	Chappell
3	14	11.	DADDY'S LITTLE GIRL (R)	Beacon
1	—	12.	CRY OF THE WILD GOOSE, THE (R)	American
19	7	13.	DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
13	10	14.	JOHNSON RAG (R)	Miller
1	—	15.	ENJOY YOURSELF (R)	E. H. Morris

#### ENGLAND'S TOP TWENTY

POSITION				English	American
Weeks to date	Last Week	This Week			
12	1	1.	HARRY LIME THEME	Chappell	Chappell
6	1	2.	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
5	4	3.	JEALOUS HEART	E. H. Morris	Acuff-Rose
12	3	4.	HOP SCOTCH POLKA	Leeds	Cromwell
17	7	5.	YOU'RE BREAKING MY HEART	Chappell	Algonquin
5	5	6.	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell
12	6	7.	I'LL STRING ALONG WITH YOU	Feldman	Witmark
9	8	8.	WHY IS IT?	Cinephonic	BMI
18	8	8.	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
5	12	8.	DOWN IN THE GLEN	L. Wright	Mills Music
5	8	11.	MULE TRAIN	Chappell	Walt Disney
24	13	12.	CONFIDENTIALLY	Chappell	Chappell
11	20	12.	IS IT TOO LATE	Kassner	Dave Dreyer
13	11	14.	OUR LOVE STORY	Unit	J. J. Robbins
37	13	15.	FOREVER AND EVER	Francis Day	Robbins
13	16	16.	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	*
14	18	17.	MONDAY, TUESDAY, WEDNESDAY	Dash	Leeds
1	—	18.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE?	Victoria	Irving Caesar
1	—	19.	SOMEDAY MY HEART WILL AWAKE	Chappell	Chappell
2	20	20.	BEST OF ALL	Connelly	*

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

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225 PC

Scoring again with Six Great New Sides!

# Margaret Whiting



**RHYTHMIC**

## "SOLID AS A ROCK"

A strong rhythm number with the Jud Conlon Singers and Frank DeVol and his Orchestra

backed up by **"SURE THING"**  
on 78 rpm No. 851 on 45 rpm No. F851

**BALLAD**

## "SORRY"

Written by the late great Richard Whiting and gloriously interpreted by his songstress daughter

With Frank DeVol and his Orchestra

backed up by **"The Sun Is Always Shining"**  
on 78 rpm No. 776 on 45 rpm No. F776

**NOVELTY**

## "BE MINE"

With the Jud Conlon Singers and Frank DeVol and his Orchestra

## "I SAID MY PAJAMAS (AND PUT ON MY PRAY'RS)"

Vocal by Margaret Whiting and Frank DeVol

on 78 rpm No. 841 on 45 rpm No. F841



backed up by

The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

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

PART III

Billboard TRADE SERVICE FEATURE

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: POSITION, Weeks Last This to date, Week, Record Title, Artist, Label, and other details. Includes records like 'CHATTANOOGIE SHOE SHINE BOY' and 'RAG MOP'.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

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

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

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

Table with columns: Song Title, Artist, Label, and other details. Includes songs like 'Bibbidi-Bobbidi-Boo' and 'I Can Dream, Can't I?'.

(RH) SYSTEM

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

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

Week of February 10 to February 16

Table with columns: Songs, Publisher, and Tot. P. Includes songs like 'Bibbidi-Bobbidi-Boo' and 'Big Movie Show in the Sky'.

Vox Jox

GOTHAM GAB . . . Thrush Monica Lewis began subbing for Jack Eigen at the WMGM nightly remote stint from the Copa Monday (3).

PHILLY PHADDLE . . . In a tie-up with Mercury Records, Ramon Bruce (WHAT) offered a date with the label's Johnny Hartman as a letter-writing contest prize.

PUBSERV NOTES . . . WICH, Norwich, Conn., ran an around-the-clock fund-raising wax request show recently to build the pot for the New London County infantile paralysis campaign.

COAST CLIPS . . . Bob Long, KRDU, Dinuba, Calif., wonders how he can contact other spinners specializing in teen-age shows to compare notes on new records, program ideas, etc.

CINCY CAPERS . . . Radio and tele disk jocks at WCPO, Cincinnati, will sign a loyalty pledge to the government, Mort C. Watters, general manager, announced this week following the listing in Sunday's Cincinnati Enquirer (12) of one unnamed Cincy disk jockey as a member of the Communist party.



**BY SPECIAL ARRANGEMENT WITH NATIONAL RECORDS**

**ALSO AVAILABLE ON**

**Mercury Records**

**(5392)**

**THE SAME ORIGINAL  
SMASH HIT VERSION OF**

**"IF I KNEW YOU WERE  
COMIN' I'D'VE**

**BAKED A CAKE"**

**SUNG BY**

**Eileen Barton**



**THE BILLBOARD PICKS:**

**IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE**

..... **Eileen Barton**

Infectious, spirited delivery of a cute-as-a-button novelty item with verve and vinegar. Miss Barton glitters with exuberance in her very auspicious disk debut.

**... GOING LIKE WILDFIRE!**

**Available For Immediate Delivery**

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

# The Billboard

## MUSIC POPULARITY CHARTS

### PART IV

#### TRADE SERVICE FEATURE

### Retail Record Sales

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

#### BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1	1	1	CHATTANOOGIE SHOE	R. Foley	Dec 46205—BMI
				SHINE BOY	Dec 46205—BMI	
4	2	2	2	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604—ASCAP
				Copenhagen	London 604—ASCAP	
7	3	3	3	RAG MOP	Ames Brothers	Coral 60140—BMI
				Sentimental Me	Ames Brothers	Coral 60140—BMI
3	5	4	4	CRY OF THE WILD	F. Laine	Mercury 5363—BMI
				GOOSE, THE	F. Laine	Mercury 5363—BMI
16	4	5	5	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078—BMI
				Thousand Violins, A	T. Martin	V(78)20-3582; (45)47-3078—BMI
12	6	6	6	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798—ASCAP
				Mule Train	Bing Crosby-P. Botkin's String Band	Dec 24798—ASCAP
5	8	7	7	I SAID MY PAJAMAS	T. Martin-H. Rene	V(78)20-3613; (45)47-3119—ASCAP
				Have I Told You Lately That I Love You	T. Martin-H. Rene	V(78)20-3613; (45)47-3119—ASCAP
23	7	8	8	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins	Dec 24705—ASCAP
				Wedding of Lili Marlene, The	Andrews Sisters-G. Jenkins	Dec 24705—ASCAP
3	9	9	9	IT ISN'T FAIR	S. Kaye	V(78)20-3609; (45)47-3115—ASCAP
				My Lily and My Rose	S. Kaye	V(78)20-3609; (45)47-3115—ASCAP
4	12	10	10	CHATTANOOGIE SHOE	Bing Crosby-V. Schoen	Dec 24863—BMI
				SHINE BOY	Bing Crosby-V. Schoen	Dec 24863—BMI
				Bibbidi-Bobbidi-Boo	Bing Crosby-V. Schoen	Dec 24863—BMI
4	18	11	11	DADDY'S LITTLE GIRL	D. Todd	Rainbow 80088—BMI
				Who'll Be the Next One to Cry Over You?	D. Todd	Rainbow 80088—BMI
13	13	12	12	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368—ASCAP
				Speak a Word of Love	D. Shore	Col(78)38605; (LP)1-368—ASCAP
3	10	13	13	RAG MOP	L. Hampton	Dec 24855—BMI
				For You My Love	L. Hampton	Dec 24855—BMI
21	11	14	14	JOHNSON RAG	J. Teter	London 501—ASCAP
				Back of the Yards	J. Teter	London 501—ASCAP
6	14	14	14	JOHNSON RAG	J. Dorsey	Cap(78)38649; (LP)1-426—ASCAP
				Charley My Boy	J. Dorsey	Cap(78)38649; (LP)1-426—ASCAP
3	24	16	16	QUICKSILVER	Bing Crosby-Andrews Sisters	Dec 24827—ASCAP
				Have I Told You Lately That I Love You?	Bing Crosby-Andrews Sisters	Dec 24827—ASCAP
2	24	17	17	RAG MOP	R. Flanagan	V(78)20-3688; (45)47-3212—BMI
				You're Always There	R. Flanagan	V(78)20-3688; (45)47-3212—BMI
6	23	18	18	WEDDING SAMBA	Edmundo Ros	London 499—BMI
				Too Much Tempo in My Rumba Beat	Edmundo Ros	London 499—BMI
2	—	19	19	DEAR HEARTS AND GENTLE PEOPLE	Dennis Day	V(78)20-3596; (45)47-3102—ASCAP
				I Must Have Done Something Wonderful	Dennis Day	V(78)20-3596; (45)47-3102—ASCAP
6	15	20	20	ENJOY YOURSELF	G. Lombardo	Dec 24825—ASCAP
				Rain or Shine	G. Lombardo	Dec 24825—ASCAP
7	27	21	21	BLUES STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107—BMI
				Fairy Tales	O. Bradley Quintet	Coral 60107—BMI
6	19	21	21	WITH MY EYES WADE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344—ASCAP
				Oklahoma Blues	P. Page Quartet	Mercury 5344—ASCAP
5	20	21	21	BAMBOO	V. Monroe	V(78)20-3627; (45)47-3143—ASCAP
				Little Golden Cross, A	V. Monroe	V(78)20-3627; (45)47-3143—ASCAP
4	17	21	21	BIBBIDI-BOBBIDI-BOO	P. Como	V(78)20-3607; (45)47-3113—ASCAP
				Dream Is a Wish Your Heart Makes, A	P. Como	V(78)20-3607; (45)47-3113—ASCAP
7	—	21	21	OLD MASTER PAINTER	F. Sinatra-The Modernaires	Col 38650—ASCAP
				Lost in the Stars	F. Sinatra-The Modernaires	Col 38650—ASCAP
2	28	26	26	IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE	D. Shore	Col(78)38689; (LP)1-469—ASCAP
				More Than Anything in the World	D. Shore	Col(78)38689; (LP)1-469—ASCAP
6	28	27	27	JOHNSON RAG	R. Morgan	Dec 25442—ASCAP
				China Doll	R. Morgan	Dec 25442—ASCAP
7	—	27	27	BIBBIDI-BOBBIDI-BOO	J. Stafford-G. MacRae	Cap 57-782—ASCAP
				Echoes	J. Stafford-G. MacRae	Cap 57-782—ASCAP
1	—	27	27	RAG MOP	J. L. Willis	Bullet 696—BMI
				Near Me	J. L. Willis	Bullet 696—BMI
19	28	30	30	DREAMER'S HOLIDAY	A. P. Como	V(78)20-3543; (45)47-3036—ASCAP
				Meadows of Heaven, The	A. P. Como	V(78)20-3543; (45)47-3036—ASCAP
12	16	30	30	OLD MASTER PAINTER	D. Haymes	Dec 24801—ASCAP
				THE	D. Haymes	Dec 24801—ASCAP
				Why Was I Born?	D. Haymes	Dec 24801—ASCAP
7	—	30	30	OLD MASTER PAINTER	P. Harris	V(78)20-3608; (45)47-3114—ASCAP
				THE	P. Harris	V(78)20-3608; (45)47-3114—ASCAP
				St. James Infirmary	P. Harris	V(78)20-3608; (45)47-3114—ASCAP

#### CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
20	2	1	1	WOODY WOODPECKER AND HIS TALENT SHOW	(Two Records)	
				M. Blanc-B. May Ork	(Two Records)	Cap(78)DBX-3032, (45)CBXF-3032
2	9	2	2	CINDERELLA	(Two Records)	
				I. Woods & Others	(Two Records)	V(78)Y-399, (45)WY-399
20	3	3	3	BOZO AND THE BIRDS	(Two Records)	
				P. Colvig-B. May Ork	(Two Records)	Cap(78)DBX-3033, (45)CBXF-3033
89	6	4	4	BOZO AT THE CIRCUS	(Two Records)	
				Alan Livingston-Vance "Pinto" Colvig	(Two Records)	Cap BBX-34, DBX-114
26	5	5	5	BUGS BUNNY IN STORYLAND	(Two Records)	
				Mel Blanc-A. Livingston	(Two Records)	Cap DBX-3021
86	7	6	6	BUGS BUNNY	(Three Records)	
				Mel Blanc	(Three Records)	Cap(78)CC-64, (45)CCF-3004
26	—	7	7	LITTLE ENGINE THAT COULD	(Two Records)	
				P. Wing	(Two Records)	V Y-341
9	3	8	8	HOWDY DOODY AND THE AIR-O-DOODLE	(Two Records)	
				Bob Smith-H. Rene Ork	(Two Records)	V(78)Y-397, (45)WY-297
89	1	9	9	LITTLE TOOT	(One Record)	
				Don Wilson-The Starlighters	(One Record)	Cap(78)DAS-80, (45)CASF3001
44	—	10	10	BAMBI	(One Record)	
				S. Temple-Chorus, P. Smith, Director	(One Record)	V Y-395
35	—	11	11	PECOS BILL	(Three Records)	
				Roy Rogers-Sons of the Pioneers	(Three Records)	V Y-375
7	13	12	12	MR. TOAD	(One Record)	
				B. Rathbone-E. Blore	(One Record)	Cap(78)EAS-3048, (45)KASF-3048
15	—	12	12	RUDOLPH, THE RED-NOSED REINDEER	(One Record)	
				G. Autry	(One Record)	Col(78)38610, (LP)1-375
2	—	14	14	GOSSAMER WUMP	(One Record)	
				Frank Morgan and Billy May Ork	(One Record)	Cap EAS-3012

#### CLASSICAL SINGLES

225	1	1	1	Clair de Lune	Jose Iturbi	V(78)11-8851; (45)49-0176
11	2	2	2	Sleigh Ride	Boston Pops Ork, Arthur Fiedler, Conductor	V 10-1484
164	3	3	3	Warsaw Concerto	Boston Pops Ork, Arthur Fiedler, Conductor	V(78)11-8863; (45)49-0252
171	5	4	4	Jalousie	Boston Pops Ork, Arthur Fiedler, Conductor	V 12160
212	5	4	4	Chopin's Polonaise	Jose Iturbi	V(78)11-8848; (45)49-0134

#### CLASSICAL ALBUMS

1	—	1	1	Bach: Well-Tempered Clavicorn (Six Records)	W. Landowska	V(78)DM-1338; (45)WDM-1338
8	1	2	2	I Can Hear It Now, Vol. II (Five Records)	F. W. Friendly	Col(78)MM-881; (LP)ML-4261
116	3	3	3	Tchaikovsky: Nutcracker Suite (Three Records)	Eugene Ormandy, Conductor Philadelphia Ork	V 1020
13	3	3	3	Beethoven Symphony No. Three in E Flat Major Op 55 (One Record)	The Philharmonic Symphony Ork of New York B. Walter, Conductor	Col(78)MM-858; (LP)ML-4228
1	—	5	5	Offenbach: Tales of Hoffman (Three Records)	R. Jobin-Bourvil-R. Doria-V. Boye-G. Boue-F. Revoil-R. Faure-L. Musy-A. Pernet-C. Soix-R. Bourdin-Chorus and Ork Du Theatre Nationale De L'Opera Comique-A. Cluytens, Director	Col(78)MOP-31; (LP)SL-6 SL106

#### POP ALBUMS

41	1	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza	Col(78)MM-850, (LP)ML-4180
4	2	2	2	GENTLEMEN PREFER BLONDES (Seven Records)	Original Broadway Cast	Col(78)MM-895, (LP)ML-4290
25	3	3	3	JOLSON SINGS AGAIN (Four Records)	Al Jolson	Dec(78)716, (LP)DLP-5006
18	4	4	4	THAT MIDNIGHT KISS (Three Records)	Mario Lanza-RCA Victor Ork	V(78)DM-1330, (45)WDM-1330
3	6	5	5	SONGS BY BILLY ECKSTINE (Three Records)	Billy Eckstine	MGM 48
50	7	6	6	KISS ME, KATE (Six Records)	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Col(78)C-200, (LP)ML-4140
5	5	6	6	DIXIE BY DORSEY (One Record)	J. Dorsey Ork	Col(78)C-196, (45)CL-6095
23	9	8	8	SQUARE DANCE (Four Records)	C. Stone and His Square Dance Band	Cap(78)BD-44, (45)ADF-4002
126	—	9	9	GLENN MILLER (Four Records)	Glenn Miller	V P-148
7	—	10	10	GUY LOMBARDO TWIN PIANO (Four Records)	Guy Lombardo	Dec(78)A-512, (LP)DLP-5002

## Dealer Doings

**COREN AGAIN . . .** "Cordel Records does it again," says a letter from Manager I. Gregg Coren. "Our competition can't figure out how we got Dick Contino to make a personal appearance at our shop, being so far away from his itinerary route." Notified of Contino's availability just two days in advance, Coren worked closely with the manager of the RKO Missouri Theater, Ed Harvey, of Milner Record Sales, and Station KIMO. Prom mag sent a photographer to cover the p.a. Coren reports that Contino's first words were: "Do you have a copy of the Andrews Sisters version of Charley My Boy?" In the excitement, tho, Contino forgot to take the record. Coren's Kansas City, Mo., shop shipped the disk, however, to Contino's next stop, the Warner Theater, Oklahoma City. "That's the way to keep a friendship," says Coren.

**FRAT BOYS BUY . . .** From the Knoxville Music Center, Knoxville, June Grant sends a suggestion for disk dealers in college towns. "We sent a nice letter to all fraternities in our city (the University of Tennessee is located here) and addressed it to the fraternity president. We told him of our selection, hit records and also listed our popular standards. As a result the boys started to pour into our shop. They even started record parties—the price of admission being one disk. As you can imagine, we cleaned out our stock of old standards and sold hits by the dozens. Not only did the letter pay off immediately, but now the boys are in the habit of coming here for their records."

#### FOLK-COUNTRY CENTER . . .

Radio Center, Fort Worth record shop owned and operated by Bill Green, is headquarters for the Lone Star Jamboree. Business has boomed, says Green, since he started a series of Saturday night personal appearances. Leon Payne, Floyd Tillman, Jimmy Wakely, Ernest Tubb, Red Foley, Hank Snow and Jimmy and Leon Short are some of the names who've appeared at Radio Center. Eddy Arnold is due for an appearance in April. The appearances are often aired over the local station, in addition to regular disk shows sponsored by Green. He reports a complete sellout on a Tennessee Ernie appearance.

**SELLING TIPS . . .** Brown and Meidl, New Ulm, Minn., lends disks to the local radio station. New releases only are used this way, with the store advertising the same disks in the local newspaper. . . . The Polsky Record Shop, Akron, suggests putting a record brush on the tone arm of the most-used record demonstrator. "We sold 18 record brushes the first week we tried that," says E. Ritzman, disk buyer. . . . R. J. Szydlowski, Music Mart, Burlington, Wis., reports that "our greatest sale of pop records with the least effort on the part of the clerk is made by tacking pages of The Billboard pop chart listings in our record booths. This suggests all the hits to the customer and lessens the need for dependence on the clerk's memory." . . . The Morris Sanford Company, Cedar Rapids, Ia., sponsors five 15-minute disk shows a week and devotes one of them to kid records exclusively. "It really pays off!" according to the disk shop.

**REMODELING . . .** Mr. and Mrs. Ralph Colucci, owners of the Record Shops, Hartford, Conn., have announced plans to remodel the two stores extensively and launch sales of television sets. In addition to records the stores now sell phonos, radios and accessories.

**GOOD ADVICE . . .** A Waterbury, Conn., music concern, New England Music Shop, under the heading of "Here Is Something for Nothing!" offered some advice to veterans in newspaper advertising. "To all veterans," said the ads, "We advise you to bank your insurance bonus until the time you may want to use it! Put it in your favorite bank—and someday you'll thank us for it. If you need anything we sell, such as a radio, piano, washer, refrigerator, stove or musical instrument, we will give you good low-cost credit terms so that you need not touch your bonus savings. And don't buy what you don't need—ever!"

**LP PLAYER DEAL . . .** The Symphony Music Shop, Boston, reports outstanding success with a special deal whereby disk buyers get a long-playing attachment free after buying a specific number of LP disks. It works this way: An actual agreement form is used for each customer interested in the deal. Upon signing the agreement and purchasing an LP attachment for \$12.95 and an LP disk for \$4.85, the customer becomes eligible to get a refund on the purchase price of the player. To qualify for the refund the customer has to buy one LP disk each month for a year. Upon purchase of the 13th disk the \$12.95 is refunded. The Symphony Music Shop states that a large number of customers actually buy their 13th disk within three to six months.

**ORDER IT NOW!!!**

**2**

**FOR YOUR MONEY!**



**ART MOONEY'S**

**(IF I KNEW YOU WERE COMIN')**

**"I'D'VE BAKED A CAKE"**

**AND**

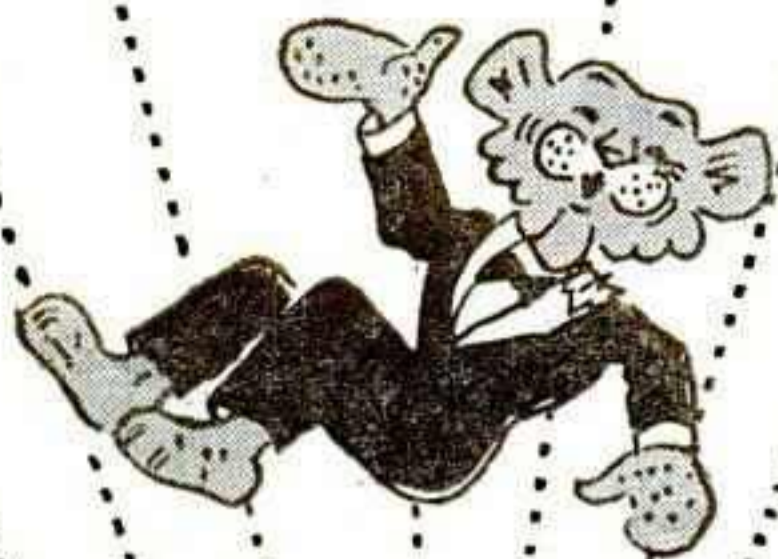
**"SILVER DOLLAR"**

**MGM-10668**

**2**

**HITS BACK TO BACK**

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 19, N.Y.



# BARRON'S

## DYNAMITE

### ON THIS ONE!

ARE YOU LONESOME TONIGHT  
PENNY WISE AND LOVE FOOLISH



# BLUE BARRON

and his Orchestra

M-G-M Non-Breakable 10628

*Order 'em fast!*

Pressed on **METROLITE NON-BREAKABLE** under Normal Use

# M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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

The  
**Billboard**

MUSIC POPULARITY CHARTS

PART  
V

## Juke Box Record Plays

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

Billboard  
TRADE  
SERVICE  
FEATURE

### MOST-PLAYED JUKE BOX RECORDS

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

POSITION			Weeks to date	Last Week	This Week	Record	Label
5	1	1.	5	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley	Dec 46205—BMI
6	2	2.	6	2	2.	RAG MOP	Ames Brothers...Coral 60140—BMI
13	3	3.	13	3	3.	DEAR HEARTS AND GENTLE PEOPLE...Bing Crosby-P. Botkin's String Band...	Dec 24798—ASCAP
2	5	4.	2	5	4.	MUSIC! MUSIC! MUSIC!...T. Brewer	London 604—ASCAP
22	4	5.	22	4	5.	I CAN DREAM, CAN'T I?...Andrews Sisters	Dec 24705—BMI
15	6	6.	15	6	6.	THERE'S NO TOMORROW...T. Martin	V(78)20-3582; (45)47-3078—ASCAP
5	16	7.	5	16	7.	QUICKSILVER	B. Crosby-Andrews Sisters...Dec 24827—ASCAP
						(D. Day, Col(78)38638, (LP)1-407; E. Britt-R. Allen, V(78)21-0157, (45)48-0168)	
3	8	8.	3	8	8.	CRY OF THE WILD GOOSE, THE...F. Laine	Mercury 5363—BMI
4	26	9.	4	26	9.	RAG MOP	J. L. Wills...Bullet 696—BMI
7	7	10.	7	7	10.	JOHNSON RAG	R. Morgan...Dec 25442—ASCAP
4	12	10.	4	12	10.	CHATTANOOGIE SHOE SHINE BOY...Bing Crosby-V. Schoen Ork	Dec 24863—BMI
4	14	12.	4	14	12.	RAG MOP	L. Hampton...Dec 24855—BMI
3	—	12.	3	—	12.	I SAID MY PAJAMAS	T. Martin and F. Warren-H. Rene Ork...V(78)20-3613; (45)47-3119—ASCAP
11	9	14.	11	9	14.	OLD MASTER PAINTER, THE...D. Haymes	Dec 24801—ASCAP
1	—	15.	1	—	15.	RAG MOP	R. Flanagan Ork...V(78)30-0025; (45)54-0020—BMI
11	11	16.	11	11	16.	DEAR HEARTS AND GENTLE PEOPLE...D. Shore	Col(78)38605; (LP)1-368—ASCAP
16	19	17.	16	19	17.	JOHNSON RAG	J. Teter Trio...London 501—ASCAP
3	13	18.	3	13	18.	DADDY'S LITTLE GIRL	D. Todd...Rainbow 80088—BMI (P. Regan-L. Bring Ork, V(78)20-3550, (45)47-3043; B. Eberly, Coral 60158; R. Smith, Col 20670)
4	16	19.	4	16	19.	BAMBOO	V. Monroe Ork...V(78)20-3627; (45)47-3143—ASCAP
						(R. Anthony, Cap 859)	
4	22	19.	4	22	19.	BIBBIDI-BOBBIDI-BOO	J. Stafford-G. MacRae...Cap(78)57-782; (45)54-782—ASCAP
						(P. Como, V(78)20-3607, (45)47-3113; D. Shore, Col 38659; L. Welk, Mer 5347; Aristokats, Dec 24807; Ilene Woods, Bluebird 30-0019; R. Robbins, Cap 57-778; J. Durante-M. Durso Ork, MGM 30226; M. Miller Ork, Golden RD 9; B. Crosby-J. Conlon's Rhythmaires-V. Schoen Ork, Dec 24863)	
4	24	19.	4	24	19.	IT ISN'T FAIR	S. Kaye Ork...V(78)20-3609; (45)47-3115—ASCAP
						(R. Dorey, Gold Medal GM 943; B. Harrington-3 Beaus & a Beep, Coral 60156; B. Goodman Ork, Cap 860; B. Harrington-Three Beaus and a Beep, Coral 60156; J. Marine, Dec 24895)	
7	21	22.	7	21	22.	JOHNSON RAG	J. Dorsey Ork...Col(78)38649; (LP)1-426—ASCAP
2	27	22.	2	27	22.	ENJOY YOURSELF	G. Lombardo Ork...Dec 24825—ASCAP
						(T. Dorsey Ork, V 20-3375; D. Day, Col(33)1-497, (78)38709; L. Prima Ork, Mer 5361)	
2	—	24.	2	—	24.	HAVE I TOLD YOU LATELY THAT I B. LOVE YOU	Crosby-Andrews Sisters...Dec 24827—ASCAP
						(R. Foley-J. Martin, Dec 46206; T. Martin-F. Warren-H. Rene Ork, V(78)20-3613, (45)47-3119; G. Autry, Col 20075; E. Grant, Cap 882)	
2	16	25.	2	16	25.	SENTIMENTAL ME	Ames Brothers...Coral 60140—BMI
						(M. Lou Harp, Autograph 813; R. Morgan, Dec 24904)	
3	24	25.	3	24	25.	BROKEN DOWN MERRY-GO-ROUND..	M. Whiting-J. Wakely...Cap(78)800; (45)F800—BMI
						(R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880; B. Lee, 4 Star 1434; R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880)	
1	—	25.	1	—	25.	GODS WERE ANGRY WITH ME, THE..	M. Whiting-J. Wakely...Cap(78)800; (45)F800—BMI
						(O. Bradley Quintet, Coral 60152; E. Wilson-D. Thomas, Dec 24880)	
8	—	25.	8	—	25.	OLD MASTER PAINTER, THE..	R. Hayes-M. Miller...Mercury 5342—ASCAP
3	27	29.	3	27	29.	QUICKSILVER	Doris Day...Col(78)38638; (LP)1-407—ASCAP
1	—	29.	1	—	29.	DADDY'S LITTLE GIRL	Mills Brothers...Dec 24872—BMI
15	23	29.	15	23	29.	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork...V(78)20-3554; (45)47-3047—ASCAP
						(P. Scala, London 449; M. Blanc, Cap 57-780; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553)	

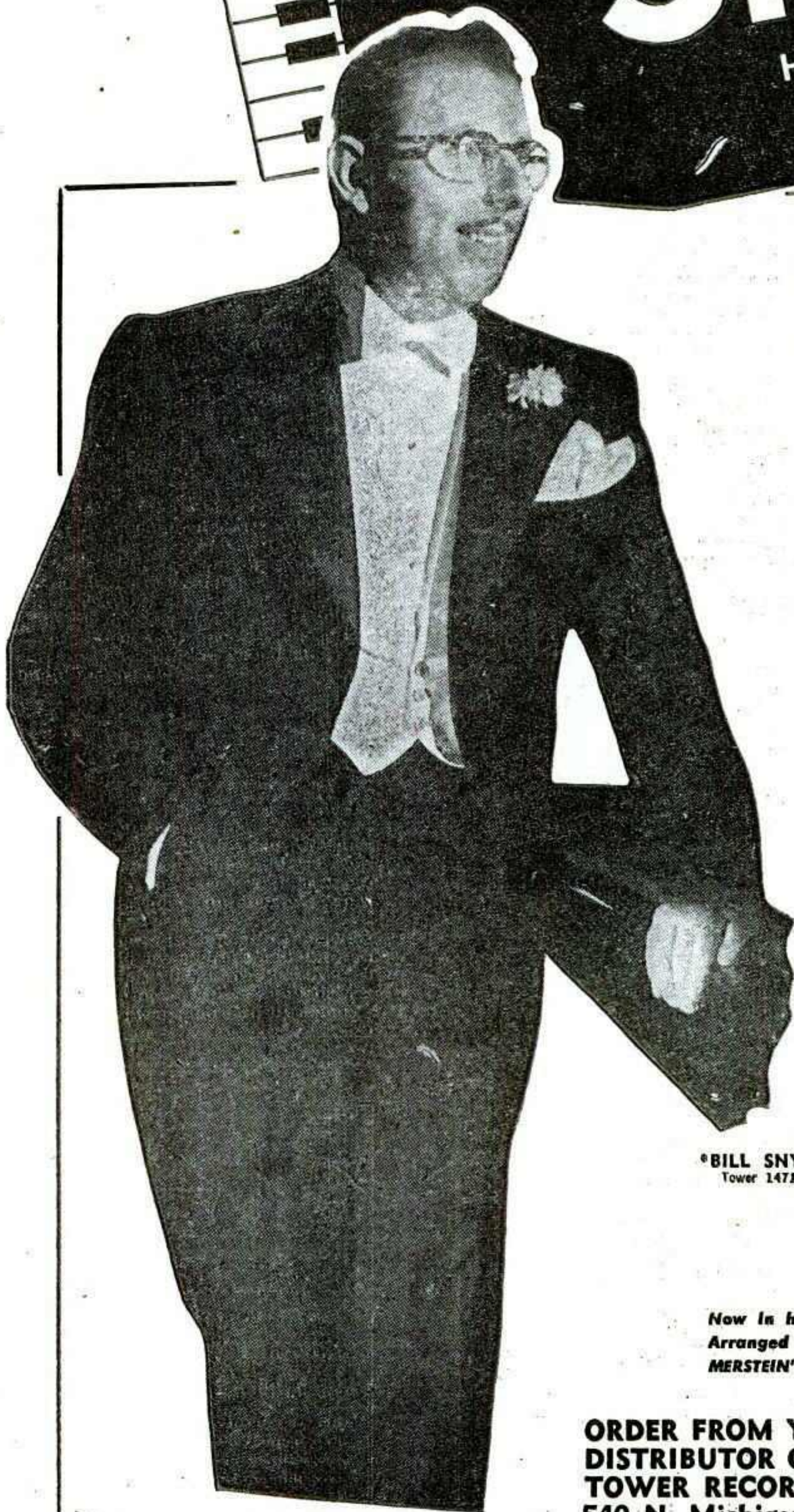
### WARNING!

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THE FASTEST  
RISING STAR IN THE  
TOWER HORIZON FOR 1950

# BILL SNYDER

HIS MAGIC PIANO "OSCAR"  
AND HIS ORCHESTRA



FIRST RELEASE ACCLAIMED A HIT\*

## "BEWITCHED"

Backed by

## "DRIFTING SANDS"

Vocal by Ralph Sterling  
Tower Record No. 1473



WATCH FOR THE FOLLOWING RELEASE  
BILL SNYDER'S ORIGINAL  
"RIDING THE OFF BEAT"

Backed by

"DREAM CONCERTO"  
Tower Record No. 1474

FEATURED  
Exclusively on



### \*THE BILLBOARD PICKS:

BEWITCHED.....Bill Snyder Ork.....Tower 1473  
... great Rodgers-Hart tune from "Pal Joey" gets impressive instrumental job ...  
Could spell out real sleeper possibilities.

\*BILL SNYDER ORK  
Tower 1473

**Bewitched**  
A superlative instrumental recording of the fine "Pal  
Joey" ballad. Mood piano lead and color-rich, subdued  
ork support make this a sleeper possibility.

88--90--87--86

**Drifting Sands**  
Flipside is a colorful cowboy-in-saddle ballad, with  
exotic overtones. Ralph Sterling warbles richly.

80--82--80--78

Now in his 2nd Record-Breaking Year at the College Inn, Hotel Sherman, Chicago.  
Arranged and conducted "SALUTE TO COLE PORTER," "SALUTE TO RODGERS and HAM-  
MERSTEIN" and "COLLEGE INN STORY" Shows.

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MUSIC CORP.  
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# ALADDIN'S ONE-TWO!!

JUKE BOX NATURALS

## AMOS MILBURN

"Johnson Rag"

"Walking Blues"

AI 3049

## HERB KENNY

"Key to My Heart"

"Why Do I Love You?"

AI 3048

AND THREE!

## CALVIN BOZE

"Waiting and Drinking"

"If You Ever Had the Blues"

AI 3045

AND FOUR!

## SAUNDERS KING

"Misery Blues"

"Blues About Midnight"

AI 3046

AND FIVE!

## SOUL STIRRERS

"Seek and Ye Shall Find"

"One of These Days"

AI 2029

Order From Your Distributors Now



IT'S NEW ...  
IT'S DIFFERENT ...  
IT'S TERRIFIC!

KING RECORD #831



# JIMMIE OSBORNE

SINGS

"I'M GONNA STRUT MY STUFF"

Coupled With

"FOREVER AND A DAY"

(Both Written by Jimmie Osborne)

THIRD YEAR  
RADIO STATION  
WLEX  
Lexington, Ky.

MUTUAL  
TELEVISION  
48 Programs  
Per Week

# The Billboard MUSIC POPULARITY CHARTS

## Folk (Country & Western) Record Section

PART VI

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

### BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record	
6	1	1	1	1	1	1	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Foley... Dec 46205—BMI Sugarfoot Rag
9	3	2	2	2	2	2	2	2	TENNESSEE BORDER NO. 2... E. Tubb-R. Foley... Dec 46200—BMI Don't Be Ashamed of Your Age
3	10	3	10	3	10	3	10	3	BROKEN DOWN MERRY-GO-ROUND... M. Whiting-J. Wakely... Gods Were Angry With Me, The... Cap(78)800, (45)F-800—BMI
2	2	4	2	4	2	4	2	4	RAG MOP... J. L. Wills... Bullet 696—BMI Near Me
25	6	5	6	5	6	5	6	5	SLIPPING AROUND... M. Whiting-J. Wakely... Wedding Bells... Cap(78)57-40224, (45)54-40224—BMI
9	4	6	4	6	4	6	4	6	I LOVE YOU BECAUSE... L. Payne... Cap 57-40238—BMI Link in the Chain of Broken Hearts, A
2	7	7	7	7	7	7	7	7	I JUST DON'T LIKE THIS KIND OF... H. Williams... MGM 10609 LIVIN' May You Never Be Alone
6	—	8	—	8	—	8	—	8	MAMA AND DADDY BROKE MY HEART... E. Arnold... Take Me in Your Arms and Hold Me... V(78)21-0146, (45)48-0150—BMI
1	—	9	—	9	—	9	—	9	I LOVE YOU BECAUSE... E. Tubb... Dec 46213—BMI Unfaithful One
4	—	10	—	10	—	10	—	10	BLUES, STAY AWAY FROM ME... O. Bradley Quintet... Coral 60107—BMI Fairy Tales

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### FOLK TALENT AND TUNES

By Johnny Sippel

**Artists' Activities:** J. L. Frank and Oscar Davis promoted five days at Ivanhoe Temple, Kansas City, Mo., February 5-9, which netted a gang of "Grand Ole Opry" stars \$18,000. House was scaled at \$1.20 and \$1.80. There were three shows Sunday and two each weekday night. Cast included Ernest Tubb and His Texas Troubadours; Hank Williams and Cowboy Copas with their respective bands; Jamup and Honey and the Duke of Paducah... Homer and Jethro (Victor), who inked recently with Arena Stars, Inc., the Spike Jones and Ralph Wonders p.m. firm, are at the Village Barn, New York. Boys have new material supplied by Eddie Maxwell... Eddie Kirk (Capitol) became the papa of a daughter, Diana Lee, January 31. His wife, Barbara, was formerly Lee Gillett's secretary.

Jimmy Wakely (Capitol) will do two weeks at the Oriental Theater, Chicago, opening March 9... Pee Pee King and the Golden West Cowboys (Victor) have inked a 52-week pact for a half-hour TV show over WAVE-TV for a car dealer... Pete Cantos is working at WRMN, Elgin, Ill... Bill Daye, of WIFM, Elkin, N. C., reports that the station's "Hayloft Jamboree" has moved from the studios to the more spacious City Barn to handle the crowds... Al Dexter (Columbia) reports that his Bridgeport Club, popular Dallas country music nitery, will be enlarged this summer. It currently holds 600. Dexter uses gueststars on one-nighters at the club. He and the Rowe Brothers (Columbia) work at the club permanently... The Wilburn Family, KWKH, Shreveport, La., have inked with 4 Star. Their first release will be "Till the Cows Come Home" and "I'm Building a Ladder to My Castles in the Air"... Webb Pierce (4 Star) has teamed with Peggie Ward, the Louisiana songspinner, in a series of songs to be cut by 4 Star... Tex Fletcher (Coral) reports that Vaughn Horton, the Southern writer, lost his dad recently... Gavotte, the Gordon V. Thompson music pubbery recording subsidiary, has also waxed Edward McHugh, "Your Gospel Singer," and Alberta Slim... Zeb Turner (King) has left WSM and is now appearing over WEAM, Silver Spring, Md. He is being managed by Charley Kopeland.

Bill Boyd (Victor), the Cowboy Rambler, reports that he cut four sides for the firm February 7. His brother, Jim and the Men of the West, also did four sides... Wes Tuttle has an hour-long daily show over KGIL, Sherman Oaks, Calif., which he is doing from a studio in his own home. It's a combination live and record

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

PART VI



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

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

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

POSITION		Weeks   Last   This		to date   Week   Week	
5	1	1.	CHATTANOOGIE SHOE SHINE BOY...	R. Foley	Dec 46205—BMI
4	2	2.	RAG MOP	J. Willis	Bullet 696—BMI
8	4	3.	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V(78)21-0146, (45)48-0150—BMI
17	10	4.	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
3	2	5.	LETTERS HAVE NO ARMS	E. Tubb	Dec 46207
1	—	6.	I JUST DON'T LIKE THIS KIND OF LIVIN'	H. Williams	MGM 10609
1	—	7.	BLOODSHOT EYES	H. Penny	King 828
1	—	8.	I'LL TAKE A BACK SEAT FOR YOU	E. Tubb	Dec 46207
2	—	9.	BROKEN DOWN MERRY-GO-ROUND	M. Whiting-J. Wakely	Cap(78)800, (45)F-800—BMI
3	—	10.	BLUES, STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107—BMI

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

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

POSITION		Weeks   Last   This		to date   Week   Week	
6	1	1.	CHATTANOOGIE SHOE SHINE BOY...	R. Foley	Dec 46205—BMI
12	2	2.	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
5	3	3.	RAG MOP	J. Willis	Bullet 696—BMI
3	5	4.	CRY OF THE WILD GOOSE, THE	Tennessee Ernie	Cap(78)40280; (45)F40280—BMI
1	—	5.	LETTERS HAVE NO ARMS	E. Tubb	Dec 46207
1	—	6.	QUICKSILVER	E. Britt-R. Allen	V(78)21-0157; (45)48-0168—ASCAP
3	8	7.	BEYOND THE SUNSET	E. Britt-R. Allen-Three Suns	V(78)20-3599; (45)47-3105—ASCAP
11	—	8.	SLIPPING AROUND	J. Wakely-M. Whiting	Cap 57-40224—BMI
7	6	9.	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V(78)21-0146; (45)48-0150—BMI
2	—	10.	A-SLEEPING AT THE FOOT OF THE BED	"Little" Jimmy Dickens	Col(78)20644; (LP)2-441

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

Chocolate Ice Cream Cone K. Roberts (Hillbilly Fever) Coral 64032	Peter Cotton Tail J. Willis & His Boys (Shattered Dreams) Bullet 700
For You My Love M. Price (Heart of) Regal 5069	Roses Mean Remembrance F. Thornton (Take Me) 4 Star 1435
Heart of Stone, A M. Price (For You) Regal 5069	Second-Hand Heart B. Eaton (Somebody's Stealing) Dec 46219
Hillbilly Fever K. Roberts (Chocolate Ice) Coral 64032	Shattered Dreams J. Willis & His Boys (Peter Cotton) Bullet 700
Hopalong Cassidy Oklahoma Sweethearts (I Didn't) Cap 40288	So Dissatisfied T. Daffan & His Texans (Stranger Passing) Col 20668
I Ain't Gonna Bring My Bacon Home to You Ramblin' J. Dolan (I Ain't) Cap 40287	Somebody's Stealin' My Baby's Sugar B. Eaton (Second-Hand) Dec 46219
I Didn't Mean To Cry Oklahoma Sweethearts (Hopalong Cassidy) Cap 40288	Strangers Passing By T. Daffan & His Texans (So Dissatisfied) Col 20668
I Wish I Had a Sweetheart J. Perkins (Moon Still) Mer 6240	Take Me in Your Arms and Hold Me F. Thornton (Roses Mean) 4 Star 1435
Letters Have No Arms F. Lewis (Tennessee Border) 4 Star 1436	Tennessee Border No. 2 F. Lewis (Letters Have) 4 Star 1436
Love Was the Cause of It All A. Campbell (Mommy's Little) Mer 6239	There's a Shamrock D. O'Dell (Without Your) Mer 6238
Mommy's Little Angel A. Campbell (Love Was) Mer 6239	Who's Kiddin' Who? Ramblin' J. Dolan (I Ain't) Cap 40287
Moon Still Shines on the Moonshine Still, The J. Perkins (I Wish) Mer 6240	

show. . . Slim Carter was in Hollywood recently cutting a new session for MGM. . . An all-star cast of country music entertainers worked a benefit February 10 at the Riverside Rancho for Abigale and Buddy Dooley. Abigale has been in the hospital for a protracted period. . . Redd Harper also is on the sick list, currently being in the hospital for observation. . . Bob Newman and his boys are working at Corral No. 2 in Hollywood.

Jim Stanton, prexy of Rich-R-Tone, reports that the Buffalo Johnsons (he on Rich-R-Tone) have a son, born January 29. Johnson has returned to Johnson City, Tenn., after working several weeks at the Casa Grande, Cincinnati. . . Folk Star, Stanton's other diskery, has added Jack Lane and His Tennessee Valley Boys, the Payne Family, the Southern Gospel Singers and the Hardin Brothers Quartet. . . Carson Robison (MGM) reports that the boy singing on the flip side of his latest disk, Tex Roy, is a protege and a native of Robison's hometown, Pleasant Valley, N. Y. . . Kenny Roberts

(Continued on page 35)



Another Hit!

**'THE GODS WERE ANGRY WITH ME'**

As Recorded by . . .

**JIMMY WAKELY-MARGARET WHITING** . . .

Capitol Records

**GUY LOMBARDO** . . .

Decca Records

**OWEN BRADLEY** . . .

Coral Records

**EDDIE KIRK** . . .

Capitol Records

**EILEEN WILSON-DICK THOMAS** . . .

Decca Records

**ERNIE LEE** . . .

RCA Victor Records

and more to follow . . .

**CENTURY SONGS, INC.**

4527 SUNSET BLVD.  
 HOLLYWOOD 27, CALIF.

7932 SO. CHICAGO AVE.  
 CHICAGO 27, ILLINOIS

# "FATS" DOMINO



## IMPERIAL RECORD NO. 5058

# "THE FAT MAN"

BACKED BY

# "DETROIT CITY BLUES"

on *The Billboard*

## MOST PLAYED JUKE BOX RHYTHM AND BLUES RECORDS

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

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
1	12	1	1	4. FAT MAN, THE: . Fats Domino	Imperial 5058
2	3	3	2	1. FOR YOU, MY LOVE	L. Darnell/Regal 3240-BMI
3	7	2	3	2. DOUBLE-CROSSING BLUES	Little Esther & the Robins/Savoy 730
4	13	6	4	6. SITTIN' ON IT ALL THE TIME	W. Harris/King 4330-BMI
5	13	6	7	7. I'LL GET ALONG SOMEHOW	L. Darnell/Regal 3236
6	13	7	8	8. I QUIT MY PRETTY MAMA	Ivory Joe Hunter/King 4326-BMI
7	11	8	9	9. WHY DON'T YOU HAUL OFF AND LOVE ME	Bull Moose Jackson/King 4322-BMI
8	11	8	10	10. DOUBLE-CROSSING BLUES	J. Otis-Little/Savoy 731
9	11	8	11	11. JEALOUS HEART	Ivory Joe Hunter/King 4314-BMI
10	11	8	12	12. NO ROLLIN' BLUES	J. Witherspoon/Modern 20-721
11	11	8	13	13. SATURDAY NIGHT FISH FRY	L. Jordan/Dec 24725-BMI
12	11	8	14	14. PLEASE DON'T GO	R. Brown and His Mighty-Mighty Men/De Luxe 3226
13	11	8	15	15. DON'T HAVE TO RIDE NO MORE	The Ravens/National 9101-BMI

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IMPERIAL Distributor

## IMPERIAL RECORD CO., INC.

137 NORTH WESTERN AVE. • LOS ANGELES 4, CALIF.

# The Billboard MUSIC POPULARITY CHARTS PART VII Rhythm & Blues Records

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

## BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
6	1	1	1	1. I ALMOST LOST MY MIND	Ivory Joe Hunter/MGM 10578
4	3	2	2	2. DOUBLE-CROSSING BLUES	J. Otis-Little Esther and the Robins/Savoy 731
16	2	3	3	3. FOR YOU, MY LOVE	L. Darnell/Regal 3240-BMI
4	12	4	4	4. RAG MOP	L. Hampton Ork/Dec 24855-BMI
21	6	5	5	5. SATURDAY NIGHT FISH FRY	L. Jordan/Dec 24725-BMI
4	4	6	6	6. RAG MOP	Doc Sausage/Regal 3251-BMI
9	8	7	7	7. BIG FINE GIRL	J. Witherspoon/Modern 20-721
1	—	8	8	8. WHY DO THINGS HAPPEN TO ME	R. Hawkins/Modern 20-734
1	—	9	9	9. I DON'T HAVE TO RIDE NO MORE	The Ravens/National 9101-BMI
7	8	10	10	10. I QUIT MY PRETTY MAMA	Ivory Joe Hunter/King 4326-BMI
8	5	11	11	11. NO ROLLIN' BLUES	J. Witherspoon/Modern 20-721
2	—	11	12	12. CONFUSED	L. Johnson/King 4336-BMI
1	—	13	13	13. S. P. BLUES	Ivory Joe Hunter/MGM 10618-BMI
1	—	14	14	14. INFORMATION BLUES	R. Milton & His Solid Senders/Specialty SP-349
3	—	15	15	15. LITTLE SCHOOL GIRL	Smokey Hogg/Modern 20-704

### WARNING!

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

## MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
8	3	1	1	1. I ALMOST LOST MY MIND	Ivory Joe Hunter/MGM 10578-BMI
4	2	2	2	2. DOUBLE-CROSSING BLUES	J. Otis-Little Esther & The Robins/Savoy 371
13	1	3	3	3. FOR YOU, MY LOVE	L. Darnell/Regal 3240-BMI
2	—	4	4	4. RAG MOP	Doc Sausage/Regal 3251-BMI
1	—	5	5	5. WHY DO THINGS HAPPEN TO ME	R. Hawkins/Modern 20-734
2	—	6	6	6. RAINING IN MY HEART	Peppermint Harris/Sittin In 543
1	—	7	7	7. INFORMATION BLUES	R. Milton & His Solid Senders/Specialty SP-349-BMI
11	—	8	8	8. BOOGIE AT MIDNIGHT	R. Brown/Deluxe 3300
4	—	9	9	9. SCHOOL DAYS	L. Jordan/Dec 24815
14	7	10	10	10. I'LL GET ALONG SOMEHOW	L. Darnell/Regal 3236
3	—	10	11	11. I'VE BEEN A FOOL	The Shadows/Lee 200
1	—	12	12	12. RAG MOP	J. Liggins/Specialty 350-BMI
1	—	12	13	13. BON TON ROULA	C. Garlow/Macy's 5002
7	8	14	14	14. I QUIT MY PRETTY MAMA	Ivory Joe Hunter/King 4326-BMI
1	—	14	15	15. FOR YOU, MY LOVE	King Cole Trio-N. Lutcher/Cap(78)847, (45)F-847-BMI
1	—	14	16	16. CALDONIA	Sugar Chile Robinson/Cap 57-70056

## ADVANCE RHYTHM & BLUES RECORD RELEASES

Azure C. Webb Ork (Harlem Congo) Brunswick 80133	Everybody Gotta Racket S. Hogg (What More) Modern 20-735
Baritone Shuffle E. Fields Ork (T. Town) Regal 3249	Forever and Ever F. Dixon Trio (Cow Town) Modern 20-725
Beer Drinkin' Woman J. McCracklin (Up and) Modern 20-722	Frightened Little Willie Littlefield (Moon Is) Modern 20-726
Bein' in Love's Been Good to Me E. Andrews-E. Beal (You Better) Col 30187	Gloomy Baby F. Dixon Trio (Roamin' Around) Modern 20-727
Blackstick S. (Pops) Bechet (When the) Brunswick 80132	God Bless the Child L. Darnell (Pack Your) Regal 3260
Comin' Home T. Rhodes & His Toddlers (I'm Just) Sensation 29	Goin' on Highway No. 51 J. L. Hooker (Let Your) Sensation 30
Cow Town F. Dixon Trio (Forever and) Modern 20-725	Ham Hocks C. Payne Ork (Worst Is) Dec 48139
Deceivin' Blues J. McCracklin & His Blues Blasters (I Think) Modern 20-728	Hard Lovin' Mama C. Newsome (I'm Still) Regal 3250
Drinkin' Beer J. Witherspoon (Hard Workin') Modern 20-737	

(Continued on page 117)



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

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

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

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

**RATINGS**  
 OVER-ALL  
 DISK JOCKEY  
 RETAILER  
 OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>POPULAR</b>		
<b>PHIL HARRIS</b> Victor 20-3692	<b>Chattanooga Shoe Shine Boy</b> Victor's coverage on the hit is handled adroitly by Harris.	84--82--85--85
	<b>That's a Plenty</b> In line with the current Dixieland revival, Harris does a vigorous job with one of the standards culled from the two-beat library. Could be a winner.	89--90--88--88
<b>FRANK SINATRA</b> Columbia 38708	<b>Chattanooga Shoe Shine Boy</b> Sinatra again shows his prowess with rhythm material in this superb rendition of the smash. Tho it's late, this fine disk will grab its share.	88--89--88--88
	<b>God's Country</b> Lavish trappings for another excellent Beasley Smith-Haven Gillespie song with Sinatra in top form. Could be a big one for all parties involved.	89--90--90--88
<b>JO STAFFORD-GORDON MacRAE</b> Capitol 858	<b>Monday, Tuesday, Wednesday</b> The eminently successful duo glides smoothly thru a bouncy and infectious ditty.	85--85--85--85
	<b>Dearie</b> Charming nostalgic song is treated simply and without affection by the team. If tune hits, this version will get a big chunk of the business.	88--89--87--87
<b>DICK HYMAN</b> Relax 1	<b>The Lady Is a Tramp</b> Young pianist with a fabulous technique offers a great standard, with something for society-style and jazz buyers, plus fugue fanciers.	64--65--65--63
	<b>The Gentleman Is a Dope</b> Show tune from "Allegro" is a similarly fine, and somewhat flashier vehicle, with broad appeal to piano lovers.	63--64--63--62
<b>HUGO WINTERHALTER</b> Columbia 38697	<b>Leave It to Love</b> Highly appealing, full sounding dinking of a current plug ballad which is handled by large ork and chorus and in the tasteful Winterhalter fashion.	80--82--80--78
	<b>My Foolish Heart</b> Lovely pic title tune seems destined for big action and this etching should grab a big corner of the business. Superb use of voices.	86--87--85--85
<b>FRANZ DIETSCHMANN</b> MGM 10593	<b>The Third Man Theme</b> This highly controversial item finally is hitting the market. The melody is quite appealing and the zither produces a "different" sound. This version is almost a twin to the original Karas soundtracking.	78--79--78--77
	<b>Cafe Mozart Waltz</b> Another "Third Man" excerpt has melodic charm but doesn't have the substance of the main theme.	70--70--70--70
<b>BENNY GOODMAN</b> Capitol 828	<b>Little Girl, Don't Cry</b> Buddy Greco turns in one of his very finest vocals on this Bull Moose Jackson ballad hit of some months ago. May score with b. & r. locals.	79--80--77--79
	<b>Spin a Record</b> Rather obvious ballad lacks real guts but may find some appeal with the spinners if only for title and idea. Greco and a group do the lyrical honors.	65--70--64--62
<b>MEL TORME</b> Capitol 825	<b>The Queen of Hearts Is Missing</b> One of the Velvet Fog's lesser efforts is built around a new ballad.	69--70--68--68
	<b>There's an "X" in the Middle of Texas</b> Country-flavored rhythm item is done with a big beat and hand clapping. Has some appeal but not enough to make it a contender.	74--76--73--73
<b>BRADFORD AND ROMANO</b> Victor 20-3685	<b>Rag Mop</b> Male duo vocal in would-be modern jazz style with small combo bopping mildly in back. An attempt for "different" coverage of the hit, but it falls flat.	61--64--60--60
	<b>Chattanooga Shoe Shine Boy</b> Boys tackle this one in a blue-boogie vein more credible than flip, but lacks lustre.	64--65--63--64
<b>RALPH FLANAGAN ORK (Harry Prime)</b> Victor 20-3688	<b>Rag Mop</b> Hard driving version in the tradition of the big commerial-swing instrumentals of the late thirties. Union vocal not quite up to snuff, but potent band work could carry this to the top.	87--88--87--86
	<b>You're Always There</b> A pretty ballad in the manner of "Maybe You'll Be There" gets an effective sweet dance treatment.	80--82--80--78
<b>ART MOONEY ORK</b> MGM 10626	<b>My Lily and My Rose</b> Typical Mooney gang treatment of a pert novelty in bouncy dance tempo.	83--83--82--84
	<b>Monday, Tuesday, Wednesday</b> Warbler appears to be impersonating well-known vocal stars, but it's not always clear whom. Doesn't come off.	69--70--69--68

(Continued on page 34)

**Eileen Barton**  
**IS COOKING WITH THE HOTTEST MONEY-MAKIN' 'BISCUIT'**  
 ON NATIONAL RECORD No. 9103

★ "If I Knew You Were Comin'"  
 ★ **I'd 'Ve Baked A Cake** ★  
 backed by  
 ★ "POCO LOCO IN THE COCO" ★

INSURE YOURSELF PLENTY OF DOUGH BY PICKING THIS ORIGINAL HIT VERSION THAT THESE EXPERTS CHOOSE.

**MARTIN BLOCK**  
 Station WNEW  
 Calls it the novelty record of the week.

**PAUL BRENNER**  
 Station WAAT  
 Gives three cheers for Eileen Barton's terrific new National release and predicts a winner.

**TED STEELE**  
 Station WMCA  
 Calls "Bake A Cake" on National Records the Number 1 Release.

**JACK LACEY**  
 Station WINS  
 Predicts that Eileen's "Bake A Cake" looks like a sure fire hit!!!!

**HAROLD JACKSON**  
 Station WLIB  
 Says this is it! Sensational 1950 hit!

**BILLBOARD POPULARITY CHART PICKS**  
 Eileen Barton in National's "If I Knew You Were Comin' I'd've Baked A Cake."

EXCLUSIVELY ON  
**NATIONAL**  
 Records

PUBLISHED BY  
**ORTEN**  
**MUSIC CO.**  
54 WEST RANDOLPH ST. CHICAGO 1, ILL.

# JACK PLEIS

AND HIS PIANO  
with orchestra and choir

# "RAGGING THE SCALE"



and  
"STORY OF THE STARS"

NO. 611

75c plus tax

# London

RECORDS

## Record Reviews

(Continued from page 33)

RATINGS	OPERATOR
DISK JOCKEY	RETAILER
OVER-ALL	

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>MICKEY KATZ</b> Capitol 826	<b>POPULAR</b> <b>Music! Music! Music!</b> The fast-breaking hit novelty is covered somewhat weakly.	71--70--70--72
	<b>Wedding Samba</b> Spirited rendition of another fast-moving current fave.	76--77--75--73
<b>BILLY ECKSTINE</b> MGM 10623	<b>My Foolish Heart</b> Mr. B. does this fine flick ballad with rare simplicity and feeling. Straight-away phasing and voice vibrancy sell an exceptional tune handsomely.	87--89--86--87
	<b>Sure Thing</b> Abetted here by group, Eckstine warbles pretty on a new ballad, from the forthcoming "Riding High" pic.	80--81--80--80
<b>DICK HYMAN</b> Relax 3	<b>All the Things You Are</b> Effortless, relaxed jazz piano solo by a highly inventive new comer.	63--64--64--62
	<b>You Couldn't Be Cuter</b> Fine Jerome Kern tune reveals Hyman's study of Tatum, Shearing and Garner, but lad could have moved more if he had rhythm backing.	61--62--60--60
<b>JIMMY &amp; MILDRED MULCAY</b> MGM 10631	<b>Farewell Blues</b> Harmonica duo, with rhythm section offering considerable help, turns in a pleasant side with atmospheric overtones.	74--75--74--74
	<b>Put On Your Old Grey Bonnet</b> Moderately-paced, sweet-toned harmonica blowing with a clear, dancey beat.	71--72--70--70
<b>LARRY VINCENT</b> Pearl 800	<b>How's My Baby Tonight?</b> Vincent punches this one out in old-time vaude style, with modest backing.	50--50--50--50
	<b>Jealous</b> Side is pleasant. Should have trouble finding the market.	61--60--60--60
<b>DAVE HOWARD</b> Decca 24891	<b>Enchanted April</b> New warbler reminds of Jeffries as he attacks a difficult, sophisticated quality ballad.	60--60--60--60
	<b>Memories of You</b> Howard is more impressive in his treatment of this not-of sung standard.	64--66--63--63
<b>ETHEL SMITH</b> Decca 24886	<b>(Fifi) Bring Her Out Again</b> Spritely waxing of a new novelty thing with the can-can and polka spirit. Should grab tavern crowd coin.	79--80--78--78
	<b>The French Can-Can Polka</b> An adaptation from Offenbach's "Gaité Parisienne" makes for a gay, flavorsome pop, which should pick up action if only for familiarity with the theme.	76--76--75--76
<b>ARTIE SHAW</b> Decca 24889	<b>Mucho De Nada</b> Rumba instrumental spots hefty slices of Shaw's clarinet, in fine fettle incidentally, and his proficient band.	71--73--70--69
	<b>Crinoco</b> Minor Latin riff set against some sharp rumba beats make for a side which never seems to really get started.	68--75--68--60
<b>FRANK WHITE-BILL BUTTERFIELD</b> Columbien 101	<b>Twelfth Street Rag</b> Piano-organ deal on last year's revival hit lacks bite and gusto.	30--25--25--40
	<b>Caravan</b> A few ideas give a bit of freshness to an otherwise meaningless reading of the standard.	35--30--30--49
<b>MARTHA TILTON-HARRY BABBIT</b> Coral 60157	<b>Let's Get Away From It All</b> Martha and Harry make a happy chore of this clever bounce tune hit of some years vintage. Fresh lyrics brings it up to date.	80--80--78--82
	<b>I Said My Pajamas</b> Another easy-flowing, agreeable duet from the newly paired veterans, this time with a current nonsense ballad hit as the subject.	81--82--80--80
<b>SISTER SLOCUM</b> King 15032	<b>Don't Bring Me Posies</b> Instrumental some well-recorded organ and guitar blending of an old-fashioned flavor, with spirit and wnegar. Midwestern juke item.	73--71--70--78
	<b>Whistlin' Boogie</b> Ordinary boogie wogie effort enhanced by some clean recording and sharply accented beats.	70--70--68--79
<b>ANTON KARAS</b> London 536	<b>The Third Man Theme</b> Tremendous promotion of the flick, the featured zither and the fact that this is the soundtrack version should sell this one big as a freak item. The melody line is mighty attractive on its own.	89--90--90--87
	<b>The Cafe Mozart Waltz</b> This is the secondary theme in the "Third Man" flick and, tho it has its own charm, doesn't figure to cut into the major theme's successes, whatever little or great they may be.	80--82--80--79
<b>RALPH YOUNG</b> Happiness 104	<b>I'm Carrying a Torch for You</b> Young, a promising deep-throated Eckstine-like bary, impresses in his handling of this ballad.	69--72--68--69
	<b>September in the Rain</b> This side has appeared before and also shows Young off in a favorable light.	67--70--65--65
<b>JOHNNY BOND ORK</b> MGM 10637	<b>Rag Mop</b> Late and not particularly inviting rendition of this current smash item.	67--67--67--67
	<b>Music! Music! Music!</b> The other current novelty smash, also late and also non-too-impressive in conception, as a backing may give this disk some small chance to catch a few tardy coins.	67--67--67--67
<b>BOB EBERLY</b> Coral 69399	<b>With My Eyes Wide Open I'm Dreaming</b> Eberly and a vocal group do a pleasant rundown of the oldie which is being revived as the result of Patti Page's fast-stepping etching.	73--74--72--73
	<b>Daddy's Little Girl</b> Sympathetic warbling by Eberly makes a fetching etching of this fast-rising hunk of popular sentiment.	79--79--78--80

(Continued on page 106)

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

**THE BILLBOARD PICKS:**

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

**I ALMOST LOST MY MIND**.....Fran Warren.....Victor 20-3686

By far the finest side this thrush has turned in to date is this moving rendition of the fast-stepping rhythm and blues item which was created by Ivory Joe Hunter. Excellent singing is aided wonderfully by superb Henri Rene orking.

**PETER COTTONTAIL** .....Mervin Shriner.....Decca 46221

Engaging bit of kids' fare with the mark set on Easter is much in the vein of "Rudolph, the Red Nosed Reindeer." Shriner does it spiritedly, and is supported immeasurably by a catchy orking. The Willis—he's the original "Rag Mop" man—etching is heavier on beat and has a true country feeling.

**(FIFI) BRING HER OUT AGAIN**.....Ames Bros. ....Coral 60164

A rousing, saucy novelty tune etched on the gay cry of happy burlesque audiences is done with great eclat by the high riding Ames team and a spirited combo led by Roy Ross. The Eddie (Gin) Miller version on Rainbow also has strong potential.

**ARE YOU LONESOME TONIGHT?** .....Blue Barron Ork.....MGM 10628

Side starts in nostalgic fashion as a slow sentimental ballad prettily warbled by Bobby Bears, then develops into a confidential-type recitation by one John McCormick, a disk jockey drafted for the occasion. In all, an effective side, not in bad taste, and likely to register.

**THE DISK JOCKEYS PICK:**

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

1. **IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE**.....Dinah Shore.....Columbia 38689
2. **DADDY'S LITTLE GIRL**.....Mills Brothers.....Decca 24872
3. **SILVER DOLLAR**.....Johnny Long.....King 15035
4. **SUNSHINE CAKE**.....Bing Crosby.....Decca 24875
5. **THE FLYING DUTCHMAN**.....Richard Hayes.....Mercury 5362
6. **BEYOND THE SUNSET**.....Jo Stafford-Gordon MacRae.....Capitol 868
7. **CANDY AND CAKE**.....Mindy Carson.....Victor 20-3681
8. **C'EST SI BON**.....Johnny Desmond.....MGM 10613
9. **I DON'T WANNA BE KISSED**.....Doris Day.....Columbia 38679

**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. **THE CRY OF THE WILD GOOSE**.....Tennessee Ernie.....Capitol 40280
2. **THE THIRD MAN THEME**.....Guy Lombardo.....Decca 24839
3. **BROKEN DOWN MERRY-GO-ROUND**.....Jimmy Walely-Margaret Whiting...Capitol 800
4. **DID ANYONE EVER TELL YOU, MRS. MURPHY?**.....Perry Como.....Victor 20-3684
5. **GOD'S COUNTRY**.....Frank Sinatra.....Columbia 38708
6. **SPAGHETTI RAG**.....Jack Fina.....MGM 10610
7. **BEYOND THE SUNSET**.....Jo Stafford-Gordon MacRae.....Capitol 868
8. **I'LL NEVER BE FREE**.....Lucky Millinder.....Victor 20-3622

**THE OPERATORS PICK:**

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

1. **CANDY AND CAKE**.....Mindy Carson.....Victor 20-3681
2. **THE CRY OF THE WILD GOOSE**.....Tennessee Ernie.....Capitol 40280
3. **DEARIE**.....Ray Bolger-Eitel Merman.....Decca 24873
4. **MUSIC! MUSIC! MUSIC!**.....Carmen Cavallaro.....Decca 24881
5. **RAIN OR SHINE**.....Guy Lombardo.....Decca 24825
6. **THE THIRD MAN THEME**.....Anton Karas.....London 536
7. **BEYOND THE SUNSET**.....Jo Stafford-Gordon MacRae.....Capitol 868

**THE COUNTRY & WESTERN DISK JOCKEYS PICK:**

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

1. **BLOODSHOT EYES**.....Hank Penny.....King 828
2. **LOVIN' LIES**.....Little Jimmy Dickens.....Columbia 20662
3. **WITH MEN WHO KNOW TOBACCO BEST**.....Tex Williams.....Capitol 40276
4. **LOVE AT THE COUNTY FAIR**.....Sons of the Pioneers.....Victor 21-0163
5. **SHE'S GONE**.....Bob Willis.....MGM 10620

**FOLK TALENT AND TUNES**

(Continued from page 31)

(Coral) wants it known that he has not inked any p.m. or booking contracts with anyone. Roberts and Jerry Byrd (Mercury) and the Pleasant Valley Boys did 3,000 people February 4 at Columbus, O., with the Georgia Crackers (Victor). Roberts reports that the Grossman Music Company, Cleveland, is selling his "Rumbling Guitar" as one of the models in their stringed instrument line. . . . Jean Aberbach confirms a previous report that Bob Ross is now working for Hill & Range in Nashville. He has also added Armand Baun in Chicago.

Charlie Walker is currently working a circuit of the Long Theaters in Texas, in connection with a musical short, based on his KIOX, Bay City, Tex., d. j. work. He concludes the tour April 1. . . . Connie B. Gay, WARL, Arlington, Va., reports that Grandpa Jones (King) and his wife, Ramona, will work the next 10 Saturday nights at the "Old Dominion Barn Dance," WRVA, Richmond, Va.

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

**KAY ARMEN**  
 with orchestra and choir conducted by Earl Sheldon

and  
**"SURE THING"**  
 NO. 615  
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SENSATIONAL! DISKED FOR FIRST TIME!

VOCAL BY THE INCOMPARABLE

**3 BEAUS and a PEEP**

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## #515

*right  
again*  
with

## "MY LITTLE GIRL"

DIXIELAND ARRANGEMENT BY

**ENOCH LIGHT ORCHESTRA**

VOCAL BY LOREN BECKER

and the CLOVERLEAF FOUR

T.V. SENSATIONS!

backed by

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The  
Billboard

MUSIC POPULARITY CHARTS

PART

X

Advance Information

Billboard  
TRADE  
SERVICE  
FEATURE

## ADVANCE RECORD RELEASES

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

### POPULAR

Anita's Bop  
J. Long (Coquette) Signature 15266  
Bamboo  
J. Gray Ork (One! Two!) Dec 24894  
Beyond the Sunset and Should You Go First  
Delta Rhythm Boys (You Go) Dec 48138  
Black Lace  
M. Dennis (Just a) Coral 60160  
Button Up Your Overcoat  
G. Williams (Once Around) Mer 5366  
Cafe Mozart Waltz, The  
A. Karas (Third Man) London 536  
Cafe Mozart Waltz  
E. Smith (Third Man) Dec 24908  
Cafe Mozart Waltz, The  
Cafe Vienna Quartet (Third Man) Col(33)1-444  
Can I Come in for a Second  
P. Andrews-D. Haymes (I Oughta) Dec 24896  
Carnival of Love  
B. Huggins-J. Bennon Trio (Shoemaker's Song)  
Slate 6027

The following abbreviations are  
being used thruout the list of Ad-  
vance Record Releases:

Cap—Capitol  
Col—Columbia  
Dec—Decca  
Mer—Mercury  
V—Victor

All other labels will continue to  
be spelled out.

Where 78, 45 and 33 1/3 (LP) r.p.m.  
numbers are listed, the speed is in-  
dicated in parentheses preceding the  
record number. For example: V (78)  
20-1941; (45) 47-2354, etc.

Chooga-Choo  
L. Welk (There's an) Mer 5376  
Clap Your Hands When You're Feeling Blue  
Spotlighters Trio (I'll Be) Pleasant 107  
Come Back to Sorrento  
T. Rami (From Now) Barthel B-211  
Copper Canyon  
R. Morgan (Sentimental Me) Dec 24904  
Coquette  
J. Long (Anita's Bop) Signature 15266  
Cow and a Plough and a Frau, A  
D. Haymes-G. Jenkins Ork (You Kissed) Dec  
24897  
Cow and a Plough and a Frau, A  
G. Lombardo (Roller Skating) Dec 24898  
Cry of the Wild Goose, The  
B. Darnel (Trouble Ain't) Coral 60163  
Cry of the Wild Goose, The  
J. Marine (It Isn't) Dec 24895  
Dearie  
G. Lombardo (My Lily) Dec 24899  
Deep Purple  
P. Moore (Nobody Knows) Discovery 127  
Did Anyone Ever Tell You, Mrs. Murphy  
J. Owens (You're Irish) Dec 24903  
Dixieland Band  
J. Mercer (Jamboree Jones) Cap 853  
Dixieland Rhumba  
V. Lopez (Sweetest Words) Col(33)1-465  
Don't Feel Sorry for Me  
P. Marshall-The Holidays (Woman Who) Main  
Street 802  
Don't Shove, I'm Leaving  
K. Cole (Horse Told) Cap 852  
Everything Depends on You  
G. Ammons (Hot Springs) Mer 8167  
French Can-Can Polka, The  
L. Herman Quintet (Out of) Coral 60161  
From Now On  
T. Rami (Come Back) Barthel B-211  
Galloping Comedians, The  
E. Smith (Sleigh Ride) Dec 24902  
God's Country  
V. Damone (Where I) Mer 5374  
God's Country  
A. Jolson (Let's Go) Dec 24905  
Goodbye, John  
P. Lee (Sunshine Cake) Cap 849  
Handful of Stars, A  
T. Martin (I'll Never) Dec 25472  
He's My Daddy  
W. Brown (Sun's Gotta) National 9102  
Horse Told Me, The  
K. Cole (Don't Shove) Cap 852  
Hot Springs  
G. Ammons (Everything Depends) Mer 8167  
I May Hate Myself in the Morning  
B. Brewer (Plaything) Dec 24907  
I Miss You Most of All  
E. Light Ork (My Little) Lincoln 516  
I Oughta Know More About You  
P. Andrews-D. Haymes (Can I) Dec 24896  
I Was Lucky  
T. Rami (I'm Not) Barthel B-210  
If I Knew You Were Coming I'd 've Baked a Cake  
E. Barton (Poco Loco) National 9103  
I'll Always Remember  
G. Davis (In My) Organ Rhythms 330  
I'll Be Waiting, Darling  
E. Jordan (Clap Your) Pleasant 107  
I'll Never Smile Again  
T. Martin (Handful of) Dec 25472  
I'm Carrying a Torch for You  
R. Young (September in) Happiness 104  
I'm Not To Blame  
T. Rami (I Was) Barthel B-210  
I'm the Girl  
E. Wilson (Strange New) Dec 24906  
I'm the Loneliest Gal in Town  
K. Starr (You've Got) Cap 854  
In My Dreams of a Hundred Girls  
G. Davis (I'll Always) Organ Rhythms 330  
It Isn't Fair  
J. Marine (Cry of) Dec 24895  
It Serves You Right  
T. Hill (Tuck Me) Mer 5375  
It's Story Time Again  
T. Harper (Rock-a-Bye) Col 30189  
Jamboree Jones  
J. Mercer (Dixieland Band) Cap 853  
Just a Girl That Men Forget  
M. Dennis (Black Lace) Coral 60160  
Let's Go West Again  
A. Jolson (God's Country) Dec 24905  
My Last Goodbye  
E. Howard Ork (Santa Catalina) Mer 5372  
My Lilly and My Rose  
G. Lombardo (Dearie) Dec 24899  
My Little Girl  
E. Light Ork (I Miss) Lincoln 516  
Nobody Knows the Trouble I've Seen  
P. Moore (Deep Purple) Discovery 127  
Once Around the Moon  
G. Williams (Button Up) Mer 5366  
One! Two! Three!  
J. Gray Ork (Bamboo) Dec 24894  
Out of a Clear Blue Sky  
L. Herman Quintet (French Can-Can) Coral 60161  
Pearl House Rag  
M. Ash (Sweethearts on) Cap 855  
Plaything  
B. Brewer (I May) Dec 24907  
Poco, Loco in the Coco  
E. Barton (If I) National 9103  
Precious Little Thing Called Love, A  
F. Petty Trio (Rain) Dillia 1010  
Rain  
F. Petty Trio (Precious Little) Dillia 1010  
Rock-a-Bye Baby  
T. Harper (It's Story) Col 30189  
Roller Skating Song, The  
G. Lombardo (Cow and) Dec 24898  
Royal Garden Blues  
Pee Wee Hunt (That's a) Cap 893  
Santa Catalina  
E. Howard Ork (My Last) Mer 5372  
Sentimental Me  
R. Morgan (Copper Canyon) Dec 24904  
September in the Rain  
R. Young (I'm Carrying) Happiness 104  
She's My Easter Lily  
D. Godd (You're in) Rainbow 90088  
Shoemaker's Song, The  
B. Huggins-J. Bennon Trio (Carnival of) Slate  
6027  
Sleigh Ride  
E. Smith (Galloping Comedians) Dec 24902  
Small Town  
R. Bloch (Time to) Signature 15265  
Solid as a Rock  
M. Whiting (Sure Thing) Cap 851  
Sometimes I Feel Like a Motherless Child  
H. Belafonte (Whispering) Cap 856  
Stormy Weather  
K. Starr (You're the) Cap 811  
Strange New Look  
E. Wilson (I'm the) Dec 24906  
Sun's Gotta Shine Again, The  
W. Brown (He's My) National 9102  
Sunshine Cake  
P. Lee (Goodbye, John) Cap 849  
Sunshine Cake  
F. Sinatra-P. Kelly (Sure Thing) Col 38705  
Sure Thing  
F. Sinatra (Sunshine Cake) Col 38705  
Sure Thing  
M. Whiting (Solid as) Cap 851  
Sweetest Words I Know, The  
V. Lopez (Dixieland Rhumba) Col(33)1-465  
Sweethearts on Parade  
M. Ash (Pearl House) Cap 855  
Tell Him I'm Blue  
M. Morgan (These Are) Dec 24901  
That's A-Plenty  
Pee Wee Hunt (Royal Garden) Cap 893  
There's an Ache in My Heart  
P. Marshall-The Holidays (They're Positively)  
Main Street 801  
There's an "X" in the Middle of Texas  
L. Welk (Chooga-Choo) Mer 5376  
These Are Things I Want To Share With You  
M. Morgan (Tell Him) Dec 24901  
They're Positively Wrong  
P. Marshall-The Holidays (There's an) Main  
Street 801

(Continued on page 117)

The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album and LP Record Reviews

Billboard TRADE SERVICE FEATURE

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

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

THE RATES

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

THE CATEGORIES

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

BIZET: CARMEN SUITE AND TCHAIKOVSKY: CAPRICCIO ITALIEN—81

Columbia Symphony Ork, Sir Thomas Beecham, Cond. (1-12'')  
Columbia (33) ML-4287

Beecham's firsts for Columbia following his recent return to the label are a couple of quickly waxed warhorses done with a pick-up orchestra. Beecham's treatment of Tchaikovsky will undoubtedly make the Russian's followers squirm. The conductor takes great liberties with the Tchaikovsky opus which, tho it is one of his lesser bits, is one of his most popular. But Beecham lovers will certainly find it a pleasure to see the master's eccentric stamp all over the rather tired score. Bizet fares far better as Beecham, still dealing with matter far afield from his usual, persuasively conducts this patchquilt of selections from the opera "Carmen." The orchestra fares well and is recorded excellently. Not a significant debut for Beecham but certainly a commercial one.

JUKES Not Suitable. JOCKS New renditions of standard works should make good library fare.

TEXAS LI'L DARLIN'—Kenny Delmar, Danny Scholl, Mary Hatcher, Fredd Wayne, Loring Smith (4-10'') 74

Decca DA-748

Texas, Li'l Darlin'; The Yodel Blues; A Month of Sundays; Hootin' Owl Trail; Big Movie Show in the Sky; Politics; Affable, Balding Me; It's Great To Be Alive.

A Broadway musical original cast effort is graced with some super-slick lyrics by Johnny Mercer, a mediocre Robert Emmett Dolan score and a convincing fresh cast. The show has outlived a mixed critical reception and is likely to be around for a while. The lyric is sure to attract a number of customers for this album, which otherwise has little of import in the groove. The recording job is excellent—not a word is missed. The album also is available on a single 10-inch long-playing record. Kenny Delmar, Mary Hatcher and Danny Scholl handle most of the solo work in the package with spirit, gusto and conviction.

JUKES Not Suitable. JOCKS Pop spinners can use original cast stuff to advantage.

JOHANN STRAUSS: ON THE BEAUTIFUL BLUE DANUBE; ROSES FROM THE SOUTH; VOICES OF SPRING; THOUSAND AND ONE NIGHTS; ACCELERATION WALTZ—Vienna Philharmonic Ork, Clemens Krauss, Dir.; Berlin Philharmonic Ork, Erich Kleiber, Dir. (1-12'') 78

Capitol Telefunken (33) P-8061

Five favorite Strauss waltzes are done in their entirety as they are played in the composer's backyard. Strauss gets a bit more of the airy Viennese flavoring into his slicings than does Kleiber, but in both cases the readings are infinitely fresher than are most other available etchings of this ever-popular stuff. The recordings lack modern brilliance but are more than adequate. This kind of program should prove to be fine fare for the average LP consumer.

JUKES Not Suitable. JOCKS Authentic readings of the Strauss waltzes. As good as any for programing.

KAY STARR SINGS—Kay Starr (4-7'') 76

Crystalette (45) CR-45

After You've Gone; St. Louis Blues; Honeysuckle Rose; Stormy Weather; Love Me or Leave Me; I'm Confessin'; All of Me; Who's Fooling Who.

Here's a treat for Starr fans—eight sides she cut some years ago with a crew of stellar sidemen; Zutty Singleton, Willie Smith, Ray Linn, Allan Reuss, Barney Bigard, Vic Dickenson, Red Callendar and Calvin Jackson. Tunes are virtually all standards, and the thrush and tootlers do them in relaxed, free-wheeling jazz style, freed of the commercial strictures of the usual vocal date. Not to

say that this package doesn't have market appeal; jazz collectors, Starr fans and general vocal disk buyers should cotton to it. Disks are 45 r.p.m.'s in a smart little album designed for the donut platters. Only sour note is the poorly written liner notes. But appreciators of La Starr will not carp at this in the face of such great performances as the "St. Louis Blues" and "Honeysuckle" sides.

JUKES Not Suitable. JOCKS A must for deejays.

HINDEMITH: SONATA IN D, OP. 11, NO. 2 POULENC: SONATA—Louis Kaufman-Artur Balsam (1-12'') 66

Capitol (33) P-8063

Messrs. Kaufman and Balsam perform with spirit and fine technique as they turn in etchings of a couple of modern sonatas. The Hindemith is an early work of the composer and is basically a romantic score, tho the symptoms of his evolving "atonal" style show prominently. The Poulenc sonata is dedicated to the memory of Garcia Lorca, Spanish poet who was one of the Franco herd's victims in 1936. It is a touching tribute to a master poet, tho it is not a tear-jerker. Rather it suggests the same ingredients of sensitivity and pride which are woven into the works of Lorca. This Poulenc score is of a more substantial texture than the Hindemith, tho the latter's will undoubtedly have more significance in counter demand.

JUKES Not Suitable. JOCKS A pair of excellent modern chamber pieces should be useful for heavier programing.

FAVORITE ORATORIO CHORUSES—Calvary Chorus, Charles Ennis, Cond. (1-10'') 70

Key (33) 11

Half a dozen familiar choral selections from major religious works as "Stabat Mater" or Rossini, "Elijah" of Mendelssohn, "German Requiem" of Brahms, "The Messiah" of Handel and "Twelfth Mass" of Mozart make the contents of this long-play disk. The choruses are done by the Calvary Chorus of the Calvary Baptist Church of New York under the leadership of Charles Ennis with organ accompaniment. The chorus, one of the finer church groups in the country, gives an excellent account of itself in these performances, which are extremely well recorded. The timelessness of these selections should make this disk a handy inventory item.

JUKES Not Suitable. JOCKS Well-done chunks of religious music should serve sturdily in any station library.

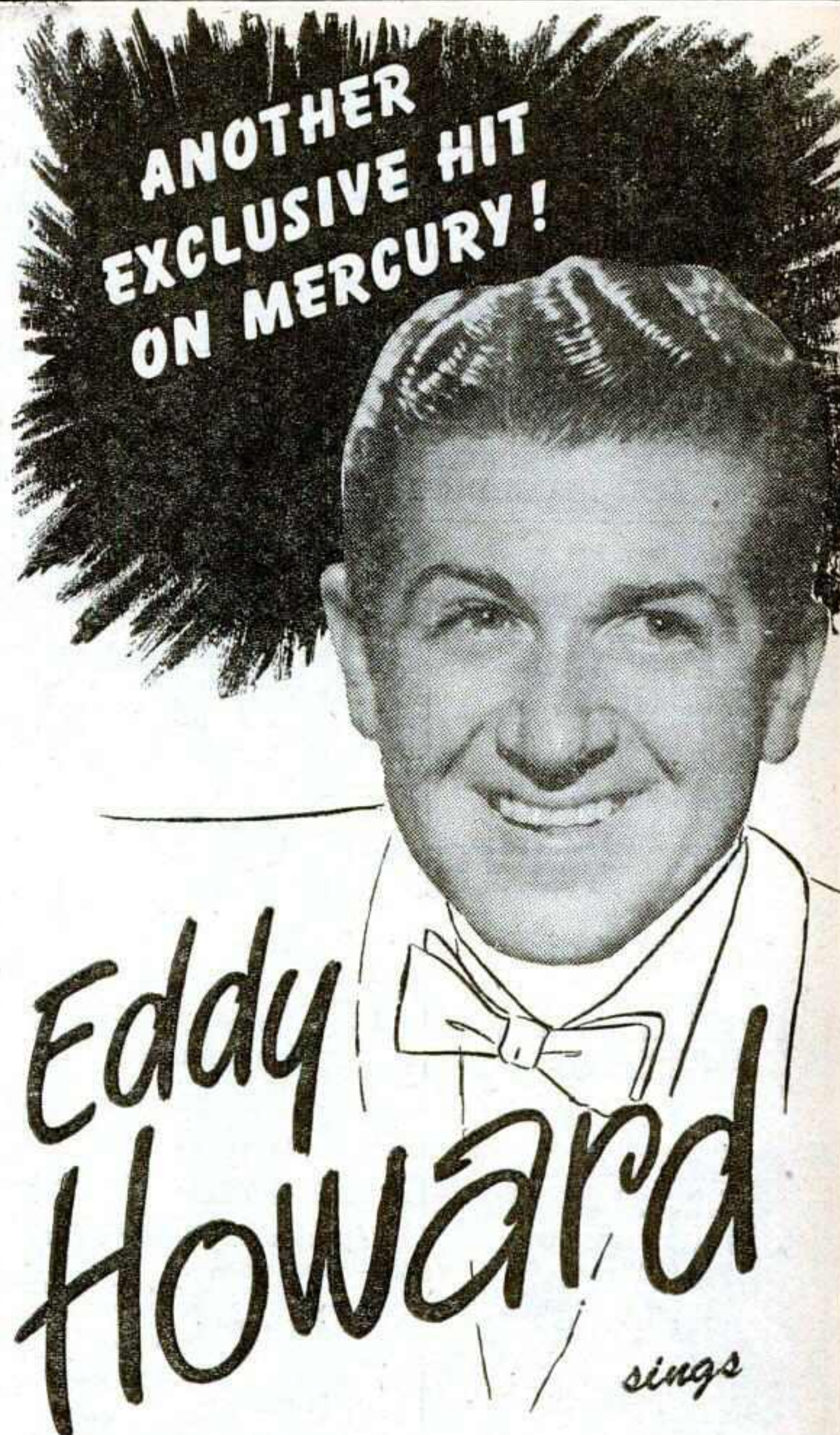
TREASURY OF FRENCH SONG—Martial Singher (1-12'') 72

Columbia (33) ML 4258

Massenet: Elegie, Pensee d'automne; Gounod: Serenade; Bemberg: Chant Hindou; J. B. Faure: Les Rameaux; G. Faure: Ave Maria, Apres Un Reve; Nell; Caplet: Viens une flues invisible; Busser: Notre Pere qui etes aux ciel; Levade: Les vieilles de chez nous; Martini: Plaisir d'armour; Hahn: Si Mes ers avalent des alles, Pagsage; Duparc: L'Invitation au voyage; Chabrier: Ballade des gros dindons, Villanelle des petits canards.

"Elegant" is the word to best describe the Singher style. The man shows here, more than in any wax efforts to date, that he is the past master of French song interpretation. There's a wide variety of type in this full collection, including religious, operatic and chanson, but all are French in essence as well as in tongue. The baritone, who is in excellent voice here, gets to the core of each selection and projects each brief mood like the most conscientious actor. Flute, cello and piano help out on various pieces, and the recording is excellent.

JUKES Not suitable. JOCKS Some or all can go into an outstanding vocal seg.



ANOTHER EXCLUSIVE HIT ON MERCURY!

Eddy Howard sings

YOU CAN DIE FROM A BROKEN HEART

backed with "I'LL DANCE YOU"

MERCURY RECORD No. 5351

Mercury RECORDS

# The Billboard MUSIC POPULARITY CHARTS

## The Honor Roll of Popular Songwriters

By Jack Burton

### No. 50—SIGMUND ROMBERG (Part V)

#### SIGMUND ROMBERG'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

- 835—MAY WINE**  
Book by Frank Mandel, lyrics by Oscar Hammerstein II, and presented by a cast headed by Nancy McCord, Walter Slezak and Walter Woolf King. Harms, Inc.  
SOMETHING IN THE AIR IN MAY  
YOU WAIT AND SEE  
I BUILT A DREAM ONE DAY  
DANCE MY DARLINGS  
ALWAYS BE A GENTLEMAN  
SOMEBODY OUGHT TO BE TOLD  
SOMETHING NEW IN MY HEART  
ONCE AROUND THE CLOCK
- 836—FORBIDDEN MELODY**  
Book and lyrics by Otto Harbach and starring Carl Brisson in a cast that included Ruth Weston, June Havoc, Jack Sheehan and Ruby Mercer. Harms, Inc.  
BUCHAREST  
LADY IN THE WINDOW  
JUST HELLO  
MOONLIGHT AND VIOLINS  
TWO LADIES AND A MAN  
YOU ARE ALL I'VE WANTED  
HOW COULD A FELLOW WANT MORE  
NO USE PRETENDING  
HEAR THE GYPSIES PLAYING  
SHADOWS  
WHEN A GIRL FORGETS TO SCREAM  
BLAME IT ON THE NIGHT
- 842—SUNNY RIVER**  
Book and lyrics by Oscar Hammerstein II, presented by a cast that included Muriel Angelus, Helen Claire, Ethel Levey and Bob Lawrence. Harms, Inc.  
MY GIRL AND I  
CALL IT A DREAM  
IT CAN HAPPEN TO ANYONE  
THE BUTTERFLIES AND BEES  
ALONG THE WEDDING ROAD  
BUNDLING  
CAN YOU SING  
MAKING CONVERSATION  
LET ME LIVE TODAY  
BOW-LEGGED SAL  
SUNNY RIVER  
SHE GOT HIM  
TIME IS STANDING STILL
- 845—UP IN CENTRAL PARK**  
Book and lyrics by Herbert and Dorothy Fields, and presented by a cast headed by Betty Bruce, Maureen Cannon, Charles Irwin, Wilbur Evans, and Noah Berry Sr. Williamson Music, Inc.  
UP FROM THE GUTTER  
CAROUSEL IN THE PARK  
IT DOESN'T COST ANYTHING TO DREAM  
BOSS TWEED  
WHEN SHE WALKS IN THE ROOM  
CURRIER AND IVES  
CLOSE AS PAGES IN A BOOK  
(Available on the following Decca records: 18686, Bing Crosby; 23409, Wilbur Evans and Eileen Farrell.)  
RIP VAN WRINKLE  
THE FIREMAN'S BRIDE  
WHEN THE PARTY GIVES A PARTY  
THE BIG BACK YARD  
APRIL SNOW  
THE BIRDS AND THE BEES  
"Up in Central Park" Selections. RCA Victor Album M-991 with Jeanette MacDonald and Robert Merrill. "Carousel in the Park," "It Doesn't Cost Anything to Dream," "Close As Pages in a Book," "The Fireman's Bride," "The Big Back Yard," "When You Walk in the Room." Decca Album A-395 with Wilbur Evans, Betty Bruce, Eileen Farrell and Celeste Holm. "The Big Back Yard," "When You

Walk in the Room," "Carousel in the Park," "April Snow," "The Fireman's Bride," "Currier and Ives," "It Doesn't Cost Anything to Dream," "Close as Pages in a Book."

- 1948—MY ROMANCE**  
A musical play with book and lyrics by Rowland Leigh, based on Edward Sheldon's "Romance" with a cast headed by Anne Jeffreys in the role of the diva created by Doris Keane in 1913, Luella Gear, Lawrence Brooks, and Hazel Dawn Jr. Williamson, Music Inc.  
SOUVENIR  
1898  
DEBUTANTE  
WRITTEN IN YOUR HAND  
LOVE AND LAUGHTER  
FROM NOW ONWARD  
LITTLE EMMALINE  
DESIRE  
IF ONLY  
BELLA DONNA  
PARADISE STOLEN  
IN LOVE WITH ROMANCE

#### Interpolated Number in Stage Musical

- 1922—LADY IN ERMINE**  
Starring Wilda Bennett and Walter Woolf.  
WHEN HEARTS ARE YOUNG (IN SPRING-TIME)  
Lyrics by Cyrica Wood. Harms, Inc.  
(Available on Columbia record 36533 in C-88, Al Goodman orchestra.)

#### Instrumental Numbers

- 1913—SMOKE SMOKE**  
(Originally known as METROPOLITAN SLIDE).  
Edward B. Marks Music Corporation.  
LEG OF MUTTON  
Edward B. Marks Music Corporation  
SOIREE D'AMOUR  
Edward B. Marks Music Corporation  
VALSE PARFUMEE  
Edward B. Marks Music Corporation
- 1943—FAITHFULLY YOURS**  
Harms, Inc.  
(Available on RCA Victor record 11-9222, Sigmund Romberg orchestra.)

#### Popular Song

- 1934—THE KEEPER OF THE GOLDEN KEYS**  
Lyrics by Ed Heyman. Harms, Inc.  
FILM SONGS AND SCORES
- 1928—THE STUDENT PRINCE**  
An MGM picture starring Ramon Novarro and Norma Shearer. Lyrics by Dorothy Donnelly. This film utilized the music from the stage production of the same name.
- 1929—THE DESERT SONG**  
A Warner Bros. picture starring John Boles in a cast that included Carlotta King and Louise Fazenda. Lyrics by Oscar Hammerstein II. The music from the stage production of the same name was utilized in this film.
- 1930—VIENNESE NIGHTS**  
A Warner Bros. picture starring Vivienne Segal. Lyrics by Oscar Hammerstein II. Harms, Inc.  
I BRING A LOVE SONG  
(Available on RCA Victor record 1500, Richard Crooks, tenor and Edna Kellogg with orchestra.)  
I'M LONELY  
WILL YOU REMEMBER VIENNA  
(Available on the following records: RCA Victor 1500, Richard Crooks and orchestra; Decca 23219 in A-352, Hildegard.)  
HERE WE ARE

**NEW MOON**  
An MGM picture with a cast in which Lawrence Tibbett, Grace Moore and Adolphe Menjou were featured. This film utilized the music from the stage production of the same name.

- 1931—CHILDREN OF DREAMS**  
A Warner Bros. picture with a cast headed by Margaret Schilling, Paul Gregory, Tom Patrolia and Charles Winninger. Lyrics by Oscar Hammerstein II. Harms, Inc.  
FRUIT PICKERS' SONG  
OH COULDN'T I LOVE THAT GIRL  
HER PROFESSOR  
CHILDREN OF DREAMS  
SLEEPING BEAUTY  
IF I HAD A GIRL LIKE YOU  
SEEK LOVE  
YES SIR

#### SONGWRITERS COMING UP!

AL HOFFMAN

In Subsequent Issues The Billboard Will Present

DUKE ELLINGTON  
J. FRED COOTS  
HOAGY CARMICHAEL  
HARRY RUBY  
FATS WALLER  
HARRY REVEL  
JIMMY McHUGH  
BILLY HILL  
LOUIS ALTER

#### PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

#### 1935—THE NIGHT IS YOUNG

An MGM picture with a cast headed by Ramon Novarro, Evelyn Laye, Charles Butterworth, Una Merkel, Edward Everett Horton, Rosalind Russell and Henry Stephenson. Lyrics by Oscar Hammerstein II. Robbins Music Corporation

MY OLD MARE  
WHEN I GROW TOO OLD TO DREAM  
(Available on the following records: RCA Victor 4285, Nelson Eddy; RCA Victor 10-1126, Allan Jones; RCA Victor P(26713) in P-40, Dick Leibel, console; Decca 23763 in A-509, Guy Lombardo; Decca 23973, Johnny Long orchestra; Decca 24073 in A-1935, Nat Brandwynne orchestra; Columbia 36556 in C-88, Al Goodman orchestra; Columbia 35583 in C-26, Jane Pickens; Columbia 4340-M, Andre Kostelanetz; Columbia 38187, The Charioteers.)  
THE NOBLE DUCHESS  
LIFT YOUR GLASS  
THERE'S A RIOT IN HAVANA  
THE NIGHT IS YOUNG

#### 1937—MAYTIME

An MGM picture starring Jeanette MacDonald and Nelson Eddy in a cast that included John Barrymore. In addition to the songs from the stage production of the same name, three new numbers were written for this film with lyrics by Gus Kahn. Robbins Music Corporation.  
FAREWELL TO DREAMS  
(Available on RCA Victor record 4329, Jeanette MacDonald and Nelson Eddy.)  
A LADY COMES TO TOWN  
HATS IN THE AIR

#### 1938—GIRL OF THE GOLDEN WEST

An MGM picture starring Nelson Eddy and Jeanette MacDonald in a cast that included Walter Pidgeon, Leo Carrillo and Cliff Edwards. Lyrics by Gus Kahn. Leo Feist, Inc.  
SEÑORITA  
(Available on RCA Victor record 4389, Nelson Eddy.)  
SOLDIERS OF FORTUNE  
(Available on RCA Victor 4389, Nelson Eddy and male quartet.)  
SUN-UP TO SUNDOWN  
(Available on RCA Victor record 4388, Nelson Eddy and male quartet.)  
WHO ARE WE TO SAY?  
(Available on the following records: RCA Victor 4388, Nelson Eddy; RCA Victor 10-1126, Allan Jones.)  
THERE'S A BRAND NEW SONG IN TOWN  
MARIACHIE  
THE GOLDEN WEST  
THE WEST AIN'T WILD ANY MORE  
SHADOWS ON THE MOON  
WIND IN THE TREES

#### 1939—BROADWAY SERENADE

An MGM picture starring Jeanette MacDonald in a cast that included Ian Hunter, Lew Ayers and Frank Morgan.  
NO TIME TO ARGUE

#### 1939—LET FREEDOM RING

An MGM picture starring Nelson Eddy in a cast that included Virginia Bruce, Victor McLaglen, Lionel Barrymore, Edward Arnold and Guy Kibbe. Lyrics by Gus Kahn. Leo Feist, Inc.  
WHERE ELSE BUT THERE

#### 1940—NEW MOON

An MGM picture starring Jeanette MacDonald and Nelson Eddy. Lyrics by Oscar Hammerstein II.  
MARIANNE  
TAKE A FLOWER  
ONE KISS  
GORGEOUS ALEXANDER  
SOFTLY AS IN A MORNING SUNRISE  
WANTING YOU  
LOVER COME BACK TO ME  
STOUT-HEARTED MEN  
FUNNY LITTLE SAILOR MAN

#### 1943—THE DESERT SONG

A Warner Bros. picture with a cast headed by Dennis Morgan, Irene Manning, Bruce Cabot, Lynne Overman, Faye Emerson and Gene Lockhart. The songs from the stage production of the same name were utilized in this film.

#### 1948—UP IN CENTRAL PARK

A Universal picture starring Deanna Durbin in a cast that included Dick Haymes and Vincent Price. Lyrics by Dorothy Fields. Williamson Music, Inc. In addition to the songs from the stage production of the same name, one new song was written for this film:  
OH SAY DO YOU SEE WHAT I SEE?

#### Sigmund Romberg Albums

Columbia MM-635, Music of Sigmund Romberg with Andre Kostelanetz. "Will You Remember?" "One Kiss," "Desert Song," "Romance," "Deep in My Heart Dear," "When I Grow Too Old to Dream," "Song of Love," "Auf Wiedersehen."  
Capitol CD-61. Lela Butler sings songs of

Sigmund Romberg. "Deep in My Heart Dear," "Desert Song," "Lover Come Back to Me," "One Kiss," "The Riff Song," "Romance," "Wanting You," "Will You Remember?"  
RCA Victor M-1051, Gems From Sigmund Romberg Shows with Genevieve Rowe, soprano, Lillian Cornell, mezzo-soprano, Eric Mattson, tenor, and Lawrence Brooks, baritone, with male chorus, mixed chorus, and Sigmund Romberg orchestra. "One Kiss," "Will You Remember," "Softly as in a Morning Sunrise," "When I Grow Too Old to Dream," "One Alone," "Romance," "Deep in My Heart Dear," "Drinking Song."  
Columbia C-88. Show Tunes of Sigmund Romberg with Al Goodman orchestra. "Will You Remember?" "When Hearts Are Young," "Lover Come Back to Me," "One Kiss," "Desert Song," "One Alone," "Deep in My Heart Dear," "When I Grow Too Old to Dream."

## Col. Prepping Kidisk Names

NEW YORK, Feb. 18.—Several new children's records, featuring name talent, will be released by Columbia Records within the next couple of months. According to kidisk department topper Hecky Krasno, four platters of hymns will be added to the seven-inch Playtime line in March. These have been waxed by Floyd Sherman.

Before the end of this month *The Glooby Game*, a new-type production featuring the pop Modernaires group, will hit the counters. In this opus the vocal unit displays its thespian talents for the first time. A sequel to Gene Autry's smash *Rudolph and Stampede* diskings is skedded for March, and the two-record Frank Buck *Bring 'Em Back Alive* package will follow in April. A new Burl Ives disk, follow-up to his *Animal Fair*, comes later.

## 'I've Been a Fool' Suit Still in the Courts

NEW YORK, Feb. 18.—Everett Anthony's infringement suit against Herman Kanes's Excelsior Music and tunesmith Gladys DeJuse is still on the Federal Court calendar despite a recent denial of a preliminary injunction by Judge John W. Clancy. The case involves the tune, *I've Been a Fool*, which Anthony claims was pirated from an unpublished work of his own. An item in *The Billboard* last week erroneously stated that the case had been thrown out of court. Result of the injunction denial is that the defendants are free for the present to collect royalties from several companies that have waxed the tune. Later, however, if the court rules in favor of Anthony, these monies may accrue to the latter.

Anthony is represented in the action by Abner Greenberg. Julius Schein is attorney for the defendants.

## Save That Tamer!

WASHINGTON, Feb. 18.—To make the country "conservation conscious" the National Wildlife Federation (NWF) is suggesting that more attention be given to nature songs. *Cool Water* is recommended as an aid to conserving water. Also recommended is *Don't Go in the Lion's Cage Tonight*, possibly with the idea of conserving lion tamers.

## Orksters Dustin' Old Scores, Cut Crews as Biz Returns to Beat

NEW YORK, Feb. 18.—With the emphasis in the band business returning to the essentials of the dance beat, Artie Shaw, Count Basie and a number of other one-time leaders of the terp field are digging into the trunks to come up with the scores of the arrangements which kept the country stepping in the late 1930's and early 1940's. The trend, considered reactionary among the new tootler generation but good business by the old tradesters, goes so far as to revive the use of the old-size groups.

Shaw, who recently came off the road, is understood to be ready to put together a new version of his *Begin the Beguine* band which included four reeds (standard for most orks today is five), six brass (current units have seven and eight) and four rhythm. This 14-man crew represents a slash of three tootlers from the Shaw crew which was recently dispersed. Shaw will make use of his old library for the forthcoming crew, with the material due to date back as far as his famed *One Foot in the Groove*.

### Basie Revamping

Basie, who went back under the aegis of Willard Alexander recently, initially returned to action with a six-man crew which opened at the Brass Rail in Chicago February 10. But the orkster's plans call for an

early revival of the 13-man swing crew which rocked Basie to fame in 1939. He will also make use of the library which helped to establish that band as a top box-office attraction. The forthcoming Basie crew will contain four reeds, four rhythm (including Basie at the piano) and five brass. The recently disbanded Basie big band had 17 tootlers.

Other top-line band leaders are believed considering both slicing the size of their working crews and the re-use of old dance beat libraries. It is understood that Tex Beneke, who is leading the postwar edition of the late Glenn Miller's band, is going to employ the late Miller's library more extensively than has been his custom.

## NBOA Pitching For H'w'd Wing

HOLLYWOOD, Feb. 18.—First step in formation of a California chapter of the National Ballroom Operators' Association (NBOA) will be taken Monday (20) when local spot ops will be addressed by Tom Archer, Midwest dancery chain operator and NBOA organizer-board member. Immediate purpose of Archer's talk will be to inform ops of work being done by NBOA in fighting the cabaret tax, plugging musicians' Social Security and a progress report on the org's efforts to alter current music licensing policies.

Need for an active Coast branch of the association will be implied in Archer's address. He will relate strides made by NBOA in the East and benefits gained by ops as a result of joint action in studying legislative, union and licensing problems of the dance biz. Area has been sans a dancery org, with only a few local ops holding membership in the Midwest-centered NBOA. These include Casino Garden's Eddy Gilmartin, who serves as NBOA's Coast rep; Hollywood Palladium, Balboa's Rendezvous, Trianon and Curt Hayes of Oakland. Attempt at forming a Southern California ballroom operators' association was made three years ago by Marty Landau, promoter-operator, but result was short-lived.

All ops in this area are invited to Monday's meeting, including reps from such niteries as Mocambo, Ciro's, Coconut Grove and Biltmore Bowl. Archer, currently here on a family visit, extended his Coast stay to address the ops. Following his departure Gilmartin will launch a concentrated drive to get dancery men into a State-wide org.

## Pix Nominate Musical Bests

HOLLYWOOD, Feb. 18.—More than 10,000 members of the motion picture industry made the following nominations for Academy Awards in music. Best scoring of a musical picture: *Jolson Sings Again*, a Sidney Buchman production, Columbia, by Morris Stoloff and George Duning; *Look for the Silver Lining*, Warner Bros., by Ray Heindorf; *On the Town*, Metro-Goldwyn Mayer, by Roger Edens and Lennie Hayton. Best score of a dramatic or comedy picture: *Beyond the Forest*, Warner Bros., by Max Steiner; *Champion*, Screen Plays Corporation, United Artists, by Dimitri Tiomkin; *The Heiress*, Paramount, by Aaron Copland.

Best song written for and/or first used in a motion picture: *Baby, It's Cold Outside*, from *Neptune's Daughter*, Metro-Goldwyn-Mayer, music and lyrics by Frank Loesser; *It's a Great Feeling*, Warner Bros., music by Jule Styne, lyrics by Sammy Cahn; *Lavender Blue, So Dear to My Heart*, Walt Disney Production-RKO Radio, music by Eliot Daniel, lyrics by Larry Morey; *My Foolish Heart*, from *My Foolish Heart*, Samuel Goldwyn Productions-RKO Radio, music by Victor Young, lyrics by Ned Washington, and *Through a Long and Sleepless Night, Come to the Stable*, 20th Century-Fox, music by Alfred Newman, lyrics by Mack Gordon.

## New Twist

HOLLYWOOD, Feb. 18.—They'll be spinning records at hosiery counters by reason of a disk exploitation tie-in made by Capitol. To push King Cole's *Twisted Stockings* recording, Press Agent Gene Howard arranged a deal with Hanes Hosiery Company, manufacturers of seamless stockings, whereby hose counters will have turntables spinning the *Twisted Stockings* disk. Capitol will supply the cuff wax.

Tune, written by Joe Green, is pubbed by Lutz Bros. Diskery expects *Stockings* to be King Cole's best seller since *Nature Boy*.

## Cap Tie-Ins Bally Mel Torme 'Suite'

HOLLYWOOD, Feb. 18.—To bolster national exploitation of Mel Torme's *California Suite*, Capitol Records has set up a series of State and civic tie-ins. For State pride's sake, the All-Year Club (tourist promotion org) and the Los Angeles Chamber of Commerce are sitting in on promotion huddles, and Gov. Earl Warren will send copies of the album to the other State governors. Tops in tie-ins is Cap's deal with Sunkist oranges (California Citrus Growers' Association) whereby Torme and Peggy Lee, who is also heard in the album, will be featured in Sunkist's national ads.

Furthermore, Cap has tied in with the National Orange Show held at San Bernardino. Reciprocal deal calls for diskery to arrange nationwide disk jockey appearances by the orange show queen in return for which lass will plug album on the platter shows.

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# KING RECORDS

## NEW RELEASES

### POPULAR

- ★ **FREDDY MILLER**  
15034 It Isn't Fair  
You're Just a Little Different
- ★ **SISTER SLOCUM AND HER LITTLE BROTHER**  
15032 Don't Bring Me Posies  
Whistlin' Boogie

### HILLBILLY-WESTERN

- ★ **COWBOY COPAS**  
846 Open Door—Open Arms  
More Precious Than Silver or Gold
- ★ **HAWKSHAW HAWKINS**  
838 Wanted Someone To Love Me  
There's a Teardrop in Your Eye
- ★ **YORK BROTHERS**  
852 Gravy Train  
Take a Number
- ★ **MOON MULLICAN**  
839 Broken Dreams  
Don't Ever Take My Picture Down
- ★ **WAYNE RANEY**  
840 I Feel a Streak of Love Coming On  
Del Rio Boogie
- ★ **DUKE BOWMAN**  
853 The Cry of the Wild Goose  
Who at My Door Is Standing?
- ★ **HANK PENNY**  
842 Now Ain't You Glad, Dear?  
Got the Louisiana Blues
- ★ **REDD STEWART**  
843 Brother, Drop Dead (Boogie)  
If You'll Come Back to Me
- ★ **COWBOY COPAS AND GRANDPA JONES**  
844 The Feudin' Boogie
- ★ **MARVIN MONTGOMERY**  
844 Raggin' the Banjo
- ★ **KING'S SACRED QUARTET**  
841 I'll Be Listening  
The Old Country Church

### SEPIA-BLUES

- ★ **BULL MOOSE JACKSON**  
4352 A Fool in Love  
Let Your Conscience Be Your Guide
- ★ **WYNONIE HARRIS**  
4342 I Like My Baby's Pudding  
I Can't Take It No More
- ★ **JOE THOMAS**  
4339 Wham-a-Lam  
Artistry in Moods
- ★ **EARL BOSTIC**  
4343 Choppin' It Down  
No Name Blues
- ★ **BILL JOHNSON**  
4338 I Love You More Each Day  
What Can I Do?
- ★ **CLIFF BUTLER**  
4341 Shame on You  
I Dream Such Foolish Dreams
- ★ **THE SPIRIT OF MEMPHIS QUARTET**  
4340 Days Passed and Gone  
Blessed Are the Dead
- ★ **SWAN'S SILVERTONE SINGERS**  
4344 Down on My Knees  
My God's Getting Us Ready

# KING RECORDS

## Music—As Written

### Dixieland Comeback Nets Nichols GAC Pact

As a result of Dixieland's comeback, General Artists Corporation (GAC) inked **Red Nichols and His Pennies** group. Pact will go into effect in the summer after Nichols is free from air show commitments to take to the road. GAC intends to book Nichols on one-nighters, theater and location engagements. In recent years he was booked independently.

### Sammy Kaye Pulls Record 3,200 in One-Nighter

**Sammy Kaye** broke a record at the Nightingale Ballroom, Appleton, Wis., Sunday (12), drawing 3,200 at \$1.50 a head. Kaye has been hitting high grosses. He attracted 2,000 at \$2 Saturday night (11) at the Playdium, Sheboygan, Wis.

### Siegel Signs Santos to Long-Term

**Sidney Siegel**, Seeco Records chief, returned from Havana last week after inking Cuban shouter **Daniel Santos** to a long-term pact. Santos is a former Secco artist, but has a one-year pact with RCA Victor, which expires March 28. Siegel took off again Friday (17) for a 10-day expedition to Santo Domingo and Haiti. He plans to cut sides and scout new talent en route.

### Pearson and Daniel Head New Bama Label

Bama Records, new label specializing in sacred, hillbilly and blues-rhythm wax, has been set up by Pearson's Productions, Inc., of Birmingham. The outfit is headed by **Manley Pearson** and talent director **John Daniel**. Disks will be pressed on break-resistant material.

### Camarata, Berne Crisscross Atlantic

**Tutti Camarata**, London Records artists and repertoire chief, flew to England Tuesday (14) for hastily scheduled conferences with London Prexy **E. R. (Ted) Lewis**. **Dan Berne**, London executive veepee here, hopped over to London Friday (10) and was skedded for a probable return with Camarata Monday (20).

### Mayfair Reverses LP Decish, Going 45

Mayfair Records, kidisk specialty line, will release seven 45 r.p.m. disks in early March. The diskery, headed by **Hugo Perett** and **Herb Plattner**, announced its intention to go LP several weeks back, but has reversed its decision as the result of distributor requests. Six new 78 r.p.m. disks will be released at the same time. The price for both 78's and 45's will be 79 cents.

### Entirely New Coronet Diskery Formed in N. Y.

A new diskery, Coronet Records, has been formed in New York by the partnership combo of **Bill Baker**, **Norman Wieland** and **Leonard Creo**. The outfit has no relationship to the old Coronet Company which folded several years ago. The first release, out last week, features the **Glenn Brown Trio**, which is under a one-year contract to the label. Their repertoire is to consist of pop standards and originals.

### New York:

Warner Bros.' pubberies let out four contact men last week, **Joe Gold**, **Bernie Scherer**, **Herman Scherer** and **Paul Shevock**. **Mel Richmond** and **Benny Ross** received notice at Southern, and **Bob Sadoff** exited Knickerbocker Music. **Harold Solomon** joined **Joe Davis**; **Murray Puddles** went to work for Pemora.

**Mr. and Mrs. T. Harold Vesburgh**, of Bellows Falls, Vt., became the December national winners of Thesaurus's "Claude Thornhill Presents Win a Holiday" contest. The couple have just spent a week-end in New York thru the courtesy of RCA Recorded Program Service.

Warbler **Dick Todd** was referred to in these columns as recording for Signature Records. Sorry, we meant Rainbow Records. . . . **Flack Virginia Wicks** is out of the hospital and feeling well. . . . **The Shadows** went into the Paradise in Detroit Friday (17). . . . **Noro Morales** and **ork** opened at the Hotel Avila in Caracas, Venezuela, Friday (10). . . . Sunday (12) marks the 56th anniversary of the founding of the E. B. Marks pubbery. . . . **Elayne Glikos**, of the Big Three (MGM pubberies) educational staff, marries **George Kyrimes**, of Kyrimes Bros. Amusement Corporation, Coney Island, Sunday (19).

Local 802 has dropped the A. A. Berle law firm; **Stephen Vladeck** is the new counsel. . . . **Frank Wojnarowski**, Dana Records polka orkster, has been signed by GAC. . . . **Cleffers Sid Tepper** and **Roy Brodsky** will be guested on an all-recorded half-hour show featuring their tunes Tuesday (14) as part of WNYC's American Music Festival. . . . **Steve Sholes**, head of country and blues a-and-r. for RCA Victor, has returned from a three-week trek around the country, recording, conferring with distribs and visiting deejays.

Crooner **Dick Todd**, Rainbow disk star currently soaring with his waxing of "Daddy's Little Girl," opened at Chubby's, Camden, Monday (13). . . . Rainbow chief **Eddie Heller** embarks on a three-week tour of the South about March 1. . . . **Flack Sid Ascher** left Saturday (19) for a 10-day vacation in Bermuda. . . . **Sid Ascher Associates** are now handling flack chores for radio-TV music director **Charles Sanford**. . . . **Orkster Freddy Martin** is booked into the St. Francis Hotel, San Francisco, February 28-April 11. . . . **Louis Armstrong** goes into the Palomar Club, Vancouver, March 2-15. . . . **Eddy Duchin** hits the Waldorf-Astoria March 8 thru May 10. . . . **Cadet Distributors Company**, headed by **Harry and Iz Levin**, is taking over the Varsity LP line for the Detroit territory.

**Tom Drayton**, former stage manager for **Sammy Kaye**, died of a heart attack Wednesday (8). His body was shipped to Buffalo for burial. . . . A new diskery is Dixie Records, of Baltimore. . . . **Mike Hall**, **Billy Eckstine** flack, is in Hollywood in connection with the singer's MGM pic deal.

### Philadelphia:

**Steve Gibson** and the Red Caps cut "I've Got a Roof Over My Head" and "I'll Never Love Anyone Else" for Mercury. . . . **Ernest Catenacci**, former sax-man with **Elliot Lawrence** is now blowing his horn for **Leo Zollo** here. . . . **Jeff Scott** is resuming the Jazz Festival Society clambakes at the Academy of Music foyer, with **Sydney Bechet** heading the list of

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all-stars. . . **Danny Kessler**, exploiter for the Columbia Records distributor here, goes into the exploitation business on his own, beginning with the Four Keys, currently at Lou's Moravian Bar. . . **Dennis Sandol**, whose composition, "Dark Bayou," has just been released on the Coral label and who has arranged many musical specialties for the Hollywood film colony, joins the staff of the Granoff School of Music here to teach "the cultural evolution of contemporary modern jazz." . . . The local American Federation of Musicians' incumbents will face a combined organization in the coming spring election, with theater pit-man **Charles McConnell** heading the opposition slate. . . Beacon Publishing and the **Mills Brothers** recorded "Let's Try Again" by Philly's **Will Dubrow**. . . **Bill Farrell**, current at the Click, gives way February 27 to **Frankie Laine**, with **Louis Prima** slated for a couple weeks starting March 10. . . **Bob Rolontz** has signed the University of Pennsylvania's a cappella choir to record for his Key label. . . **Lenny Herman** returns to the Hotel Warwick band stand. . . The **Tommy Ferguson Trio** handles the musical backgrounds for the Snellenburg Department Store's afternoon "TV Jamboree" on WCAU-TV.

**Hollywood:**

Capitol sees promise in **Bill Boyd's** kid album, "Hopalong Cassidy and the Singing Bandit." Wax book won't be released until February 27 and initial orders to date top the 35,000 mark. . . First vocal recording of "On the Trail" from **Ferde Grofe's** "Grand Canyon Suite" will be cut for RCA Victor by **Alan Jones**. Lyrics were patterned by **Harold Adamson**. Jones intones song during his New York Roxy Theater stand. . . **Frank De Vol** is setting up an ASCAP pubbery to be tagged Derby Music. His Grayce Music, a BMI firm, started a year ago, will remain active. New firm will get its share of De Vol's original cleffings and arrangements.

**Dick Haymes** and **Carroll Carroll** teamed talents on music and words of "Champaigne for Two," one of the tunes Haymes disked for Decca. . . **Murray Rich** and **Albert Rakson**, co-penners of "There's an X in the Middle of Texas," inked seven-year pacts with BMI. . . Songstress **Jo Stafford** heads for New York to join personal manager **Mike Niedorf**, in airshow huddles. . . **Lou Busch** and **Lee Gillette**, Capitol a. and r. toppers, hopped to San Francisco to cut eight sides with **Benny Strong** and band, currently at the Mark Hopkins. One of the tunes is "If I Knew You Were Coming, I'd've Baked a Cake" which Capitol is rushing into immediate release. . . **Cormac Records'** new talent acquisitions include the vocal duo, **Hal Blair** and **Mary Morgan**, and **Merl Lindsay** and his Oklahoma Night Riders. **Lindsay** is featured on Oklahoma City's Station WKY. . . **Mae Williams**, songstress on the Crystalette label backed by the **Tommy Reeves**-ork, soon will embark on a nationwide p.-a. tour. . . **Larry Crosby**, Bing's brother, and head of the Crosby Foundation, is reported in good condition following an operation at St. John's Hospital, Santa Monica, Calif.

**Cincinnati:**

**Horace Heidt's** "Stars on Parade" pulled some 5,500 stub-holders to Cincinnati Garden Friday night (10), with ducats pegged from 75 cents to \$2.40. . . **Sylvia**, singing 88-er, this week begins her third year at La Normandie, downtown scoffery. . . **Don McGrane** ork, formerly popular hereabouts, has been renewed for a second four-week period at the Jefferson Hotel, Richmond, Va.

**Hartford, Conn.:**

**Ralph Colucci**, owner of Seaboard Distributors and State Music Distributing Corporation of Hartford, has appointed **Ossie Cavallo** general manager. Cavallo replaces **Izzy Goldman**, who has been named general sales manager, succeeding **Hy Sternberg**, who becomes field salesman.

**Jones Sets Push  
In Chi for RCA**

CHICAGO, Feb. 18.—Spike Jones tees off local promotion for the forthcoming Victor disk release of 15 dance band albums (*The Billboard*, February 18) when he stages a Charleston dance contest Thursday (23) at Hotel Sherman. Jones and his band have cut a *Spike Jones Plays the Charleston* package for the dance band push.

The mad-music maestro has sent a letter to all local d.j.'s informing them that he will stage a Charleston step competition, with the best platter spinner and his partner walking off with a 16-inch Victor video set. Local columnists will judge the d.j.'s terping.

To encourage d. j. participation, Jones will start playing one of his album disks and will invite all d. j.'s to dance. Jones intends to get **Doodles Weaver**, **Sir Frederic Gas**; **Ralph Wonders**, his business partner; himself and their wives to open the contest with a Charleston demonstration.

The local Victor distrib point will exhibit all the albums in the dance ork release at the party.

**Jolly Joyce Adds Elton Britt**

PHILADELPHIA, Feb. 18. — The Jolly Joyce Agency, local theatrical agency, adds to its growing stable of name Western talent in bringing in **Elton Britt**. This gives the agency exclusive bookings on the RCA Victor and Columbia Pictures name for the remainder of 1950 for both outdoor and indoor locations. The first pitch for the Joyce Agency was a week at the Latin Casino nitery here. In addition to Britt, Joyce Agency han-

**Christmas Sets  
Hyp Kidisk Sale**

NEW YORK, Feb. 18.—Heavy post-Christmas business in the children's record field this year is due to an unprecedented number of children's phonographs sold during the holiday season, according to **Ralph Berson**, sales manager for Peter Pan Records. Berson, just back from a swing thru the South and Midwest, pointed out that two store chains alone peddled over 100,000 inexpensive units.

Peter Pan has adopted the policy of changing the packaging on its entire line several times in the course of the year to stimulate displays. New sets of seven and 10-inch envelopes feature new illustrations and color combinations.

Before the end of the year, about 10 new disks will be added to both the small-size and regular Peter Pan lines. Standard stories, including *Cinderella*, have been waxed, and original story material has been commissioned. The seven-inch line, which previously confined itself to nursery songs, will now blossom out with stories as well.

The diskery's chief, **Henry Lapidus**, is on the West Coast, contacting distributors and key dealers. Berson recently appointed the following distributors: Sunland Supply Company, El Paso and Phoenix, Ariz.; **Dobbs of Dallas**; South Amusements, Houston, and Midwest Distributing, St. Louis and Kansas City, Mo. The latter takes over from **Roberts Distributing**.

dles such Western names as **Montana Slim**, **Duke of Paducah**, **ABC's Hayloft Hoedown Show**, **Hoosier Hot Shots**, **Sons of the Pioneers**, **Texas Jim Robertson**, **Rosalie Allen** and others.

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"WHAT A TITLE"  
"WHAT A HIT"

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and  
FRAN WARREN

"I SAID MY PAJAMAS"

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**King Expanding Firm Branches**

CINCINNATI, Feb. 18. — Despite rumors to the contrary, King Records, local diskery headed by Sid Nathan, is extending the scope of its factory-owned branches. With the addition of company-operated outlets in Miami and Louisville since January 1, King now operates 33 distrib points.

In addition, Nathan will open in Indianapolis; Columbus, O.; Jackson, Miss., and probably in Knoxville before April 1. Al Miller, veteran with King disks, has left his post as sales manager. A replacement will be announced by Nathan shortly.

**Cap Signs Summac To Do Inca Tunes**

HOLLYWOOD, Feb. 18. — Capitol Records last week inked Peruvian songstress Imma Summac for an album of Inca melodies. According to Cap's a. and r. rep, Alan Livingston, Miss Summac's voice will be heard sans lyrics and will be used as an instrument in the scoring. Les Baxter, who arranged Cap's *Music Out of the Moon* album, will score the Inca session. Music will lean heavily on the five-tone or pentatonic scale.

Chief interest in Miss Summac's voice is in its unusual range, which is said to bridge the gap from low contralto to the highest soprano register. She was formerly a member of the Inca Trio, group working in the New York area. Following the recording session at Cap she will leave for Toronto to appear in concert with the Toronto Symphony ork. She is handled by John Rose, who brought her to this country from her native land.

**On the Stand**

**Ray Pearl**

(Reviewed January 28 at Ben Lejcar's Melody Mill, Riverside, Ill. Managed by McConkey Music Corporation.)

SAXES: Ted Lega, Darrell Robertson and Lenny Kay.

TRUMPETS: Art Taylor and Chuck Grant.

TROMBONES: Harry Arnold and Pat Herman.

RHYTHM: Bill Jasper, piano; Charles Guse, bass; Hunter Silvis, guitar; Lee Arlow Jr., drums.

ARRANGERS: Ted Lega and Johnny Gilbert.

VOCALS: Pat Herman, Hunter Silvis, Art Taylor and Dorris Harris and the Three Jewels.

The Musical Gems' maestro has a crew that's a happy combination of Lombardo and Russ Morgan, with a touch of original Pearl styling. Band, with its forte a mellow blend on any style, is strictly for dancing, running the gamut of pops, standards, novelties and Latin American.

While Pearl has long leaned toward Lombardo, it's hard to achieve real imitation unless the band's vibrato is steady. Up to now this hasn't always been true, but with this group the tone is steady, consistent and most pleasing. Since the last hearing, Pearl has added the Morgan touch, mainly because of the blossoming of Harry Arnold, a trombonist who's been with him four years. Arnold is a terrific slide artist whose mimicry of Morgan's familiar wah-wah is amazingly true. Pearl has over two dozen Morgan-styled ditties in the book and is adding more.

Vocal corps is versatile, with guitarist Hunter Silvis the standout. Silvis fills the bill with a deep baritone, even lower than that of Bill Farrell, of MGM disk fame. Pat Herman, one of the famed Herman brothers (his brother Jules is featured with Wayne King), also does well with novelties. Doris Harris has only been with the band a short time and it's too soon to judge her work definitely.

The ork's book is current, packing the top 10 pops and a wide variety of danceable standards. Arranger Johnny Gilbert fronted a band during the war for GAC. Ted Lega, the other scorer, is a terrific lead alto, who does well in section work as well as on solos. *Johnny Sippel.*

**Chi Palmer House Gets NAMM Confab**

CHICAGO, Feb. 18.—The 1950 convention of the National Association of Music Merchants (NAMM) will be held at the Palmer House here July 10-13, according to an announcement from Bill Gard, executive secretary of the Music Retailers' Association. The exhibitors' prospectus will go out late in February and will contain floor plans and associated information.

Gard also sent out a notice reminding the NAMM membership that Music Week will be staged May 7-13 this year. The org will again furnish its members a complete promotional kit for staging the week.

**Green, Dolan Get Oscar Derby Jobs**

HOLLYWOOD, Feb. 18.—Johnny Green, Metro-Goldwyn-Mayer Music topper, was named general manager of the forthcoming motion picture Academy Awards.

Robert Emmet Dolan, Paramount music director, was appointed music director.

**Harmonica Prof.**

PHILADELPHIA, Feb. 18. —The long-downtrodden harmonica comes of age at the Granoff School of Music with its adding a faculty member to its staff to teach the lowly instrument. Don Ettore, former member of Borah Minevitch's Harmonica Rascals, will be the prof.

**Tucker Brushhoff Points Up Aches**

(Continued from page 14)

ing bands into Western territory, especially anything much west of Omaha. Because of the difficulty in finding anything but far-flung dates which necessitated almost impossible jumps, Kayser produced copies of letters to the deans of six Colorado schools, sent early in December. In these letters Kayser suggested that he send a band to the Colorado territory during a certain week, upon which the schools could agree. He said that by getting four or five school dates that one week, each school could get a much less expensive band date and could probably play a better caliber band as a result. He said he never received any written or oral comment on his suggestion.

Kayser pointed out that one-night bookers often get short cancellation notices and pointed out that he received a five-day cancellation only last week from Southern Illinois Normal, which was forced to drop a band date when Gov. Adlai Stevenson ordered all State normal schools closed because of the fuel shortage. Paul Bannister, one-night skedder at Associated Booking, and Bill Polk, of General Amusement Corporation here, also said that they had run into instances where colleges asked for and got short-notice cancellations.

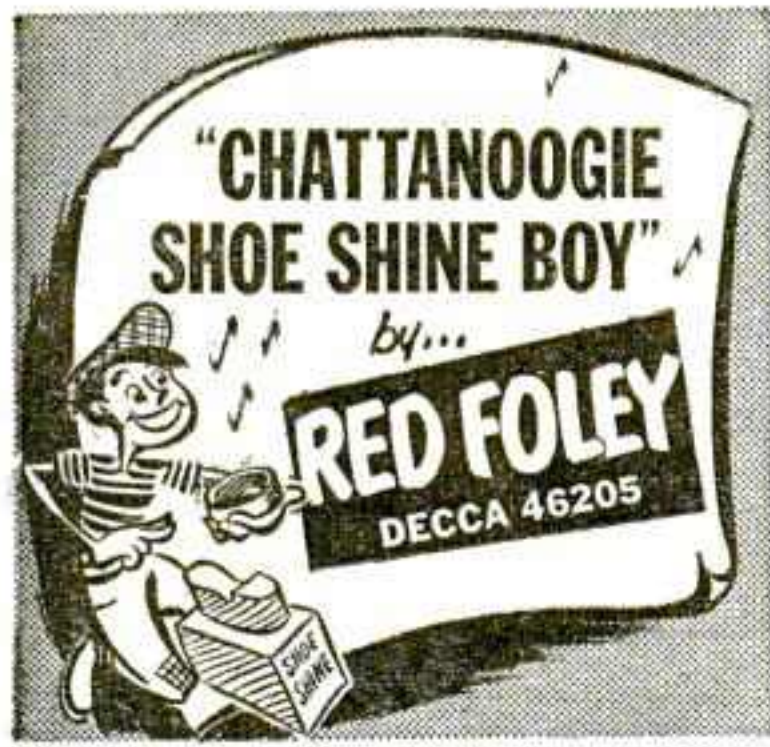
**Columbia Dangling Job Before Geller**

HOLLYWOOD, Feb. 18. — Harry Geller, Mercury recording exec, may move to Columbia Records as Hollywood musical director. Negotiations are currently under way to bring Geller into the Columbia family where he would supervise dinking sessions under Ben Selvin. Mitch Miller, ex-Mercury a. and r. chief and successor to Manie Sacks at Columbia, is reported pitching the Hollywood job at Geller on a personal basis. If hired, Geller would relieve Selvin of the heavy dinking load and allow the veteran Columbia exec to devote more time to artist relations.

Geller is also being mentioned on the East Coast as a possible successor to the post formerly held by Miller at Mercury.

**WU Birthday!**

WASHINGTON, Feb. 18.—Western Union is going to start singing *Happy Birthday* again starting April 1, according to data furnished the Federal Communications Commission (FCC) this week. The singing messengers, however, will not be revived. This time, the company will have girls doing the singing over the telephone.



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HIS ORCHESTRA, HIS TRUMPET AND SONGS

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**ASCAP Decree All-Embracing**

(Continued from page 14)

have been sorely vexing the Society and the music industry in general. So badly torn has ASCAP been on some of these issues, that some officials are voicing hope that the Justice Department's forthcoming revised decree will be a powerful aid in what they feel to be their supreme effort currently to straighten out the performing rights Society.

**Film Angles**

ASCAP will be expected to implement the broadly-stated revised decree in any specific contractual arrangements, and it is on this phase of the procedure where ASCAP's relationship to the film industry will come strongly into play. For ASCAP officials are resigned to the prospect that the revised decree must keep sight of Judge Liebell's criticism that major film producers "have a financial interest in the license fees ASCAP collects because those producers own music publishing corporations which are publisher-members of ASCAP." The revised decree is expected to include a codal prohibition against any individual representing two sides in the business of fees collections. Violation of that tenet could lead to an antitrust action against the individual; also, if the practice were widespread in ASCAP, an action could be drawn against the Society itself.

**International Changes**

On the international side, the new decree will result in a major change in ASCAP's affiliations with performing rights collection groups in other lands. To conform to the strictures, ASCAP will face a vast organizational problem since the Justice Department has been demanding that ASCAP "be enjoined from accepting musical performing rights in the United States under the repertoire of any foreign musical performing rights society unless such musical performing rights shall also be made available on a non-discriminatory basis to other United States societies, persons or corporations engaged in the business of licensing musical performing rights." This would mean far-reaching revisions in ASCAP's arrangements with such kindred societies in other nations as the International Confederation of Authors and Composers (ICSAC). ASCAP has been accused by the Department of Justice of having agreements with ICSAC and the International Federation of Societies and Composers (IFSAC) in parcelling out territories for exclusive rights to collect royalties on musical works.

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**LITTLE ESTHER**  
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*with*  
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**SAVOY #732**  
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 PART 1.....Vocal  
 PART 2.....Instrumental  
**JOHNNY OTIS' ORCHESTRA**

**SAVOY #733**  
**"BACK BITING WOMAN"**  
*sung by*  
**BILLY WRIGHT**

**SAVOY #726**  
**"IF I DIDN'T LOVE YOU SO"**  
*and*  
**"IF IT'S SO, BABY"**  
**JOHNNY OTIS' ORCHESTRA**  
*and the 4 Robins*

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**"CRY BABY"**  
*Mel Walker & Johnny Otis' Orch.*  
*and*  
**"I'M NOT FALLING IN LOVE WITH YOU"**  
*Devonia & Johnny Otis' Orch.*

**REGENT #1017**  
**"LITTLE RED HEN"**  
*and*  
**"GOING TO SEE MY BABY"**  
*Redd Lyte & Johnny Otis' Orch.*

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**RALPH YOUNG'S "I'M CARRYING A TORCH FOR YOU"**  
 backed by  
**"SEPTEMBER IN THE RAIN"**  
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Save at Least Part of Each Week's Earnings  
 Buy U. S. Savings Stamps and Bonds

# B'comber, Copa City Merging?

## Miami Clubs' Combo Would Affect Nation

### Competish Hyps Pay

MIAMI BEACH, Fla., Feb. 18.—The long-talked-about merger between the Copa City and the Beachcomber, the two major cafes in this area and the heaviest talent buyers in the country, has now reached the lawyer stage. The interests responsible for the two clubs have shunted aside the official ops and are now talking terms and conditions.

Murray Weinger, Copy City op, vehemently denied any merger, comparing his spot to Tiffany and Ned Schuyler's Beachcomber to Woolworth. "Such a merger is impossible," he said. Tom Cassara, representing the group behind the Copa, took a much more conciliatory position. He admitted that such a combo was not only possible but inevitable. When asked about the reluctance of Weinger and Schuyler to get together, Cassara said, "They can be talked to."

According to the present plans, the Beachcomber is to close almost immediately, with Tony Martin, now current, switching to the Copa, which will have Danny Thomas in for a week. The idea is to have both top names on one bill. Whether the acts will agree to the switch is another problem. Thomas is already trying to get out.

### Competitive Bids

Such a merger is important to showbiz for two basic reasons other than the dough saved by running one operation. The major competition for top names started between the Copa and the Beachcomber. Bidding for attractions reached stratospheric figures. All one op had to hear was that the other op was angling for a top box-office figure, and instantly the act got a hike in salary to open for the competition. The fact that few of the names did the kind of business that warranted these salaries was apparently disregarded. As long as the highest bidder could take the bows for getting the attraction, he was satisfied.

Such cut-throat competition had an effect on cafe act buying all over the country. An act that got \$2,000-\$3,000 around the country would be offered \$4,000-\$5,000 in Miami and from then on it became an established price thruout the country. The following year the hike was reported and so the spiral touched every talent buyer in the nation.

With the merger going thru it will mean that the spot will be the only top major club on the Beach and as such will not have to compete, and prices will inevitably come down. As prices come down in this area, they will come down in the rest of the country, bursting the bubble that started in this region and spread all thru the biz.

### MCA Now Books Philly Hotel

PHILADELPHIA, Feb. 18.—Benjamin Franklin Hotel's Garden Terrace, which switched to variety floor fare last month after many years of ice shows, has changed house bookers. With Howard Lanin, who initiated the new policy, bowing out, Music Corporation of America (MCA) in New York takes over. Offering talent new to the local ringsiders without dipping into the name category, MCA has set for a starter Neal Stanley, Terri Stevens and Rollie and Bonnie Pickert.

### Barmaids Barred

ATLANTIC CITY, Feb. 18.—Unless she's the tavern owner herself, or the owner's wife, a woman can't sell you a drink legally any more in this town. The City Commission has approved a permission amendment to the liquor ordinance that prohibits barmaids. A spokesman for the Bartenders' Union said a number of women had been hired recently. The ordinance, however, does not restrict waitresses from getting drinks at the bar for those seated at tables. A penalty of \$200 fine or 90 days in jail is provided for each violation.

## Shelvey Says He's in Clear

NEW YORK, Feb. 18.—The Matt Shelvey indictment in Atlanta has been dismissed and the case has been closed, according to a wire received here from the defendant. Shelvey, who was facing a new trial following a conviction and reversal of the conviction resulting in the retrial, claims that "Justice Pharr, upon solicitation of Attorney General Webb, dismissed action on the premise that there was no evidence to support further action."

Attempts to contact the Georgia attorney general failed and Justice Pharr, phoned by *The Billboard*, refused to divulge any information on the case.

### AGVA, Agents Mull Franchise

NEW YORK, Feb. 18.—The American Guild of Variety Artists (AGVA) this week met again with the Artists Representatives' Association (ARA) and non-affiliated agents to continue talks regarding a new franchise plan for agents. It appeared a virtual certainty, as an aftermath of the conclave, that Rule B would undergo a complete alteration before the franchise negotiations are completed. It was estimated that the negotiations will run upward of six months.

The next meeting between the Guild and the agents has not yet been skedded but will not take place for at least two or three weeks.

## Biz Perks Up in Miami Clubs But Shows Are NSG; Clover Racking Up Neatest Operation

By Bill Smith

MIAMI BEACH, Fla., Feb. 18.—Clubs playing here to half houses last week suddenly got a shot in the arm, with even the second shows playing to comfortable houses where before the waiters outnumbered the customers.

Oddly enough the most successful nitery operation in this area is not on the beach but over on the mainland, the Clover Club. A show consisting of Rose Marie, the Vagabonds, Jan Murray and a line of girls, about which less said the better, is doing capacity business for both shows. Rose Marie opens and does a terrific job belting out those husky rhythms which she is known for, getting the house up to red heat. The Vagabonds come on next and raise it to white

## AGVA Confab Set on Wages For TV and Pix

(Continued from page 3)

scribed as vital to the future of variety actors, is to draw up a representative set of scales for presentation at the next meeting of Television Authority (TVA) as the AGVA pitch with regard to the tentative contract which TVA has unveiled (*The Billboard*, February 4).

The meeting, which will be held at the Malin Studios, 225 West 46th Street here, will be announced by card to the 4,300 local AGVA members next week.

Jimmy Lyons, local branch chief, pointed out that AGVA membership's video problem is unique. "Legit performers are handed new material to do on each TV show. An AGVA act employs the same act for lengthy periods and uses its own material. Such an act is dead after one appearance, especially if it is done on kinescope. This is primarily because the act will have no new material to offer for perhaps six months following the TV showing."

### AGVA, Wirth Settle Outdoor Rules Pact

NEW YORK, Feb. 18.—The American Guild of Variety Artists (AGVA) this week succeeded in completing negotiations with Frank Wirth, eminent circus and outdoor entertainment producer, which resulted in the inking of a minimum basic agreement and the enforcement of Rule XI in the Wirth-operated productions. This is a major grab for AGVA in its drive to organize in the outdoor entertainment field.

Wirth is involved in the workings of some 30 circus units thruout the country.

### D.C. King Cole Room Testing

WASHINGTON, Feb. 18.—The King Cole Room here is getting a reputation as a talent farm for fledgling vocalists. After a year there Jody Miller is being inked for the Buffalo Statler, with the promise of a full swing of the Statler chain if she clicks. Evelyn Knight, Decca songstress, and Dona Mason also served their freshmen terms at the King Cole.

## Sinatra to Copa At 10G Per Week

HOLLYWOOD, Feb. 18.—Frank Sinatra has been set for a six-week stint at New York's Copacabana, beginning March 23 thru May 3. The Voice will get a flat \$10,000 weekly, out of which he will pay for supporting acts on the bill.

Sinatra will move his radio show to New York, beginning March 6, in order to fulfill the Copa date and allow his radio partner, Dorothy Kirsten, to play her Metropolitan Opera engagement. Following the Copa stint, Sinatra returns to Hollywood. Negotiations are under way for a summer date at London Palladium as well as other personal appearances.

### Arena Stars Signs Acts to P. M. Pacts

CHICAGO, Feb. 18.—The p.m. wing of Arena Stars, Inc., announced by Spike Jones and Ralph Wonders (*The Billboard*, February 18), took on a full head of steam with the acquisition of a slew of acts last week.

Leonard Romm, who will head the firm's New York office, told *The Billboard* that the following acts had been inked: Dr. Horatio Q. Birdbath, Doodles Weaver, George Rock, Sir Frederick Gas, Freddy Morgan, Helen Grayco and Jones, all principals of the *Musical Depreciation Revue*; Dave Barry and Pat Henning, comics; Marion Hutton and Jack Douglas; Mills Brothers, and Jimmy Komack and Martin Barnes (Deuces Wild), who won the Arthur Godfrey Talent Scouts show two weeks ago. The firm previously inked Homer and Jethro and the Nov-Elites.

### Sam Singer Taking Over North N. J. Spot

ATLANTIC CITY, Feb. 18.—Sam Singer, for several decades manager of the Club Harlem here and considered a pioneer in night club operations in the country, has taken over the operation of The Clio, dining and supper club in Mercerville, between Asbury Park and Long Branch.

Singer, who is to night clubs what Connie Mack is to baseball, will operate The Clio the year-round, with Marguita Rivera heading the first show. It was Singer who first gave the first job to such stars as Sophie Tucker and Milton Berle at cabarets he operated in Atlantic City over the years.

### Cohen Sues Insur'ce Co. Over AGVA Fuss

NEW YORK, Feb. 18.—A suit filed this week by insurance broker David Cohen against the Union Labor Life Insurance Company in the United States District Court, Southern District, alleges that Cohen was deprived of commissions due him as the agent in the handling of the recently inaugurated American Guild of Variety Artists (AGVA) group insurance policy.

Cohen is suing for a judgment of \$50,000, interest and costs.

### AGVA Elects Weber And Gypsy Rose Lee

NEW YORK, Feb. 18.—Rex Weber was elected treasurer and Gypsy Rose Lee recording secretary of the American Guild of Variety Artists (AGVA) in the recent elections held by mail to replace Henry Dunn, now national boss, and Margie Coate respectively.

New board members will be Joe Smith, Joe Flannery and Manny Tyler, who replace Dunn, the late Bill Robinson and Miss Coate.

**Chicago, Chicago**

(Friday, February 17)

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

This two-weeker has its high spots but over-all it's just average. Bill starts out weakly with Tip, Tap and Toe. While their tap act is good, it's been seen in this house too often within the last 18 months. Boys, who do good, original tapping atop their drum podium, aren't able to work up new material that quickly. With the country full of fine Negro terpers, house shouldn't duplicate so often.

Raphael Mendez, top Hollywood studio trumpeter who cut an album of trumpet tunes for a small Coast label several years ago, is certainly the top trumpet technician working today. His easy handling of the classics and numbers like Tico-Tico at a machine gun tempo showed his terrific intonation and tone. Act is good for its strictly novelty value. A better and fuller introduction of how hard the trumpet is on such numbers would help his act.

June Havoc, looking sensational in a bouffant white deal, which she later peeled to a skin-tight jeweled dress, started slowly with a too serious talk bit and song. It was when she went into a cute color song, done with assorted colored spotlights, that she hit a comedy level and got good results. Gal is an excellent comedienne and walked off to good hand.

Joey Adams, while still a little too much on the New York side, has slowed the pace of his remarks and got excellent response on his second vaude visit locally. The diminutive author-punster started fast with a series of meaty gags, after which he brought on Tony Canzoneri for his hoary impress bit. The ex-fistic flash should learn a new impress to replace Robinson or, better, drop the bit completely. Adams's punching routine with Canzoneri has improved. Now the ex-champ is dishing some out in return, where before it was too much of Adams's slapping the ex-ering great. After Mark Plant's songs, the trio (Adams, Canzoneri and Plant) join for an excellent finale bit with Louis Basil. Their closer, semi-spontaneous, goes over big and pulls the show's top hand. *Johnny Sippel.*

**Orpheum, Los Angeles**

(Wednesday, February 15)

Capacity, 2,200. Price policy, 50-65-95 cents. Four shows daily. House booker, Bill McEwain. Shows played by Al Lyons's house ork.

Three out of eight acts score. Tops is Gil Maison, who has freshened the act with new business but still rings the yock bell with a monkey and a St. Bernard that doesn't do tricks. Others are Margaret Brown, who puts a lot of sales punch into tap routines, and a smooth as silk dance duo, Con-solo and Melba.

Ala Milg's juggling and acro stunts on the wire passes in the opening slot. Russ Clark's puppets are clever but material is growing stale. The Three Guys (bass, guitar and piano) try to be funny but lack material. Mimic Sue Carson is unsubtle, lacks originality and punches too hard. The Goetschis, unicycle trio, do pyramid stands on a wheel and sell okay. However, they're at a disadvantage in the last slot following Maison. Al Lyons's ork capably supports acts.

*Pic, Pirate of Capri. Lee Zhitto.*

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 Music With Personality  
 Held Over  
**EAU CLAIRE HOTEL**  
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 THE FEELING'S MUTUAL  
 EXCLUSIVE MANAGEMENT  
**MUTUAL ENTERTAINMENT AGENCY, INC.**  
 703 N. WABASH CHICAGO, ILL.

**VAUDEVILLE REVIEWS**

**Palace, New York**

(Thursday, February 16)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The new show is sparked by the usual fast pace (a Palace trademark by now), with a couple of excellent comedy turns and a series of striking drops for eye-appeal. The line-up could carry more flash, but the over-all showmanship of the bill adds up to good entertainment.

The Rudenko Brothers, acro-jugglers, opened the show. The boys toss a variety of balls and clubs around at a jazzy pace, but their timing was a bit off on their first tricks. A combination back-flip-juggle stunt rated a good hand and their final fillip of whirling lighted torches in the air on a dark stage proved a highly effective finish.

The second spot went to Billy Bishop, who combines whimsy with deliberately mangled magic for some appreciable yocks. Bishop underplays a line of Bob Benchley-type chatter nicely, and his pretty blonde assistant dresses up the stage with her Betty Grable chassis. The act builds to an audience participation gag, which smacked of the skill, but seemed to please the crowd.

**All Like Marlin**

Mimic Jack Marlin has plenty of talent, but he hasn't found the right way to co-ordinate it. Vocally, his take-offs on Cary Grant, Humphrey Bogart, James Stewart, Barry Fitzgerald, Gary Cooper and Walter Brennan are excellent, albeit shopworn, but visually, Marlin plays 'em all like Marlin. Midway thru, the act picked up sharply when he switched to musical impressions of Arthur Godfrey, Vaughn Monroe and Jolson, and he closed to a big hand.

Sales-wise, the Clark Brothers, a couple of tap-happy terpers, had the same effect on the bill as benzedrene. The boys' trigger-fast routines and spontaneous spirits sparked a real big-time tempo and a sock reaction from the house.

The Three Arnauts (two guys and a gal) ran thru their standard bag of chair-fiddling and bird talking with practiced ease. The act itself is old stuff to Palace regulars, but the Arnaut's suave slapstick and Continental flair for pixilated comedy makes it sure-fire every time around.

**Class Duo**

Working in six Victoria Sherry and Lawrence Brooks, a blond soprano with finishing school looks and a good looking baritone, were the class on the bill. The duo delivered a group of nostalgic show tunes in fine style. Unfortunately, tho, the mike wasn't turned down and their rich, legit-trained notes aired like gang busters. In spite of the handicap, tho, the pair clicked with the audience and earned a solid ovation on their bow-off.

Joe Morris and Susan North, in the next to closing spot, played the Palace last October and the house gave them an enthusiastic reception. The standard act—Morris heckles his red-headed partner from a box—is just as funny this time around, and the veteran showman's slick gag timing garnered yock after yock. The gal, who makes a flamboyant appearance in a bare midriff gown, is an exceptionally adept straight woman.

Billed as Athos and garbed in a typical Three Musketeers get-up, Lasso Feldman closed the show with a swashbuckling balance act. Feldman cuts rather a ludicrous figure dashing about the stage like a silent movie hero but his balance stunts on sword points and believe-it-or-not finish where he balances on one finger are top-notch entertainment. Feldman's wife acts as his assistant, and her quaint, old world charm carries out the Dumas theme.

*Pic: Mark of the Gorilla.*

*June Bundy.*

**Roxy, New York**

(Friday, February 17)

Capacity, 6,000. Price range, 80 cents-\$1.50. Number of shows, four daily. House booker, Sammy Rauch. Show played by the Paul Ash ork.

This new presentation is solid entertainment all the way. The top spot is occupied by tenor Allan Jones who, as expected, wrapped things up with his familiar rendition of *Donkey Serenade*. This followed an assortment of pops, light concert and operatic numbers.

The Kean Sisters, Jane and Betty, whose individual efforts have earned them plaudits in musical comedy for several years, now compose a click comedy team. The attractive gals sell some sound talent without resorting to self-conscious femininity. Jane's imitations of Mae West, Ethel Mer-man and Rose Murphy had 'em rolling in the aisles, and Betty's comic antics rounded out a well-conceived routine.

**Fields and Trio**

In the strictly musical department pianist Irving Fields and his trio offered a collection of flashy finger vehicles culled from his Victor record repertoire. Dynamic specials built on tricky Latin rhythms sold strongest.

The Berry Brothers, veteran dance act, were on briefly and could have stayed much longer. Their spectacular, unpredictable antics, actually spun within a sophisticated choreographic framework, had 'em gasping.

The bill was opened by Anthony, Allyn and Hodges, comic ballroom act, composed of one girl and two lads. After a routine serio-serio start the three-way horseplay got going, with the gal sustaining a terrific beating at the hands of the gents. The audience ate it up. *Bill Simon.*

**Paramount, New York**

(Wednesday, February 15)

Capacity, 3,654 seats. Price policy, 55 cents-\$1.20. Number of shows, four daily, five Saturdays. Chain booker, Harry Levine. Show played by Boyd Raeburn's ork.

The current spread offers one of those occasional instances where the supporting acts outstrip the headliners. This time it's singers Jonnie Johnston and Lina Romay, both culled from the host of movieland entertainers. Opening acro-taps acts, the Mayo Brothers, set a whirlwind pace which was too much for the sultry Miss Romay to follow. Rising young mimicom George DeWitt started the ball rolling again with a machine-gun-fast set of routines. But Johnson, suffering primarily from ineffectua arrangement, slowed the bill down to a drag before he socked home a couple of boff closers.

Johnston, filmdom vet, tried a loose-knit, ad lib chatter presentation to peddle his songs and didn't register noticeably with the dinner audience until he unloosed a pulsating *Cry of the Wild Goose* and a winning reading of *That Old Black Magic*, a tune which he introduced in pictures, as closers. He tried an audience participation gimmick—sought to get a couple of girls from the house seats to serve as foils for his warbling of *My Foolish Heart*, a tune which is pretty but still unfamiliar with most pew holders—which gave vent to big globs of meaningless time. The warbler scored heaviest with his singing (in spite of his amiable personality), especially when his back-grounds kept time and extended sympathy for singer and song.

**Lina Romay**

Miss Romay, a stunning chick who is remembered from her days with the Cugat organization and who since has scored in flicker-spots, sounded as tho she had a cold as she worked her way thru *Wedding Samba*, *Tico Tico* and a medley of *But Not for Me* and *Good Man Is Hard To Find*. (See Paramount, N. Y., on page 50)



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**Mayfair Room, Blackstone Hotel, Chicago**  
(Wednesday, February 9)

Capacity, 325. Price policy, \$1 cover, \$2 minimum. Shows at 9:15 and 11:45. Booking policy: Non-exclusive. Publicity: Evelyn Nelson. Estimated budget last show, \$4,100. Estimated budget this show, \$3,800.

The Lind Brothers should become a standard fixture at this spot. The threesome netted hands on par with any accorded top names here in the past. Chief asset of the harmonizing fraters is their enthusiasm and serious attitude with which they attack a song. Their intense delivery hits a terrific crescendo and brings down the house. Technically, the trio is tops, with a blend of lusty male voices that hits on anything from *Eli Eli* to *McNamara's Band*. Phil, who handles the emcee chores, is a great aid, doing talk between numbers that is tops for presentation. Their tune selection was right for the room, mixing well equal portions of pops, standards and even an operatic aria.

Dick LaSalle's ork played its usual flawless job. *Johnny Sippel.*

**NIGHT CLUB REVIEWS**

**Copacabana, New York**  
(Thursday, February 16)

Capacity, 610. Price policy, \$3 and \$4 minimum. Shows at 8:30, 12:30 and 2:30. Owners, Copacabana Corporation. Booking, non-exclusive. Publicity, George B. Evans Associates.

The Copa seems to be vamping till ready with Frank Sinatra, who comes in in about a month, and with Ted Lewis's standard vaude show the floor entertainment until then, it doesn't appear likely that the ropes will be in danger of being overworked. It's standard Ted Lewis, with one very strong act, plus the Copa's nonpareil collection of shapely and comely demoiselles and not much else. As Lewis himself observes during one of his Tony Wons philosophy-type numbers, he's a master at corn. Prospects for selling that commodity to Copa sophisticates don't seem too bright, but Lewis will more than likely draw nostalgia trade.

The opening-night show ran an hour and 10 minutes, far too long. Virtually all the vocal numbers, except for the surefire Lewis contribution, a novelty number done by Geraldine Dubois, with Lewis, could be eliminated. Most lamentable was a South Pacific medley by the Reed Sisters (3), who are okay only on harmony, but nowhere near adequate on their solo takes. The Dubois-Lewis number is a good comedy number, comparing the maestro's somewhat aged phiz to her more shapely chassis, with a dash of double entendre.

**Contortion Routine**

Maribeth Olds does a good contortion routine, winding up with a complete backbend from two pedestals set on the table on which she works. It's a strange sort of an attraction, tho, for the Copa.

The best act on the bill, a real comedy click, is Paul White and Elroy Peace, a pair of hoofers—one of whom also does the standard *Me and My Shadow* number—who double into a wild barrage of mugging and clowning to inject the one real boff into the show. Altho they overdo the pansy stuff, they're sprightly hoofers, and White, especially, in a prop mind-reading routine, mugs his way to a strong reception.

Sturdy musical support comes from Mike Durso, who goes with the lease at the Copa. *Jerry Franken.*

**Chez Paree, Chicago**  
(Wednesday, February 15)

Capacity, 600. Shows at 8:30, 12 and 2. Price policy, \$3.50 minimums with \$1 cover charge. Operator, Dave Halper. Publicity, Bob Curley. Producer, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget last show, \$6,400. Estimated budget this show, \$9,500.

Dave Halper has knocked four feet off the dance floor to accommodate more tables and the place has been packed nightly since Jimmy Durante's opening Friday (10).

The crowded room was noisy, but the Schnozz fought it with a bedlam all his own. Working with his own drummer and pianist who assist him in the general clamor, Durante started by shouting thru the mike a five-minute comedy tirade against the Chez which got him off to terrific start. Next he takes over the piano for his *Lost Chord* bit, sewing it up securely in a number about his allure (?) with the women, in which the sweater-girl line played the foil. Closed his 30-minute stint by trotting out his old vaude partner, Eddy Jackson, who did a strutting minstrel bit during which he fought for the mike with Durante.

Creditably, Durante stayed lily white and still got top response. Did two encores, and the hand on his last walk-off lasted a full two minutes.

Despite poor attention, the supporting cast is above par. Gloria Van, Jane Russellish chirp, is developing an excellent torch style. Gal just inked with Life Records. Her interpretation of *Love For Sale* is a classic and netted a good mitt. Had she worked on a raised podium more people could have seen her and it would have cut the din.

Same goes for Jayne and Adam Digitano, who lost considerable attention because their footwork was lost to all but ringsiders. Pair deserve an extra bow for adding considerable more aerial work to their act to overcome the obstacle. Netted good hands on three fine numbers.

Halper intends to raise the dance floor 18 inches for better visibility. This will aid immeasurably. The Chez line (eight gals, four boys) executed two good numbers, best of which was a Chilean-inspired bit that stood out for its authentic costuming.

*Johnny Sippel.*

**St. Regis Maisonette, New York**  
(Tuesday, February 14)

Capacity, 170. Shows at 9 and 12. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Manager, Pierre Bultnick. Booking, non-exclusive. Publicity, Timmie Rogers.

Julie Wilson, who created somewhat of a sensation on her initial engagement in this room last year, was warmly welcomed on her return engagement opening by a sellout mob of upper crust cafe society admirers, who came thru rain and sleet to pay her tribute. And Miss Wilson knocked them dead with all the glisten, glamour and polish which rapidly established her as a leading smart supper club attraction.

The thrush, certainly one of the loveliest operatives in the business, is notably short on voice but more than makes up for it with extremely well-conceived material which is sold solidly with meticulous timing, propitious pantomime, smart phrasing and clever employment of vocal tricks. She has been wise enough to build her library to a point where she was able to do a complete show of material which is new to the Maisonette and Wilson regulars. The repeat stuff was done as encores at the behest of the packed house.

**New Material**

Outstanding in the new batch of material was a clever and amusing satire on psychiatry—a pet smart club subject these days—and a couple of subtle double entendre—the kind of thing they eat up in this room—blues—*Don't Burn the Candle at Both Ends* and *Shameless Flamingo*, the former emanating from a Louis Jordan number of the same name. Her (St. Regis, N. Y., on page 50)

**Lookout House, Covington, Kentucky**

(Tuesday, February 14)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Booking policy, Frank Sennes, exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$4,000. Estimated budget last show, \$5,000.

Roger Ray is one of the freshest comics to hit this spot in a long time. His material is outstanding, he possesses a world of know-how in pushing it across, and his timing is excellent, with the result that this audience was a pushover for him. Started with zany marimba shennanigans which built into crescendoes of applause when he shot over the rapid-fire funny stuff. Brings down the house with his satirical impress of a

(See Lookout House on page 50)

**Ciro's, Hollywood**

(Wednesday, February 15)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hover. Press, James Byron-Jack Diamond. Estimated budget last show, \$4,000. Estimated budget this show, \$4,000.

Pep, punch and personality puts Ella Logan into the wow class. She scored solidly with each selection, bringing cheers from a packed house. Her unique styling gives an old lyric new meaning and makes for a refreshing earful. Her treatment of *Who Cares? He's Not the Man for Me, They'll Never Believe Me, Take Me Out to the Ball Game, A Pretty Girl Is Like a Melody, Sunny Side of the Street* and her standard, *My Bonnie Lies Over the Ocean*, all revealed a multi-facet vocal personality that takes in easy stride humor or sadness, ballad or novelty.

Dick Stabile's ork capably backed Miss Logan and played for dancing. *Lee Zhitto.*

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## IN SHORT

### New York:

Tommy Dix and Edith Fellows shifted their new act to Music Corporation of America management after the team was granted a release from a General Artists Corporation paper. . . . Johnny King, General Artists Corporation booker in the Chicago office, is reported set to leave the agency. . . . Reports here indicate that the Oriental Theater in Chicago reverted to its original ownership when the Essaness Company lost control in a stock switch. Charley Hogan reportedly will retain the booking rights to the house. . . . AGVA Prexy Henry Dunn is off for a tour of the Guild's branches and will return here March 15.

### Philadelphia:

Teddy Weintraub and Harry Pincus, owners of the Del Rio nitery, will move their operations to the darkened Faun Club, renaming it the Del Rio. . . . Bert Stone and Eddie Shine, currently at the Latin Casino, are set to start March 15 at Billy Rose's Diamond Horseshoe in New York. . . . Local agent Steve Graham is opening an up-State branch in Reading, Pa. . . . The Marimba Aires have been added to the booking talent roster of the Jolly Joyce Agency here.

Jimmy Edwards makes his first nitery stand since his "Home of the Brave" flicker at the Showboat, with the Charioteers set to follow. . . . Perfidia Rios winds up a long run at Ciro's and heads for Hollywood. . . . Barton Music Bar in the downtown district switches to floorshows with emcee Paul Neff for the opener. . . . King's Lounge and Drury Lane Inn add entertainment at the cocktail hour to make for an early afternoon tee-off for the rooms.

### Hollywood:

Eddie Rio, Coast AGVA topper, prepping mammoth benefit show set to run for a week in March at Guild Theater Show, with top talent contributing services, is expected to gross well over \$100,000, with the proceeds going to AGVA's death and welfare fund. . . . Dick Haymes does a one-nighter at the Rainbow Rondevu, Salt Lake City, before heading for New York to begin work on an indie film. . . . Hornsby, zany comic currently creating a stir at Charley Foy's Supper Club, set for a spot on the Bob Hope airshow. . . . Hope incidently, is reputed to own a hefty piece of Hornsby. . . . Frank Sinatra, recovered from illness which forced Eddie Bracken to sub for him at Shamrock Hotel in Houston several nights, resumes his airshow from Hollywood. . . . Abby Greshler, personal manager for Martin and Lewis, has opened Coast offices at 324 South Beverly Drive, Beverly Hills. Greshler is now repping Ella Logan.

### Miami Beach:

Jan Murray took a header off the stage of the Clover Club, his leg swelled up like a balloon, and Jackie Miles jumped in for him. . . . Charlie Carlisle, working with Sally Rand, also flopped off the stage and is now on crutches. . . . Big talk here is that Arthur Godfrey's TV show will come out of the local clubs. Everybody is bidding, with Danny Davis out front. The Ritz Brothers took some publicity shots for the newsreels with a pair of chimpanzees and during the bits one of the chimps scratched Harry Ritz. He screamed for a doctor while everybody else was convulsed. Harry Ritz is now talking about going into the hotel business in this area—"with the biggest and best shows on the beach." Ritz opens at the Chi Chez in April and perhaps the New York Copa in September, if the third show can be eliminated. . . . More press agents here than there are customers. . . . And more local columnists who know more about running cafes than there are hotels. . . . Miami's Capitol Theater now doing split weeks for small budgets. Only other vaude house (full-week stands) is the Olympia.

## 2d Stormy Week Cuts Stem to 328G, But Palace, MH Gain

NEW YORK, Feb. 18.—Sleet, snow and rain teamed to put a double whammy on the grosses of Broadway's vaude-flick houses this week after the Stem had suffered a slack as an aftermath of poor weather the previous week. The over-all gross fell to a lowly \$328,000, with only the Palace and Radio City Music Hall showing some slight improvement over the preceding week, during which the accumulated count added to \$357,000.

Radio City Music Hall (6,200 seats; average \$134,000) had a good opening week take of \$118,000 for Gene Nelson, George Conley and Young Man With a Horn after having grabbed \$100,000 for the final week of Bob Williams, Helene and Howard and My Foolish Heart.

### Roxy Sags to 55G

Roxy (6,000 seats; average \$78,000) dipped to a \$55,000 the third and final week for Dean Murphy, Rolly Rolls, Betty Bruce and 12 o'Clock High after having done \$85,000 the previous week. New show (reviewed this issue) includes Allan Jones, Berry Brothers, Betty and Jean Kean, Anthony, Allyn and Hodges, the Irving Fields Trio and When Willie Comes Marching Home.

Capitol (4,627 seats; average

\$55,000) opened a new bill, including Gordon Jenkins's ork and chorus, Marion Hutton and Jack Douglas and Mrs. Mike with a weak \$47,000 take. Last week drew \$45,000 for Sam Levenson, the Ink Spots, Betty Reilly and Ambush.

Paramount (3,654 seats; average \$73,000) slipped to \$50,000 for the second and closing week of Celeste Holm, Buddy Rogers' ork and Dear Wife after a weak \$62,000 opening. New show (reviewed this issue) spots Jonnie Johnston, Lina Romay, George DeWitt, Mayo Brothers, Boyd Raeburn's ork and Paid in Full.

### Strand a Steady 40G

Strand (2,700 seats; average \$22,000) kept a steady pace with a \$40,000 second stanza for Sugar Chile Robinson, Alan Young and Montana. New bill, which opens today (18), features the Latin Quarter revue and Chain Lightning.

Palace (1,700 seats; average \$20,000) perked up to \$18,000 for the week with Dorothy Claire, Professor Backwards, six other acts and The Tattooed Stranger. Previous week's gross ran a low \$15,000. New bill (reviewed this issue) includes Lawrence Brooks and Victoria Sherry, the Three Arnauts, six other acts and Mark of the Gorilla.

## Biz Perks Up In Miami Clubs

(Continued from page 44)

like an accident, even tho everybody's taking bows. But whatever or whoever was responsible, the show does the business and that's what counts anywhere.

Kitty Davis opened Wednesday (15) with Myron Cohen for probably one of its biggest preems since Sam Levenson pulled out. The joint was so packed that it ran out of food, tho there didn't seem to be any objections. Cohen is still the master dialectician of them all. His stories, mostly familiar, don't wear out with repetition. They take on the qualities of classics, particularly with the dialect that Cohen uses so well. Cohen was on for 40 minutes and could have stayed on for another 40 to judge from the reactions. But if Cohen had everything, George Givot, a holdover, was flatly offensive. Givot used to be a top headliner. If he aspires to regain his standing, he'll have to change his routine completely. A combo of so-called Greek malaprops, mixed up with Yiddishisms and the whole thing wrapped up in heavy blue is not calculated to win friends or draw attention, unless it's the wrong kind of attention. Givot's been around a long time. He should know better.

### Davis Needs Cris

Young Kenny Davis, son of Kitty and Danny Davis, owners of the club, displayed a nice personality and a fairish set of pipes, but is obviously in need of experience in stranger surroundings than he has here. His cantorial chants have a sentimental appeal, particularly when coupled with his Hibernian appearance. What he needs, however, is less overselling and material better suited to his youthful experience. The boy is now surrounded with too many flattering friends to really do a job. He needs critical attention more than he needs people to tell him how wonderful he is.

The Maxellos opened the show with their standard Risley act. They had trouble with the low ceiling but that will probably be changed when they do their act on another part of the stage.

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# Celler Turns Up the Heat On Shuberts

### Will Ask Int. Rev. Probe

WASHINGTON, Feb. 18. — House Judiciary Committee Chairman Emanuel Celler (D., N. Y.) will ask the Internal Revenue Bureau to investigate all records of the disposal of theater tickets which he alleges are withheld from public sale by the Shuberts. In announcing this week that he wants to find out if admissions and income taxes are paid on these tickets, Celler took additional potshots at the Shuberts and also at Shubert attorney Milton Weir, who has denied the Celler accusations (*The Billboard*, February 18).

Celler claimed the Shuberts take 400 tickets weekly for *South Pacific*, 320 tickets weekly for *Kiss Me, Kate*, and 200 tickets weekly for *Happy Time*. He further alleged that "this practice is in operation in every theater under Shubert control." Celler added that he makes the "rough guess" that "the gains taken in by these tickets run into millions of dollars a year."

Celler said that he wants the following questions answered by the revenue bureau: "Who gets these tickets? Do favored brokers procure them? What is paid for most of them? Who gets the proceeds? Is the admissions tax paid? Is the income tax paid on the profits from their sale? What do favored brokers pay for the privilege of disposing of these tickets? What are the kickbacks?"

Celler disavowed any intention of getting into an alley-cat fight with Weir, who claimed the congressman was "totally unfamiliar" with the theater. He asserted, however, that Weir, besides representing the Shuberts, "is also the attorney for the League of New York Theaters, which in turn is dominated by the Shuberts." The League, the congressman declared, "insists that 75 per cent of the remaining orchestra seats for each performance goes to ticket brokers."

Referring to Weir's appointment to the New York committee which investigated the ticket situation last (*See CELLER TURNS, opp. page*)

## ROUTES Dramatic and Musical

- Ballet de Paris (Hanna) Cleveland.
- Ballet Theater (Biltmore) Los Angeles.
- Barretts of Wimpole Street (Ford) Baltimore.
- Blackstone (Erianger) Chicago.
- Brigadoon (His Majesty's) Montreal.
- Cornell, Katharine (Harris) Chicago.
- Death of a Salesman (Hartman) Columbus, O.
- Detective Story (American) St. Louis.
- Diamond Lij (Royal Alexandra) Toronto.
- Hayes, Helen (Colonial) Boston.
- Harvey (Lyceum) Minneapolis.
- Heart of the Matter (Wilbur) Boston.
- Inside U. S. A. (Davidson) Milwaukee.
- It's Great To Be Alive (Shubert) New Haven, Conn., 23-25.
- Jones, Spike (Great Northern) Chicago.
- Kiss Me, Kate (Shubert) Chicago.
- Lend an Ear (Shubert) Philadelphia.
- Mad Woman of Chailot (Nixon) Pittsburgh.
- Man Who Came to Dinner (Curran) San Francisco.
- Merry Widow (Blackstone) Chicago.
- Mr Roberts (Erianger) Buffalo.
- Now I Lay Me Down to Sleep (Shubert) Boston.
- Oklahoma (Auditorium) Amarillo, Tex., 23; (Forum) Wichita, Kan., 24-25.
- Philadelphia Story (Fox) Bakersfield, Calif., 22; (Lobero) Santa Barbara 23-24; (Auditorium) Long Beach 25.
- Private Lives (Erie) Schenectady, N. Y., 22; (Strand) Ithaca 23; Syracuse 24-25.
- Silver Whistle (Playhouse) Wilmington, Del., 23-25.
- Street Car Named Desire (Plymouth) Boston.
- Street Car Named Desire (Quimby) Fort Wayne, Ind., 22-23; (Keith) Grand Rapids, Mich., 24-25.
- Tobacco Road—All Colored Co. (Locust St.) Philadelphia.
- Webster, Margaret, Co. (Geary) San Francisco.

## OUT-OF-TOWN OPENINGS

### NOW I LAY ME DOWN TO SLEEP

(Opened Monday, February 13)

**SHUBERT THEATER, BOSTON**  
Comedy by Elaine Ryan, based on the novel by Ludwig Bemelmans. Directed by Hume Cronyn. Settings by Wolfgang Roth. Costumes by John Derro. Lighting by Richard Bernstein. General manager, Samuel H. Schwartz. Company manager, Paul Groll. Publicity director, Ben Washer. General stage manager, Stephan Cole. Presented by Nancy Stern and George Nichols III.

Henri ..... Charles Chaplin Jr.  
Aristide ..... Henry Guettel  
The Doctor ..... Richard Abbott  
The Cure ..... Norman Barrs  
General Leonidas Erosa ..... Fredric March  
First Gendarme ..... Gregory Morton  
Second Gendarme ..... Thomas E. Noyes  
Miss Leonora Graves ..... Florence Eldridge  
Poppel ..... Herself  
Mlle. Borotra ..... Lilli Valenty  
Vilasse ..... Henry Lascoe  
Jean ..... Roy Poole  
Robert ..... Charles Mayer  
M. Hufnagel ..... Stefan Schnabel  
Clothilde ..... Helen Seamon  
Anselmo ..... Rick Jason  
Colonel Labouche ..... Rene Paul  
Marsan ..... Booth Colman  
Alfonso Lopez ..... Phillip Gordon  
First Seaman ..... Gregory Morton  
Second Seaman ..... Thomas E. Noyes  
First Workman ..... Robert McCahon  
Second Workman ..... Harold E. Gordon  
French Child ..... Sally Anne Parsons  
Dona Bebecita ..... Jacqueline Dalya  
Young Mother ..... Hope Miller  
Ship's Officer ..... Rene Paul  
Young Woman ..... Helen Seamon  
Child Passenger ..... Sally Anne Parsons  
Ship's Steward ..... Norman Barrs  
The Acrobat ..... Charles Mayer  
Albert Plashchka ..... Milton Parsons  
Nurse ..... Marguerite Lewis  
Indian Dancer ..... Phillip Gordon  
Indian Drummer ..... Harold E. Gordon  
Chimene ..... Irene Moore  
Indian Child ..... Sally Anne Parsons  
First Indian ..... Roy Poole  
Don Modesto ..... Stefan Schnabel  
Third Indian ..... Henry Guettel  
Fourth Indian ..... Richard Abbott  
Fifth Indian ..... Robert McCahon  
Maria ..... Hope Miller  
First Indian Woman ..... Lilli Valenty  
Second Indian Woman ..... Helen Seamon  
Priest ..... Booth Colman

Ludwig Bemelmans is a writer of oblique humors and antic style. Some day one of his pieces may make a wonderful comic charade. But Elaine Ryan's stage version of his *Now I Lay Me Down To Sleep*, while a good try, is not quite the caper it might be.

The moderate success Miss Ryan has had with this should encourage her to try again. But at the moment her writing is neither quite knowing nor deft enough to support Bemelmans' meringue-weight fantastic story. For this is a fantastical comedy. It has a solid theme and some wondrous characters, but a fragile story which leans heavily on the (*See Now I Lay, opp. page*)

### THE WISTERIA TREES

(Opened Tuesday, February 14)

**COLONIAL THEATER, BOSTON**  
Play by Joshua Logan, based on Chekhov's "The Cherry Orchard." Directed by Mr. Logan. Setting and lighting by Jo Mielziner. Costumes by Lucinda Ballard. Musical arrangements by Lehman Engel. General manager, Herman Bernstein. Stage manager, Alan Anderson. Press representatives, Leo Freedman, June Greenwall, Abner Kilpstein. Presented by Leland Hayward and Joshua Logan.

Yancy Loper ..... Kent Smith  
Dolly May ..... Vivia Burrows  
Henry Arthur Henry ..... Maurice Ellis  
Scott ..... Alonzo Bosan  
Lucy Andree Ransdell ..... Helen Hayes  
Antoinette ..... Bethel Leslie  
Cassie ..... Georgia Burke  
Gavin Lean Andree ..... Walter Abel  
Martha ..... Peggy Conklin  
Bowman Witherspoon ..... G. Albert Smith  
Jacques ..... Ossie Davis  
Peter Whitfield ..... Douglass Watson  
Solo Singer ..... Maude Simmons

CHILDREN: Irene Treadwell, Ralph Robertson Jr. and Patsy Carol.

GUESTS AT PARTY: Mary Vallee, Ellen Cobb Hill, Kitty Snapper, Patricia deCoursey, Elise Toca and Bentley Wallace.

OTHER SERVANTS: Prince Eekers Hudson, Reri Grisst and Duke Williams.

One of the most important theatrical events of this mid-century season is the arrival of Joshua Logan's *The Wisteria Trees*. But this reporter would rate its importance more because of the trend it may start, rather than for its own qualities. Successful or not, *Wisteria Trees* may point the way for other dramatists to produce a rash of similar adaptations for the American stage.

*Trees* is called "A new American play, based on Chekhov's *The Cherry Orchard*." But this is a rather presumptuous label. The play is not "new," because its qualities are those (*See Wisteria Trees, opp. page*)

### THE BANKER'S DAUGHTER

(Opened Wednesday, February 9)

**NEW GLOBE THEATER, HOLLYWOOD**

A musical comedy by Henry Myers and Edward Eliscu, based on "Streets of New York" by Dion Boucicault. Music by Sol Kaplan. Directed by Danny Dare. Producer, Irving White. Production supervisor, Mervin Williams. Associate producer, Joseph Papirofsky. Dance Assistant, Jacobina Carostage manager and technical direction, Milton Starr. Settings by Thomas E. O'Neill. Press representative, Ben Irwin. Presented by The Actors' Lab.

Arthur, a newsboy ..... Robert Friedman  
Nat, a newsboy ..... Roy Barnett  
Harry, a newsboy ..... Gibb Huston  
Willie, a newsboy ..... Sheldon Allman  
Joncay, a newsboy ..... Morris Goodman  
Pedestrians ..... Kathryn Steele, Irene Henniger, Gabrielle Allman, Mary Gudell  
Gideon Bloodgood ..... Howard Da Silva  
Edwards ..... Harris Brown  
Oliver Badger ..... Morris Carnovsky  
Captain Fairweather ..... David Wolfe  
Pat, a Policeman ..... William Boulos  
Jonas Puffy ..... Ray Walker  
Dan Puffy ..... Tom Noel  
Mrs. Bellington ..... Kathryn Steele  
Miss Meebles ..... Irene Henniger  
Miss Trusdals ..... Gabrielle Allman  
Miss Updyke ..... Mary Gudell  
Mrs. Camp ..... Diann Newman  
Mrs. Smith ..... Virginia Deverich  
Mrs. Daniels ..... Bel Seriff  
Sikes ..... Marsall Leavitt  
Mark Livingston ..... Lloyd Bridges  
Mrs. Fairweather ..... Helen Ford  
Paul Fairweather ..... Victor Heyden  
Mr. Van Cleve ..... Morris Goodman  
Mr. Schuyler ..... Sheldon Allman  
Mr. Putnam ..... Gibb Huston  
Mr. Kent ..... Roy Barnett  
Mr. Shrewsbury ..... Robert Friedman  
Alida Bloodgood ..... Cicely Browne  
Lucy Fairweather ..... Marjorie Nelson  
Mrs. Puffy ..... Elizabeth Siffer

The Actors' Lab's lavish production of *The Banker's Daughter* is a delightful theatrical gem. Adapted from Boucicault's ancient melodrama *Streets of New York*, the Lab has rewritten and streamlined the epic into a modern musical comedy while retaining the quaintness and novelty of mellos of the Gav 90's. Expertly acted and skillfully staged, this offering is worthy of more than local interest.

Based on the oldest of cliches, that of the villain going unpunished while the pure but poor victims suffer, *Banker's Daughter* is the tale of a ruthless money changer in the mid-19th century. Gideon Bloodgood played by Howard Da Silva, steals a fortune belonging to the unsuspecting family of the late Captain Fairweather, a sea captain who dies of apoplexy in Bloodgood's office. For 20 years Bloodgood lives in luxury, increasing his fortune and showering wealth on his spoiled daughter, Alida. Only Badger, a former clerk in the Bloodgood establishment (Morris Carnovsky) is aware of the larceny and when he returns he claims his black-mailer's cut.

In the end, of course, Bloodgood is found out, the Fairweather heirs are restored to their former affluence and the villains have gotten their deserts. In the interim there is much horseplay, healthy humor and a palatable touch of the old "hiss the villain and cheer the hero" atmosphere.

#### Scripting, Acting Tops

Contributing to the charm of the play are the scripting and direction, plus some adroit acting. Danny Dare, film director, has developed the staging to a point where every gesture, each aside and piece of hokum amuses. Henry Myers and Edward Eliscu (authors of *Meet the People*) have liberalized the book neatly, retaining enough of the old dialog and style to lend atmosphere. Music by Sol Kaplan is above average and at times exciting. Eliscu's lyrics are novel and original.

As for acting it's a field day for Howard Da Silva, the screen heavy. Given a chance at comedy, he milks every line. Carnovsky, another veteran character actor, discloses natural comedy talents. Others noteworthy in the cast include Harris Brown, David Wolfe, Ray Walker, Tom Noel, Lloyd Bridges, Helen Ford, Victor Heyden, Marjorie Nelson (*See Banker's Daughter, opp. page*)

## Wanted: A Thesp Who Can Play Geo. Washington

WASHINGTON, Feb. 11. — A unique nation-wide talent hunt is under way for a man qualified in "looks and character" to play the title role of George Washington in Paul Green's new symphonic drama which will have its world premiere here June 15 as part of the capital's sesquicentennial celebration. Producer Green is going to the people to help him find his star actor for the pageant, inviting the public to write to the National Capital Sesquicentennial Commission in Washington with suggestions for the man to fill the role.

In general the physical requirements call for a man just past 50 years old. His hair should be gray and slightly grizzled, and he should be slightly taller than average. "He must be a rugged, heavy, almost craggy person," said Green. "His lips should be slightly heavy but not ugly. He must have a voice of authority."

(See WANTED: on opposite page)



## BROADWAY SHOWLOG

Performances Thru February 18, 1950

	Opened	Perfs.
<b>DRAMA</b>		
As You Like It..... (Cort)	1-26, '50	28
Caesar and Cleopatra..... (National)	12-21, '49	68
Come Back, Little Sheba.... (Booth)	2-15, '50	5
Death of a Salesman..... (Morosco)	2-10, '49	428
Detective Story..... (Hudson)	5-23, '49	380
I Know My Love..... (Shubert)	1-12, '49	126
Mister Roberts..... (Alvin)	2-18, '48	491
Mr. Barry's Etchings..... (48th St.)	1-31, '50	23
The Cocktail Party..... (Henry Miller)	1-21, '50	33
The Enchanted..... (Lyceum)	1-18, '50	37
The Happy Time..... (Plymouth)	1-24, '50	31
The Hellress..... (City Center)	2- 8, '50	13
The Innocents..... (Playhouse)	2- 1, '50	22
The Man..... (Fulton)	1-19, '50	36
The Member of the Wedding. (Empire)	1- 5, '50	52
The Rat Race..... (Barrymore)	12-22, '49	68
The Velvet Glove..... (Booth)	12-26, '49	64
<b>MUSICAL</b>		
Alive and Kicking..... (Winter Garden)	1-17, '50	39
Arms and the Girl..... (46th Street)	2- 2, '50	20
Gentlemen Prefer Blondes... (Ziegfeld)	12- 8, '49	84
Kiss Me, Kate..... (Century)	12-30, '48	474
Lost in the Stars..... (Music Box)	10-30, '49	128
Miss Liberty..... (Imperial)	7-15, '49	251
South Pacific..... (Majestic)	4- 7, '49	364
Texas, L'il Darlin'..... (Mark Hellinger)	11-25, '49	100
Touch and Go..... (Broadhurst)	10-13, '49	168
Where's Charley?..... (St. James)	10-11, '49	868
<b>ICE SHOWS</b>		
Howdy, Mr. Ice of 1950..... (Center)	5-16, '49	360
<b>CLOSED</b>		
Dance Me a Song..... (Royale)	1-20, '50	35
February 10, 1950		
All You Need Is One Good Break..... (Mansfield)	2- 9, '50	4
February 11, 1950		
<b>COMING UP</b>		
(Week of February 20)		
The Devil's Disciple..... (Royale)	2-20, '50	
The Bird Cage..... (Coronet)	2-20, '50	



# Broadway Review

## COME BACK, LITTLE SHEBA

(Opened Wednesday, February 15)

### BOOTH THEATER

A drama by William Inge. Staged by Daniel Mann. Setting by Howard Bay. Costumes by Lucille Little. Supervised by Lawrence Langner and Theresa Helburn. Company manager, Max Meyer. Stage manager, Philip Barry. Press representatives, Richard Maney, Frank Goodman, Peggy Phillips. Presented by the Theater Guild.

Doc ..... Sidney Blackmer  
 Marie ..... Joan Lorring  
 Lola ..... Shirley Booth  
 Turk ..... Johnny Chapman  
 Postman ..... Daniel Reed  
 Mrs. Coffman ..... Olga Fabian  
 Milkman ..... John Randolph  
 Messenger ..... Arnold Schulman  
 Bruce ..... Robert Cunningham  
 Ed Anderson ..... Wilson Brooks  
 Elmo Huston ..... Paul Krauss

To prove perhaps that there is real drama in life's domestic byways, William Inge has scripted a curiously tenuous and yet honest little piece about a completely unimportant couple. The pair could live next door and arouse no interest other than as a middle-aged ex-alcoholic married to a fattening, frowsy slattern. Neighbors would tab him a moody, stuffy guy—and her just dumb and a bit common. However, when Inge takes the lid off his Doc and Lola—while his findings are neither subtle nor compellingly exciting—there is continuous interest in the compassionate telling of their dreary little story.

Doc and his Lola are completely frustrated—he in disgust of a presence of nauseous, shabby gentility; she because she is too dumb to know any better. Twenty years ago he had to marry her and give up medical school. Their baby died and he took to the bottle. So now he's a chiropractor and a member in good standing of Alcoholics Anonymous, and if nothing else, there is restraint and surface politeness in their relationship. Currently, Lola's chief obsession is the disappearance of a white, mongrel dog, Sheba, which apparently represents some symbolic link with a youth she likes to remember and he wants to forget. In any event, it gives title to the play.

### The Blow-Off

The blow-off comes when Doc discovers that a young roomer in their menage, whom he has earmarked for a nice girl, is taking to bed a local college athlete, altho she is engaged to a nice lad back home. Deciding that his Lola has connived at these didoes, he goes on a magnificent bender, takes a swing with a hatchet at his wife, and winds up in the local psycho ward. He returns chastened to find there is affection and courage for the future even in the most frustrated of dreary living. Little Sheba's ghost is laid. And that is the story of Doc and Lola.

What *Come Back, Little Sheba* would be without Shirley Booth and Sidney Blackmer could be a rueful question. However, with them it has two superb characterizations. Miss Booth gets a magic warmth into a combination of sloppy, gabby, stupidity which covers an unswerving loyalty. Blackmer gives one of the finest performances of a long career, as the moody alcoholic. His studious underplaying of his early scenes serves only to enhance the shock of his later berserk outburst and final emotional breakdown. Both portraits are something to be cherished on the season's records.

### Good Production

The Theater Guild has given *Sheba* a careful production. Daniel Mann's staging keeps it within its proper commonplace focus, as does Howard Bay's set of a shabby living room and kitchen. The supporting roles have been uniformly well cast. Joan Lorring is sufficiently artful as the hussy who touches off the fireworks. Daniel Reed, with practically no lines, makes an art of listening, and Johnny Chapman, Olga Fabian, John Randolph and Robert Cunningham

# Sides and Asides

## "One Good Break" Looks for One Again

After a four-performance shuttering Saturday (11), management has decided to reopen "All You Need Is One Good Break" at New York's Mansfield Theater Monday (20). Despite a generally bad press, producers Monte Proser and Joseph Kipness feel that "Break" may speedily get one via "finding its audience," and author Arnold Manoff has put in a week on cutting and rewrite. The use of turntables which annoyed some critics will be eliminated for a more simplified method of staging. The original cast has been kept intact and additional backing insures a continuance of at least four weeks. The Proser-Kipness faith is sparked by the fact that the show built to near-capacity business during the second week of its Philadelphia tryout.

## Drumbeater Mike O'Shea Doubles as Aisle Expert

Michael O'Shea, associate of Bill Doll & Company, has joined the staff of Television Guide, weekly video mag, as columnist and stage and screen reviewer. O'Shea continues his drumbeating chores with the Doll publicity offices, with a hand in such legit items as "One Good Break," "Diamond Lil," "Tobacco Road" and a quartet of TV programs.

## La. College Cancels "Shrew" Over Negro Actors

Margaret Webster made public last week the cancellation of the appearance February (2) of her touring Shakespearean troupe in "The Taming of the Shrew" by Northwestern State College, Natchitoches, La., because two Negro players are in the cast. According to her attorney, Louis Nizer, Miss Webster received a letter from Dr. Sherrod Towns, of the college's music department, stating that "Negroes have not appeared in our auditorium, and we frankly feel that the time to begin the practice in this area has not yet arrived." Miss Webster replied that she could not surrender to such a principle. The actress-director strongly feels that the public should be appraised of such an attitude by a State-supported educational institution.

## Cullman Protests Theater Parking Bill

Howard S. Cullman is spearheading a protest against a bill sponsored by New York State Sen. Thomas C. Desmond which calls for reservation of 200 square feet of parking space around any newly constructed theater for every 10 seats of its capacity. Cullman pointed out last week that the bill, now in committee at Albany, would require three-quarters of an acre of parking space for an average-sized new legit theater on Broadway. The cost, he said, would prohibit new theater construction in the city.

## NOW I LAY

(Continued from opp. page)

quality of the writing and the acting. For that matter, the play has been better served in the writing than the acting. It's no fault of the actors, but rather of the producers and director responsible for the casting. Briefly this is a story of Ecuadorian Gen. Leonidas Erosa, blustering king of his own little entourage in Biarritz, on board ship returning to South America to escape the war. His uncertain morals and history, his dallying with every lady at hand, his love for a cold English governess, his self-indulgence and his few moments of greatness are all detailed. The scene passes from Biarritz, to an ocean-going freighter, to the general's home, Miraflores, and offers bountiful opportunity for some light and zestful acting.

But with a few minor exceptions the players have been woefully miscast. They all try mightily, but they just don't have the gift. Hence the acting is heavy when it should be light and Latin.

Fredric March has little success with the role of the general, tho he tries to bluster and cut up. Florence Eldridge fares a little better in a more natural role as the English governess. Some of the minor roles in the large cast are fairly well handled, notably the portrayal of the Polish valet by Milton Parsons. Others are so bad they'd better be left unnamed.

Wolfgang Roth's colorful sets are bright and fanciful to the eye. The costumes of John Derro are suitable. Richard Fernstein's lighting is rather awkward, but time may smooth it out. Hume Cronyn's direction serves to get players on and off, but it shows need of imagination.

Now I Lay Me Down To Sleep should be marvelous fun. But it sparks only briefly and probably won't take fire enough to give Stem playgoers a burning urge to see it.

Bill Riley.

acquit themselves with credit.

In sum, whatever Inge hasn't accomplished with *Sheba*, it still is a highly promising start as a Stem playwrighting debut. And Miss Booth and Blackmer are wonderful.

Bob Francis.

## WISTERIA TREES

(Continued from opp. page)

of Chekhov, and they only serve to prove the universality of the original. The mood has been retained, the same emphasis is laid on the various characters and events.

It is not "based on" *The Cherry Orchard*, but is practically a translation, even a transliteration of Chekhov's drama. Not only have all the pivotal scenes been included, but also most of the minor ones. The course of events is identical. Even a good deal of the stage business is the same. It appears as tho English words and names have simply been substituted for Russian. Compare the titles and you have the full extent of the creative work involved in *Trees*.

If this were a re-creative adaptation for the American stage, it would be honestly ingenuous. For the same decay of a society occurred in both Russia and the American South at about the same time. But it is almost a slavish copy of the original, with nearly enough skilled stagecraft applied to disguise it.

Judged as a creative work, then, *Trees* is a failure. Judged as clever copy, it is a very good job, to such an extent that it has all the dull and slow spots of Chekhov's play. But Joshua Logan has been well served in all the mechanical details of his production, and in the work of his actors. Their incandescent performances actually bring the play to life.

Helen Hayes has never been more radiant, never performed with greater verity. Kent Smith's portrayal of a red-neck, poor-white trash who has grown in wealth and power is a real masterpiece. His awkward, blustering Yancey Loper is something to remember. Walter Abel subtly sketches the character of a gone-to-seed Southerner. G. Albert Smith is excellent as the perennial debtor. Bethel Leslie, Peggy Conklin and Douglas Watson are excellent in secondary roles. And the Negroes in important roles—Ossie Davis, Alonzo Bósan, Vinie Burrows—are fine.

Joe Mielziner has designed a faded old Southern mansion that evokes wonderful images, while Lucinda Ballard's costumes are exactly right. And Logan has served himself better

# SEC States Policy; Not Witch-Hunting

NEW YORK, Feb. 18.—The recent warning sounded by Regional Director Peter T. Byrne, of the Securities and Exchange Commission (SEC) (*The Billboard*, February 11), has stirred considerable confusion for Stem producers. League of New York Theaters and the Committee of Theatrical Producers have submitted the matter to their respective legal counsel, Milton R. Weir and Howard Reinheimer, for investigation and study.

Byrne stated that in his opinion limited partnerships in theatrical enterprises are securities within the meaning of the law and subject to the provisions of the Federal Securities Act of 1933, and cautioned Stem producers against potential violations of the act thru ignorance of its provisions. Additional confusions arose due to published misconstructions of his explanation of the law.

However, much of this was cleared up via a call to the SEC. It now appears that any theatrical limited partnership project involving a total offering price to the public from \$1,000 to \$300,000 requires no registration of the securities themselves, provided there is strict compliance with rules governing exemptions. The necessary requirements are the filing of a letter of notification with the SEC, giving all pertinent information with regard to the enterprise and copies of all printed literature, advertising, etc., used in its promotion. The SEC pointed out that if a producer neglected to file the necessary information, any investor could demand the return of his money at any time before the statute of limitations runs out—a period of a year or over, after his money is put up. Naturally, none of the above holds, where there has been violation of the anti-fraud section of the act.

The SEC again stressed the fact that its warning in no sense predicates a witch-hunt for past violations. It is rather an educational statement of policy, based on the knowledge that some theatrical attorneys disagree with its contention that limited partnerships fall within the category of securities and may so advise their clients. It is very willing to have a test case brought and fought out in the courts.

## BANKER'S DAUGHTER

(Continued from opp. page)

son, Elizabeth Slifer and Cicely Browne. Miss Browne, as the heartless daughter of a ruthless banker, stood out both as to talent and beauty. Bridges, the young hero; Helen Ford as the poor but unbowed widow of the captain, Wolfe as the sailor and Marjorie Nelson as the penniless lass with a yen for Bridges are good.

Thomas O'Neill's settings and costumes by Barbara White lend themselves well. Dance direction by Jacobina Caro and musical background at the twin pianos by Leo Wolf and Bill Rose register well.

Alan Fischler.

## CELLER TURNS

(Continued from opp. page)

year, Celler stated: "Thus the investigated becomes the investigator; Shubert investigates Shubert." As to Weir's remark that the congressman knows nothing of the theater business, Celler remarked, "Even the most uninitiated in the ways of the theater knows that unwholesome practices abound therein."

## WANTED: A THESP

(Continued from opp. page)

for Washington: always spoke with such a voice. He should have big hands, a big-featured face, with wide-spaced, level, honest, penetrating eyes." He must have a vivid personality and also must possess "the innate quality of a noble gentleman."

as a director than as a playwright. Whatever the fate of *Trees*, it is a remarkably provocative experiment.

Bill Riley.

## TV May Leave Philly Ball Club Games to Radio

PHILADELPHIA, Feb. 18.—Local baseball fans will have to depend upon their radio sets in order to get complete coverage of the Athletics and Phillies major league baseball games this coming season. Apart from the fact that heavy evening and afternoon schedules at the three local TV stations make it difficult to crowd in all the games, the ball clubs are afraid television hurts the gate. As a result the TV stations will be permitted to carry only about one-third of the local ball games, the games to be hand-picked.

Last season all three stations shared the games in an effort to bring viewers all of them. This year, however, with the stations carrying heavy commercial schedules, there is no real anxiety on the part of any station to carry the baseball games. And with the ball clubs still undetermined in respect to TV, there is a possibility that there will be no television pickups at all.

As for radio, the games will be split for the first time between two local stations. WIBG, which heretofore carried both clubs, will have only the Athletics, with WPEN getting the rights to the Phillies. On radio the games will be sponsored three ways by the Atlantic Refining Company, Sealtest Dairies and Ballantine Lager. Games will be carried on a regional network of 18 to 25 stations within a radius of 125 miles.

Byrum Saam, at WIBG, will continue to call the plays for the Athletics games. The Phillies, after auditioning 137 announcers via recordings, singled out Gene Kelly to come here from WXIW, Indianapolis, to handle the WPEN mike. Marking the first time that a ball club has hired its own radio announcer, Kelly joins the ball club's promotion staff to become "the voice of the Phillies." Out of season Kelly will tour schools and boys' clubs, parent-teacher groups and father-and-son nights in the interest of the Phillies.

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## Burlesque

By UNO

ROSITA ROYCE is planning on taking her own show outdoors via the fairs this summer. . . . Benny Moore became grandpa again last week with the birth of another son, David, to his son, Bernard Herbie Moore, and daughter-in-law, Geneva, at their home in Elizabeth City, N. C. . . . Sy Majestic is a new Montgomeryette in the line at the Hudson, Union City, N. J., from the Gayety, Washington, now transformed from burly to legit. . . . Charles Harris, former straight, is now managing the Rialto, Chicago. . . . Billy Hagan, house comic at the Troc, Philadelphia, is rehearsing a video scene with Billy Williams's ork for WPTZ, local TV station. . . . Linda Leslie, Hirst Circuit feature, still a patient in Jefferson Hospital, Philadelphia, as the result of her fall on stage a few weeks ago. . . . Bonnie Boyia has left the Grand, St. Louis, to spend a few weeks with husband, Pearce Bradley, at their home in Detroit. . . . Jack Birmingham leaves the French Casino, New Orleans, March 25 to return to advertising agent duties for his third season on the John H. Marks carnival.

LOU APPLEBY'S Casino, Toronto, managed by Murray Little, drops road units for a stock policy starting March 2. . . . Hirst unit principaled by Benny Moore, Bert Carr, Al Baker, Marcella and Wilma Hayden opens March 3 for two weeks at the Rialto, Chicago. . . . Russell Trent heads a new cast at the Algero Club, East Los Angeles. . . . Helen Lovett, Mona Carver, Bozo Lord and Betty Jo Morgan are featured at the Burbank, Los Angeles. . . . Yvonne, with the Rosen-Levine unit on the Hirst Circuit, had her wrist watch stolen from a dressing room while playing Washington recently. . . . Charles Hunt, with the Avenue, Detroit, for over a quarter of a century, is recovering from a kidney operation in Lincoln Hospital, Detroit. . . . Bob Biggs, owner of the Follies, Los Angeles, threw a champagne supper for Eddie Ware, comic, and Sheri Lambert, newlyweds, January 23. The entire cast attended the party. . . . Latest Lou Miller bookings out of New York include Bettina, featured, Rialto, Chicago, February 3; Georgia Sothern, St. Louis, February 9; Cleveland, February 17; Youngstown, O., February 24; Howard, Boston, March 6, and Union City, N. J., March 12; Rose LaRose, Norfolk, February 10 and 17; Carol LeClair, Rochester, N. Y., February 3, and Newark, February 17; Princess LaHoma, Cleveland, February 10; Vicki Welles, Newark, February 17; Scarlet Kelly, Howard, Boston, February 20, and Union City, N. J., March 5; Artie Lloyd, Smokey Burns, Bob Winkler, Patricia O'Neal, Marion Russell and Ralph Clifford, Youngstown, O., February 3; Richy McAllister, Jimmie Pinto, Johnny Kane, Vicki Lester, Vivian Morgan and Ralph Edwards, Cleveland, February 3, and Harry Lander, Bozo Snyder, Harry White, Bobbie Park-r and Dave Koslow, Columbus, O., February 3.

## ST. REGIS, N. Y.

(Continued from page 46)

I Want a Little Boy won the plaudits of the crowd, as did her encore with her Daddy number.

Milt Shaw's ork cut a fine show and supplies dance music, with the Laszlo and Pepito Ensemble serving up Latin-flavored terp stuff in the interims. Hal Webman.

## Cap Merchandising Work to Herzstam; Goldson on Music

HOLLYWOOD, Feb. 18.—Increased activity in Capitol's music pub firms has forced Mickey Goldson to turn over merchandise licensing chores to Ned Herzstam. Particularly demanding on Goldson will be Cap's recent acquisition of six tunes as a result of its Songs Without Words contest. First of the contest tunes to get plugging will be Dream Peddler's Serenade, skedded for March 15 campaign, and When April Comes Again, set for April contacting. Former tune was recorded by Margaret Whiting, backed by Frank DeVol; latter was cut by Jo Stafford with Paul Weston and the Jud Corlon Singers.

To help shoulder the load, Goldson hired Jose Granson to assist in local contact work. Save a Little Sunbeam for a Rainy, Rainy Day, Cap's first plug tune since Manana, became its first since the novelty to hit the Peatman-RE sheets. Capitol Songs acquired tune from clefter Irving Gordon.

Herzstam's chief concern will be licensing of the Bozo character. He will attend the annual toy fair in New York and will stage Bozo's appearance in Macy's March Festival. Heretofore, Goldson straddled the fence between supervising Cap's pub interests and arranging its merchandise licensing.

## LOOKOUT HOUSE

(Continued from page 46)

TV show announcer's bit on a gin advertiser and a side-splitting pantomime version of a war veteran's life.

Doris Drew, curvaceous, smartly attired canary, boasts sharp tonal control. Does a sultry Hallelujah and a sweet Tea for Two for a good starter and then wins over the packed house with a jivey How It Lies and Singing In the Rain. A newie, About You and Me, earned a salvo on the encore.

Al and Connie Fanton, slick tappers, give show a speedy start. Youngsters put bounce into a varied terp turn to score handily. Best of the lot is a tap-rumba.

Victor Charles, puppeteer, turns in a pleasing performance with his group of characters, which include a pseudo long-hair pianist and a cooch dancer. Charles is an expert with the strings and his sly humor combined with solid doll situations are good for plenty of laughs. His personality, too, sets high with patrons.

With emcee Ralph Young turning in ace baby background, the Arden-Fletcher Dancers (8) step thru three lively executed numbers to enhance the presentation.

Bob Snyder's ork continues its excellent show and dance-cutting chores. Bob Doecker.

## PARAMOUNT, N. Y.

(Continued from page 45)

Orkster-emsee Boyd Raeburn milked the crowd to bring the thrush back for Music! Music! Music! Her efforts were not of headline caliber.

Comic DeWitt won the biggest hands on the show as he rolled off some lightning fast gag and a series of winning impressions, which were notable not only for witty lines and adequate voice impersonation, but also for excellent representation of face and body expression as well. Weakest bit was a set of impressions of cigarette smokers which served as an encore closer but which would be better suited further front in the act.

The Mayo Brothers offered a fast and fine opening turn with a speedy, well executed and showmanly tap dance demonstration, crowned by a series of crowd-pleasing splits and acro efforts.

Boyd Raeburn's ork cut a satisfactory show and in its own spot, a full-blown scoring of Malaguena featuring Raeburn on the bass sax, drew a good reception for a pleasing effort.

Pic, Paid in Full. Hal Webman.

## Magic

By Bill Sachs

AL AND VAL SHARPE are at the Casino Cabaret, Frankfurt-am-Mein, Germany, after concluding a four-weeker at the Opera House in Nuernberg. "Recently at Wiesbaden," pens Al, "I renewed acquaintances with Herr Cortini and family. The old meister is still presenting the act which brought him fame in the States about 1928. His remarkable finish of producing a siage-full of coins, flowing from buckets and raining downward from the ceiling, is outstanding and leaves the spectators spellbound. One is unable to describe Cortini's act even with all the superlatives possible. It is real showmanship plus simple effects neatly blended to bring forth 20 minutes of entertaining magic. Paul Cortini is No. 2 on my list of all-time magic showmen. Frakson, the Amazing Frakson, still reigns at the top of my list." . . . Dolly Dean, who was injured in New York last fall while appearing with the Great Lester show, has become paralyzed and would appreciate hearing from magic friends. Her address is 1709 North 12th Street, Apt. 24, Toledo.

King and Zorita are still in Miami Beach, Fla., where they have just concluded engagements at the St. Moritz and Lord Tarleton hotels with their mental turn. They tell of recently catching Lucille and Eddie Roberts at the Radio Club, Fort Lauderdale, Fla. "They worked to a packed house and did a wonderful job," King and Zorita write. "They are a credit to show business." . . . The Great Jarvis is currently trekking thru Tennessee, Virginia, North Carolina and Kentucky for the Jack Pierce office, presenting his regular magic turn and Dr. Jarvis's "Grave-Diggers' Party," spook opy. Jarvis has about six more weeks in the territory before hopping into New York and New Jersey for theater dates. His staff comprises Ernest Speck, tour manager; William Nay, chief assistant; Princess Louise, mentalist, and C. S. Jarvis, props. Show moves on two trailers, a truck and car.

ROY DOHS, magic dealer and enthusiast of Endwell, N. Y., who passed away February 7 in a Binghamton, N. Y., hospital of cancer after a six-week illness, was for years the sparkplug of magic activities thruout New York State. Probably no one in magic circles had a greater acquaintance among magicians along the Eastern States. Dohs was chairman of the New York State Conclave of Magicians held in Binghamton in 1949. He was also popular in Florida, where he spent each winter for the last 30 years. By coincidence, Sir Felix Korim and his magic troupe appeared February 8 in an auditorium directly across the street from the funeral home where magicians were paying their last respects to Dohs. . . . Ed Dobrovolc, still entertaining with accordion, magic, vent and 16mm. movies in and around his native Little Falls, N. Y., infos that he's carded to start on a route in March. . . . Hurley Williams (Fritz the Wizard) has returned to his home, 15605 Chatsworth Street, San Fernando, Calif., after a stretch in a hospital for treatment for polio. Williams says it may be some time before he will be able to troupe again and that he'd like to hear from his friends in the magic field. . . . Earl Morgan, deft manipulator and smoke-ball expert, has just concluded a stand at the Century Club, Mankato, Minn. . . . Thornton Poole, past president of the Vancouver (B. C.) Magic Circle, has been appointed to the board of governors of the Pacific Coast Association of Magicians. George Abray is new president of the group. Other officers recently elected and installed are Ken Hughes, veepee; Percy Poole, secretary; Jack Zemel, treasurer, and Harry Clayton, W. J. Baillie, Dr. Grant Gould, Thornton Poole and Charlie Caunt, executive committee.

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**That's News, Suh!**

NEW YORK, Feb. 18.—With the late William A. Brady has gone the last of a breed of colorful showmen. "Once Brady sent out a road company that advertised the most savage Legree in the business," Harry Birdoff, author of *The World's Greatest Hit*, commented recently. "So realistically brutal was Theodore Roberts in his portrayal that spectators sat frozen to their seats. At one performance the dog, Dan, lunged at Simon Legree, and the two became involved in a melee before the footlights. It ended with the need for medical treatment. According to Brady's account, it was the dog that had to be cauterized."

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**Green Purchases  
N. O. Tent; Bow  
Set for April 1**

ATLANTA, Feb. 18. — Sammy Green, owner-operator of the *Hot Harlem Revue* and Minstrel Show, said at local headquarters last week that he has taken title to the noted New Orleans Minstrel Tent Show.

All equipment is being overhauled here and made ready for the road. Green said that the show will make its 1950 debut about April 1. Current plans call for the org to play one-night stands, excepting in larger cities where it will play two-day engagements.

**Brunk Eyeing  
Picture Names  
For '50 Jaunt**

HOLLYWOOD, Feb. 18.—Henry L. Brunk, owner-operator of Brunk's Comedians is spending the winter here and organizing a company which, it is reported, will feature a number of film names for its 1950 tour.

The Brunk tent is stored at Oklahoma winter quarters.

Current plans call for the show to open about April 1, with Brunk directing it thru established territory in Oklahoma, Texas and Colorado.

**Caffey Heads Up  
Carolinas Assn.**

CHARLOTTE, N. C., Feb. 18.—The Drive-In Theater Association of the Carolinas, at its annual meeting here, elected officers for 1950.

John W. Caffey, Greensboro, was named president, with Erwin Rourk, Wrightsville Beach, elected vice-president for North Carolina, and A. J. Bryant, Lancaster, vice-president for South Carolina. Mrs. Hazel Graves, Charlotte, was re-elected secretary.

**Traffic Hazards  
Cited in Bid for  
Waterbury Spot**

WATERBURY, Conn., Feb. 18. — Objections to a proposed drive-in theater here were made by three Cheshire, Conn., property owners at a hearing last week at Hartford, before State Police Commissioner Edward J. Hickey. The Commissioner did not announce a decision on the application following the hearing.

The three asserted that the drive-in would constitute a traffic hazard because of the probability that 500 cars would be parked there and would drive in at a hazardous angle.

**Van Arnam on Mend**

JACKSONVILLE, Fla., Feb. 18.—John Van Arnam, owner-operator of the minstrels bearing his name, is at his home here recuperating from a broken leg. Barring complications, he expects to be trouping again this summer, he said.

**South Windsor Spot Planned**

HARTFORD, Conn., Feb. 18.—Plans for drive-in theater in South Windsor, Conn., have been disclosed by Philip C. Cahill of Portland, Conn., and Richard C. Edwall, Agawam, Mass.

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**Rep Ripples**

HOMER E. BROWN is showing 16mm. pix to good returns around Angola, Ind. . . . F. G. Dalhurst advises from Barber, N. C., that he and wife are doing okay with their small unit and soon will conclude the current tour at St. Petersburg, Fla. The jaunt began in Milwaukee. They are presenting 16mm. pix and some museum numbers. They plan to add more wax figures soon. . . . Allan (Chick) Boyd writes from Gainesville, Tex.: "I've been doing a solo show in Central Texas but came in here to rehearse with a partner to take on some school bills. I've always had magic and novelty shows but magic is overdone in small Texas towns and I want to make a change. Had a platform show last summer in Northern Texas and Oklahoma and returns were good. For my money this is the best-type small show, with the least expensive hauling bill."

DADE CITY, Fla., Feb. 18.—Floyd Theaters, owner of Pasco theater here, have begun construction of a \$55,000 drive-in theater on U. S. Highway 301, north of this city.

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## THE FINAL CURTAIN

**BEGAR**—Mrs. Marie, 84, at one time with Barnum & Bailey and other circuses in the Reno and Begar Troupe, February 8 at her home in Brooklyn. Survived by a daughter, Mrs. Grace Jonas, Long Island, N. Y., and two sons, Harry and Earl, Brooklyn.

**BEROD** — Francois Arvin, 32, French singer, February 10 in Mexico City. He has been appearing at the Capri nitery there.

**BIERBAUER**—Charles A., 62 former vaude booking agent and Broadway producer, February 16 in Allentown, Pa. He had been agent for Frank Fay, Barbara Stanwyck, the Dolly Sisters and many others and had co-produced *Courage* on Broadway with Janet Beecher and Junior Durkin. Bierbauer later was company manager for the musical *Delmar's Revels*. More recently he was the head of three pic houses.

**BORBA**—Tomas, 83, conductor and Lisbon Conservatory professor, recently in Lisbon.

**BREWSTER**—Stanley, 69, orchestra leader, February 12 in Cleveland. He played at the old Opera House and Hippodrome Theater in Cleveland before forming his own ork, which played for years at Euclid Beach Park, Cleveland, and other Ohio summer spots. His widow survives.

**CONWAY** — William, 36, British theatrical manager, February 10 in London. He had been theater correspondent for *The London Daily Mail* before becoming stage director and business manager for actor-director John Gielgud. Conway had been manager of H. M. Tennent, Ltd., a leading play production firm.

**COY**—Myron, 34, disk jockey and announcer, February 7, Canton, Ill. He had been with WLDS, Jacksonville, Ill.; WCAZ, Carthage, Ill.; KVER, Albuquerque, N. M., and more recently with WBYS, Canton. Burial in Beardstown, Ill., February 10.

**DADSWELL**—Jack, 55, former carnival press agent, February 2 in Waycross, Ga. (Details in Carnival Department.)

**DAVIS**—Mrs. Dorothy Mortimer, 52, retired actress and wife of Peter Davis, business manager of the Theater Guild, February 15 in New York. She was leading lady of a stock company in Kansas City before playing on Broadway in such shows as *Parlor, Bedroom and Bath*, *The King, Nighty Night* and *Just Married*. She also appeared in London in the last named show. A daughter, Jill, also survives.

**DEWEY**—Earl S., 58, former vaude performer and more recently a film actor, February 5 in Hollywood. His widow, Billie Rogers, with whom he toured the old vaude circuits, survives.

**DOHS**—Roy A., 65, magician, February 7 in Binghamton, N. Y. His widow and son survive.

**ELLIS**—Kenneth M., 59, newspaper man and author, February 12 in Flushing, Queens, L. I., N. Y. He had worked for *The Milwaukee Journal* and *The Milwaukee Sentinel*, among others, and it was while with the latter paper that he wrote and staged a ballet in 1923. His widow survives.

**FUGATE**—Harry, recently in La Grande, Ore. Survived by a sister, Mrs. Paul Mack, La Grande.

**GALLAGHER**—James F., 67, carnival trouper for many years, recently at the home of sister, Mrs. W. B. Barton, Columbus. Burial in Mount Calvary Cemetery, Columbus.

**GORODNITZKI** — Mrs. Eugenia Samoilovana, former concert singer and mother of concert pianist, Sascha, February 13 in New York. Another son and daughter also survive.

**HARRISON**—Stanley, 72, character actor for 50 years in this country and England, February 15 in New York. He made his debut in England in 1900 and came to the U. S. with Marie Tempest to appear in *A Lady's Name*. He later acted in the company of Mr. and Mrs. Charles Coburn and was in the original cast of *Whispering Wires* and *White Cargo*. Other shows in

which Harrison appeared included *The Silent House*, *The Jade God*, *School for Scandal*, *The Great Waltz*, *Magic* and, lastly, *While the Sun Shines*.

**HILL**—Frank, 62, legit company manager, February 8 in San Francisco. He had managed such companies as *Desert Song*, *Hit the Deck*, *Frivolities* of 1921 and at one time managed Charlotte Greenwood, Kolb and Dill and Henry Duffy. A sister survives.

**HUFF**—Mrs. Laura, 90, once a bareback rider with the P. T. Barnum Shows, in King, Wis., February 6.

**JONES**—A. B. (Pete), owner-manager of the Jones Greater Shows, February 13 of a heart attack while visiting in Valdosta, Ga.

**JORGENSON**—Edward, 59, newscaster and commentator, for many years associated with Station KFI, Los Angeles, February 16 in Hollywood.

**KENNEDY** — Charles Rann, 79, prominent playwright in the English and American theater, February 16 in Los Angeles. Starting his career as a manager and actor with the Sir Philip Ben Greet Company, he came to the U. S. in 1903. Before Kennedy's retirement from the stage in the late 1920s he had many plays to his credit, including *The Terrible Meek*, *The Necessary Evil*, *The Idol Breaker*, *The Army With Banners* and *The Chastening*, many of which were in protest of war. Since retirement he wrote *Flaming Minister*, *Face of God*, *Isles of the Blest*, *The Seventh Trumpet* and *The Servant in the House*. His widow, known to the stage as Edith Matthison, survives.

**KIRK**—Harvey L., 76, father of Myron P. Kirk, radio and TV head of the Kudner agency, February 11 in Wheeling, W. Va. His widow, a daughter and two sisters also survive.

**LANQUAY**—Eva B., owner of the Lanquay Costume Company, Chicago, February 10 at her home in that city. Survived by a brother and sister.

**LE FEUVRE**—Guy, 66, actor, singer and composer, February 15 in London. Better known in London, he also was chorus master and a member of *The Girls of Goettenburg* company in New York.

**LINDSEY**—Tom, 73, former usher with the Hagenbeck-Wallace Circus for several years, February 15 in Washington C. H., O., of a heart attack. Burial in Washington C. H.

**McARA**—Peter, 87, a director of the Regina (Sask.) Exhibition since 1906 and its president in 1934-'35, in Regina February 12. Survivors include a son and three daughters.

**MEAGHER**—Francis K., 69, bingo operator with various outdoor shows for 25 years, February 14 at his home in Livonia, N. Y. Survived by his widow, Helen; three sons, three daughters, a brother and three sisters. Burial in St. Rose Cemetery, Lima, N. Y., February 17.

**MILLER**—John M., 83, member of the board of governors of the Pacific Coast Showmen's Association, Los Angeles, for the past 20 years, February 12 at his home in Santa Monica, Calif. Survived by his widow. Interment in Santa Monica Cemetery.

**MILLER**—Otto J., pioneer motion picture theater owner in Eastern Pennsylvania, February 3 at his home in St. Clair, Pa. Starting in 1903, he operated two theaters in St. Clair, the Lyric, now named the Ritz, and the Queen, now the Hollywood. He retired from the trade 15 years ago. A son survives.

**MURRAY**—Peter, biller and lithographer with Ringling Bros. and Barnum & Bailey Circus for 10 years and previously with other circuses, in Portland, Ore., January 31. At the time of his death Murray was a stagehand at the Ballet Theater, Portland. Surviving are his mother and a daughter, both of Des Moines. Burial in that city February 4.

**MYERS**—Mrs. Lenora, 46, formerly teamed in vaude with her late husband, Robert, as Wamsley and Myers, February 10 in Chicago. She had also

been with the Empire Comedy Four and had appeared with her husband in films. Two sons survive.

**PECK**—John W. Jr., Eatonton, Ga., theater owner, February 13 in that city of a heart attack.

**POPPELWELL**—Ben, 79, owner of the Gaiety Theater, Ayr, Scotland, February 7 in that city. He was one of the last indie vaude theater owners in Scotland, and formerly owned the Ayr Pavilion. Two sons survive.

**PURCELL**—Mrs. Richard J., 66, mother of Pat Purcell, general agent of the Johnny J. Jones Exposition, in Grand Forks, N. D., February 17. (Details in General Outdoor Department.)

**ROHS**—Dr. Henry F., 47, chief of staff of Our Lady of Mercy Hospital, Cincinnati, and a member of the John Robinson-Loyal Repensky Tent of Circus Fans, February 14 in that hospital. Rohs was physician for the Robinson circus family. Survivors include his widow, Margaret; his mother, Mrs. Josephine Rohs; three sons, Michael, Thomas and Henry; two daughters, Mary and Catherine; three brothers, Herman, Albert and Edward, and three sisters, Mrs. Wilbur Robinson, Mrs. John B. Gartner and Mrs. Frank Winstrel. Burial in St. Mary's Cemetery, Cincinnati.

**RUMLEY**—Lulu (Mrs. J. F. Smith), formerly of the team known as the Rumley Sisters, February 8 at her home in Tallahassee, Fla. Survivors include three daughters and a sister, Ruby.

**SABATINI** — Rafael, 75, writer, February in Adelboden, Switzerland. His best-known works included *The Black Swan*, *The Sea Hawk*, *The Snare* and three books on the adventures of Captain Blood. Many of his novels had been filmed.

**SHOOK**—R. Roy, 54, former Michigan theater owner, February 10 in Fort Lauderdale, Fla. Survived by his widow, Laura, and two sons, R. Roy Jr. and George.

**SMITH**—Marilyn, 18, former ice show skater, found dead February 10 in Bishop Creek, Bishop, Calif.

**SUTCLIFFE**—James W., 72, member of the International Alliance of Theatrical Stage Employees, Local 57, Fall River, Mass., February 10 in Cedar Knolls, N. J. His widow, Marion, wardrobe mistress for the touring company of *A Streetcar Named Desire*, survives.

**VAN**—George X, 71, former vaude actor, February 14 in New Britain, Conn. He spent several seasons with the Ringling circus before World War I.

**WALTERS**—Mrs. Reba J., 57, pianist known professionally as Reba Wheat Senft, at her home in Los Angeles February 12. She had played with bands in Los Angeles and in the East. Survived by a son, a sister and brother.

**WITMARK**—Jay, 77, one of the organizers of the American Society of Composers, Authors and Publishers, and founder, with his two late brothers, Isidore and Julius, of the music publishing firm of M. Witmark & Sons, February 16 at his home in New York. (Further details in Music Department.)

## Marriages

**BERMAN-MUNSON**—Eugene Berman, artist and ballet designer, and Ona Munson, actress, January 27 in Los Angeles.

**COOKSEY-NIFONG** — Arthur W. Cooksey, mailman and clown with the Ringling circus, and Lorna Mae Nifong, featured baton twirler with the circus last season, recently.

**FAULDS - SPELLMAN** — Ray Faulds, stagehand at the Roxy Theater, Cleveland, and June Spellman, chorus girl at the theater, in that city February 14.

**FELHAM-STODDARD**—Charles F. Felham and Lona Ann Stoddard, harpist with Phil Spitalny's ork, February 11 in New York.

**FIXLER-ALTMAN**—Robert Fixler and Thelma Altman, Metopera mezzosoprano, February 5 in New York.

**FURMAN-RICKARDS**—Sam Furman, Columbia Broadcasting System

staff pianist, and Jane Rickards, radio writer, January 28 in Las Vegas.

**GERSON-MURRAY**—Murray Gerson, music arranger, and Ellen Murray January 29 in Beverly Hills, Calif.

**GILLESPIE - RICHARDSON**—George Wright Gillespie and Barbara Joan Richardson, script editor for the *Voice of America*, radio program, February 11 in New York.

**HASS-WHITEMAN**—Thomas Hass, assistant director at WFIL-TV, Philadelphia, and Margo Whiteman, daughter of Paul Whiteman, who appeared on the latter's *Teen-Ager Club* video show, February 3 in Lambertville, N. J.

**INGELHEIN-FARRAR**—Louis Ingelhein, special agent and biller for the World of Today Shows, and Alberta Farrar January 24 in Fort Smith, Ark.

**IZENBERG-LEVIN**—Ivan Izenberg, staff engineer of WNJR, Newark, N. J., and Edith Levin, staffer of the Gordon & Rudwick Agency, February 4 in New York.

**JACKSON-MATTHEWS**—Rev. Ulysses Jackson and Inez Matthews, featured actress in Broadway's *Lost in the Stars*, January 29 in Elizabeth, N. J.

**JAWER-BARRETT**—Bob Jawer, in the commercial department of WPTZ, Philadelphia tele station, and a former tele show producer, and Lynne Barrett, singing star of the station's *The Girl Next Door* program, in Philadelphia February 5.

**KENNY-MacBURNEY**—Billy Kenny, member of the Ink Spots, and Audrey K. MacBurney February 8 in Hoboken, N. J.

**LIPSKY-GORDON** — Morris Lipsky, co-owner of the Johnny J. Jones Exposition and president of the Showmen's League of America, and Joan Diana Gordon January 29 in St. Louis.

**MORRIS - SMARCH**—Charles J. Morris, outdoor showman, and Margie Smarch, former photog at Leon and Eddie's, New York nitery, February 18 in Hackensack, N. J.

**RANDALL-WALLACE**—Jim Randall and Jean Wallace, film actress, at San Diego, Calif., January 28.

**ROTH-KLEIN**—Norman Roth and Rose Marie Klein, WBBM receptionist, February 5 in Chicago.

**SACKETT - WORTHINGTON** — Sheldon Sackett, part owner of Station KROW, Oakland, Calif., and Elizabeth Worthington, former Broadway actress, January 30 in Piedmont, Calif.

**SPIVAK-DAY** — Charlie Spivak, band leader, and Irene Day, vocalist, January 31 in Greenwich, Conn.

**STRAUS-SULZBERGER**—R. Peter Straus, former assistant program director at WMCA, and Ellen L. Sulzberger February 6 in New York.

**TROPEA - SPRECKELS** — Peter Tropea, film writer, and Mrs. Mary Lavinia Spreckels, former dancer, at Las Vegas, Nev., February 1.

**TROY-WILLIAMS**—Jimmie Troy, comedy trapeze performer, and Nella Fae Williams February 11 in Coeur d'Alene, Idaho.

**WARD-LEAMER** — William Ward and Margie Leamer, staffer with the Harris Amusement Company, Pittsburgh, February 4 in that city.

**WILSON-RIIFF**—Woddie Wilson, actor, and Barbara Riiff, showgirl, January 20 in Las Vegas, Nev.

## Births

A daughter to Mr. and Mrs. John Gaunt February 8 in Hollywood. Father is a television director.

A daughter to Mr. and Mrs. Ray Heindorf February 6 in Los Angeles. Father heads Warner Bros.' music department.

A daughter to Mr. and Mrs. Norman Krochmal February 7 in Pittsburgh. Father is a staffer on WHOD, Homestead, Pa.

A son, David Allan, to Mr. and Mrs. Louis Jacobson in Bridgeport, Conn., February 1. Father is manager of the Park City Theater, Bridgeport, and the son of Morris Jacobson, general manager of the Strand Amusement Circuit, operating theaters in Southern Connecticut.

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

## Name Elliott Illinois Mgr.; Show Pact Set

### Withhold Carnival Name

SPRINGFIELD, Ill., Feb. 18.—Hubert W. Elliott, Decatur livestock auctioneer, has been named manager of Illinois State Fair here. He succeeds Henry White, Sandwich, who resigned Saturday (4) following differences of opinion with Roy E. Yung, State Agriculture Director.

Announcement regarding the fair midway contract is expected shortly. Yung told *The Billboard* a decision on the carnival has been made but announcement would be withheld until formal signing of the contract.

Bidders are Endy Bros.' Shows, which showed here last year; Hennies Bros.' Shows, which played the fair for several years prior to the Endy org; Al Wagner's Calvacade of Amusements, and Turner Bros.' Shows, the latter a truck org, with quarters in Southern Illinois.

### No Surprise

White's resignation caused little surprise, inasmuch as there had been differences between him and Yung for some time.

Elliott's appointment, made by Governor Stevenson, was accompanied by a statement by the governor in which he commented on prospects of putting the fair on a self-supporting basis.

"Deficits are distasteful and I have high hopes we shall be able to come much closer to making the fair pay for itself," the governor said. "We are making every effort toward that end."

"As to the fairgrounds, the represent a huge non-income producing investment and they are virtually idle for approximately 10 months of the year."

"It is here the greatest financial difficulty lies. We must devise more ways to utilize the plant to better advantage."

### 520C Deficit in '49

Last year the fair, operating under a Democratic administration, reported a deficit of \$520,000. The previous year, under GOP rule, the fair's deficit was \$620,000.

There has been considerable publicity thruout the State in recent months over deficit-producing fairs. Editorialists and columnists have pointed out that other States maintain fairs on a self-supporting basis and have posed the question, "Why can't Illinois?"

The new fair manager is 50 years old. He supervised the light horse show division of the 1949 fair, and was head of a Decatur auto agency from 1927 to 1940.

White served one term as fair manager here, and ran into the devastating effect of polio, which sparked a quarantine of children in Springfield before and during most of the fair's run. This sharply reduced attendance and business at the fair.

## Chuck Rice, Race Driver, In Critical Condition

TAMPA, Feb. 18. — Chuck Rice, Jackson, Mich., auto race driver, seriously injured in a five-car pile-up while competing in the races at the Florida State Fair here Saturday (11), was reported in a critical condition.

Rice has been unconscious since the accident.

## The Hard Way

NEW YORK, Feb. 18.—Two 3,500-gallon milk tank trucks were used by Campbell-Fairbanks Exposition, Inc., to bring water 125 miles, from Roscoe, N. Y., to fill aquariums for exhibits of fish and the big tank for water events at the Sportsmen's Show which opens today in Grand Central Palace.

Due to the shortage, the New York Department of Water Supply refused to grant show officials permission to use city water for the tanks. Fresh water from Roscoe is being used for fish tanks, while part of the water for the big tank is from salt water wells of the St. George swim pool, Brooklyn.

## Slim Turnout Of Reps for Miss. Confab

### Cannaday Association Prexy

JACKSON, Miss., Feb. 18.—Only a small percentage of State Fair representatives attended the Mississippi Association of Fairs and Livestock Shows in the Robert E. Lee Hotel here Thursday (16) despite the fact that one of the strongest and most interesting programs in years had been lined up.

W. R. Cannaday, Meridian, was elected president, succeeding E. E. Deen, Hattiesburg. All other officers were re-elected, including R. B. Jeffries, Laurel, and Ray T. Stennett, Kosciusko, vice-presidents, and J. M. Dean, Jackson, secretary, his 23d consecutive term in that capacity.

### Mayor on Hand

Mayor Allen C. Thompson, Jackson, gave the address of welcome, with Si Corley, commissioner of agriculture, official greeter. Other speakers and their topics were J. M. Tubb, State superintendent of education, Jackson, *What the Fair Means to Boys and Girls*; Dr. Frank J. Welch, dean of the college of agriculture, State College, *Are Fairs Keeping Pace With Agriculture Progress?*; A. P. Fatherree, State supervisor of agriculture education, Jackson, *How To Present the Vocational Program to Fair Visitors Thru Exhibits*; R. O. Monosmith, State 4-H Club leader, 1950 4-H Club Exhibits at Fairs; May Cresswell, extension service, State

(See Scant Turnout on page 60)

## Mrs. R. J. Purcell Dies in Grand Forks

GRAND FORKS, N. D., Feb. 18.—Mrs. R. J. Purcell, 66, mother of Pat Purcell, general agent for the Johnny J. Jones Exposition, died in Deaconess Hospital here Friday (17). Death was due to heart disease. Mrs. Purcell had been hospitalized since November 7.

Surviving, in addition to Pat, is another son, Richard Alvin, Chicago attorney.

Funeral services will be at 2 p.m. Monday (20) in First Methodist Episcopal Church here, with burial in Memorial Cemetery.

Born June 27, 1883, in Grand Forks, Mrs. Purcell had lived here all her life. Her husband died October 12, 1938.

## Stars Called for Big Show April 14; Truman To Address Congress on 1951 Sesqui

### Day Starts Year's Events Preceding Fair

(Continued from page 3)

to capitalize on practically every big tourney, convention and event slated for Washington this year. The commission is planning to stage a presentation of the championship award at a special gathering at the International Golden Gloves Tournament April 21, the day following a special ceremony inaugurating issuance of a special series of sesquicentennial stamps.

Other events scheduled for this year include a national defense show, with parades, fireworks and an exposition, lasting three days in mid-August; a musical festival May 7; a gala concert by stage and screen stars on "I Am an American Day," May 21; the opening of the symphonic drama, *George Washington*, specially written by Paul Green, at an amphitheater now under construction in Rock Creek Park; an air show and exhibit for three days in mid-July; special ceremonies honoring the anniversary of the birth of Pierre Len-

fant, planner of the city of Washington, August 2; a Library of Congress "birthday" celebration April 24, an American folk festival June 22-24, a sesquicentennial song festival August 14, a national spelling bee May 26; a "Cavalcade of Freedom" show and parade, with a cavalcade of floats to be led by President Truman and members of the cabinet; a special show in connection with the U. S. Figure Skating Association, which will stage its national convention here March 23-25, and a national horse show November 13-18.

## Houston Show Pulls 497,000 For New Mark

### Tops '49 Figure 120,000

HOUSTON, Feb. 18.—Despite some bad weather, the 18th annual Houston Fat Stock Show and Exposition, February 1-12, set a new attendance record of 497,000, an increase of 120,000 over a year ago.

Opening day, Wednesday (1), attendance was clocked at 60,000, while the final day, Sunday (12), ordinarily one of the top draw days, registered only 36,000 because of bad weather.

The Roy Rogers Rodeo, featuring Rogers, Dale Evans, Gabby Hayes and Foy Williams, sold out for every performance. Over 300 top-ranking cowboys competed for the \$50,000 in prizes. Prize money this year was increased by \$15,000.

The grand champion steer sold this year for \$15,400, being purchased by Glen H. McCarthy, Houston oil man and owner of the Shamrock Hotel here. The reserve champion went for \$6,400.

## Krone Unit Angles For Date in Berlin; German Biz Spotty

BERLIN, Feb. 18.—Frieda Krone-Sembach, manager of Circus Krone, was in town recently negotiating with municipal authorities for a summer run of the circus here. Krone, one of the biggest circuses in Germany, has not appeared here since the war. Prospects for the deal are good, but hinge on ability to get permits from Russian occupation authorities for passage of the circus thru the zone border station of Marienborn.

Circus Krone, under the direction of Frieda Krone-Sembach, daughter of the show's founder, the late Carl Krone, and her husband, Carl Sembach, registered top biz while touring Germany last year, with its big top seating about 6,000 and carrying a large stock of performing animals.

### Althoff Unit Clicks

Also chalking up good biz was Circus Franz Althoff, one of Germany's oldest, which carries a fine stock of animals. Althoff played 88 towns under canvas in West and South (See Krone Unit Angles on page 61)

## Pratt and Young In Deal for Ky. State Grandstand

LOUISVILLE, Feb. 18.—The report circulating this week that Orville Pratt, former manager of the Indiana State Fair, and Paul Young, starting gate operator, had taken over the grandstand at the Kentucky State Fair to operate it independently in conjunction with the annual, September 10-16, was verified in part this week by the fair's manager, George Lambert, who said that while a deal to that affect had been made with Pratt and Young, no contract has actually been signed as yet.

What Pratt and Young have offered for the State fair grandstand rights was not revealed by Lambert, but he said that no contract for the grandstand ex would be signed until \$4,000 were plunked on the line by Pratt and Young. The latter are carded to come up with the dough at a meeting with Lambert here next Monday (20). They were originally slated to rustle up the chips this week, it is reported.

## Sked Alfresco Units For Bock Beer Cele

NEW YORK, Feb. 18. — Second annual Bock Beer Festival, for the benefit of the Red Cross, will be held at the 71st Regiment Armory, Park Avenue and 34th Street, March 15. Event is sponsored by brewing concerns of New York and New Jersey and is heavily publicized.

Formula will be similar to last year's festival, which netted the Red Cross close to \$40,000. Rides, games and concessions will provide county fair atmosphere, and stage, screen, radio and television stars will provide entertainment.

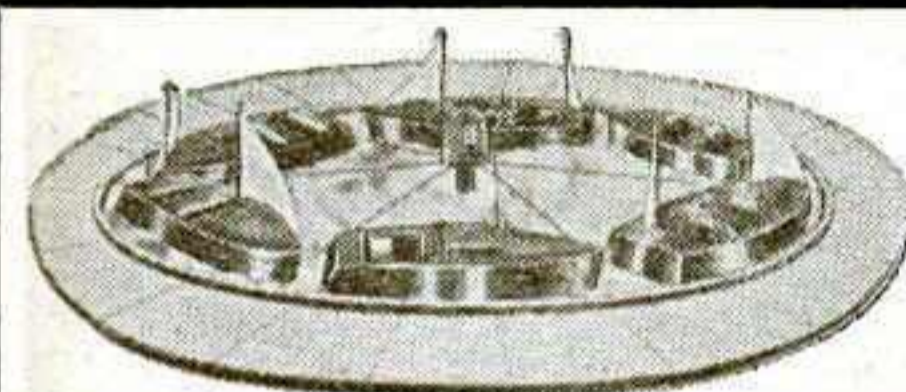
Last year's deal was a buy for patrons who found that the \$1 admission covered practically all expenditures unless one was inclined to drop a contribution in barrels placed alongside attractions.

# LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—take 2 seasons to pay—20 Jumping Horses, 2 Chariots, upholstered and decorated. Carries adults. Same size horses we have on 36 foot machine. Nothing like it ever offered by any other manufacturer. Carried on 1 16-foot truck. Come see it. Place your order now, only a few more for Spring delivery. DeLuxe, 36 foot, 2-abreast, \$9,125.00—2 seasons to pay. 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

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### Close-Ups:

# Week Stands Enticed Roy Jones After Years of Circus Trouping

By Jim McHugh

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

WITH 37 years of trouping behind him, Roy B. Jones finally succumbed to the leisure route when he joined the James E. Strates Shows as business manager. There is just as much work to be done with a carnival, Roy explains, but week stands provide a less hectic pace and more pleasurable living than the sawdust and spangles route he traversed for so many years.

When Roy connected for his first job in showbiz with W. R. Marco's Golden Rod Floating Theater, vim, vigor, vitality and a measure of ambidexterity were necessary requisites to survival. Besides press agenting the river boat in towns along the Ohio, Mississippi and Missouri rivers, Roy operated various machines, many of which had hardly emerged from the experimental stage, and helped with a "few other things" that might and did include lending muscular brawn in a concerted effort to pole the craft off mud flats.



ROY B. JONES

### Born in Ohio

Roy was born in Coshocton, O., 59 years ago. As a youth his first working interests centered around newspapers, a good training ground for his future endeavors since it involved meeting and getting along with people. The possibility of more action in show business beckoned and Roy took over the box office of the Herald Square Theater, Steubenville, O., where he remained for several years.

Lured by the prospect of big dough, Roy took over the promotion of a real estate subdivision in Steubenville, but before long he headed for the West Coast, where he worked for Universal Pictures for several years.

His experience in the motion picture field opened a new avenue of endeavor. He went into a town, like Binghamton, N. Y.; Dallas, or Shreveport, La.; secured the auspices of the Elks or some similar organization and filmed screen tests of local gals and boys. The revenue was chiefly derived from the (See *Week Stands Enticed*, page 74)

### San Antonio Billers

#### Organize Local 82

SAN ANTONIO, Feb. 18.—At a recent organizational meeting here of Local 86, International Alliance, Billposters, Billers and Distributors of the United States and Canada, Frank J. Lee, Lee Billposting Company, was appointed business agent by H. J. McKay, of the International Alliance, and elected president of the local. Other officers are Steve Lupton, first vice-president; Marvin E. Smith, second vice-president; E. D. Forrest, secretary-treasurer; John J. Flynn, sergeant-at-arms; Gene F. Lee, George Harr and Arthur Bitters, trustees. Executive board will be chosen at the next meeting.

Lee reported that in recent weeks he has handled campaigns for Horace Heidt, Spike Jones, *Grand Old Opry*, local symphony concert guest artists, Joie Chitwood, *Passion Play*, a live-stock expo and home show. He also is to handle billing for Joe E. Brown, Judy Canova, Art Linkletter and *Holiday on Ice*.

### Jacobs Bros.' Subsidiary

#### Gets Milwaukee Contract

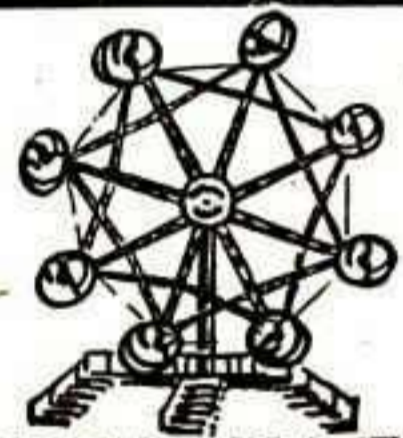
MILWAUKEE, Feb. 18.—Wisconsin Sportservice, Inc., a subsidiary of Jacobs Bros., Buffalo, was awarded the concession contract at the city-owned Sports Arena here.

The 10-year contract provides a cut of 19 per cent of the gross for the arena, plus a \$25,000 annual rental fee. Arena, however, will be charged 4 per cent per annum interest on investment in equipment by concessionaires. Deal should net the city between \$85,000 and \$100,000 annually.

### Auto Races, Inc., Chartered

WILMINGTON, N. C., Feb. 18.—Auto Races, Inc., here has obtained a charter from the secretary of State to sponsor and promote auto races. Authorized capital stock is \$100,000, with \$300 stock subscribed by R. R. and Elizabeth Key and Cleveland Bulla, all of this city.

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**ROLL-O-PLANE**  
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**RUNYON CANCER FUND**

# Out in the Open

Herbert Comstock, of Penn Yann, N. Y., again took care of the registration desk at the annual meeting of the New York State Association of Agricultural Societies, Albany. . . . Arthur Frederick, juggler and wire walker, is still in the hospital at Arroyo Del Valle, Livermore, Calif. He would like to hear from Dottie Sharmon. . . . Art Hoard, announcer for Jack Kochman's Hell Drivers, who has been in Cleveland for the past few months, will leave soon to emcee sportsmen's shows in Houston San Antonio and Fort Worth.

Songwriter Gladys Shelley, wife of Irving Rosenthal, co-owner of New Jersey's Palisades Park, was given a big build-up in the Sunday (12) edition of The Miami Herald. The Rosentals are wintering in Miami. . . . Bill Powell, globe-trotting American outdoor showman, was a guest of Helen Lemley, former member of the Peejay Ringens diving act, while visiting Madrid, Spain, recently. Miss Lemley and her husband have been making their home there for several years. . . . Harry B. Tanner, general manager of the Cortland (N. Y.) Fair is heading for a Florida vacation.

Mr. and Mrs. Dave Bakerman and child are vacationing in Caracas, Venezuela. His brother Sam is one of the owners of Coney Island Park there. Jack Alpert, of New Haven, Conn., has the novelties at the funspot. . . . Fred Pittera, director gen-

eral of the World Premier Trade and Travel Fair of Italy, to be held in Grand Central Palace, New York, June 19-July 2, reports that he will head for the nation's capital at the conclusion of that event. . . . Col. L. Stuart Champiny has been named chairman of the general committee for the eighth annual West Hartford, Conn., Labor Day Country Fair, under American Legion post auspices.

Joe Hughes and Jack Kochman represented the George A. Hamid & Son talent agency at the annual meeting of the Ontario Agricultural and Exhibition Societies in Toronto Wednesday thru Friday (8-10).

J. W. (Patty) Conklin, Canadian carnival biggie, now touring the U. S. in quest of possible new attractions for the midway at the Canadian National Exhibition, Toronto, infos that on a recent trip thru Quebec he closed another five-year contract in behalf of the Conklin org to supply the midway attractions at the Trois-Rivieres Exhibition. The present five-year contract with that exhibition expires this year. Commenting on a visit to Quebec. Patty declared that the new arena on the Quebec City Exhibition grounds is one of the finest of its type he has ever seen.

Showmen in the Tampa area are campaigning actively in behalf of Jerry Collins in his bid for a seat in the House of Representatives. George Bush, of Bush & Laube, grandstand and eat and drink concessionaires, is one of the most active in the drive. Herb Pickard, press agent for the Royal American Shows, is aiding on the press end of the campaign. Collins was much in evidence during the recent Florida State Fair, Tampa, and attended the banquet and ball of the Greater Tampa Showmen's Association.

H. R. (Rube) Ray, of the Eight Rays, who left the road in 1941 after closing with Marlow's Mighty Shows, is at his home in Gonzales, Tex., preparing plans to revive his own show, with opening tentatively scheduled for April 1. . . . L. H. (Doc) Firestone, of Flint Park, Flint, Mich., and member of Michigan State Fair board, stopped off in Chicago recently while en route from California to his Michigan home. . . . Mr. and Mrs. Sam Levy, of the Barnes-Carruthers Theatrical Enterprises, have returned from a Miami Beach, Fla., vacation. . . . Orin Johnson, president, Wisconsin Association of Fairs, was released from the Madison, Wis., General Hospital recently and is recuperating at his Viroqua home.

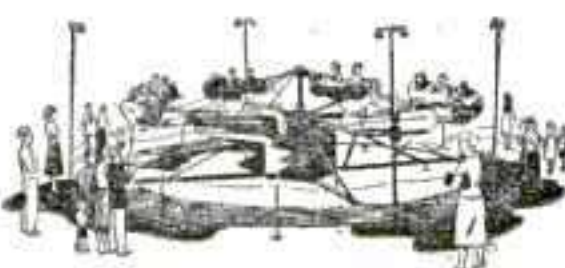
Henry Marks Jr., operator of the shooting gallery, archery and air gun concessions opposite the entrance to Motor City Park, Detroit, since 1938, has decided not to sell out, as planned. . . . Frank Kingman, secretary of Brockton (Mass.) Fair, and Al Martin, head of the Boston talent agency bearing his name, were in New York Thursday (16) scouting talent for the annual's 1950 grandstand show. . . . Bligh Dodds, a member of the IAFE legislative committee, is due in Washington Tuesday (21) to campaign for a reduction in excise taxes.

## Form Italian Talent Agency

MILAN, Italy, Feb. 18.—Umberto Schichtholz-Bedini, European representative of the Ringling-Barnum circus, is shifting headquarters from Paris to Milan, where he will head a new booking agency, the Bureau International Affaires Theatrales, in conjunction with Remigio Paone, owner of a chain of Italian theaters, and the Tavel & Marouani agency of Paris, representative of the William Morris office.

# "Big-Ride" Performance!

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No. 1 Cards, heavy white, black back 3 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢. Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2 ..... 10¢ each

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White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢. Ping Pong Balls ..... \$15.00  
Replacements, Numbered Balls, Ea. .40  
3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 ..... 1.25

M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon. Per 100 ..... 2.00  
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M ..... 1.50

Plastic Markers, Red or Green, Round or square, 3/4" Diameter, \$2.50 M. Scalloped Edge, Green only, \$2.00 M. Smaller Size, 5/8" Diam., Red or Green, M ..... 1.50

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# Flashbacks

## 25 Years Ago

New York State Association of Agricultural Fairs re-elected William E. Pearson, president; Robert Seaman and Irving G. Wiswall, vice-presidents; George W. Harrison, secretary, and A. E. Brown, treasurer. . . . L. C. Gillette was signed to agent the Walter L. Main Circus, and Arthur Borella was announced as director of clown alley. . . . Mid-winter meeting in Chicago of the International Association of Fairs and Expositions was attended by about 25 members, including Edgar F. Edwards, president; Frank D. Fuller, vice-president, and Ralph T. Hemphill, secretary-treasurer. . . . An organizational meeting was held at the offices of the R. S. Uzzell Corporation to form the Manufacturers and Engineers' Division of the National Association of Amusement Parks. . . . A huge turnout made a financial success of a Showmen's League of America benefit party for its cemetery fund.

Merle Evans, circus band leader, composed "Symphonia," dedicated to Charles Ringling. . . . Preparations were under way by Colonel Collier, director general, for the Philadelphia Sesquicentennial. . . . William Maur, concessionaire, was making preparations for construction of an amusement park at Canandaigua, N. Y. . . . Fred M. Barnes was elected president of the Showmen's League of America. . . . Raymond B. Dean was engaged as press agent for Hagenbeck-Wallace Circus. . . . E. L. Richardson, exhibition manager, and Guy Weadick, stampede manager, were preparing to observe the 50th anniversary of Calgary (Alta.) Exhibition and Stampede. . . . George H. Blanchat, manager of Crystal Beach Park, Vermilion, O., announced the addition of three rides and a dance hall at the resort.

The Abner K. Kline Shows reported a big opening at the 15th annual National Orange Show, San Bernardino, Calif. . . . Howard Y. Barry, of Golden Bros.' Circus, visited The Billboard's Cincinnati office. . . . The first move to make South Florida Fair, Tampa, a State fair was taken at a meeting of the annual's officials. They agreed to seek an appropriation of State funds for payment of premiums. . . . R. M. Edwards, director of promotions at Broad Ripple Park, Indianapolis, reported the spot undergoing a complete remodeling. . . . The Michigan Outdoor Showmen's Association, Detroit, celebrated its first anniversary. . . . H. M. Tallent signed contracts with R. M. Harvey as 24-hour man with the Sells-Floto Circus. . . . Berney Smuckler was named manager of Georgia State Fair. . . . Charles H. Watkins invented an automatic car stop for use on Roller Coasters.

Horace Laird's clown band played the Towers Theater, Camden, N. J. . . . Britt M. Preston was the new manager of Kalamazoo County Fair, Kalamazoo, Mich. . . . L. D. Schaffer took a 10-year lease on Arlington Beach Park, Washington. . . . Ed R. Salter, of the Johnny J. Jones Shows, was reported recovering from an illness in a Tampa hospital. Allen Wirth was named to do publicity ahead of Moon Bros.' Circus, with A. B. Campbell on the advance.

Deaths: Maurice Boom, outdoor booker; Tony Crandell, circus man; Franklin M. Douglas, circus man; Stephen McDonough, circus man; Fred W. Miller, carnival man; Henry Shaw, circus man, and Harvey T. White, circus man.

## 10 Years Ago

Al Carsky, concessionaire of the Royal American Shows, was injured in an automobile accident in Fort Myers, Fla. . . . John Ringling North, president of the Ringling-Barnum circus corporation, returned from Italy. . . . G. R. Lewis, former

manager of Ohio State Fair, Columbus, was named general manager of Western North Carolina Agricultural and Industrial Skyland Fair, Asheville. . . . Bay Shore Park, Bay Shore, Md., was in the process of dismantling some 20 small buildings to make room for new and modern structures, Manager Arch Clair announced. . . . Honor guest at a masquerade ball of the International Showmen's Association, St. Louis, was Bee Kyle, winner of The Billboard's Favorite Outdoor Performer Contest. . . . Polack Bros.' Circus made its first appearance in Cincinnati under auspices of Syrian Temple Shrine. . . . Sally Rand was being discussed as feature attraction for the Nude Ranch at Golden Gate International Exposition, San Francisco.

Lakeview Business Men's Club and Indian Lake Community Club were co-operating to sponsor a Miniature World's Fair at the State-owned artificial reservoir northwest of Bellefontaine, O. . . . Tom Terrill, general manager of the Holiday Shows, signed Charles Sutton as business manager. . . . Ed Hiler was re-engaged as agent with Barnett Bros.' Circus. . . . A new organization, the Ohio-Michigan Bi-State Circuit, was formed with George McQuillen, president; Ralph Tew, vice-president; A. G. T. Monthaven, treasurer, and Charles Glenn, secretary. . . . George Martin was reappointed piermaster of the Ventnor (N. J.) Municipal Pier.

Al Fisher, signed as general agent of Clark's Greater Shows for the fifth season. . . . Otto Griebing signed to play the St. Louis Police Circus. . . . Clyde H. Ratcliffe, Richmond, was elected president of Virginia State Fair Association following the resignation of T. Gilbert Wood. . . . David B. Endy, Endy Bros.' Shows, with the purchase of World's Exposition Shows equipment, announced he would take out a second carnival.

Aerial Ortons were contracted for Zuhrah Temple Shrine Circus, Minneapolis. . . . Tipton County Fair Association, Covington, Tenn., elected John Walker, president; Hays Owen, Will Roper and J. J. Whitley, vice-presidents, and John Franklin, secretary. . . . Mr. and Mrs. Harold Paddock, Johnny J. Jones Exposition, announced the engagement of their daughter, Frances Scott, to Ralph G. Lockett, of the Jones staff. Among guests at the announcement party in Tampa were E. Lawrence Phillips, Eddie Coe, Bob and Virginia Edwards, Mrs. Edna Marquardt, Howard Ramsey, Mr. and Mrs. Ernie Delebate, Mr. and Mrs. Eddie Davis and Morris Lipsky. . . . Mal Bates, clown, signed with Cole Bros.' Circus. . . . Roy Haag, general manager of Haag Bros.' Circus, was in Edge Hospital, Troy, Ala., with pneumonia. . . . Edwin R. Zeiger, secretary of Mahoning (O.) County Agricultural Society, reported the Gatewood Rodeo had been booked for 1940 Canfield Fair. . . . Joe Mannheim, special agent for West's World Wonder Shows, was wintering in Miami.

Jerry D. Martin (Jaydee the Great) signed as free attraction with Max Gruberg's World's Famous Shows for the 1940 season. . . . Louisiana State Fair Association, Shreveport, elected M. T. Walker, president; E. Bernard Weiss and George M. Hearne Jr., vice-presidents, and Justin R. Querbes, treasurer. Secretary-Manager W. R. Hirsch was re-elected. . . . J. B. Phipps, president of Tri-State Fair Association, Parsons, Kan., reported the board had contracted for the "Tip-Top Jamboree," produced by Truex-Allen Enterprises, for the 1940 grandstand show. . . . Lila Avalon, manager of the Avalon Troupe, had contracted to play the Tadmore Shrine Circus, Akron, and

the Shrine circus at Minneapolis under Mrs. Edna Curtis. . . . Harry and Loretta LaPearl and their toy dogs were booked for the Cleveland Grotto Circus.

Deaths: C. E. Cameron, fairman; Robert A. Combs, billposter; O. W. Estes, carnival man; Ivan Froome, carnival man; Louis Hush, carnival man; Myrtle R. Looman, carnival woman; Mrs. Mare Hood Morell, circus woman; Leo Powers, carnival man, and H. W. Smith, carnival man.



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# Seal Bros. Sign Elmo Lincoln as Concert Feature

FONTANA, Calif., Feb. 18.—Elmo Lincoln, original Tarzan of the Apes and star of the silent films, has been signed as the concert feature of this year's Seal Bros.' Circus, it was announced from local winter quarters this week by Owner Bud E. Anderson. Special paper has been ordered for the new feature, Anderson said.

Other recent talent additions, Anderson said, include the Coriell Trio, Wells Trio, DeKohl Trio, Al Conners, Maurice Marmolejo Troupe and Mr. and Mrs. Joe Ryan, high school horses and dogs.

Much activity prevails in show's quarters. Several cages and a new bull truck have been added. All new canvas will be used this season, the big top being a 90 with three 40's. The Side Show will be a 50, with three 30's. It will also house the animals. Show's Liberty horses, ponies and elephants will be worked by Anderson. Clown alley will have six performers. An eight-piece band will play the program. Concert, to be headed by Lincoln also will include Chief Keys and wife, impalement and trick roping; Ryan's educated horse and Earl Williams' Roman jumping horses.

The Side Show will be managed by Paul Nelson, and acts will include the Four Thompsons and Company. Eddie Moore has the inside concessions. Mr and Mrs. Norman E. Anderson, who have the privileges, have overhauled their equipment and added a new stock truck and a sleeper.

John Foss again is general agent. E. F. Sprague is brigade manager, with five men. One car and two trucks will be used to bill the show. Herb Dunn will handle schools and special matinee ticket tie-ups. In addition to owner staff includes Dorothy Anderson, treasurer; Joe Scharon, secretary and office wagon; George Cox, front door; Joe B. Webb, assistant manager; Jack Turner, legal adjuster; Dorothy Anderson and Clara Turner, reserved seat ticket sellers; Jean and Louise Wells, reserved seat ticket takers; Willie Mitchell, transportation master; J. J. Jones, electrician; Johnny Johnson, mechanic, James (Heavy) Benson, assistant boss canvasman, and Ed Leveck, ring stock superintendent. Clarence Fisher has charge of cage animals.

Show will move on 20 trucks and has scheduled an early California debut.

# Gotham Sports Show Again Includes Acts

NEW YORK, Feb. 18. — New York's 13th annual Sportsmen's and Vacation Show, put on by Campbell-Fairbanks Expositions, Inc., opens today at Grand Central Palace and will run thru February 26.

More than 200 exhibits of sporting goods and vacation equipment occupy the four exposition floors of the Palace. Several standard vaude acts are presented, in addition to displays and contests of outdoor sports.

Playing a repeat engagement is Mark Huling's sea lion, Sharkey. Also on the program are an excellent canine novelty, Gautier's Excess Baggage, and table tennis experts, Lou Pagliaro and Ham Canning.

Tuffy Truesdell will have an alligator hunter's camp and will give exhibitions of alligator wrestling in the main-floor tank. W. C. Bradford is back with his reptile exhibit and May's Tropical Winged Life Exhibit will also be on view. Orin F. Nelson is back, after three year's absence, with his retrieving dogs.

Chief Needahbeh is emcee for stage shows and sports events. Jim Hurley, sports columnist, handles the press.

# Talent Topics

New acts at Coney Island, Caracas, Venezuela, include **Rosie and Wong**, acrobats and the **Three Wells Brothers**, bar act. **Irah Watkins** and his chimps have been held over. . . . **Pat Marselle**, fem member of the Miami Aquacade Water Troupe, injured her head and right arm doing a fancy dive at a show for patients at the Cedarcrest Sanitarium, Hartford, Conn., last week, but refused medical treatment. **Gordon's Entertainment Bureau**, Hartford, arranged for the performance when the unit had to cancel a New York date because of the water shortage there.

**Roberta's Circus**, ponies, dogs and monkeys, and **Howard and Wanda Bell**, hand-to-hand duo, were in last week's show at the Palace Theater, New York. . . . **Rosita Royce** and her doves will head a unit playing fair dates this season. . . . **Three Fays**, acro-contortionists, are with **Minsky's Follies** at Colonial Inn, Hallandale, Fla. . . . **Camilla Mayer Troupe**, top-ranking high wire unit of Germany, split up recently in Frankfort-on-Main, as a result of financial difficulties, which resulted in their rigging being seized thru court orders.

**Cy Ritter** opened at the Yuma, Ariz., Rodeo, February 11 with his

# Godin Pyro Company Inks Annuals, Parks

ALBANY, Feb. 18.—Pyro contracts inked by Interstate Fireworks Manufacturing & Display Company, Inc., to date were announced here by Joseph J. Godin, firm president, during his attendance at the annual meeting of the New York fair association, Sunday thru Tuesday (5-7).

Fairs inked by Godin include Windsor, Union, Farmington, Blue Hill and Skowhegan, Me.; Lindenville, Barton and Hartland, Vt.; Topsfield and Weymouth, Mass., and Brockfield, Norwich, Elmira, Afton, Schaghticoke, Sandy Creek, Boonville and Palmyra, N. Y.

Funspots already inked include Riverside, Agawam, and Mountain Park, Holyoke, Mass., and Lake Compounce, Bristol, Conn.

Godin will leave next week to fire shows at Sarasota, February 19-21, and at Tampa, February 23, for J. C. Harlacker under Shrine auspices.

Godin said that his son, Roger J., vice-president of the firm, will become active in its management as soon as he completes his schooling later this year. Another son, Edmund J., is general manager. His wife, Etta S., is treasurer.

# Clyde Bros. Doing Okay Biz in South

MONTGOMERY, Ala., Feb. 18.—Clyde Bros.' Circus, which opened its 1950 indoor season January 16 with a three-day stand in Jackson, Miss., is doing good business in the Southland, including dates in Natchez and Meridian, Miss., and Montgomery, Ala.

Executive staff includes Jack Hagen, general agent; Harry Allen, manager; Cal Hicks, equestrian director and announcer; John Reed, press agent, and George Vest, musical director. Kenneth Waite is producing clown.

Acts include Hap Henry's and Tama Frank's dogs; Pancho and Chiquita, rollo-bolo; Gracie Hanneford, riding; Kenneth Waite, magic; Hap Henry, slack wire; Gene Lewis, clown bit; Three Jerks, comedy acro; Townsend Duo, double traps; Hanneford, whips; Marvel Sisters, aerial ballet; Hap Henry and Kenneth Waite, juggling; Leo and Josephine Gasca, tight wire; Bob Parry, trampoline, and the Marvels, teeterboard.

**Blitz Buggy**. . . **Willie, the Clown**, former circus and carnival performer, advises that he is successfully operating a shoeshine parlor in Macon, Ga. . . . **Grandstand** acts for the Montana B-2 Fair Circuit, to be supplied this year by Clarence Smith Theatrical Booking Agency, Midvale, Utah, include **Ruby Ring, Vaughn and Wright, Paul Gordon, Knox Trio, Manual and Montaya, Lee Grabell and Company**, and either **Jimmie Troy** or **Trisco**. In addition, the agency will supply an eight-girl line and a four-piece band.

**Otto and Rickie Gretona**, high wire, visited in Chicago recently from their home in Rochester, Ind. . . . **Willie Hustrei**, high wire, is skedded to leave for Kobe, Japan, where he will play the exposition there for three months. . . . **Vance Jernigan**, info from Malvern, Ark., that he, with his brother-in-law, **L. M. Mange** and **H. A. Mossenthin**, have purchased a mercantile store in Altheimer and will stage a premiere March 25 with free acts in front of the store. They will include Jernigan with his horse, Ace, and **Nubbin Lashlee**, comic. Jernigan also will work his trained steer, new to his act.

**Mamie Butters**, former circus aerialist, and now working a bicycle act, suffered broken legs in an auto accident near Blythe, Calif., Friday (10). She was en route to the Coast to play the Bert Levey circuit. **Ivy Dean** and **Leroy Deters**, both members of the bicycle troupe, suffered minor injuries. Miss Butters, after being given first aid in the Blythe hospital, was removed to Los Angeles General Hospital. . . . **Rudenko Brothers**, jugglers; **Athos**, equilibrist.

# Mt. Airy War Vets Plan Big Programs

MOUNT AIRY, N. C., Feb. 18.—Seven major promotional events are planned for Veteran's Memorial Park here by American Legion and VFW posts, Dennis W. Moody promotion chief, announces.

Events are to include a circus, rodeo, thrill show and like enterprises, beginning in April and running thru October. Park is jointly operated by the legion and VFW, which have a combined membership of 700.

Facilities include 42 acres of land with modern metal fencing, unlimited parking space and picnic grounds. Area population is about 70,000. Group also will present a fair in September.

and the **Three Arnauts**, musical clowns, are at the Palace Theater, New York. . . . **Franklin and Astrid**, equilibrists with the Ringling show, are featured in the floorshow at the Ringling Hotel, Sarasota, Fla.

**Joe and Babe Siegrist**, high act, were an added attraction on Polack Bros.' Western Unit in Louisville. . . . **The Cristiana Troupe**, acrobats, are playing the Oriental Theater, Chicago. . . . **Jerry D. Martin, Patricia Fagel and Betty Martin**, billed as the **Three Fearless Stars**, high act, are skedded to appear on the Harlacker Variety Show in Tampa, followed by dates in Miami and West Palm Beach. . . . **Lang and Lee** will work fair dates this season for Marlo Productions, Wesley, Ia.

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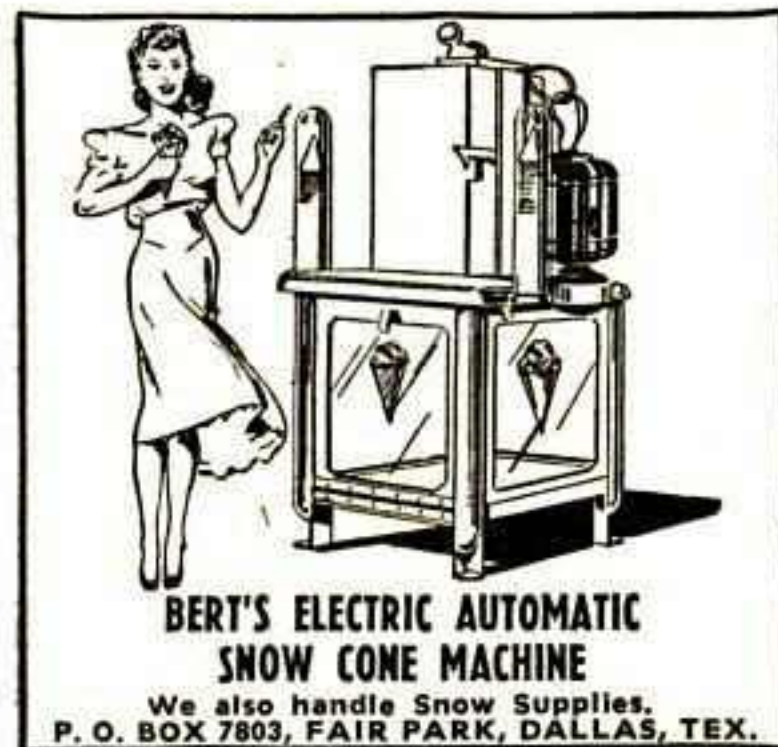
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# Report Gives Showbiz Tax Deduction in Daily Lingo

(See REPORT GIVES on page 4)  
 the adjusted gross income. The limits on the amount which can be deducted have been raised. The new rule is as follows (exclude old age and blind person's exemptions):

Maximum Deduction		
Exemptions	Separate Return	Joint
1	\$1,250	
2	2,500	\$2,500
3	2,500	3,750
4 or more	2,500	5,000

The following are examples of deductible items for medical expenses besides doctors, dentists, hospitals, nurses, etc. You are allowed to deduct any payments for hearing aids, trusses, crutches, braces, artificial teeth, eye treatments, eye glasses, medicines, hospital and accident insurance premiums and hospitalization insurance. You can also deduct traveling expenses which are necessary to get medical care.

**Deductions, When?**  
 If your income was over \$5,000, you must use the long form—1040. If you use this form, you have the option of either taking a standard deduction or itemizing and claiming actual deductions. Single persons or married persons filing a joint return may take a standard deduction of \$1,000 or 10 per cent of their adjusted gross income, whichever is less. If a husband and wife file separate returns and the income of each spouse is \$5,000 or more, the standard deduction is \$500 for each spouse.

**Standard Deductions**  
 You have the right to take the standard deduction instead of claiming non-business deductions such as contributions, taxes on your personal residence, interest, etc. If you elect to take a standard deduction, you lose the right to claim specific amounts. You should compare your actual deductions with the total amount of the standard deduction which the government allows. Naturally, if the standard deduction will give you the greater benefit, do not claim specific deductions and vice versa.

The general rule to be applied to business expenses is as follows:

1. It must be incurred in the trade or business carried on by the taxpayer.
2. The expenditure must not be for permanent items (such as capital expenditures).
3. The expenditure must be "ordinary and necessary" (in the trade or business carried on by the taxpayer).

The above items refer to your trade or business. There are also deductible items that would not pertain to trade or business such as medical expenses (outlined above) and alimony payments. The husband who pays alimony pursuant to a legal decree of divorce or separate maintenance can take a deduction of the payments. The wife who receives the alimony must report it as income and file a tax return. In order for the above to apply, the payments must qualify as "periodic payments" and must be received after a divorce or separate maintenance decree. Lump sum payments on a divorce settlement are not deductible. Casualty losses and thefts are also deductible. You can deduct your loss from the destruction of your property, in cases of fire, automobile accident, storm or any other loss caused by natural forces. If your car is damaged by collision, you can deduct the cost of your damages providing the accident was not caused by a willful act or by negligence for which you are responsible. Theft losses are deductible providing the loss was not caused by your own negligence in losing or mislaying the article.

**Non-Deductibles**  
 The following are some of the common non-deductible items generally claimed by people in the entertainment industry.

1. Costumes. Costumes, you will note in the box above, are deductible.

The government, however, has narrowed its interpretation of what type of costume is considered deductible. The costume, in order to be claimed as deductible, must be of a type that cannot be used for general or street wear. You must be able to prove that the article is unique and that it is impractical, because of the nature of the garment, to wear it anywhere but at your performances.

2. Convenience. You may find it convenient to take a cab to and from performances. Unless you can prove that this is absolutely necessary because of the fact that you are carrying an instrument or are in costume, etc., the government will consider this expenditure to be for your own convenience. Similarly, if you are given transportation expenses for a lower berth accommodation and you decide you want to travel in a roomette or compartment, this may be considered to be for your personal convenience.

Other non-deductible expenses are throat treatments for singers, marriage settlements in a lump sum, medical and dental expenses which are less than 5 per cent of the adjusted gross income, charitable contributions in excess of 15 per cent of the adjusted gross income, traveling expenses between your personal residence and your place of employment or federal excise taxes paid on furs or jewelry.

Lessons are not considered deductible. They are considered a capital expenditure. An example of this would be music lessons and singing lessons. Automobile expenses where the car is solely for pleasure, life insurance payments, capital investments, and capital expenditures (viz., if you put an addition on your house) cannot be claimed as deductions.

**Keep Receipts**  
 It is highly recommended that anyone claiming deductions should have receipts, bills or canceled checks to back up the expenditure claimed as a deduction. However, in some cases entertainers do not keep any records whatsoever. The government has been fairly liberal in allowing "reasonably" estimated expenses for entertainers. It should be borne in mind, however, that this is a very dangerous way of filing a return, because you are taking a chance that a substantial portion of your estimated expenses might be disallowed on examination by a government agent. In addition, altho the entertainer who itemizes his expenses will undoubtedly overestimate them to give himself a break, there is a strong possibility that he may forget some legitimate expense items which were incurred during the year.

**Capital Gains, Losses**  
 Capital gains come about by the sales of capital assets. If the property is held over six months (in the case of an individual taxpayer) only 50 per cent of the gain is taken into account on his tax return and by use of the alternative method of computation, the maximum tax which can

### Snipe Plant?

LEIPSIG, Germany, Feb. 18.—Cliff Aeros has been forced to revamp his circus-revue playing the Circus Aeros indoor arena here and to coin a new title. The original billing of the revue, *Why Do You Cry, Baby?* drew an unexpected answer which forced the change. Night after night posters and billing were smeared in red ink with the terse reply: "Because I have to live in the Russian zone."

### Frame Bullfight Rodeo Package

HOLLYWOOD, Feb. 18.—A package show, entitled *Bulleroo* to play fairs, expositions, arenas and outdoor celebrations is being offered by Adrian Awan, Hollywood producer, and Dick Washburne, former public relations head of Western Fairs Association (WFA).

Unit is a combination Spanish bullfight and rodeo, according to Washburne, built to play as a complete show or cut to a feature for an outdoor program. Select specialty acts will also be available. The show carries a portable bull ring and trailer pens. Featuring Joe Goodman's Brahma bulls, the show will carry Gene and Bob Clark, billed as the Fighting Cherokee Indian Brothers; Fess Reynolds and the Arepo Brothers of Mexico. In the comedy department will be such characters as El Butteroo and Grapefruit Gertie. Also billed is Pinkie and her Liberty Brahmas, Smokey the Oakie, a dog that dives from a 50-foot perch; Hell On Hoofs a steer that leaps over a horse, and a cowboy clown band. Included in the deal is a full publicity and advertising campaign. Unit will be produced by Adrian Awan. Washburne is promotion director.

be paid on the capital gain is limited to 25 per cent. Tho it is impossible in an article to go into a full interpretation of Internal Revenue Code, Section 117, which deals with capital assets, here are some items which cannot be considered a capital asset: Property of a kind which would properly be included in the inventory of the taxpayer, if on hand at the close of the tax year; stock in trade of the taxpayer or other property held by the taxpayer primarily for sale to customers in the ordinary course of his trade or business; property used in the trade or business of a character subject to depreciation, and government obligations (State or federal) issued on or after March 1, 1941, on a discount basis (short term). Eliminating the above items, everything else is considered capital assets, and the gains from the sale of these capital assets are considered capital. (See REPORT GIVES on page 93)

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**N. Y. Meeting Notes:**  
**Guessing Hinders Early Action; Syracuse Contracts Still Open**

ALBANY, N. Y., Feb. 18.—Attraction and carnival reps attending the sixth annual meeting of the New York Association of Agricultural Fair Societies at the Ten Eyck Hotel here Sunday thru Tuesday (5-7) had to cope with uncertain conditions. As of Monday night only 37 of the more than 50 annuals represented had set definite dates. The extension of the 1950 State fair to eight days caused many annuals, which customarily operate the week before Labor Day, to seek earlier dates in an effort to avoid the drain of the behemoth. No contracts were inked for the State fair and no award date was set. Suppliers, such as thrill show ops, who would have to reserve dates, including the all-important Labor Day, to bid on the biggie, left in a quandry. To further cloud the Syracuse picture, no one was sure who would have the final say in buying attractions for the State annual. Several contracts for the 1949 event were not documented until July and this resulted in considerable mental grief for the ops involved.

**Nifty Flacking Job**  
 The New York meeting is the best publicized in the East. Foster Potter, tub-thumper for the New York State Department of Agriculture, is present on a full-time basis servicing the local press, wire services and radio stations. The home town paper of every attending fair exec is advised of his presence. Only media by-passed by Potter is billposting, but he adds this is not to be construed as a slighting gesture, since it is used extensively in selling the Altamont Fair, of which he is a member of the board.

Bennie Weiss, bingo op, attended. Bennie missed the South Carolina and Pennsylvania meetings because of bad flying conditions. He is entirely without tan, even tho he is wintering at his home in Miami. The weather hasn't been at fault, he says. His addiction to indoor sports and the awnings at race tracks have kept his skin fair.

**Bligh Dodds Honored**  
 The annual banquet was a testimonial to Bligh A. Dodds, past president of the association. W. Ray Converse presented him with a watch on behalf of the association. Dodds is also a past president of the International Association of Fairs and Exhibitions (IAFE), operator of the Gouverneur Fair and director of New York State Fair.  
 Tops in efficiency are Arthur E. Campfield, head of the canvas firm bearing his name, and Clem Schmitz, insurance rep, both of whom managed to complete their business in a single day.

The poster-printing clan, including E. J. Warner, Louis Rosenberg, Ben S. Allen, etc., had the ballroom looking like a huge montage of highway billboards early Monday (6), but a scheduled luncheon of the Salvation Army nullified their efforts. All of the billing was torn down to recreate the proper somber setting and it was only fast action on the part of the paper reps that saved most of the billing.

Mrs. Bligh A. Dodds and H. K. Leeworthy, of Dunkirk, got their heads together early in the meeting. Both are avid stamp collectors. Leeworthy, a member of the Dunkirk board, is also a ride operator with units on the James E. Strates Shows.

**Isser Corrals Biggies**  
 Phil Isser and his partner, I. Trebish, of the I T Shows, scored a coup following the banquet when they corraled the top brass for a visit to their rooms. Included were Commissioner of Agriculture and Mrs. C. Chester DuMond, Assistant Commissioner and Mrs. Earl C. Foster, association exec secretary and Mrs. James A. Carey, association prexy and Mrs. J. Alfred Valentine.

Arthur B. Porter, secretary-manager of Rutland (Vt.) Fair, a speaker at the afternoon session, credited George A. Hamid with his appearance. He drew the biggest laugh of the day when he said that while he was not the best he was certainly the cheapest act ever booked by the house of Hamid.

Auto racing reps were numerous. Noted were Walter Stebbins, Sam Nunis, Ira Vail, Don Strong and John Carpenter. Stebbins reported signing 24 dates, but took the edge off this astonishing report by adding that 17 of them would be at one track.

Jim Carey, association exec secretary, was on hand at the Ten Eyck Hotel desk Sunday to personally greet all arrivals and to do what he could for those, in this instance the majority, lacking rooms.

**Joe, Germaine Robert Injured in Fall at London**

LONDON, Feb. 18.—Joseph and Germaine Robert, members of the Georgys Troupe, Belgian perch act, were seriously injured during a performance at Tom Arnold's Harringay Circus, a few days before the final day of its run.

While the trio (two men and a girl) were doing a perch routine, the understander stumbled and both top-mounters crashed to the ring.

Germaine suffered a broken shoulder, while Joseph Robert, first mounter, broke a wrist. Sylvester Forte, a ring hand, made a good try at breaking the girl's fall.

**Canadian Personnel Hired To Staff Butlin's New Spot**

TORONTO, Ont., Feb. 18.—Capt. John F. Bartlett, assistant to W. E. (Billy) Butlin, has recruited 60 men and 40 women here for the staff of Butlin's new recreation resort off the coast of Florida, which opened recently.

New members of Butlin's staff are leaving by charter planes for the island of Grand Bahama where they will be added to the staff brought over from England for Butlin's Bahamas Vacation Village.

**Set Pine Bluff Indoor Show**

PINE BLUFF, Ark., Feb. 18.—Pine Bluff Junior Auxilliary will sponsor an indoor circus in Pine Bluff's new 5,000-seat Arena here April 7-8. Director will be Bob Shivers, assistant to Clyde Byrd at the Arkansas Livestock Show.

**Wagner, Ward Set Rides, Stands at Mobile Mardi Gras**

MOBILE, Ala., Feb. 18.—Out-of-town arrivals for this city's annual Mardi Gras celebration, which concludes a nine-day run here Tuesday (21), obtained an early preview Saturday (11) when special street lighting was turned on downtown and local showmen launched their portion of the event.

Al Wagner's Cavalcade of Amusements had five rides on the Knights of Columbus grounds and two rides and some concessions on a downtown parking lot. John R. Ward set up two rides and eight concessions on Davis Avenue in the Negro section. There also was an independent Ferris Wheel on a lot near the Greyhound Bus Station on Government Street.

Wagner, in town for the Mardi Gras, personally supervised the erection of his paraphernalia on the two lots. Jos E. Karr made preparations to operate a novelty stand on the principal parade route on the final day of the celebration.

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## Scant Turnout At Miss. Confab

(Continued from page 53)

College, Raising the Standard of Exhibits in the Women's Department; Frank Barlow and Paul F. Newell, State Aid, Progress With Livestock; George A. Mullendore, Pike County agent, My State Dairy Show; Paul Yount, Value of Poultry Shows at Fairs; Ray T. Stennett, The Fair Secretary's Headaches, and W. R. Cannaday, Report of 1949 International Association of Fairs.

### Emmerich Toastmaster

The annual banquet was held in the hotel convention dining room. Oliver Emmerich, editor of *The McComb Enterprise-Journal*, was toastmaster, and main speaker was the Honorable Sam Lumpkin, lieutenant governor, whose subject was *America's Progress*.

Floorshow was furnished by the Layman Goines Dance Studio. Acts included Jerry and Flo Blond, adagio, and Mr. and Mrs. Goines, acro waltz.

### Attraction Reps

Attractions representatives registered included George B. Flint, Boyle Woolfolk Agency, Chicago; Amy Cox, Gus Sun Agency, Memphis; Charles Zemater, Zemater Agency, Chicago; R. H. Bailey, Hollywood Thrill Show, Atchison, Kan.; Fred Herrin, Paramount Fireworks Company, Tulsa, Okla.; Bernie Shapiro, Southern Poster Print Company, Atlanta, and Harold Brandt, Colorcraft Poster Company, Oklahoma City.

Carnival reps on hand included Mr. and Mrs. Harry Hennies, Hennies Bros. Shows; Mr. and Mrs. Eddie Moran and Bennit Hozen, Southern Valley Shows; Bill Harris, Royal Midwest Shows; Donny Arnett, American Eagle Shows; Buff Hottle, Buff Hottle Shows; J. A. Gentsch, J. A. Gentsch Shows; Oscar Bloom, Gold Medal Shows; C. Earl Shautan, Shautan Concessions, and C. E. Austead, Lake Charles, La.

Fair reps registered included St Corley, C. B. Anders, J. M. Tubb, A. P. Fatherree, H. G. Forbes, Doelos Vandeuere, Al Hales, Mary Gardner, Frank Pittman, Dr. Frank J. Welch, R. O. Monosmith, L. I. Jones, R. M. Lancaster, W. L. Richmond, Paul Yount, M. M. Bederdaughn, L. A. Higgins, Paul F. Newell, E. E. Grissom, Anna P. Felder and Miss Gaddis, all of Jackson.

E. E. Deen, N. S. Hand and Wade Kennedy, Hattiesburg; R. B. Jeffries and J. H. Davis, Laurel; Alfred W. Frank and H. A. Walkner, Vicksburg; Mr. and Mrs. W. R. Cannaday, Meridian; L. C. Wilson, New Albany; Wyatt Jones, Macon; C. I. Smith, Roy Stennett and L. F. Gregory, Kosciusko, and Frank H. Owens, Winona.

## Dressing Room Gossip

### Ayres & Kathryn Davies

Show has had some long jumps the past two weeks, but it has been getting started on time. Bob Mason, clown with Cole Bros. last season, who now has a puppet show, has been a visitor the past two weeks. Bob has signed to be in clown alley on this org, when it opens under canvas. Captain Christy, who almost missed a show a week ago, really did miss a whole day when his truck and house trailer broke down on the road. He managed to catch up with the show the next day.

When we played Farmer City, Ill., Harold Ramage and his wife of Bloomington, Ill., motored to visit me. He had his movie machine and showed pictures taken around circuses, and a reel of myself when I was doing balloo ascensions. George Valentine and wife, of the Flying Valentines, visited along with the Ramages. Looking forward to the showing in Fond Du Lac, Wis. Have been informed that Merle Evans will be leader of the Congress of Bands at the band convention.—HARRY VILLEPONTEAUX.

### Gran Circo Americano

Show opened in Curacao, N. W. I., February 10 to very good business. Rains are again plaguing outfit. The birthdays of Stephen Muroz and Ruperto Pascuale were celebrated here. Show has bannerlines strung across some of the main throfares here and handbills are distributed daily. Opening night's performance got very good notices in the Dutch and Spanish newspapers.

Jerry Wilson anxiously awaits letters from Mrs. Wilson who is infanticipating in Sarasota. Earl Dean says he's going to patent the new clubs he has made. Bob Vinsonhaler likes his new job on the lion cage. Julie Allen was scratched while working the cats. Mel Henry shocked the natives by going downtown wearing a rhinestone-studded belt. Sydney Gilmore finally flew back to Jamaica.—JOE HODGES HODGINI.

### Polack Bros. Eastern

We did terrific business in Saginaw, Flint and Lansing, Mich. Clyde Harrison, assisted by his brother, Doug, and Al Perry handled the promotion in Lansing. A miniature circus, with menagerie and cookhouse, displayed in two department store windows drew raves. From Lansing to White Plains, N. Y., we had an 800-mile jump. Henry Barrett, assisted by his brother, Art, Mr. Baker and Ben Yearte, promoted this spot. They had a 64-page program. Henry surprised his wife, Claire, with a birthday party. Those attending were Mrs. I. J. Polack, Sam Polack, Kris Krenkle, Mr. and Mrs. Nate Lewis, Mrs. Centa Randow and son, Gene, Bill Green, Mr. and Mrs. Fred Proper, Al Hyman, Hedy May and the writer, and Mr. and Mrs. George Cutshall.

Joaniddes was taken to the hospital. He had 104 fever but has improved. Nate Lewis has produced a new opening. The writer blows a bugle to open the show and Elizabeth Gautier sings in the web number. Connie Wilson made the two sets of capes for the web number. The girls wear white at the matinee and fuchsia satin in the evening. Connie is also making two sets of web costumes. The prop boys also have new uniforms.

Chester Ziemba, double for John Carradine does a new comedy bit in the chimp act. No water shortage in Randow's clown gag. He's assisted by Dime Wilson and Ed Raymond. Bill Green, press agent, was busy all week with a photographer taking pictures of the acts. Those commuting every day from Manhattan to White Plains were Elly Ardely, Mr. and Mrs. Montes de Ocas, Henry Kyes, Bill Green, Terry Peers and Mr. and Mrs. Sonny Gautier. Henry Kyes informs he had a letter from Jack Cuppie, who is making Pizza pies in New Sharon, Ia.

Mr. and Mrs. Bob Porter serving coffee to guests inspecting their new trailer. Visitors at White Plains were Mrs. Polack's sister, Sonja and Eddie Ware, Chris and Rae, Zenka Malikova and Wanda, Darby Hicks, Jules Shankman, musical director; Ruby Landrus' sister, Lilly; Laddie Lamont, Mr. and Mrs. Tan Araki, Mrs. Parks and daughter, Frank Wirth, the Sidneys aunt and uncle, Mr. and Mrs. R. Reiss, Jimmy Hicks, Mr. and Mrs. Roy Busch, Mr. and Mrs. Mac MacDonald, the Ericksons and Conchita, Chai and Somay, Mr. and Mrs. Joe Kessler, Andy Anderson, Mr. and Mrs. Florenz, Mrs. Cadora, Dave Soliti, Hans Lederer, Mr. Jansley. Nate Lewis's wife, Harriet, has rejoined after a visit with her mother, who is ill in California. Gene Randow was visited by Emil Lowe, AGVA agent.—IRENE LAFFERTY.

### Hamid-Morton

Show's opening for Memphis Shrine was big. Bob Morton was seen demonstrating a new respirator for emergency purposes, purchased for the org. Dick Clemens traded one of his lions with Obert Miller. Mike Malos and Fingers Castle are in the prop department. Eleona Garcis had a bad fall while doing her rope slide on opening day, suffering friction burns on her arm and leg. She is back in the program. Len Humphries is assisting Bob Morton and is doing a marathon on the p.-a. system during the candy pitch.

Slim Colins is on sick list with an infected tooth. Joe Basile was visited by Joe Simons, formerly with the Ringling band. Juanita and Tommy Thomas, formerly with the Bob Stevens show, brought friends from Atlanta and Kansas City and visited with Mike Malos. Ralph H. Miller, circus fan in Memphis, visited and presented us with a 1950 diary. Other visitors were Obert Miller and party from Kelly-Miller show and Bill Bailey, who will be with Mills Bros. this season.—BILLY HUDSON.

### Polack Bros., Western

Highlight of the Louisville engagement, promoted by Jimmy Rison, assisted by Dixie Hebert, was televised in the dressing room supplied by Eddie Ward. Justino Loyal bought a new horse for his two sons to practice on but apparently the new addition didn't like the other horse as he took off up the main street of Louisville with Papa Loyal in pursuit, finally catching up with the runaway outside of a picture show, featuring *Treason*. Otto Griebing is opening a school of English with Otto as head teacher. Pure English minus accent is the main course at a nominal fee per lesson.

Chester Sherman threw a party in Louisville. Participating were Rudy Docky, Alfredo Landon, Nino, Mike and Victor the three Landon midgets, Harold Ward, Joe Sherman, Bernard and Engrid Zenner, Bobby Kellogg, Harry Dann, Millie Keathley and yours truly. Tripoli Galasso, year-old member of the Loyal Repensky Family, had a birthday.

Billy Griffin and the writer paid a visit to Mr. and Mrs. McFarlan, Mrs. Mac was former wardrobe mistress of the Cole show and Mac was equestrian director. Their address is fairgrounds, Louisville, care of Ed Brooks. Visitors were Mr. and Mrs. Earl Page, Harlie Spencer, Maggie Wise with daughters Terrell and Estrilita, Guy Smuck, Bob Buffington, Ray Thompson, Bill Shelford, Al Ross, former member of the Gene Randow Trio, Jimmie Rison, Dixie Hebert. Those wishing to drop Otto Berosini a get-well card (he took a bad fall in Mexico recently) can send it to him—Departamentos Del Sol Lisboa 15 Mexico City, Mexico.—FREDDIE FREEMAN.

### Rogers Bros.

Life remains good on the Palm Tree Circuit, with sunny weather, grassy lots and beautiful beaches. Show turned 'em away at the Miami matinee. At Homestead, Fla., the Carlton Family held a skating party and also did some of their routines. Myrtle LaBluff spent most of her time giving lessons in four-wheel balance to Bill San Quention Spake. Corky Frazier was chaperon. Sick list: Billy Sheets, Joyce Kuhn, Frankie Woods, Skippy, Helen Hayes and Rosie. Visitors: Jack Wray, Mr. Russell, Oscar Cristiani and family, Frank Ketrow, Paul Nelson, Roger Barnes, Mr. Beers, Charles and Eddie Bunt and families.—GEORGE HUBLER.

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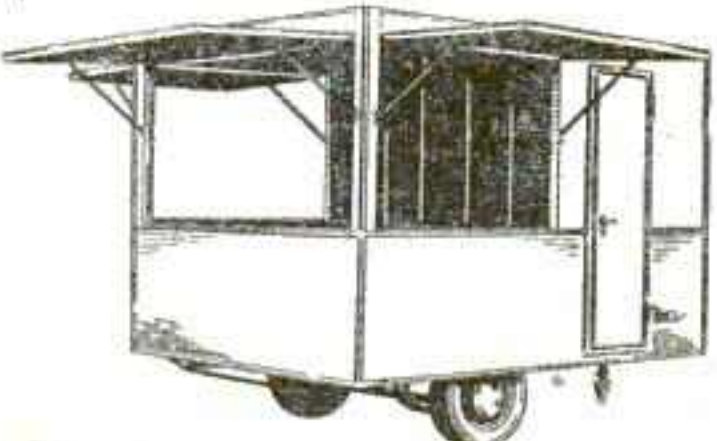
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Clyde Bros.

There was a grand reunion of the members of the show in Jackson, Miss., when it opened for the second half of the season. A special matinee was given in Jackson for the March of Dimes. While in Tuscaloosa, Ala., members of the show put on a stagematinee at the Veterans' Hospital, and Kenneth Waite surprised everyone with his magic act. In Columbus, Ga., the Bob Perrys became the parents of a daughter. Papa passed out cigars and candy. Also, while playing Columbus, Ga., the show sent members to entertain at the Warm Springs Foundation at Warm Springs, Ga. Those taking part were the Mar-Vels, Leo and Josephine Gasga, Happy Henry, Kenneth Waite, Bob Perry, Frank Craine, Gene Lewis, Cal Hicks and George Vest. Mrs. Harry Allen, who has been on the sick list, is up and around again.

At Montgomery, Ala., Cal Hicks, Poodles Hanneford and the writer did a sidewalk interview broadcast with the Alcazar Shrine band playing for the background music and bally. Bert and Corinne Dearo and Tom Packs were recent visitors.—GRACIE HANNEFORD.

Orrin Davenport

Our 10th big week and we are in Cleveland. Our wind-up in Detroit was a little short of sensational. Visitors included Clary Bruce and wife Rosex, Mary Hayworth, Vern E. Wood, Mr. and Mrs. Tom Gregory, Jackie Andrews, Byron Wade, Paul Martin, Phil O'Connell, Webby Smith, Kinko and Mary, Polecat Mullin, Eddie McBride from Notre Dame; Jack Leontini representing Tom Packs; Allen Lester, Dean O'Leary and the entire Polack Bros. Eastern Unit.

Show had a bad move in here from Detroit, in fact we ran into a bad blizzard between Toledo and Cleveland. Much of the rigging and properties did not arrive until 3 p.m. Monday afternoon. However, the property department did a good job and had the show set for the night performance. Big event of the indoor season was the second edition of the Alpha Beta Gamma Capa Phi Omega FFM get-together last Friday evening. Also a farewell party to our Ringling members.

Corinne and Bert Dearo are sporting a new nickle-plated aerial rigging. Everett Hart's barn dance is a wow. Don Dorsey is back in action. In wardrobe department are Hattie Shipley, Mamie Ward, and Mesdames Reiner and Jones. Kay Hanneford was 17 last Thursday. Katie Bernhardt, from the Dakotas, was in Detroit. Frank Simmons in from Winnipeg.—DICK LEWIS.

St. John May Get Stocks

SAINT JOHN, N. B., Feb. 18.—Stock car racing is a prospect for Saint John Raceway this summer. J. B. McConnell, of West Scarborough, Me., president of the Maine State Stock Car Racing Association, has been here surveying possibilities, but no definite announcement has been made.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Midway: Alice, Tex. Cal-Mo: Magnolia, Miss. East Coast: Doerun, Ga. Endy Bros.: (Pair) Miami, Fla., March 3-11. Ferris Greater: (Pair) Imperial, Calif., 25-March 5. Franklin, Don, No. 1: San Antonio, Tex.; Alice March 2-11. Franklin, Don, No. 2: Pearsall, Tex., 22-March 4. Greater United: Laredo, Tex. Imperial Expo.: Corona, Calif., 21-27. Magic Empire: Columbus, Ga., 27-March 4. Midwestern Expo.: Alvin, Tex. 20-23; Beaumont 25-March 4. Migrothy, Curley: Hammond, La. Miller Am. Co.: Beauford, S. C. Moore's Modern: Laredo, Tex. Orange State: Key West, Fla., 22-March 4. Prell's Broadway: Delray Beach, Fla. Palmetto Expo.: Bethune, S. C.; Kershaw 27-March 4. Royal Crown: Fort Lauderdale, Fla. Royal Exposition, Key West, Fla. Siebrand Bros.: Mesa, Ariz. Smith Am. Co.: Belton, Tex., 28-March 4. Southern States: (Pair) Venice, Calif., 25-March 4. Southern Valley: Delhi, La., 27-March 4. Strates, James E.: (Pair) Orlando, Fla. Thunderbird Am. Co.: Superior, Ariz. Tassell, Barney: Miami, Fla. Tonia's Am.: Baton Rouge, La.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Darrell Bros.: (Waco Hall) Waco, Tex., 3. Davenport, Orrin: Cleveland, O., 20-26. Davies, Ayres & Kathryn: Edgerton, Wis., 21. Fond du Lac 23; Menasha 25. Hamid-Morton: Milwaukee, Wis., 20-26. Polack Bros. (Eastern): Erie, Pa., 23-23. Polack Bros. (Western): (Taft Auditorium) Cincinnati, O., 20-25; Chicago, Ill., March 3-19. Rogers Bros.: Fort Myers, Fla., 22; Wauchula 23; Bartow 24; Lakeland 25; St. Petersburg 27. West Bros.: Edinburg, Tex., 21; Fairfuries 22; Westlaco 23; Beeville 24; Brunet 25; Brady 27-28; San Angelo March 1; Abilene 2-3.

Afton Re-Elects Drachler; 1950 Annual Set Aug. 7-12

AFTON, N. Y., Feb. 18.—Afton Fair Association re-elected its official slate at the annual meeting here and set August 7-12 as dates for the 1950 Afton Fair and Agricultural Show. Returned to office were President Fred Drachler, Bainbridge; First Vice-President Leo Nichols, Bainbridge; Secretary Frederick Crane, Afton and Treasurer Harold Sherman, Bainbridge. Five other vice-presidents were also named: Willard Stone, Smithville Flats; Paul Hibbard, Deposit; Charles Herring, Otego; Charles Eldred, Bainbridge, and Jesse Meek, Afton.

The 1949 fair, held August 9-14, drew attendance of 12,878 and grandstand attendance of 5,678, it was announced. In 1949 the association re-roofed the judges' stand, graveled roads, added hub-railing and electrical wiring, repaired the office and repaired all buildings.

Krone Unit Angles For Date in Berlin; German Biz Spotty

(Continued from page 53)

Germany. In addition to his tent show Althoff owns two indoor arenas—one in Stuttgart, where Althoff presents his circus during the winter, and one at Frankfurt-on-Main, where he presents operettas, operas and movies.

The smaller circus of Adolf Althoff encountered bad luck last season but looks for a better break this summer. Another branch of the Althoff family, the medium-sized Circus Plotz-Althoff, at present in winter quarters at Celle, has been invited to bring its big top to Teheran, Iran, next summer. This is the first German circus to plan a foreign tour since the war.

Emil Wacker's Circus Apollo and the circusee of Adolf Fischer, Belli and Williams, all did satisfactory business last year. On the other hand, the famous old Circus Blumenfeld broke down completely; the Circus Max Holzmuller played to poor biz, and the owners of Circus Buegler and Circus Willi Holzmuller lost profits thru unfortunate ventures in constructing permanent arenas.

Meeker in N. Y. Casting

Operettas for Dallas Plant

DALLAS, Feb. 18.—Managing Director Charles R. Meeker Jr. is in New York casting six State Fair of Texas outdoor operetta attractions for this summer.

The repertoire this year will include The Desert Song, High Button Shoes, Maytime, Roberta, Brigadoon and Annie, Get Your Gun. Each attraction will run two weeks and the season has been lengthened from 10 to 12 weeks, beginning June 12 and extending thru September 3.

Mary Hunter is rumored the choice to succeed Roger Gerry as stage director, altho. Meeker still is waiting for a signed contract. Lehman Engel remains as musical director, Peter Wolf as art director and Douglas Morris as technical director. A dance director will be selected later.

Rated Fire Hazard, D. Moines Exposition Building Is Razed

DES MOINES, Feb. 18.—Iowa State Fair Board has announced the old exposition building on the fairgrounds has been removed for public safety. The board has been advised by the State fire marshal that the building, of frame construction, was a fire hazard.

Lloyd Cunningham, secretary of the board, also pointed out the building constituted a possible fire threat to the new girls' 4-H dormitory which adjoined it and which is expected to be ready for use this year. The exposition building was erected in 1885 and in recent years was used for textile exhibits.

Misc. Routes

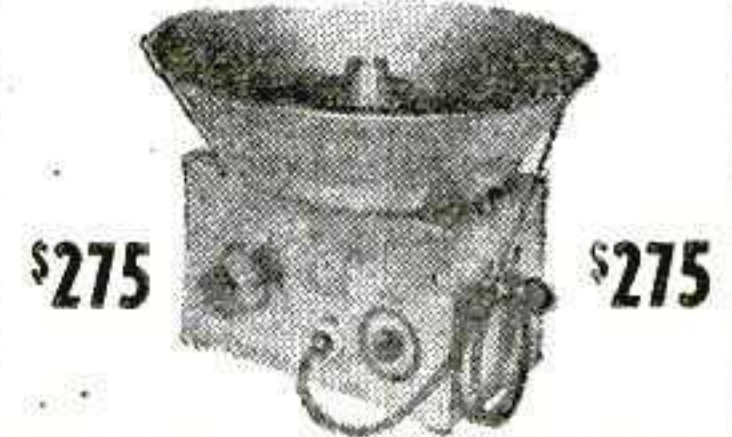
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- Henie, Sonja, Ice Show (Olympia) Detroit, Mich., thru March 5. Ice Capades (Cincinnati Garden) Cincinnati, O., 20-26; (Municipal Auditorium) St. Paul, Minn., 28-March 5. Ice Pollies (Boston Garden) Boston, Mass., 20-26; (Auditorium) Providence, R. I., 27-March 5. Miller's, Irvin C., Brown-Skin Models (Fair) Orlando, Fla., 20-25. Plunkett's Stage Show: Kingsville, Tex., 20-22; Fremont 23-25. Roller Skating Vanities (KRNT) Des Moines, Ia., 21-27; (City Auditorium) Omaha, Neb., 28-March 5. Swank's Harry, Eyefuls of 1950 (First Ave.) Rome, Ga., 22-23; (LaGrange) LaGrange 24; (Academy) Lynchburg, Va., 25; (Roanoke) Roanoke, March 1; (Palace) Winchester 2.

Imperial, Neb., Free Gate

IMPERIAL, Neb., Feb. 18.—Chase County Fair here will operate this year with a free outside gate, the board announced. A new \$25,000 grandstand is planned.

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Advertisement for Gold Medal Products Co. featuring 'CONCESSION SUPPLY CATALOGUE' and listing products like new and exclusive items. Address: 318 E. Third Street, Cincinnati 2, Ohio.

Advertisement for Cream City Art Corp. featuring 'PLASTER INVENTORY CLOSEOUTS' and listing products like large circus horses, dolls, pigs, etc. Address: 1565 West Bruce St., Milwaukee Wis.

Subscription Order Form for The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Includes fields for Name, Address, City, Zone, State, Profession or business, and payment options (\$10 enclosed or Bill me).



# MEMPHIS RECORD FOR H-M?

## Final Check May Send Org Over '48 Top

### Milwaukee Next Stop

MEMPHIS, Feb. 18.—Hamid-Morton Circus was well on its way to establishing a new all-time attendance record early this week for the eight years it has played here under auspices of the Al Chymia Temple Shrine.

That was the word from George Klepper, vice-chairman of the Shrine's circus committee, who is in charge of tickets sales and audits. He reported that thru Wednesday (15) the circus played to better than 41,000 in 10 performances.

Last year the show, in 14 performances, attracted slightly over 54,000 persons, he said, which was close to the all-time 1948 mark of more than 55,000 persons.

With the advance sale continuing strong, it is quite possible that the show will exceed the 1948 mark, Klepper said.

### Strong Line-Up

The H-M org, with one of its strongest act line-ups in years, hit tough weather the first three days, Saturday, Sunday and Monday (11-13), but succeeded in playing to capacity (4,600 seats) and near capacity in Municipal Auditorium. Monday, especially, was bad, with the show bucking an all-day heavy rain. Tuesday, Wednesday and Thursday (14-16) weather was ideal. The Thursday matinee was sold out two days in advance. The Wednesday matinee was a turndown.

Prices this year are unchanged, ranging from \$1.20 to \$2.40 at night and from 60 cents to \$1.50 for matinees. A few matinee boxes are available at \$2.40.

The date was promoted by Mr. and Mrs. Vernon L. McReavy. Klepper said the advance sale for the first few days of the show was one of the heaviest in history. Publicity, too, has been excellent, both in advance and during the show. *The Memphis Commercial-Appeal* went all out with stories, pictures and even editorials.

### Acts Listed

Line-up of acts includes Mlle. Myrian France, aerial; Dick Clemens, wild animals; Mary Lou, Sky King, and Johnny Dare, swaying poles; Loof Rios, aerial; Dr. Cooper's Horses; Triska Troupe, high wire; Zavatta Troupe, bareback riding; La Paloma, aerial; Great Smetona, slack wire; Captain Berg's Seals; Zoppe Troupe, ladders; Four Angels, tumbling and acro; Elena Garcia, wire; Three Barretts, high act; Baranak Sis. (See *Memphis Big for H-M*, page 68)

## Chipperfield Under Canvas in March

LONDON, Feb. 18.—Chipperfield's Circus starts its season under canvas late in March, when it hits the road in the South Midlands of England. It ends its tour at Bristol in August. Most of the show's animal acts have been playing indoor dates here and in other British Isles cities.

Chipperfield features this summer will include a mixed group of 10 Polar bears and 10 black Canadian bears presented by Richard Chipperfield, 15 big elephants, 10 lions, a newly arrived group of tigers and, for the first time, a group of eight golden Palomino horses brought here from America.

## Bulls No Savvy

CLEVELAND, Feb. 18.—Two bulls used in the Orrin Davenport Circus performance here Tuesday night (14) came to blows in the center ring, with one knocking the other into the arena seats. Spectators and trainers escaped injury. As a result, the center ring of bulls was cut from eight to five.

A spokesman for the circus said: "Two of the bulls had performed in Germany and the trainer who has been handling them since they arrived in the U.S. spoke German in his commands. The trainer, however, left the show Sunday night (12) and his replacement didn't speak German."

## Weather Hits O. Davenport In Cleveland

### Biz Off First Four Days

CLEVELAND, Feb. 18.—Winter weather, which hit opening day, Monday (13), was raising havoc with the Orrin Davenport Circus here under auspices of the Al Sirat Grotto. As a result, attendance and gross receipts were far off the 1949 pace.

One of the worst winter storms in Cleveland history arrived Monday, with a combination of rain, sleet and snow. Next three days were slightly better, but Friday was marked by an all-day snow.

Shrine and show officials, while disheartened with attendance the first four days, hoped for better weather today and Sunday.

Show is playing Public Hall (8,000 seats) and the act line-up is the same as that in Detroit the week previous. Don Dorsey, who was on the sick list in Detroit, is back in action. Andre Fox, Liberty horse act, was kicked in the groin by a horse opening night and was out of action four days. He was expected to be back in the program tonight.

Show wound up strongly in Detroit, it was reported, where turn-aways the last four days were the rule. Tunis (Eddie) Stinson, Detroit, said total attendance for the Detroit stand probably would hit around 250,000, an increase of over 10 per cent over a year ago.

## Moore Added to Beatty's Staff as Legal Adjuster

EL MONTE, Calif., Feb. 18.—Clyde Beatty, owner of the circus bearing his name, clarified a somewhat confused situation regarding his managerial staff here this week by announcing that he will be the general manager of his org this season.

William Moore, who left the show at the close of the 1948 season, will join the Beatty org late this month as legal adjuster. Moore's wife, Mary, will assist William Petty in the red ticket wagon. S. L. (Buster) Cronin, who heretofore has had the title of show manager, will be Beatty's assistant manager, Beatty said.

Paul Eagles returns as general agent, and Al Moss returns as superintendent. Moore, who has been a

## R-B Foreign Acts Pyramid, Worry AGVA

### New Imports Set for '50

(Continued from page 3)  
coming season on R-B, while the Camillo Mayer Troupe, presenting spectacular high wire and swaying pole routines, has been booked for the 1951 season.

### AGVA Worried

In view of the drive being made by the American Guild of Variety Artists (AGVA) to restrict the percentage of foreign acts with any American circus to 40 per cent, it is interesting to note that the Ringling show is not only bringing in several foreign acts but is also holding over most of the alien talent appearing the past two seasons with the circus.

Wording of legislation, which is being advocated by AGVA, is of prime importance. France has had a law setting the percentage of artists or performers permitted on a circus bill. Actually, this accomplished nothing so far as keeping foreign acts out was concerned. Circus managers simply added lines of native girls and native clowns, the numbers of which could be adjusted to keep the percentage of alien performers at the required level, even if the percentage of foreign acts was way above the number of native acts on any bill.

### Acts Held Over

Among the foreign acts brought over by Ringling during the past two seasons and set to remain on this season's program are: Francis Brunn, juggler; Unus, equilibrist; Peterson's Jockey Dogs; Franklin and Astrid, equilibrists; Cilly Feindt, high school horse; Three Margas, aerialists; the Bokaras, tumblers, and Gutis, gorilla parody.

This gives the show at least 11 new or comparatively new foreign acts, to which must be added alien acts with the show for some years. Last year the circus listed about 52 acts, of which no less than 21 were foreign, and the percentage will be about the same this year.

### Madrid Stand Extended

MADRID, Feb. 18.—Circus Frans Mikkenie, of Amsterdam, Holland, is playing an extended engagement at the Circo Price, big indoor arena operated by J. M. Carcelle here.

## Streamlined Show For Sports Arenas Set by Calif. Trio

LOS ANGELES, Feb. 18.—An indoor circus streamlined for sports arenas is being readied by Steve Strelch, former wrestler, Harry A. Gourfain and Nicholas Boila. Trio plans to use 10 top circus acts.

Org will tour under the title of Mid-Century Indoor Circus, and break in at Strelch Stadium, Bakersfield, Calif., Sunday (19).

Following the opener the package will be offered to Coast sports arenas with Midwest tour planned later in the season.

Gourfain and Boila, former vaude producers in the Midwest and East, declared if initial box office reaction is encouraging they plan multiple units patterned after pilot production. Included will be animal acts, perch acts, clowns, aerialists and standard circus turns. Also planned are audience participation gimmicks.

Acts in the first unit are Tony Madison's dogs, the Olveras, perch pole; the Castles, unicycle; Shafton's puppets; Bobo Barnett, clownmaster and three clowns, and a trampoline act. Rookie Lewis will be ringmaster.

## H-M Sets New Marks at Miami; Wins 1951 Pact

MIAMI, Feb. 18.—Hamid-Morton Circus's run in the Orange Bowl Stadium here, under Mahi Shrine auspices, set new attendance records for the event, which ended a five-day run January 31. Manager Bob Morton left here with contracts to stage and produce the third annual show in 1951.

Altho there was a noticeable decrease in visitors at Miami and Miami Beach hotels during the event, the advance ticket sale was big. The University of Miami ticket office handled the sale.

*The Miami Herald*, *The Miami Daily News* and *The Florida Sun* devoted plenty of space to the show in addition to carrying art daily. Tex Sherman directed the publicity campaign, assisted by Paul Bruun, of *The Florida Sun*. Thousands of underprivileged children were guests of the circus and the Shrine.

Dick Clemens' wild animal act came in for much favorable comment. The show ran for two and a half hours and high acts included the Peaches Sky Revue, Three Barretts and the Loof Trio. Members of clown alley were featured on a show over Station WIOD.

Carl H. Sonitz and his advance crew did a good job. Joe Basile's band provided the music. Visitors included Art Wirtz, Sam J. Levy, Benny Weiss, Jack Tavlin and Frank Orman. Staff here included Sonitz, advance director; Len Humphrey, manager; Herman Blumenfeld, European representative; Mike Malos, superintendent; Mitch Robinson, concessions, and E. B. Sonitz, office manager.

### BEATTY SET FOR DON LEE

HOLLYWOOD, Feb. 18.—The Clyde Beatty show will debut over the Don Lee network March 2. The transcribed ailer will feature highlights taken from Beatty's career.

Series is being produced and directed by Walter White Jr., president of Commodore Productions. Scripters are Gibson Fox and Herb Purdum. Dr. Ross Dog Food bankrolls the show.

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Hillsboro Hotel Tampa, Fla.

**Polack Shrine  
Date at Cincy  
In Okay Start**

CINCINNATI, Feb. 18.—With the exception of Friday (17) night's second show, a three-quarter house, Polack Bros.' Circus (Western Unit), here February 15-25 for its annual date under Syrian Temple Shrine auspices, has been playing to capacity and near-capacity business in the 2,500-seat Taft Auditorium.

Matinee and evening performances are being given daily with the exceptions of Sundays when no performances are scheduled. In addition, two shows are being given both Friday evenings, and double matinees are scheduled for Saturdays. Today's matinees were capacity and the night show was a sellout.

Prices are the same as last year: \$1.20 general admission, and \$1.80, \$2.40 and \$2.80 for reserves, including tax.

The show is one of the best ever presented here by the Polack org, which has Louis P. Stern as managing director. Ross Paul is assistant manager. It is well-balanced, moves fast and has some thrillers. Announcer is Arthur Springer, who has missed several performances because of a heavy cold. Jack Kline equestrian director, joined this week from Chicago. The promotion again was handled by George Westerman. Publicity (newspaper and radio) is in charge of Justus Edwards. Bee Carsey, traveling with the show, is musical director of the local band, and Wally Newbury is at the organ. George F. DeSilver is general chairman of the Shrine committee.

As in the past years, Greater Cincinnati orphans and other underprivileged children are guests of Syrian Temple, in co-operation with local organizations, business houses and individuals. The youngsters are being entertained at a special performance Monday (20) at 10 a.m.

The program this year is practically new. The Seven Ward-Bell Sensational Flyers; the Rose Gould Trio, top aerialists, and the Madisons (Silvers and Jo) with the Polack bulls have been held over from last season.

Among stellar acts (program reviewed in a recent issue) are the Giustino Loyal-Repensky Family of bareback riders, who also present a teeterboard act billed as the Seven Bronnocks; Lalage, aerial finishing with one-arm planges; Hubert Castle on the wire; Melitta and Wicons, perch number; Alfredo London Midgets, comedy acros; the Shyrettos, cyclists; Linon, pantomimist on the wire; Sikorska Duo, hanging perch; Emil Pallenberg Jr., with his bears; Rudy Docky's basketball-playing Boxer dogs, and Nana Woolford's dachshunds.

Clown alley, headed by Otto Griebing, includes Harry Dann, Billy Griffin, Freddie Freeman, Chester and Joe Sherman, Boby Kellogg and Rudy Docky.

LOUISVILLE, Feb. 18.—On closing night (February 12) of the engagement of Polack Bros.' Western Unit, Managing Director Louis P. Stern announced that he had signed a contract with Irving Wayne, manager of Jefferson County Armory, for use of the building by the org for three more years. It gives Polack exclusive circus rights to the building

**KING BROS.' CIRCUS**

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& JEAN ALLEN**

708 St. Louis St. Gonzales, Texas

**Under the  
Marquee**

Bill Oliver, in a call at the Cincinnati offices of The Billboard February 10, advised that he will be in charge of the No. 1 car of Dailey Bros., and that Tom Gunnels will manage the No. 2 car. . . . Naida Roberta and her Petite Circus, at the Palace Theater, New York, February 9-15, will appear with the Frank Wirth Indoor Circus, Hartford, Conn., February 19-25.

This is the time of the year when you can't find bill crews fighting cold billing wars—even in the snow.

Louis Ingelheim, who has been with the World of Today Shows the last six years, will be on the advance of King Bros.' Circus. . . . Cliff and Janice Darling are en route from West Palm Beach, Fla., to Harrisburg, Pa., where they will begin promotional activities for the Hamid-Morton date in April. They handled the promotion for the H-M date in the Florida resort city. . . . Prof. C. J. Hornback and his educated mule, wintering in Worthington, Minn., will take to the road April 1.

Cynic is a showman who won't buy a used tent unless it's put up in the rain to prove it won't leak.

Mr. and Mrs. Paul Conaway and daughters are back in Macon, Ga., following a trip to Bells, Tenn., occasioned by the death of Mrs. Conaway's mother, Mrs. Charles Lee Overton. . . . Mabel Stark, mauled by a tigress recently in Thousand Oaks, Calif., made a brief appearance during the "March of Dimes" benefit performance in Los Angeles. Altho not completely recovered, Miss Stark put her cats thru various routines. . . . Father Edward Sullivan was guest speaker at the regular monthly meeting of the Pepperell Foremen's Club, February 7, in Biddeford, Me., where he also showed his circus movies. The Circus Historical Society was represented by Maurice Allarce, vice-president; A. M. Fulton, F. White, George Perkins and Paul E. Roberge.

Charles (Butch) Cohn, for the last 10 years assistant manager and treasurer of Dailey Bros.' Circus, has signed as concession manager on King Bros.' Circus for the season. Associated with Cohn will be Jean Allen, for several years in the concession department on both Dailey and Cole Bros.' circuses. . . . Bill (See Under the Marquee on page 68)

**DRESSING ROOM GOSSIP  
ON PAGE 60**

**FOR SALE  
THREE (3) LARGE ELEPHANTS**

Terrific Act. Can be seen working now with Hamid-Morton Circus. \$9,000 cash. Worth \$15,000.

**BOB MORTON**

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Workingmen all depts.: Prop Boss, Truck Boss; Dan Parker, answer; Steward for Cookhouse, Boss Electrician who can handle Diesel motors; Train Help, answer. "Streamline" Fizzle, baggage stock; James Boyle, ring stock; Riley Huggins, elephant man; Rex Williams, equestrian director for big show. All others to DAILEY BROS.' CIRCUS, Box 54, Gonzales, Texas. Good Sign Painter to paint banners. Must be sober and reliable. Good salary and accommodations. Write Jack Knight.

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## ESE Corrals 81G 1949 Net

**Attendance 359,087 despite rain on five days—all officers are re-elected**

WEST SPRINGFIELD, Mass., Feb. 18.—Eastern States Exposition chalked up one of its banner years in 1949, according to reports by its treasurer, Robert J. Cleeland, and general manager, Charles A. Nash, made at the annual meeting of trustees last week. All-time high sales of exhibit and concession space contributed to the \$81,000 net profit after depreciation.

Howard W. Selby was re-elected president and R. DeWitt Mallary and George E. Williamson were re-elected vice-presidents. Robert J. Cleeland was re-elected treasurer.

Total attendance in 1949 was 359,087, despite heavy showers which occurred on five of the seven days of operation, Nash said. The livestock show was the largest in history with 3,018 entries. A total of 2,949 boys and girls participated in junior division activities.

Twelve members were added to the board of trustees. They are: Philip M. Darling, New Hampshire; Spencer Norton and Grover Wright, Vermont; Robert L. Knight, Robert G. Cook, William A. Heath and George F. Causey, Rhode Island, and George L. Moore, F. Stanley Beveridge, Lawrence B. Boston, William P. Collins, Alexander T. Maclean and Alexander Nathanson, Massachusetts.

## 2 Annuals Sked Wirth Programs

NEW YORK, Feb. 18.—Talent contracts for the Hagerstown, Md., and Cortland, N. Y., annuals were recently awarded the Frank Wirth Booking Agency.

The Hagerstown pact includes acts, a revue and a band, Wirth said. The dates are September 18-24.

The Cortland contract was awarded by Harry B. Tanner, general manager. The program, usually among the biggest in New York State, will again include a revue-type presentation plus numerous acts. The dates are August 21-26.

## Calgary Stampede Advance Sale Is Big Success

CALGARY, Alta., Feb. 18.—The advance sale for the Calgary Exhibition and Stampede went over big here.

Ducats for the annual, July 10-13, were sold on a first-come, first-served basis, followed by mail orders.

## U. S. Finally Okays 25G Bethany, Mo., Fire Loss Payment

WASHINGTON, Feb. 18.—After nearly two decades, Uncle Sam is ready to pay \$25,000 to Bethany, Mo., for fairground buildings burned during Army occupation in 1931. Congress approved a bill appropriating the money, and President Truman is expected to sign it.

According to the records, an artillery battalion was having a ball game at the fairgrounds when the grandstand caught fire, later igniting the liberal arts building. The Bethany Fire Department was playing water on the blaze when the artillery commander ordered all military equipment to leave. Several dozen tanks and trucks drove over the main hose, putting it out of commission. The buildings burned completely.

## Court Voids Beehive Midways' Contract at Salt Lake City

SALT LAKE CITY, Feb. 18.—The five-year lease of Beehive Midways, Inc., on concessions at Utah State Fairgrounds, originally scheduled to go until 1952, with a five-year option, was voided this week by Utah Supreme Court.

The ruling upheld a judgment of the Utah Third District Court, given as the result of a suit instituted by the Lagoon and Saltair Beach companies, amusement parks; Covey Gas & Oil Company, Intermountain Theaters and the Uptown Theater (of the Joe Lawrence chain) against the State fair association, the State Department of Publicity and Industrial Development, and Beehive Midways, Inc., C. C. McDermott, manager.

As a result of the ruling, which prevented the Utah State Fair board from giving extended leases for concessions, the board, headed by Leland B. Flint, chairman, and J. A. Theobald, secretary-manager, will reconsider the leasing of the ground used by the firm for the past three years. The ruling, Theobald pointed out, does not prevent the organization

from making a new contract for the ground used, or its own installations, but does cancel the long-term leases, considered a drawback by the board.

### Ask More From Rodeo

Other recent developments concerning the fair here include the decision by the board to demand 10 per cent of gross gate receipts of the annual "Days of '47" rodeo, sponsored each July by the Sons and Daughters of Utah Pioneers. In addition, the board will reserve concession and parking rights for that event, Theobald said. Previous contracts were negotiated by Sheldon R. Brewster, then fair secretary-manager, who also was rodeo manager for the celebration.

### Fair Attractions Set

Board members pointed out that they had bids from three major rodeos seeking dates and offering minimum \$7,500 guarantees, considerably higher than receipts from the Sons and Daughters promotion. Contract with the Sons and Daughters has been a moot point since the election two years ago of Gov. J. Bracken Lee, Republican, and the change in the fair board's political complexion brought about by that election.

The fair this year will offer a thrill show, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, plus an aerial act, also booked thru Barnes-Carruthers. Coliseum will present the 1951 debut of the *Ice Folies*, a regular fair feature here in the past but which previously opened in Denver. Icer will rehearse here, then show each day of the fair, dates of which are September 15-23.

## Stress on Exhibits For Venice Annual

VENICE, Fla., Feb. 18.—Venice Community Fair is making plans to widen the scope of its exhibits. Sponsored by the Lions Club last year and later chartered as a non-profit independent organization, it will be held February 25-March 4. E. J. Peter is general chairman.

This year the committee decided to add agricultural, educational and civic exhibits so as to give a more rounded picture of the area's activities and resources. Among displays booked is an exhibit of Brahman cattle, handicraft and other entries of the Sarasota Chapter, Future Farmers of America. A 100 foot display space has been allocated the project. In addition, 80 feet will be allotted to displays of handicrafts and other work by pupils of Venice-Nokomis schools and space for entries of home handicrafts and churches, clubs and civic groups. Award ribbons will be presented the best entries in each division. There will also be ribbon awards for the best commercial exhibits. Some 32 firms contracted for space. Commercial and non-commercial displays will be obtained from the Ringling-Barnum circus in Sarasota.

Other features will be an auction of a prize calf, a display by Manhattan Farms, continuous movies and showing of how milk is created by a cow. A midway will be supplied by the Davis Shows of Tampa. Expenses will be paid for by space rentals. Profits will be placed in the fair treasury for use on future fairs.

## Edmonton Platform Shows Will Be Staged Indoors

EDMONTON, Alta., Feb. 18.—Grandstand platform attractions at the exhibition here this year will be staged in the indoor gardens because the new grandstand will not be finished in time.

Hands Fireworks Company will produce two displays on the grounds and horse racing purses have been upped by \$22,300.

## Sarasota Expo Tops '49 Gate

**Attendance first two days jumps 100% over year ago—midway runs 65% ahead**

SARASOTA, Fla., Feb. 18.—The Sarasota County Fair closed here today after a six-day run, with attendance up sharply over a year ago. The gate for the first two days doubled the '49 figures, Cal Razor, manager, announced. The annual, for the second year, was sponsored by the Junior Chamber of Commerce.

James E. Strates, owner of the shows bearing his name on the midway here, reported business was 65 per cent ahead of a year ago. A total of 20 rides, shows and concessions were located on the midway, a sharp increase over a year ago.

Ringling Bros. and Barnum & Bailey Circus came to the aid of the expo, with the loan of their big top and one other tent as exhibit halls. The Big One's top was used for the livestock and poultry displays, with the second tent filled with commercial, school and State exhibits.

The JCs, who have purchased the fairgrounds as a permanent site, are planning the construction of an exhibit hall this year.

## National Speedways Inks Huron Dates

CHICAGO, Feb. 18.—National Speedways (Al Sweeney and Gaylord White) has closed for three days of auto racing at South Dakota State Fair, Huron, Sweeney announced here. Program includes a 100-mile stock car race and two afternoons of big car races.

Four more days of auto racing in Illinois also have been added by the org, three of the programs to be staged at Exposition Gardens, Peoria, the first a still date and the others features of Heart of Illinois Exposition. Other date is Saline County Fair, Harrisburg, where plans call for completion of a 3,000-capacity grandstand in time for that annual.

Sweeney also announced that two Wisconsin fairs, new to the National Speedways schedule, have been added. They are De Pere and Fond du Lac, each for one day of big car races. Wausau (Wis.) Fair has contracted for two days of racing, a 100-lap stock car race, which will be new to its program, and an afternoon of big car races.

## Winter Haven Sets Record

**Citrus expo turnstiles break all past marks—midway gross up 20%**

WINTER HAVEN, Fla., Feb. 18.—The Florida Citrus Exposition closed a six-day run here today after a strong opening Monday (13). Favored by ideal weather, all attendance records were broken for the annual, which was revived five years ago under the management of Phillip Lucey.

Tom Moore's *Ladies' Fair* radio show, featured in the new giant auditorium, was aired each day over a nationwide hook-up. Public dancing was held in the hall each evening, with music provided by Dean Hudson's ork.

Free acts were presented daily in the Lake Silver amphitheater, with the queen contest and coronation the attraction Monday and Tuesday. Each evening's program closed with a fireworks display.

Business on the midway, where Eddie Young's Royal Crown Shows provided the attractions for the fifth straight year, was reported 20 per cent higher than a year ago.

## Galt, Calif., Cuts Preems by 50%

GALT, Calif., Feb. 18.—Livestock premiums will be cut in half for the 1950 Sacramento County Fair, July 14-23, officials announced. Decision to make the slash was taken when the board declared that approximately \$80,000 was available for the 1950 expo as compared to \$159,000 in 1949.

The 1949 premiums for livestock totaled \$30,000 as compared to \$15,000 this year. More emphasis will be put on 4-H Club and Future Farmer activities.

Directors pointed out that while the 1949 fair made money, approximately \$70,000 has been invested in new buildings, stables, barns and other facilities.

## Red Deer, Alta., Annual Plans \$8,000 Improvements

RED DEER, Alta., Feb. 18.—Improvements, costing \$8,000 are planned for the fairgrounds here.

Included will be construction of a swine barn, foundations for the sheep barns, asphalt sidewalks and improvements to the track and parking area.

## IAFE Inaugurates New Ad Service

NEW YORK, Feb. 18.—A new non-profit advertising matrix service for all agricultural annuals has been inaugurated by the International Association of Fairs and Exhibitions (IAFE).

The service, available in package and bulk form, uses a mid-century theme. Leonard Traube Associates, New York public relations firm, planned and executed the service.

The minimum package, containing 10 mats, including one, two and three-column sizes and five proof sheets totalling 15 individual proofs, sells for \$5.50. Bulk rates are available for fairs with extensive advertising programs.

A wide-spread use of the service by annuals is virtually assured since the George A. Hamid & Son Agency is buying the minimum service for all of the annuals it services in the United States and Canada, and the Al Martin Agency, Boston, will furnish its clients with packages, Traube said.



## Davenport Annual Nets \$2,401 Profit; Officers Re-Elected

DAVENPORT, Ia., Feb. 18.—The 1949 Mississippi Valley Fair here netted \$2,401.53, Frank Harris, manager, announced at the annual meeting of the board.

All officers were re-elected. They include Chester D. Salter, Davenport, president; James Holst, LeClaire; Dr. W. C. Vollstedt, Dixon; Cable G. Von Maur, Davenport, and Les Jones, Davenport vice-presidents; Carl E. Rylander, secretary; Ben Comenitz, treasurer, and Harris, manager.

Members of the board re-elected were Lee Clark, Roy Curtis, Herman Fahrenkrus, Theodore Moellenbeck, Frank Gordon, W. P. Peterson, Obert Plambeck, J. N. Wells and Roy Wiese. The 1950 annual, skedded August 15-20, has qualified for \$2,000 in State aid.

BOSTON, Feb. 18.—Annual meeting of the New Hampshire Fair Association has been postponed until March.

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## Meetings of Fair Assns.

Association of Utah Fairs & Livestock Shows, Newhouse Hotel, Salt Lake City, February 23. Sheldon R. Brewster, 851 Second East Street, Salt Lake City, secretary-treasurer.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., March 3. Glen B. Boyd, Springfield, Mo., president.

Association of Connecticut Fairs, Home Building Institute 10 Prospect Street, Hartford, April 29, at p.m.

## Boonville, N. Y., Sets All 1950 Attractions

BOONVILLE, N. Y., Feb. 18.—All entertainment contracts have been signed for 1950 Boonville Fair, R. H. Ryder, grounds and concession manager, reported. The dates are August 1-5.

The Al Martin Agency, Boston, will supply the grandstand show. B. Ward Beam and His World's Champion Daredevils were awarded the thrill show contract, and Joseph J. Godin, Interstate Fireworks Company, the pyro pact. Dick Coleman, owner-operator of Coleman Bros.' Shows, will furnish the midway.

Other planned entertainment features will include school band contests and concerts, races, parades, horse show, horse pulling contest and baseball games.

Recently re-elected besides Ryder were Romeyn Vaughn, president and general manager; Charles Fickbohm, secretary, and E. R. Hargrave, treasurer.

## William Miller Renamed Alberta Assn. President

OLDS, Alta., Feb. 18.—William H. Miller, president of the Olds Agricultural Society the last five years, was re-elected president of the Alberta Fairs Association. J. F. Leach, Vegreville, is vice-president.

A new secretary will be appointed to succeed S. C. Heckbert, Vermilion, retired.

## Three Conn. Annuals Meet

CHESHIRE, Conn., Feb. 18.—A meeting of three Connecticut shoreline towns sponsoring fairs was held here last week. Those participating were members of the Chester, Hadam Neck and Lyme fair associations. William Stark was chairman of the meeting and James Pullar secretary. Cattle and horse drawing contests and their premiums were discussed.



## Winter Fairs

### ARIZONA

Mesa—Maricopa Co. Fair & Citrus Show Feb 18-26. Marcel Delporte

### CALIFORNIA

Imperial—California Mid-Winter Fair: Feb 25-March 5. D V Stewart.  
San Bernardino—National Orange Show March 9-19. R. Z Smith.

### FLORIDA

Cocoa—Indian River Orange Jubilee. Feb 24-March 1 Mrs. Marian Oxford.  
Daytona Beach—Halifax Fair. March 6-11 Turner Scott.  
Eustis—Lake Co. Fair-Fla. Sportsmen's Expo March 13-18. Karl Lehmann, Tavares. Fla  
Fort Lauderdale—Broward Co. Fair. Feb 20-25. Jack V. Finch.  
Miami—Dade Co. Fair. March 2-11. E. Ross Jordan.  
Orlando—Central Fla Expo. Feb. 20-25. Crawford T. Bickford.  
Plant City—Florida Strawberry Festival. Feb 27-March 4 G. R. Patten.  
Sebring—Sebring Firemen's Highlands Co. Fair Feb. 27-March 2. R. C. Baguley  
Venice—Community Fair. Feb. 25-March 4. E. J. Peter.  
West Palm Beach—Palm Beach Co. Expo. Feb. 18-25. Karl Latons.

## Minot, N. D., Annual Maps Improvements, Signs Attractions

MINOT, N. D., Feb. 18.—Plant improvements at the North Dakota State Fair grounds here this year will include erection of 1,700 feet of fencing, a concrete floor and modernistic front for the Industrial building and a 500-car parking lot, Bob Finke, secretary, announced.

William T Collins' Shows will provide the midway and the Voorhees-Fleckles Ice Varieties of 1950 has been inked as the grandstand attraction. Afternoon program will include two thrill shows by the Jimmie Lynch Death Dodgers and two matinees each of big car and stock car races by Frank Winkley.

Livestock premiums for this year's annual, July 24-29, will be upped 20 per cent, Finke said.

## W. G. Foster Named Prexy At Wapping Grange, Conn.

WAPPING GRANGE, Conn., Feb. 18.—Wapping Grange Fair Association has re-elected Walter G. Foster as president for his sixth term. Other officers include: Vice-President, Leonard Thrall; secretary, Elsie Porcheron; assistant secretary, Barbara Patterson, and treasurer, Levi T. Dewey.

Also chosen were Floyd Cotton, superintendent of grounds; George Patterson, catalogs and commissions; Philip Wells, Mrs. Ella Burnham and Edwin Barber, directors for three years; William Foster, Francis Foster and Mary Muir, two years, and Waldon V. Collins, Mrs. Lois Watson and John Porcheron, one year.

Date of this year's fair will be September 9. It was also voted to transfer \$1,500 to the building fund.

## Vinton, Ia., Inks Staples Rodeo for Two Afternoons

VINTON, Ia., Feb. 18.—The 1950 Benton County Fair here will offer a rodeo as grandstand attraction the first two days of its run, August 7-10, it was announced this week.

The Staples Rodeo has been signed. Contracts also have been closed for stock car races and for the Jimmie Lynch Death Dodgers. Barnes-Carruthers Theatrical Enterprises, Chicago, will present the revue.

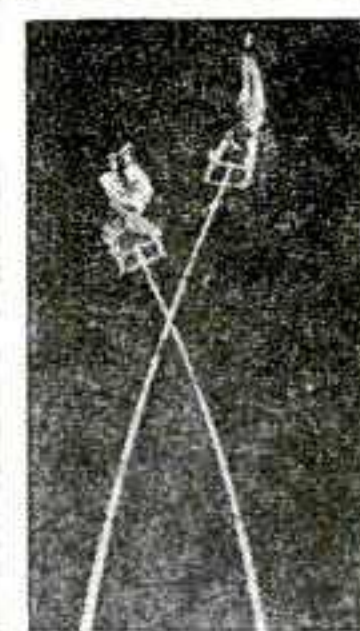
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# Breault Preps May 1 Debut For 12-Ride Kiddie Spot at Hammond Costing \$100,000

Grading, Leveling Under Way; de L'horbe Designs Layout

HAMMOND, Ind., Feb. 18.—A Kiddieland costing more than \$100,000, exclusive of the more than eight acres of land, is under construction here and hopes are to have the grand opening by May 1, H. O. (Herb) Breault, owner of the Green Diamond Golf Driving Range at 95th Street, Chicago, announced this week. The spot, to be known as Merryland, is at 112th Street and Indianapolis Boulevard, reputedly the busiest intercity highway in the country. Work of grading and leveling the property already is under way. Contracts for purchase of 12 rides have been inked. Rides, including purchase price and installation, will run around \$75,000, Breault said. With Breault, who will be active manager of the spot, will be Pete Smidt, owner of Phil Smidt & Sons Restaurant, Hammond, and James Glenn, shoe store owner in Whiting, Ind.

William de L'horbe Jr., sales manager of the National Amusement Device Company, Dayton, O., and his brother Gene, of Chicago, have taken an active part in helping Breault and his partners design the funspot and with the locating of rides, concession buildings etc., Breault said.

## Rides Listed

Rides purchased include a Century Flyer miniature train, Kiddie Ferris Wheel and Buggy Ride, all from National Amusement; a 36-foot three-abreast park-type Merry-Go-Round, Kiddie Boat Ride, Kiddie Auto Ride and Sky Fighter, from Allan Herschell Company, North Tonawanda, N. Y.; Kiddie Jet Ride and Kiddie Street Car ride, from Bisch-Rocco Company, Chicago; Little Chief Fire Engine, Fly & Harwood Company, Memphis, and a live pony ride.

From the standpoint of permanent buildings, Breault said plans are to build rest rooms, one large concession building and an office building. Plenty of neon and light towers will be used thruout the funspot, according to Breault, but no contracts have been signed as yet.

## Plenty of Population

Located in the heart of a thickly populated area, Breault said the park will have a draw of about 2,500,000 persons from Hammond, Gary, East Chicago, Whiting, and the southeastern half of Chicago. Indianapolis Boulevard, he said, is the route for U. S. Highways 12, 20 and 41, and services traffic in and out of Chicago.

At the back of the Kiddieland is Forsythe Park, which has no amusement devices, but caters to family picnics.

"On week-ends in the summertime, the park has between 5,000 and 10,000 persons picnicking in the park," Breault said, "and it's only natural that we'll get plenty of business from that one spot alone."

# Solon Aid Is Sought By Batt and Storin

WASHINGTON, Feb. 18.—President Harry Batt, of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), and Harry Storin, a member of the legislative committee, were here this week to enlist the aid of legislators in securing tax relief.

Storin attended the \$100-a-plate Jefferson-Jackson Day dinner here Wednesday night (15) as the guest of Atty. Gen. J. Howard McGrath, an old friend from Storin's home State, Rhode Island.

Tonight at Pittsfield, Mass., Storin and Eddie Carroll, operator of Riverside Park, Agawam, Mass., will attend a testimonial dinner honoring Gov. Paul Dever.

# N. J. Court Upholds Mil \$ Pier Owners

ATLANTIC CITY, Feb. 18.—A decision by Judge Richard S. Mischlich here, upholding terms of a lease of Million Dollar Pier and granting possession to the owners, was upheld this week by the appellate division of the New Jersey Superior Court sitting in Trenton.

The decision, written by Justice Frederic Cole, denies the appeal filed by the Million Dollar Pier Operating Company, which operated the pier last summer before it was damaged in a September fire. The tenants, represented by William Charlton, argued that the lease was illegal because it violated blue law by calling for performances on the Sabbath.

Associated Realities Corporation, Philadelphia firm owning the pier property, represented by James F. Butler, was granted possession of the premises by Judge Mischlich for non-payment of rent under terms of the lease. Judge Mischlich said that the lease did not violate blue laws because the tenants also agreed to observe and fully comply with all laws, ordinances and regulations of Atlantic City, New Jersey and the United States.

The lease was signed for three years and had two more years to run.

# Warm Day Aids Gotham Resorts

NEW YORK, Feb. 18.—Rising temperatures, hitting an afternoon high of 50.4 degrees Sunday (12), brought Coney Island and Rockaway Beach their largest turnouts since Labor Day. Refreshment stands, rides and concessions open for business were given a brisk workout.

Unusually mild winter has resulted in most shore resorts getting early bookings for cabins for the coming season.

# Wolff To Handle Coney's Flacking

NEW YORK, Feb. 18.—William A. Nicholson, executive secretary of the Coney Island Chamber of Commerce, announced this week that the publicity firm of Lester L. Wolff, Inc., has been chosen to supervise the promotion and advertising campaign for the coming season at Coney Island.

So far the only intimation of anything new for Coney Island has been the filing of applications for building permits by Ball Park Movies, Inc., a Brooklyn firm which has acquired the fire-gutted site of Luna Park for installation of a drive-in movie. This firm last week filed application for permit to erect a one-story cafeteria building to cost \$8,700, which follows an application filed a few weeks ago for permit to build a one-story building housing a restaurant, candy store and soda fountain to cost \$12,000.

# Chicago Zoo Gets Moose

CHICAGO, Feb. 18.—Lincoln Park Zoo here has been presented with a female moose by Ontario Canadian Air Lines, Director R. Marlin Perkins announced.

# Petrillo Outlines Position Of AFM on Form B Hassle; Letter Studied by NBOA

(Continued from page 16)  
courts hold that a leader of an orchestra—whether name band leader or a local leader—is an employee of the establishment and, therefore, the State of New York will not accept employer's taxes from the leader.

"The federal government holds the extreme opposite view, and makes practically all leaders on steady engagements independent contractors, so the federal government collects 3 per cent unemployment compensation tax from these leaders and allows no benefits to the State because of this collection and the State of New York, in turn, collects 2.7 per cent unemployment compensation tax from all establishments. This results in a total tax of 5.7 per cent paid, where 3 per cent would suffice. You can well understand how ridiculous the situation is in the State of New York alone.

"We feel that the issue is clear and that no purchaser of music has the right to expect an orchestra leader to pay these employer taxes unless he is properly reimbursed, also that leaders to a great degree are actually only leaders temporarily and are just as much entitled to the benefits of Social Security and unemployment insurance laws as the sideman. They are going to, on the average, live just as long as the sidemen and, in the end, will have no more money to protect themselves against the ravages of old age, unless they are

so fortunate as to become the cream of the crop—the big name band leader.

"There are many more angles to consider, but we have tried to brief the most important ones in this letter, and hope that we have given you an insight into 'the other side of the story.'

"Yours very truly,  
"James C. Petrillo, President."

Approximately 64 ballroom operators from Minnesota and the Dakotas attended the meeting, which was chairmanned by Doc Chinn, of the Crystal Ballroom, Fargo.

After reading the missive, ops asked that Petrillo be asked where a band leader who works only for a flat scale could be found. They pointed out that the bands which they were playing all received over scale. Chinn commented that in his 24 years of operation he had never hired a band for a flat scale. One local ork, which he has played weekly for the past seven years, receives \$21.40 above scale per job, while another ork gets \$39.60 above scale weekly. Other ops reported similar experience.

The officers of the new northern association, which was formed at the Minneapolis meeting, include Kowalski, prexy; Harold Brundin, Glenwood, Minn., vice-president; James C. Alexander, St. Paul, secretary, and Herb Martinka, Mankato, Minn., treasurer.

# Refurbishing For Playland To Cost 175G

Rockaway Spot Adds Rides

NEW YORK, Feb. 18.—Rockaway's Playland, leading funspot of the Rockaway peninsula, has launched a \$175,000 face-lifting and expansion program in preparation for the 1950 season, which Owner-President A. Joseph Geist expects to be a record-breaker. Included in the project is the repainting of the facade of the park and overhauling of all rides and mechanical equipment.

Playland and Jovtown, its kiddie park annex, will add rides to their line-up and make improvements. Playland is to get a Bubble-Bounce and Rock-o-Plane, plus a 40-foot floral and rock garden, while Jovtown will have its kiddie rides increased to 17 thru installation of six, including a simulated jet plane. It will be glamorized by an elaborate landscaping project.

# Butlin Offers Cheap Rate in Hefty Pitch For American Money

MIAMI, Feb. 18.—Butlin's Vacation Village on Grand Bahama Island is making a strong bid for patronage, altho it was only about half completed at its inauguration the end of last month. William E. (Billy) Butlin, promoter of the resort, is angling for dollars from the middle class of the United States and is offering all-inclusive rates of \$98 a person per week, which will be reduced to \$78 during the summer, starting April 15.

Butlin's resort occupies a two-and-a-half-square-mile area on the island of Grand Bahama, 100 miles east of Miami Beach and 60 miles from Palm Beach. Regular air service from New York, Miami and other points provides the best means of access, with some air lines and travel agencies including stop-offs at the resort in package tours of Caribbean islands.

## Varied Entertainment

Planned for a capacity of 2,000 guests, Butlin's resort will cost \$8,000,000 by the time it is completed. At present it is geared to handle 600 vacationers and has a staff of 250, headed by Reginald Feakins. In addition to outdoor sports, the resort provides entertainment in the way of staveshow, concerts and dancing.

Butlin's success with holiday camps in England has been due to his ability to sell customers the idea of providing much of their own fun thru games and community activities. Butlin is experimenting along this line at his Bahama spot, but is proceeding cautiously. His staff is trained for this objective, but it will not be stressed until Butlin has had time to note the reaction of Americans.

# Morris Goldberg Indicted For Murder of Wife

NEW YORK, Feb. 18.—Morris Goldberg, an unemployed Coney Island concessionaire, was indicted for murder in the first degree yesterday (17) in the fatal shooting of his wife, Estelle, last Sunday (12) in the Bronx Children's Center. The indictment did not refer to the killing of Goldberg's one-year-old son, Kenneth.

First reports, which were carried by newspapers and radio stations thruout the country, erroneously referred to the slayer as Murray Goldberg, the name borne by the well-known scale operator.

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 of 2 years can drive them. Children like it  
 because they do the driving. 10 to 20 passen-  
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**Miniature Golf Courses**  
 Designers and builders of the most scientific  
 courses in the country. Engineered for ultimate  
 capacity. No bottlenecks, yet interesting. No  
 drainage problems. Ball Counter for 18th hole.  
 Reference and photographs gladly furnished.

**HOLMES COOK**  
 Room #508, 302 State St. New London, Conn.

# Cedar Point Deal Stymied At Sandusky

## New Meeting Date Set

SANDUSKY, O., Feb. 18.—A few minutes before stockholders of the G. A. Boeckling Company, operators of Cedar Point on Lake Erie, were scheduled to consider leasing the resort, B. G. Zeiher, general manager, was handed a temporary restraining order preventing the voting session.

The meeting was postponed until 10 a.m. Thursday (23) in hopes the tangled situation can be straightened out. Stockholders were assembling Monday (13) when the court order was received. They were to consider a 10-year lease offered by a syndicate headed by T. C. Melrose, Cleveland, who operates a chain of hotels.

William Smith, Sandusky attorney, obtained the temporary restraining order in Erie County Common Pleas Court on behalf of Hiltrude E. Carigan, Mansfield, and Boeckling trust fund beneficiaries. The order restrains Zeiher and other company officials from recognizing the (Cleveland) Central National Bank's agent as the "legally qualified and acting successor trustee" of the beneficiary trust fund. Harold A. Minnick, Cleveland, has been acting as proxy for the fund and beneficiaries.

The petition alleges "there is no legally qualified and acting trustee of the fund but that the Central National Bank and its agents purported to and have acted as the legally competent and authorized successor trustee of the trust agreement, when in fact they have no authority or right to do so." The Guardian Trust Company, Cleveland, now defunct, was formerly the legal trust agent. Central National Bank took over part of the Guardian Trust affairs.

# Mankey Heading Galveston Pier

GALVESTON, Tex., February 18.—Jack Mankey, former assistant to the director of public relations of the American Trucking Associations, Washington, was this week appointed manager of the \$2,000,000 Pleasure Pier here to succeed Jodie P. Hall, who resigned after two years to open a restaurant.

Mankey's initial plans will continue the policy of name bands in the Marine Room on the end of the pier. The Marine Room is the largest air-conditioned ballroom in the South and has become increasingly popular in recent seasons.

Included in Mankey's plans is expansion of concessions on the pier apron and in the 35,100 square feet of exhibit hall. Invitations have been sent to Chambers of Commerce thruout the Southwest, inviting them to send exhibits. Efforts also is being made to fill remaining sections of the pier with high class concessions.

The new manager comes to the pier with a good background in resort promotion, having been with the Greater Galveston Beach Association three years ago and, before that, with the Bev Barnett publicity agency in Hollywood, handling such accounts as Gene Autry, Johnny Weissmuller and John Wayne. Before that he worked for *The Minneapolis Times* and, later, WGR and WKBW, Buffalo. Mankey also had been advance press agent for the *Hollywood's Winter Wonderland* ice show.

## 1948 SPITFIRE FOR SALE OR TRADE

Complete, in excellent condition, operated in a park two seasons. Must be sold or will trade for Roll-o-Plane, Flying Scooter.

**GEORGE R. SEXTON**  
 1650 Bennett Ave. Flint, Michigan

IF IT'S PROFITS YOU WANT  
 BUY **SKEE-BALL**  
 REG. U. S. PAT. OFF.

## Skee-Ball Has Exclusive Features

Don't be confused by past experiences with imitations or old equipment. These new, scientifically designed Alleys cannot be compared with any previous alleys in player appeal, method of play or actual earnings.

The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised and accepted by the public as the best 5¢ coin operated bowling game of skill. IT IS A LEGAL GAME, EVERYWHERE.

Everybody likes to play. Women and children are ardent fans, and they're good too. Whole families are your customers, young and old. The best people are your best customers.

Skee-Ball is the only skill game that can be successfully and profitably operated with prizes under a merchandising plan.

The simplicity of its mechanical operation and parts, and its freedom from breakdown and repairs are a revelation to operators and mechanics.

Skee-Ball is a "natural" in Parks, Resorts and Arcades. Groups of 10 or more Alleys are grossing from \$1,000 to \$2,000 per Alley, season after season.

One resort Arcade operator replaced 12 old alleys with 12 new Alleys in 1949. His receipts doubled over any previous year. (The public likes to play on new and modern equipment just as you like to drive a new and modern car.)

A city Arcade operator started with 6 Alleys, soon bought 2 more and is now planning removal of partitions to accommodate 12 more Alleys. (He must like Skee-Ball.)

A Park operator buys 9 Alleys in 1948, increases to 16 in 1949. Another buys 16 Alleys in 1948, increases to 24 in 1949. (They made money with Skee-Ball.)

**YOU TOO CAN ENJOY THE EARNINGS MADE WITH SKEE-BALL. WRITE US, WE'LL DO THE REST.**

**PHILADELPHIA TOBOGGAN CO.**  
 130 E. DUVAL STREET PHILADELPHIA 44, PA.  
 AMUSEMENT DEVICE MANUFACTURERS  
**COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS**

**WATERCYCLES** Tops in Fun  
 —TOPS in Safety  
**TOPS in PROFITS!**



A sensation for the kids. A real thrill for the grown-ups. Let them pedal their own at Lake, Shore, Park or Pool.  
 3 models, modern design, heavy duty direct drive, no chains, no gears.  
 Small Investment—Minimum Upkeep.

Write for Details **SELLECK WATERCYCLE CORP.** New London, Connecticut

**MODERNIZATION PAYS DIVIDENDS**



The public now demands its money's worth—it expects good equipment and modern design. Streamlined style is here to stay. New rides have larger capacity; attract higher gross and repeats; cost less to operate. Old stuff can be an expensive luxury. Don't be a buggy-whip salesman in a streamlined machine age. There is economy in quality—and bigger earnings, too. Act now.

**TOP MONEY**  
 ★ Boat Rides  
 ★ Auto Rides  
 Kiddie Carousals



**THE EXCELDA OHIO COMPANY**  
 21830 St. Clair Ave.  
 Cleveland, Ohio  
 ★ See Photos

**FOR**



**SALE**

**THIS DOUBLE DECKER BUS**  
A-1, \$1,500.00

- Lindy Loop
- Kiddie Merry-Go-Round
- Kiddie Chairplane
- Kiddie Ferris Wheel

---

**WANT TO BOOK**  
#16 Eli Wheel, Kiddie Roller Coaster.

**LAKEVIEW**  
**AMUSEMENT PARK**  
16 W. Fourth St., Tulsa, Okla.

**Grandma Malec Arrives:  
Peony Owners' Mother Rides  
Plane Costing Steward's Life**

OMAHA, Feb. 18.—The Malecs, including Joe and Bob, owners of Peony Park, and Walter, newspaper publisher, of Hallettsville, Tex., celebrated the arrival here by plane from Czechoslovakia of their 90-year-old mother, Mrs. Agnes Malec, whom they had not seen in 26 years.

Mrs. Malec was aboard the trans-oceanic airliner from which a steward was sucked out thru an accidentally opened door Saturday (11) as the ship approached New York.

Work of getting Mrs. Malec to the United States was started last September by her sons. At that time Bob traveled to Czechoslovakia to make arrangements for her trip here. It was six months before the Russian-dominated government approved her departure.

Mrs. Malec left the United States in the early 20's for a visit to her native country. She decided to stay. Recent events, however, convinced

Mrs. Malec and her sons that she should spend the remainder of her days with them in the United States.

**Bridgeport Okays Buying  
Bridge to Pleasure Beach**

BRIDGEPORT, Conn., Feb. 18.—Common Council voted this week to purchase the bridge connecting city-owned Pleasure Beach Park with the mainland.

Ownership of the bridge, built years ago by Pleasure Beach Park Company, has long been in dispute. Park property was acquired by the city when taxes were not paid. City Attorney Harry Schwartz recommended that \$5,000 be paid to settle the matter, stating that it would cost approximately that amount to try the case, even if the city won.

**Cincy Coney Skeds Preview**

CINCINNATI, Feb. 18.—The customary series of week-end previews at Coney Island here, preceding the official opening, Saturday May 20, has been set by Edward L. Schott, president and general-manager. Previews start April 28 with dancing in Moonlite Gardens on Friday, Saturday and Sunday nights to music of name bands, as yet not contracted. Other park amusements will operate Saturdays and Sundays.

**UNDER THE MARQUEE**  
(Continued from page 63)

and Jackie Wilcox have been engaged by General Agent Art Miller as special agents for the Kelly-Miller and the Cole & Walters shows. . . Wyatt Davies, clown, will be in New Orleans for the Mardi Gras. . . Edward Caupert on advance of the Ringling show, is working his Great London Midnight Spook Show in theaters around Memphis.

Jack Bell, head of United Billposting Company, is vacationing in Phoenix, Ariz. . . Jack Haines, clown on the Dales Circus last season, and Ray Brison, clown magician, have returned to Reading, Pa., after playing four weeks of school dates in New York State with a circus unit. . . Frank Braden, of the Big One's press staff, has recovered from pneumonia and has been released from Sarasota (Fla.) Hospital. . . Mr. and Mrs. Tom Packs, Jack Leontini and H. Lederer are visiting Sarasota. . . Otto Berosini, high wire artist, reported recovering from injuries received last month in a fall while performing with Circus Atayde in Mexico City.

**MEMPHIS BIG FOR H-M**  
(Continued from page 62)

ters, perch; Two Garcias, perch; Hamid-Morton Elephants; Five Amandis-Ricardis, acro, and the Flying Hartzells, high act.

Show closed here Friday night (17) and moved to Milwaukee where it opens Monday (20) and closes Sunday (26).

The Hamid-Morton Show was re-signed for 1951 by the Alchymia Shrine, marking the ninth consecutive year for the H-M org in Memphis.

**Realty Company  
Seeks To Help  
Eastwood Spot**

DETROIT, Feb. 18.—Application for a 1950 license is being made by Tower Realty Company on behalf of Eastwood Park, which has been engaged in a long battle for survival with local factions. Present move is considered an attempt to secure a current operating license without the handicap of past park difficulties.

Eastwood was refused a license last year, but managed to operate with the aid of court injunctions. The latter procedure, however, is not expected to be effective unless a new line of legal presentation is used since the Circuit Court finally has turned the park down. The case is expected to go before the State Supreme Court.

Listed as president and treasurer, respectively, of the Tower Company are Milton Wagner and Shirley Siegal.

It was pointed out that, while the Tower application might be considered a new application, since the rejected 1949 application was presented by Eastwood Amusement Company, a further problem would be presented by a decade-old zoning ordinance which would prevent issuance of a park license except to the original owners. In effect, this would prevent sale or transfer of the park property for amusement park purposes.

**WANTED WANTED WANTED**

**THREE MAJOR RIDES — Good Lease and Percentage.**  
This Is Our Second Season of Running New

**Sunnyside Beach Amusement Park**

Located on Route 24, one and one-half miles outside city of Toledo. We already have new Dodgem, Merry-Go-Round, Loop-o-Plane, Chair-o-Plane, Kiddy Train, Ferris Wheel, Kiddy Boat, Kiddy Pony Cart Ride, etc. Would also consider portable Skating Rink and Dance Hall.

First year a terrific success. Booked over one hundred industrial picnics. Will also consider Amusement Concession (no food). Will double this year. All previous ride owners extending their lease. For information write to:

**MR. LOUIS ABRASS, Sunnyside Beach Park**  
5555 TELEGRAPH RD. Toledo 12, Ohio

**Wanted for 1950 Season**

Merry-Go-Round and Ferris Wheel for large fun spot, Olcott Beach, N. Y., directly opposite beautiful park. More details contact

**A. C. FOX**  
Olcott Beach, N. Y.

**WANTED**

Good game location by experienced park operator. Top rental for right 20-foot location. Advise:

**BOX D-334**  
The Billboard Cincinnati 22, Ohio

**2 Used**  
**AIRPLANE TRAINERS**  
**\$250.00 Each**

The real thing—U. S. Govt. surplus. Equipped with MacGlashan air guns that shoot steel BB's. Excellent condition.

**SNELL'S MIDWAY**  
Geneva-on-the-Lake, Ohio



**NATIONAL SHOWMEN'S ASSOCIATION**

**GREETS YOU**

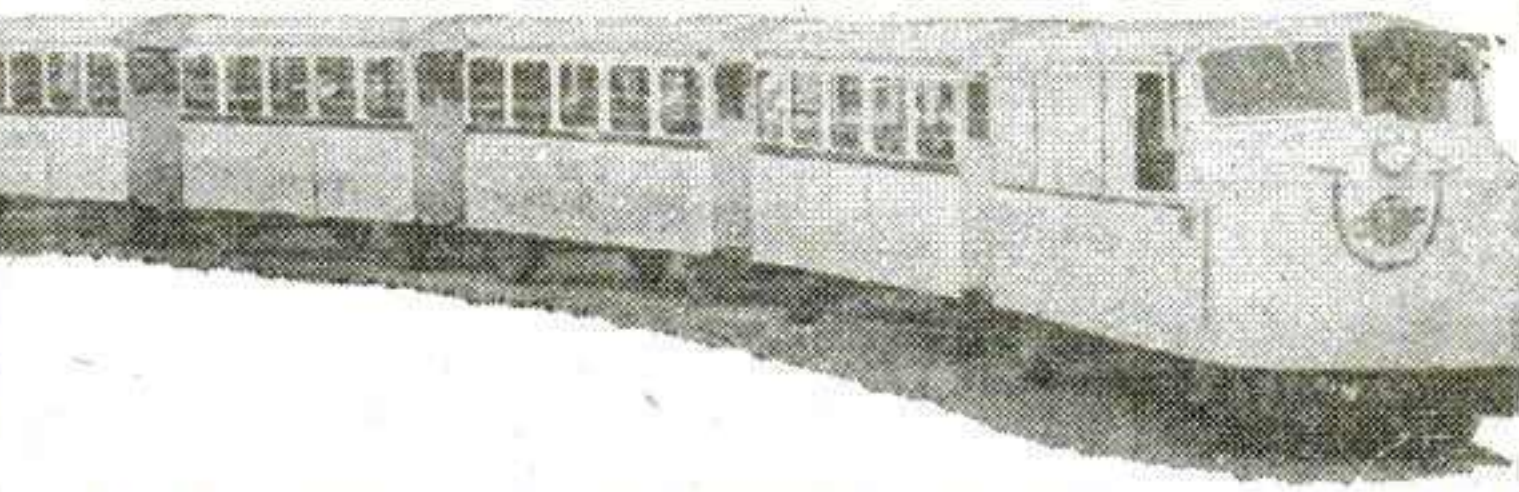
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Club-rooms in the center of the amusement world.

**Meetings 2nd and 4th Wednesday each month**  
Palace Theatre Building,  
1564 Broadway,  
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

**Write for Information**  
Initiation .....\$10.00  
Dues .....\$10.00 Yearly

**STREAMLINE TRACKLESS TRAIN FOR SALE**



4 feet wide, 6 feet tall and 65 feet long overall. Engine and four enclosed coaches, seating 40 adults or children. Excellent condition. Price, \$4,000. No track required for train. Will lease to established park. Other rides also available. Write for details.

**BILLY MORGAN, P. O. Box 670, Anniston, Alabama**

**MINIATURE STEAM TRAIN**

Train crosses next to Coaster in three big parks. 70 Trains now in operation.

**GROSS \$2,500 TO \$15,000 A SEASON**

Burns coal for normal steam operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip.

**OTTAWAY AMUSEMENT CO.**  
Mrs. Miniature Steam Trains  
224 W. DOUGLAS WICHITA 2 KANSAS

Gets Crowds at any amusement park or civic recreation center.

**High Quality**  
**KIDDIE RIDES**

**ROTO WHIP — SPEED BOATS — PONY CARTS**  
**GALLOPING HORSE CARROUSEL**

Illustrated Circulars Free

**W. F. MANGELS CO., Coney Island 24, N. Y.**

**WANT EXPERIENCED**  
**COASTER RIDE FOREMAN**

State experience, salary expected and reference.

**FAIRYLAND PARK, 7501 Prospect, Kansas City, Mo.**

**WANT RIDES, SHOWS**

Have ideal location at established amusement resort; percentage basis preferred.

**SALISBURY BEACH, MASS.**

Season starts May 30.  
Also have building 37x65. Write:

**SHAHEEN, INC., Salisbury Beach, Mass.**

# ROYAL CROWN IN STRONG BOW

## Strates Uses 20-Car Unit At Sarasota

### Early Biz Tops '49 Gross

SARASOTA, Fla., Feb. 18.—First two days of the Sarasota County Fair here this week for the midway attractions furnished by James E. Strates, owner of the James E. Strates Shows, provided a sharp increase over the corresponding period last year but the gross was still below expectations.

The increase, estimated at 65 per cent, was attributed to the larger number of rides and shows in operation under the Strates banner. The line-up includes 14 shows and 16 rides, including 6 kiddie devices. Strates used 20 railroad cars to carry equipment here.

### Orlando Next

From here, the unit will move to Orlando, where it will play the Central Florida Exposition for six days, starting Monday (20). After that stand the equipment will be returned to the org's winter quarters at Pine Castle Air Base in that city, and winter quarters activity will be stepped up to ready the show for its full-scale tour, which will open in Washington, the last week in March.

The Strates aggregation is practically booked for the season, with its route embracing 15 fairs, the first of which is in early August.

### Jones in Charge

Strates spent several days this week in Miami on business. In his absence, Roy Jones, business manager, was in Orlando, prepping for next week's stand. Press Agent Starr DeBelle also was in Orlando, handling publicity for the fair there.

Other members of the org's executive staff are Curtis Bockus, general agent; Eddie Rahn, special agent; Nick Bozini, treasurer; J. W. McDevitt, secretary; Mrs. Gertrude Putnam, assistant secretary; L. Weldon Snedaker, assistant business manager; Mike Olson, superintendent; Gifford Radlyea, chief electrician, and Wayne Kingsley, Diesel engineer.

Attractions under the Strates banner here include Nat Eagle's Hollywood Midgets, Tom Evans's Glass House, Nat Rodgers' War Show, Irvin Miller's *Brown Skinned Models*, Claude Bentley's Side Show, Jessie Marsh's Creation (unborn show), Doc Hartwick's Wild Life Show, Doc Hartwick's Reptile Show, Doc Cann's Large Horses, Doc Cann's Midget Horses, Jack Norman's *Broadway to Hollywood Revue*, Walter McCracken's Monkey Circus, George Murray's Lion Motordrome, and Jessie Marsh's *Lord's Last Supper*.

## Crafts F&E Pact's Burbank "Parade"

BURBANK, Calif., Feb. 18.—Crafts Fairs & Exposition Shows were awarded the contract for the sixth annual Burbank on Parade show, May 3-7. Crafts was awarded the contract when reps from the Burbank Junior Chamber of Commerce, sponsor of the event, visited the show's winter quarters. Negotiations were handled by Bobby Cohn, recently appointed general representative of this third Crafts show. The others are 20 Big Shows and Exposition Shows.

Cohn also announced the inking of the Hermosa Beach Community

## Natural Causes!

CINCINNATI, Feb. 18.—R. W. Reed tells of being in the judge's office recently at Dublin, Ga., when in walked an old darky to inquire where was the carnival.

The judge replied that he knew of no carnival being in town and suggested to the darky that he may have reference to Bull Martin's Animal Show which was appearing in Dublin. "What do you want with a carnival, anyhow?" finally concluded the judge.

"Well, ya see, judge," replied the old Negro, "I just found my wife dead in bed and I want the carnival to come out and take a look at her."

The old colored gent was ushered to the coroner's office down the hall.

## San Fran Show Folks Set Program To Bow New Clubroom Mar. 6

SAN FRANCISCO, Feb. 18.—A hi-jinks and homecoming will mark the opening of new clubrooms of Show Folks of America, Chapter 2, March 6, at 145 Turk Street here.

Mike Krekos, president, who assisted in securing the present quarters for the Pacific Coast Showman's Association (PCSA) in Los Angeles, has a crew of 25 remodeling the new quarters. The clubrooms will include a large auditorium and stage, dining room, kitchen and charcoal broiler, women's lounge, card rooms and a board of directors room.

Bill Kindel, chairman of the hi-jinks and homecoming committee, and Fred Weidemann, vice-chairman, expect a record crowd for the inaugural. Others serving on the committee include Edna Raiford, Al Rodin, Dan Michaels, Doris Monette, Sam Jarrett, Harry Seber, Harry Friedman, Eddie Harris, Charles Albright, Whitey Monette, John Provenzele, Sammy Corenson, Jack E. Lewis, Eddie Burke, Bill Coles, Lloyd Monette, Billy Stone, O. H. Mattley and Charles Walpert.

## Two Outfits Prepped By Peck Amusement

KANKAKEE, Ill., Feb. 18.—Peck Amusement Company will again have two shows on the road this year, with C. S. Peck acting as general manager and general agent of both units. Work of getting equipment in shape for the tours is now in progress at Peotone, Ill., quarters.

Robert L. Peck, son of C. S. Peck, will manage the No. 1 unit which opens in April. It will tour Indiana and Illinois until Labor Day, then go to Mississippi to play 10 fairs. Seven office-owned rides and about 25 concessions will be carried. Mrs. Robert Peck will handle secretarial duties. Cecil Cornthwaite has been named superintendent of concessions.

Edward Maass, a former Peck concession superintendent, will pilot the No. 2 unit. For the past three years Maass has been Southern representative for a fishing tackle firm. The No. 2 show will carry five rides and 20 concessions.

Fair contract, June 21-25.

The new Crafts unit carries 14 rides, 27 concessions and an 80 by-200-foot exhibition\* top. Four interior light towers and 12 exterior midway towers are carried.

## Opening Day at Winter Haven Fair Tops '49 Gross by 20%; Rides, Show Array Impresses

### Eddie Young Org Uncovers Strong Earning Power, Lighting

By Frank B. Joerling

WINTER HAVEN, Fla., Feb. 18.—Royal Crown Shows, owned and managed by Eddie Young, launched its 1950 tour, its seventh season and its fifth straight opening here Monday (13) at the Florida Citrus Exposition by racking up the biggest first-day gross in its history. Opening revealed plenty of earning power and flash. Shows, rides and concessions in the RC line-up all chalked up a banner day. As in 1949, opening day weather was perfect. High prices prevalent in the citrus industry, of which this city is a major center, showed up in the spending. Attendance, too, was up, and these factors combined to put RC's gross 20 per cent higher than for the corresponding day in '49.

### New Rides Added

The huge ride line-up features a large array of kiddie rides. Additions include a Rock-o-Plane and a Fly-o-Plane and two kid rides, Skyfighter and Bulgy Whale. Of the riding devices, the Skooter was the biggest grosser.

The show line-up here matches in strength and impressiveness that of the rides. An idea of the spread of the back-end attractions is given by the size of the show fronts. The Minstrel Show front spans 120 feet, the gal revue and Motordrome, each 100 feet; the Side Show, 160 feet; Posing Show, 75 feet; Funhouse, Crystal Maze, and Glass house, each 60 feet; Snake Show, 80 feet, and the Monkey and Torture shows each 120 feet.

### Sally Rand in Line-Up

The show line-up included Charles Taylor's *Cotton Club*; Sally Rand, under management of Harry Finkelstein, in her second appearance in as many years here with the show; Joe Sciortino's *Gay Patee Revue*; (See *Royal Crown* on page 72)

## 20th Century Bows April 1; Seven-State Tour Scheduled

OTTAWA, Kan., Feb. 18.—Back in quarters here after attending eight fair meetings, Frank Gaskins, general agent of the 20th Century Shows, reported booking 18 fairs and celebrations for the 1950 tour of the Albert Martin-E. D. McCrary-owned organization which opens its season April 1. The show will tour Arkansas, Oklahoma, Kansas, Missouri, Minnesota, North Dakota and Louisiana, Gaskins said.

The 20th Century staff, practically unchanged from last year, includes Mrs. Velma Martin, secretary; Mrs. Rosetta McCrary, treasurer; Tommy Briggs, special agent; Bill Clark, Diesel operator and electrician; C. Tandy, mechanic, and Harry Bowers, scenic artist.

## Alpha Date to Garden State

ALPHA, N. J., Feb. 18.—John Dolak American Legion Post, at its regular meeting here Tuesday (14), awarded Garden State Shows the midway contract for its Memorial Week Celebration here May 29-June 4. Shows will be spotted on the site of the post's home.

## Five Fairs to Down River

DETROIT, Feb. 18.—Five Michigan fairs have been contracted by Down River Amusement Company, Owner Severin Hilo announced. They are the Milan Free Fair, Fowlersville, Crosswell, Chelsea Free Fair and the 4-H fair at North Branch.

## Jack Dadswell To Be Buried In St. Pete

WAYCROSS, Ga., Feb. 18.—Jack Dadswell, 55, one-time carnival press agent, who died February 2, will be buried Monday (20) in Woodlawn Cemetery, St. Petersburg, Fla., his son, Jack, said Thursday (16). Dadswell, who suffered from chronic asthma, had been hospitalized for a week before his death.

For almost 15 years he was a press agent in outdoor show business, serving about 10 years with the Royal American Shows, four with the Amusement Corporation of America, and one with the Sparks Circus. He withdrew from the field five years ago.

During Dadswell's years of press work, he was noted for his intensive use of photographs. He maintained a photographic laboratory on some of the shows he was with. Upon leaving the business, he syndicated a column titled *Roving*, which was used by a reported 200 weekly and daily papers, most of them in the Southeast.

For the past year Dadswell has made his home in this city, where he was the publisher of *The Waycross Advertiser*.

Before becoming a press agent, he had been a correspondent for International News Service in the Far East during World War I and had served on *The San Francisco Chronicle*, *Chicago American*, and *St. Petersburg (Fla.) Times*. In 1924 he organized a chain of weekly papers in eight Florida towns. In 1926 Dadswell wrote a book on outdoor show business which was titled *Hey, There, Sucker!*

Besides his son, Jack, Dadswell is survived by his widow, the former Louise Hires, and a daughter, Jessie Dadswell, all of this city.

## New London, Conn., Execs Okay Three Carnival Dates

NEW LONDON, Conn., Feb. 18.—City council has voted to grant the request of the C. L. Ockford Hose Company for permission to use Calkins Park for a carnival the week of May 15 or May 22 for the benefit of the company's welfare fund. It also voted to waive the \$100 a day amusement fee.

City Manager Henkle called attention to similar requests from the John Coleman Prince American Legion Post and the Municipal Employees' Association, and was told to grant same. Funds raised at these events are to be used for welfare purposes.

**WHEELS OF ALL KINDS PADDLES—LAYDOWNS**

**FAIR AND CARNIVAL SUPPLIES & EQUIPMENT**

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S BOWLING ALLEY
- HIGH STRIKER
- HOOP-LA BOXES
- JUMBO DICE WHEELS
- ROLL DOWNS
- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
- WATCH-LA BLOCKS

Write for Catalog

**H. C. EVANS & CO.**  
1528 W. Adams St. Chicago 7, Illinois

**OAKES CONCESSION GAMES HI-STRIKERS**

Delivery after March 15th. Comic metal signs on sides, colorful, sturdy.

- 3 Section, 28 ft. ....\$300
- 2 Section, 24 ft. .... 275
- 2 Section, 20 ft. .... 250
- 2 Section for boys or girls ..... 200

All have the same sturdy base and striking beam. Order today to assure early delivery. Send \$100.00 deposit.

**FISH PONDS**

Using bobbing Baby Dolls. Will not sink, comes in beautiful cabinet with centrifugal pump and motor. You number dolls as you want, complete with 100 dolls. Send \$100.00 deposit. We will only build 8 of these in 10 1/2 ft. for 12 ft. joints and 11 ft. sizes.

Percentage Wheels, 6 Arrows, Ball Chucks, Baseball Wheels, Roll Downs, Razzles, Cats or 6 Cats, Pitch Till You Win blocks, all sizes; Spot Boards, Swing Ball and Pin—you name it, we have it. **EVERYTHING BUILT JUST A LITTLE BETTER THAN SEEMS NECESSARY.** Nothing cheap here—just the best at the right price.

**RAY OAKES & SONS, INC.**  
8432 W. 44th St., Phone 4811, Lyons, Ill.

**CARNIVAL WHEELS**

SEE OUR COMPLETE LINE AT THE AMERICAN TOY FAIR, HOTEL McALPIN, N.Y.C. ROOM 635. MARCH 6-18.

Write for Catalog

**CARDINAL MFG. CORP.**  
Manufacturers of Carnival Wheels and Supplies  
430 KEAP STREET, BROOKLYN 11, N. Y. EVERgreen 7-5027

**THE WILD BOY**  
From the Jungles of Borneo

Shrunken Heads and Shrunken Bodies, Fish Girl, Devil Child, Two-Headed Baby, Dried Pigmy Bodies. Many other attractions. We sell the wonders of the world. Write for prices and descriptions.

**TATE'S CURIOSITY SHOP**  
54 S. Grove St., Mesa, Ariz.

**HUBERT'S MUSEUM**

228 W. 42nd Street, New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**PLASTER**

Yes, we deliver direct to you. Save freight and breakage. Large samples, \$3.60 a dozen, plus postage. Special discounts on all large orders. Write or Wire

**Smith-McCown Distributors**  
106 East Jackson Windsor, Mo.

**FOR SALE LOOP-O-PLANE**

Good mechanical condition, \$500.00.

**T. R. ADAMS**  
1908 E. Pawnee Road Wichita 16, Kansas Phone 4-8708

**RIDES FOR SALE**

1947 Fly-o-Plane, \$5,000. 1947 Looper, \$5,000. 1947-Car Caterpillar without motor, \$1,500. These rides have never been on the road and are in very good condition.

**Griffen Amusement Co.**  
Jacksonville Beach, Florida

# MIDWAY CONFAB

Gerald Snellens, World of Mirth Shows' agent, has returned to New York after a three-week trek thru the Middle West in search of national advertising. Reporting considerable success, Snellens said the ads would be presented in the form of painted and neon signs and a souvenir program.

Warm winters are all right, but they produce an overabundance of itchy feet.

Walter Lankford, former owner of Lankford's Overland Shows and Lankford's Band, is wintering in Tampa. He plans to go out with a cookhouse this season. . . . Dick Coleman, owner-operator of Coleman Bros.' Shows, Middletown, Conn., is vacationing in Florida. He went there following the New York fair meeting at Albany.

Only praise a showman can give rain at opening hour is, "It settles the dust."

Conklin Shows, which have supplied the midway attractions at the Valleyfield (Que.) Exhibition in recent years, won't this year. The Conklins, Frank and Patty, decided not to exercise an option on their contract which would have given them another three years on the fair's midways, thus throwing the fair open to other shows.

Jimmy Sullivan, manager, Wallace Bros.' Shows of Canada, has purchased two sets of 10 Hollycranes, from Como Manufacturing Company, Chicago, and will operate them on his shows this season. . . . M. K. (Mike) Brody, veteran carnival supplier announces that his new catalog will be in the mails soon. . . . Bill Postelwaitte infos that Down River Shows have purchased a new 22-foot Fruehauf semi-trailer for their office.

Louis Rosenberg, sales manager for Triangle Poster Company, is back in Pittsburgh after having attended most of the Eastern fair meetings. Before joining Triangle he handled the advance advertising of the Johnny J. Jones Exposition for 10 years. Triangle will have a new plant in the fall, replacing the present one which will be torn down to make way for a State park, Rosenberg says.

No law compels one to like a show or its bosses. Nor does it compel one to stay there.

Glenn and D. Wade, of the W. G. Wade Shows, made the trek from Detroit to Tampa by way of St. Louis and New Orleans, where they were joined by Mrs. Gladys Schaum, secretary of the show. D. Wade flew back, while Glenn is to return Wednesday (22) by car. . . . Mr. and Mrs. C. L. (Jack) Raum are wintering at their ranch in Ozark, Mo., where Raum is chief deputy sheriff. . . . Harry Mamas, Springfield, Mass., who has the corn game on the Wade Shows, and his nephew, Leo Mamas, Columbus, O., attended a family conference in Tampa.

Always the bright young showman is at his best when a dull oldtimer is at his prat to guide him.

Linda Lopez last week planed in-to Laredo, Tex., from Monterrey, Mexico, to sign her "State Fair Circus" Side Show with Al Wagner's Cavalcade of Amusements for 1950. . . . Wallace A. Cobb, for the past 14 years trainmaster on World of Mirth Shows, will handle Royal American Shows' train this season. He assumed his new duties during the Florida State Fair, Tampa. Most of Cobb's crew is with him. He replaces Sammy Smith, who has signed as trainmaster with Cavalcade of Amusements. . . . George Vogstadt, Girl Show operator, again will have two shows on Endy Bros.' Shows

the coming season. . . . John Courtney has booked his War Show, which he presented at the Chicago Railroad Fair and at several late State fairs, with the Johnny J. Jones Exposition for 1950.

Beauty of G-tops is that midway parents don't have to worry, "Where is our boy tonight?"

Bill Coe will return to the James H. Drew Shows this season as foreman of the Rolloplane. . . . Early arrivals for the annual Mardi Gras at Mobile, Ala., included Eddie Lippman, Bobbie Sickels, Robert Ayers, Jimmy Byers and H. P. Hill. The last-named two, who registered from Aransas Pass, Tex., were en route to Tampa, while Lippman, who makes his home in Montgomery, Ala., was in town on business. Sickels, who recently closed with the John R. Ward Shows, left for Galveston, Tex., after visiting friends for a few days. John R. Ward brought in two rides and several concessions for the Negro portion of the celebration, placing them on Davis Avenue. . . . Carl H. Bohn, owner of the shows bearing his name, demolished his new car and sustained mouth and chest injuries in a collision with a truck near Galveston recently. Jim Moran and Pea Pool Slim, who were riding with Bohn, escaped injury.

A. M. Haffords, who was discharged from the army last July, joined the West Coast Novelty Company, has been painting rides in the San Francisco area during the winter. He expects to go out with that show this year as an agent. He recently purchased a Chevrolet panel truck to haul his novelty concession. . . . Shows wintering in Phoenix, Ariz., are getting ready for early Arizona openings. Utah Exposition is slated to bow soon in Tucson, Siebrand in Mesa, and Larry Nolan in Chandler. Bill Solomon is getting his concession ready for the Siebrand debut. Wilson Shows will play Phoenix lots for a few weeks before heading north. . . . Walter Towers, custodian of the Arizona Showmen's Association, will be with the Percy Jones Shows this season. . . . Donald R. Woodward, former concessioner on Happyland Shows, has gone into the plaster novelty business with Paul W. Amore, Detroit decorator, under the name of A. & W. Novelties.

High privileges accompany big dates, but meekly and quietly 50 paces to the rear.

Joe Pearl, mail man and The Billboard sales agent on the Johnny J. Jones Exposition, is at the Hyde Park Hotel, Tampa, recovering from a leg injury and is able to get about with the aid of crutches. Among showfolk visiting him recently were Archie and Martha Wagner, Jack and Kay Lynex, Blue and Mona Osbaugh, Johnny and Margie Glover, Frank and Louise Hooper, Mr. and Mrs. Walter Hale, Tex Moughman, Max Goodman, Morris Lipsky, Silent O'Brien, Paul Long, Hank Lockard, Eddie Keck, Joe Crumley, Ray James, Glenn Porter and Elmer Ritz. . . . Following a six-week vacation in Los Angeles, Hollywood and San Francisco, Belle Evans has returned to the Rio Grande Valley where she will remain until late in March when she joins Big State Shows for the coming tour. . . . Morosa Herman, Ann Doolan, Ruth Samuels, Mabel Brown and Peggy Forstall, of the Ladies' Auxiliary, Pacific Coast Showmen's Association, staged a party in club's Los Angeles quarters February 22 with proceeds going to the club's bazaar fund. . . . Capt. R. D. McCollim, special event and celebration promoter, who has been off the road since 1941, is at his home in Salt Lake City mulling plans to frame a new attraction for the coming season.



**FLUORESCENT FIXTURES**

For Carnival Installations. Dealers, Distributors, Concessionaires.

**FLUORESCENTS FOR EVERY PURPOSE**

Direct From Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH

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FLUORESCENT FIXTURES  
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**INSURANCE**

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**CANADA CALLING ROYAL CANADIAN SHOWS**  
VANCOUVER, B. C.

WANTED—First class Side Show Manager. Must be sober and reliable, with good attractions and blowoff. Must have own banners. We have 20x80 top, inside platforms, stage and proscenium, complete outside equipment. Our route: Western Canada, April 3 to Sept. 30. Good opportunity for party who can stand prosperity. Write full description what you have to offer. No wires. FOR SALE—Gruner Mix-Up Chairplane, 24 seats, excellent condition, with new clutch, steel fence, ticket box, etc. Price \$1,500 or near offer. Apply: BILL BADDELEY, Box 556, Vancouver, B. C.

**FROZEN CUSTARD OUTFIT FOR SALE**

Electro Freeze Machine, mounted in custom built 20-foot trailer, lighted throughout with colored fluorescent lights. Used less than two seasons, complete, ready to go. Contact SAM A. DEWS JR. 2006 Eastland Ave. Nashville 6, Tenn.

**WANTED CARNIVAL**

For July 4 Celebration

We have a record of three successful affairs.

Contact H. C. Petschow  
American Legion Pipestone, Minnesota

**WANTED—A CARNIVAL**  
for our 50th ANNIVERSARY CELEBRATION  
To be held week of July 2  
Write to  
**JOSEPH M. SAROSKY, Secy.**  
Jeddo Stars A. A., Jeddo, Pa.

**BLUE GRASS SHOWS**

NOW BOOKING

SHOWS — RIDES — CONCESSIONS  
P. O. BOX 621, OWENSBORO, KY.

**C. A. STEPHENS SHOWS**

Booking Shows, Rides and Concessions for the 1950 tour. Winterquarters Address: Box 1017, Crystal River, Fla.

**AGENTS WANTED**

For Skillo, Roll-down, Razzle, Pin Store. Also Duck Pond, Balloon Dart, Ball Game and Bingo Counter Help. Slim King, Benny Ekard, Cecil Barton, Jimmy Baratmann and Al Morris; all others who were with us contact at once. Opening around the first of March.

L. R. McNEECE or WHITEY BLACK  
Harlandale Station San Antonio, Texas

**WANT TO BUY LATE MODEL MERRY-GO-ROUND**

Write and describe fully

**SAM WARSHAW**  
80 Decatur St. ATLANTA, GA.

# WORLD of MIRTH SHOWS

The Largest Midway on Earth

## 1950 All-Star Fair Route

- ★ Presque Isle Fair, Presque Isle, Maine
- ★ Central Canada Exhibition, Ottawa
- ★ Champlain Valley Exposition, Essex Junction, Vt.
  - ★ Rutland Fair, Rutland, Vt.
  - ★ Brockton Fair, Brockton, Mass.
- ★ Great Allentown Fair, Allentown, Pa.
- ★ New Jersey State Fair, Trenton, N. J.
- ★ Greensboro Fair, Greensboro, N. C.
- ★ Winston-Salem Forsyth County Fair, Winston-Salem, N. C.
- ★ South Carolina State Fair, Columbia, S. C.
  - ★ Anderson Fair, Anderson, S. C.
- ★ Exchange Club Fair, Augusta, Ga.

The 1950 tour will also include proven still dates, many with top records sustained for nearly two decades.

Correspondence is welcome at all times from showmen with new and novel ideas that are in keeping with the general excellence of this organization and the outstanding dates which it plays.

Suite 1029  
10 ROCKEFELLER PLAZA  
Radio City, N. Y.

**FRANK BERGEN**  
General Manager

WILLIAM BYRD HOTEL  
Richmond, Virginia

**BEAMS Attractions**

Playing Community Sponsored Events and Fairs  
10 RIDES—6 SHOWS—FREE GATE—SPECIAL PROMOTIONS

WANT CONCESSIONS: Ball Games, Water Games, Photos, Custard, American Palmistry, Hoop-La, Cork Gallery and other legitimate stock games. Agents for Age and Chair Scales, other Office Concessions, Bingo Counter Man.

RIDE HELP: Top wages to sober, reliable man to take over Kiddie Rides. Second Men for all rides who can drive semis. First Class Mechanic.

SHOWS: Will book Monkey Show (Mason & Augsburg, write), Mechanical Show, 10-in-1. Have tops. Funhouse Allen, write.

Write M. A. BEAM, 2507 Graham Ave., Windber, Pa.

**JOHNNY T. TINSLEY SHOWS**  
"America's Most Modern Midway"

OPENING SEASON 1950 GREENVILLE, S. C., MARCH 25TH  
Offer an outstanding route of still dates, celebrations and fairs in the South's best industrial cities.

WANT CONCESSIONS  
PHOTO GALLERY, LONG AND SHORT RANGE GALLERIES, BASKET BALL, NOVELTIES, DIGGERS, NUT BARS, FROZEN CUSTARD AND HANKY PANKS OF ALL KINDS. Mr. Crane, let us hear from you.

PENNY ARCADE  
Owing to disappointment can place high class Penny Arcade for the season.

CONCESSION AGENTS  
Ray Clayton can place sober and reliable Hanky Pank Agents. Positively no drinking tolerated. Address, Ray Clayton, care of Show.

Address  
**JOHNNY T. TINSLEY SHOWS**  
22-A E. Court St., Greenville, S. C. Phone #5-3572

**ROYAL CROWN SHOWS**  
WANT

GIRLS for Girl Show; strip, tap, acrobatic, fans, Oriental, rhumba, Hawaiian, or what have you? GIRLS for Posing Show. Experience not necessary but must be attractive. All people needed to open Monday, Feb. 27, Plant City, Fla. Top salaries, good treatment and very long season. All wardrobe furnished. Candy Pitchman wanted—must be experienced. NO DRINKING TOLERATED. All answers:

**JOE SCIORTINO**  
ROYAL CROWN SHOWS, Ft. Lauderdale, Fla., this week; Plant City, Fla., next week.

**Fat Man—Wanted—Fat Lady**

300 LBS. OR OVER. GOOD SALARY, STATE ROOM AND CUT OF PICTURES  
WRITE, GIVING DETAILS AND PICTURE.

**CLIFFORD S. KARN**  
RT. 1, JACKSONVILLE, ARK.

**\$7,500—FLY-O-PLANE FOR SALE—\$7,500**

Late '47 model, in first class condition, complete in every detail, including all fluorescent lighting. Booked on large R.R. show, and contract goes with purchase. Selling on account of ill health and unable to look after same. Contact

**AL BAYSINGER, 6307 N. E. 2nd Ave., Miami, Florida**

**T-E-N-T-S**

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK  
Beautiful Colors—Individually Designed

**JIMMY MORRISSEY**  
**ALL-STATE TENT & AWNING CO.**

300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO.

**ALOIA THE ALLIGATOR BOY**  
WANTS

Freaks and Novelty Acts of all kinds for the finest side show on the road. All new this season, assures a long, pleasant season on the cleanest midway on the road. Get on the band wagon; answer quick, your money is sure. State all. We open March 25th with Johnny T. Tinsley Shows in Greenville, S. C. Address:

**WILLIAM BRADLEY SMITH, SIDE SHOW MANAGER**  
P. O. Box 71, Carey, N. C., until March 10th; after that care Tinsley Shows, Greenville, S. C. (Notice—Positively No Sex Attractions)

Used Everywhere for Over 35 Years

**ROLL TICKETS**  
PRINTED TO YOUR ORDER

**Keystone Ticket Co.** DEPT. B  
SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

**100,000 \$27.00**

10,000 .....\$ 9.00  
20,000 ..... 11.00  
50,000 ..... 17.00

## CANADA—SIDE SHOW—CANADA

### FEATURE ACTS WANTED

26 WEEKS—23 FAIRS—WITH GOOD PROSPECTS FOR SOUTH AMERICAN OR HAWAII WINTER TOUR.

GLASS BLOWERS, VIRGIN FAIRS; SWORD SWALLOWER, FAT GIRL, FAT BOY, SKINNY MAN, MENTAL ACT AND PALMISTRY.  
CONGO, ANSWER, FIRE ACT.

Railroad Show	<b>J. BRANSON</b> PARKER, ARIZONA	Berths Furnished
	State all by letter.	

# LAWRENCE GREATER SHOWS

### WANT FOR SEASON

RIDES—Octopus or Spitfire, or both.

SHOWS—Midget Show, Fat People Show, Glass House, Giant Reptiles and Monkey Show or Monkey Speedway. Will book or finance LIFE SHOW for good lecturer who knows the business. HIGH CLASS GIRL SHOW (revue type); GIRLS FOR OFFICE OWNED Posing Show—pay out of office.

CONCESSIONS—Photos, Arcade and 10c Concessions of all kinds. HELP—Funhouse: Elmer, come to winter quarters now. Also want Carpenters, Builders, Blacksmith, Painters, Canvasmen; Ride Help, all rides and other useful show people, all departments. Replies to: Winter Quarters—MOULTRIE, GEORGIA.

# DUMONT SHOWS

### OPENING IN VIRGINIA—MARCH 27, 1950

<b>LOU RILEY</b> MANAGER	<b>WHITEY JOHNSON</b> BUSINESS MGR.	<b>BERT ROSENBERGER</b> GENERAL AGENT
<b>BARNEY WILLIAMS</b> LOT SUPT.	<b>B. F. BROWN</b> BILLPOSTER	

### WANT

CONCESSIONS: Ball Games, Pitch-Till-You-Win, String Game, Cig Pitch, Cork Gallery, Long Range, Short Range, Lead Gallery, Photos, Hoop-La, Fish Pond, Duck Pond, Candy Floss, Snow Cones.

RIDE HELP: Foremen for Tilt-a-Whirl and Rocket, also Second Men on all rides; must be sober and Semi Drivers.

SHOWS: Fat Show, Motordrome and Geek Show.

WINTER QUARTERS OPENS MARCH 1, SOUTH HILL, VA.

All Address: LOU RILEY, South Hill, Va.

## ROY ALLEN Wants

Agents for Roll Down, Razzle Dazzle, Slum Skillos, Pen Store and Line-Up Store. Have exclusive on a 10 Ride Show for the listed Concessions, playing Ohio and Michigan. All Agents who have worked for me before contact me immediately. Opening middle of March.

ROY ALLEN, 1118 Charles Place, Atlanta, Georgia

## DOWN RIVER AMUSEMENT CO.

OPENING MARCH 30 IN RIVER ROUGE, MICH.

### WANT SHOWS

Have good proposition for 10-in-1 or Animal Show. Also Pit Shows of all kinds, Penny Arcade or Motordrome. Have 10 weeks of the best still spots in Michigan, then Fairs—BOOKED SOLID UNTIL OCTOBER 15. CONCESSIONS—Jewelry, French Fries, Hanky Panks of all kinds. No grift or gypsies. HELP in all departments.

DOWNRIVER AMUSEMENT CO., 10138 West Jefferson, River Rouge 18, Mich.

## FOR SALE—"BATTER UP"

Two years old, in good condition. Priced for quick sale.

J. C. BOWERS

2425 PENN ST.

Phone: 4-1398

ST. JOSEPH, MO.

## FOR SALE—BARGAIN

De Luxe Trailer, 6½x10' overall, electric brakes. Compare to any in price, attractiveness. Jumbo Giant Popper, Gas Grill, 20-gal. Stainless Steel Water Tank with Lavatory and Pump, Ice Box, Cash Drawer, Carmel Corn Equipment, Neon Sign, Screens, Electric Coffee Urn, Fluorescent Lights, like new—used two summers. Forced to sell—illness. Write

FOBER & SILL

APT. 102, 1231 W. WALNUT ST.

KOKOMO, INDIANA

## Royal Crown In A Strong Bow

(Continued from page 69)

Julius Kuehnel's Side Show, featuring Susie, the elephant girl; B. O. (Buttons) Grantham's Monkey Show, Art Spencer's Lion Motordrome, Glenn Porter's Torture Show; Dolly Young's Mystic Maze, Gene Cornell's Glass House; B. J. Stanley's Funhouse, George Coulson's Reptile Ranch, and Don Greco's iron lung.

Concession row, large here, was reported off the nut on opening day. Concessionaires in operation included Frank Hooper, Chris Trabing, Harold Hansen, Vaughan Clark, Johnny Wuetherick, Bill Corbett, Frank Bresk, Louis Childs, Steve Plager, W. and Dolores Cox, George Jones, Johnnie Johnson, Charlie Shepard, Mary Gallagher, Penney Hope, R. D. Gettys, Frank and Winnie Wozniak, Joe Sanpatello, Harold Yearning, Art Rahke, Christie Siegel, Blanche Sullivan and Harry Rubin.

Also Harry Pyle, Archie Brumley, Sonny Howard, Dick Crawford, Billy Gallagher, John Weaver, Whitey Houser, Emmett and Lee Barfield, Sticks Westmoreland, Billy Bloom, Bob (Domino) Hardy, Irving Artshik, Connie Decca, T. A. Stevens, Joe Gruber, Morris Friedenheim, Pete Burkhardt, Stanley Lanche, Danny O'Connell, Bobby Bloom, Vickie Sanpatello, Francis Padgett, Gean Berni, H. Maney, Les Paulick, Richard Wirth, Dottie Moore, Bill Volin, Sam Beatty, William Stine, Sam Paxton, Tom Allen, and Clark and Edith McCune.

### Five More Florida Fairs

From here, Royal Crown will head into five more Florida fairs, Fort Lauderdale, Plant City, Daytona Beach, Eustis and Sanford. It will move North the first week in April, to play Georgia, Alabama, Tennessee, Ohio, Indiana, Kentucky, Illinois and Missouri.

Org's executive staff includes Dolly Young, business manager; William M. Breeze, general agent; Harry (Irish) Gaughn, concession manager; Bill Whetmore, secretary; Mrs. Beulah Thomas, treasurer; John Cousins, public relations; Bob Fisher special agent and Elmer Smith, lot superintendent and superintendent of transportation. Bill Jones has bingo; Bob Parker, diggers, and Floyd Melten, cookhouse.

Show moves on 44 semis and trailer units in three sections. Each section consists of about 15 units and each carries its own mechanic. Show has four Caterpillar Diesel plants, two army searchlights and complete facilities for blacksmiths, carpenters, painters, etc.

## FOR RENT

Ideal location in Building on Boardwalk facing ocean, Jacksonville Beach, Florida. Photos, Candy Apples, Cotton Candy, Snow Cones, Popcorn, Crackerjack, Grab or any Merchandise Concession.

L. ED. ROTH

411 No. 1st Street, Jacksonville Beach, Fla.

## M. A. SRADER SHOWS

Want to book legitimate Concessions. Want Operator for office owned Bingo. Good opening for Shows with own equipment.

BOX 1895

WICHITA, KANSAS

## New Canteen Truck, 7'x9'

Popcorn, Peanuts, Frankfurters, Ice Cream, Tonics. Wish to get contacts with Carnivals, etc., in N. E. Areas only.

P.O. BOX 251

Back Bay Annex

Boston 17, Mass.

### FOR SALE

Ottaway Miniature Steam Train, in good condition. Fully equipped for operation and not one thing to buy to begin operating. Loaded on 1½-ton Chevrolet Truck. Now in storage at Berger, Texas. \$3,200.00 with truck or \$3,000.00 without. Contact

R. A. WING, Savoy Hotel  
P. O. Box 83 Colorado Springs, Colo.

## WANTED

# Big Carnival

With Big Shows

Week of July 9 or 16 or 23

DRAWING POPULATION 400,000

IN RADIUS OF TEN MILES.

SUBMIT PROPOSITION TO

E. E. OYLER, Secretary

RANKIN POLICE PENSION FUND

RANKIN POLICE DEPARTMENT

RANKIN, PENNSYLVANIA

## CARNIVAL WANTED

BUTLER TOWNSHIP FIRE COMPANY, Inc.

Wants information from carnivals for week beginning May the 14th or May the 28th, also July 17th or 31st. 90,000 population to draw from within a radius of 6 miles. Contact, Entertainment Committee c/o

Mr. Edward Talkowski

R. D., DRUMS, PA.

## ROYAL MIDWEST SHOWS

OPENING MARCH 25, MISSISSIPPI

Want Fun House, Auto Ride. Have opening for Spitfire or Octopus, Stock Concessions, Mitt Camp, Grind Stores, Derby, Jewelry. Have tops, want insides. Want Boxers and Wrestlers.

ROXIE HARRIS

Gen. Del., Winterquarters, Grenada, Miss.

## WANT MERRY-GO-ROUND

Will book, buy or lease. Must be first class condition with organ music. Most attractive proposition; exceptional territory; 20 weeks independent Church, Legion, Firemen's Celebrations; Western New York, Pennsylvania. Several fairs already booked. Can also use one more Kiddie Ride.

ROXY'S AMUSEMENT RIDES

Box 3533 S. T. P. Sarasota, Florida

## WANT TO BUY

### KIDDIE SKY ROCKET

Made by Pinto Bros.

J. MELE

41 Hamilton Ave. Seaside Heights, N. J.  
Phone: 9-0026

## FOR SALE

1946 Dodge 2-Ton 5 Speed Tractor and 30 ft. Van Semi. Side and Back Doors; 2 16"x30"x14" Possum Bellies, excellent condition, \$1200.00; 10x12 new Top and Side Walls, \$125.00; 11"x8"x16" Top and Side Wall in good condition, \$100.00. Both with clean white pine frames. 4 ft. 240 No. Evans Rochelle Wheel with large assortment of Paddles; 18' high by 32' open air Blanket Store, clear spruce, new, all hinged, \$100.00. Some other equipment.

W. B. PORTER

Route 10, Box 859, Houston 16, Texas

Phone: ME 1945

## L. J. HETH SHOWS

NOW BOOKING

SHOWS—RIDES—CONCESSIONS

Want Side Show, Low Percentage.

P. O. BOX 5415, NORTH BIRMINGHAM, ALA.

## WANTED TO BUY

Portable Dodgem or Scooter or consider other late model Ride in good condition within reasonable radius of Des Moines, Iowa. Please state actual condition and lowest cash price.

BOX D-333, The Billboard, Cincinnati 22, O.

## For Sale—22 Ft. Trailer

Ideal for Derby or Penny Arcade. 22 ft. long, 8 ft. wide, 6 ft. and 6 inches high. Steel outside, plywood inside. Lights. In fact, ready to go—\$800.00.

HOWERTON, Box 25, Eureka, Mo.



# 20th Century Shows

## -NOW CONTRACTING FOR 1950-

SHOW OPENS FOR 30 WEEKS STARTING FIRST WEEK IN APRIL, WITH STRONG ROUTE OF FIRST-IN STILL DATES IN ARKANSAS, OKLAHOMA, KANSAS, WITH 18 PROVEN FAIRS.

### 18-FAIRS-18

- LEGION ANNUAL CELEBRATION  
KANSAS CITY, MO.  
CANDO, N. D.
- JULY 4TH CELEBRATION AND  
FAIR, JAMESTOWN, N. D.  
FESSENDEN, N. D.
- THIEF RIVER FALLS, MINN.  
DETROIT LAKES, MINN.  
BEMIDGI, MINN.  
WADENA, MINN.  
NEW ULM, MINN.  
ALBERT LEA, MINN.
- NORTH CENTRAL KANSAS  
FREE FAIR, BELLEVILLE  
NORTHWEST MISSOURI  
STATE FAIR, BETHANY  
ENID, OKLA.  
BENTONVILLE, ARK.
- OKLA. & ARK. LIVESTOCK  
SHOW AND FAIR, FT. SMITH, ARK.  
HAYNESVILLE, LA.  
MINDEN, LA.  
LA DELTA FAIR  
TALLULAH, LA.

### CONCESSIONS

Can place Country Store (Luke Miller, contact). Age, Scales, Jewelry, Mug, Striker, Long and Short Lead Gallery. A few more Merchandise Booths only. Especially want Penny Arcade.

### SHOWS

A-1 Fun House, Mechanical, Animal, Wild Life, Big Snake. This is a good route for a Lung (Harry Harris, contact). Can use Organized Hillbilly Troupe. DUE TO DISAPPOINTMENT WANT SIDE SHOW MANAGER WITH TALENT—HAVE COMPLETE OUTFIT. THOSE WHO WROTE, WRITE AGAIN.

### RIDES

Dark Ride or Fun House, Rolloplane, Looper, Caterpillar or one more Ride not conflicting. Also want Pony Ride and Kiddie Autos.

ALL REPLIES TO

BOX 126 OTTAWA, KANSAS

P.S.: Will buy Flashy Kiddie Autos, Well Framed Office on Semi.

HAVE FOR SALE—Small Wurlitzer Organ, good shape, 6 Music Rolls.

# WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

- 14 RIDES • 10 SHOWS • 5 NEON TOWERS • LIGHT PLANTS
- 50 CONCESSIONS • FLOOD LIGHTS •

## 1950 • ROUTE • 1950

### TENTH ANNUAL TENN.-KY. DISTRICT FAIR

WEEK MAY 1ST.  
HUMBOLDT, TENN.  
STRAWBERRY FESTIVAL

WEEK MAY 7TH.  
MEMPHIS, TENN.  
COTTON CARNIVAL

CENTRALIA, ILL.  
4TH JULY CELEBRATION

JACKSON, MISS.  
TRADE CELEBRATION

### FAIRS

- WAUSAU, WIS.
- MONROE, WIS.
- JEFFERSON, WIS.
- MANITOWOC, WIS.
- ELKHORN, WIS.
- BEAVER DAM, WIS.
- ESCANABA, MICH.
- JACKSON, TENN.
- ABERDEEN, MISS.
- JACKSON, MISS.
- CLARKSDALE, MISS.
- GREENVILLE, MISS.
- CANTON, MISS.
- GREENWOOD, MISS.

### NOW BOOKING

LEGITIMATE CONCESSIONS OF ALL KINDS FOR MEMPHIS, TENN., COTTON CARNIVAL (BEALE AVE.) EATS SPACE LIMITED SALES

WHITEY LUTZ, CONTACT

FIRST CALL—OPENING APRIL 22  
WINTER QUARTERS NOW OPEN

LEE HOUSTON, WRITE

SHOWS: HILLBILLY, GLASS HOUSE, SNAKE, MONKEY, WILD LIFE, GIRL, ARCADE. CONCESSIONS: ALL STOCK CONCESSIONS, SOME EATS. NO PERCENTAGE OR GRIND STORES. HELP: MERRY-GO-ROUND, TILT FOREMAN, SPITFIRE FOREMAN, CLUTCH MAN FOR FERRIS WHEEL, SECOND MEN ON ALL RIDES, MAN FOR LIGHT TOWERS, TRUCK DRIVERS, TICKET SELLERS, CONCESSION AGENTS.

WANT MAN TO TAKE CHARGE OF COMPLETE SIDE SHOW, ILLUSION, GIRL SHOWS, OR WILL BOOK ORGANIZED SIDE SHOW FOR COMING SEASON.

ALL REPLIES

E. E. FARROW, SOLE MANAGER

BOX 1184

(Phone 3-7644 after 6:00 P.M.)

JACKSON, MISS.

## WANTED — WANTED

For Following Shows

### HAPPY ATTRACTIONS POWELSON GREATER SHOWS POWELSON EXPOSITION POWELSON RIDES

**SHOWS** Motor Drome, Side Show or any other First Class Grind or Bally Show.

**CONCESSIONS** All kinds—No grift.

**RIDE HELP** For 30 Office-Owned Rides

### POWELSON AMUSEMENTS

BOX 125 Phone 1088 M COSHOCTON, OHIO

## FOLK'S CELEBRATION SHOWS

Opening Carlsbad, New Mexico, March 15

- RIDES—Pretzel, Little Dipper, Miniature Train.
- SHOWS—Can place good Monkey Show and other capable Shows; write.
- CONCESSIONS—Can place legitimate Concessions.
- RIDE HELP—Capable Foremen and Second Men, write. BOX 1005, Albuquerque, New Mexico.
- Personal Interview—301 Indian School Road, Albuquerque, New Mexico.

## EVANS UNITED SHOWS

FIRST CALL 4TH ANNUAL TOUR FIRST CALL

- CONCESSIONS: Can use any legitimate Concession not conflicting with what we have. Good opening for Color Game, also Cookhouse catering to show people, privilege in meal tickets.
  - RIDES: We have plenty—5 office owned.
  - SHOWS: Will book any good Show, except Girl or Athletic, with own transportation. We have the best spots booked in Missouri and Kansas.
  - HELP: Can use Agents who are sober and can drive and have Missouri license. No racket or Epsies.
- Contact CLAY M. EVANS  
3417 WABASH, KANSAS CITY 3, MO. TELEPHONE WABASH 7753

### FLOYD O. KILE SHOWS

WANT—FOR 38 WEEK SEASON IN LOUISIANA, ARKANSAS, TEXAS—WANT Can place the following CONCESSIONS: FISHPOND, PITCH-TO-WIN, CIG GALLERY, HIGH STRIKER, DARTS, HOOP-LA, WATCH-LA, PHOTOS, PING-PONG, MILK CANS, POST OFFICE, AGE & WEIGHT, JEWELRY, GROCERY STORE, ALUMINUM, ETC. STOCK ONLY. ONE OF A KIND. NO office owned stores this year. Will book 1 or 2 NICE KID RIDES, also Chairplane or any major ride. Good opening for Small Arcade, Funhouse, 1 more Grind Show, Sound Car with concessions, good deal. Free Act with concessions, reliable Merry-Go-Round Foreman; Blackie Bullard, want for Bingo, write Grany. Will sell Chairplane cheap for cash and book on show, your transportation. We operate FREE GATE, NO GRIFT and FIRST IN. Have 9 FAIRS, 2 CELEBRATIONS, others pending. We don't overload our show, so contact NOW FLOYD O. KILE, Mgr., P. O. BOX 85, BATON ROUGE, LA. P.S.: Jerry Dondineau wants Buckel Agents who can GRIND. Girl for Hit & Miss. Money spots every week for these stores. Tony Burke & Swartz, who worked for me in Florida, fall of '48, contact me.

## HARRY'S GREATER SHOW

OPENING APRIL 27 IN OHIO. PLAYING ON THE STREETS OR DOWNTOWN LOCATIONS WITH A FEW FAIRS AND CELEBRATIONS INCLUDED IN OHIO, WEST VIRGINIA, VIRGINIA, NORTH CAROLINA. CLOSING NOVEMBER 11 IN SOUTH CAROLINA.

CONCESSIONS WANTED—Small Arcade, Long or Short Range Gallery, Photos, Cork Gallery, String Game, Balloon Darts, Scales and Age, Jewelry, Darts, Add-a-Ball, Cats and Milk Bottles, Pitch Til-U-Win, Basket Ball, Hoop-La, French Fries, American Palmistry. Will carry only one concession of a kind.

SHOWS—Want two neat, small Grind Shows; will give exclusive to right party with two nice shows.

### HARRY BOYLES

P. O. Box 55, Gibsonton, Fla. Western Union—East Tampa, Fla.  
P. S.: Charles Franks, with us last year, please contact.

## ALL AMERICAN MIDWAY SHOWS

Last Call for 1950—Open March 4, Robstown, Texas

Due to disappointment can use Girl Show Operator with wardrobe and P. A. Set. Also nice Bingo. Want Concessions of all kinds and Pony Ride and Train. Agents and capable Show People needed in all departments. All those contracted come on. All replies to

### HERMAN REYNOLDS

c/o ALL AMERICAN MIDWAY SHOWS SAN DIEGO, TEXAS  
P.S.: Jimmie Gattis wants A. J. Harris, Jimmie Neal, Maxie Morgan, Clifford Farmer, Mike Pearman, Clyde Brock, Mike Moore and Little Carolina to contact or come on.

## EDDIE'S EXPOSITION SHOWS

OPENING APRIL 29

WANT Ball Games, Cat Rack, Photo, Six Cats, Grind Stores, Teddy Bear, Doll and Blanket Wheels. Contact me: Professor Ritz, McTeague and Greenie.

General Agent  
JACK BIEL

1516 Mulberry Drive, Tampa, Fla.

EDDIE DIETZ

165 Monroe St., Butler, Pa.

## PAUL'S AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR 1950

Need all legitimate Stock Concessions except Bingo and Short Range. Can use nicely framed Cookhouse or Sit Down Grab that will cater to show people. Can use Shows with own outfits. Agents for Concessions, also 4 Girls for Hit or Miss Ball Games. Need Foremen for #5 Ell and Super Roll-o-Plane. Men who can and will take care of same and drive Semis. Cecil Moxley wants Agents for Stock, P. C. and Bingo. Gyms, drunks and chasers, save your time. Opening April 3rd this vicinity. All reply to

P. A. Serimager, c/o Paul's Amuse. Co., Box 162, Conway, Ark.

## PLAYTIME SHOWS

**#1 Unit Opening Early**  
**Playing Northern New England.**  
**8 Fairs, 3 Celebrations Including**  
**WOODSVILLE, N. H., 4th of July.**  
**WANT—Grind Stores, Custard,**  
**Scales. No grift or Gypsies.**  
**Kid Rides, Motordrome, Monkey**  
**Speedway.**  
**Clean Shows with own equipment.**  
**Want a good BILLPOSTER.**  
**Ride Help for 8 Major Rides.**  
 Write:  
**E. W. BURR**  
 Box 206, Quincy, Mass.

## Lawrence Greaser Shows

America's Most Progressive Carnival

### WANT

Frozen Custard, Photos, American Palmistry. A-1 Combination Billposter. RIDE HELP and Useful Show People in all Departments. All replies to:  
**WINTER QUARTERS—Moultrie, Ga.**

### FOR SALE

## ROCK-O-PLANE

Can be booked on the  
**CETLIN & WILSON SHOWS**

Write or Wire

**WILLIAM HARTZMAN**

Box 787 Petersburg, Va.

## HAVE AVAILABLE FOR 1950 SEASON

### FOR PARK OR RESORT LOCATION

5 MAJOR RIDES—#5 Ferris Wheel, Looper, Cat, Tilt, Merry-Go-Round, 36 ft.-3 abreast.  
 6 KIDDIE RIDES—Airplane, Auto, Boat, Roto Whip, Chairplane, Railroad.  
 All rides new, used only 12 weeks indoors. Would prefer one location but will split if necessary. Write:

**COASTAL AMUSEMENT CO., OF N. J.**  
 #815 COMMONWEALTH BLDG.  
 PHILADELPHIA 7, PA.

## FOR SALE

On account of poor health I must sell my Rides as follow: 3-Abreast Merry-Go-Round, #5 Eli Ferris Wheel, 10-Car Kiddie Auto Ride, 24-Seat Chairplane. All Rides with transportation. Popcorn, Candy Apple, Floss, Custard and Grill Trailer. All equipment in operating condition, with 3 months' booking in a big city. Price right.

**BOX D-331**

c/o The Billboard Cincinnati 22, O.

## World of Pleasure Shows

Now Contracting for 1950

**RIDES—SHOWS—CONCESSIONS**

**JOHN QUINN**

11270 Culf Blvd. St. Petersburg, Fla.

## ATTENTION

**FAIR AND CELEBRATION COMMITTEES IN NEW ENGLAND**

Can furnish from one to seven Rides, also Concessions or complete Midway on percentage or rental basis.

**SPRINGFIELD BAZAAR CO.**  
 125 Franklin St., Springfield, Mass. Phone 6-0237

## Week Stands Enticed Roy Jones After Years of Circus Trouping

(Continued from page 54)

sale of ads to sponsoring merchants, and the return for a number of years was excellent.

### Carnival Press Agent

After the screen test promotion wore itself out, Roy took to the road as press agent for the United Shows of America. He trouped with Sam Solomon for a year and then became associated with Pete Cortez, presenting store museums in every large town in the nation. The venture clicked and Roy handled a lot of money. For about 12 years he went without a vacation.

Roy joined I. J. Polack and served the Polack Bros.' Circus as assistant manager for several years. He recalls that he enjoyed every minute of his association with Polack and Louis Stern, the owners, and might still be with the org except that the flesh was weak. His knees and ankles finally gave out after many weeks of standing on the concrete floors of arenas. Then, too, the long jumps were not conducive to any degree of relaxation. Roy recalls one 2,300-mile jaunt that took the unit from Akron to San Francisco. The jump and make-ready for the first show had to be accomplished in five days. While this was the exception, 500-mile jumps were common.

### With Clyde Beatty

Handling the Side Show during two seasons with the Clyde Beatty Circus in Canada proved the most lucrative experience in Roy's showbiz career. Roy says that he made more money than he had ever earned before in his life and would have stuck, but the routing was too rough. The inhabitants of Western Canada hadn't seen a circus in a number of years and when the Beatty org bowed in it found nothing but "gold in them thar hills."

After leaving Beatty, Roy joined

the Sparks Circus for its revival. He quit that unit to join Jimmie Strates, and like all other employees of the affable Jimmie, he sings the praises of the boss man.

### Never Went Hungry

In his lengthy career Roy has naturally encountered both good and bad times. Money wasn't always easy, but Roy reports that he always had a few bucks in the bank and never went hungry; the latter a sort of service badge exposed for admiration by many an old trouper.

Roy makes his home in Dallas with his wife Ruby, but they don't get the opportunity to spend much time there. The lengthy season of the Strates show, which includes Florida winter fairs, the several conventions he finds it necessary to attend and some supervisory work at the org's Orlando, Fla., winter quarters keep Mr. and Mrs. Jones hopping from one hotel to another.

### Five Grandchildren

Mrs. Jones travels with Roy everywhere he goes and everything is fine, except that they do get lonesome for their kids and the five grandchildren they get to see all too seldom. Roy had two children by his first wife, Mrs. Lillian Kincaid, of Akron; Earl D., Louisville, and two stepsons, William and Hugh Davis, both of whom reside in Dallas. His daughter was in show business but retired when she married. Earl remained away from the business after returning from a stretch in the army during the war.

Roy served with the army two years in the first war. He is a member of the Masons, belonging to the Oriental Lodge, Chicago; the National Showmen's Association, Showmen's League of America Arizona Showmen's Club, Pacific Coast Showmen's Association and the Greater Tampa Showmen's Association

## PROMOTERS OF INDOOR AND OUTDOOR EVENTS

Services of high class Concessionaire available from February through June. Stainless steel equipment, clean modern stands, uniformed employees serving best products obtainable. Can handle complete concession setup for any size attendance. Flat or P. C. References furnished. For additional information, contact

**J. R. BEGAN ENTERPRISES**

131 STATE STREET

BOSTON 9, MASS.

## NESSLER'S SHOWS

OPENING APRIL 24 WITH A ROUTE OF FIRST IN STILL DATES AND 16 FAIRS AND CELEBRATIONS. WE CARRY SEVEN RIDES AND FREE GATE. NO RACKET OR GYPSIES. CONCESSIONS: Watch-La, Hoop-La, High Striker, Ball Games, Glass Pitch, Coke Bottles, Bowling Alley, String Game, Balloon Darts, Fishpond, Age and Weight or any legitimate Stock Concessions. Reasonable percentage. WANT SIT DOWN GRAB, MUST BE FIRST CLASS. RIDES: LEASE OR BOOK, Spitfire, Octopus, Roll-o-Plane or any ride not conflicting. WANT SHOWS WITH OWN TRANSPORTATION. HELP: Second Men on all rides; no drunks and must have licenses and drive semi. AGENTS: For Bingo and Caller, Color Game, Ball Game, COUPLE TO RUN ARCADE (Mr. Truman, answer), Foreman for Chairplane, LOT MAN with Concessions. Write, Phone, Wire.

**B. NESSLER, Sandoval, III.**

P.S.: FOR SALE—ARCADE, TWO EVANS' AUTOMATIC ROLL DOWNS, CHEAP, USED 4 WEEKS; BINGO, 18x36, A-1; 1 ELI AND WAUKESKA MOTOR, REASONABLE.

## EDDIE L. WHEELER SHOWS

OPENING EARLY IN MARCH IN GEORGIA BEFORE GOING NORTH  
 Want Merchandise Concessions of all kinds except Popcorn, Snow, Jewelry. Good opening for small Cookhouse or Sit Down Grab, small Bingo. Will place one Clothes Pin, Six Cat, Two Palmistry Concessions. Want Agents for office Skillo, Rolldown, Hanky Panks.  
 RIDES: Any ride not conflicting, especially Merry-Go-Round and Kiddie Rides, on low percentage. SHOWS: Monkey, Animal, Shows of merit with own transportation. Ride Help for Ferris Wheel and Chairplane. Concessionaires and useful people with me before, contact.

**EDDIE L. WHEELER**

Route 2, Calhoun Road, Rome, Georgia

Telephone 22575

## MERRYLAND SHOWS

Now booking. Want Concessions of all kinds—Grab, Jewelry, Ice Cream still open. Shows—Want Fun House, Glass House, Unborn or Penny Arcade. Ride Help in all departments who can drive semi. No chasers or drunks. We play on the streets and lots right downtown, all contracted. We open April 7 vicinity of Detroit. Write—Phone—Wire

**C. CRITTENDEN, Owner-Mgr., Midland, Michigan**

## From the Lots

### Cal-Mo

MENDENH'LL, Miss., Feb. 18.—Org played a two-day spot at Purvis, Miss., January 23-24, then moved here for January 28-February 5. Show will lay off a week to paint and repair. Org will play downtown Canal Street at the Mardi Gras, New Orleans February 9-22. Sparky, clown, will be featured on midway. Ralph Dietzel was married to Norma Eckman, of McComb, Miss., at Jackson January 31. Brother Russ Dietzel was best man and show celebrated with a wedding cake. Mr. and Mrs. R. J. McMillin have re-joined. Bob Black is a new agent on midway. L. R. Edwards has added his What Is It grind show.

## LOOK--WANTED--LOOK

Charleston, S. Car., three big weeks, all downtown locations. No flats. Hanky Panks of all kinds. Sell X on Bingo, Custard, Novelties, two Ball Games, Photos, Penny Arcade, Center Grab, Rides—Two Kid Rides, Auto and Pony. Shows—Colored Minstrel, must have own equipment; Wild Life, Fun House, Big Snakes, Ten-in-One. Jimms Schaffer, I wired you; come on. MILLER AMUSEMENT COMPANY, all this week, Beaufort, S. Car. P.S.: Clarence Thomas, Jack Orr, Harry Lee Walker, Doc Thomas, Bill Prevast, Bill Porter, contact.

### FOR SALE

## SILVER STREAK RIDE

This ride is in perfect condition, has operated in same location each season; twelve car, portable. \$4,500.00.

**MODERN AMUSEMENT CO.**  
 Seaside Heights, N. J.

## FOR RENT

Carolina Beach, N. C., concession stands suitable for Lunch, Bingo, Games, Beachwear. New building, center amusements, hottest location. Rents start \$500.00 season. Contact

**SIDNEY ABRAMS**

Conway, S. C.

## IRVIN NIXON

CONTACT ME AT ONCE

Call Mobile 7-7946 or air mail to Eight Mile, Ala.

**DUB DUGGAN**

Pan-American Animal Exhibit

## WANT TO BUY

Merry-Go-Round or Horses and Parts for Merry, also Kid Rides. State make, condition, best price. Have Boomerang, Park Merry-Go-Round, Double Loop-o-Plane for sale or trade.

**F. ALLEN**

1400 Brewerton Rd. Syracuse, N. Y.

### NEW LOCATION

## S & J PRODUCTS

305 S. Main St., MEMPHIS, TENN.

Carnival Supplies, Glassware and Slum  
 Phone: 8-2026

## LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave. S. W., on Highway 41 going south. Atlanta Georgia Fairfax 2626

Quality Trailers New & Used

## JORDAN'S

### 5-STAR LOCATIONS

1—505 N.E. 23, Oklahoma City, Okla.  
 2—901 N. Ash, Pauls Valley, Okla.  
 3—1506 W. 3rd, Elk City, Okla.  
 4—1701 N. Grand, Enid, Okla.  
 5—E. Hiway, Snyder, Texas

Easy Terms Liberal Trades  
 The Showman's Friend

## WANTED

### FOR ANNUAL DOGWOOD FESTIVAL

Third or Fourth Week in April

**RIDES AND OPERATORS ON PERCENTAGE**

Write—FESTIVAL, Camdenon, Mo.

## JIMMIE CHANOS SHOW

### WANTS

Nice clean Cook House that caters to show people. Legitimate Concessions of all kind—High Striker, Bumper, Pitch Till You Win, Ball Games of all kind, Balloon Dart Game, Jewelry Store or any other legitimate Concession. Want Penny Arcade and Girl Show people; we have complete outfit for right people. Ride Help of all kind; have nine Rides. Help who were with me last year, write. This show has no gate and no racket. Show opens last week in April in Indiana. All replies to

**JIMMIE CHANOS, 11 N. W. 70TH ST., MIAMI 38, FLORIDA**

## B & C EXPO SHOWS

### OPENING APRIL 29—NOW BOOKING

Rides—One more major. Shows—Fun or Glass House, Motor or Monkey Drome, 10-in-1. Concessions—What have you? Place legitimate outfits of all kind. All people with us last season contact now. This show holds contract for 5 New York State and three in Pennsylvania, with three more pending. Starting July 31st. What more could you want? Get with it now. All address:

**B & C EXPO SHOWS, HEMLOCK, N. Y.**

**W. G. WADE SHOWS**  
Now Contracting for 1950 Season  
RIDES—SHOWS—CONCESSIONS

**CAN PLACE DARK RIDE**  
Full Operating Season Starting in April,  
Thru Middle of October.

G. P. O. Box 1488  
Detroit 31, Michigan

**TERRELL BROS.' CIRCUS**

WANTS FOR LONG SEASON—WEEK STANDS  
Carnival Type Side Show  
2—Plt Shows—2

With outfit and transportation. Under  
crnas, no trailer shows. MIDWAY-GRAND-  
STAND CONCESSIONS OPEN.  
110 1/2 N. 21st St., Room 310, Phone 83-2312  
Birmingham, Ala.  
"MAC" and Edie, contact.

**FOR SALE**

1948 ROLL-A-WHIRL RIDE, \$1,200.00

Can be seen in operation at Tampa Fair.  
Also 15 kw. Light Plant, \$300.00.

**D. REX BARNES**  
6506 Florida Ave. Tampa 4, Fla.

**Now Booking Rides**

Would like to book or lease El Wheel or  
Merry-Go-Round or both. Have transportation.  
Will recondition and repaint either  
available for lease. Also all Concessions  
open. Small 4-Ride show to open May 15th  
Northern Illinois pay-roll towns. Celebrations  
thru Iowa and Missouri, July, August  
and September.

**Yager United Attractions**  
1404 35th St. Kenosha, Wis.

**WANTED**

Independent Rides for Celebration,  
July 2-3-4. Write  
**GENE COLBERT**  
The American Legion, Casey, Ill.

**DEWISE PURDIN**

WANTS FOR SIDE SHOW  
Opening April 17 with Vivona Bros. Shows  
Sword Swallower, Fire Eater, Mentalist,  
Freaks of any description or Acts to feature.  
(Lola, contact.)  
**DEWISE PURDIN**  
125 N. 20th Ave. Hollywood, Florida

**NOTICE**

AMUSEMENT COMPANIES  
SPRING FESTIVAL, MAY, 1950  
COUNTY FAIR, OCTOBER, 1950  
Write  
**W. E. AYCOCK** Moultrie, Georgia

**CARNIVAL PLASTER**

We manufacture the largest assl. of large  
and small items. Good workmanship with  
plenty of flash, plus new items, and items  
made to order. If you tried the rest, why  
not try the best. We are equipped to  
supply any demand.  
**D' LUCA'S ARTCRAFT**  
Phone 9533 R. D. 7, Sharpsville, Pa.

**MERRY-GO-ROUND HORSES WANTED**

Must be jumpers and in good condition. Can  
use Small, Medium or Large Horses for Herschell-  
Spillman 40 ft. ride.

**GRIFFEN AMUSEMENT CO.**  
Jacksonville Beach, Florida

**JACK RENFRO WANTS**

Skills and Razzle Dazzle Agents. Chubby Neal,  
Ray Bona, Billie Hatcher, John Centrey, Don  
Bremmen, others who worked for me before.  
Open March 4th, J. A. Sparks Show. Address:  
816 Hurley St., Waycross, Ga., Phone 828-R,  
until Feb. 27; then Winter Quarters, Natper  
Field, Dothan, 86.

SERVING THE WEST OVER 20 YEARS

**WEST COAST SHOWS**  
**Mike Krekos** GENERAL MANAGER

OPENING MARCH 20, VISALIA, CALIF.  
12 RIDES—8 SHOWS—40 CONCESSIONS—SENSATIONAL HIGH ACT

ATTENTION! All people holding contracts for shows and concessions  
for 1950, please contact Harry Myers, Madera Fair Grounds, Madera,  
Calif., for information.

SHOWS—Can place several clean, entertaining shows of merit for 1950.  
Desire Mouse Circus, Freak Animals, Mechanical Shows or Crime  
Shows. Ginger Ray, Girl Show operator, wants dancing girls for Num-  
ber One Show and Number Two. Contact her through our permanent  
address.

CONCESSIONS—We have several openings for Merchandise Conces-  
sions that do not conflict. Contact Harry Myers for information.

RIDES—Can place any rides that do not conflict. Ride help in all de-  
partments. Contact Virgil Latesker, Ride Superintendent, Madera, Calif.

OUTSTANDING PROVEN ROUTE of (First In) Still dates plus the  
greatest array of Fairs and Celebrations.

WEST COAST EXPOSITIONS SHOWS OPENING FIRST WEEK OF MAY  
WANT

INDEPENDENT RIDE OPERATORS—Get in touch with us for any  
major RIDES that do not conflict. We prefer one party to book with us  
two or three Kiddie Rides. Must be in A-1 condition. We have open  
several concessions for the Number Two Shows. Contact us and tell  
us what you have to book. For further information in regard to West  
Coast Exposition Shows, contact

**MIKE KREKOS or ED HARRIS**  
Permanent address 500 Clement Street, San Francisco, Calif.  
**NO COLLECT TELEPHONE CALLS or TELEGRAMS ACCEPTED**

**Want—Leeright's Midway Exposition Shows—Want**

12 RIDES 8 SHOWS 40 CONCESSIONS

Opening April 14 at Lamar, Colorado, under strong auspices and playing a choice spring route  
of pay roll towns followed by such outstanding spots as Wamego, Kansas City, Downs Annual  
Celebration, Hoxie Fair and Rodeo, Rooks County Fair, Stockton, Lyon County Fair, Emporia,  
all Kansas; Crete, Nebraska, Annual Celebration; Johnson County Fair; Sidney, Iowa, Rodeo;  
Nevada County Fair; Prescott, Arkansas, and many others in Kansas, Oklahoma, Iowa and  
Arkansas.

Want rides not conflicting: Spitfire, Rock-o-Plane, Octopus, Roll-a-Whirl, Little Dipper.  
Want shows: Mechanical, Glass House, Snake, Jig (Jimmie Lane, write me). Capable managers  
for Athletic, Funhouse, Monkey Auto Drome, and Girl Revue.

Concessions: Long Range, Basketball, Ball Games, Sling Shot, Novelties, High Striker, Penny  
Pitch, Jingleboard, French Fris, Scales, Age. Particularly want Metro Derby on per cent.  
Stock Stores. What have you?

Help: Want sober and reliable Ride Help on Rides, Shows; Concession Agents. Ralph Bowers  
wants Bingo Help. All help must drive semi. Gen Edwards, transportation supt. Virgil Groven-  
burg, ride supt. Fred Shufelt, Diesel electrician.

For Sale: 8x8 Blue Top Popcorn Outfit, bargain; A-1 Basketball Concession, will book on show.  
8 Car Kiddie Auto Ride, cheap; 24 Seat Jones Mixup, a steal. 1948 super Roll-o-Plane, A-1 shape,  
transportation if desired or will trace for other ride. Write, wire (please do not phone) all  
replies: J. R. LEERIGHT, Manager, Winter Quarters, Hasty, Colorado.

**PECK AMUSEMENTS**

7 RIDES—25 CONCESSIONS  
SHOW OPENS APRIL 17TH, WITH 19 SPOTS IN INDIANA AND ILLINOIS, 14 FAIRS AND  
CELEBRATIONS—THEN MISSISSIPPI SEPTEMBER, OCTOBER, NOVEMBER  
WITH 10 BONA FIDE FAIRS BOOKED.  
—LONG SEASON—GOOD SPCTS—  
NOW BOOKING

CONCESSIONS: Novelty Photo, Snow, Long Range, Short Range, Ball Games, Arcade and  
other Stock Concessions. SHOWS: Monkey, Animal, Mechanical with own transportation  
and equipment. RIDE HELP: Competent and sober men for Tilt, Wheel, Comet. Good  
wages, must drive semi. No Gypsies or Girl Shows. Blackie Burlingame comq on. Quarters  
opens March 15th.

Address 495 S. YATES, KANKAKEE, ILLINOIS

**STATE FAIR SHOWS**

OPENING MARCH 18TH — CALDWELL, KANSAS  
WANT . . . WANT . . . WANT

SHOWS—Can place Mechanical Show, Geek Show, Wild Life or any other show not conflicting.  
RIDES—Have all I want; but can always use good Ride Help. CONCESSIONS—Can place Ball  
Games, Lead Gallery, Glass Pitch. Will sell X on Novelties, Cotton Candy, Slum, Clothes Pin,  
Age and Weight, Pan Game, Jewelry, Coke Bottles, Hi Striker or any other Hunky Panks not  
conflicting and up to our standards. Will place Agents for following flats: One Skillo Agent,  
Two Roll-down Agents, Two Razzle Agents and One Pin Store Agent. NOTE—we work. (Bob  
Bennington, what happened.) Winter quarters now open. Free parking with lights at Perry,  
Okla., Fair Grounds. I positively hold contracts for 8 fairs in Colorado, Kansas, Wyoming and  
Montana with 5 more pending. Have two weeks in the heart of Denver. Show carries 5 major  
rides plus kid rides, with 8 shows and 40 concessions. EMMITT BUFKIN, legal adjuster.  
ALL WRITE OR WIRE SCOTT LAMB, MGR., General Delivery, Perry, Okla. No phone calls.

**SUNSET AMUSEMENT COMPANY**

WANTS KIDDIE RIDES FOR 1950 SEASON  
First opening in the past 8 years  
WILL BOOK FIRST-CLASS ARCADE  
Opening Thursday, April 20, Excelsior Springs, Mo.  
Address: SUNSET AMUSEMENT CO., P. O. Box 468, Danville, Ill.

**FOR SALE FOR SALE**

Fruehauf Trailer, 32 ft. long (underslung). Chevrolet Tractor, with stick, practically new.  
Rat Game, Duck Pond, Six-Cats, 2 Punk Ball Games. Beat-the-Dealer and Pea Pool Tables.  
Will sell all or separate.  
**JOE KANE**  
e/o Vagabond Trailer Court, St. Petersburg, Fla. (Phone) 96-2811)

**U-BUILD-IT**  
ALL METAL—  
EASY TO ASSEMBLE—  
Traveling—  
Vending Trailer



**WE FURNISH EVERYTHING**  
All high strength steel prefabricated chassis  
and frame work.  
**LIGHTER, STRONGER, LONGER-LASTING.**  
Caravan or Conventional style.  
Standard shell sizes: 12', 16', 20', 24', 28'  
and 32' body lengths. Either for concession  
or house trailers. Send 25¢ for catalog and  
further information.

**U-BUILD-IT TRAILER**  
TRANSPORTATION SPECIALTIES, INC.  
Route 20, Box 617, Elkhart, Indiana

**AMERICAN EAGLE SHOWS**

HAVE FOR SALE  
1946 MODEL SPITFIRE  
Bottom Loader. With or without transporta-  
tion. Ride completely overhauled and  
Painted. Best cash offer.

WANT TO BOOK  
Cookhouse, Scales, Age, Some Percentsize,  
Fish Pond, Jewelry, Bowling Alley or any  
Concession not conflicting.

SHOW OPENS MARCH 8 IN MISSISSIPPI  
**DANNY ARNETT, MGR.**  
YAZOO CITY, MISS.

**FOR SALE**

Complete, ready-to-go Exhibition Show, con-  
sisting of 1936 Packard Deluxe Sedan,  
equipped with six wheels with double duty  
practically new truck tires; a hitch and new  
Betterbuilt Dolly; a 26 ft. long, 7 ft. wide  
all-steel factory-made frame trailer to trans-  
port exhibit, with additional sleeping com-  
partment in one end. With sixteen 5 ft. tall  
by 3 ft. 10 inch wide oil paintings of the  
national parks in the U. S., with rustic type  
frames. Will sell car, trailer and exhibit for  
\$1000.00. Trailer alone worth \$450.00. It is  
five years old, has four wheels, air brakes  
and new tires and tubes.  
**MRS. BERTHA L. RITTER**  
264 South Michigan Ave. Pasadena 5, Calif.

**WHAT YOU HAVE BEEN WAITING FOR**

**SHOW BANNERS**  
by  
**BOBBY WICKS**  
4207 Lauber Way Tampa, Fla.

**WANTED**

First class Carnival or Circus. Very good  
show center, high ground, plenty of parking  
space. Approximate population in radius of  
25 miles, 60,000 to 70,000 people, plus 3  
colleges. Property free. Write or phone:  
Potsdam 4802.  
**JACK HARRINGTON**  
Roman Garden Potsdam, N. Y.

**WILL BOOK**

Several Concessions. Popcorn now open.  
Only one. Will book free privilege the first  
Major or Kiddie Ride that contacts me first.  
Good spots to follow.  
**TONIE'S AMUSEMENTS**  
Baton Rouge, La., Feb. 21-28

**FOR SALE**

**CONCESSIONS**  
Popcorn, Novelties, Snow Cone, Candy Floss  
and Shooting Gallery. Also Buildings &  
Equipment. 4 Year Contract. Located in  
park in St. Louis, Mo.  
BOX 120, c/o Billboard Pub. Co.  
390 Arcade Bldg. St. Louis, Mo.

**WANTED**

**TREMONT, PA., ANNUAL HOMECOMING**  
Week of July 3 to 8 inclusive.  
Free Acts, Rides, Concessions.  
Contact  
**E. S. PUTSAVAGE**

**WANT TO BOOK**

SHOWS—5-in-1, Snake, Hillbilly, Illusion,  
Girl or any show of merit. Dale Parrish, let's  
hear from you. Have a very good route  
booked and no lay-offs. Will buy Octopus  
and Kiddie Airplane ride; must be in good  
condition.  
**ROGERS BROS.**  
Pelican Rapids, Minn.

# WALLACE & MURRAY

## Featuring Bruno Zacchini Cannon Act

We have Merry-Go-Round, Ferris Wheel, Tilt, Swings, Roll-o-Plane, Octopus, Kiddie Cars, Kiddie Swings. Will book any non-conflicting ride.

Will book Fun House, Snake Show, Penny Arcade. Carmen Del Rio, contact Kitty Kelly. Cliff Osteen and Nathaniel Gray, contact me at once. Flash Williams will buy Motor Drome Machines.

Will book Bingo, Custard and Diggers exclusive. Want for open midway, Concessions of all kinds. Mrs. Wallace wants P. C. Agents. Jimmy Cyr wants Six Cat Agent. Ben Braunstein, call Augusta 39224. Want Ride Help on all rides. Winter quarters now open. At Coffey trailer park.

Official opening Augusta, Ga., March 16 to 25, Florence and Mill St. NOTICE, FAIR SECRETARIES, CELEBRATION COMMITTEES AND CIVIC SPONSORS If your city can support Ten Rides, Ten Shows, Forty Concessions and sensational free act, contact us and our representative will call on you.

## WALLACE & MURRAY SHOW

Box 896

Augusta, Georgia

39th Annual Tour  
Winter Quarters  
Now Open

## HELLER'S ACME SHOWS

39th Annual Tour  
Winter Quarters  
Now Open

Opening April 7th, 3 Saturdays—2 Sundays, on Route 6, Saddle River, one of the most traveled highways in the East. Spot in center of Paterson, East Paterson, Garfield, Clifton, Hawthorne, Lodi, Haledon, Ridgewood, Midland Park, and Passaic. Not one town more than two miles from lot.

Want Shows of all kinds; will give reliable showman whole back end. Can use two Girl Shows. Want Help for 10 Rides. Foremen on Chairplane, Whip, Kiddie Rides, Ferris Wheel, Leaping Lena, Spitfire, Merry-Go-Round, Octopus and Ocean Wave. All Concessions open except Cook House, Pop Corn, French Fries, Diggers, Duck Pond, Bowling Alley, Cat Racks, Short Range Gallery, Palmistry, no Gypsies. Want Man with one or two Stock Wheels who can work 25 cents. P. C. No racket on this Show. Have 2 Free Acts booked. Wizard of the Air and Gangler's Circus. Two big Kiddie Days each week. Fair Secretaries, have dates open after October 21st for North or South Carolina. Nick Rotarys, J. Fernizies, John J. Wright, Cliff Carter, J. V. Paxton, Clifford Lambert, Lew Alters, George Davis Hensly, Frank Turner, Frank Auger, Clyde Van Vost, Stanley Zelinskie, Sol Nugger, Joe Ross, also P. C. Agents. Johnny Glin, all boys with me last season, please answer. All Address:

**HARRY HELLER, Manager**

BOX 6, Campgaw, N. J. Phone: Wyckoff 4-0333-M.

ATTENTION, Al Herzog, Jack Kerns, Hilliard, Monkey Joe, and Geo. Flagar, please answer. 8 Fairs booked to Oct. 21st; 4 more pending. The best route this show ever had. 4 big Celebrations. Want for No. 2 Unit, Ferris Wheel; will book or buy or give good proposition. I have 4 other Rides of my own.

## Marion Greater Shows

GRAND OPENING HARTSVILLE, SOUTH CAROLINA, MARCH 4TH THROUGH THE 11TH  
TWO SATURDAYS

Open Midway, booking Concessions of all kinds. Will sell X on Bingo, also Cook House. Attention, Show People—Can use useful Show People for our Side Shows. Attention, Girl Show Operators—Can place Girl Show Operators with Girls and Costumes. Attention, Minstrel Show Performers—Can place Minstrel Show Performers and Musicians. We will move on lot the 2nd of March, Hartsville, South Carolina. All replies to

**MARION H. SPILLERS, Owner**

St. George, South Carolina, or F. E. Spain, Business Manager, 2301 Main St., Columbia, South Carolina Phone: 27143

## INTERSTATE SHOWS

OPENING MARCH 15

SHOWS: Side Show, Girl Show, Monkey Show, Penny Arcade, Glass House, Fun House and Motordrome with or without transportation.

RIDE HELP: Want Foreman and Second Men for 10 major rides.

CONCESSIONS: Will book Fish Pond, Bowling Alley, Cigarette Gallery, Ball Games, Guess Your Age, High Striker, Diggers, Frozen Custard, French Fries or any legitimate concessions. No Flats or Gypsies wanted. Want to book up-to-date Bingo. All Dorso, let me hear from you at once. Warren Rice, get in touch with me. Walker Osbourn, answer.

Want a 24 Hour Man who is capable of putting out paper, promoting Kiddie Matinees and handling newspaper and radio publicity.

Winterquarters is now open. If you have any repairing or painting to do on your equipment you are welcome here. Plenty of parking space, water and lights. Located at Municipal Airport, Highway 17, toward Brunswick, Ga., in Building 102. All replies to

**H. B. ROSEN, Mgr. Interstate Shows**

P. O. Box 143

Jacksonville, Fla.

## GLEN JONES CIRCLE "J" RANCH

### DONKEY BASEBALL

NOW BOOKING FOR 1950 SEASON IN EASTERN STATES FROM MISSOURI  
INTO NEW ENGLAND AREA.

Organizations need money? This is one of the easy ways to get it. Organizations furnish players and place where event is to be held and we furnish trained donkeys and put on the game for you. We have well trained donkeys that are completely pets, but can give you action, thrills and spills. Write

**GLEN JONES**

643 E. 13TH ST.

SEDALIA, MO.

## WILSON GREATER SHOWS

OPEN MARCH 11, PHOENIX, ARIZONA

Want Ride Help for 2-Abreast Allan Herschell Merry-Go-Round, No. 12 Eli Wheel, Chairplane, Whirl, 2 Kiddie Rides, Man to take charge of 3 Shows. Agents for Ball Games, Country Store, Cork Gallery, Add Up Darts, Nail Game Swinger.

Want Couple to take over Cookhouse. Some Concessions open. Bingo open. Show will play Arizona, New Mexico, Colorado and Utah.

All replies to

**LOYD WILSON**

204 SOUTH 23 ST.

PHOENIX, ARIZ.

## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, Feb. 18. — Bill Carsky, recently returned from Florida, presided at the regular weekly session. With him were Treasurer Walter F. Driver, Secretary Joe Streibich, Jack Duffield and Lefty Ohern.

Anthony R. Sibano was elected to membership.

News of the death of Mrs. R. J. Purcell, Pa. Purcell's mother, was received. Funeral will be held Monday (20) in Grand Forks, N. D.

Cecil Meyer dropped in for a visit. The new television set has been installed in the club.

Jack Benjamin, Pete Andrish and Ralph Wible are still hospitalized. Bob McDowell is in the hospital with a sprained ankle and a wrenched back. Davia (Foxie) Goldfen is in American Hospital. No late news on William E. Saunders, W. O. Perrott and W. C. Deneke. Tom Auman has been discharged from the hospital. Eli Rudick suffered a heart attack in Miami.

Al Sweeney is getting plenty of publicity for the Buffalo Bill birthday party Saturday (25).

### Ladies' Auxiliary

President Margaret Filigrasso presided at the regular weekly meeting, assisted by Mrs. R. Glick, first vice-president; Louise Rollo, second vice-president pro-tem; Mrs. Boo Seery, treasurer; Elsie Miller, secretary, and Margaret Jeske, chaplain.

Correspondence was read from Babe Keath, the Heart of America Auxiliary, Loretta Ryan and Alberta Mack, secretary of the Miami Showmen's Association.

Mrs. Jack Wilner and Audzia Stefanowicz were elected members.

Ann Sleyster, welfare committee chairman, reported Marie Brown and Margaret Hock confined to their homes with colds, with Blanche Latta Clara Barker, Leah Gluskin and Margaret Shapiro reported recuperating from recent illnesses. Pat Seery, recently returned from Florida, reports her husband, Bob, still under doctor's care there.

### Pacific Coast

#### Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 18.—President Joe Krug presided at the regular weekly meeting. Also on the rostrum were Vice-President M. J. Doolan and Hunter Farmer, Chaplain Jack Hughes and Secretary Louis Manley. A moment of silence in respect to Herb Usher Sucher and John M. Miller was observed.

Elected to membership were John Snobar, Jerome Kissell, Carroll Kaler, Bert Nelson, J. B. Bills, James A. Wise, Benjamin H. Stone, Fred J. Novetti and John Keller.

The drawing was won by President Krug.

Final report on the Hi-Jinks showed a profit of \$1,000. Chairman Charles Walpert was given a standing vote of thanks.

### Ladies' Auxiliary

Monday (13) meeting was called to order by President Lille Schue, with the following officers in attendance: Opal Manley, Midge Holding and Lucille Dolman vice-presidents; Morosa Herman, secretary, and Peggy Forstall treasurer. There were 61 members present. Eunice Oleson, Dorothy Scott and Sunny Day sat on the rostrum.

Letters were read from Patti Cook, Lucille King, Marie Rhodes, Charles Walpert and the Miami Showmen's Club auxiliary. Mayme Butters and Ann Stewart were reported ill. Improvement was reported for Patti Cook, Lucille King and Mabel Starke. At a board meeting, held earlier, President Schue announced she would donate \$25 and a year's paid-up card for the person bringing in 10 or more members this year. Betty G. Coe offered \$15 as second prize for the one bringing in five or more members.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 18.—Plans are under way for the annual Barn Dance in the clubrooms March 18. The entertainment committee, headed by Chairman Harry Kaplan, advises that it is preparing a number of surprises.

Newlyweds Mr. and Mrs. Charles J. Morris left for a honeymoon in the Adirondacks. Herman Moskowitz has recovered from a lengthy illness and visited the club to express appreciation for remembrances from club members.

Still on the sick list are Herman S. Robinson, Fort Howard Hospital, Baltimore; Fred Perkins, Massachusetts General Hospital, Boston; John Nichols, 30 Harding Place, New Haven, Conn.; Jack Lichter, James Cox, True Perkins and Irving Udowitz.

John McCormick is vacationing in Hot Springs. Returning from Miami recently were Moe Elk, Jack Agree, Herman Cohen, Tom Coffey and Daddy Simmons. Recent visitors included Charles Blum, Al Crane, Murray Spitzer, A. J. Merrill, Matty Burns, Ben Rosenberg, Larry Benn, Al Horowitz, Ben Merson, Charles Reich and Sam Bibring.

### Ladies' Auxiliary

Six past presidents of the auxiliary were hostesses at a card party in the clubrooms Tuesday (14), with five of the past presidents in attendance: Dorothy Packman Goldberg, Midge Cohen, Blanche Henderson, Anna Halpin and Queenie Van Vliet. The sixth, Edna Lasures, sent greetings from Florida.

In spite of inclement weather, there were about 100 members and their friends at the party. Table prizes were awarded. A door prize, donated by Anna Halpin, was won by Treasurer Sidone Silver. Prizes were won by Fay Freeman, Ruth Herman, Mack Brooks, Veronica Zucchi, Mack Goldberg and a guest of Lillian Wallenstein.

The hostesses, assisted by Mollie Spitz and her entertainment committee, served refreshments. After an introduction of past presidents by Midge Cohen, President Ethel Shapiro made a short address.

Margie Kaufman is in Nesbitt Memorial Hospital, Kingston, Pa., recovering from a major operation.

Plans for the donor luncheon at the Commodore Hotel March 18 are progressing. Treasurer Sid Silver has already sold the necessary books to obtain her ticket. February 22 is a social evening.

The board of governors held its regular monthly meeting Tuesday (7) with Chairman Queenie Van Vliet presiding and 26 members in attendance. An amendment to the constitution was read which had been proposed by Vice-President Magnolia Hamid, providing that when nominees for office have been selected a ballot shall be prepared and one mailed to every member. It was recommended that the proposed amendment be presented to the body at large, which was done the following night at the regular business meeting. This will be voted on at a later date.

The business meeting was presided over by President Ethel Shapiro, with all officers and 45 members present. After the invocation a moment of silence was observed in memory of Mack Harris, husband of organizer Ida Harris, who died at Asbury Park, N. J., February 4.

Jane Bruderlein and Bella Olsen were welcomed back by the president. Nat Abramson, of WOR, was introduced by Past President Anna Halpin. Abramson is president of the organization that operates the Loyal Town camp for underprivileged boys. He described the founding and operation of the camp and answered questions.

**Heart of America Showmen's Club**

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 18.—Regular weekly meeting was called to order by President L. K. Carter, who after opening, turned the gavel over to Second Vice-President H. S. (Curley) Clark, who conducted the meeting; Secretary Al. C. Wilson and Treasurer George Carpenter were on the rostrum. Attendance was 41. Castle A. Woolverton was elected to membership. Lawrence Riley, past president of the club, is seriously ill at his home, 5230 Brookwood Boulevard. Cards will be appreciated. Letter from Raymond Clayton, now in Florida getting equipment ready for opening.

Committee was appointed to investigate the purchase of a building at 13th and Broadway for the club's home. Saturday night jamboree continues to draw capacity attendance. Edward (Silm) Johnson, wife and baby daughter have returned from a vacation trip to Tucson, Ariz. Chester I. Levin, and wife, Ruth Ann, are on an eastern trip on business and pleasure. Secretary again requests members who are on the delinquent list to remit their 1950 dues. George Kimbrell is reconditioning his property in Hale, Mo.

**Ladies' Auxiliary**

On February 4 President Nellie Weber called the meeting to order, naming Dot Cory as warden with 25 members present. Minutes were read by Secretary Loretta Ryan. May Wilson suggested that the club have a check stand for its square and round dances, sponsored by the women's and men's club, held Saturday nights. Proceeds are being used to purchase new equipment for the club rooms. Door prize, conducted by Bird Brainard, was won by Leola Campbell. Mary Frances Kingdon was elected to membership.

**Miami Showmen's Association**  
236 W. Flagler St., Miami

MIAMI, Feb. 18. — George A. Golden, first vice-president, presided at the regular meeting Tuesday (14), in the absence of President Carl J. Sedlmayr. J. D. Frisbie pro-temmed for Chaplain Bill Bryant, and James E. Strates, past president of the National Showmen's Association, was invited to the rostrum.

Bernie Mendelson and Ned Torti, attending their first meeting of the season, spoke. Max Goodman, Jack Stone, Phil Cook, Irvin Bisco, Mel Dodson, Cliff Wilson, Al Shapiro; Sam Levy, of Lawrence Greater Shows; J. C. Weer and Danny Murphy, also spoke.

Membership applications of Frank L. McMillan, proposed by H. E. Stahler, and Marino J. Guardalibeni, Harry Tarr, Mortimer Hertz, Jerome H. Weinkle and Stephen Blake, all proposed by Harry Models, were read and approved.

Abe Gross reported he was on the mend. Jack Barth and Mack McFarland are on the sick list.

**Hot Springs Showmen's Association**

810 1/2 Central Avenue, Hot Springs

**Ladies' Auxiliary**

Mrs. Larry Hall, Milwaukee, entertained the following Ladies V at dinner in the Arlington Hotel: Daisy and Alice Hennies, Millie Olephant, Grace Gosse, Marie Obluck, Caroline Holt, Frances Keller and Viola Fairly.

Mr. and Mrs. Harry Hennies left for Temple, Tex., where the former will undergo an examination at Temple Clinic. They will then go to San Antonio to visit Mr. and Mrs. B. S. Gerety, then on to Houston to visit Chief of Police A. C. Thornton and Mrs. Thornton. From Houston they will go to Lafayette, La., to visit Mr. and Mrs. Jack Young.

**Show Folks of America**

1191 Market St., San Francisco

SAN FRANCISCO, Feb. 18.—President Mike Krekos presided over the February 6 meeting. In the absence of Third Vice-President Art Craner, Polish Fisher was called to the rostrum.

Corresponding Secretary Albert Roche read a card of thanks from the family of Lucius Monette for flowers the club sent to Monette's funeral. He was the uncle of O. W., Lloyd, Whitey and Paul Monette. Telegrams of congratulations were sent to the Tampa Showmen's Association and to Charles Walpert, chairman of the hi-jinks committee, Pacific Coast Showmen's Association. Letters were read from Congressman Frank R. Havenner and Sam Abbott, of The Billboard. A letter from the Miami Showmen's Association asked this club's help in seeking repeal of the amusement excise tax. Secretary Roche was directed to write Senators Knowland and Downey and Congressmen Havenner and Shelley, expressing the club's view on the issue.

The following names were presented and elected to membership: Frances Knight, Frank E. Dilts, Antonio B. Ortega, Charles F. Crowell and Ginger Rae. Frank G. Sebar inducted them into Show Folks.

Betty Monette reported on the January 30 ladies' night, which netted the club \$38.75. Bill Kindell, chairman of the hi-jinks committee, announced that the club's new quarters would be opened with a hi-jinks. Ticket sale is in charge of Fred Weidmann; entertainment, Marie Burke; refreshments, Harry Seber, and games, Bill Kindell.

President Krekos presented the following new members, guests and members who have been absent for some time: Jack Cantrel, Phil Sapira, Joe Borell, Billie Hodges, Charles and Jane Albright, Nellie Baker, Fred Ramsey, Past President Sammy Cor-enson, Glenn Artz, Fred Ferguson, Joe Franks, John DeDuces and Fritz Leacardo.

**Michigan Showmen's Association**

3153 Case Ave., Detroit

DETROIT, Feb. 18.—Despite the worst storm of the year, there was good attendance at the Monday meeting (13). President Robert Morrison occupied the chair. Also on the rostrum was First Vice-President Fred Silber. Ben Miller officiated as chaplain in the absence of Edward Ford.

Sick committee under Cochairman Jake Kotzen reported Treasurer Louis Rosenthal, Joe Bennett, Mose Jacobs and Commander Manguson ill.

Tommy (Paddles) Reinsner is a frequent visitor. He is operating a Penny Arcade in Flint, Mich. John Carrigan paid a recent visit.

The auxiliary plans its annual St. Patrick's Day party at the clubrooms Saturday, March 18. Buffet supper served at the meeting was donated and prepared by Jim Gallagher.

Member show-owners are busy completing their dates for the 1950 tours. Everyone seems satisfied with present conditions. Many members are still in the South.

**Arizona Showmen's Assn.**

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Feb. 18.—About 55 members attended the February 9 meeting, with President Wilson and all officers on hand. Brother Stone returned from California. Members were saddened by news of the death of Mrs. Stone's father.

Bob Robinson hopped in from the West Coast and is on tap in the card room nightly. Joe Divino is under a doctor's care with a throat infection, as is Charles Denny with an infected hand. Bill Solomon has been released from the hospital.

Book tickets for the fall jamboree have been mailed members, Don Hannah reported. Tom Hughes, West Coast ride owner, was a recent visitor. Thursday night bingo parties have been drawing fair attendance.

**SHOWFOLKS OF AMERICA, Inc.**

**San Francisco Chapter**

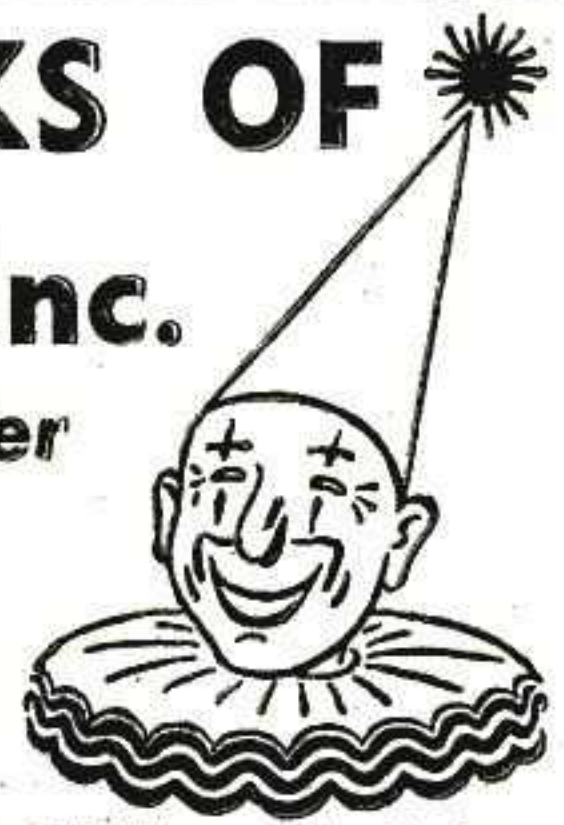
145 Turk St.

San Francisco, Calif.

Wm. (Bill) Kindel, Chairman

Mike Krekos, President

Fred Weidmann, Vice-Chairman



**HIGH JINKS AND NEW HOUSE WARMING**  
MONDAY, MARCH 6TH, 1950, 8:00 P. M.

**A GALA NIGHT . . .**

**DANCING . . . ENTERTAINMENT**

**ATTENTION!**

IF YOU ARE QUALIFIED AS A SHOWMAN OR SHOWWOMAN YOU ARE ELIGIBLE TO JOIN OUR ORGANIZATION. GET ON THE BAND-WAGON NOW! JOIN THE FASTEST GROWING SHOWFOLKS ORGANIZATION ON THE PACIFIC COAST. BY APPLYING NOW YOU MAY HAVE A PAID-UP CARD INCLUDING ENROLLMENT FEE TO JULY 1st, 1950. REDUCED TO \$7.50.

For Information or Application Wire, Write or Phone

HARRY G. SEBER, Special Secretary

**SHOWFOLKS OF AMERICA, INC.**

145 Turk St.

San Francisco, Calif.

**PEPPERS ALL STATE SHOWS**

OPENING MARCH 10

WANT—FOR SEASON OF 40 WEEKS—WANT

RIDE HELP—Must have driver license. Foremen on Octopus, Ferris Wheel, Chairplane, Rolloplane. Want Second Men on all rides. CONCESSIONS WANTED—Will sell ex on Cookhouse, Frozen Custard, Mitt Camps, Candy Apples, Cotton Candy, Diggers, Scales, Long or Short-Range Gallery. Will sell ex on Pan Game, must have two Hanky Panks. Beat-the-Dealer, must have two Hanky Panks. Pea Pool Open. All Hanky Panks open. Will book Ham and Bacon Wheel, Bowling Alley. Grind Store Agents, get in touch with John Reed. Want Bingo Caller, Counter Men. Charley, come on home. SHOWS WANTED with own equipment. Mrs. F. W. Miller, Joe Mooney, wire. Side Show, Ziggy Eoreson, contact at once. Want Snake Show, Minstrel Show, Mechanical Show. Paul Critzen, please contact.

JOHN REED, 307 Bynum St., Attalla, Ala.

F. W. PEPPERS, General Delivery, Orange, Tex.

**CARL D. FERRIS SHOWS**

The Cleanest Midway in Show Business

OPENING IN APRIL AND PLAYING 6 BIG OLD HOME WEEKS, 4 CELEBRATIONS AND 7 WEEKS OF FAIRS IN NEW YORK AND PENNSYLVANIA. OPENING AT OWEGO, JULY 23. OUR SOUTHERN ROUTE WILL BE ANNOUNCED LATER.

Concessions Wanted—The following booked: Bingo, Custard, Cookhouse, Apples, Pop Corn, Photos, Floss, Addem Up Darts and Pitch. All others open. This is the best concession route in the North. We protect our concessions, as we do not overload. No flats, P.C. or gypsies.

Shows—Will book Side Show or furnish a new one for the right manager. Want any kind of Grind Show. Schmidt, with Life Show, please write. Geo. Floger, send us your address. Want to book or buy a Drome. We are building a back end that will be second to none in the truck show class. Any Showman with new or novel idea contact us, will finance worth-while proposition.

Rides—Can use Octopus or Looper or any new Ride to go with our own nine office-owned Rides, including Twin Wheels. Contact

MARTY SMITH

6108 Sheridan Rd., Tampa 9, Fla.  
Phone: W-1144

OR

CARL D. FERRIS

Medina, N. Y.  
Phone 1000

**BIG FOUR AMUSEMENT**

NOW BOOKING FOR CHICAGOLAND'S ITALIAN FESTIVAL

Greatest Carnival Show Exhibition, July 20 thru Aug. 6, 1950

Now booking clean Shows and Concessions. Submit bid describing Concession or Shows. State all in first letter.

Italian Old Peoples Home  
Melrose Park, Ill.

Big Four Amusement  
135 N. 21st Ave., Melrose Park, Ill.

**HAPPYLAND SHOWS**

Now Booking for 1950

3633 SEYBURN DETROIT 14, MICH.  
Phone WAInut 17924

RALPH DECKER presents

JOSEPH J. **KIRKWOOD** SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

TO OPEN AUGUSTA, GA., FEBRUARY 27 TO MARCH 4; GREEN STREET LOT, WITH A SOLDIERS' PAY DAY

Can place set Kiddie Rides or single Kiddie Rides; Slim Milligan, Bill Jones and Evenly Finley wire. Also place Tilt, Caterpillar, Hi Ball, any new modern ride.

SHOWS—Want to hear from Snake Show, Glass House, Monkey Show, Motor Drome; any show with equipment and transportation. CONCESSIONS—Place Photos, Palmistry, Novelties, Fish Pond, Pitch Till You Win, Ball Games, Hoop-La, any and all Hanky Panks. Want to hear from Clothes Pin, Blower, Bowling Alley. Opening for few choice Wheels. Positively an open midway. Dewitt Hudson, call me pronto. Place Rate Game, new Eight Color P. C. Help. Can use Ride Men who drive semi, Canvas Men, Concession Agents; Joe Wilson, Sam Glickman, Steve and Della, come on. Useful Carnival People, can always place you. Write, wire or call.

RALPH DECKER, Richmond Hotel, Augusta, Georgia

## BELL-FORM SHOWS

FEATURES FOR 1950 SEASON  
FREE ACT

WORLD'S GREATEST ORIGINAL CANNON ACT

**BRUNO ZACCHINI AND HIS CANNON**

STILL DATES START APRIL 15  
FAIR DATES START AUGUST 12

WANT

With own equipment—Motor Drome, Monkey Show, Ten-in-One, Cookhouse, Novelties, Jewelry, Scales, Age, French Fries, Custard. Photos, Glass Pitch, Paris, Hoopla, String Game, Pitch Till U Win; any new games, all kinds of Hankies.

**MIKE FORMAGIONI**  
13 Division St., Bristol, Conn.  
Tel. 20954

**JACK BELLOISE**  
35 Winthrop St., Bristol, Conn.  
Tel. 7256

# HARRISON

GREATER SHOWS  
PRESENTING "THE SHOWS OF SHOWS"

SPECIAL ANNOUNCEMENT

Opening March 1 thru 11, downtown Columbia, S. C. Three blocks from the Capitol. Positively white lot. Soldiers' pay day; 40,000 soldiers here. Under auspices Vol. Fire Dept. First show downtown in five years. Want Concessions of all kind—Popcorn, Candy Apples, French Fries, Diggers, Ball Games, Pitch Till Win, Shooting Gallery, Penny Pitch. Percentage open if you have other Concessions. A few choice stores open. Rudy Rivers, John Llewyn, Bill Pinkston, George and Mary Johns, Pat Shelton, Bill Harrington, wire. Good opening for Wild Life, Snake Show, Money Show, Motordrome, Penny Arcade. Want Ride Help for following Rides: Twin Ferris Wheels, Merry-Go-Round, Octopus, Chairplane, Caterpillar, Rolloplane and Kiddie Rides. All Ride Men working for me before report at once. All others contracted with this show report not later than Feb. 25th. Aerial Millers, Frank Wagner, Sneek Zadu, report not later than Feb. 25. This is the spot to get your spring bank roll. Want Agents for Line-Up Store, office owned. All mail and wires to

FRANK HARRISON, Owner; JACK LARRIE, Bus. Manager  
BOX 402, COLUMBIA, S. C. TELEPHONE 9407.

# BARNEY TASSSELL

## UNIT SHOWS

WANT FOR S. W. THIRD AVE. & 26th RD., MIAMI, FLA., WEEK OF FEBRUARY 27

Very strong auspices. Shows of all kinds. (No Girl or Unborn.) Also Hanky Panks of all kinds, including Ball Games, Darts, Short Range, Jewelry, Novelties, Blower, Cigarette Gallery, Penny Pitch, Hoop-La, Grocery Wheel, Basketball, Balloon Darts. (No Grift or Percentage.) No pay gate and Sensation Free Act. This should be the winter bank roll spot. Wire c/o Martin M. Weiss, 115 N. E. 71st Street, Miami, Florida

MIAMI'S BIGGEST EVENT

**DADE COUNTY SHRINE FAIR, March 2 to 11**

CAN PLACE RIDES—SHOWS—CONCESSIONS—FUN HOUSE, SIDE SHOWS, EATS, DRINKS.

ALL CONCESSIONS OPEN. DROME, COME ON.

Address **ENDY BROS.' SHOWS**

743 SEYBOLD BUILDING

MIAMI, FLORIDA

## GOLD CROWN EXPOSITION

OPENING NEAR FAYETTEVILLE, N. C., SATURDAY, APRIL 1

Can place for long season SHOWS with own equipment: Snake, Monkey, Mechanical, Ten-in-One, Wild Life, Unborn, Fat and Midget. Have 20x60 top. What have you to put in it? NO GIRL SHOWS. CONCESSIONS: Hanky Panks, \$21.00. Bingo, Arcade, Photos, French Fries, Novelties, Ball Games, Age and Scale, Lead Gallery. Good opening for two Grind Stores. Some P.C. open if you have Hanky Panks to go with them. HELP ON ALL RIDES. G. A. Zeller and S. D. Pease, contact at once. Winterquarters one mile south of Fayetteville on Highway 301. Will be open starting March 2. Address:

**HARRY E. WILSON**

Box 102, Gibsonton, Florida, until Feb. 27; after that Route 7, Box 185, Fayetteville, N. C.

## WINTER QUARTERS

### Virginia Greater

SUFFOLK, Va., Feb. 18.—Inclement weather has hampered outdoor rebuilding, so two big tents have been erected and much of the work has been carried on. Arthur Gibson, chief electrician and builder, arrived last week and is reupholstering Ferris Wheel and the Whip seats. Reconditioning of the Whip has been nearly completed by Jimmy Burgess and Evan Willy.

Ronnie Prue and his crew have set up the Roll-o-Plane for overhauling and painting and Hoover Byram and crew have been working on kiddie equipment. Sheriff Mitchell is busy on his front gate, assisted by Johnny Riley. Jim Burgess and Jim Moore are rebuilding racks on the Ferris Wheel truck.

Manager Rocco Masucci was host Sunday (12) at a chicken dinner for the crew and guests, including H. Bradshaw, Bill Hysall and Ronnie Prue. Mrs. Rocco Masucci and her nephew, Phillip Minelli, returned to their homes in New Jersey. Mrs. Masucci will return to quarters in a few weeks.

Leo Matina continues in charge of the dining hall. William C. Murray, quarters superintendent, is keeping

### D. S. Dudley

MANKINS, Tex., Feb. 18.—Shows in quarters here are preparing to open March 26 in Wichita Falls, Tex. All equipment is being overhauled. A new Funhouse has been purchased. Mr. and Mrs. Spoon have taken delivery on a new Chevrolet car and pick-up. P. C. Renolds will build a new cookhouse.—DIXIE STAFFORD.

the commissary well stocked. Recent visitors were Dr. Karland Frishkorn, Norfolk, and Larry Briggs and Johnny Covington, Suffolk, Va.

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## Arcadia, Roller Bowl Open Door For Chi Braille Center Skaters

CHICAGO, Feb. 18.—The movement to teach roller skating to the blind, inaugurated in New York, has been given a healthy shot in the arm at two local rinks, Oscar Seltzer's Arcadia and Edward Hershenson's Roller Bowl, both of which have set aside special nights for blind skaters, according to a feature article by Pat O'Sullivan in the *Chicago Daily Sun-Times* of February 2.

The ball was started rolling by Charles Beckley, a skating fan who had gone blind. Upon joining the Chicago Braille Center last October, he immediately organized a roller skating club, under the sponsorship of the Roller Skating Club of Chicago (RSCC), that numbered two members at the outset but grew to more than 50 in three weeks time. There was no difficulty in starting the club O'Sullivan related, but the sponsors encountered considerable opposition from rink operators. At first the blind were barred from all rinks, but the RSCC campaigned and Seltzer and Hershenson relented to become the only operators in the city's to accept them.

Now Braille Center members skate every Thursday evening at Arcadia and the last Monday of each month

at the Roller Bowl. In addition, the Bowl is starting classes to teach skate-dancing to Braille Center members.

O'Sullivan reported that Seltzer and Hershenson have encountered little if any difficulties while the blind are on the floor. Each wears a yellow arm band, signifying that he is blind, and each is guided about the floor by a member of the RSCC or some other skater who can see.

Holland Horton, treasurer and recreational chairman of the Braille Center, said the program is not aimed at securing public sympathy for the blind but at having fun. Each member of the club must adhere to the rule of having a seeing skater guide him. "Of course," Horton said "some of our members get a little too confident and occasionally decide to go out on their own. But this practice is not sanctioned and we do our best to prevent it." The aim of the Braille Center is to gain admission to every rink in the city.

## 2,700 Blow Out 10th Bay Ridge Birthday Candle

NEW YORK, Feb. 18. — Approximately 2,700 spectators jammed Bay Ridge Roller-drome, Brooklyn, for showings of a one-hour production, *Bay Ridge Roller Skating Revue of 1950*, Wednesday and Thursday evenings (8-9). Show was part of festivities scheduled by operators Joe Seifert and Carl Carlson to commemorate the rink's 10th anniversary. Speed skating, an added attraction, was exceptionally well received.

Cast of the revue numbered 150 club members in colorful costumes. Directors were rink instructors Jim and Millie Ferris. Music was by organist Fred Smith.

Program included *Southland Swing*, a rhythmic number featuring Thelma Miller and Roger Dowdall, backed by five belles and five beaus; a *Pretty Baby* solo by tot Ida Maytis; *Bouncing Rhythm* a spectacle offering 24 girls; a *Red Flash* solo by John Pergolizzi; *Wearin' of the Green* routine, with tap dancer Dorothy Anderson, two shamrock girls and 13 colleens; *Tango Elite*, a two-dance-team number; *Look Ma! I'm Skating!*, featuring seven kiddies; a free style by Irene Kuroski; *Songs of the Island* spectacle, with almost 100 skaters; *Down Oklahoma Way*, a duet by Patricia Devereux and Phyllis Riggs; *Ballet Russe De Bay Ridge*, burlesque number starring rink pro Jim Ferris and two male assistants, and a *One Sunday Afternoon* finale, with 32 senior club members as coquettes and their escorts.

## "Dimes" Show at Stratford

STRATFORD, Conn., Feb. 18. — Ernie Antignani, owner-operator of Lordship Skating Rink here, staged a skating show at his rink recently for the benefit of the March of Dimes. Among the performers were Edward Johnson, Joyce and James Bond, Anna Samuelson, William Wright, Elizabeth Doney and Charles Dennenberg, Long Beach Skating Club, and Christine Tabot, Frank Petro, Malcolm Gratin, Catheryne Danette, Rose Pardekas, Whitey Comtola, Eva Mantino and Veto Vease-lona, Waterbury Dance and Figure Club.

## N. E. RSROA Contests Set

NEW YORK, Feb. 18.—Dates for the Northeastern regional championship meet of the Roller Skating Rink Operators' Association at Queens Roller Rink, Elmhurst, N. Y., have been set. They are May 22 and 23.

## Mineola's "Winter Carnival" Draws 4,500 in 3 Showings

MINEOLA, N. Y., Feb. 18.—*Winter Carnival of 1950*, sixth annual full-length show of the famed Earl Van Horn Dance and Figure Skating Club, drew approximately 4,500 spectators to Mineola Rink, operators Van Horn and Bickmeyer revealed this week. There were three performances. Matinee and evening stanzas were offered Monday (13) and an evening show was staged Tuesday (14). Advance sale of chair and bleacher space, as in past years, was heavy, and helped make the event a sellout in the face of icy roads and the area's first heavy snowfall.

*Winter Carnival* was directed and produced by rink instructors George and Gladys Werner, with music by organist Bobbie Weedon, costumes by Mrs. Charles White, and Earl Van Horn as emcee. Many professional style props were used, theater-type lighting was employed, and costumes were generally described as exceptional for an amateur production. Cast numbered 100 skaters, including world, national and State titlists. Running time was slightly over three hours.

The program: Overture by Bobbie Weedon; *Learnin' and Learnin'*, featuring Margie Myers, Cammy Ward, Margaret Schmidt and 16 students; *Powerhouse* a solo by Frank Henrick; *Four Smoothies*, fours routine by Janet Mantovi, Thomas Chmiel, Patricia Finn and Charles King; *Dance Lesson*, with Ann Feder and Edward O'Donnel; *Winter Playland*, featuring Ruth Henrich and William Landgrover and including snow men and children of the forest; *El Relicario*, a flashy free style by Charles Irwin with senior ladies champion June Henrich and Patricia Finn as senoritas; *William Didn't Tell*, comedy routine by Don Boyd and Cammy Ward; *Sweethearts*, a Valentine number with Ruth and Frank Henrich and eight ladies in waiting, and *Sunday in the Park*, featuring the first, second and third teams in 1949 senior dance competition with two dozen strollers for background.

*Rhapsody in Blue*, an eight-girl novelty; *In a Persian Market*, an applause winning free style by rink pro Donald Mounce; *Bolero*, featuring Dorothy and George Dahl, with 20 drum dancers and a professional drum artist; *Elevated Antics*, stilt skating by Richard Brumblay; *Fly-*

*ing Wheels* a professional spinning thriller by the Skating Macks; *Scotch Hop*, headlining senior ladies champ June Henrich with a dozen "Highlanders" in supporting roles; *Milkman's Matinee*, another comedy stint by Cammy Ward and Don Boyd; *Double Syncopation*, shadow skating by pro's Donald Mounce and Walter Bickmeyer; a dance medley by instructors Gladys and George Werner, and *Rhythm*, a colorful fiesta of swing which introduced the finale.

## Milam Skatery Nets \$203 With Show for Anti-Polio Campaign

WASHINGTON, Pa., Feb. 18.—Cecil Milam's Arena Recreation Center here donated \$203.06 to the March of Dimes campaign following a February 14 show held at the rink. Attendance was reported at 537 people who paid 50 cents each. The donation is a net figure after deduction of the 20 per cent federal tax and 10 per cent local bite Helping the cause along were rink employees who donated their services.

The 40-minute show, directed by Arena pro Harriet McDonald, former U. S. amateur champion, offered Ada May Dureline and Donald Craig, Lexington Roller Club, Pittsburgh; Catherine Carney, Greensburg, 1949 State juvenile speed champion, who gave a free-style exhibition, and the following local talent: Charles White and Janice Haught, and Robert Dulaney and Peggy Green, competitive junior dances; Clarence Wyeth and Colleen Ca-affe, tango; Betty Bright, Shirley MacKenzie, Donna Bedillion and Dorma Gaston, precision skating, and Richard Sprowls and Miss McDonald, in dance interpretations. Public skating preceded and followed the show.

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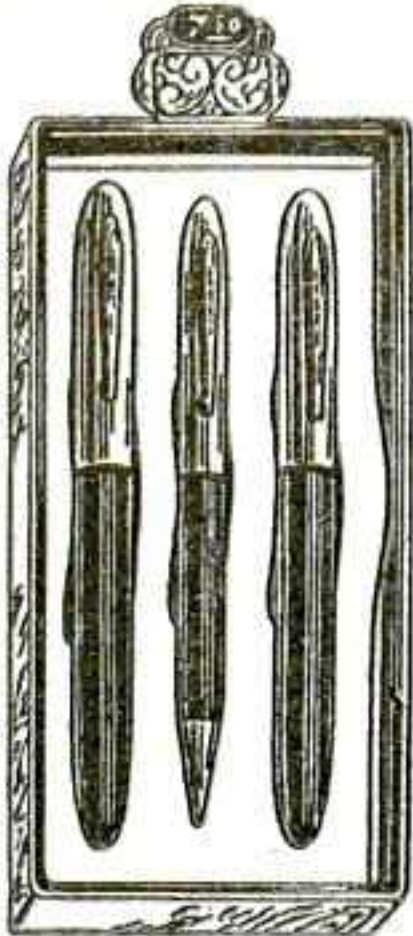
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(Continued on page 82)

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GIANT CELLOPHANE PACKAGE OF 50 ASSORTED BALLOONS. Includes some that blow up to 4 feet long. Giant airship balloons, serpentine balloons, big-nose clown balloon, pig balloon, fish balloon, fuzzy cat balloon, wise old owl balloon; and even a giant devil balloon. 50 assorted balloons in attractive package ready for resale at \$1.00. Your cost \$7.20 per dozen. \$54.00 per 100 packages. SPECIALTY GIFT OFFER—Includes hundreds of items that everyone can use. Wonderful value. Regular resale value \$100.00 to \$150.00 SPECIAL CLOSEOUT PRICE, \$25.00 per lot.

BEAUTIFUL PLASTIC APRONS — Finest quality, beautiful colors, latest designs, wonderful value. Retail at 59¢ to \$1.00 each. Your cost, per 100 ..... \$17.50  
EVERSHARP PENS, retail for \$1.00. Packed in boxes bearing Eversharp trademark, per 100 ..... \$35.00  
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TERMS: Cash with order or 25% deposit, Balance C.O.D.

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SLUM

GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25¢ ea.

3900 PCS., \$25.00 Lot

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ASS. OF ALL KINDS  
5¢ items \$4.50 Gr. | 5¢ items \$12.50 Gr.  
10¢ items 7.00 Gr. | 10¢ items 24.00 Gr.  
1.00 items \$40.00 Gr.

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100,000 pcs. asst. JEWELRY, all boxed—some sold up to \$5.00 ea. Pins, Bracelets, Necklaces, Beads, Earrings, Pin & Earring Sets, ETC., ETC., ETC. 100 Pcs. Asst. \$25.00 LOT 200 Pcs. Asst. \$45.00 LOT 300 Pcs. Asst. \$60.00 LOT FIRST COME, FIRST SERVED, RUSH YOUR ORDER AT ONCE!! Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

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IDENTIFICATION BRACELETS

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PINS • GUARD PINS • FOBETTES

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SEND \$5.00 FOR SAMPLE ASSORTMENT

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin

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for 1950



Available for Immediate Delivery by CASEY, EXCLUSIVE DISTRIBUTORS of BI-BYE BABY to the Carnival and Salesboard trade in the U.S.A. and Canada.

BI-BYE BABY Cries, Sucks Her Thumb, Moves Her Dimpled Arms and Legs. It has that "New Baby" look . . . is actually life-sized, measures 21 inches, with a cute crinkled flesh-like face . . . cries like a new-born baby.

Dressed in shirt, diaper and pinning skirt, wrapped in a bow-tied fluffy blanket.

**A SMASH HIT! AT A LOW PRICE! YOU CAN REALLY AFFORD TO PLEASE ALL PLAYERS!**

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LADIES' OR MEN'S

**\$8<sup>25</sup>**

Genuine Swiss Movements  
Precision Re-built and  
**GUARANTEED LIKE NEW!**  
Ladies' or Men's in Lots of 3 or More  
7-Jewel ..... \$ 8.25  
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17-Jewel ..... 10.25  
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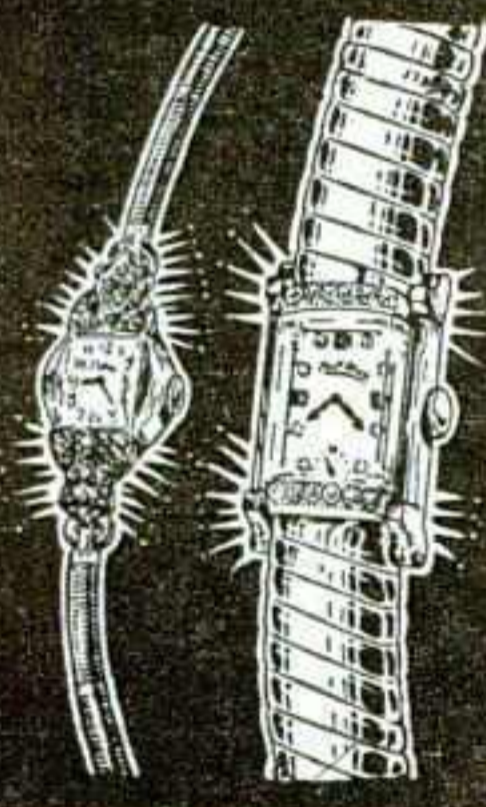
Gold Plated Expansion Band, 90c additional  
Beautiful Rhinestone Dial, 95c additional

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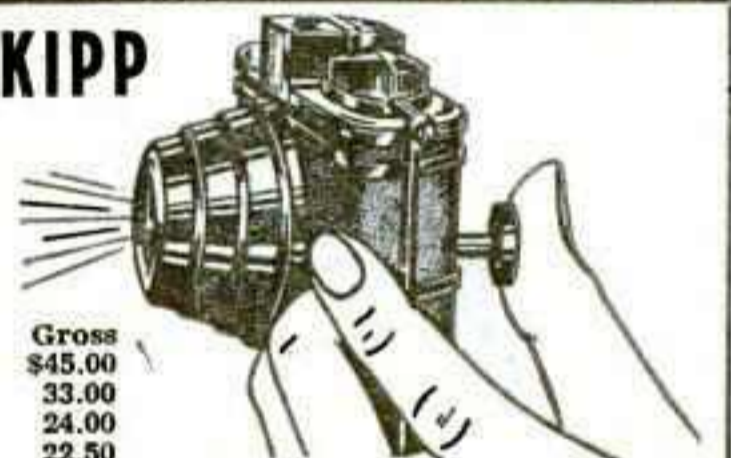
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**Take a tip—Trade with KIPP**

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Talking Teeth (Yakity-Yak Teeth) .....	\$6.75	\$80.00
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Looks like real camera. Made of black plastic.  
**\$2.80 doz.**

Prices F.O.B. Indianapolis. Include postage with order. 25% deposit with C.O.D. orders.

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We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS—They are just what you need for Department and Drug Store Dollar Ring Sales.

Also, 101 New Flashy Jewelry Items for Fairs, Carnivals and Resorts.

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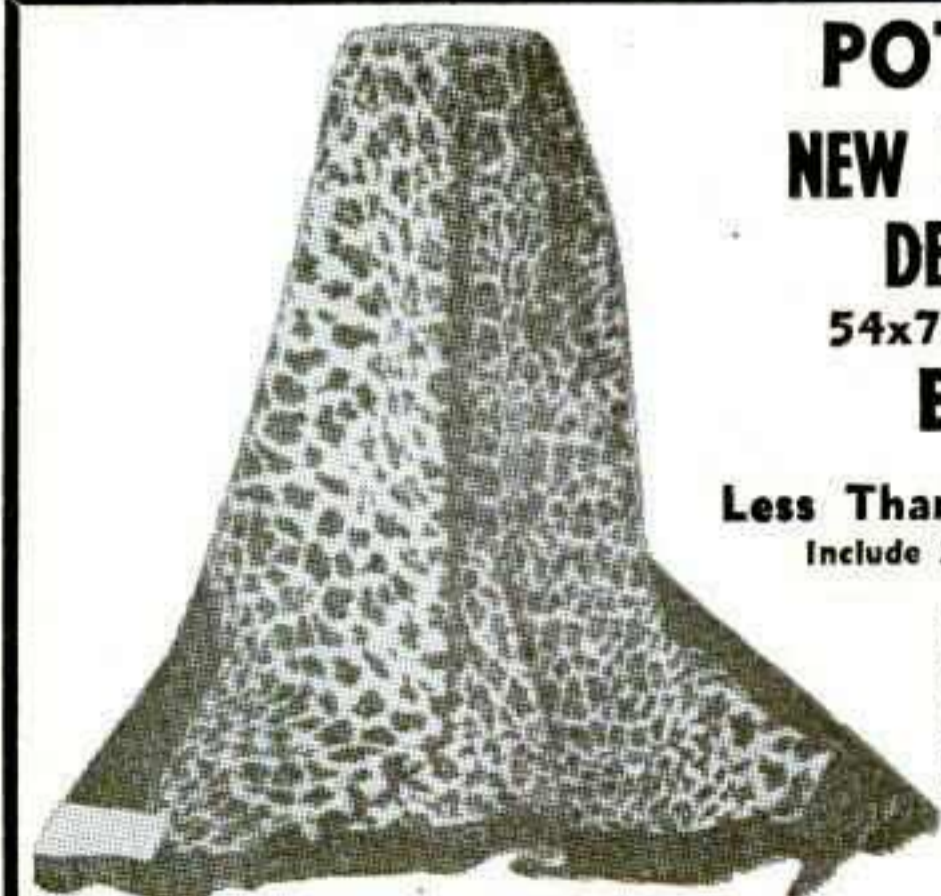


Red and White Stone Combination ... \$3.00 Doz.

Engagement ... \$2.63 Doz.  
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240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

**POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET**  
54x72 Packed 30 to Case  
**Ea. \$2.90**



Less Than Case Lots, \$3.00 Each  
Include 25¢ Postage for Sample Order

Do You Have Our No. 59 Catalog Issued in 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter.

**WISCONSIN DELUXE CO.** 1902 N. THIRD ST. MILWAUKEE, WIS.

**New—Sensational SNUGGLE HUG** SALTS AND PEPPERS

Everybody loves these little darlings! Nothing else like them. Exclusive Patented. They hug each other. Pick 'em up separately or together. Attractively decorated china. Assorted colors—3" high. Choice of Bunnies & Bears, or Ducks & Dutch Boy & Girl Shakers. Immediate delivery. \$7.80 per dozen prs. F.O.B. Chicago, in lots of 2 or 6 dozen prs.—Minimum order 2 dozen prs. **SAMPLE ORDER—1 dozen prs.—Asst. Colors—\$9.00 Postpaid. WRITE FOR SPECIAL QUANTITY PRICES & 1950 Circular. Jobber Set-Ups Available. Open account to Rated Firms, otherwise 25% Deposit—Balance C.O.D.**

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**GIVE TO THE DAMON RUNYON CANCER FUND**

Biggest Profit Makers in WATCH History



RHINESTONE DIAL WATCH

In 14K Gold Plated Case

\$4.25 • Brand New

- Written 1-Year Service Guarantee
  - 8 Flashing Rhinestones and 4 Simulated Rubies
  - Genuine Swiss Movement
  - Looks Like \$50 Watch
  - Individually Gift Boxed
  - Genuine Leather Strap
- (Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)



JEWEL MOVEMENT Chronograph

(In Gold Plated Case \$4.50)

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials

- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

Other Men's Wrist Watches, \$3.05 Up. Ladies' Wrist Watches from \$3.95.

Above price for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co. 101 Cedar St. New York 6, N. Y.

AGENTS & DISTRIBUTORS

(Continued from page 80)

QUIT YOUR CUSSIN'—WHEN YOU CAN'T find that letter or circular you want. Use Mechem's Easy-to-Find Filing System for your papers and find 'em always. Filing Folio of Instructions and Information, \$1. Order today. Al Mechem, Sta. "C," Box 146-B, Pasadena, Calif. mh11

ROOT BEER SYRUP—J. HUNGERFORD SMITH Rochester brand; double concentrated; regular \$5.25, now \$3 per gallon. Martin Co., Wernersville, Pa. fe25

RURAL ROUTE MEN—MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Morris, Ill. a01

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connections. Pickering Co., B-19 Bank St., Attleboro, Mass. mh4

SEIL DUPONT NYLON UNIFORMS—COM plete line famous exclusive Hoover styled Nylon Uniform for beauty shops, nurses, doctors, waitresses, others. Best quality splendid values. Exceptional income. Real future. Equipment free. Write fully Hoover Dept. C-109, New York 11, N. Y. fe25

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Joker Items. Eagle Specialty Co., Akron 14, O. fe25

THIS FASCINATING LINE—PHOTOGRAPHS that move! Dancing Girls, Angry Babies; large profits; sample, 50¢. Smith Associates, Dept. B., 21 Fulton Street, Newark, N. J.

51-54 GAUGE FULL FASHIONED NYLONS—Fancy packed 3 pairs to the box; our best grade, \$6.50 dozen; sample box, \$1.75; Mill-run quality, \$3.50 dozen; sample box, \$1; satisfaction guaranteed. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12½¢; Ladies' Coats, 34¢; Dresses, 10¢. Enormous profits; catalog free. Moro, 558-L, Roosevelt, Chicago 7.

ANIMALS, BIRDS, PETS

ATTENTION—REPTILES ON HAND: FRESH Diamond-Back Rattlesnakes; Snake Dens, poisonous, fixed, harmless; Boas, Pythons, Lizards, Snake Books; price lists. Phone 369. Ross Allen's, Silver Springs, Fla. a029

ATTENTION, SHOWMEN—YOU MAY NOW order all meta display cages made to your specifications or our suggestions for your Wildlife Shows; upon request we shall be pleased to forward you descriptive literature showing in detail a sketch of a sample cage; these cages can be ordered complete with your selection of animals, birds or reptiles if you wish; place your order now for delivery when you wish; you may order from one to any number of cages and specimens; cages can be varied in size to suit your demand. Chase Wild Animal Farm, Egypt, Mass. fe25

FOR SALE—MONKEY SHOW: EIGHT NICE healthy well acclimated monkeys and prows, each collared and chain, each a nice light cage; anyone can handle them; come see them. Address Jack W King, Personal, Gen. Del., Moultrie, Ga.

GIANT RATS (COYPU)—REAL BIG RATS with long tails. Wonderful attractions, \$40. Rex Ingham, Ruffin, N. C.

ONE FREAK HOG—15 MONTHS OLD; GOES to highest bidder. Cecil Wright, Rt. 2, Se-dalla, Mo.

PYTHONS—RETICULATED, ROCK, BALL AND Blood, up to 22 feet; Boa Constrictors, 8 to 9 feet; subject to prior sale. If interested phone 369. Ross Allen's, Silver Springs, Fla. fe25

RHESUS MONKEYS—SMALL, HEALTHY stock, \$30; Javans, small, \$30; African Green, medium, female, \$35; White-faced Ringtails, \$45; Brazilian Sapajous, \$75. Rex Ingham, Ruffin, N. C.

SEALS, SEA LIONS—SOME PARTLY TRAINED; ready now. Trapper-trainer, Homer F. Snow, Snow's Sealitorium, 1538 Golden Ave., Hermosa Beach, Calif. mh11

SOUTH AMERICAN BOAS TO 9 FEET, \$3 PER foot. Orders over 50 feet, \$2.50 per foot. 25% deposit, balance C. O. D. Mono Trading Co., Box 254, Little River Station, Miami 88, Fla.

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WANT JAGUARS, LEOPARDS AND PUMAS for wild animal act. Prefer females under one year old. George J. Keller, Wild Animal Act, Rineburg, Pa. mh6

BUSINESS OPPORTUNITIES

A CHANCE TO LEARN COILS, GAS SAVERS for cars; business will need your car for demonstrating; make your own coils. Alim James, 3633 Rudd Ave., Louisville, Ky.

ADVERTISING BARGAINS—ADVERTISE IN 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 219-B Investment Bldg., Pittsburgh 22, Pa.

ANALYZE HANDWRITING FOR PROFITS—Complete outfit, \$1 (Profits, \$20-\$50 daily!). Extra Charts, \$7.50, 1000. Graphologers, POB-971, Philadelphia mh11

ASTRO NUMEROLOGY SYSTEMS, HOROSCOPIES, Perpetual Daily Guides, Psychic Books and Aids; wholesale or retail; send dime for literature. Flury, Box 7R, Darby, Pa. mh11

PEST TESTED MONEY-MAKERS—40,000 WORD book, 25¢ postpaid; book has no ads; meat only. Holst, \$615 "G," Tacoma, Wash. fe25

ROTARY RINK FOR SALE—FULLY EQUIP-ped, new building, operate 7 days, 60x120; plenty parking area. Box C-47, care Billboard, Cincinnati 22, Ohio.

"CONCESSIONAIRE'S GUIDE BOOK" (\$1)—Jampacked with secrets and knowhow for operating concessions at carnivals, fairs, etc.; circular available. Stampico, Detroit 4, Mich. fe25

\$49 IN PERSONALIZED BABY RECORD Books; over two million new prospective customers yearly; use same mail order literature we have for seven years. No-Co-Ro, Oakland 6-B, Calif.

FOR SALE—48 UNIT KENTUCKY DERBY Group Game Concession. Established choice Boardwalk location Wildwood, N. J. \$10,000 seasonal livelihood assured to person willing to work. Rent \$2500. Complete, ready to operate, including \$2,000 in Neon Signs, some merchandise. Price \$10,000. Write Ralph Franks, 351 N. W. 80th Court, Miami, Fla. Phone 4-5227.

EXCELLENT LOCATION FOR AMUSEMENT park; Southeast Washington, D. C.; 12 acres on highway; ideal for long lease. J. B. Aley, 5961 Branch Ave., S.E., Washington 20, D. C. fe25

FERRIS WHEEL IMPROVEMENT, INEXPEN-sive; now you can make big money. For further details write A. J. Robinson, Box 252 Encanto Sta., San Diego 14, Calif. fe25

FOR SALE—RADIO AND RECORD BUSINESS combined; latest radio service equipment. Well established in a college town of 10,000 near large army camp. Write Morris Kelly, Belton, Tex.

FOR SALE—ESTABLISHED KENTUCKY Derby group game in Rockaway Beach, N. Y. 42 tables and stools, 5 show cases, sound system; must sacrifice because of other business; will also consider selling equipment only. Adolph Miller, 328 Pacific Ave., Atlantic City, N. J.

FOR SALE—PERMANENT SKATING RINK IN heart of East Texas; about 100,000 trading area, year around business; price, \$17,500. Terms, Also Portable Rink, \$3,750. P.O. Box 141, Longview, Tex. Ph. 9633 or 1224.

FREE FOLIO—700 MONEY MAKING DEALS, Plans, Ideas, mail order information; Formulas; Wholesale Supply Sources; unusual items. Ko'amite, Box 572, Dept. E, Dayton 1, O. fe25

LIFETIME INCOME—BE A LOCKSMITH: COM-plete outfit \$35 and up; catalog 10¢. Beebe, Box 260, Pontiac 13, Mich.

MAIL SELLING OFFERS UNLIMITED OP-portunities; learn how it's done. Write Row-land Plain, 1 Laurel Ave., Binghamton, N. Y.

MONEY, SUCCESS, INDEPENDENCE—OPER-ate own business; home, shop, full, part time. Send \$1. "Fifty Tested Businesses," Wade, 6213 University, Chicago 37, Ill. mh18

NEW ELECTRIC MACHINES BAKES GREASE-less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free receipts. N. Ray Co., 3605 South Fifteenth, Minneapolis 7, Minn. np

QUICK SIGN PAINTING—USE LETTER PAT-terns; avoid sloppy work and wasted time; write for sample John Rahn, A1332 Central Ave., Chicago 51 mh4

RUBBER MOLDS FOR SALE—50 PROFES-sional type; fine condition; carnival dolls, dogs, horses, etc. \$5 to \$15. Mail stamp for list, of \$5 for sample mold. Harold Baugh, Greenville, Pa.

SELL COSMETICS BY MAIL—A QUICK EASY way to get into a cosmetic business for your-self, right in your own home. A clean deni-fied business that can be operated by either men or women. Get started at once. Get in on the millions that are being spent every year on cosmetics alone. A folio, giving step by step instructions will show how to get into this lucrative field with only a small capital. Folio sells for \$1 for a limited time only; on a money-back guarantee. For more complete information send 25¢ to: Cosmetics by Sylvia, 6411 Hollywood Blvd., Suite 219, Dept. M, Hollywood, Calif.

WANT TO MAKE EXTRA INCOME AT HOME?—Proven mail order plans show how. Free details. Business Opportunity Publications, Middleburg, Va. mh18

FOR 24-WORD ADVERTISEMENT PLACED in 40 newspapers, \$3.50; rich Southwest or some other section; mostly 8-page "better class" home-town weeklies. Checking sheet. List furnished. M. R. Pennobaker Advertising, San Marcos, Tex. fe25

\$5—HUNDREDS PROFITABLE BUSINESS Ideas, Plans, Tips, Income Sources; dime brings list. Ryan's, Box 16, Kensington Sta., Buffalo, N. Y. mh4

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 92 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWN AND BURLESQUE COMICS' PROPS. Wig, Accessories. Free list (Assortments), \$5. "Honey" Morgan's Clown Headquarters, 2404-N Fifteenth Philadelphia. mh11

COMPLETE ROMAN CHARIOT OUTFITS—Chariots, harness, plumes, robes and covers. Can be used two abreast or four abreast; pony size. E. I. Pautier Waterloo, Ill.

STUFF 1949—COSTUME BARGAINS; CHORUS, dollar up; principals, three up; no catalog; state wants Guttenberg 9 W 18th St., New York 11 N. Y. mh25

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERs AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn 120 S. Raised Chicago Ill. ma4

AMI TELEPHONE MUSIC EQUIPMENT, AM-plifiers, Instrument Boards, Location Cabinets and Turntables; will sell any parts needed. Emerson Music Co., 61 Parkhurst St., Newark, N. J. Bigelow 3-9435. mh18

BALLROOM AND RINK LIGHTING, NEW—Crystal Showers, Spotlights, Co'or Wheels, Newton, 253 W 14th, New York City.

COMPLETE LARGE SNOW-BALL CONCESSION for sale; like new; with all purpose utility trailer. Real bargain, \$200. 2211 Bellefontaine, Indianapolis, Ind. mh4

CREATORS STAR LONG-EAKINS POPPERS peanut roasters geared kettles, copper caramel candy kettles, gasoline bottled gas equipment. Northside Co. Indianapolis Iowa. ma4

DUNBAR GAS PEANUT ROASTER—A-1, \$125; 1/3 deposit, balance c.o.d. Box 1401, St. Augustine, Fla.

FOR SALE—MULTIGRAPH PRINTING OUTFIT with automatic type setter, G. C. Ratliff, P. O. Box 414, Pikeville, Ky.

JUMBO GIANTS (STAR) GAS OR ELECTRIC (30¢ hourly capacity); handle crowds easily; Star French Fryers (gas and electric); Korn Kings (floor model, 60¢ dollar volume hourly; kettle type. Beverator Co., Cambridge, O. fe25

POPPER—ROTARY, DRY, ALMOST NEW; 2 lb. capacity, natural or bottled gas, \$150; also complete Carmelcorn Outfit, \$225. George Knight, 399 Fairlawn Ave., Mansfield, O. Phone 4903-4.

18 WEATHERPROOF POSTAGE STAMP MA-chines, use inside or outside; in excellent working condition, \$15 each, plus freight, 25¢ down, balance C.O.D. Albert Jackson, RR6, Anderson, Ind.

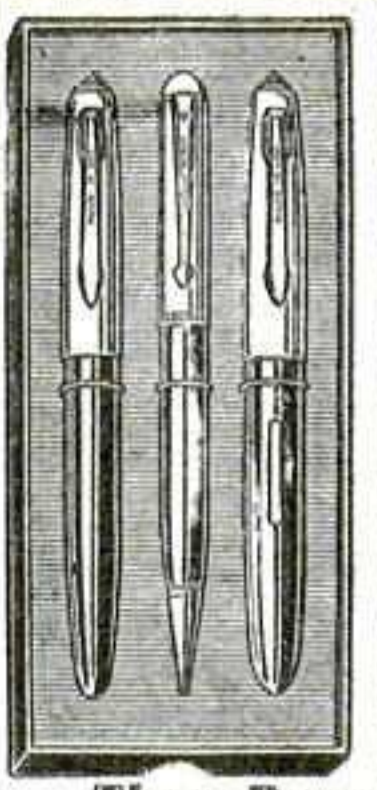
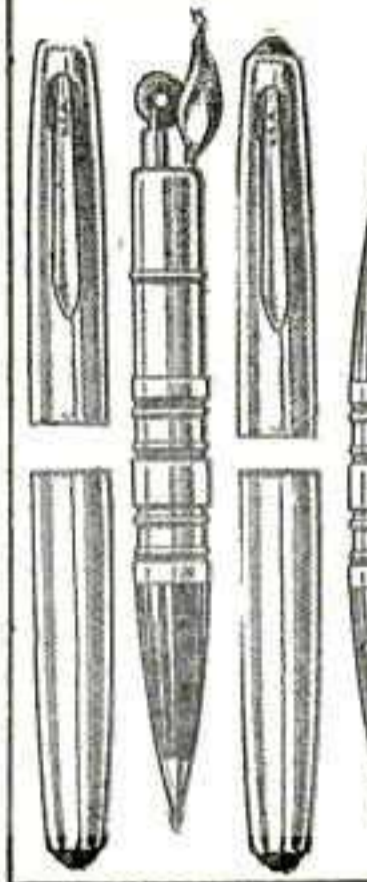
(Continued on page 84)

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, auto-matic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed. Free Cartridges.

SPECIAL PRICE

50¢ Per Set Sample Set, \$1.00.



These Pens Sell Like Wildfire! Combination ball pen and lighter.

35¢ Ea.

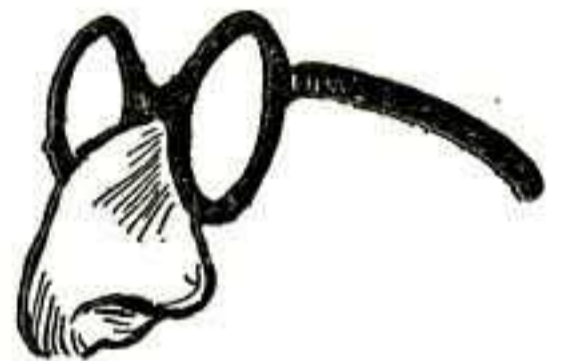
Two-color pen writes in red and blue.

25¢ Ea.

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for samples.

ORDER NOW!

H. EPSTEIN 27 East 22nd St. New York 10, N. Y.



NOSE AND GLASSES

\$7.20 Per Doz.

Immediate Delivery

Terms: 25% with orders, balance C. O. D. DEALERS, SEND FOR LIST.

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SUPER VALUES

SITTING BUNNY—All high lustre plush, 17" tip to tip. Ter-rific value. Each ... \$1.20

Larger Sizes Priced Low! CHARACTER DOLLS, large size. Moving Eyes. Individually boxed with window front. Each \$1.35

THE ALL GOLD COLOR CHICKEN, large size. It actu-ally lays gold color eggs. Put up in individual transparent acetate case. Dozen ... \$3.60

For many other money-saving values too numerous to mention, write for our new catalog now on press.

25% deposit on all orders, balance C.O.D. All prices F.O.B. N. Y.

SUPER SALES CO.

25 E. 17th St. N. Y. 2, N. Y.

ORIENTAL DESIGN RUGS

\$25.00 Each

Attn: Merchants Dealers, Auc-tion Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 8 by 11 room-size RUGS! Perfect Quality. Woven

through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money Maker today! ALL SIZES COLORS. 2x4 to 9x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. AGENTS WANTED

LO-US TRADING CO.

Dept. P-5, 20 W 27th St. New York 1, N. Y.

"PISTOL" LIGHTERS

AND OTHER NEW DEALS. WRITE, AIR MAIL OR WIRE FOR FREE CATALOG AND PRICE LIST.

JACKSON & PETERS DIST. CO.

20 E. JACKSON BLVD., CHICAGO 4, ILL.

RUBBER LIZARDS

They Look Alive—Jungle Green. Made in U. S. A. 6" Size, Gr. \$7.20 9" Size, Gr. \$18.00

1-20 Puzzle (new), Doz. \$3.00. Gr. \$33.00. "15" Puzzle, Doz. \$6.50. Nose & Spectacles (Hot), Gr. \$9.00. Pistol Lighter, Hot Item, Doz. \$13.50. Mermaid Pencils, now in stock—priced low.

Jerry Mahoney Key Chain (New), Doz. \$2.00. Twinkle, lights nose & rolls eyes. Doz. \$4.00. Mr. Beak, new sensation. Doz. \$7.20.

NEW HOT NUMBERS Living Pictures Winking Girl Dozen Hawaiian Dancer \$5.40 Crying Baby

25% Deposit With C. O. D. Orders. Allow for postage on prepaid orders.

119 Fifth Ave. New York 3, N. Y.

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IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

Fast Selling—Big Profit

Costume Jewelry Sets—Latest Creations

Lowest wholesale price, \$1.25 and up per set. Beautifully gift boxed for Easter and Mother's Day. \$5.00 brings 4 assorted sets prepaid, plus price list and sample push card. These sets are fast sellers at \$3.95 and up. Cash with order, no C. O. D.'s.

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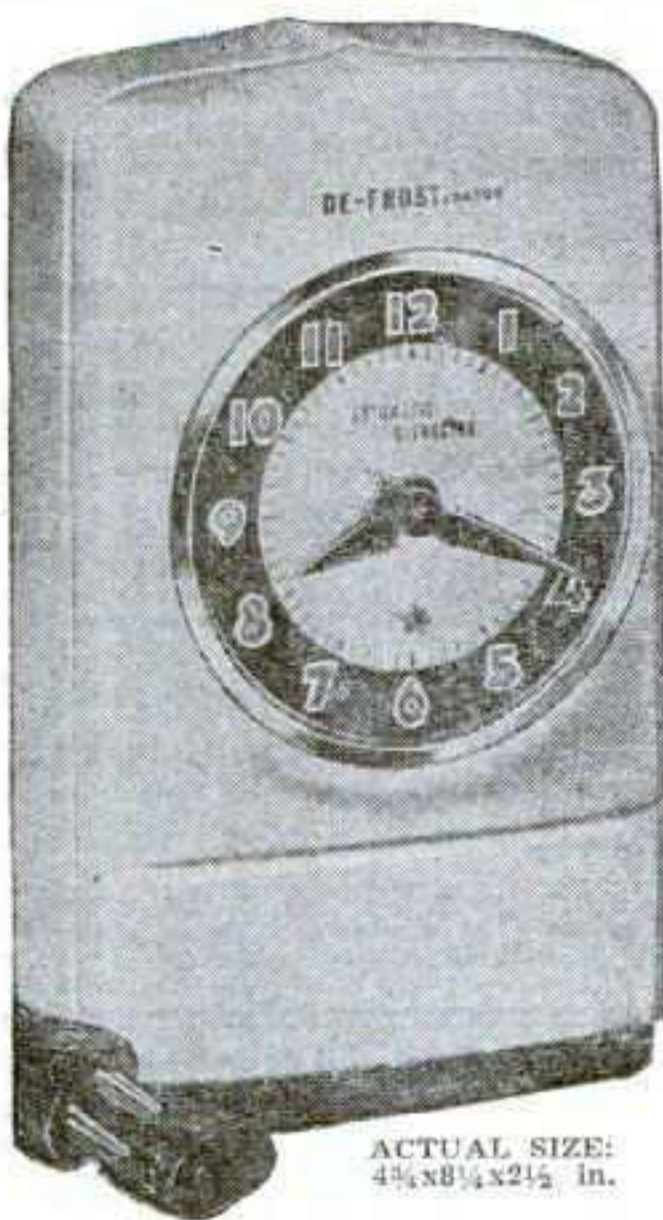
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This is the kind of deal that comes up once in a great while, push cards, boards, with deal that are placed in factories, offices, taverns, restaurants sell out quick.

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**\$ 6.60 EACH IN DOZ. LOTS**

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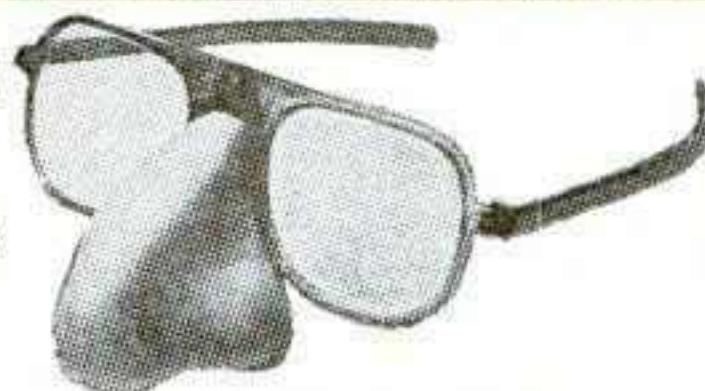
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IT LOOKS REAL AND FEELS REAL. HAS A FLESH APPEARANCE WHEN WORN. IT IS DIFFERENT and NOT RUBBER.

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\$7.50 Doz. in 12 Dozen Quantities  
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Guaranteed Mechanical Pencil in gleaming gold finish, with mystery window which opens, exposing exotic bathing doll immersed in liquid.

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Made of Tough Vinylite Plastic Easily Inflated

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**LOOK AT THESE FEATURES!**

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100% PROFIT Big orders. Bigger re-orders with sensational

**AL-ART Beauty Model PHOTOS**

10 DIFFERENT PHOTOS TO A SET 5 DIFFERENT SETS  
Each Photo 5 1/2" x 7" Glossy Finish

Send for sample set and wholesale prices. \$1 Sorry, no C. O. D.'s Satisfaction guaranteed.

**R & E SALES MART** P.O. BOX 26  
Triborough Station, N. Y. 35, N. Y.

**Simulated PEARLS**

1 Strand	2.00
2 Strand	4.00
3 Strand	6.00
PEARL ROPES, 6MM	7.00
PEARL ROPES, 8MM	8.00
TEAR DROP EARRINGS	2.50
TEAR DROP ASST.	2.50
FLAT BUTTON EARRINGS	1.25

25% Deposit, Balance C. O. D.

**Elvee Manufacturing Co.**  
866 Sixth Ave. New York 1  
Murray Hill 6-4177-8

**BINGO** Complete Supplies for Your Game. Prompt Shipments.

ELEVEN (11) different colored Specials, 2000 Series, Roll Tickets, Featherweights, Heavyweight Cards, Plastic and Paper Markers, 8 different style Cages, Blowers and Flashboards -- LAPBOARDS MADE TO YOUR SPECIFICATIONS. Write for FREE catalog.

**H. A. SULLIVAN**  
104-22 BLVD., DEPT. 8  
ROCKAWAY BEACH, N. Y.

**GIVE TO THE RUNYON CANCER FUND**

# !! BIG FLASH !! NEW-BIG MONEY MAKERS

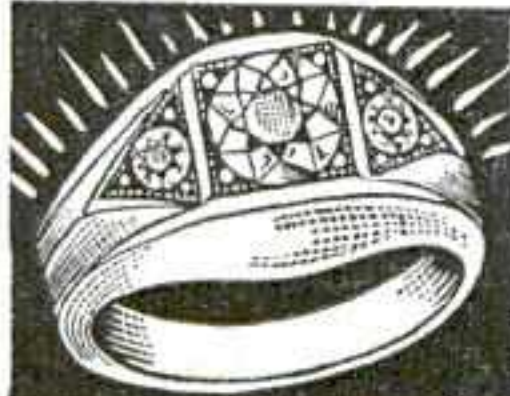


No. 185  
14-K Gold  
Plate  
**\$3.50**  
Doz.  
**\$39 per gr.**  
All Stones  
Hand Set

HEAVY MOUNTING... GEM-CUT 3 ALL WHITE SPARKLING RHINESTONES, OR WHITE CENTER WITH RUBY RED SIDES.

No. 634  
14-K Gold  
Plate

**\$2.65**  
Doz.  
**\$29.50 gr.**  
All Stones  
Hand Set



BRILLIANT 3 ALL WHITE IMPORTED GEM-CUT STONES, OR WHITE CENTER WITH RUBY RED SIDES.

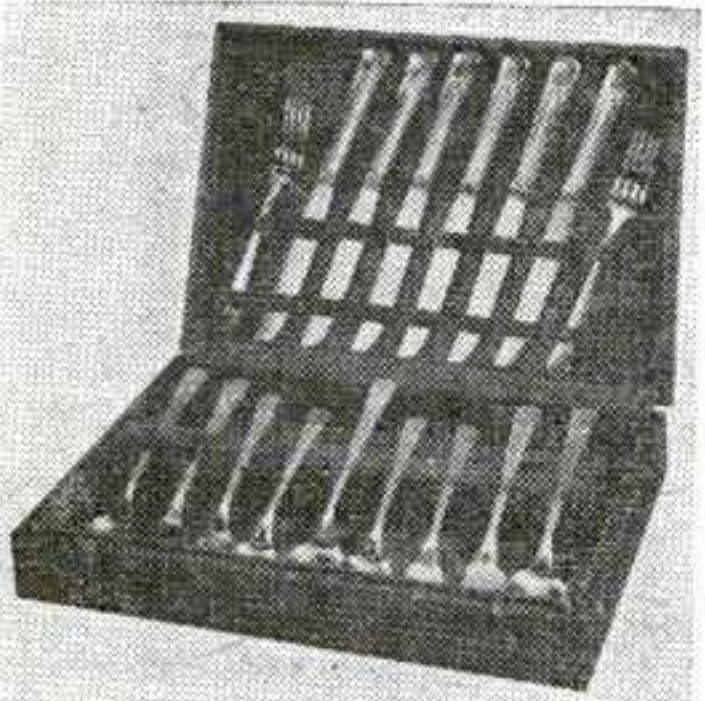
**OUTSTANDING FOR SALES AND EYE APPEAL**

DEPOSIT WITH ALL C. O. D. ORDERS. STATE YOUR BUSINESS. 4 SAMPLES OF ABOVE RINGS \$2.00 POSTPAID.

## PROVIDENCE RING CO.

49 WESTMINSTER ST.  
PROVIDENCE, RHODE ISLAND

## SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR.

#10BB Per Set **\$3.95** 10 Sets or More **\$3.85** Per Set

Display Chest Extra, \$1.00 Each.

## ROHDE SPENCER CO.

223-225 W. Madison St. Chicago 6, Ill.

## MEN-Build a Wholesale Route GET INTO A Big Pay Business



We Help You Establish a Steady Route of Dealer Customers Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY! WORLD'S PRODUCTS CO., Dept. 8-D, Spencer, Ind.

## SCOOP—RED HOT

Cash in on the sensational AUTOMATIC POCKET PISTOL LIGHTER, chrome plated, \$15.00 doz! Sample, \$2.00.

SPECIAL—Imported EXPANSION WATCH BANDS, very attractive. White, \$4 doz. up; Yellow, \$5 doz. up. Send \$3 for sample ass't. 25% deposit, bal. C.O.D. Prompt shipment.

**WORLD ENTERPRISES**  
Suite 502, 152 W. 42 St. New York 18  
Tel.: Wisconsin 7-1346

## TIES

Direct From Manufacturer • All New Styles and Patterns  
**SELL STORES AND DIRECT**  
Finest fabrics, both ends lined. Hand blocked and panel designs. Values up to \$2.00. You pay only \$6.50 dz. 3 dz. \$18.00. Your profit over \$6.00 dz. Special price on gross lot orders. We also sell Slide-On Ties, other items. FREE CATALOG. Act now! EMPIRE CRAVATS, 648 B'way, New York 12, N. Y.

**DIRECT POSITIVE PHOTOGRAPHERS**—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds; Cameras for in-doors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleve-land Ave., Chicago, Ill. npe25

**ENLARGEMENTS**—5x7 DOUBLE WEIGHT, silk finish; 6 for \$1. Rudy Leefma, 375 River- side Drive, New York 25. fe25

**HIGH CLASS PHOTO FINISHING-ENLARGING**—Eight, 25¢; twelve, 40¢. Oversize add 10¢. Mississippi Finishing, 2212 East 12th, Davenport 10, Iowa. mh11

**LEATHERETTE PHOTO CASES, ASSORTED** colors, 1 1/2 x 2, \$3 per 100, \$25 per 1,000; we like all sizes; 25% deposit. Frank Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap8

**PHOTOMOUNTS—1¢ TO 10¢ EACH; WRITE** for price list. Penn Photomounts, 335 Wood- land Ave., Glenolden, Pa. mh11

**PHOTOMATIC—STOCK TO PAY FOR ITSELF.** \$150; others, send for list. E. W. Schnepel, Mobile, Ala.

**THE NEW EASTMAN DOUBLE WEIGHT DI-** rect Positive Paper now available in all sizes. Marks & Fuller Inc., 70 Scio St., Rochester 4, N. Y. fe25

**THE NEW E-Z PORTABLE STUDIO STREET** Camera, with latest improvements. Glossick Mfg. Co., 544 Monson St., East Peoria 8, Ill.

## PRINTING

**LOWER WINDOW CARD PRICES!—FLASHY** three-color 14x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. fe25

**POSTERS, CARDS, HERALDS—PHOTO OFFSET** Reproductions. Write Cato Show Printing Co., Cato, New York. Service, Quality. Price. ma4

**RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID;** stamp pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati O. fe25

**14x22 TYPE WINDOW CARDS. THE BELL** Press, Winton, Pa. fe25

**1,000 ADVERTISING, NAME, ADDRESS BLUE-** print Stickers, \$1 postpaid; samples free. National Ad-Agency, 15 East 3rd, Cincinnati 2, Ohio. fe25

**ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND** 6 1/2 Envelopes. Hammermill Bond, five lines copy, \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. mah11

**150 6 1/2 ENVELOPES AND 250 WHITEBOND** Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. mh4

## SALESMEN WANTED

**VENDING ROUTE SALESMEN—IF YOU HAVE** had experience selling new routes through Business Opportunity ads, we have a new exclusive deal which should appeal to you. Ads are acceptable in all newspapers because this is the new patented Sizzle Snack Electro Hot-Dog Broiler. Exclusive territories allotted to your customers. Operators exceedingly happy with results. Protected territories now being assigned to experienced producers. Write or wire for details, Wesson Distributing Corp., 1060 Broad Street, Newark 2, N. J. mh4

## HELP WANTED—ADVERTISEMENTS

**RATE—12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 MAGIC OR SPOOK SHOW—HAVE CON-** tacts for months of steady work in good theaters; give full information, photos and availability. Box 501, Billboard, N. Y. C.

**AGENT WANTED WHO HAS GOOD RECORD-** ing company contacts to represent profes- sional man and wife harmony singing and instrumental radio team. Write Mack Lunsford, KDTH, Dubuque, Ia. References, please.

**BASS MAN AND LEAD TRUMPET—PROMI-** nent and well established dance band. Box C-44, c/o The Billboard, Cincinnati 22, O. fe25

**BOOKER FOR SCHOOLS, SPONSORED PRO-** grams and assemblies; outstanding attraction; all essentials, good proposition, immediate work. H. Kay Lewis, Winchester, Ind. mh4

**EXPERIENCED BIRD TRAINER—NICE PER-** sonality, no riff-raff. \$35 week start, more when value proved. Permanent position. Best surroundings. Miami Rare Bird Farm, Box 100, Kendall, Fla. fe25

**EXPERIENCED AERIALISTS—FOR ESTAB-** lished high acts; long season; state age, height, weight, photo. Xcellos, 102 Gold St., New Britain, Conn. mh11

**FEMALE IMPERSONATORS WANTED—A.G.** V.A. scale; send photos and details. Tony Midnite, Lincoln Hotel, Stockton, Calif.

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,** Sox, Pants, Jackets, Sweaters, Shoes, Uni- forms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS, Lincoln, Chi- cago.

## SCENERY AND BANNERS

**NIEMAN CARNIVAL-CIRCUS BANNERS THE** best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544. fe25

**THE BEST IN CIRCUS AND SIDE SHOW** Banners painted to order. Don Lutton, La- Cygne, Kan. mah4

## TATTOOING SUPPLIES

**A-1 TATTOOING MACHINES, DESIGNS, COL-** ors, Needles, Outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. mh25

**EVERYTHING YOU NEED FOR TATTOOING—** Electric Tattoo Machines, Designs, Colors; complete outfits. Illustrated catalog free. Milt Zeis, 728 Lesley Rockford, Ill. mal1

## WANTED TO BUY

**CALLIOPE WANTED—TANGLEY OR NATION-** al; condition unimportant. Frank Moorman, 2918 Shorecrest Dr., Dallas, Tex.

**HOOP WANTED—ONE THAT WILL HOLD** glass of water on inside of rim when in motion. E. A. Fuller, 1430 Hawthorne St., Schenectady, N. Y.

**HOUSE CAR, TRUCK OR BUS, NO TRAILER—** Clean and in good condition for cash. Joe Darpel, Hotel Victoria, Norfolk, Va. mh4

**KIDDIE RIDES OF ALL KINDS (NO TRAINS)**—State condition and price to Ray Brison, 131 Oley St., Reading, Pa.

**SIX CATS, BUCKETS, SCALES—ALSO MAN** to frame six cats. No junk. Mike Harari, 2279 Broadway, N.Y.C. ENdicott 2-2370.

**TOP, 50x100 OR LARGER; 1 STREET ORGAN** and monkeys; cheap. Edward Stearns, 63 Branford St., Hartford, Conn.

**USED 16MM. SOUND WESTERN FEATURE—** Priced reasonable for cash. Herbert Dry, 922 9th St. Northeast, Canton, O. mh18

**WANT—DEVIL'S BOWLING ALLEY; IN** good condition; must be reasonable. Box C-46, Billboard, Cincinnati 22, Ohio.

**WANTED—LORD PRAYER ON PIN HEAD,** telescope style. King, 586 East 134 St., Bronx 54, N.Y.C.

**WANTED—UNPUBLISHED SONGS, GAGS FOR** new type radio show; metropolitan area New York; write details, don't come in person. Trans-Vision Music Co., 507 Fifth Ave., New York 17.

**WILL BUY POPCORN TRAILER OUTFIT** within 150 miles of Youngstown, Ohio. Harold Winner, Sharpsville, Pa.

**16MM. SOUND FILMS WANTED—WILL PUR-** chase small or large quantities. Rogers, Box 26, East Atlanta, Ga. fe25

**GIRL WESTERN BAND OR VERSATILE GIRL** musicians for theater tour; interested also in novelty groups or specialty performers; give details and photo. Box 500, Billboard, N. Y. C.

**GIRLS WANTED FOR POSING GIRL SHOW** with carnival; opening in March; experience unnecessary. Address Billy Woodall, care Lawrence Greater Shows, Moultrie, Ga.

**MUSICIANS FOR HOTEL BAND—LOCATIONS** only; \$100 salary; tenor sax, 2nd trumpet, bass; doubling voice; violin or entertainment. Write Sam Woodgate, Manager, 60 West Chest- nut, Chicago, Ill.

**PIANO PLAYER—READ, CUT SHOWS, LONG** locations. Butterfly styled tenor band; min. \$70 weekly; immediately. Wire, call, not collect 8-9196, Chuck George, Mgr., Casa Grande Cts., Phenix City, Alabama.

**STRIP WOMEN WANTED—PRESIDENT FOL-** lies Burlesque, San Francisco.

**WANTED—WHITE AND COLORED ATTRAC-** tions suitable for schools, auditoriums, thea- ters; steady work; enclose photo. Coast to coast bookings. Write Agent, P.O. Box 5161, New Orleans, La.

**WANTED—GOOD STRONG COMIC THAT DOES** parts; must be sober and reliable; this show never closes. Write or wire Johnnie Silvers, 322 East Second St., Alliance, Neb.

## HOLLYWOOD'S NEWEST LAFF SENSATION

**Now The SHNDZ!**

☆ **Flesh Colored Nose; Complete with Frames**

☆ **Designed for Lafts**

☆ **Priced for Volume Sales**

**\$8.00**  
DOZ. POSTPAID

**\$7.50** DOZ. **\$7.20** DOZ.  
6 DOZ. LOTS GROSS LOTS

**BEFORE!** **AFTER!**

TERMS: Cash with order for prepaid delivery. 1/3 deposit on C.O.D. orders. Net 10 days to well-rated firms. F.O.B. Chicago.

**BANNER MDSE. CO. 145 SO. WELLS STREET CHICAGO 6, ILLINOIS**

## LAMPS

DIRECT FROM ONE OF AMERICA'S GREAT LAMP FACTORIES

ALL PRICE RANGES  
WIDE CHOICE OF NEW STYLES  
BIGGEST VALUES IN THE USA

FOR PRIZES!  
FOR SALES BOARDS  
FOR PREMIUMS  
FOR RETAIL SELLING  
FOR AUCTIONEERS

WRITE for CATALOG and PRICE LIST

CLOSEOUTS ALWAYS ON HAND AT OUR FACTORY!

## ROART CO.

FACTORY: 830 MONROE ST., HOBOKEN, N. J.  
SHOWROOMS: 61 W. 23 ST., NEW YORK 10, N. Y.

## 6000 Smash Hits—

In 460 Page Wholesale Book

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢

brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.

**SPORS CO., 2-50 Lamont, Le Center, Minn.**

## NEW! TERRIFIC!

Genuine SWISS Watches

**\$3.95** with Expansion Band

## BIG MONEY-MAKING VALUE

☆ Radium Dial in Beautiful New Styles ☆ Sweep Second Hand ☆ Smart, Highly Polished Case ☆ Genuine Expansion Band ☆ Medium Size \$3.95 ea. in lots of 6 or more—sample orders \$1.00 extra—25% deposit on C.O.D. orders. Write for New Value-Packed Catalog!

**Cel-Max**  
WHOLESALE JEWELERS

198 S. Main St.—P. O. Box 473—Memphis, Tenn.

## HOPALONG CASSIDY BUTTONS

Everybody wants to wear a picture of Hoppy. Real photo on green background. 50-line button has pin to hold it securely.

1000 ..... \$25.00  
100 ..... 3.00  
50 ..... 13.50

FOB Los Angeles 25% with order. Balance C.O.D. (We also stock Gene Autry and Roy Rogers Buttons.)

**PICO NOVELTY CO.**  
424 S. Los Angeles St., Los Angeles 13, Calif.

## NEW, SENSATIONAL POCKET PISTOL LIGHTER

Received from occupied Japan. Chrome plated, individually boxed. Price \$18.90 doz. postpaid. List \$3.50. Send money order for sample doz.

**M. MORRIS**  
1472 Broadway, Rm. 612, New York 18, N. Y.  
Tel.: LO 5-8070

## BIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address. 25¢.

**Bart Mfg. Co.**  
303 Degraw St. Brooklyn 2, N. Y.

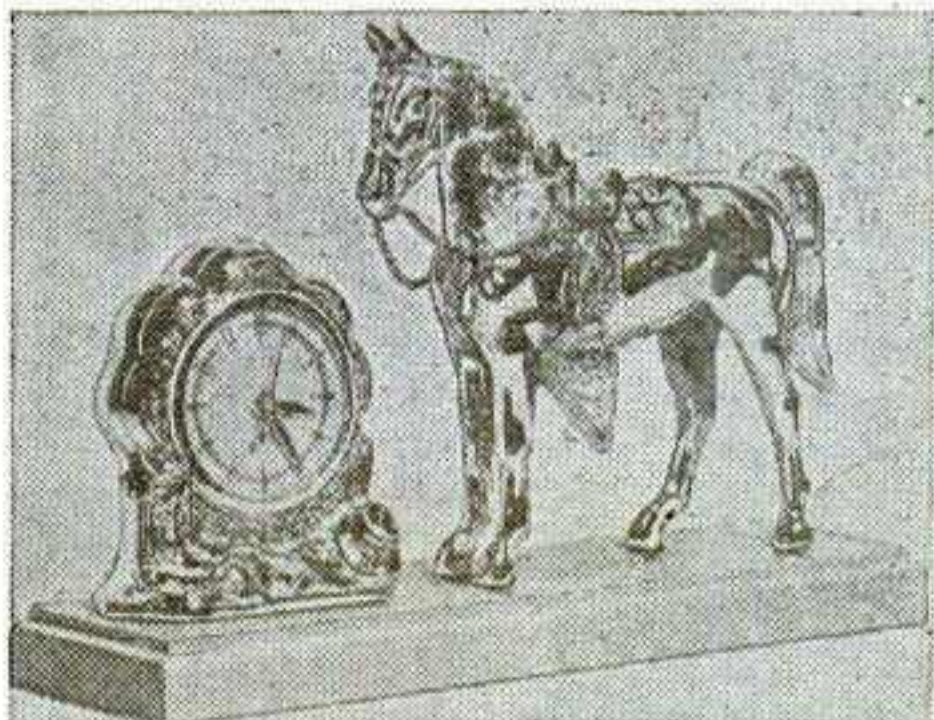
# Original HORSE CLOCK

Gold & Silver Two-Tone Finish  
17" LONG, 12" TALL

Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish.

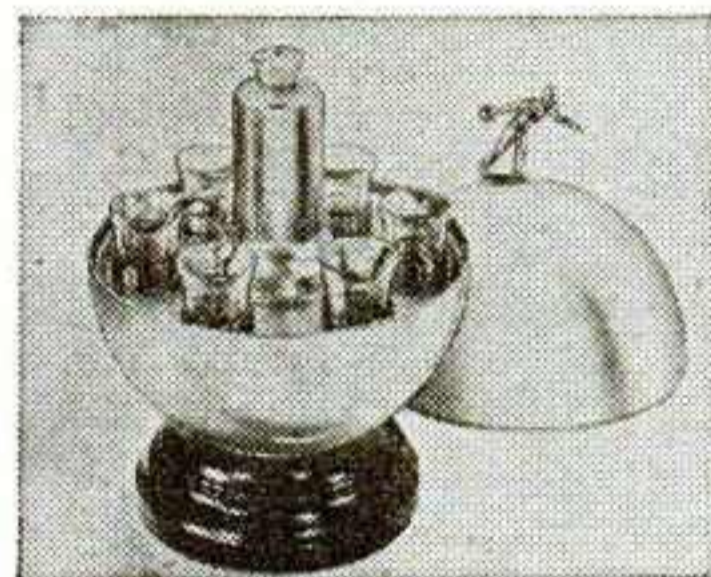
ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR.

Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).



#215-G

\$6.60 Es. in Dox. Lots  
Samples \$7.50 Ea.



# BOWLING BALL LIQUOR SET

The newest novelty sensation of the year! High chrome satin finish ball, mounted on black enamel trophy base.

Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button. Rotate tray and fill glasses by pressing chrome pump down once . . . aigger every time!

#4052B  
\$7.25 Ea. in Dox. Lots  
Sample, \$8.00 Ea.

WRITE FOR NEW EASTER CATALOG!

25% Deposit, Balance C. O. D. If not for resale add Federal Excise Tax.

Tel.: ORegon 3-6330

# CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

# "NIFTY NUDIE" LIGHTERS!

Featuring Luscious Hollywood Models!



WOW! The sales sensation for '50 is this "nifty"! You've never seen anything like it before—you'll want to be the first to show it! Beautiful Hollywood gals, not just drawn but actually photographed in glorious full color!—and applied to the sensational new Evans Automatic Lighters and Lighter-and-Case combinations! Permanent—will last a lifetime! You will be delighted with the lighter with a lift!!

Combination Case & Lighter	Lighter
Retail List \$8.95 Ea. \$5.95 Ea.	
Your Cost	Your Cost
1-6 Samples \$5.50 Ea. \$3.75 Ea.	
7-12 ..... 5.10 Ea. 3.45 Ea.	
13-25 ..... 4.75 Ea. 3.30 Ea.	
26-50 ..... 4.50 Ea. 3.20 Ea.	
51-100&Over 4.25 Ea. 3.00 Ea.	

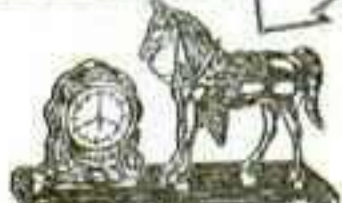
All prices F. O. B. Hollywood. Terms: 25% with order, balance C. O. D. Get on the "Nifty Nudie" bandwagon now—rush your order to

HOLLYWOOD NOVELTY CO.  
CINEMART BLDG. HOLLYWOOD 28, CALIF.



a Catalog CHUCK FULL OF VALUES!  
Send for Your FREE Copy Today!

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.



GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

WRITE FOR OUR NEW CATALOG—JUST OUT

Be sure and mention line of business.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

# AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

## AGENTS AND MANAGERS

ADVANCE AGENT, PERSONAL MANAGER—Expert sales executive, booker, publicity, exploitation manager available to book coast to coast tour for box office attraction. Band-show unit or musical revue equipped to travel, play theaters, auditoriums, clubs, ballrooms, fairs, tradeshows, styeshows. Promote radio-television sponsors. Write details to Agent, Box 2502, Hollywood, Calif. mh4

DANCE BAND—SEVEN TO NINE PIECES AND attractive vocalist; available from June to September; have been organized three years. Contact Manager 742 Gunderson, Oak Park, Ill.

## BANDS AND ORCHESTRAS

AVAILABLE FOR HOTELS, CLUBS, RESORTS and Ballrooms—A well-organized, commercial, nine piece tenor band; large library of special arrangements presenting all of the popular rhythms, novelties and vocals; cut shows, radio, etc.; clean appearance; professional background; have own transportation and all promotional material. Hal Carlton, 3306 Fuhrman Ave., Seattle 2, Washington. mh11

AVAILABLE JUNE FIRST TO LABOR DAY—Five to Seven Piece Orchestra, with or without vocalist; experience in hotels, taverns and reg. dance halls; would like location job in Northern Michigan or Wisconsin summer resort; 100% union; prices reasonable. Address Wm. S. Briggs, 106 Beam St., Porter, Ind. Phone Chesterton 2602.

COLORED BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc.; four men, entertaining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill.

TWELVE PIECE DANCE ORCHESTRA WANTS summer work—Resort, dance hall, tour, etc. Employers and agents write c/o Dale Wells, Three Rivers, Mich. fe25

## CIRCUS AND CARNIVAL

AT LEASURE—PROF. E. SPIES, THE HOLY Man and Divine Healer. Columbia Hotel, Miami, Fla.

AT LIBERTY—MAN AND WIFE COOKS FOR cook house, circus or carnival; have own car and living quarters and one act for side show; will join at once. Write and state salary. Mr. and Mrs. J. M. Chesher, Philpot, Ky. R.R. 2 fe25

JOE EGO HARRIS—WORLD'S CHAMPION BAG Puncher. Circus, Side Show, anywhere South. 4 Lens Place, Irvington, N. Jersey.

RAY BRISON AVAILABLE FOR SMALL CIRCUS Side Show; do Punch, magic, fire; have good bally; make openings and lecture; have no car or trailer. Write 131 Oley St., Reading, Pa.

SHOWMAN DESIRES POSITION AS CLOWN—Appeared Montreal, Madison Square Garden, 520 E. 18th St., Charlotte, N. C. 6-1766.

## DRAMATIC ARTISTS

IDA GODFREY INVITES OFFERS FOR SPRING and summer season. Tent, circle, stock; general business; characters. Have appearance, ability, wardrobe, good study. Ida Godfrey, Fairfax, Mo.

## MISCELLANEOUS

MAN—AGE 27. WANTS JOB WITH FUTURE. John Sciortino, 2415 Cortland, Chicago, Ill. Phone Spaulding 2-1147. fe25

RAY BRISON AVAILABLE FOR SMALL CIRCUS Side Show; do Punch, magic, fire; have good bally, make openings and lecture. Have no car or trailer. Write 131 Oley St., Reading, Pa.

VERNON HOFF—FEMALE IMPERSONATOR. Performed 1949 season with Lev's Lawrence Greater Shows; Elgin, LaSalle; AGVA; photographs free. Vernon Hoff, Billboard, N. Y.

## MUSICIANS

A-1 WESTERN SWING FIDDLE—GIRL BASS, guitar player, travel as a team (or) will go single for fiddle position; beautiful Western wardrobe; young, sober, union; best of references; prefer established radio units; guaranteed salary. State all in first. Phone 3174. Freddie Stone Millville, Pa. Columbia County fe25

A-1 BARITONE—UNION; FOR CIRCUS COMING season; cut or no notice; sober, reliable musician. Care Mrs. Jackson, 1850 Filmore, Chicago, Ill. fe25

ALTO TENOR CLARINET—10 YEARS' EXPERIENCE all styles, lines; read, fake, transpose, tone, cut anything; car. Earl Clark, 2108 Howell St., Covington, Ky.

ALTO, CLARINET AND FLUTE—NAME EXPERIENCE; cut or no notice; big tone, good intonation. Rudy Fischer, 1720 Rhode Island N. W., Washington, D. C. Executive 0144.

ANY SAXOPHONE, ANY CLARINET—BETTER spots; no territory bands; write only. Musician, 200 Lane Ave., Punxsutawney, Pa.

AT LIBERTY—GUITAR AND TENOR BANJO. Amplified for solo and background; some novelty vocals; experienced, single, age 31; can fit in any type unit. Prefer daily radio program plus personal appearances. Write Joseph P. Sottile, 311 Henlman Ave., Patton, Pa. Phone Patton 3603 from 5 to 7 p.m.

AVAILABLE IMMEDIATELY—EXPERIENCED piano man; read, fake; prefer combo; own transportation; no one-nighters. Musician, 1347 West Decatur St., Decatur, Ill. mh4

BASS—RECORDING TUBA DOUBLING STRING bass; fine equipment, wide experience commercial bands; formerly Art Kassel, Don Ried, Johnny Gilbert, others. Have station wagon. Bob Beatty, 2040 West "O" St., Lincoln, Nebr. fe25

BASS MAN—AGE 20, AVAILABLE IMMEDIATELY; read, fake, union; cut or no notice; travel anywhere. Write Max Marquis, Gen. Del., Omaha Neb.

BASS MAN—NAME EXPERIENCE; PREFER combo; also excellent voice "pops," classics, comedy; no panics, character clean. Musician, 3-8 South Sheridan, Waukegan, Ill.

BASS DOUBLING VIOLIN—ALL ESSENTIALS, union, reliable, go anywhere. John Giebitz, c/o Gen. Del., Orange, Tex.

DRUMMER FOR WESTERN-HILLBILLY OR girl show outfits. Will consider other offers. Also do comedy, washboards, magic; union. "Scrubboard" Wallace, 2211 Bellefontaine, Indianapolis 5, Ind. mh18

DRUMMER—12 YRS.' EXPERIENCE; DO COMEDY, vocals; play good commercial 2 or 4 beat, new equipment, read well, cut shows, Latin; travel anywhere; all offers considered. Box NY-117, Billboard, Broadway, N. Y. mh4

FIDDLER AND ACCORDION PLAYER WISHES to join established Hillbilly or Western outfit; radio and stage experience; fiddler doubles mandolin and bass, accordion player doubles piano. Both young, plenty of personality; go anywhere for guaranteed salary; photo and recording upon request. Musicians, 1304 Highland St., Columbus 1, O.

GIRL—COMBO DRUMMER WITH FULL SET of Slingerland drums, which set upright; plays standing, doubles string bass; sings ballads; young man, plays bass doubles rhythm guitar; sings, does m.c. and entertaining routines. Have duet, novelty and rhythm vocals; desire work together but will consider separately; union, travel anywhere. Jo. Sharon, 614 N. Clark, Carroll, Iowa. Telephone 773J.

HAMMOND ORGANIST—MALE, OWN EQUIPMENT, rated finest in Midwest. Smooth, sophisticated styling. #309, 1026 N. Jackson St., Milwaukee 2, Wisconsin. Telephone: Broadway 2-7098.

PIANIST—PLAY ANY STYLE; NO ONE NIGHTERS. Semi-name experience. Marc Fraley, 1956 West Grand Blvd., Detroit, Mich.

(Continued on page 88)

# FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old. YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kenex nylon hosiery sold with amazing guarantee that gives free replacement if hose runs or snags (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Garries Good Housekeeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-robe fabrics and complete money-making outfits. Nothing to pay now or later. No obligation. Write: KENEX CO., BABYLON 7, N. Y.



# ALL Women Need CURLY HEAD

Salesmen and Pitchmen Sell It Fast! Lamb's wool polisher slips over home electric mixer. Revolving fluffy head quickly polishes and waxes silver, jewelry, furniture, autos and shoes without effort. Thousands in use. List \$1.50—your cost \$9.00 doz. postpaid. Sample \$1.00. W. E. Norton Co., 3812aa North Mississippi, Portland 12, Ore.



# GORGEOUS! CHOCOLATE EASTER EGGS

BEAUTIFULLY DECORATED IN COLOR Direct From Factory. Jobbers' Prices. Beautiful Cellophaned 1 Lb Boxes, 58¢ 24 to Case. Case Lots Only. No C.O.D.'s at this low price. Sample \$1 BARBARA FRITCHIE CHOCOLATES Frederick, Md.

**"U-SED-IT" here's a real money maker!**

# U-SED-IT

MARTY FIEDLER'S "FLYING" DISC OF GAMES  
THE MECHANICAL ROULETTE WHEEL  
THAT PLAYS THE WORLDS GREATEST GAMES

*There is nothing like it  
Absolutely nothing!!!*

U-Sed-It is a scientific masterpiece of construction — designed with wizardry and imagination. Clear as glass, styrene top and phenolic base. The Disc is enameled, oven baked and varnished. Usedit measures 5 1/4" wide, 2 3/4" high. Usedit will last a lifetime. Simple and easy to play. A press of the lever sets the disc in motion. As it is released the whirling disc immediately reverses, throwing the ball out of the slot to whirl around with the disc until it settles in slot in line with the game or games being played. **\$4.95** Complete with 7 playing forms and 6 Bingo Cards

Games may be played singly or simultaneously with any size group. Here is a list of the games which may be played. Imagine! They're all played on this one wheel

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- BINGO
- BLACK JACK or 21
- CARD ROULETTE - 52
- DICE or CRAPS
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- HORSE RACING
- PUT AND TAKE
- ROULETTE-1 to 36
- ROULETTE-1 to 52

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USEDIT, INC. 607 N. LA BREA AVE., HOLLYWOOD 30, CALIF.

**U-SED-IT**  
*A real money maker...*  
**DISTRIBUTORS WANTED**

**WRITE TODAY**

**THE PERFECT PARTY GAME  
FUN FOR EVERYONE**

- IDEAL FOR INVALIDS
- CHURCH SOCIALS
- CLUBS
- PARTIES
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- GIFTS!

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### METAL HORSES NEW LOW PRICES!

IN GOLD OR BRONZE FINISH

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WE GUARANTEE OUR PRICES!

Either finish at the same low prices			
721	2 1/2"	\$ 1.80	per doz.
728	3 1/2"	2.75	" "
713	4 1/2"	4.00	" "
727	5 1/2"	6.60	" "
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725	7 1/4"	12.60	" "
730	8 1/2"	16.80	" "
717	10 1/4"	21.00	" "

When ordering, please give size and mention finish desired

**FAST SELLING ORNAMENTAL CLOCKS**  
10 1/4" Horse Clock, Cow-boy on Horse, Cowboy on Broncho Clock, Artistic Lady Clock, Setter Dog Clock. Specify Gold or Bronze **\$7.50** Each

**GET SAMPLE LINE**  
Send \$15.00 for sample line of Horses, Ash Trays, Novelties, etc., or Write for Circular Today!

Order shipped immediately. Terms: 25% Deposit—Balance C. O. D. unless rated. Orders under \$10.00 must be paid in full.

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Orders NOW Being Filled

## Mr. BEAK

Plastic Spectacles and Hawk Nose with the Heavy B-Bop Frames

### The Hollywood HIT ITEM

We can fill your orders IMMEDIATELY

**\$7.20 Per Doz.**  
(F. O. B. Los Angeles)  
Sample \$1.00 Each, Postpaid

Please Order From Your Nearest Jobber  
If he can't supply you, order direct from us

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Packed 3 Doz. to a Box  
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The life-like live rubber Monkey. A Barrel Full of Fun. With suction cups. Individually carded.  
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**JOBBER'S INQUIRIES INVITED** 25% deposit with order—balance C. O. D.

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DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, plain and stone-set bangles, such as hearts, stars, clovers, pendants, jewel sets, heart and arrow, crescents, crosses, soldered link chains, springrings, jumprings; rolled gold plate wire, square and round, in all sizes and quantities; tie slides, pearl plates, hoops, ear wires, scatter pins and many other items. We also supply such tools as pliers, ring mandrels, size sets, etc. Illustrated is the Phelan Hand Made Gold Wire Ring in 1/20-12K Gold Filled, for which we are sole distributors. It comes in birthstone colors for men and women and makes a beautiful gift. Dozen lots, \$9 doz.; 6 for \$6; less than 6—\$1.10 each.

Pat. #150726  
T. V. Phelan

Write for \$5 sample line, stating requirements—\$2 deposit required—bal. C. O. D.

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Buy Direct From the Manufacturer and SAVE!

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Order EASTER Stuffed Toys Now!

- ◆ #45 6" Rayon Plush Running Rabbit & 6" Chick. \$6.00 Doz. SAMPLE. \$1.25 ppd.
- ◆ #38 38" Jumbo Begging Rabbit, hi-grade rayon plush. \$36.00 Doz. SAMPLE. \$3.75 ppd.
- ◆ #83 14 1/2" Cuddly Life-Like Rabbit (illustrated). Real rabbit skin, in white, pink and maize. \$19.50 Doz. SAMPLE. \$2.00 ppd.

**SPECIAL OFFER:** #84 12x6" Running Rabbit, white real rabbit skin, mouton trimmed. \$11.40 Doz. SAMPLE \$6.50 Ppd.

asst. of SIX pieces. 25% Deposit Required, Balance C. O. D. if Not Rated. Send \$12.75 and receive ALL TEN SAMPLES Postpaid! Send for FREE illustrations and price list of our new Easter line and Jumbo Concession and Carnival numbers. CLOSEOUTS on hand! Special Jobbers' set-up. Write for details. SALESMEN: Choice territories open.

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Manufacturers of Fur Stuffed Toys

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### Terrific Flash

Will be this year's bankroll number.

**\$36.00**  
Per Gross

**\$3.25**  
Per Dozen

Red, White & Blue Plastic Baton. Regulation Size.



**"KIMCO"**  
Gold Capped  
**THREE PIECE PEN SETS**

Beautifully Boxed With \$7.50 Price Tag Gold Embossed. All Sets Are Fully Guaranteed.

**\$5.00**  
Per Dozen

**\$57.60**  
Per Gross

### Still Going Over SALESBOARD OPERATORS

D R O P M E N



H U S T L E R S

**\$48.00**  
Per Dozen

Sample Set **\$4.50**  
Each

24 Karat Gold Plated Choker Set Necklace, Earring and Bracelet to match. Plush box silk lined, price tag \$19.95. Large assortment of styles.

**NEW LOW PRICE ON ITCHY DOGS. 5 GROSS CASE LOTS, \$22.50 PER GROSS. SINGLE GROSS LOTS, \$24.00 PER GROSS.**

25% DEPOSIT ON ALL ORDERS

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## MUSICIANS

(Continued from page 86)

**MOST ENTERTAINING PIANIST IN BUSINESS**  
—Available for night clubs, cocktail lounges, hotels; vocals, record pantomime, novelties; all requests; photos. Jim McGowan, 613 Monroe, Topeka, Kan. mh18

**PIANIST — AVAILABLE IMMEDIATELY,** young, sober, reliable, union; all around; fast butterfly style; prefer society or tenor bands; experienced. Joe DeGregory, 534 Linden Ave., Steubenville, O. fe25

**PIANO ENTERTAINER—VOCALS, COMEDY,** novelties; appearance, personality, congenial, good mixer; work as sing'e or combo. Billboard, Box (C-49), Cincinnati, O. mh4

**PIANO AND BASS—WORK TOGETHER;** Location only; own Solovox; transportation; thoroughly experienced; union, cut or no notice. Howard Bearden, 215 W. 12th St., Little Rock, Ark. mh4

**TENOR, CLARINET—ANY STYLE, DIXIE.** Society, shows; section and solos; available immediately. Musician, 101 Union St., Doylestown, Pa. Ph. 4717. fe25

**TENOR SAX, DOUBLING CLARINET AVAIL-**able immediately. Three years' road experience, commercial bands; cut or no notice. Contact Mack Mott, 1450 Washington, Springfield, Mo. mh4

**TENOR SAX AND VOCALIST—THOROUGHLY** experienced; vocals for solo and quartette work; neat appearing; Local 10; desire vocals mainly. Photos or request. Dick Booe, 419 N. Hennepin St., Dixon, Ill. mh4

**TENOR, BARITONE, CLARINET, BASS CLAR-**inet; read, transpose; non-drinker, reliable, name, semi-name experience; age 25, married, car; cut or no notice; prefer locations. Musician, 330 East 23 St., Erie, Pa. mh4

**TENOR, ALTO, CLAR. & FLUTE—EXP. ANY** style; prefer commercial; available now. Harold L. Sampson, 192 N. First Street, Alhambra, N. C. mh4

**TENOR, ALTO, CLARINET, FLUTE, VOCALS—**Neat, dependable; prefer location; available immediately. Musician, 3222 West St., Ames, Iowa. mh4

**TROMBONE, DOUBLING VIOLIN — FAKE** piano. Available, Trio, small combination. Restaurant, resort, hotel, club experience; now vicinity of Buffalo, N. Y. Union. Box C-40, Billboard, Cincinnati, O. mh4

**TROMBONE — TRANSPOSE, FAKE, SWEET** tone, strictly cut or no notice; available. Howard Cooper, 2909 N. Nevada St., Colorado Springs, Colo. mh4

**TROMBONIST, TRUMPETER—BOTH EXPERI-**enced, good jazz, excellent readers; union, single, sober; travel anywhere; consider anything. Roy Brandow, Shortsville, N. Y. mh4

**TROMBONIST — WANTS JOB WITH DIXIE** band, double vocals and trumpet; prefer location. Art Weite, Wells, Minn. mh4

**TRUMPET PLAYER — AGE 31, FOURTEEN** years actual professional experience, including name orchestras; lead or jazz; Local 802 N. Y. City and Chicago 10. Write, wire, or phone 24851; go anywhere. Musician, 1456 Pleasant Ave., Wellsburg, W. Va. mh4

**TRUMPET MAN—SEMI-NAME EXPERIENCE;** available immediately; single, sober, 23 years; will travel. Bob Schueneman, 508 Lorraine, Waukegan, Ill. Majestic 386. mh4

**TRUMPET PLAYER—FEATURED VOCALIST,** small combo; big band commercial. Paul Chapman, Kingdon Hotel, Henderson, Ky. mh4

**VOCALS AND PIANO AVAILABLE—SINGLE** or small combo in Midwest. Picture on request. Phone 6611. Write Marvin Hinton, Morrill, Kansas. mh4

## LOWEST PRICES IN 14-KT. GOLD-PLATED RINGS

**LADIES'**  
Dazzling Solitaire and 5 Set Wedding Band To Match.

**\$3.75** Per Dozen Sets  
**\$42.00** Per Gross Sets

or sold separately

No. 107 (solitaire), \$1.25 dz.; \$13.50 gr.  
No. 007 (wedding band), \$2.50 dz.; \$30 gr.



No. 107



No. 007

### MEN'S GORGEOUS THREE-STONE RING

with ruby colored side sets, 14 kt. Gold Plated.

No. 607

**Only \$2.65 per doz. \$30.00 per gr.**  
Minimum order—1 dozen any style. Send 25% with order, balance C. O. D. Free Catalog Available.

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# The SHNOZ!



**BEFORE!**



**AFTER!**

Complete with the Heavy B-Bop frames and flesh colored nose that won't come off. Hotter than the Telescope Key Chain.

## The SHNOZ, \$7.20 Dz.

25% deposit with order—balance C. O. D.

### KEY CHAIN CUTIES—A "live" rubber cutie on a key chain with "the skin you love to touch." CARD of 2 dozen, \$4.20.

#### Other "HOT" Sellers

Alligator, 8 1/2"	.....\$1.86 Dz.	Mouse, 6"	.....\$1.46 Dz.
Frog, 2"	.....1.61 Dz.	Snake, 20"	.....4.00 Dz.
Lizard, 3 3/4"	......56 Dz.	Spider, 4"	.....1.20 Dz.
Lizard, 6"	......84 Dz.	Toad, 3 3/4"	.....1.00 Dz.
Lizard, 9"	.....2.02 Dz.	Worm, 3"	......56 Dz.
Monkey	.....4.20 Dz.	Gorilla	.....8.00 Dz.

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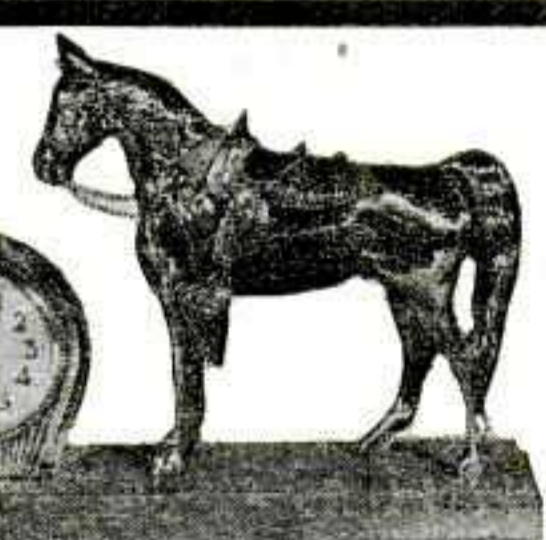
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MORE POPULAR THAN EVER!

Get The BEST For LESS!

Two-tone plated 10 1/2" Horse mounted on beautiful laminated maple base. Dependable, self-starting Sessions guaranteed electric movement.

**\$6.50 Ea. in Doz. Lots. Sample, \$7.75.**

### CHECK THESE OTHER SENSATIONAL VALUES!

#237RG, Horse Lamp with two-tone plated 8 1/2" horse	.....\$ 4.00 Ea. \$ 4.50 Doz. Lots Sample
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#240, Horse Clock with 8 1/2" horse & Sessions movement	.....6.25 Ea. 7.50
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All items are available in Bronze, Gold, Silver or Rose Gold Finishes.  
25% Deposit With Order; Balance C.O.D.; F.O.B. Philadelphia

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**BIG ACROBATIC AND BALANCING ACT—**3 girls, 1 man; ponys, monkeys, dog act. Lehmbeck Attractions, 2015 Oliver St., Fort Wayne 5, Ind.

**BOSS CANVASMAN FOR EXHIBITS, FAIRS;** can keep it in the air; sew, splice, make poles. Plevin, 104 W. Kinzie, Chicago, Ill. fe25

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**RAY BRISON AVAILABLE FOR SMALL CIR-**cus Side Show; do Punch, magic, fire; have good balls; make openings and lecture; have no car or trailer. Write 131 Oley St., Reading, Pa.

**THE LEHMBECK SISTERS & CO.—4 PEOPLE** Acrobatic and Balancing Troupe. Also ponys, dogs, monkey show; 14 to 60 minute programs. Further particulars, 2015 Oliver St., Fort Wayne 5, Ind.

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with the

### GOLDEN HEN . . . That Lays 4 Golden Eggs

Get Sales Magic with this gold-plated hen and eggs. Comes in plastic container at these promotion pegged prices:

Sample Dozen	.....\$ 3.60
6 Dozen	.....21.00
One Gross Lot	.....41.00 Per Gross
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**ALSO: HENrietta . . . lays four eggs when** you press her down. Packed 1 dozen in assorted colors in attractive display box. 5 gross per carton.

Sample Dozen	.....\$ 1.75
One Gross Lot	.....16.20

25% down with all orders . . . balance C.O.D.  
Don't forget to write for the "Early-Bird" price list.

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ORIGINATORS OF THE ALL-ALUMINUM IDENT'S • MEN'S IDENT'S • LADIES IDENT'S • DOUBLE HEART IDENT'S (ALL-ALUMINUM) \$14.95 GROSS  
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Mr. Beak (plastic Nose & Glasses), Doz. .... \$7.20  
Jocko Rubber Spider Monkey, Doz. .... 4.00  
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Joke Crawfish	.....\$ .65	Fatima Lapel Squa'	......65
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Squirt Watch	......65	Squeak Rub. Duck	......65
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**RUBBER JOKES**

Baby Chameleon	.....\$ .75	Fur Dangle Monk	......60
Med. 5" Chameleon	.....1.00	Fur Monk, 7"	......90
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Rub. Plastic Joke Pets, Asst. 24 on Card.. 2.25  
Rush order from above. Same day ship. 25% dep or send 5¢ stamps for most complete April Fool Jokers List ever assembled. (State business.)

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**MAIL ON HAND AT CINCINNATI OFFICE**  
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Cincinnati 22, O.

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Evans, Les 30c

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| Adderton, Robt.                     | Bowker, David             | Coleman, Basil Lee             | Edwards, Glenn R.        | Harrison, Francis          |
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| Alman Maurice                       | Bradley, Geo.             | Conatser, L. C.                | Elison, Roy              | & Jerry                    |
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| Allen, Kenneth C.                   | Brant, Chas.              | Coppolare, John E.             | Evans, Mrs. Len          | Hawkins, Henry             |
| Allen, Leo                          | Breece, Sole Mfr.         | Cousens, John                  | Fairbanks, Wm.           | Hayden                     |
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| Arthur, Merrill                     | Browning, Jr., James      | (Bingo)                        | Forl, Richard H.         | Hennessey, Philip          |
| (Bill)                              | Bruno, John               | Davenport, Carl                | Forbus, Jos. L.          | Hensou, Kenneth            |
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| Aurend, Harry                       | Burchfield, Peggy         | Davis, Clyde                   | Frazier, W. M.           | Heth's Greater Show        |
| Austin, John                        | Burgess, Bill             | Davis, Delmus                  | Frazier, Robt.           | Higgins, Jerry             |
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| Baker, Edw.                         | Burns, Wm. Henry          | Davis, Lester                  | Fritz, Leo               | Hill, Warren               |
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| Baldwin, Jim                        | Bush, J. T.               | Davis, R. D.                   | Gaines, Paul             | Hobson, Paul               |
| Beall, Hiram                        | Butler, Daisy             | Dawson, C. A.                  | Gallas, Jo Ann           | Hockett, Glen              |
| Beck, Frank J.                      | Butts, Don                | Deal, Allen King               | Gambill, Wm. J.          | Hockett, H. C.             |
| Beaupre, Joe                        | Butts, Erin T.            | Deal, Mrs. Jim                 | Gambones, Felice         | Horan, Vera                |
| Bell, Mrs. Fred                     | Cain, J. F.               | Dean, Marvin E.                | (Musician)               | Holbrook, W. H.            |
| Bellers, Francis                    | Caldwell, Harry           | Dean, Wm.                      | Garett, L. B.            | Holcomb, James H.          |
| Ben, Pine Top & Fannie              | Carlson, Jimmie           | Dee, Miss Christie             | Garner, R. B.            | Holeman, T. C.             |
| Bennett, Cecil A.                   | Carpenter, Earl A.        | DeFazio, Julie                 | Garson, Gwen             | Hood, Al                   |
| Bennett, Jack                       | Carr, Geo. F.             | DeJoseph, Larry                | George, Tom              | Hood, Leona                |
| Bennett, Thos.                      | Carr, Kenneth             | Delaney, Joyce                 | Ge, R. H.                | Freddie                    |
| Bergren, Carl                       | Carr, Arthur              | Delaney, Patricia J            | Gerry, Mrs. F. J.        | Gilbert, The Giant         |
| Bernard, Andy                       | Carp, Arthur              | Del Flore, Al                  | Gillespie, Edw. E.       | Gimm, Robt.                |
| Bernstein, Blinky                   | Carter, Howard            | (Del-Mar Shows)                | Ginter, Arthur           | Franklin                   |
| Bernstein, Harry                    | Casebolt, Rusty           | Demetro, Dewey                 | Giordio, Jos. A.         | Hooper, Mrs. Carolyn       |
| "Bing"                              | Casey, Wm. R.             | Demetro, John                  | Gobbie, Mrs.             | Hoops, Eddie               |
| Bertotoni, Louis A.                 | Casteel, Jr., Wm. B.      | Demetro, Tom                   | Goldstein, Ike           | Horner, H. E.              |
| Betzold, Mrs. Edw.                  | Cephes, J. E.             | Denke, Dorothy R               | Goodman, Geo.            | Hos, Chas.                 |
| Biggers, Herbert                    | Chailla, Frank H.         | Dennie, G.                     | Goodman, James R.        | Hos, Leland                |
| Bimbo, Miller                       | Chapman, Mr. Jean         | Dentinger, Austin              | Goodman, Sparkplug       | Hos, Paul                  |
| Binder, Herman                      | Chapman, "Curley"         | Dermer, Joe                    | Goodnight, Lawrence      | Hovel, Dolly & Harold      |
| Bingham, Perry                      | Charons, Herman           | Dermoddy, Wm.                  | Goodwin, Dennis          | Howard, James L.           |
| Bird, Lucille V.                    | Chase, Hulburd Geo.       | DeSilva, Geo.                  | Grace, Donald L.         | Howard, Harry Earl         |
| Bishop, Don                         | Cjbnll, Frank             | DeVoss, Arthur S.              | Green, Clifford          | Howey, Chas.               |
| Blair, Clarence                     | Clark, Harry              | DeWald, J. M.                  | Gregory, Robt.           | Hoyt, A. R.                |
| Bland, Frankie                      | Claypool, A.              | Dial, Al                       | Greska, Rita             | Hulkins, H.                |
| Blank, Horace                       | Clayton, Geo. R.          | Dillon, Virgle                 | Gross, Chas.             | Huffman, Lucius            |
| Blackman, Annie                     | Clayton, Jesse L.         | Dixon, James                   | Gruber, Alberta          | Wilson                     |
| Blackman, Rita B.                   | Cline, Ronald H.          | Dodson, Lamotte                | Gurtin, Jack             | Humphreys, War- wick M. J. |
| Blue Eyes                           | Clotfelter, Mrs. Jeanette | Donothan, James                | Gurley, Jack             | Hunt, G. J.                |
| Borrenpohl, A.                      | Clofelter, Juanita        | Dosey, P. M.                   | Habin, Frank             | Hunter, Bill               |
| Borsvold, Spencer                   | Clofelter, Leon           | Doss, John                     | Hale, Walter             | Hurst, Abe                 |
| Bostwick, Lee                       | Clofelter, Willard E.     | Dover, Geo.                    | Haney, Otto & Ruby       | Huth, Lester               |
| Bottomley, Curtis                   | Coe, Roy                  | Downs, Geo. P.                 | Hannah, Prof.            | Hylton, E.                 |
| Bottomley, W. C.                    | Coker, Wm. Lester         | Doyle, Henry                   | Otis S.                  | Ingram, Clyde M.           |

(See Letter List on page 92)

## 4 BIG ITEMS IN-1 BIG SET!

- HOODED POINT PEN
- PEN KNIFE
- BALL POINT PEN
- MECHANICAL PENCIL

Here's the merchandise hit of 1950 and WE'VE GOT IT FIRST! Rich looking, boxed PEN-PENCIL-KNIFE SET that's a real crowd-stopper! Sells like wild wherever shown! Pen and pencil barrels are lustrous Butyrate tubing with polished and lacquered brass caps and clips. Stainless blade pen-knife matches color and luster of pen and pencil barrels. Packaged in flashiest box in the business! Shipped in 5 fast-moving assorted colors. Shoot your order in air-mail—be the first in your town to show this sensational 4 pc. set!

ORDERS SHIPPED SAME DAY RECEIVED!

DOZ. SETS \$7.50 GROSS SETS, \$86.40  
SAMPLE SET \$1.00 Postpaid

Write for Our Big Free Catalog.

**GEM SALES CO.** 533 WOODWARD AVENUE  
DETROIT 26, MICHIGAN

25% Deposit With Order, Bal. C. O. D., F. O. B. DETROIT.

## EXTRA SPECIAL DIVIDEND!

# 10% OFF

On All Our 1950 Catalog Merchandise

WE WILL NOT BE UNDERSOLD

### Men's Guaranteed Watches

—ELGIN —BENRUS —GRUEN —BULOVA —WALTHAM

Modern new designs. Reconditioned and rebuilt, guaranteed like new. Rhinestone Dial, \$1.00 add. Gold Plated Exp Band, 95c add.

7-Jewel \$8.75  
15-J, \$10.75  
17-J, \$12.75

### LADIES' RHINESTONE CASE WATCH

7-Jewel Swiss Movement, reconditioned and guaranteed like new. \$8.95

**FACTORY CLOSEOUT! RINGS!**  
Heavy 1/20 14K. R.G.P. rings with imitation rubies and whites that look like the real thing. Big eye appeal. Included are rings that sold \$36 doz. wholesale. (2 doz. asst. with tray only.) Doz. . . . . \$9.95

**JOSEPH BROS.** 5 S. Wabash Ave., Dept. B-25  
Chicago 3, Ill.

Write for 56-Page New 1950 Catalog. 25% with order — balance C.O.D. Wholesale only, 3 watches minimum.

# SEE "FAN-CAN" the AMAZING DANCE!

• Lusty • Naughty • Beautiful Blonde Model

The closest thing to a French Movie. A lusty, statuesque blonde wiggles to life before your very eyes. Watch her as she smiles and does her sex-y dance. A 5x7 photograph framed in clear plastic that sells wherever it's shown. She's a sure-fire "HOT" item—always a thrill—never a dull moment whenever she does her "FAN-CAN" DANCE!

Sample Only \$1 Post Paid } \$8.50 DZ. } 25% deposit, bal. C. O. D., F. O. B., N. Y. C.

Enclose Money Order for Sample Shipment

**MARK SALES CORP.** Dept. 702 230 Grand Street  
New York 13, N. Y. Tel. WA 5-3694

## SUBSCRIPTION ORDER FORM

### The Billboard

2160 Patterson St.  
Cincinnati 22, Ohio

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

Name ..... \$10 enclosed  
Address ..... Bill me  
City ..... Zone ..... State .....  
Profession or business .....

225 LL

### CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package. 6 Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

**SUNBEAM PRODUCTS**  
701 3d Street S. St. Petersburg, Fla.

### Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen  
In DeLuxe Velour Platform Gift Box.  
Write for New Low Prices. Sample 75¢.

**ARCO PEN-PENCIL CO.**  
220 Broadway New York 7, N. Y.

### SENSATIONAL NEW LOW-PRICED HORSE CLOCK

The most beautiful Horse Clock available with dependable self-starting Sessions guaranteed electric clock. Artistically hand rubbed molded base in Swedish Modern or Mahogany finish. Horse and clock in white metal with lustrous silver 2-tone finish. Size: 17"x12".

PRICE \$6.95 ea. in doz. lots.  
Model #711 Sample \$8.00

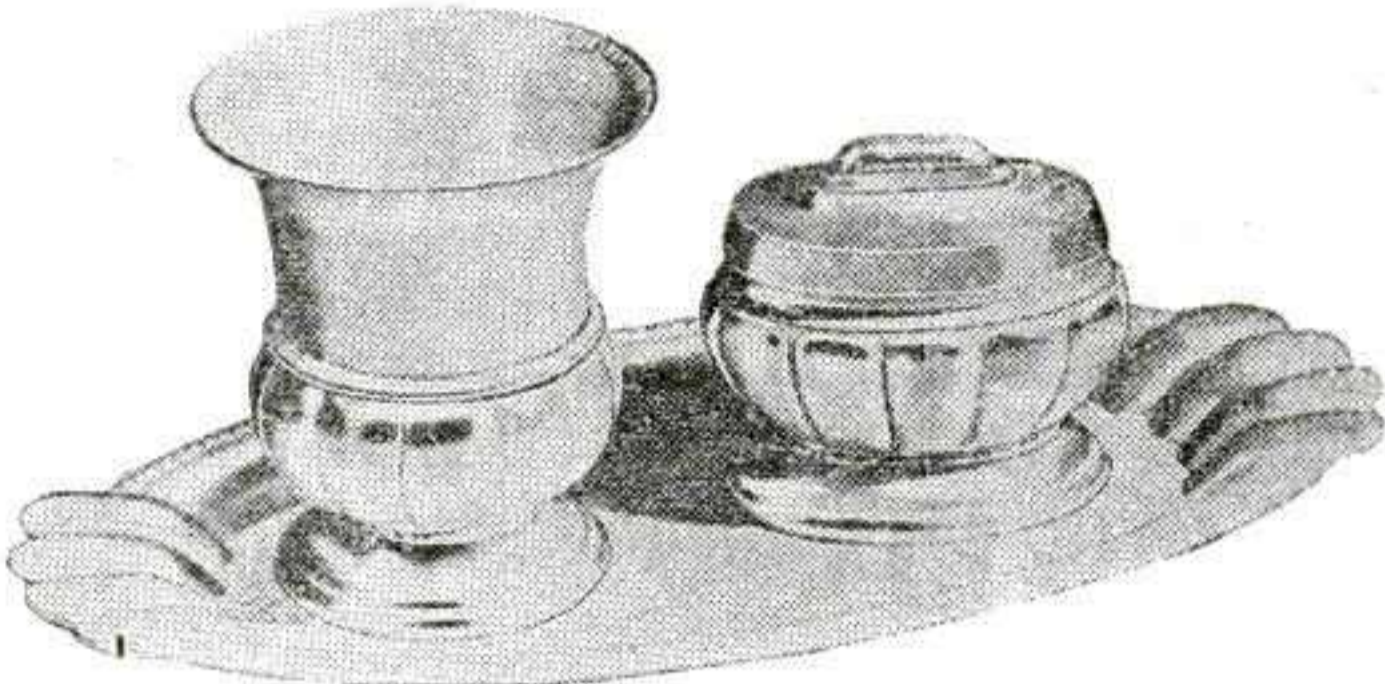
Send for FREE 1950 Catalog

**M. K. BRODY** 1116 SO. HALSTED ST. CHICAGO 7, ILL.

Terms: 25% With Order. Bal. C. O. D., F. O. B. Chicago  
Serving the trade in Chicago for over 34 years

# Automatic LIGHTER ENSEMBLE

Urn Cigarette Holder, Hostess Tray and One-Snap Automatic Lighter



### JOBBER OPERATORS

3 Piece Chrome Lighter Set. It's the hottest premium item on the market. Competitive makes retail at \$27.95. Your Price..... \$4.25 Each Sample \$4.50 Doz. Lots

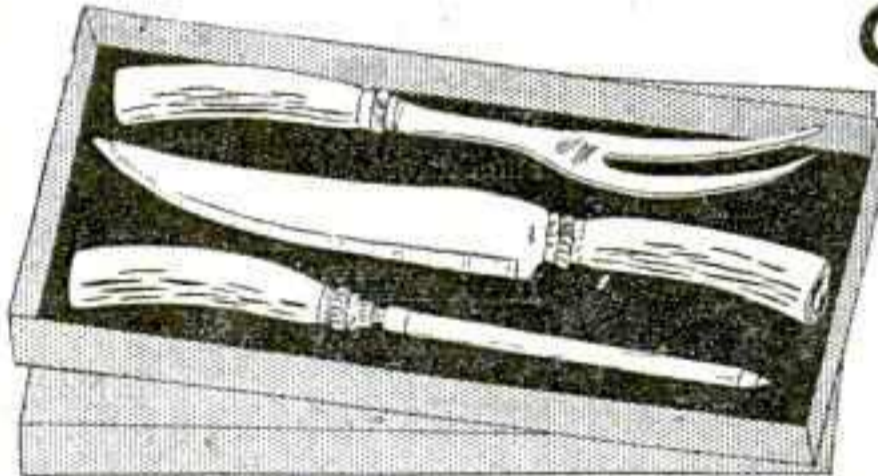
Table Lighter Only, Same as Illustration, Silver Plated. \$2.20 Each, Dozen Lots; Sample \$2.50.

Please State Your Business  
JOBBER, WRITE FOR QUANTITY PRICES

## HASTINGS DISTRIBUTING CO.

6100 W. BLUEMOUND RD. MILWAUKEE 13, WIS.

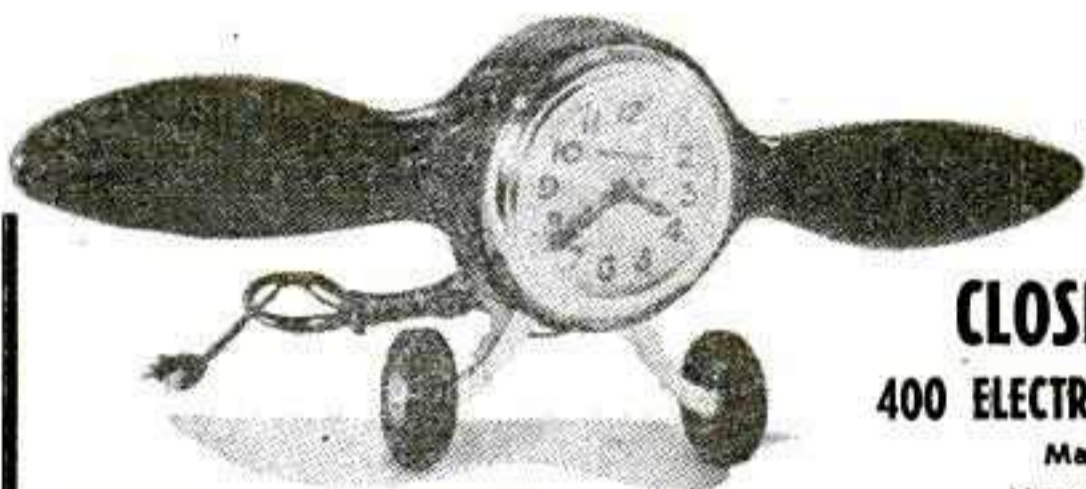
## BEAUTIFUL 3-PC. HOLLOW GROUND CARVING SET



**ALL STAINLESS STEEL**  
Simulated Ivory Handles curved to fit the grip.  
Consists of:  
Hollow Ground Stainless Steel Carving Knife.  
Stainless Steel Long-Pronged Carving Fork.  
Knife Sharpener.  
Flashy—Attractive. Comes packed in individual boxes.

PRICED AT \$2.25 ONLY ea. in doz. lots Sample \$2.75

25% with order, balance C.O.D., F.O.B. Chicago.  
WICO CORP. 2913 N. PULASKI CHICAGO 41, ILL.



### CLOSE-OUT SALE

400 ELECTRIC PROPELLER CLOCKS

Mahogany Finish.  
Movement by Sessions.

CALL, WRITE OR WIRE

ALLIED COIN MACHINE CO.

766 Milwaukee MONroe 6-2110 Chicago, Ill.

ONLY \$5.95 EA. While They Last!

1/3 deposit, balance C.O.D.

**Merchandise You Have Been Looking For**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hosssocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

1-day Service **ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

# Pipes for Pitchmen

By Bill Baker

MIKE GUNN... is a recent addition to the line-up on the Glenn Hosberg Enterprises.

BLAINE YOUNG... is in Fontana, Calif., visiting an old friend, Doc Claude Heath, med worker of note, whom Young hadn't seen in 35 years. Young says that Heath has his own home in the California city and has quit the road, altho he does make a few near-by spots now and then. Heath and Young did black-face on med shows years ago. Young will join the Clyde Beatty Circus this season to handle Side Show tickets.

Many a pitchman sells himself to everybody except his tip.

"JUST BLEW IN... here after making Houston, Dallas, Fort Worth, Hot Springs, Little Rock, Tulsa and Oklahoma City," blasts Ray C. Herbers from St. Louis. "I found more loose money further

South than I've obtained up here. Texas is okay. I'm seriously thinking about retiring as soon as Jack Scharding publishes his book, *How To Live Without Money*. Visited with the Sid Sidenbergs here. Mrs. Sidenberg is operating a beauty salon in (See PIPES on opp. page)

**OAK-HYTEX NM-10 Multi-Color**  
**HOT HANDOUT!**  
*Workers Available*  
See your Jobber  
The OAK RUBBER CO. RAVENNA, OHIO.

## CHRONOGRAPH WRIST WATCH

**\$4.00 ea.**  
(6 or more)  
Sweep second hand runs or stops at click of button. 2-tone dial. Chrome case. Leather strap. 6 or more—\$4.00 Ea. MAN'S OJ—Sweep second hand, radium dial steel expansion band—6 or more \$2.85 EA. MAN'S 7J—Sweep second hand, radium dial stainless steel back—6 or more \$4.50 EA. MAN'S 7J CALENDAR WATCH—Tells time Automatic date window. Sweep second hand. Luminous dial and hands. Leather strap—6 or more \$5.50 EA. MAN'S 7J WATER RESISTANT WATCH—Sweep second hand, radium dial and hands, stainless steel back, stainless steel expansion band—6 or more \$5.00 EA.

Every Watch Brand New—NOT Reconditioned  
10% Deposit—Balance C.O.D.  
BURTON SALES CO., Dept. B-25  
809 W. Madison St. Chicago 7, Ill.

### MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.  
GENERAL PRODUCTS LABORATORIES, INC.  
137 E. Spring St. Columbus 15, Ohio Dept. X

**FIREWORKS NOVELTIES!**  
• Housewares • Cutlery  
• Kitchenware • Toys  
• Wheel goods • Novelties  
Send for Catalog  
Order Now • Lowest Prices  
**ACME SALES CO.**  
P. O. Box No. 1141, Atlanta, Ga.

## THE ELECTRONIC MARVEL OF THE YEAR!

# MICRO-VOX 1950 Model

BROADCASTS over any radio within 75 ft.

A Complete Transmitting System.

**NO CONNECTIONS TO RADIO NECESSARY—NO PLUG IN—WALK AROUND WHILE YOU TALK! NO COMPETITION!**

There's Nothing Like It.

Turn knob to frequency desired. Then—TALK! SING! JOKE! That's all there is to do. Scores of uses: Public Address, Paging, Baby Listener, Detecophone, Practical Jokes, Singing, 2-Way Communication (2 units). Works thru Car Radio same as at home.

**DEALERS! OPERATORS! SALESMEN! CONCESSIONAIRES!**

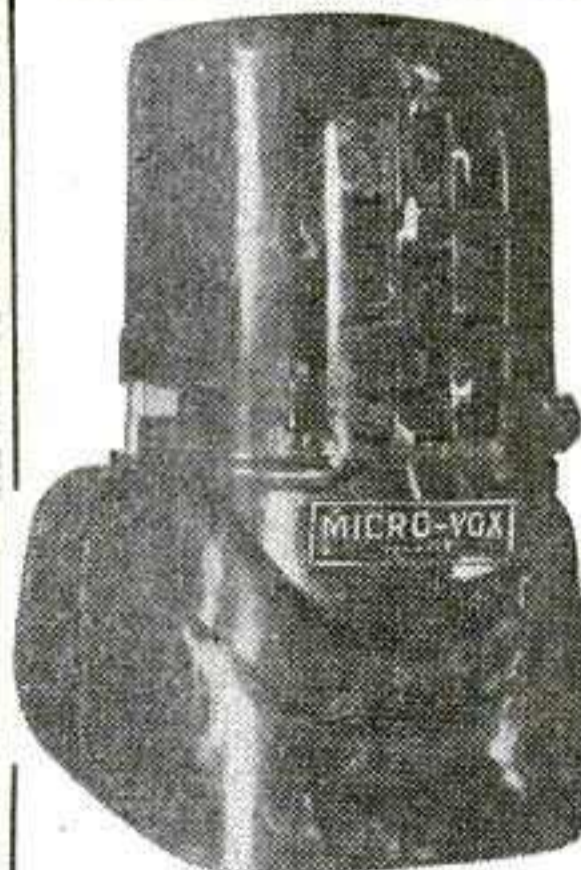
For direct sales... Salesboards, Bowling and Shuffle Games, Gifts, Prizes and Premiums.

\$5.40 Ea. in Doz. \$8.95 For Sample  
Lots Complete

1/3 Dep., Bal. C. O. D. We pay postage on remittance in full in U. S.

Shipping Weight: 1 unit, 2 lbs.; 12 units 20 lbs.

**STANDARD ADAPTER CO.**  
1771 W. Howard St. Chicago 26, Ill.



Orders to be shipped outside U. S. including Canada must include remittance in full plus postage.

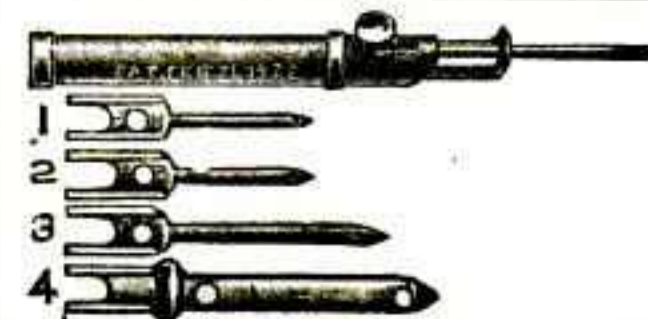
NO PHONE ORDERS

### Punch Work Demonstrators!

You can make MORE money selling our PERFECTED ART NEEDLES

Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1, cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslim Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.

**HOME ART and NOVELTY CO.**  
1160 Farwell Ave. CHICAGO 26, ILL.



GIVE TO THE DAMON RUNYON CANCER FUND

**LOWEST PRICES IN THE U.S.A.**

**PUNCHBOARDS**  
Finest Quality Made

- 1000 J.P. Charley 25c, Thick.....80
- 1000 Charley Board, 25c, Thick.....70
- 1200 Texas Charley, 25c, Thick.....1.35
- 2400 E. Z. Pickin 5c, 10c.....2.10
- 400 Dollar Game Thk. (Nos. or Tips) 45
- 1000 Plain Board (or sections).....45
- 1000 Hole 1c Cigarette Board (24 - 26 - 30 Pack Payout).....55
- 1000 Nickel Special (3/4 free).....50
- 2000 Lu Lu Belle, Thick.....1.40
- 120 Tip Boards, Thick.....40
- 240 Tip Board, Thick.....45
- 300 Kuter Colors, 25c.....45
- 300 Fin & Sawbuck 25c Sup. Thk 2.10
- 420 Double Sawbuck, 25c Sup. Thk 2.35
- 1200 Pick A Cherry 5c.....1.85
- 1000 Cherry Pickin Time 5c.....1.65
- 2000 Jar of Jack, 10c, Thk. Pro.....1.95
- 2530 Jack in Barrel, 5c, Thk. Pro. 2.90
- 1200 Pays Double J. P. Charley 25c Super Thick.....2.95
- 220 Kwik Fin 25c (6 Tick in Hole) 1.65
- 2000 Akron Special, Protected.....1.45
- 2500 Canton Special, Protected.....1.95

Assortment of 12 Brand New Girlie Boards, 900 to 1200 Holes 1.85

**SUPER SALES CO.**

100 W. Chicago Ave. Chicago 10, Ill.  
We Make Prompt Delivery.  
Deposit Required on All Orders.

**SALESBOARD OPERATORS... SEE IT!**



**The Sensational BI-BYE BABY DOLL**

Don't miss our announcement on page 81

CASEY COMPANY

ATTRACTIVE and UNUSUAL

**PUSH CARDS**

Designed and Manufactured by

**RAY MERTZ & CO.**

525 S. Dearborn St. • Chicago 5

**BARGAIN CLOSE OUT**

- 1000 5¢ Lu Lu—1800 Hole .....\$95.00
- 650 Thin 1¢-5¢ Cigarette Boards . . .40¢ Ea.
- 200 Lucky Colors—1800 Hole . . .95¢ Ea.
- 200 Red, White & Blue—1800 Hole 95¢ Ea.
- 200 Jar-O-Do—1800 Hole . . .80¢ Ea.
- 100 Thin 1000 Hole J. P. Charley . . .40¢ Ea.
- 1000 Assorted Lete Boards .....\$1.00 Ea.

IMMEDIATE DELIVERY

**H. Z. Vending & Sales Co.**

1205-07 Douglas St. AT 1121  
OMAHA, NEBRASKA

**SALESBOARDS AND TICKET DEALS**  
WRITE WIRE OR PHONE FOR JOBBERS & OPERATORS PRICE LIST  
**B.F. PRODUCTS**  
190 PIEDMONT RD., CHARLESTON, W. VA.  
PHONE 25-771

**SALESBOARD SIDELIGHTS**

**Sam Feldman**, sales manager of Harlich Corporation, Chicago, reports demand for the firm's small-size boards is growing. Three additional smallies will be released within the next 20 days, supplementing the first three introduced several weeks ago. The first group, consisting of Hudson Seals, Jr. Miss and Double Eagles, cover the nickel, dime and quarter play field. Sam says the small numbers are proving particularly popular in many territories that were "hard going" before. Harlich also is experiencing strong acceptance of its series of pocket-size book cover boards, which are designed for use with merchandise items.

**Irwin Secore**, Secore & Secore, Chicago, tells of good punching-trade reaction to the self-loading Ringer board. With **Morri Secore** winding up his New York trip last week, Irwin took off on an Illinois tour last week. Both boys should soon be back in the Chicago headquarters, setting up plans for future jaunts.

**Irving Sax**, general sales manager at Superior Products, Chicago, reports sales manager **Lou Kauffman** is in the East, breaking in two new representatives. The new boys are **Bud Anderson** and **Gene Vince**. Superior's horse board, Racing Special, is piling up track records, sales-wise, and Irv feels its due to the miniature, life-like horses plus the cash offered as awards. According to Irv, the firm's new line of "G" style boards are making great progress, with all six numbers in the series pulling equally well. He adds that a second new line, in the form of additional special boards, will be available for spring showing.

**Irwin Feitler**, Gardner & Company, Chicago, president and now also active as sales manager (The Billboard, February 11), is setting his sights on an even better level of business for 1950 and "thereafter." Getting into the sales end of the picture, Feitler returns to first-hand participation in the department where he started with Gardner in 1928. A full barrage of promotion will be carried out on the multiple board line, and will feature merchandise, cigarette, premium and special die-cut numbers.

Monthly mailings highlighting selected numbers continue to be featured by the advertising department at Werts Novelty Company, Inc., Muncie, Ind. **Robert G. McNabb**, general manager, says production also continues to be scheduled three to six months in advance so as to guarantee immediate delivery to customers.

From Consolidated-Container Corporation, St. Louis, Vice-President **Jack Morley** announces that **Sam Altman**, who has been on the sick list for several months, is fully recovered and is new district sales manager for Eastern Pennsylvania, New Jersey, Virginia and North and South Carolina. The firm's **Jim Murphy** is covering the States of Louisiana, Arkansas, Mississippi, Texas

**SALESBOARDS**  
Tickets, Jar Deals, Premiums  
Complete Line  
STOP IN TO SEE US  
RAKE COIN MACHINE EXCHANGE  
609 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3-2676

**WE ARE MANUFACTURERS**  
All Kinds—PULL TICKET GAMES  
**TIP BOOKS**  
Buy Direct From Manufacturer at Very Very Reasonable Prices.  
—Columbia Sales Co.—  
302 MAIN ST., WHEELING, W. VA.  
Phone: Wheeling 340

and Tennessee. Jack says word from Jim indicates he is having a great time renewing acquaintances with old friends. There has been a considerable hike in interest and enthusiasm on the part of customers for Consolidated-Containers new style of merchandise, which, incorporated with the Silver Top boards, has placed the company in a top volume position, Jack declares.

**PIPES**

(Continued from opp. page)  
the Mound City. What has become of Tom Kennedy? Pipe in, Tom. Let's also have some pipes from Myrtle Hutt, Jack Beard and Red Bailey."

Living beyond your income sometimes results in your living beyond others', too.

**GLENN HOSBERG** . . . following a successful engagement in Fort Worth, is in San Antonio where he opened recently at the Stock Show. His wife, Marcia, has recovered from a recent illness.

**ROBERT HAYWORTH** . . . corralled a good share of the hermans recently with his liquid thread demonstrations in a Chicago store. He'd like to read pipes here from Chuck Foster.

And what has become of all the inhaler workers?

**GENEVRA VURPELLAT** . . . is at her home in Alhambra, Calif., where she's readying plans to take out a med show this spring. She is the wife of the Great Vurpellat, widely known med show performer. She'd like to see pipes here from Grace and Jerry Jerome.

**SIGHTED WORKING** . . . the Florida State Fair, Tampa, February 1-11, were Red Abelson and Jim Flynn, sheet writers of note.

It's too bad that when some folks think of a pitchman they don't think in terms of "super salesman."

**THE RAGAN TWINS** . . . Madaline and Mary, are working in a chain store in Little Rock.

**THEY TELL US** . . . that Ronnie Peyton is contemplating putting his magic show on the road again this season.

Make it a habit to promote harmony and smiles instead of grouches.

**JAMES E. MILLER** . . . veteran pitchman is making the panhandler days in Texas and he reports that the panhandling is good. "This is the land of cotton, cash, cattle and cactus," he pens. "Let's have more pipes from the old-timers."

Even pitchmen will tell you that one can learn more by listening than talking.

**PUSH CARDS**  
Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.  
**W. H. BRADY CO., Mfrs.**  
Established 1914  
CHIPPEWA FALLS, WISC.

**BUY BY MAIL**  
FACTORY WHOLESALE PRICES  
No Job Lots or Close Outs  
**BEE JAY SALESBOARDS**  
UNIVERSAL JAR-O-DO  
No Order Too Large  
No Order Too Small  
**JAR DEALS—PAD DEALS**  
**R W B—LUCKY SEVEN**  
MATCH PAKS  
Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.  
WRITE FOR CIRCULAR  
**CAROL SALES CO.**  
312 E. Market St. Elmira, N. Y.

**SPECIAL**  
WE ARE OVERSTOCKED ON THE FOLLOWING TICKETS

Size	Per Bag
2170 R. W. B., Singles	\$0.85
2170 R. W. B., Five Fold	.95
1836 Combination	.75

No orders accepted in less than lots of 36 bags per order.  
25% deposit with all orders, balance C. O. D.  
**T. & C. SALES COMPANY**  
207 No. Sandy St. Jacksonville, Ill.

**Salesboards—Bargains**

600 5¢ Jumbo Lulu	Prof. \$13.50	\$ .49
1000 25¢ Charley	Prof. 50.00	.49
1000 5¢ Nickel Charley	Prof. 17.50	.49
1440 5¢ Barrel	Prof. 18.00	.98
1440 10¢ Barrel	Prof. 35.00	.98
1800 5¢ Lulu—X Thk.	Prof. 18.00	1.10
1000 25¢ J.P. Charley	Prof. 52.00	\$ .75
1200 25¢ J.P. Texas Charley, Seal	102.20	.98
1000 10¢ J.P. Ready Money	50.00	1.09
1000 5¢ J.P. Big Forty	Prof. 24.10	1.09
1000 to 1200 5¢ J.P. Bds.	Prof. 28.00	1.39
1000 & Up 5¢ Girlie J.P. Bds.	29.00	1.49
1084 25¢ Block Buster	Prof. 81.00	1.79
2400 5¢ J.P. Barrel	41.00	1.79
2400 10¢ J.P. Barrel	82.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

**CANDY DEALS, MONEY BOARDS, PUSH CARDS**  
SEND FOR FOLDER  
**FRANKLIN'S CANDIES**  
LEWISBURG, KENTUCKY

**SALESBOARD** PRICES AT NEW LOW!  
• PROMPT DELIVERY •

1000 Jackpot Charley, thick, N.P.	\$.70	2000-2200-2500 Coin Boards	\$.28
Pro.	.75	6"ri Boards, 1 cr 2 Jackpots	1.50
1000 Hole Plain	.45	6 Tickets in Hole (25c Punch)	1.75
1800 Lu-Lu Board	1.12	Seal Boards	1.87
2003 Lu-Lu Belle	1.33	303 to 500 Hole Assorted Seal Boards	1.87
Fin and Sawbucks, 303-360-H.	1.87	Jar of Jack, thick, Pro.	1.65
Double Sawbucks	1.87		

25% DEPOSIT ON ALL ORDERS, BALANCE C.O.D.—PRICES F.O.B.  
**HI-LO SALES** 109 W. UNION ST., LITCHFIELD, ILL.

**SALESBOARDS**  
Write "NEW WHOLESALE 'NET' PRICE BULLETIN"  
NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS  
10th year giving immediate delivery on finest boards  
**LEGALSHARE SALES**  
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Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. ap29

ARCADE BARGAINS—LARGE VARIETY Machines and equipment; write for list. McKee Sales Co., 2041 Kenneth Road, Glendale 1, Calif. fe25

ATTENTION! POPCORN OPERATORS—WHEN buying any type 'Pop' Corn Sex Vendors it pays to write the factory first. Take advantage of lowest prices, factory guarantee, and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex.

BARGAIN — THREE PRACTICALLY BRAND new Sirox Brush Up Shoe Shine Machines. Operates for 5 cents; ready for shipment. \$49.50 each; 1/3 deposit, balance c.o.d. Bert Hemleben, 209 North Third Street, La Crosse, Wisconsin. fe25

BARGAIN—2 SHU SHINE BOY SHOE SHINING Machines; practically new; shines completely shoe without moving foot. List \$349.50 each; will sacrifice, \$100 each; have other interests. V. H. Alexander 901 Cornelia Ave., Chicago 13, Illinois.

CIGARETTE MACHINES — SPRING SPECIALS; write for prices; complete parts department and mirror stock; Quarter Conversion and King-size Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

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LATE MODEL SCHAU PINBALL CARTS—One man can move games to and from location, including loading on pick-up truck. Handy around show as wheels swivel. Satisfaction guaranteed or money back. Michigan Automatic Music Co., 620 Terrace Court, Kalamazoo, Mich.

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WANTED — PACKARD PLAYMORE CHROME Wallboxes in A-1 condition; please state price. Write Dallas Music Co., 1515 N. Washington, Dallas, Tex.

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6 UNEEDA SHOE SHINE MACHINES — PRACTICALLY brand new, used less than one month, \$100 each; 1/3 deposit required, balance c.o.d. Harry Dashew, 1435 Meridian Ave., Miami Beach 39, Fla. Phone 58-1639. mh4

16MM. "SOUNDIES" USED PRINTS FOR PANORAM projection. Only complete stock in existence. Prices as low as \$13.95 per dozen prints. Write for list of currently available titles. Blackhawk Films. Dept. BB. Davenport, Iowa. mh11

25 EACH APT CHALLENGERS AND GOTTlieb Triple Grips. Fair condition; make offer on lot as is. Harold Carlock, Johnson City, Tenn.

LETTER LIST

(Continued from page 89)

Johnson, Frank M. Morgan, Clayton Johnson, Frank M. Morgan, Elvin Johnson, Geo. Morgan, James N. Johnson, Gordon Morrison, Oscar Johnson, Jack LeRoy Johnson, Halligan Moyer, Jr., Dannie Johnson, Michael Mulholland, Frank Johnson, Pete Muller, Thomas J. Johnson, Tom Mulligan, D. Jones, A. B. Mulligan, Ted Jones, Whitey Murray, Marlene Kane, Larry D. Murphy, Mrs. Kelly, James D. Kelly, Katharin K. Kelly, Ralph O. Kennedy, Boyd Key, Lillian Marie Kilgore, Mrs. Clara Killin, Eleanor King, Frank King, Jean King, Walton Kirk, Sidney Kivette, Woodrow Knight, Patricia Knox, Bill Kolberg, Arnold Kreiger, Albert Kulpeka, Walter La Flumboise, Joseph Lacy, Jim Scotland Laderach, Leonard Lafayette, Mrs. Iva Lafayette, Charley Lamarr, Annita Lamb, Sam Lamboy, Frank Lamoza, Bill Lancaster, Bill Langley, Maynard LaRue, Jack (Muscle Head) Laroy, Harry & Marie Laughlin, John J. Laurent, Audra E. Law, Mr. & Mrs. Eddie Lawson, Nash Beveridge Lawson, Nicola Lax, Alexander LaZella, The Leboeuf, Ovila Lee, Bonnie Lee, Mrs. Lela Lee, Mr. & Mrs. Tommie Lee, Walter Leisvure, Mrs. Kay Leonard, Frank Leonard, Dwight Leppis, Linda Lewis, Alzera "Turtle Girl" Linquist, Harold Little, Mrs. Carl T. Loch, Jr., Mr. & Mrs. Chas. D. Lonsdon, Billy London, Cecil Lopez, Frances Louchner, Howard Luckadoo, Allen Luzader, Delbert B. Lynn, Jackie Lytle, Charles MacNeil, John McAurthur, J. A. McCaffrey, (Jack) McCann, Odell McCann, Odell McCarthy, L. A. McCarthy, B. W. McCarthy, Richard McCormick, Mrs. Jess McCoy, M. P. McCune, Mrs. Ann McDonald, J. A. McDonald, Harry McFarland, Marjorie McGovern, John W. McGuirt, Ernest McKay, Irene McKnight, C. H. McQueen, Ralph C. McRae, Melvorn B. Madison, Mrs. Edna McGuire, Lenora J. Malman, Jay Mannes, Jay Marro, Walter Mardos, Bill Marietta, Roy E. Marion Greater Markley, Guy R. Marlowe, Don Martenev, Hensley Martin, Jr., Hugh Martin, Jerry D. Martini, Tony Mason, Jimmy Masters, Burton Matthews, Mack H. Mayman, Gilbert Meadows, Dudley Means, George Medica, Frank Meheinhous, Mrs. Meitzler, Walter Mellon, Eddy Merrill, Edith Mervine, John H. Meyers, W. E. Meyer, Thomas Middleton, Odell Miller, Cash Miller, Curley Miller, Dave Miller, Gerlie Miller, L. S. & Milton, Billy Minarik, Stephen Mitchell, Bob Mitchell, Frank Mitchell, G. O. Mitchell, Willie Mizner, Arthur Modell, Harry Molina, Margarito Monroe, James F. Montillo, Estella Moore, Don Moore, Jack Moore, Harry Moore, Jimmie R. Morgan, Charles

Savage, Jimmie (Yellow) Webster, George H. Saylor, Dorman Wells, John Schaffner, Neil Wells, James R. Schimmlpenning, Wells, Teddy Westfall, Charles Westly, Bill Whipple, Otto Whitaker, C. J. Whitaker, Paul White, E. W. White Eagle, Chief White, Robert Whitehorse, Chief Whiteside, Ambrose Wilcox, Bob Willander, John M. Williams, Edward Williams, George Williams, H. J. Williams, H. H. Williams, Nig Williams, Tommy Willie-West, McGinty Williams, Willie Wilson, Harry Wilson, Jackqueline Wilson, Percy Wilson, Ted Winchester, Norman Winters, Jas. H. Winters, Mrs. Betty Winters, James W. Wiswell, Gilmore Withers, Howard Wojtasak, Benjamin Wolfe, Earl J. Wood, Henry Earle Wood, William R. Woodward, Ida B. Woolsey Side Shows Woolster, Orville G. Wright, Ella Yancy, Mr. & Mrs. Yennie, Harold York, Mrs. Howard Young, Lawrence Young, Reubin Zuniga, Joan Abraham, Angelica Babbette Baker, Theodore A. Bodine, Jean Buckner, Joseph Carr, Louise Chirbino, Charlie Feeny (Or Fred) Cooper Brothers Dare-Devil-Diavolo Emmerling, Joe Emmerling, Alex Farell, Kay Feinstein, Harry Fleck, Walter D. Garcin, Louis Guise, Walter Jahn, Francis C. Lamont, Jack Lee, Claude Lee, Mrs. Otie B. Lealie, "Teddy" Lynch, James W. Macleod, Gloria Magna, Helen McDevitt, James R. Jr. Ninville, John Robinson, Mr. H. Rozell, Ira Spitzer, Harry Suppinger, Earl Warren (Supie) White, Olive Alkerson, J. K. Allen, Lester Bentley, Tom Blomburg, Bill (Ward Bros.) Blomburg, (Cy) Bruckner, John Cordell, Bud Crain, Lynne Jones, John R. & Cecelia Ketrow, Frank Klippel, Jack Lockwood, Ray McClaren, Sam Nilsson, Walter O'Brien, Jack O'Grady, Alice Perkins, Henry M. (Cy) Saay, Alfred Edward Sabau, Irene Roth Sinclair, Harvard Taylor, Max Tighe, Albert R. Tucker, Marvin L. Viola, Thomas F. Wilson, Fred Kraft, Phil Lassiter, Fred Laughlin, Virginia Leitner, Carl Lewis, James P. Loney, Linda Luther, Jack McComagal, Fern McKay, Joseph J. Males, James G. Males, Minnie Malbin, Edwin Mann, Ivan K. Marchand, Mrs. Noah Marino, Sammy Martin, Jack Mattson, Mrs. Hattie Miller, Paul Milligan, Henry Clyde Morgan, Hester Morgan, Jackie Morrison, Mrs. Alice Oblinsky, Johnny O'Conner, Pat L. Ogilvie, L. B. Palmer, Earl Patrick, T. W. Patterson, Mrs. Freda Patterson, Mr. & John Peppers, Frank W. Poirier, Edward Proper, Mr. & Mrs. Fred Rohter, L. S. Pruitt, Mrs. Joe Richards, James T. Rogers, Mrs. Babe Rober, Homer Eugene Rosa, Jack Sima, Joe Sinclair, Harvard Smith, Floyd Smith, Kenneth P. Stone, Henri Switly, W. Thibault, Edward F. Thornton, R. R. Tomlin, W. F. Wallace, Lester Wildrick, Elmer W. Williams, W. L. Wilson, Frank Wilson, Robert O. Winters, Clair & May Wolf, Fred M. Woodack, Douglas Wood, Julius L. Woodman, Earle Worrell, R. W. Wright, Mark Young, Daniel O. Jr.

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# Shuffle Conversions Hit Market

## ACMMA Show Readies S.R.O. For May Meet

### Lists New Firms

CHICAGO, Feb. 18.—An early sell-out of exhibit space at the American Coin Machine Manufacturers' Association (ACMMA) All-Industry Convention (Hotel Sherman, May 22-24) appeared imminent this week as Edward C. Bowman, director of exhibits, announced only 28 booths of the original 114 were available.

Firms contracting for show space this week included King Pin Equipment Company, Kalamazoo, Mich.; Carl Guggenheim, New York; Citation Novelty Products, Baltimore; Play-Wright Corporation, Akron; Monarch Coin Machine Company, Chicago, and Memphis Metal Manufacturing Company, Memphis.

## Finke, Kline Organize New Distrib Firm

CHICAGO, Feb. 18.—A new distributing company, First Distributors, has been formed by Wallace Finke and Joseph Kline who have a combined total of 21 years experience in all phases of the field. They have set up headquarters and showrooms at 1748 West North Avenue, Chicago.

The firm has been appointed distributors of J. H. Keeney products in Indiana, H. C. Evans & Company equipment in Illinois and the M & T Sales Company. Keeney is in production on the shuffle games Ten Pins and Pin Boy, the two-way upright console Pyramid, Twin Bonus Super Bell, the de luxe electric cigarette vander and a coin-operated electric shuffleboard scoreboard. The Evans line includes the Constellation music machine, Shuffle Ten Strike and the consoles Winter Book, Bangtails, Casino Bell Sr., Coaltown and Galloping Dominoes. M & T Sales manufactures the Lite-a-Pin conversion unit for shuffle games.

Finke and Kline stressed that they also will handle all types of new and reconditioned coin-operated equipment, including phonographs, shuffle games, five balls, one balls, consoles, bells, arcade games and a wide variety of venders.

### Background

Finke entered the field in 1938 (See Finke, Kline on page 111)

## CMI Show Pacts

CHICAGO, Feb. 18.—Coin Machine Institute (CMI) began a mailing of booth applications to prospective exhibitors for its 1950 exhibit and convention to be held June 26-28 at the Hotel Stevens, Chicago. In a letter signed by CMI President Harry Williams, it was pointed out that the show will include vending, service, music and amusement machines and allied products.

## Brief and Important Late Digest of Coin Machine News

### Kwik-Kafe Names Kafka

The appointment of Charles F. Kafka as sales promotion manager in charge of advertising and public relations was announced by Rudd-Melikian, Inc., last week. In addition to handling promotion for the firm's coffee vending division, Kafka also will supervise promotion for the commercial frozen liquid coffee dispenser division.

### New Cig Tax in Texas

Monday (13) the Texas House of Representatives passed a 1-cent per package tax increase on cigarettes, raising the total to 4 cents a package. The vote was 112 to 27. The bill is expected to pass the Senate. The measure, if passed, is expected to raise about \$8,000,000 additional revenue for the construction and operation of hospitals and a special school.

## Canada Import Changes Do Not Affect Coin Machines

VANCOUVER, B. C., Feb. 18.—Canada is throwing overboard a majority of its remaining import bans and relaxing its import quotas in wholesale fashion. The announcement was made by Finance Minister Douglas Abbott at Ottawa, Tuesday (7). These drastic changes in Canada's import control system become effective in two steps. The first relaxation becomes operative April 1, and the second July 1.

Trade officials estimated that these relaxations would free an additional \$25,000,000 worth of commodities for import into Canada during the coming year.

Principal items that will still be on the prohibited list after July 1 will be pork and pork products, cut flowers, soft plastic sheeting, electric lighting fixtures and appliances, various kinds of ornaments, coin-operated amusement devices and vending machines and so-called comic and pulp magazines. Imports now under quota control will represent about \$200,000,000 on the basis of 1946-'47 imports.

### Items Released

Canned and frozen vegetables and soups, refrigerators, radios and washing machines, outboard motors and small boats and pianos are among

the items on which all import bans are lifted. Instead, these commodities will be placed on an import quota. All goods taken off the import ban list will be placed under quotas. Exception is printed labels, which are freed entirely of import controls.

As well as relaxation of import quotas, certain goods now on the banned list may in the future be imported under quota from "non-scheduled" countries; that is, mainly from Britain and countries other than the United States. Prohibitions will still apply to American imports for these commodities.

### Quotas

Quota percentage for canned and frozen vegetables and soups, dried fruit and fruit pulps (now on the banned list) will after July 1 be 44 per cent of the dollar value of these imports during 1946-'47. For refrigerators, radios and other items above, the import quota after July 1 will be 50 per cent of the 1946-'47 import figures.

When the "austerity" import controls went into effect in November, 1947, the prohibited list applied to about \$150,000,000 of annual imports. The prohibited list now covers less than \$25,000,000 worth of imports annually.

## Report Gives Showbiz Tax Deductions in Daily Lingo

(Continued from page 58)  
gains. Some examples of capital assets are: Corporation stocks, corporation bonds or government obligations other than those mentioned above; real property which the taxpayer does not use in his trade or business, such as his personal residence or vacant lots not purchased for business purposes; sale of business real estate or depreciable business properties held for more than six months (Section 117J); good will; play rights, and amounts received by a stockholder on a corporate liquidation.

### Sale of Personal Items

The tax law requires that you report the profit on the sale of your house, car or furniture. With respect to the sale of these items, altho the law requires that you report the gain from such sales, the law does not allow you to claim any loss due to the fact that these items are personal in nature and were not held for the pur-

pose of producing income. In the case of the sale of a personal residence, you measure the gain by the difference between the sale price and the original cost of the house plus the cost of permanent improvements without taking any allowance for depreciation. If your house was rented and was not used as personal residence, another rule would apply. The government has a special section which provides that the gain on the sale of property of this nature would be reported as capital gain, and the loss would be considered an ordinary loss deductible in full. This section only applies if the property was converted to depreciable business property for more than six months.

You can deduct as a bad debt your failure to collect a personal loan. However, this will be considered a short-term capital loss. If the loan was made to a close relative, the government (See REPORT GIVES on page 110)

## 4 Firms Make Units To Use On All Games

### United Board Starts Trend

CHICAGO Feb. 18.—Just as United Manufacturing Company's Shuffle Alley started the trend toward shuffle games, now the firm's Super Shuffle Alley has started a new trend, one wherein four firms have entered the manufacturing field within the past week. New trend is the manufacturing of conversion units, for use on all types of shuffle games, featuring the light-up pins located above the contact points and corresponding with the pin animation on the back glass.

The conversion units, now being offered by M & T Sales Company, F. H. Roelke Company and the newly formed Royal Products, all of Chicago, and Royal Music Company, Webster, Mass., can be used on any type of shuffle game, and range in list price from \$19.50 to \$29.75.

### M & T Plastic Feature

Only one of the four new units to use a transparent plastic base is the Lite-a-Pin unit being manufactured by M & T Sales Company. According to Ted Rubenstein, firm head, the Lite-a-Pin conversion can be installed by servicemen in a matter of a few minutes by sliding the piece into the game, then soldering 10 leads.

When the game is activated by insertion of a coin the upright plastic pins light up. The player then aims at the strike zone and throws his weight. As the contacts, located underneath the unit (on the playfield) are touched by the puck, the corresponding upright pins, and those illustrated on the back glass are darkened simultaneously. Major advantage of the conversion with the plastic bottom is that players may follow the progress of the weight thru the completion of its run.

Lite-a-Pin will list for \$20 (operator's price) and will be handled thru M & T Sales Company, and distributors appointed by that firm. First rep named for the new product is Wico.

Rubenstein said the unit is being made in lengths and widths to fit all (See Shuffle Conversions, page 111)

## Bazelon, Sebring Set Up Mfg. Firm

CHICAGO, Feb. 18.—Formation of Royal Products, a manufacturing firm, was announced this week by Roy Bazelon, head of Monarch, and Al Sebring, coin machine distributor. Firm headquarters have been established at 926 Irving Park Road, and the company's first product, a conversion unit for use on shuffle games, is already in production (see separate story).

Both Bazelon and Sebring have had long experience in the coin machine field. Bazelon has distributed all types of coin units. He also manufactured shuffleboards and scorers, an activity that continues under the Monarch set-up.

Sebring headed the Bell Products Company, which manufactures the Sebring coin changer, and the A. G. Sebring Company which has been active in the shuffleboard field.

# JAVA OPS VETO DIME PRICE

## Advance 7-Point Program To Boost Profit Margins In Spite of Upped Costs

Follow Expansion Path; Frown on Sit-Tight Thinking

By Fred Amann

CHICAGO, Feb. 18.—Coffee vender operators in the East, Midwest and Western sections unanimously voted down the dime-per-cup price this week as a solution to counteracting higher ingredient costs. Responding to a poll by *The Billboard*, many detailed various other methods and programs by which they had, or hoped to, cut operating costs to the point where profit margins could be retained or at least approached. A definite seven-point program to ease the higher cost load has been compiled from reports of operators who have on-location experience to back up their economy moves. While not all of the points are being used by any one operator, one to three of them have been combined in a single operation. See separate cost reduction check-chart.

This is the second and final article in a series on the coffee cost problem. Current study deals with operator views, solutions for combatting higher ingredient costs. The first article (*The Billboard*, February 18) covered the vender manufacturer and supplier fields.

### Obstacles

Biggest obstacle to the 10-cent price is the preponderance of industrial lo- (See JAVA OPS on page 98)

## Minute Maid Co. Suffers Delays; Eye New Venders

NEW YORK, Feb. 18. — Minute Maid Corporation's time table for expansion into vending has suffered setbacks due to a "late crop" of Florida oranges, according to A. E. Stevens, vice-president in charge of sales. He said that canning of frozen juice in large-size containers was "60 to 90 days" behind schedule.

During the past three months Minute Maid juice has been vended thru machines located largely in the Baltimore and Washington areas, with the most recent placements in the Northwestern Railroad Station, Chicago. Specially adapted machines are used.

Stevens said that Mills Industries is now completing the design of a new vender claimed to provide more (See MINUTE MAID on page 99)

### Vend Comics

NEW YORK, Feb. 18.—Samuel Eppy & Company, charms manufacturer, this week released a new series of miniatures for venders featuring 20 well-known comic strip characters. Thru an arrangement with King Features Syndicate, Eppy will offer charm versions of such standards as Captain Katzenjammer, Jiggs and Maggie, Barney Google, Felix the Cat, Popeye, Olive Oyl, Toots and Caspar and Flash Gordon.

Each charm, in addition to being ringed, is also on a stand so that children may play with it as a toy. They are said to vend easily. They will be issued in six colors, at \$4 a thousand in plastic and \$6.75 a thousand if metal plated.

## Massachusetts Solons Eye Per Machine Vender Bills

CHICAGO, Feb. 18.—Altho three State Legislatures are considering measures which would directly affect the automatic merchandising industry, only Massachusetts lawmakers are weighing per-machine proposals which the industry considers discriminatory and confiscatory.

The other States—Kentucky and Georgia—are weighing bills which would repeal existing per-machine taxes.

Massachusetts solons have two House bills, one which would impose a flat \$20 per machine tax, the other providing a graduated tax of \$5 to \$20 per machine on all types of venders. The per-machine proposal is en-

dorsed by the Massachusetts Federation of Labor, but hotly contested by operators who will contend at public hearings that the proposed legislation is both unfair and likely to drive many operating companies out of business.

In Kentucky, House Bill 270 proposes a \$10 tax on juke boxes and games, but exempts vending machines. In 1948 the Kentucky Legislature enacted a vending machine tax law which exempted stamp machines, candy venders and popcorn machines but placed a per-machine tax on all other venders of \$10 for nickel and \$15 for dime-and-over units.

If the Kentucky coin machine measure now in the House is passed, those venders not specifically exempted by the 1948 law would be excluded.

If the Kentucky coin machine measure now in the House is passed, all venders—even those not specifically excluded in the 1948 law—would be exempt from per-machine levies. Kentucky operators contested the 1948 legislation and have refused to pay the tax. Their contention that the 1948 law is invalid has been upheld in Kentucky courts.

Georgia House Bill 731, a lengthy measure repealing many sections of the 1935 code, would set aside the tax on penny and nickel venders and on scales.

## N. Y. Sales of Soft Drinks In Cup Venders Running 10% Behind '49 Despite Weather

All Kinds of Locations Hurt; Many Reasons Advanced

NEW YORK, Feb. 18.—Sales of soft drinks thru cup venders in this area are running some 10 per cent under those racked up a year ago despite an unusually mild winter. A spot survey among operators this week disclosed the drop was felt equally in a wide variety of locations, including theaters, schools, industrial plants and offices. Individual estimates of the extent of the decline ranged from 5 to 15 per cent.

Reasons advanced cite reduced purchasing power of consumers, smaller employee population in plants and offices and, paradoxically, the mildness of winter weather. Operators contacted agreed that the dip in gross income has been reflected almost entirely in slimmer profits. They have already trimmed operating costs to the bone. It was felt further economies could only result in lowering ingredient standards and poorer service, factors that could only encourage the downward trend.

### Newcomers Skittish

While established operators are taking the reduced gross in stride, some newcomers to the cup vending field want out and are seeking buyers for their routes. A number of smaller operations in this area are now up for

sale. Experienced route owners, however, are not unduly alarmed. They agree that a fair return is still being realized on investment.

Drink vender sales of cup machines in city subway stations also go along with the general pattern. Last December, the most recent winter month for which figures are available, the below-ground units grossed \$37,918.75. In December, 1948, they took in \$42,651.80, according to the Board of Transportation. During both periods, there were about 112 subway venders in operation. Here, the dip almost parallels the reported 10 per cent drop in subway patronage over last year.

### Since October

George Thiers, of the Automatic Beverage Corporation, said the below-normal trend first became evident last October. He estimated the drop at 5 to 10 per cent, attributing it to falling theater attendance, plant and office layoffs and little industrial overtime work this year. Automatic has about 30 per cent of its machines in theaters, with the remainder in diversified locations.

Arnold Fink, of General Vending, traced the reduced gross primarily to (See N. Y. SOFT DRINK on page 98)

## "Pot Luck" Vend Column Ups Income for Texas Candy Op

SAN ANTONIO, Feb. 18.—Playing on the curiosity of the average customer has resulted in a 15 per cent increase in candy bar sales for the City Wide Cigarette Company, operator of a large string of candy venders in downtown hotel lobbies, pool rooms and retail stores.

Each machine on the route has been equipped with a blind unit, in addition to the seven other glassed-in display compartments above the delivery chute. By inserting a white metal sign behind the glass, the patron's view of the candy bar behind it is concealed.

Lettered in red on the front of the sign is the message, "Guess What?" with a four-inch-high question mark COIN MACH—Vend.

in the center. To add the element of chance that coaxes nickels out of customers, City Wide often inserts 10-cent sellers or hard-to-get brands in the blind column. Frequently, the intriguing compartment is used for introducing a new variety of candy bar which, it has been found, will catch on more rapidly on this basis.

The "Guess What?" surprise feature has been extended to almost every type of candy vender operated by the local company, as long as the machine can contrast an actual view of a choice of bars along with a surprise selection. In each case, revenue has increased from 10 to 25 per cent, City Wide claims, since many patrons obviously prefer to take pot luck than select a known confection.

## Temco Signs Contract With SuperVend Co.

Record Output Scheduled

DALLAS, Feb. 18.—Texas Engineering & Manufacturing Company, Inc., (Temco), has contracted to build the SuperVend three-flavor cup drink machine, according to an announcement released jointly by Mike Hammergren, president of SuperVend Sales and H. L. Howard, vice-president of Temco.

Hammergren and Howard announced the contract order as the largest ever given for the production of cup drink equipment, but declined to reveal the specific number of machines involved. Temco said the contract would mean "several million dollars" of production business during 1950.

The contract was negotiated by Paul Fuller and Larry Cooper, SuperVend vice-presidents. Prior to the sale of the SuperVend company to Hammergren, the three-drinker had been manufactured by Temco. At the time of the sale, Hammergren did not reveal where the machine would be made.

## NAMA Appoints Ladies' Committee; Mrs. Burns Head

CHICAGO, Feb. 18. — Women's events at the 1950 National Automatic Merchandising Association (NAMA) Convention and Exhibit, scheduled for November 12-15 at the Palmer House here, will be directed by Mrs. Frank H. Burns, of Greensboro, N. C. Her appointment as chairman of the Ladies' Events Committee was announced this week by Presi- (See NAMA Appoints on page 99)

# 1950 Confectionery Expo Reservations Are Opened

WASHINGTON, Feb. 18.—The National Candy Wholesalers Association, Inc. (NCWA), has announced that reservations for space at the Confectionery Exposition, to be held in connection with the fifth annual convention of the NCWA in New York May 31-June 3, are coming in at a swift pace. About a fourth of the available space was sold within a few days after floor plans were distributed.

The 1950 exhibit at the Commodore Hotel will be located on the same floor where meetings will be held, an improvement in planning, NCWA announced. Altho fewer booths will be available than at the 1949 convention, the exhibit will be larger and a number of leading manufacturers will be accommodated. There will be 96 booths in the Exhibit Hall, which is air-conditioned.

### Reservations

Room space reservations are also being received in large numbers for the convention, NCWA announced. The first day after reservation blanks were mailed out, over 100 reservations were received.

Convention sessions will open Thursday morning, June 1. Exhibition Hall will, however, open Wednesday, May 31, at 5 p.m. The exposition will remain open each day of the convention until closing at 6 p.m., Friday, June 2.

Business sessions will be held Thursday, Friday and Saturday. The Saturday morning session will be the closed session for wholesaler members of NCWA. Saturday noon a job-

ber-manufacturer luncheon will be followed by an afternoon business session of this group. Early arrivals to the National Confectioners Association convention, which will begin Sunday, June 4, are expected to swell the attendance at this meeting.

### Banquet

As usual the entertainment attraction of the convention will be the annual banquet, which will be held Saturday evening, June 3. An added feature at this year's banquet will be the annual Stuart McClellan entertainment production.

The banquet will be held in the Commodore's Grand Ballroom which has a capacity of 1560.

### Exhibits

Among the first manufacturing firms to reserve space in the Exhibit Hall were Hershey Chocolate Corporation, Hershey, Pa.; Howard D. Johnson Company, Wollaston, Mass.; Prince Castle Sales Division, Inc., Chicago; Rockwood & Company, Brooklyn; The Waddell Company, Inc., Greenfield, O.; Reed Candy Company, Chicago; Majestic Confection Company, Philadelphia; Henry Heide, Inc., New York; James O. Welch Company, Cambridge, Mass.; The Julep Company, Chicago; Philadelphia Chewing Gum Corporation, Haverton, Pa.; R. L. Albert & Son, Inc., New York; Switzer's Licorice Company, St. Louis.

Jack Newberg Company, Inc., Bronx, N. Y.; Mars, Inc., Chicago; Quaker City Chocolate & Confectionery Company, Philadelphia; Charms

## MVS Opens in Chi

CHICAGO, Feb. 18. — Milk Vending Service, Inc., using Rowe-built automatic milk dispensers, opened here this week. In charge is Max Kovinow, formerly with the Rowe-owned milk vending operation at Pittsburgh.

Kovinow could not be reached for details on the operation, which makes its headquarters in the offices of Capitol Dairies on Chicago's South Side.

## New Type Disks Used by Metro

NEW YORK, Feb. 18.—A new record material called Geon and introduced by Metro Record Company recently, is claimed to offer longer disk life, less surface noise and higher resistance to breakage. The firm, slanting all new releases toward the juke operator, is the first waxery to use the new General Electric biscuit compound, according to Tom Martin, president.

Metro's first releases on Geon include *Right Me If I'm Wrong*, by the Arv Garrison Trio, and the novelty, *I Want a Fella*, by thrush Pat O'Connor.

Sales Company, Asbury Park, N. J.; Fred W. Amend Company, Chicago; Tasty Candy Products, Inc., New York; Oscar Schreyer Company, New York; Clyde Collins, Inc., Memphis, and Chase Candy Company, St. Louis.



Thousands Of Locations Are Waiting For THE NEW **ADVANCE SITROUX** Face Tissue VENDOR 5c or 10c Twin Columns

Without question the finest tissue vendor on the market. All the well known Advance features plus large 6"x8" mirror. Sturdy, foolproof. 33 1/2" high, 9" wide. Capacity 64 packs (32 to column). Finished in Chrome and Gray. A Steady, Dependable Money Maker. 2 to 11... \$29.00 12 to 49... 26.00 50 or more... 25.00

SAMPLE \$34.50

ORDER TODAY

1/3 Dep., Bal. C. O. D., F. O. B., N. Y. Write for Prices on Sitroux Tissue.

**J. SCHOENBACH**

Distributors of Advance Vending Machines. 1647 Bedford Ave. Brooklyn 25, N. Y.

### EXPERIENCED VENDER SALESMEN

This is your chance to ditch the inferior junk and "one time over" deals and climb on the bandwagon with new fast selling quality built venders with an old line Company—Top commissions to real promotional producers. Tell us what machine you sold—who you sold for. Will send information. No amateurs, curiosity seekers, free sample artists need apply. Exclusive territory granted. Write BOX CH-129, The Billboard 188 N. Randolph St. Chicago 1, Ill.

*Now Electro "belongs" in every good location*

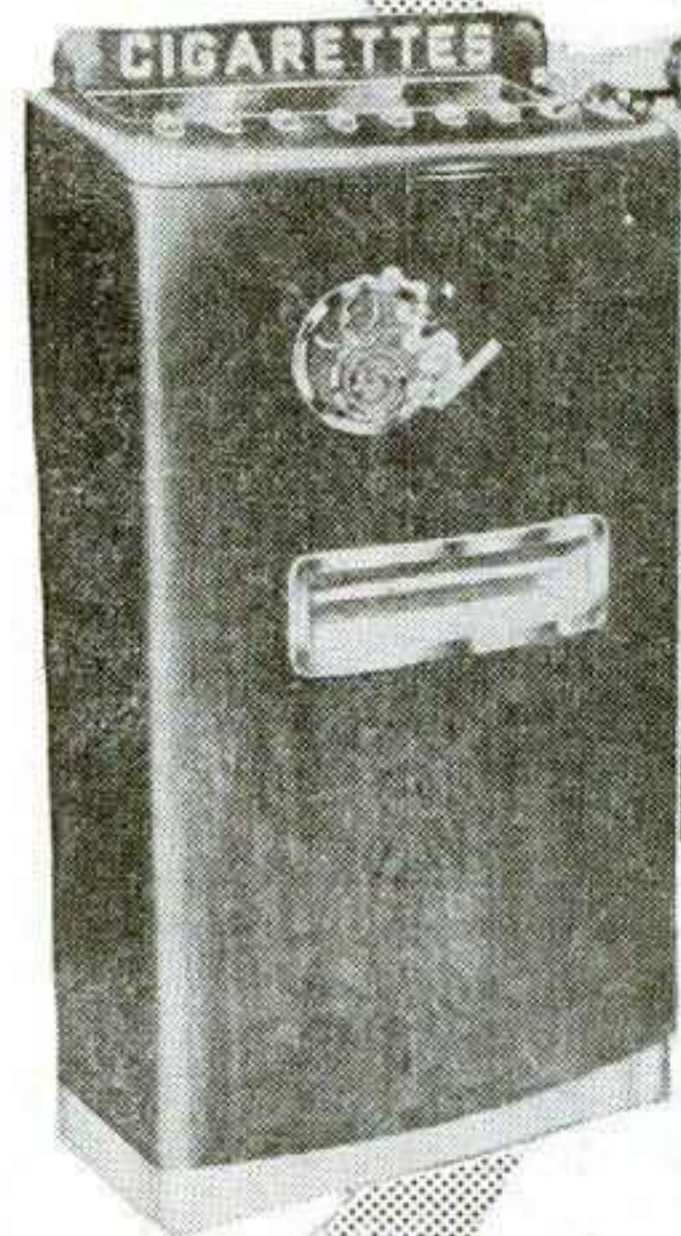
# ELECTRO

for over five years recognized as the only machine for top stops, is now so low in price that any good location on any operator's route will be a profitably satisfied one . . . when Electro, the first and finest electrical cigarette vending machine is installed there.

Electro increases sales; Electro cuts service calls —it's as trouble free as a cash register; Electro gets locations; Electro holds locations; and just look how low priced Electro is:

**ELECTRO 8** now only **\$198.50**

**ELECTRO 10** now only **\$217.50**



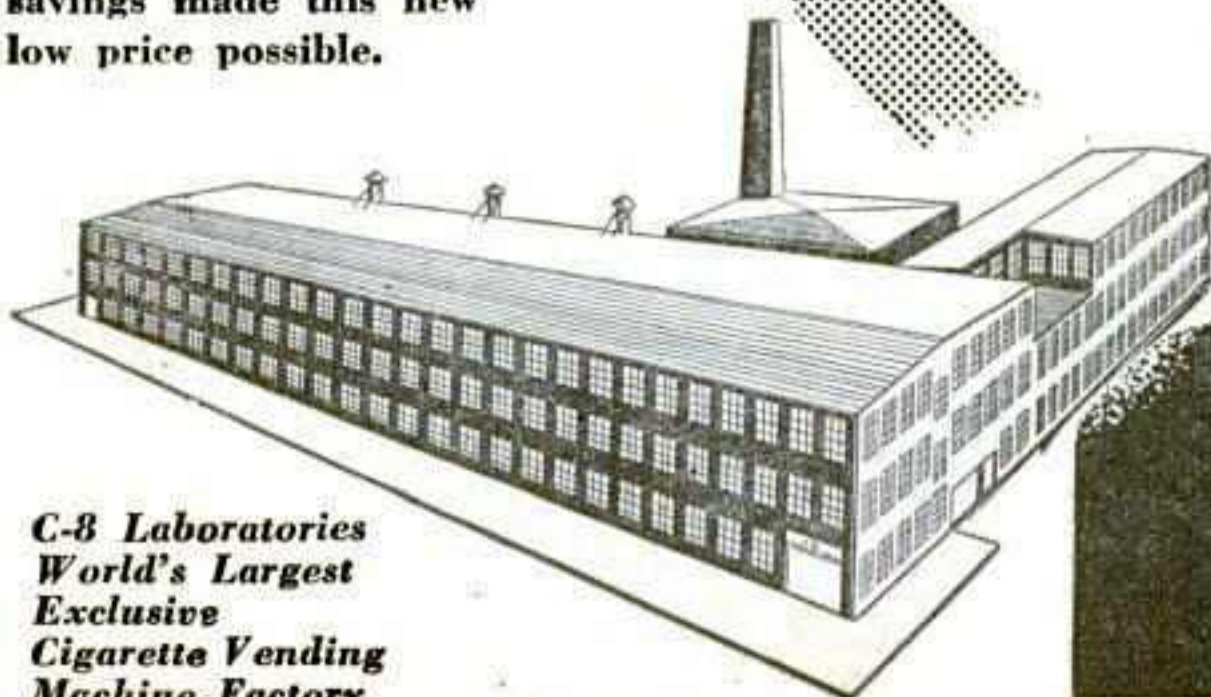
Order Electro today for the best in Modern cigarette vending

## EASTERN ELECTRIC VENDING MACHINE CORP.

General Motors Bldg.

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A Product of C-8 Laboratories



C-8 Laboratories World's Largest Exclusive Cigarette Vending Machine Factory

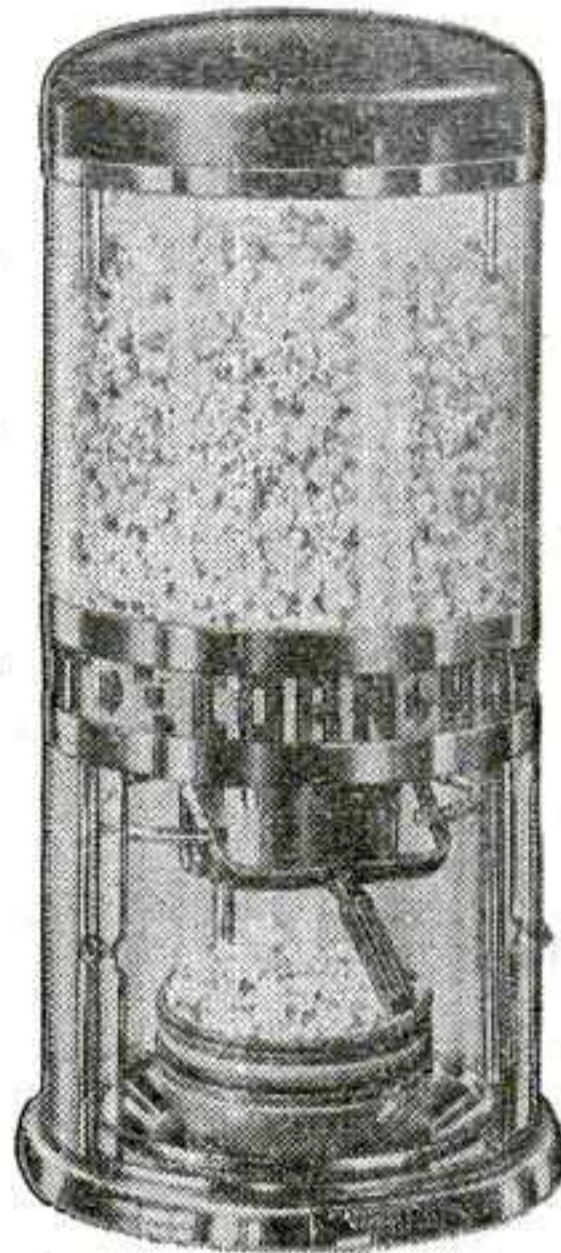
# "FLIPPER"

**CHEESE-CORN POPCORN  
HIGH SPEED  
MERCHANDISER**

NEW 1950 MODEL PLASTICS-IN-COLORS

- Deserves and Gets the Best Locations
- Improves the Appearance and Business of Any Location

Height 21", Base 10" diameter  
Cap. \$4.00 Retail 10c Cheese-Corn Sales  
Wt. 12 Lbs.—Plastic bowls supplied



**Now Available  
MOISTURE-PROOF POPCORN CONTAINERS**  
For Drop Shipments Anywhere  
**Increase Profits—  
Use Our  
PORTABLE EQUIPMENT**  
For Cheese or White Popcorn Supply

**AREA OPEN—SALESMEN—OPERATORS OF JUKE  
BOXES AND PINBALLS—HELP HOLD YOUR  
LOCATIONS WITH FLIPPER**

Write for Information—Distributors

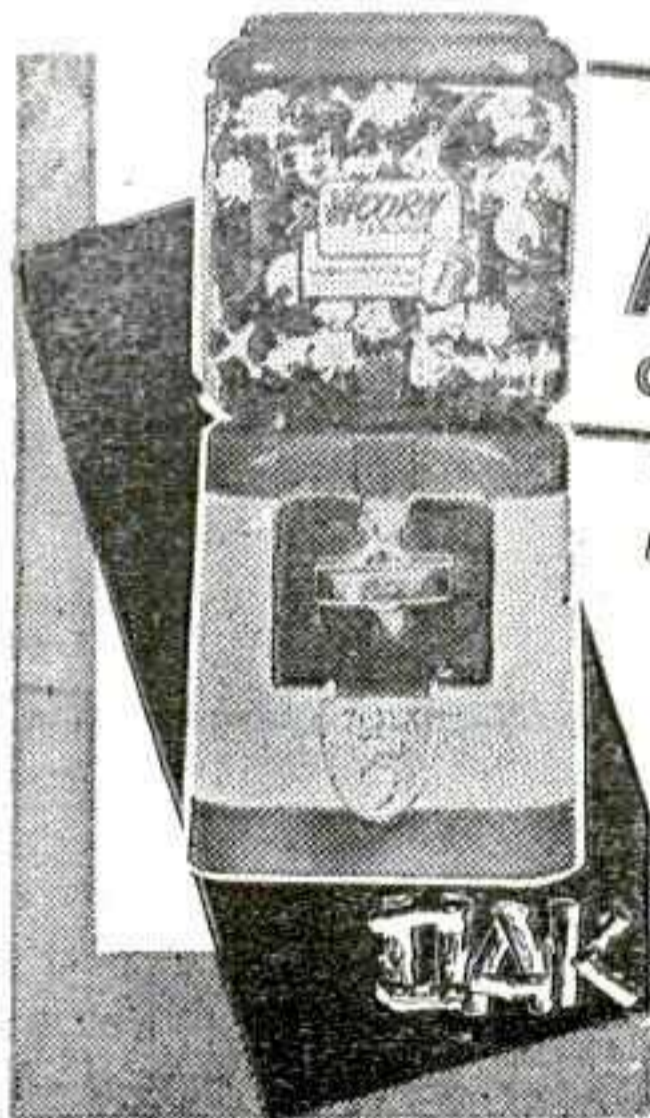
## SUN-PUFT POPCORN CORPORATION

AN EMERSON BROS.' SUBSIDIARY

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RE. 3-2119

Los Angeles 7, Calif.



'50 will be NIFTY with  
**ACORN** 1c or 5c All  
Purpose Bulk  
Merchandisers  
**Order Yours Today!**



Look at These  
**OUTSTANDING**

- Service Head Features**
- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
  - Permits you to service more than twice as many Acorns as any other machine.
  - Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!  
**MFG. CO., INC.**  
11411 Knightsbridge Ave.  
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**Distributors!**  
A Few Choice Territories Are Still Open  
Write, Wire, Phone  
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## EXTRA!! EXTRA!! EXTRA!! READ ALL ABOUT THE "EXTRA" PROFIT MADE WITH BRADLEY COLORED BUBBLE BALL GUM

Size 5/8"—"170" and "210" to Pound  
with 250 Extra Balls (of size ordered)  
in every 25 Lb. Carton.

PRICE ONLY **25¢** Per lb.  
F.O.B. Chicago, Ill.

(Packed 25 lbs. to carton)

Bradley Colored Bubble Ball Gum is made of the finest ingredients to assure repeat sales. 7 assorted glossy colors. Color of bubble indicated by color of ball. Ball gum vending machine operators: Reduce your ball gum cost by filling your venders with Bradley Colored Bubble Ball Gum. You'll enjoy that extra \$2.50 profit on every carton you buy. Send in your order and remittance today.

FREIGHT PREPAID ANYWHERE IN CONTINENTAL U. S. A. ON LOT SHIPMENTS OF 100 LBS. OR MORE.

FULL PAYMENT MUST ACCOMPANY ALL ORDERS.  
NO C.O.D.'s.

THINK OF IT!

1000 extra balls in 100 lbs. Your extra profit at 1¢ each is \$10.00 on every 100 lbs. ordered.

**BRADLEY ASSOCIATES, INC.** 1650-52 N. Damen Ave.  
Chicago 47, Ill.

Save at Least Part of Each Week's Earnings  
Buy U. S. Savings Stamps and Bonds

## Sked Vending Clinic During NATD Meet

### Riddell Will Preside

NEW YORK, Feb. 18.—A vending machine clinic has been scheduled as a feature of the National Association of Tobacco Distributors' (NATD) annual convention, to be held this year in Chicago during the week of March 27. Set for the morning of March 29, the session will be chair-maned by Arch C. Riddell, operator and distributor of Pasadena, Calif.

Jerome Kaufman, NATD director of industry and public affairs, said the clinic will consider the topic, *How Can a Wholesale Tobacco Distributor Expand His Vending Machine Operation?* The place of cigar vending in a jobber's over-all business will also be discussed.

## Op Sponsors Local Meet as P-R Move; 100 Bizmen Attend

ELGIN, Ill., Feb. 18.—As a public relations effort to give his towns-people a true picture of automatic merchandising, Victor H. Neiswanger, local cigarette and candy operator, sponsored automatic merchandising night as a special feature of the February 14 meeting of the Elgin Lions Club (The Billboard February 18). Neiswanger spent several hours with the speaker, Clinton S. Darling, executive director of National Automatic Merchandising Association (NAMA) prior to the meeting so as to "tailor" a program calculated to be of local interest to Elgin businessmen.

### Darling Speaks

Approximately 100 members, mostly retailers representing as many businesses, heard Darling describe different ways of looking at vending for a full, well-rounded picture of the industry. "Much has been said and printed about automatic merchandising that needs debunking," he said. "Perhaps one of the best ways of looking at this new form of retail distribution is to consider it as 'Victor Neiswanger, multiplied 2,000 times.'"

He emphasized vending was not a labor-saving device designed to eliminate retail sales clerks, but a necessary adjunct of merchandising as a whole, supplementing personal forms of selling and providing a public convenience in places where services and merchandise could not otherwise be offered as a convenience.

### Major Factors

Referring to exaggerated general press notices of "gadget" types of automatic merchandising that are more successful as publicity stunts than business ventures, Darling emphasized that the major successful branches of merchandise vending could be counted on the fingers of one hand—nuts, candy, beverages, gum and cigarettes. He discussed, however, new fields in which progress is being made, such as nylons, cooked sandwiches and fruit juices, among others.

## R. J. Reynolds Dividends

WINSTON-SALEM, N. C., Feb. 18.—R. J. Reynolds Tobacco Company has announced quarterly dividends on two preferred stock series. The 3.60 per cent series dividend is 90 cents per share and the 4.50 per cent series \$1.12½ per share, payable April 1 to stockholders of record March 10.

## 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

### CHARMS

Plastic Charms, small, 1,000 ..... \$2.25  
Copper & Nickel, small, 1,000 ..... 4.25  
Plastic Charms, large, 1,000 ..... 2.95  
Copper & Nickel, large, 1,000 ..... 5.50  
Silver Wedding Rings, 1,000 ..... 5.95  
Schmoo Buttons, 1,000 ..... 6.50  
Toy Watches, 2 gross ..... 2.50  
Stone Set Rings, 1 gross ..... 1.95  
"Hep Cat" Buttons, 1,000 ..... 5.95  
Plastic Colored Rings, 1,000 ..... 2.50  
Walt Disney Charms, copper, 1 lb. . . 2.50

We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS

**PARKWAY MACHINE CORPORATION**  
623 West North Ave., Baltimore 17, Md

## CIGARETTE MACHINES

Buy With Confidence From **STEINER**  
—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927

There was, is and always will be a demand for my famous "E", "A" and "500" Models.

**WE BUY AND SELL USED EQUIPMENT**—and what we sell is always completely refinished and reconditioned inside and out to look and work like new.

King Size Chutes, Mirrors, Parts and Locks for all vendors

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From Little Acorns  
Mighty Incomes  
Grow!  
**ACORN**  
1c or 5c All Purpose Bulk Merchandiser

You'll Gather Plenty of "Coconuts" With This Mighty Money-Maker!  
**WRITE TODAY!**  
Mountain State Distributors  
Cameron, W. Va.

**\$13.95 EA.**  
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**FOR THE HOTTEST LINE  
IN CHARACTER CHARMS**

SHMOO KIGMY

Walt Disney and Al Capp Character Charms.  
NOW AVAILABLE  
**CHARACTER CHARMS, Inc.**  
1607 East 16th St. Los Angeles 21, 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.

**BIRMINGHAM VENDING CO.**  
2117 Third Ave., N. Birmingham 3, Ala.

**Hart Ball Bubble Gum**

High quality, colored centers in 140, 170 and 210-count per lb.; 25¢ per lb. in lots of 150# or more, freight prepaid, also packed in 40# cartons; Single Cartons 30¢ per lb., F.O.B. Toledo, O.; 2 to 5 Cartons 27¢ per lb., F.O.B. Toledo, O.

Hart's Premium Non-Bubble Gum in 140-count only 35¢ per lb. in 150# lots, prepaid; Single Cartons 37¢ per lb., F.O.B. Toledo, O. Leaf Jumbo Bubble Gum 25¢ per lb. 160# or more, prepaid; Single Cartons 27¢ per lb., F.O.B.; Count 60 to lb. 20# cartons. Get on our mailing list.

**A. GRAEFF CO.** 1232 Broadway  
Toledo 9, Ohio



## Continental Can In Production on New Vend Cup

NEWARK, N. J., Feb. 18.—The Continental Can Company has placed its new vending cup for hot beverages in full production, it was learned this week. The six-ounce cup, decorated with a coffee-colored design, is now available for general delivery, according to L. O. Wheeler, sales executive.

Sold mainly thru machine and ingredient manufacturers and distributors, the cup lists at \$10.14 a thousand on contract for a million or more units. Most sales to date have been made in the East and Midwest, but expansion to the West Coast is now being explored, it was said.

## Paul Beich Head of NCA Candy Council

CHICAGO, Feb. 18. — Paul M. Beich, president of Paul F. Beich Company, has been appointed chairman of the Council on Candy of the National Confectioners' Association (NCA) for the next year, NCA President Philip P. Gott announced. Beich replaces Irvin C. Shaffer, vice-president of Just Born, Inc.

Following his appointment, Beich called for a special meeting of all council members to be held in the Statler Hotel, New York City, March 3. Its purpose will be to "establish methods and policies to be followed in meeting increasingly serious attacks upon our industry and products," Beich said.

The addition of five new members to the council was also announced. They are V. H. Geis, vice-president, Mars, Inc.; Fred E. Magenheimer, secretary, Maison Au & Magenheimer; R. B. Schnering, vice-president, Curtiss Candy Company; Bob McCormack, president, Bobs Candy & Peanut Company, and Theodore Stempfel, vice-president, E. J. Brach & Sons.

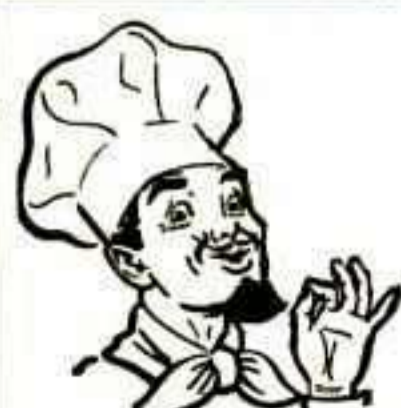
## Drink Venders Win Applause in Rural Kentucky Schools

BOWLING GREEN, Ky., Feb. 18.—Bottle vender installations in local rural schools are meeting with enthusiastic reception by both pupils and teachers, according to O. E. Schow Jr., Dr. Pepper bottler for this area.

With winter sales booming at 554 cases a month thru nine venders, Schow looks forward to even better business during the pre-vacation warm months and early fall weeks.

## Sugar Distribution

WASHINGTON, Feb. 18.—Sugar distribution for the first month of 1950 ran about 15 per cent below the same period last year, Agriculture Department reported. During January, 1950, distribution totaled 457,304 tons as compared with 524,382 tons during the preceding January.



**FRENCH BOY**

for  
**POPCORN Dispensers**  
and  
**POPCORN**

ABC POPCORN CO.  
3441 W. North Ave.

Write for  
Detail  
CHICAGO

## Supplies in Brief

### Cig Study

WASHINGTON, Feb. 18.—The Department of Agriculture will soon launch a research program to improve cigarettes. Under the authorization of the Research and Marketing Act, agency technical experts will attempt to find new methods of making cigarette paper.

Cigarette paper is usually made of seed flax straw, and the first step in the research project will be to find better ways of separating partly cooked woody stems from the fiber pulp.

The ideal cigarette, according to Agriculture officials would be one with no paper at all, since many papers interfere to some degree with the taste of the tobacco. However, a tobacco binder as used in cigars makes a less mild smoke than most cigarette smokers desire. Therefore, the objective is to find the finest paper possible without increasing the cost of manufacturing cigarettes, it was pointed out.

### NCWA In Curtiss Case

WASHINGTON, Feb. 18.—Application of the National Candy Wholesalers Association, Inc. (NCWA), to intervene in the Curtiss Candy Company case before the Federal Trade Commission (FTC) has been granted, it was announced by John F. Poetker Jr., of Cincinnati, chairman of the NCWA board of directors. The Curtiss Candy Company applied to reopen the case in which FTC issued a cease and desist order to Curtiss, charging illegal discriminatory prices. The NCWA board moved to intervene in the case last October 14, and Curtiss subsequently asked the FTC to deny the application.

In granting NCWA's application to intervene, the commission stated that it is "of the opinion that the applicant has shown a substantial interest in the proceedings," in that "the applicant is a non-profit trade association composed of individuals, firms, and corporations, selling confectionery products in interstate commerce, some of whom are alleged to have been discriminated against by the respondent in violation of Section 2 of the Robinson-Patman Act."

The FTC "ordered that in the event this proceeding is reopened pursuant to the respondent's motion, National Candy Wholesalers Association, Inc., may participate as a party in any

## Maritime Ops Eye Hot Drink Units

ST. JOHN, N. B., Feb. 18.—Hot drink machines, vending tea, cocoa, chocolate or coffee, are being given attention thru the maritime provinces. All theater chains in the territory are studying the possibilities for such machines, using paper cups, for the balance of the winter and all or most of the spring. A long season for such drinks prevails in this area, owing to the early fall and late spring.

The machines are being considered for bowling alleys, ice skating and hockey rinks (indoor and outdoor), skiing bases, ice harness racing tracks, ice fishing locations, toboggan slides, roadside stands, etc. A demand for hot drinks is assured from mid-September thru mid-May.

## Georgia Cig Bill

ATLANTA, Ga., Feb. 18.—A bill to repeal the minimum price law on cigarettes has passed the Senate, 33 to 1. A similar bill was killed in committee in the House earlier this session. As noted, the minimum price law resulted in an increase of 2 to 5 cents per package for cigarettes. Repealing the law would not decrease the State's tax of 5 cents per pack on cigarettes, however.

subsequent hearing in connection therewith before a trial examiner or before the Commission; provided, however, that the participation shall be limited to such activities as may be necessary to fully protect the wful interests of the association and its members.

## NCA Chi Sanitation Meet

CHICAGO, Feb. 18. — National Confectioners' Association (NCA) will sponsor a plant sanitation meeting March 2 at the Furniture Club of America. The meeting for candy manufacturing executives and plant personnel in Illinois, Indiana, Michigan and Wisconsin will be chaired by Otto Windt, E. J. Brach & Sons, who is the Chicago member of NCA's sanitary advisory committee.

**ATLAS** *the* LEADING PROFIT MAKER



Atlas Brand Almonds — Packed in 5¢ vacuum cans for the Bantam Tray Vendor.

**BANTAM TRAY VENDOR**

A 5c vendor that brings not only SOME profit but STEADY profit. Ideal for bar, counter, table tops, etc. Vends bulk merchandise with speed and ease. Especially made for almonds and pistachios — it dispenses them evenly and WITHOUT injury to the merchandise.

SALESMEN AND DISTRIBUTORS, Write Now

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EST. 1925

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MANUFACTURING AND SALES CORP.

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**SALE ROWE ROYAL**

Cigarette Vender  
**\$95.00**  
10 Col., 400 Pack Cap.

**ATTENTION** —25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

### CIGARETTE MACHINES

- UNEEDA, 8 Cols. .... \$100.00
- UNEEDA, 6 Cols. .... 90.00
- Uneda Model 500, 9 Col., 350 Pack Cap. .... 100.00
- 9 Col., Model E, 270 Pack Cap. .... 59.50
- ROWE PRESIDENT, 10 Col. ... 100.00
- Rowe Imperial, 8 Col., 240 Pack Cap. . 70.00
- National 9-30 ..... 75.00
- DuGrenier, Model W, 9 Col., 308 Pack Cap. .... 62.50
- DuGrenier, 6 Col. .... 32.50
- Special! 4 Col., 100 Pack Cap. .... 27.50

### CANDY MACHINES

- ROWE, 120 Bar Cap. .... \$75.00
- Candyman, 72 Bar Cap., with base, like new ..... 65.00
- VENDIT, 150 Bar Cap. .... 57.50
- U-Select-It ..... 35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.



**SALE NATIONAL**  
Candy Vender  
**\$100.00**  
9 Col., 162 Bar Cap.  
**\$80.00**  
6 Col., 108 Bar Cap.  
**\$70.00**  
Wall Model

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergeen 7-4568 BROOKLYN 11, NEW YORK

# Java Ops Veto Dime Price; Advance 7-Point Program

(Continued from page 94)  
 cations, the poll showed. There, where the silver peg has been attempted sales dropped to alarming lows and the nickel cup was restored. In some transient installations the dime price has been used semi-successfully, but because of the minority of such spots it has not helped over-all operation. The most common solution advanced for the bettering of profit margins under today's high ingredient prices has been adoption of a 7-cent cup. Operators in New York and Chicago, especially, are taking steps to test the 7-cent price. However, here, too, the question-mark factors are final customer acceptance plus the cost element in installing conversions to handling the penny change. Some operators are debating whether, after installing penny refunders, sales might not drop to the extent that extra per drink profit margins will be wiped out. Where the odd-cent peg has been used to date, tho, reception has been encouraging.

The important fact uncovered by the survey, however, was that coffee operators are not thinking in terms of tightening operations or just "sitting out" thru the present period of upped

## N. Y. Soft Drink Sales 10% Under Last Year's Mark

(Continued from page 94)  
 the mildness of the winter. He pointed out that per-machine sales were far better two years ago, during a winter noted for its severity. When outdoor temperatures are relatively high, he reasoned, interior heating is correspondingly mild. And it is the location temperature that accounts for soft drink sales.

### Braverman Concur

Lew Braverman, of Drink Dispensers, agreed with Thiers that plant layoffs were a factor, but attributed the bulk of reduction to "general economic conditions." It is the consumer himself who is cutting down on expenditures, he asserted.

There are now about 1,800-2,000 cup machines operating within the city limits, if industry estimates are averaged. Commissions to location owners range from 10 to 20 per cent in schools and commercial stops, with about 25 per cent the average in theaters.

Established operators are expanding their routes despite the seasonal slump, and the number of vendors on location here is expected to increase markedly by summer.

supply costs. Instead, they are displaying a real aptitude for adapting their business to changed conditions, and experimenting with profit-promoting ideas that will serve to maintain workable profit margins.

### 7 Check Points

The following seven points are now in use by leading coffee operators, with each responsible for a measure of reducing the stiffer cost load:

1. 7-cent cup, with penny refunder.
2. Use of new type cold cups.
3. Serving 5 1/2-ounce drink.
4. Effecting commission reductions.
5. Elimination of wooden spoons.
6. Use of improved concentrates to cut per-serve portions.
7. Diversifying equipment.

From New York, operators report use of the 5 1/2-ounce portion instead of the 6-ounce, retaining the regular 7-ounce cup, as a cost saver. Patrons, of course, are not led to believe the drink is "full size," and so far they seem to realize that the cut is justified by out-of-hand concentrate prices. Another cost-saving measure, but one not recommended by most operators, is to cut drink strength. This is being done in a few instances, but is obviously a desperate move and consumers have registered complaints upon paying for a diluted brew.

### 7-Cent Price

The 7-cent price is looked upon favorably, with a number of operators looking to early installation of penny refunder units. Still another move is to reduce, where at all possible, the location commission. Zooming concentrate prices provided ops with a convincing argument for such a move, and it has been successfully accomplished in a number of cases.

Coffee Vending Service, headed by Phil Koff and Ed Sahagian, enjoys a cushion, profit-wise, thru use of hot-cold units. The dual drink machines used by the firm (Rudd-Melikian) permit soft drink earnings to smooth out the profit path; too, one over-all commission scale for the vendors in any particular spot means that Coffee Vending gets a better break on soft drink kick-backs than is realized on cold units exclusively. The final result is that higher coffee pegs has not hit the net here with the same impact as in single-drink operations.

Chicago operators, who are perhaps leading in both plans to use and in actual use of the 7-cent cup, point to this move as the best answer to upped supply costs. When Kwik Kafe route: dropped from the dime to the 7-cent price, sales did an abrupt upturn. One op, Herbert Kohn, of Kwik Kafe of Chicago, currently plans to convert all 30 of his units to the 7-cent peg from the present nickel tab.

### Cut Overhead

Bernard Kiley and John Fielding, heading Airport Vending Service, are cutting upped overhead thru use of Bert Mills' enriched cream concentrate (powder form) and new type cold cups. Latter cuts cup cost in half.

The single coffee operation in Milwaukee, Kwik Kafe Company headed by Milton Bender and Marvin Engler, admits to being hard hit by increased coffee costs, but frowns on the dime price as a cure-all. This in spite of suggestions of suppliers that they convert to the 10-cent peg.

The only definite move made as yet, to cut costs even slightly, has been the elimination of wooden spoons. No complaints have resulted to date. While it has not proved a large saving, it is at least a step in the watch-overhead program, Bender states. The firm is also planning to diversify its equipment, and may start to spot a few different type vendors alongside its coffee units in an effort to offset smaller margins from java-only installations.

Reports from another Midwestern city, Indianapolis, indicate that the "do it on a nickel" feeling holds true

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For 25c Vending, All National  
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there also. Where the dime price was tried sales dropped up to 94 per cent. Harry Vollrath, president of Automatic Coffee Service, Inc., the only operation in the city, feels that the 5-cent cup must be maintained if the business is not to experience a real operating loss.

The fact that the firm's entire route of 34 machines are installed in industrial plants serves to re-emphasize that 10-cent coffee will not go in captive spots.

Another nickel booster is the dean of Detroit operations, A & K Vending Company, headed by Howard B. Kirk and Charles F. Anspach. Reason for holding the firm's 30 machines at the 5-cent peg are explained by Kirk: "We depend strictly upon volume in the coffee-vending field. We feel that if we raised prices to a dime the increase would drive away more business than would be compensated for by the price boost."

**Good Will Program**

Another important aspect advanced by Kirk is consumer good will. With all the publicity which has attended the upward move of coffee prices, the public realizes that costs to the operator have also gone up. So the operator who keeps his nickel price appears certain to win the loyalty of his customers, who are now accustomed to seeing prices move up sharply on the commodities under similar conditions, according to Kirk.

A simple operating policy of streamlining the business in the interest of efficiency and economy in various steps is A & K's program for combating lowered margins. "We are not fretting about the price boost," Kirk states.

In the South coffee operators are experiencing similar upped cost and nickel cup pinches. But the two-month-old operation of partners Lynn Elkins, Ralph Globus and Henry Baldwin, heading Coffee Vending Service Company in Baltimore, is optimistic. Quoting Elkins: "We are making money."

Having started operations after high prices were already in effect, the firm has no basis on which to compare before and after price-rise profits. Elkins declared that the present nickel price is retained only because of uncertainty of acceptance and costs of making the change to 7-cent operation. The three partners think the minting of a 7½-cent coin would solve the cost problem.

**West Coast**

Turning to the West Coast, Los Angeles operators are found to be divided in opinion on profit margins since the increase in coffee prices. Those using new soluble coffee and cold-type cups figure they have upped profit margins about 27 per cent over former levels. They feel the increased prices have not hurt.

Operators using soluble coffee at \$2.60 per pound are, in some instances, switching to liquid concentrates at \$5.25 per gallon with a 520-cup serving. They figure profit margins are better. General feeling is that coffee manufacturers are giving operators a break by giving their product an extra processing so as to bring out maximum flavor and reduce the quantity used per cup.

All operators checked vetoed the dime cup on any installations other than "class" spots already using the higher peg. As in other sections of the country, industrial locations are selling at a nickel a cup and will continue to do so.

**MINUTE MAID CO.**

(Continued from page 94)

positive refrigeration for frozen concentrate. The temperature goal aimed at in concentrate tanks is 20 degrees, he explained, much lower than normally supplied by soft drink machines. Worthington Pump & Machinery is also said to be adapting the Stewart 500-cup vender for this purpose.

Availability of the new machines plus an expected return to normal canning activities will lead to greater placement of frozen orange juice venders in the near future, Stevens predicted. Minute Maid's plan is to franchise operators in restricted territories.

## Ask License To Op Cig Venders In N. Y. State

ALBANY, N. Y., Feb. 18.—Cigarette machine operators in New York State will be required to pay license fees for the privilege of handling cigarettes, if favorable action is taken on a bill introduced this week by State Sen. Walter J. Mahoney, of Buffalo. The measure is designed to enforce compliance with a bill introduced earlier that aims at fair-trading the selling price of cigarettes.

The new bill asks a \$150 license fee from wholesalers, \$50 from sub-jobbers and \$5 from retail stores. Under terms of the prior measure, an operator with more than 30 machines is classified as a wholesaler. It takes him as a retailer if he operates fewer than 30.

The fair trade measure has been introduced both in the Senate and the Assembly. If passed, it will outlaw the sale of cigarettes below cost, including fixed handling costs at the wholesale and retail levels.

Haskell Naigles, president of the New York State Association of Tobacco Distributors, urged approval of the fair trade legislation. "Failure to enact this act will continue to jeopardize the economic existence of thousands and thousands of small independent merchants," he declared. Blasting the practice of "loss-leader" sales, he charged that "small merchants are now at the mercy of a few ruthless and unscrupulous dealers."

Passage of the measure was seen as banning the sale of cigarettes thru any outlet at less than 19 cents.

## NAMA Appoints Ladies' Committee

(Continued from page 94)

dent George M. Seedman.

Assisting Mrs. Burns for the business meeting will be Mrs. Paul Berkeley, South Orange, N. J.; hospitality, Mrs. E. G. Chandler, Glendale, Calif., and her assistant, Mrs. J. B. Delbridge, Richmond, Va.; sightseeing, Mrs. Hugh C. Howes, Dearborn, Mich., and her assistant, Mrs. Herb A. Geiger, Milwaukee; quiz show, Mrs. Marcus Kaplan, Roanoke, Va., and publicity, Mrs. Aaron Goldman, Washington.

Members of the general committee include Mrs. J. Renz Edwards, Kansas City, Mo.; Mrs. L. T. Bonelli, Torrington, Conn.; Mrs. D. A. Estey, Portland, Ore.; Mrs. Earl Mason, Syracuse; Mrs. Sidney Kronenberg, Birmingham, and Mrs. D. R. Drewyer, New York.

Members of a special Chicago committee are Mrs. Clarence R. Adelberg, Aurora, Ill.; Mrs. E. F. Hinkle and Mrs. C. S. Darling, Chicago; Mrs. Thomas B. Hungerford, Glen Ellyn, Ill.; Mrs. William Fishman and Mrs. Victor Neiswanger, Elgin, Ill.

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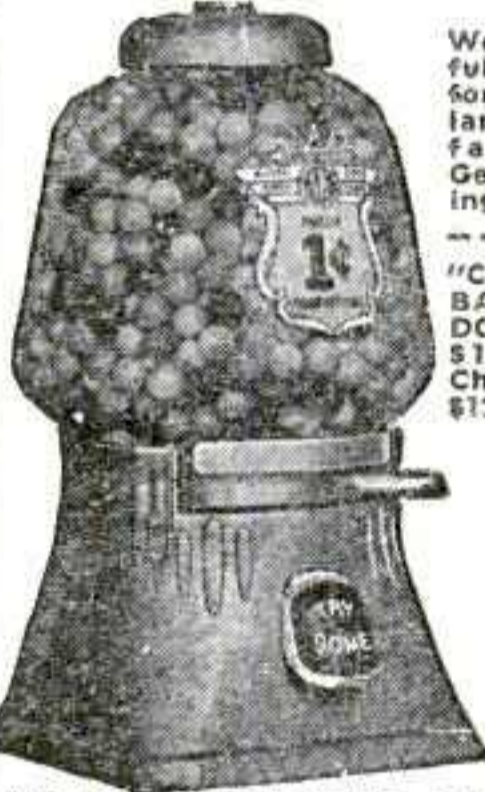
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# Survey Reveals 32 Per Cent Of Theaters Using Venders

CHICAGO, Feb. 18. — Approximately 32 per cent of the nation's theaters have some sort of vending machine on which they either depend completely for confectionery sales or which they use to supplement manual stands and counters. This fact was pointed out in the 1949 National Census of the Theater Industry released last week by *The Exhibitor*, motion picture trade journal.

The survey turned up a changed attitude on the part of motion picture theater management. In 1947 (the survey is made every two years) 5.6 per cent of the managers said they opposed the sale of any type confection or beverage. In 1949 the managers reported unanimously that they were handling confectionery and/or beverage items.

Small theaters, the survey showed, tend to use lobby stands and counters exclusively, while the intermediate and larger houses use venders to serve balconies and such remote areas as lounges as well as provide standby service in the afternoon and late evening when the stands or counters are closed.

**5,933 Have Venders**

Projecting its findings into the national theater picture, *The Exhibitor* discovered 5,933 of the nation's theaters use vending machines while 12,647 have manual stands or counters. An average of 3.4 per cent of all movie houses depend entirely on vending machine equipment to furnish confectionery items.

The percentage of theaters depending on vending machines exclusively grows in direct proportion to the number of seats, the survey showed. Only 2.7 per cent of the houses having 500 or less seats depend on venders exclusively, while 4.1 per cent of the 501-1,000-seat theaters and 7.1 per cent of the 1,001 and over houses use merchandise venders exclusively.

Among the nation's 18,600 movie houses the trend is toward theater-controlled sales of confections and beverages. This is especially true in the large houses and in large and small chains. Outside concessionaires control sales in 19.5 per cent of the theaters, the survey disclosed, while the remaining 80.5 per cent is theater-owned and managed.

**Prefer Cups to Bottles**

When it comes to soft drinks, the survey showed theater managers feel that drinks served from a bottle give the patron more for his money. But bottles are not as widely used in theaters as cups because of the house-keeping problem posed by patrons carrying bottles into the auditorium

and because of the glass hazard.

Some theaters reported they have attendants open the bottles and pour the contents into a paper cup, but this method—while it eliminates housekeeping and glass hazard problems—is too slow to be practical. For this reason most of the theaters (77.7 per cent) use either fountain dispensers or cup-type vending machines.

Thus far, the survey showed, fountain dispensers have a slight edge in popularity over cup-type beverage venders, but the use of venders has been increasing in recent years. The 1949 survey showed 42.7 per cent of the houses used fountain dispensers and 35 per cent used cup-type venders.

**Size Determining Factor**

Again the size of the theater is a determining factor. Smaller houses, where the traffic load is lighter, can more profitably use bottles and have attendants pour the drinks into paper cups. But the larger houses, where the traffic makes speed of service an essential to profitable operation, must employ fountains or cup venders.

Another important trend highlighted by the survey is the tendency toward the sale of higher priced candy items—economy-size bars and dime packaged goods. Most confectionery sales, the survey disclosed, are made at a dime. Approximately 40 per cent of confection sales in theaters are dime sales, while about 38 per cent are pegged at a nickel and the remainder at 20 cents or more.

"Properly approached, in the right type of theater," the survey stated "he (the theater-goer) is a prospect for better confections and boxed merchandise as well as for 5-cent and 10-cent items."

**Ice Cream Sales Up**

Sales of popcorn, soft drinks and ice cream are showing the greatest gains in theater lobbies, according to the survey. Since most of these are dime items, the average price per sale can be expected to increase.

Currently, the survey concluded, a confectionery or beverage sale is made to 56.6 out of every 100 people who purchase tickets. This compares to 59.6 sales per 100 persons in 1947. The average sale, the survey showed, amounts to 8.5 cents.

Presuming that 90,000,000 persons attend the theater weekly and that they make 50,940,000 purchases (based on 56.6 to 100), weekly confection and beverage sales in theaters total \$4,329,900, or \$225,154,800 annually.

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Victor Toppers	11.25
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Spanish #1	
Peanuts	24¢
Blanched Virginias	39¢
Redskins	24¢
Cornuts	23¢
Boston Beans	23¢
Rainbow Beans	23¢
Pine Nuts	26¢
Ball Gum	
Bubble	27¢

Parts—Supplies—Charms—Write for List

**BADGER SALES CO., INC.**  
 2251 W. Pico Blvd. Los Angeles 6, Calif.

**FOR COFFEE VENDING**

IT'S **KOFFEE KING**

**KOFFEE KING**

National Distributing Corp.  
 20 E. 35th St., New York 16, N. Y.  
 MURRAY HILL 9-3424  
 KOFFEE KING IS A PRODUCT OF FUTURAMIC MACHINES, INC.

**FOR SALE**

**30 BEVERAGE VENDERS**

**300 CUP CAPACITY, \$90.00 EA.**

Guaranteed A-1 Perfect Order. Parts and Supplies Free.

**ANDY ANDERSON**  
 2638 Pratt, Chicago 45, Ill. BRiargate 4-1085

# Distributors Unveil Wurlitzer 1250

## Op Orgs Urge Big Gate for MOA Meeting

### MAPOA Passes Resolution

CHICAGO, Feb. 18.—With the Music Operators' of America (MOA) convention now only a few weeks off (May 6-8), local and State op orgs are putting on drives to get large turnouts at the Chicago meet. Spearheading the move are Al Denver, president of the Automatic Music Operators' Association (AMOA), New York; Jack Cohen, Cleveland Phonograph Merchants' Association (CPMA); Mike Imig, South Dakota Phonograph Association (SDPA); Charles Kanter, Cincinnati Association; Morris A. Goldman, Michigan Automatic Phonograph Owners' Association (MAPOA); Fred Fixel, North Dakota Music Operators' Association (NDMOA); Norman Gertz, Music Merchants' Guild, Providence, and C. S. Pierce, Wisconsin Phonograph Operators' Association (WPOA).

Each of these association heads have joined with George Miller, MOA national chairman, to urge operators thruout the United States to attend the convention and to participate in the discussions.

### MAPOA Resolution

The board of trustees of the MAPOA passed the following resolution:

"Be it resolved that the MAPOA wholeheartedly endorses the aims and purposes of the convention to be held March 6, 7, 8 in Chicago under the auspices of the Music Operators' of America, and be it further resolved that all members of this association (See OP ORGS URGE on page 108)

## Pfanstiehl in Bond Drive With Juke Ops

### Redeemable for Cash

WAUKEGAN, Ill., Feb. 18.—Pfanstiehl Chemical Company, manufacturers of needles for coin phonos, next week will start a new promotion offering operators a cash bonus bond deal. The offer, which will run thru May 15, gives operators a bond, redeemable for either 50 cents in cash or 6 cents in needles for every 30 regular or special Pfanstiehl coin machine needles purchased. Cash or merchandise in exchange for the bonds can be obtained from any Pfanstiehl distributor or from the home office here.

At the same time the firm will begin a push on its new Pfan-Tone, low-priced needle, which will list for 29 cents if purchased in lots of less than 100; 27 cents for 100 or more and 25 cents for 1,000 or more.

### List Features

Promotion of the needle line will center about four basic points: Extra long needle life, extra kindness to records, extra quality in music and the extra cash bonus bonds.

Pfanstiehl needles now feature a patented M47B metal alloy tip which is said to cut down service calls due to cracked, chipped or broken needle tips.

### It's Official

CHICAGO, Feb. 18.—Joe Caldron, head of the Chicago offices of AMI, just about lost his voice this week answering long distance calls from all parts of the country from distributors who had heard Joe was no longer in the AMI family. The story, which had gained wide circulation was, of course, wrong. Joe is not only still running the Chicago office, but reports despite his laryngitis, he is busy taking orders on the Model C, and getting shipments out just as fast as the Grand Rapids factory can turn out new machines.

## Ops Defy Weather To View Juke; Reps Report Orders Exceeded All Expectations

### Interest High in Adapta-Speed Changer, \$759.50 Price

By Norman Weiser

CHICAGO, Feb. 18.—In a spectacular series of showings held Sunday and Monday (12-13) in distributor headquarters thruout the country, the new Wurlitzer 1250 drew one of the largest operator turnouts on record, despite raging storms in some areas

and generally inclement weather in practically all locales.

In reporting results of the showings, most distributors announced special interest had been displayed in the Adapta-Speed changer, which converts a machine to 45 or 33 1/3 r.p.m. speeds at a cost of less than \$10, and in the actual list price of the 1250, \$759.50.

Following is a series of reports on some of the showings held in various parts of the country during National Wurlitzer Days.

### Chicago

More than 800 operators, jobbers, servicemen and other representatives of the music machine field jammed the Coven Distributing Company, Inc., headquarters here, despite the worst storm of the winter, to see the new Wurlitzer 1250. Ben Coven, firm head, was on hand both days to greet the visitors, and to officially launch his new re-decorated and enlarged offices and showrooms.

Two models of the new machine were on hand, one set up in the showroom, the other in the larger office area. The latter was partially disassembled so that ops could view the workings of the unit, and could see how easily a conversion to another could be made.

### Heavy Promotion

Showing was highlighted by a strong promotion program arranged by Coven. Recording artists, including Spike Jones and most of his company, Johnny Desmond, Two-Ton Baker, Jack Haskell, Dick Jurgens, Eddy Howard, Frankie Masters and others, were on hand and many performed.

RCA, Decca and Capitol all had large supplies of records on hand, the disks being passed out to the operators as they left the showrooms. Coven presented each operator a tie, bearing the Wurlitzer emblem, and each visitor also received a handsome brochure describing the new juke box, as well as other Wurlitzer accessories.

Youngsters visiting the showing with their parents received large stuffed dolls, for the girls, and miniature juke box banks, for the boys. Refreshments were catered by Edmanson-Bock.

Assisting Coven in hosting the affair were Mack Brier, assistant to Coven; Carl Christianson, Larry Schott, Lee Taylor, Howard Parker and Frank Chernowski.

### Columbia, S. C.

F. A. B. Distributing Company here marked National Wurlitzer Days with approximately 300 operators and their guests viewing the new Model 1250.

Eddie Mansfield, local manager, said the open house drew ops from (SEE ORDERS TOP on page 104)

### Schwammle Forms Firm

NEW YORK, Feb. 18.—William Schwammle, a master mechanic on automatic phonographs for the last 22 years, has formed his own jobbing company here, the Bill-Boyd Sales Company, 630 Tenth Avenue. The firm will job parts as well as juke boxes and will offer complete repair service. Boyd Walker is associated with Schwammle in the enterprise.

## MAPOA Names '50 Officers; Re-Elects M. Goldman Prez

DETROIT, Feb. 18.—Morris Goldman, of the Morris Music Company, was re-elected president for a two-year term by the Michigan Automatic Phonograph Owners' Association (MAPOA). The other newly elected officers are vice-president, Edward Carlson, Carlson Music Company, and secretary-treasurer, Edward Grodzicki, of the E and A Music Company.

Four members were elected to the board of trustees: Eddie Clemons, Music Service Company; Ben Okum, Okay Vending Company; Everett Watson, Ray Music Company, and Jim Jeffries, Jeff's Music Company.

All trustees and officers, except the president, are elected for one-year terms under the by-laws of the MAPOA.

### MARF Program

Major subject of discussion at the election night meeting was the coming campaign of the group in support of the Michigan Alcoholic Rehabilitation Foundation, using the Little Brown Jug campaign song, with Ken Griffin's recording picked as the hit Tune of the Month, starting February 20. Harry Henderson, member of the Michigan Liquor Con-

(See MAPOA Names on page 117)

## S. H. Lynch Fetes SW Ops at Party; Show Seeburg Units

HOUSTON, Feb. 18.—Over 400 South Texas music men and their wives enjoyed a two-hour Seeburg Surprise Party February 12 at the Shamrock Hotel here. The affair was sponsored by S. H. Lynch & Company, Dallas, Seeburg distributor in most of the Southern and Southwestern States.

Festivities began with luncheon at 12:30 followed by an entertainment program. Next came the showing of Shoot the Bear, new ray gun game, and, in conclusion, a brief discussion of matters important to successful automatic music operating. A. A. Sage, Lynch Company Houston branch manager, who made all arrangements for the party, was master of cere-

monies.

Roy Rogers and wife, Dale Evans, with Foy Willing and Riders of Purple Sage headlined the entertainment. Next in order came 4 Flats and a Sharp, a male quartet; Adair McGowen, baritone soloist, and the Singing Hicks, a pair of local girls in a comedy act which gave Roy and Dale a bit of competition when applause was passed out.

Most of the discussion about more efficient music operating had to do with the current controversy of record speeds. It was stated that Seeburg believed one universal speed would be adopted, and in Seeburg's opinion it would be a 45 r.p.m. These (See LYNCH FETES on page 108)

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

40 DISKS ON SAVOY'S FIRST 45S. The diskery enters the field with a full-scale output (Music Department).

3 MORE INDIE DETROIT LABELS. With three more firms bowing in the area, the total reaches 20 (Music Department).

WASH. GUILD & DISTRIBUTORS HELP JUKERS GET COVETED DISKS. The association is working on a co-op deal with juke operators (Music Department).

WHAT ARE YOUR DEDUCTIONS? The Billboard offers a tax analysis in everyday words and aimed at showbiz (General Department).

SHOWBIZ'S DAY IN FIGHT ON TAXES. On Tuesday (21) the entertainment industry takes the stage on the excise fight (General Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

# BE 100 PERCENT WITH SEEBURG

## ... ONLY SEEBURG HAS

# 100

**IT'S THE RECORD THAT COUNTS.** Select-O-Matic "100" Music Systems provide the music-loving public with the selections of their choice. With 100 selections, there is "music for everyone" . . . for tots, for teen-agers, for old-timers. THIS BROADER-MUSIC SERVICE IS AN ABSOLUTE ESSENTIAL IF YOU ARE TO REALIZE THE MAXIMUM POTENTIAL IN EVERY LOCATION.

**WHAT ARE WE SELLING? MUSIC OR NOVELTY?** WE — you and ourselves—are selling music. That's why the Select-O-Matic "100" Music System has 100 selections . . . all visible at one time . . . cataloged under five musical classifications. That's why those same 100 selections are brought right to the finger tips of the public with the Wall-O-Matic "100". That's why Seeburg developed Scientific Sound Distribution. This we know has made it possible for music operators to bring a better music service to locations and the public.

**STABILITY FOR THE MUSIC BUSINESS.** To build stability into

the music business, the J.P. Seeburg Corporation recently issued a statement of policy that clearly expresses our viewpoint on every important question now confronting the coin-operated music industry. (If you haven't read this statement of policy, ask your Seeburg Distributor for a copy).

**SEEBURG IS READY FOR 45 R.P.M.** When, and if, 45 R.P.M. 7-inch Vinylite discs become the standard, you will have a Select-O-Matic "100" mechanism to play them on. This mechanism — which may be quickly and easily installed in the present M100A cabinet—will be available to operators on a nominal exchange plan. *Therefore, 45 R.P.M. is no threat to your business.* This is your insurance against obsolescence . . . this is our pledge to protect the stability of your business and the investment you make in Select-O-Matic "100" Music Systems.

**SEE YOUR SEEBURG DISTRIBUTOR FOR THE COMPLETE STORY OF SELECT-O-MATIC "100" MUSIC SYSTEMS**



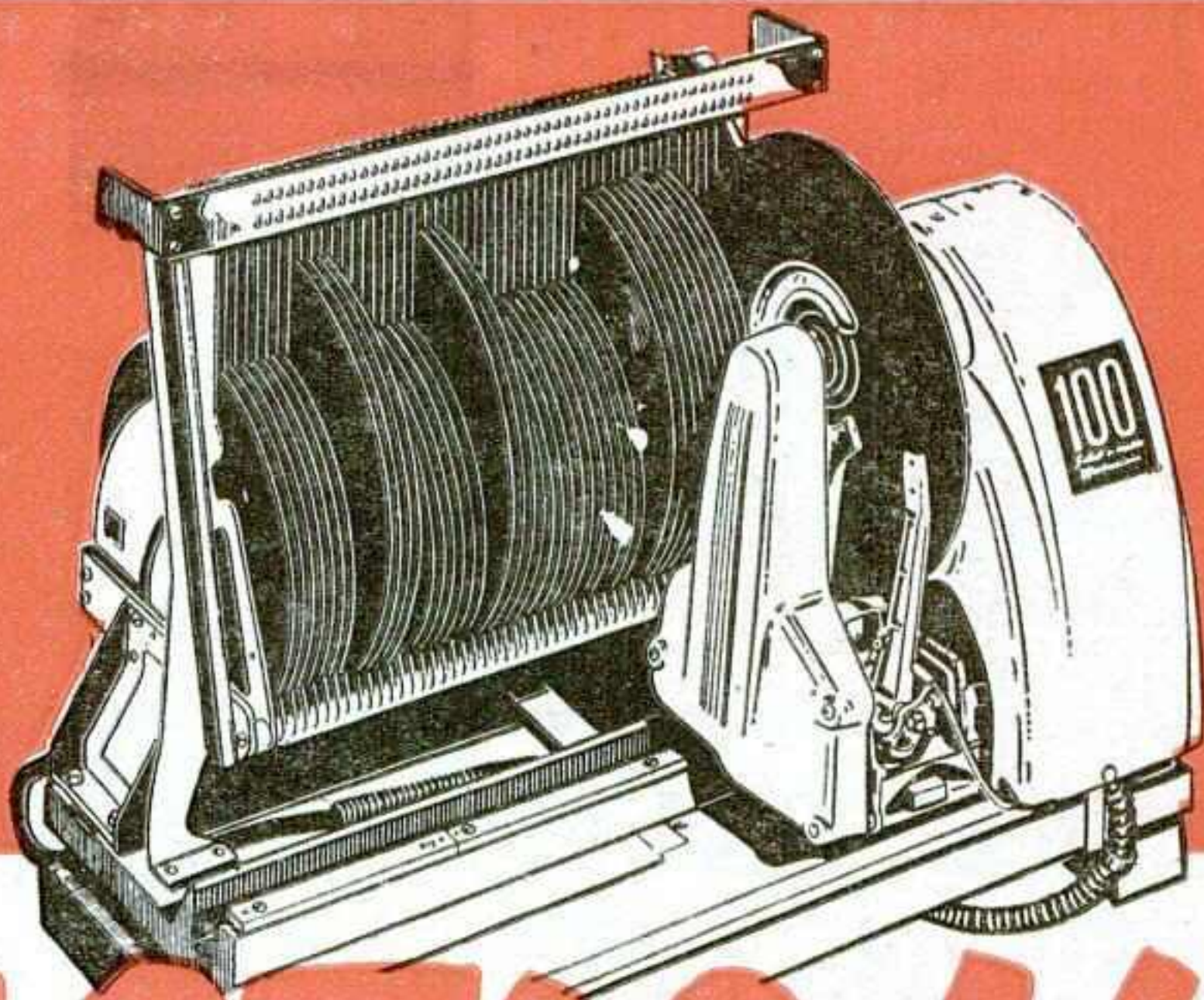
# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

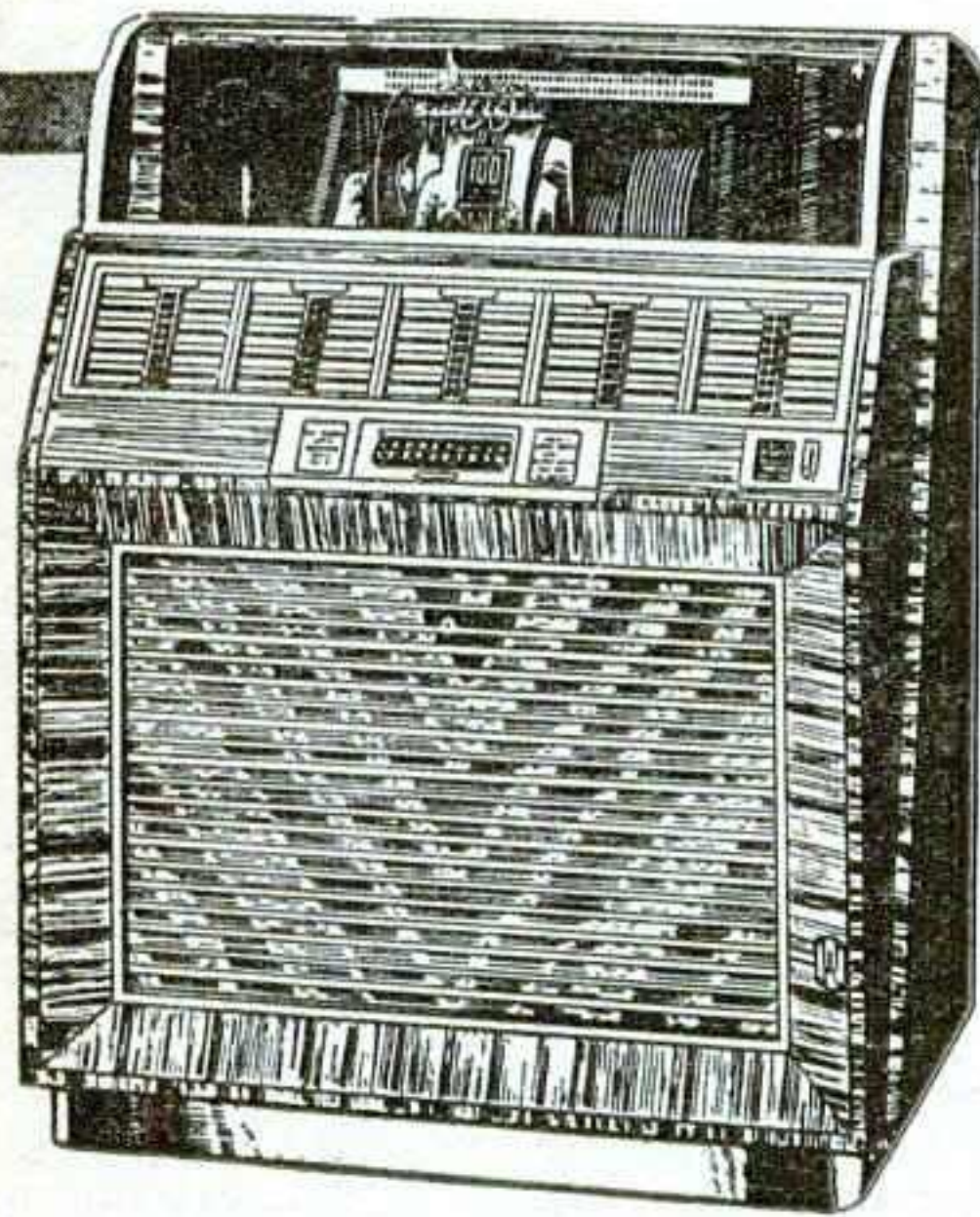
J. P. SEEBURG CORPORATION  
Chicago, Ill.

100 SELECTIONS  
MEANS "MUSIC  
FOR EVERYONE"

The Select-O-Matic "100" Mechanism. The most revolutionary development in the history of coin-operated music. Before its introduction to the coin-operated music industry, the Select-O-Matic "100" Mechanism was tried, tested and proved in industrial and commercial installations throughout the country. Today, it is regarded as the most trouble-free mechanism ever built.

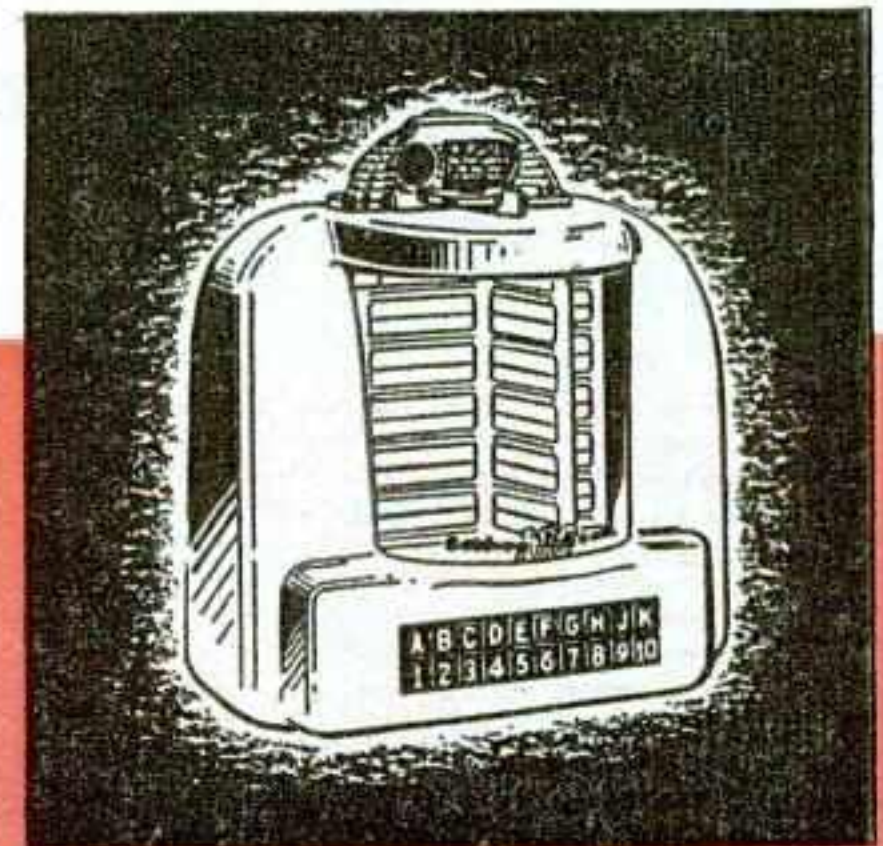


# SELECTIONS



## AT THE PHONOGRAPH

The Select-O-Matic "100". The phonograph with more of everything. More selections—100—all visible at the same time. More interest—the mechanical "brain" develops unprecedented public interest. More opportunity—it's setting new performance records wherever installed. More economy—full operating power consumption only 240 watts.



## ANYWHERE IN THE LOCATION

The Wall-O-Matic "100". Today, a better phonograph alone is not enough. Remote control is essential. Here is the finest remote selection system ever built. 100 selections—visible 20 selections at a time—bring music right to the finger tips of the public. Attractively styled with sparkling chromium-plated finish. Compact, 3-wire system—easy to install.

# Orders Top All Expectations As Ops View Wurlitzer 1250

(Continued from page 101)

all parts of the State, and some from Georgia. There were no door prizes, but ops were presented with an assortment of menu cards, napkins and other items, carrying the Wurlitzer label.

A buffet lunch was served both days.

Mansfield said F. A. B. had written a number of orders for the new number.

## New York

Several hundred operators and jobbers crowded into the showrooms of Young Distributing here Sunday and Monday for the initial showing locally of the new Wurlitzer 1250 phonograph. It was the farewell event of

the Young organization at its 43d Street headquarters. On Monday (20) the outlet moves to a new location at 599 Tenth Avenue.

Two of the new Wurlitzer machines were displayed. One was partly disassembled to permit demonstration of the mechanism. Operators seemed particularly interested in the way the phonograph could be modified to play slower speed records.

## Young Host

Joe Young, president, headed the staff that greeted visitors. He was assisted by Henry G. Slavis, service manager; Abe Lipsky, Allie Goldberg, Bob Greenway, Andre Eschaverra and Bill Rose. A. D. Palmer, Wurlitzer advertising manager, was on hand to

represent the factory. A number of recording artists, headed by Benny Goodman, visited the outlet during the two-day show.

Among the coinmen who attended were Alex Ferber, Irv Holzman, Joe Green, Carl Schneller, Nat Bersky, Mort Simon, S. Slutzker, Joe Friedman, Bill Goetz, Henry Getzoff, Ben Feinberg, Al Bloom, Edward Betti, Donald James, Max Iskowitz, Al Pasternack, Joe Hahnen, Joe Madden, Ralph Rosso, Al Layne and Bill Saman.

## Dallas

Local showing of the new Wurlitzer Model 1250 by the Texas distributor, Commercial Music Company, Inc., was enthusiastically described by Raymond B. Williams, president. "We've had good showings in the past—this was the greatest," he said.

Better than 4,000 dealers and visitors viewed the new 1250 in the two-day open house. Sunday, 10 a.m. to 10 p.m., caught the bulk—with some 1,000 persons jamming the huge showroom and lobby at one time. The new 48 selector was centered in an eye-catching display filling a permanent 40-foot wide stage in the lobby. The Monday showing started at 9 a.m. and held late viewers to an 8 p.m. closing.

## New Quarters

Williams's org caught a break in the Wurlitzer showing. Firm on February 2 moved into new quarters, a 91 by 120-foot structure in Dallas' Trinity Industrial District. Now located at 1501 Dragon Street, the Wurlitzer show served Commercial Music in getting dealers in for a look at the distributor's streamlined service facilities.

Veepee B. H. Williams, of the local office, attended his firm's Oklahoma City branch showing, and Commercial Music's San Antonio outlet also held open house.

Adding to the pleasure of the visitors were more than a dozen huge floral baskets spaced in the showroom, and a buffet offering hot food and refreshments.

## Visitors

From far-flung Texas and other States, visiting dealers and trade folk included Louis Solomon, Abilene; E. E. Cole, Amarillo; M. A. (Speedy) Walker and Cecil Epps, Waco; R. L. Barbee and Gordon Sutton, Shreveport, La.; W. D. Wiggins, McKinney; Allen Wallace, Mineral Wells; Jim Powers, Grand Prairie; I. D., Les, Harmon and Warren Hightower, Fort Worth; Benny McDonald, Fort Worth; Jimmy Bounds, Mexia; C. L. Ford, San Augustine; Gil Seelmeyer, El Paso; John Beard, Brownfield; Walter Quillian, Sherman; E. F. Quillian, Leon Malcomesius, A. E. (Dutch) Thornton, Abe Susman, Lenny Cohen and Earl Burns, all of Texas.

Trade folk on hand included Martin Schwille, Wurlitzer rep.; Paul Federman, United Manufacturing Company, and Al Thoeke, Universal Manufacturing Company, both of Chicago.

## Milwaukee

Worst blizzard of the year notwithstanding, total attendance at the 1250 showing at the United, Inc., of Milwaukee, was much better than anticipated. Over 350 music operators, their wives and other persons jammed the new showrooms Sunday and Monday. The Jacobs, Harry F. Sr. and Jr., kept their promises to the trade of real old-fashioned Milwaukee "Gemuehlichkeit" for all visitors.

Buyer's response toward the new equipment was excellent. "We didn't have to 'sell' one machine," they said, "they were all 'bought' by the operators themselves." The first sale of the show, according to A. W. Rogahn, United, Inc., manager, was to an operator from up-State who ordered 10 machines.

## Out-of-Towners Attend

The guest book at the desk was filled with names of visitors from all over the territory serviced by the United, Inc. Among these were E. S. Fessler, of Sheboygan; Red Jacomet, Joe Beck, Marge and Clara Wajer, of

Keno Novelty; Nick Dacquisto, G. C. Geadtke, of G. & W. Novelty; Sam Hastings, R. H. Rischman, Herebrt Flath, Charles and Doug Opitz, Lotfis Jacobs, of Stevens Point; J. L. Peterson, of Merrill; Clint Pierce, of Pierce Music Company, Brodhead; Otto R. Hadnan, Pete Richard, Vince and Walter Waters, Mr. and Mrs. George Forst, of Green Bay; Neil Nate, of Lake Delton; Cliff Henry, of Wisconsin Dells; Alfred and George Jaber, of Fond du Lac; Jim Magellas, of Fond du Lac; O. T. Adams, of L'Anse, Mich.; Frank Sager, Ahmeek, Mich.; Sam Anderson and Arvid Mode, of Rhinelander; Harold J. Le Fevre, of Sturgeon Bay; J. J. Watson, of Hancock, Mich.; Tony Hirt and Jack Schaller, of Sheboygan; Frank Regas, of Fond du Lac, and Jim Nicholas, of Kenosha.

## Detroit

Open house for the music industry here was held at the Angott Distributing Company, to introduce the new Wurlitzer 1250. An excellent turnout was present on Sunday, with the store packed to capacity for several hours. Approximately 175 operators registered, while the size of the crowd which included servicemen, their wives, and in some instances, the entire families of operators, was indicated by the caterers' count of 450 complete plate dinners served.

Standard catering of refreshments made the occasion a memorable one for the many operators who attended, including, from up-State: George Skinas, Flint; Kenneth Roe and Jack Armstrong, Clare; Jerry D. Lane, Bay City; Joe Werden Jr., Grand Rapids; William Pawley and Sam Suess, Saginaw; Roy Averill, Adrian; George Grenon and Bill Cocking, Flint; Leroy Mazzelini, St. Johns, and R. W. Stauffer, Toledo.

Canada was represented by Donald Fielding and Art Gilboe, of Windsor Ont.

## Home-Town Touch

The occasion was given a noticeable "home town touch" by the absence of factory representatives, with the Angott staff, including Carl and Lee Angott, Mrs. Madeleine Gorman, Ted Parker, and Charles Andrews, serving as hosts.

An important feature of the occasion was the appearance on Sunday of three recording artists, Pattie Page Columbia Records, currently working at the London Chop House; Dick Thomas, Decca hillbilly artist, and Lorry Raine, Decca singer, with her manager, Tim Gayle.

Interest in the new models centered according to operator reaction, on styling changes, and record-handling innovations, chiefly the ability to play either side of a disk, and the option of a low-cost adapter for the slower record speeds.

An attraction was the presentation of a new jack knife to each operator accompanied by a bright new penny in accord with the old superstition about the gift of a knife.

## Minneapolis

Wurlitzer Days at Lieberman Music Company, distributors for Minnesota, the Dakotas, Western Wisconsin and Montana, brought out some 600 operators and service men, Harold Lieberman, firm head reported.

"Enthusiasm for the new Wurlitzer phonograph ran high," he reported. "We took many orders, more than we will be able to fill in the next 60 days. The operators weren't at all hesitant about telling us how well they liked the new machine."

## No Special Promosh

Lieberman served a buffet luncheon to the visiting coinmen, with 350 lining up for the big turkey feed. No special promotions were staged for the showing, he reported.

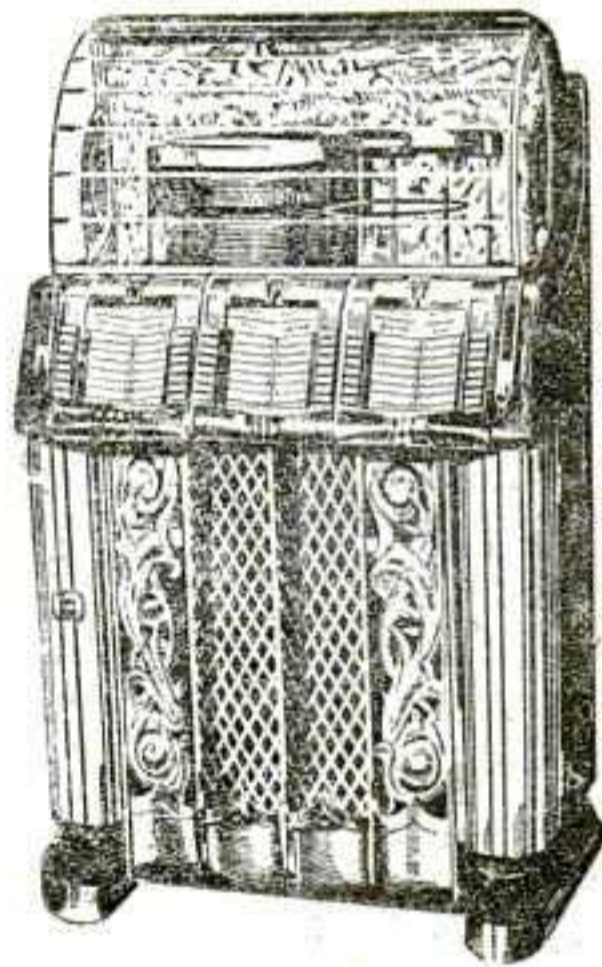
Bob Eberly was the only recording artist to put in an appearance. Carmen Miranda, who had been invited was unable to attend at the last minute.

## Nashville

E. W. Cain, Cain-Cailhouette, Inc. reported the firm had the largest crowd ever to attend a showing of (See ORDERS TOP on page 106)

# ALFRED SALES says "DOUBLE YOUR MONEY BACK"

With the  
Sensational  
NEW  
WURLITZER  
Twelve  
Fifty



... because—at no extra record cost—there's a choice of 48 (not 24) selections! BOTH SIDES of the records—TWICE as many plays—twice as much Profits!

**ALFRED SALES, INC.**  
881 MAIN ST. Lincoln 9106 BUFFALO 3, N. Y.

Western New York and Northern Pennsylvania  
Exclusive Factory Distributor for WURLITZER

## PERFORMANCE—PLAYING APPEAL—TOP PROFITS

Are Yours With the Sensational

# SEEBURG SELECT-O-MATIC 100

Never before has a music system offered so much playing appeal and so many outstanding features to attract the nickels, dimes and quarters of young and old alike. 100 selections, all visible at one time on 10" and 12" records, give unequalled playing appeal. The magic brain, visible action, mechanical perfection and operating economy are all combined to give greater service to locations, operators and the public. You get Maximum Earning Power from the Seeburg Select-O-Matic 100, if you haven't seen it, or do not have all the facts, see it today at Trimount.

EXCLUSIVE SEEBURG DISTRIBUTORS

**TRIMOUNT**

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT

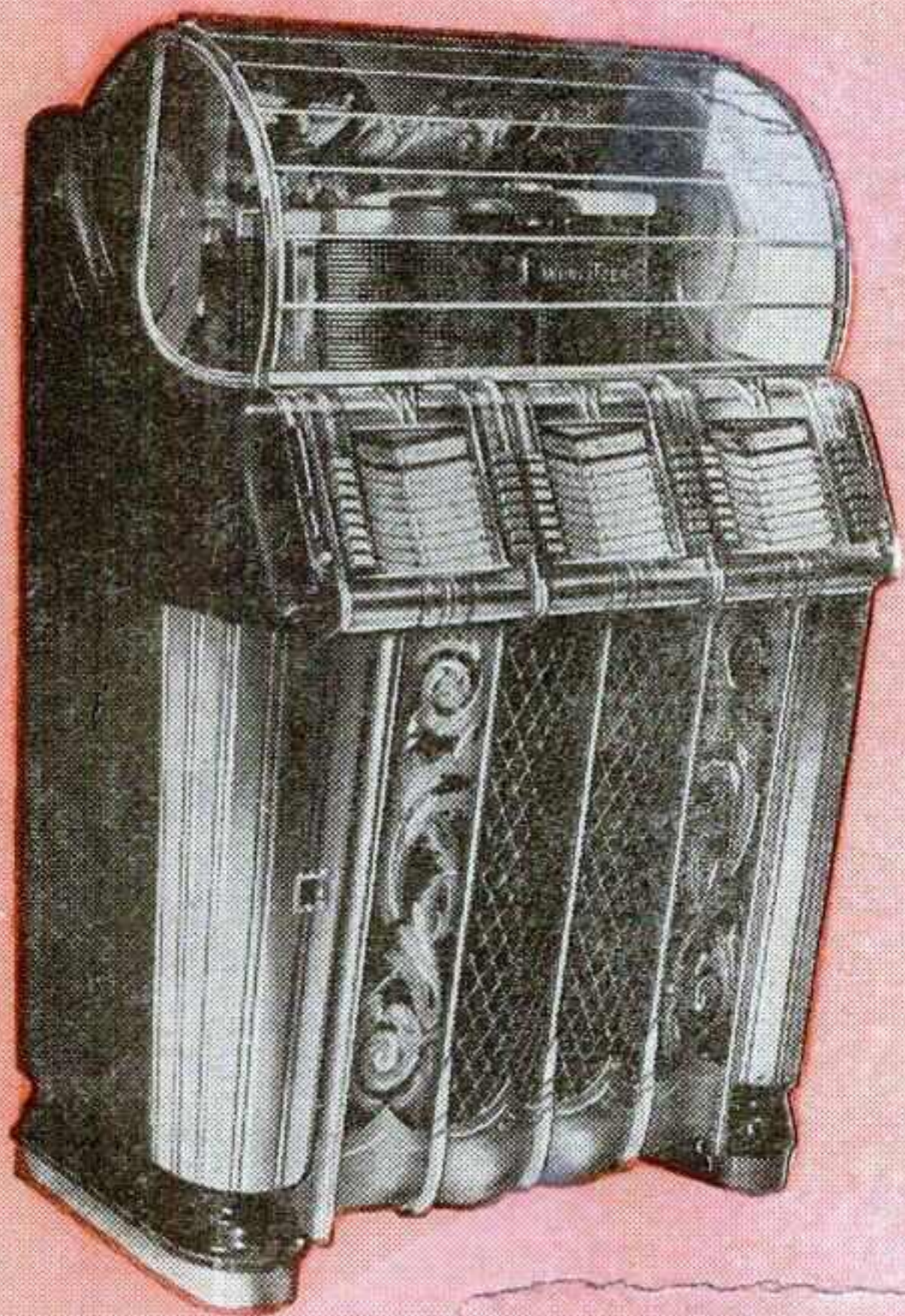
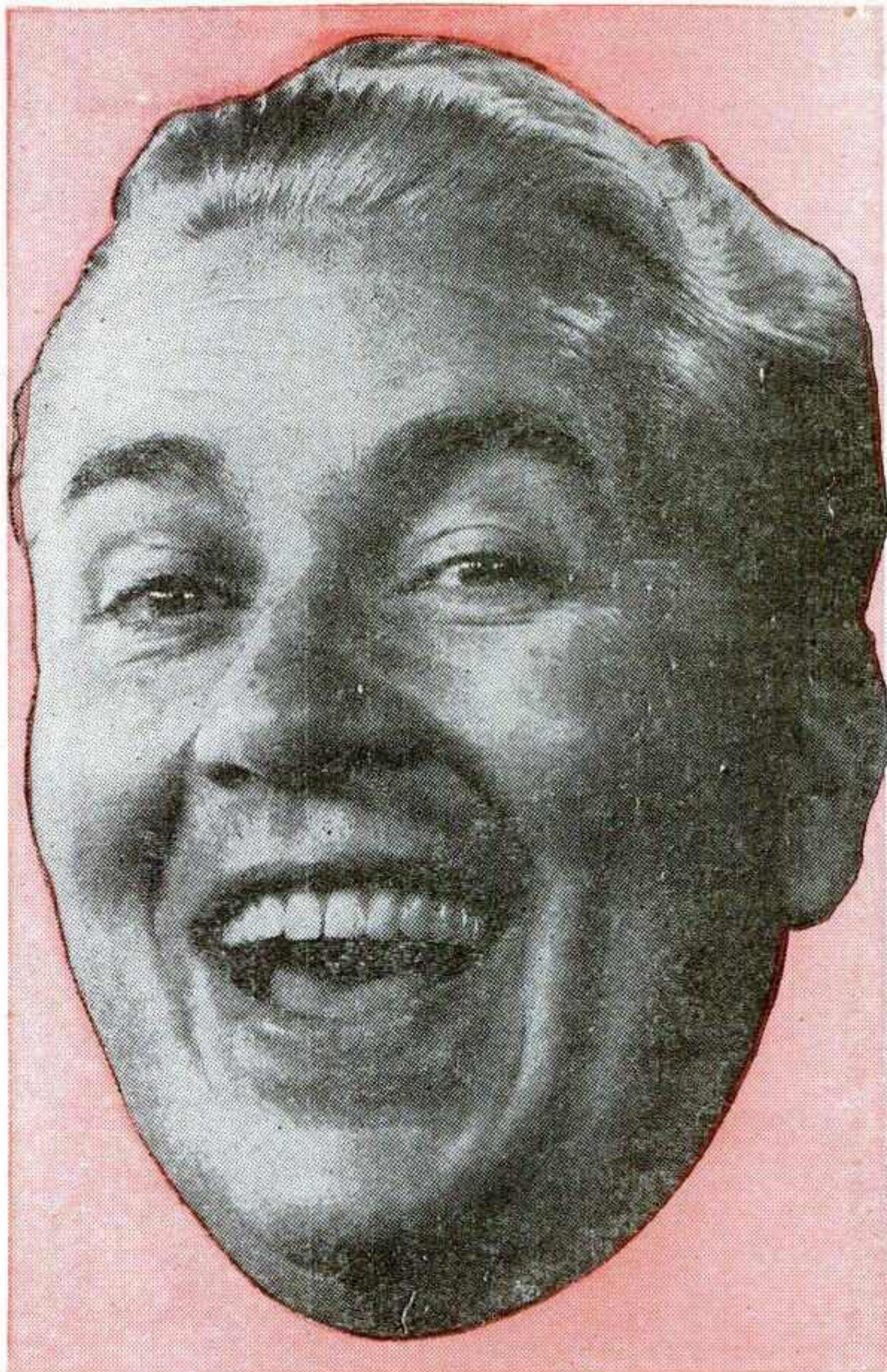
40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 2-9480



I've seen the new  
**WURLITZER**  
*Twelve Fifty*  
 and  
**I'M SOLD!**

**SOLD** that it protects me against **OBSOLESCENCE...**

No matter which way the record business goes 33 $\frac{1}{3}$  rpm. or 45 rpm. I'm safe with a Wurlitzer Twelve Fifty. My investment is protected. My new Twelve Fiftys will never be orphans. They'll handle whatever speed record becomes the vogue and play it to perfection.



**SOLD** that I CAN USE my present **REMOTE CONTROL EQUIPMENT...**

Every Wurlitzer Wall and Bar Box will play the 24 top side selections on the Twelve Fifty's 48 records without any change—or, by a simple change I can convert my present 3020, 3025 and 3045 Wall Boxes to 48 selections. Wurlitzer sure had my interests in mind when they designed the new Twelve Fifty phonograph.

**SOLD** on its **BEAUTY, TONE and 48 SELECTIONS...**

The Twelve Fifty is a knockout for eye appeal. Its tone is magnificent. By making 48 selections available on 24 records, you've come up with a money-making, money-saving idea that will win every operator's approval.

**SOLD** on its outstanding **VALUE and EARNING POWER...**

No doubt about it. The Wurlitzer Twelve Fifty is styled to get and hold locations—engineered to operate at rock bottom service costs—priced to pay off plenty for any operator. I'm **SOLD** that the Wurlitzer Twelve Fifty is the only buy for any operator who wants top profits **PLUS** protection against **OBSOLESCENCE**.

**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.**

# Orders Top All Expectations As Ops View Wurlitzer 1250

(Continued from page 104)

new phonograph in its showrooms during National Wurlitzer Days. All told, approximately 500 persons jammed into the firm's headquarters to look at the new 1250. Operators from Tennessee, Southern Kentucky and Northern Alabama were included.

John Caillouette, president, and Lowell Matthews, along with Cain, hosted the affair. A buffet luncheon was served, and a special toast was given the 1250, as the new unit played the *Champagne Waltz*.

## Tucson, Ariz.

With Joe F. Cacioppo Jr., president, and Jay C. Confer, vice-president, acting as hosts, Maestro Music, Inc., played host to some 50 operators at the unveiling of the 1250 here Sunday and Monday. Ops came from all over the State to attend the showing, and firm officials reported several operators from Minnesota and Michigan, who were vacationing here, also attended.

A special record program for the machines on display was provided by Capitol Records, and refreshments were served thruout the day. A dinner was held both nights for operators and their families.

## Oklahoma City

There never was a smile as broad as the one Raymond B. Williams wore Sunday and Monday as more than 75 State operators visited his showrooms here to view the new Wurlitzer model.

Williams, president of the Oklahoma office of Commercial Music Company, Inc., served food and cowboy music maker Bob Wills performed. Visitor at the two-day open house was C. A. Culp, president of the Oklahoma State Operators' Association, Tulsa. W. P. Atkins, Oklahoma City, also was a guest. He is secretary of the State organization.

Williams said he was amazed at the attendance. About 90 per cent of the State operators stoped by and all showed interest in the Wurlitzer machine.

## Houston

Houston's National Wurlitzer Days festivities, introducing model 1250 to Houston and South Texas music operators, set a new high attendance record for such an affair in this city. The celebration at the main sales offices of Steele Distributing Company, exclusive South Texas Wurlitzer distributors, attracted over 1,400 persons.

Joe R. Steele was assisted by three key officials, W. C. Lynch, H. H. Horton, and Dan Lynch in making the showing a success. Plenty of fine food and refreshments were the only outside attractions.

The food was prepared and served, buffet style from 11 until 7 each day, by Alabama Cafeteria, noted for fine catering service. The menu included real pit barbecue, Virginia baked ham, roast turkey, all side dishes and relishes, and choice of three desserts, and beverages.

Besides Houston, the following cities and towns within a 125-mile radius were represented: Galveston, Beaumont, Port Arthur, Edna, Jasper, Huntsville, Taylor, Bryan, Cleveland, Freeport, Orange, Baytown, Richmond, Bellaire, Angleton, Fairbanks, Brenham, Pasadena, El Campo, Columbus, Corpus Christi, Hallettsville, Bay City, Fairbanks, Liberty, Crosby and Lufkin.

Galveston had the largest out of town representation with Beaumont, Port Arthur, Jasper and Edna next in that order. Prominent in the Galveston group were Louis H. Morris and Joe Maceo, names well known in Texas coin machine circles. Amos Reeves, Corpus Christi, traveled the longest distance, over 200 miles, and Clyde Nix of Pasadena had the shortest trip with less than 10 miles. Eighty-one Houston music operators

signed the register.

## Cleveland

Wurlitzer Days here was a "wonderful success" according to Herbert E. Wedewen, president of Northern Music, Inc., distributors for the phonograph.

"Sunday the showroom was so packed you could hardly move," he said. "We served 480 sandwiches." Wedewen hinted that at least as many machines were sold as sandwiches eaten.

Among those who attended were C. L. Hopkins of Galion; Dave Edward and Harold Copeland of Youngstown; Martin Massio and Arnold Eberhart of Ravenna; Robert Johnson of Bucyrus; C. J. Starbuck of Colerain; Eddie Elum of Massillon; and Eddie George of Akron. Clevelanders seen at the affair included James Burke and Joe Lukin.

Guest recording artist was Gerald Rivers, fiddler on the *Grand Ole Opry* show.

## Baltimore

Seventy-six Model 1250's were sold by the Winters Distributing Company during National Wurlitzer Days here Sunday and Monday.

Some 150 operators from Maryland, Pennsylvania, Delaware, Virginia and the District of Columbia visited Winters' Harford Avenue showrooms during the two-day display and expressed unanimous approval of the new music machine.

Also present for the Sunday showing were the Ames Brothers, now in their second week of a personal appearance at the Hippodrome Theater. The four boys who made *Rag Mop* a nationwide hit signed autographs for virtually everyone at the display.

## Visitors

Among the operators who enjoyed the entertainers from one of Baltimore's night spots, the Club Charles, were Bernie Lichtman, of the Kay Koin Machine Compay, Washington; Frank Roberts, the Del-Mar-Va Music Company, Salisbury, Md., and J. J. Sudal, the C and S Music Company, Alexandria, Va.

Also Ben Endor, ABC Music Company, Waynesboro, Pa.; R. J. Stonesifer, Stonesifer Music Company, Littlestown, Pa.; L. S. White, York, Pa.; Leonard Abrams, the Leonard Music Company, Washington, and Maynard Summers, Summers Music Company, Frederick, Md.

Others present were Vachel Downs, Downs Music Company, Centerville Md.; Mrs. Loretta Cooper, Linden Novelty Company, Baltimore; Pete and Stat Karangelen, the Severn Music Company, Baltimore; Sid Merenstein, Economy Supply Company, and Al Parinello, Alps Music Company.

Still others were Edmund Walters, of Havre de Grace, Md.; Joe Norline, Hub Vending Company Baltimore; Ed Makowski, Mack's Music Company, Baltimore; Ted Collyer, from Aberdeen, Md., and G. Joseph, Washington.

Mac Lesnick, president of The Musical Sales Company, local Seeburg distributor, stopped to congratulate Charles Winters on his gala Wurlitzer display.

## Richmond, Va.

O'Connor Distributors, Inc., observed National Wurlitzer Days here with another showing at its headquarters in Portsmouth, and a third at the Patrick Henry Hotel in Roanoke February 15. More than 150 ops attended the showing here, Louis Hoffman, manager, reported.

Kenneth O'Connor attended all three firm showings, with W. O. Jones handling the Roanoke show, and D. L. Hawley, manager of the Portsmouth office, handling the showing. L. B. Jones and Richard Herring assisted Hoffman in Richmond.

(See **ORDERS TOP** on page 108)

# Record Reviews

(Continued from page 34)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
<b>POPULAR</b>		
<b>RUSS MORGAN ORK</b> Decca 24888	<b>Melissa</b> Ingratulating bounce ditty is handled pleasingly by Morgan vocally and his ork's support is light and clean.	78--78--77--80
	<b>Tell Me You Love Me</b> A lesser effort from the Morgan crew nevertheless is draped in the maestro's good taste and clean musicianship. Tune's a new waltz of corn content but slight stature.	73--73--72--74
<b>INK SPOTS</b> Decca 24887	<b>Lost in a Dream</b> Pretty ballad is done in more straightforward fashion than is usual of the Spots. A pleasant waxing.	81--82--80--81
	<b>With My Eyes Wide Open I'm Dreaming</b> Billy Kenny's wide, wobbly vibrato has a ball with this revived oldie. This waxing should help shove the tune into important contention. The best Ink Spots' effort in ages.	88--89--88--88
<b>BOB &amp; DOTTIE BROWN</b> (Horace Heidt Ork) Horace Heidt MM-85	<b>Yodel Blues</b> "Texas L'il Darlin'" novelty is handled country-style by the duo and doesn't register effectively.	57--58--58--56
	<b>Sunny South by the Sea</b> Similarly unexciting treatment of a less significant ditty.	55--55--55--55
<b>WINI BEATTY</b> Crystalette CR-622	<b>Lazy River</b> Big beat and easy singing by Miss Beatty who is supported by a batch of star jazzmen, make this a winning reading of the standard.	70--72--68--70
	<b>You Took My Man</b> Clearly recorded, persuasively performed slicing of a non-too-original bluesy ballad.	72--73--70--73
<b>JACK McLEAN ORK</b> Crystalette CR-621	<b>Blue Sails</b> Mickey orking in a Lombardo-Garber vein spotting an unbending fem vocal is strictly ordinary.	57--57--57--57
	<b>Ruth</b> Male vocal is no improvement on another dull side.	55--55--55--55
<b>KAY STARR-CRYSTALETTE ALL STARS</b> Crystalette CR-616	<b>I'm Confessin'</b> Straight, simple, classic rendition of the standard—one full chorus, the release in double, and out, As always, la Starr shows top taste, beat and phrasing.	73--74--73--72
	<b>Honeysuckle Rose</b> Top-flight jazzmen back thrush in a rousing side. Gal's at her best on rhythm tunes, and she swings a storm here.	75--75--74--76
<b>PEPPERETTES</b> (Horace Heidt Ork) Horace Heidt MM96	<b>Chattanooga Shoe Shine Boy</b> Not much hope for this undistinguished coverage job. Fem group does a competent but uninspired vocal; rag popping doesn't come thru.	50--50--50--50
	<b>Don't Trifle With Me</b> Satire on hillbilly doesn't register. Gals don't project, orking doesn't showcase them.	50--50--50--50
<b>THE PEPPERETTES</b> (Horace Heidt Ork) Horace Heidt MM 122	<b>Dearie</b> Prosaic, unimaginative clefting on the wonderful new nostalgia tune shows to disadvantage against the strong competition on the tune. Gals just plod thru it.	55--57--55--53
	<b>Lover Come Back to Me</b> Neat trumpet exhibition by Al Hirt—double time, triple-tongue effects, etc.	65--65--64--66
<b>CHILDREN</b>		
<b>ARNOLD STANG</b> Admiral K-201	<b>Harry the Horse (Parts 1 &amp; 2)</b> Stang, who is Gerard of the "Henry Morgan Show," has a silly simp voice that should amuse tots. Even his out-of-tune singing adds to the positive effect. Story is about a Merry-Go-Round horse with ambition. The music, cut by a full ork, is sharp and colorful. Cover is ditto.	78--78--78--NS
<b>ARNOLD STANG</b> Admiral K-202	<b>Percy the Polite Seal</b> Charming, story by Selma Rich offers a lesson in the comforts of being what you are. This seal found out there's no place like home. Good background music, and lively narration.	79--79--79--NS
	<b>The Elephant Who Forgot</b> An even more charming, amusing effort here. Lively three-color cover.	81--81--81--NS
<b>MICHAEL STEWART-THE SANDPIPERS-MITCHELL MILLER ORK-PETER DONALD</b> Golden RDB (6")	<b>Donald Duck, Baby Sitter</b> Familiarr Disney name and voice may sell this one, but side lacks musical or story appeal.	72--NS--72--NS
	<b>Mickey Mouse and Farmer Rush Rush</b> Name appeal, animal sounds, and packaging will move this.	77--NS--77--NS
<b>THE SANDPIPERS-ANNE LLOYD-MITCHELL MILLER ORK</b> Golden RD 9	<b>Bibbidi-Bobbidi-Boo, The Magic Song</b> Heavily-accented rhythm makes the "Cinderella" nonsense song a kidisk buy.	78--NS--78--NS
	<b>Bibbidi-Bobbidi-Boo March</b> Same thing without words. Useful playtime piece.	76--NS--76--NS
<b>THE SANDPIPERS-ANNE LLOYD-MITCHELL MILLER ORK</b> Golden RD10	<b>Cinderella Work Song</b> Catchy song from the Disney cartoon feature is done up in sparkling fashion by Miss Floyd and male group. On the flip, Disney voices are used as in the film, but don't come off clearly.	78--NS--78--NS
<b>THE SANDPIPERS-ANNE LLOYD-MITCHELL MILLER ORK</b> Golden R40 (6")	<b>Sleeping Child</b> Lack of clarity and unfamiliar material here indicate slow movement.	70--NS--70--NS
	<b>Close Your Eyes</b> Swingier rhythm is a help on this one.	72--NS--72--NS
<b>THE SANDPIPERS-ANNE-LLOYD-GIL MACH-MITCHELL MILLER ORK</b> Golden R41 (6")	<b>The White Bunny and His Magic Nose</b> Slight story is pushed along by catchy jingles and sound effects. Good performance and clear recording.	79--NS--79--NS
	<b>Bunny Hop</b> "Gavotte in D," familiar Gossec instrumental, gets pleasant projection by Miller's little longhair group.	75--NS--75--NS
<b>MERRILL E. JOELS-GLENN OSSER ORK</b> Caravan C-18	<b>Hansel and Gretel, Parts I &amp; II</b> Music from the Humperdinck opera is used here in simplified arrangements. The story classic should sell in this clear dramatization, and the attractive cover should help.	79--78--80--NS

(Continued on page 114)

*The Roaring Voice of Approval from the Field  
Now Informs You the "C" Has Reached*

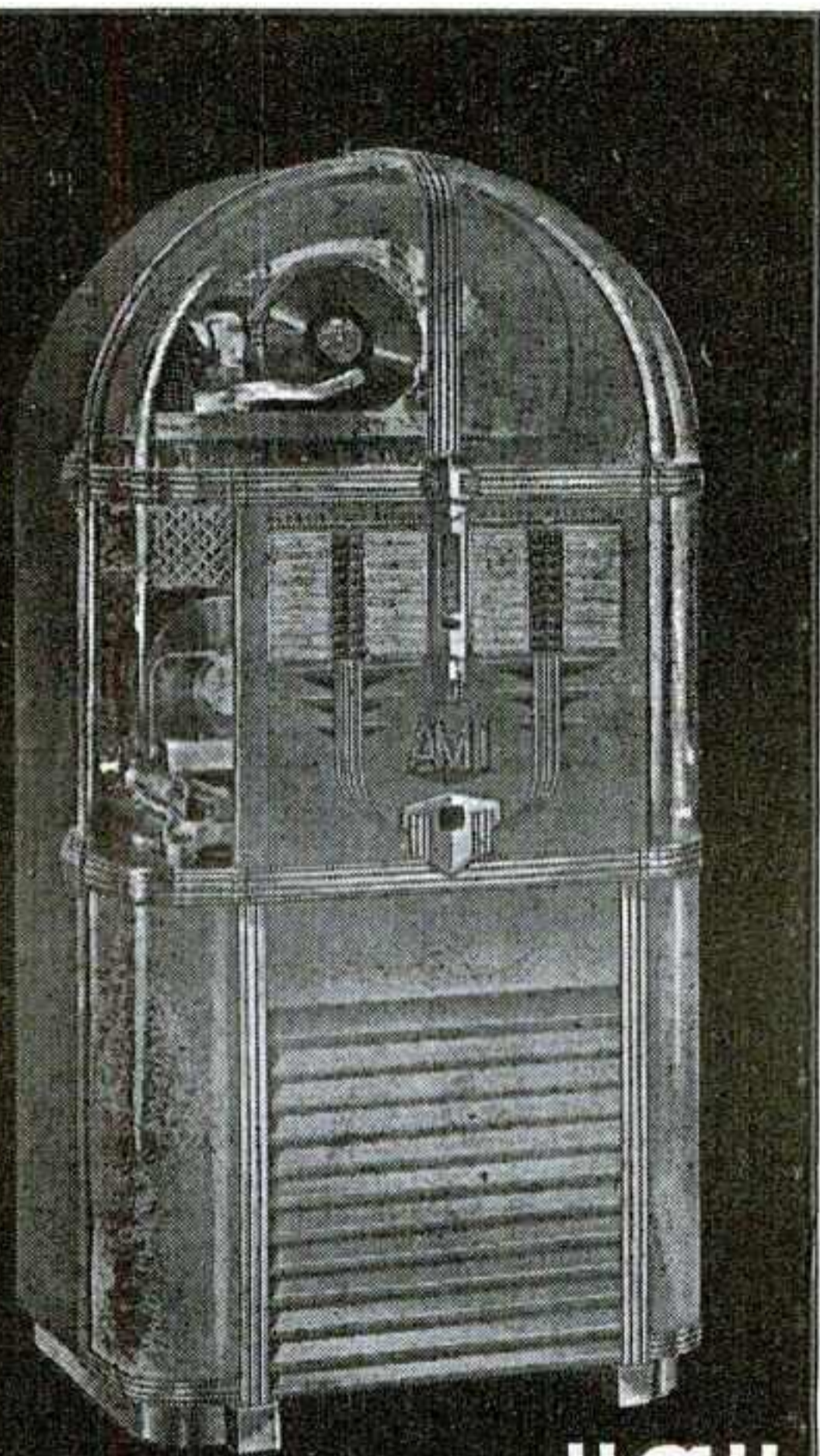
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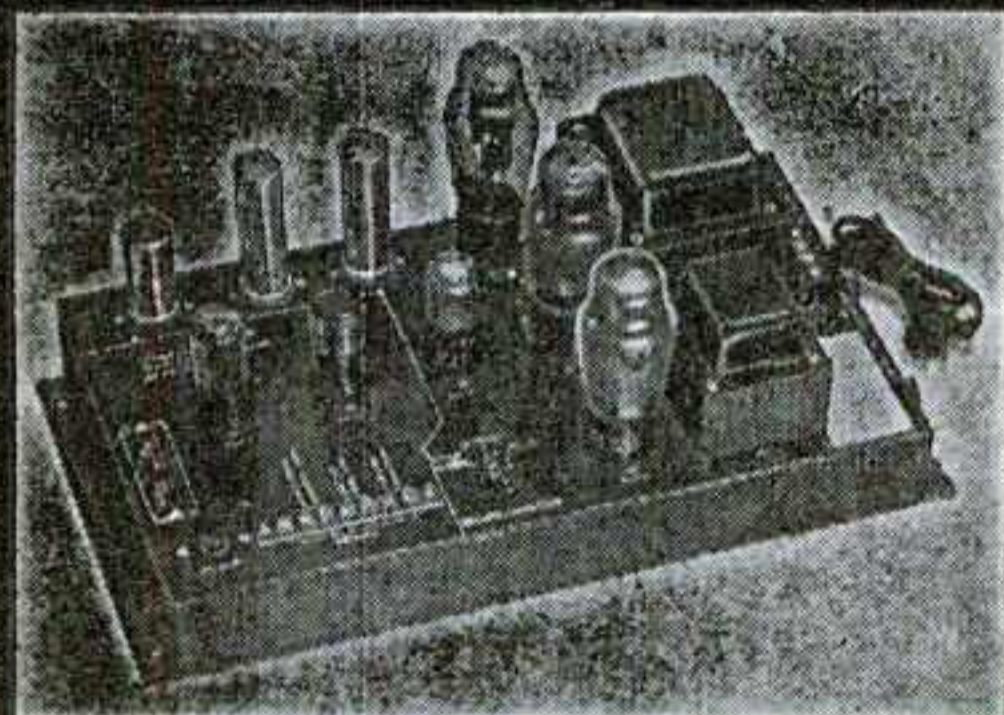
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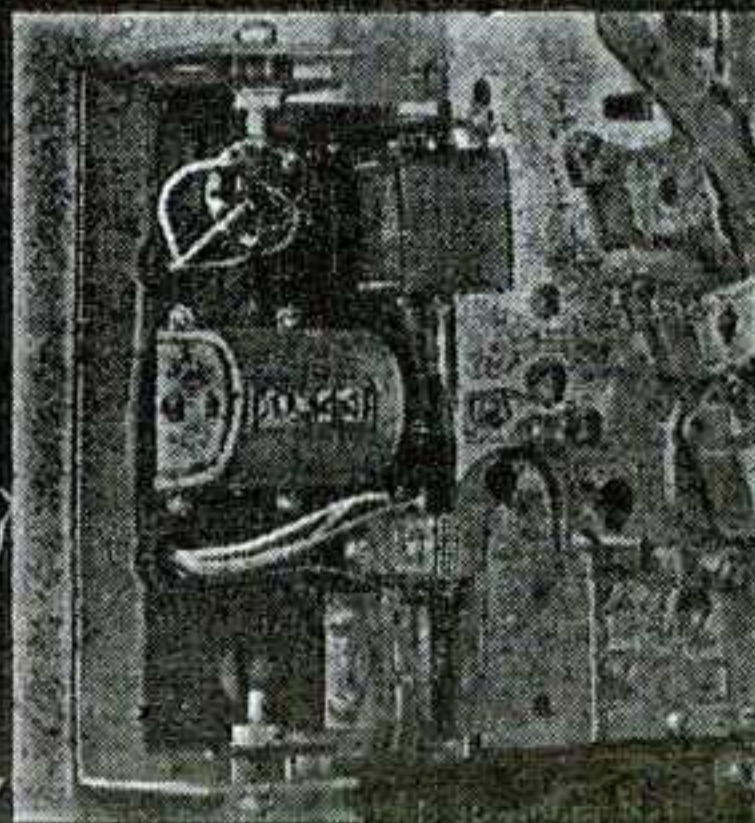


"C's" sound system completely new. New amplifier, pick-up, needle. Automatic built-in bass control.

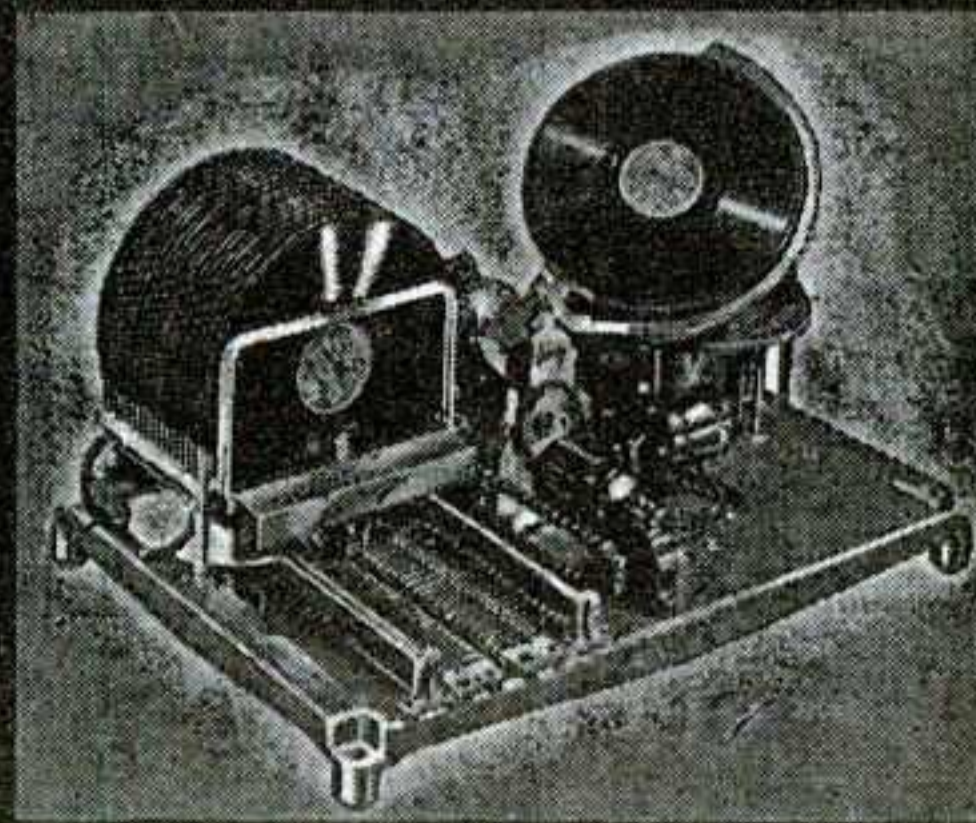
New wasp needle, osmium-tipped. Light and springy, saves record wear



Feather-weight crystal pickup, ultimate in fidelity. Unaffected by heat or moisture.



Improved gain control prevents distortion; one turn from highest to lowest.



Famous trouble-free AMI changer, 20 records, 40 selections. The one thoroughly field proven mechanism.

## Survey Shows More Suds Sold At Bars; Jukes Jump Livelier

NEW YORK, Feb. 18. — With a greater percentage of Americans now consuming beer and ale at bars and restaurants than they did five years ago, according to a survey made by the United States Brewers Foundation (USBF), juke box operators see a continuation and perhaps even a bettering of the tavern-type location as a prime play spot.

Details of the survey, made by Crossley, Inc., and announced last week, give the music operator some idea of the potential customer movement depending upon the location and size of the city in which he operates.

The survey showed that the percentage of Americans that were out-of-home beer drinkers in 1949 was 32.8, compared to 28.2 per cent in 1944. Also it was revealed that 25.6 per cent of those buying beer for home consumption made their purchases in taverns, thereby exposing another large group as potential juke players.

The special study showed 65.2 per cent of all men and 40 per cent of all women are beer consumers; 24.2 per

cent of the population drink six or less glasses per week, and 28.2 per cent consumes 6.1 or more glasses per week. By age groups, the largest percentage of consumers, accounting for the biggest volume, was in the group between 21 and 40.

It also was revealed there is a wide variation in frequency of using beer by size of the community. Roughly, in places of over 10,000, 60 per cent of the adult population are beer consumers, while in smaller cities the figure drops under 50 per cent. The lowest proportion of beer consumers is found in the Southern States.

### LYNCH FETES

(Continued from page 101)

opinions were based on the fact that RCA has already sold millions of 45 r.p.m. records, and the belief that it would be economically impossible for dealers to carry inventories on three speeds.

It was announced that Seeburg is now three months underway in a \$300,000 retooling program in preparation for change-over to another speed. It was also brought out that Seeburg would protect operators' investment by a nominal exchange price on mechanism for the M 100 A.

Besides the entire Houston branch personnel, the following Seeburg and S. H. Lynch Company officials attended the party: Gil Semonin, Southwest sales engineer for Seeburg; Spencer (Pete) Otis, Seeburg Southwest sales representative; Bradley Nichol, manager San Antonio branch, S. H. Lynch Company; Hans Von Reydt, Lynch company salesman, San Antonio branch, and A. C. Hughes, vice-president and sales manager, S. H. Lynch & Company. S. H. Lynch, president, was unable to attend because of illness.

## Orders Top All Expectations As Ops View Wurlitzer 1250

(Continued from page 106)

Operators visiting the showings were treated to a buffet luncheon, and were presented with Parker 51 pen and pencil sets. Wives received corsages.

### Portsmouth

Hawley, in reporting on the Portsmouth phase of the O'Connor showings, said more than 150 operators had visited the showrooms during the two-day 1250 debut, and that the reception had surpassed all expectations. This same feeling prevailed at the other two showings, Hawley reported, after hosting at the Roanoke shindig.

A veteran of the coin machine field, Hawley said that in all the years he has been associated with the industry, he had never seen a new machine receive the unqualified endorsement given the 1250 by visiting operators. At his showing here, Hawley reported, operators placed long-distance calls, at their own expense, to Ed Wurgler in North Tonawanda, N. Y., to congratulate him and the Wurlitzer org on the new machine.

### Kansas City, Mo.

Hampered by weather, the Wurlitzer showings here Sunday and Monday never-the-less drew heavy crowds, W. J. Mashek, president of Central Music Distributing Company, reported. Operators came from as far away as 400 miles to see the new machine, Mashek said, and they also had a chance to meet Ed Wurgler, Wurlitzer sales manager, who dropped in unexpectedly.

Refreshments were served thruout the show period.

### Moosic, Pa.

Benjamin Sterling Jr., who heads Sterling Service, local Wurlitzer distributor, reported weather excellent on Sunday with almost spring-like temperatures, which brought out most music operators for a look at the new 1250. Operators brought their wives and children to the showing, at the invitation of Sterling, and refreshments were served thruout the show period.

In addition to viewing the new juke box, Sterling reported the operators, who were gathered together for the first time in months, held an impromptu meeting at which various problems were aired.

### Charleston, W. Va.

W. T. Cruze, president of Cruze Distributing Company, Inc., reported that more than 100 operators from all sections of West Virginia and from parts of Virginia and Kentucky visited the firm's showrooms during national Wurlitzer days. Visitors started arriving at 9:30 a.m. and the display continued thru 10 o'clock each night.

Hosts were Cruze, T. F. Chapman and C. W. Crum. A buffet luncheon was served. Among out-of-towners in attendance were Bennett Bell, Summersville; Thomas Delligatti, Fairmont; Fred Moore, Bristol, Va.; Robert Hedrick, Elkins; Burton McGhee, Ashland, Ky.; J. H. Kiser, Beckley; Charles Gott, Williamson, and George Calandros and Red Fanning, Logan.

### Indianapolis

Despite the inclement weather, Wurlitzer days at Midland Music Distributors, Inc., attracted about 100 from all parts of Indiana. Among guests were some of the largest operators in the State. Words of praise were heard from all operators after they had inspected the new model, and the results, according to Irving Schwartz, were worth the efforts set forth.

Mr. and Mrs. Irving Schwartz were hosts. Mrs. Schwartz presented women guests with a corsage, and Irving passed around cigars and cigarettes. Refreshments and buffet luncheon were served. The Model 1250 was set

in gay surroundings. Decks of playing cards were presented to all guests.

### Buffalo

Enthusiasm for the new Wurlitzer Model 1250 was shown by Western New York and Northern Pennsylvania music operators during national Wurlitzer days held here by Alfred Sales, Inc., local distributor. Most talked about feature of the new machine was the conversion kit which permits operators to use 33 1/3 or 45 r.p.m. records with addition of an inexpensive, and easy-to-install adapter device. Another new feature which operators liked was the 48 musical selections they will now be able to offer locations and customers.

Alfred Bergman was host to the largest number of music operators, drawn by a Wurlitzer showing here in many years. R. C. Haimbaugh, Wurlitzer vice-president and general manager, was on hand. Operators and their families enjoyed the buffet refreshments and bar service. Flowers were provided and guests' pictures were taken as souvenirs. Bergman received a number of orders for the new 1250, the first one coming from North Tonawanda operators, Howard Maurer Sr. and Howard Maurer Jr.

### Los Angeles

An estimated 500 attended the two-day showing of the new Wurlitzer Model 1250 at Southland Distributors' showrooms here, February 12-13. Al Mendez and Norman Rothschild, co-owners of the firm, and Stan Turner, sales manager, were enthusiastic about the reception given the new model.

Direct mail was used in the promotion, with two teasers being sent out prior to the invitation. A total of 10 turkeys and half a dozen hams were served the overflow crowd, Turner said.

Clark Dennis and Kay Starr, Capitol recording artists, made an appearance.

### Pittsburgh

Over 500 operators and distributors with their guests were feted Sunday (12) and Monday (13) by Jerry White and Rusty Smith, Wurlitzer distributors, at the first showing of the new Wurlitzer 1250. Operators came from all over the territory and, along with the record distributors and local press, agreed that Wurlitzer had finally come up with a machine that was an answer to the three-speed problem. Embracing a new feature that will permit playing records of all three speeds, the machine also embodies advanced designing.

Newspaper coverage was excellent, with *The Sun-Telegraph* and *Post-Gazette* sending staff men and photographers to report the event.

The major disk firms were represented by Merle Weiss, of London; Sal Lascola, of Decca; John Trifari, of Capitol; J. E. Miller, who handles many small labels, and Charles Feldman of RCA Victor. Dal Haun, who prints title strips in the territory, was also on hand.

### OP ORGS URGE

(Continued from page 101)

be advised to attend said convention." Fixel, in a special message to ops, said:

This is the first time that the music industry has had its own convention, separated from all other types of operations. This is the beginning of a true organization for music alone, and it should never be affiliated with any other type of equipment.

In the past, music has been affiliated with the other type of coin-operated equipment, but I am well pleased that our officers have had the foresight to separate music from everything else. In this way, we have a true music organization, the first of its kind in history. Let us keep it that way.

Let's all go to Chicago on March 6, 7, and 8.

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Top prices paid. You get the best deal from Chicago's largest distributor of used records. Don't hesitate. Send us your records today.

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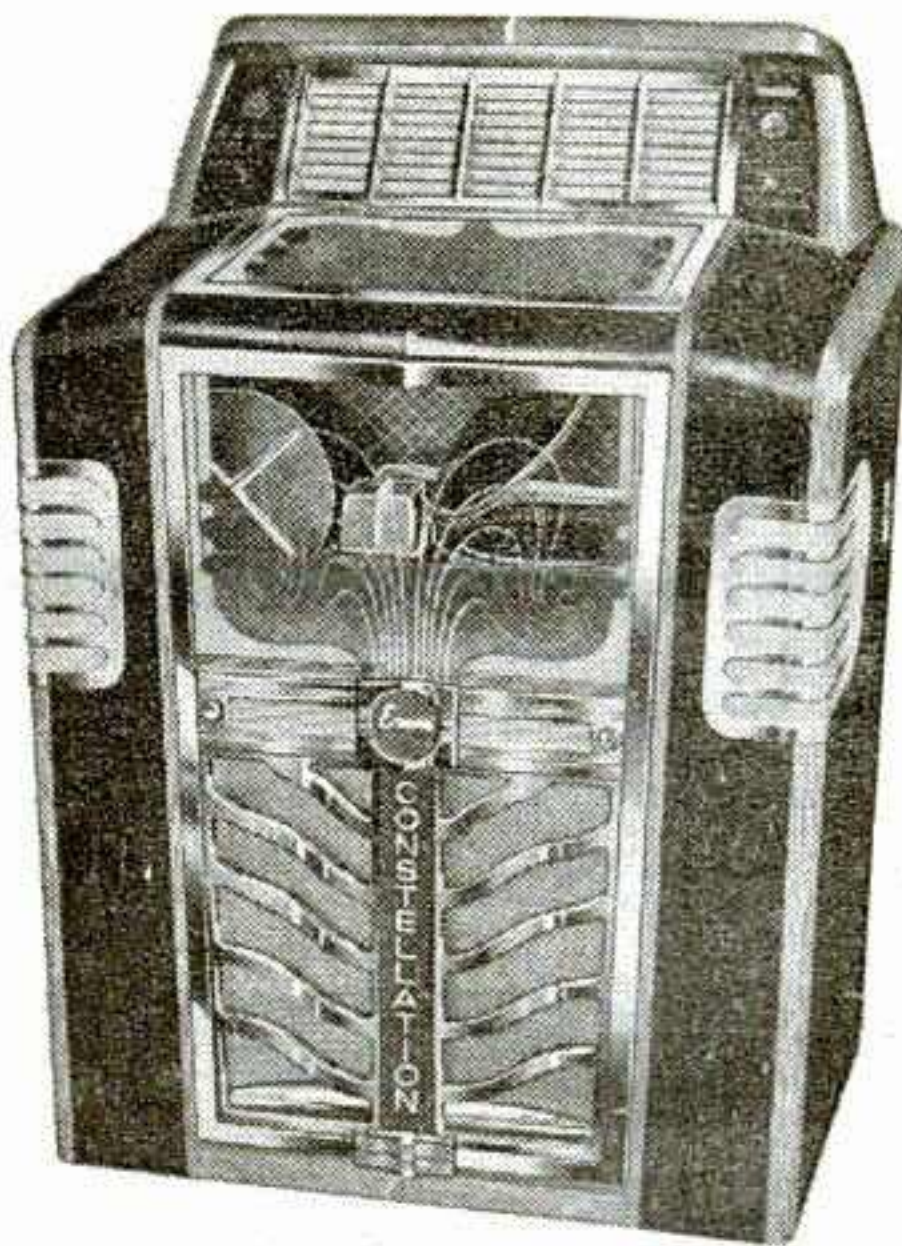
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Evans' 1950, 20 Record, 40 Selection\* Constellation delivers all that's desirable in a phonograph! From the moderate initial investment, through a galaxy of Evans' play-creating, money-saving features, Constellation is planned and built to make money for its owners!

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**EVANS' 1950  
20 RECORD 40 SELECTION  
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AVAILABLE NOW—Evans' Record Popularity Meter for Original Constellation  
GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation  
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ROOMS 734 & 735, PALMER HOUSE, CHICAGO.

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Chicago 7, Illinois

See Evans' Coin Machine Ad, Page 124

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to get in on the valuable discussions concerning your everyday headaches.

## YOUR LAST CHANCE

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- ★ H. C. Evans & Company
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- ★ Star Title Strip
- ★ Cole Needle
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HERE ARE JUST A FEW OF THE STARS THAT WILL BE THERE TO GREET YOU:

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- ★ TINY HILL
- ★ JACK HASKELL
- ★ AL MORGAN
- ★ EDDY HOWARD
- ★ AMES BROS.
- ★ MARGARET WHITING

## Established Ops in Four Areas Report Progress In Promoting Steady Play

2 to 5-Year Future Seen; 10-Cent Play Holding Up

CHICAGO, Feb. 18.—While shuffleboard activity has leveled off in most parts of the country, a spot check in four areas revealed that established ops see continued profitable operations ranging from two to five years, with an even longer period of prosperity if the promotion of league play can be expanded. In each of the areas checked it was stressed that the operators, new to coin machines in most cases, who had "jumped on the shuffleboard wagon" about a year ago, had now practically disappeared, leaving chaos in their wake. In leaving the field, some "broke" the market by selling out their boards at very small percentages of the amounts they had paid and, more importantly, many had, in abruptly terminating their operations, disrupted going leagues, thus antagonizing players.

### 10-Cent Play

Four areas covered in the spot check, Atlanta, Dallas, Louisville and Norfolk, all had one thing in common. The average operator maintained dime play, and the commission percentage was 50-50. Use of coin scorers varied considerably but there was a tendency noted to add the scorers in many locations.

In describing the situations in each of the areas, it is to be remembered that only established operators of shuffleboards were checked.

### Norfolk

While promotion has been an in-and-out affair here, shuffleboards have been fairly consistent money-makers during the past few years, and those ops who have stuck with the equipment now believe they will have at least two more years of profitable operation. They hope to be able to build the game into a permanent sport.

One interesting factor regarding operations here is that ops report shuffle has helped other types of coin equipment in the same location. This is especially true of music. Coin scorers have not been used to any great extent, according to reports, but in recent weeks some ops have added them to selected locations, and found they have stimulated play.

National, thru Sol Lipkin, field supervisor, has done much to increase the popularity of shuffleboard here, and many of that firm's boards dot the locations.

### Louisville

Most coin-operated equipment in the music and amusement field has taken a "beating" in this city in recent months. Employment dropped off last winter. Too, bars and restaurants, the No. 1 locations in the city, close between 8 and 10 p.m., thus cutting off many hours of potential play.

Heavy promotion of shuffleboards here last fall helped to build up patronage, and the organized players are still holding to their play. Revisions in league set-ups, due for the next season, are expected to do an even better job. Most of the existing play is on a round-robin basis, and it has been found that tail-enders in the standing usually drop out early. Elimination tournaments will be tried in an attempt to overcome this next season. American, National and Rock-Ola boards are all popular in the area.

### Atlanta-Dallas

The story in Atlanta and Dallas is about the same as far as shuffleboard is concerned. In both areas the game has been going strong for about two (See Established Ops on opp. page)

## Brief and Important Late Digest of Coin Machine News

### Set Shuffle Game Classes for Ops

Due to mounting sales of bowling games, Bill Leuenhagen, of the W. H. Leuenhagen Company, Los Angeles, will conduct a school to familiarize operators with maintenance and all problems likely to arise during the operation of the new type games. Classes at Leuenhagen sales rooms will be held each Tuesday, 7:30 to 8:30 p.m. All operators are invited to attend, Leuenhagen said.

### Ward Named Eastern Electric Exec

John O. Ward Jr. has been named public relations and advertising manager for the Eastern Electric Vending Machine Corporation, New York, Lew Jaffa, vice-president, announced last week. Prior to his association with the cigarette machine firm, Ward served as assistant director of public information for City College, New York, and as account executive with several advertising agencies. During the war he helped organize a fund-raising campaign for the benefit of wounded servicemen.

## Report Gives Showbiz Tax Deductions in Daily Lingo

(Continued from page 93)

ernment will not allow any loss whatsoever as they consider losses of this nature to be gifts. There is a limitation on the amount of capital losses (both long and short term) which can be claimed in one year. The losses are deductible to offset capital gains. Any remaining excess of losses over capital gains may be used to reduce income up to \$1,000. The balance of the capital loss, if any remains, over \$1,000, may be carried over for use in the next five subsequent years.

### Losses When?

The only time you have a loss is when there is a closed or complete transaction. You cannot anticipate a loss and claim it as a deductible item, nor can you claim a loss because there is a shrinkage in the value of the property you own.

The shrinkage in value of corporate

stock, for example, can never be considered for a loss, until you sell the stock or there is a liquidation of the corporation. The same goes for any other property you may own. The fact that you would have to sell now at a loss does not mean that you can claim this loss now. There must be a sale or complete transaction to claim the loss.

On recreations or hobbies such as the operation of a farm, breeding of cattle, collecting old automobiles, etc., the government will not allow any losses sustained. However, they will allow a loss sustained in a legitimate business enterprise. If this enterprise is conducted as a regular business and is productive of income, the losses sustained in the management may be deducted. Otherwise, you may just as well forget about trying to claim a loss sustained in this manner.

## Puck Patter

### Chicago:

Clayton Nemeroff, Monarch Shuffleboards, says the league in La Porte, Ind., under the direction of Tom Caulkins has proved so popular during the past several weeks that Caulkins is toying with the idea of forming additional leagues. There are 10 teams in the La Porte loop and the schedule calls for a total of 30 weeks, 20 of which have been completed. The kitty, which has been growing steadily, is now up to \$1,200 and Rudy's Tavern is still in first place. Monarch boards are used in each of the 10 locations. John Moss, manager of the Detroit office for Monarch, was a headquarters visitor last week. Moss says that shuffleboard play in the Motor City continues at a steady pace. Nemeroff says that the new type refinishing service offered by his firm has met with operator approval. He explains that Monarch's idea of a refinishing (See Puck Patter on opp. page)

# SHUFFLE FIRMS AT ACMMA

## Five Sign Up Exhibit Space At May Show

Expect More To Follow

CHICAGO, Feb. 18.—At least five firms exhibiting at the American Coin Machine Manufacturers' Association (ACMMA) convention at the Hotel Sherman here May 22-24 will show shuffleboard equipment and supplies.

Those already signed for exhibit space are American Shuffleboard Company, Union City, N. J.; Coin Machine Service, Chicago; King Pin Equipment Company, Kalamazoo, Mich.; Monarch Shuffleboards, Chicago, and Valley Shuffleboards, Bay City, Mich.

### Displays

American will show its newest model boards plus such accessories as scoreboards scorepads, waxes and trophies. Coin machine service will concentrate on accessories and feature waxes in its booth. King Pin will have a board on display to explain the merits of its kit which makes a (See Shuffle Firms on opp. page)

## Calendar for Coinmen

- February 23—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
- February 23—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.
- February 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.
- February 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
- March 1—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
- March 2—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.
- March 6—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore.
- March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.
- March 7 and 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.
- March 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
- March 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company Washington.
- March 26-31—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.
- April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.
- April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.
- May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago. (Association officials are invited to submit convention and scheduled meetings information to *The Billboard* 188 Randolph Street Chicago 1.)

# PUCK PATTEN

(Continued from opp. page)

job on a playfield is to make the top look like a new one.

**Pete Rozgus**, Mero Industries, has completed two brief out-of-State trips in the interest of shuffleboards. In each instance he found business conditions spotty. **Col L. Lewis** is in Alabama on shuffleboard missionary work. Mero's League 1 winds up its 18 week schedule Tuesday (21). Grove Inn's team has clinched the top spot since it is already four games ahead but there is a hot contest going on for some other positions and big prizes are at stake. Under the Mero system 10 teams are used and each team plays the other nine on a home and home basis.

**Ted Rubenstein**, Marvel, reports shipments of scorers were up this week, and that altho the end of the league season is fast approaching, some ops are already preparing for resort locations which will be setting up in another six to eight weeks. Meanwhile Ted is busy with his new Lite-a-Pin unit for shuffle games to be introduced to the industry this week.

Activity at Purveyor Shuffleboard has been on the upgrade the past few weeks according to **Herb Perkins**, firm head. Purveyor leagues are now approaching the end of their season, and play-offs and tournament scheduling will begin shortly. Perkins, who also heads Purveyor Distributing Company, reports high interest in the Metro-Bowl unit, which he is handling in a three-State area. Salesmen are sending in bulk orders daily, he said.

**Art Weinand**, vice-president in charge of sales for Rock-Ola, reports the Standard Shuffleboard Congress of America is continuing its program of helping to set up new

leagues, tournaments and play-offs in all parts of the country. **Warren Olsen** was out of town last week on SSCA business, and expects to be on the go steadily from now thru the end of the league season in the spring.

**Harry Wiczer**, Wico, reports shipments on Wico wax for Shuffleboards are going out daily. Firm has been named a distributor for the Lite-a-Pin conversion unit, and is enthused over its potentialities. Meanwhile, Wico continues to supply parts for practically every type of coin machine in operation.

Two leading shuffleboard execs, **Roy Bazelon**, Monarch Shuffleboard, and **Al Sebring**, have joined forces to manufacture coin machine items. First product is a conversion unit for shuffle games. Firm name is Royal Products.

### Union City, N. J.:

**Ken Poulsen**, field director of American Shuffleboard Leagues, Inc. (ASLI), is expected back this week from a tour of duty thru the South. His activity in stimulating organized competition has resulted in the receipt of many applications for ASLI membership, according to **Howard James**, American ad director.

### Orange, N. J.:

**Joe Donovan**, who handled public relations for the American Shuffleboard Company, is no longer with the board manufacturer. **Tom Browne**, sales manager, reports that **Sol Lipkin** is now promoting league play in Birmingham.

## Three Helreigels Review 54 Years Of Coin Activity

PHILADELPHIA, Feb. 18.—One of the oldest firms in the trade, Keystone Panoramic Company, Inc., recently celebrated its 54th anniversary. During this more than half century Keystone has been owned and operated by the Helreigel family, and three generations have helped to win the reputation the firm has enjoyed down thru the years.

William Helreigel Sr. founded the firm in 1896 as an operator, and in 1918 entered the jobbing field when his son, William Jr., joined the organization. It was in this same year that the firm started using the trade name Keystone Novelty & Manufacturing Company. The firm has been a leading distributor of Mills Industries (formerly Mills Novelty Company) products since 1926.

Following his honorable discharge from the armed services in 1946, William Helreigel III became affiliated with the firm. A year later the distributor concern incorporated under the laws of Pennsylvania as the Keystone Panoramic Company, Inc.

### ESTABLISHED OPS

(Continued from opp page) years, and while organization of leagues in both cities is comparatively new, both area ops expressed the opinion that this promotion would be the answer to the future of the game.

Rock-Ola, National, American, Penn and Purveyor boards are all popular, and all play is on a 10-cent-per-game basis.

### Electric Boat Dividend

NEW YORK, Feb. 18. — Electric Boat Company has declared a dividend of 25 cents per share on its common stock. It is payable March 6 to stockholders of record February 17.

### FINKE, KLINE ORG

(Continued from page 93)

when he joined Atlas Novelty Company, Chicago. He left his sales post there in 1942 to become an internal revenue agent. In 1947 he resigned this post to join World Wide Distributors, Chicago. When he resigned from the latter firm last week he was general sales manager. Finke is a graduate of Northwestern University and a certified public accountant.

Kline was with Atlas from 1941 to 1943 and from 1946 to February 11, 1950, as a road sales representative. In between he spent three years in the army. Since 1941 he has spent most of his time in Nebraska, Iowa, Illinois and Michigan contacting operators in each of the four States.

### SHUFFLE FIRMS

(Continued from opp. page)

shuffleboard table suitable for a game of horseshoes. Monarch will show completed boards, playfields and accessories including scoreboards. Valley is lining up a display which will feature its newest model shuffleboards and accessories.

### Show Interest

With the ACMMA show still three months away, there is a strong possibility that other shuffleboard manufacturers will exhibit at the event. At the major shows in 1949 both in Minneapolis and Chicago, several nationally known shuffleboard producers were on hand and it is generally believed that the interest created at shows in both cities brought the game to its high rate of play for the major part of the year.

### Shuffleboard Weights

Precision made. Refinished sample & Model Sets.

SET OF 8 ..... \$6.00

SET OF 8, Chrome ..... \$7.50

D. SMITH

Suite 301, 101 W. 42nd St., New York 18, N. Y.

# Shuffle Conversions Hit Mart; 4 Firms Make Units

(Continued from page 93)

shuffle games. Ops merely signify type of game unit is to be used on to get the proper unit.

### Form Royal Products

Royal Products, a new manufacturing firm formed by Roy Bazelon and Al Sebring (see separate story), has gone into production on a shuffle conversion unit featuring light-up pins, mounted on a wood base. Firm is turning out the units at its headquarters here and is now making initial shipments.

The Royal Products conversion can be installed within a few minutes by a regular serviceman, officials state, and features the same light-up action as other units.

List price on the Royal Products will be \$29.75.

### Roelke Unit

The conversion which was put into production by the F. H. Roelke Company last week will carry a list price of \$19.50, Frank Roelke, firm head, announced this week.

Roelke unit is mounted on wood, and features numbered upright pins to correspond with the numbered pins on the back glass. Another feature of this unit is that, once installed, it does not have to be dismantled to

change bulbs. Actual installation can be completed in less than a half-hour by the average serviceman, Roelke stated. Only four screws are needed to secure the unit.

Units will fit all models of shuffle games.

### Eastern Mfr. Builds Unit

Fourth firm to announce the shuffle conversion unit is Royal Music Company, Webster, Mass., which actually was first to publicly announce such a unit a week ago. Eastern org has tabbed its unit at \$19.50, and is now lining up distributors to handle the unit in all parts of the country.

Royal Music conversion is also mounted on a wood base, with pins lighted at the start, then going out as contact is made.

Unit is known as the bowling pin assembly kit, and can be easily installed.

### Player Interest High

Use of the upright pins, giving the player a definite aiming point, has stepped up interest in the already booming shuffle game field, many ops reported this week. The Super Shuffle Alley unit found immediate response when placed on location, with players mentioning the pin feature.

**WEAR TESTED AND PROVED!**

## SLICK®

### Shuffleboard Wax

*65% Less Abrasive Than Any Other Wax*

**CONTAINS NO PLASTIC**



\*Send for U. S. Testing Lab. Report.

**PLAYERS** everywhere prefer the smooth, uniform, accurate game which they get with SLICK Shuffleboard Wax.

**OWNERS** prefer SLICK too. Its special, quality composition triples the life of the Shuffleboard top.

For **SHORT-TABLE SHUFFLEBOARD** — SLICK keeps weights alive and under control on shorter playing surface.

**SLICK SAM SAYS: "Watch Out for a Fast Count!"**

So-called "waxes" composed of Plastic, are now advertised to produce a "super-fast" board. This excessive speed makes for an inconsistent game and hurts players' accuracy. Plastic actually is harder than your Shuffleboard top. This harsh abrasive action greatly reduces the life of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game your regular players prefer.

**THE SLICK SHINE CO.**

207-15 ASTOR ST., NEWARK, N. J.

Sold Thru Distributors Only — Territories Open

Manufacturers of  
Quality Waxes, Polishes  
and Cleaners  
SINCE 1901

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL & All Other Games

## \$200 NEW DELUXE SHUFFLEBOARD

WITH NEW MAPLE TOP

**S A L E**

**BEST QUALITY**

**LOWEST PRICES**



**New Maple Tops \$125**

**NEW ELECTRIC SCOREBOARDS, Now \$95**

Used Shuffleboards, New Tops, \$75 Up

Used Shuffle Skill ..... \$ 50

Used Shuffle Alley ..... 195

**SHUFFLEBOARD Specialists**

1114 S. Michigan, Chicago. Phones: WE 9-3795-6-7

Non-Rust Hard Chrome Pucks (8), \$10.  
Beaded fast Wax (12), \$3.50.  
Six Climatic Adjusters, \$10.

# COINMEN YOU KNOW

## New York:

Barney Sugarman, head of Runyon Sales, celebrated his 50th birthday Sunday (12). Among those who visited the outlet last week was Abe Grinberg, a juke distributor in Mexico City. Grinberg is a cousin of Morris Hood, office manager of Runyon, who spent much of his time last week showing the new Bally Speed Bowler to shopping ops.

Al Denver, president of the Automatic Music Operators' Association; Sid Levins, attorney, and Frank Calland, head of the juke ops' union, were among local coinmen who stopped at Joe Young's showrooms Sunday and Monday (12-13) to be in at the unveiling of the new Wurlitzer phonograph. Later last week, Denver left for a vacation in Florida.

Frank Prince, who has an office on upper Fifth Avenue, has been named to handle sales of the New Hamilton milk vender in the East. He expects delivery of his first sample unit next week. . . . Mel Rapp, who represents Cole Products locally, reports delivery of several Colespa drink machines last week to Cobbs here for installation in subway stations. Cobbs, under the direction of Mike and Sal Fornatora, also placed Lyon venders recently. Until a few weeks ago, their subway operation was limited to Sneed machines.

Mike Munves, who moved all his arcade stock to the firm's new headquarters on Coinrow recently, plans to enlarge his showroom by breaking thru the wall to the empty store next door. He won't begin the job until spring, however. . . . Eddie Lane, head of the American Q-Ball Congress, reports excellent location response to org's new video series. He claims many requests for table placements can be traced to the show, now in its third week.

George Thiers, of the Automatic Beverage Company, plans to add new multi-flavor cup machines to his growing route. Most of his venders, to date, have been Mill's single drinkers. . . . Mac Pollay has closed his United Photo Service while he vacations in Florida. But Mac's brother is keeping up service on his juke route, Casino Music.

Matty Forbes, head of the Cigarette Merchandisers' Association, is on a three-week vacation in Florida.

## Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its regular monthly meeting Tuesday night (14), after directors concluded their monthly get-together. In attendance were Charles Kanter, president; Phil Ostand, secretary; Sam Chester, Nat Bartfield, Al Lieberman, Milton Cole, Bill Harris, William Strout, Abe Villinsky, Ray Bigner, Sam Gerros, James Drivakis, Tommy Reuwein, Frank Michaels, Dave Tavel, Abe Pearlmutter, Fred Engel, Abe Maius, Charles McKenny, Robert Wood, John Toney, Lou Simon and William Broerman.

Two committees were appointed to conduct a public relations campaign and to educate ops on methods of obtaining better results from the music equipment. Committees include Chester, chairman; Bigner, Villinsky, Strout and Kanter on one group, and Bartfield, Harris, Villinsky, and Kanter on the second.

Doris Drew, current at the Look-out House, Covington, Ky., entertained at the meeting, singing her latest MGM releases. Larry Vincent, Pearl Records, also entertained. Verne Hawks and Bill Kruse, Decca, were also guests at the session, offering a box of new Decca records as a door prize. Bill Broerman was the winner.

## Indianapolis:

The Seeburg 100 Select-o-Matic Phonograph in the lobby of the Claypool Hotel during the March of Dimes here accounted for \$300. The instrument was placed by the Shaffer Music Company, and the records used were donated by the Janes Music Company. The instrument was left in the lobby for the benefit of the Heart Fund campaign which is now in progress.

Barbara Jean McKinsey has been engaged by the Janes Music Company to serve in the record department in a sales capacity. . . . The Calderon Music Company, since acquiring the distributorship of the Rock-Ola phonograph, has changed its name to the Calderon Distributing Company. Maxine Anderson is the secretary of the company. John Reynolds, Donald Ervin and Chester Gains are in charge of service and maintenance.

The Sicking Company, 927 Fort Wayne Avenue, has disposed of its coin-operated phonographs, and will devote its interests to the pinball and games business. . . . More parking meters for the downtown area were urged at a meeting of the Indianapolis Real Estate Board. Meters already installed have proved successful in their test period, and the group asked Mayor Al Feeney to consider setting aside meter revenue for building off-street parking facilities.

Factory buildings which were vacated last fall by the Bubble-Lite Manufacturing Company, Peru, Ind., have been purchased by J. E. King, radio and TV cabinet manufacturer of Peru. The 40,000-square-foot plant will be occupied by King & Sons, Inc., and the Meck Manufacturing Company, Plymouth, Ind., makers of television sets. The plants will have a payroll of 150 persons.

## Hartford, Conn.:

Membership in the newly formed Connecticut State Coin Association, Inc., which is headed by Abe Fish, of General Amusement Game Company has reached 55, and is continuing to grow. Meetings are being held at 8 p.m. Thursdays at the Hotel Bond, Hartford, and Fish invites all coinmen in Connecticut to attend. "We may close down the membership listing when it reaches 75," he said, "but this is still just a thought."

Connecticut's cigarette tax revenue continues to show an increase over a year ago, according to the excise division of the State Tax Department at Hartford. Total deposits of cigarette tax revenue for the seven months ended January 31, 1950, amounted to \$4,503,022 and, compared with the corresponding period a year ago, showed an increase of 4.2 per cent. Tax deposits for January amounted to \$597,240 an increase of 9.8 per cent over January, 1949.

The Board of Selectmen at Agawam, Mass., has voted that operators of juke boxes and other forms of amusement devices must obtain Sunday amusement licenses. The weekly license fee will be \$4, of which \$2 will be sent to the Massachusetts State Treasury. Applications for each succeeding Sunday, it was said, must be made not later than Tuesday of each week to the Board of Selectmen.

## Vital Statistics

### Births

A son to Mr. and Mrs. Jack Beasley February 15. Father is an executive of Mero Industries, Chicago.

## Washington:

Bayne Phipps, of Spacarb of Washington, Inc., says his firm has been using the Spacarb vending machine dispensing hot chocolate and hot soup as well as cold drinks. Phipps reports hot chocolate is the more popular of the two products.

The Commonwealth Club, a private org in Alexandria, Va., is pleased with its Seeburg industrial machine, which offers 200 musical selections. Gerald F. Davis, Standard Music Company, has arranged the installation of the unit so that each room of the club is separately controlled.

Walter Hendrix, of General Amusement Company, is out of town due to illness in his family. . . . The Washington Coin Machine Association held its bi-monthly meeting in the offices of Phillips Novelty Company. Members discussed business problems.

Roman A. Brodesser, of Automatic Fountains, Inc., reports his firm is experimenting with hot coffee machines at their plant. . . . Evan Griffiths, Pioneer Novelty Company, says his firm has been buying Seeburg Select-o-Matic machines for several locations.

## Detroit:

W. R. Clark, president of Temprite Products Company, manufacturers of units for beverage vending machines, has been upped to chairman of the board, and Ludwig Ende, vice-president, has been named president and general manager. . . . Joseph Brilliant, founder of the Brilliant Music Company, was confined to his home by a cold last week.

Roy W. Clason, executive secretary of the Michigan Automatic Phonograph Owners, spent last week-end fishing thru the ice at Grayling in Northern Michigan, and taking in other winter sports in the resort area. . . . Jack Haven, of the Baynes Music Company, has been elected secretary-treasurer of the Sportsmen's Haven Hunt Club north of Alpena.

Frank Alluvot, of Frank's Music Company is getting construction under way on his new building. . . . Carl Angott Jr., who assists his dad in the Angott Distributing Company, returned to the job recently after an attack of the flu. . . . Leo Angott, who normally handles service for the Angott organization, switched unexpectedly to sales and proved his prowess as a salesman to all comers.

## Twin Cities:

Cold, snowy months are making many a coinman think of the warm and sunny climes in the Southland and quite a few are chucking their worries for a couple of weeks or so. . . . Hy Greenstein, of Hy-G Music Company, and his wife are at Miami Beach. . . . Billy (Sphinx) Cohen, of Silent Sales Company, writes that Miami Beach is at its loveliest this year and not to expect him back before mid-March. But Dave Ziskin, of the Silent Sales staff, is anxious for the boss to return for Dave and his missus are planning a one-month hop to Honolulu.

Jonas Bessler, of Lieberman Music Company, writes that life is wonderful and simple under the sun at San Juan, Mexico, where he has been vacationing. He is due back March 1. . . . Ella and Andy Oberg, of Grand Forks, N. D., stopped in the Twin Cities to try to twit some of their coin machine friends into joining them in a vacation jaunt to Hot Springs. . . . Herman Paster, of Mayflower Distributing Company, St. Paul, and his family are spending the winter at Miami Beach.

## Chicago:

Chicago Coin's Ed Levin handled the firm's showing of Bowling Alley at the Leiberman Music Company, Minneapolis, Sunday and Monday (12-13). The showing was a part of the Wurlitzer Days program conducted by Leiberman. Sam Wolberg returned from Miami Friday (17). When he got back to the office he found that demand for Bowling Alley was still growing. Sam Lewis says that the firm has increased its production a third time.

Nate Gottlieb claims that interest in Just 21 even surpassed the firm's Humpty Dumpty game of two years ago. The game is now in its fifth week of full production with demand still at peak. . . . Frank Nicholas, who heads the candy operating firm bearing his name, reports sales in a steady climb the past three weeks. All the concern's locations are on the Northwestern University campus.

Jerry Bremner, Empire Coin's road representative, is still in the hospital recovering from a heart attack a week ago. Gil Kitt is in Florida vacationing with his wife and son. Meanwhile, Ralph Sheffield and Howie Freer are combining to handle sales and executive duties at the office. They claim that United Manufacturing's Super Shuffle Alley and Gottlieb's Just 21 are getting a steady run of inquiries. . . . CMI's John Pickering and Dudley Ruttenberg were on an Eastern road trip last week.

Sam Stern, vice-president for Williams Manufacturing, is out of the hospital and recuperating from a recent appendectomy. His firm reports that Twin Shuffle is making a lot of new operator friends.

Nick Angelus, Alco-Derees Company sales manager, reports the firm's refrigerated cheese venders are continuing to meet with customer enthusiasm in the Chicago area. The units are finding a top location niche in cocktail lounges, busy bars, etc. . . . H. F. Burl, Silver King Corporation head, reports finding the Aurora, Ill., foundry and production facilities getting a bit cramped as orders mount for the company's bulk venders.

Chicago area music ops, W. L. Altier, of Altier Music Company, Summit, and partners Frank LaPorte and Frank Funze, heading Co-Operative Music Company, Chicago Heights, went all-out on the order pad when they heard a new h. b. release, "Handwriting on My Heart" on the Hart-Van label. Reason: the big build-up and widespread acceptance of country-styled tunes in their baliwicks.

## Milwaukee:

A busy man these days is Hampton Thomas who is readying his second self-service laundry on Milwaukee's North Side. For more than a year Hampton has been doing business on Green Bay Avenue with one of the finest looking laundries in town. Results of this establishment encouraged him to open his new location. Equipment is all Westinghouse.

Nathan Victor, manager of S. I. London Music Company, reports business is on the bright side insofar as sales of Seeburg's new Shoot the Bear game is concerned. An other business winner in recent weeks, he said, is Keeney's Ten Pins. Nathan says operators report that players like the idea of rolling a ball at the pins instead of a puck for a change. . . . Martha Schalk, of the London front office is working like a beaver these days getting her work out of the way so she'll be able to really relax during her forthcoming Florida vacation.



**Los Angeles:**

Mr. and Mrs. Al Sleight, Coast factory rep for Bally Manufacturing Company, were here from their Portland, Ore., headquarters to visit with Paul and Lucile Laymon, of the Paul A. Laymon Company. . . . Jim Murphy, Inyokern operator, was making the rounds. Ditto for R. Kroeze, of near-by Paramount.

Ted Goon stopped in at Leuenhagen's Record Bar to present Mary Solle with a set of Goon Bones. As soon as she learns to play them she'll entertain the customers. . . . George Stebbins, Monrovia coin machine operator, was looking over some new equipment. Also seen on Pico Street was B. G. Snyder, of La Canada.

George Watkins, of Phoenix, Ariz., visited Al Weymouth, of Weymouth Service, looking over Electros. . . . Lloyd Barrett came in from his Pomona headquarters to check over some new games. Another Pomona visitor was S. L. Griffin, of the Valley Coin Machine Company. . . . Al Cicero was down from Santa Maria.

Harvie Smith, parts manager of Southland Distributors is staying close to home these days with that new son who arrived shortly before Christmas. . . . A. T. Felkins was in from San Bernardino. Ditto for Pete Pellegrino, of Southgate.

Nels Nelson, who formerly headed up the local office for Ray Powers is working on a new game. He'll make an announcement shortly. . . . Ken Ferrier was down from his Oxnard headquarters. . . . Mr. and Mrs. Roy Smith were here from Lancaster.

Charlie Robinson, of the C. A. Robinson Company, is giving his Pico Street headquarters a new coat of paint. . . . Stanley Johnson, Oceanside coinman, was in town on one of his frequent visits. Another visitor was Pop Burris, of Montebello.

Jack Leonard, of the Badger Sales parts department, is moving his family into larger quarters. They're expecting an addition soon.

Al Silberman, Badger Sales Company, has received the first shipment of SuperVend, the multiple drink cup vender machine. The firm has the machine exclusively in California, Arizona and Southern Nevada. A check by Silberman revealed that multiple drink vendors showed a 42 per cent increase in business for operators over single-drink machines. Features of SuperVend are a pre-cool tank, 600-cup capacity, and a positive jet action on the selector, eliminating push buttons and micro switches, Silberman said. The machine also has a built-in coin changer. Silberman left last week for a swing thru the territory to acquaint selected drink operators with SuperVend.

**BEST BUY OF THE WEEK  
HOT RODS**

IN ORIGINAL CASES . . . NEW.  
WRITE FOR PRICE.

**GENERAL SALES CO.**

1031 MAIN ST. DUBUQUE, IOWA

**Exhibit Supply  
Sets Six Arcade  
Units on Line**

CHICAGO, Feb. 18.—Following the favorable results of extensive test locations at the Florida State Fair at Tampa, Exhibit Supply Company has placed six new models of its arcade line in production, Frank Mencuri, division manager, announced Wednesday (15). The products are the Rotary Merchandiser, Electric Card Vender, 2 Player Hockey, Bucking Hobby Horse, Goat Getter and 2 Speed Vibrator. All are coin-operated.

Exhibit Supply had 13 units on location at the fair including the two player gun game Silver Bullets. All but two of the arcade pieces were set up in Harry Julius' Sportland Arcade on the Royal American Shows midway. Mencuri said that in the 10 days the machines were on location more than 150,000 plays were made. He explained that as a result of the tests some minor changes were made in the mechanism of some of the six new models and that all are now mechanically perfect.

**Roelke To Mfr.  
Coin Products**

CHICAGO, Feb. 18.—F. H. Roelke, coin machine design and engineering specialist, has re-entered the manufacturing field thru his firm, the F. H. Roelke Company. Initial product is a conversion unit for shuffle games which is now in production at the Chicago plant and is being delivered to ops and distribs (see separate story).

Roelke, who has been located here for the past few years, entered the coin machine field 10 years ago, setting up his headquarters in Milwaukee. He manufactured a skee ball game during the latter part of the war years, then moved to Chicago, establishing headquarters in the building housing the Monarch Coin Machine Company, where he developed several products for operators of shuffleboards and amusement machines.

**St. John, N. B.:**

So satisfactory has been the operation of 400 parking meters in St. John that 200 additional meters are being installed, all of the two-hour type. City officials announced that gross receipts for the past 12 months reached \$30,000.

It has been disclosed that loss thru damage has decreased. Local coin machine distributors are specializing in supplying the parking meters to cities, towns, and villages, thru the maritime provinces. Included are J. B. Jones, Cromwell Sales Company, and S. Stephen. Negotiations are in progress for installing them in more communities in the provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. For several years, it had been difficult for the distributors to sell the civic authorities on the meters.

**Bally Intros  
Speed-Bowler  
Shuffle Game**

CHICAGO, Feb. 18. — Speed-Bowler, a new shuffle game designed and developed by engineers of Bally Manufacturing Company, is now in production, according to Jack Nelson, general sales manager. It is available in 8 and 8½-foot lengths.

Among the features of Speed-Bowler are its high-speed totalizer mechanism, which registers the score immediately after the puck passes over the scoring area, the use of two pucks to eliminate delay for puck return and upright pins for players to aim at. Set for dime play, the new Bally product is equipped with a drop chute and slug rejector.

Pins are suspended by almost invisible wires and are electrically hooked up with contacts which the puck passes over. Thus the player shoots at the suspended pins, which disappear from view as the puck passes over the scoring area. This simulates the action on a regulation bowling alley. Scoring is identical to bowling and all bowling plays are possible.

Nelson pointed out the game has been on location several weeks. In this period, he said, the game proved to have high earning power because of the short time it takes to complete a game of 10 frames, less than 90 seconds.

All servicing on Speed-Bowler is located in the back box.

**ComoMfg.Moves  
To New Factory**

CHICAGO, Feb. 18.—The expansion program of Como Manufacturing Company here moved into high gear today (18) when the firm moved to larger quarters at 5013-25 North Kedzie Avenue. An entire floor with an area of 20,000 square feet will be used to manufacture the coin-operated miniature industrial crane.

Bill Billheimer, vice-president and general manager, said the move was brought about by the increasing demand for Hollycranes. During the past four months the firm increased production twice.

Among the improvements which will be incorporated in first production from the new factory is a new Escutcheon plate which lists detailed instructions on Hollycrane play. It was designed by Don Pearl, chief engineer.

Deliveries from the new plant are expected to begin February 23, according to plant Manager Jerry Gerardin.

*Runzel*  
**PUSHBACK  
WIRE  
18 OR 20 STRANDED**  
**NOW AVAILABLE IN  
90  
COLOR COMBINATIONS**

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . Simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

**Immediate delivery from stock**

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

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Cord and Wire Co.  
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**HEADQUARTERS for  
SLOT MACHINES**  
We Offer Only the Best,  
Unconditionally Guaranteed!  
MILLS • All Models  
BLUE BELLS • BLACK BEAUTY BELLS  
CRISS-CROSS BELLS, TWENTY-ONE BELLS  
Complete Machines and Conversion Kits.  
Used Machines Taken in Trade.  
**SAVE MONEY WITH  
BAKER NOVELTY CO.**  
The World's Largest Suppliers of  
Club Equipment  
1700 W. WASHINGTON BLVD.  
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**WRITE!**  
Genco Bowling League  
Chicago Coin Bowling  
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Universal Twin Bowler  
Evans Shuffle Ten Strike  
Keeney Ten Pins  
Keeney Pin Boy  
Nationwide Shuffle Pool  
Exhibit Shuffle Bowl

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## Record Reviews

(Continued from page 106)

RATINGS  
 OVER-ALL  
 DISK JOCKEY  
 RETAILER  
 OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>MERRILL E. JOELS- GLENN OSSER ORK</b> Caravan C-20	<b>CHILDREN</b> <b>Snow White and the Seven Dwarfs</b> Parts I & II Story is always popular, and the diskery has done a good job of getting it on a single disk. Music used is catchy, tho not the same used by Disney. Victor and Kiddie Land offer stiff competition.	75--74--76--NS
<b>MR. JOLLY (Richard Collier)</b> Columbia MJV 60-I	<b>Poor Little Polliwog</b> Not much point to this little story-in-song, but Collier makes things lively. <b>The Giggling Polka</b> Lively, rhythmic laughing record should fracture the school-age kids, and drive everyone else crazy.	68--68--68--NS 84--85--84--NS
<b>EDDIE WILCOX ORK</b> RCA Victor 22-0064	<b>RHYTHM &amp; BLUES</b> <b>A Touch of the Blues (1 &amp; 2)</b> Blues in the sophisticated manner here. Side one has John Leslie doing the smart lyric; flip is instrumental. Band plays with good intonation and crisp attack, but conceptions are old hat, reminiscent of the stage bands of the Lunceford-Redman-Sissle era.	62--64--62--60
<b>THE SHADOWS</b> Lee 202	<b>I'd Rather Be Wrong Than Blue</b> Group, which bowed auspiciously with "I've Been A Fool," has a possible follow-up in this slow blues ballad. <b>You Are Closer to My Heart</b> Side, with a double-time second chorus, is a strong blues ballad effort—could outstrip flip.	81--81--80--82 83--83--82--84
<b>BILL JOHNSON</b> King 4338	<b>What Can I Do?</b> Novelty combo effort doesn't impress. Unison staccato chanting of thin material and boppish fill-ins are the principal ingredients. <b>I Love You More Each Day</b> Ballad side, with group harmonizing behind okay solo warbling, is improvement on flip, but not especially commercial.	52--50--52--54 62--62--60--64
<b>ERNIE ANDREWS- EDDIE BEAL FOUR- TETTE-LUCKY THOMPSON</b> Columbia 30187	<b>You Better Be Satisfied</b> Andrews has an engaging, Johnny Mercer-ish sound on this fly novelty trifle, with Lucky Thompson tenor go. Cute but hybrid pop-rhythm will not easily find its market. <b>Bein' In Love's Been Good to Me</b> Warbler gets in the lush groove on a smart bluesey ballad. Like flip, pretty but uncommercial. Andrews has a lot on the ball, might do well with big ork backing.	55--57--55--53 53--56--53--50
<b>WYNONIE HARRIS</b> King 4342	<b>I Like My Baby's Pudding</b> Another in the successful Harris formula: Repetitive double entendre blues with a repeated tag, rocking beat underneath. Should score. <b>I Can't Take It No More</b> Earnest, heartfelt blues beautifully shouted by Wynonie.	84--NS--84--84 80--80--80--80
<b>JOE THOMAS</b> King 4339	<b>Wham-a-Lam</b> Blockbuster instrumental featuring bary sax solo. Nothing special. <b>Artistry In Moods</b> The band has delusions of Stan Kenton here. Not the group to attempt jazz moderne, they fizzle.	66--64--66--68 45--50--45--40
<b>RUFUS THOMAS</b> Star Talent 807	<b>I'll Be a Good Boy</b> Warbler shouts a fair jump blues, but group in back is limp. <b>I'm So Worried</b> Thomas shows first-class style on a slow blues, but the combo work is amateurish behind him.	50--46--50--54 54--52--54--56
<b>LAVERL CARRICO</b> Macy's 117	<b>COUNTRY &amp; WESTERN</b> <b>She Tore Up My Picture</b> Routine country cry ballad is dully warbled and orked. <b>Too Many Women &amp; Too Much Beer</b> Tune is a moralizer of good caliber, but performance doesn't do it justice.	45--45--45--45 55--55--55--55
<b>EDDIE GRANT</b> Capitol 882	<b>Yodel Blues</b> Bright, rhythmic organ solo of the "Texas L'il Darlin'" tune is fast for the rinks, but could earn its keep on Midwest boxes. <b>Have I Told You Lately That I Love You?</b> Slower tempo tabs this one for broader use.	71--70--70--73 73--73--72--75
<b>WILL GRAVES RHYTHM RANGERS</b> Columbine 104	<b>Guess I'm Better Off Without You</b> Warbler here shows real potential. Stronger backing and material would help <b>When the World Has Turned You Down</b> Ernest Tubbs opus comes off in less interesting fashion.	65--64--66--64 59--58--58--60
<b>CARSON ROBISON</b> MGM 10635	<b>Too Big for His Britches</b> Homespun novelty is unfolded in Robison's easy, friendly style. For died-in-the-wool Robison fans. <b>Yodelin' Tex</b> Tex Roy sings and yodels here. Pretty dull stuff.	69--72--70--65 51--52--52--50
<b>TOBY STROUD</b> Decca 46217	<b>I'm Gonna Tear Down the Mail Box</b> Lively Vaughn Horton novelty is a catchy, entertaining bit. The warbler has the stuff to make the most of it. <b>You Don't Need Me Anymore</b> More fine warbling in spirited, hill fashion.	80--80--80--80 79--80--78--78
<b>WAYNE RANEY</b> King 840	<b>Del Rio Boogie</b> Bouncy ditty in a blues harmony pattern has a going-back-to-Texas. Competent warbling by Raney. <b>I Feel a Streak of Love Coming On</b> Corn-fed, entertaining ditty could be the follow-up to Raney's "Haul Off and Love Me" click.	72--73--72--72 83--84--83--83
<b>JERRY GILKYSO</b> Four Star 1430	<b>The Cry of the Wild Goose</b> Rich-voiced warbler, with simple guitar accompaniment, doesn't burst blood vessels, and lends a load of folk charm to the new smash. <b>Rabbit, Where Is Your Mama?</b> (Jimmy Wiseman) Flashy fiddle breakdown is instrumental all the way. Fiddle fanciers and country dancers should approve.	78--80--78--77 71--70--70--73

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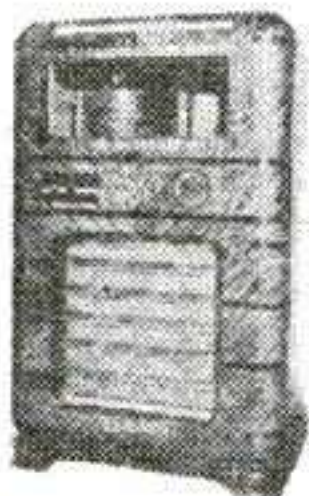
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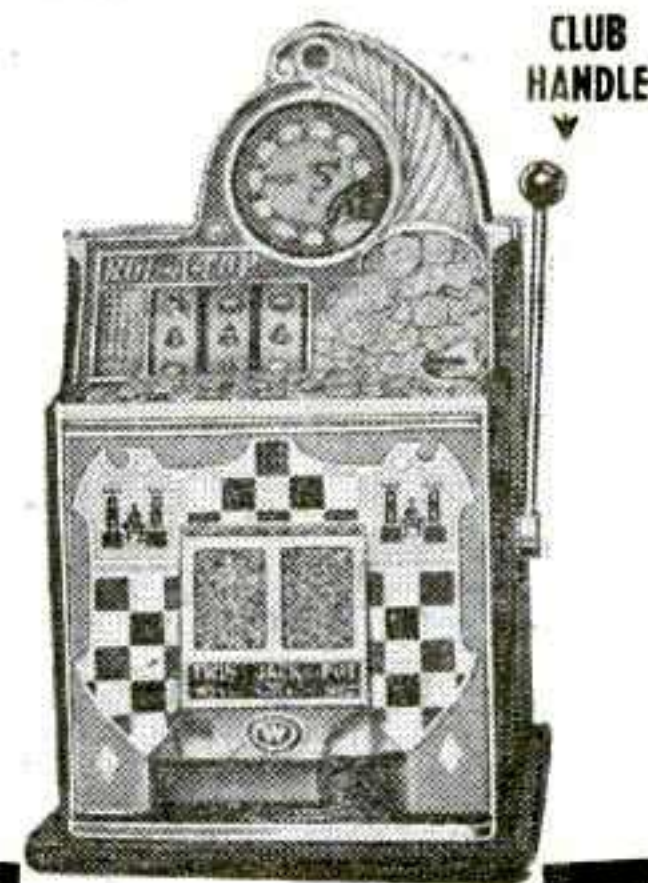
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**Record Reviews**

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>COUNTRY &amp; WESTERN</b>		
<b>COWBOY COPAS</b> King 846	<b>More Precious Than Silver or Gold</b> The strictly professional in all respects, there's nothing really outstanding in this latest Copas opus.	74--74--74--75
	<b>Open Door—Open Arms</b> Pretty hymn-like tune is not the ideal vehicle for the fine warbler.	73--73-73--72
<b>ZEB TURNER</b> King 833	<b>I Could Lose These Blues</b> Yodellish blues, with good guitar work and strong beat, should chalk up a fair rural sale.	75--77--75--74
	<b>Dolly Dimple Dance</b> Catchy, but inconsequential dance side.	71--70--70--72
<b>HAWKSHAW HAWKINS</b> King 833	<b>There's a Teardrop in Your Eye</b> Solid warbling here makes for a better-than-average country offering.	77--78--77--77
	<b>Wanted, Someone To Love Me</b> Left-field lyric idea lacks the required head-on appeal.	70--70--70--70
<b>RAY SMITH</b> Columbia 20672	<b>I'm Saving Mother's Wedding Ring for You</b> Smith handles one of his own tunes here. Rendition is competent, but side misses the mark.	69--70--68--68
	<b>Mommy, Can I Take My Dolly to Heaven?</b> Tear-jerker gets competent, but luke-warm warbling.	70--70--70--70
<b>MOON MULLICAN</b> King 839	<b>Broken Dreams</b> Spirited orking buries the warbler.	67--67--67--68
	<b>Don't Ever Take My Picture Down</b> Up-tempo shout loses luster in the uneven recording.	68--68--68--68
<b>FLOYD TILLMAN</b> Columbia 20673	<b>I Almost Lost My Mind</b> Tillman slips around in familiar fashion on the blues-turned-hillbilly hit. Should register.	83--84--83--83
	<b>Precious Memory</b> One of the less-distinguished Tillman efforts.	73--73--73--72
<b>GEORGE LEE</b> Bullet 698	<b>My Mind Won't Have a Care</b> An unpersuasive country effort full of disjointed cliches.	48--46--48--50
	<b>Good Luck and Goodbye</b> Lyrics are on the amateurish side, and the warbling only a notch above.	34--34--34--35
<b>TEXAS JIM ROBERTSON</b> RCA Victor 21-0166	<b>I'm Back To Where I Started</b> Jim's buoyant bass tosses off a light-weight, but catchy bit of material, with excellent guitar assists.	72--73--72--72
	<b>I'll Walk This Weary Road Alone</b> Comparatively uninspired Robertson effort here.	69--70--69--66
<b>COTTONSEED CLARK</b> RCA Victor 21-0048	<b>Ma's Galvanized Washing Tub</b> Homespun poetry concerns itself with the hardships of taking a bath, country-style. Unfortunately, both humor and pathos are lacking.	58--60--60--55
	<b>The Day That Pa Played Preacher</b> Simple, effective tale in verse has a religious feeling that could register with the rural folks.	72--73--70--NS
<b>CLIFF WARREN</b> Coral 64033	<b>I Wasted a Nickel</b> Heart-felt warbling of a strong tune here, tho the earlier King dinking will be tough to catch.	75--75--75--75
	<b>Things That Might Have Been</b> Sincerity stands out in Warren's rendition of a melodious lost-love song.	74--74--74--73
<b>HANK "SUGAR-FOOT" GARLAND</b> Decca 46218	<b>The Third Man Theme</b> The controversial theme makes fine fodder for this expert country guitarist.	78--78--78--78
	<b>Lowdown Billy</b> Garland, whose "Sugarfoot Rag" started as a guitar solo, has himself another whale of a rich tune in this instrumental side.	84--85--83--83
<b>ARCHIE CAMPBELL</b> Mercury 9239	<b>Love Was the Cause of it All</b> Effective backing makes a good side. Close-up guitar obligato and distant organ behind Campbell's sweet chanting of an okay waltz torcher catch the ear.	72--72--70--74
	<b>Mommy's Little Angel (Daddy's Pride and Joy)</b> Commonplace baby tune gets a good try from Campbell.	63--63--63--63
<b>JUDY PERKINS</b> Mercury 6240	<b>The Moon Still Shines on the Moonshine Still</b> Good, honest mountain side approaches with seriousness a theme that's been kidded to death. Thrush and string group get off a fine job for the home folks.	75--75--75--75
	<b>I Wish I Had a Sweetheart</b> Ballad side is done in pop style, doesn't come thru like flip.	62--62--60--64
<b>DOYE O'DELL</b> Mercury 6238	<b>There's a Shamrock (Growin' in Texas)</b> This is a hillbilly ode to Mr. McCarthy's Houston Inn—will be very amusing to show business people. Pop jocks'll go for this.	72--77--70--70
	<b>Without Your Wedding Ring</b> Sprightly novelty ditty sung with dash by O'Dell.	75--75--74--76
<b>FORD LEWIS</b> 4 Star 1436	<b>Tennessee Border No. 2</b> Lewis does the hit comedy tune with force and presence, aided by bright string backing. Release is quite late.	59--55--60--61
	<b>Letters Have No Arms</b> Warbler projects the torcher with feeling and style. Could do well in the wake of Tubbs' version.	70--70--70--70
<b>FRED THORNTON</b> 4 Star 1435	<b>Take Me In Your Arms and Hold Me</b> Warbler does acceptably with the ditty Eddy Arnold made a hit. May pick up a few shekels in spots RCA hasn't saturated, if any.	57--54--60--57
	<b>Roses Mean Remembrance</b> Coverage here isn't as late as flip; stands a better chance for sales.	63--60--66--63
<b>TED DAFFAN</b> Columbia 20668	<b>So Dissatisfied</b> Warbler is weak on this routine country ballad—a lagging side.	46--48--46--44
	<b>Strangers Passing By</b> Daffan's tune here is much better than his wavering rendition.	56--58--56--54

(Continued on page 116)



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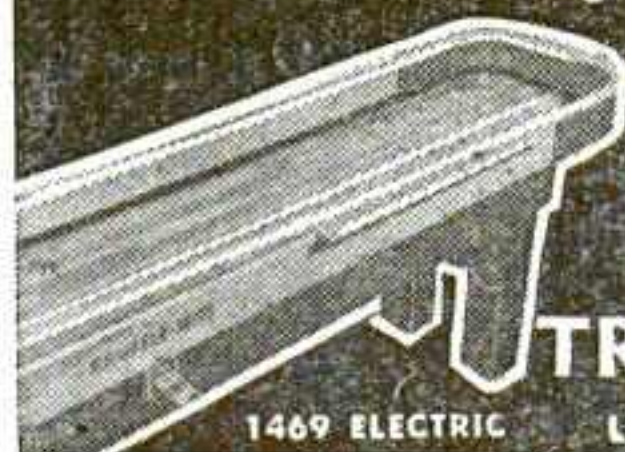
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### GOLDEN GATE NOVELTY CO.

701 GOLDEN GATE AVE. SAN FRANCISCO, CALIF. Market 1-3967

## Record Reviews

(Continued from page 115)



ARTIST TUNES  
LABEL AND NO. COMMENT

		COUNTRY & WESTERN	
JOHNNY BOND Columbia 20671	<b>Tennessee, Kentucky and Alabam</b> Lyric is a catalog of ten virtues in the several States below the Mason-Dixon line. Format is a boogie blues; Bond warbles it attractively.	76--74--76--78	
	<b>Love Song In 32 Bars</b> Clever comic novelty sings neatly. Amusing play on words makes this one	75--77--75--73	
BOBBIE LEE 4 Star 1434	<b>Broken Down Merry-Go-Round</b> Warbler does a pleasant, subdued vocal on the fast-breaking novelty. Nothing here to challenge the leaders, however.	55--53--55--58	
	<b>Half a Heart</b> As with flip.	53--53--55--58	
HOYLE NIX Star Talent 755	<b>Hoyle's Fox Trot</b> Fiddles and guitars produce a lackadaisical country dance side.	46--48--46--44	
	<b>You're Throwing Life Away</b> Rural torch tune has something, but loose rendition doesn't bring it out.	57--57--57--57	
RILEY CRABTREE Star Talent 756	<b>Ozark Waltz</b> Simple, honest feeling in this quiet, country waltz job, warbled with subdued feeling by Crabtree.	63--63--63--63	
	<b>If My Tears Were Gold</b> Up tempo novelty ditty would have emerged better with brighter warbling and orking.	61--62--61--60	
		HOT JAZZ	
ERROL GARNER Regent 1014	<b>Over the Rainbow</b> The current piano rage executes another of his finely stylized solos which should please both jazz and cocktail lounge customers.	72--74--70--72	
	<b>More Than You Know</b> Another fine Garner keyboard effort with one of the loveliest odies around.	72--72--70--74	
SIDNEY BECHET- CLAUDE LUTER'S BAND Blue Note 567	<b>Temptation Rag</b> Bechet weaves his soprano sax thru a spirited performance of one of the most infectious of the standard two-beat works.	69--71--69--66	
	<b>Sobbin' and Cryin'</b> Pretty, slow blues melody is carried by Bechet on his wobbly-toned, vibratoful soprano horn.	65--66--65--64	
BUD POWELL'S MODERNISTS Blue Note 1568	<b>52nd St. Theme</b> Sloppy ensemble work on a familiar bop opus which spots some brilliant Powell piano and flashy, exciting tenor and trumpet solos by Sonny Rollins and Fats Navarro respectively.	62--65--65--55	
	<b>Dance of the Infidels</b> Powell plays a potful of keyboard in the bop idiom as the highlight on a medium tempo item.	57--62--59--50	
THE MAX ROACH QUINTET Blue Note 1570	<b>Maximum</b> Breakneck bopper is somewhat muffled in recording, which was done in Paris. Trumpet Kinny Dorham, tenor James Moody and piano Al Haig deliver expert solos.	60--65--65--50	
	<b>Just Moody</b> Tenorist Moody and pianist Haig dominate this medium time and not particularly moving bopper, which is a string of solos built around "Just You, Just Me."	54--60--58--45	
SIDNEY BECHET- CLAUDE LUTER'S BAND Blue Note 568	<b>Sawmill Blues</b> Feelingful, slow blues is wailed mournfully by Bechet on his soprano in an appropriate Luter ensemble two-beat setting. Bechet followers will grab for this one.	67--69--69--63	
	<b>Riverboat Shuffle</b> A two-beat classic revived as Bechet unlooses his wicked vibrato in a soprano sax solo with Luter's crew serving up the necessary backing.	67--68--68--64	
SIDNEY BECHET- CLAUDE LUTER'S BAND Blue Note 566	<b>See See Rider</b> Ma Rainey's famous old blues is treated instrumentally with Bechet showing the way on his soprano horn. Builds to a rich, earthy climax.	68--70--70--65	
	<b>Struttin' With Some Barbecue</b> Louis Armstrong's famous old Dixieland theme is dusted off by Bechet to serve as a solo for his walling soprano sax.	66--69--67--63	
		INTERNATIONAL	
MARISHA DATA Capitol 90062 (Polish)	<b>Stojala Wisnia-Walco</b> Soprano chirps romantic waltz tune with typical Polish orking. For Polish nabes strictly.	73--74--73--72	
	<b>Kukala Kukulka Polka</b> Same comment for a polite polka rendition.	71--72--71--70	
JOHNNY MATUSKA Capitol 90064 (Bohemian)	<b>Get a Little, Give a Little</b> Clean-cut brass band polka, Bohemian variety, should do okay in the Midwest. Instrumental.	74--74--72--76	
	<b>Good Morning Polka</b> Another well played, moderately paced polka, this one with a Bohemian vocal.	72--72--70--73	
STEVE ADAMCZYK & HIS HUNGRY FIVE Capitol 90061	<b>Do You Remember Polka</b> Instrumental is orked in slam-bang Polish style, altho slower than usual tempo gives it a broader appeal.	77--77--77--78	
	<b>Naughty Eyes Polka</b> As above, with more emphasis on the clarinets.	78--78--77--78	
SILVER BELL ORK Victor 25-9217 (Polish)	<b>Kocham Panienczki</b> Wladziu Zarembo sings "I Love the Ladies" in Polish. Ork supplies a lively polka beat.	77--77--77--77	
	<b>Muzyka Plynie W Kolo</b> Polish polka version of "The Music Goes 'Round'" is warbled neatly by Wladziu and Regina. Band provides a rhythmic dance side.	77--80--75--75	
VAGABOND POLKA ORK Decca 45091	<b>Tic-Ti Tic-Ta</b> Italian polka is delivered in a more-lively, more-Balkan style. Instrumental.	67--66--66--70	
	<b>Cuckoo Bird Waltz</b> Small musette-style combo turns in a leisurely, well-accented waltz.	66--62--66--70	

# Appoint M. West Sales Manager Of World Wide

CHICAGO, Feb. 18.—Monty West has been appointed sales manager of World Wide Distributors, President Al Stern announced this week. He succeeds Wally Finke who resigned last week to form his own distributing firm (see separate story).

West has been in the coin machine business since 1935, the first six years as an operator. From 1941 to 1945 he was in the Army. He became affiliated with AMI, Inc., as an engineer in January 1946, and helped design AMI's first postwar music machine, the Model A. When he resigned in January, 1949, West was AMI's sales service engineer. He joined World Wide as road representative two months later.

# H. Brown Opens Savannah Office

SAVANNAH, Feb. 18. — Harry Brown announced this week the opening of a branch office at 224-26 West Congress Street here. It will be known as the Amusement Sales Corporation of Georgia. Brown's headquarters are at 4047 West Fullerton Avenue, Chicago.

Brown said his Savannah firm soon will distribute products for manufacturers. Offices, showrooms and repair shops are now under construction at the new office.

Under the new set-up Brown will divide his time between Savannah and Chicago. Patty Hilborn is office manager in Chicago and a Savannah manager is to be appointed within the next two weeks.

Brown has been in the coin machine business for more than 20 years in the Southern States.

# Bally Appoints Bishop N. C. Rep

CHICAGO, Feb. 18.—Bishop Music Company, Raleigh, N. C., this week was appointed a distributor of Bally products in North Carolina, Jack Nelson, Bally general sales manager, announced.

Headed by C. C. Bishop, 15 years in the coin machine trade, firm has headquarters and showrooms at 117 East Morgan Street, Raleigh.

Bally's newest product, the shuffle game Speed-Bowler, was introduced this week (see separate story).

## NAPOA NAMES

(Continued from page 101)  
Control Commission, and the active head of the Foundation drive, personally thanked the juke box group for their co-operation in the venture. Additional support was worked out in the form of stickers to emphasize the drive, to be placed on the machines and on back bars of taverns thruout the State.

**Social Plans**  
An important expansion of the social activity program is promised for this year, with the annual convention and banquet, to be held in April, the No. 1 item on the agenda. Following this, a new type of venture is planned in the form of an outdoor event at which employees of operator members and their families would be able to attend. Details are being worked out by Isadore Kaner, of the F and F Music Company.

Representatives of the J. P. Seeburg Corporation and of Permo, Inc., were present at the meeting, and assisted in the details of handling and counting ballots. The latter spoke about needle problems confronted by operators.

## ADVANCE RECORD RELEASES

### POPULAR

(Continued from page 36)

- Third Man Theme, The
  - A. Karas (Cafe Mozart) London 536
- Third Man Theme, The
  - E. Smith (Cafe Mozart) Dec 24908
- Third Man Theme, The
  - Cafe Vienna Quartet (Cafe Mozart) Col(33)1-444
- Time To Start The Day
  - R. Bloch (Small Town) Signature 15263
- Trouble Ain't Nothin' But the Blues
  - B. Darnel (Cry of) Coral 60163
- Tuck Me To Sleep in My Old 'Tucky Home
  - T. Hill (It Serves) Mer 5275
- Twin Piano Concert Album (1-10'')
  - B. Jordan-D. Elliott . . . King 7
  - Concerto In A Minor
  - Concerto In B Flat Minor
  - Ritual Fire Dance
  - Scheherazade Suite
  - Warsaw Concerto
  - Turkish March
- Wedding Samba, The
  - X. Cugat (Zing-a Zing-a) Col 38725
- Where I Belong
  - V. Damone (God's Country) Mer 5374
- Whispering
  - H. DeLaFonte (Sometimes I) Cap 856
- Woman Who Done Me Wrong, The
  - P. Marshall-The Holidays (Don't Tell) Main Street 802
- Wrestler's Song, The
  - E. Farley's Ork (I & II) Delvar 117
- You Go to Your Church and I'll Go to Mine
  - Delta Rhythm Boys (Beyond the) Dec 48138
- You Kissed Me
  - D. Haymes-G. Jenkins Ork (Cow and) Dec 24897
- You're in Love With Everyone
  - D. Todd (She's My) Rainbow 90088
- You're Irish and You're Beautiful
  - J. Owens (Did Anyone) Dec 24903
- You're the One I Care For
  - K. Starr (Stormy Weather) Cap 811
- You've Got To See Mama Every Night
  - K. Starr (I'm the) Cap 854
- Zing-a- Zing-a Zing Boom
  - X. Cugat (Wedding Samba) Col 38725

### LATIN-AMERICAN

- Cita a La Seis
  - Yiye (Sinceridad) Seeco 839
- Dame Un Beso
  - T. Guizar (Palida Novia) V 23-1509
- Despues De Aquella Noche
  - N. Rivera (Volvere Mi) Seeco 834
- Hasta Cuando, Chaparrita
  - M. Meja (Mujer, Mujer) V 23-1513
- La Cocaleca
  - B. Capo (No, No) Seeco 7049
- La Fiesta De Los Raciones and Mi Cazuelita
  - Conjunto Sabroso-P. Prado (Pino Verde) Lina 1501
- Lamento Borincano
  - L. Marini (Una Noche) Seeco 7045
- Marta
  - C. Ramirez (Uno) V 23-1508
- MI Pecado
  - J. Arvizo (Sinceramente) V 23-1510
- Mujer, Mujer
  - M. Meja (Hasta Cuando) V 23-1513
- No, No, Vuelvo
  - B. Capo (La Cocaleca) Seeco 7049
- Palida Novia
  - T. Guizar (Dame Un) V 23-1509
- Pino Verde and Cita En El Platanal
  - M. Fernandez-Conjunto Oriental (La Fiesta) Lina 1501
- Sinceramente
  - J. Arvizo (MI Pecado) V 23-1510
- Sinceridad
  - Yiye (Cita a) Seeco 839

- Una Noche Encantada
  - L. Marini (Lamento Borincano) Seeco 7045
- Uno
  - C. Ramirez (Marta) V 23-1508
- Volvere Mi Cielo
  - N. Rivera (Despues De) Seeco 834

### RELIGIOUS

- Altar in the Pines
  - King's Men (Church Music) Dec 24992
- Andybody Here Know My Jesus
  - Young Gospel Stars (Guide My) Bibletone 2201
- Church Music
  - King's Men (Altar in) Dec 24892
- Going Home
  - Homeland Harmony Quartet (Lead Me) Bibletone 6011
- Guide My Weary Feet
  - Young Gospel Stars (Anybody Here) Bibletone 2201
- Hide Me, Rock of Ages
  - Stamps Quartet (I'm a) Bibletone 3007
- How Far Am I From Canaan
  - Young Gospel Stars (Jesus Is) Bibletone 2202
- I Want To Live So God Can Use Me
  - Waldo Singers (Sing Until) Bibletone 2101
- I Will Wait Till My Change Come
  - E. Davenport (Leaning on) Coral 65024
- If Jesus Is There
  - Stamps Quartet (Sing Me) Bibletone 3009
- I'm Gonna Tell It
  - Stamps Quartet (Hide Me) Bibletone 3007
- I've Just Heard From Heaven
  - A. & N. Kelly (Nothing But) Bibletone 5101
- Jesus Hit Like an Atom Bomb
  - Melody Echoes (What Are) Regal 3253
- Jesus Is Real to Me
  - Young Gospel Stars (How Far) Bibletone 2202
- Just Like Jesus Did
  - Waldo Singers (Jesus Put) Bibletone 2102
- Jesus Put a Song in My Soul
  - Waldo Singers (Just Like) Bibletone 2102
- Lead Me to That Rock
  - Homeland Harmony Quartet (Going Home) Bibletone 60111
- Leaning on the Lord
  - E. Davenport (I Will) Coral 65024
- Lost Sheep
  - A. & N. Kelly (When He) Bibletone 5102
- Nothing But Love
  - A. & N. Kelly (I've Heard) Bibletone 5101
- Sing, Be Happy
  - Stamps Quartet (If Jesus) Bibletone 3009
- Sing Until the Power of the Lord Comes Down
  - Waldo Singers (I Want) Bibletone 2101
- What Are You Doing in Heaven
  - Melody Echoes (Jesus Hit) Regal 3253
- When He Heard My Plea
  - A. & N. Kelly (Lost Sheep) Bibletone 5102

### INTERNATIONAL

- Samba Polka
  - J. Kurat Ork (Tap Dance) Polo 133
- Tap Dance Polka
  - J. Kurat Ork (Samba Polka) Polo 133
- Trigger Happy
  - V. Justynski (Yoo-Hoo) Dana 2063
- Yoo-Hoo Polka
  - V. Justynski (Trigger Happy) Dana 2063

### CLASSIC & SEMI-CLASSICAL

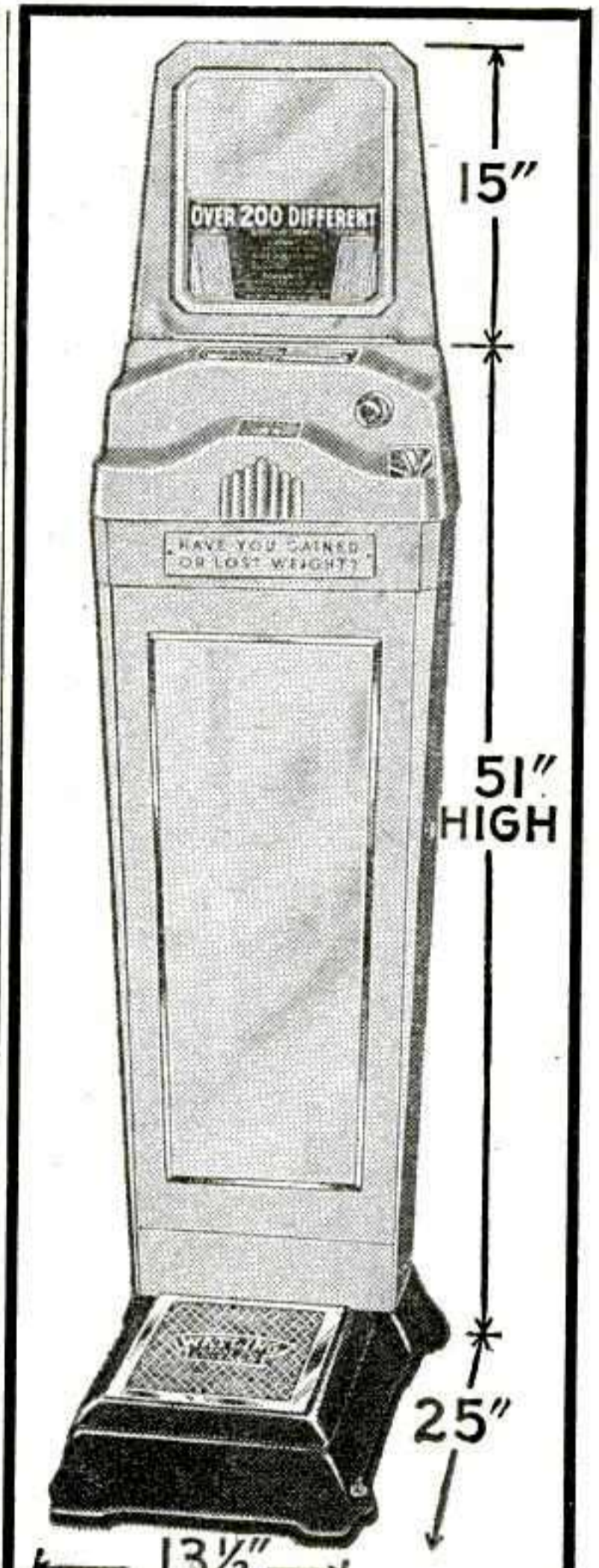
- J. S. Bach: Trio Sonata and Canon Perpetuum
  - Album—K. Hemberger-H. Andreae-A. Jaunet-R. Baumgartner (1-10'')
- American Elite (33) EL 503
- Haley: Rachel, Quand Du Seigneur
  - J. Schmidt (Verdi: Ah L'Ho) Capitol Telefunken 8-86005
- Verdi: Ah L'Ho Segnato-Ma Se M'e Forza
  - J. Schmidt (Haley: Rachel, Quand) Capitol-Telefunken 8-86005

## ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from page 32)

- Hard Workin' Blues
  - J. Witherspoon (Drinkin' Beer) Modern 20-737
- Harlem Congo
  - C. Webb Ork (Azure) Brunswick 80133
- Honeysuckle Rose
  - L. Jordan (T-Bone Blues) Dec 25473
- Howlin' Wolf
  - J. L. Hooker (Playin' the) Modern 20-730
- I Think My Time Is Here
  - J. McCracklin & His Blues Blasters (Deceivng Blues) Modern 20-728
- I'll Get Along Somehow
  - C. Brown (What Do) Modern 20-731
- I'm Just a Fool In Love
  - T. Rhodes & His Toddlers (Comin' Home) Sensation 29
- I'm Still in Love With You
  - C. Newsome (Hard Lovin') Regal 3250
- I'm Toiling
  - M. Fields (Righteous Road) Col 30188
- Let Your Daddy Ride
  - J. L. Hooker (Goin' on) Sensation 30
- Mercenary Papa
  - C. Williams Ork (You Got) Mer 8168
- Midnight Clipper
  - T. J. Fowler Ork (Parts I & II) Sensation 28
- Milky White Way
  - F. Dixon Trio (Precious Lord) Modern 20-724
- Moon Is Risin'
  - Little Willie Littlefield (Frightened) Modern 20-726
- Morganistic
  - M. Johnson Ork (Save Me) Cap 857
- My Baby's Gone
  - C. Weaver (Ticket Agent) Sittin' In 547
- My Blues Have Rolled Away
  - Peppermint Harris (Raining In) Sittin' In 543

- Pack Your Bags and Go
  - L. Darnell (God Bless) Regal 3260
- Playin' the Races
  - J. L. Hooker (Howlin' Wolf) Modern 20-730
- Please Come Back
  - P. W. Crayton (Rockin' the) Modern 20-732
- Please Don't Leave Me Now
  - D. Sausage (She Don't) Regal 3248
- Preacher and the Bear, The
  - Vocalaiers (Swing Low) Sensation 27
- Precious Lord
  - F. Dixon Trio (Milky White) Modern 20-724
- Raining in My Heart
  - Peppermint Harris (My Blues) Sittin' In 543
- Righteous Road, The
  - M. Fields (I'm Toiling) Col 30188
- Roamin' Around
  - F. Dixon Trio (Gloomy Baby) Modern 20-727
- Rockin' Chair Mama
  - Little Willie Littlefield (Your Love) Modern 20-729
- Rockin' the Blues
  - P. W. Crayton (Please Come) Modern 20-732
- Royal Hawk
  - R. Hawkins Ork (Why Do) Modern 20-734
- Save Me a Boogie
  - M. Johnson Ork (Morganistic) Cap 857
- See See Rider
  - G. Phillips-J. McVea Ork (Slippin' and) Modern 20-733
- She Don't Want Me No More
  - D. Sausage (Please Don't) Regal 3248
- Slippin' and Slidin'
  - G. Phillips-J. McVea Ork (See See) Modern 20-733
- Swing Low, Sweet Chariot
  - Vocalaiers (Preacher and) Sensation 27



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4 Lynco 12 Ft. Wurla Balls	125.00
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Supreme Alley, 9 Ft.	75.00
10 United Shuffle Skills	59.50

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'49 Majors	115.00
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Morocco	69.50
Paradise	65.00
Ramona	89.50
Robin Hood	59.50
Sally	59.50
Samba	45.00
Screwball	49.50
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Short Stop	39.50
Singapore with Flippers	39.50
Stardust	59.50
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One World	\$40.00
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A B C Roll Down	\$65.00
(2 for \$100.00)	
Auto Races	\$65.00
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Champion Roll	\$25.00
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Super Score Roll	\$35.00
(2 for \$50.00)	
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25 N.W. #33 B.G.	\$ 6.50
25 N.W. #39 B.G. or Nut	6.50
25 Silver King, 5¢ Nut	6.50
25 Silver King, 1¢ Nut or Gum	6.50
(All above are postwar models)	
8 National 9-Col. 5¢ Candy Vendors	\$85.00

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# New Coin Bills Get No Support From U. S. Mint

WASHINGTON, Feb. 18.—The congressional interest in coins of new denominations is slowly growing, the Bureau of the Mint indicates its strong objections in testimony taken a month ago by the House Appropriations Committee in executive session and just made public.

Several committee members pointed out to Mint Director Nellie T. Ross that demands for new coins are increasing and asked her opinion. Mrs. Ross stated that the mint "is opposed to any new coin." A coin containing any fraction of a cent, she said, would be even more objectionable than a 7-center because the nation's bookkeeping systems would have to be overhauled to add another line for fractions.

**Require Changes**

Any new coins, she added, would require "expensive" shifts in cash registers and coin mechanisms of all types. The cost of putting out a new coin also would be high, she reminded the congressmen, stating that if Congress passed a coin bill, the mint would have to ask for an enlarged appropriation.

Mint assistants told the committee that another problem involved is in deciding what size a new coin should be. Any coin, it was stated, would probably have to be about midway in size between a nickel and a quarter and might easily be confused with both. Confusion would be more, they said, if the new coin was made in size between the nickel and the dime. Coins of small denomination given diameters larger than the quarter or smaller than the dime would be impractical, according to the testimony.

Pending in House and Senate Banking Committees are five bills calling for new denominations with the sizes to be left up to the mint. A 7½-cent coin is being sponsored by Rep. Clair Engle and Sheridan Downey, both California Democrats. Rep. Wright Patman (D., Tex.) is sponsoring two bills, one authorizing a 12½-cent and the other a 6¼-cent. Rep. John McCormack (D., Mass.) is backing a 7-cent coin.

# Coin Check

WASHINGTON, Feb. 18.—Members of the President's coin inspection committee have announced Uncle Sam's coins are just about perfect. The committee had just returned from making its annual check to assay and weigh coins at the Philadelphia mint.

For more than 150 years, the annual check started by the first Secretary of the Treasury, Alexander Hamilton, has been made. Since the introduction of modern minting and inspection methods, however, the coin committee has become a sort of honorary group. Members of the committee receive their expenses for a one-day trip to Philadelphia but receive no salary. Their work consists of grabbing handfuls of coins at random and weighing and assessing them to make sure they meet specifications.

It has been many decades since a member found a bad coin. Freak coins occasionally appear, but they are found by inspectors and destroyed.

# COLUMBIA DOUBLE JACKPOT BELL

**SPECIAL SELLOUT PRICE**

**\$69.50**

Changeable right on location in a few moments' time to 1-5-10-25¢ play.

Cabinet re-baked to give new machine appearance.

SIZE: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

**THIS WEEK'S SPECIAL!**

**MILLS VEST POCKET**

**\$39.50** Cash Payout

1/3 deposit with order, balance C. O. D., F. O. B. Chicago.

**ABC NOVELTY CO.**  
 Phone: Everglade 4-3823  
 2009 W. IOWA ST. CHICAGO, ILL.

# THE COUNTER GAME PROFIT-LINE



**WINGS** 5-Reel Cigarette Machine

**POK-O-REEL** Straight Poker Game

**YANKEE** with cigarette and fruit reels changed instantly from cigarette to fruit reel on location.

**KLIX "21" BLACK JACK**

**KLIX, WINGS, POK-O-REEL AND YANKEE**

equipped with coin dividers, straight penny combination penny and nickel or straight dime play.

**WRITE FOR PRICES**

**GROETCHEN Tool and Manufacturing Co.**  
 126 N. Union Ave. Chicago 6, Illinois  
 Phone: RAndolph 6-2807

# SALESMEN-OPERATORS



Let the **COIN OPERATED CUE-SKILL GAME TABLE**

**WORK FOR YOU IN 1950**

**OPERATORS** . . . Men operating and servicing small routes, who consider cost and upkeep first, report this table requires little time and makes real money for them!!!

**SALESMEN** . . . You should net \$500.00 monthly from start selling new operators through Business Opportunities Ada, Nat'l Adv. leads furnished. Protected exclusive territories. Must be able to finance sample which can be returned via our plan.

**BADER SALES CO.** 1210 Goodfellow St. St. Louis 12, Mo.

POOL with PULL  
 Please state whether you are interested as operator or salesman.

# Appoint Four Lite-a-Pin Reps

CHICAGO, Feb. 18.—Ted Rubenstein, president of M & T Sales Company, this week announced the appointment of four distributors for his firm's new Lite-a-Pin unit which is now in production (see separate story). These are Wico, Mid-State Distributing, First Distributors and Danny Gold Enterprises.

Lite-a-Pin is the only one of the new conversion units now reaching the market to feature a transparent plastic base, which allows players to follow the course of the weight thru the completion of the play. Unit will list for \$20.

# Brown Heads Sales For Wise Owl Firm

DETROIT, Feb. 18.—Sales promotion is being widened by the Continental Service & Equipment Company, manufacturers of the Wise Old Owl Quizette, with the appointment of Jack Brown as sales manager, a new post in the organization, and sales trips scheduled by two top executives of the firm.

Brown was formerly a coin machine distributor in the Ohio territory.

Edward A. Gorney, president, and the inventor of the machine, left Tuesday for Mobile, Ala., and will spend about three weeks covering Southern States in the interest of the company.

# \$\$ SAVE \$\$

with **COVEN**

**NEW & RECONDITIONED MACHINES**

**GOLD CUP** . . . . . \$150.00

**SPECIAL ENTRY** . . . . . 89.50

**BALLY SHUFFLE BOWLER** . . . . . WRITE

**VICTORY DERBY or SPECIAL** . . . . . 39.50

Screwball . . \$69.50 Alice in Wonderland . . \$89.50

Merry Widow 69.50 Yanks . . . . . 49.50

Trade winds. 69.50 Summertime 49.50

Thrill . . . . . 69.50 HeavyHitters 65.00

All Baba . . 69.50

1/2 Deposit With Order

**Want Late 5 Balls and 1 Ball**

**Coven Distributing Co.**  
 Exclusive Distributor for  
 Bally Products and  
 Wurlitzer Phonographs  
 3181 ELSTON AVE. CHICAGO, ILL.

# SHUFFLE PRIZES

Beautiful Low-Priced Prizes for Shuffleboards and Shuffle Bowlers. Stimulate your locations with Logan's "PRIZE OF THE WEEK" premiums. Write for Prices.

**Logan Distributing Co.**  
 2320 Milwaukee Ave. Chicago 47, Ill.

**Attention! Attention!**

LIGHTED UPRIGHT BOWLING PIN CONVERSION FOR SHUFFLE ALLEYS! \$19.50 Each  
 Convert in 15 minutes! Limited supply!

1/2 deposit or full payment with order.

**OLSHEIN DIST. CO.**  
 1100 Broadway Albany 4, N. Y.

**YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION**

**GIVE TO THE RUNYON CANCER FUND**

**ATLANTIC'S**  
triple tested values

**SPECIAL!**

Reconditioned Like New.  
Ready for Location.

SEEBURG 146S..... \$274.50

SEEBURG 146M..... 299.50

1/3 Deposit, Balance C. O. D.

Write for Complete Music List

**ATLANTIC**  
NEW YORK CORP.

Exclusive Seeburg Distributors

583 10th Ave. (Cor. 42nd St.)  
New York 18, N. Y. Bryant 9-5620

NEW ENGLAND BRANCH:  
624 Franklin Ave., Hartford, Conn.

# Wash. Music Guild & Distribs Help Jukers Get Coveted Wax

(Continued from page 15)  
have facilities for all operators to listen to the latest recordings. The new department probably will be under the direction of Bill Schwartz, WMG secretary.

WMG is also working out details with distributors for the latter to prepare packages of 10 or 25 standard recordings. Operators have few gripes at present about the situation with regard to getting hit records, but they complain they sometimes have to wait weeks in order to receive a standard that they need. If distributors will keep in stock these standard packages, then the operators will be able to get them immediately.

WMG feels that Decca's move in setting up a juke department, with

Bob Arkin as sales manager, may be the first step in the wooing of juke operators by all of the majors labels. Many of the indies have long gone out of their way to help the operators. Arkin spoke at a recent meeting of the Guild and impressed the operators with Decca's desire to get their business.

**USED BALLY  
SHUFFLE BOWLERS**

LIKE NEW  
\$249.50

**SICKING, INC.**

1401 Central Parkway Cincinnati 14, Ohio

**Used UNITED SHUFFLE ALLEYS**

Completely overhauled by the famous Atlas reconditioning process! Look and work like new! Worn parts replaced, cabinets beautifully refinished. Worth more, now only

**\$209.50**

**MILLS ORIGINAL  
BLACK CHERRY BELLS**  
Nickels, Dimes or Quarters. Some used less than 8 weeks. All completely reconditioned and refinished—guaranteed to look and operate like new! **\$99.50**

**CHICAGO COIN  
BOWLING  
ALLEY**

FASTEST of all 1 or 2-player bowling games! 1 player, 10¢—2 players, 20¢. 2 players compete at same time, frame by frame. Each score totals separately, completely automatic. Only 8 ft. long, just right for all locations! Place it anywhere! Accepted everywhere! Legal in Chicago. Order Now! **IMMEDIATE DELIVERY!**

**GOTTLIEB'S  
JUST 21**

Sensational 5-Ball!

**GENCO  
GLIDERS**

Playing fields beautifully refinished—mechanisms completely reconditioned. Guaranteed to look and operate like new! **\$89.50 EA.**

**Universal TWIN BOWLER**

New! Fast! Quiet! Instant Puck Rebound! Two players or one. All splits can be scored! Higher playboard for relaxing play! Mechanism easily serviced at back door! **Prompt Delivery!**

**SHUFFLE-PINS!**

Convert your shuffle alleys, shuffle bowlers, Genco Bowling Leagues to the latest type games with visible standing light-up pins on the playfield! No installation problem—just plug in! Quick and easy! Be sure to specify game to be converted when ordering. **\$29.75**

Terms: 1/3 Deposit, Balance C. O. D. HOME OF PERSONAL SERVICE

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2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47

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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

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A LIMITED NUMBER OF USED PHONOGRAPHS

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Prewar R.C. Special ..... \$99.50  
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Commander ..... 59.00  
Cadet ..... 59.00  
Major ..... 59.00  
Regal ..... 49.00  
Casino ..... 49.00  
Gem ..... 49.00  
Royal ..... 39.00  
Rex ..... 39.00  
Seeburg Victory Model ..... 39.00  
Model C ..... 25.00

### WURLITZER

Counter Model 81 on Stand ..... \$65.00  
Model 500 ..... 60.00  
Victory Model ..... 39.00

### ROCK-OLA

Standard ..... \$39.00  
Commando ..... 35.00

### MILLS

Throne ..... \$25.00

### PACKARD

Model #7 ..... \$75.00

THESE PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

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### AUXILIARY EQUIPMENT

Seeburg W4-L56 (5-10-25¢) Wireless Wallomatic ..... \$55.00  
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Seeburg WS10Z (5-10-25¢) Wireless Wallomatic ..... 17.50  
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Seeburg DS20-1Z (5¢) 3-Wire WOM ..... 7.50  
Wurlitzer Model 3020 Wireless (5-10-25¢) Wallomatic ..... 39.50  
Wurlitzer Model 24 Speaker, USED ..... 35.00  
Packard Wall Boxes ..... 12.50

### ARCADE EQUIPMENT

Voice-o-Graph ..... \$250.00  
Photomatic ..... 250.00  
Chicago Coin Rebound Shuffleboard ..... 99.50  
Minit Pop Corn Machine ..... 200.00

### PIN GAMES

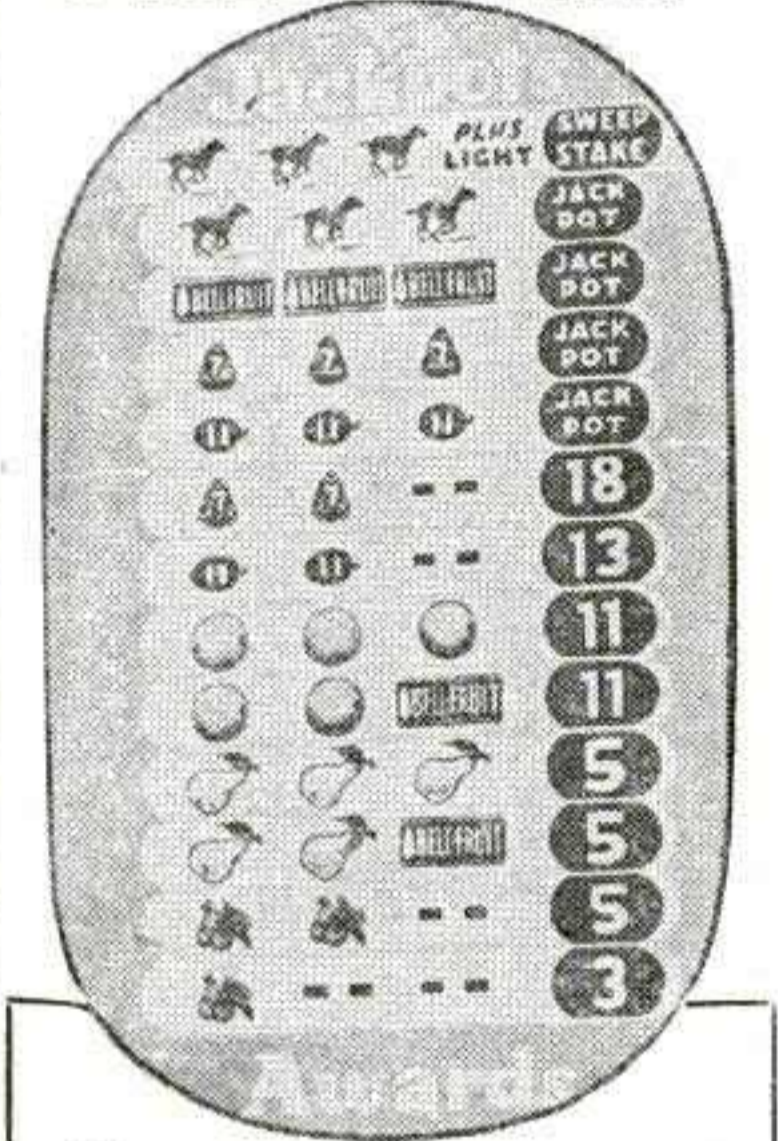
Suspense ..... \$20.00  
Major League ..... 49.50  
Rancho ..... 75.00  
Yanks ..... 37.50  
Rondevoos ..... 49.50

Today's Play is..  
**JACKPOT Play**

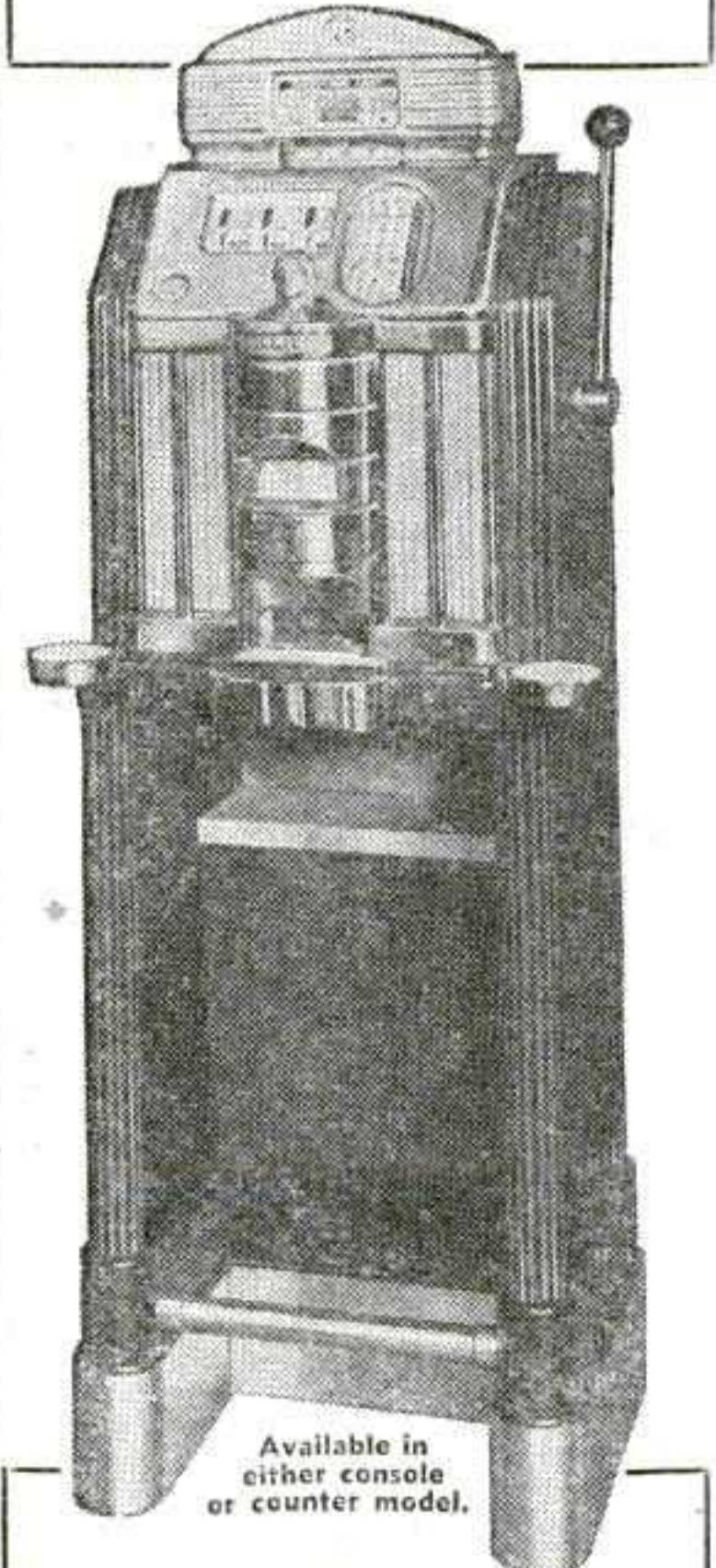
with  
**JENNINGS**

JACKPOT **5** SYMBOL

**'SWEEPSTAKE'**



ONE DEMONSTRATION IS WORTH 1000 WORDS . . . So act now to learn how you can prove to yourself that Jennings' new "SWEEPSTAKE" with its FIVE jackpot symbols and small hits galore is THE coin machine for 1950 for amusement and profit. Many new features. Get in line for Jennings' "SWEEPSTAKE." ORDER TODAY.



Available in either console or counter model.

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**IMMEDIATE DELIVERY!**

ALL THE LATEST  
**SHUFFLE BOWLING ALLEYS**

Order Today!

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577 10th Ave. at 42nd  
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**FOR IMMEDIATE SALES**

LIKE NEW

6 Lexingtons, each ..... \$250.00

4 Clean Bally Trophy P.O., each 115.00

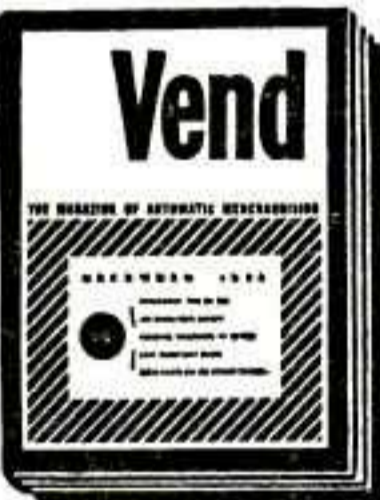
3 Clean Jockey Club P.O., each 100.00

3 Clean Bally Entry, P.O., each 50.00

One-fourth deposit.

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<b>WAX</b>	<b>28¢ EA.</b>	<b>23¢ EA.</b>	<b>22¢ EA.</b>	<b>21¢ EA.</b>	<b>20¢ EA.</b>	<b>19¢ EA.</b>

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!

PUCKS	Sets of 8	100 Sets \$5.75	50 Sets \$6.75	25 Sets \$6.95	10 Sets \$7.45	Less Than 10 1/2 Dep. F.O.B. N. Y. \$7.65
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**AUTOMATIC COIN**  
**America's Bell Machine Center**

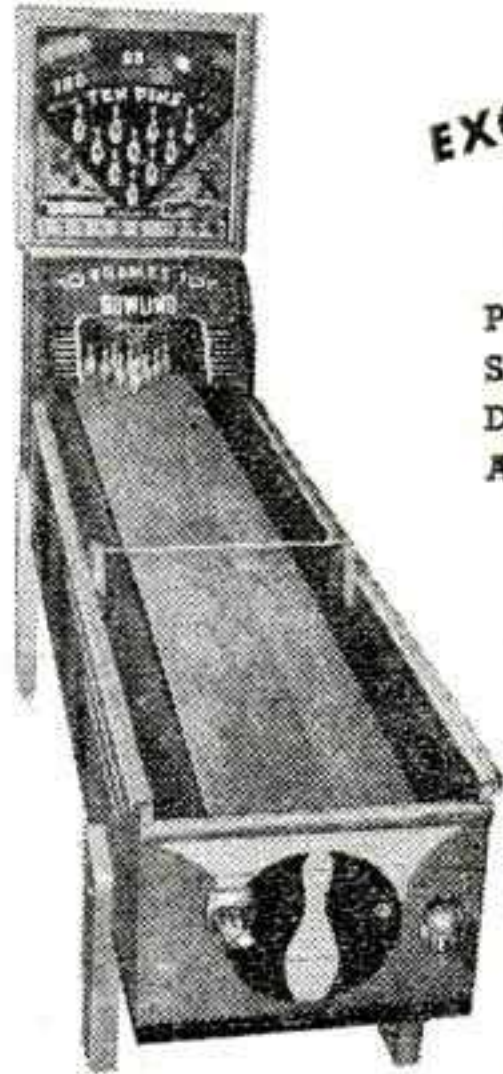
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BLUE BELL | BLACK BEAUTY  
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**MILLS  
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 BELLS, \$65.00**  
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Player actually bowls ball at REAL plastic pins! Hook  
 Shots—Straight Shots . . . Strikes—Turkeys—Splits—  
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 A Real Bowling Alley, 8 Ft. Long, 2 Ft. Wide.

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 5¢—TWO-WAY—25¢  
**BONUS BELL**

Amazing Console featur-  
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Puck Bowling at its best!  
 9½ ft. by 2 ft. Official  
 Bowling scoring: Strikes-  
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**GUARANTEED FINEST Reconditioned-Repainted SLOTS**

Mills 5¢, 10¢ or 25¢ Postwar Bl. Cherry	\$105.00	Jennings Challenger, 5/25¢	\$249.50
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Mills 5¢, 10¢ or 25¢ '48 Jewel Bell	135.00	Jennings 5¢ Tic-Tac-Toe	95.00
Mills 5¢, 10¢ or 25¢ '48 Melon Bell	125.00	Buckley 25¢ Criss Cross	95.00
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**RECONDITIONED CONSOLES**

Bally DeLuxe Draw Bell	\$199.50
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Exh. Dale Guns, Latest Triple-Switch Models,  
 Reconditioned and  
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**1-BALLS**

CHAMPIONS .....WRITE GOLD CUP, 5 @.....\$110.00 each  
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All very clean. 25% Deposit, Balance C.O.D.

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**EXTRAORDINARY MILLS SLOTS SALE**

**90**  
 SLOTS

5¢, 10¢ or 25¢ Blue Fronts, Brown  
 Fronts, Chromes, Melon Bells, Bonus  
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Send 1/3 deposit.  
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**"TWIN BOWL"**

"Trade Mark"

- 2 players, each paying 10c, bowl a competitive match
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Don't Wait! ACT NOW!  
 The Twin Bowl is a money-maker  
 24 hours a day. Here's your  
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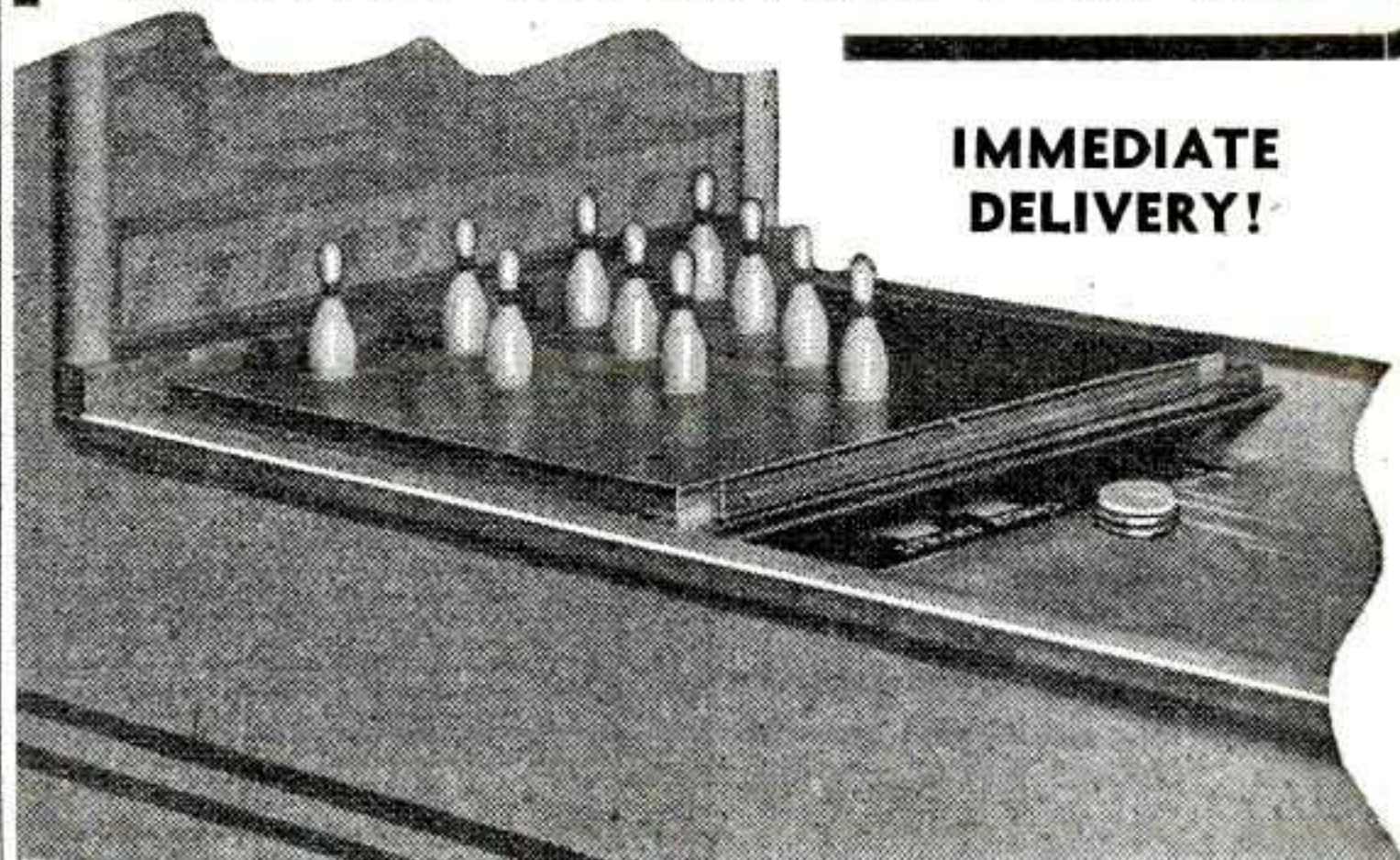
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**EASY TO INSTALL  
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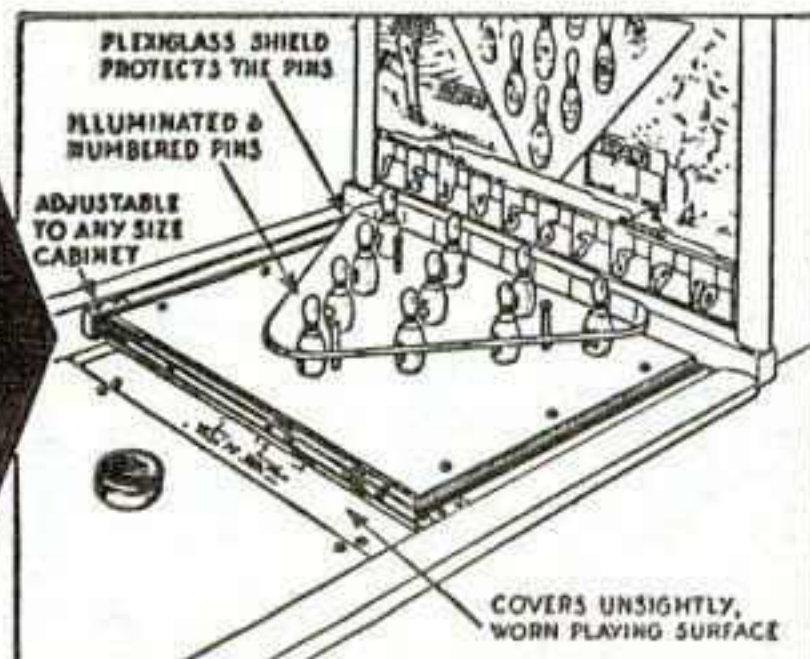
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Here is a sensational opportunity to double your income by changing present shuffle-type equipment to the hottest game on the market—the SUPER shuffle-type game.

### IN 2 MINUTES!

You can install this terrific ROYAL SHUFFLE PINS on any shuffle-type game. No soldering — no wiring, just plug it in!



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AT THE SENSATIONAL LOW PRICE OF ..... \$29.75

When Ordering Specify Name of Your Game

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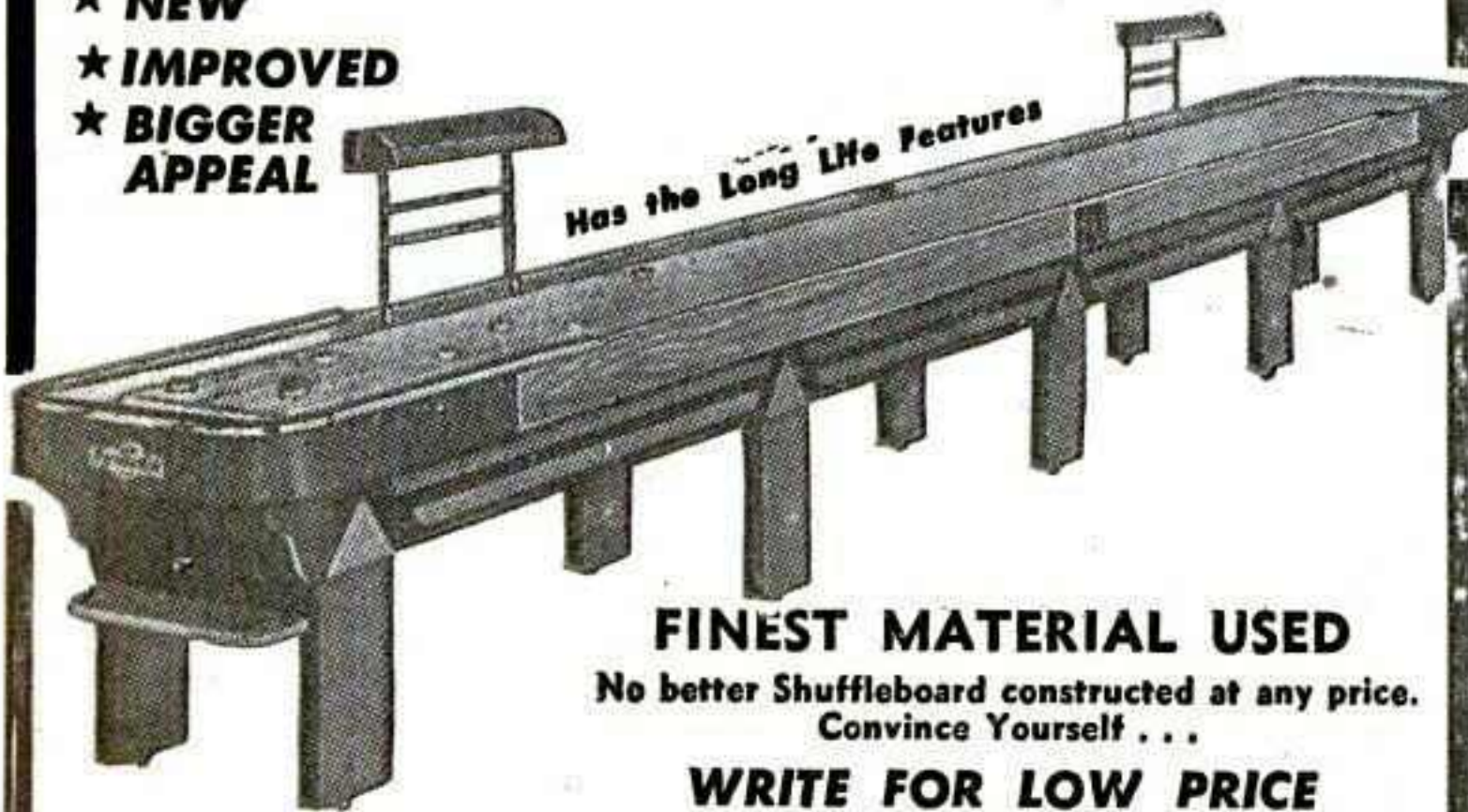
CHICAGO 13, ILLINOIS

GRACELAND 7-3676

# 1950 PURVEYOR 'SPORTSMAN'

- ★ NEW
- ★ IMPROVED
- ★ BIGGER APPEAL

Has the Long Life Features



### FINEST MATERIAL USED

No better Shuffleboard constructed at any price. Convince Yourself . . .

WRITE FOR LOW PRICE

### EXTRA ★ ★ SPECIALS ★ ★ EXTRA

#### NEW FLUORESCENT LIGHTS

For all Shuffleboards—  
Clamp-on Lights, Ea. .... \$12.50  
For all Shuffle Type Games.  
Fits all makes, Ea. .... 9.50

#### COMING SOON—NEW CONVERSION FOR SHUFFLE TYPE GAMES

Low Price. Watch for Announcement.

#### USED EQUIPMENT

Total Rolls ..... \$24.50  
Advance Rolls ..... 39.50  
Dale Guns, Late Model ..... 89.50  
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Pro Score ..... 39.50

#### METRO-BOWL

A New Unit for Regulation Shuffleboards. 2 Games Going on the Same Shuffleboard at the Same Time. You Don't Know Real Profits Until You Place Several of These Units on Your Shuffleboard.

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New Shuffle Types Games. Immediate Delivery. All Prominent Makes—  
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1st



"WALLY" FINKE



"JOE" KLINE

Announcing the formation of a NEW company by two of your old friends, Wallace Finke and Joseph Kline. Here is combined 18 years of coin machine "know-how," all directed to serve you better!

Handling All Types of New and Reconditioned Coin Operated Equipment  
SHUFFLE GAMES ARCADE SLOTS  
FIVE BALLS PHONOGRAPHS VENDING  
ONE BALLS CONSOLES

What do you need? Write for quotations NOW!

FIRST in SERVICE!

All orders filled immediately.

Yes, We're Taking TRADES!

Building up our inventory is your good fortune. Send in a list of equipment you want to trade for top allowances.

FIRST in QUALITY!

Finest equipment at the right price.

### Exclusive Distributors for J. H. KEENEY & CO.

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PIN BOY • TEN PINS  
CIGARETTE VENDOR  
PYRAMID BELL  
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TWIN BONUS SUPER BELL

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In ILLINOIS  
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# -FIRST Distributors-

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CHICAGO 22, ILL.

Dickens 2-0500

1st

1st

# WANTED!

Several additional territorial sales managers to work with present authorized distributors and establish new distributor territories. Our products are proven and are the leaders in their field:

1. REFRESH-O-MAT—the lowest price, service-free, cup drink dispenser.
2. SMOKESHOP 612—the largest capacity, low-priced, service-free, all-electric cigarette Vendor.
3. SMOKESHOP DELUXE LITE-UP—the first and only sensational, new, fully illuminated cigarette vendor with complete top and bottom "juke" box color-changing animation.

The men we seek have high earning records. Car essential. Leads furnished. SEND COMPLETE DETAILS FIRST LETTER WITH PHOTO. Replies held in strict confidence.

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PHONE: PLAZA 7-3123

# WANTED FOR CASH

Citations, Champions, Jockey Specials, Gold Cups, Photo Finish, Special Entry, Victory Specials, all type Slots, Consoles, and all models Buckley Track Odds.

Give Full Details as to Condition, Quantity and Price

AMUSEMENT SALES CORP. 4047 W. Fullerton Ave.  
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**finest**  
RECONDITIONED  
EQUIPMENT  
IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION

- CONSOLES**
- Quantity
- Keeney Bonus Super Bell, 5¢ \$149.50
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  - Keeney Gold Nugget ..... 239.50
  - Bally Draw Bell, Met. But. .... 119.50
  - Bally De Luxe Draw Bell ..... 169.50
  - Bally Reserve Bell ..... 269.50
  - Bally Wild Lemon ..... 195.00
  - Evans Races, Late Model ..... 195.00
  - Bally Club Bell ..... 69.50

- Quantity
- EXHIBIT DALE GUN  
Late Model ..... \$ 89.50
  - WMS. QUARTERBACK  
with new, powerful Flip-  
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..... 79.50

1/2 Deposit with order, Balance C.O.D.

**Scott-Crosse Co.**  
1423 Spring Garden Street  
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RIttenhouse 6-7712

**BARGAINS**

- Williams Quarterback, Like New \$165.00
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- Bally Gold Cups ..... 135.00
- Bally Jockey Specials ..... 85.00
- Bally Big Innings ..... 250.00
- Bally Triple Bells ..... 250.00
- Bally Spot Bells ..... 495.00
- Bally Wild Lemons ..... 250.00
- Bally Reserve Bells ..... 250.00
- Evans Black Diamonds (Used  
10 Days) ..... 450.00
- Evans Bangtail ..... 165.00
- Keeney Single Bonus Bells ..... 165.00
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- Mills Three Bells ..... 195.00

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Above machines have been cleaned and ready for location  
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**SHUFFLE ALLEYS**

\$195.00 Cash  
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**NEW GAME**  
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NEW MILLS VEST POCKETS ..... \$65.00  
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Mills "21" Bell, Mills Duplex, Mills Bonus Bell, Mills Blue Bell, Mills Black Beauty.  
Downey-Johnson Coin Counter.  
New Regal Cabinets for all Mills Bell Machines.

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WHICH WE ARE NOW OFFERING ON

## Bally **SPEED BOWLER**

THE FASTEST SHUFFLE-TYPE BOWLING GAME IN THE INDUSTRY!

**2 SIZES**  
9 1/2 FT. LONG  
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BOTH 2 FT. WIDE

"Bally has again produced a game so sensational in earning power that the strongest kind of guarantee is in order. Try one sample SPEED-BOWLER. If you are not one hundred per cent satisfied, you may return the game within 10 days of shipment for full refund and no questions asked. For quick delivery, order your sample SPEED-BOWLER today!"  
*(Signed)* Chris Christopher  
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The Napkin Dispenser Quiz Machine is the only coin machine that does away with the dead overhead expense of furnishing napkins. It is provided with two highly chromed free-napkin dispensers, one on each side. Several standard sizes are available. The profits from the Quiz Cards should more than pay for the cost of napkins.

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A penny plays the Quiz Machine. The Quiz comes printed on a card. The correct answer appears on the NEXT CARD, together with another Quiz, creating a continuing interest.

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Holds 500 different Quizzes at a Penny per Quiz. Operates manually; no electricity required.

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# THE ONLY SHUFFLE BOWLING GAME WITH REAL PINS!

## EVANS' SHUFFLE TEN STRIKE

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**REAL PIN ACTION! Not Synthetic!** Not to be confused with ordinary Shuffle Bowling Games!

◀ **5½-INCH PINS—AUTOMATICALLY RESET!** • DIRECT VIEW AUTOMATIC SCORING COUNTER! • COMPARATIVELY NOISELESS ACTION!

◀ **AUTHENTIC SCORING — STRIKES — SPARES — DOUBLES — TURKEYS!**

◀ **RAISED ALLEY — REAL RECESSED GUTTERS!**

◀ **AUTOMATIC PUCK RELEASE** delivers Puck at start of game.

◀ **AUTOMATIC PUCK LOCK** withholds Puck at finish of game.

Begin your "Golden Era" of Shuffle Game Operating NOW with Evans' Sensational SHUFFLE TEN STRIKE! It has everything for the players . . . Appeal of Real Bowling—Thrilling Flying Pins—Skill Play Challenge! FOR YOU—TESTED, PROVEN 100% MECHANICALLY PERFECT PERFORMANCE, BACKED BY EVANS' QUALITY! SHUFFLE TEN STRIKE gets you into the Shuffle Game picture anywhere . . . keeps your Profit "Averages" high!

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SEE EVANS' CONSTELLATION AD ON PAGE 108



**SIDE MECHANISM DOOR**

**8 FT. LENGTH**  
**IDEAL SIZE FOR MOST LOCATIONS!**

**COMING—9½ FT. MODEL!**

**RECESSED CHUTE AND SAFETY PUCK — RETURN CUP PROTECT PLAYERS!**

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NEW all the way through . . . designed and priced for today's market . . . outsells and out-earns all others combined!

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Proved by location tests to be the biggest money-maker in the shuffle class . . . Real excitement insures repeat play by the hour.

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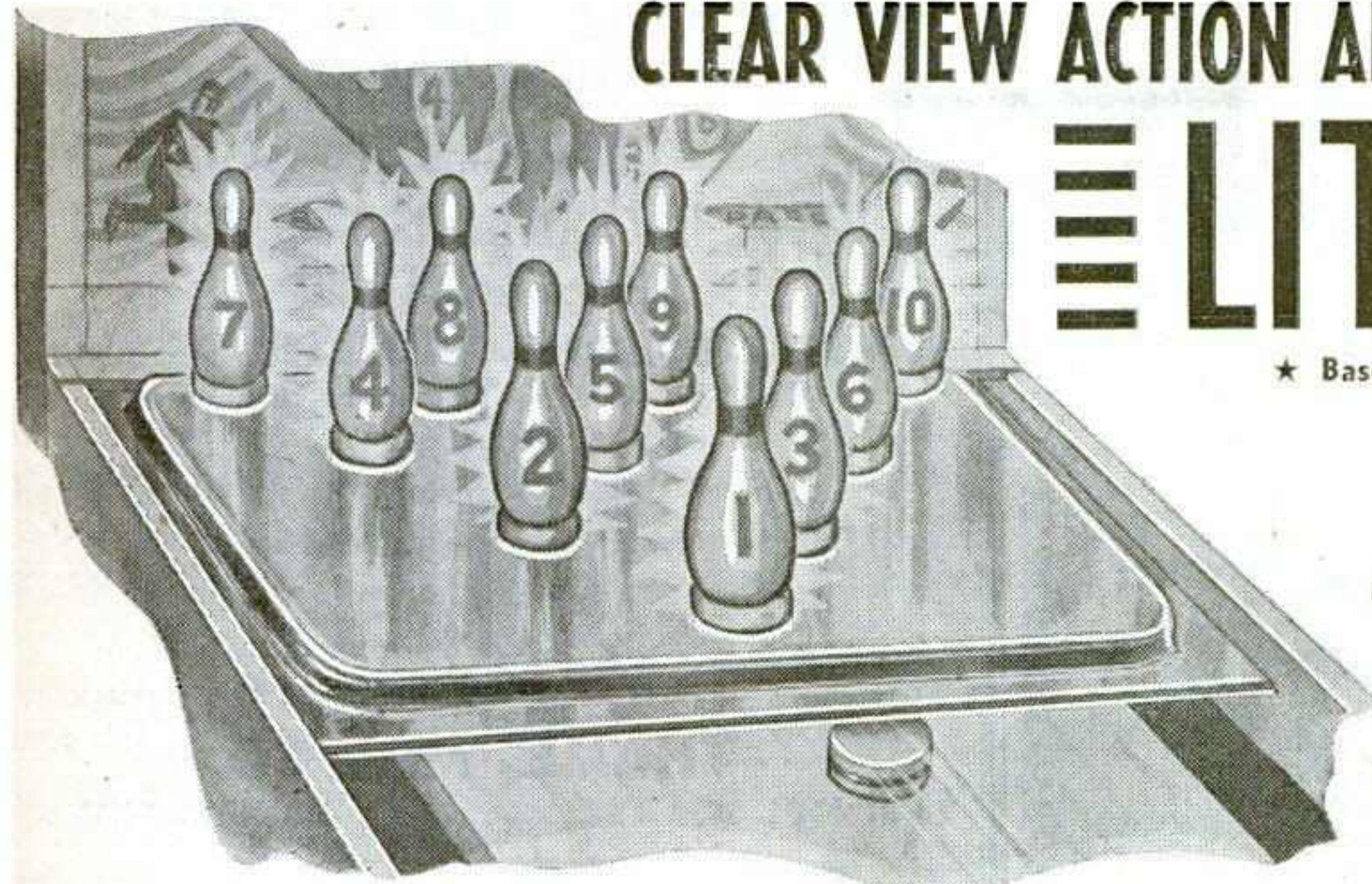
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IT'S TERRIFIC!  
IT'S TREMENDOUS!  
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Fits All Shuffle Type Games  
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The Unit Operators Have  
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**ONLY  
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1/3 DEPOSIT  
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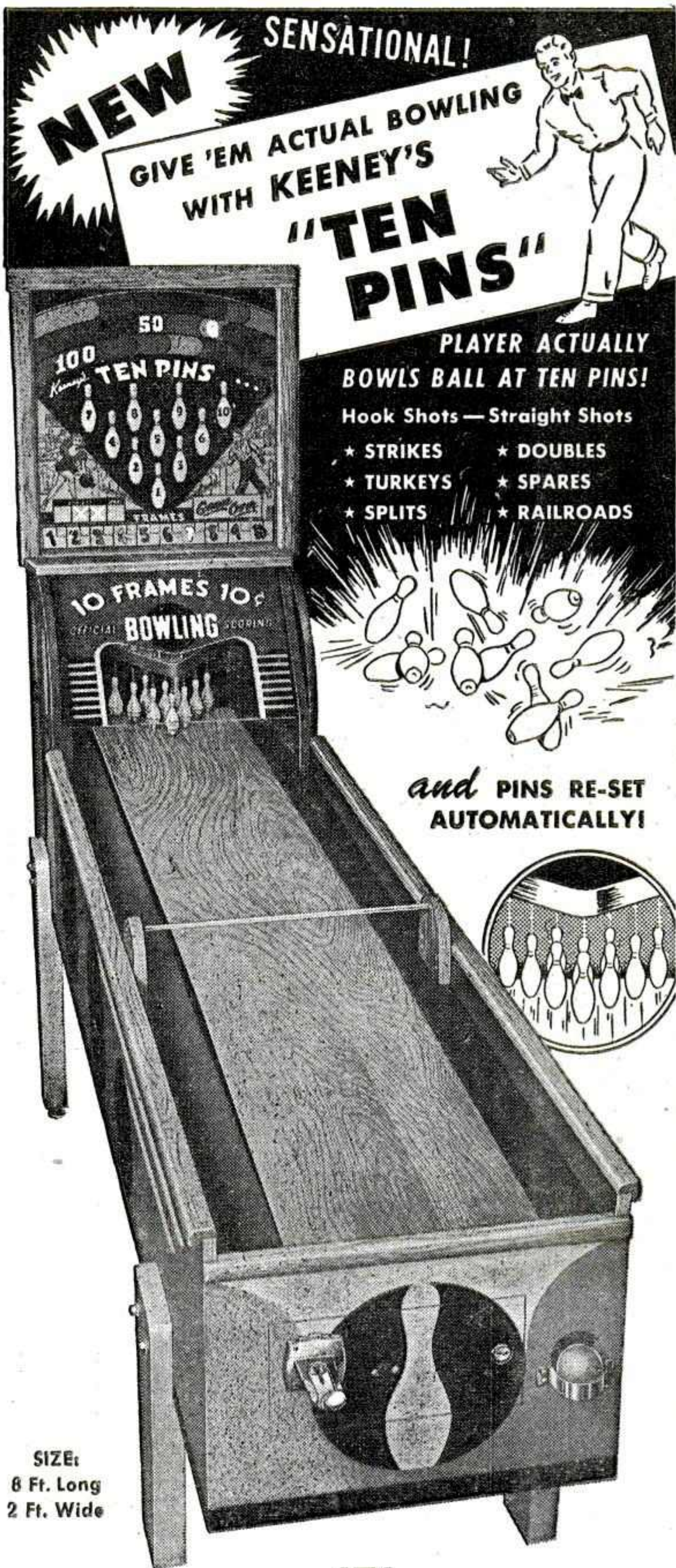
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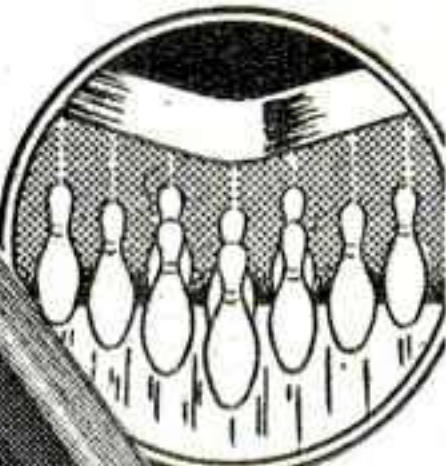
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PLAYER ACTUALLY  
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 Hook Shots — Straight Shots  
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and PINS RE-SET  
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SIZE:  
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 2 Ft. Wide



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 UP TO DATE  
 INSTALL OUR LIGHTED UPRIGHT BOWLING  
 PIN ASSEMBLY KIT

EVERYTHING SHIPPED COMPLETELY ASSEMBLED  
 Can be installed on location in 10 minutes

Made for  
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 Specify game when ordering

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A DIFFERENT PLAYING FIELD — A NEW BACK GLASS — NEW NAME —  
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 EACH GAME HAS BEEN LOCATION TESTED

SHIP GAME FREIGHT PREPAID PLUS 1/3 DEPOSIT TO:

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Featuring world's smallest machine with 25¢ payout. Snugly sized, 8x7x8 inches. This mighty money-maker weighs but 15 pounds carton packed and ready to go. Factory built to our special order by Mills. Component parts and mechanisms are the newest...the

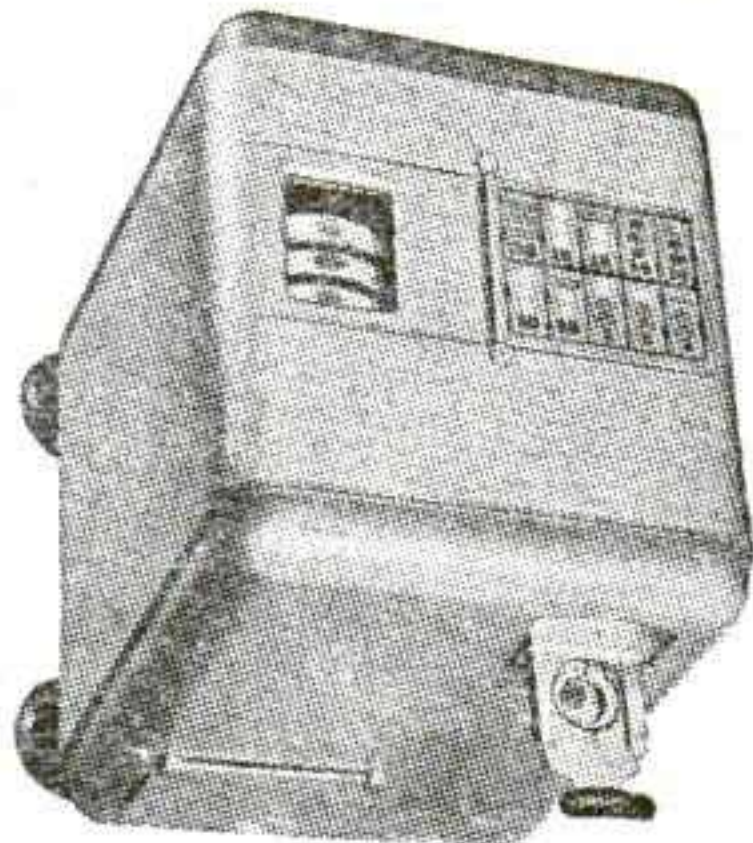
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**The smallest automatic payout in the world. It's built by MILLS on a special order. All new improved mechanism. Equipped with jackpot register. Send 1/3 deposit with order.**

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**MILLS' NEW VEST POCKET BELL**  
Operates on 3-5 Mystery Payout System, 5c Play ..... \$65.00

**MILLS' NEW QT**  
A "Pony-Size" Bell. Weighs only 25 lbs. 5c Play, \$115.00; 25c Play, \$137.50

WRITE FOR QUANTITY PRICES.

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"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL  
5c-10c-25c-50c PLAY

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Bally Reserve Bell, 5c	249.50
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Bally DeLuxe Draw Bell, 5c	189.50
Bally Double Up, 5c	249.50
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Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
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Keeney Bonus Super Bell, 5c	189.50
Paces Races	149.50
Evans Bangtail (Comb.-New)	499.50
Evans Races (Comb. F.P. & Cash)	349.50

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Now Available in 8' or 9 1/2' Lengths

A TWO player game! Double your earnings with this amazing machine. Automatic scoring. Players alternate frame by frame. Collections now at their highest!

EXCLUSIVE WILLIAMS DISTRIBUTORS in Territories Shown



## EXHIBIT SHUFFLE BOWL

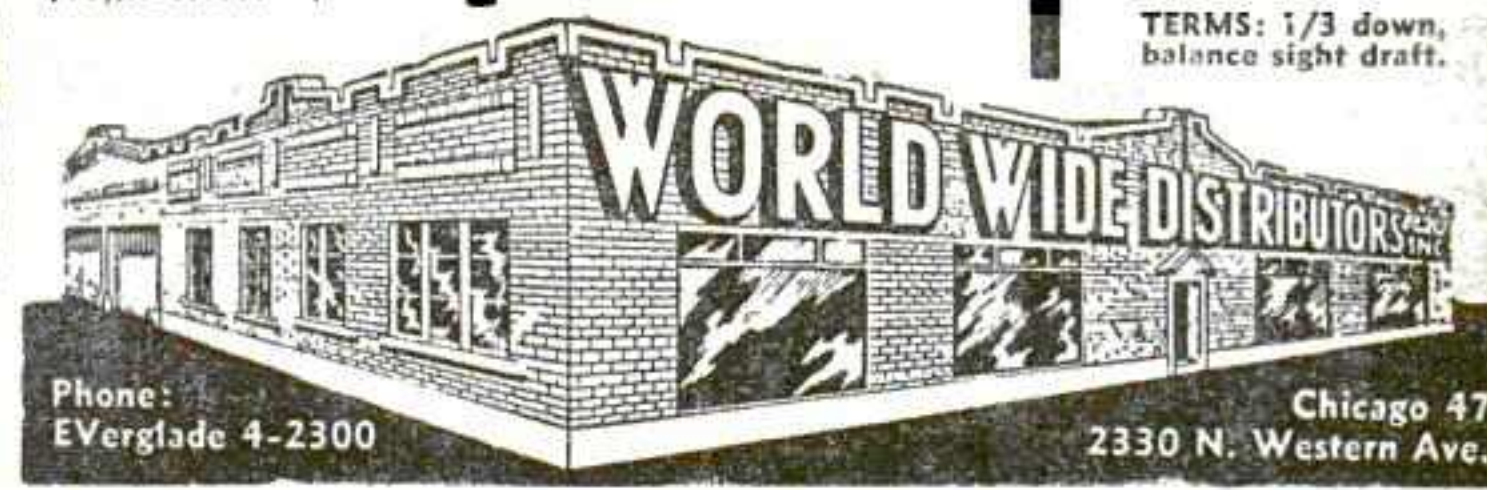
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**1 to 5 CAN PLAY**  
10¢ 20¢ 30¢ 40¢ 50¢

**AUTOMATIC PUCK RETURN NO WAITING**

**OFFICIAL REGULATION SCORE TAB**

**STRIKES SPARES RAILROADS SPLITS ETC.**

**PLAY FRAME BY FRAME**

**PRICE!**  
You'll be SURPRISED

SHUFFLE BOWL		1	2	3	4	5
NAME						
Joe						
Bill						
Frank						
Bob						
Charles						

**ONE-THIRD ACTUAL LENGTH OF REGULATION ALLEYS. ADAPTABLE TO ALL LENGTH SHUFFLE BOARDS**

**SHUFFLE BOWL**  
Miniature Bowling  
One-third actual size  
**10c A Line**  
**ONE TO FIVE PLAYERS**

**EACH ALLEY LITES UP FOR EACH LINE PLAYED**

**10 REAL PLASTIC ILLUMINATED PINS**

Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Puck return also provided. You then have a **NEW POPULAR GAME ON YOUR LOCATION**... to **EARN BIGGER and BETTER** for you than ever before.

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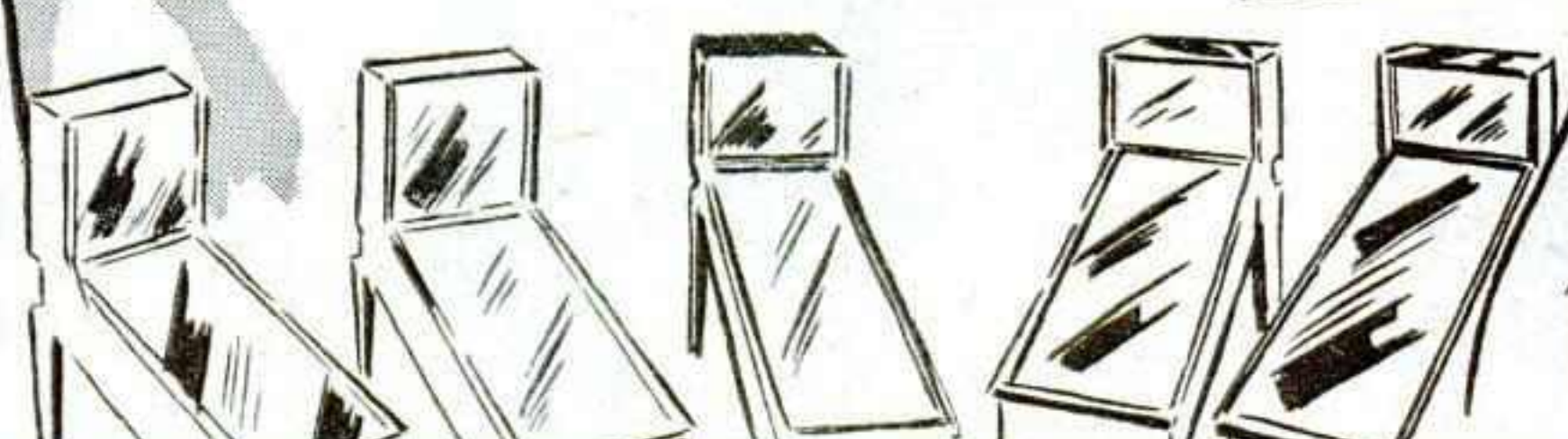


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**BOWLING ALLEY IS FASTER THAN ALL OTHERS**

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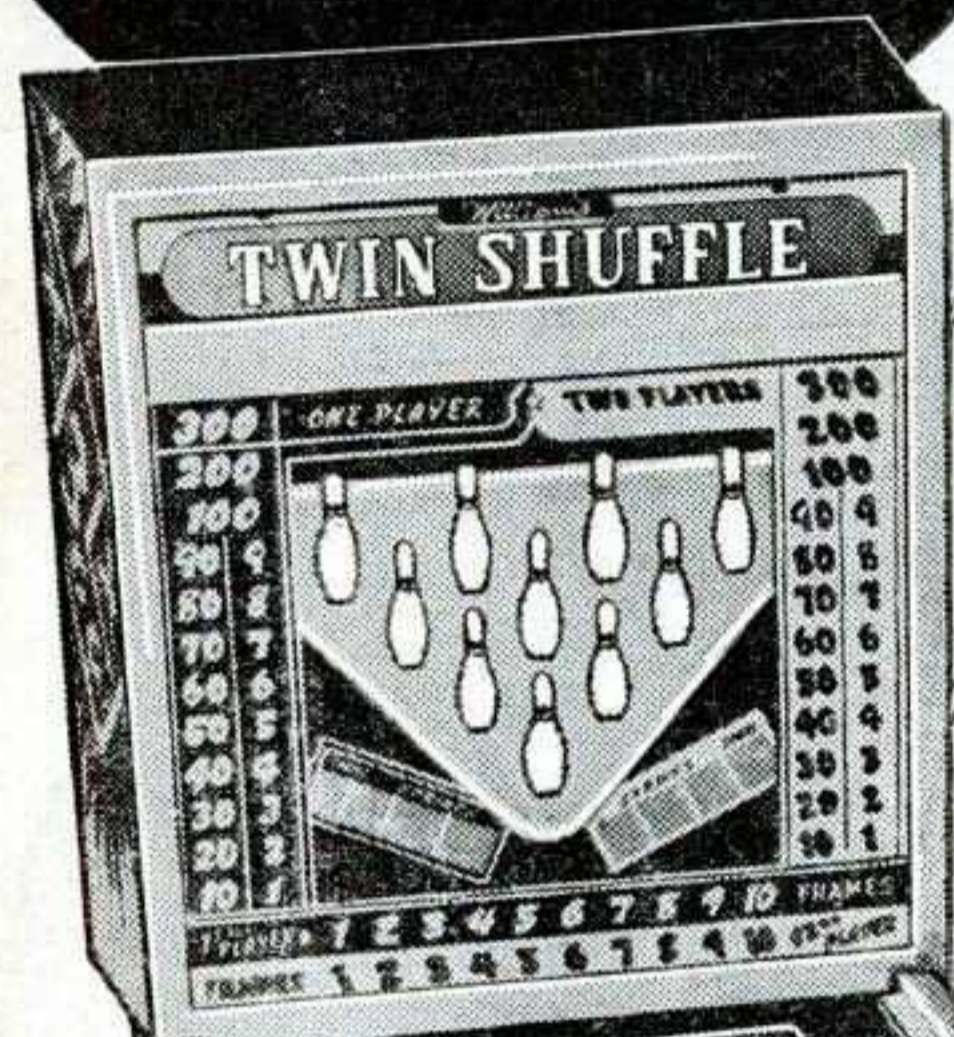
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# Williams TWIN SHUFFLE\*

TRADE MARK



**BOWLING TYPE  
SHUFFLE GAME with  
AUTHENTIC BOWLING  
SCORING FOR 1 OR  
2 PLAYERS!**



**GETS DOUBLE  
THE EARNINGS!**

**1 PLAYER 10c  
2 PLAYERS 20c**

**REAL  
GUTTERS!**

**ALTERNATING  
FRAME BY FRAME  
SCORING FOR  
EACH PLAYER!**

**8 FT. OR 9 1/2 FT.  
LENGTH,  
2 FT. WIDE**

**2 DOORS ON SIDE  
OF CABINET FOR  
EASY SERVICING!**

★ AUTOMATIC  
PUCK RETURN

★ PUCK LOCKED IN  
AFTER EACH GAME

★ IDEAL SIZE FOR ANY  
LOCATION . . .

★ RECESSED COIN CHUTE  
AND PUCK RETURN TO PROTECT PLAYER

**SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!**

**TERRIFIC FOR  
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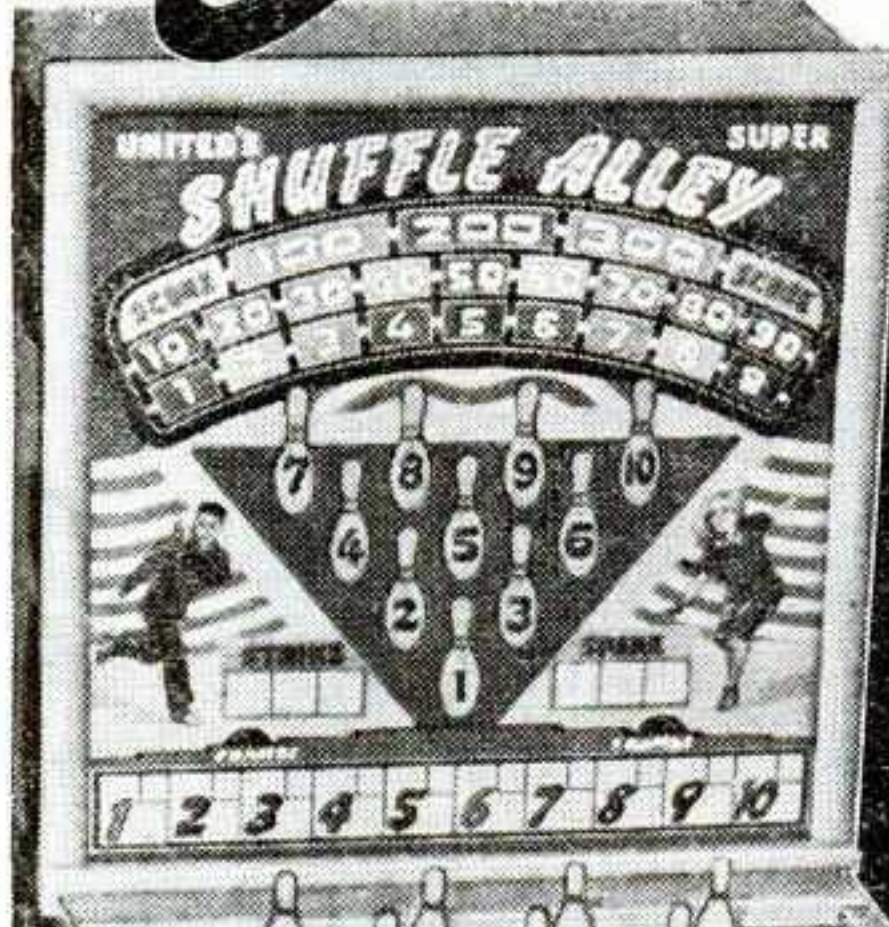


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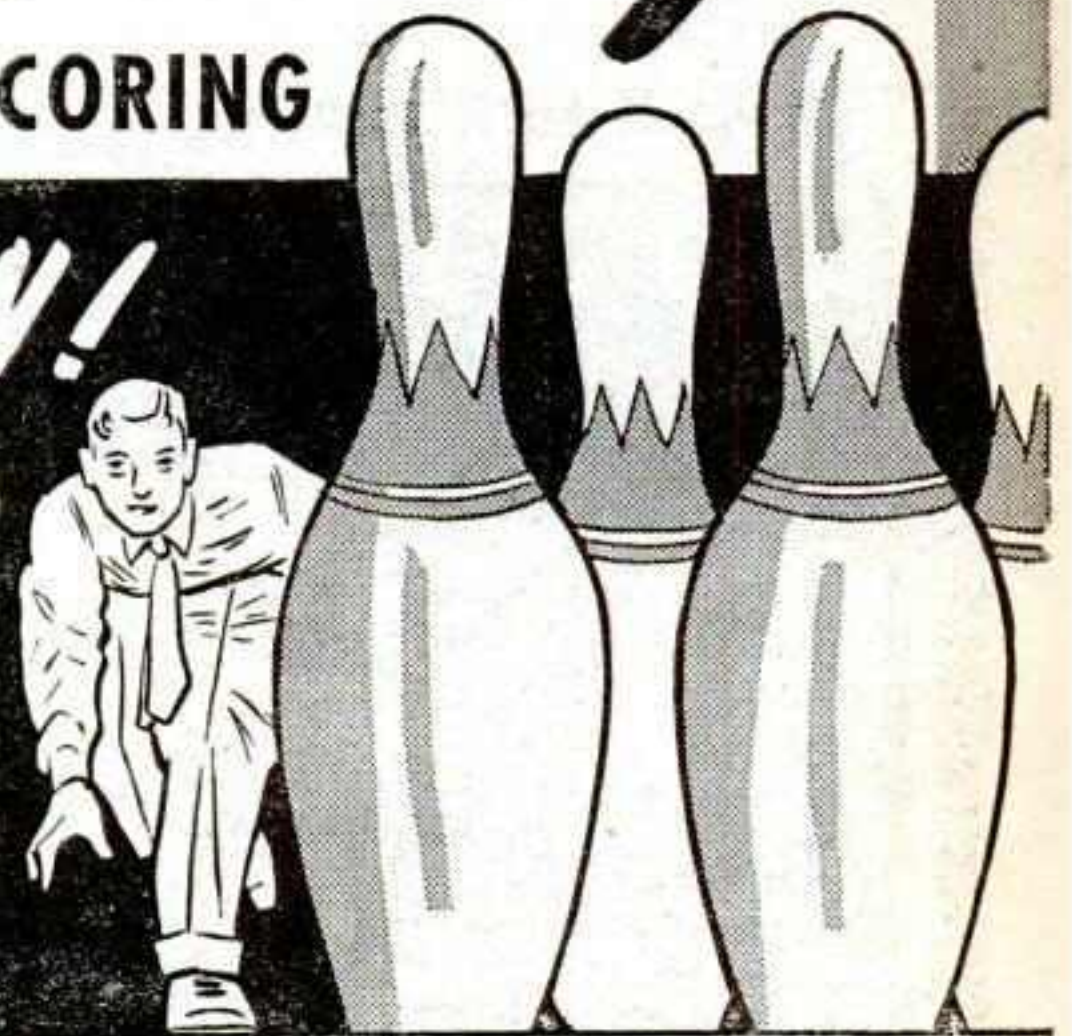
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PATENT NO. 2,192,596  
REGULATION BOWLING SCORING



**NEW ANIMATION!**

**LIGHTED UPRIGHT BOWLING PINS**



**COMPLETE ACCESSIBILITY...**

**Entire Play Field Hinged**

**TWO SIZES  
8 FT. OR 9 1/2 FT. LENGTHS  
EACH 2 FT. WIDE**

**NEW MODERNISTIC CABINET DESIGN**

**UNIVERSAL APPEAL  
FUN FOR EVERYONE**

**EXCELLENT FOR  
COMPETITIVE PLAY**

**PUCK RETURNS AUTOMATICALLY...  
LOCKED IN AFTER EACH GAME**

SEE YOUR DISTRIBUTOR

**UNITED'S  
PROVEN  
DROP-CHUTE  
"JUST DROP IN COIN"**



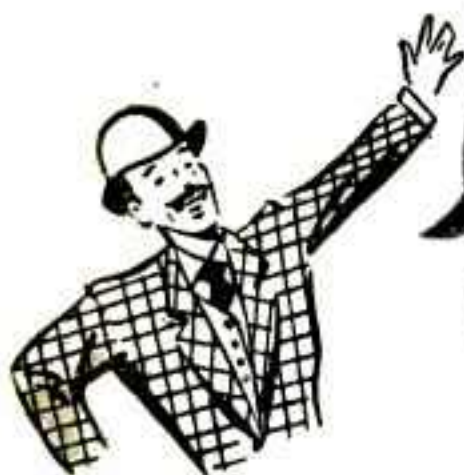
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10 FRAMES 10¢  
SCORES EXACTLY LIKE  
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**ESPECIALLY  
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*Just*  
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THE ONLY ABSOLUTELY NEW,  
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INCREASES BALL ACTION WITH SUPER-POWER FLIPPERS . . .**

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**IT'S FAST, SIMPLE, FASCINATING . . . A MONEY-MAKING WONDER!**

**LOOK AT  
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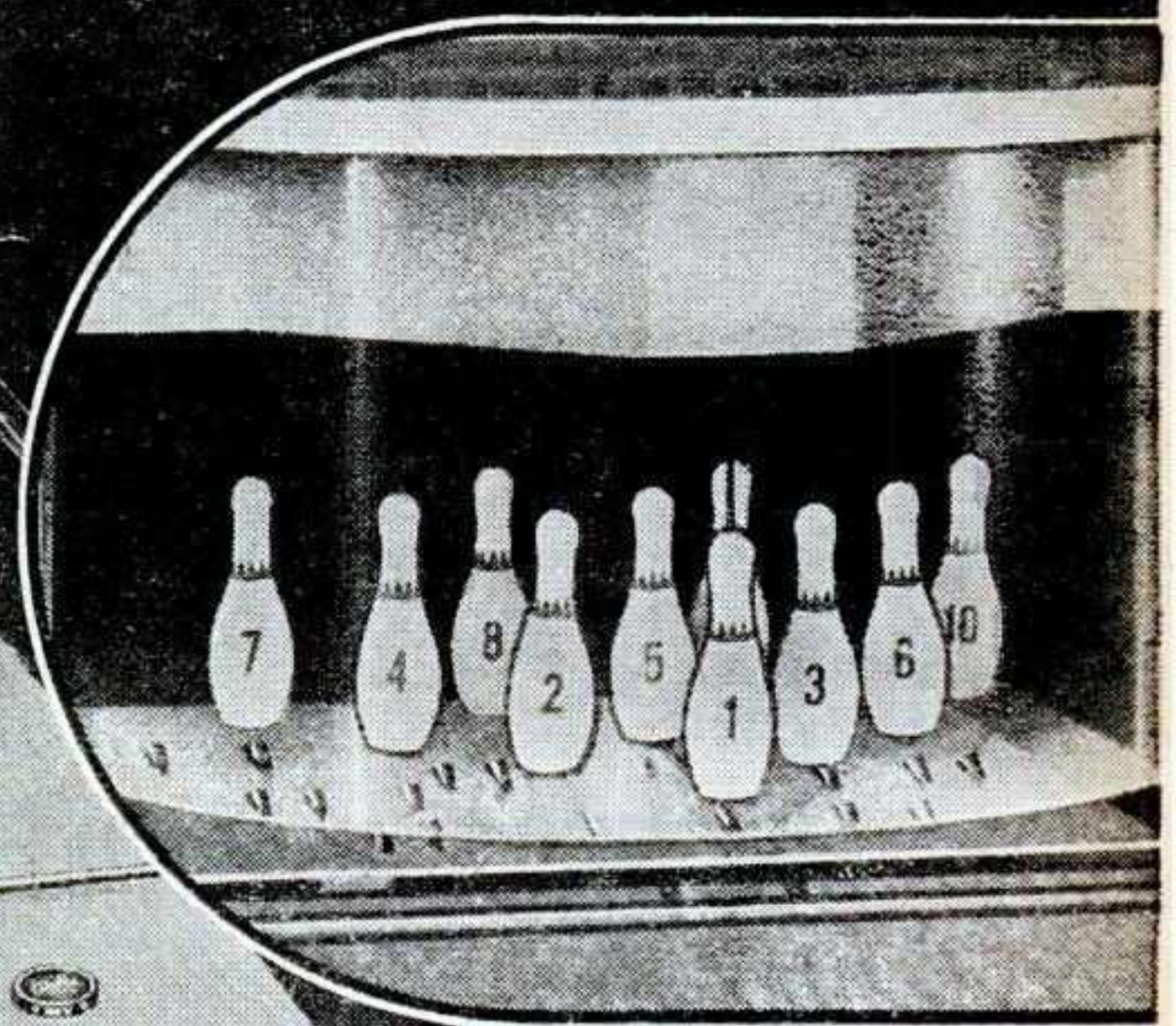
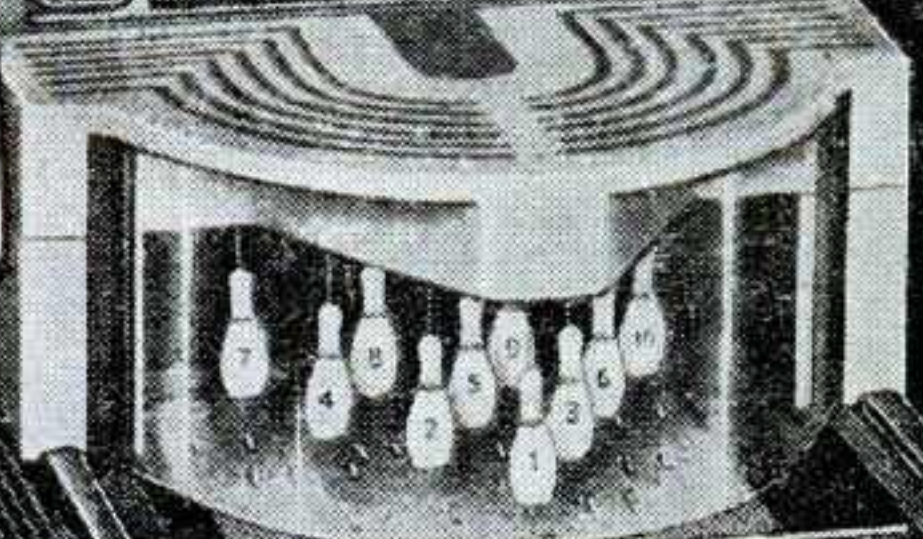
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# HIGH-SPEED TOTALIZER

# Bally®

**ENTIRE MECHANISM CONVENIENTLY LOCATED IN BACK-BOX**

10 FRAMES 10¢  
OFFICIAL BOWLING SCORING



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**2 SIZES**  
**9 1/2 FT. LONG**  
**8 FT. LONG**  
(FOR CROWDED SPOTS)  
**BOTH 2 FT. WIDE**

**SLUG-REJECTOR COIN-CHUTE**  
SAME AS USED ON FAMOUS BALLY CONSOLES AND ONE-BALLS



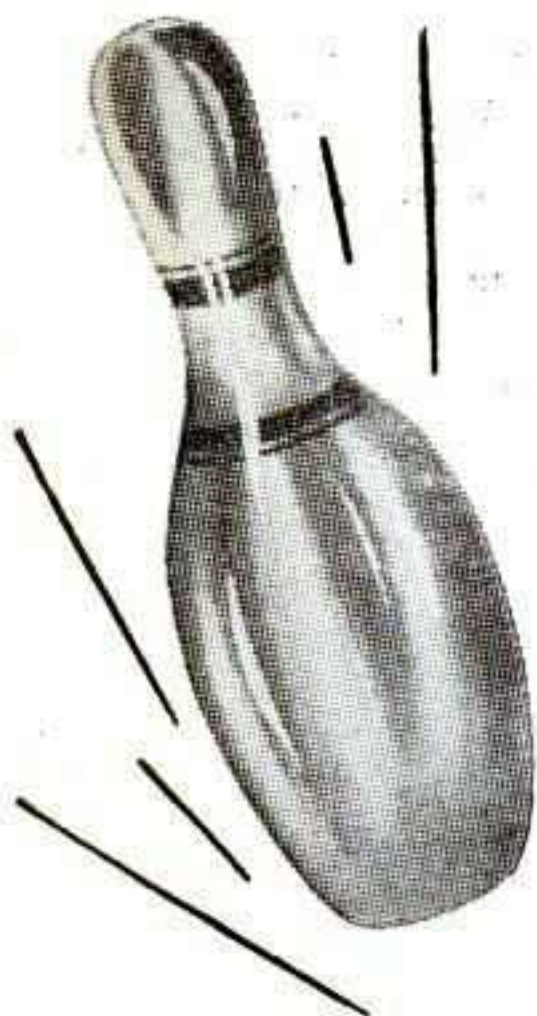


**CUTS PLAYING TIME IN HALF...  
DOUBLES EARNING POWER**

# **SPEED BOWLER**

**Animated Upright PINS**   
**ACTUALLY DISAPPEAR**  
as roll-overs are hit... automatically reset

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, DOUBLES EARNING POWER . . . plus new, animated upright pins that actually flip out of sight as roll-overs are hit . . . plus SLUG-REJECTOR Drop Coin-Chute used on Bally consoles and one-ball games . . . plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order SPEED-BOWLER now. Choice of two sizes: 9½ ft. by 2 ft., 8 ft. by 2 ft. A gold mine either way!



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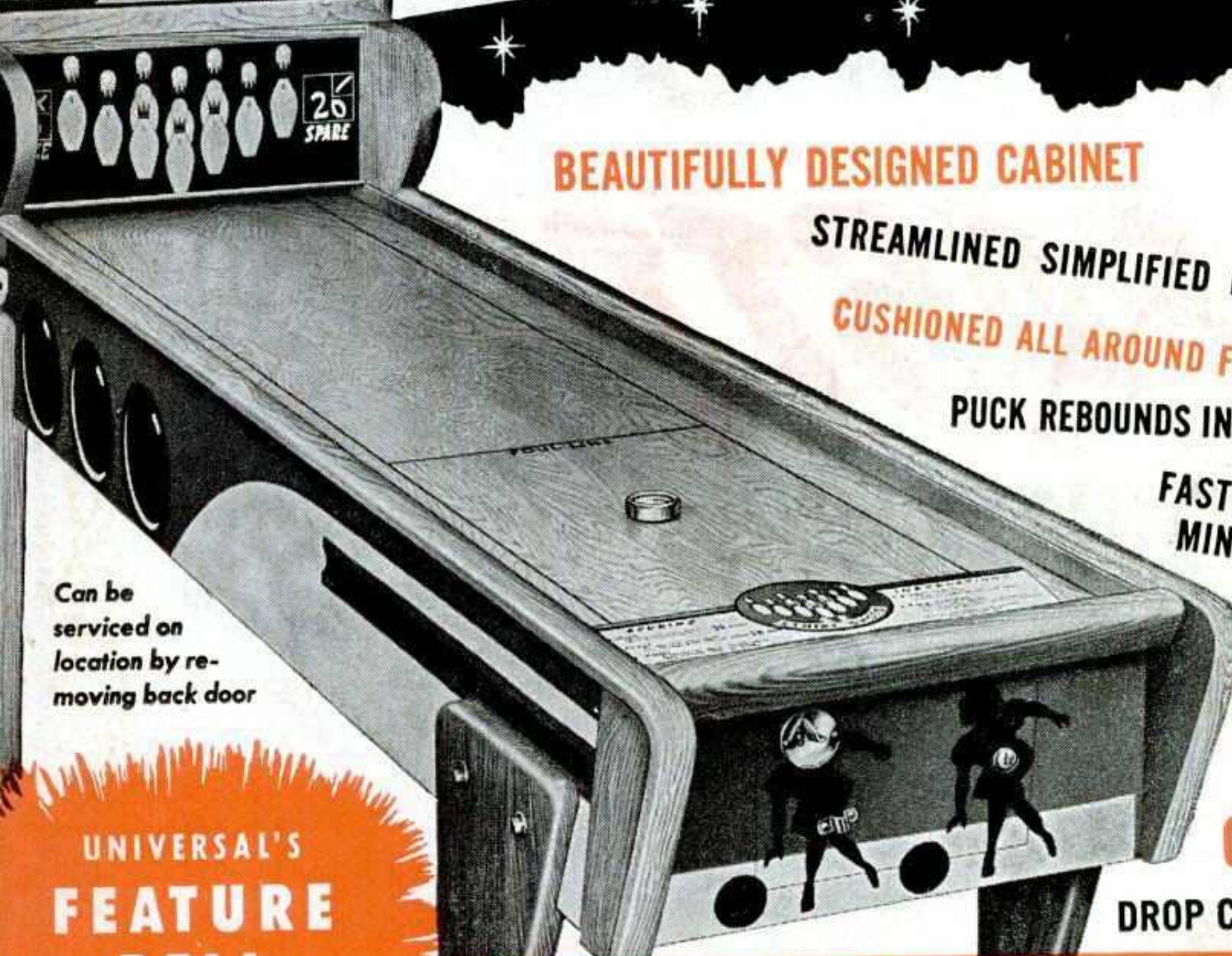
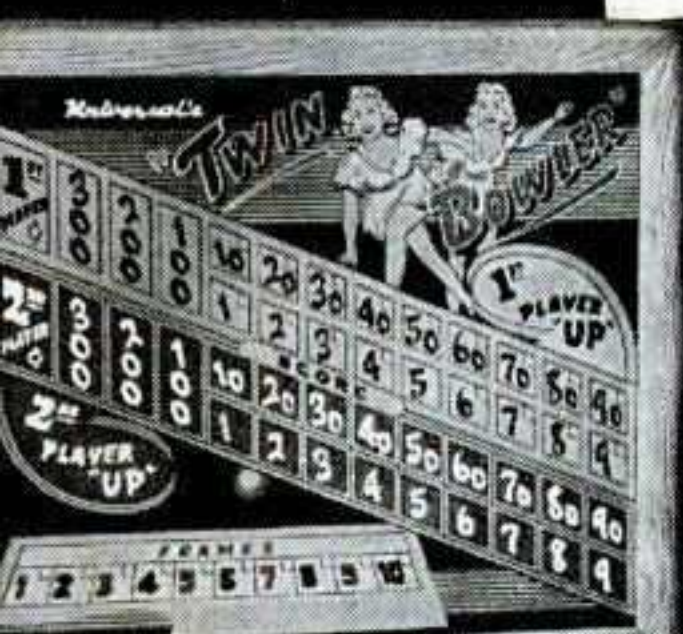
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