

# The Billboard



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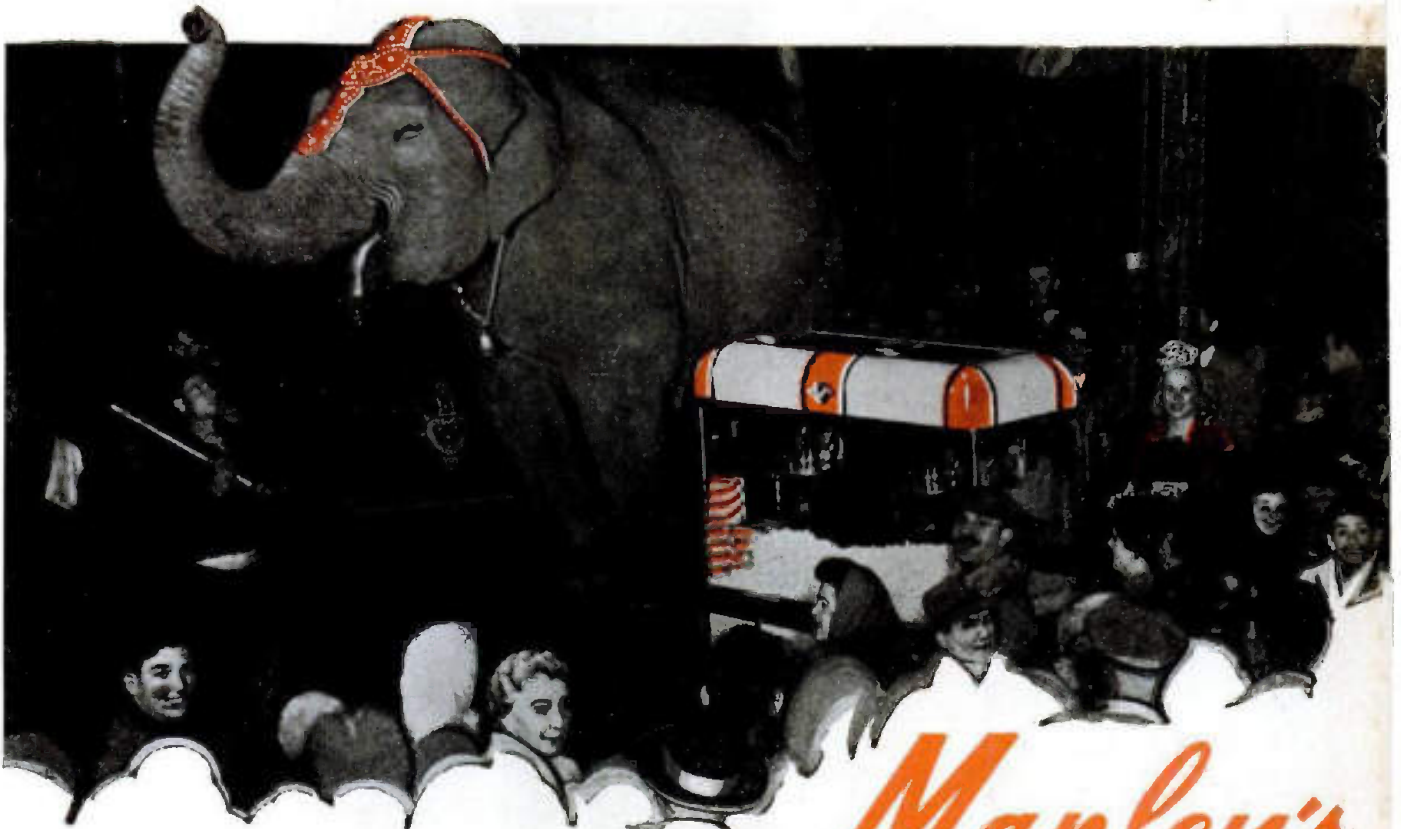
MAY 27, 1950



Spade Cooley (left, seated) watches "The Spade Cooley Show" on television. It's not done with mirrors but thru the process of video transcription by which means the show is being viewed on the coast-to-coast Paramount Television Network. Seen enjoying the show with Spade are some of the participants in its weekly production: Klaus Landsberg (left, standing), vice-president of Paramount Television Productions and general manager of its key station, KTLA, Hollywood, outlet originating the show; Ginny Jackson and Les Anderson, vocalists with the Cooley orchestra. The two last named, regulars on "The Spade Cooley Show," are featured on the King of Western Swing's current RCA Victor record release, "Honky Tonkin," which vocally solos Miss Jackson, backed by "Hillbilly Fever," for which Miss Jackson and Anderson blend in a duet. Spade is currently rounding out his fifth year at the Santa Monica (Calif.) Ballroom.

# "IT AIN'T HAY"

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# BMI GIVEN BOTH BARRELS

## Chapman, Watts, Atkinson Win, Place, Show in Stem Legit Crix Annual Judging

It's Second Straight Top Finish for "News" Man

By Bob Francis

NEW YORK, May 20.—For a second successive year, John Chapman, aisle-sitter of *The New York Daily News*, is first across the finish line in the annual Broadway legit critics' race for seasonal accuracy honors. Not only did *The News* pundit lead the field home by a comfortable margin, but bettered his 1948-1949 score by five points.

The final tally is based on 51 productions which opened on Broadway between May 1, 1949, and April 30, 1950 (*The Billboard* clocks a Stem season between those dates), and which are charted as successes or failures according to whether or not they survive the 100-performance mark (*The Billboard's* minimum yardstick for a success is 100 performances). The critics' accuracy averages are based on their opening night opinions as to a production's success or failure potential.

Chapman was on the aisle at 48 out of a possible 51 preem nights and called the turn on 42 of them as against six errors for a fine average of 87.5 per cent and top critical honors for the season.

Fine, also, is the record of Richard Watts Jr., of *The New York Post Home News*. Watts stepped from a fifth place finish last year to follow Chapman to the tape with an 82.0

point score. Post expert saw 50 shows out of 51 and was right on 41.

*New York Times's* Brooks Atkinson, on the other hand, slipped somewhat. Atkinson finished neck-and-neck with Chapman last year. But 10 errors, charged against his total tally (See Chapman Wins on page 50)

News Review

## Sock Birthday Bill at Palace Pours New Glamor on House

NEW YORK, May 20.—The Palace celebrated its first year of the return of flesh with a biff-bang, knock-'em-out show that had lobby lines all day long Thursday (18).

Out front, the RKO publicity staff cooked up all sorts of space-grabbing gimmicks—politicos making speeches, newspaper photos snapping pix, and a king-sized "Happy Anniversary" cake dominating the lobby scene, with mobs trying to get closer to see the shindig.

On stage, each show was set to have at least one name come-on for a "hello." The first show had Milton Berle and his mother, Sandra, rais-

## Shoe's on Other Foot as TV Stars Fill Vaude Bills

NEW YORK, May 20.—Tradesters who have been worrying whether vaudeville could supply sufficient acts for television's huge appetite can now rest easily. The spoon is in the other hand now. At least that's how it appears from current and upcoming bills for Broadway vaude-film houses.

The current Roxy layout features Ken Murray and his "television reviews." The next Roxy stage presentation will star Sid Caesar, Imogene Coca and Faye Emerson as "television stars." Milton Berle and Morey Amsterdam, who made guest appearance (See TV Stars in Vaude on page 9)

## Davis Files Complaint With FTC

Asks U. S. Smash 'Monopoly'

By Ben Aljas

WASHINGTON, May 20.—In one of the most vigorously worded complaints filed with the federal government in recent years, Kenneth Davis, of this city, yesterday (19) formally called upon the Federal Trade Commission (FTC) and half-a-dozen other federal bodies to launch immediate proceedings against

## 'Just Beef'—BMI

NEW YORK, May 20.—An official of Broadcast Music, Inc. (BMI), asked for comment on the complaint filed by Kenneth Davis, said: "Of course, I haven't seen the formal papers. But it sounds to me not like a complaint but like a letter from a private citizen. For my money, it seems simply like a private beef."

Broadcast Music, Inc. (BMI), which Davis accused of operating "brazenly and openly" as a monopoly in violation of the Sherman and Clayton anti-trust acts.

Davis, a lawyer, who 15 years ago started a court action that preceded (See BMI Called Networks, page 5)

# Hungry Eyes Ogle Excise Slash

## House Probes Cafe Tax Cut Lobbyist Pay

Scaled Payola for Haines

WASHINGTON, May 20.—Chairman Frank Buchanan (D., Pa.), of the special House committee probing lobbying, read into the committee's hearing record this week a statement that Samuel P. Haines, representing the 20 per cent cabaret tax committee, will come in for a jackpot of \$50,000 if the tax rate is shaved to 5 per cent by Congress. The statement further declared that Haines will get \$35,000 if the tax is cut to 10 per cent. In addition, according to the statement, Haines has collected \$33,000 of a promised \$40,000 expense account.

The House committee is considering legislation to ban the payment of contingent fees to lobbyists. At present, the practice is legal.

After reading the figures, which he said were taken from a report filed (See House Probes on page 46)

## Hope, Allen Would Top 75G TV Seg To Buck Godfrey

HOLLYWOOD, May 20.—The biggest television extravaganza in the medium's history was being blue-printed this week by NBC as a giant weapon for the 8 to 9 p.m. slot Wednesday, to be aimed straight at Arthur Godfrey's CBS show at that time. Current plans call for Bob Hope, Fred Allen, Martin and Lewis and perhaps other top names—all to be wrapped into one giant bundle which will have a talent cost of \$75,000 weekly. Show will almost certainly originate in New York.

NBC President Joseph McConnell, who has been huddling here with Hope, is believed to have sewed up the sharp-nosed comic. Hope is said to have finally secured his TV release this week from Lever Bros., his radio sponsor, after long and heated haggling. Allen would like to make his TV bow this fall, but is awaiting final approval from his physician before giving his final okay. Martin and Lewis have been a costly investment for NBC thus far, but by joining them with stars of the caliber of Hope (See NBC-TV PLANS on page 5)

## States, Cities May Grab If US Pares Bite

Local Hike Plans Afoot

WASHINGTON, May 20.—Early indications are the revenue-hungry State and local governments will muscle in on at least part of the tax relief that will come to showbiz if federal excise cuts are enacted this year. Congressmen hear that a number of States and communities are already laying plans to hike their own taxes in fields where Uncle Sam's take would be lowered. Associations of municipal officers have long been clamoring for the federal government to get out of the excise field entirely, and leave that source of revenue for the exclusive use of States and cities.

In the event that the excise tax bill escapes a presidential veto, and reductions go into effect around August as programmed, showbiz will (See State, Cities May on page 55)

## RCA Plunges Into Single 45 Kid Field

NEW YORK, May 20.—RCA Victor is about to go with a mammoth invasion of the single 45-r.p.m. kiddie field. The waxery, whose orientation in kiddie records until now has been almost exclusively on album sets, has a series of 12 single minidisks set for market, with a first pressing of 100,000 of the 45-speed disks planned for each—a total of 1,200,000 for the series' debut.

The platters will also be produced on the 78-r.p.m. unbreakables, but the quantity has not yet been determined. It has been decided, however, that the big emphasis will be on 45.

The series of singles, to be merchandised as "Little Nipper Juniors," (See RCA Sets 45 on page 11)

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# Art for Commerce Sake, Or Vice Versa - Toscanini Tour Just One Big Success Story

RCA Victor, NBC, Disk Dealers, Even Deejays Cash In

By Maynard Reuter

CHICAGO, May 20.—“Can we do it again next year?” That is the question which top RCA execs undoubtedly are pondering as the Toscanini tour enters its final week. When the 11-car train pulls into New York early Sunday (28), Toscanini and the NBC Symphony will have wound up one of the most successful tours in the history of American music. Not only will it have played to top business at every one of its 21 performances in 20 cities on an 8,393 mile route, but the amount of newspaper and magazine publicity, radio and TV time, window displays and other celebrations staged in honor of the maestro and the ork all add up to a public relations job that's impossible to evaluate on a dollar-and-cents basis.

Tredesters figured the tour to be a sellout but no one—not even RCA execs—had any idea that the magic of the Toscanini legend would grab off the publicity it has.

The RCA expected to go heavy on the nut for the tour, actual wind-up will find income within 20 per cent of offsetting expenses even when newspaper ads, radio spots and co-op deals charged against the tour are included. Net gross will hit about \$410,000. National Concert and Artist's Corporation takes 10 per cent for booking the tour. House deals were all on an 80-20 per cent basis, so RCA winds up with 70 per cent, or approximately \$287,000. Expense of the tour is pegged by top RCA execs at about \$350,000—not including Toscanini's fee, which is part of his new 10-year recording contract. Never has so little brought so much.

## Prime Purpose

As originally planned by RCA execs, the primary purpose of the tour was to rekindle interest in good music throughout America on a local level. In addition, the NBC Symphony had played few dates beyond the confines of Studio 8H in Radio City, New York, and it was felt that the radio and TV followers, as well as record fans, should have a chance to see and hear the famous group in the flesh and led by Toscanini.

How well the tour succeeded in these two respects is best proved by the box-office receipts and the fact that the s.r.o. sign was hung up at all but five dates within a week of the announcement of the tour. Fact that duets were scaled as high as \$12 for a box at the Chi concert (including tax) and the national average for 88,000 admissions comes out about \$4.15 is, in itself, something of a showbiz record. Here in Chi, offers as high as \$100 a pair for duets for Wednesday's (17) concert went uncalled. Top house will be the Cleveland concert tomorrow night (21) where a sellout of 10,500 is expected. Denver placed second with a whopping 7,800 and Austin, Tex., third, where 6,500 jammed Gregory Auditorium despite a 100-degree heat wave. As the box accompanying this story indicates, attendance was limited only by capacity of halls played. Staudes pushed attendance beyond capacity figures wherever fire laws permitted.

## Reaps Praise

Leaders of symphonies and heads of various other musical groups in cities played were lavish in their praise and thanks for the group's appearance, for they felt it served to force more attention and appreciation of their own efforts.

In New Orleans and Los Angeles, for instance, local musical groups presented plaques to NBC and the

orchestra in appreciation of its contribution to musical advancement in the United States. Blocked out of the Shrine Temple in Los Angeles because of a police benefit, the ork had to play two concerts in Pasadena's Civic Auditorium. This stirred up the L. A. papers to rekindle interest in the multi-million dollar music center civic project that has been growing more and more dormant in the past months.

## Commercial Angle

But there was a commercial purpose to the tour, too. Namely, to focus attention on RCA Victor, the NBC Symphony, the fact that the battle of the disk speeds was over, that Toscanini could be had on either, and to sell combos, players and disks of all three speeds. This was the promotion department's job.

Under the direction of John West, RCA's publicity, promotion and advertising topper, the NBC and RCA Victor press staffs turned in a performance that would make even the renowned press corps of Ringling Bros. and Barnum & Bailey bow in appreciation. Working hand in hand with them were Camden, N. J., regional managers and record field men, as well as press staffs of NBC-owned or affiliated radio and TV stations.

Experience of the RCA press staff in working up TV supplements for newspapers was utilized in working up similar deals with papers in every town but three where the maestro and his ork appeared. The Atlanta Journal section ran six pages; The San Francisco Chronicle's ran 10, including a page ad of a Philco dealer offering free Toscanini albums with the purchase of a Philco combo; The Los Angeles Times ran eight, with an additional six in The Pasadena Star on the same date (May 3). Average in 17 cities was about seven pages, with editorial running about 30 per cent—all taken, in most instances, from the elaborate press (See TOSCY HOOPLA on page 13)

## Shakespeare's Plays Now Hottest Thing on Rhythm Diskery's Wax

NEW YORK, May 20.—Atlantic Records, indie diskery which has specialized in rhythm and blues, has signed an exclusive contract with Broadway producer-director Margaret Webster for a series of long-playing disk productions of Shakespeare plays. Tentative title for the series is The Living Shakespeare Library. Regular members of Miss Webster's company, including Eva Le Gallienne, also have been signed exclusively as far as Shakespearean material is concerned.

First play to be waxed is *Romeo and Juliet*, starring Miss Le Gallienne as Juliet and Richard Waring as Romeo. Dennis King also is in the cast. Slicing will be in early June, with release skedded for August. *Midsummer Night's Dream* and *Taming of the Shrew* will follow in that order in the fall. The first production will utilize Tchaikowsky's *Romeo and Juliet Overture*, adapted and conducted by George Corey. Each play will occupy two or three 12-inch-LP platters. Miss Webster is annotating all sets.

In the same series, Miss Webster is presenting the *Shakespeare Sonnets*, recited by Sir Cedric Hardwicke, on a single 10-inch LP.

According to Atlantic execs, Herb

## Fight Goes On

NEW YORK, May 20.—Regardless of a possible veto of tax-reduction plans by President Truman, the tax committee of the Council of Motion Picture Organization (COMPO) intends to continue battling for repeal of the 20 per cent ticket tax.

That was made clear here in a statement by the committee's chairman, Abram F. Myers, who said:

“The anti-tax drive has had many good by-products aside from the possibility of freeing us from the unfair tax. Stories that repeal is hopeless must not discourage us. We can do no less than fight on to a successful finish.”

## House Group Sets Probe of Sesqui Funds

WASHINGTON, May 20.—As the National Capital Sesquicentennial Commission prepared to act Tuesday (23) on the sesqui executive committee's recommendation to scrap the Freedom Fair, the House Appropriations Committee late yesterday (19) announced a decision to probe the sesqui commission's financial commitments. The committee announced it intends to determine what sesqui funds can be frozen.

Meanwhile, President Truman, honorary chairman of the sesqui commission, at his press conference this week (18) voiced disappointment in the capital's failure to support the Freedom Fair.

The President added gloom to the Freedom Fair outlook, virtually despairing of any likelihood that the sesqui commission will do anything but confirm the executive committee's proposal for liquidation. Nevertheless, a glimmer of hope was still seen by some proponents of the fair as the result of a renewed offer by a prominent realtor here to the sesqui commission of rent-free use of a big tract of land on the Virginia side of

(See House Group on page 55)

## Six Unions' Members Join Vs. Blacklist

A Rank and File Move

NEW YORK, May 20.—For the first time in several years a group was in formation this week, cutting across the organizational lines of all unions in the Association of Actors and Artists of America (4A's) as well as the Radio and Television Directors' Guild (RTDG) and the Radio Writers' Guild (RWG). Unions in the 4A's include the American Federation of Radio Artists (AFRA), the American Guild of Variety Artists (AGVA), Actors' Equity and the American Guild of Musical Artists (AGMA).

The purpose of the all-embracing group is to seek measures to block what many performers consider a growing blacklist in radio and television of artists regarded as liberal or leftist. A joint meeting of rank-and-file members of the unions is being arranged for the near future to plan future action.

The move was spurred by the firing this week of associate director (See SIX-UNION ORG on page 8)

## Terpery Skeds Legit for June

NEW YORK, May 20.—Frank Dailey will shut down his name ork terp policy at the Meadowbrook in the latter portion of June in favor of a series of summer stock company legit presentations. This move proved successful enough last summer to warrant repetition this year and to prevent complete shuttering of the noted dance spot for the warm weather season.

The last ork due to play the spot prior to the dance closing will be Ray Anthony, who opens at the Meadowbrook June 1. Currently playing the spot is Art Mooney.

## The Billboard

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# BMI CALLED NETWORKS' TOOL

## WOR Aiming Sales Pitch at Oldsters

NEW YORK, May 20.—A new sales policy for WOR, New York, is sketched to be unveiled here Tuesday (23) by Robert M. Hoffman, station's research director, in which the outlet will start gunning specifically for advertisers trying to reach upper and middle income and older age groups. Concentration, according to Hoffman, results from a survey which proves that web outlets in the area get such audiences, while indie here attract younger, lower income listeners. Hoffman will address the American Marketing Association.

The Simul-Pulse survey, made last November and February, specialized in audience characteristics of listeners, such as age, income, marital status, time preferences, etc., and division of these groups according to station preferences. The survey hit 90,000 people on a door-to-door basis in the 16 metropolitan New York counties. Information of this type is fresh ammunition for sales departments of all outlets, says Hoffman, regardless of web affiliation or lack thereof. He also notes a 53 per cent difference on sets-in-use figures between C. E. Hooper and Simul-Pulse between 9 a.m. and 6 p.m. last November, with the former showing 14.1 and the latter 21.5.

## NBC-TV in Mil. Ziv "Cisco" Deal

NEW YORK, May 20.—NBC-TV this week set a \$1,000,000 deal with the Frederic Ziv Company for the rights for five years to the filmed Cisco Kid series. The program will be shown on three NBC o. and o. stations: WNBC, here; WNBW, Washington, and WNBK, Cleveland, on a 52-

## P&G Bids on TV "Truth"; Drops Radio Version

HOLLYWOOD, May 20.—Procter & Gamble (P & G) radio execs this week notified Ralph Edwards that it would drop *Truth or Consequences* at season's end, but at the same time offered Edwards a firm deal to buy the video version of the participation show next fall. Gail Smith, radio-tele chief for P & G, told *The Billboard* that exit of the show on radio meant that the soaper's Duz product was pulling completely out of night time radio.

Edwards has been given a reasonable time to act on the offer. Acceptance will depend on whatever new deal Edwards makes for the radio version. Quizmaster will naturally seek to peddle both radio and video versions to one bankroller. This falling, he will go to work for P & G on tele and peddle the AM version elsewhere.

Tele film test of the show was completed in Hollywood several months ago, Jerry Fairbanks doing the filming. If bought by P & G, show will be made in Hollywood with filming cost per half-hour slanza fixed at between \$5,000 and \$7,000. No figures on P & G's offer were revealed, but it was understood that Edwards would snag about \$10,000 weekly for the tele package. Radio version has been bankrolled by P & G for the past 10 years.

Execs huddling with Edwards this week included Lewis Titterton, Compton Agency radio-tele chief; A. N. Halverstadt, manager of P & G's radio and media division, and Smith.

week basis. However, Ziv is peddling the series in other markets.

Each episode of the oater is shot in color at a cost of \$15,000. It stars Leo Carillo and Duncan Renaldo.

## Lights on Again

NEW YORK, May 20.—Admiral this week canceled its *Lights Out* video show on NBC following a botch on the Monday (15) show, but three hours later changed its mind and renewed thru the summer. During a commercial calling for rear-screen projection, three lights blew in succession, virtually killing the plug.

After a brief cooling-off period the sponsor decided that it was just one of those things and that nobody was to blame.

## NAB Prez Hopes For CBS Return

WASHINGTON, May 20.—In the wake of CBS's resignation this week from the National Association of Broadcasters (NAB), President Justin Miller, of NAB, late yesterday (19) voiced regret but added hope that the web might return to the fold. Meanwhile ABC is expected to take similar action in about two weeks, while the MBS board will consider NAB at its meeting next month. NBC probably will retain membership.

Asserting that "naturally we regret Columbia's action in resigning from the NAB," Miller said, "my position is, and always has been, that the networks belong in NAB." He added, "I accepted, reluctantly, two or three years ago, their decision to change their status to associate membership and to give up their representation on NAB's board. We need the experience and advice of the network executives, especially where difficult questions of policy are involved. We need these even more than we need the money which they contribute in dues."

## Davis Charges Suppression Of Competish

### Files Protest With FTC

(Continued from page 3)

the government's fateful crackdown on the American Society of Composers, Authors and Publishers (ASCAP), petitioned the government for an exhaustive investigation determining the extent of BMI's "self-confessed power" and examining the organization's ties with the National Association of Broadcasters (NAB), radio and TV networks and their affiliates. Davis, whose filing of the formal complaint against BMI was foretold last month (*The Billboard*, April 29), said he will follow up this week's action by instituting a suit for dissolution of BMI in New York State. He said he also anticipates criminal actions in several other States.

### 20-Page Complaint

Davis's complaint against BMI, 20 pages in length, charged that the organization, which is "self-proclaimed" as "the world's largest music publisher," is "a mere tool, a trick and device of the broadcasting networks, the radio stations and recording companies, and was designed, created and deliberately operated for the sole purpose of suppressing competition in commerce." The complaint listed nearly a score of "overt acts" allegedly committed by BMI, including issuance of "discriminatory rebates" to stockholder radio stations "as opposed to the non-stockholder licensee radio stations, in express violation of the law." Davis in addition to filing his complaint with the FTC sent copies of the document to the Bureau of Internal Revenue, the Federal Communications Commission (FCC), the Department of Justice's anti-trust division and Chairman Edwin C. Johnson (D. Colo.), of the Senate Interstate and Foreign Commerce Committee.

Davis recalled in his complaint that BMI was organized in 1939 prior to the federal government's prosecution of ASCAP. The lawyer, who himself had launched a suit in Tacoma, Wash., paving the way for the Department of Justice's action against ASCAP, declared that BMI's sponsors later became "the greatest proponents" of the government's consent decree against ASCAP. He asserted that the stations and networks which pooled resources and money to form BMI had established such a "confederation" to "suppress all competition" and "for huge profits." Currently, according to the complaint, "BMI is owned chiefly by the networks and prewar stations (less than 700) who received 90 per cent of last year's (1949) broadcasting revenue and are now feasting on their own industry so to speak, to the gain of the few and to the detriment of the many."

### "BMI a Conspiracy"

Recalling the historic row between ASCAP and the broadcast industry which led to ASCAP's signing a network contract in 1941 for cheaper rates to all stations, Davis declared in the complaint that "BMI is the effectuation and result of a bold conspiracy to violate the laws of the United States relating to the restraint of trade." The complaint went on to declare that "BMI is today, as it was then (1941), owned chiefly by the (See *BMI Called Free* on page 12)

# NBC-TV Plans 75G Hr. Show

## Hope, Allen, Martin, Lewis In One Pack

To Buck Godfrey

(Continued from page 3)

and Allen, the web hopes to make them pay off.

The web has frozen the time period for the package, which it has been building in the utmost secrecy. It is in the enviable position of being able to select the sponsor from some of the top bankrollers in the country, who have been quietly informed that such a program is in the development stage.

NBC obviously will make its deal with the sponsor it believes will bring the show the most prestige and with whom it wishes most to cement relations, possibly in AM as well as TV.

First refusal rights are understood to have gone to Mike Kirk, AM-TV (See *Hope-Allen Packaged*, page 9)

## KLAC-TV in Black

HOLLYWOOD, May 20.—KLAC-TV this week became the first Hollywood station to announce that it is on the profit side of the ledger, Station Manager Don Fedderson declared that the outlet has been in the black for two successive months and predicted that the station would remain so. Gross revenue for the last two months was up 600 per cent over the same period last year. Fedderson said the station would gross between \$1,000,000 and \$1,500,000 this year. He added that he had purposely withheld announcement in order to make sure that the profitable operation fell into a definite pattern and was not merely a one-month freak.

Figures take into consideration amortization and equipment write-off, Fedderson said. Profits were attributed to station's highly successful daytime programming, plus the fact that, as an indie outlet, KLAC-TV was able to retain 100 per cent of rate card take. Amount of profit was withheld but it was admitted that at one time losses were running as high as \$50,000 per month.

## Quaker Oats May Drop Two ABC Stanzas

NEW YORK, May 20.—Quaker Oats this week was reported planning to drop its two ABC daytime shows. Firm currently bankrolls *Quick as a Flash* at 11:30 a.m. and *Challenge of the Yukon* at 5 p.m., both on a Monday-Wednesday-Friday basis. Both shows are skedded to leave for the summer after their outings of June 9. Sherman & Marquette is the agency on *Challenge*, while Price, Robinson & Frank placed the *Quick* business. Reports were unconfirmed at the week end, and no replacements were set at press time.

Reports about Block Drug buying *Quick* on Tuesdays and Thursdays starting September 19 were confirmed this week. Cecil & Presbrey is the agency. However, the web was skedded to lose the Miles Laboratories business on commentator Edwin C. Hill after June 20, with the bankroller set to sponsor *One Man's Family* across the board on NBC.

## Pival Shares Secret of TV Film Ad Process With ABC

DETROIT, May 20.—John Pival, production chief of WXYZ-TV, Detroit, has devised a newly debuted technique for constant sponsor identification on films which has won the close attention of agencies and advertising execs here. Their reactions indicate that his idea may turn the

## CTI Chief Says CBS, RCA Seek To Rule Color

SAN FRANCISCO, May 20.—Charges of attempted domination of the television industry were hurled at CBS and RCA by Arthur S. Matthews, president of Color Television Inc. (CTI), following official demonstration of the CTI color system before members of the Federal Communications Commission (FCC) Wednesday (17) in the St. Francis Hotel. Matthews claimed a lack of balance among the three systems, both in the matter of competition and official recognition. Following his charges, which were made in a prepared statement, Matthews asked a "completely fair chance" in the future of color television for his San Francisco-developed system.

Matthews emphasized that RCA, thru its present position in the industry, "holds or controls 900 patents in this radio field" and maintained that no person can produce a television receiving set under present FCC black-and-white standards without receiving a license from RCA. CTI was given the demonstration on its home grounds because of hard luck at a previous test near Washington, when its equipment was damaged in shipment. This was the last direct test, however, and the FCC will close its hearings with a conference of interested parties at the capital May 25.

## Daytime TV Given Brush-Off by Fem Viewers on Coast

HOLLYWOOD, May 20.—There'll have to be some changes made in this area's daytime tele programming, according to the latest Woodbury College set owner survey, which shows 60 per cent of Southern California's fem viewers turning thumbs down on daylight video fare. According to Woodbury's findings, 36 per cent of women polled said they never watch daytime shows, 22 per cent said shows were poor and 2 per cent wanted less daytime. Of the remaining 40 per cent, 18 per cent said shows were only fair, while a mere 12 per cent labeled them good, with only 10 per cent wanting more daytime video.

Woodbury, in conjunction with Valley College and Redlands University, sent out 500 students for a door-to-door canvas of approximately 3,000 tele set owners in the Los Angeles area, and in Riverside, San Diego and San Bernardino. Claimed to be the largest person-to-person TV survey ever undertaken, this is Woodbury's third in a series of continuing video opinion studies and marks the first time a survey has considered the fringe areas of Greater Los Angeles.

According to the survey, 71.5 per cent of the viewers usually swallow the commercials with the shows rather than tune another channel when the sales pitch comes. To the question, "During the commercial of a telecast do you dial around to see what else is on?" only 26 per cent confessed to the habit, while 36.5 per cent said they never did and 35 per cent very seldom skipped a tele plug,

corner for films and make them highly desirable as a buy for sponsors on video, in contrast to the present general apathy, with ultimate significant effects upon the inter-industry relations of television and motion pictures.

A test demonstration was conducted on the Humphrey Bogart film *Stand-In*, with the film edited down to 60 minutes, divided into four quarters, each for a different sponsor. The standard commercial spot was given at the beginning of each quarter, with the film edited to give logical intermissions at three points. For the next 15 minutes, the sponsor's name appeared visible in white letters at the bottom of the picture, without affecting the action.

Pival is keeping his method a close secret, admits it's simple—but not patentable. The only hint available is that it is not done by electronic superimposition. Details have been given to ABC, owners of WXYZ-TV, but right now it remains the station's secret, and a potentially valuable sales asset.

Observers agree that there was no loss of picture quality, such as resulted from super-impositions. The device can be used for a name of slogan up to several words, or trade mark, Pival says.

A telephone check-up of listener reaction showed a 97 per cent response favorable to the new idea—and the amazingly high sponsor identification of over 60 per cent. Several viewers wrote in to comment favorably and managed to list all four sponsors unaided.

## Brief and Important

### Last-Minute Digest of AM-TV News

#### Dodge Eyes ANTA Variety Show for Video

With its strike over, Dodge has again shown interest in acquiring the hour-long American National Theater and Academy (ANTA) variety show as a TV property. A video version of its radio series of a couple of seasons years ago, the program would have Broadway producer Vinton Freedley as emcee and an array of top talent culled primarily from legit ranks. A decision will be made shortly.

#### Colgate Options NBC-TV Time

Colgate last week took an option on the 8 to 8:30 p.m. TV time Thursdays on NBC. This is the last remaining time on the web for the fall, with the exception of the 8 to 9 slot Wednesdays.

#### Sterling Drug May Drop One of Four NBC Soapers

Sterling Drug last week was reporting considering dropping one of its four long-standing soapers on the NBC afternoon sked. Shows, running from 4 to 5 p.m., are "Backstage Wife," "Stella Dallas," "Lorenzo Jones" and "Young Widder Brown." Should one of these go off, Manhattan Soap Company is regarded as waiting in line for the slot. The 11:15 a.m. slot, formerly occupied by Dave Garroway, also is said to be in line for a soap bankroller.

#### WOR-TV Works Over 3-4-Hour Daytime for Fall

A three or four-hour daytime TV show is in the works at WOR-TV, New York, as the nucleus of station's new five-day, seven-night-a-week video schedule this fall. Station execs are keeping the new daytime video operation under wraps, but hint that the format will be something revolutionary and flexible enough to accommodate a variety of advertisers.

#### Rumored Shift in Origination of "Saturday Night Revue"

Chi informants claim that, effective this fall, the first hour of NBC's "Saturday Night Revue" will originate in New York. There is some doubt, too, as to whether Jack Carter will remain as emcee of this portion of the two-and-a-half-hour program. Coincidentally, NBC, Chi, has tried to get ABC to pick up part of the tab on "Studebaker Theater," which it leased to air the Carter program. NBC is renting the theater for \$2,000 a week, and has offered 50-50 rights to ABC for \$1,000 per week, but ABC is reported to have turned down the deal.

#### Schlitz Hunts Fall TV Net Program

Schlitz Brewing Company, of Milwaukee, thru the Young & Rubicam Agency's Chicago office, is looking for a half-hour TV network program for the fall. Brewery, which sponsors "Halls of Ivy" on NBC's AM network, is looking for a "dignified" show with general appeal.

#### U. S. Orders Western Union Drop Extra Baseball Fees

Stations won their fight with Western Union over charges for baseball coverage when Federal Communications Commission (FCC) last week ordered the carrier to drop extra fees it has been charging when stations besides the original subscribers pick up the data for play-by-play coverage. FCC said the charges are discriminatory, since Western Union has no similar provision for press association.

## 'Saturday Night Revue' Billing A Temperamental Headache

NEW YORK, May 20.—A problem absent from video seems to be rising up to plague the newer medium. The question of billing of cast and production staff has become acute on at least one top TV stanza, and is expected, as a result, to cause problems on other shows where temperamental personalities are involved. NBC's *Saturday Night Revue* already has created so many such problems that a system of protocol has had to be erected, involving securing an okay from the William Morris Agency on all talent and production billings in credits, ads and publicity.

One result has been signing of individual contracts which in many cases have billing notice specified. Thus, producer Max Liebman's contract calls for him to get equal billing with the show's title. This apparently extends even to size of type used in printed ads. According to contracts, Sid Caesar is the star of the show, while Imogene Coca is entitled only to featured billing. Others in the cast are specified for "featured," "with," "guest" and "guest star" status.

If an unwary NBC publicity or promotion man lets a piece of copy slide thru not exactly according to the legalists, a squawk is certain to arise from one or more quarters. Thus, a recent ad mentioning that the show co-starred Caesar and Miss Coca created much havoc a few weeks ago.

The real problem of meeting temperament, however, comes from efforts to squeeze into local station puffs and printed ads the names of all

those entitled to one form of billing or other. WNBC, New York, uses some 15 station breaks of 20-second duration each week. The station's personnel has found it impossible to include in that limited time all the various personnel legally entitled to some brand of billing. Res it is that a rotating basis has been adopted. Even this is not completely satisfactory, however, for after eight successive New York station-break mentions, one person connected with the show befeet vociferously recently when omitted from the ninth.

## WNBC an Indie Razzle-Dazzle Via Cott Hype

NEW YORK, May 20.—In signing Skitch Henderson to a five-year contract guaranteeing the quondam pianist-maestro a minimum base of \$1,500 weekly, station WNBC here indicated that it intends to battle the local indies tooth and nail for daytime AM business in a period when TV more and more takes over evening audiences. Station Manager Ted Cott, who also heads the video operations of sister station WNBC, also reaffirmed the philosophy he propagated during his tenure as program chief at WNEW, local indie, when he had to stave off both his AM competition and the TV stations. Cott said this week that "radio is behaving like a man told by his doctor that he has but six months to live," and said that a revitalization of AM is needed to end this torpor.

Result is likely to find WNBC doing a drastic reshuffle on all its local daytime programming. This is apt to develop the trend established by Cott of identifying the station's operation as strictly from New York, as differentiated from the national approach of NBC. Personalities and tempo of the station, he said, will be hyped to make the station reflect the city and its population. Henderson's audition waxing showed a suave, urbane line of chatter likely to appeal to local listeners.

#### Documentaries Ahead

Other moves by the station, to follow the paeting of Henderson and the introduction of new "New York-conscious" station breaks, are likely to include the development of a series of documentary-type programs. These would spotlight such strictly local areas as the garment district, Broadway, Coney Island and others. Each area probably will get a play running over a number of programs before the next series starts. Another significant operation probably will call for an increasing number of personalities, hitherto confined to network airings, added to local skeds on WNBC.

This localization also will be extended to the sister tele outlet, WNBC. The 11 a.m. to noon show, *Date in Manhattan*, had added a "community bulletin board" feature, listing every type of event from tea parties to church socials. Similarly, WNBC is prepping a photograph contest for shots best symbolizing all towns surrounding the city proper, with winning photos to be used widely for promotion, much of it on the air, perhaps in station-break slides.

Henderson, who will bow in the 6 to 8:30 a.m. period across the board on Tuesday, June 13, will get a big promotional push the preceding day with full-page ads in the *Times*, *Herald Tribune*, *World-Telegram & Sun*, *Journal-American* and *Mirror*. He will occupy the biggest block of time ever allotted to a single WNBC performer.

# EARLY EVE AM'S BRIGHT LIGHT

## Polio Downs Hornsby on Eve of Debut

NEW YORK, May 20. — Tragedy struck Creesh Hornsby, young comic recently brought in from the Coast by NBC. Virtually set to star in the new 60-minute nightly Anchor-Hocking show on the web, Hornsby, this Tuesday (16), was slated to make his last audition for the stanza, but was forced to cancel due to a doctor's appointment. This resulted in Hornsby's being rushed to Grasslands Hospital, in the Bronx, where he was placed in an iron lung for polio treatment.

The sponsor, caught short by the development, has been forced to postpone the show's debut one week to May 29. Several applicants for the emcee slot will be auditioned this week, with Peter Donald regarded as one with a good chance. Henry Morgan, also in the running, bowed out due to other commitments.

## Kudner To Hunt Strawhat Talent

NEW YORK, May 20.—The Kudner Agency this week decided to send its talent head, Mickey Alpert, on a lesit talent expedition this summer. Alpert will spend a month touring the strawhats in search of the thesp.

During that time he will cover all the large haylofts in New England and a few small ones. Alpert will scout for talent for the agency's Martin Kane show and whatever other dramatic properties the agency may acquire. The talent topper will also have a man at Denver's Elitch Gardens performing the same service.

## IATSE-NABET Row Over TV Lighting Settled by NLRB

WASHINGTON, May 20.—A dispute between the International Alliance of Theatrical Stage Employees (IATSE) and the National Association of Broadcast Engineers and Technicians (NABET) over whether ABC and NBC-TV lighting employees belong in system-wide or station bargaining units was settled this week by the National Labor Relations Board (NLRB). The board agreed with IATSE that the employees should be included with single station units along with stage carpenters and stage property men.

NLRB ordered elections at WNBT, New York; WNBQ, Chicago, and WJZ, New York, to determine whether the stage workers want to be represented by NABET, IATSE or neither.

## Agency Scramble: Who's Carrying The AM-TV Ball?

NEW YORK, May 20.—A reshuffle this week was due in the radio and television department of Carlock, McClinton, Smith, Calkins & Holden, with the appointment of Lindsay MacHarrie to the agency. Ostensibly, MacHarrie resigned from the radio and TV department of Young & Rubicam, to become head of the AM

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

### Monroe, Leftwich Resigns From CBS-TV

Two CBS-TV directors, Paul Monroe and Alex Leftwich, last week resigned from the web. It is believed they left because of dissatisfaction as to their future megging assignments.

### Livingston Says Coulter Not Set for Brewster Post

Norman Livingston, manager of commercial program operations for WOR, New York, last week denied reports that Doug Coulter will take over Bob Brewster's recently vacated post as radio program director.

### General Mills Again Corrals Lone Ranger

General Mills last week signed a 52-week renewal contract for Long Ranger on ABC. Effective date is June 2. Show airs at 7:30 p.m., Mondays, Wednesdays and Fridays.

### Chi NBC Auditions Tillstrom Oz Book Seg

A kine audition of Burr Tillstrom's newest undertaking, a planned TV puppet program based on the famed Oz books, was held at NBC Chi studios last week. Audition was reported to have been successful. Tillstrom will supervise over-all production when the program hits the air, planned for fall. Advertisers are said to be bidding, and there has been no definite commitment that NBC, which airs Tillstrom's "Kukla, Fran and Ollie," will get the Oz series. Programs will be produced by Beulah Zachary and directed by Lewis Gomawitz. George Latshaw and Don Sahlia, as well as Tillstrom, handled puppets for audition.

### Packard Considers "Holiday Hotel" Cancellation

Packard last week was mulling cancellation of its "Holiday Hotel" show on ABC-TV Thursday nights. However, the fact that the program has become much stronger in recent weeks may work in its favor. A decision is expected by Friday (26).

### TV of "Amos 'n' Andy" Still Hunting a Kingfish

The proposed "Amos 'n' Andy" TV series is still fishing about for a Kingfish. After a search of about a year in which the decision was made to use Negroes for the leads, Freeman Gosden and Charlie Correll have only decided upon an Andy. Gosden breezes into New York next week to continue the hunt.

## Bell Plans Complet'n Of TV Net to Coast By the End of 1951

ATLANTIC CITY, May 20.—Bell Telephone Laboratories is tentatively scheduled to complete a network television link to the West Coast late next year, it was revealed by Dr. Ralph Bown, director of research for Bell, in speaking before the New Jersey Utilities Association meeting here this week. By the end of 1951, Dr. Bown said, the Bell System will have 23,000 channel miles of intercity network, of which 10,000 would be coaxial and the remainder radio relay.

Comparing the respective values of coaxial cable and radio relay for transmission of network television, Dr. Bown said that sufficient background of day-in-and-day-out operating experience between the two is still lacking. The Bell System, he pointed out, was active in both fields and will use what technicalities and economics dictate to be most advantageous in providing a specific network link. Both will undoubtedly have their place in the communications network, he said. Dr. Bown is also former president of the Institute of Radio Engineers.

and TV section of his new connection.

However, when Carlock, McClinton & Smith recently merged with Calkins & Holden, Hay McClinton was to take over the radio and TV reins of the new agency, with Walter Lurie, the former head of radio-TV at Calkins & Holden, reported skedded to exit. The new addition to the agency's radio and TV staff, insiders claim, only seems to make the picture more confused.

## Holds Off TV Competition Until 9 P.M.

### Then Loses Ground

NEW YORK, May 20.—Radio listenership, with the growth of TV constantly encroaching on its sets-in-use (SIU), is holding its own best in the early evening hours, prior to 9 p.m. A comparison of the SIU index of the A. C. Nielsen Company for the March 5-11, 1950, period with that of March, 1949, shows that in the 9-11 p.m. time, radio has lost its greatest ground.

From 6 to 9 p.m., homes using radio are holding at 87 per cent of the level of a year ago. However, this index falls to 81 per cent in the post-9 p.m. hours. Similarly, TV viewing accounts for 22 per cent of the total of combined AM-TV set activity after 9 p.m., while from 6 to 9 p.m., TV claims but 18 per cent of the total.

As the evening hours progress from 8 p.m., the comparison of radio use as against 1949 declines noticeably. Thus, from 6 to 7 p.m., 1949 radio SIU was 31.6, with the 1950 figure down to 28.3, or 89 per cent of the previous year. From 7 to 8 p.m., the 38.6 radio SIU in 1949 fell to 33.5 in 1950, 87 per cent of the 1949 level. From 8 to 9 p.m. the 1949

(See Early Evening on page 9)

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## Six-Union Org In Making Vs. Discrimination

(Continued from page 4)

Betty Todd by CBS. The battle within the unions was highlighted by the refusal of the local board of AFRA to take action on the appeal of an actress member who requested action on her case, which she said included definite proof of the use of a blacklist. The board said the case was a personal, not a union, matter.

The drive against nonconformists is freely admitted among network and agency execs, who claim they, too, are under great pressure. Some have stated flatly that there is ample evidence that the drive is strongly, if not efficiently, organized. There have been mass mailings against appearance of certain performers on television—which have included a considerable number of letters from areas where no television stations exist.

### The Todd Case


CBS Monday (15) "requested and accepted" the resignation of Miss Todd, because, according to the web, she refused to answer questions "concerning membership in the Communist Party" at a recent hearing of the House Un-American Activities Committee.

Miss Todd, however, said: "I am shocked at my summary dismissal by CBS without a hearing after more than 10 years of employment . . . my discharge comes merely as a result of being subpoenaed by the House Un-American Committee as a witness . . . in appearing before it . . . on advice of counsel, I exercised my constitutional rights under the fifth amendment to the Constitution of the United States to refuse to answer questions which could in any way involve me."

### RTDG Is Shocked

The executive council of the RTDG, on Friday (19), stated that it was "shocked and horrified at the summary dismissal of a loyal employee . . . without giving her a hearing or any opportunity to defend herself. A committee has been appointed to investigate and recommend action. The CBS AM and TV shops are having a joint meeting next Monday night. The executive council is also scheduling meetings with other unions and guilds to discuss that matter and determine appropriate action."

The forced resignation is an outgrowth of the William Remington case. On April 21 Miss Todd was asked by the House Un-American Activities Committee in Washington whether Remington attended a gathering of a so-called Communist cell at her house. The meeting was supposed to have been held during 1936 or 1937 when both she and Remington were working for the Tennessee Valley Authority (TVA). She refused to answer, and the CBS action followed.



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## "Shopper" Sparks New DuMont A. M. Sked; Earlier Spots Erratic

NEW YORK, May 20.—DuMont's new morning programing schedule owes the bulk of its pulling power to Sydney Smith's *Your Television Shopper* which airs from 11 a.m. to noon. Prior to that the line-up showed possibilities but seemed hastily assembled and erratically paced.

Teeing off at 9:30 a.m. with *Early Edition*, *Camera Headlines*, WABD spots Don Russell with a conventional news report quarter hour, followed by *Morning Chapel* (9:45 to 10 a.m.). The latter show devotes each session to one faith (Catholic, Protestant and Jewish), which severely curbs the stanza's general listening appeal and makes it difficult for the series to sustain a day-to-day religious following.

### Sugar for Tots

*Your Television Baby Sitter* (10 to 10:30 a.m.) is aimed at entertaining pre-school age kids and, as such, should prove a strong drawing card for advertisers who want to reach young mothers. Artist Pat Meikle's constant mugging and saccharin tone would never convince Hopalong Cassidy enthusiasts, but it probably scores with toddlers fresh out of the crib. The gal has plenty of vitality and her cartoon-lecture on tolerance was a good job of sugar-coating an educational pitch.

Susan Adams's *Kitchen Fare* is programed in the 10:30 to 11 a.m. spot Monday thru Thursday; the

stanza in the Friday time period was tagged *Betsy Brewster's Kitchen*. Utilizing the young bride angle, the latter series features Mrs. Isabella Beach, a matronly home economist, who demonstrates the do's-and-don'ts of good housekeeping to fledgling Gloria Hoye. Miss Hoye rather overdid the ga-ga attitude on last Friday's broadcast when Mrs. Beach showed her how to bake an apple pie, with a dazed assist from a local restaurant chef. If both gals would adopt a more relaxed attitude the series would gain in spontaneity.

### "Shopper" a Click

Sydney Smith, who took over *Your Television Shopper* when Kathi Norris moved to WNET has a likeable, ladylike approach to her selling chores which should click with most housewives. The gal is personable without being aggressive, and her anxious-to-please manner wears well on the merchandise plugs. However, she needs a sounding-board for her comments. Right now she makes lonely pitches into the camera for long stretches.

The monotony of this solo sales technique was illustrated later in the show, when Miss Smith sparked a much livelier pace during an interview with two shirt manufacturers.

The remainder of the pre-baseball line-up are shows of varying length of servitude on WABD.

June Bundy.

## WNBT Plans Min. Film Spots To Promote Public Service

NEW YORK, May 20.—With educators and other proponents of public service up in arms about the lack of such programing on TV, WNBT, New York, this week took steps to break new ground in this field. Up to now the high costs of television have played a major part in restricting the uses of the medium for such purposes. The WNBT plan, developed by Station Manager Ted Cott, calls for a series of one-minute film spots to be made by the outlet and to be spread to all video outlets for costs of prints only.

The plan is strongly reminiscent of similar development for AM worked out by Cott when he was program

chief at WNEW, local indie. At that time he worked up a series of jingles on tolerance, fire prevention, water conservation and the United Nations, among others, which were distributed to AM outlets for cost of wax.

Cott now has two similar TV pub-serv spot deals cooking. One will have WNBT make films of the documents on the Freedom Train which will be split into a one-minute series. Accompanying narration will urge viewers not to be "armchair citizens" in conjunction with the American Heritage Foundation campaign. A second series will be built around a fire prevention theme, with cartoon film matter furnishing the visual content.

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

### Toni May Buy Two Summer Shows on ABC

Toni last week seemed about set to buy two radio shows on ABC as part of its proposed summer splurge. Deal would probably include two 15-minute shows, one in the morning, the other in the afternoon. The Buddy Rogers "Pick a Date" show has been reported the likely afternoon candidate. Foote, Cone & Belding is the agency.

### "Mystery Playhouse" Bought for Ammi-Dent

Cecil & Presbrey Agency last week bought "Mystery Playhouse," a Music Corporation of America package, as Ammi-Dent Toothpaste's TV airer this fall. Show goes into the 10 p.m. slot Tuesdays on CBS starting September 19. Agency also set the deal for Nestle's to bank-roll "Mr. I. Magination" on the same web next fall.

### Lili Palmer Set for Fall Show on WNBT

Actress Lili Palmer, currently in England, has been set for a fall series on WNBT, New York, on the strength of a kine. Show probably will tee off on a once-weekly, 15-minute basis on her return in mid-August. Miss Palmer is regarded by station execs as one of the hottest femme gabber properties extant. Package was developed by a combine including Chuck Kebbe. Al Scott will direct.

### Chrysler Buys "Treasury Agent" for NBC-TV in Fall

Chrysler last week purchased "Treasury Agent" for fall delivery on NBC-TV, probably in the Wednesday 10:30-11 p.m. slot. The program is being produced by Bernard Prockter.

## Nip CSAC Try At Muscling In

HOLLYWOOD, May 20.—Attempt of the California State Athletic Commission to gain control of the licensing of video rights to wrestling were blocked this week by local telecasters who banded together to fight the measure. Athletic Commission's plans came to light at a special meeting held in San Diego, Calif., Saturday (13), and was in the nature of a proposal to ban any sale of wrestling video rights without prior approval by the Athletic Commission.

Local station reps, including Donn Tatum, veepee and legal counsel of Don Lee Broadcasting System, and John Hearne, attorney for KLAC-TV, violently objected to any discussion of Commission's proposal, maintaining that no prior indication of the ruling was known, hence stations were not in a position to fight the measure. Tele stations were given until June 19 to prepare written arguments in defense of their stand. Upon submission of such briefs, Commission will sked public hearings in Los Angeles to investigate the entire wrestling situation.

Commission reps also indicated they would oppose any exclusive tie-ups with local stations such as has been negotiated by Music Corporation of America (MCA) with the stations KECA-TV and KTLA. While action was held in abeyance, it was strongly stated that any arena shall be allowed to peddle grappling bouts on an equal basis, or such rights will be withdrawn from all ops.

The present two-outlet deal allows only KECA-TV and KTLA to sell rights, with grunt and groaners forbidden from appearing before video cameras in other arenas. First break in the exclusive tie-up came last week when KLAC-TV launched wrestling from Pasadena Arena, using grapplers not signed with MCA.

## Sales-Ad Office Set By Gaynor, Forward

HOLLYWOOD, May 20.—Radio-tele execs Sydney Gaynor and Robert Forward this week announced formation of a new sales and advertising consulting firm, to be known as Gaynor & Forward, Inc., with headquarters here. Firm will specialize on merchandising and distribution tie-ups.

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# PHOTOS

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# FEW SUBS FOR TV REGULARS

## Sponsors Get No Low-Cost Hiatus Fill-ins

### Status Quo or Nix Till Fall

NEW YORK, May 20.—Unlike radio, TV sponsors are not replacing their winter properties with low budget summer fill-ins. At the moment not one video bankroller has bought a summer program to spell his year-round show. Either the sponsor will take a hiatus or else will hold his program thru the warm months.

The reasons are obvious. In radio the client can buy a summer replacement for between \$2,000 and \$3,000, sans names. In TV at its present stage the costs remain constant. In addition, the sponsor faces the additional gamble of using an untried property and not knowing what rating can be delivered.

To stay with his present TV property means at least an assured rating. The fact is also that after the program has been on TV a while, its costs have been under control, while a new program means new problems. Thus the sponsors are taking the easy way out and either keeping their regular show on the air or dropping out completely until fall.

### Phileo Weighs Sub

The only sponsor even considering a summer replacement at the moment is Phileo, for NBC-TV. For the rest, four sponsors are expected to remain on CBS-TV, 13 will stay on NBC-TV and a few commercial programs will remain on the DuMont and ABC-TV webs during the summer months. On CBS-TV a few advertisers have asked for quotations on some web packages for summer duty, but they are being pitched packages which will cost the same as during the fall.

The line-up of sponsors expected to continue includes on NBC-TV, Mars, Ovaltine, Camels, Firestone, Old Gold, Doubleday, Kraft, Bristol-Myers, Ballantine, Gulf, Pall Mall and Emerson radio; on CBS-TV, Oldsmobile, Lincoln-Mercury, Stoptette and Toni (the last two having bought shows in late spring); on ABC-TV, General Mills and Kellogg and on DuMont, the United-Whelan stores.

### One Successful Sub

One of the few successful past users of summer replacements in TV was made last year by General Foods on NBC-TV with the Meredith Willson show. This package was put together for peanuts, but it is believed that Willson purposely shaved his price to see if he could latch on to a year-round bankroller.

The sponsor, too, could use the summer months as a try-out period, as is done in the theater. But the risks and the cost make for a more conservative approach. The thinking is also that if the advertiser does come up with a success, he may have the problem of deciding between programs, even assuming that come fall he can get time for his summer show. This also grants the fact that he has the bankroll to put out for two TV programs, which few advertisers can.

Insiders also point out that most of the packagers are putting together programs which start at \$6,000 weekly. Consequently, even apart from web offerings, there are few low budget-packages on the market, even for a prospective sponsor interested in one.

## P. Morris's Fall AM, TV Plans Taking Shape

NEW YORK, May 20.—The fall radio and TV plans of Philip Morris were finally shaping up this week. The cigarette company has renewed *This Is Your Life* for 26 weeks on the CBS radio web next season. The Ralph Edwards vehicle is in the Tuesday evening 9:30-10 slot.

Meanwhile, Philip Morris has just about made up its mind to buy the Ben Blue revue from CBS-TV for fall delivery, in addition to which it is also on the verge of purchasing a TV version of the Horace Heidt show. It was thought that the sponsor would decide between these programs, but they both stack up so well that a double buy is in the works. The Heidt video show will be on film, while the band leader continues touring the country.

The tobacco company is also giving considerable thought to the TV edition of *This Is Your Life*, which is already on kiné. The probability is that Philip Morris would drop both *Candid Mike* and *Candid Camera*, now under contract, to make way for these TV properties. The Bibb Agency handles the account.

## Autry Stuck in Wrigley's Saddle

NEW YORK, May 20.—For its first venture into video, Wrigley this week purchased the Sunday night 7-7:30 slot on CBS-TV for a new show starring Gene Autry which is slated to preem July 23.

The chewing gum sponsor also bankrolls *Autry and Life With Luigi* on the CBS radio web.

### EARLY EVENING

(Continued from page 7)  
SIU was 44.0, with 1950 noting a 37.0 SIU, 84 per cent of the preceding year. From 9 to 10, the 42.5 SIU of 1949 dipped to 35.2 in 1950, 82 per cent of 1949. From 10 to 11, with 33.6 the SIU in 1949, there has been a drop to 27.0 in 1950, or 80 per cent of the year before.

TV's SIU for the same hourly periods this March show it with 6.3 of the combined 34.6 AM-TV figure for the 6 to 7 p.m. slot. From 7 to 8 p. m., TV's SIU is 7.0 of the 40.5 AM-TV total. From 8 to 9 p.m., TV has 8.8 of the 45.8 AM-TV joint SIU. From 9 to 10, TV's SIU hits its high of 9.2 of the joint 44.4 figure. From 10 to 11, video accounts for 8.4 of the radio-tele 35.4 SIU total.

Altho the total radio SIU for the hours from 6 to 11 p.m. are lower than a year ago, the combined AM-TV SIU hit a new high in March. Radio's 38.1 per cent in March of 1949 was virtually the total figure for both media at that time. While AM SIU dipped to 32.2 in 1950, the growth of TV to 7.9 makes for a joint AM-TV total of 40.1 SIU in 1950.

### FCC MAY START

(Continued from page 4)  
to a grant of the petition for a new start as a matter of policy.

Cottone says the Administrative Procedures Act clearly contemplates the substitution of examiners if necessary, but he added that he does not want the petitioners "to have any possible basis for belief that they have not had the full and fair hearing to which they are most certainly entitled."

## Hope-Allen Packaged on NBC-TV Sked

### Show Would Cost 75G

(Continued from page 5)

topper of the Kudner Agency, with negotiations due to get down to brass tacks this week. Kirk is believed making a terrific pitch for the deal to Buick, which last year was stung with the costly Olsen and Johnson lemon on NBC.

Altho the auto firm's toppers are known to be eager to return to the medium, they are said to be somewhat awestruck at the tremendous cost entailed by the new show. Kirk is known to be on a hot seat with the bankroller, who represents \$15,000,000 billings to the agency, inasmuch as he must come up with a suitable deal but can't afford to sell the sponsor a stanza which might not pay off, and the budget on this airer might make it a risk profitwise, no matter how high a rating it garnered.

Also reported in the running is Nash-Kelvinator, which also wants an hour show. This bankroller is said to have been interested in a Cecil B. DeMille dramatic TV package, but reports are that it would prefer to latch onto Hope, Allen, et al.

Lever Bros. itself is another possibility, with some traders believing that only by guaranteeing themselves Hope's TV services would it release him for regular work in the medium.

### TV STARS IN VAUDE

(Continued from page 3)

ances during the Palace Theater's first anniversary celebration this week, were touted to the public as

## On Front Berner

HOLLYWOOD, May 20.—Veteran radio comedienne-stooge Sara Berner, after years of playing fall gal to others, this week sold her own starring show to General Mills. Stanza, *Sara's Private Eye*, will begin a summer run over NBC June 15. Show is a take-off on whodunits, produced by Joe Parker and packaged for NBC by Ben Pearson.

Roles created for airshows by la Sara include Jack Benny's "Gladys Zybisco," Jimmy Durante's "Ingrid Matarazza" and "Mabel Flapsaddle," telephone op on the Benny stanza.

## Sat. Revue Sale Nets NBC 3-Mil.


NEW YORK, May 20.—The sellout of the NBC-TV *Saturday Night Revue*, finalized this week, will bring the web about \$3,000,000 in time and talent charges for a 39-week period.

The two-and-half-hour show was sold in two ways; three half-hour blocks were sold to three individual sponsors and six sponsors each took 10-minute segments of the other two half hours. The line-up of bankrollers reads as follows: Campbells Soup, 8-8:30; Whitman's Chocolates, Johnson's Wax and Wildroot Hair Tonic, 8:30-9; Snow-Crop Frozen Foods, 9-9:30; Scotch Tape, S.O.S. Cleanser and Benrus Watches, 9:30-10, and the Crosley division of Avco, 10-10:30 p.m.

"TV stars." The Roxy has also booked Lucky Pup for an upcoming show.

And Howdy Doody and Hopalong Cassidy are packing 'em in at circuses.

# KFEL's RAY PERKINS SHOW




## 4<sup>th</sup> ANNIVERSARY

### MAY 27, 1950

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REPRESENTED BY JOHN BLAIR

## Popsicle Parade of Stars

Reviewed Monday (15), 7:45-8 p.m. Sponsored by the Joe Lowe Corporation thru the Blaine-Thompson Company, Inc., over CBS-TV. Producer, Air Entertainments, Inc., and Gail Gordon; director, John Wray; music, Ray Bloch; emcee, Bill Bivens. Cast this show: Milton Berle, Verna Raymond.

Just about anyone who has ever ventured near a TV set knows Milton Berle, his style and his technique. Figuring to capitalize on Berle's reputation, the Popsicle people signed him to lead off a series of weekly stanzas each of which will feature some top showbiz name in a 15-minute stint. They should draw plenty of viewers. How much entertainment will ensue, however, is debatable.

All the little gags and stunts and gimmicks used on his own ailer were used by Berle here. But without the supporting variety acts to space them out, it seemed a bit too much. He did act as straight man for a seven-year-old lass, Verna Raymond, whose gags, truth to tell, were better than Berle's. If any grown-ups tuned in the show at the start, they probably departed before the end, with Berle laying on the "Uncle Miltie" stuff but thickly and obviously playing to the little Popsicle-suckers. Timing was way off, with Berle cut short for a plug, and credits also cut. This show needs more than names. Producers of this show will find that, like any other entertainment, one needs more than a mere name to pay off. *Sam Chase.*



# Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

## Spot the Sponsor

Reviewed Monday (15), 5:15, 5:29, 6, 6:54 p.m. Sponsored by Snow Cup Orange Juice, Flit, Pepsi-Cola, Royal Pudding, 7-Minit Mix, Tip-Top Bread, Old Dutch Cleanser, Delrich Margarine, SOS Cleaning Pads and Ward's Tip-Top Bread via WNBTV, New York. Producers, Russell Varney and Earl G. Thomas; emcee, Betty Furness (Sally Spencer).

Spot the Sponsor looks like a natural low-cost advertising gimmick for TV. The show is set up as a package of four minute-long films, which air four times daily over WNBTV. A pert blond (tagged Sally Spencer for alliteration value) introduces 10 non-competitive grocery products in the first film and alerts listeners to the fact that they can win \$25 by identifying the "missing product" when the grocery line-up is flashed on again minus one of the brands. The series will be limited to 10 sponsors every day and one out of every five will be a public service plug. The initial ailer lauds the New York Heart Fund.

Aiming at a minimum of 20 sponsors, WNBTV is selling the show on 13-week contracts for \$220 a day per product. If the contest clicks with New York audiences, NBC plans to introduce it into other TV outlets this summer. Producer Russell Varney is already packaging a similar series for the drug field.

The neatly paced, one-minute commercial flickers pack an amazing amount of plugs into 60 seconds, and it's not as easy to spot the missing product as it sounds. With the right kind of tie-up promotion (co-op displays in stores, word-of-mouth, etc.) this series could make a real contribution to TV's struggle to build low-cost spots with sock sales appeal. *June Bundy.*

## Hotpoint Holiday Hour

Reviewed Sunday (14), 5-6 p.m. EST. Sponsored by Hotpoint, Inc., via CBS. Director, Fred MacKaye; radio adaptation, Allen Richards. Cast: Dorothy McGuire, John Garfield, Rosalind Russell, Jane Cowl, John Lund, Robert Cummings, Burt Lancaster, Margaret O'Brien, Mel Ferrer, Otto Kruger. Music, Henry Russell. Announcer, Marvin Miller.

Skillful direction, slick pacing and topflight thesping by Hollywood's all-star Actor's Company made Hotpoint's Mother's Day show one of its most successful presentations. Philadelphia Story, Philip Barry's brilliant 1939 legit comedy about a group of talkative sophisticates,

proved an admirable radio vehicle for some of filmland's best acting talent. With the exception of Miss O'Brien, who's about as sophisticated as Louisa Mae Alcott, each performer was cast true to type, with Dorothy McGuire sounding very "Heppburnish" as Tracey Lord; Rosalind Russell and John Garfield scoring as the cynical photographer and reporter, and Robert Cummings registering particularly well as Tracey's pixiest ex-mate. The radio adaptation, a clean-cut condensation job, happily retained the best of Barry's original dialog.

Commercial-wise the ailer followed a stock copy line, playing up the firm's automatic dish washing machine and stressing the appliance company's slogan, "Look to Hotpoint for the finest first." As a "friendly token" of its regard for Mom's Day, Hotpoint offered all housewives and mothers a free (albeit strictly utilitarian) gift, "a new rubber plate scraper." *June Bundy.*

## Cameo Theater

Reviewed Tuesday (16), 9:30-10 p.m. EST. Sustaining on NBC-TV. Producer-director, Albert McCleery. Drama, "It Takes a Thief," adapted by Norman Rosten from an Arthur Miller story; original music by Chris Kiernan, played on the musical saw by William Benner. Cast: Margerie Gateson, Jack Hartley, Phil Foster, Steve Gravers, Jane Murray, John Glendinning, Robert Bolger.

The latest of NBC's time-fillers in the 9:30 Tuesday slot may cause some headaches for the web. The fact is, it was too good merely to be brushed off as just another one-shot. A gripping, beautifully produced and acted stanza from a strong-meat script virtually demands that more be heard from the same team. No set and virtually no props were used; this bare-hands technique is not new, but in this case adroitly proved that it takes more than expensive non-essentials to make for stirring drama.

From the opening shot, showing a man phoning the police to say he had been robbed, only to be silenced by a hand across his mouth—placed there by his wife—the elements of human conflict lifted this into a plane far above the casual video offering. The story line was simple to the point of skeletonization: the man was in possession of something he should not have had, and that, too, was taken by the thief. After nearly half the show had elapsed, the viewer learned that this something was money, \$91,000 of it. The remainder of the show dealt with the emotions of the principals, a middle-aged couple, as they sought to regain the money from the police after recovery of the loot and yet stay out of trouble.

## Outstanding Technique

The camera technique stressed close-ups tellingly. Lighting was seldom full-on and made exciting use of shadow effects. Scenes for the most part were quite short and hit with impact, a method, along with the camera technique, which has been developed and popularized by the Lawrence Menkin-Charles Speer team at DuMont. Even to the use of a musical saw and unusual moving pattern effect for transitions, the show was outstanding.

The hot potato on NBC's hands now is what to do about a smash artistic success which was intended merely as a one-shot. The story left no real reason for continuation as a series, in terms of using the same characters. But if the unit involved were given their head, they undoubtedly could come up with one. *Sam Chase.*

## The Fish Are Running

Reviewed Thursday (11), 6-6:30 a.m. Monday thru Friday. Sponsored by Schultze's Fishing Tackle via WINS, New York. Producer, Ed Bender; writer, Ray Hayes; emcee, Art Scanlon.

The Fish Are Running is a seasonal public service feature of WINS, designed to keep fresh and saltwater anglers up to date on rod and reel information (tides, weather, catches and schedules for party and fishing trains.)

Making no attempt to jazz up the show for non-fish enthusiasts, "Skipper" Art Scanlon does a straightforward, lucid job of factual reporting. Pace-wise, the slow-moving series will undoubtedly scare off other early morning dialers, but for fishermen the program is a "verbal tackle box." *June Bundy.*

## Cloak and Dagger

Reviewed Sunday (7), 4-4:30 p.m. Sustaining on NBC. Producer, Lou Cowan; director, Sherman Marks; writer, Winifred Wolfe. Cast: Joseph Julian, Ross Martin, Karl Weber, Berry Kroeger, Raymond E. Johnson.

Dramatizing the wartime exploits of the O.S.S., this new NBC adventure saga does a good job in a fairly routine way. The yarn caught dealt with an American agent dropped behind German lines who played hide-and-seek with the Nazis while radioing information to our forces.

Altho the Nazi commandant finally saw thru his disguise and he was caught and tortured, the story has it that the hero was to be transported to another German camp. But the driver, it seems, was another O.S.S. agent, so it can be presumed that all ended well. There's no doubt that our wartime agents had some unbelievable adventures. However, it might be safer, in terms of listener credibility, since truth apparently can be stranger than fiction, to stick to cases a bit less extravagantly plotted in terms of nick-of-time rescues. Acting and production were okay, and the script was otherwise acceptable. *Sam Chase.*

## Ben Grauer Record Releases

Reviewed Wednesday (17), 11:15-midnight. Sustaining on WNBC, New York. Producer-director, Clay Daniel; writer-announcer, Ben Grauer.

This new weekly WNBC show is following the pattern staked out for the station by its new head man, Ted Cott. In part, it is flagging to enable the web flagship to encroach upon territory previously staked out by indies here, and Cott's background with the latter type of operation indicates that he should be able to map a successful campaign. This stanza should draw listeners away from the longhair devotees of WQXR.

Basis for the show is the playing of hitherto-unreleased classical recordings. In the preem show, they quite naturally stemmed from the parent wax-mill, RCA Victor. Included were two brief 45 r.p.m. records made under Toscanini's baton, and the Kurt Weill opera, *Down in the Valley*. Latter used the cast which aired the series on NBC-TV a few months back. Grauer's affable and erudite manner, even to quotes from a couple of classic poets, didn't hurt things a bit. In all, a good idea well done. *Sam Chase.*

## You and Baseball

Reviewed Monday (17), 6:15-6:30 p.m. EST. Sustaining via CBS. Produced and directed by Judson Bailey. Emcee, Red Barber. Guest, Bob Quinn.

The CBS contribution to the opening of the baseball season was a series of five 15-minute programs on its *You and Baseball* series dealing with the nation's pastime. Each show was to have a guest prominent in some aspect of the game who was to speak on it as related to himself. CBS sports head Red Barber interviewed Bob Quinn, an old-time ball player, now in charge of baseball's *Hall of Fame*, on the first program. The veteran had a great deal to say as he compared the changes that time had made in the way the game was being played. Quinn's important points were that the first two fouls hit now become strikes, that the game had gained immeasurably in public acceptance and prestige and that the farm system now provides a regular flow of players to the majors. His six all-time greats were Cy Young, Walter Johnson, Christy Mathewson, Babe Ruth, Ty Cobb and Honus Wagner.

In his usual, capable manner, Barber elicited enough other information to make this an interesting program and an addition to fans' knowledge. *Leon Morse.*

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# AFM DRUBS DISK TECHNIQUES

## RRAC Pushes Sale of 78 Wax

CHICAGO, May 20.—Inconsistency of the 78-r.p.m. shellac market was evidenced several weeks ago when the Record Retailers' Association of Chicago (RRAC) ran a full-page ad in a Sunday edition of a local daily announcing a city-wide clearance sale of that speed merchandise. Situation is a complete switch on the previous stand of RRAC, who banded together a year ago to vigorously fight the series of Victor "dumping" sales and sales of a similar nature conducted by other distributors.

It's understood that approximately 30 members co-operated in the clearance sale. Items on sale were reduced anywhere from 30 to 70 per cent of their normal retail value. When contacted, many of the participating retailers said they felt the sale was necessary to clean shelves to handle 45 and 33-r.p.m. merchandise.

At a meeting here Wednesday (17), RRAC membership expressed itself as hoping that a national organization of record dealers could be formed at the projected meetings (see other story in the Music Section) in conjunction with the National Association of Music Merchants' convention July 10-14 at the Palmer House here. Dealers feel that perhaps thru the mutual dissemination of news, regarding sale of 45s as opposed to 33s, some information can be garnered as to the proportion of each speed disks which might be ordered by a disk dealer.

## Ashley, Wise, Robbins Cool

NEW YORK, May 20.—Al Ashley and Al Wise, of Amseco Music, agreed to come to terms with the J. J. Robbins pubbery this week by entering into a judgment under which Amseco will be restrained from using the Robbins format and title in future issues of their folios and song books. All copies of the Amseco folios which are in that format and currently on the market are to be recalled.

Robbins's motion for a temporary injunction, argued before New York Supreme Court Justice Ferdinand Pecora some weeks ago had not yet been ruled on when the defendants settled their differences with Robbins this week. The judgment will have to be approved by the court to meet legal requirements.

Robbins had brought suit early in March charging that Ashley and Wise, who had sold the Robbins series Music for Millions when they were in the jobbing business as the music supply company, have been giving the trade the impression that they are offering the same product again by using a title and format similar to Robbins's (*The Billboard*, March 18).

## Margaret Webster To Wax Shakespeare On LP for Atlantic

(Continued from page 4)  
prelude to its entry into the classical music field. The diskery also has inked Marie Powers, singing star of *The Medium* and the current *The Consul* to an exclusive pact for complete opera waxings. Her first will be a 12-inch LP of concert songs, accompanied by Frank La Forge. The second will be a 10-inch LP diskings of *Heart Songs and Hymns*.

## New Shap-Bernstein, Miracle Trial Nixed; Industry Puzzled

CHICAGO, May 20.—Judge Michael L. Igoe, it was learned yesterday (19), has closed the Shapiro-Bernstein vs. Miracle Records case at the Federal District Court level, denying Shapiro-Bernstein's motion for a new trial. Attorneys Ed H. Norton and Seymour Tabin, who represented Miracle, received a notice from Judge Igoe reading "motion of Music Publishers Protective Association, Inc., for leave to file a brief as amicus curiae is overruled."

The notice was dated May 12. Pending further action, Judge Igoe's decision against Shapiro-Bernstein on their claim that their copyright *Yancey Special* was infringed upon by the Miracle waxing of *Long Gone* stands—but much more significantly, his obiter dictum, which may have the effect of throwing thousands of copyrights into the public domain (*The Billboard*, April 8 and 29, May 20) also stands.

NEW YORK, May 20.—Music business circles were thrown into consternation here when it was learned that Judge Igoe had ruled against a new trial in the Shapiro-Bernstein vs. Miracle Records case. The dates of notice of the judge's decision—May 12—was a special source of bafflement.

On May 12 attorneys Sidney Wattenberg, for Music Publishers Protective Association (MPPA), and William Klein, for Songwriters' Protective Association (SPA), had asked Judge Igoe's permission to submit a joint brief as amicus curiae. He had refused admission of the brief on this basis, but said that the brief might be filed by Mort Schaeffer, attorney for Shapiro-Bernstein, in his motion for a new trial. The various parties left the court, which adjourned at 3:45, under the impression that Judge Igoe had reserved decision on the motion, i. e., that the issue was still open.

**Question Wrapped Up**  
Judge Igoe's action wraps up the question at the District Court level. The MPPA and SPA have only one recourse—to apply again as amicus curiae if Shapiro-Bernstein carries the case to the Circuit Court of Appeals. A Shapiro-Bernstein exec contacted here said that he had not yet had time to digest the news of Judge Igoe's denial, and could not possibly say anything about an appeal at this time. SPA and MPPA

spokesmen say they certainly will attempt to appear as amicus curiae should an appeal be instituted.

Meanwhile, that portion of the Igoe decision which jeopardizes thousands of copyrights remains. It remains to be seen whether anyone will attempt to make capital of the ruling by publishing, recording or otherwise attempting to exploit without permission of the putative copyright owners a tune or tunes so affected.

## Pubbers Slap 2 Suits for Tunes

NEW YORK, May 20.—Two actions asking for injunctions restraining the recording of copyrighted tunes were filed in U. S. District Court here by Edward B. Marks Music Corporation, and Shapiro Bernstein & Company. Defendants are the Castle Record Company, and Norton and Robert Shad. Latter are charged with recording the Marks tune, *Nightingale*, and the SB tune, *I'll Always Be In Love With You*, without payment of royalties.

Complaint alleges that defendants have conspired to infringe the SB copyright since September, 1946.

Relative to the Marks complaint, defendants are alleged to have recorded without consent, since May, 1942, the tune *Nightingale*.

In addition to injunctions, the publishers ask for damages sustained and an accounting of profits derived from alleged infringements.

## Tolnay Named To London Post

NEW YORK, May 20.—Rudi Tolnay, former merchandise manager for Columbia Records, was named this week as sales manager of London Records by Executive Veepee Dan Berne. Tolnay assumes his duties immediately, and will be assisted by James Landay. Landay moves here from the diskery's Canadian headquarters in Montreal.

Meanwhile, London artists and repertoire department has taken over two masters from writer Charlie Singer, of Boston. Sides are *Give a Broken Heart a Chance to Cry* and *I Need You*, both warbled by Lee Shearin.

## RCA Sets 45 Single Kidisk Invasion With Mil. Disks

(Continued from page 3)  
are tentatively priced at 75 cents for the 45s, 95 cents for the 78s. What with the four-color packaging for each record and the top production standards—large orchestra, special material and scoring, top talent—RCA regards this pricing as highly competitive. The waxery's interest in exploiting the seven-inch single field has grown out of demands by dealers and observation that indie kid companies have been heavily ordering this type of product from RCA's custom division, particularly the 45s.

**Traditional Material**  
The series, featuring such artists as Spike Jones, Cliff Edwards, Fran

Allison and Jack Berch, consists largely of traditional material like *Mother Goose* stories and nursery rhymes, specially adapted with original music, plus some popular kid tunes. The original music was written by Norman Leyden and conducted by Henri Rene. Production and direction were handled by Steve Carlin, head of kid a. and r. for the label. The project is under the coordination of Merchandise Manager Robert Macrae.

Meanwhile, the diskery is proceeding with album sets; a second *Houdy Doudy* set and an "Album X," the latter to be promoted via a teaser campaign, are next on the agenda.

## Bars Use of Pre-Records, Tracks, Dubs

### Diskers See Crisis

By Hal Webman

NEW YORK, May 20.—The American Federation of Musicians (AFM) this week lashed out at the disk business by clamping restrictions on tracking, dubbing and other pre-recording techniques currently in general use for commercial waxing thruout the industry. Diskers were notified of this move thru representatives of AFM locals, who were operating under instructions from AFM Proxy James C. Petrillo's office.

The federation headquarters had no comment to make regarding the action taken against tracking, the local union reps quoting a message received from Petrillo is contacting the diskeries. The Petrillo wire included the following statements: "Federation regulations provide that music should be recorded when voices are recorded. Recording contract also prohibits dubbing of any kind."

### Increase Work

The AFM move, which has been in the wind for several months, is designed to increase musician work hours which the union contends are lost because of the use of tracking and pre-recording methods. It is the claim of the union that the labor agreement signed following the last recording ban includes a provision which forbids dubbing. An AFM spokesman said that the union is working under the terms of this agreement and added that "there's no reason why the recording companies shouldn't work under it too."

But diskers execs feel that the labor agreement's dubbing provision was intended to cover dubbing for other uses such as transcriptions, soundtracks, etc. The waxers contend that this provision has no reflection on the use of pre-recording methods, including tracking.

### Motivation of Moves

Tradesmen generally agree that the reasoning behind the AFM move is designed to create additional work hours for recording toolsters and to build up overtime money which has dwindled considerably since tracking blossomed into a general trade practice in the past couple of years.

Diskers generally agree that "we'll have to sit down with Petrillo and hash this thing out." One major diskery exec felt that the AFM can be convinced that the waxers are doing no wrong in the use of pre-recording. It was pointed out that pre-recording has helped accelerate and improve the quality of recordings. Tape recording, which has been generally accepted thru the industry, lends itself to the tracking methods, claim the diskers.

### Industry Hurt?

If Petrillo succeeds in barring pre-recording, many diskers feel that such a provision, coming at a time when the business is in a descending market, could hurt both economically and functionally. Some diskers believe that many lesser waxeries would be placed in a precarious position if the tracking method is outlawed.

In view of the current general belief that a good disk date today can rarely produce more than two acceptable sides, one diskier forwarded an idea that the AFM establish a two- (See *Disk Techniques* on page 17)

# BMI CALLED FREE WRITERS' FOE

## Davis Blasts Tactics Used To Gain Plugs

Cites Other Acts as Overt

(Continued from page 5)  
networks, thru their alter egos, agents, and affiliated stations, in violation of the law."

"The leading radio stations, by this common pool and unlawful confederation, acting thru BMI and NAB, which were designed to give them power, now exercises control over the musical culture of this country," the complaint charged.

Continuing, Davis asserted that the government's consent decree against ASCAP has enhanced BMI's power. He said that while ASCAP was on a "down-grade," BMI was on the upgrade. "As seen by their own boasting and admissions," Davis asserted, that by 1948, ASCAP's competition "had become so diminished and assassinated, and its pre-eminence so shattered, and BMI had become so powerful" that one BMI official voiced fear that "the Society (ASCAP) might dissolve." "Thus," stated Davis, "was the impact and the effect of BMI's 'competition' so aptly put, that the broadcasters began to worry about keeping some 'token competition' in the field as an anticipated defense of monopoly assaults against them, as this application is intended to be."

Cites Example

Declaring that BMI thru its broadcast, TV and diskery ties has power to "make" a hit by constant "plugging," Davis cited *Chattanooga Shoe Shine Boy* as an example. He described the tune as "a folk number" that was "engineered into a 'hit' by the power of the organizations complained of," and said the tune was authored by a pair of radio executives. "It is thus," he said, "that many of the BMI tunes are made by the monopolizers and from their own select group, to the financial loss of the free writers of America."

Citing other allegedly "overt acts," Davis stated:

"BMI has a self-perpetuating board of directors inasmuch as the controlling stock is owned and voted by such directors as owners or alter egos.

"The stock of BMI upon the sale of a station must be returned to BMI, and thus the monopoly becomes tighter.

"As the stock is returned to the treasury of BMI, the 'net worth' value of the remainder becomes greater; thus the stock today, owned as aforesaid by prewar stations who garnered 90 per cent of the broadcasting revenue for the year of 1949, is of great value, for some 2,000 licensees are not stockholders, and are adding to the increment of the small and select group who perpetrated this monopoly.

"BMI has extended its monopoly into Canada.

Discrimination Charged

"BMI discriminates against independent composers and those from whom BMI obtains its music, in that it proposes to give away to its television alliances these performing rights to the disadvantage of the independent composers who attempt to sell such rights.

"BMI is attempting to make ballroom and hotel groups pay the way (See *BMI Called Free* on page 17)

## Obscene Disk Bill Slated for Fast Enactment

WASHINGTON, May 20.—The bill specifically banning interstate transportation of obscene disks is slated for enactment within the next couple of weeks as a result of perfunctory House passage of the Senate-approved measure this week.

The House, however, had to return the bill to the Senate for concurrence in an "amendment." It seems the Senate inadvertently okayed an error in punctuation by including a superfluous comma in the bill. In a matter-of-fact manner, the House agreed by voice vote to accept a Judiciary Committee amendment to strike out the offending comma and then agreed by voice vote to pass the bill.

The measure adds to criminal code provisions banning shipment of obscene literature a section also banning "any obscene lewd, lascivious, or filthy phonograph recording, electrical transcription, or other article capable of producing sound."

Enactment of the measure will make no changes in present activities against dirty disk shippers or receivers by Justice Department, since the agency recently won a Supreme Court case in which the high court ruled that obscene disks were banned by the implications of the obscene literature section of the code.

## Feinberg Called; Blues United

NEW YORK, May 20.—As foretold in last week's issue of *The Billboard*, Willie Feinberg was drafted at a caucus of the Unity Party to run for president of Local 802, American Federation of Musicians (AFM).

Meanwhile, officials of the Blue Ticket, the reigning administration group, vehemently denied that their party was disintegrating. They asserted that reports of a schism in their faction, carried in last week's issue, had no basis in fact. In the words of Prexy Dick McCann, "I can state categorically that your allegations as to disunity in the ranks of the present administration of Local 802 are not true." Both Al Knopf and Hy Jaffe denied even contemplating a switch to the Unity Party.

Feinberg, it was learned, will accept the Unity nomination June 3, at the Hotel Victoria before an invited audience of 802, members and press.

## Muscraft Gets Credit Plan OK

NEW YORK, May 20.—The Muscraft waxery's plan to pay its creditors was approved by Referee Herbert Loewenthal in New York Federal Court this week. Participation certificates will be mailed to creditors within 15 days.

Plan is based on expectation of revenue deriving from Muscraft masters leased with MGM Records. The income from these masters, under the plan, is required to be at least \$118,688 over the five-year leasing period.

Muscraft had filed a plan of arrangement under Chapter 11 of the Chandler Act in 1948, listing liabilities of \$783,152 and assets of \$1,779,543.

## Industry Rocked by Prospect Of Low-Priced Longhair LP's

NEW YORK, May 20.—The prospect of a Schubert mass and a Grieg concerto on LP disks retailing for \$1.49, and on 45 r.p.m. disks at 39 cents, burst as a bombshell on the disk market this week. While the vast low-priced selection offered by Remington Records has been aimed principally at promotion-minded chains and department stores, the flock of name artists and unusual longhair repertoire offered is expected to create considerable concern in conventional disk circles.

The outfit, headed by Donald Ga-

bor, who founded Continental Records 10 years ago, has hit on a lost-cost plastic disk molding process and has been able to tap several large sources of masters here and in Europe. This week the label makes its debut with 20 classical titles on 10-inch LP's retailing at \$1.49. A large line of pop and semi-classical LP's will follow at 99 cents per disk. Twelve-inch classics, to come later, will sell for \$1.99. The 45 r.p.m. line, skedded for release on June 7, will tee off with 40 disks at 39 cents per. Simultaneously, Gabor will release pop packages containing three unbreakable 78 r.p.m. disks each, with each set retailing for \$1.19.

While regular retail outlets are expected to resist this powerful threat to the conventional price structure, such outfits as the Macy chain and Woolworths are grabbing up the material, and others, including W. T. Grant, are giving Gabor's deal serious consideration.

Possible effects of this venture on the American music market have intrigued even the financial editors of several New York dailies and national magazines, not usually concerned with disk data.

Remington's deal offers the disks at conventional discounts, with a 6 per cent return privilege and two-week delivery guaranteed. Promotional outlets are being given exclusive deals in particular markets as long as they maintain sufficient promotion. According to Gabor, Macy's has already agreed to co-operative advertising equivalent to six full-page ads in local dailies within the next 60 days.

Disks are being pressed at Gabor's 48-press Webster, Mass., plant. Muriel Francis Associates, who represent Jussi Bjoerling and other top longhair names, has been engaged to handle Remington's public relations.

Forty-eight classical works have already been taped and more are being cut daily in Europe. Present plans call for 20 new longhair releases a month. All disks will be packaged in sleeves meeting high market standards, and multiple-disk works will be packed in dustproof albums. Initial titles will include the Schubert *Mass in G*, the Trout Quintet, Bruckner *Adagio*, Tschalkowsky's *The Trumpet, Grieg Concerto*, Beethoven's *Third Symphony*, excerpts from *Aida* from *Madame Butterfly*, *The Sleeping Beauty* and Wagner gems. Future releases will include excerpts from *Die Fledermaus* and a set of Strauss waltzes and polkas.

The diskery is also going after name talent from the local scene, having already signed papers with Met Opera sopranos Christina Carr (See *Industry Rocked* on page 28)

## Martin Loses Suit to Apollo

NEW YORK, May 20.—Apollo Records won its breach of contract suit against vocalist Dean Martin in New York State Supreme Court this week. The jury awarded Apollo \$3,500 in damages, plus interest and costs. The case was tried before Judge E. Nathan Jr.

Apollo had entered a three-month contract, plus a one-year option, with Martin in October, 1947, and cut an initial date, with the singer getting \$75 per side. The records were released in November. Then, faced by the prospect of the Petrillo ban, the diskery rushed Martin into the studio in December, paying him the fee guaranteed under the option, or \$187.50 per side. By paying this amount, altho the original three-month pact had until February to run, Apollo was able to contend that it had picked up the option.

On August 12, 1948, however, Martin signed a contract with Capitol, which issued three of his disks during that ban year.

During the trial, Martin's partner, comic Jerry Lewis, was called to the stand as a witness, but was instructed by the judge to play it straight.

## Disk Makers May Really Form Org

NEW YORK, May 20.—The proposed record manufacturers' trade association, which has been in the making for the past couple months, has come somewhat closer to development.

Attorneys currently are working up a slate of proposed industrial problems which could serve as the core for the formation of such an association. The basic purposes of the proposed association would be to develop an institutional promotion program and to deal with joint industrial legislative matters.

When the outline for the association (See *Disk Maker Org* on page 45)

## Varsity Bows 49-Cent Disk

NEW YORK, May 20.—Eli Oberstein's Varsity 45 r.p.m. line, skedded to be shipped this week and heralded as the first low-price doughnut type disk, has been tagged to be sold at retail for 49 cents.

Oberstein also plans to merchandise his 45's in three-disk packages which will retail for \$1.49. Obie's first 45 r.p.m. release will include 30 platters covering a cross section of material culled from the existing Varsity catalog.

## London Gets 8 Keller Masters

NEW YORK, May 20.—London Records this week acquired eight masters on a lease basis from Leonard Keller, Chicago tunesmith-publisher. The eight tunes, all elefied by Keller, were also waxed by an ork under his baton. The first pairing released under the London label will be *My Dream* and *Don't Stop Now*.

The deal was negotiated here by Lou Comito, a partner of Keller in Len-Art Music and manager of the pubbery, in which all eight of the tunes involved are published. Len-Art's initial plug effort will be on *My Dream*.

# TOSCY HOOPLA SMASH SUCCESS

## Sacred Expands, Goes to 45 Wax

HOLLYWOOD, May 20.—As part of a general expansion program, Sacred Records becomes the latest label to go to 45-r.p.m. Earle E. Williams, Sacred's prexy, said that the move is the result of increased demand for the speed. Initial 45 release will include approximately 40 catalog selections.

Williams said he was considering adding 33 1/2-r.p.m. releases. Should these plans materialize, long-playing disks will be reserved only for a few items, such as organ music and longer works.

Expansion includes the diskery's move to larger headquarters while retaining its downtown Los Angeles building as its production and shipping center. Diskery has opened branch offices in Kansas City, Mo.; Philadelphia and New York. Deals are in the works for the diskery to also press in the Midwest and East.

## Sinatra "Rose" Gets Col Push

HOLLYWOOD, May 20.—Columbia Records will go all out on a drive to plug the new Frank Sinatra disk of *American Beauty Rose*. Platter, which Columbia snagged as an exclusive for Frankie, has become the biggest hit potential for Sinatra since *Hucklebuck*, with orders for 40,000 the first 10 days of release. No Sinatra disk of recent vintage has shown such fine prospects.

Plattery this week bombarded disk jockeys with personal letters penned by Sinatra, putting in a pitch for the disk. Follow-up exploitation is in the works.

## New Victor Pops Aimed at 45 Biz

NEW YORK, May 20.—RCA Victor has launched a new series of pop albums aimed exclusively at the 45 r.p.m. market. Each album will include three disks culled from the list of steady "demand" items by leading Victor name artists.

The first two sets to be issued are *Spike Jones Favorites* and *Irving Fields Favorites*. The Jones set will include such standards as *That Old Black Magic*, *William Tell Overture*, and *My Old Flame*.

The project was initiated by Larry Kanaga, Victor's general sales and merchandise manager.

## Theater Disk Club, Columbia in Huddle

NEW YORK, May 20.—Possibility that diskeries may have to revise their thinking with regard to the merchandising of certain types of LP disks was indicated this week when the Theater Disk Club, an organization which rents out LP waxings of original cast legit shows, entered into negotiation with a Columbia Records distributor. Theater Disk Club discussed possibilities of obtaining a franchise in order to be assured of a supply of disks.

Columbia distrib's consultation with attorneys, however, raised the question of whether such a franchise would violate current franchise contracts. Regular franchise holders, it was pointed out, might squawk mightily.

Disk club has been offering such LP's as *The Cocktail Party*, *Lost in*

## Toscanini Tour Tab

Place	Date	Attendance	Scale (No taxes included)	Estimated Gross (No taxes included)
New York (Carnegie Hall)	April 14	2,800	\$2-\$7.50	\$15,100
Baltimore (Lyric Theater)	April 17	2,600	\$3-\$7.50	\$12,700
Richmond, Va. (Mosque)	April 18	4,500	\$2-\$6.00	\$16,600
Atlanta (Auditorium)	April 22	5,200	\$2-\$5.00	\$21,400
New Orleans (Municipal Auditorium)	April 25	5,200	\$2-\$6.00	\$22,300
Houston (City Auditorium)	April 27	4,300	\$2-\$6.00	\$19,300
Austin, Tex. (Gregory Auditorium)	April 29	6,500	\$2-\$3-\$4.00	\$18,300
Dallas (State Fair Auditorium)	April 30	4,400	\$2-\$6.50	\$21,700
Pasadena, Calif. (Two Concerts) (Civic Auditorium)	May 3	6,000	\$3-\$6.00	\$27,200
San Francisco (Opera House)	May 6	3,300	\$2-\$7.50	\$20,500
Portland, Ore. (Auditorium)	May 9	5,550	\$2-\$6.00	\$20,100
Seattle (Civic Auditorium)	May 10	6,000	\$2-\$5.00	\$22,000
Denver (Municipal Auditorium)	May 13	7,800	\$2-\$6.00	\$28,200
St. Louis (Fox Theater)	May 15	5,050	\$2-\$6.00	\$17,500
Chicago (Civic Opera House)	May 17	3,700	\$2-\$7.50	\$21,100
Detroit (Masonic Auditorium)	May 19	4,900	\$2-\$6.00	\$22,800
Cleveland (Public Auditorium)	May 21	10,500	\$2-\$3-\$4.00	\$30,000*
Pittsburgh (Syria Mosque)	May 23	3,800	\$2-\$6.00	\$18,900*
Washington (Constitution Hall)	May 25	3,850	\$2-\$6.00	\$18,000*
Philadelphia (Academy of Music)	May 27	2,980	\$2-\$7.50	\$15,300*
		98,930		\$409,100

\*Estimates

## Tower's 1st 33 Offers Snyder

CHICAGO, May 20.—Tower Records here will spring its first LP disk within the next month with a recording featuring Bill Snyder, the original pianist on the currently hot *Bewitched*.

Dick Bradley, Tower prexy, did his second recut on Snyder's next release, *Dream Concerto*, last week. The disk originally was made in January with a full band, spotlighting only a fragment of Snyder's piano, with intentions of featuring a vocalist doing the lyrics. After considerable searching for the right voice, Bradley dubbed in Ralph Sterling, baritone now at the College Inn of the Hotel Sherman. When Snyder's etching of *Bewitched* caught on, Bradley erased the vocal and last week substituted a piano lead by Snyder.

Bradley cut the first of a series of disks by various h. b. artists last week when he waxed four sides by Whitley Carson video Western artist, and His Corn Huskers.

In a realignment of distributors, Bradley added Scott-Cross, Philadelphia; Coastline Distributors, Nashville, and Malvery Distributors, East Hartford, Conn. Bradley also had worked out a deal with Fred Thompson, of Gordon V. Thompson, Ltd., Toronto, to handle Canuck Distribution for the entire province.

the Stars, South Pacific, etc., at a rental fee of \$2.20 per show for three days, the fee to count toward the purchase price if user decides to buy.

Columbia distrib indicated he would take the matter up with Columbia Records brass as a test case—in order to see whether a revision of thinking is necessary with regard to current franchise practices.

## B. G. Sets Longhair Concerts in June

NEW YORK, May 20.—Benny Goodman will return from his European tour sometime in the first two weeks of June and will do a series of longhair concert appearances upon his arrival. B.G., who has been selling his jazz abilities on the Continent with the aid of an all-star sextet which includes Roy Eldridge, Ed Shaughnessy and Zoot Simms, will kick off his longhair appearances here with a soloist shot in Hartford, Conn.

Reports on the B.G. continental tour, which covered a good portion of Western Europe, have been favorable and claim that the clarinetist-maestro has been packing them in wherever he goes.

## Thornhill Signs Pact With MCA

NEW YORK, May 20.—Claude Thornhill this week inked a management pact with Music Corporation of America (MCA) after a several month sojourn with Associated Booking Corporation (ABC). Thornhill's management picture has been somewhat unstable since he left the William Morris Agency when that office was in the process of eliminating its ork department. From Morris, Thornhill went with Willard Alexander for a short period and from there went to ABC.

The orkster currently is working week ends out of New York pending the clearing up of the leader's booking problems. He is still personally managed by Phil Brown.

## RCA's Payoff Terrific in Puff, Goodwill

### Longhair Gravy A-Plenty

(Continued from page 4)  
manual got up especially for the tour. In each section RCA ran a three-quarter-page ad on the appearance of Toscanini and the NBC ork plus a co-op page on the 45 attachment, self-contained player and Toscanini disks over local dealer names. Additional space was placed by leading dealers on a co-op basis worked up by the local ad staff of each paper and the RCA distributor. In some, NBC affiliates took an opportunity to sell their local audiences. In *The Houston Chronicle* a page was subscribed in tribute to Toscanini by a list of Houston music lovers. Strictly at card rates, the editorial space grabbed off in these sections would total far more than the estimated \$63,000 cost of the tour—and this does not include the value of the four-page spread in the May 22 issue of *Life*, the stories in *Time* and other magazines, nor the columns and columns of news stories, pix, of columnist mentions and reviews which appeared in print.

### Radio

Spot radio was also used in every city over the NBC net. In all but Denver and Portland, Ore., the Toscanini appearance was promoted over TV, too, via the *Verdi Hymn of the Nations* film made by the maestro and the NBC Symphony originally for the Office of War Information.

Total bill for the radio and TV campaign was \$20,000, with another \$34,000 for the newspaper advertising. In addition, RCA scored with every concert-goer by giving away a beautiful three-color 24-page souvenir program depicting the highlights of Toscanini's career, the history of the NBC orchestra, the broadcast and recording activities of the group, facts on the tour, complete catalog of Toscanini recordings, as well as a two-page pitch on RCA records and recording artists and another two-

## Capsule Wrap-Up

People on tour: 120 (106 musicians).  
Performances: 21.  
Cities played: 20.  
Length of tour: six weeks (April 17-May 28).  
Miles traveled: 8,593.  
Attendance (estimated): 99,000.  
Average ticket price: \$4.13 without tax.  
Total gross, approximately: \$410,000.

page on RCA Victor combos and players.

Record field men also lined up window displays in each town, with a 100 average per town played resulting. Displays were of two types and professionally installed. Radio and press interviews with RCA and NBC execs accompanying the tour (press and radio in each city was prewarned that Toscanini would not be available for interviews as he was conserving his strength for his performances), speeches before civic and fraternal groups, musical societies, schools and special disk jockey promotions all have been (See *Toscy Hoopla* on page 52)

# NAMM Schedules Disk Clinics

## Plans Mulled With Reps of Chicago Assn.

### Retailer Group Coming Up?

CHICAGO, May 20.—Two clinics, at which problems of the record business will be discussed by reps of disk makers, distributors, artists and record retailers, are being planned for the forthcoming National Association of Music Merchants' (NAMM) convention at the Palmer House here July 10-13. The platter discussions are being mapped jointly by Bill Gard, NAMM executive secretary, and Ben Chodash and Ted Raynor, proxy and legal counsel, respectively, of the Record Retailers' Association of Chicago (RRAC).

The confab between Gard and the RRAC reps followed a mail survey of approximately 3,000 record retailers across the country made a month ago by the local disk dealers' association. The Chi group sent out a lengthy questionnaire, asking whether retailers would be interested in organizing a national record dealers' group. Thus far, Chodash told *The Billboard*, approximately 160 retailers had answered, signifying that they would be interested in attending a summer session. Forty-five of the replies came from out-of-State shops, while the remainder were primarily from the Cook County area. Based on this response, Raynor and Chodash met here Friday (19) with Gard about holding afternoon sessions during the NAMM convention. The local association will prepare a brochure of concrete plans for the two or possibly three business sessions for immediate mailing to the 3,000 dealer list.

### Expect Big Turnout

The RRAC expects considerable NAMM membership attendance at the record sessions, since Gard has estimated this year's convention attendance at 9,000 music merchants, highest estimated total for any NAMM convention. Approximately 200 exhibitors have already signified that they will have displays on the convention's six floors in the Palmer House, with another 50 booths and rooms expected before the doors swing open.

Already scheduled are morning business sessions July 12 and 13. George Marek, with Victor and now music editor of *House Beautiful*, opens the July 12 session with a talk which will stress the use of national promotion media in strengthening the customer's ego when approaching music sales. The Marek discussion correlates with a talk by Cort Palmer, merchandising and promotion manager of *House Beautiful*, in which Palmer will stress the potential of national magazines in promoting musical interest. Following will be a session conducted jointly by NAMM and the American Music Conference, headed by William Mills. Mills will take NAMM members chronologically thru the past year's field work conducted by AMC in the hinterlands to promote music in the community. Running concurrently with these two forums will be two clinics, one covering the sale of instrument repairs and the other covering merchandising accessories.

James C. Taylor, director of distributive education of the University of Houston, will head a retail sales forum Thursday morning. The Taylor talk will be on how to properly select salesmen and impart to them the knowledge with which to do a successful sales job.

## NAMM Convention Schedule

Herewith is the tentative schedule of the National Association of Music Merchants' (NAMM) Music Industry and Trade Show. The place is the Palmer House, Chicago, and the dates, July 9-13.

SUNDAY, JULY 9		TUESDAY, JULY 11	
2 p.m.	NAMM Board of Directors Meeting — Private Dining Room, 9.	8 a.m.	National Association of Musical Merchandise Wholesalers Salesmen's Breakfast — Private Dining Room, 9.
4 p.m.	National Association of Musical Merchandise Wholesalers Executive Committee Meeting — Private Dining Room, 9.	8 a.m.	Annual Meeting of National Association of Band Instrument Manufacturers—Private Dining Room, 8.
6 p.m.	National Association of Musical Merchandise Wholesalers Annual Meeting (Dinner)—Crystal Room.	10 a.m.	NAMM Annual Business Meeting—Grand Ballroom.
6 p.m.	Annual Meeting—National Association of Musical Merchandise Manufacturers — Private Dining Room, 8.	WEDNESDAY, JULY 12	
8 a.m.	Annual Meeting — National Piano Travelers' Association—Private Dining Room, 8.	8 a.m.	Twenty-Four Club Breakfast — Private Dining Room, 9.
MONDAY, JULY 10		9:30 a.m.	Management Forum — Grand Ballroom.
8 a.m.	Key Musical Instrument Company Breakfast—Private Dining Room, 9.	10-11 a.m.	"Selling Instrument Repairs"—Crystal Room.
10:30 a.m.	NAMM Press Conference—Private Dining Room, 7.	11:30 a.m.	to 12:30 p.m.
12 Noon	Opening Luncheon — Grand Ballroom.	12:30 p.m.	Merchandising Accessories — Crystal Room.
3 p.m.	Trade Practice Committee Meeting — Private Dining Room, 1.	12 Noon	NAMM Board of Directors Meeting — Private Dining Room, 9.
3:30 to 4:30 p.m.	NAMM Sales Training Film Premier—Grand Ballroom.	7 p.m.	Music Industry Banquet—Grand Ballroom—Stevens Hotel.
3:30 p.m.	Ladies' Annual Tea and Entertainment—Illinois Room.	THURSDAY, JULY 13	
6 p.m.	National Piano Travelers' Annual Jamboree—Grand Ballroom.	9:30 a.m.	to 12 Noon
		12 Noon	Retail Salesmanship Forum—Grand Ballroom.

## HMV Topper Seeks 2-Way Trek For British Talent Via RCA

NEW YORK, May 20.—Walter Ridley, recording manager for pop records for HMV, subsidiary of England's Electrical Musical Industries (EMI), is here conferring with RCA Victor execs in the interest of seeing more HMV pop disks released here.

While RCA and HMV have a working agreement on release of each other's diskings on a royalty basis, the arrangement has worked out quite one-sidedly insofar as pops are concerned: There is a continuous flow of Victor diskings into the English market on the HMV label, while virtually none of the HMV platters are released by RCA here.

It is Ridley's belief that several HMV artists would find a good reception among American platter buyers if given the opportunity to be heard. Chief of these, he believes, is Donald Peers, a singer who has carved out a top niche in England via his radio programs and records. The Sid Phillips and Melachrino orks would also do well here, Ridley feels. RCA, in fact, recently released the Melachrino waxing of *La Vie en Rose* here and reports a fair reception.

### Best Sellers

Among the Victor artists who sell best in England, Ridley reports, are the label's top sellers here—Vaughn Monroe, Perry Como and Spike Jones. Occasional records by Phil Harris, Tex Beneke and Freddy Martin sometimes score very well, too.

Several important differences in operation exist between HMV and American waxeries, according to Ridley. For example, HMV does not deduct the costs of a recording session from the artist's royalties, but pays those expenses itself. However, neither does the British waxery pay large advances to artists. The top performers, Ridley says, prefer to receive royalties as they accrue; only the lesser artists ask for advances, and these are usually only in a token amount, say 10 pounds. Musicians get three pounds for a three-hour session, and arrangements rarely run more than 17 or 18 pounds. Distribution is direct from waxery to retail

outlet, with no jobbers or middlemen.

### Lack of Promos Hurts

The almost complete absence of disk jockeys and juke boxes from the English scene precludes the high-powered record promotion we know here, the HMV exec said. It is difficult to "drive" on a record, outside of such devices as window streamers and circulars.

One BBC disk jockey, Richard Allenborough, did help "make" Teresa Brewer's *Musical Music!* with a couple of spins, but the rigid limitation of disk airings by both BBC and the British Musicians' Union precludes the possibility of a deejay boom.

Song trends, Ridley says, have been paralleling proclivities here—a heavy outbreak of novelties in recent months now showing signs of yielding to ballads.

## Name Bands Seen Ozoner Hype Via Chester, Pa., Trial

CHESTER, Pa., May 20.—The outdoor movie drive-ins as a stopping-off place for the traveling name bands was successfully tested last Sunday (14) at the Chester Drive-In Theater near here. Tony Pastor's band, in the territory, came in for a two-hour matinee session, starting at 3 p.m., with the motorist customers also afforded the opportunity to dance if the spirit so moved them. Gate was scaled at 65 cents per person, with children free.

No movie was shown in conjunction with the band, with the booking designed as a test to see if the name bands can help bring in some extra revenue to the open-airers during the day. Earlier in the month the Chester Drive-In joined with other open-airers in the area in coupling a West-

## Shore Wax Date Set by Col'bia

HOLLYWOOD, May 20.—Columbia Records' artists and rep chief, Mitch Miller, will supervise the Dinah Shore session, skedded for next week. Dinah will wax four sides, including two duets with Jack Smith, former Capitol warbler and *Ja Shore's* co-star on the Oxydol musical series. Date will mark the first disk couples for Smith and Shore and sales results will be watched carefully for a possible follow-up. Smith is doing the sides on a one-shot basis and not under a term deal.

Dinah's newest disk date laid to rest (at least, temporarily) raft of rumors regarding her relationship with Columbia and her reported exit to RCA Victor. Among rumors currently in vogue here are reports that Dinah had nixed any future Columbia diskings, that she and Miller are feuding over selection of tunes, and that the Shore-Victor deal has been set. All reports were vehemently denied by both Dinah and Miller.

Meanwhile, Columbia hopes that Dinah will declare her intentions as soon as possible. Plattery execs hold that stories of her leaving the label are drastically hurting sales, pointing out that distributors and salesmen are reluctant to push Shore diskings if the thrush is going to bolt the label.

Also set to record next week is Doris Day, despite the current feud between Columbia and Marty Melcher, Doris's manager (*The Billboard*, May 20).

## Copyright Deal By U. S., Israel

WASHINGTON, May 20.—Copyright protection on a reciprocal basis is now in effect between the United States and Israel following the issuance of a proclamation to that effect by President Truman under the provisions of the Copyright Act of 1909. The proclamation is in line with the efforts of the State Department to obtain copyright agreements with all nations not parties to existing bilateral and multi-lateral treaties. In the proclamation, Truman pointed out that U. S. citizens have been able to obtain copyright protection in Israel since May 15, 1948. Whenever a foreign country permits U. S. citizens copyright protection substantially the same as granted to the citizens of the other nation, the Copyright Act permits the President to make a proclamation and extend U. S. protection to the reciprocating country. Senate ratification is not required for a proclamation.

With respect to musical copyrights, there is one reservation in the proclamation. Where a copyright controls parts of instruments serving to reproduce mechanically the musical work, it will be observed only compositions published after July 1, 1909, which were not reproduced in this country before May 15, 1948 on any contrivance by means of which the work may be mechanically performed. According to State Department, this reservation affects only a limited number of compositions.

Citizens of Israel desiring to copyright works in this country must comply with all regulations of the U. S. Copyright Office, just as Americans seeking protection in Israel must conform with copyright regulations in that country.

ern-styled stagershow, featuring the Sleepy Hollow Gang, with the evening screen show.

**THE INIMITABLE**

# Al Jolson

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OF A GREAT FAVORITE**

## "ARE YOU LONESOME TONIGHT"

**COUPLED WITH** *an outstanding NEW pop tune*  
**"NO SAD SONGS FOR ME"**  
*Both with chorus and orchestra*

DECCA 27043 *List Price 75¢*



**America's fastest selling records**







# BMI Called Free Writers' Foe; Davis Blasts Tactics on Plugs

(Continued from page 12)

of its radio owners, who are already reaping a harvest from the postwar radio stations that are not stockholders.

"BMI adopts scare tactics to lull the entire industry into a state of well-being by constantly showing what ASCAP 'might' have charged; this is especially false now that the federal court in New York resolves any differences between ASCAP and a station on charges for music.

"The use by BMI, its satellites and those who foster it, namely NAB and the radio station and network owners of BMI, of political artifices along with other instrumentalities, has resulted in a general discouragement against the attacking of this powerful monopoly by ordinary adversaries these last 10 years; this passiveness on the part of ordinary adversaries has not been accomplished without activity on the part of BMI in that: On the one hand, ASCAP has been deliberately terrorized and rendered inept by calculated attacks upon it because of its one-time price-fixing proclivities, which have been abandoned, and ASCAP has been made further supine, inept and seemingly cowardly and content to retain a status quo of payments to its small membership because of attacks made upon ASCAP by the Justice Department at the instance of BMI who have been completely let alone and seemingly encouraged."

### Complaint on NAB

The complaint described NAB as "a nebulous organization controlled solely and completely by the national chains and largest networks by their contributions, and is but the tool and creature of their will and to their best and most beneficial interest." Davis urged an "extensive investigation" of "this pernicious influence." Davis charged that "every section of both the Clayton and Sherman laws is being violated by these groups—to the end that competition has been lessened and destroyed."

"Applicant calls particular attention to the fact that the stockholder radio stations receive a discriminatory rebate from BMI, as opposed to the non-stockholder licensee radio stations, in express violation of the law," continued Davis. "Regardless of whether dividends have been paid on this stock, the increment itself constitutes a valuable consideration and such increment constitutes a discriminatory price and rebate not enjoyed by non-stockholder radio station licensees. The foregoing is especially vicious against the old as well as the embryonic writers and authors of this country in that BMI, the tool and agency of the networks who control, own and operate the television industry, has granted non-compensating licenses to BMI's 'patrons' and 'owners,' the networks, free of charge, to the detriment and injury of the BMI writers and other authors of this country."

### 'FTC Has Weapons'

Asserting that "for 10 years no agency of the government has done anything about the creation and existence of this impertinent monopoly," Davis declared in his complaint that the FTC has weapons for "the only available and speedy remedy" inasmuch as the Justice Department "cannot proceed against BMI in the same manner and form as it did proceed against ASCAP for the reason that only the harsh remedy of dissolution could be used against BMI."

"BMI, the tool and instrument of the networks and leading radio stations, is now and at all times has been owned by a group of stockholder radio stations and networks," stated the complaint, adding that "discovery actions and subpoenas should be initiated (by the government) so that

BMI's ownership could be truly determined to see whether facts would be developed to warrant the Federal Communications Commission (FCC) in holding hearings on the renewal of, or for the revocation, of radio station licenses in the event they will have been found guilty of participating in, of aiding, abetting and confederating for the purpose of effectuating a pool and combination to violate the spirit, intent and letter of the anti-trust laws and other laws of the United States, as applicant verily believes they will."

## Disk Techniques Boffed by AFM

(Continued from page 11)

side recording date rate in lieu of "sticking its neck out for overtime peanuts for a handful of recording toolsters by trying to fight mechanical progress"—the latter a reference to tape tracking.

Meanwhile the federation has instructed locals not to sign Form B contracts, which cover working provisions for a recording session unless the date in question is complete with both music and singing completed in the one session. Heretofore the union required Form B papers to be completed prior to recording sessions.

The imbroglio centers around the labor agreement provision on dubbing. The diskers feel that the AFM is misinterpreting the intention of the clause and are prepared to battle it out with the union. One disker said that the union "seems intent to drive us out of the country to get our music. We did it before, during the recording ban, and there's nothing stopping us from doing it again."

## Gray Given Full Big-Name Build

HOLLYWOOD, May 20. — Jerry Gray becomes the first to get the big name build-up on the Coast since Stan Kenton's drive to the top a decade ago. Managed by Berle Adams, Gray was signed by Music Corporation of America (MCA) and booked into the Palladium for five weeks, starting July 25. His move into the dance field was prompted by the Ralph Flanagan build-up. Gray who penned many of the late Glenn Miller's arrangements, will front an 18-man orchestra, using as a nucleus six former Miller men.

Gray build-up will get the coordinated drum-beating resources of Decca, Palladium, MCA, Adams and Red Doff, Gray's back. Band will break in via one-night stands. Deals call for band to get \$1,000 guarantee against a 60 per cent split. Deal at Palladium is standard, with band getting scale plus 50-60 split.

## Laine, La Page Team on Disks

NEW YORK, May 20. — Frankie Laine and Patti Page have teamed for a duet disk date on the Mercury label. Laine, until this date took place, had been reticent to slice duet material in the light of his string of sock solo efforts which established him as the front runner for the diskery in the past year or so.

Miss Page, of late, has been coming thru on wax with her last two diskings, *With My Eyes Wide Open, I'm Dreaming* and *I Don't Care If the Sun Don't Shine*. The first release with the new twosome will couple *If I Were You I'd Love Me* and *I Love You Like That*.

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| <b>DES MOINES, IOWA</b><br>B & E Distributing Company     | <b>MINNEAPOLIS, MINNESOTA</b><br>Hy-G Music Company       | <b>ST. LOUIS, MISSOURI</b><br>Milliner Record Sales Co.        |

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# MUSIC—AS WRITTEN

## Laine Set for South American Concerts

Frankie Laine will make his first foreign country appearances when he plays concerts in Rio de Janeiro and Buenos Aires next month. Definite dates have not been set. Laine leaves June 15. According to Manager Sam Lutz (Gabbe, Lutz & Heller), balladist will visit South American capitals as part of a good-will tour calling on south-of-the-border deejays and record distributors. Since Mercury's recent invasion into Latin America, Lutz said, Laine's waxings have enjoyed considerable popularity there. Laine sold 325,000 disks south-of-the-border since release of "Lucky Old Sun," according to Lutz.

## Cane Ankles Shapiro Bernstein

Marvin Cane has resigned from Shapiro-Bernstein & Company in order to devote his full time to managing Vic Damone. Damone's heavy schedule makes the move imperative. Warbler opens at the Starlight Roof of the Waldorf-Astoria, New York, June 1, and July 5 he goes to the Coast to work on a picture for MGM.

## Kornheiser Named Professional Mgr. of Marks Pub

Phil Kornheiser, of Edward B. Marks Music Corporation, has been appointed general professional manager of the pubbery. Harold Lee moves over to become executive assistant to President Herbert E. Marks, and also assumes the position of general manager of the mechanical department. Kornheiser, who has been handling promotion of the big Marks standard catalog, was for many years professional manager of Feist Music.

## Cosnat Celebrates Opening of New Quarters

The Cosnat Distributing Corporation, May 18, celebrated the opening of its new quarters in New York at 315 West 47th Street, with a cocktail party for local deejays, record execs and trade press. The shindig was hosted by Cosnat Prexy Jerry Blaine, assisted by flack Jerry Simon.

## GAC Schedules Calloway for Coast Trek

Cab Calloway will return to the Coast on a tour now being arranged by Bill Weems, of the General Artists Corporation (GAC) Coast office. Calloway last appeared there in June, 1947, when he and his full band took over the Hollywood Avodons dance stand. Calloway's trek will feature only a six-man combo. First date is a two-week run at San Francisco's New Orleans Swing Club, starting July 8. Deal is being arranged for a similar stand at the Los Angeles Oasis, plus dates in Vancouver, Wash., and the Seattle Palomar Theater. Also in the works is a one-week hop to Honolulu.

## Wald To Open TD's Casino Gardens on Coast

Jerry Wald, who recently opened a Sunset and Vine bistro in Hollywood, is rehearsing a 16-man orchestra to open Tommy Dorsey's Casino Gardens Memorial Day week-end. If biz warrants, Wald will stay on until July when the spot will abandon its week-end policy for a six-day-a-week stand. Irving Chezar, former TD New York office manager, will remain in Hollywood to manage the dancery. Chezar said Casino Gardens may go to name bands during the summer, but definite plans will not be made until he can study biz returns. Chezar retains spot's former admission price of \$1 plus tax. Wald's booking was made by General Artists Corporation.

## Period Diskery Lands Beethoven Waxer

A last-minute snag in negotiations found the complete Central German Radio recording of Beethoven's opera "Fidelio" landing with William Avar's Period diskery instead of Vox, as reported in The Billboard last week. The recording was produced by an indie group, Oceanic Productions. The LP masters are currently being processed from the imported tapes by Columbia.

## Trumpis-Collar Repts Tempo in South America

Firm of Trumpis-Collar was named by Tempo Records to handle its disk distribution thruout South America. Deal was closed with the export firm by Tempo Prexy Irving Fogel prior to his departure for Europe. Arrangement blankets Latin-America with the exception of Mexico. Tempo's product is being pressed and distributed thruout Europe via deals made by Fogel with various overseas labels.

## Mills Gets "Hokey, Pokey" From McHugh-Adamson

Mills Music last week acquired the latest Jimmy McHugh-Harold Adamson tune, "Hokey, Pokey Polka." Mills also purchased a McHugh-Adamson Christmas song, "Let's Have an Old-Fashioned Christmas." Deal is first Adamson sale to Mills, but McHugh items in Mills's storehouse include "I Can't Give You Anything But Love," "I Can't Believe That You're in Love With Me," and "When My Sugar Walks Down the Street." "Sugar" and "Anything But Love" are in the midst of a revival drive, with two new disk versions of "Love" and six etchings of "Sugar" in current release.

## New York:

MGM Records obtained the Delta Records' master of "Ashes of Roses" from Jim Bulett. . . . Coral Records' warbler, Bill Darnel, inked a management paper with General Artists Corporation last week. . . . Blue Baron's ork is due to follow Tex Beneke into the Cafe Rouge of the Hotel Statler for a four-weeker beginning June 8.

Gene Schwartz is on an extended promotion tour of the East and Middle West on behalf of the Ben Bloom Music Corporation and Crest Music Company. He's contacting all jockeys and live plugs with "If You Smile at the Sun," "Take Her to Jamaica," "Goodnight Mother" and other catalog items. . . . Pianist Irving Fields, having successfully launched Crest Music, left May 20 on Ile de France for a four-week European vacation. He'll visit Israel and will personally present his tune, "A Toast to Israel," to Chaim Weizmann, Israeli president.

Jim Landay, sales exec with London Gramophone of Canada, has been transferred to the local office where he will function in sales on a national basis; his Canadian replacement hasn't been set. . . . Julius Bard, Rondo Record's topper, left for Europe recently to hunt tunes and talent. He'll be gone three months.

Signature Records' topper, Bob Thiele, is on an Eastern seaboard and Southern tour to help promote a Ray Bloch disk of "Till We Meet Again." . . . Columbia Records has worked out a tie-in with Columbia Pictures on the "No Sad Songs for Me" flicker. Pic background music is culled from Brahms' "First Symphony" and deal calls for reciprocal plugs of the movie and the diskery's LP recording of the work. . . . Jack Borch inked to a kidisk and pop wax pact with Victor. Warbler is guaranteed eight sides. . . . Gospel singer, Marie Knight, has been renewed for a long term with the Decca diskery. . . . Mercury Records' Eastern flack topper Nat Shapiro back from a Midwestern deejay promotion tour which covered Detroit, Chicago, Pittsburgh, Cincinnati and Cleveland.

Paul Cunningham, ASCAP director, is in Chicago setting up promotion on his new tune, "I Do Better in the Mountains Than I Do Down by the Sea." . . . Century Records, hot jazz indie, is taking a flyer in the pop field, featuring warbler Don Darcy on the initial sides. . . . Clipper Records has set distribution with Major here, Harry Schwartz in Washington and five other key spots in the East and Midwest.

The Robert MacRaes—he's merchandising manager for RCA Victor—had their fourth child last week, a boy, Richard. . . . Nancy Nyland, ex-Victor Lombardo and Lenny Herman thrush currently at the Warwick Hotel in Philly, has signed a personal management and publicity pact with Manny Greenfield. . . . Jose Curbelo has been booked into Laurels Country Club for the summer by the Leonard Green office. . . . Elisabeth Palmer has debuted on Sonata Records under the management of Al Kaalund.

## Chicago:

Byron Karas, son of the late Andrew Karas, founder of the Aragon and Trianon ballrooms here, now working at the Aragon. Byron is 22 years old. . . . Lou Butler, vet music contactman here, died Sunday (15). . . . Solly Wagner, formerly with Advance Music here, is now a platter turner at video Station WNBQ. . . . Eddie Richmond, Chappell rep locally, is managing Danny Alvin, the Dixieland drummer who just went with Rondo. . . . Mutual Entertainment Agency has inked the Big Three Trio, Columbia r, and b, artists, to a management pact. . . . The Palmers, cocktail duo managed by Jack Lau, have inked with Tone-E, the new label started by George Tasker. . . . Nancy Wright, video chirp, did a series of vocals for Columbia with Al Traces' band. . . . Jerry Bradley, son of Dick Bradley, Tower prexy, marries Betty Ann Novak, non-pro, in Hollywood June 25. Young Bradley works for Tower on the Coast. . . . Joe Taylor and the Red Birds, who made the original record of "Cowboy Auctioneer," have inked with London and will do another etching of the tune. . . . International Cellucotton, makers of Kleenex, fielded a baseball team Tuesday (16) that took a heavy toll of their show business rivals, the 10%-ers, a team made up of booking office and recording reps. Injuries suffered by the showbiz nine included Paul Bannister, Associated one-night man, abscessed knee-cap; Chuck Suber, GAC comptroller, sprained left hand and Bert Braun and Jack Latta, of The Billboard, a sprained ankle and broken toe, respectively. . . . Sylvia Wishoff, formerly secretary with GAC here and later assistant to Gray Gordon, takes over as Chi cocktail chief since Gordon is leaving for GAC's Cincy office to replace Joe Higgins. . . . Carol Barry, GAC receptionist, celebrated her 10th anniversary with the office Wednesday (17).

## On the Sound Track:

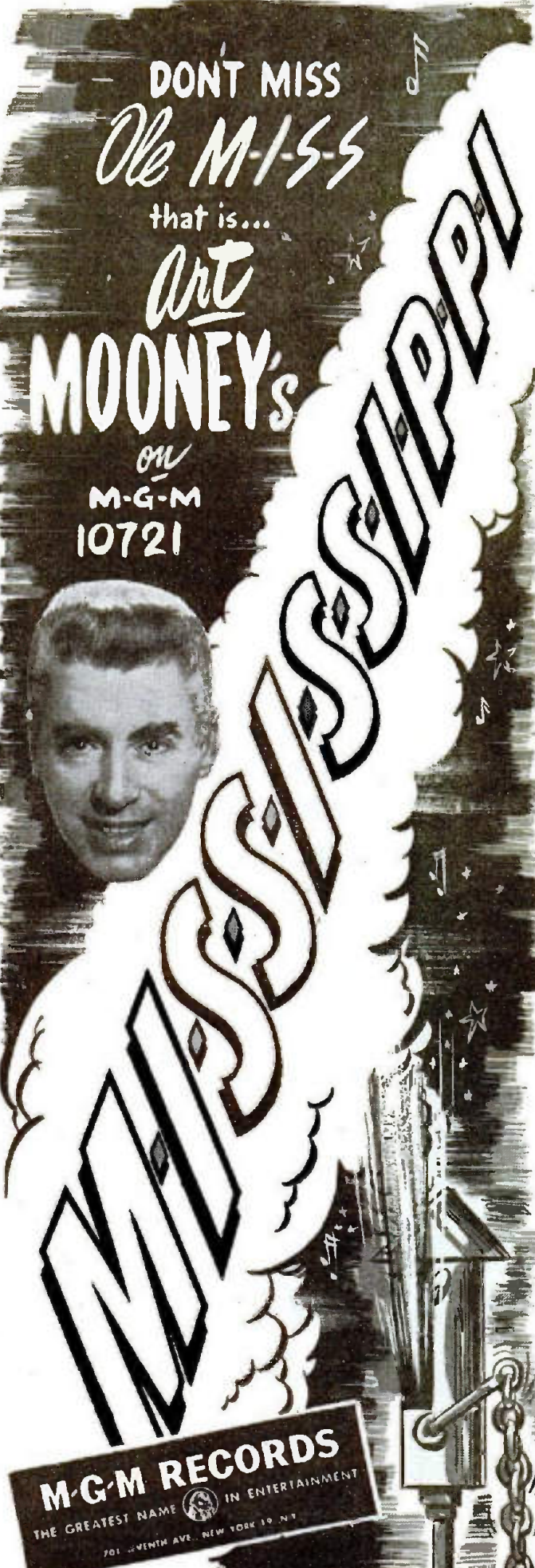
Dore Schary, Metro-Goldwyn-Mayer production chief, last week disclosed plans for production of 11 big-budget technicolor musicals during the studio's coming fiscal year. These include a co-starrer for Elio Pinza and Mario Lanza; a musical based on Sigmund Romberg melodies; "Showboat"; a musical version of Mark Twain's "Huckleberry Finn"; Broadway's "Jumbo"; "Belle of New York" and "Singin' in the Rain." All of the shows, with the exception of Pinza-Lanza vehicle, will be produced by Arthur Freed. Vic Damone will debut with Jans Powell in "Welcome to Paris," produced by Joe Pasternak. Jack Cummings will hold production reins on three musicals: "Lovely to Look At," "Excuse My Dust" and an Esther Williams starrer, "The Carnival Story." Eleven musicals are part of a \$110,000,000 production program to be launched by MGM. Above flicks do not include pix on this year's sked yet to be completed: "Mr. Imperium," Elio Pinza-Lana Turner musical, and "The Life of Caruso." . . . Anton Karas's zither soundtrack on "The Third Man" may have started a trend in unusual film backgrounds. Dimitri Tiomkin is currently negotiating for Wanda Landowska to provide a harpsichord setting to Stanley Kramer's "Cyrano de Bergerac." Mme. Landowska, considered to be the world's greatest living harpsichordist, would be making her film debut. . . . "Home Cookin'," Livingston-Evans novelty cleffing from Paramount's Bob Hope-Lucille Ball starrer, "Fancy Pants," gets major label disc coverage: Bob Hope-Margaret Whiting on Capitol, Mary Martin-Arthur Godfrey for Columbia, Bing Crosby and Jerry Gray on Decca, Betty Garret on MGM, and Freddy Martin for Victor. . . . Monogram has skedded "Melody Club" musical for a mid-July kick-off. . . . Batoner Carmen Dragon was inked by James Cagney Productions to score "Kiss Tomorrow Goodbye" (Warner Bros. release). . . . Columbia's music director Morris Stieloff named Heinz Roemheld to score "Fuller Brush Girl," co-featuring Lucille Ball and Eddie Albert. Cleffer penned the background for the pic's predecessor, Red Skelton's "Fuller Brush Man." . . . William Lava and Howard Jackson are scoring "Fifty Years Before Your Eyes" (Warner Bros.), flicker history of important events during the first half century. Chore calls for more than an hour of special background music. . . . Dennis Morgan will sing the title tune in Warner's "Along the Santa Fe Trail." The Al Debin-Edwina Coolidge tune will serve as pic's theme song. . . . Ray Noble's "I Hadn't Anyone 'Til You," torcher revived by Hadda Brooks in Santana Pictures' "In a Lonely Place" (Columbia release), will have seven diskings released next month: Mel Torme on Capitol; Noble's original disk with Tony Martin on Columbia; Ella Fitzgerald on Decca; Mary Ann McCall on Discovery; Hadda Brooks on London; Vic Damone on Mercury, and Tommy Dorsey on Victor. Columbia Pix has tied in with labels on wax releases and with Bourne, Inc., tune's pubbers. . . . Edward B. Powell elected to the board of governors of the Motion Picture Academy of Arts and Sciences' music branch, joining Johnny Green, who will retain his post until May, 1951. . . . Benny Bloom granted title rights to an English flicker for his tune "Come Dance With Me." Flick, featuring thrush Anne Shelton and Anton Karas, will be released here by Columbia Pix.

COLUMBIA'S TOP TWENTY—  
YOUR CHECK LIST OF  
BEST SELLERS!

<p><b>DORIS DAY</b> "Hoop-Dee-Do" and "Marriage Ties" Columbia 38771 or 7-inch LP 1-591</p>	<p><b>FRANK SINATRA</b> "American Beauty Rose" and "Just An Old Stone House" Columbia 38809 or 7-inch LP 1-624</p>	<p><b>DINAH SHORE</b> "Simple Melody" and "I Still Get A Thrill" Columbia 38837 or 7-inch LP 1-656</p>	<p><b>ARTHUR GODFREY</b> "Gone Fishin' " and "If It Wasn't For Your Father" Columbia 38852 or 7-inch LP 1-668</p>
<p><b>XAVIER CUGAT</b> "Morocco" and "Guarare" Columbia 38798 or 7-inch LP 617</p>	<p><b>HARRY JAMES</b> "La Vie En Rose" and "Mono Lisa" Columbia 38768 or 7-inch LP 1-588</p>	<p><b>KAY KYSER</b> "Stars and Stripes Forever" and "Play, Hurdy-Gurdy, Play" Columbia 38836 or 7-inch LP 1-655</p>	<p><b>JIMMY DORSEY</b> "Kiss Me" and "Sweet Georgia Brown" Columbia 38774 or 7-inch LP 1-594</p>
<p><b>HERB JEFFRIES</b> "Call Her Savage" and "Pagan Love Song" Columbia 38835 or 7-inch LP 1-654</p>	<p><b>DORIS DAY</b> "Bewitched" and "Imagination" Columbia 38698 or 7-inch LP 1-480</p>	<p><b>ROSEMARY CLOONEY</b> "Me and My Teddy Bear" and "I Found My Mama" Columbia 38766 or 7-inch LP 1-584</p>	<p><b>TONI ARDEN</b> "Tonight" and "Why?" Columbia 38812 or 7-inch LP 1-629</p>
<p><b>SARAH VAUGHN</b> "You Taught Me To Love Again" and "Just Friends" Columbia 38810 or 7-inch LP 1-627</p>	<p><b>THE MARINERS</b> "Sometime" and "Stars" Columbia 38781 or 7-inch LP 1-600</p>	<p><b>PERCY FAITH</b> "I Cross My Fingers" and "Valencio" Columbia 38786 or 7-inch LP 1-607</p>	<p><b>GUY MITCHELL</b> "Giddy-Op" and "Where In The World" Columbia 38822 or 7-inch LP 1-643</p>
<p><b>TONY BENNETT</b> "The Boulevard of Broken Dreams" and "I Wanna Be Loved" Columbia 38825 or 7-inch LP 1-646</p>	<p><b>GENE AUTRY</b> "Roses" and "The Roses I Picked For Our Wedding" Columbia 38816 or 7-inch LP 1-633</p>	<p><b>KEN GRIFFIN</b> "Roses" and "Little Sally One Shoe" Columbia 38826 or 7-inch LP 1-647</p>	

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

Based on reports received last three days of Week Ending May 19  
 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 |
|---|--|-----------|
| <b>1. THIRD MAN THEME, THE</b>  | By Anton Karas<br>Published by Chappell (ASCAP)<br>From the Carol Reed film, "The Third Man"                           | <b>1</b>  |
| Records available: D. Apollon, National 9104; Cole Vienna Quartet, Col(3311-441); I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec. 46:210; A. Karas, London, 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Roy Cap(78)820, (45)F820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Polack Ork, Modern 203.<br>Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated. |  |           |
| <b>2. MY FOOLISH HEART</b>  | By Viktor Young and Ned Washington<br>Published by Santly Joy (ASCAP)<br>From the Sam Goldwyn film, "My Foolish Heart" | <b>2</b>  |
| Records available: M. Carson, V(78)20-3681, (45)47-3204; B. Eckstine-R, Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (33)1-478; G. Jenkins Ork, Dec 24830; J. McGee-T. Carpenter, Varsity 265.<br>Electrical transcription libraries: Tommy Dorsey Ork, Standard.  |  |           |
| <b>3. BEWITCHED</b>   | By Richard Rodgers and Lorenz Hart<br>Published by Chappell (ASCAP)  | <b>5</b>  |
| Records available: J. August-J. Murad's Harmonicals, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honeydreamers, V(78)20-3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231; B. Goodman, Col(33)2-642.<br>Electrical transcription libraries: Dave Rose Ork, Standard.  |  |           |
| <b>4. SENTIMENTAL ME</b>  | By Jim Morehead and Jimmy Cassin<br>Published by Knickerbocker (ASCAP)   | <b>4</b>  |
| Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Deauville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vacs, Dec 48143; B. Maye Quintet, Dana 2074; R. Vallee, V(78)20-3793, (45)47-3793.<br>Electrical transcription libraries: Dick Jurgens Ork, Associated.  |  |           |
| <b>5. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE</b>   | By Al Hoffman, Bob Merrill and Clem Watts<br>Published by Robert (ASCAP)   | <b>3</b>  |
| Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminuky's Dixielanders, Coral 60169; E. Merman-N. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; Fontane Sisters-M. Ayres Ork, V(78)20-3723, (45)47-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)30-0027, (45)54-0027; E. Young The Homesteaders, London 654; T. Carlyn Ork, Rondo 5005; H. Ashley-Four Chords, Varsity 263.<br>Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Wells Ork, Standard        |  |           |
| <b>6. HOOP-DEE-DOO</b>  | By Frank Loesser and Milton DeLugg<br>Published by E. H. Mearns (ASCAP)  | <b>7</b>  |
| Records available: Ames Brothers, Coral 60209; P. Comp-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (33)1-591; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 900; M. DeLuga, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 498.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)                                     |  |           |
| <b>7. IT ISN'T FAIR</b>   | By Sylvester Sprigato, Frank Warshawer and Richard Himber<br>Published by Words & Music (ASCAP)                        | <b>6</b>  |
| Records available: B. Goodman Ork, Cap 860; B. Harrington-B. Beaud and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105; D. Washington-I. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.<br>Electrical transcription libraries: Dick Jurgens, Associated.   |  |           |
| <b>8. DEARIE</b>  | By Hilliard and Mann<br>Published by Laurel (ASCAP)  | <b>8</b>  |
| Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MGM 10654; H. Heidt Ork, Horace Heidt MM 122; M. Hughes-H. Zimmerman Ork, Col(78)38710, (33)1-543; L. Kirk-F. Warren, V(78)20-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MaiRae, Cap 858; G. Towne Ork, London 609; H. Ashley-Four Chords, Varsity 263.<br>Electrical transcription libraries: Henry Jerome, Lang-Worth.   |  |           |
| <b>9. OLD PIANO ROLL BLUES, THE</b>   | By Cy Coben<br>Published by Leeds (ASCAP)  |           |
| Records available: E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30-0010; H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; L. Cook-J. Dandies, Abbey 15003; J. Garber Ork, Cap 970; A. Jolson-Andrews Sisters, Dec 27024; Jubalaires, Cap(78)845, (45)F-845; B. Kay, Col(78)38773, (33)1-593; F. September (Jan August), Mer 8400; C. Steward, Coral 60177.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)  |  |           |
| <b>10. DADDY'S LITTLE GIRL</b>  | By Bobby Burke and Horace Goffach<br>Published by Beacon (BMI)   | <b>9</b>  |
| Records available: B. Eberly, Coral 60158; S. Henderson Ork, Cap 850; E. Howard, Mer 5371; D. Jurgens Ork, Col(78)38711, (33)1-500; Mills Brothers, Dec 24872; R. Smith, Col 20670; I. Preston, Four Star 1439; J. Desmond-T. Mottala Ork, MGM 10658; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, V(78)20-3550, (45)47-3043; C. Marrow, Varsity 257.<br>Electrical transcription libraries: The Bachelors, Standard; George Wright, Thesaurus; Dick Jurgens, Associated; Airline Trio-Henry Jerome, Lang-Worth.                        |  |           |

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This week's

# New Releases

## ... on RCA Victor

Release 50-21

Ship's Coast to Coast, Week of May 22

### POPULAR

Here come the **DANCE BANDS** again!

- RALPH FLANAGAN**  
To Me You're a Song  
What, Where and When  
20-3795—(47-3795)\*
- THE HONEYDREAMERS**  
An Arm With a Bow in Its Hand  
I'll Get Myself a Choo-Choo Train  
(And Go Far, Far Away)  
20-3794—(47-3794)\*

Here come the **DANCE BANDS** again!

- FREDDY MARTIN**  
Home Cookin'  
The 3rd Man Theme  
20-3797—(47-3797)\*

Here come the **DANCE BANDS** again!

- FREDDY MARTIN**  
Sam's Song  
Mambo Jambo 20-3798—(47-3798)\*
- TONY MARTIN**  
I Still Get a Thrill (Thinking of You)  
Peace of Mind 20-3799—(47-3799)\*
- PHIL HARRIS**  
Simple Melody  
On the Mississippi 20-3781—(47-3781)\*
- MINDY CARSON**  
I Wish, I Wish (I Had a Picture of You)  
I'm Bashful 20-3801—(47-3801)\*

### POP-SPECIALTY

- JOHNNY VADNAL**  
Jak-Sie-Mas—Polka  
(How Are You)  
Would Ya Love Me—Polka  
25-1162—(51-1162)\*

### COUNTRY

- ELTON BRITT**  
Stars and Stripes Forever  
The Last Straw 21-0339—(48-0339)\*
- CECIL CAMPBELL**  
Steel Guitar Swing  
Catawba River Blues 21-0340—(48-0340)\*
- ERNIE LEE**  
Tormented  
I'm a Lonesome Man 21-0341—(48-0341)\*

### NEW ALBUM

- DICK LEIBERT**  
"ORGAN ENCORES"  
P-284—(20-3783 thru 20-3785)—78rpm  
WP-284\*—(47-3783 thru 47-3785)\*—  
45rpm

\*48 p.p.m. catalog numbers

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



- Chinese Mule Train**  
Spike Jones ..... 20-3741—(47-3741)\*
- Count Every Star**  
Hugo Winterhalter ..... 20-3697—(47-3221)\*
- Hoop Dee Doo**
- On the Outgoing Tide** }
- Perry Como ..... 20-3747—(47-3747)\*
- It Isn't Fair**  
Sammy Kaye ..... 20-3609—(47-3115)\*
- Joshua**  
Ralph Flanagan ..... 20-3721—(47-3724)\*
- Little Angel With the Dirty Face** }
- Why Should I Cry** }
- Eddy Arnold ..... 21-0300—(48-0300)\*
- My Foolish Heart**  
Mindy Carson ..... 20-3681—(47-3204)\*
- Quicksilver**  
Elton Britt and Rosalie Allen ..... 21-0157—(48-0168)\*
- Roses**  
Sammy Kaye ..... 20-3754—(47-3754)\* }
- Sons of the Pioneers ..... 21-0306—(48-0306)\* }
- Valencia**  
Tony Martin ..... 20-3755—(47-3755)\*
- Wanderin'**  
Sammy Kaye ..... 20-3680—(47-3203)\*

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

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sales charts (week of May 20). Obviously, sure things!



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

- ★ **I Don't Care If the Sun Don't Shine**  
Tony Martin 20-3755—(47-3755)\*  
No. 3 Retailers Pick, Billboard, May 21.
- ★ **If You Were Only Mine**  
Perry Como 20-3763—(47-3763)\*  
No. 7 Disk Jockey Pick, Billboard, May 21.
- ★ **I Wanna Be Loved**  
Fontane Sisters and Hugo Winterhalter Orch. and Chorus  
20-3772—(48-3772)\*  
Second Highest Billboard rating of pop records reviewed in Billboard May 21 . . .  
No. 6 Coin-Op Pick, Billboard, May 21.
- ★ **Let's Go To Church Next Sunday Morning**  
Perry Como 20-3763—(47-3763)\*  
No. 5 Retailers Pick, Billboard, May 21.
- ★ **Stars and Stripes Forever**  
Ralph Flanagan 20-3762—(47-3762)\*  
No. 3 Disk Jockey Pick, The Billboard, May 21.
- ★ **Thanks, Mr. Florist**  
Vaughn Monroe 20-3772—(47-3772)\*  
Highest rated pop record reviewed in Billboard, May 21.

### TIPS

Tony Martin PEACE OF MIND!!!!!!  
Elton Britt STARS AND STRIPES FOREVER

The stars who make the hits are on

# RCA VICTOR Records

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

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

One of  
the World's  
Most Renown  
Melodies . . .  
with enchanting  
Lyrics by  
**PAUL WESTON**  
and  
**BOB RUSSELL**

# "NO OTHER LOVE"

Adapted from  
CHOPIN'S ETUDE IN "E" MAJOR

recorded by . . .

## Jo Stafford

Capitol #1053

### WALT DISNEY MUSIC COMPANY

270 Sixth Avenue, New York

FRED RAPHAEL, Vice Pres. — Gen. Prof. Mgr. JACK SPINA, Prof. Mgr.  
NEW YORK, Mickey Glass CHICAGO, Paul Salvatori HOLLYWOOD, Jules Loach

The Billboard

MUSIC POPULARITY CHARTS

PART II

## Sheet Music

Based on reports received last three days of Week Ending May 19

### 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.

Weeks to date	POSITION		This Week	Publishers
	Last Week	Week		
9	1	1.	THIRD MAN THEME, THE (F) (R)	Chappell
5	3	2.	BEWITCHED (R)	Chappell
12	2	3.	MY FOOLISH HEART (F) (R)	Santly-Joy
6	6	4.	OLD PIANO ROLL BLUES, THE (R)	Leeds
12	4	4.	DEARIE (R)	Laurel
11	5	6.	IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE (R)	Robert
4	7	7.	HOOP-DEE-DOO (R)	E. H. Morris
7	11	8.	SENTIMENTAL ME (R)	Knickebocker
16	10	9.	DADDY'S LITTLE GIRL (R)	Beacon
13	9	10.	IT ISN'T FAIR (R)	Words & Music
16	8	11.	MUSIC! MUSIC! MUSIC! (R)	Cromwell
1	—	12.	COUNT EVERY STAR (R)	Parson
4	14	13.	LET'S GO TO CHURCH (R)	Beechwood
1	—	14.	ASK ME NO QUESTIONS (R)	Witmark
1	—	15.	I WANNA BE LOVED (R)	Supreme

### ENGLAND'S TOP TWENTY

Weeks to date	POSITION		This Week	English	American
	Last Week	Week			
6	1	1.	MY FOOLISH HEART	Sun	Santly-Joy
9	3	2.	CHATTANOOGIE SHOE SHINE BOY	Pik, Ltd.	Acuff-Rose
18	4	3.	JEALOUS HEART	E. H. Morris	Acuff-Rose
7	2	4.	IF I KNEW YOU WERE COMIN' I'DVE BAKED A CAKE	Chappell	Robert
6	5	4.	C'EST SI BON	Peter Maurice	Leeds
10	6	6.	FRENCH CAN CAN POLKA	Connelly	Blossom Music
2	17	7.	OH, YOU SWEET ONE	Southern	*
11	7	7.	MUSIC! MUSIC! MUSIC!	Leeds, Ltd.	Cromwell
5	9	9.	ENJOY YOURSELF	Morris	Morris
18	8	9.	DOWN IN THE GLEN	L. Wright	Mills Music
17	11	11.	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
5	10	12.	CHERRY STONES	John Fields	*
3	13	13.	THAT OLD PIANO ROLL BLUES	Leeds	Leeds
1	—	14.	DEARIE	Campbell-Connelly	Laurel
2	15	15.	QUICKSILVER	E. H. Morris	E. H. Morris
1	—	16.	ME AND MY SHADOW	Francis Day	Deurne
16	18	17.	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	*
18	14	18.	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell
31	12	18.	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
2	20	18.	LET'S DO IT AGAIN	Lennox	*

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

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

Name .....  \$10 enclosed  
Address .....  Bill me  
City ..... Zone ..... State .....  
Profession or business .....



5-27

# TOP TUNES OF THE DAY

On 78 and 45!

## POPULAR

	78 RPM	45 RPM
"HOOP-DEE-DOO" Kay Starr .....	980	F980
"LET'S GO TO CHURCH (NEXT SUNDAY MORNING)" Whiting-Wakely .....	960	F960
"SAM'S SONG" Joe "Fingers" Carr .....	962	F962
"SPAGHETTI RAG" Ray Anthony .....	923	F923
"THE GREATEST INVENTOR (OF THEM ALL)" Nat "King" Cole .....	1010	F1010
"DEARIE" Stafford-MacRae .....	858	F858
"I LOVE YOU BECAUSE" Jan Garber .....	983	F983
"BROKEN DOWN MERRY-GO-ROUND" Whiting-Wakely .....	800	F800
"BONAPARTE'S RETREAT" Kay Starr .....	936	F936
"COUNT EVERY STAR" Ray Anthony .....	979	F979
"I ALMOST LOST MY MIND" Nat "King" Cole .....	889	F889
"DOWN THE LANE" Stafford-MacRae .....	969	F969
"NOLA" and "JEALOUS" Les Paul .....	1014	F1014
"BEWITCHED" Mel Torme .....	1000	F1000

## WESTERN

WHITING-WAKELY "Slipping Around" .....	40224	F40224
TENNESSEE ERNIE "My Hobby" .....	985	F985
TEX WILLIAMS "Birmingham Bounce" .....	1006	F1006
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone" .....	952	F952
CLIFFIE STONE "Rubber Knuckle Sam" .....	986	F986
JIMMY WAKELY "Under The Anheuser Bush" .....	1024	F1024
CLIFFIE STONE "Steel Strike" .....	966	F966
LEON PAYNE "I'm A Lone Wolf" .....	920	F820



CAPITOL'S GOT ANOTHER "BABY, IT'S COLD OUTSIDE!"



# WHITING & HOPE

Coupled with a mate that's great —  
"HOME COOKIN'"

78 rpm No. 1042 • 45 rpm No. F1042

These WHITING hits are riding high

DON'T BE LATE!  
You've got a date with

# "BLIND DATE"

IT'S CUTE! IT'S TERRIFIC!  
IT'S OUR NEWEST SMASHAROO  
and we're rushing it to market now!

"SHAWL OF GALWAY GREY" coupled with "IF YOU WERE ONLY MINE"	1041 F1041
"A-RAZZ-A-MA-TAZZ" coupled with "I GOTTA GET OUT OF THE HABIT"	1027 F1027
"MY FOOLISH HEART" coupled with "STAY WITH THE HAPPY PEOPLE"	934 F934

# PAUL WESTON AND HIS ORCHESTRA



# "LA VIE EN ROSE"

THE NUMBER ONE SONG OF THE REST OF THE WORLD... DESTINED TO BE No. 1 IN THIS COUNTRY!

Hear Paul Weston's beautiful rendition coupled with "THE FALLING LEAVES"  
78 rpm No. 890 • 45 rpm No. F890

# LES PAUL



THE "NEW" NEW SOUND OF LES PAUL AND HIS GROUP

# "NOLA"

coupled with "JEALOUS"

78 rpm No. 1014 • 45 rpm No. F1014

# RAY ANTHONY AND HIS ORCHESTRA



America's Favorite Dance Orchestra

# "SKIP TO MY LOU"

HIS BEST TO DATE!

coupled with "SCATTERED TOYS"

78 rpm No. 1040 • 45 rpm No. F1040

The Billboard

MUSIC POPULARITY CHARTS

PART III



Radio Popularity

Based on reports received last three days of Week Ending May 19

RECORDS MOST PLAYED BY DISK JOCKEYS

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

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

Vox Jox

PREEMS . . . Bob Stephens Jr., WWNS, Statesboro, Ga., has a new tri-weekly show, "Tops in Pops." He needs "more wax." Jim Burke, WIRK, West Palm Beach, Fla., preeming a new classical show, is featuring Capitol's Telefunken line. . . Jack Douglas, WCSI, Columbus, Ind., has "taken over the station's "Daily Music Makers Club." . . Bob Carpenter, formerly with WBCM, Bay City, Mich., and WJAX, Jacksonville, Fla., has taken over Mac MacCall's morning "Coffee Club" spot at WWFP, Palatka, Fla. . . Dale Hart, departed KGH, Little Rock, this month for a post with WBAP, Fort Worth. . . Bob and Joyce Martin are now spinning "em on a "Mr. and Mrs." jazz show over WPOR, Portland, Me. . . W. F. Crutchley, WPAQ, Mt. Airy, N. C., is piloting a new morning ainer. . . Now that Bill Wells has left KLEE, Houston, Ted Jones is handling most of the station's disk shows. Newscaster Ken Kline is upped to deejay status at WJBK, Detroit. . . Rollo S. Vest has launched a wax program on WKMH, Dearborn, Mich. . . Idessa Malone is booked as a new deejay for CKLW, Detroit. The fem spinners show, "Music in the Groove," will feature blues and rhythm. . . Malcolm Richards, new WJBK, Detroit staffer, debuts on TV this month over station's video outlet. The show is tagged "Richards' Rendezvous" and Lydia Kerr will assist. . . Bob Greenwood will bow a new disk series over WFGM, Fitchburg, Mass. . . Dick Mabry, formerly with WJBG, Philadelphia, has joined WDOK, Cleveland. . . Dick Coleman, WCBM, Baltimore, has launched an ainer tagged "Smoke Rings," which features "oldies and poetry." . . Bud Wendell, WJMO, Cleveland, is piloting a new nightly blues and rhythm show. . . Marty Devictor, WBNS-TV, Columbus, O., has a new video platter show titled "Hassle Castle." The all-request session utilizes a castle setting complete with moat and knights in armor. . . Bob Bolby, ex-KOVE staffer, has joined WITZ, Jasper, Ind. . . Dick Pike, formerly chief announcer at WKXN, Saginaw, Mich., is now handling WCKY's early a.m. "Nighthawks" show in Cincinnati. . . Carl Nelson, is new all-night deejay at WBBM, Chicago. . . Buff Cobb and Myron Wallace tee off a nightly "Mr. and Mrs." stint from the Chez Paree over WMAQ, Chicago, this month. . . Eddie Newman, WJMJ, Philadelphia, is taking over a new ainer for WCAM, Camden, N. J., which will originate from Weber's Hof Brau. GIMMIX . . . Bud Robinson, KMON, Great Falls, Mont., has an alter-ego on his "K'monalong and Listen" broadcast, "a little 26-inch tall man from a flying saucer, name of Michael Bee." Bee, who talks via a speeded-up tape recording of Robinson's voice, pulls a lot of mail. . . Bob Kennedy, WHB, Kansas City, Mo., was dubbed an honorary member of the Navajo tribe this month by a couple of Indian pluggers for MGM's "Annie, Get Your Gun" flicker. Kennedy's new moniker is Hasteen Nez Ah-Sah or Chief Tall Eagle. . . The Friday night edition of June Hooper's and Allan Jeffery's "Midnight Platter Party," WFPG, Atlantic City, includes a 30-minute take-off on radio soap dramas, tagged "The Detergent Opera." . . Paul Bartell, WFOX, Milwaukee, recently held a contest for "the most interesting question a fan would like to ask Frankie Laine. The winner, Mary Ann Hudy, trekked to Chicago with Bartell last week to query Laine in person. Bartell will air the interview, via tape, this month. . . Jack Clifton, WADC, Akron, is staging a contest for the fem who bakes the best "Sunshine Cake," using Swansdown Cake Flour. The gag is a tie-in deal on Bing Crosby's "Ridin' High" film, and all the entries are donated to a local children's home. . . John Harper, KABC, San Antonio, awarded \$1,954.50 to the widow of a World War I vet on his "Money for Music" giveaway platter show, "biggest jackpot in local history." . . Al Sher, WORK, York, Pa., would like advice from other deejays on a source of material for a "Wax Museum" ainer, featuring ancient disks. . . Tom Edwards, WEXT, Milwau-

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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

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Table with columns: Song Title, Artist, and Licensing Agency (e.g., ASCAP, BMI, Decca).

kec, has launched a drive against radio and TV emsees, "who over-work the adjectives "fine" and "wonderful." Edwards sends out regular membership cards to chief offenders, signifying that "said persons belong to the 'Wonderful Club of America"—uses the word at least eight times every half-hour on each and every radio or TV show."

GAB BAG . . . Paul (Shorty) Schroeder, WIMS, Michigan City, Ind., has "a gripe about artists who only have one record out. From now on new artists must send me at least two platters or it's no spin. Listeners want to hear more." . . Bob Miller, WCLT, Newark, O., writes "people around here call me 'Frenchie' now. That's because "Vox Jox" spelled it Milier last time." . . Fred Caldwell, KNOW, Austin, Tex., wants to know if "anybody knows the secret for getting gratis records from Decca? They don't get any plays on my shows! No free records, no plays." . . No "cornball music" for Bill Fields, WCPO, Cincinnati, who says he "talks people into listening to better jazz things." . . Rochester, N. Y., platter spinners tossed a birthday party for Richard Hayes during his Triton Theater date last week. Hayes used to be a deejay on WWRL in Woodside, L. I., N. Y., according to Nick Nickson, WARC, Rochester. . . Perry Brown, WNDR, Syracuse, wonders if "baseball will be in force next year." Says, "the Brooklyn Dodgers are knocking my afternoon show." . . Jack Quackenbush, WLRP, New Albany, Ind., claims to be "the only disk jockey in the world who drives a Rolls Royce, vintage 1926." . . Ted Harding, WNOR, Norfolk, is back from his vacation.

GUESTING . . . Wayne Bell, WFTM, Maysville, Ky., played host to performers from the King Bros.' Circus recently. In return, the big top folk invited him to ride an elephant in the parade. . . Frank Knight, WARE, Mass., runs Bell a close race for "most unusual" guests. He and Tom Colton, the station's program director, recently interviewed a missionary from China. . . Jack Mills, KSIB, Creston, Ia., also gets in the act with a five-minute session with Gracie and Richardo, a high sway pole team. . . Georgia Gibbs and Dr. Sigmund Spaeth guested on Ed Weiner's "Once Over Nightly" show last week over WINS, New York, which airs from Manhattan's Hickory House. . . Dick Contino and his amateur troupers visited Bill Meyers, WLDS, Jacksonville, Ill., during their theater date there. . . Sammy Kaye's "Disk Jockey Discoveries" is a new switch on amateur radio programs. Kaye invites outstanding deejays from NBC affiliate stations to audition talent from their local areas. The preem broadcast featured Al Ros, WBAL, Baltimore; Ed Murphy, WSYR, Syracuse; Dick Turner, WBZ, Boston, and Bob Steele, WTIC, Hartford, Conn.



# LOOK'S LIKE THE GOLD RUSH OF '49

THE WAY THEY'RE RUSHING FOR THOSE HOT MERCURY BISCUITS!



## Frankie Laine

'STARS AND STRIPES FOREVER'

FLIP SIDE

'Thanks For Your Kisses'

Mercury 5421  
45 RPM • 5421X45



## Vic Damone

'THIS IS THE NIGHT'

FLIP SIDE

'Don't Say Goodbye'

Mercury 5391  
45 RPM • 5391X45



## Patti Page

'I DON'T CARE IF THE SUN DON'T SHINE'

FLIP SIDE

'Paper All My Walls With Your Love Letters'

Mercury 5396  
45 RPM • 5396X45



## Dinah Washington

'I WANNA BE LOVED'

FLIP SIDE

'Love With Misery'

Mercury 8181



## Kay Brown

'A-RAZZ-MA-TAZZ'

FLIP SIDE

'Teasin''

Mercury 5427  
45 RPM • 5427X45



## Eddy Howard

AND HIS ORCHESTRA

'AMERICAN BEAUTY ROSE'

FLIP SIDE

'Seems like Yesterday'

Mercury 5433  
45 RPM • 5433X45



## Lawrence Welk

'HOOP DEE DOO'

FLIP SIDE

'A Drum With A Boom'

Mercury 5419  
45 RPM • 5419X45



## JAN AUGUST HARMONICATS ROBERTA QUINLAN

'BUFFALO BILLY'

FLIP SIDE

'Never Had A Worry'

Mercury 5420



## Rex Allen

'DIXIE BOOGIE'

FLIP SIDE

'Put Your Arms Around Me'

Mercury 6252

SOMETIME • MARIANE • TOMMY CARLYN ORCHESTRA • MERCURY 5422 EGYPTIAN ELLA • A DAY AT THE SEASHORE • JAN AUGUST • MERCURY 5423 SINGING IN THE RAIN • JUNE NIGHT • CLIFF EDWARDS (UKELELE IKE) MERCURY 5309 DIXIE FLYER • LAZY PIANO MAN • MUGGSY SPANIER & DIXIELAND BAND • MERCURY 5424 LET'S DANCE POLKA • BABY'S LULLABY • JOE LASICKY ORCHESTRA • MERCURY 2092 SMOOTH SAILING BABY • HARD LOVING PAPA • BILLY VALENTINE AND HIS ORCHESTRA • MERCURY 8178 IT'S DELOVELY • THE SARDAR MARCH • HARMONICATS AND JAN AUGUST • MERCURY 5425

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



The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending May 19

PART IV



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 3,400 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.

Weeks to date	Last Week	Position	Title	Artist	Label
12	1	1	THIRD MAN THEME, THE A. Cafe Mozart Waltz	Karas, London 536—ASCAP	
11	2	2	THIRD MAN THEME, THE G. Cafe Mozart Waltz	Lombardo, Dec 24839—ASCAP	
16	3	3	IT ISN'T FAIR My Lily and My Rose	D. Cornell-S. Kaye Ork V(78)20-3609, (48)47-3115—ASCAP	
6	5	4	BEWITCHED Drifting Sands	B. Snyder Ork Tower 1473—ASCAP	
15	7	5	SENTIMENTAL ME Rag Mop and/or Blue Prelude	Ames Brothers Coral 60140, Coral 60173—ASCAP	
12	4	6	MY FOOLISH HEART Don't Do Something To Someone Else	G. Jenkins Ork Dec 24830—ASCAP	
9	8	7	MY FOOLISH HEART Sure Thing	B. Eckstine MGM 10623—ASCAP	
5	13	8	BEWITCHED Where in the World	G. Jenkins Ork Dec 24983—ASCAP	
12	6	9	IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE Poco, Loco, in the Coco	E. Barton National 9103, Mercury 5392—ASCAP	
5	9	10	HOOP OEE DOO On the Outgoing Tide	P. Come-The Fontane Sisters V(78)20-3747, (48)47-3747—ASCAP	
6	17	11	WANDERIN' Bicycle Song, The	S. Kaye Ork-T. Alamo V(78)20-3680, (48)47-3203—BMI	
3	12	12	I WANNA BE LOVED I've Just Got To Get Out of the Habit	Andrew Sisters-G. Jenkins Ork Dec 27007—ASCAP	
13	11	13	DADDY'S LITTLE GIRL If I Lived To Be a Hundred	Hills Brothers Dec 24872—BMI	
3	24	14	ROSES Trolley Winkie Woo	S. Kaye Ork V(78)20-3754, (48)47-3754—BMI	
5	10	15	SENTIMENTAL ME Copper Canyon	R. Morgan Ork Dec 24904—ASCAP	
7	20	16	DEARIE My Lily and My Rose	G. Lombardo Dec 24899—ASCAP	
4	24	17	MY FOOLISH HEART Candy and Cake	M. Carson V(78)20-3681, (48)47-3204—ASCAP	
3	29	18	VALENCIA I Don't Care If the Sun Don't Shine	T. Martin-H. Rene Ork V(78)20-3755, (48)47-3755—ASCAP	
3	23	19	COUNT EVERY STAR Flying Dutchman, The	H. Winterhalter V(78)20-3697, (48)47-3221—ASCAP	
10	15	20	DEARIE Monday, Tuesday, Wednesday	J. Stafford & G. MacRae Cap(78)1858, (48)F-858—ASCAP	
2	28	20	STARS AND STRIPES FOREVER Thanks for Your Kisses	F. Laime Mercury (78)5421, (48)5421x45—ASCAP	
1	—	20	OLD PIANO ROLL BLUES, THE Stay With the Happy People	H. Carmichael & C. Oaley Dec 24977—ASCAP	
5	20	23	LET'S GO TO CHURCH NEXT SUNDAY MORNING Why Do You Say Those Things?	M. Whiting-J. Wakely Cap(78)1960, (48)F-960—BMI	
2	—	24	OLD PIANO ROLL BLUES Why Do They Always Say No?	L. Cook Abbey 15003—ASCAP	
17	14	25	MUSICI MUSICI MUSICI Copenhagen	T. Brewer London 604—ASCAP	
3	20	25	BEWITCHED Imagination	D. Day Col(78)38698, (33)1-480—ASCAP	
4	17	25	RAIN Precious Little Thing Called Love	F. Petty Trio MGM 10669—ASCAP	
1	—	25	HOOP OEE DOO Marriage Ties	Doris Day Col(78)38771, (33)1-591 Dec 24825—ASCAP	
19	30	29	ENJOY YOURSELF Rain or Shine	G. Lombardo Ork Dec 24825—ASCAP	
5	—	29	ARE YOU LONESOME TONIGHT Penny Wise and Love Foolish	Blue Barron Ork MGM 10628—ASCAP	
1	—	29	ROSES I Still Get a Thrill	D. Haynes-Four Hits and a Miss Dec 27008	

Dealer Doings

**H. B. PERSONALS** . . . Each month Jimmy Skinner's Record Shop, Cincinnati, runs personal appearance promotions under the name of "Hillbilly Jamboree." The most recent of the p.a.'s saw Al Dexter and Roma Johnson appearing at the shop along with some local disk jockeys. As part of the promotion campaign, the shop sends announcement post cards to all people on the regular store mailing list. It's "quite successful," says Skinner.

**TRADE TALK** . . . "My greatest problem is delivery on hillbilly artists from one of the major firms. The distributor servicing this area is not hillbilly conscious yet. I am desperately in need of another source of supply."—Ray Morissette, Main Grove, Norfolk. . . "Record prices are too high. The big companies ought to get together and lower the prices—and I don't mean on sales."—Cudahy Record Shop, Cudahy, Wis. . . "We feel records should all be price-fixed. We should have larger return privileges—and how about fewer releases per week and more choice."—Cecil's Music Manor, Englewood, N. J. . . "Too many 'hits.' Every time a song has potentials and gets a good start, it is pushed off to the side lines by yet another 'hit.'"—Donald Matthews, Swarthmore, Pa. . . "We need more and more blues and rhythm records on 45-r.p.m., also spirituals."—Pritchard Music & Appliance Company, Prichard, Ala.

**ARTIST & REP. ADVICE** . . . Mary McDonald, record department manager for the H. & S. Pogue Company, Cincinnati, advises that a tune called "This Can't Be Me," on the Champagne label, sounds like a coming hit, at least in the Cincy area. . . Folk, Western and hillbilly records are becoming more and more popular in the up-State New York area, according to Balcom Radio Service, Dansville, N. Y. . . Verna Aldridge, Cohen Bros., Jacksonville, Fla., suggests that kiddie manufacturers should record the regular Sunday school songs with which children are familiar. . . Will Anderson, De Luxe Music Shop No. 2, Chicago, claims that Decca could cash in on the recent Bing Crosby radio programs which featured the Crosby youngsters. Anderson also suggests that Decca think seriously of also issuing follow-up disks in later years as the Crosby boys develop their voices.

**NEWS AND CHATTER** . . . Ada McLeod is now the sole owner of the Two by Four Record Store, Detroit. Former partner Elmer Kelly is now devoting his full time to their jointly owned hardware shop. . . Charles Saxe has taken over as sole owner of Linn's Music Shop, Philadelphia. . . MGM Records is handing out cash prizes for the best music store windows tied in with the "Annie, Get Your Gun" movie. Both dealers and theater owners will share in the prizes. . . Rose Shore is now with the Commodore Record Shop, Detroit. Formerly called the Angelyn De Ceasare Music Shop, the retail store has been taken over by Leslie G. Taylor, who also owns the Taylor Radio Company there.

**MERCHANDISING TIPS** . . . H. Petco, Bond Radio, Philadelphia, keeps careful check on customers who buy five or more disks and always suggests storage albums. Mentioning needles too has boosted sales volume. . . When Guy Lombardo appeared in Wheeling, W. Va., Slater's Record Shoppe set up a display window announcing the dance, but built the display around Lombardo's "Third Man Theme" disk rather than clutter up a window with loads of records and albums. . . Wierd as it sounds, the House of Music, Stockton, Calif., reports a successful sales reaction to giving away a two-pound package of red kidney beans with every disk purchase. The store's large Western trade like the idea—and the beans. . . Displaying hit records in quantity helps sales considerably, reports Paul Brook Music, Tacoma, Wash. Mass displays, grocery style, have worked well for the store on several recent hits. . . Free gift wrapping of albums keeps customers coming back for all gift occasions, says Shirley Nelson, G. & M. Jewelers, Tuscaloosa, Ala. . . An eye-stopping window display boosted sales at the

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.

Weeks to date	Last Week	Position	Title	Artist	Label
15	1	1	CINDERELLA (Two Records)	I. Woods and Others V(78)Y-399; (48)WY-399	
11	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks Cap(78)CBX-3058; (48)CBX-3058; (33)HX-3052	
4	7	3	ME AND MY TEDDY BEAR (One Record)	R. Clooney-P. Faith Ork Col MJV-70	
31	9	4	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc-B. May Ork Cap(78)DBX-3032; (48)CBX-3032	
1	—	4	TOM AND JERRY AT THE CIRCUS (Two Records)	F. DeSales-C. Biewer MGM 91	
4	—	6	COWBOY SONGS (One Record)	B. Williams Peter Pan 2277	
37	4	7	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston Cap DBX-3021	
2	—	7	I FOUND MY MAMA (One Record)	R. Clooney-P. Faith Ork-E. Hanson Col MJV-70	
28	—	7	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May Ork Cap(78)DBX-3033; (48)CBX-3033	
1	—	7	STORY OF THE GOLDEN PALMWOOD, THE (One Record)	B. Berman Dec K-2	
91	—	11	BUGS BUNNY (Three Records)	Mel Blanc Cap(78)CC-64; (48)CCF-3004	
1	—	11	HOPPY'S GOOD LUCK COIN (One Record)	Hopalong Cassidy Cap 57-30128	
102	8	13	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Plinker" Colvig Cap BDX-34; DBX-114	
9	4	14	PETER COTTONTAIL (One Record)	G. Aubrey Col MJV-68	
8	—	15	PETER COTTONTAIL (One Record)	M. Shiner Dec 46221	

POP ALBUMS

Weeks to date	Last Week	Position	Title	Artist	Label
8	1	1	YOUNG MAN WITH A HORN, A (Four Records)	Doris Day-H. James Ork Col(78)C-198; (33)CL-6106	
13	1	2	CINDERELLA (Two Records)	I. Woods and Others V(78)Y-399; (48)WY-399	
54	3	3	SOUTH PACIFIC (Seven Records)	Mary Martin-Eric Pinna Col(78)MM-850; (33)ML-4180	
9	4	4	INNOVATIONS IN MODERN MUSIC (Four Records)	Stan Kenton Ork Cap(78)EDL-189; (48)KOM-189; (33)P-187	
11	5	5	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records)	R. Flanagan V(78)P-268; (48)WP-268	
18	6	6	DIXIE BY DORSEY (Four Records)	J. Dorsey Ork Col(78)K-196; (33)CL-6095	
38	7	7	JOLSON SINGS AGAIN (Four Records)	A. Jolson Dec(78)716; (33)DLP-5006	
16	10	8	GENTLEMEN PREFER BLONDES (Seven Records)	Original Broadway Cast Col(78)MM-895; (33)ML-4290	
5	—	9	SAMMY KAYE PLAYS IRVING BERLIN (Three Records)	S. Kaye Ork V(78)P-266; (48)WP-266	
1	—	10	GUY LOMBARDO TWIN PIANO, VOL. II (Four Records)	G. Lombardo Dec(78)A-753; (33)DL-5193	
1	—	10	HONKY TONK PIANO (Three Records)	R. Turner-M. Ash-L. Busch Cap(78)CC-187; (48)CCF-187; (33)N-188	

United Artist Record Shop, San Francisco, when Virginia Sullivan had the front window decorated with a large, white zither painted right on the glass. . . Touting radio advertising is Harold Fox, Fox Music House, Charleston, S. C., which sponsors a nightly program of rhythm, blues and spiritual records.

**GIVES MYSTERY TUNE** . . . With disk dealers always being asked for the title of the mystery tunes used on various radio shows, U. V. Blake, Radio Service & Records, Lubbock, Tex., has taken advantage of the public interest in the local "Treasure Tune" program over KSEL. Blake unearthed the title of the current mystery tune used on the program and posted the title and a copy of the sheet music on his cash register. Rather than advertise it, Blake waited for word-of-mouth publicity to start on the title posting. He reports that store traffic and sales increased measurably. Word of advice from Blake: "Any dealer posting the title of any contest tune must be dead sure he is right!"

**"MY BIGGEST BEEF"** . . . Echoing the sentiments of several other retail record dealers, is the following memo from Khoury's, Lake Charles, La.: "My biggest beef has to do with the salesmen who push a number but can't back it up with delivery. If the number becomes a hit, you don't get delivery until a month after you placed the order. And if it flops, then you get the record two or three days after you order it."



The Darlings  
of ...  
Perry Como's

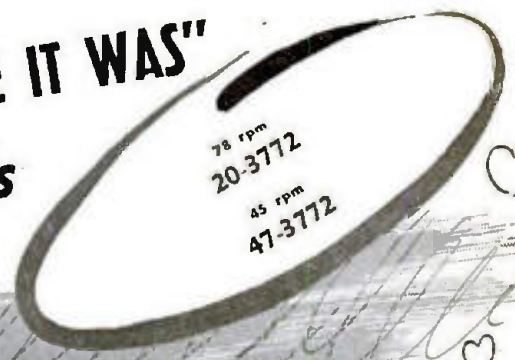
*Chesterfield*

Supper Club

*The Fontane Sisters'*  
*Greatest Record...*

**"I WANNA BE LOVED"**

backed by  
**"I DIDN'T KNOW WHAT TIME IT WAS"**  
**RCA VICTOR Records**



# 1950: BACH YEAR ON DISKS

## Big Market in Classic Music Via Promotion

New Releases Attract 'Em

By Bill Simon

The Bach boyie is no longer with us. Today, 200 years after his death, we find ourselves a far cry from the disk market of several years back, when the name Bach had the connotation of "dry," academic, endless note arrangements." Some Bach was made palatable to the mass market only in dramatized Stokowski arrangements, and thru that maestro's collaboration with Walt Disney in the highly original film, *Fantasia*.

Today, however, Bach stands on his own. There's an insatiable market for his recorded works. Bach today means money to disk dispensers, and should continue to for a long time to come. This is no fad, but the result of a greater musical sophistication in America, plus tremendous promotion, the advent of longer playing records, and the availability of great works in complete, un-cut form. The latter are no longer as expensive as they were. The half-price sales on shellac sets, and the new, lower LP rates have broken down another barrier.

### Bach a Household Word

A musical evaluation of Bach is hardly necessary. His name is known in every household. No other composer has appeared so frequently on concert and recital programs, or in religious ceremonies. Virtually every composer since Bach has drawn in some measure from him, technically or inspirationally. By sheer force of quantity, Bach is destined to dominate a good portion of musical activity, and the dealers' record shelves. His output was so tremendous that it would seemingly take a lifetime to hear it, let alone write it. Among his works are several hundred religious cantatas, and many secular cantatas. Also three oratorios, five masses, four passions, six motets, countless organ and clavier works, concerti, sonatas for violin, cello, flute and viola da gamba. There are the orchestral suites, clavier suites, preludes, fugues, inventions, variations, chorales, partitas, and he even found time to arrange works by Vivaldi and other contemporaries.

A customer converted to Bach is bound to become a steady customer. Properly interpreted—and there are many fine Bach interpreters around today—Bach can be as exciting as a romantic tone poem, as dramatic as any opera. He abounds in rich melody, infectious dance rhythms, intriguing pulsations created out of fluid contrapuntal movement. His orchestration is as bright and colorful as his limited selection of available instruments would permit. His moods run from profound meditation to unbridled gaiety.

### 1949 Big for Mozart

Last year was a big year for Mozart on disks, and for some time there has been an increasing interest in such 18th century composers as Handel, Haydn, Corelli, Vivaldi, etc., whereas several years ago it was all Tschalkowsky, Chopin, Grieg, Wagner and the heavy romantics. True, that market still exists, but a good part of the public has moved ahead to an appreciation of the pure, fresh, vital music of that earlier time. Much of the early music, the classic and baroque, was based on popular dance forms of the day; the minuet, rondo,

## Large Catalog Bach Disks, Albums Available to Buyers

### ALLEGRO RECORDS

Coffee Cantata—Uta Graf, Earl Rogers, Ralph Herber, Allegro Chamber Society, Arnold Black, Director. AL 53  
The Greater Catechism—Robert Noehren, Organist. AL 54  
Trio Sonata No. 1 and 4—Robert Noehren, Organist. AL 52  
Partita No. 4 in D Major—Rosalya Tureck, Pianist. AL 42  
Sonata No. 2 in E Flat Major; Sonata in G Major—Phillip Kaplan, Flutist; Lois Schaefer, Second Flutist; Erwin Dohy, Harpsichordist; Samuel Mayer, Cellist. AL 44  
Preludes & Fugues—Robert Noehren, Organist. AL 50  
Partita No. 3—Rosalya Tureck, Pianist. AL 41  
Chorales—Pro Musica Choral Society, Crane Calder, Conductor. AL 18  
Italian Concerto—Edith Weiss-Mann, Harpsichordist. AL 5

### AMERICAN ELITE

Prilo Sonata and Canon Perpetuum from the Musical Offering—Hanberger, Andreae, Jaunet, Baumgartner. EL 503

### CAPITOL-TELEFUNKEN

German Organ Mass—Heitmann. P 8029

### COLUMBIA RECORDS

Sonata No. 1 in G Minor for Violin Unaccompanied—Tosay Spivakovsky. ML 7089  
and B Minor—E. Power Biggs. MX 374  
Bach's Royal Instrument, Vol. I, Tocatta, Adagio and Fugue in C Major, Six Choral Preludes—E. Power Biggs, Organ. ML 4284  
and Vol. II, Tocatta, Adagio and Fugue in C Major, Six Choral Preludes—E. Power Biggs, Organ. ML 4288  
Sonata No. 3 in G Major for Violin Unaccompanied and Concerto No. 1 in D Minor (MM 418)—Joseph Sigel, New Friends of Music Orchestra, Fritz Siedry, Conductor. ML 4286 and MM 901  
Six Brandenburg Concertos, 5 Viola—Fritz Siedry, Conductor, and Soloists and Chamber Group. ML 4281, 4282, 4283 and MM 902 & 903  
Motets and Chorales—Scholes Cantorum, Hugh Ross, Director. MM 904  
Six Sonatas for Harpsichord and Violin, 3 Viola—Ralph Kirkpatrick, Harpsichord, and Alexander Schneider, Violin. ML 2109, 2110 and 2111  
Choral Preludes—Albert Schweitzer, Organ. MM 310  
Six Brandenburg Concertos, 2 Viola—Busch Chamber Players. MM 245 & 250  
Concerto for Violin in D Minor—Joe Sigel, Conductor. MM 418  
Concerto in D Minor for Two Violins and Orchestra—Joe Sigel and Carl Fleisch. MX 90  
Concerto in D Minor for Two Violins and Orchestra—Adolf Busch & Frances, Maerces. MM 253  
Concerto No. 1 in D Minor for Flute and Organ. Eugene Istomin & Busch Chamber Players. CM 424  
Concerto No. 2 in E for Violin and Orchestra—Sofia Reich, Busch Chamber Players. MM 420  
Fantasia and Fugue in D Major—Vella Pearl, Harpsichord. MX 70  
Fantasia and Fugue in G Major—Vella Pearl, Harpsichord. MX 70  
Organ Music, 3 Vols.—Albert Schweitzer, Conductor. MX 244  
Art of the Fugue—Roth Quartet. MM 204  
Bach-Stokowski Album II. MX 220  
Bach-Stokowski Album II. MX 220  
Ouverture a la Maniere Francaise—Ernst Victor Wolf, Harpsichord. MM 257  
Passacaglia and Chaconne—Sofia Reich, Busch Chamber Players. MM 421  
skd—All American Orchestra, Stokowski, Conductor. MX 214  
Partita No. 3 in C Minor for Piano—Harold Samson. MX 135  
Partita No. 1 in D Minor for Violin Unaccompanied—Nathan Milstein. MM 274  
Partita No. 5 in G Major—Walter Gieseking, Piano. MX 206  
Partita No. 6 in E Minor for Piano—Walter Gieseking. MX 135  
Preludes and Fugues No. 1-9. MM 120  
Sonata No. 1 in G Minor for Violin—Joe Sigel. MX 1  
Sonata No. 3 in A Minor for Violin—Joe Sigel. MX 2  
Suite No. 2 in B Minor for Flute and Strings—Amsterdam Concertgebouw Orchestra, Willem Mengelberg, Conductor. MM 148  
Suite No. 2 in B Minor for Flute and Strings—Pittsburgh Symphony Orchestra; Fritz Siedry, Conductor. MM 492  
Suite No. 3 in D Major—Paris Conservatory Orchestra; Felix Weingartner, Conductor. MM 428

### CONCERT HALL SOCIETY

Concerto in E for Harpsichord and Orchestra—Hans Andrease, Harpsichord; Winchburn Symphony Orchestra; Oskar Kromer, Conductor. CHC 32

gigue, sarabande, etc. Such dance music, properly performed, can never be dull or stuffy.

The customer who has already discovered his liking for Mozart or Vivaldi is a natural for the Bach *Brandenburg Concerti*. There are six of 'em, and eventually, he's sure to want all six. Then he's a natural for the Suites, and there is a handful of them. There are the violin and clavier

### KEY

Christ Lay in Bonds of Death and What God Has Done—University of Pennsylvania A Cappella Choir; Robert Elmore, Director. AL 51  
What Can Life Be But a Shadow—Augustana Choir; Henry Veld, Conductor. AL 51

### L'OISEAU-LYRE

Well-Tempered Clavier—Imbelle Nef, Harpsichord. OLP 2

### LONDON FFRR

Cantata No. 11, "Praise Our God"—Kathleen Ferrier, Wm. Herbert, Ena Mitchell, Wm. Parsons, Cantata Singers, Jacques Orchestra; Herold Jacobs, Conductor; Deborah Peacock, Organ; Thornton Lofthouse, Continuo. LPS 140  
Cantata No. 67, "Held in Affection Jesus Christ"—Kathleen Ferrier, Wm. Herbert, Ena Mitchell, Wm. Parsons, Cantata Singers, Jacques Orchestra; Reginald Jacques, Conductor; Deborah Peacock, Organ; Thornton Lofthouse, Continuo. LPS 141  
Brandenburg Concerto No. 4 and 6—Stuttgart Chamber Orchestra; Karl Münchinger, Conductor. LIP 144  
Suite No. 3 in D Major—Stuttgart Chamber Orchestra; Karl Münchinger, Conductor. LPS 147  
Fantasia and Fugue in G Minor, "The Great"—Marcel Dupre, Organ. LPS 137  
The Art of the Fugue (arr. by Roger Vuataz)—Beromünster Radio Orchestra; Hermann Scherchen, Conductor. LLLA 2  
Brandenburg Concerto No. 3 and 6—Boyd Neel, Conductor. LA 181 and 221  
Partita No. 1 in B Flat—Kathleen Long, Piano. LA 153  
Suite No. 2 in D Minor for Unaccompanied Cello—Enrico Mainardi. LA 131  
Sonata No. 4 in D Minor for Unaccompanied Violin—Alfredo Campoli. LA 169  
Cantata No. 153—Mary Jarrad, London Symphony Orchestra; Rankl, Conductor. LPS 577  
Jesu, Joy of Man's Desiring (Cantata No. 147) and Sleepers Wake (Cantata No. 140)—Cantata Singers Orchestra Reginald Jacques, Conductor. LPS 547  
Tocatta and Fugue in D Minor—Jeanne Demessieux, Organ. T 5423

### MERCURY

Sonatas and Partitas for Unaccompanied Violin—Alexander Schneider. MGL 1

### PERIOD RECORDS

Concerto in D Minor—Frank Pelleg, Harpsichord, Israel Philharmonic Orchestra. IL LP 305

### RCA VICTOR

#### ORCHESTRAL

Brandenburg Concerto No. 2, in F and No. 5, in D—Boston Symphony Orchestra, Serge Koussevitzky, Conductor. DM 1118  
Brandenburg Concerto No. 3, in G and No. 4, in C—Boston Symphony Orchestra, Serge Koussevitzky, Conductor. DM 1650  
Brandenburg Concerto No. 6, in B Flat—Boston Symphony Orchestra, Serge Koussevitzky, Conductor; Concertino: Joseph de Pasquale and Isaac M. Oberst. DM 1211, \*WOM 1211  
Passacaglia and Fugue in C Minor (Trans. by Joseph de Pasquale)—San Francisco Symphony Orchestra, Pierre Monteux, Conductor. DM 1140  
Suites No. 1, in C and No. 4, in D—Boston Symphony Orchestra, Serge Koussevitzky, Conductor. DM 1267, \*WOM 1267  
Suites No. 2, in B Minor and No. 3, in D—Boston Symphony Orchestra, Serge Koussevitzky, Conductor; Georges Laurent, Solo Flute. DM 1123  
Tocatta and Fugue in D Minor (Freely transcribed for Orchestra by Leopold Stokowski)—Leopold Stokowski and his Orchestra. 11-9533, \*49-0243  
Wm. Walton, The Ballet Suite (Arr. by Wm. Walton)—Sutters, Wells Orchestra, William Walton Conductor. DM 817

#### CONCERTOS

Concerto for Piano in F ("Italian")—Arthur Schnabel, Pianist. DM 806  
Concerto for Piano and Orchestra No. 5, in F Minor—Edwin Fischer, Pianist and his Chamber Orchestra. DM 784  
Concerto in D Minor for Two Violins and Orchestra—Both solo parts played by Jascha Heifetz; Violinist: RCA Victor Chamber Orchestra, Franz Waxman, Conductor. OM 1126, \*WOM 1126

#### VOCAL

Bach Arias—Cantata No. 13; No. 4; Kreuz und Krone (Pain and Sorrow); Cantata No. 81; Jesus Christ, My Little Heaven (Jesus, My Little What Hope Remains); Cantata No. 112; Zum Heinen Wasser (To Living Waters) (Heights and Clouds); Christmas Oratorio, No. 4; Berceuse Dieb, Zion (Prepare Thyself, Zion); St. Matthew Passion; Erbarme Dich (Have Mercy, Lord, on Me); Marian Anderson, Contralto. DM 1047  
Great Songs of Faith—Menashe Ha' Shall Feed His Flock (Hallelujah); The Messiah; He Was Despised and Rejected (Gandhi); St. Paul; But the Lord is Mindful of His Own (Recitative and Aria); (Wendellson); Elijah; O Rest in the Lord (Wendellson); St. John Passions: All is Fulfilled (Ta'at vollbracht) (G. S. Bach); Marian Anderson, Contralto. OM 1150  
Now Let Every Tongue Adore Thee (Chorale) (from Cantata No. 140); Sleepers Awake—Dorothy Maynor, Soprano. 18166  
Sacred Songs—Elijah; Hear Ye, Israel (Mendelssohn); The Messiah; Arise the Lord of the Field (See Large Catalog Bach, opp. page)

## Industry Rocked By Low-Price LP Longhair Plan

(Continued from page 12)

roll and Karen Branzell. Miss Carroll is skedded to cut some operatic arias and Viennese waltzes, the latter with new English lyrics. Miss Branzell will do a program of *Lieder*.

The diskery's pop program is expected to make serious inroad into the market established by Eli Oberstein's \$1.99 Varsity LP line. Among the names to appear in Gabor's 99-cent series are Frank Yankovic, Sarah Vaughan, Enoch Light, Red River Dave, Dizzy Gillespie, Red Norvo, Ethel Waters, Ernie Benedict, Marchito, Don Baker, Selah Jubilee Quartet and Frank Culley. Disks with these artists are due on Remington's second LP release, to be shipped on June 29. Materials will have been leased from other diskeries, including Continental.

Much of the same stuff, plus some cutdown and adapted versions of the LP waxings will come out on 45. The doughnut disk line will also concentrate on children's material, most of which has been issued previously on Gabor's Junior label. Most of the 45's will be grouped for box-album packages.

Some of the cost of Remington's European recording is expected to be amortized thru deals whereby Gabor's representatives in Paris, Switzerland and Vienna will lease tapes to radio stations. Stations on the Continent use such taped performances much as domestic outlets use transcriptions. It is understood that none of the classical cutting is more than two years old.

## Swoboda Starts On Europe Tour

NEW YORK, May 20.—Westminster Records, new classical diskery headed by James Grayson and Michael Naida, has launched the second phase of a huge long-playing recording program. Dr. Henry Swoboda, the label's musical director, flew to Europe Thursday (18) for an extended stay during which at least 100 works will be taped.

Westminster, which will have 10 LP's on the market by June 1, has over 30 others as yet unreleased, and plans to adhere to a schedule of four releases monthly. Distribution-wise, it has nearly all territories covered with 12 distributors and two sales agencies.

On this trip, as on his first expedition last year, Dr. Swoboda has taken over his own recording equipment. Company execs claim the new units are a big improvement over those used previously.

## Miss Landowska Gets Film Offer

NEW YORK, May 20. — Flicker musical director Dmitri Tiomkin is in the process of negotiating a deal for noted harpsichordist Wanda Landowska to score and play the background music for the forthcoming Stanley Kramer production of Rostand's *Cyrano De Bergerac* which will star Jose Ferrer.

Miss Landowska, a top line RCA Victor Red Seal recording artist and noted as a foremost exponent of her instrument, would use the harpsichord in the flicker similarly to the use of the zither in *The Third Man* if the deal materializes.

# Big Market in Classical Music Via Promotions

(Continued from opp. page)  
(piano) concerti, the orchestrated fugues, some dramatic cantatas, and finally the sonatas and large-scale choral works. Now you've got your Bach addict hooked, and you can be reasonably sure he'll spend a few more years filling in the blank spaces in his library.

### Bach a Natural

And the Bach buyer develops a real penchant for completeness which makes him a natural for LP offerings. Vox has recently brought out a complete, unabridged version of the *St. Matthew Passion*, running 200 minutes and occupying four LP platters. LP made possible a price of about \$25, and eliminated the bulk of many shellac pressings. The same company has just issued the complete set of seven Flute-Harpsichord Sonatas on two LPs. RCA Victor is issuing Landowska's definitive interpretation of the *Well-Tempered Clavier* on LP and 45 r.p.m. disks, in several installments, and has also issued the complete *B Minor Mass*. The *St. John Passion* has been scheduled by the same company. London Records has embarked on a project of presenting the complete set of *Brandenburgs* and all the *Suites*, with several already out, and more on the way. Victor, Vox and Columbia also have complete *Brandenburg* editions available or in the works. Mercury is coming out with the complete set of the violin sonatas, by Alexander Schneider, and Victor has reissued the great Casali's cuttings of the Cello Suites. London has also released several excellent cantatas recently, and Vox has transferred its three volumes of Bach Arias to LP. Then, for those intrigued by the evolving, interweaving lines of the fugue, London has issued the complete *Art of the Fugue* in an orchestral arrangement, on three LP disks. There are many more in the late release lists, but this will give you an idea.

### Some Sales Facts

As for the salability, here are facts. The Landowska recording of the *Goldberg Variations*, issued a few years ago by Victor, has sold about 35,000 albums, at approximately \$8 per set. The company admittedly anticipated a sale of around 2,500. Vox's *St. Matthew*, retelling at \$25, sold about 2,500 sets in two months. The sale of the harpsichord set is especially surprising, but not so much if one considers the recent rise in public favor of this ancient instrument. Much of the sparkle in the recent Bach concerto and suite recordings is generated by that crisp, tingly-toned instrument, and new recording techniques have captured this flavor and increased its significance to the average buyer.

Michael Naida, owner of the Westminster Record Shop, and an exec of the new Westminster Record Company, favors introducing Bach via the obvious, lush melody of the famed *Air for G String*, from the *Third Suite*, or with almost any *Gigue* from any of the suites. The infectious rhythm of a Bach *Gigue* is bound to dispel any notions of stuffiness.

A Bach buyer is also a cinch to take to many of Bach's contemporaries and predecessors. Eventually he will look into Telemann, Vivaldi, Corelli, Buxtehude, Handel, Couperin, Rameau, Gluck, Scarlatti, Monteverdi and many others whose works are classed as "early music." Then, too, his free, dynamic counterpoint may engender an interest in the modern contrapuntalists, such as Hindemith, Reger, even Bartok.

At any rate, with all of the record companies and program makers scheduling more and more Bach performances and Bach promotions for 1950, the last barriers are bound to break down, and there's no reason why only a few longhair shops should garner all the gravy.

# Large Catalog Bach Disks, Albums Available to Buyers

(Continued from opp. page)

(Handel); *Alla prima* (from the *Vocet "Esultate, K. 167"*) (Mozart); *St. Matthew Passion*; No. 13: *Only Blood and Break, Thou Loving Heart* (J. S. Bach); *Mass in B Minor*; *Laudamus Te* (J. S. Bach); *Chorale: Now Let Every Tongue Adore Thee* (Sleepers Awake!) (Nicolaï-J. S. Bach-O'Connell); Dorothy Maynor, Soprano.....DM 1043

### INSTRUMENTAL

**Cello**  
Suites for Unaccompanied Cello No. 2, in D Minor and No. 3, in C—Pablo Casals, Cellist.....DM 411  
Suites for Unaccompanied Cello No. 4, in E Flat and No. 5, in C Minor—Pablo Casals, Cellist.....DM 1302

### Harpsichord

French Suite No. 6, in E—Wanda Landowska, Harpsichordist.....14344  
Goldberg Variations (Aria and 30 Variations)—Wanda Landowska, Harpsichordist. DM 1022  
Well-Tempered Clavier, The: Book I: Preludes and Fugues Nos. 1 to 8—Wanda Landowska, Harpsichord (Pleyel).....DM 1338, \*WDM 1338

### Harpsichord and Violin

Sonata in E for Harpsichord Concertante and Violin Solo—Wanda Landowska, Harpsichordist; Yehudi Menuhin, Violinist. DM 1025

### Organ

Bach Organ Music—  
Fugue in G Minor ("Little" G Minor Fugue); *Ein' feste Burg ist Unser Gott* (A Mighty Fortress is Our God) (Chorale-Prelude); Fugue in G (The "Fantasy" Fugue); *Sheep May Safely Graze* (from "Cantata No. 208") (J. S. Bach—Art. Blüthner); *Passacaglia and Fugue in C Minor*; E. Power Biggs, Organist.....DM 1048

Little Organ Book, The (The Church Year in Music)—E. Power Biggs, Organist.....(Vol. 1) DM 632, (Vol. 2) DM 697, (Vol. 3) DM 711

Triple Fugue in E Flat ("St. Anne")—Joseph Bonnet, Organist.....11-8528

### Viola

Come, Sweet Death—William Primrose, Violinist.....11-9117, \*49-0193

**Violin**  
Partita No. 1, in B Minor—Yehudi Menuhin, Violinist.....DM 487  
Partita No. 2, in D Minor—Yehudi Menuhin, Violinist.....DM 222  
Partita No. 3, in E—Yehudi Menuhin, Violinist.....DM 488

### CHORAL

Cantata No. 4: *Christ Lag in Todesbanden*—RCA Victor Choral and Orchestra, Robert Shaw Director.....DM 1094  
Cantata No. 78: *Jesus, Thou M' Wearied Spirit*—Inch Choir of Bethlehem and Orchestra, Hor Jones, Conductor; Lucius Nitz, Tenor; Mack Harrel, Bass.....DM 1045  
Cantata No. 130: *Wachet auf, ruft uns die Stimme*—Robert Shaw conducting the RCA Victor Choral and Orchestra, with Soloists.....DM 1162

Mass in B Minor—Robert Shaw conducting the RCA Victor Choral and Orchestra, with Soloists.....(Vol. 1) DM 1145, \*WDM 1145, (Vol. 2) DM 1146, \*WDM 1146

Motet No. 3: *Jesus, Dearest Master*—Robert Shaw conducting the RCA Victor Choral and Orchestra.....DM 1339  
Magnificat—Robert Shaw conducting the RCA Victor Choral and Orchestra; Susanne Frelil, Soprano; Blanche Thebom, Mezzo-Soprano; Ernie Lawrence, Tenor; Paul Mathen, Bass.....DM 1182

### NEW BACH MASTERPIECES

to be released in 1950  
Brandenburg Concerto No. 1, in F—Boston

Symphony Orchestra, Serge Koussevitzky, Conductor  
Concerto in A Minor—Pierre Luboshutz and Genia Neumenoff, Duo-Pianists. (Final side): *Chorale: Nun komm, Der Heiden Heiland*  
Suite No. 3 in D: *Air for G String*—William Primrose, Violinist  
Cantata No. 131: *Aus der Tiefe*—RCA Victor Choral and Orchestra, Robert Shaw, Conductor  
Fugue in G Minor ("The Little")—William Schatzkammer, Pianist  
Organ Prelude in G Minor—William Schatzkammer, Pianist  
\*45 r.p.m. records

### STINSON

Two Part Inventions—Erno Balogh, piano.....DM 102 and LP 24

### TEMPO

Concerto in E Major—Louis Kaufman, violin, Bach Chamber Symphony Group.....TT 2044 (33) and TC 4650 (48)

### VOX

Arias—Bach Aria Group, Wm. Scheide, dir.....VL 4370  
Brandenburg Concertos No. 1 and No. 2—Pro Musica Orchestra, Otto Klemperer, Conductor.....VL 4180  
Brandenburg Concertos No. 3 and No. 4—Pro Musica Orchestra, Otto Klemperer, Conductor.....VL 4200  
Brandenburg Concertos No. 5 and No. 6—Madame Rocsen-Champion, harpsichord, Pro Musica Orchestra, Otto Klemperer, Conductor.....VL 4210  
Concerto for 3 Pianos in C Major and Concerto for 4 Pianos in A Minor—G. Kuhn, C. Astor, G. Lason, G. Becha, pianists, Pro Musica Orchestra, Arthur Goldschmidt, Conductor.....PL 4450  
Italian Concerto in E Major—Madame Louise Thyrion, pianist, Pro Musica Orchestra, Arthur Goldschmidt, Conductor.....PL 4430  
Violin Concerto in E Major—Ruggiero Ricci, Lamoureux Orchestra, Eugene Blot, Conductor.....PL 4430  
St. Matthew Passion—Soloists, Chorus & Orchestra of the Berlin Radio, F. Lehmann, Conductor.....DL 6070  
Seven Sonatas for Flute and Harpsichord—Fernand Carraze, Flute; Marcelle Chribonier, harpsichord.....PL 4140

# RCA Victor's Bach Bicentennial promotion builds bigger July profits



• This July marks the 200th anniversary of Bach's death. There will be impressive publicity and an upsurge of Bach record buying, RCA Victor's ready—with the right merchandise—with the great artists you'll be asked for

Here's how you get your full share of this extra Bach business: 1. Plan your July window promotion around RCA Victor's special Bach display; 2. Order additional copies of the new RCA Victor supplemental folder of Bach merchandise; 3. Boost sales by running specially prepared Bach merchandise co-op ads in your local newspaper; 4. Tie in with the four Bach programs on RCA Victor's "Music When You Want It" radio show; 5. Be sure you've got plenty of this standout Bach merchandise!

### On 45's and 78's

Passacaglia and Fugue in C Minor, Final side: Christmas Oratorio: Sinfonia. San Francisco Symphony Orchestra, Pierre Monteux, Conductor. WDM 1340, \$2.20. DM 1340, \$3.50.

Tocata and Fugue in D Minor. Leopold Stokowski and his Orchestra. 49-0263, 95¢. 11-9653, \$1.25.

Brandenburg Concerto No. 1 in F. Boston Symphony Orchestra, Serge Koussevitzky, Cond. WDM 1362, \$3.35. DM 1362, \$4.75.

### On ALL THREE Speeds: 45's, 78's, 33 1/2's

Brandenburg Concerto No. 6 in B-Flat. Boston Symphony Orchestra, Serge Koussevitzky, Conductor. Concertino: Joseph de Pasquale and Jean M. Cavhaye, Violinists. WDM 1211, \$3.35. DM 1211, \$4.75. LM 1063 (with Brandenburg Concerto No. 1), \$5.45.

Concerto in D Minor for Two Violins and Orchestra. Jaich Heifetz (both solo parts). RCA Victor Chamber Orch., Franz Waxman, Cond. WDM 1136, \$2.20. DM 1136, \$3.50.


The Well-Tempered Clavier: Book I: Preludes and Fugues Nos. 1 to 8. Wanda Landowska, Harpsichord (Pleyel). WDM 1338, \$4.20. DM 1338, \$8.50. LM 1017, \$5.45.

Mass in B Minor. Robert Shaw conducting the RCA Victor Choral and Orchestra. Vol. 1. WDM 1145, \$9.05. DM 1145, \$12.25. Vol. 2: WDM 1146, \$8.10. DM 1146, \$11. LM 6100, \$16.35.

All prices are suggested list, subject to change without notice, exclusive of local taxes. Prices do not include Federal tax.

# RCA Victor Records

**BACH**  
BICENTENNIAL ISSUES



**LONDON**  
LONG PLAYING 33 1/3 RECORDINGS

- LPA-2 — (17-25 — 9-15) Red Label Record  
**THE ART OF FUGUE (Die Kunst Der Fuge)** (Bach)  
Transcribed for Orchestra by EGON YVATAJ  
Herman Scheraga conducting THE RADIO ORCHESTRA OF BERGAMO (Recorded in Zurich, Switzerland)
- LPA-164 — \$3.95 — 10" Red Label Record  
**BRANDENBURG CONCERTO No. 4 IN G MAJOR** (Bach)  
Solo Violin: REINHOLD BACHNER  
Solo Piano: ANNE ELLI and ALPHONSE ROY
- LPA-165 — \$3.95 — 10" Red Label Record  
**BRANDENBURG CONCERTO No. 6 IN B FLAT MAJOR** (Bach)  
Solo Violin: HEINZ CHWIL and JEAN SEYER  
Solo Cello: SIEGFRIED BACHET  
THE SWISS CHAMBER ORCHESTRA conducted by KARL MUNCHINGER
- LPA-167 — \$4.95 — 10" Red Label Record  
**BACH SUITE No. 3 IN D MAJOR** (Bach)  
OVERTURE — AIR — GAVOTTES 1 AND 2 — SOURDS — BIGUE  
THE SWISS CHAMBER ORCHESTRA conducted by KARL MUNCHINGER

The **Billboard** **MUSIC POPULARITY CHARTS**  
**PART V**  
**Classical Records**

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 INIES. It will be noted titles are stressed and no division is made between singles and albums.

**Best Selling LP Classical Titles**

Last Week	This Week	Title
2	1	Bach: Well-Tempered Clavichord, W. Landowska, V(33)LM-1017.
1	2	Tchaikovsky: Swan Lake, St. Louis Symphony Ork., Vladimir Golschmann, conductor, V(33)LM-1003.
2	3	Beethoven: Symphony Number Three in E Flat Major, NBC Symphony Ork., A. Toscanini, conductor, V(33)LM-1042.
4	4	Gilbert and Sullivan: The Mikado, D'Oyly Carte Opera Company, New Promenade Ork., I. Godfrey, conductor, London(33)LLP-189/90.
—	5	Chopin: Les Sylphides, New York Philharmonic Symphony Ork., E. Kurtz, conductor, Col(33)ML-4255.

**Best Selling 45 RPM Classical Titles**

Last Week	This Week	Title
1	1	Bach: Well-Tempered Clavichord, W. Landowska, V(45)WDM-1338.
2	2	Rossini: William Tell, NBC Symphony Ork., A. Toscanini, director, V(45)WDM-605.
—	3	Puccini: Highlights from Madame Butterfly, L. Albanese, L. Browning, J. Melton, RCA Victor Ork., Weissmann, conductor, V(45)WDM-1068.
—	4	That Midnight Kiss, Mario Lanza, RCA Victor Ork., V(45)WDM-1330.
—	5	Tchaikovsky: Nutcracker Suite, Eugene Ormandy, conductor, Philadelphia Ork., V(45)WDM-1020.

**Classical Record Reviews**

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-79, good; 60-69, satisfactory; 0-59, poor.

**MOZART: CORONATION MASS—Hilde 71**  
Zadek-Eleanore Gifford-Julius Patzak  
Hans Braun-Chorus & Orchestra of Salzburg Festival-Prof. Joseph Messner, Cond. (1-12")  
Festival Records (33) FLP 100

A new diskery makes its debut with tape takes of a lesser Mozart liturgical work as performed at the famed annual Salzburg Festival. The work is deeply reverential and further illustrates the composer's remarkable facility in creating fresh melodies and building exacting works structurally. This performance, done in a cathedral, is somewhat weighty though it seems to be a well-organized, "hardly prepared reading. The choral recording seems distant while the soloists, who are competent, are projected close up. This is an impressive recording in spite of its failings and, since it is the first full recording of this Mass, should find a warm welcome from Mozart collectors as well as from liturgical music loathears.

**TCHAIKOVSKY: HIGHLIGHTS FROM 71**  
**PIQUE DAME—State Theatre Ork., Moscow-N. Samouil, Dir. (1-12")**  
Period (33) SPLP 511

Excerpts in sequence, making a tabloid version of the Tchaikovsky opera, are assembled here from Russian recordings. The singing is uniformly excellent, the orchestra full-bodied and clear. "Pique Dame," or "The Queen Spades," is in the grand romantic tradition, based on a psychic tale by Pushkin. No extended version of this opera has hitherto been available (arias on single records have come out from time to time); Tchaikovsky fans should cotton to this recording. The performance is in the best Slavic manner, with expressive solo work and ensemble sung only as a Russian chorus can sing.

**BACH: SONATAS FOR HAPSICHOED AND VIOLIN, VOLS. I, II, III—Ralph Kirkpatrick-Alexander Schneider (3-10")**  
Col (33) ML 2109, 2110, 2111

Schneider, the former second violinist of the Budapest Quartet, has cut the complete set of six accompanied Bach Violin sonatas in this series. . . a parallel effort to his cutting the complete unaccompanied set for Mercury. On three ten-inch LP's here, he proves himself an ideal choice for such a monumental task. His approach to Bach is that of a top ensemble musician. While adherents to the virtuosos school may find him lacking somewhat in musical personality, his approach to these pieces is pure, exact and thoroughly respectful. The important role of the harpsichord is never shadowed. Buyers of one set will eventually end up with all three, but Vol. II perhaps has the most immediate appeal. It contains Sonatas 3 and 4.

**BIZET: JEUX D'ENFANTS, OP. 22—Vltyra 61**  
Vronsky-Victor Babin (1-10")  
Columbia (33) ML-2107

Twelve short pieces make up this suite for piano four hands, which, as far as we have been able to ascertain, has not been recorded in the original form prior to this charming Vronsky-Babin version. Portions of an orchestral transcription, done for a Massine ballet under the same title as the suite, have been recorded, but this is the first opportunity to hear the entire original work as written. The music is impressionist—short, fragile and delightful vignettes of the world of children—"The Swing," "The Top," "The Doll," "Merry-Go-Round" and so on. Scarcely a mass-appeal item, but a find for students, Bizet-fans and followers of the popular piano team.

**ERNA SACK SINGS OPERA HIGHLIGHTS AND SONG FAVORITES—Erna Sack 77**  
(1-12")  
Mercury (33) MG-10044

Una Voce Poco Fa; Quel Guardo Il Cavalliere; Caro Nome; Einst Traumte Meiner Seligen Base; Den Theuren Zu Versöhnen; I Am In Love; In Your Eyes I Find All My Fortune; I Am Dreaming About One; Once I Was Tight and Tippy; This is the Finest Day in My Life; I Was Never In Love as Much as Today.

The phenomenal coloratura soprano of Erna Sack, long a collector's favorite, has become available quite profusely of late. In spite of it, or possibly because of it, her recordings have a fairly steadfast sale. This is no good and impressively performed collection of her work as is available. On the one side is five familiar operatic arias, while the other contains half a dozen light songs. In all cases the dated recordings are quite clear and cleanly display her tremendous range and beautiful quality.

**DELIBES: BALLET MUSIC FROM SYLVIA L'Orchestre De La Societe Des Concerts Du Conservatoire Paris-Roger Desormiere, Cond. (1-10")**  
London (33) LPS 184

Delibes, who is generally credited as the father of modern ballet music, has in the music to "Sylvia" one of his two most familiar terpsicleriffs. "Coppelia" is the other. These excerpts from the "Sylvia" ballet are faithfully performed to strut the airiness and charm of the Frenchman's music. This light and gayly melodious rife is right down the average layman's alley and should reach a large potential market to insure a steady and sizable sale. Desormiere, in conducting the Paris Conservatory ork, has turned in a fully sympathetic and feathery performance, which is recorded wonderfully well in the FFRR method.

**J. S. BACH: CONCERTO NO. 1 IN D MINOR FOR CELMBAO AND STRINGS—Frank Pelleg-Swing Ork of Members of the Israel Philharmonic Ork-David Grunschlag, Dir. (1-12")**  
Period (33) SPLP 509

The famous D Minor concerto has been waxed by  
(Continued on page 41)

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Brandenburg Concerto #2, F Major  
Pro Musica Orchestra:  
Otto Klemmerer, conductor . . . VL 6180  
Brandenburg Concerto #3, G Major  
Brandenburg Concerto #4, G Major  
Pro Musica Orchestra:  
Otto Klemmerer, conductor . . . VL 6200  
Brandenburg Concerto #5, D Major  
Brandenburg Concerto #6, B Flat Major  
Madame Roessen—Champion, harpsichord; Pro Musica Orchestra:  
Otto Klemmerer, conductor . . . VL 6220  
Concerto for 3 Pianos, C Major  
G. Kuhn, G. Lason, C. Beche, pianists; Pro Musica Orchestra:  
Arthur Goldschmidt, conductor  
Concerto for 4 Pianos, A Minor  
G. Kuhn, G. Astorf, G. Lason, G. Beche, pianists; Pro Musica Orchestra:  
Arthur Goldschmidt, conductor PL 6480  
Piano Concerto, E Major  
Madame Louise Thyriou, pianist;  
Pro Musica Orchestra:  
Arthur Goldschmidt, conductor  
Violin Concerto, F Major  
Ruggiero Ricci, violinist;  
Lamoureux Orchestra:  
Eugene Bigot, conductor . . . PL 6430

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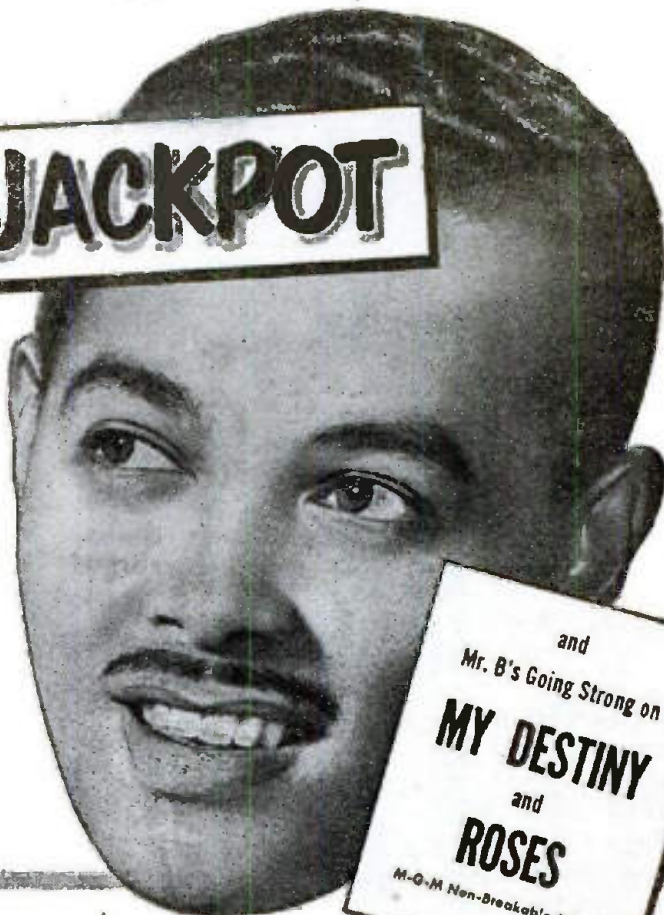
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The Billboard

MUSIC POPULARITY CHARTS

PART VI

Juke Box Record Plays

Based on reports received last three days of Week Ending May 19

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 9,558 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.

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, Catalog Number, Copyright. Lists top 30 records including 'THIRD MAN THEME, THE', 'IT ISN'T FAIR', 'IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE', etc.

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 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.



The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending May 19

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.

Table with 4 columns: Position, Weeks to date, Last Week, This Week, Title, Artist, Label. Lists top 10 most played juke box records.

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 customer's purchase country and Western records.

Table with 4 columns: Position, Weeks to date, Last Week, This Week, Title, Artist, Label. Lists top 10 best-selling retail folk records.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Table listing new record releases with columns for title, artist, and label. Includes titles like 'Am I To Blame?' and 'It Wouldn't Be the Same Without You'.

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 operating in country and Western tunes.

Table with 4 columns: Weeks to date, Last Week, This Week, Title, Artist, Label. Lists top 10 most played records by folk disk jockeys.

FOLK TALENT AND TUNES

By Johnny Sippel

Disk Jockey Doings: Happy Wilson, heard on WAPI, Birmingham, is now doing a TV show over WAFM. It's the first folk music show on video in the State...

Chuck McClure, WRFC, Athens, Ga., reports that Leon and Red have been added to the station talent. Johnny Williams, WSFT, Thomaston, Ga., reports a terrific request after one play of Bill Franklin's 'Slipping Around With Jole Blon'...

Steve Sholes, Victor's h. b. chief, reports that the Sons of the Pioneers are touring Western cities in conjunction with the pic, 'Wagonmaster,' in which they do background music...

Cactus Pryor, whose 'Cry of the Dying Duck in a Thunderstorm,' looks big for 4 Star, is a d.j. at KTBC, Austin, Tex. Because of the dinking, he will be featured soon on the Big D Jamboree in Dallas with his Prickley Pears...

Artists' Activities: Dee Kilpatrick, new aid to Lee Gillette, of Capitol, has inked Jimmy Selph, Nashville h. b. warbler, and Joe Allison, h. b. d. j. at WMAK, Nashville...

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

Advertisement for Bantam Music Publishing Co. featuring the headline 'BEEN WONDERING WHO PUBLISHES THE HIT SONG?' and 'MOUNTAIN BOYS HAVE FUN WITH MOUNTAIN GIRLS'.

# IMPERIAL

SENDS

Greetings TO  
THE OPERATORS

**FATS DOMINO**

ON RECORD NO. 5077

"Hide Away Blues"

"She's My Baby"

★ ★ ★ ★ ★

**JEWEL KING**

ON RECORD NO. 5076

"Keep Your Big Mouth Shut"

"Passion Blues"

★ ★ ★ ★ ★

**COMING**

**T-BONE WALKER**

ON RECORD NO. 5081

"The Hustle Is On"

"Baby Broke My Heart"

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**ARCHIBALD**

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The  
Billboard

MUSIC POPULARITY CHARTS

PART  
VIII

## Rhythm & Blues Records

Based on reports received last three days of Week Ending May 19

### BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks   Last   This to date   Week   Week	1	2	3	4	5	6	7	8	9	10
6	1	1.	MISTRUSTIN' BLUES	Little Esther-J. Otis-M. Walker	Savoy 735						
4	4	2.	PINK CHAMPAGNE	J.iggins	Specialty 355-BMI						
5	2	3.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663						
17	3	4.	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731						
1	—	5.	EVERYDAY I HAVE THE BLUES	L. Fulsom	Swingtime 196						
14	6	6.	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734						
18	—	7.	I ALMOST LOST MY MIND	King Cole Trio	Cap(78)889; 1451F-889-BMI						
5	10	8.	MY BABY'S GONE	C. Brown	Aladdin 3051						
8	—	8.	CRY, CRY BABY	Ed Wiley	Sittin In 545						
19	6	10.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI						

### 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   Last   This to date   Week   Week	1	2	3	4	5	6	7	8	9	10
5	3	1.	PINK CHAMPAGNE	J.iggins	Specialty 355-BMI						
5	1	2.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663						
17	1	3.	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731						
10	6	4.	THREE TIMES SEVEN EQUALS	J. King	Imperial 5058						
8	5	5.	MISTRUSTIN' BLUES	M. Walker-J. Otis-Ork-Little Esther	Savoy 735						
5	8	6.	CRY, CRY BABY	J. Otis	Republic 3016-ASCAP						
20	—	7.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI						
15	4	8.	RAG MOP	L. Hampton Ork	Decca 24855-BMI						
2	7	9.	IT ISN'T FAIR	D. Washington	Mercury 8169-ASCAP						
3	—	10.	CRY, CRY BABY	Ed Wiley	Sittin In 545						

### ADVANCE RHYTHM & BLUES RECORD RELEASES

Boogie Woogie Mama—T. Ridgley (Lonely Man) Imperial 5074	I'll Take You Back, Baby—Country Jim (Old River) Imperial 5073
Bouncin' the Ball—B. Gaither & His Madcaps (That's the) MGM 10708	Just Can't Get Free—Little Esther (Cupid Boogie) Savoy 750
Brownie's Worried Life Blues—B. McGhee (C. C. Baby) Savoy 747	Keep Your Big Mouth Shut—Jewel King (Passion Blues) Imperial 5076
C. C. Baby—B. McGhee (Brownie's Worried) Savoy 747	Lonely Man Blues—T. Ridgley (Boogie Woogie) Imperial 5074
Cupid Boogie—Little Esther (Just Can't) Savoy 750	Moonlight—The Orioles (I Wonder When) Jubilee 5026
Growing Old—S. Lewis (Slide Me) Imperial 5072	Old River Blues—Country Jim (I'll Take) Imperial 5073
Heart Throbbing Blues—E. Mack (How About) Apollo 422	Passion Blues—Jewel King (Keep Your) Imperial 5076
Hide Away Blues—Fats Domino (She's By) Imperial 5077	She's My Baby—Fats Domino (Hide Away) Imperial 5077
How About That?—E. Mack (Heart Throbbing) Apollo 422	Slide Me Down—S. Lewis & His Sextet (Growing Old) Imperial 5072
I Wonder When—The Orioles-S. Bass Ork (Moonlight) Jubilee 5026	That's the Corkscrew—B. Gaither & His Madcaps (Bouncin' the) MGM 10708

### RHYTHM & BLUES RECORD REVIEWS

For complete scoring method see explanation under Record Reviews. Maximum points given, 100. Points in first column represent over-all rating. Second from left is score for disk jockeys to follow; third from left, retailers, and fourth and last, juke box rating.

<b>THE BLENDERS</b> Decca 48156	<b>Honeysuckle Rose</b> The Walter standard is treated as an insinuating slow ballad by this new and fine sounding group. Group shows much promise.	81--82--80--80
<b>EDDIE MACK</b> (Bobby Smith Ork) Apollo 422	<b>Gone</b> The group again shows up well in the delivery of a blues-ballad of slight substance.	69--70--68--70
<b>ARBE STIDHAM</b> NEA Victor 99-9083 (48)	<b>Heart Throbbing Blues</b> Full-bodied blues shouting by Mack, who threatens to break thru eventually with a big one. His material here is routine.	72--73--72--72
	<b>How About That</b> Up-tempo blues rocker suffers from dearth of lyric material.	69--70--68--68
	<b>Any Time You Ring My Bell</b> Stidham chants a jump blues with flavor, but clodgy diction. Jazz tenor and blues piano solos are also spotted.	68--69--68--68
	<b>Let My Dreams Come True</b> The warbler's big vibrato makes for an intense rendition of a romantic blues-ballad that's only moderately impressive.	72--72--72--71

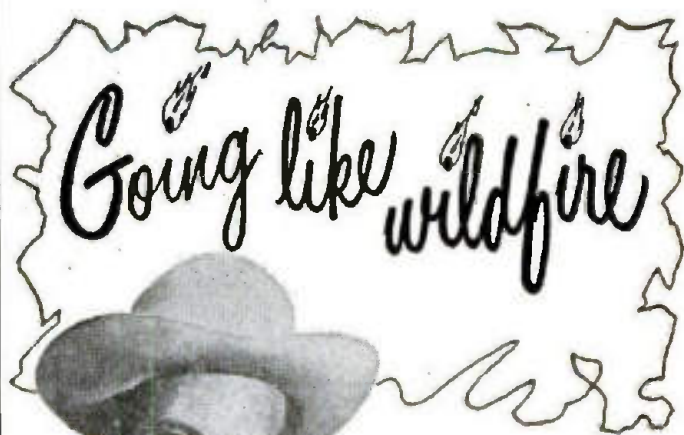
**R. & B. BLUE NOTES**

Johnny Moore's Three Blazers left for a Southern one-nighter tour which will cover about 50 dates. First date in the series was held in Pensacola, Fla., Saturday (20). Group did two recording sessions in New York for RCA Victor diskery prior to the tour. Featured members of the group, Oscar Moore and Billy Valentine, recorded on their own for the Columbia and Mercury labels respectively. Hal (Cornbread) Singer will play part of the tour with the Blazers. Tour was booked by Shaw Artists Corporation. . . . The Oasis nitery, a Hollywood stop for topflight rhythm and blues attractions, changed hands this week with Owner Eddie Desure selling out for a reported \$50,000 to Bill Robinson and Joe Abrahams.

Errol Garner opened at the Piccadilly nitery, Newark, N. J., May 21 and follows that with a three-weeker at Birdland in New York beginning June 1. . . . The Orioles make their eighth appearance since their inception about two years ago at the Apollo Theater in Harlem, beginning May 26. . . . Illinois Jacquet goes into Bop City, New York, July 20, for three weeks following a six-week theater and one-nighter swing thru the South and Midwest. . . . Domino Records has inked young blues chanter, Google Eyes, thrush Madelyn Greene and Buddy Tate and his crew in addition to appointing Rene Hall as firm's musical director.

Apollo warbler Johnny Hartman opens at the Baby Grand in Harlem May 29 for two weeks. . . . The Striders, another Apollo disk property, finished a week at the Apollo Theater May 19. . . . F & M Distributors, of Cleveland, has folded, with Benart Distributors taking over Apollo and several other r. and b. lines. . . . Brownie McGhee, who has recovered from an eight-month illness, cut for Savoy last week. . . . Savoy inked a slew of new artists, including Freddy Evans' Gospel Trio and the National Independent Singers, both groups from Atlanta. Danny Cobbs, blues shouter from Salem, N. C., also was pacted. . . . Savoy Music, Herman Lubinsky's pubbery, has taken over the spiritual, "On the Battlefield of My Lord," clefted by Estelle MacKinley Banks, who also is due to slice the number for Savoy disks. Lubinsky is going after about four other labels who cut the number under the impression that it was free material, to demand recording licenses and royalty payments.

Apollo's Irv Katz is going south in two weeks to cut sides with Rev. Campbell's congregation in Spartanburg, S. C. . . . Apollo has inked the Three Riffs, who formerly cut for Atlantic. The combo is in its 13th month at the Ruban Bleu Club. . . . Warbler Leslie Scott has joined Xavier Cugat in his current Strand Theater date. Lad cut some Victor wax with Coleman Hawkins a while back.



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**I WON'T BELIEVE YOU ANY MORE**  
Vocals by Johnny Thompson

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AIN'T NOTHIN' SHAKIN' Vocals by LITTLE ESTHER with JOHNNY OTIS ORCH.
- 735** MISTRUSTIN' BLUES  
MISERY Vocals by LITTLE ESTHER with JOHNNY OTIS ORCH.
- 743** BLUE NOCTURNE  
NEW ORLEANS SHUFFLE JOHNNY OTIS ORCH.
- 738** THERE AIN'T NO USE BEGGIN'  
OUR ROMANCE IS GONE Vocals by the ROBINS with JOHNNY OTIS ORCH.
- 741** AFTER DARK BLUES  
HEAVY HEARTED BLUES Vocals by BILLY WRIGHT

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**ART MOONEY**  
 (Continued from page 16)  
 face and is meeting the trend of the times with a thoroly pleas'g and completely musical dance band. Mooney's pre-Four Leaf Clover unit was designed in a modified Glenn Miller style and the maestro has turned back to this tack to aim for the terpers' bucks. In fact, a good portion of the old library—much of it written incidentally by Ralph Flanagan—has come up for a dusting. Of course, the older book has been amended with a flock of new cleffings by such topnotch writers as Neil Hefti, George Williams (staff man for F-y Anthony), Jimmy Mundy and Ray Wright (a Miller alumnus). The resultant intermixture of old and new library gives the band a rather pleasant diversity of sounds—all of them kin to the Miller tradition. Too, there's a flow of neat and effective music for the dancers in the younger sets. The band has

been geared for the collegian trade and would make a better-than-average impression with the one-nighter crowds as well. The banjo and gimmick stuff has been relegated to a rear position as show stuff in the new Mooney set-up. Mooney's MGM disking plans have altered to make room for his accent on dance music. With his name possessing a high potential on the disk market, it figures that some good dance music sides should strengthen his salability with those who associate Mooney with his popcorn era. He'll have the benefit of an exceptionally able vocal duo for both appearances and wax. David Allyn is a glowingly warm warbler who hasn't been heard from since his Boyd Raeburn days some years ago. The fellow is one of the ablest band balladeers around. Irene Stephens, working her first band job, not only sings a fine song but also ranks as just about the most enticing bandstand eyeful working today. Mooney appears to be heading in the proper direction with his current band, more so than with his corn-affected and hit-disk-infected units of the past couple of years. That old-hat showmanship tagged on to the shirrtails of an essentially thorbred dance crew should do the trick for him. Hal Webman.

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 LATCH ON TO

**"LOW TOP INN"**  
 By CLARENCE SAMUELS  
 81--81--81--81 BILLBOARD REVIEW  
 and  
 BILLBOARD'S "TIPS ON COMING TOPS"

ALSO

**"YOUR LITTLE GIRL IS GONE"**  
 By  
 The JOE HOUSTON Trio  
 80--80--80--80 BILLBOARD REVIEW

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**PINK CHAMPAGNE**

JOE LIGGINS Specialty No. 355

**Specialty records**

**CHARLIE VENTURA**  
 (Continued from page 16)  
 numbers where he plays baritone lead, for these tunes fall most closely to the line he must hew to achieve a true dance ork.

Tho it lacks the real quality of a dance band, the Ventura crew is one of the finest new sounds to come forth in progressive music. It's far more a modern jazz than a bop band. The band swings on a steady beat with none of the ultra-syncoated rhythm of a bop crew, except when Red Rodney steps to the mike. Rodney is still very much a bop trumpet and one of the best, except occasionally when he gets too far off and uses too much dissonance in his work. Arrangements like Pavanne, Birdland and It Don't Mean a Thing give the band a different and encouraging sound.

Band is lacking in a vocals corps if Ventura wants to score with a romantic ballad and dance crowd. Lucille Reed has a different, sophisticated approach to ballad presentation, but the band needs a novelty singer and a boy with a strong baritone to spice the steady chlrp diet. On one number, The Prettiest Girl in the Show, Ventura and two sidemen did a unison vocal, but this is not enough pacing.

Victor, for whom Ventura cuts, can assist Ventura toward a dance band, if they'll give him better pop material than Prettiest Girl and A Date With the Blues, both of which were announced as future releases, and that ultra hep dance band album to convince the public that Ventura is sincere in saying he wants a true dance band. Johnny Sippel.



"TIPS ON TOPS"  
 "STICK"  
 McGEE'S  
 "MY BABY'S COMING BACK"  
 #909

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- ★ ★ ★  
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 "It Means a Lot to Know Jesus for Yourself"  
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- Aladdin RECORDS**

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**  
**PART IX**

**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.

**AN ORDINARY BROOM**..... Tony Martin, Fran Warren... RCA Victor 20-3777

A duet of solid musical and lyrical import is done with the freshness and charm this combo brought to "I Said My Pajamas," and may well achieve the same felicitous results. Henri Rene's orking provides the happy background.

**HOME COOKIN'**..... Bing Crosby..... Decca 1042  
 Margaret Whiting and Bob Hope..... Capitol 1042

Tune, refreshing homespun fare clefied by the Livingston-Evans team for Bob Hope's "Fancy Pants" film, has the flavor of their "Buttons and Bows." Crosby is at his light and liling best, zestfully abetted by Jud Conlon's Rhythmairs and the Perry Botkin combo. Hope and Miss Whiting toss it around with delightful abandon, supported by the Starlighters and Billy May ork.

**MONA LISA**..... Nate Cole..... Capitol 1310

Ditty, with a literate but not highbrow lyric and a soulful melody, is sold with sensitivity and appeal by Cole in a caressing ballad style. Credit Les Baxter's orking with a fine assist.

**I SURRENDER DEAR**..... Don Cornell-Hugo Winterhalter Ork..... RCA Victor 20-3776

Young Cornell dares to essay what has been traditionally regarded as Bing's own tune—and pulls it off splendidly. He sounds like a latter-day Columbo in a swoon croon job, with superb Winterhalter clefing.

**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. STARS AND STRIPES FOREVER..... Frankie Laine..... Mercury 5421
2. THANKS, MR. FLORIST..... Vaughn Monroe Ork..... Victor 20-3773
3. THE PICNIC SONG..... Johnny Desmond..... MGM 10703
4. BLUE PRELUDE..... Paul Weston Ork..... Capitol 1022
5. BUFFALO BILLY..... Roberta Quinlan..... Mercury 5420
6. STARS AND STRIPES FOREVER..... Ralph Flanagan Ork..... Victor 20-3762
7. BIRMINGHAM BOUNCE..... Red Foley..... Decca 46234
8. BONAPARTE'S RETREAT..... Gene Krupa Ork..... Victor 20-3766
9. M-I-S-S-I-S-S-I-P-P-I..... Red Foley..... Decca 46241

**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. M-I-S-S-I-S-S-I-P-P-I..... Red Foley..... Decca 46241
2. STARS AND STRIPES FOREVER..... Ralph Flanagan Ork..... Victor 20-3762
3. AMERICAN BEAUTY ROSE..... Frank Sinatra..... Columbia 38809
4. I WANNA BE LOVED..... Fontane Sisters-Hugo Winterhalter Ork..... Victor 20-3772
5. MY DESTINY..... Billy Eckstine..... MGM 10684
6. I DON'T CARE IF THE SUN DON'T SHINE..... Patti Page..... Mercury 5396
7. I DON'T CARE IF THE SUN DON'T SHINE..... Tony Martin..... Victor 20-3755
8. THANKS, MR. FLORIST..... Vaughn Monroe Ork..... Victor 20-3773

**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. THE ANSWER SHE IS YES, NO..... Guy Lombardo Ork..... Decca 24999
2. THANKS, MR. FLORIST..... Vaughn Monroe Ork..... Victor 20-3773
3. M-I-S-S-I-S-S-I-P-P-I..... Red Foley..... Decca 46241
4. ON THE OUTGOING TIDE..... Perry Como..... Victor 20-3747
5. ROSES..... Dick Haymes..... Decca 27008
6. THERE'S A TAVERN IN THE TOWN..... Lawrence Cook..... Abbey 1500h

**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. M-I-S-S-I-S-S-I-P-P-I..... Red Foley..... Decca 46241
2. IF IT AIN'T ONE THING IT'S ANOTHER..... Jimmy Dickens..... Columbia 20692
3. BIRMINGHAM BOUNCE..... Tex Williams..... Capitol 3006
4. JUST AS LONG AS I HAVE YOU..... Floyd Tillman..... Columbia 20694
5. ACRES OF DIAMONDS..... Rosalee Allen-Eiton Britt..... Victor 21-0302
6. I CAN'T GET ENOUGH OF THE AH-HA..... Johnny Hicks..... Columbia 20690

**MAIL IT NOW!** If you have not yet mailed this week's pop chart questionnaire, please do it now.



Yes, there is a way  
 that successful operators are doing it.  
 Their method is covered in  
 "Programing Is the Key To Bigger Take,"  
 a feature article in The Billboard's  
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The Billboard

MUSIC POPULARITY CHARTS

PART X

Record Reviews

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

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

**The Categories** 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, jugs 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	POPULAR
<b>MARTHA TILTON- THE HEARTBEATS</b> Coral 60218	<b>No Dice</b> Well designed production built around an exotically flavored ballad is thrusted warmly by the jiltin' Miss Tilton.	70--70--70--70
	<b>Arm With a Bow in Its Hand</b> Clever little novelty built around square dancing is done with a happy hit and a fine arrangement by Miss Tilton, group and George Cates' ark.	76--78--75--75
<b>BILL BICKEL TRIO</b> Coral 60216	<b>Marianne</b> Schmaltz ballad with a "My Happiness" flavor is treated neatly by this Three Sun-styled threesome.	80--80--80--80
	<b>Chicken Reel Hop</b> Happy novelty spots an infectious theme which could draw moderate attention here and there.	69--69--66--72
<b>DOTTY MYLES-Vin Parlay Ensemble</b> Back Bay 110	<b>You Can't Fool Around With Love</b> Lots of spirit and energy are injected into the presentation of a trivial rhythm item.	64--63--63--66
	<b>Shame On You</b> Fair enough etching of a featherweight rhythm item.	57--57--55--60
<b>ORY DE SIMONE (The Spotlighters)</b> Vernon 184	<b>Sicilian Rose</b> Crooner warbler the tune in English and Italian, with an instrumental cocktail unit. A minor league contender.	50--55--50--45
	<b>You're My Inspiration</b> Pleasant stuff, ineffectively recorded with bi-lingual lyrics.	54--58--55--50
<b>CAVANAUGH'S CURBSTONE COPS</b> Capital 1031	<b>I'm Gonna Charleston Back to Charleston</b> Charleston band style of the '20s is recaptured in this sprightly wailing. Gang vocal adds to the fun.	72--72--72--72
	<b>Fort Worth Jail</b> Holly Devoand Chirps another Charleston-age oldie in red-hot mamma fashion. For the Charleston revivalists.	69--69--69--68
<b>DON CORNELL (Hugo Winterhalter Ork)</b> RCA Victor 20-3776	<b>You Dreamer You</b> With the aid of a vocal group, bary Cornell does a highly effective selling job on the delightful ballad. A powerful counting for the "It Isn't Fair" lid.	87--88--87--87
	<b>I Surrender Dear</b> Cornell handles the standard in the sure-fire tradition of Columbo and Crosby, for a mighty impressive effort. Should have strong staying power.	88--89--88--88
<b>DENNIS DAY-FRED- DY MARTIN ORK (The Martin Men)</b> RCA Victor 20-3789	<b>Stars and Stripes Forever</b> If the new vocal version of the Sousa march catches in the pop market, this pleasant, restrained double-name version should be big. Martin uses some colorful instrumental tricks.	80--80--80--80
	<b>Come Into the Parlor</b> Day's versatility as a mimic and dialectician stand out here in a novelty directed at all "liberty-lovin' sons-o-guns."	75--77--75--73
<b>SARAH VAUGHAN</b> Columbia (33) 3-627	<b>You Taught Me To Love Again</b> Miss Vaughan delivers an easy, relaxed job on a fortunate ballad revival.	75--75--74--76
	<b>Just Friends</b> Pleasing, straightforward piping, without vocal ostentatiousness, makes an attractive side of the torch album.	75--75--75--75
<b>UNA MAE CARLISLE</b> Columbia (33) 3-616	<b>Tonight Be Tender to Me</b> Mood job on a torch ballad strikes as having more rhythm & blues than pop appeal.	64--66--64--68
	<b>Supercalafalistickeespajadojees</b> (Alan Holmes & His New Tones) Novelty fluff, warbled by Hal Marques, has small appeal, makes an incongruous pairing with flip side.	50--50--50--50
<b>JERRY COOPER (Lawrence Cook)</b> Abbey 15010	<b>I Do Better Up in the Mountains</b> Attractive nonsense ditty gets an exaggerated schlock-fritz treatment in back of Cooper's vocal.	71--70--70--72
	<b>Heart On the Old Oak Tree, The</b> Tanzlerker waltz in the gay nineties style is neatly warbled, with piano roll effects and mickery instrumental work in back.	75--75--73--77
<b>LEE NORMAN TRIO</b> Apollo 803	<b>Theme, The</b> Piano-guitar-bass trio do a boreome beguine, varying the monotony with a little swing tempo at the last chorus.	47--48--47--46
	<b>Ticklin' the Ivories</b> The boys liven up a rousing rag ditty that could be a second cousin to "That's A-Pretty." May win favors favor.	76--75--75--78

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>MAX KAMINSKY BAND</b> Brunswick 80157	<b>Someday, Sweetheart</b> Kaminsky, a Willie-the-Lion type piano, what sounds like Pee Wee Russell on clarinet, trombone and rhythm run-down the oldie in orthodox, unexciting Middleland style.	60--60--63--57	
	<b>Wrap Your Troubles in Dreams</b> The boys seem listless as they loaf thru this standard.	52--52--54--50	
<b>ESY MORALES ORK</b> Magic 4231	<b>Persian Market</b> Esy's husky fluting is supported by a lush ark, strings and all, but things get kind of confused as the boys find the going tough about two-thirds thru the side.	62--67--62--57	
	<b>High Heels Clicking</b> The gang goes heavy attention to a tight ballad Tango. Warbler Bob Manning sounds good, backed by effective pizzicato strings and Esy, but the material is thin.	58--60--58--56	
<b>ESY MORALES ORK</b> Magic 4232	<b>Roulette Wheel</b> Attractive bit of exotica in rumba. Bob Manning does a handsome job with the lyrics, addressed to fickle Lady Luck. Ork provides fine color.	72--74--72--70	
	<b>Vino Vino</b> Given a few breaks, "Vino" could make quite a splash. It's a provocative waltz novelty, with gang vocal behind Manning—strong saloon appeal here.	79--79--79--79	
<b>ROY STEVENS ORK</b> London 655	<b>Grass Is Green, The</b> Thin pipes creditably on a routine torcher, adequately orb'd. Thoroughly unexciting in all respects.	60--60--60--60	
	<b>You Can't Do Wrong Doin' Right</b> Rhythm novelty, like flip, is professionally executed, but remains dull nevertheless.	62--62--60--64	
<b>JACKIE HELLER</b> Abbey 15005	<b>Lonesome, That's All</b> Attempt to duplicate the success of Blue Barron's "Are You Lonesome Tonight?" doesn't have it, despite similarity of formula—schmalzy, recitation, etc.	57--59--55--57	
	<b>Peddler's Serenade, The</b> Lots of vivacity in this happy gang rendition of a sprightly waltz novelty.	74--74--74--74	
<b>HELEN FORREST</b> MGM 10597	<b>It Was So Good While It Lasted</b> Thruph performs in her usual sensitive, endearing way, but this straightforward, hushed job on a pretty ballad has little commercial quotient.	66--69--66--63	
	<b>Sweetheart Semicolon</b> Rather slowgoing, unanimated rendition of this pert novelty ditty.	62--64--62--60	
<b>DANNY PARKER- DON ORLANDO ORK</b> North American 501	<b>You Can't Bribe Me With Your Kisses Anymore</b> Pseudo-hillbilly is warbled up-tempo in a joggling, mechanical way, with the same effect in the string orking.	43--43--43--43	
	<b>No More Talk of Wedding Bells for Me</b> More of the same—a fake country job without feeling. Fault is in the overall conception, not in Parker, who displays fine pipes.	40--40--40--40	
<b>TOMMY CARLYN'S ORK (Vern Huston)</b> Abbey 15007	<b>Buffalo Billy</b> Heavy on the sound effects and gang vocal backing, there's not enough solid stuff to make this coverage job a serious contender on the blossoming lidlure.	65--67--65--63	
	<b>I'll Get Myself a Choo-Choo Train</b> Zings, rousing job on the happy new novelty ditty could snare a good slice of play.	81--81--80--82	
<b>GUY MITCHELL</b> Columbia (33) 1-643	<b>Where in the World</b> Mitchell makes an auspicious debut on Columbia with a very warm, sensitive projection of a pretty new ballad.	85--85--85--85	
	<b>Giddy-up!</b> Galloping novelty ditty is handsomely mounted by Mitchell and Percy Faith orking, but has little substance.	70--70--70--70	
<b>BENNY GOODMAN</b> Columbia (33) 1-642	<b>Bewitched</b> Reissue of a wonderful dishing, featuring delightful Helen Forrest piping, should nab plenty play if revival of tune holds up.	82--85--80--80	
	<b>Blues in the Night</b> Reissue of another memorable BG etching, with sweet and Miss Forrest. Might stir interest.	74--74--74--74	
<b>GEORGE CATES ORK</b> Coral 60215	<b>Chug-a-Lug</b> Cates, as Russ Morgan arranger, debuts as an artist on his own with a thoroughly happy and infectious etching of this tavern tune.	77--78--76--78	
	<b>She's Shimmyn' on the Beach Again</b> Cates has another sturdy novelty etching in this polished treatment of a clever, new teen-beat ditty.	71--73--70--70	
<b>HARRY BABBITT</b> Coral 60214	<b>Count Every Star</b> Babbitt delivers a warm, feelingful vocal on this slow-bubbling ballad. Backing is thin and lacks sparkle.	69--69--69--69	
	<b>You've Got Me This Way</b> Pleasant job done on a revival of a not too ancient flicker rhythm item which Babbitt did on the original Kay Kyser dishing some years ago.	66--67--65--67	
<b>BOB CROSBY</b> Coral 60217	<b>Stars and Stripes Forever</b> Full-blooded big band two-beat instrumental reading of the Sousa march is one of the best of the war-land revival offshoots.	81--83--81--80	
	<b>Washington Post March, The</b> Another Sousa march is treated to the hard-driving and spirited playing of the reunited Crosby band and makes another excellent argument in favor of Dixieland.	79--81--79--77	
<b>SANFORD HERTZ TRIO-"LAZY" BILL HUGGINS</b> Slate 2004	<b>Your Baby's in Another's Arms Tonight</b> Passable ballad ditty gets a tepid vocal and instrumental trio job.	56--56--56--56	
	<b>In My Little Hula Heaven</b> Standard Hawaiian tune, sub-standard performance.	50--50--50--50	

# Record Reviews

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK Jockey
<b>POPULAR</b>		
<b>FREDDIE HALL</b> Coral 60219	<b>Coney Island Washboard</b> An old-timey sounds bouncy novelty will probably find heavy tavern trade. Hall does it in an engaging style reminiscent of Singler Sam and Godfrey.	82--82--82--82
	<b>I'm in Love With the Mother of the Girl I Love</b> Hall does this pleasant novelty item in an easy, ingratiating manner. The guy has a style which could catch.	70--70--70--70
<b>LAWRENCE COOK</b> (Jim Dandies) Abbey 15006	<b>There is a Tavern in the Town</b> The revival of the piano roll tries again with this rock-solid tavern trade tune. It's a real rowdy dinking which should earn juke coin primarily.	83--82--82--85
	<b>I Used To Love You</b> More reflections of the gaslight era in this barbershop vocal and piano slicing of another thoroughbred tavern tune.	76--76--74--78
<b>RAY BLOCH ORK</b> Signature 15274	<b>Ride the Magic Carpet</b> Pulsating arrangement and performance of a light-weight bit of exotica. Frank Reardon shows strong Sinatra-like sound and conception on his fine solo vocal. He co-authored song.	72--75--70--70
	<b>This is Heaven to Me</b> Reardon also co-authored this fine epic ballad. He sings it himself wonderfully well, again showing the Sinatra influences. Bloch's backing is perfectly conceived.	75--78--74--73
<b>RAY KINNEY-DICK</b> McINTIRE Decca 25448	<b>Kilakila Halekaha</b> Expertly essayed Hawaiian chant. A rather unusual side which should find spinner favor.	65--70--65--60
	<b>Hawaii Calls</b> An Anglicized ballad in the Hawaiian spirit is done simply and tastefully.	56--58--55--55
<b>JIMMY DORSEY ORK</b> (Dee Parker) Decca 25487	<b>Doin' What Comes Natur'ly</b> Reissue timed for the reappearance of "Annie Get Your Gun" as a flicker. Dee Parker did a winning vocal in a tasteful J. D. ork setting.	76--80--75--73
	<b>Oh! What a Beautiful Mornin'</b> The "Oklahoma" novelty is treated instrumentally as a medium jumper and comes off pleasingly in a tasty setting. Good spinner fare.	72--75--72--70
<b>TONY MARTIN-FRAN WARREN</b> (Henri Rene Ork) RCA Victor 20-3777	<b>An Ordinary Boom</b> This winning combination may have themselves another "Pajamas" with this infectious bit of clever lyrical nonsense. Ingratiatingly performed.	87--88--86--86
	<b>I Think</b> The twosome takes a fling at a calypso-flavored novelty which, tho executed with satirical finesse, lacks the spark of the first side. Sound gimmick in title phrase could draw action however.	81--82--80--82
<b>TONY BENNETT</b> (Marty Manning Ork) Columbia 38825	<b>The Boulevard of Broken Dreams</b> Bennett's new warbler out from Frankie Laine lines who has a crude sound, style and delivery which could attract buyers. A sock arrangement helps to sell this seasonally conceived version of the wonderful Warren-Dubin side.	85--87--83--85
	<b>I Wanna Be Loved</b> Bennett's version of this smash revival lacks the warmth and feel which could set him in the running. Just okay coverage for the label.	75--77--74--77
<b>EVELYN KNIGHT-RAY CHARLES SINGERS</b> (Bob) Haggart Ork Decca 27036	<b>Chocolate Ice Cream Cone</b> A delightful slicing of a kiddie with a country flavor. Perfect tempo, fine Knight warble and simple, direct conception should put this in the winner's circle.	88--88--88--88
	<b>Buffalo Billy</b> Another fine job done with a new vehicle designed with kids in mind. If the tune catches, this version should be way up with the winners.	87--88--87--86
<b>BANDO DA LUA</b> Decca 27032	<b>Rag Mop Samba</b> Very amusing slicing of the recent novelty smash done in Spanish and in samba time should attract spinners and plenty of metropolitan buyers.	80--83--79--77
	<b>Bibbidi-Bobbidi-Boo</b> The Latinized version of this "Cinderella" flicker novelty doesn't come off quite as successfully as does the topside.	70--70--70--70
<b>COUNTRY &amp; WESTERN</b>		
<b>AL DEXTER</b> Columbia 20696	<b>Barrel House Polka</b> Zestfully executed polka for the Western market. Good beat but little else of attraction.	65--65--65--65
	<b>New Pistol Packin' Mama</b> A lyrical sequel to the Dexter smash hit of some years ago is handed a thumping beat and a winning run-down. Could pick up fresh coin in folk spots particularly.	78--78--78--78
<b>STANLEY BROTHERS</b> Columbia 20697	<b>Too Late To Cry</b> Deep hillbilly harmony team sobe an effective, but territorially limited torcher.	66--66--67--66
	<b>I Love No One But You</b> Effectively authentic back-country rendition of some fairly routine material.	66--66--66--66
<b>JOHNNY HOWARD-Broome Brothers</b> Crystal 273	<b>Gabriel's Valley</b> A refreshing back-country rag with a harmless little lyric is warbled and spring-orded in lively style.	65--63--65--67
	<b>So Why Should I Be Blue?</b> Oklahoma's the locale of this pleasing tribute to a home State. Could get some regional action.	70--70--70--70
<b>JOHNNY DUSCHEL</b> (Duke Starks' Montana Wranglers) Crystal 269	<b>The Tiple Rag</b> A really exciting country jump instrumental here swings a storm, featuring a wonderful tiple solo.	81--81--80--82
	<b>Am I To Blame?</b> Fair torch ballad gets a so-so rendition.	65--65--65--65

(Continued on page 162)

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The Billboard

MUSIC POPULARITY CHARTS

PART XI

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

Along Fraternity Row—D. Merrick-C. Allen-The Four-some Quartet (Five Foot) Admiral 1009
American Hop' Down—D. Rose Ork (Time and) MGM 30237
American Lullaby—J. Megee-T. Carpenter (My Foolish Varsity) Varsity 265
Arm With a Bow in Its Hand—M. Tilton (No Dice) Coral 60218
Baby, Won't You Say You Love Me—B. Colt-R. Scott Ork and Chorus (Dig That) Admiral 1008
Barrel House Polka—A. Dexter (New Pistol) Col 20696
Before I Loved You—D. Day-The Mellomen (I Oidin') Col 38818
Bewitched—B. Goodman (Blues in) Col(33) 1-642
Birmingham Bounce—A. Lund-L. Holmes Ork (Maple Leaf) MGM 10713
Blind Date—M. Whiting-B. Hope-B. May Ork (Home Cookin') Cap 1042
Blue Prelude—M. Bailey (Cry, Cry) Dec 27044
Blues in the Night—B. Goodman (Bewitched) Col 1-642
Buffalo Billy—T. Carlyn Ork-V. Huston-D. Randall-C. Dolph-Glee Club (I'll Get) Abbey 15007
Buz! Buz!—Four His and a Miss (Home in) Crystal 272
Call Her Savage—H. Jeffries-H. Winterhalter Ork (Pagan Love) Col 38835; (33) 1-654
Canadian Capers—G. Lombardo Ork (Stumbling) Dec 24925
Charleston, The—A. White Ork (Varsity Drag) Varsity 264
Chicken Reel Hop—B. Bickel Trio (Marianne) Coral 20216
Choc'late Ice Cream Cone—T. Tucker Ork (Tidley Winkle) MGM 10712
Chug-a-Lug—G. Cates Ork (She's Shimmyin') Coral 60215
Copenhagen—P. Napoleon and His Memphis Five (Sioux City) Col 38820
Coney Island Washboard—F. Hall (I'm In) Coral 60219
Count Every Star—H. Babbitt (You've Got) Coral 60214
Cry, Cry, Cry—M. Bailey (Blue Prelude) Dec 27044
Cry for You—M. Google Eyes-R. Hall Ork (Rick My) Oomino 350
Darr It, Baby, That's Love—J. Johnson and J. Edwards-A. Blyer Ork (You Can't) MGM 10711
Dearie—H. Ashley-Four Chords (I've Baked) Varsity 263
Oh That Coal—B. Colt-R. Scott Ork and Chorus (Baby, Won't) Admiral 1008
Doink-Doink—O. Darcy-L. Shaffer (Haunting Melody) Century 704
Five Foot Two, Eyes of Blue—P. Taubman-T. Soluzzi (Along Fraternity) Admiral 1009
Francie—R. Anthony Ork-R. Ozaulville (Mama, Teach) Cap 1051
Fried Chicken Rag—Olson Bros. (Temptation Rag) Regent 179
Get Goin' Engineer—T. Harper (Is That) Col 38823
Giddy-App!—G. Mitchell (Where in) Col 38822; (33) 1-643
Gene Fishin'—B. Darnell-R. Ross Ork (M-I-S-I-S-I-S-I-S-I-P-P-I) Coral 60220
Grass Is Green, The—R. Stevens Ork (You Can't) London 655
Happy Play Day—S. Burke Ork (More More Mambo) Dec 27045
Haunting Melody—D. Darcy-L. Shaffer (Doink-Doink) Century 704
Heart on the Old Oak Tree, The—L. Cook (I Do) Abbey 15010

Heaven Is Where You Are—T. Manners (Violas From) MGM 10710
High Heels Clicking—E. Morales Ork (Persian Market) Magic 4231
Home Cookin'—B. Garrett (Written Guarantee) MGM 10707
Home Cookin'—M. Whiting-B. Hope-B. May Ork (Blind Date) Cap 1042
Home in Twenty-Nine Palms—Four His and a Miss (Buz! Buz!) Crystal 272
I Cross My Heart—S. Foster-R. Gunders Ork (I Would) Easty P-101
I Didn't Slip—I Wasn't Hushed—I Fell—D. Day-The Mellomen (Before I) Col 38818
I Do Better Up in the Mountains—L. Cook (Heart on) Abbey 15010
I Still Get a Thrill—D. Shore-H. Zimmerman Ork (Simple Melody) Col(78)38837; (33)1-656
I Used to Love You—L. Cook-J. Dandies (There It a) Abbey 15006
I Wanna Be Loved—B. Clark (If You) Col 38491
I Would, If I Could, But I Can't—S. Foster-R. Gunders Ork (I Cross) Easty P-102
I've Baked a Cake—H. Ashley-Four Chords (Dearie) Varsity 263
If You Were Only Mine—B. Clark (I Wanna) Col 38491
I'll Wait and Pray—S. Vaughan (Tenderly) MGM 10705
I'll Get Myself a Choo-Choo Train—T. Carlyn Ork (Buffalo Billy) Abbey 15007
I'm in Love With the Mother of the Girl I Love—F. Hall (Coney Island) Coral 60219
I'm in Love With the Mother of the Girl I Love—J. Owens (Thanks, Mister) Dec 27055
I'm in the Mood for Love—David and Dorothy Paige-R. Block Ork (Paradise) Admiral 1010
I'm Sorry I Made You Cry—B. Colt-R. Scott Ork and Chorus (When You) Admiral 1007
Is That All I Mean to You—T. Harper (Get Goin') Col 38823
It Was So Good While It Lasted—H. Forrest (Sweet-heart Semicolon) MGM 10597
Jesus on My Mind—Golden Tones (Lookin' for) Apollo 225
Just Friends—S. Vaughan (You Taught) Col 38810
Lonesome, That's All—J. Heller (Peddler's Serenade) Abbey 15005
Louisville Low—C. Daley-M. Matlock's All Stars (Mister Honkey) Dec 27046
Lullaby of the Leaves—R. Ross Ork (A Shawl) Coral 60222
Mama, Teach Me to Do the Charleston—R. Anthony Ork-Skyliners (Franchise) Cap 1051
Maple Leaf Rag—A. Lund-L. Holmes Ork (Birmingham Bounce) MGM 10713
Marianne—B. Bickel Trio (Chicken Reel) Coral 60216
M-I-S-I-S-I-S-I-S-I-P-P-I—B. Darnell-R. Ross Ork (Gene Fishin') Coral 60220
Mister Honkey Tonk—C. Daley-M. Matlock's All-Stars (Louisville Low) Dec 27046
Moon and Sand—A. Dale (Whole World) Col 38819
More More Mambo—S. Burke Ork (Happy Play) Dec 27045
My Foolish Heart—J. Megee-T. Carpenter (American Lullaby) Varsity 265
New Dixieland Parade, The—L. Holmes Ork (Shiek of) MGM 10706
New Moon (Favorite Selections) Album—G. MacRae-L. Norman-P. Weston Ork (3-10") Cap CC 217
New Pistol Packin' Mama—A. Dexter (Barrel House) Col 20696
No Dice—M. Tilton (Arm With) Coral 60218

Pagan Love Song—H. Jeffries-H. Winterhalter Ork (Call Her) Col(78)38835; (33)1-654
Paradise—David and Dorothy Paige-R. Block Ork (I'm in) Admiral 1010
Peddler's Serenade, The—J. Heller (Lonesome, That's) Abbey 15005
Persian Market—E. Morales Ork (High Heels) Magic 4231
Piano Ragtime Album—H. Pruett-S. Joplin-J. Scott (3-10") Circle Documentary CD-302 Excelsior Rag D-5004; Military Rag D-5003; Maple Leaf Rag D-5003; Quality Rag D-5005; Sunflower Slow Rag D-5004; Weeping Willow Rag D-5005
Play, Hardy Gards, Play—K. Kayser Ork (Stars and) Col(78)38826; (33)1-655
Poinciana—F. Sinatra (There's No) Col 38829
Ride the Magic Carpet—F. Reardon-R. Block Ork (This Is) Signature 15274
Rock My Soul—M. Google Eyes (Cryin' for) Domino 350
Roulette Wheel—E. Morales Ork (Vine Vino) Magic 4232
Shame on You—D. Myler-V. Parlay Ensemble (You Can't Fool) Back Bay 110
Shant of Galway Bay—R. Ross Ork (Lullaby of) Coral 60222
Sheik of Araby, The—L. Holmes Ork (New Dixieland) MGM 10706
She's Shimmyin' on the Beach Again—G. Cates Ork (Chug-A-Lug) Coral 60215
Simple Melody—D. Shore-H. Zimmerman Ork (I Still) Col(78)38837; (33)1-656
Sioux City Sue—P. Napoleon and His Memphis Five (Copenhagen) Col 38820
Six and Seven-Eights Album—B. Kleppinger-R. Mackie-B. Shields-E. Souchon (2-10") Circle Documentary CD-301 Clarinet Marmalade D-5001; High Society D-5002; That Old Gang of Mine-Tico Tico D-5002; Tiger Rag D-5001
Somebody, Sweetheart—M. Kaminsky (Wrap Your) Brunswick 80137
Stars and Stripes Forever—B. Crosby-Bob Cats (Washington Post March) Coral 60217
Stars and Stripes Forever—K. Kayser Ork (Play, Hardy Gards) Col(78)38835; (33)1-655
Stars and Stripes Forever—J. Selph (S-U-N-O-A-Y) Cap 1057
Stumbling—G. Lombardo Ork (Canadian Capers) Dec 24925
S-U-N-O-A-Y—J. Selph (Stars and) Cap 1057
Supercalifalisticsticsepialodjous—A. Holmes (Tonight Be) Col(33)1-616
Sweetheart Semicolon—H. Forrest (It Was) MGM 10597
Temptation Rag—Olson Bros. (Fried Chicken) Regent 179
Tenderly—S. Vaughan (I'll Wait) MGM 10705
Thanks, Mister Florist—J. Owens (I'm in) Dec 27055
Them, The—L. Norman Trio (Ticklin' the) Apollo 803
There Is a Tavern in the Town—L. Cook-Jim Dandies (I Used) Abbey 15006
There's No Business Like Show Business—F. Sinatra (Poinciana) Col 38829
This Is Heaven to Me—F. Reardon-R. Block Ork (Ride the) Signature 15274
Ticklin' the Inwaries—L. Norman Trio (Theme) Apollo 803
Tidley Winkle Woo—T. Tucker Ork (Choc'late Ice) MGM 10712
Time and Time Again—D. Rose Ork (American Hop') MGM 30237
Tonight Be Tender to Me U-Mean Carlisle (Supercalifalisticsticsepialodjous) Col(33)1-616
Truer Words Were Never Spoken—J. Packer and the Aristocrats-P. Ruppole Ork (You Can't) Cap 1056
Vagabond King (Favorite Selections) Album—G. MacRae-L. Norman-P. Weston Ork (3-10") Cap CC 217
Varsity Drag—A. White Ork (Charleston) Varsity 264
Vino Vino—E. Morales Ork (Roulette Wheel) Magic 4232
Violas From Nowhere—T. Manners (Heaven Is) MGM 10710
Washington Post March—B. Crosby-Bob Cats (Stars and) Coral 60217
When You Were a Tulp—B. Colt-R. Scott Ork and Chorus (I'm Sorry) Admiral 1007
Where in the World—G. Mitchell (Giddy-App) Col 38822
Whole World's Saying I Love You, The—A. Dale (Moon and) Col 38819
Wrap Your Troubles in Dreams—M. Kaminsky (Somebody, Sweetheart) Brunswick 80137
Written Guarantee—B. Garrett-L. Parks-H. Monney Ork (Home Cookin') MGM 10707
You Can't Fool Around With Love—D. Myler-V. Parlay Ensemble (Shame on) Back Bay 110
You Can't Put a Fence Around Your Heart—J. Packer and the Aristocrats-P. Ruppole Ork (Truer Words) Can 1056
You Can't Take It With You—J. Johnston and J. Edwards-A. Blyer Ork (Darr It) MGM 10711
You Taught Me to Love You—S. Vaughan (Just Friends) Col 38810; (33)1-627
You've Got Me This Way—H. Babbitt (Count Every) Coral 60214

LATIN-AMERICAN

Abrazame Asi—P. Vargas (Por Que) V(78)23-1595, (45)51-5096
Chopinero—A. Socarras (Cari) SMC 1268
Money & Almonds—A. Socarras (Magic Lullie) SMC 1266
I Can't Give You Anything But Love—A. Socarras (Chopinero) SMC 1268
Magic Flute, The—A. Socarras (Money & Almonds) SMC 1266
Me Gustan Todas—M. Silva (Por Eso) V(78)23-1597, (45)51-5098
Por Eso Me Rio Yo—M. Silva (Me Gustan) V(78) 23-1597, (45)51-5098
Por Que Mejar—P. Vargas (Abrazame Asi) V(78) 23-1595, (45)51-5096

CHILDREN

Beery the Sneery Bee—A. Stang-E. Evans Ork (Clock That) Admiral K-206
Clock That Went Tock-Tick, The—A. Stang-E. Evans Ork (Beery the) Admiral K-206
Francis the Talking Mule Album—C. Will-The Star-Highers-B. May Ork (1-10") Cap CAS-3071
Hippy Hippo, The—A. Stang-E. Evans Ork (Shoimyo the) Admiral K-205
Shoimyo the Subway Train—A. Stang-E. Evans Ork (Hippy Hippo) Admiral K-205

INTERNATIONAL

Au Ciel de l'Horizon Bleu—B. Lamont Continental Ork (J'ai Trop) Pignalle PL-1001
Choo'n Gum Polka—G. Wisniewski-Harmony Bells Ork (Hoop-Dee-Do) Polka) Dana 698
Du un Ich (You and I)—David & Dorothy Paige-R. Block Ork (Zum Galli) Admiral 1011
Hoop-Dee-Do Polka—G. Wisniewski-Harmony Bells Ork (Choo'n Gum) Dana 698
If You Had a Dream Like Mine—B. Lamont Continental Ork (Lotus Flower) Magic M2-1024
I'm Gonna Get a Dummy—F. Yankovic & His Yanks (When You're) Col 38824
J'ai Trop Peur de l'Amour—B. Lamont Continental Ork (Au Deral) Pignalle PL-1001
Live and Love—B. Lamont Continental Ork (My Oklahoma Butterly) Magic M2-1020
Lotus Flower—B. Lamont Continental Ork (If You) Magic M2-1024
My Little Sparrow—B. Lamont Continental Ork (You Are) Magic M2-1022
My Oklahoma Butterly—B. Lamont Continental Ork (Live and) Magic M2-1020
Nana From Java—B. Lamont Continental Ork (Simplicity) Magic M2-1023
Naughty But Nice—B. Lamont Continental Ork (Such a) Magic M2-1019
Pamplmoousse—N. Gyl-B. Lamont Continental Ork (Tango d'Armour) Pignalle PL-1002
Sicilian Rose—O. De Simone-Spotlighters (You're My) Vernon 184
Simplicity—B. Lamont Continental Ork (Nana From) Magic M2-1023
Such a Smile—B. Lamont Continental Ork (Naughty But) Magic M2-1019
Tango d'Armour, Tango Berceur—B. Lamont Continental Ork (Pamplmoousse) Pignalle PL-1002
Vanabond Love—B. Lamont Continental Ork (Why So) Magic M2-1021
When You're Away—F. Yankovic & His Yanks (I'm Gonna) Col 38824
Why So Fussy?—B. Lamont Continental Ork (Va-bond Love) Magic M2-1021
You Are the Top—B. Lamont Continental Ork (My Little) Magic M2-1022
You're My Inspiration—E. De Simone Spotlighters (Sicilian Rose) Vernon 184
Zum Galli, Galli—David & Dorothy Paige-R. Block Ork (Du Un) Admiral 1011

RELIGIOUS

Lookin' for the City—Golden Tones (Jesus on) Apollo 225
My Saviour's Train—C. Monroe (Springtime in) V(78)21-0326; (45)48-0326
New Jerusalem Way—C. Story and the Rambling Mountaineers (When He) Mer 6256
Prayers and Poems of Hope and Inspiration Album—J. Bernard Stinson (5-10") B&B 1001-5
Springtime in Glory—C. Monroe (My Saviour) V(78) 21-0326; (45)48-0326
When We Reached Down His Hand for Me—C. Story-The Rambling Mountaineers (New Jerusalem) Mer 6256

HOT JAZZ

Bob Belcher and His Jazz Band Featuring Sidney Bechet Album—B. Wilbur Jazz Band-S. Bechet (3-10") Circle S-27 Box Car Shanty J-1061; Broken Windmill, The J-1061; I'm Through, Goodbye J-1059; Love Me With a Feeling J-1060; Waste No Tears J-1060; Without a Home J-1059

FOLK TALENT AND TUNES

(Continued from page 33)

Johnnie Bailes is the only Bailes brother still working as a radio act. Bailes now heads a different group at KTBS.

Red Belcher, WWVA, Wheeling, W. Va., became the dad of a daughter, Sharon Lou, April 2. . . . Sonny Day, once with Roy Acuff, has joined Stoney Cooper and the Clinch Mountain Boys (Columbia) at WWVA. The group, with Wilma Lee, played to 2,500 admissions May 7 at the new Rainbow Park near Lancaster, Pa. Park is operated by Alex Campbell and Ola Belle. . . . Roy Hall and the Cohtua Mountain Boys are working nightly at the Caravan Gardens, Detroit.

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

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**Classical Record Reviews**

(Continued from page 30)

top performers—but always with piano as the solo instrument. The record literature has lacked a harpsichord version, and here Israeli harpsichordist Frank Pelleg has handsomely fulfilled that need. Waxed in Tel-Aviv with the Israel Philharmonic under the baton of David Grunzliag, this admirably recorded harpsichord concerto makes a welcome item for the growing core of Bach fanciers who want to hear their Bach done with as much verisimilitude and correspondence to the period as is possible 200 years later. Pelleg gives further display of his harpsichord powers in solo performances of four duets from the "Clavierübung" series to round out sides two of this 12-inch LP.

**STRAVINSKY: DUMBARTON OAKS CONCERTO AND CARD PARTY—Dumbarton Oaks Festival Ork. The Berlin Philharmonic Ork-Igor Stravinsky, Dir. 1-12"** Mercury (33) MG-10014 **76**

Here's a likely buy in Stravinsky, with the composer conducting both works. The "Card Party" ("Les Des Cartes") is a stimulating work, with ironic quotations from Rossini and other romantics. This disk was originally cut for Telefunken, and has been released by Capitol here. With the bonus of the "Dumbarton Oaks Concerto," this Mercury recording would seem to be a better LP value. "Dumbarton" is in effect a concerto grosso in the modern, neo-classic Stravinsky treatment, recorded off a performance at Dumbarton Oaks by the Key-note waxy and later turned over to Mercury. Both performances are razor keen and alive, and the reproduction of both is superb.

**PRAYER AND POEMS OF HOPE AND INSPIRATION—J. Bernard Sulmon 15-10"** B & B 1001-5 **70**

The producers of this package are aiming primarily at the mail-order market reached by radio stations, but the product should be easy to peddle in religious shops and most disk shops. There are original prayers and poems covering holidays and current conditions in the world. The material, well-ricited against an organ background, is reverent, well-written stuff. Packaging is attractive. Disks should be especially useful to suburban stations.

**JUKES** Not suitable.  
**JOCKS** Handy stuff to keep on tap.

**G. F. HANDEL: ACIS AND GALATEA—** Lowell House Musical Society-M. Holmes, Cond.-Marguerite Willauer-James Perrin-Paul Tibbets (1-12") Harvard Radio Network (33) 3 **66**  
Included on this 12-inch LP are several airs,

chorses and recitatives from a little-known Handel masque, with libretto by John Gay. This particular orchestration was scored by Mozart 56 years after the work's first performance in 1721. The lyrics, which are charming, are repeated endlessly in Handel's favorite manner, but the music is fresh and lovely. The disk was cut during an actual performance at Harvard, so there are many defects in the balance of the recording, but the soloists are passable, and the set makes a pleasant minor addition to the pre-classical collectors' repertoire.

**H. SCHUTZ: WEIHNACHTS-HISTORIE (CHRISTMAS STORY)—Cantata Singers and Orchestra-Arthur Mendel-Charlotte Blocher-William Hess-Paul Matthen (1-12") R-E-B (33) 3 **77****

The current Bach revival points up a growing interest in baroque liturgical music—the new R. E. B. waxy has performed a splendid service in producing this superb recording of a work by Heinrich Schütz, who was born 100 years before Bach. The text, taken from Luke and Matthew, is the nativity story, sung by soprano Charlotte Blocher, tenor William Hess and bass Paul Matthen and a 35-voice chorus. The orchestra comprises violi, soprano recorder, trombones and trumpets—the obligato instruments—and a violin-cello-double bass continuo. The vocal performance, solo and choral, is of high order, creating a beguiling, reverential effect; the recoco instrumental combination enhances the baroque feeling. Arthur Mendel, the conductor, re-constructed the work himself, assembling, editing and filling in fragmentary manuscripts with love and much musical scholarship.

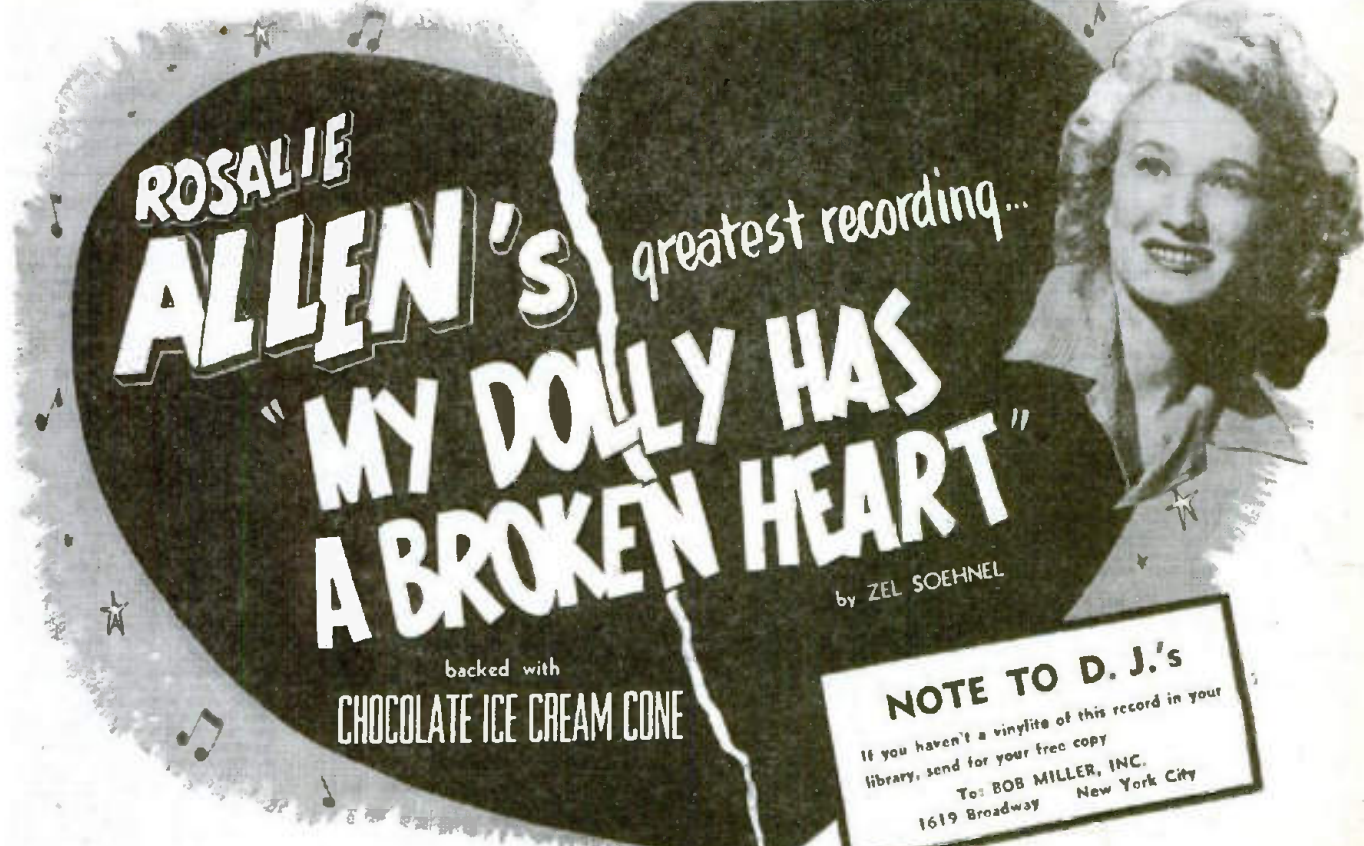
**G. CARISSIMI: JEPHTE AND B. MARCELLO BEATO L'UOM—Angelicum Chorus & Orchestra, Milan-E. Gerelli, Cond. (1-12") Vox-Polydor (33) PL-6100 **70****

Two more gems have been unearthed by the enterprising long-hair diskery, thru its French affiliation. Carissimi, one of the developers of the oratorio form, died just before Bach was born. In this dramatic work, the roots for the form used by Bach and Handel are apparent. The story is sung by two narrators, a mezzo and a basso, and there are two characters, a tenor and a soprano. All are excellent. The Marcello work employs two soloists, and is a setting for the First Psalm of David, arranged as a short cantata. The composer, a contemporary of Bach, should have considerable appeal to the Bach, Vivaldi, Rameau, Purcell legions. Both works are recorded with fine fidelity. Surfaces and packaging are of high quality.

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MUSIC POPULARITY CHARTS

PART XII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 62—JIMMY McHUGH

Judged by the common conception of songwriters, Jimmy McHugh definitely doesn't run true to form. Altho there is nothing hymnal about the torrid songs he wrote for *The Blackbirds* of 1928, his first Broadway hit, he is known in Hollywood as the Bishop of Beverly Hills. And while the ballads he's composed have helped ring countless wedding bells, he is still a bachelor at the age of 56 in a town where the streets are mined with boobytraps for eligible males with mink-lined bankrolls. But despite the fact that Jimmy McHugh is deeply religious and apparently immune to romance, his life story is not without color and glamour.

Born in Boston, July 10, 1894, McHugh studied piano under his mother who taught him, among other things, that plagiarism doesn't pay. She rapped his knuckles when the melodies he improvised reminded her of Verdi or Puccini and gave him a nickel if his tunes sounded original to her.

After graduating from St. Paul's Preparatory School and serving an apprenticeship as a plumber's helper under his father, McHugh declined a New England Conservatory of Music scholarship so he could pursue a musical career of his own choosing; and went to work as an office boy and rehearsal pianist for the managing director of the newly opened Boston Opera House.

Turns to Pops

The place was crammed with Steinways, Knabes and Baldwins, and Jimmy had his choice of 50 grand

pianos on which to practice. He also came in daily contact with scores of musical celebrities, whose eccentricities and artistic temperaments probably induced him to leave the classical field for popular music when he was offered a job as a song plugger in the Boston branch of Irving Berlin's publishing house.

Jimmy was one of the firm's 22 pianists and vocalists who pedaled around Boston and its suburbs on bicycles, singing and playing illustrated songs in the Berlin catalog. He worked at least three theaters a night and doubled on Saturdays at the music counters of five-and-dime stores. In return he received \$8 a week—and Berlin supplied the bicycle. Eventually, McHugh concluded that a bicycle wouldn't take him very far or fast in an era of gasoline-propelled vehicles and entrained for New York, the promised land of all songwriters a quarter of a century or so ago.

Jimmy McHugh really went places with Oldfieldian speed soon after he hit the big town. Several of his early popular songs made the radio Hit Parade, he wrote the music for the Cotton Club Revues for seven years and became a Broadway celebrity in 1928-'29 when his *Blackbirds* nested in greenbacks for 518 performances at the Liberty Theater. He also was one of the founders of St. Malachy's, the actors' church in New York, where he served as organist. He had four successful musical shows to his credit before he answered the siren call of Hollywood when films became articulate.

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.

Contributing songs to over 50 pictures during the past 20 years, Irving Berlin's former song plugger has more than duplicated his Broadway triumphs in the film capital, where he now resides with his mother, who still raps his knuckles figuratively if the tunes he improvises on a gray modernistic upright, the gift of George Gershwin, seem to her reminiscent of some Old World master.

In the main, Jimmy McHugh has collaborated with two lyricists, both of whom were born in New Jersey: Dorothy Fields, in Allenhurst, July 15, 1905, and Harold Adamson, in Greenville, December 10, 1906. At the outset of his Broadway and Hollywood career, he shared *Hit Parade* honors with Dorothy Fields, the daughter of Lew Fields, the famous Dutch comedian and Joe Weber's partner, and the sister of Herbert Fields, who collaborated with Rodgers and Hart in their early successes. Dorothy and her other brother Joseph Fields, wrote the book for *Annie, Get Your Gun*, and Joseph and Anita Loos wrote the libretto for the current hit, *Gentlemen Prefer Blondes*.

When Dorothy Fields tired of California's year-round summer and returned to New York to concentrate on stage productions, Jimmy McHugh found a talented replacement in Harold Adamson, who had developed his gift for lyric writing and gained a knowledge of stagecraft by contributing poems to his prep school paper at Hackley, playing in summer stock while attending the University of Kansas and writing the *Hasty Pudding Club* when he was a student at Harvard.

Recipient of Awards

In addition to rating a doctor's degree, conferred upon him by Los An-

geles City College, Jimmy McHugh was the recipient of the Presidential Certificate of Merit for his wartime activities which included the writing of songs for the seventh and eighth War Bond drives and producing the 1945 War Bond Aquacade at the Beverly Hills Hotel. And in a global holocaust which inspired few truly great war songs, the Bishop of Beverly Hills came thru with two of the outstanding songs of World War II: *Coming In on a Wing and a Prayer* and *Say a Prayer for the Boys Over There*.

Jimmy McHugh also rates a bow as the discoverer and developer of stellar talent. He brought Duke Ellington into the Cotton Club for its opening during the fabulous 1920s and started the Brown Bach on a spectacular career. His *South American Way* made Carmen Miranda the toast of Broadway overnight after her American premiere in *The International Revue*. And he booked a band for Ben Marden's *Riviera Revue* a steal at \$1,400 a week, the members of the organization including Tommy and Jimmy Dorsey, Glenn Miller, Bob Crosby and Ray McKinley.

In a trade which the world at large regards as a bit screwball, Jimmy McHugh is something of an enigma. He not only has an astute business sense but is as provident as a squirrel, keeping a cache of tune and title ideas in reserve against the day when a film director will demand a score of eight or 10 songs on the double-quick.

For an \$8-a-week song plugger who pedaled into Tin Pan Alley on a bicycle, Jimmy McHugh has done right well, not only for himself but for the profession he dignifies.

JIMMY McHUGH'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1921—EMALINE  
Lyrics by George A. Little. Remick Music Corp.
- 1923—OUT WHERE THE BLUES BEGIN  
With Bert Grant. Lyrics by George Graff, Harms, Inc., and Mills Music, Inc.
- 1924—WHEN MY SUGAR WALKS DOWN THE STREET  
Lyrics by Irving Mills and Gene Austin. Mills Music, Inc.  
(Available on Decca 24662, 51 Oliver Orchestra; Capitol 57-750, Benny String Orchestra.)
- WHAT HAS BECOME OF HINKY DINKY PARLEY VOUS?  
Lyrics by Al Dubin and Irving Fields. Mills Music, Inc.
- 1925—THE LONESOMEST GAL IN TOWN  
Lyrics by Al Dubin. Mills Music, Inc.  
(Available on Capitol 854, Kay Starr.)
- 1926—MY DREAM OF THE BIG PARADE  
Lyrics by Al Dubin. Mills Music, Inc.
- I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME  
Lyrics by Clarence Gaskill. Mills Music, Inc.  
(Available on Decca 23457, Bing Crosby and Carmen Cavallaro, piano.)

- 1933—HEY, YOUNG FELLA, CLOSE YOUR OLD UMBRELLA  
Lyrics by Dorothy Fields. Robbins Music Corp.
- HAPPY TIMES  
Lyrics by Dorothy Fields. Robbins Music Corp.
- WITH A FEATHER IN MY CAP  
Lyrics by Dorothy Fields. Robbins Music Corp. The above three songs were written for the opening of the Radio City Music Hall, New York.
- 1943—COMING IN ON A WING AND A PRAYER  
Lyrics by Harold Adamson. Robbins Music Corp.  
In 1939, when Duke played Southern California in the annual Rose Bowl classic, "Soney" Bragg, a member of the Blue Devil squad, met Jimmy McHugh and Harold Adamson. Three years later this friendship was renewed when Bragg returned to California to complete his training as an army flyer, and after going overseas he kept up a correspondence with the songwriters. In one of his letters, mailed from North Africa, Bragg wrote of a close call he'd had on a mission and added: "We came home on one engine and a prayer."  
That was the spark that started the musical propellers whirling in the brains of McHugh and Adamson, and they took off on a words-and-music flight that put "Coming in on a Wing and a Prayer" in those higher altitudes to which only hit songs climb.  
(Available on Decca 24314 in A-1943, Bob Grant orchestra.)
- 1945—LET'S HAVE AN OLD-FASHIONED CHRISTMAS AND PRAY FOR A HAPPY NEW YEAR  
Lyrics by Harold Adamson. McHugh & Adamson Music, Inc.

Stage Musicals

- 1928—BLACKBIRDS OF 1928  
Book and lyrics by Dorothy Fields, and presented by an all-Negro cast headed by Adelaide Hall, Aida Ward and Bill Robinson. Mills Music, Inc.

\*I CAN'T GIVE YOU ANYTHING BUT LOVE (BABY)  
Dorothy Fields and Jimmy McHugh had the score completed for "Blackbirds of 1928" except for one song. It couldn't be just an ordinary production number since the spot to be filled called for a smash tune. They racked their brains for days for an idea but drew nothing but blanks. Then one evening, while walking down Fifth Avenue, they noticed a young couple window-shopping in front of Tiffany's. It was obvious they didn't belong to the carriage trade to which Tiffany catered, but bought what jewelry they could afford at Woodworth's. As the songwriters drew nearer, they heard the young man say:  
"Gee, honey, I'd like to get you a sparker like dat, but right now I can't give you nothin' but love!"  
Then there the team of Fields and McHugh broke all speed records in getting to a Steinway and inside of an hour they completed the smash song for which they had been searching, "I Can't Give You Anything But Love."  
(Available on the following records: Decca 24046 in A-1928, Basil Fomene orchestra; Decca 25355, Louis Armstrong orchestra; Decca 25313, Connie Boswell; Capitol 10118 in CG-72, Peggy Lee; Columbia 38052, Louis Armstrong orchestra; Columbia 36755, Benny Goodman Sextet; Columbia 20282, Bob Mills and His Texas Playboys; Victor 25678, Martha Tilton and Benny Goodman orchestra; Victor P(20-1582) in P-151, Fats Waller orchestra; Victor HJ(40-0122) in HJ-6, Hot Club of France Quintet; Varsity 195, Louis Prima.)

DIGA-DIGA-DOO  
(Available on Decca 24046 in A-1928, Basil Fomene orchestra.)

I MUST HAVE THAT MAN  
(Available on Decca 25126, Ella Fitzgerald.)

PORGY  
HERE COMES MY BLACKBIRD  
SHUFFLE YOUR FEET AND ROLL ALONG  
DOIN' THE NEW LOW-DOWN  
BANDANNA BABIES  
DIXIE

THE CALL OF THE SOUTH  
MAGNOLIA'S WEDDING DAY  
1928—HELLO, DADDY  
Book by Herbert Fields, lyrics by Dorothy Fields, and starring Lew Fields in a cast that included Betty Starbuck, Mary Lawlor, Allen Kearns and George Hassell. Mills Music, Inc.

THREE LITTLE MAIDS FROM SCHOOL  
I WANT PLENTY OF YOU  
FUTURISTIC RHYTHM  
LET'S SIT AND TALK ABOUT YOU  
MY LADY'S FAN  
YOUR DISPOSITION IS MINE  
IN A GREAT BIG WAY  
MAYBE MEANS YES  
AS LONG AS WE'RE IN LOVE  
OUT WHERE THE BLUES BEGIN  
1930—INTERNATIONAL REVUE  
Book by Nat Dorfman and Lew Leslie, lyrics by Dorothy Fields, and presented by a cast that included Florence Moore, Gertrude Lawrence, Harry Richman, Joe Peeri, Moss and Fantana, Jans and Whalen and Argentina. Shapiro, Bernstein & Co., Inc.  
MAKE UP YOUR MIND  
THAT'S WHY WE'RE DANCING  
ON THE SUNNY SIDE OF THE STREET  
(Available on the following records: Decca 23643, Bing Crosby with Lionel Hampton orchestra; Decca 27534, Eddie Heywood orchestra; Decca 46069, Rice Brothers sing; Decca 24054 in A-3950, Ted Sizemer orchestra; Decca 24390 in A-632, Harry Richman; Capitol 10039 in CE-19, Jay McShann's Kansas City Slumpers; Capitol 487, Ella Mae Morse; Capitol 199, Jo Stafford and the Pied Piper; Columbia 37914 in C-156, the Charlotiers; Columbia 37514, Benny Goodman Sextet; Columbia 36300 in C-69, Leo Sayer and his orchestra; Victor 20-1648, Tommy Dorsey and the Sentimentalists; Victor 25592, Lionel Hampton orchestra; Victor P(20-2005) in P-163, Tommy Dorsey orchestra; Victor HJ(40-0112) in HJ-3, Lionel Hampton orchestra; Victor P(27562) in P-75, Earl Hines, pianist; Decca 18524, Judy Garland.)  
(Continued next week.)

SONGWRITERS COMING UP!

JIMMY McHUGH (Part II)

In Subsequent Issues The Billboard

Will Present

- BILLY HILL
- LOUIS ALTER
- THE TOBIAS BROTHERS
- MILTON AGER
- FRED AHLER
- HAROLD ARLEN
- NACIO HERB BROWN
- BURTON LANE
- HIMMY VAN HEUSEN

The Billboard

MUSIC POPULARITY CHARTS

PART XIII

# Album and LP Record Reviews

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

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

### THE RATES

(100 points—the maximum)

90-100	.....	tops
80-89	.....	excellent
70-79	.....	good
60-69	.....	satisfactory
50-59	.....	poor

### THE CATEGORIES

	Max. Pts.
1. Production Idea (groupings of selection continuity)	10
2. "Name Value"	15
3. Caliber of Material	10
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

**ELEANOR STEBER IN SONGS AT EVENTIDE** 76  
 TROE—Eleanor Steber—Howard Barlow, Cond.—Firestone Ork. (1-10")  
 Columbia (33) ML-2105 (1-10")

When Day Is Done; Bird Songs at Eventide; You and the Night and the Music; Everytime We Say Goodbye; I'll Be Seeing You; Out of My Dreams; When I Grow Too Old To Dream; Sing Me To Sleep.

The Met-Opera soprano, who also stars on the Firestone Hour, is featured here in a program directed at patrons of the latter presentation, in short, the family trade. The songs, mostly derived from Broadway musicals, are nostalgic and unacknowledged. Miss S. does them with a fine musician's ear for the smooth melodic lines, but like most legit singers, can't quite affect the high seriousness our best pop singers manage to convey with the simple "poetry" of pop lyrics. At any rate, this is a handsome job and should enjoy a steady sale.

**ANDRE KOSTELANETZ AND HIS ORCHESTRA IN EIGHT ALL-TIME HITS** 83  
 —Andre Kostelanetz Ork. (1-10")  
 Columbia (33) ML 2106

Just one of Those Things; If There Is Someone Lovelier Than You; Frenesi; The Very Thought of You; I'll Follow My Secret Heart; You and the Night and the Music; Beautiful Love; Carousel Waltz.

This is a typically lush collection of eight beautiful standards done by the master of this sort of thing. It's appeal is universal and its merchandising value is of a high caliber. Kosty's name alone spells sales and this extra-fine selection of standards should give this particular set added lustre.

**JUKES** Not suitable. **JOCKS** For pop, dinner and light music sets this is tops.

**CROSBY CLASSICS, VOL. II—Bing Crosby—Lennie Hayton Ork.—Jimmie Grier Ork. (1-10")** 70  
 Columbia (33) CL-6105

Let's Put Out the Lights; I've Got To Pass Your House; Old You Ever See a Dream Walking; A Ghost of a Chance; Temptation; Black Moonlight; Moonlight; Sweet Georgia Brown.

This, to our knowledge, is the third offering of Crosbyana on LP on the market. It should do well, because whether accidentally or by design, it does not conflict with its predecessor, but takes the Crosby chronology a step further. The Decca offering shows Bing at a very early, post-Rhythm Boys stage; No. 1 in the Columbia series is the next era. The volume at hand is close to modern, with Bing warbling in a close approximation, in timbre and phrasing, of his current style.

**JUKES** Not suitable. **JOCKS** Worthy addition to the Crosby literature.

**A MONDAY DATE AT BLUE NOTE—Art Hodes' Hot Seven (3-10")** 65  
 Blue Note 104

Willie the Weeper; Bullie; Mr. Jelly Lord; Wolferine Blues; I Never Knew What a Gal Could Do; Chicago Gal.

These sides, cut around 1945, provide some excellent examples of self-effacing traditional jazz playing. The musicians include Max Kaminsky, George Lugg, Bullie Centable, Hodes, Danny Alvin, Chick Robertson and Jack Lesberg. Their ensemble style, which is relaxed and integrated, stems from the King Oliver, Jelly-Roll Morton line. Centable's clarinet stands out among the soloists. Many of the current Diskland buyers should be ripe for this gentler dish.

**JUKES** Not suitable. **JOCKS** For jazz eqs.

**CHAMPION TIGER (Bring 'Em Back Alive)—Gene Autry, Frank Buck (Merrell E. Joels—The Southernaires—Spencer Odom Ork.) (1-10")** 80  
 Columbia (33) JL-8012

Autry's "Champion" on 78 r.p.m. disks is already one of the top sellers in the field. Now it's been transferred to one side as an LP disk, and an exciting jungle story has been coupled with it. Buck isn't much of an actor, but the story is sure to grip the tots. Tale is about the capture of a tough tiger and the difficulties in getting back to the U. S. and the zoo. Should be a big one in the LP market for kids.

**JUKES** Not suitable. **JOCKS** Fine uninterrupted program stuff for moppets.

**GUY LOMBARDO & HIS ROYAL CANADIANS FEATURING THE TWIN PIANOS, VOL. II—G. Lombardo-Fred Kretzer—Buddy Brennan (1-10")** 85  
 Decca (33) DL 5193

Canadian Capers; Stumbling; National Emblem March; The Cannon Ball; Raindrop Serenade; La Giolindrina; Wunderbar; Mademoiselle Hortensia. The first Lombardo Twin Piano set is one of the leading pop album sellers of our time. This second volume has all the essentials which will make it a highly creditable and equally valuable sequel. It has the magic of the Lombardo tempo, a collection of familiar, charming and rousing songs and spots the commercially proficient twin keyboarding of Fred Kretzer and Buddy Brennan. With Lombardo riding a crest of impressive disk sales recently, this set can hardly fail to do sturdy business wherever Lombardo fans congregate—that's just about everywhere.

**JUKES** All sides worthy and available in 78 r.p.m. **JOCKS** Pop spinners' musts.

While Rudolph the Red-Nosed Reindeer is resting until September when he will get set for the greatest ride in history—  
**BE HAPPY WITH . . .**



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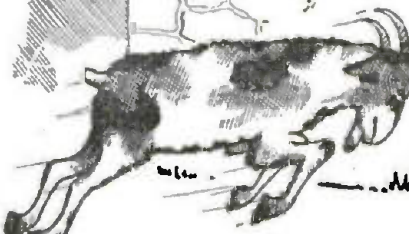
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# Justice Dept. Pushes Vs. Exclusive-Distrib Deals, Using Oil Firms as Tests

WASHINGTON, May 20.—The campaign against exclusive dealing (The Billboard, May 13) is gaining momentum, tho still restricted to the petroleum field. The Justice Department is now pressing a civil anti-trust suit against seven major oil firms, seeking injunctions against exclusive-dealing contracts. Ever broadening its interpretation of anti-trust laws, Justice is also claiming violation by the oil producers in refusing to sell to "price cutters."

As anticipated, the agency has hopped into the exclusive-distributor field. Justice is charging that one way in which the defendants eliminated or reduced competition was "by adopting a uniform policy of refusing to sell to any wholesaler or retailer who refuses to sell exclusively the products of one of the defendant majors."

Refusal to sell to all qualified buyers has long been accepted by the courts as a violation, but the present docket is the first to specify that a defendant refused to sell to "price cutters." The agency's justification for this charge is that such refusal has the effect of fixing prices.

It is, of course, by no means certain that Justice will win the case against the seven oil firms, but it already has bagged Standard Oil of California on similar charges and been upheld by the Supreme Court.

Justice is still undecided whether to await the ultimate verdict in its new case before scanning other industries, including the radio-TV sets industry, for similar practices. The set field is considered vulnerable to actions against exclusive distributorships. From the wording of the brief in the oil firms case, however, it appears that Justice feels that it must not only prove the existence of exclusive distributorships—but must also show that they tend to reduce competition.

## Coy Hints '51 May See End Of Color Freeze

WASHINGTON, May 20.—Further confirmation that the Federal Communications Commission's (FCC) decision on color TV will precede its findings on allocations came this week from FCC Chairman Wayne Coy in a speech in Portland, Ore. Coy added that the freeze cannot be ended "much before the end of this year." If the freeze end comes by the end of the year," Coy said, "the Commission will begin processing applications early next year."

Tracing developments that caused the Commission to put the freeze on TV and summing up the color systems of the three rivals, RCA, CBS and Color Television, Inc. (CTI), Coy pointed out defects in the three systems. Coy commented that CBS color is not compatible and at present is not feasible for screens larger than 10 or 12 inches. RCA, he said, relies "quite heavily" upon its new tri-color tube which is "in the early stages of development." CTI, the chairman added, has so far demonstrated only projection models, tho "it is claimed that they can display color by a direct view tube." RCA's tube, Coy stated, "can probably be utilized by CTI to better advantage than the projection method which they are now using."

Concerning agitation in Portland for an immediate freeze-lift for that area, Coy said that nothing can be done until nationwide allocations are made.

Such an indication is at some variance with Justice's procedure in yet another oil case (Sun Oil Company) involving dealerships, where it has taken the position that exclusive dealing agreements, per se, are evidence of restraints on competition.

The suit against the seven majors has a long way to go, having just been filed in Los Angeles Federal Court. Appeals could drag the case out for years. Named as defendants are Standard Oil of California, the

### Merchandising Pays Off:

## "Act, Don't Talk" Success Format of Hildah Hawkinson

By June Bundy

DALLAS, May 20.—The easy manner and benign smile of Hildah Hawkinson belie her analytical approach to making radio-phono combination sales. Miss Hawkinson, who runs the Music Box, local radio-phono-TV-record shop, not only has the right approach but can put her success formula into words. There are just five points upon which the Music Box bases its down-to-earth program.

1. "We never cut the list price of a set for any reason. Our experience has been that customers are dubious of merchandise with bargain price tags."

2. "When we demonstrate a radio-phono set we always ask the customer for his musical preferences. This is very important. You're not going to sell a set to an Eddy Arnold fan if you use a Tchaikowsky record to demonstrate it, and it's difficult to close a sale while a customer is listening to music which irritates his nervous system."

3. "We usually let the customer decide on credit terms. If you say 'You have to pay so much down,' the customer immediately draws into his shell for protection. On the other hand, if you say 'I'll let you make your own terms,' the customer invariably gives you more money for the down payment and suggests larger monthly payments than you had originally anticipated."

## Video Potent Home Lure Among Low-Income Group, Poll Shows

CHICAGO, May 20.—Television brings more benefits to families with low incomes than to those in the high-income brackets. That was the finding of a spot survey made of two groups of Chicago families by an independent research organization for John Meck Industries, Plymouth, Ind., television manufacturer.

Twice as many low-income families reported television in the home had reduced the amount of time spent in taverns. The figures reported were 24.1 per cent for the low-income group against 12.5 per cent for the higher group on the question: "Do you spend less time in taverns and cocktail lounges since you got your TV set?"

The survey was made among carefully selected TV family groups in clearly different economic brackets. The low-income families, in various sections of the city, were in the bracket earning \$40 per week or less. The high-income group was in one

### One-Man Cartel

PHILADELPHIA, May 20.—Everybody gets into the act in the TV antics of George Skinner, video disk jockey, whose Whirring Show is carried daily on the Philco-owned WPTZ. The show gives away General Electric appliances, and has RCA Victor among its participating sponsors. To round out the picture, Skinner airs the show from studios rented by the Philco station from Westinghouse. Before he came here, Skinner worked for Crosley.

Texas Company, Tide Water, Richfield Oil, Shell Oil, General Petroleum, and Union Oil.

## RMA Board Huddles Over Phono Push

### Summer Start Expected

WASHINGTON, May 20.—The Radio Manufacturers' Association (RMA) campaign to promote sales of phonographs (The Billboard, May 20) is expected to get under way early this summer, after the RMA board of directors deliberates final arrangements at its June 7 meeting, in Chicago.

The RMA's special subcommittee on phonographs, which met in New York this week (16), studied a number of public relations agencies as prospects to stage the campaign for the association. The subcommittee also conferred on finances in connection with the projected campaign. Preparations for the drive are still in the initial stage, and it will be necessary for the RMA finance committee to give an okay not only to the plan but also to a budget allotment for the campaign.

It is anticipated that the finance committee will meet on the issue shortly before the June board meeting. The objectives of the drive are to encourage selling more phonographs, promote sales of combo sets, urge installation of phono jacks on TV sets lacking disk attachments, and urge replacement of old phonos with triple-speed players.

## Sonic Preps Nine New Portable Sets

NEW YORK, May 20.—Nine models make up the new line of portable phonographs manufactured by Sonic Industries, according to company execs Ben Birn and Irving Strauss. Four single-speed, manual phonos range in price from \$17.95 to \$29.95. Four three-speed manual phonos retail from \$24.95 to \$39.95. A three-speed automatic changer model is listed at \$79.95.

The new phonos are available in sun tan rawhide and cowhide leatherette finishes, with several models featuring inlaid plastic trim. National rep for the Sonic line is the Apex Electronic Distributing Company, with Veeper Max J. Zimmer heading sales. Sonic also reports heavy response to the PC 25 and PC 26 phono models introduced two weeks ago.

### Cusenza Launches New Label

DETROIT, May 20.—Another independent record label made its debut here this week under the name of F. J. C. Artist Records. Firm is owned by Frank J. Cusenza, classical composer and head of the Cusenza Music Publishing Company. The diskery will specialize in the popular field at present.

give them more time. Only 88.5 per cent in the higher-income segment mentioned this.

When asked whether ownership of a TV set had had any beneficial effects on family life, both groups gave nearly equal answers: 57.4 per cent in the lower bracket and 50 per cent in the higher bracket said, "Yes."

When asked whether television had had any harmful effects, the high income group showed far more concern than the others. A quarter of the higher families said yes, while only 3.7 per cent of the lower-income groups gave this reply.

## People, Products and Prices

### Freed-Eisemann TV Expanding Via Distributors

For the first time since 1940 Freed-Eisemann consoles will be sold thru regular wholesaler distributors in several markets. Distribution of the firm's line of video sets has been restricted to the Northeast, Chicago and Detroit areas on a direct-to-dealer, basis. Arthur Freed, president of Freed Radio Corporation, announced last week that limited new markets will be opened shortly as the firm increases its production facilities.

### Crosley Out With 2 New AM Sets

Crosley division of Avco Manufacturing Corporation last week released details of two new radio sets. The Riviera series, new personal portable radio, comes in five two-tone color combinations, weighs six pounds and is 6 3/4 inches high, 9 3/4 inches wide and 4 1/2 inches deep. Suggested prices are \$44.95 in Zone I and \$46.95 in Zone II. The Riviera series is being released in time for the spring and summer markets. Also announced was a new table model featuring "dynamic" styled cabinets to adapt to any companion piece. Dimensions are 6 1/2 inches high, 10 inches wide and 8 2/3 inches deep. Weighing five pounds and offered in six cabinet colors, the sets are priced at \$24.95 in Zone I and \$25.95 in Zone II.

### NYC Holds Hearings on TV Service Licenses

Reaction to proposed legislation which would license TV servicemen was evenly divided between pro and con during hearings held last week before the New York City Council. The large TV service contractors were for the bill, while the small independent servicemen were opposed to the licensing law. If enacted, the law would require \$25 license fees for certificates of qualification, a \$25 fee for financial status certification, \$500 upon issuance of a license and \$50 annual renewal fees. All servicers also would have to carry contractor's liability insurance, employ at least three men at all times and meet minimum test equipment requirements.

### Boetsch Bros. Preps New Phonos, Set Distributors

Several new phonos are to be added to the Birch line of record players, according to Fred Boetsch, exec of the Boetsch Bros. Company, manufacturers of the line. A three-speed automatic changer model with G.I. changer, eight-inch speaker and leatherette case will retail for "about \$69.95." Boetsch also disclosed that the company was planning to introduce acoustic and electric, all-steel kiddie phonos and that plans are being made to manufacture three-speed manual phonos for children's use. Distributors for the Birch line were appointed in Atlanta, Charlotte, N. C.; St. Louis and Omaha. Heretofore, the line was sold directly to dealers.

### Duotone Announces Entry Into Recording Tape Field

The Duotone Company has entered the recording tape field it was announced last week by Steve Nester, president of the company. Duotone will market standard quarter-inch, red oxide, plastic base tape in 1,250-foot reels at \$5.50 and 625-foot reels at \$3.50. General offices and plant of the company have been combined in Keyport, N. J., since Nester closed Duotone's New York headquarters. The company also switched ad agencies, with the Martin Advertising Agency, of Newark, N. J., now handling the account.

### Six Models in New Bendix Video Line

Six new video sets were announced last week by R. W. Fordyce, general sales manager of the Bendix television and broadcast receiver division. Only 14 and 16-inch rectangular tubes are used in the new line. Sets are a 14-inch table model at \$199.95, a 14-inch console at \$239.95, a 16-inch console at \$279.95, a 16-inch console with doors at \$299.95 and a 16-inch radio-phono-TV combination at \$499.95. All TV-only sets are equipped with phono jacks.

### U. S. Blames Receivers for WNAC-TV Problems

Faulty TV receiver design is the cause of most of the interference problems facing WNAC-TV, Boston, Federal Communication Commission (FCC) said last week in denying Yankee Network a special temporary authorization for operation of the station on Channel 2 rather than Channel 7. FCC pointed out that it is making a study of its powers over set design in an effort to correct interference bugs and added that, tho a change in frequency might solve the problem for WNAC-TV, it would not aid in the solution for other stations. The agency further told the station that "appropriate measures can be taken by receiver manufacturers, dealers and servicemen."

### NARDA Polls Members on Cost of Biz

Members of the National Appliance & Radio Dealers' Association (NARDA) are being polled, beginning last week, in preparation for the group's annual cost-of-doing-business survey. Along with the questionnaire sent to all NARDA members, went a letter from Cliff Simpson, the association's managing director, pointing out "over-all individual profits for manufacturers are on the increase, especially in television. . . . What about the dealer profit? . . . Is it going up or down?" Dealers are being asked such questions as their gross sales, trade-ins and allowances, net sales, service revenue, cost of merchandise, costs of parts and supplies, gross margin, administrative costs, delivery expenses, wages and commissions paid, occupancy expenses, advertising expenses, bad debt losses and sales and trade-in breakdowns for various types of merchandise. Similar surveys taken previously by the NARDA show, via national average operating costs and profit ratios, that the cost of goods sold, operating costs and publicity expenses have risen since 1946, while gross margin, occupancy expenses and net operating profits have gone down since that year. Administrative costs have increased only slightly in the past three years, while bad debt losses have remained the same.

### Magnavox Cuts "200" TV Consoles 20%

A price reduction of nearly 20 per cent on one of the Magnavox Company's major television receivers was announced last week by Frank Freimann, executive vice-president. Effective this week the Magnavox Shoreham "200" TV console with a full 19-inch picture tube is retailing at \$399.50, a reduction of \$95.50 from the former list price of \$495. Freimann added that, in line with the Magnavox policy of protecting its dealers on price, a rebate to cover the difference in net cost would be made on all units shipped since April 15.

# Disk Maker Org Closer to Formation, Would Help RMA

(Continued from page 12)

tion's functioning is drawn, it will require unanimous acceptance by the diskers. If there is a dissenter, the association will die aborning. The proposed association would be designed as a record industry equivalent to the radio-TV industry's Radio Manufacturers' Association (RMA).

The formation of such an association, should it actually come to pass, would simplify the problem faced by the RMA's subcommittee which is working on a national drive to promote the sales of phonographs and radio-phono consoles. It was the lack of a record manufacturers' group with which the RMA members could meet and plan that made the subcommittee's future look dim.

Just three weeks ago traders saw little hope for the RMA's phono sales drive because disk manufacturers were conspicuous by their absence (*The Billboard*, May 6). Now that the proposed record manufacturers' association would consider an institutional promotion program as one of its basic purposes, the picture has changed completely.

The combined force of radio-TV

and record manufacturers could provide sufficient brains and money to put across the aims of the RMA group. While further action on combining both groups is contingent upon the formation of the disk group, it is generally expected in the trade that the subject will come up for much behind-the-scenes talk at the upcoming RMA and National Association of Music Merchants' (NAMM) meets, scheduled for Chicago during the next two months.

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## The Billboard BIG 1950 JUKE BOX SUPPLEMENT

# Mountain Spot Budgets Shaky

## N. Y. Resort Uncertainty Faces Shows

### Decoration Day the Clue

NEW YORK, May 20.—Just about this time each year, the mountain bookers get ready to see what kind of shows they'll buy for the summer, and how much they'll have to spend.

In past years, particularly during the war and postwar boom, the bookers had their budgets estimated and had already started to round up their shows. This year, everybody's waiting for Decoration Day. If that week-end brings in enough reservations for the coming summer, the show budgets will continue on a high level.

If the reservations don't come thru, there is the likelihood that either offering prices will be shaved or, if that is not possible due to the bidding up of name performers, most spots will use one show less a week—and save a buck that way.

Beckman and Pransky, who've just moved to new offices, are non-committal for the coming season. They believe the Concord, Nevele and others who spend hundreds of thousands of dollars for talent will make every effort to keep up their end.

Grossinger's has just completed a new theater, and management apparently doesn't have any intention of cutting down its shows, tho it admits that budgets will have to be adjusted to the conditions.

There are about 30 or 40 other hotels in and around Sullivan and Ulster counties which, together with the big hotels, spend about \$2,000,000 a season for entertainment. That kind of dough isn't chicken feed. It keeps many agents in business, and many actors in action.

There is a hope that the mountain date practice will spread to Miami Beach, Fla., where the hotels just got their go-ahead. But so far, the salaries paid there don't compare with the kind of money paid in and around New York.

## Glen Park Spot Turns to Stars

NEW YORK, May 20.—Harry Altman's Glen Park Casino, outside of Buffalo, for the first time in its recent history, will use big name acts on a week-stand basis. Heretofore the spot has used standard acts, tho Altman continually used names at his Town Casino.

The Glen Park Casino has just undergone a face-lifting to the tune of a reported \$100,000, which will reduce the barn-like appearance of the room and give attractions less opportunity to shy away from it because of its size—it seats 1,000.

### Goldkette Club Folds

DETROIT, May 20.—Apparent swan song of the now closed Goldkette Fantasia, operated by Jean Goldkette, pioneer dance band leader, was sounded off with the filing of a voluntary petition for bankruptcy and dissolution of the operating company, signed by Goldkette. Assets of \$300 were listed, offset against liabilities of \$115,000, with a list of around 100 creditors. Earlier, Goldkette had been cleared of personal responsibility for some of the claims.

## Kitty Davis Closes; Gale Buys Colony

MIAMI, May 20.—Alan Gale has bought the Colony but has no definite opening date. But with the closing of Kitty Davis's Saturday night (13) only two clubs remain in operation: Ned Schuyler's 5 o'clock Club on the Beach and Al Goldman's Clover Club in town. There are, of course, many after-dark spots featuring strippers, but only the aforementioned two have conventional cafe shows.

The hotels which recently received permission to run until 1 a.m. are preparing for the influx of summer tourists by providing entertainment of their own. San Souci, with music by Sacasas, and a supporting show headed by Al Stevens, Danny Daniels, and Steve and Rosalia; the Saxony, with Freddie Calo and his orchestra, and prize nights. The Sherry Frontenac, with Nino the Great; Yacavino and the De Castro Sisters. The Sorrento has booked the Art Green show, a nightly broadcast from 11 p.m. until 1 a.m., starting next Saturday night (20) and will continue the music of Mal Malkin.

## Acts Tax Aired In Philly Huddle

PHILADELPHIA, May 20.—The American Guild of Variety Artists (AGVA) is huddling with nitery owners and booking agents in an effort to change the tax status of the performers. AGVA wants the acts to be considered as employees of an establishment and not as "independent contractors." The local plan is part of AGVA's national policy, upheld in various court decisions.

If the union is successful in changing the tax status, it would mean that either the nitery op or the booker would have to deduct withholding, Social Security, unemployment compensation and city wage taxes from the entertainer's pay check. While the acts have endorsed the union's action in this direction, nitery ops and bookers aim to ward off the attempt, since it means adding to the bookkeeping as well as paying an employer's share of most of the taxes.

The local union will also press for a 5 per cent tap on niteries and all others engaging performers, with the levy to go into a welfare and sick benefit fund for the AGVA membership. A resolution calling for such levy will be introduced by Joe Campo and Jimmy Evans at the AGVA national convention to be held here next month.

## Atl. City Babette's Sold; Nomad To Bow

ATLANTIC CITY, May 20.—Babette's, one of the oldest and most famous resort cabarets, will pass into the hands of new operators this season, with the club being sold by Babette and Dan Stebbins. The former was for many years the floorshow headliner at the cabaret which was named after her. The new owner is Mort Shiekman, former football star.

Max Uretsky and Charlie Merlin, new owners of Club Nomad, another of the early nitery operations which changed hands earlier in the year when sold by Sy and Charles Goodelman, will reopen the room May 26. The Nomad is being refurbished. Floorshows will give way to the musical bar policy instituted several seasons ago.

## House Probes Cafe Tax Cut Lobbyist Pay

### Scaled Payola for Haines

(Continued from page 3)

by Haines when he registered with the House and Senate as a lobbyist, Buchanan commented that he is afraid congressmen might "react to the power of influence and money." Other committee members commented, however, that such sums would do little in influencing legislation.

### Clean Breast

Haines told the House committee that a representative of the Department of Justice, which administers the lobbying act, commending him for "making a complete disclosure of my working contract and for the detailed manner in which we are reporting our expenditure."

Haines said the 20 per cent group is made up substantially of the major hotels who now operate or have operated dine and dance spots. He listed such hotels as the Waldorf-Astoria and the Astor, New York, and the Palmer House, Stevens, and Drake, of Chicago. He added that the American Federation of Musicians (AFM) is also a contributor to the funds raised for lobbying work.

Explaining operations of the 20 per cent committee, Haines said, "We personally called upon a great many members of Congress." He added, "We have prepared letters and telegrams asking for assistance in a reduction or repeal of the 20 per cent cabaret tax." Haines and his aids also combed Internal Revenue Bureau records for information on how the tax is hurting the cabaret business.

## AGVA Puts 2G Bite on Haynes

NEW YORK, May 20.—Don Haynes, manager of Tex Bencke's band and former manager of the Mellow Larks, was hit by a \$2,700 bite by the American Guild of Variety Artists (AGVA) on an old claim brought against him by the latter group.

The Mellow Larks brought the case to the Coast office of AGVA some time ago, alleging that Don Haynes had canceled their contract and, at the same time, owed them \$4,000. The case went to the California courts, and AGVA came into the picture.

When Tex Bencke opened at the Statler, New York, Don Haynes came to town and AGVA threatened to bring action against the hotel if Haynes didn't discuss it. Talks began and Haynes and AGVA agreed to settle the Mellow Lark claim for \$2,700.

### Capital Talent Showcase

WASHINGTON, May 20.—Local nitery show talent is getting a break in a new series of "showcase" revues under auspices of the Night Hawk Citizens' Club. Idea is to invite talent to the stage of the Lincoln Theater auditorium with the prospect that some of the artists might find big-time spots. Tonight's show, skedded to run from 11 p.m. to 2:30 a.m. Sunday was to be highlighted by a personal pep talk by Tallulah Bankhead, playing locally at the Gayety Theater in Private Lives, who will receive a citation for her encouragement to Negro talent and her role in the Gayety's non-segregation showing.

## Bet He's There

NEW YORK, May 20.—Not to be outdone by the Lambs, who marched in a group to the Palace Thursday (18) to honor Smith and Dale, the Friars are sending a delegation Wednesday (24) to make the proper gestures, tho the immediate recipient will be Belle Baker.

But with this gesture will be another one—Milton Berle, Friar abbot, will not be asked to head up the gang for two reasons. The first is the boys want to take a bow, and Alan Conelli feels that with Berle along they feel they won't get a chance. Secondly, there's some feeling that Berle's going to the week's opener on Thursday as an individual—rather than as head of the Friars—broke some sort of precedent.

Friars will be led by Correlli and will include Lew Brice, Dave Ferguson, Harry Rose, Yacht Club Boys, Eddie Miller and others who worked the Palace when it was a two-a-day.

## Palace Take 5-G On Wet 1st Day

NEW YORK, May 20.—Despite the all-day rain, the Palace took in close to \$5,000 opening day (18) of its first anniversary show and came within a few bucks of its record first day's take when the house reopened for fish a year ago.

The following day (19) rain continued, but house was still operating with lobby lines, tho not as heavily as the day before. Tho nobody in the RKO ork will estimate what the gross for the first week will be, there were some off-the-cuff guesses that the first week's take will be in the neighborhood of \$30,000.

## Schuyler Owns Copa City Club

MIAMI, May 20.—The projected take-over of the Copa City by Ned Schuyler is now an accomplished fact. As reported in *The Billboard* May 6 Copa City was purchased under foreclosure by Dade Amusement Company, Inc., which is now disclosed as being made up of Ned Schuyler and a group of associates who intend to operate Copa City and the Beachcomber under one management with Schuyler as managing director.

Both spots will vie for the tourist dollar without competing against one another for talent as in the past, bidding for acts, and boosting prices to the point where profitable operation was no longer possible. Top name stars will appear at Copa while the Beachcomber will feature extravaganzas. Schuyler intends to open both places December 26 and keep them open until the end of March.

## Appeals Court Nixes Vassallo Tax Plea

PHILADELPHIA, May 20.—The conviction of Eugene Vassallo, Wilmington, Del., night club owner, on charges of evading \$205,484 in income taxes, was upheld this week by the U. S. Circuit Court of Appeals. He was sentenced last October in Wilmington Federal Court to serve a year and a day, plus a fine of \$3,000. Vassallo appealed, declaring the evidence did not support the charges.

In its decision the Circuit Court held that Vassallo's appeal was "so wholly lacking in merit" that it required no extended discussion. The ruling was signed by Judge Albert B. Maris, Harry E. Kalodner and William H. Hartie.

**Oriental, Chicago**  
(Thursday, May 18)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Carl Sand's house band.

Johnny Desmond and Fran Warren lack big-name disk backgrounds but both do excellent jobs. Desmond is sock, opening with *I Knew You Were Coming So I Baked a Cake*, and winding up the pertinent special lyrics by going into the audience to pass the angel food. The MGM diskster is extremely affable and little bits, like his soft-shoe choruses on *Dearie*, sews up the house. Closed to big mits on *C'est Si Bon*, the Breakfast Clubber's biggest wax thus far.

La Warren, in a radical but arresting blue and white gown, creates a mood immediately with every song. Gal did a heavy *Envy*, switching easily to *Take Me Out to the Ballgame*, both of which grabbed solid returns.

She hit her peak on *Over the Rainbow*, where her rendition outshines the work of even Judy Garland, who did it on the screen.

The Sing Lee Sings (mixed four-some), offer an unusually wide range of startling acro and balancing turns. One of the girls does a terrific back-bend while balancing two whirling dishes. Lads leap thru three circular sets of sharp kitchen knives and wind up to a terrific hand with a six-chair balance bit that drew gasps.

Benson and Mann have the talent to visually and orally capture a vaude crowd easily, but they need more solid material. They got good results from a hodge podge of hackneyed stuff. If they can acquire original bits they'll threaten the leaders.

Pic, *Daughter of Rosie O'Grady*, Johnny Sippel.

**Palomar, Seattle**  
(Thursday, May 18)

Capacity, 1,200. Price policy, 50 cents to \$1.00. Shows played, three shows daily. Show played by Ray Watkins house ork.

Peggy Lee gave a jammed matinee house her smooth routine, backed by a strong quartet (piano, bass, guitar and skins) featuring key work by Sid Hurwitz. The thrush worked such steadies as *Good Day and Stormy Weather* for openers, going into *Why Don't You Do Right* and *Sunshine Cake*. A pace changer, *I Only Have Eyes*, was on the husky side, but okay. *Finale* included a socko *Manana* with encore verses to fit the town.

The bill was emceed by Bob Mitchell who worked pretty hard but didn't quite make it. The lad's impress material is too spread out and erratic, altho his harmonica and tumble gimmick got strong mits.

Walter and Jean Brown used a toy doll wind-up segue from one type terping to another with verve and pace, and won the house with the swirl finale. Two local under-agers, Larry and Sherry Holmes, registered well with *Indian Love Call* in the opening chore.

Joan Brandon's magic cocktail act could have been a winner, except that the gal's patter was too forced. Pic, *Captain Carey, USA*. Will Stevens.

The New York Palace review is on Page 4 of this issue.

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**VAUDEVILLE REVIEWS**

**Radio City Music Hall, New York**  
(Thursday, May 18)

Capacity, 4,200. Price policy, 80 cents-\$2.40. Number of Shows, four daily. House booker and producer, Leon Leonidoff. Show played by Alexander Smallens' house symphony ork.

The new stage show, *Follow the Sun*, is literally a bright, glittering spectacle with bright colored sets, sparkling sequins, and cleverly-conceived lighting carrying the theme thruout.

The highlight was Ravel's *Bolero*, the excitingly monotonous symphonic war-horse serving as the foundation for the vastly-scaled Latin choreography of Florence Rogge. Like the music, the production kept building, starting with a single figure spotted on the darkened stage. Other figures and spots were gradually added, creating a sense of deep space, until the combined forces of the Corps de Ballet and the Rockettes (about 60 girls) were strung out in a single line across stage and up the ramps. The opus hit its peak when the male dancers joined the rest on stage, the bright lighting came into play, and a crew of 20 drummers, lining both boleros, joined in with the repetitious bolero rhythm. The Rockettes' own contribution was placed in the first production set, *The Sunny South*, getting things off to a brisk start with a flashy Charleston routine, including the usual well-oiled machine kicking.

The second production number, *The Golden West*, utilized the talents of vocalist Earl Lippy, dancer Grace Thomas, and the Glee Club. Gang did a few Western pop tunes against an outdoor set, then switched to the interior of a honky-tonk for the novelty *Little Darlin'*, *Little Angel*. The number, which is in the *Frankie and Johnny* tradition, is derived from the *Quartet* from *Rigoletto*. A virile group rendition of *Mule Train* wrapped things up effectively enough.

The Martin Brothers, a marionette act, specialized heavily in dance routines. Their little strung-up figures carried these off with ease and skill. A boogie routine, with two musician dolls, and a jazzy pas de deux by two phosphorescent skeletons went over best. Most of the action took place too far up stage, and in some instances the bright spotting on the shiny costumes produced a glare that obscured the dolls' antics. To this extent act was hampered by poor production.

Ladd Lyon, standard balancing act, got a big hand thru use of his brother planted out front. When he came on as a scared tyro his affected stiffness and awkwardness got laughs.

Pic, *Father of the Bride*. Bill Simon.

**Olympia, Miami**  
(Wednesday, May 17)

Capacity, 2,200. Policy, 62 cents to \$1.18. Four shows daily. House booker, Harry Levine. Show cut by Rhodes house ork.

Bill this week is good summer entertainment on a limited budget, with accent on humor. Kiki Page, fair singer and a so-so cyclist, opened the show followed by Larry and Trudie Leung. The feminine half of the act is good to look at, while the boy packs plenty of talent in singing, comedy and dancing, principally the latter, sending it off to solid applause.

Al Gordon and his canine stooges were good for solid yocks thruout. Harvey Bell, billed as "The sweetest voice this side of heaven," is familiar here as owner of the Club Ball. Opening with a medley of *My Blue Heaven*, *Melancholy Baby* and *Baby, Won't You Please Come Home?* he followed with *Sylvia*, *Mother Macree* and *Vesti La Giubba* to solid mits. Encored with *If I Could Be With You One Hour Tonight*, with a heavy assist from the band trumpeter and exited to a gale of applause.

Alan Carney held them from walk-on to finish with his easy and rollick-

**Strand, New York**  
(Friday, May 19)

Capacity, 2,700. Price policy, 55 cents-\$1.50. Four shows daily. Warner chain booker, Harry Mayer.

Xavier Cugat, noted purveyor of Yankee-styled Latin-American entertainment, has brought one of his typical shows to the Strand. It's colorful, well-paced, and sparked with sufficient sex appeal. The maestro, among other things, is certainly showmanly, and his blending of the necessary aforementioned ingredients points up this fact.

Musically, the band is tailored for Yankee tastes. But, of course, Cugat is playing for a well-defined audience and his version of Latin-American music has a sound, commercial basis. The beat is sharp, rhythmic, always building to a climax. The aural excitement is abetted by a visual one—namely Dulcina, a clavus-waving, hip-tossing girl who lends a decided frenetic effect. Dulcina also sings, but this is a minor accomplishment.

Various of Cugat's band men step forward for instrumental specialties. In addition, the maestro's show is buttressed with a handful of acts. Two pieces of talent scored best. These were Herkie Styles, a youthful-appearing comic with much natural charm and a measure of fair material. Styles has presence. He threw out plenty of laughable asides. This viewer thought he remained onstage a trifle too long, but there's no denying his essential talent.

Another likely piece of timber was Leslie Scott, baritone whom Cugat lately latched onto. Scott has a fine dramatic flair, a full voice, technical facility, plus good appearance. He scored well.

Abbe Lane, whom Cugat is engaged to marry, is the fem warbler. She sings a warm ballad, but this is by no means all of her charm. She's blond and lovely to look at—even more so against the backdrop of Latin music and humanity.

The dance team is Tato and Julia, who balance glasses of water atop their heads while whirling gracefully.

Cugat ties this melange together with apt talk. His manner is urbane, his witticisms topical and tasteful. Pic, *Caged*. Paul Ackerman.

**Paramount, New York**  
(Wednesday, May 17)

Capacity, 3,654. Prices, 55 cents-\$1.50. Five shows daily. Chain booker, Harry Levine. Show played by Elliot Lawrence ork.

Latest spread in this house is one of the best-paced and most entertaining Stem presentations of the past few months. It figures to do solid box office, with headliner Frankie Laine belting out the sharps and flats in the flesh, while Humphrey Bogart does some belting of his own on the screen. Too, the bill brings to light a coming star in the person of thrush Patti Page.

Laine, who has been doing big on his personals as well as with his consistently sock Mercury records, caps the show with a powerful turn which lays heavy emphasis on his disk hits. With his potent delivery, Laine is a winner from the fast-stepping *River St. Marie* opener to a flippantly delivered closing *Mule Train*, with which the husky hollerer makes laugh-provoking use of a whip prop—tho he scores heaviest with a thrilling *Lucky Old Sun*.

As great as Laine is, he is pushed for honors on this bill by Patti Page, who appears about ready to blossom into a big-time performer. The singer, who has come along slowly in the past couple of years, has begun to score on her Mercury disks and on this date shows she's ready to do as (See *Paramount, New York*, page 49)

ing manner. His closing bit of a soap box union meeting scored heavily. Show emceed by Les Rhode. Pic, *Paid in Full*. Art Green.

**Roxy, New York**  
(Friday, May 19)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Show played by Roxy house ork.

Any similarity between the Roxy's current stage layout and a TV show is purely intentional. Billed as *Ken Murray and His Television Revue*, the package takes a long time to get going. Not until Murray brought on Charles Chaplin Jr., subbing for Joe Wong at the show caught, does the bill really come across. Closest to show stoppers were Chaplin's impression of his father's routine and the nostalgic tap work of Ruby Keeler, who still sells big.

Three Rockets opened the show with clean tap routines, including challenge dances that get a fair response. Murray came on with a cane, cigar, some old gags, a derby-flipping and cane-twirling bit and then brought on Oswald. The two teamed for a few gags and Oswald went into an accordion solo that could have been left out. Darla Hood, of "Our (See *Roxy, New York*, on page 49)

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## Penthouse Club, New York

(Tuesday, May 16)

Capacity, 100. Price policy, \$2.50 minimum after 10:30. Shows start at 10, with acts working intermittently until closing. Operator, Paul Taubman. Publicity, Diana Green. Booking, Paul Taubman. Estimated budget this show, \$500.

Johnny Bradford and Tony Romano, two singers and a guitar, have built a sizable following with their midnight broadcasts over NBC, but they'll have to change their act if they want to click in clubs. The duo's air of amiability, one of their biggest assets on radio, is aimless and a liability at the Penthouse. The room is long, narrow and noisy, and it takes long-range salesmanship and acc material to capture and sustain audience interest for any length of time.

Both boys have likable personalities and sing well in unison. Guitarist Romano has a particularly showmanly manner at the mike. When it comes to material and pacing the act is nil. In the first place, the team's initial impact on the room Tuesday night was marred by the fact that just prior to show-time (12:45) the boys took the stand to air their NBC program, which is strictly a script deal and low on visual appeal.

Musically, Bradford and Romano featured too many of their own tunes. A couple of the numbers sounded like potential clicks, but the crowd showed a decided preference for the more familiar *Rag Mop* and *Great Day*. In line with this, tenor Romano sparked the best audience reaction with a rich rendition of *The Thrill Is Gone*. Both performers have a flair for comedy, and the act would benefit by the addition of good social material. Right now, they do one so-so novelty number, a guttural-accented beer garden ditty about waiting in Vienna.

Owner Paul Taubman, a topflight radio musician, doubles on the piano and organ during the evening and violinist William Adler works the room with a lush repertoire of ballads. The latter was the real crowd pleaser, which might indicate that a table-hopping format is the answer to the room's entertainment problem. *June Bundy.*

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## NIGHT CLUB REVIEWS

## Chez Paree, Chicago

(Thursday, May 18)

Capacity, 450. Price policy, \$3.50 minimum with a \$1.10 cover. Shows at 8:30, 12 and 2 Operator, Dave Haefer; publicity, Bob Curley; production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget this show, \$8,100; estimated budget last show, \$7,200.

While this package lacks marquee luster, it's 80 minutes of competent entertainment. Grace and Nicco haven't appeared locally for three years, and their different approach to ballroom terp lampooning goes over well. After the first number in which the gal pushed her partner all over the place, they did a fast harem specialty for nice yockage.

The hampered by a bum set of pipes, Betty Reilly went thru her wide range of linguistic lyrics. She was most effective with her punchy Latin numbers, with the spot bringing out its five piece rumba crew, headed by Chico, to augment her act. She walked off to a neat mitt.

Don Cornell, making his solo bow after years with Sammy Kaye, has a fine potential. Handsome and with a world of eclat, Cornell punches hard, vocally and in his talk between numbers. Strictly a style singer, he got an excellent mitt with *There's No Tomorrow* and *It Isn't Fair*. Paces nicely with a series of vocal impersonations, except for a Sinatra aping which lacks realism.

Phil Foster, who in the past has depended too much on his standard "old gang of mine" and army bits, shows a recovery. He's refurbished the old stuff and come up with vacation and sculptor bits that fractured tem. *Johnny Sippel.*

## Monte Carlo, Pittsburgh

(Thursday, May 18)

Capacity, 200. No cover, no minimum. Booking, Max Johnston. Owner-manager, Allan F. Clark. Estimated budget this show \$1,500. Estimated budget last show, \$2,000.

There is an act on the bill that has every chance of becoming a distaff version of the Ritz Brothers. Three girls who call themselves the Mademoiselles are waiting with all the preparation in the world for someone to tap them into the big star class. Their only background has been in legit. They have been molded together by pianist-arranger-manager Milton Lyons into a smooth working unit that got nothing but yocks for the 15 minutes they were on. This is only their second cafe appearance and if they can keep their fresh smart material crackling like they did when caught, they should be star bets in pictures, TV, cafes and theaters.

Savannah Churchill is in the second spot and socks over four numbers to a great big hand and comes back for a well deserved encore. Sonny Sparks closed the show and was the only bad looking act on the bill, because his commercial material meant nothing to the show-wise patrons of the room. Bobby Cardillo's Trio did fine job in cutting the show. Gloria Siegel played the lulls. *Len Litman.*

## Fiesta Room, Toronto

(Tuesday, May 16)

Capacity, 350. Price policy, \$1.80-\$2 cover. Shows 8:30 and 12:30. Operators, Prince George Hotel. Booking, Harry Smith. Estimated budget this show, \$3,000.

Beatrice Kay, the gal who makes the older people wipe cobwebs from their eyes, heads the bill this week. This may be a comparatively small town for her, but she gave everything to make the audience love her.

In her more than 50-minute stint, Miss Kay served, with all her punch and verve, some 16 songs, every one a hit. She had neat accompaniment by Sylvan Green, her husband, at the piano.

The Dunhills (3), tap team, have been seen here before and each time they score. Mae Williams, gal singer

## Celebrity Room, Philadelphia

(Tuesday, May 16)

Capacity, 250. No cover, no minimum. Shows at 8:30, 10:30 and 12:30. Owner-management, Herman Seifarth and George Dewart. Booker, Nat Segall. Publicity, Herb Freedman. Estimated budget this show, \$1,200.

For what is the smartest of the intimate rooms around town, the show is entirely in keeping with the plush setting. Attention is shared by two song sellers with each, in contrasting manner, registering in tip-top fashion.

The major interest is in pert and pretty Lynne Bretonn, in her first niter appearance since coming here from England. A saucy songbird of music hall variety, Miss Bretonn has a sock delivery and projects an engaging personality for a roundelay of song lyrics which run the gamut from English folk chantey to Park Avenue sophistication.

## Then There's Carson

On the other side of the song measure is Vince Carson (ex-Jimmy Dorsey), the romantic balladeer who makes it a full measure for the love lyric and is every bit the effective troubadour in pipes and poise as he takes to the stage solo.

A line of four comely ponies, the Celebrity Girls, space the singing sessions, with Connie Dunham stepping out for a pleasant rhythm tap interlude.

Teddy Lane's instrumental foursome provide music for show and dance, with the strummings of the Faith Brothers keeping the music continuous. Sybil Gordon is at the 88 in the upstairs Aquarium Room cocktailerie. *Maurie Orodanker.*

## Versailles, New York

(Wednesday, May 17)

Capacity, 300. Price policy, \$4-\$5 minimum. Operators, Nick Frouin-Arnold, Roadside. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget current show, \$2,500. Estimated budget previous show, \$4,000.

It is difficult to believe that a performer can improve so much as has Luba Malina. With a flock of Eli Bass specials containing some of the funniest lyrics heard in a long time, Miss Malina went out on the floor and just about fractured them. Looking lovely in a black gown and a green cape, gal hit 'em right away with a hilarious special on *Baked a Cake*. Number and delivery was so good she got yocks and hands midway that built for a sock finish.

Her next was another special, *I Lost My Man to Television*, a timely and unabashed number she sold with a flair. Then came a parody on *Riders in the Sky* followed by a hilarious autobiographical songlogue that hit home. Her plea to the op of some joint she worked in years ago, "I'm an artiste, why do you want me to seeng soch songs," and the reply, "Who wants an artiste? I want a broad who'll mix and sell drinks"—these were not only wonderful but an apt observation of cafe biz in general.

Miss Malina pulled all the stops. She under-acted beautifully. When emoting was called for, she was fiery. In fact she fits the room like the proverbial glove. The audience loved her.

Emil Petti's ork backed the show skillfully. Pancho's rumbas relieved. *Bill Smith.*

seems at times to be trying to be another Beatrice Kay. When she sticks strictly to her own material, such as *Tenement Symphony*, she's okay. Paddy Clift's emscing was good. His jokes were weak, but he tried. Dance music and cutting of show was provided adequately by Jimmy Amaro's ork (8). *Harry Allen Jr.*

## Riviera, Fort Lee, N. J.

(Tuesday, May 16)

Capacity, 1,025. Price policy, \$3.50 to \$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Dreyfus-Delynn-Moore. Estimated budget, \$13,000. Estimated budget previous show, \$11,000.

According to eyewitness accounts, the first show was a scollout. For the second show, however, which this reviewer caught, there were plenty of vacant tables. This is not a reflection on the current performers. It probably means that with money tighter, the Riviera is too far from New York or that the dollar toll, car parking tips, etc., are now major obstacles.

Opening nights here are genuine torture for performers. The customers are unruly and there is little or no effort made by the house staff to hush the incessant chatter. Miller spends a lot of money for his shows, but conditions which wouldn't be tolerated in any other club are winked at here.

Tony Martin, looking as snappy as ever, closed the show in good style. But "good" is not enough for a Martin. We have caught him when he was superb, displaying a voice and phrasing which had audiences in the palms of his hands. On this show, however, Martin appeared nervous and sang from the head rather than from the heart. There were times when he looked tired. Perhaps he needs a rest to regain his freshness and vitality. Singer opened with *There's No Tomorrow*, a smash record of some months ago.

Audiences here, however are not record buyers, and the opener was too slow. He followed with *I Don't Care if the Sun Don't Shine*, *Marta and Toot*, *Toot, Tootsie*. But it was *Some Enchanted Evening* that captured the biggest attention. Then came a couple of comedy bits backed by choral effects by the band, which incidentally played a wonderful show; a few bars on the clarinet, a few more semi pops and standards and Martin closed with his "come dance while I sing" gimmick. Hal Borne, co-writer of *Tenement Symphony*, backed Martin extremely well.

Joey Bishop, plagued by a dead mike did exceptionally well in the comic spot, tho he leaned heavily to ad libs. With his dead-pan delivery, the thin lad threw them out. Some missed; some connected. When he missed he poked fun at himself, gaining sympathy rather than resentment. It all added up to a top performance. The yardstick of his growth as a comic was indicated by his feelings for audience reaction when he threw out his set material and ad libbed most of the way.

The Langs (three boys; three girls) did a sensational double teeter board act. Building one, two an' three high, the group went thru jumps and catapults into perch chairs; into hand and shoulder stands; twisters and somersaults that were exciting. They finished to big hands.

The rest of the show remains basically the same. Kathryn Lee is as good, if not better, than when previously caught. Pat Terry, boy singer, does a good production job; the Arden-Fletcher line is eye-filling and the music by Walter Nye is ear-catching. Papi Campo's Latin beats helped fill out the show. *Bill Smith.*

## Benny Breaks 1-Nite Mark in Des Moines

DES MOINES, May 20. — Jack Benny show broke all one-night records in Des Moines Thursday (18) with \$26,000 gross for two shows at KRNT Radio Theater.

There are no comparable records for two shows, but the gross was the largest amount for any one-night stand in the 4,200-seat house. First show pulled in 4,000 persons, and second show 3,600. House scaled up to \$4.27, including tax.



# Sock Palace Birthday Bill Pours New Glamor on House

(Continued from page 3)

were the perch chair flips, which made for an exciting flash finish.

Manuel and Marita Viera, on in two, playing a return date, drew big laughs with their two-monkey act. The fact that one of the animals didn't follow cues, and blew a Solo-vox bit, helped more than it hurt. The resultant laughs were wonderful.

Cliff Edwards, the first of the old-timers, came on next to a house made to order. From his opening, Singing in the Rain, to his reprise of his standard oldies, Puddin' Madeline, to his finale, Fascinating Rhythm, plus his old guttural wah-wah and uke accompaniment, he was in by a mile.

De Mattiazzi showed one of the best novelty acts seen anywhere in a long time. This two-person act, Carlo and Keria De Mattiazzi, opens with the male explaining that two king-sized dolls on stage are mechanically controlled. He winds something and the dolls start off. Both figures look human, and their comedy bits add to the realism. It wasn't until the end that the gimmick is disclosed. Even the cynical agents, who didn't know the act, popped their eyes. The De Mattiazzis won't have any trouble finding jobs.

Next came the old standbys, Joe Smith and Charlie Dale, in their classic Dr. Kronkhite skit. There's hardly anybody in showbiz who doesn't know their act. Its very familiarity, however, adds to their incomparable and superb performance. Smith's "patient" is still a masterpiece. Dale's eccentric "doctor" is a gem. Tho their old lines are familiar, it was the kind of familiarity that added warmth to an already hot house. It wasn't laughs Smith and Dale got, it was yocks, those full-bellied noises that showed the 50-year old team they were still terrific.

### The New Generation

Bill Callahan, a current generation hooper, came next. Tall, good looking chap opened with a gimmick—a page

boy announcing a wire for him from out front. This segued into a quick silhouetted tap which, in turn, went into a full-light, full-stage dance. Callahan is probably one of the best hoofers around, and proved it again on this bill.

Belle Baker followed, and drew an ovation for just the walk-on. After grabbing stretched-out bows, she went into a special welcome song that had all the stops pulled out. The way the audience lapped it up was something to hear. Miss Baker may not be the terrific singer she once was, but she's still a real showman. The way she played on their heart strings with numbers identified with her in the past—After You've Gone, Put It On, Take It Off, Blue Skies—and her poly-dialectical gimmicks just about fractured them. She finished her set routine with EH-EH, and from then on it was series of bows and thank-yous that the audience loved but which raised hell with the show.

Milton Berle came on behind a bouquet of flowers to get her off, but when Baker's on nobody gets her off. House, however, loved it.

Berle did his usual excellent job. Like the others, he also reminisced about the old days at the Palace and then brought on his mother, Sandra, for a couple of added giggles. The way Sandra Berle has been straightening for him on various occasions Milton could change his billing to Berle and Berle. For the pay-off, Sol Schwartz, RKO topper, came on to give Berle a gold life-time pass to the Palace. Berle took it then asked, "Do I have to pay the tax?" and the mob roared.

Don Albert's band cut the show like it seldom has before. They were right on cue, and backed each act like they've been working together for years. Dave Benis's production and lighting was strictly big-time stuff.

The flicker for this two-week bill is Shadow on the Wall.

BILL SMITH.

## ROXY, NEW YORK

(Continued from page 47)

Gang' fame, was next on for some singing and patter with Murray and an encore with the Enchanters. Gal looks fine but isn't much of a singer.

Next on was youthful D'Vaughn Pershing with some more palaver, a piano solo and clarinet duet with Murray. Latter routines were well received. Biggest laugh of the show caught came during the Pershing intro when one of the line girls caught her gown in the piano as it being

## Grass Skirt Issue Trips Strippers in New Boston Ruling

BOSTON, May 20.—Strippers are out in Boston night spots, according to a new ruling issued by the Boston Licensing Board (BLB). The order came from Mary E. Driscoll, BLB chairman, who announced this week that the board was sending notices to all entertainment license-holders, forbidding performers from removing clothing during acts.

During a hearing of a dancer who allegedly removed a grass skirt, the manager of the spot told the board that the gal wore another skirt under the grass one. Miss Driscoll snapped back: "Since when did they start wearing skirts under grass skirts?"

## PARAMOUNT, NEW YORK

(Continued from page 47)

well on personals. Miss Page stopped the show cold in the second slot—a rare event these days. Her opening I Don't Care If the Sun Don't Shine drew an ovation which didn't let up for the remainder of her two tunes, and a deserved encore. Miss Page, a husky-throated chirp with a wallowing style, could find stronger closers than Oklahoma Blues and Goody Good Bye, but, this is secondary now that she has found poise and finesse to go along with a handsome appearance and tasty gowning.

Comic Pat Henning, a Paramount regular, has tightened and trimmed his act into its most successful form to date. He's focused his routine around his baldness, cut down on his audience milking routines, and sharpened his satirical impressions. The comic picked up plenty of yocks and a strong mitt.

Lewis and Van, a slick tap dancing team, opened the show brightly with some arresting precision dancing.

Elliot Lawrence's crew had little to do aside from cutting an exceedingly good show and a bright, pace-setting Strike Up the Band opener. The young pianist-maestro officiated acceptably, but could have been handed at least a brief spot to display his pianistic ability.

Pic, In a Lonely Place.

Hal Webman.

wheeled on.

In all, Murray's masterful mugging and showmanly delayed reactions salvaged much from a show replete with so-so material, except for Miss Keeler and Chaplin Jr.

Pic: A Ticket to Tomahawk.

Joe Martin.

# Stem Combo Grosses Slide; Only Palace Jumping Ahead

NEW YORK, May 20.—The final weeks of old runs in practically all the Stem's combo houses brought grosses down to \$283,000 from the previous week's \$388,000.

Radio City Music Hall (6,200 seats; average \$128,000) went to \$100,000 for its third and last week with Rex Ramer, Rudy Cardenas and No Sad Songs for Me, against a previous week of \$114,000 and a preem of \$132,000. New show, reviewed this issue, has the Martin Brothers, Ladd Lyon and Father of the Bride.

Roxy (8,000 seats; average \$128,000) exited with \$48,000 for its second and last week with Chico Marx, Louis Armstrong and Wabash Avenue, after a starter of \$58,000. New bill has Ken Murray's TV revue, Ruby Keeler and Ticket to Tomahawk.

Capitol (4,627 seats; average \$68,000) did \$40,000 for its first week with Lew Parker, Georgia Gibbs, George Olson's ork and Champagne for Caesar.

Paramount (3,654 seats; average \$73,000) finished with \$49,000 for its two-week wind-up with the Ames Brothers, Jerry Colonna, Buddy Rich's ork and No Man of Her Own, after opening to \$58,000. New show, with Frankie Laine, Patti Page, Pat Henning, Elliot Lawrence's ork and In a Lonely Place, is reviewed in this issue.

Strand (2,700 seats; average \$49,000) finished its two-weeker with \$25,000 after a first week of \$40,000. Bill had Denise Darcel, Carl Ravazza, Jack Durant and Colt 45. New bill, opened Friday (19), has Xavier Cugat and Caged.

Palace (1,700 seats; average \$17,000) jumped up to \$21,000 for last week's show with Jackie Bright, Crosby Sisters, six other acts and One Way Street, against the previous week's take of \$18,000. New bill, reviewed this issue, has Belle Baker, Smith and Dale, Cliff Edwards, four other acts and Shadow on the Wall.

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# Chapman Wins for Second Year

## Spread Great Twixt First And Last; No Foto Finish

(Continued from page 3)

of 49 shows judged, drops Atkinson into third slot with an average of 79.8.

Robert Coleman, *New York Daily Mirror*, is close on *The Times* pundit's heels with an average of 78.0 per cent for fourth place. Coleman saw 50 productions and was right 39 times and wrong 11.

Robert Garland, *New York Journal American*, and Ward Morehouse, *New York Sun*, finished an almost dead heat for fifth and sixth place, respectively. Garland was right 38 times out of 51 for a score of 74.5. Morehouse racked up an average of 74.1. However, the later did not review officially after January 4, 1950, when he transferred to *The New York Telegram* from the shuttered *Sun*, and consequently can be clocked only on 27 shows. He is charged with seven errors, but a more complete tally could have made a material difference in his score.

### Barnes, Hawkins Off

Other scores find *The New York Herald Tribune's* Howard Barnes considerably off his last year's form, when he scored a 79.0 average for fourth place. Currently, Barnes comes home in seventh slot, on the basis of 46 productions covered and 13 errors charged against him for a percentage of 71.7. William Hawkins, likewise, has found the going tougher this year with a drop nearly 8 per cent in the average over last season. *The Telegram's* expert's score

is 65.3, based on 17 errors out of a possible 49.

Arthur Pollock, who transferred from *The Brooklyn Eagle* last May to the drama chair of *The New York Compass*, winds up his first season with a *New York* daily in final place with a tally of 64.6. Pollock missed three of the 51 shows recorded and was marked wrong 17 times.

Comparing the over-all record (see box score on these pages), the striking difference from last year's tally is the increase in spread between tops and bottom percentages. Last year's figures showed a total of only 11.4 per cent difference between Chapman's winning 82.5 and John (*New York Star*) Lardner's 71.1. This time round the track, the difference between winner and last-man-in has just doubled. Last year also, there were photo-finishes all the way down the line between paired contestants. This season, with the exception of the Garland-Morehouse wind-up, the running is clearly defined.

As noted in the score box on these pages, it is obvious that all productions with a fixed or limited run are ineligible for this tally. It has also been necessary to leave out *The Wisteria Trees*, *The Consul*, *Peter Pan* and *Tickets Please*, since none of these has been on the Stem long enough to be tallied either way. However, via a forehead check of the aisle-squatters judgment on these items, it seems impossible that their futures will in any way affect the current critical ratings.

## Sides and Asides

### Arena Theater Comes to Stem Hotel

David Heilwell and Derrick Lynn-Thomas last week set back the unveiling of their Broadway Theater-in-the-Round in the Edison Hotel to Wednesday (31). The postponement will give the Show-of-the-Month Club a chance to sponsor two reviews. The Hotel Edison Arena Theater's first fortnightly project stars Lee Tracy in "The Show-Off" and will have Jane Seymour, Carmen Mathews, Joseph Holland and Archie Smith in the cast. The second production stars Basil Rathbone as Cassius in "Julius Caesar." The project utilizes one of the hotel's ballrooms in which 600 grandstand seats will enclose a central stage.

## Insure Your Vote

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

Early in May, ballots and instructions are delivered by hand to the theaters to all players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that a ballot may be properly mailed to them.

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

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## New York Drama Critics' Accuracy Averages

(Complete Season to April 30, 1950)

	Shows Caught	Right	Wrong or No Opinion	Accuracy Percentage
John Chapman ( <i>News</i> )	48	42	6	87.5
Richard Watts Jr. ( <i>Post</i> )	50	41	9	82.0
Brooks Atkinson ( <i>Times</i> )	49	39	10	79.6
Robert Coleman ( <i>Mirror</i> )	50	39	11	78.0
Robert Garland ( <i>Journal-American</i> )	51	38	13	74.5
Ward Morehouse ( <i>Sun</i> )	27	20	7	74.1
Howard Barnes ( <i>Herald Tribune</i> )	48	33	13	71.7
William Hawkins ( <i>World-Telegram</i> )	49	32	17	65.3
Arthur Pollock ( <i>Compass</i> )	48	31	17	64.6

(Note: Not included in this tabulation are productions with fixed or limited runs of less than 100 performances. Also not included are four productions which have preemed too recently to be included in either the success or failure categories.)

## Off-Broadway Review

### BAYOU LEGEND

(Opened Saturday, May 13)

**HUNTER COLLEGE PLAYHOUSE**  
A musical drama by Owen Dodson. Staged by Wilson Lehr. Sets and lights by Charles Eisen. Costumes and masks by Elton Elder. Music by Frank Gaskin Fields. Lyrics: Coleman Kamille. Conductor, Robert Mandell. Choreography, Alice Temkin. Stage manager, Leonora Goodkin. Presented by the Theater workshops of Hunter College and the College of the City of New York.

Naomi ..... Joyce Michael  
Maud Grant ..... Osceola Archer  
Mrs. Candymayne ..... Josephine Cooper  
Bettyeue ..... Eleanor Keith  
Apocalypse ..... Al France  
Troy ..... Ted Goodridge  
Yancy ..... Allan Roth  
Reve Grant ..... Frank Glass  
Bijou ..... Edith Solomon  
Bijou's Father ..... Huntley Brown  
Bijou's Mother ..... Elaine Woodburn  
The Pastor ..... John Moll  
Miss Sweeney ..... Dolores Michael  
Olyasse ..... Neil Jenkins  
Willie Silvers ..... Lloyd France  
Charlotte ..... Barbara Roach  
Sophie-Louise ..... Dolores Holly  
Grave ..... Carl Holmes  
Tulip ..... Ellen Johnson  
Clare ..... Barbara Davidson  
Oleander ..... Jean Holly  
Rethabella ..... Vilma Elaine Smith  
King Loup ..... William Summers  
1st Counselor ..... Juda Levie  
2d Counselor ..... Harold Johnson  
3d Counselor ..... Festus Collier  
Talking Bird ..... Sara Nicoll  
Spider Boy ..... William Smith

**DANCERS:** Louise Bradley, Beverly Chambers, Connie Dyer, Thyra Hendricks, Peggy McQueen, Barry Jackson, Edmond A. James, Robert McGuire, Carl Reid, William Smith.

**SERVING GIRLS:** Rosalind Bond, Frances Lockett.

**GOSSIPS:** Margery Blanchard, Mazie Brodie, Vera Keene, Mary-Ann Thomas.

**SINGERS:** Joyce Michael, Gloria Braithwaite.

Following a trend to transplant European plays into the Deep South locale, Owen Dodson's Negro version of Hendrik Ibsen's *Peer Gynt* was moved into the bayou country of Louisiana with surprising ease. The adaptation, *Bayou Legend*, has been given a thro production at the Hunter Playhouse—interesting experimentally but commercially doubtful.

The story follows the line of the Ibsen drama up to the death of Maud (originally Ase), with obvious changes to place it sufficiently in the new background. For example, in this form, Reve Grant's (Peer's) fancy leads him to a land of mystery under the bayou waters. The wedding scene and much of the other action remains fairly faithful.

Dodson has already gained some reputation as a poet, which is obviously due him as witnessed in his translations and necessary transitions in this adaptation. His language is direct, often beautiful.

Most of the cast has been recruited from the combined workshops of Hunter and City colleges and, as amateurs, distinguish themselves well. Osceola Archer, from professional ranks, plays Maud Grant with great

## News Review

### Dekker Measures Up to Stature of 'Salesman' Loman

**NEW YORK, May 27.**—It becomes more and more apparent on reseeing that Arthur Miller's Willie Loman of *Death of a Salesman* is one of the finest pieces of character scripting in our modern theater. It has become equally apparent that it is a part lending itself to varying approaches by different players.

On opening night a year ago last February Lee J. Cobb created the aging huckster in terms of tragically pitiful grandeur which seemed at the time the only possible conception of the character. Then followed Gene Lockhart with a softer, more intimate approach, which actually seemed to bring the play's implications into even sharper focus.

As of Monday (8) Albert Dekker stepped into the vacated Lockhart shoes, and it may be reported that the newest Willie Loman at the Morocco completely upholds the tradition. Dekker's reading of the role is somewhere in between that of his two predecessors. He doesn't give Willie the stature of universal frustration which Cobb achieved, nor does he underplay him to the point of making him the pitiable old-man-next-door of the Lockhart portrait. His salesman is entirely his own, but at the same time skillfully combining much of the best of the contributions of the previous incumbents. It is a finely conceived and executed performance and a further proof of the elasticity of Miller's writing.

The support, remaining as of yore, needs no further encomiums. *Salesman* is still a wonderful play.

Bob Francis.

force and understanding but too often on one key. Frank Glass, Joyce Michael and Vilma Elaine Smith are outstanding in the large amateur cast.

The staging of *Bayou Legend* has been done with great imagination, and special kudos go to the "under bayou" scene, which brings together the combined excellence of the directorial staff; Wilson Lehr, Charles Elson, Eldon Elder, Frank Fields and Alice Temkin really out-did themselves on this lavish background.

Experimentally, *Bayou Legend* provides fine entertainment, but publicity blubs indicate that there is interest in the piece for Broadway. Tho this production has given the drama as fine a non-professional showcase as might be expected, it might very well defeat its purpose in that it shows obvious commercial limitations. Dennis McDonald.

# OUT-OF-TOWN OPENINGS

## A POLICEMAN'S LOT

(Opened Sunday, May 14)

SHUBERT-LAFAYETTE THEATER, DETROIT

A cartoon in three acts by Philip Goodman. Directed by Edward McHugh. Settings and lighting by Laurence Higgins. Company manager, Clifford Harman. Stage manager, Bill Ross. Presented by Saul Heller.

Professor Finkle ..... Bert Wheeler  
Ellie Small ..... Gertrude Beach  
Mrs. Small ..... Effie Afton  
Mr. Small ..... James Little  
Patrolman Wilbur Green ..... Martin Ashe  
Patrolman Harry Axel ..... Arthur Hanson  
Patrolman Jack Langford ..... John Heaman  
Patrolman Nathan Berkowitz ..... Harry Kadison  
Patrolman James Macintosh ..... Dennis Dengate  
Tony ..... Don Grasso

The late Philip Goodman wrote a clumsy farce about a wisful, naive professor who becomes an innocent victim of assorted misunderstandings when he asks his landlady for a little more heat in his room. The proceedings should have been stopped right there and not allowed to continue thru three acts. Perhaps that's why it is billed as a "cartoon," since it belongs strictly to the era of gagged-up, cheap horseplay. Perhaps, too, a new staging approach and a thorough rewrite might help. But it looks doubtful.

All that need be told is that it concerns a horse-playing landlady, her silly cop husband, sundry other silly cops and assorted bookies, all bent on inching the professor into a shotgun wedding. Wheeler is his usual artful self and its all his show. He gets a lot of effectiveness into gags which would drop like lead balloons without him. The rest of the cast are all competent, over-broad in playing style, but that fault may be in the direction.

The play has the raw material for being funny, but characterization and plot need drastic revision to be credible even for farce. It is being withdrawn here for rewriting, which is what it must get.

Haviland Redes.

## ON APPROVAL

(Opened Monday, May 8)

ROYAL ALEXANDRIA, TORONTO  
A comedy by Frederick Lonsdale. Directed by Edward Everett Horton. Costumes by Rosette Pennington. Presented by Charles Deane and Richard Doster.

The Duke of Bristol... Edward Everett Horton  
Mrs. Wistack... Paula Houston  
Helem Hayle... Margaret Maginnis  
Richard Dalton... Matthew Smith

Preparing for his tour thru the straw hat circuit this summer after a winter in the southlands doing rep work, Edward Everett Horton played here in two well-known vehicles. First, it was his perennial Springtime for Henry and in the second week it was On Approval.

The latter is a vintage light drawing room comedy, but it has been some time since this city has seen anything by Lonsdale performed by a professional group.

As a none-too-bright and impecunious duke, Horton is amusing. In drawing out the character of the titled gentleman who has evaded matrimony until faced with the alternative of marrying money or the bankruptcy courts, he is most incisive in a part which is thin at best.

As a matter of fact the play as a whole is right off the Lonsdale high-comedy chit-chat shelf. It involves the dull duke and a pal in sundry pre-matrimonial complications with a pickle heiress and a waspishly cynical widow. The quartet retire to a country house where the duke will be studied for a month "on approval." It takes quite a time to reach the expected ending.

Horton gets excellent support from Margaret Maginnis, Paula Houston and Matthew Smith. The four play the Lonsdale banter with fine effect. The sets and props, painted locally, are adequate. As silo fare, On Approval, should make a good package on the summer circuit.

Harry Allen Jr.

## TSK! TSK! TSK! PAREE

(Opened Monday, April 24)

BILTMORE THEATER, LOS ANGELES

A Revue by Hellsappin Enterprises, Inc. direction, choreography and staging by Ernst and Maria Matray. Music by Victor Young. Lyrics by Edward Heyman. Sketches by Olsen and Johnson. Additional dialog by Eddie Davis. Musical conductor, Harry Suckman. Comedy director for Olsen and Johnson, Edward Clarke Lilly.

CAPT. Chick Johnson, Marty May, Bill Shirley, Helene Stanley, June Johnson, Patricia Denise, Marion Colby, George Zoritch, Nias Varela, Leo Anthony, Phil Terry, Robert Rossetal, Maurice Maillard, Billy Kay, The Six Mighty Atoms and Les Hutt Chanteuses.

There's not much new poppin' in Paree. Olsen and Johnson have absorbed—talent, tunes and terp—the intimate musical revue. A La Carte, which debuted here last November at Hollywood's El Capitan and wrapped it up in their standard corn coverings of zany props, screwy stogoes and blue sketches. Result is a heterogeneous hodgepodge of continentally flavored choreography, Olsen and Johnson slapstick and finely polished sophisticated numbers. As it stands, no common denominator between the two extremes seems possible.

Material and talent first seen in A La Carte is as fine as ever, the choreography is as clever and Victor Young's tunes sparkle as before. But A La Carte's shimmering originality only serves to show the age of O & J's material. Paree may possibly take on a new look when Ole Olsen, bedded by an auto accident, returns to the east, provided he can mix its oil and water components. Marty May capably fills for Olsen, holding up well as Johnson's foil and dishes out the slapstick true to the O & J tradition.

As in A La Carte, Bill Shirley, Helene Stanley, George Zoritch and Patricia Denise are the standouts. Shirley's voice is heard to good advantage in the Young tunes, while the Stanley, a luscious and talented redhead, romps away with the comedy honors. Miss Denise and Zoritch present an excellent array of ballet routines. Best material incorporated from the musical revue include No Man Like a Snowman number, in which a string of realistic snow men come to life for a dance routine and melt with the rising sun; Life of the Salesman, tongue-in-cheek treatment of life on the road; Cat Party, in which Miss Stanley's comedy talents are seen at their best, and Polker Polka.

Again as before, best of the tunes include the bright ballad, I Ought to Know More About You. I'm Gonna Make a Fool Out of April, A Face in the Crowd and Polker Polka. Harry Suckman's ork capably sets the scenes and backs the numbers. Lee Zhitto.

## MY GRANNY VAN

(Opened Monday, May 8)

THEATER '50, DALLAS

A comedy by Loren Disney and George Sessions Perry. Staged and directed by Margo Jones. Lighting by Marshall Yokelson. Costumes by Dhu Wray. Stage manager, Jonathan Seymour. Press representative, Mabel Duke. Presented by Theater '50 and Margo Jones.

Laura Perry ..... Margaret O'Neill  
Andrew Perry ..... Joe Sullivan  
Granny Van ..... Mary Finney  
Miss Stephanie ..... Virginia Robinson  
George Sessions Perry, Age 8 ..... Randy Lewis  
Katie ..... Jewel Kelly  
Uncle Harry ..... Charles Braswell  
Elith Longstreet Clampett ..... Percy McCay  
Grandfather Van de Venter ..... Louis Veda Quince

Mr. Thwaites ..... Edwin Whitner  
Dr. Sessions ..... Ben Yaffee  
Western Union Boy ..... Charles Proctor  
Constable Critt MacCracken ..... John Denney  
Plays like My Granny Van mean money in the bank for regional theaters like Margo Jones's theater-in-the-round, but nobody even pretends to think that its localized humor and situations would appeal to New York pew sitters.

Granny, a record-breaker in its three-week regular run at Theater '50, entered its repertory stand as the No. 2 grosser for the season. Like the top box-office draw at '50 this year—Southern Exposure—play fea-

## BROADWAY SHOWLOG

Performance Thru

May 20, 1950

DRAMA	Opened	Perfs.
As You Like It.....	1-26, '50	132
(Cort)		
Clutterbuck.....	12-3, '49	194
(Biltmore)		
Come Back, Little Sheba.....	2-15, '50	109
(Booth)		
Death of a Salesman.....	2-10, '49	532
(Morosco)		
Detective Story.....	3-23, '49	405
(Hudson)		
I Know My Love.....	1-12, '49	232
(Shubert)		
Mister Roberts.....	2-18, '48	925
(Albin)		
Peter Pan.....	4-24, '50	32
(Imperial)		
The Cocktail Party.....	1-21, '50	137
(Henry Miller)		
The Consul.....	3-15, '50	77
(Barymore)		
The Devil's Disciple.....	2-20, '50	104
(Royale)		
The Happy Time.....	1-24, '50	133
(Plymouth)		
The Innocents.....	2-1, '50	126
(Playhouse)		
The Member of the Wedding.....	1-5, '50	156
(Empire)		
The Wisteria Trees.....	3-29, '50	61
(Martin Beck)		
MUSICAL		
Arms and the Girl.....	2-2, '50	124
(46th Street)		
Gentlemen Prefer Blondes.....	12-8, '49	188
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	578
(Century)		
Lost in the Stars.....	10-30, '49	232
(Music Box)		
Rhapsodie Caribe.....	4-19, '50	37
(Broadway)		
Scout Pacific.....	4-7, '49	460
(Majestic)		
Texas, L'il Darlin'.....	12-25, '49	204
(Mark Hellinger)		
The Liar.....	5-18, '50	(4)
(Broadhurst)		
Tickets, Please.....	4-27, '50	28
(Gornton)		
Where's Charley?.....	10-11, '48	672
(St. James)		
COMING UP		
(Week of May 22, 1950)		
A Sireetcar Named Desire.....	5-23, '50	
(City Center)		
CLOSING		
Brigadoon.....	5-2, '50	25
(City Center)		
(Closed May 21, 1950)		

tures a lovable old lady who tipples on the sly. This may be just coincidence, but it would seem that old ladies who tittle have appeal.

As full of incident as a soap opera, the play's broad comedy nudges farce consistently as situations build to a climax of a weak plot. None of this keeps play from being immensely entertaining to a Texas audience.

Laid in Rockdale, Tex., in 1922, the play's central character is a hard-headed old grandmother who attempts to help her family out of financial difficulties and only succeeds in multiplying their problems. Mary Finney, playing the title role, and Louis Veda Quince, as a rich relative, virtually take over the stage in spots when the show resolves itself into sort of a Marie Dressler-Wallace Beery type exchange of gags.

Edwin Whitner, as the hypocritical business man who holds the mortgage on the family drugstore, sings hymns and also frequents a blind tiger to indulge in bathtub gin, gives a strong characterization. Charles Braswell, one of the promising crop of young juveniles Margo has been cultivating, is well cast as a reluctant bridegroom who is glad to be too broke to marry.

There is no doubt that scripts like Granny do more to establish and maintain true regional theater than entire seasons of Shakespeare and Ibsen. It is as local as the State Fair of Texas. The play's biggest boff comes on line: "Mr. Thwaites is not only a Baptist; he's a Baptist from Waco." That wouldn't be funny to anybody but a Texan unless he knew that Waco is the home of the world's largest Baptist university—and maybe not even then. Thad Ricks.

## Broadway Opening

### THE LIAR

(Opened Thursday, May 18)

BROADHURST THEATER

A musical. Book by Edward Eager and Alfred Drake, based on play by Carlo Goldoni. Music by John Moody. Lyrics by Edward Eager. Staged by Alfred Drake. Musical sequences staged by Hanya Holm. Sets by Donald Oenslager. Costumes by Motley. Musical director, Lehman Engle. Orchestrations by Lehman Engle and Ben Ludlow. General manager, Milton Baron. Stage manager, John Bola. Press representative, Sam Friedman. Presented by Dorothy Willard and Thomas Hammond.

Innkeeper ..... Walter F. Appler  
Innkeeper's Wife ..... Jean Handlik  
Serving Wench ..... Lee Wilcox  
Serving Men Leonardo Cimino, Martin Beltram  
Woman at Window ..... May Math Flori  
Vino ..... Margery Oldroyd  
Vegetabili ..... David Collyer  
Letter Carrier ..... Marybelle Norton  
Lello Bisognosi ..... Leslie Litomy  
Doctor Balanzoni ..... William Myers  
Captain of the Venetian Guards, Robert Fern  
Guards ..... Edward Bryce, William Hogue,  
Laurence Weber, Walter Mathieu  
Lello Bisognosi ..... William Eytbe  
Arlecchino ..... Joshua Shelley  
Brighella ..... Russell Collins  
Florindo Fallido ..... Oles Burris  
Rosaura Balanzoni ..... Barbara Moser  
Beatrice Balanzoni ..... Karen Lindgren  
Ottavio Cassimorzi ..... Stanley Carlson  
Colombina ..... Laura Lawrence  
Pantalone Bisognosi ..... Melville Cooper  
Doctor Balanzoni ..... Philip Colford  
Cleonic Anselmi ..... Barbara Ashley

Maybe Alfred Drake's recent bout with Italian love life has been an inspiration to adapt Carlo Goldoni's 18th Century farce into a musical. Anyway Edward Eager and John Mundy have agreed with him on the notion. The former has co-operated on the book and contributed the lyrics. The latter is responsible for the score. Drake, after some fairly bitter out-of-town reviews, has taken over the staging. A reporter would like to report that The Liar had improved thereby. But it unveils at the Broadhurst Theater as labored and laggard entertainment.

About all that can be said of Drake's authored-staged musical conception of Goldoni's 200-year-old commedia del arte is that it has its good points and bad. There are a couple of tunes which are pleasant on the ear. There are a couple of performances which are pleasant to watch and listen to. But on the whole it adds up to long stretches of tedium. Liar is gaited for a short run.

It is plotted, subplotted and underplotted ad infinitum, until a pewster is fairly sick of the whole affair. William Eytbe is ingratiating as the rascal and Barbara Ashley is ditto as the widow who puts the slug on him for desertion. Melville Cooper is as amusing as the part warrants as the rascal's father and Joshua Shelley scores likewise as the hero's valet. Philip Coolidge also contributes in the comedy department—such as it is. Song-wise, a reporter suspects that Lackaday, sung by Barbara Moser and Glenn Burris, is a most noteworthy tuneful, altho Burris's soloing of You've Stolen My Heart called for repeats. Both have fine voices.

What Liar needs is less or simplified plot, some real dance sequences and more real comedy. Dorothy Willard and Thomas Hammond have given it a handsome production, with fine sets by Donald Oenslager and fine costumes by Motley. If it had what it takes otherwise, it would be a good show. But it isn't.

Bob Francis.

(Closed Saturday (20).)

## ROUTES Dramatic and Musical

A Policeman's Lot (Shubert Lafayette) Detroit.  
Chocolate Soldier (Curran) San Francisco.  
Death of a Salesman (Metropolitan) Seattle.  
Diamond Lil (with Mae West (Shubert) Boston.  
Kiss Me, Kate (Casas) Detroit.  
Lead as Ear (Grand Northern) Chicago.  
Madwoman of Chaillet (Hanya) Cleveland.  
Miss Liberty (Shubert) Chicago.  
Mr. Roberts (Colonial) Boston.  
Oklahoma (Eringer) Chicago.  
Schwartz, Maurice (Biltmore) Los Angeles.  
South Pacific (Philharmonic Auditorium) Los Angeles.  
Two Blind Mice (Harris) Chicago.

## Burlesque

By UNO

JESSICA ROGERS is due to play a return date June 5 at the Howard, Boston, thru Dave Cohn, whose other recent bookings include Lilly Christine, Loney Lewis and June Allen for Mike Todd's "Peep Show" opening June 5 at the Forrest, Philadelphia; Nadine, May 22, Manhattan Club, Johnston, R. I.; Kiki Arnold, June 4, 2 o'clock Club, Baltimore, via Eddie Kaplan; Lynn Sherwood, July 3, Stork Club, Shreveport, La., and Sharples and Naples and Naomi, May 26; Ann Arbor, June 2, and Georgia Sothers, June 16, Chanticleer Club, Baltimore. . . Vivienne Morgan, Hirst headliner, checked into the Wonder Bar, Zanesville, O., May 15 as feature attraction. . . Harry Wald, concession manager, has sold his interests in the Garrick, St. Louis, to Charlie Harris, former assistant manager of the Rialto, Chicago. Wald has acquired the World Theater, St. Louis, where he started operating first-run foreign pix May 12. . . Bert Carr, Bonnie Moore, Al Baker, Jimmie Cavanaugh, Wilma Hayden and Marcella rehearsed four burly scenes last week for Joseph Seiden, head of Cinetech Company, Inc., New York, as a foundation for a talking pic to be used eventually for video.

PRIMROSE SEMON, comedienne, opened May 22 for two weeks at Earl Torno's Indigo Room, Barclay Hotel, Toronto, thru Hal Gould and Wally Gluck. . . Mandy Key and Phil Saed, comics, begin an all-summer engagement with the Municipal Opera, St. Louis, July 21. . . Joe Geisler has revived the "Those Three Fellers" act with Charlie Edwards and Carl Byal for a tour of cafes under direction of Stan Zucker, of the International Artists Bureau. . . Hudson, Union City, N. J., did an extra midnighter May 17 when the house was sold out to the County Gasoline Dealers' Association. . . Marcella and Al Baker, following their week of May 19 at the Empire, Newark, go to the Roxy, Cleveland, June 9, and then for four weeks to the Globe, Atlantic City, opening July 2. . . Bobby Ray is one of the features with the James E. Strates Shows. . . Winnie Garrett, who besides her featured strip engagements also manages Freddy Miller and his ork, has set the Miller crew into the Waldemere Hotel, Livingston Manor, New York, for 10 weeks starting May 26. . . Jess Mack and Jean Lee, who open at the Roxy, Cleveland, May 26 for two weeks, will be part of the opening cast at the Globe, Atlantic City, June 16.

### FOR SALE \$22,000.00 BURLESQUE THEATRE

Fully equipped, now operating in the heart of prosperous Sacramento Valley. Largest spot in California, with a trading area of 500,000 people. Theatre operates year around with burlesque policy, four shows daily. Established many years. 325 seats, very low overhead, low rent, no stage hand, no musicians, no local heat. Candy pitch will pay theatre nut. 11 years' lease. Good season coming up, but owner has other interests requiring full attention and must sell at once. A gold mine for a live operator.

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Tel.: Gl. 29811

## A Tribute to Uno

We, too, are proud of Uno, but on this occasion there is nothing we can say that is not included in the voluntary letter received from one in the trade and reproduced below. We join all burlesque in wishing Charlie a well-earned Happy Birthday! The Editors.  
To the Editor:

"On Decoration Day of this year, one of your faithful editors, Charlie Uno will be 75 years of age.

"Among the tens of thousands of men and women (encompassing managers, actors, stagehands, musicians, office personnel, candy concessionaires and candy butchers, house employees and ushers) who make their livelihoods in the world of burlesque, this announcement will produce a double thrill, that the devoted journalist of this branch of the theatrical profession has attained such a ripe old age and that he doesn't look the part.

"Burlesque had no greater champion or more devoted advocate than Charlie Uno. A sweet, gentle, honest soul—the very epitome of extreme kindness and humanitarianism. He recorded the slightest detail of all the people in burlesque, irrespective of their relative importance and has literally brought sunshine into many humble places. He has fought the enemies of burlesque, the sanctimonious hypocrites, with the fanatical zeal of a religious bigot. His religion being that in a free land all forms of the theater should be permitted to flourish.

"Charlie Uno came into the field of burlesque journalism on the old Morning Telegraph at the turn of the century and his literally contributions have been recorded on the pages of every vehicle of theatrical literary output, as well as many newspapers throuout the land. When he entered the field of burlesque, Al Jolson, Eddie Cantor, Clark and McCullough, McIntyre and Heath had found their niche on the burlesque stage. In his later years, Charlie Uno has seen Gypsy Rose Lee, Abbott and Costello, Rags Ragland and Phil Silver . . . enter into the wider fields of the legitimate theater, radio, television and the cinema.

"Charlie Uno is not only the dean of literary figures in the world of burlesque, he is beloved and honored by many who are opposed to burlesque. He is respected by friend and foe alike.

"To the countless thousands of burlesquers who will read this tribute in *The Billboard*, I will ask them to join me in a silent toast on Decoration Day that Charlie Uno may long live and prosper in the happy thought that his great gifts and services were able to earn an encomium while he is still in the land of the living."

Faithfully yours,  
PAUL WEINTRAUB, former counsel to  
Burlesque Code Authority under the National Recovery Administration.

## Tosey Hoopla Smash Success; RCA Payoff Terrif Good Will

(Continued from page 13)

part of the public relations job. Even yarns on Toscanini's favorite dishes have appeared on food pages, and top restaurants have featured Italian delicacies as part of the "welcome" format in many cities.

In Detroit yesterday, for example, the train's arrival was heralded by a plane flying a "Welcome Toscanini" banner. The *Detroit News* carried a seven-page Toscanini section in addition to a two-column story and pic of the maestro on page 1. During the week 32 radio and TV spots had been bought by the local RCA distributor. In addition, 34 daily pop disk jockey shows had been featuring one Toscanini record a session all week long as part of the "Toscanini Week" celebration. "Jack, the Bell Boy," one of the top jocks, had piled up over \$4,000 in cash for the vet's Canteen Fund by offering his two ducats to the highest bidder. Gimnick was he kept all cash sent in and the one sending in the largest "bid" would get the tickets. Window displays were up in 137 stores. All this, despite the fact that the concert was sold out weeks previously. Even five seats in the projection booth were sold for the performance.

All along the route RCA distribs took advantage of tour to invite key dealers as their guests to the concert. In some cities like Chicago, distribs and NBC stations alike tossed elaborate buffets for customers as a post-concert feature.

With John West as over-all coordinator, press corps functioned as follows: Harold Desfors, of RCA's

Camden office, worked the advance five weeks ahead of the tour. His primary job was to set the wheels in motion for newspaper supplements, radio and TV special programs, contests, etc., and work out follow-up details with the local distributor and factory field men. Bernie Miller, of RCA, also shared in the advance corps job. Jack O'Brine, of RCA's department of information in New York, handled special assignments both in advance and with the tour. Leonard Meyers, of NBC press corps, traveled with the ork and handled press in each city during the ork's appearance.

John Royal, NBC vice-president, along with Samuel Chotzinoff, RCA and NBC musical director, and John West were available for radio and press interviews, speeches before local groups, etc. Harold Taubman, *New York Times* music critic, joined on the tour in New Orleans and traveled to the West Coast and back to Chicago, filing stories daily. Newspaper editors in each city played were invited to have a representative join the tour at the date preceding their own concert and ride home on the train.

Responsible for keeping the show moving on the road, handling guest tickets, etc., was Jack Williams, as tour director. Ann Chotzinoff, daughter of Samuel Chotzinoff, NBC musical director, was secretary for the tour.

In addition to the reams of publicity, a check of Toscanini record sales from distribs to dealers of cities played thru Chicago augur a high total.

So it's easy to see why RCA execs are already speculating in guarded tones of a 1951 tour to hit new cities and markets not covered this year. One thing is certain—they need have no fears of Toscanini's ability to take it. Of the 120 men on the tour, he was the freshest; as the tour headed home on its final week.

## Magic

By Bill Sachs

MILBOURNE CHRISTOPHER has left New York on a lecture-demonstration tour that will take him thru the Midwest to California, winding up just in time to permit him to take in the SAM-IBM combined convention in Chicago May 27-30. Prior to leaving the Big Town Christopher enjoyed a visit with Walter Gibson and Litska Raymond and Al and Val Sharpe, and hopped over to New York's Shelburne Hotel to catch the mental-magic turn presented by Lucille and Eddie Roberts. En route west Christopher planned to stop off in St. Louis to say hello to Dr. Jaks at the Park Plaza Hotel there. . . The magic sequences in the new Hartman show, "Tickets, Please!" and "The Consul" are getting lots of play in the New York dailies. . . Jean Hugard has left a New York hospital following an eye operation and hopes to be able to make the Chicago conclave. . . Fogel, British mentalist, was an arrival in New York last week. . . Landrus the Magician scribbles from Marshall, Tex., under date of May 14: "Back here to play six return dates; then to Shreveport and Monroe, La.; Jackson, Miss., thru Georgia and back north. I am booked to return to Texas in the fall. In Marshall I met LaMar Smith, an enthusiastic magician, and in Fort Worth I ran into E. G. DeBulle, manager of his own magic shop, Magic Enterprises. In Dallas I visited with Ed Watkins, manager of Douglas's Magicland, and Jimmy Richardson, formerly with Virgil but now with Dr. Silkin's "Asylum of Horrors." The latter is rapidly mending from an operation for the removal of a growth from his forehead. . . Harry E. Cecil, the "world's worst magician," posts from his native Detroit: "Glad to learn that you are taking in the combined IBM and SAM convention in Chicago. I know how you and Sugarman worked on the combo convention idea several years, as stated in *The Billboard*. No more asthma. Weight three years ago, 108; today, 160. I was smart when I married the nurse from Hamilton, O., in 1946."

NEW YORK MAGICIANS, led by James Tuck, Henry M. Margolis and Bruce Elliott, presented a Battle of Magicians at the Mark Hellinger Theater on Broadway last Sunday (21) for the benefit of the New York Heart Association. Among those appearing on the program were Cardinal DeLage and Shirley, Wally Dean, Al Flosso, Richard Humber, Fred Keating, Jay Marshall, Andrew McKinley, tenor-magician of Menotti's "The Consul," and Larry Weeks, juggler of "This Is the Army" fame. Chester Morris, movie star-magician, was the extra added attraction. . . Al Sharpe will put in the next month or so working in and out of Chicago. He'll be around for the big SAM-IBM conclave in Chi late this month. . . Charles A. (Kid) Koster, veteran agent is blazing the trail and handling exploitation for Brandon and his "Arabian Nights Revue," new mystery unit which began a road tour near San Francisco May 18. Brandon formerly billed himself as Milo the Magician. Al Blackstone is general manager for Brandon.

### FOR SALE

1600.00 Magic and Snook Show, complete, \$300.00. Screen of Life, Combination Electric Chair and M. C. Table, very showy; Super X Levitation, Demon of Doom, \$150.00; \$50.00 N. C. Center Table, Reaching Rod. Send 25c for bargain list of 250 items and catalog. Will sell separate. "BAILER" MAGIC DEN

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SCENECTADY, N. Y.

# 1-Night Vaude For Drive-Ins

CHICAGO, May 20.—An experiment, which may encourage vaude, will start shortly in a circuit of Southern Illinois drive-in theaters. Ken Phillips, who operates the Philkron Restaurant-Lounge and a drive-in in Bloomington, is co-chairman of a group of seven State drive-in theater owners, who are seeking to set up one night per week as a vaude night. In a talk here with Len Fisher, of McConkey Artists Company, Phillips outlined a plan where each drive-in will utilize a package show one night a week, enabling the operators to provide a full week's employment. Other drive-ins, definitely pledged to the project, are located at Tamora, Mount Vernon, Herron, Champaign and Sandoval, with possibly two or three more to be added soon.

The drive-ins range in capacity from 400 to 800 cars. Budget will probably run approximately \$200 to \$250 per night. Ops are looking for vaude packages and also hillbilly and Western artist deals. Fisher will handle the booking.

Up to now reports from the South indicate that drive-in theaters have been playing live talent, but it has all been traveling country music names.

## Hunt Plans Open-Airer

WILDWOOD, N. J., May 20.—William C. Hunt, who operates a chain of indoor theaters at Southern New Jersey resorts, is moving into the drive-in field. Hunt announced plans for an open-air theater to be constructed near here on 40 acres of ground at the main intersection of North Wildwood Boulevard and Route No. 4.

COLUMBIA, S. C., May 20.—Secretary of state has issued a charter to Palmetto Drive-In Theater Corporation, Charleston County, which proposes to maintain and operate an open-air theater. Authorized capital stock is 300 shares, no par value. John H. Thomason is president.

## Rep Ripples

GILBERT BAKER is in St. Louis after winding up a four-month church lecture tour. Following a vacation in the Mound City, Baker heads for a summer lecture tour of Wisconsin. "It's a sad thing to see the rep tent wearing thin," Baker writes, "but when I see that Joe McKennon had to give up with the good show that Harley Sadler put on the past season I can't see any hope." Baker is an old-time 10-20-30 performer. . . . Cross and Furniss have completed their 16mm. pic season in Western Kansas and are in Wichita, where they will ready a platform show, using two performers and a trailer of museum items. They also will do some merchandising. . . . Grimaldi Players are making their second tour thru New England with their French drama troupe, playing for French speaking groups. . . . Harold (O'Lee) Carlstrom, who is still in Good Samaritan Hospital, Los Angeles, expects to be released soon and return to his home in the City of the Angels. . . . D. J. (Doc) Water-son writes from Pittsburgh that he's "been trying to get into schools during the winter but has had little luck in Pennsylvania and made only a few in Virginia. The biz is in the dumps and I look for the washing up of the rep tent soon. The small tent trick is hit from all sides, transportation costs, advance in printing and a falling off of interest. Here in Pennsylvania the summer playhouse business has taken over and there is one of those so-called barn theaters that cost over a quarter million dollars. Summer theaters will do well and grow if they don't let the big town boys take over and choke them with high-priced talent and a lot of restrictions. I'm mulling a platform show for the summer and may go into the booking business in the fall, probably in Allentown or Reading. . . . Doss and Mae Show, currently in Texas, has added merchandise items to its entertainment program and will work from a platform this summer. . . . Lander and Currier, who have been presenting religious pix in Minneapolis, will change soon to some new film for a tour of summer resort towns in Wisconsin.

GEORGE E. FLANAGAN writes from Denver: "I have met more than a few lecturers recently who were making churches and halls, with the latter under local auspices. Two of them were former rep performers who were with me in the 10-20-30 days. Here is a field that many performers can take up and, altho booking such performances is difficult at the beginning, it becomes much easier when the lecturer has a few past performances to talk about. The talk must be gotten together by someone with experience since the public, even in small towns, won't go for preaching and the wise-cracking monologs that vaudevillians do okay with. There's a field here that may be coming back to the days of Bill Nye, James Whitcomb Riley and Josh Billings. If you understand small town audiences you will get along best. . . . Leon N. Davis letters from Milwaukee that he recalls a few names of personalities with the Beach & Bowers Minstrels. He says the advance at one time consisted of Fred Bowers, general agent; Fred Tolver, ace second man, who later became general agent of the John W. Vogel Big City Minstrels. "About the same time," Davis advises, "Vogel discovered Al Terrill, whom I rate the greatest tenor to entertain in minstrelsy. Harry Leighton was musical director. Vogel also had the great Lew Benedict, principal end. Also on Beach & Bowers was Al Kitz, contortionist; Harry Oaks, singer, and I believe that Marsh Craig, Human Enigma, was with it one season. Kitz, who later became dean of med show owners in Wisconsin, is living in retirement in Racine. Fred Thalhofer is a theater manager in Sandusky, O."

# Hub's Council Votes Drive-In Emergency Law

BOSTON, May 20. — Another attempt to prevent the opening of the two Michael Redstone drive-in theaters, first in the city's history, was undertaken by city council Tuesday (2) when two emergency ordinances were enacted. The first specifies that no drive-in theater shall be opened within 2,000 feet of any school, hospital or church. The second would make it unlawful to grant or renew a license of these drive-in theaters in the same proximity of schools, hospitals or churches.

Both orders, designed to block the construction and operation of the theaters, were introduced by Councilor John J. Beades, Dorchester, and Councilor Walder D. Bryan, West Roxbury, who have waged a relentless battle to defeat drive-in theaters in their districts ever since ex-Mayor Curley granted permits to Redstone in the closing hours of his administration.

Mayor John B. Hynes gave no indication as to whether he would sign the ordinance, and it was expected that he would ask an opinion from the city law department. In response to appeals by the two councilors, council suspended its rules, introduced the emergency measures, and approved them 18 to 1. The sole dissenter, Councilor Milton Cook, Roxbury, said the measures would be referred to the Committee on Ordinances.

The drive-in fight started when Curley left office and granted the permits to Redstone practically as his last official act. A fight to prevent construction waged for months, and Redstone took paid space in newspapers asking the public why there was such opposition to a legitimate enterprise such as a drive-in theater.

Two weeks ago ground was broken for the theater on Gallivan Boulevard at Neponset Circle, Dorchester. This week's action came as a surprise. Redstone said that the permits are legal and that he will proceed with the erection of both drive-ins.

## Drive-In for Sacramento

SACRAMENTO, May 20. — Application for construction of a \$40,000 drive-in theater here has been made by Keith R. Gomm and Leo W. Manning to the county planning board. This makes the fourth application the board has handled this year.

## Milton Drive-In Sold

MILTON, Va., May 20.—John Izor and V. J. Barrett, both of Burlington, Va., have purchased the Milton Drive-In here from Alfred Viens.

## Thomson's Melody Debuts

THOMSON, Ga., May 20. — The new Melody Drive-In Theater, operated on the Augusta highway by Martin Theaters of Georgia, Inc., held its formal opening Saturday (8).

ALBANY, Ga., May 20.—The new \$75,000 Slappy Drive-In Theater opened on the Slappy Drive-Atlanta Highway near here last week. It accommodates 400 cars. L. T. Sheffield is owner, with J. D. Bush as manager.

HARTFORD, Conn., May 20. — An application for authority to build a drive-in theater in the Warehouse Point section of East Windsor, Conn., has been filed with the city's zoning authorities by the Kupchunos brothers and Peter Kostek, of Wapping, Conn.

ATLANTA, May 20.—Fulton Superior Court Judge Claude D. Shaw has ordered the Public-Lucas Theaters, Inc., defendant, to show cause why a permanent injunction should not be granted on the petition of five Elbert County citizens to prevent construction of a drive-in theater near Elberton, Ga.

# How Many Toms?

LAINGSBURG, Mich., May 20.—L. Verne Slout, manager of the Toby and Ora Slout Players Show, said this week that the unit is presenting Uncle Tom's Cabin as a regular feature of its repertoire for 1950. Slout said the revival is being made as a gesture in education and to keep alive America's most famous of all shows. Slout believes his org is the only one in the country playing the old stand-by and is anxious to know if any others also are presenting it.

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**ANDERSON**—Haakon M., 65, father of Agnes Anderson, film and dramatic actress, in Harper Hospital, Detroit, May 12. His widow and three other children survive. Interment in Woodlawn Cemetery, Detroit.

**BAKER**—Ora A. (Pop), veteran carnival and supply man, and one of the leaders in the Michigan Showmen's Association, suddenly May 16 in Detroit. Burial May 19 in Detroit.

**BAKER**—Graham, 62, film writer, producer and co-inventor of gin rummy, in Reseda, Calif. Baker had been connected with the film industry for 25 years and had collaborated on *Stand-In*, *Shanghai*, *You Only Live Once* and *Eternally Yours*. He produced *Swiss Family Robinson*, *Tom Brown's Schooldays* and *Four Faces West*. Funeral in Hollywood May 18.

### In Memoriam

**ORA A. (POP)**

**BAKER**

May 16, 1950

MEMBER

MICHIGAN SHOWMEN'S ASSOC.

**BALLANTINE**—Lillie, I., mother of Lucille Ballantine, talent buyer and promotion director for the Swiss Chalet, Bismarck Hotel, Chicago, May 8 in New Albany, Pa.

**BORRELLI**—Mrs. Colomba, 91, mother of Ralph Borrelli, director of Italian language programs on Station WJMJ, Philadelphia, and of Charles Borrelli, head of the Borrelli Advertising Agency, Philadelphia, May 12 at her home in that city. Other survivors include a daughter. Burial in Holy Cross Cemetery, Philadelphia, May 16.

### IN LOVING

### MEMORY

of our Dear Husband and  
Loving Father

**EUGENE RANDOW**

who passed away  
May 28, 1948.



We Miss You Very Much. Life  
Is Very Empty Without You.

Wife Centa, Son Gene,  
Sister Ella and  
daughter-in-law Vivian

## THE FINAL CURTAIN

**BREEN**—Joseph V., 62, advertising man, actor and former radio philosopher, May 7, in Germantown Hospital, Philadelphia, after a long illness. He formerly operated his own advertising agency and recently was with the Connelly organization. For 21 years, he was leading man with the Skilly Players, little theater troupe in Philadelphia, and was managing director of the Playhouse Theater there in the early 30's. He also wrote and produced many shows for local radio stations, and for many years had his own programs, *Back Porch Philosopher*, *Neighbor Ned* and *The Voice of Health*. Four sons, a brother and two sisters survive. Burial in Holy Sepulcher Cemetery, Philadelphia, May 11.

**BROWN**—Freddie, Negro drummer with the Wallace & Murray Shows, May 2 in Lincoln, N. C. Survived by his widow, Cherry. Burial in Fairfax, S. C., May 7.

**BUTLER**—Lou, 61, veteran music contact man, in Chicago, May 15 of virus pneumonia. A song-plugger for over 40 years, Butler spent 35 years working in Chicago, the remainder in New York. He was a brother of the late Aimee Butler, vaude performer. He started in the business with Waterson, Berlin and Snyder and had been with Famous Music for 10 years. When he died he was with Johnston-Montel. His widow, Sadie; a daughter, Ruth, and a son, Melvin, survive. Burial in Waldheim Cemetery, Chicago.

**CASEY**—Neal H., 58, concessionaire on John McKee Shows for the past four seasons, recently in a Poplar Bluff, Mo., hospital. His widow survives.

**CLEVELAND**—Lavinia, 93, former legit actress, May 10 in Stockton, Calif. Her son George, also an actor, survives.

**COLEMAN**—Robert, 53, inside lecturer with Biller Bros., Circus Side Show, May 11 at Weston, W. Va., apparently of a heart attack. Survived by his widow.

**COOPER**—Roger G., 45, minstrel show producer and promoter of barbershop quartet contests, at Frederickton, N. C., May 3. His widow, a son and daughter survive. Burial in Frederickton.

**ESCALANTE**—Yolanda, 22, in a Los Angeles hospital April 27 following surgery. She was a member of the Escalante Family of circus performers and had been with Clyde Beatty, Escalante and Flamante circuses. Burial in Los Angeles.

**FABINI**—Eduardo, 67, Uruguayan composer and musician, May 18 in Montevideo, Uruguay. His work was first presented in the U. S. by the Syracuse Symphony Orchestra, which played his symphonic poem, *Campo*, and two years later *The Island of the Clebos Trees*. His *Old Country* was a feature of the Uruguayan music presented at the New York World's Fair.

**FLANNAGAN**—Mrs. William, with Snapp Greater Shows for many years, May 19 in Orange, Tex. The body was shipped to Tampa for burial. Her husband and a daughter, Mrs. Harry Beach, who has two rides at New Liberty Park, Buffalo, survive.

**GRANGER**—Johnnie C., 42, veteran carnival man, May 9 near Arlington, Tex., when hit by an auto. Burial in Showmen's Rest, Grove Hill Cemetery, Dallas.

**GRISWOLD**—Glenn, 61, publisher of *The Public Relations News* and head of his own flackery, May 15 in New York. His widow and two sisters survive.

**HUHN**—Bruno, 78, composer, pianist and conductor, May 13 in New York. Known for his conducting of choruses, he composed many songs, including *The Divan*, *Love's Triumph*, *Seafarers*, *Courage*, *The Dancing Girl*, *Till I Wake*, *Summer Changes* and the musical setting of the poem *Invictus*, as well as the Easter cantata *Christ Triumphant*. A sister survives.

**JOHNSON**—Jesse P., 77, former vaude actor, suddenly May 11 at his

home in Camden, N. J. He appeared on Broadway and toured the country with his two sons in an act known as Johnson Brothers and Johnson. One son, Willard G., who survives, is manager of the Towers Theater, Camden vaude house.

**KEMPER**—(Kewpie) Charles, 49, film character actor and president of the Masquers Club for two years, May 12 of injuries sustained in a traffic accident which had previously claimed the life of Warren Jackson. Kemper was scheduled to have started work on a major production at Universal-International Pictures last week. Early in his career, Kemper was a vaudeville headliner. During the war he toured the country for the USO and then went to Hollywood. His widow, Jacqueline, who was seriously injured in the crash, survives.

**KNOST**—Charles (Red), former trumpet man with the Harry Shannon ork, May 12 at his home in Wapakoneta, O. Burial in that city.

**LEWIS**—Harry W., 67, operator with his wife of the Atlantic Flag Service, May 4, in Atlantic City Hospital following a short illness. For many years his firm decorated New Orleans and Mobile, Ala., for their Mardi Gras celebrations. In addition to his widow, Elizabeth S., two daughters, a son, a brother and a sister survive. Burial in Atlantic City.

**LEVEY**—David, 49, ork leader, May 11 in Chicago. Leader of his own band, he formerly was associated with Ted Lewis, Paul Ash and Elmer Kaiser. His widow and son survive.

**MALONEY**—Mrs. Catherine H., 70, mother of William P. Maloney, publicity director of Batten, Barton, Durstine & Osborn, Inc., new York advertising agency, May 15 in Bridgeport, Conn. Four daughters also survive.

**MOSS**—Erving A., 49, former Detroit theater operator, suddenly of a heart attack in Miami. He built the Parkside Theater, Detroit, and also operated the Lakewood Theater at one time in the Motor City. His widow, Harriett, and a son, Harold N., survive. Interment in Clover Hill Park Cemetery, Detroit.

**NORTHRUP**—Frances, 68, legit actress, May 11 in New York. She had appeared in such Broadway shows as *Bought and Paid For*. Two sisters and two brothers survive.

**PARKHURST**—Harry P., veteran elephant man, May 18 in Peru, Ind., of a coronary occlusion. He had been with the Great Wallace, Walter L. Main and Barnum & Bailey circuses, and was last connected with Terrell Jacobs's Wild Animal Exhibit in 1942. Survived by a son, Harry, and a sister, Mrs. Florence Sutton, Huntsville, O. Burial in Mount Hope Cemetery, Peru, May 20.

**REED**—Robert, 46, actor known in private life as Robert Caille, May 11 in New York. Long associated with the Theater Guild, he performed in *Jauvez*, *Elizabeth the Queen*, *Stevedore*, *Sailors of Cattore* and *Marching Song*. He helped form the Actors Theater. His widow and two children survive.

**ROGERS**—Brownie, 55, Macon, Ga., night club operator, May 12. He had been treasurer for Mighty Haag Circus and also was with Al G. Barnes, Sun Bros. and J. Augustus Jones circuses. Services at Macon. Survived by his widow, Lucille, former circus performer.

**ROSS**—Jimmy (Professor Rosella), former tightrope walker, magician and puppeteer, May 18 in Baltimore. He appeared at Young's Million Dollar Pier in Atlantic City in 1913 and 1914. Services and burial in Baltimore May 22.

**SHEPPARD**—Robert H., 60, of California Shows, in Oroville, Calif., May 15 of a heart attack. Chief electrician on the Bob Schoonover org, he had served in a similar capacity with Crafts 20 Big and Sol's Liberty shows. He also had been trainmaster with Johnny J. Jones and Rubin & Cherry expositions. His wife, Lillian, died three years ago when fire swept

Long's Greater Shows in Sacramento. A sister, Mrs. W. G. Clement, of St. Louis, survives. Burial in Pacific Coast Showmen's Rest, Los Angeles, May 19.

**SMITH**—Jack, 51, "The Whispering Baritone" of vaudeville and radio, May 13 in New York. A star of the 1930s he appeared with Tommy Dorsey, Artie Shaw, Bunny Berrigan, Joe Venuta and Claude Thornhill. He reached the peak of his career with the sale of 1,500,000 copies of his rendition of *Cecilia*.

**STANTON**—Gerald J., 85, member of the staff at Rockwood Park, St. Johns, N. B., for many years, in that city May 9. Two sons and two daughters survive.

**STERCHII**—Ernest Bradford, 59, in Fort Sanders Hospital, Knoxville, May 14. A veteran of World War I, Sterchi was associated with the American Circus Corporation at the time of his death and had been with the Sam B. Dill, Rice Bros., and Mighty Haag shows. His widow, Artie; his mother, Mrs. F. H. Sterchi, and a brother, J. H. Sterchi, survive. Burial in the family plot, Lynhurst Cemetery, Knoxville.

**STRAUSS**—Pauline, 87, widow of Composer Richard Strauss, May 13 in Garmisch-Partenkirchen, Germany. A soprano known professionally as Pauline de Ahna, she devoted much of her life to popularizing her husbands work.

**VAUGHN**—Frank, 62, phone man with Polack Bros. and Mills Bros., circuses for many years, in Beaumont, Tex., May 11. His widow and several children survive. Burial in Beaumont.

**WHITTEN**—Francis S., 69, former president of Columbia Gramophone Company, May 12 in Miami. His widow and daughter survive.

**WINSCH**—Louis J., 66, former vaudevillian, May 5, at his home in Philadelphia. He had produced and acted in his own vaudeville shows and was a former member of the Adelphi Quartet which toured theater circuits. His widow, Irene Law, survives. Burial in Northwood Cemetery, Philadelphia, May 8.

## Marriages

**BROOKS-JAY**—Jack Brooks, stage electrician at the Shubert Theater, Philadelphia, and Maralyn Jay, dancer with the Laucel DeArcy troupe, May 15 in Philadelphia.

**DOUGLAS-STERLING**—Paul Douglas, film actor, and Jan Sterling, actress, in Los Angeles May 12.

**KEEFER-McLEOD**—Don Keefe, actor in Broadway's *Death of a Salesman*, and Catherine McLeod, film actress, in New York May 6.

**McNAMARA-ROBERTS**—Joe McNamara, night club entertainer, and Ginny Roberts, member of the production staff of WCAU-TV, Philadelphia, May 20 in that city.

**ORMANDY-HITSCH**—Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, and Margaret Frances Hirsch, May 15 in Philadelphia.

**OSTAPECK-RISING**—Walter Ostapeck, advertising sales representative, Station WMMW, Meriden, Conn., and Katherine E. Rising, recently in Hartford, Conn.

**PEAVEY-SENNE**—Jack Peavey, carnival concessionaire, and Nola Senne, non-pro, in Sandusky, O., May 9.

**SALKOW-MacDONALD**—Sidney Salkow, stage and film director, and Shirley MacDonald May 2 in Rome.

## Births

A son to Mr. and Mrs. Johnny Broderick May 10 in Chicago. The parents are the vaude team of Arren and Broderick.

A daughter to Mr. and Mrs. Esco La Rue May 11 in New York. Father is a comedian; mother is Trixie, juggler.

A daughter to Mr. and Mrs. Mae Morgan May 6 in New York. Father is a radio and concert singer.

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## EARLY DAILEY HOME-RUN SEEN

### Org May Quit After Canada

Davenport reports biz nil, banks on Louis's draw—ponder street show for '51

By Tom Parkinson

JOLIET, Ill., May 20. — Dailey Bros.' Circus, which has limped thru bad business since the season opened, may wind up its 1950 trek after Canadian dates and home run direct from the Dominion to its Gonzales, Tex., quarters.

Co-Owner Ben Davenport, here Tuesday (16), made no secret of the possibility. State-side business has been so weak, he said, that he doesn't propose to risk any money that might be picked up in Canada by playing more United States dates on the way home. Only a sharp change in the outlook would keep the show out longer, he indicated. Davenport said 52 Canadian stands have been contracted.

Dailey's hopes for good biz in Canada are pinned to Joe Louis, retired heavyweight champion, who is to join May 22 at Sarnia, Ont. Davenport believes the only way a show such as his can kick it, is thru presentation of a public idol. In Louis, he believes, he has a sufficiently strong attraction for this year. However, he allowed such a policy is weak in the long run. "There just aren't enough good, strong names," he said.

Street Show in '51

If the name policy doesn't work, Davenport said, he's ready to call it quits. For next season he is considering a plan to convert the circus into a unit for booking under auspices as a street show.

Some experienced observers have said they believe the source of Dailey's difficulties might lie elsewhere. (See Dailey Show Mulls on page 70)

### Howard & Lee Org To Offer Dailey's Acts for Booking

JOLIET, Ill., May 20.—Howard Menz, Paul Nelson and Thomas O'Malley, Dailey Bros.' Circus staffers, announced here Tuesday (15) they will form a unit to play fairs, parks and celebrations with circus acts starting September 1. Operation will be under the Howard & Lee title. Paul Pyle, also with Dailey, will be in charge of transportation.

Altho there will be no conflict with Dailey Bros., the new unit will offer Dailey acts for dates after the end of the show's season, Menz said. Included will be Dailey Bros.' elephants, Liberty horses and ponies, casting act, iron jaw and web and the Hugo Zaccini cannon act. Available for earlier dates and apart from the Dailey line-up, Howard & Lee has two grandstand clowns, a Funny Ford and a comedy traps act.

Menz said the unit will be represented at the showmen's convention in Chicago this year. Formation of a second unit may come later and entry into the production number biz is sketched for next year.

He said the organizers believe the field for their type of show is open to new units and that they plan a permanent organization.

### Del-Orti Rites at Amesbury

AMESBURY, Mass., May 20.—Requiem High Mass was sung in St. Joseph's Church here Thursday (11) for the Great Del-Orti (Jerzy Wierzbicki) who was killed instantly Monday (8) when high winds snapped his sway pole as he was erecting his rigging at Municipal Park. Following permission obtained from his widow in England, burial was in St. Joseph's Cemetery here. The Great Ortos, also a sway pole act, and friends of Wierzbicki, played the engagement in his place. Father Ed Sullivan, circus priest, assisted at the mass.

### States, Cities May Grab If US Pares Bite

#### Local Hike Plans Afoot

(Continued from page 3)

probably reap the full benefit of the cuts for the remainder of 1950. However, it is anticipated that 1951 will bring a number of tax hikes on the State-local level in some of the excises that the federal government cuts.

Particularly vulnerable to State-local tax increases will be the admissions levy, which is comparatively easy to collect and administer. Tobacco taxes are also likely to be increased in many spots, if the contemplated federal cuts go into effect.

Behind the initial plans to move in on excises is the desperate financial plight of most of the nation's cities and States. According to a Census Bureau tabulation, the 48 State governments spent a total of nearly \$12,000,000,000 last year—approximately double 1945 spending, and up 13 per cent over 1948. The ratio of increases has been about the same for the cities.

At the end of last year, the States were in debt to the tune of more than \$4,000,000,000, an increase of nearly 75 per cent in three years. Census hasn't yet calculated the city total, but officials figure the debt for municipalities has jumped at least 50 per cent in three years.

Top debtor among the States is New York, with a red-ink total of \$836,157,000. Illinois is in hock for \$454,079,000, while Massachusetts has a gross debt of \$207,396,000, according to latest Census Bureau figures. Comparatively well off are Nevada, with a debt of \$615,000, and Idaho, with \$975,000 owed.

### Danbury Fair Site Set for Fleshers

DANBURY, Conn., May 20.—Danbury Fairgrounds, which has been the scene of many types of outdoor shows, will try a new venture this season, with Broadway legit actor James Westerfield; Ben Boyar and Humphrey Douless, theatrical reps, and Mrs. Katherine A. Shea, theatrical booker of Bridgeport, Conn., opening a theater-in-the-round under canvas June 20, offering William Gaxton in *Desert Song*.

Show tent will accommodate 2,000 persons, and a 10-week season of musicals and operettas is planned. One show a week will be given at a \$2.40 top. The spot will be called Melody Fair.

### House Group Will Probe Sesqui Funds

#### Truman Sorry Fair Flopped

(Continued from page 4)

the Potomac for staging the exposition. The land offer was made by Morris Cafritz. Chief obstacle to running the fair even on a limited basis, however, appears to be lack of general enthusiasm among leading business men here, altho some neighborhood civic groups have adopted resolutions supporting the exposition.

Truman himself said at his news conference that Carter Barron, executive vice-chairman of the commission, told him that the exec committee's vote to abandon the fair resulted from lack of support from D. C. business leaders. This subject has developed into a lively controversy on Capitol Hill as well as downtown. Earlier this week, Sen. Margaret Chase Smith (R., Me.), a sesqui commission member, placed in the Congressional Record the text of a letter written to Barron by Joseph C. McGarraghy, chairman of the sesqui exec committee, in which McGarraghy took issue with Barron on the causes of the exposition's fiasco. McGarraghy in his letter declared that a statement attributed to Barron criticising Congress for failure to draft the Freedom Fair legislation properly was unjustified. Under this legislation, the commission lacks authority to set up a private corporation to run the fair. McGarraghy stated that the legislation followed closely the recommendations made by a citizens committee which included Barron in its membership.

Barron in a letter to Senator Smith sounded off again on the failure of business leaders here to support the exposition which originally was slated to start this year and then was deferred to 1951. "I cannot imagine Freedom Fair reaching such a fate in Chicago or Cleveland or Dallas, for that matter in any other major city," Barron wrote. He pointed out that "even those segments of business represented on the commission itself" failed to give support.

## Cole Toboggans in Detroit

### Week-End Scale Rated Too High

Saturday-Sunday turnouts slim—half-price week-day admish for kids pulls 'em

DETROIT, May 20.—The almost spectacularly successful opening of Cole Bros.' Circus here proved highly deceiving, with attendance zooming downward to half-houses for the Saturday and Sunday night shows after a three-quarters house Thursday (11) and a capacity crowd Friday night (12).

So optimistic had the picture been on opening day that passholders were being asked to exchange their tickets for sometime the second week rather than on the opening days. Despite (See Cole's Detroit on page 70)

### Pic Deal Brewing For Cristiani-King

AURORA, Ill., May 20.—Lucio Cristiani said here Wednesday (17) that plans for the Cristiani Family and King Bros.' Circus to be featured in a movie to be filmed at quarters this winter are expected to jell soon.

No contracts have been signed, he said, but plans call for Laurel Films, Inc., to produce the flicker, which would tell the "struggle behind a truck show" and the story of the Cristiani Family. Paul Gallico is writing the story. Stars being sought are Burt Lancaster, ex-circus performer, and June Allison.

Laurel org also produced *The Champion and Home of the Brave*. The family and show would get a percentage of the film's profit, according to tentative arrangements.

### Tax Relief Bill Planned To Go To House Soon

WASHINGTON, May 20.—The House Ways and Means Committee has moved its timetable back a month and is planning to send an excise tax bill, including proposed revisions of levies in the outdoor showbiz field, to the House floor by the end of the month. Earlier the committee had figured May 1 as the date for discharging the measure.

The latest version of the bill already contains numerous alterations and is likely to undergo additional changes. Currently the bill provides the following shifts in the tax law of interest to the outdoor show field: Reduction of the federal admission tax from 20 per cent to 10 per cent; setting the admission tax rate on the (See Tax Relief Bill on page 58)

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## Talent Topics

Freddie Valentine's Flying Valentines, who completed three weeks of indoor dates with the Hamid-Morton Shrine Circus recently, are booked for a two-week engagement in Palisades Park, Palisade, N. J. . . Kayletta, high act, who opened last month at the Shrine Circus, Tacoma, Wash., and then played festivals in Washington, will be a feature at the Olympia Circus, Victoria, B. C.

Jerry D. Martin, manager of the Three Fearless Stars, contortion-trapeze, infos that the act opened at the Twilight Drive-In Theater, Fairmount, W. Va., May 15 and will move from there to the Harlaeker Charity Show, Detroit.

Ringling circus visitors in Boston included Marian Nixon, former aerialist with the Big One and now in the line at the Old Howard, and Kay Ingalls, who came over from England a number of years ago as an animal trainer and was married to the late Clyde Ingalls, Sides Show up.

Roland Tiebor Jr., and his seals were a feature of Ed Sullivan's "Toast of the Town" TV show from New York Sunday (14). . . The Aerial Solis, trapeze act, have returned North after spending the winter in Florida and will open their outdoor season June 6 in Indiana.

Grandstand show at Missouri State Fair, Sedalia, this year will include Oliveras, perch act; Selden, the Stratosphere Man, swaypole; Jacques Gordon, unicycle; Edmondo Zacchini, double cannon and flying acts; Cortello, dog act; Florida Trio, pantomime; Novak and Faye, comedy; Three Songsmiths, singers, and Jimmie Rae, acro and emcee. Show was set by Ernie Young Agency.

Chicago. . . Frank Torrence, aerialist, debuts a new act when he opens with Tom Pack's Circus at Fairfield, Ill., June 9. New act uses a high sway pole with futuristic design. Torrence will be billed as the Viennese Sky King. . . Adriana and Charly, trampoline, closed at the Chicago Theater, Thursday (18).

## Cole Marionette Circus Bow Set, Sked Tent Tour

CHICAGO, May 20.—Opening of the Cole Marionette Circus has been set for today at suburban Park Forest, Ill., with sponsored dates to follow until the fair season opens.

Novel org has been framed by George Cole, puppeteer, and Alexander J. Irwin, of Chicago. A 110 round top, with two cater pieces, will be used. Small animals for four miniature cages and seats have been purchased from Terrell Jacobs. An air calliope wagon, the cages and a bandwagon will be used with ponies in street parades.

Seven musicians are in rehearsal and puppeteers will manipulate strings of the "performers" which will be put thru regular circus acts, including a clown band, Funny Ford and other turns, from an elevated enclosure above the ring.

Cole has been in the puppet show business for some time. Active in the Circus Model Builders and Owners Association since hitting upon the idea for the present show about three years ago, he built his own half-size wagons.

## Kochman Bows July 2 at Paterson

PATERSON, N. J., May 20.—Activities preceding the July 2 bow here of the Jack Kochman Hell Drivers moved into high gear with the arrival of new cars at winter quarters here, the first since strike-bound Detroit plants closed early this year. This season the show will feature practically the same line-up of drivers employed in 1949 and will again offer the array of small cars used last year.

Included in the route of the Kochman org is a 12-day stand at Canadian National Exposition, Toronto; New Jersey State Fair, Trenton; Eastern States Exposition, Springfield, Mass., and a Reading, Pa., date. In early July the org will make fair dates at Metropolis, Vienna and Mount Vernon, Ill.; Columbus, Ind., and the opening day of Ionia (Mich.) Free Fair. Closing date will be late in October at North Carolina State Fair, Raleigh.

## Swede Icer Under Canvas Draws Well

MALMO, Sweden, May 20.—Trolle Rhodin, Swedish circus owner, is taking on tour his Ice Revue of 1950, which opened here last week under canvas. This is the first time an ice show has been presented under canvas in Sweden and show drew good attendance.

In addition to a big cast of skaters, the revue features Maj-Britt Thorn, ballet dancer from the Royal Opera of Stockholm, and has several good vaudeville acts such as the trio of English unicyclists, the Wonder Wheelers, and the juggler, La Dolyna. Also in the show are the Harvard Girls, who pace skating ensembles. Revue was produced by Teddy Rhodin.



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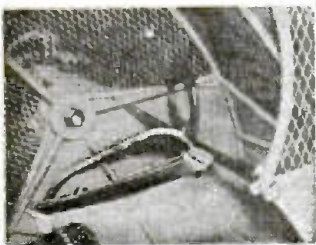
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**Close-Ups:**

# Able, Hard-Working Gean Berni Much Alive, Tho Once "Dead"

By Herb Dotten

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

**WATCHING** Gean Berni, it is difficult to imagine that the hard-working, able and enthusiastic executive secretary of Greater Tampa Showmen's Association once was given up for dead on an operating table. But that is precisely what happened to the Tampa showman in 1928 following a hunting mishap about 90 miles from St. Louis. A member of the hunting party stumbled, accidentally firing his gun, and the bullet punctured Gean's intestines in four places before lodging in his spine.

En route to a St. Louis hospital, Gean almost died from the loss of blood. Three weeks later, however, he was released from the hospital.

**Takes 1-in-1000 Chance**

The bullet, tho, was not removed and Gean carried it for seven years. Then, gradual paralysis of his left side set in. A specialist agreed to operate after other surgeons declined. The specialist prefaced his consent by telling Gean that there was but one chance in a thousand that the operation would be successful.

Gean consented. The specialist went to work but finally gave up convinced that Gean had died. His assistants, with one exception, followed the cue and removed their surgery garments. The lone exception was a young intern, who thought Gean could be revived. He worked over the patient for a half hour. Then, breath returned to Gean. Hurringly, the specialist and his assistants were summoned. The operation was completed, successfully. And, now, Gean is in the best of health and "around annoying people," as he puts it.

**Modest on Achievements**

The truth is that Gean is anything but annoying. Modest, he is prone to underplay what he does, but, his record shows what he has done and is doing. He's an ardent



GEAN BERNI

worker in behalf of boys' groups. A commissioner for the Boy Scouts of America, he's also a wheel horse in the Tampa Optimist Club, which is dedicated largely to work for the boys, particularly the underprivileged.

In the outdoor show field, his efforts toward betterment of those in the business are reflected in the remarkable growth of the Greater Tampa Showmen's Association and the superior building and facilities of that club.

**Tireless Worker**

A tireless worker and a leader quick to give the other fellow credit, he has been extremely active on behalf of the Tampa club. At its inception, in January 1948 he became secretary-treasurer. He held that post (See *Able, Hard-Working* on page 75)

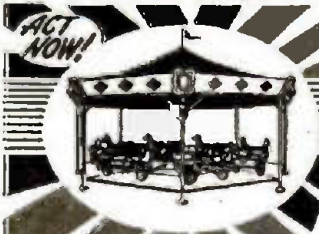
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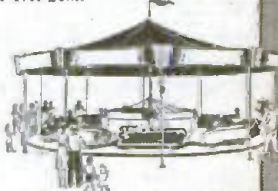
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SKEE BALL receipts are increasing year by year while many other games and devices are going down.

Operators report earnings from \$1000 to \$2000 per Alley per Summer Season.

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## CONCESSION SUPPLY CATALOGUE

Our new 77-page Concession Supply Catalogue for 1950 has been mailed to all on our mailing list. If you have not received your copy, one will be sent upon request, without charge, to those in the concession business. We have a lot of new items you should know about.

### GOLD MEDAL PRODUCTS CO.

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<b>STOCK TICKETS</b> One Roll ..... \$ 1.00 Five Rolls ..... 4.00 Ten Rolls ..... 6.00 Fifty Rolls ..... 25.00 100 Rolls ..... 38.00 <b>ROLLS 2,000 EACH</b> Double Coupons Double Prices No C. O. D. Orders Size: Single 7 1/2" x 2 1/2"	Adversity is the only balance to weigh friends. <p style="text-align: center;"><b>We manufacture</b></p> <h2 style="text-align: center;">TICKETS</h2> <p style="text-align: center;">of every description</p> <p style="text-align: center;"><b>THE TOLEDO TICKET COMPANY</b></p> 114-116 Erie St., Toledo (Ticket City) 2, O.	<b>SPECIAL PRINTED</b> Cash With Order Prices: 2,000 ..... \$ 6.50 4,000 ..... 7.50 6,000 ..... 8.50 8,000 ..... 9.50 10,000 ..... 10.20 30,000 ..... 14.00 50,000 ..... 19.00 100,000 ..... 30.00 500,000 ..... 118.00 1,000,000 ..... 229.00
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## Out in the Open

Elizabeth Seecley, distant relative of the late P. T. Barnum, has been appointed curator of the Barnum Museum, Bridgeport, Conn. She succeeds Clara Osborn, who died several weeks ago. . . . Ronald A. Hamilton, local resident, has been appointed cashier at city-owned-and-operated Ocean Beach Park, New London, Conn. For the past three years he served as assistant to Samuel Ersoff, who was chief cashier at the park before moving to Florida. Hamilton will be in charge of all city cash and cashiers at the park, working under supervision of Mary Belden, city treasurer, who also is park's chief clerk.

Buddy Toomey, featured driver with the Irish Horan Lucky Hell Drivers, was in Chicago recently,

purchasing trailers for show transportation. . . . Horan is handling a daily TV show from the Indianapolis Speedway featuring interviews with racing headliners, in preparation for the Decoration Day 500-mile auto race. Horan will be the track-side announcer for the event.

Charles H. Blake, Hollywood, has been named producer of the "Music-in-the-Round" theater at the Chicago Fair of 1950. Productions, which will be held in a 2,000-seat tent, will be scaled at 60 cents to \$1.20.

Reader's Digest has okayed stories on B. Ward Beam, thrill show operator, and Charles T. Hunt, owner-operator of Hunt Bros.' Circus. . . . Henry Reichman, manufacturer of Tolo Products, a custard mix, was in Baltimore to assist in the operation of the Miller Brothers' frozen custard unit on the Ringling circus.

## Tax Relief Bill Planned To Go To House Soon

(Continued from page 55)

actual price at which the ticket is sold; exception from the tax for admissions to non-profit agriculture fairs and any entertainment connected with them; exemptions for ballrooms, including those in amusement parks, if no liquor is sold; a reduction in the federal tax on freight from 3 per cent, and a reduction in the federal tax on passenger transportation from 15 per cent to 10 per cent.

The committee has proved changeable in taking tentative votes and may reverse itself on any of the changes so far voted. Before reporting out the over-all bill on cabaret taxes, for example, the committee voted on one day to keep the rate at 20 per cent and then voted the following day to cut the tax to 10 per cent. It also voted to hold present taxes on cigars one week and then switched the next week. Similar shifts took place on the general admission tax.

At present, the committee is working on tax problems outside of the excise field, being concerned with plugging loop-holes and considering hikes in corporation taxes. Once this work is completed, final votes on all items in the bill will be taken and the measure drafted for presentation to the House.

## Hub Jubilee Opens Three Days Early

BOSTON, May 26.—Boston Jubilee opened here Monday (15), for three days before its scheduled bow, for the purpose of selling the historic Hub to the nation. So many events were carded that the Thursday (18) opener was dropped in favor of the earlier date.

Big feature of the jubilee will be a \$5,000 pyro display put on by Interstate Fireworks Manufacturing & Display Company, Springfield, Mass., Sunday (21). Other events have been foreign dance displays, fishing carnival, outdoor fashion shows, air racing, military equipment exhibits and 45 symphony concerts.

## Chi International Rodeo To Feature Lone Ranger

CHICAGO, May 26.—The Lone Ranger will be the top attraction at the International Championship Rodeo to be held here October 6-15 in the International Amphitheater. Verne Elliott, Platteville, Colo., has been named director of the event by the Cowboy's Rodeo Association. Marcus W. Hinson is manager.

## ASTRO FORECASTS

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Crystal Balls; imported  
On hand in these sizes: 2 3/8; 3 inch, 3 3/16; 4 3/16. Write for prices.  
Single Sheet, 8 1/2x14, 100, 75¢; Per M. . . . \$4.00  
Gold Fish Pamphlet, 4 Page, 8 1/2x11, 12 Signs. . . . 1.10  
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WHAT IS WRITTEN IN THE STARS, Folding Booklet, 12 P., 2 1/2x3 1/2, Contains all 12 Months. Very well written, \$1.00 per 100. Sample, 10¢  
FORECAST AND ANALYSIS, 10-p., Fancy Covers, 8 1/2x11, Each . . . . . 3¢  
Samples of each of the above 4 items for . . . 25¢  
No. 1 45 Pages Assorted Color Covers . . . 10¢

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Graph Cards, 2x17, Sample 1¢, Per M. . . . 67.50  
MENTAL TELEPATHY, Booklet of 11 p. . . . 25¢  
Shipments Made to Your Customers Under Your Label. No checks accepted, C.O.D., 25% Deposit. Our name or ads do not appear in any merchant's list. Samples postpaid prices. Orders are P.P. Extra.

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Cash or currency will not mix when carried. Beautiful finish. Light weight 10# Size 13 x 16 x 8  
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MODEL 111  
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The Old Standby of Floss Operators . . .  
Highest Production . . .  
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Heat and Speed Control Rheostats

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**Billers Biz Holds  
Three-Quarters,  
Half Pace in Pa.**

CONNELLSVILLE, Pa., May 20.—Business continued at the half and three-quarters pace for Billers Bros.' Circus this week. Shows here Tuesday (16) followed that pattern and it was the same story at Greensville, Pa. (15). It was reported that Ken Maynard, Western star, didn't appear at Greensburg. Muddy lot and rain hurt there.

Two three-quarter houses were registered at Fairmont, W. Va. (12), despite rain and fog. Stand was sponsored by local Elks. Light rain and cool weather was the combination at Weston, W. Va., where show played to a half house for matinee and three-quarters for night show.

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CONTINUOUS DIRECT DRAW  
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**GENERAL EQUIPMENT SALES Inc.**  
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**Hamid Unit Set  
At Springfield**

SPRINGFIELD, Mass., May 20.—With advance ticket sales reported good, the Lions Circus, a George A. Hamid & Son presentation, will play the Coliseum at Eastern States Exposition (ESE), West Springfield Thursday (25) thru Saturday (27). Show site accommodates about 5,000 persons.

This will be the initial offering of the circus at this stand. If successful the run will be extended to a week and the event made an annual affair. All acts are booked for the date by Herman Blumenfeld, of the George A. Hamid & Son Agency, New York, and Charles A. Nash, general manager of the ESE, is aiding in presentation of the show. Circus will be a one-ring, European-type offering.

Line-up includes: Ira H. Watkins, trained chimpanzees; Les Idalys, aerialists; Capt. Roland Tiebor, seals; Janette and Paul, aerialists; The Flying Valentines; Torelli, liberty stallions; Elly Ardelty, trapeeze; Don Francisco, wire; The Bouncing Bodos; Evelyn Sisters, dog and pony act; Five Eriksons, balancing act; Conchita, wire; The Frantanas, balancing act and The Rosales, perch. Joe Basile's Madison Square Garden band will provide music, with Joe Hughes as emcee.

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SNOW CONE MACHINE  
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**Cooperstown, N. Y., Museum  
Features Miniature Circus**

COOPERSTOWN, N. Y., May 20.—Farmer's Museum here opened recently, featuring a miniature circus complete with parade, baggage and show ring wagons, a menagerie and miniature figures in 1870 period costumes.

The circus, set up last year on a 16 by 20-foot lot at the museum, was received in 1948 by the New York State Historical Association from the estate of the late Richard Collins Ellsworth, of Canton, N. Y. Ellsworth once toured with such shows as Sells, Forepaugh, Ringling Bros. and Miller 101 Ranch.

Figures costumed in the Victorian manner were selected because the circus is of the horse-drawn type which operated prior to present rail shows. Experts who installed the Ringling-Barnum miniature circus at Sarasota, Fla., also will place the small replica at the museum here.



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Manufacturers: **MULTIPLEX FAUCET CO.**

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Write for big free catalog on surplus outdoor equipment.

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## Garden Bros. Bows at Windsor; Skeds 10-Week Summer Season

By Haviland F. Reeves

WINDSOR, ONT., May 20.—Garden Bros.' Circus opened its season to a three-quarter house here Monday (15) first of a four-day run under police association auspices. Night show Tuesday (16) was a one-third house, but matinees both days were near capacity. Some school children were dismissed for the show. Arena seating capacity is about 4,500.

The Garden show has switched emphasis to production style, with billing as *Big Top Follies and Streamlined Circus Revue*. Opening here marks the 29th season for the show, operated by William A. Garden, Toronto booker.

Show uses United States acts for its season of eight weeks in Ontario and two in Quebec, all under auspices. Ballparks and fairgrounds are used from June 1 until August 1, when Garden turns attention to fairs. Circus returns in the fall with a five-week indoor season.

### Lighter Payroll

Payroll is \$2,500 per week lighter than last year's, but show appears to satisfy auspices and audiences. Two rings and one stage are used. Circus moves on eight trucks.

The Windsor stand amounted to day-and-date appearance with Cole Bros.' Circus, across the river at Detroit, but the four miles, international boundary and strong Garden auspices kept business at a good level. From Windsor, Garden moved to London for four days and will follow with two days in Waterloo. Booking of the Arena here was on a flat fee basis, a departure from percentage arrangements of previous years. John Sutherland is the new manager of the house.

General quality of the performance is high, reaching big top quality in the case of individual acts. Overall effect is slightly diminished by the show being spread, but it is more than adequate.

### Nine-Man Band

Program is paced by Ken Good's nine-piece band. The Bill Gardens, father and son, alternate in equestrian director and announcer roles.

Fif, clown, works the come-in, and with Joe La Plante, Erno, Shorty Renna and Art McCall works effectively in many turns.

Opener has the Metro Maids (8) on stage for a tap routine. Dick and Pauline Heerdink, roly-boly, in the center ring and a clown production in the second ring. Glenn and Fern Storm, skaters, have the second turn alone.

### Animals Please Kids

Wilbur's Animals—10 dogs, 1 monkey and 6 ponies—have a long center ring number that delights youngsters. Clown fire number, featuring Fif, follows in center ring.

Single traps performance by Miss Geraldine and Miss Yvonne proved a nicely paced number. The Heerdinks follow in a bar act. Dick provides swift, skillful comedy while Pauline has a fine twirling routine. Little Dicky, 5, contributes his share

to the act as performer and emcee.

The Metro Maids return to the stage for a ballet in Spanish costume to the *Toreador Song*, and are followed by Ian Garden in green and gold Spanish costume, riding Flash, chestnut stallion. He does a beautiful job of controlled, multi-gaited horsemanship.

### Car Gets Laughs

Shorty Renna's midget car introduces a clown turn which he varies with trick acro and pantomime to get laughs. Aerial number, with two girls on webs and one on the swinging ladder, would doubtless be more effective in the smaller halls usually played by this show.

Paul Marcelli, assisted by Janice, opens the second half with a fine slack-wire number, including unique effects with a unicycle on the wire and on the ground. Clown band and snake charming diversion by the clowns follow in center ring.

### Pickard's Seals Click

Captain Pickard's Seals (3) is high caliber performance featuring some intricate work with small balls, and a seal balancing on one front flipper while rotating on a piano stool.

Aerial Cliffords follow in a double trapeze number. Next display has Miss Estes atop a rolling globe, featuring a trip over a see-saw and down steps; the Storms with diversified hand balancing work in center ring, and the Rutleys in the far ring, featuring chair and table balancing.

The clowns return in the giant firecracker bit, aided by Joe LaPlante with a still jitterbug routine. The Metro Maids have a flag drill on stage, followed by Will Hill's Elephants (2), skillfully presented. The Metro Maids return for a banner display finale, while the National Anthem is played.

### Personnel

W. A. (Bill) Garden, president; Basil Whitfield, 24-hour man; Tom Ringler, advance man; William Barnes, chief electrician; Rusty Hewitt, property boss; Bob Bailey, boss billposter; William Garden Jr., ring superintendent; Ken Good, musical director; Mrs. W. A. Garden, costume designer, and Frank Phelan, transportation boss.

The Bennett brothers have the concessions and reported business good at the Windsor engagement. Buddy Arden with his puppet show, *Stars on Strings*, is slated to join in London.

### R-B Adds Day in Reading

READING, Pa., May 20.—Ringling-Barnum circus changed its showing date here from June 6 to a two-day stand, June 1 and 2. The second day was added to accommodate employees of the Textile Machine Works Company. The firm, with 3,700 employees, bought out the seating capacity of 9,000 for the single performance the second day.

Advertising in the Billboard Since 1905

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100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

## Lee Garners Spotty Biz in Pennsylvania

UNIONVILLE, Pa., May 20.—Lee Bros.' Circus, under the management of Leland Brisson, finished the second week of its season here Saturday (13) with spotty business. Org has had some good days along with cold and rain.

Under last season's canvas, still in excellent condition, the show is presented in one ring. Program, running nearly 90 minutes, features La Belle Ray Troupe doing balancing, Roman ray and perch numbers, Mme. Yvonne's trained dogs, pony-riding monkeys and performing goats presented by Ed Davison, high jumping mules trained by Lee Brisson and Mr. Petersburg, and an educated pony presented by Col. Sam Dock. Ray Brisson puts on clown numbers. Music is supplied by records.

Main show goes for 40 and 60 cents, with 10 cents additional for grandstand chairs. Side Show, consisting of magic, punch and fire eating, with several cages of smaller animals, costs 20 cents.

HARRODSBURG, Ky., May 20.—Premiums totaling \$7,500 plus trophies have been announced for the June 27-July 1 Blue Grass Fair & Horse Show by Owner-Manager Glave Sims.

## SHOW TENTS

CARNIVAL — CIRCUS CONCESSION

QUALITY and FLASH WORKMANSHIP SERVICE

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tremendous  
market**

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The market will reach its peak in the summer months of June, July, August and September.

The Billboard's Summer Special, on sale commencing June 19, is an ideal and timely advertising medium thru which to reach this fertile market. Write or phone any of the six offices listed below for detailed information on the market and the Summer Special.

- |                      |  |   |   |  |   |  |
|----------------------|--|---|---|--|---|--|
| <b>THE BILLBOARD</b> | <b>In New York</b><br>1364 Broadway<br>Phone: PLaza 7-2800 | <b>In Hollywood</b><br>6000 Sunset Blvd.<br>Phone: HOLlywood 5831 | <b>In Cincinnati</b><br>2160 Patterson St.<br>Phone: DUBar 6450 | <b>In Chicago</b><br>155 N. Clark St.<br>Phone: CENTral 6-8761 | <b>In St. Louis</b><br>390 Arcade Bldg.<br>Phone: CHestnut 0443 | <b>In Detroit</b><br>1009 Fox Theatre Bldg.<br>Phone:<br>WOODward 2-1100 |
|----------------------|--|---|---|--|---|--|

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This model too, as well as all Liberty models, may be purchased on easy terms.



**SMART NEW 1950 LIBERTY COACH**  
Liberty's new 1950 Coach has many added features including an aluminum exterior. The acceptance of this Liberty model in the past has been so wide that it has won national acclaim as America's Foremost Trailer.  
Ask your dealer today how you may buy it on easy terms up to 5 years to pay!



**OVER 300 FLOOR PLANS**  
When you buy a Liberty Trailer your dealer will help you plan to "customize" it on his lot. From a combination of 300 floor plans you will be able to find the floor plan that meets your specific family needs.

**LIBERTY COACH COMPANY**  
BREMEN, INDIANA

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The LIBERTY AIR-QUEEN contains many features of the nationally acclaimed LIBERTY Coach and Caravan models. There are many new innovations such as a 6'-9" ceiling, new placement of air vents, an aluminum exterior, new window design, rubber tile floor, and like all other LIBERTY models, an exclusive patented Comfort-Conditioning system.  
Visit your nearest LIBERTY dealer today and ask him to tell you how you can buy the AIR-QUEEN with up to 5 years to pay, or fill in the coupon below and we will send you all the necessary information absolutely free. Act now—do not delay.

Up to **5 YEARS TO PAY!**

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M. L. SPENCER, President  
LIBERTY COACH COMPANY,  
BREMEN, INDIANA

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\$35.00 Per 100 Lbs.—\$82.50 Per 250 Lb. Barrel
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Just dissolve in water to make a liquid mix convenient to use—uniform results—large profits. Produces good overrun of smooth Frozen Dessert. 10 Lb. Vanilla Whip, \$3.50—10 Lb. Dixie Whip, \$4.50. Send check for samples or barrel lot.

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## Flashbacks

### 25 Years Ago

The Department of Internal Revenue seized equipment of the C. D. Scott Shows at Johnson City, Tenn., to satisfy alleged claims for unpaid admission taxes. . . W. C. Bennie, theatrical promoter, announced plans to put Bennie's Great American Circus on the road. . . After a long illness, Joseph R. Curtis returned to his post as secretary of Chattanooga Inter-State Fair. . . Waukesha Beach, near Milwaukee, opened May 23 with Brobst and His Floridian Band in the ballroom and Slim Rardon and His Melody Entertainers in the Fountain Room. . . Ray I. Baxter, concessionaire, was back in the States after spending six months in Cuba with Ben Krause's Coney Island Shows. . . Richard T. Ringling underwent an operation in New York Orthopedic Hospital for injuries received in 1924 in an automobile accident.

Mrs. J. N. Robinson was named to head Clark County Fair, Springfield, O. . . Termed an innovation, Mooney's Kiddie Park opened at Coney Island, N. Y., featuring 12 riding devices and a swimming pool. . . Joe S. Scholibo was handling publicity for the Morris & Castle Shows. . . New arrivals on the Bud Anderson Circus were the Three Rankins, single and double trapeze, iron jaw and contortion numbers, and the Webbers, swing ladders, bronk riding and clown numbers. . . Manager Arthur Franks reported plans for day and night operation of the 1925 Harrisburg (Ill.) Fair. . . Staff of Sea Breeze Park, Rochester, N. Y., included Bertram Wilson, manager; Tom Marion, press representative; Bert Coley, dance pavilion manager, and Charles Meidon Walker, concessions.

Staff of the Schwable-Wallick Greater Shows was announced as George Schwable and Frank G. Wallick, owners-managers; Macon E. Willis, general representative; George Potter, special agent; Curly Downs, superintendent of construction; Frank Moss, scenic artist; Frank G. Wallick, musical director; Herbert Leslie, superintendent of canvas; Thomas Smith, master of transportation; E. F. Mauphin, superintendent of lights; Jimmie Tucker, superintendent of rides; E. M. Green, press agent, and Harry B. Johnson, superintendent of cars. . . Harry LaPearl signed a contract to appear for eight successive weeks with the Rodgers & Harris Circus. . . Charles Vandervlip announced his return as manager of the Winnipeg Summer Fair. . . Saltair, Utah, resort which was partially destroyed by an April fire, was offered as a gift to Salt Lake City. . . Carleton Collins was handling publicity for the World at Home Shows. . . Clarence Cooper, Neil Patton and Paddy Hezlett joined the Jack Phillips band on the Sparks Circus at Vandegrift, Pa.

Deaths: Antone Regal, airplane stunter; Jack Ryan, circus man; James Spell, showman, and Emlis Tozier, acrobat.

### 10 Years Ago

Ira Haynes had the band on Wallace Bros.' Circus for the 10th consecutive year. . . Jerome P. Fleishman was named director of public relations for Carlin's Park, Baltimore. . . Lincoln G. Dickey, general manager of Billy Rose Enterprises, was dividing his time between the Aquacades at New York World's Fair and Golden Gate International Exposition, San Francisco. . . Andy Taylor added a 20-foot python to his Monster Show with the Johnny J. Jones Exposition. . . Karl Bauer, of Canton, O., and former front door man with the Ringling show, was nominated for State representative at May 14 primaries.

The Frank Wirth booking office, New York, announced the engagement of these acts for Playland, Rye,

N. Y.: Naittos, wire; Neiss Troupe, trampoline; Liareed Arabs, tumblers; Dobas Family, perch; Alf Loyal's Dogs; Gibsons, knife throwing; Tiebor's Seals; Six Hoffmans, jugglers; Picchianis, springboard; Fivo Eltons, high act, and Four Osakis, Jap novelty. . . Walker County Fair Association, La Fayette, Ga., elected W. A. Graham, president; J. C. Keowin, vice-president; C. W. Wheeler, secretary, and Mrs. M. T. Shields, treasurer. . . Cy Perkins was handling billposting chores for the Lawrence Greater Shows. . . Jack Nedrow, Roy Wild, C. A. Klein, Beverly and Billy Harnett, Dick McDonald, R. S. Wallace and Rex McConnell were among visitors at Russell Bros.' Circus at Alliance, O., May 14.

Texas Beach and Pool Association meeting at Temple, Tex., elected P. G. Perry, president. . . Arthur R. Corey, secretary of Iowa State Fair board, Des Moines, escaped with bruises when a truck he was driving was in an accident near Elm Creek, Neb. . . Rejoining the Blue Ribbon Shows were Mr. and Mrs. Hed Seneff, with long-range gallery, and Ed Reano and Side Show troupe. . . Bob Eugene Troupe opened at Idlewild Park, Ligonier, Pa., May 17 for a four-week run. . . Richland County, Ohio Junior Fair board elected Stanley Huston president; Richard Gramly, vice-president; Galen Cocanour, secretary, and William Greer, treasurer. . . Capt. T. and Marjorie Smithey, with their trained chimp, Princess Marie, left West's World's Wonder Shows in Jackson, Tenn., for New York to join Hubert's Museum.

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## Quiz Suspect About R-B Hartford Fire

COLUMBUS, O., May 20.—Robert Segee, 21, of Circleville, O., was being held here for questioning yesterday by police and fire inspectors in connection with the Ringling-Barnum circus fire at Hartford, Conn., in 1944 which claimed 107 lives.

Segee was identified by State Fire Marshal Harry Callan as a former employee of R-B. Callan said that Segee had been picked up in East St. Louis, Ill., Wednesday (17) and brought here for questioning about a series of fires in three States. Authorities said that Segee had admitted nothing. Also questioned by police was William Graham, of Circleville, who previously had admitted setting a fire which destroyed a barn at Mills Bros.' Circus winter quarters in Circleville March 18.

## Video Flacking Aids R-B in Hub Showing

BOSTON, May 20.—Video teasers, used by the Ringling-Barnum circus during its New York run, were pitched again to youngsters here in the hope of whetting their circus appetite. A baby hippo was shown to thousands of TV viewers, and clowns and midgets appeared in successive programs in a single night.

The Norths have a ban on televising the show or portions of it, but permit guest stunts by circus performers on tele shows during stands where video facilities are available.

## Southern States Unit Bows

PANAMA CITY Fla., May 20.—The park unit of the Southern States Shows opened its third season here May 1 with eight rides and concessions. Rides are owned by John B. Davis. Personnel includes Al Van Meter, John Kettle and Ford Smith. Following its Labor Day close the unit will play a circuit of county fairs running thru November.

## Carnival Routes

Send to  
2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- Alamo: Memphis, Tex.; Clovis, N. M. 29-June 3.
- American Bazaar: Bayre, Pa.; Hornell, N. Y. 29-June 3.
- American Beauty: Trenton, Mo.; Brookfield 29-June 3.
- American Eagle: Mound City, Ill.; Watseka 29-June 3.
- American Expo: Uniontown, Pa.
- American Midway: Abilene, Tex.
- Bader State: Red Wing, Minn.; St. Cloud 29-June 4.
- Baker United: Indianapolis, Ind.
- B. & C. Baldwinville, N. Y.
- Beam's Attrs.: LHM, Pa.; Barnesboro 29-June 3.
- Becht, Lee: (Waterworks Park) Norwood, O.
- Ree's Old Reliable: Jackson, Ky.; Irvine 29-June 3.
- Bell-Form: Sanford, Me.
- Belle City: Milwaukee, Wis.; Shorewood 29-June 3.
- Bernard & Barry: Sudbury, Ont.; Toronto 29-June 3.
- Big State: Eunice, N. M.
- Bogic, F. C.: Fayette, Mo.
- Bohn & Son: Shattuck, Okla.
- Boone Valley: Tama, Ia.; Clemons 29-30.
- Borderland: Irwin, Tex.
- Brodbeck-Schrader: Ellsworth, Kan.; Lexington, Neb. 29-June 3.
- Buck, O. C.: North Tarrytown, N. Y.
- Burdick Greater: Taylor, Tex.
- Burke, Harry: New Iberia, La.
- Burkhardt: Bartonville, Ill.
- California: Chico, Calif.
- Capell Bros.: Arkansas City, Kan.
- Capital City: Dickson, Tenn.
- Carnival: Great Neck, L. I., N. Y. 22-31.
- Carpenter Bros.: St. Marys, O.; Bryant, Ind. 29-June 1-3.
- Carr, Lawrence: N. Attleboro, Mass.
- Cavalade of Amusements: Evansville, Ind.; Dayton, O. 29-June 3.
- Central States: Hays, Kan.
- Cellin & Wilson: Harrisburg, Pa.
- Chano, Jimmie: Portland, Ind.
- Cherokee Am.: Caney, Kan.; Osage City 29-June 3.
- Coleman Bros.: Webster, Mass.; Chicopee 29-June 3.
- Collins, Wm. T.: South St. Paul, Minn.; Breckenridge, 29-June 3.
- Columbia: Westbrook, Me.
- Continental: Onconota, N. Y.
- County Fair: Wlanner, S. D.; Hot Springs 29-June 3.
- Crafts Expo: Tracy, Calif.
- Crescent Am.: Batesville, Ark.; Poplar Bluff, Mo. 29-June 3.
- Crescent Canadian: Kamloops, B. C. 28-27; Calgary, Alta. 29-June 3.
- Cumberland Valley: South Pittsburg, Tenn. 29-June 3.
- Curl, W. S.: Piqua, O.
- DeLuxe: Thompsonville, Conn.
- Diamond Midway: Hull, Ill.
- Dickson's United: Yale, Okla.

## Misc. Routes

Send to  
2160 Patterson St. Cincinnati 22, O.

- Ice Capades (Pan-Pacific Auditorium): Los Angeles, Calif., thru May 28.
- Ice Pollies (Ice Arena) Portland, Ore., 22-June 4.
- Miller's, Irvin C., Brown-Skin Models (Texas): Ballinger, Tex., 23-24; (Royal) Laredo 26-27; (Lawton) Lawton, Okla., June 2-3.
- Pan-American Animal Exhibit: Beattyville, Ky. 24-25; Cannel City 26-27.
- Skating Vanities (Palais des Sports) Paris, France, thru 24; (Wembley Stadium) London, Eng., 26 thru Aug. 5.
- Slout Players: Ionia, Mich.; Hastings 29-June 3.
- Valentine, Freddy, Troupe: (Lions' Indoor Circus) Springfield, Mass., 23-27.

## Israel Funspot Bows at Tel Aviv

TEL AVIV, May 20.—Piloted by 12 disabled war vets, Luna Park opened here recently on a five-acre site in a deserted orange grove on the Jaffa main road. Half the \$300,000 capital necessary for erection of the nation's first funspot was supplied by local investors, with the remainder coming from backers in the United States.

Included in the park are a Merry-Go-Round, Kiddie Airplane and Fire Engine rides, open air tea room, dance floor accommodating 750, concrete skating rink and various games, including a shooting gallery. A Ferris Wheel and boat ride eventually will be set up at the park.

## Bayboro, N. C., Gets Charter

RALEIGH, N. C., May 20.—Secretary of state has issued a charter to the Pamlico County Fair Association, Inc., of Bayboro, which proposes to promote and encourage agriculture. It is a non-stock corporation. The incorporators include T. J. Collier, of Bayboro; Albert Edwards, Stonewall, and Leon Paul, Alliance.

## Circus Routes

Send to  
2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Lodi, Calif., 23; Stockton 24; Richmond 25; Vallejo 26; Napa 27; Petaluma 28; San Rafael 29; Sacramento 30; Marysville 31.
- Billie Bros.: Washington, Pa., 23; East Liverpool, O., 24; Mount Vernon 25; Mansfield 26; Massillon 27; Butler, Pa., 28.
- Burling Bros.: Midway, Pa., 27.
- Capell Bros.: Towner, N. D., 24; Dunsmuir 27.
- Cole Bros.: (Red Bird Stadium) Columbus, O., 23-25; (Cincinnati Garden) Cincinnati 26-30; (Municipal Stadium) Cleveland June 2-4.
- Cole & Walters: Mission, S. D., 25.
- Dalley Bros.: Barata, Ont., 23; Kitchener 24; Woodstock 25; Stratford 26; Owen Sound 27.
- Davenport, Orrin: Edmonton, Alta.; Saskatoon, Sask. 28-29 June 3.
- Gould, Jay: Marksburg, Ia., 24-30; Algourney 31-June 1.
- Hagen Bros.: Skokie, Ill., 23; Chicago Heights 24; West Chicago 25; Wheaton 26; Batavia 27.
- Hamid-Morton: (Armory) Newark, N. J.; Baltimore 26-June 1.
- Kelly, Al O. & Miller Bros.: Glenwood, Ia., 23; Logan 24; Onawa 25; Denison 26; Carroll 27; Audubon 28.
- Kelly & Morris: North Baltimore, O., 23; Defiance 24; Hicksville 25; Argola 26; La Orange, Ind., 27; Lockport, Ill., 29; Sandwich 30; Woodstock 31; Burlington, Wis., June 1; Lake Villa, Ill., 2; Lake Geneva, Wis., 3.
- King Bros.: Mankato, Minn., 23; Willmar 24; Fergus Falls 25; Crookston 26; Thief River Falls 27.
- Mills Bros.: Elkhart, Ind., 23; South Bend 24; Miles, Mich., 25; Benton Harbor 26; Michigan City, Ind., 27; Gary 29; Elgin, Ill., 30; Rockford 31; Muscatine, Ia., June 1; Davenport 2; Burlington 3.
- Polack Bros. (Eastern): Waco, Tex., 22-25; Tyler 29-30; Pine Bluff, Ark., June 1-3.
- Polack Bros. (Western): San Francisco 28-June 4.
- Ringling Bros. and Barnum & Bailey: Philadelphia; Atlantic City 28; Wilmington, Del., 29; Lancaster, Pa., 30; Harrisburg 31; Reading June 1-2; Allentown 3.
- Rogers Bros.: Morgantown, N. C., 23; Hendersonville 24; Forest City 25; Oatney, B. C., 26; Rock Hill 27; Lenoir, N. C., 28.
- Seal Bros.: Browning, Mont., 23; Choteau 24; Conrad 25; Big Sandy 26; Chinook 27.
- Ward Bros.: Phoenix, Ariz., 22-25; El Centro, Calif., 27-28; San Diego 29-June 4.

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Complete, \$169.50  
Without legs and wheels.  
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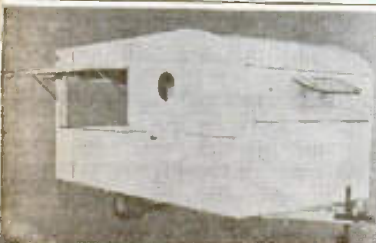
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**Corpus Date Big For Polack Unit**

CORPUS CHRISTI, Tex., May 20.—Breaking in a new location in their annual engagement for the Corpus Christi Shrine Club, Polack Bros.' Eastern Unit rang up good gross and attendance figures during its four-day stand here May 10-13.

Using the new Schepp's Palms Ball Park with a better seating arrangement than spots used in previous engagements, the gross topped 1949 receipts by 35 per cent.

Henry Barrett, who promoted the date, and his crew produced a program twice as large as previous books in addition to sales to merchants and business organizations who underwrote 6,000 children's tickets.

Sam T. Polack, unit manager, expressed gratification with business done along the route. Early routing thru the Southwest has paid off handsomely, with only one performance, Thursday (11), rained out. Saturday brought 3,500 payees for the final show. Polack announced that after the show plays Waco, Tyler and Lubbock, Tex., it will head for New Mexico, Colorado and Wyoming.

Hewitt Baker, of the promotional staff, is a member of the local Shrine. The Corpus Christi Caller and Times gave Bill Green, show's press agent, liberal space, and the three radio stations co-operated. Henry Kyes, bandmaster, and Ed Raymond, featured clown, were interviewed on all three stations, and Elizabeth Gautier, of the tally-ho act, and Josephine Berosini gave radio interviews.

**Varied Events Set For Barnum Cele**

BRIDGEPORT, Conn., May 20.—This city's four-day Barnum Festival will be launched June 9, with the crowning of a king and queen and presentation of finalists in the State-wide "Jenny Lind" contest, the winner getting a free trip to Bermuda.

Among events scheduled are a parade; premiere of an operetta, *Pink Lemonade*, composed by Joseph Cherniavsky and portraying the life of Barnum; fireworks, marine parade and the Ringling-Barnum circus coming in on the last day, June 12, for two performances. Herman W. Steinkraus, local manufacturer, will be ringmaster of the festival, with Harold B. Dow as promotion chairman.

**Conley Warns Acts On Cuban Book's**

BATAVIA, O., May 20.—Returning here after a five-month engagement in Cuba with the Santos & Artigas Circus, Jim Conley, of the Conley Troupe, reports that working conditions on the island are not as pleasant as generally believed and that the take-home pay is pruned considerably.

First, said Conley, to play the island a performer must join a performers' union there which takes 5 per cent of salaries. Another 2 per cent bite is taken out of the performers' kick if he sends money out of the country, even tho it is dollars. If acts contemplate playing Cuba, they should take those factors into consideration when naming their price, Conley warns.

On tours into the interior, train accommodations are far from comfortable, says Conley. This is also true in the case of animal acts, for which facilities are poor. In addition, animal feed is scarce and show owners do not co-operate in supplying it. When animals are returned to the States they are held in quarantine at the port of entry until blood tests can be made and the stock dipped, sprayed or vaccinated. The blood tests, made in Washington, can cause considerable delay since they take eight to 21 days to complete.

**Canadian Outdoor Show Profit 45G**

TORONTO, May 20.—Net profit of \$45,652 for the March 17-25 Canadian National Sportsmen's Show was reported at the May 17 annual meeting of the sponsoring Toronto Anglers and Hunters' Association by President F. H. Kortright.

New highs were established for the amount of exhibit space sold and in gross earnings of \$178,117 and general attendance of about 200,000. Paid attendance showed an increase of 20,000.

Net earnings for the first three shows have amounted to about \$105,000. Of this amount directors have set aside a \$60,000 reserve for contingencies. Proceeds are used for the association's conservation programs.

**Wirth Awarded D. C. Show**

WASHINGTON, May 20.—Frank Wirth, New York booking agent, again has been awarded the contract to produce the circus show for the Night of Thrills to be staged at Griffith Ball Park here June 16. International Fireworks Company will present the fireworks display.

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# BIZ DOWN IN DETROIT AREA

## Motor City Spot Switches Pitch

**Kiddie patronage below expectations; five rides added for older customers**

DETROIT, May 20.—Continued poor business since the opening April 10 has forced a switch of policy at Motor City Park, which is abandoning its kiddieland style in favor of operation of a miniature park with adult attractions. Four years of operating experience in the location are back of the move made by Owner-Manager Vic Horwitz.

Economic factors apart from conditions like the weather and the Chrysler strike are responsible for the reversal, and changing social conditions make an appeal to a different age group desirable. In fact, Horwitz said, the park was found to be losing the patronage of its intended young customers, while neglecting appeal to older youngsters who were profiting by small fry's absence.

### Sitters, Not Kids Have Cash

"The money today for spending in this field is found among the teenagers—chiefly the girls who all seem to have jobs as baby sitters. It is the girls who are treating the boys today in this age group because they have more money," he said.

"We have not succeeded in getting the parents to come out to Motor City with their kids. The youngsters have been home with the baby sitters while the parents have gone elsewhere."

Accordingly, Horwitz is revising the park set-up to appeal directly to the teen-age and young adult group which has found new prosperity.

The miniature railway is being taken out to make room for a Dodgem and four other major rides in addition to the five now installed. Most of the kiddie rides will be retained so that the park will not lose any of the business it has already built up. About six games concessions will also be added.

Horwitz is negotiating to add more land to his present three acres to allow construction of extra attractions. A skating rink, restaurant, and several concessions are adjacent to the park, but operated independently on land owned by others, making the spot a natural amusement center. Location is opposite city-owned Rouge Park, which is estimated to draw 50,000 to 75,000 people every favorable Sunday during the summer, giving the site an excellent potential.

New construction and remodeling are slated to be completed within 30 days.

## Jolly Joyce Talent Set for Penny Spot

QUAKERTOWN, Pa., May 20.—Sleepy Hollow Ranch, outdoor amusement park here featuring Western-type entertainment and operated by Elmer and Pete Newman, opened the season this week, with Nelson King topping the first of the Sunday shows. Jack Day and the Singin' River Cowboys, along with the Sleepy Hollow Ranch Gang, also will be on hand. Attractions at the spot are booked exclusively by the Jolly Joyce Agency, Philadelphia.

An ABC Network radio show on Saturday nights at 10 p.m. also will originate from the ranch, with modern and square dancing featured on Friday nights.

## N. Y. Spots Again Tab Big; Playland Single Exception

NEW YORK, May 20.—Blessed again with fair skies, most park operators in the area did a repeat of the previous week's business over the week-end May 13 and 14.

Olympic Park, Irvington, N. J., reported biz on a par with that of 1949, with per capita spending up a bit over last year. Chilly Sunday evening nipped attendance slightly, according to Treasurer Robert Guenther. Free band concerts under the direction of Joe Basile have been features the last two week-ends, both preview showings before the park commences daily operation today. Guenther said fireworks would be the special offering for Decoration Day (30), with the pool slated to open Saturday (27).

### Rock's Crowds Cut

At Rockaways Playland, which got solid business from a crowd of 75,000 over the May 6 and 7 week-end, a fire that recently knocked out a railroad trestle conveying a good portion of the park's trade made its effects felt thru lowered attendance. Richard Geist, manager, reported that spending took a nose dive of 55 per cent under the corresponding period last year. No action has been taken yet on replacing the trestle, and Geist said that it would be impossible for the park to continue sustaining losses such as last week-end's. Altho the secretary of the Chamber of Commerce said that he expects the railroad to rebuild the trestle before heavy summer traffic starts, railroad officials made no comment. The New York City Board of Transportation has recommended that an additional 50 busses be supplied to service the affected area.

### 400,000 at Coney

Coney Island, while drawing a Boardwalk crowd of 400,000 continued to mark time until the unveiling of Steeplechase Park today. Only a few concessions and minor rides have been operating.

## Sked Discounts At Playland, Rye

RYE, N. Y., May 20.—Playland here debuts for the season Saturday (27), featuring a song recital by the Westchester Parkway Police Choir and Glee Club from the stage of the music tower, to be followed by fireworks. Both are to be presented at night.

Due to pending legislation in Washington regarding federal admission taxes, Playland will sell a one-cent ticket in addition to the regular five-cent pasteboard. The one-cent ticket will be accepted at face value thru-out the park, as well as for federal tax. As an inducement to outings, ride tickets in lots of 13 or more books will be sold at a 20 per cent discount.

## Old Orchard Beach Preps for Big Year

OLD ORCHARD BEACH, Me., May 20.—To open Saturday (27) after a refurbishing program costing several thousand dollars, this resort is looking toward its biggest season.

New rides are being added along the seven-mile strip of beach. A new \$2,000,000 race track in Scarborough, Mass., and a new road from Boston, opening about June 21, are expected to pay off in extra business.

Jones Beach, where activities get underway Saturday (27), has set aside a special area for organization outings. A former naval station has been converted into accommodations for groups of at least 50 persons, with food concessions, bath houses, beach chair and umbrella stands, picnic grounds and play space offered in the special section as well as in the rest of the beach area.

Irving Rosenthal, co-owner with brother Jack of Pallsades (N. J.) Park, reported crowds in excess of 75,000 over the week-end and customers free with their money. The Flying Valentines, booked into the park by the George A. Hamid agency, was the free act, and Johnny Messner's house band was supplemented by Noro Morales and his rumba ork.

## Lake Lansing Op Heartened By Early Bow

### Biz at 1949 Level Seen

HASLETT, Mich., May 20.—Encouraging signs that business at Lake Lansing Park here will hold to the 1949 level were noted Friday, Saturday and Sunday (12-14) at a pre-season opening.

In the face of cool weather the turnout was good, and R. E. Haney, owner, interpreted it as an indication of a strong season.

No broad cut in ride prices has been made, but admission for the Roller Coaster has been dropped a nickel to 20 cents. All adult rides at the park go for 20 cents and kiddie rides are 12 and 14 cents. "With high taxes and cost of labor it is almost impossible to cut ride prices," Haney said.

Two major rides, the Octopus and Caterpillar, have been replaced by a Bug. Another change is addition of a new block stand for a popcorn and taffy concession, owned by Cal Strong.

A strong line-up of picnics and parties has been booked. Haney said. Regular opening is slated for Decoration Day (30). Park will operate six nights weekly and all day Saturdays and Sundays until Labor Day.

## Park Island Leased By Sterling Scharr; Plans Face-Lifting

LAKE ORION, Mich., May 20.—Park Island here, closed since 1942, has been leased from owner Carl Ruebelman by Sterling Scharr, local contractor, who plans a large-scale modernization program, reports Robert McArdeil, manager.

Scharr will offer dancing, picnic facilities, kiddie rides, bathing, boating and other activities aimed at attracting family trade and industrial, fraternal and church picnics. A large hall for older patrons will offer old-time and modern dancing. Another structure for teen-agers will provide dancing, soft drink fountain, ping pong, archery and other sports under the supervision of a recreation director. The grounds will be improved with new roads, grading and landscaping. A 1,250-foot beach will provide facilities for 2,000 children.

## Initial Spending Is Disappointing

**Weather break gives hype but ops report biz below expectations, blame strike**

DETROIT, May 20.—First favorable week-end weather of the season proved only a mild boon to local parks, with crowds under expectations. Condition was general at the three major parks, altho Edgewater, the closest, got the bulk of business.

The week-end did show a substantial pick-up over the preceding week, but not enough to be encouraging to operators in the season's first real test of spending. Daytime spending by youngsters was distinctly down. The bulk of revenue appeared to come from the older evening crowds, despite increased emphasis upon juvenile attractions.

Careful spending, which is becoming characteristic locally, is believed to be a by-product of the Chrysler strike, since it will take some time for paychecks to catch up with lost earnings for some 150,000 Detroiters.

Frankie Carle's orchestra at the Casino at Walled Lake was the special attraction of the week, and helped draw some additional evening business. Walled Lake opens this week-end for regular daily operation.

Jefferson Beach opened for week-ends and shared the general modest patronage level.

Another chapter in the legal history of Eastwood Park was written Monday (15) when Federal Judge Frank A. Picard suspended a ruling in effect on the park's right to operate, in view of its difficulty in getting a license from municipal authorities. Judge Picard's refusal to take action at this time was in the nature of legal courtesy to the Supreme Court of Michigan, which has an appeal on a similar issue pending.

## O. Town Skeds Bow of Cy Young Park, New Pool

NEWCOMERSTOWN, O., May 20.—Opening of new Cy Young Amusement Park, named for the baseball great, is set here for Friday (26) with a street parade launching a five-day celebration thru Decoration Day. Official dedication will be Sunday (28).

A new \$70,000 swimming pool is the spot's headliner. Powelson's Exposition rides and concessions will comprise the midway. V. S. Scott is promotion manager for the park.

Cy Young, resident of this town and one-time American League pitcher, is to attend the celebration along with other baseball old-timers for a reunion Sunday. Ralph Scott is chairman of the dedication and reunion committee.

Spot is located on Highway 21 in this East Central Ohio town.

## Baltimore Zoo Adds Animals

BALTIMORE, May 20.—Two tiger cubs and three Malay sun bears were added to the zoo here recently. Tigers, first at the zoo since 1935, were purchased from the New York Zoological Park with funds donated by Friends of the Zoo Society and others. A local insurance company donated the bears, Arthur R. Watson, zoo director, reported.

# Hampton Skeds Promotions in Bid for Trade

**HAMPTON BEACH, N. H., May 20.**—With emphasis on promotion and lavish spending, this resort will work hard to make the season pay off right from the Saturday (27) opening, according to Ray Goding, president of the Chamber of Commerce.

Spot is being advertised as "The Atlantic City of New England." Daily band concerts will be presented from July 1 and weekly pyro displays will be offered after July 4.

### Special Finale

Carnival Week, for which plans are now being made, closes the season. The town will contribute \$2,500 to help maintain a band which will play concerts once a week at the town center. A new facade is being built on the 400-foot Hampton Beach Casino, and extensions from the Boardwalk will allow more room on the promenade and more seats on the second veranda. Bigger parapets are being erected, with the first outdoor installation of slim-line fluorescent tubing to be placed on parapet tops. Some 700 feet of tubing will be used along with new flexiglass face neon signs.

John J. Dineen, managing director of the Casino and Ocean House enterprises, will bring in top dance bands, and the ballroom will be open every night except Sunday, with Ted Herbert and his ork as the house attraction. Cottages at the beach are renting rapidly in advance of the season, according to real estate men. As part of a small real estate boom, the Hillcrest Hotel was bought last week by Lucien Cadieux, Nasha, N. H. Heavy advertising has been undertaken by the Chamber of Commerce and local businessmen ballhooping the mile-long Boardwalk and attractions.

# CONEY ISLAND, N. Y.

By UNO

With several week-ends of sunshine, ops got a good start on the season, to officially open May 20, the day Steeplechase Park unshutters. With the Chamber of Commerce proclaiming in favor of the Lester Wolf Associates' program of daily promotions to hypo attendances during July and August, business men are looking forward to a big summer. Second on the list of promotions took place May 14 when finalists in the yo-yo contest competed for the borough crown and other prizes in play-offs on West 12th between the Bowery and beach.

Fred Sindell, operator of the Stable Irish House on Surf, who came into possession last winter of the Gyroscope ride on West 12th and moved into a 250-capacity structure on Surf near West Eighth to present a third girlie show (black and white), is down with double pneumonia and a heart attack in Brooklyn's Long Island College Hospital. His girlie show opened May 13. In charge are Max Steinhart, an uncle, and Kirby Steele, nine years in Sindell's employ. . . . Walter Budd, last year a talker for Tirza's Wine Bath, is chief orator and talent scout.

Monroe Ehrman, who started on the Island in 1908 as a newspaper reporter, is the tenant of a new one-story brick building that replaced

the wooden bungalow on West Eighth. It will serve as headquarters for Ehrman, the Coney publicity chief. Pinto Brothers, owners of the property, also built two adjoining projects. Richard Ehrman, a Lincoln High School grad, is in his third year as assistant to dad.

Harry Nelson, high striker operator and builder, has replaced his bottle game with a doll rack at Nelson's Corner opposite Steeplechase. On his staff this season is Jimmie Vincent. . . . New Islander is Vincent Santoro, operating the Clam Stop on Stillwell, with Lenny Johnson helping. . . . Frank Garlo's Variety Revue with Joe Boston speling, on Stillwell, got under way May 12. . . . Dave Rosen's freakery started its season ahead of other indoor show. . . . Charles Feltnan and Harry Meinch have opened another rocket shooting range on John Reiben's Bowery property. They have similar concessions at other Eastern resorts.

Paddy Shea, 93-year-old Islander who is always reluctant to participate in public functions, finally was induced to attend the May 11 Nils A. Mathisen testimonial dinner at Hotel Towers, Brooklyn, as the guest of Sam Holtzman, Arcade operator. The affair marked the appointment of Mathisen, a director of the Chamber of Commerce, as manager of the Glenn Oaks branch of the Brooklyn Trust Company. At the same table was Mrs. Rose Cohn, Holtzman's cashier, who was the first to introduce hamburgers on the Island in the days when Paddy, now retired, ran his Gilsey Hotel on the Bowery. . . . Al Lesser is general manager of Louis Morano's balloon game on Surf, the only concession where video sets are given away.

Louis and Hy Algiari are new partners in a one-year lease of the Pinto Brothers' Whip and Ghost rides on Surf near Stillwell. Helpers are Nickie Piro and Nathan Broder. . . . New officials soon adopted by the C. of C. is "At Coney Island." Frank H. Stanton, Murray Semos and Glad Robinson Youse are the words and music composers. It is being sung by Lanny Ross. . . . Arcade and game ops were given an additional two weeks in their court battle with the License Commission to show that their games are not gambling devices.

Sid and Lou Daiell have switched from penny pitch to electric ring toss for one of their two Surf concessions, claim that it is the only game without coupons to give the customer the choice of the house in prizes. . . . Arthur Fishbein, operator of a four-unit Electro Freeze custard machine on Surf near Stillwell, has taken over a three-unit combo that Virginia Korcia ran last year in one of the new Bousignor plants in front of Luna. His wife, Roslyza, is in charge of the first. . . . Tirza's Wine Bath theater, remodeled and repainted, ushered in the season May 19. . . . Lester Dworman, son of the Ravenhall Dwormans, has acquired the entire Luna Park interior, eliminated the unsightly fire ruins, and will operate the site as a golf-driving range and parking lot.

**JAMESTOWN, N. Y., May 20.**—Harry A. Illions, operator of Celoron Park here and New Liberty Park, Buffalo, reports recent installation of a Flying Skooter at the Buffalo spot and purchase of a Ferris Wheel for it. Illions has also bought a portable Flying Skooter from Floyd Gooding, Columbus, O., ride operator, for Celoron, and plans installation of a No. 16 Ferris Wheel.

# Picnic Biz Boom Puzzles Dallas

**DALLAS, May 20.**—Unprecedented use of the State Fair of Texas free picnic pavilion facilities has hyped summer midway business. State fair officials are at a loss to understand the big demand for the pavilion, which offers nothing more than a glassed-in second story, with small stage and open first floor, with rough picnic benches.

Fair tried to push use of pavilion last year, with little success. But this year, since midway opened April 8, the pavilion has been reserved by private parties almost nightly and many Saturday and Sunday afternoons with no build-up whatever. Pavilion has been used, for example, by Dallas Junior Chamber of Commerce, Brotherhood of Locomotive Firemen, and employees of a department store.

While the fair gains no revenue from use of the pavilion proper, big parties there result in an overflow to the adjacent midway. Officials think unusual demand for facility may be due to worsening economic conditions, with groups, which once would have hired space in hotels, now being drawn by the free feature.

Fred Tennant Jr., midway superintendent, reported the best weekend of season so far for Friday, Saturday, Sunday, May 5-7, when attendance for the three days hit around 60,000 in spite of rain Saturday.

## A. C. Allots 800G For Garden Pier

**ATLANTIC CITY, May 20.** A park over the ocean will be constructed on Garden Pier at a cost of about \$800,000, Mayor Joseph Altman told members of the Boardwalk Association at a recent meeting. It will be built in stages, he said, and will be paid for by luxury tax receipts. Altman told the meeting that the city had spent about \$5,500,000 in luxury tax receipts on resort improvements.

George A. Hamid, owner-operator of Steel Pier, told the meeting of his recent trip thru Europe and the Near East, comparing conditions here and abroad. Hamid stressed the need for co-operation among resort groups to further city progress.

John Burke was re-elected president of the association at the meeting, and Charles Klein is the newly installed second vice-president. Other officers re-elected include Henry Glaser, first vice-president; Emilio Tripician, treasurer, and George Dein, secretary.

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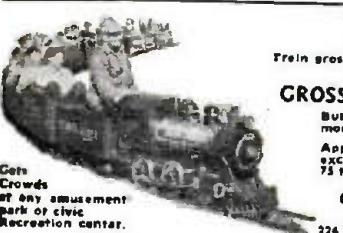
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## Coldbrook Spot Offered at Auction

**COLDBROOK, N. B., May 20.**—Raceway Park here will be offered at auction May 27 by the county sheriff.

The sale stems from suits filed against Lou Acker, St. Stephen, N. B., who, in building the park, became involved with creditors, headed by Trynor Construction Company and J. A. Kennedy, electrical contractor, who took over.

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**Palisades Notes**

NEW YORK, May 20. — Balmly weather brought out good crowds May 13 and 14. Trisca Troupe, recently publicized in Life mag and brought to America by George Hamid, is free act slated for Monday (22). New miniature railway went over big. French star Gabrielle Andre broke a bottle of champagne over the engine, and Hugh McNulty, railway manager, started it off.

Gary Garinell and Pat Bergamo, guess-your-weight operators, bought the luncheonette at the south end of the park from Mike Homsey, who is retiring. Edward Croissant, head groundskeeper, is in his 40th year at the park.

Kitty Rausch, night switchboard operator, and Treasurer Anna Halpin purchased new cars. Blanche Henderson, board of governors member of the National Showmen's Association, visited Saturday night (13). Rudy Da Vito, office accountant, and Bobby Paulson were stopped at the entrance because their passes weren't signed.

Campfire Girls outing Saturday (13) was a strong draw. June 10 will be Bobby Benson Day, when the radio-TV performer will appear. Irving Jaffee, former speed skating champ, and Hertha Garron, figure skater, visited recently. Bert Whitworth is back for his second year as manager of the Cyclone and reports capacity business. Many of the gang are still with him, including Mike Rafferty, Milt Whyard, Jack McBride, Richard Bagley, Harry Xiques, Lon Nall, Vincent Contento and George Killinger.

Johnny Messner's ork is back as house band, and spot is continuing its policy of weekly changes in name bands plus free acts. Joe Weissman, owner with Harry Frankel of many stands at the park, is the new owner of Greenwich Village Inn, New York. Frankel skipped Florida this year for a long European trip.

Superintendent Joe McKee, in addition to his park duties, is helping his son-in-law, Max Tubis, with plans for the latter's Million Dollar Pier at Atlantic City. Max plans to open the spot about the middle of June. Anna Halpin, Palisades' manager, has been making many radio and TV appearances to herald the new season. Bob Paulson is handling announcing chores for the free acts for the fourth straight year.

Assistant Park Superintendent Joe Rinaldi's baby girl, who has been hospitalized, is recovering. Jackie Bloom is back at the ball game stand, with Curly Clifford at the bird cage. Sadie Harris still has the teddy bears. Pete Sando is the proud host at his newly remodeled circus restaurant. Sid Panzer, promotion manager of The New York Mirror, visited Saturday (6). NBC's Norman Brokenshire appears at the park Wednesday (24) for a special day in his honor.

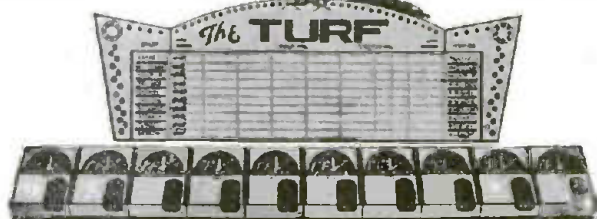
**Beckley Operators Get Park Charter**

CHARLESTON, W. Va., May 20.—Secretary of State has issued a charter to Beckley Drive-Inns, Inc., of Beckley, W. Va., to operate an amusement park, restaurant, tourist court and filling station. Authorized capital stock is \$25,000, and business starts with \$1,200. J. O. and Helen Tutwiler and Eugene R. Harvey, all of Beckley, were listed as the incorporators.

**New San Jose Kiddie Park Opens; Offers Five Rides**

SAN JOSE, Calif., May 20.—A new kiddie park has been opened on Allen Rock Avenue here by Steve Sparaco, former concessionaire.  
 Already installed are a Merry-Go-Round, Boat, Auto, Rocket and street car rides, all made by H. E. Ewart Company, Compton, Calif. Additional rides for the park are being developed by the Ewart company.  
 Park has been landscaped and fenced and a larger area has been provided for automobile parking.

**THE NEW TURF (New, All Electric Race Horse Group Game) FOR PARKS — POOLS — BEACHES — CARNIVALS**



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**Price \$18,000.00**  
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 439 W. SEASIDE LONG BEACH, CALIF.

**TOP MONEY MAKER OF THEM ALL**  
**AUTHENTIC MINIATURE TRAINS**  
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 8 mi. northwest of Springfield, O.  
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 Opening for Train and other rides not conflicting.  
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**ROTO WHIP — SPEED BOATS — PONY CARTS GALLOPING HORSE CARROUSEL**  
 Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

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## Hope Signed For Spring'd, Indpls. Dates

### Ill. Expo Completes Bill

CHICAGO, May 20.—Bob Hope will be the top name attraction at Illinois State Fair, Springfield, and Indiana State Fair, Indianapolis, this year. Hope's terms reportedly are \$10,000 per day against a percentage.

The announcement by Indianapolis came as a surprise, as the Hoosier fair had stated recently that its deal for Hope had fallen thru after it had been set up and presumably closed. Hope, it was announced this week, will give four matinees in the fair's Coliseum.

The comedian will give two performances at Illinois State Fair. He will be supported by five acts and an orchestra, Hubert W. Elliott, fair general manager, said.

Hope's signing completes Springfield's attraction plans, which include the Rural Chorus, a musical pageant, opening night; WLS Barn Dance, one night; Barnes-Carruthers revue, five nights; Buck Kidd big car and motorcycle races one afternoon each; society horse show for six nights in the Coliseum and harness horse racing five afternoons. Hennies Bros.' Shows will provide the midway.

Springfield will stress special events for youngsters this year. Opening day has been designated Children's Day, with contests, shows and games. Other special promotions will include a flower show and queen contest.

The new Illinois Building will be opened to house State exhibits. The structure has an air-conditioned auditorium and is topped with a roof garden.

Other improvements at the Springfield plant include a new power substation, installation of underground wiring for elimination of overhead power lines, a new taxi stand, additions to the swine barns and a new ventilating system in the Coliseum.

## Weymouth Sets Special Events

WEYMOUTH, Mass., May 20.—A stock horse thrill show will be a feature of the Weymouth Fair, to be held August 13-19 on the refurbished 50-acre fairgrounds here. Annual's manager is Milton Danziger. In addition to offering the thrill show, the Eastern Stock Horse Association will present a Western riding exhibition.

Special events carded include Norfolk and Suffolk Counties Day, Sunday (13); Governor's, VJ and Veterans' Day, Monday; Children's Day, Tuesday; Abigail Adams Free Ladies' Day, Wednesday; Farm and Home Day, Thursday; Industrial Development Day, Friday, and Plymouth, Barnstable and Bristol Counties Day, Saturday.

## Blandford, Mass., Names 1950 Committee Chairmen

BLANDFORD, Mass., May 20.—Officials of the annual Blandford Fair, to be held here September 3-4 by the Union Agricultural Society, have been appointed by the organization's president, Erwin Shepard.

Committee chairmen selected include music, John W. Peebles; gate, Elwin Wuman, Gordon Cady; publicity, Sven Anderson Jr.; hall, the woman directors and Vernon Bodurtha, Leonard Mason and John W. Peebles. Society also voted \$10 to the cancer drive in memory of the late Robert Trask, director of Massachusetts fairs.

### Annuals Set Plans:

## Shreveport Enlarges Stadium; Troy Hills, N. J., Ups Youth Lure

STATE FAIR OF LOUISIANA, Shreveport, is enlarging its football stadium to seat 32,000. W. R. Hirsch, secretary, announced. Annual will have a full schedule of off-season events on its track this year, having booked stock car races, midget auto races, motorcycle races and thrill show performances.

Morris County Fair, Troy Hills, N. J., will make a big pitch to youth this year with the establishment of a Youth Plaza for Boy Scouts, Girl Scouts, YMCA, YWCA, Catholic Youth Organization, Jewish Youth and 4-H Clubs to exhibit their handicraft. In addition, the fair has framed a children's village, according to Manager A. L. Clark. . . . Dodge County Fair, Beaver Dam, Wis., also is stress-

ing youth with a rural youth day, Forrest Knaup, secretary, infos.

New attraction at this year's Sevier County Fair, Richfield, Utah, will be hot rod auto races. Ernest R. Anderson, secretary, advises. Annual has built a new 45-foot show ring for livestock entries.

Maine State Fair, Lewiston, has added 150 horse stalls to care for increased entries, Jim O'Kane, secretary, announced. An improved grandstand and renovated track also will be ready this year. . . . A new grandstand roof will be constructed by Rock County Fair, Bassett, Neb., N. M. Bunnett, secretary, infos. . . . Crawford County Fair, Bucyrus, O., also will re-roof its grandstand, says Secretary George Damschroder.

Brazoria County Fat Stock Show and Fair, Angleton, Tex., has completed its \$115,000 improvement program which included enlargement of parking facilities, increased lighting, landscaping and additional sidewalks, L. E. Baumgartner, secretary, announced.

Henderson County Fair, Stronghurst, Ill., will operate on fair-owned property this year, Ralph Butler, secretary, advises. Events new to the annual are a horse contest and stock horse show.

An expanded free act program has been skedded by Tri-County Fair, Aurora, Mo., to hypno attendance, Garrell Medlin, secretary, reports. . . . Exchange Club Fair, Augusta, Ga., will feature a free grandstand show, according to Secretary E. C. Mertins.

Tri-County Fair, Altamont, N. Y., will take on a Western atmosphere with Col. Jim Askew's J. E. Ranch Rodeo as the featured attraction this year, Frederick E. Keenholts, secretary (See Annuals Set Plans on page 100)

## \$\$ Backing Urged For Maryland Event

BALTIMORE, May 20.—Financial backing for the State Fair Board has been recommended in a resolution adopted by the Maryland Agricultural Conference. A copy was mailed to Gov. William Preston Lane by conference chairman Richard C. Riggs.

Pointing to a reduction in the board's receipts from racing the resolution urged that "not only the present receipts be assured but said funds should be increased to meet the growing demands on the board for proper encouragement of agricultural fairs, shows, community exhibits and agricultural youth work thruout the State."

## PNE Widens Flower Show; Intros Air-Shipped Entries

VANCOUVER, B. C., May 20.—Pacific National Exhibition's Horticultural Show here will be enlarged this year to include floral exhibits from all over the world in a special showing to be known as an "Aerial Flower Show," J. S. C. Moffitt, expo chairman, announced.

All entries must be shipped by air and arrive here August 29 for the August 30-September 4 showing.

## Madison, N. C., Chartered

MADISON, N. C., May 20.—Madison Agricultural Fair Association, Inc., has been chartered here by the Secretary of State as a non-stock corporation. Charles Sutherland, Wade Lemmons and W. J. Johnson, all of this city, are listed as incorporators.

## Thrill Show Midgets Loo For Memphi

### Track, Buildings Go U

MEMPHIS, May 20.—Razed by during the army's wartime occupancy, the women's building at Memphis South Fair here is being rebuilt and will be ready for this year's annual. Rebuilding of the 135 by 225-ft structure will cost about \$200,000, according to L. B. Herren Jr., fair manager.

A new livestock arena, with a capacity of about 5,000, also will be completed in time for the 1950 event. The building, Herren said, also will be used for other purposes, such as breed shows.

New to the fair's attraction program this year probably will be midget auto races and a thrill show as a result of the construction of a fifth of a mile race track within the fairgrounds. Now under construction the track, which will have a 7,000 grandstand seating capacity is to be completed in June, and will be operated by the American Legion. During fair time, however, it will be made available to the fair.

Other new features include a large scaled food show, formerly sponsored by the local grocers' association at different site. The grocers' org will assist in sponsoring the show.

The National Shorthorn Show is added feature this year. Attraction already signed include Hennies Bros Shows for the midway and a road which again will be staged by Homer Todd, Fort Smith, Ark. The road will give 19 performances during the 10-day fair.

## Dallas Operettas Spur Advance Sale With "S. Pacific"

DALLAS, May 20.—State Fair Texas is using interest in South Pacific to hypno season ticket sales. The summer run of Starlight Operettas, Pacific is the Auditorium show for the fair, October 7-22, and is expected to produce sell-outs like it has everywhere else.

Fair is offering operetta season ticket buyers priority on Pacific Operettas season purchasers will get a 10-day jump on the rest of buyers before Pacific mail order sale starts about July 1. Same priority will be offered on other Auditorium attractions, such as Sadler Wells Ball Ballet Theater and a Jose Iturbi concert.

Fair used a similar gimmick to finance a \$2,000,000 expansion of the Cotton Bowl in the past several years with stadium bonds and options giving buyer first chance at tickets sell-out football attractions.

Fair is trying to put summer operettas in the black with six musicals and operettas each playing two-week stands. Last year, nine shows ran for only 10 weeks, making production costs soar.

## Sked Mass. Group Confab For Worcester, June 1

WORCESTER, Mass., May 20.—Annual spring meeting of the Massachusetts Agricultural Fairs Association will be held at noon, June 13, at the Sheraton Hotel here, preceded by meeting of the executive committee at 11 a.m.

Among subjects up for discussion are the Danish system of judging revised score card, new attractions, exhibits and contests, and admission and other federal bills concerning annuals.

## AGVA Brass Nix Demands of Hub Rep on Annuals

NEW YORK, May 20.—Execs of the American Guild of Variety Artists (AGVA) this week denied responsibility for demands recently made by Ralph Morgan, national representative quartered in Boston, on New England fair men.

Morgan wrote secretaries enclosing copies of AGVA's minimum basic agreement which he asked them to sign and return to him together with a certified check covering the entire cost of the show program. He added that this was a "necessary procedure."

AGVA execs at national headquarters here, when informed of Morgan's demand, disclaimed knowledge of the move. They pointed out that the minimum basic agreement applied specifically to night clubs, hotels, restaurants and theater restaurants.

Blame for the move was not established and, presumably, Morgan will be labeled, at the least, as impetuous. An agreement will be sought with fair execs, AGVA officials said, but the terms are not yet formulated. The responsibility and reputation established by fairs in general are recognized, they said.

## Bid for Grass Valley, Calif., Bldg. Rejected as 'Too High'

GRASS VALLEY, Calif., May 20.—Initial bid for the construction of a home economics and poultry exhibit building at Nevada County Fairgrounds here has been rejected by C. H. Purcell, State director of public works on the basis that it exceeded estimates.

Dorville-Gallino & Kohler, this city, submitted the rejected bid of \$56,499, which is part of a \$650,000 over-all rebuilding program.

## Construction Is Rushed On Edmonton Grandstand

EDMONTON, Alta., May 20.—Edmonton Exhibition is pushing work on its new 8,000-seat grandstand here and expects to have 3,000 seats completed in time for this year's fair, July 17-22.

The stage will be spotted between the grandstand and track instead of in the infield. The pari-mutuel set-up is not expected to be completed in time for this year's annual. Due to the new stands, the zoo is being moved to provide more concession room.

### Houston Stock Show Net Profit Tops 93C

HOUSTON, May 20.—Houston Fat Stock Show and Exposition made a net profit of \$93,709 this year, a 50 per cent increase over the event's '49 earnings. W. Albert Lee, president, announced. Gross receipts were \$588,000.

Plans for next year's show, to be held January 31-February 11, call for the expenditure of \$2,000,000 on an arena and other buildings as part of a long-range program that will ultimately cost \$8,000,000.

### Berlin, Conn., Lions Club Elects Annual Officers

BERLIN, Conn., May 20.—The Lions Club here, now making plans for its second annual fair to be held this year under general chairmen Clifton Hamilton and Clyde Kincaid, has announced the executive staff for the event.

Department heads will be: Legal, Judge George V. Hamlin; insurance, Philip Mildrum; grounds superintendent, Charles Genoni; police and fire, Carl Focareto; buildings and maintenance, Russell Graulich and Sheldon Dean; health and safety, Dr. Ludmil Chotkowski and Dr. Hollis Foster; light, power and telephone, Fred Ferrero; parking, George E. Herre; premium list, John Graham; judging, Kenneth L. MacKenzie; publicity, M. V. MacLaughlin; printing, Joseph Lacender; youth activities, C. Howard Goding; midway, Joseph Kamenski; entertainment, Patrick Caccavale, and special attractions, Clyde Kincaid.

### Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 19. The complete List of Fair Dates was published in the issue dated April 8. A copy of that issue may be had by mailing 35 cents to the Classification Department, The Billboard, 2100 Pasternon Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- ALABAMA**  
Oxford—Calhoun Co. Fair, Aug. 22-26. A. S. Mathews Jr.
- ARIZONA**  
Flagstaff—Coconino Co. Fair, Sept. 29-Oct. 1.
- ARKANSAS**  
Marvel—Farmers Community Fair, Oct. 11-14. W. S. Cooke.
- GEORGIA**  
Sparta—Hancock Co. Fair, Oct. 2-7. J. D. Dyer.  
Thomson—Am. Legion Fair, Oct. 15-21. Barton Stephens.
- ILLINOIS**  
Jesseville—Jersey Co. Fair, July 27-30. Rupert Greeting, Dow, Ill.  
Virginia—Cass Co. Fair Assn., Aug. 24-26. M. M. Crutt.
- INDIANA**  
Auburn—DeKalb Co. Free Fair, Sept. 12-16. Ford Walters.  
Aurora—Farmers' Fair Assn., Oct. 6-7. Robert Wright.  
Bloomington—Monroe Co. Fair, Aug. 13-19. Vernon Huffman.  
Bluffton—Bluffton Street Fair, Sept. 19-23. Dwight F. Gallivan.  
Brazil—Clay Co. Fair, Aug. 15-18. Ben H. Coffman.  
Brookville—Franklin Co. 4-H Agr. Assn. Aug. 7-4. Mrs. Betty Naylor.  
Cayuga—Vermillion Co. Fair, July 16-21. Craig Jones, R. 2, Dana, Ind.  
Denver—Denver Community Fair, Sept. 20-23. Ruth Miller, R. 3, Peru, Ind.  
Fort Wayne—Allen Co. Fair Assn., July 24-29. Charley McKinley.  
Frankfort—Clinton Co. Fair, Aug. 20-26. O. M. Mesker.  
Franklin—Johnson Co. 4-H Fair, July 30-Aug. 4. L. A. Winslow.  
Greensburg—Decatur Co. 4-H Club Fair, July 25-26. Mrs. James Lawson.  
Huntingburg—Dubois Co. Fair Assn., Aug. 7-12. Kermit R. Ruttkar.  
Huntington—Huntington Co. 4-H Fair, Aug. 14-18. Fred A. Loew.  
New Albany—Floyd Co. Fair Assn., Aug. 1-5. Ralph L. Johnson.  
New Castle—Henry Co. 4-H Club Exhibit, Aug. 7-10. W. G. Smith.  
North Vernon—Jennings Co. Fair, July 23-29. Philip Fox.  
Peru—Miami Co. 4-H & Livestock Show, Aug. 8-12. John Wylie.  
Petersonburg—Pike Co. Fair, July 26-29. Barnett Jewell.  
Rising Sun—Ohio Co. Fair, Aug. 23-28. Ralph E. Gosson.  
Rochester—Fulton Co. 4-H Fair, Aug. 1-4. J. O. Newcomb.

(See FAIR DATES on page 102)

### Plans Made for Giveaways By Garden State Event

MOUNT HOLLY, N. J., May 20.—Present plans for the Garden State Fair, September 4-9 call for fair management to distribute gifts thru local merchants, and to present a fireworks display during the event, according to Hap Yardy, publicity director.

He said that local merchants would give their customers tickets, and the holders, in order to win, would have to be on the grounds when the gifts are distributed. Negotiations also are pending with a leading thrill show for an afternoon and two night performances, according to Yardy. He said that the fair's general offices here would be maintained on a year-round basis under present plans.

### Conn. Assn. Pubs Info

HARTFORD, Conn., May 20.—Association of Connecticut Fairs will issue occasionally to members of the group a news letter entitled Fair Fax so that they may know what is going on in the State and elsewhere, according to Joseph C. Bartlett, association president. First issue was distributed last week and contained notes on the recent association meeting here.

### Berlin, Conn., Sets Dates

BERLIN, Conn., May 20.—The local Grange has scheduled its annual fair for September 15-16 at Grange Hall here. Joseph Kozalke is chairman. Le Roy Palmer is secretary, with Helen Lamb secretary in charge of arrangements.

### Austinson Named Warren Secretary

WARREN, Minn., May 20.—D. H. Austinson, local banker, has been named secretary of Marshall County Agricultural Association here, to succeed W. R. Holbrook, resigned.

Attractions for this year's annual, July 13-15, were announced. Jalopy races will be staged the first day, horse races the second and Stapleton's Rodeo the final afternoon. Barnes-Carruthers' rcvue will provide the night grandstand show, with Badger State Shows on the midway.

### Harlingen To Fete Pioneers; Plant Renovation Under Way

HARLINGEN, Tex., May 20.—A pioneer celebration with dedication of the Lon C. Hill Park (formerly Fair Park) to some old-timer of this area will feature the 1950 Valley Mid-Winter Fair here, November 18-24, reports Manager Ed Slaughter. Fair officials are working closely with John Johnson, manager of the Chamber of Commerce, in connection with the celebration.

This year the fair will have available the \$75,000 stadium and 500-car parking lot built by the city. Officials also are shifting the plant set-up. Flooring is being put in a building to increase commercial exhibit space 40 per cent, and a cattle barn is being moved to group all livestock buildings in one area. Removal of the barn permits an additional 3,000 feet of midway space. Don Breahear's American Mid-Way Shows will again supply the midway.

### Bartlett Renamed Pilot At North Haven, Conn.

NORTH HAVEN, Conn., May 20.—Joseph C. Bartlett, who was re-elected president of the Association of Connecticut Fairs recently, has been re-elected general manager of the North Haven Fair, September 7-10.

Other officers named for the event were Erwin Smith, president; William Kielwasser, Hamden, and Edward Halkovetz, Clintonville, vice-presidents; Harry M. Wooding, North Haven, secretary; Mrs. Joseph Bartlett corresponding secretary, and Frank W. Wooding, North Haven, treasurer.

### Star City Buys Metal Bldgs.

STAR CITY, Ark., May 20.—Lincoln County Fair here has purchased two all-metal buildings, B. S. Hundley Sr., president, announced. Purchase and construction are in charge of members of the finance, building and grounds committee, which include N. M. Ryall, Ted Nichols, Isaac Chambers, Howard Holthoff, G. J. Matthews, James A. Harrison, Ed Gammill and Lawrence Cannon.

### Doherty Named to Mass. Post

BOSTON, May 20.—Leo Doherty has been appointed director of the Division of Plant Pest Control and Fairs of the Massachusetts Department of Agriculture with headquarters here. Doherty was assistant to the late Robert H. Trask when Trask headed the fairs division.

*Swing & Sway the Orton Way*

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HARPER COUNTY FAIR & STOCK SHOW  
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AUGUST 22, 23, 24 AND 25  
Want at least 8 good Rides, 5 Shows and 20 Concessions.

C. V. TERRELL, Chairman  
HARPER, KANSAS

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Week of Aug. 28 or Sept. 24.  
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August 5-11, Greenfield, Indiana  
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## ALABAMA STATE FAIR

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# R-B CANVAS TREK STARTS BIG

## Bags Boff Biz At Baltimore

New equipment sparkles—  
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gauged as tented tour starts

By Jim McHugh

BALTIMORE, May 20. — A top-grossing pace set previously at indoor stands in New York and Boston was continued here as Ringling Bros. and Barnum & Bailey Circus showed under canvas for the first time this season, Tuesday (16). After an expected three-quarters house at the matinee performance, the night show registered capacity business with the general admission blues sold out well in advance of show time and the demand for reserved sections crowding the supply. On Wednesday (17) the final two performances also drew top crowds. Prices, the same as last year, are \$3 for reserved seats, \$1.50 general admission and 80 cents for children.

Opening under canvas here instead of at Washington marked a deviation in the usual routing. Show dates here last year were on Friday and Saturday with the result that most of the town's populace were living out of fresh pay envelopes. However, the switch to a Tuesday-Wednesday showing this year apparently had little effect on business. The Washington date, where the Big Show moved Thursday (18) for a four-day stand, including a Sunday showing, because of its stable civil-service incomes, always can be counted on for excellent business. Last year the date contributed a record-breaking \$60,000 advance for (See R-B Canvas on opposite page)

## Clyde Beatty Gets Ten Big Days in Calif.

Coast Crowds Jam Top

TAFT, Calif., May 20.—In 10 days the Clyde Beatty Circus has had four turnaways, six capacities and 10 houses ranging from a half up. Cold weather was responsible for slack crowds at half of the 20 performances.

The first turnaway came in Monterey (9) following two good houses in Paso Robles two days before. A late arrival in Salinas (8) cut down business there. Monterey's turnaway came during the matinee and was followed by a full house that night.

Moving up the Coast, Beatty pulled capacity houses for both performances in Santa Cruz. The San Jose date packed them in and was followed by a turnaway matinee and capacity evening house in Palo Alto. Cold weather Saturday (13) cut the crowds in San Mateo and South San Francisco the following day. Antioch on Monday (15) had a three-quarter matinee and a half house that evening. Modesto countered with turnaways for both performances.

Buddy Richards joined the show as trainmaster, replacing Pat Graham.

Two elephants that had been left in Venice to recuperate following the malady that hit while the show played Los Angeles were reported getting along well. They will return to the show soon.

## King Canadian Junket Certain; Routing Around Flood Studied

AURORA, Ill., May 20. — King Bros.' Circus, here Wednesday (17), was prepping for entry into Canada, but the org's dominion route remained unsettled, Co-Owner Lucio Cristiani said.

Stands scheduled earlier have been ruled out by flood conditions in Winnipeg. Floyd King, co-owner, was at Grand Forks, N. D., studying possible routes around the flood. Advance crew was waiting at the Manitoba border. Cristiani said the show, moving rapidly from Pennsylvania toward West-

## Cole's Detroit Week-Ends Dive

Saturday-Sunday full-scale for kids thus turnouts after big week-day opening

(Continued from page 55)

this there was a large amount of paper on opening night.

Secret of the rather dismal attendance over the week end, especially at the night shows, which were only slightly bettered by the matinees, apparently was the price policy—with half prices for children effective daily except Saturdays and Sundays. This was evident in the huge attendance by youngsters Thursday and Friday nights.

This show drew fewer cars to the vicinity of Olympia Stadium for these nights than any reasonably successful show playing the spot recently, reason being that the crowd came with a high average number of youngsters per car or per adult, while the juveniles patronized the public bus system more than the average adult audience. When the prices went up for the week end, they—or the parents—promptly responded by staying away in droves.

Tuesday Biz Better

Attendance appeared to be returning to normal Tuesday (16), but the earlier high hopes for a record engagement appeared dashed.

One result of the week-end experience was the decision to cancel the Sunday night's (21) show, cutting the Detroit run to 18 performances. This will make it possible to make the run into Columbus, O., with a better time margin.

No changes are planned for the show as it moves into Columbus.

Jack Tavlin Weds

News of the week here was the marriage of Jack Tavlin, general manager, and Mrs. Jane Hamilton at Baltimore last Saturday. Tavlin returned here Tuesday. The bride, a widow, is a Baltimore socialite.

The press department scattered at midweek, with Merrill Fugit already in Columbus, Dick Miller going into Cincinnati, and Eddie Howe, who had been handling Detroit, moving on to Cleveland. Tommy King came on to handle the wind-up here.

At the Side Show, business was said to be about 20 per cent ahead of the Chicago engagement, with the poorest night equaling the best there. Favorable weather was a major factor. Additional attraction is the Snake Show, set up as a separate gate unit alongside the Side Show. This is owned by Lec Houston, with A. C. Brown doing the talking out front.

ern Canada, definitely would cross the border.

Show's business has been good since its early April opening. Cristiana stated. Southern stands topped expectations. Ohio gave with excellent biz but cold weather in Pennsylvania hurt some. Light houses were experienced here altho the show did well with day before at East Chicago, Ind.

New Canvas Spread

Raised for the first time here were a new menagerie top, a 60 with two 30's, and cookhouse, both from United States Tent & Awning Company, Chicago. Order for a new big top was placed here with Bernie Mendelson of the same firm.

Little change has been made in program of the tightly framed show since opening day. Cristiana Family acts comprise the bulk of the performance. Five young elephants present good routines and two larger ones are added in the neat spec. Costuming and uniforms throughout the organization are excellent. Band of 10 men earned compliments here for a snappy circus repertoire.

Metal Poles Prove Okay

Cristiani said aluminum quarter and center poles have worked out well and that complete conversion to metal poles is planned. Aluminum also is used for elephant props.

Pit show housing the new giraffe on the midway has drawn well except when the show is near cities with major zoos. The attraction is expected to pull top biz in Western Canada. Side Show also is flanked by pony ride, concession stands and a walk-thru display of small animals.

No sponsor was used here. However, the auspicious policy, new to the show this year, is being used in most spots and has proved a winner. Three men work in advance with sponsoring groups.

## Most Ohio Spots Give Mills Show Top Audiences

BEREA, O., May 20.—Mill Bros.' Circus played to two three-quarter houses here Wednesday (17), with rain during the night show. At Lorain, O., Monday (15) the circus scored a full matinee and three-quarter night show. Lorain date was sponsored by the Kiwanis Club, which reported its profit was \$2,000. Attendance for the shows was 6,700. Canton (13) offered a turnaway matinee and three-quarter matinee.

Akron (12) and Niles, O. (11), were below the biz level set by Mills so far this season. At Niles the matinee was all right and night show was about half filled. At Akron Mills played to a three-quarter matinee and more than half a house at night.

At Akron several performers called at the home of Murray Powers, managing editor of The Beacon Journal to visit Powers's father, J. M. Powers, who has been ill.

Fire Destroys Dutch Unit

AMSTERDAM, May 20. — The winter quarters of Cirque Mullens, at Utrecht, were wiped out by fire last month. In addition to the destruction of the show's buildings, Director Joseph Mullens also lost 22 trained horses, several dogs and his house-trailer.

## Dailey Show Mulls Closing After Canada

Poor Biz in U. S. Cited

(Continued from page 55)

where. They cited routings thru farm territory at planting time. Some also were apprehensive of Dailey's draw in Canada. About 20 of the stands are repeaters.

Caught here, the current Dailey edition is unbalanced, built on the established Davenport formula of beautiful horses and lots of elephants but with a thinly spread array of frequently inadequate talent. While amusement dollars don't come as easy as during war years, which mushroomed the Dailey show, the circus makes no greater effort to sell itself.

Outside Show Stranger

The hustle-bustle, characteristic of Dailey Bros., is greater on the midway and in the backyard than under the big top, and frequently the better show is outside.

Davenport again went south of the border for most of his acts and the performance is completed with his old standbys working the horses, bulls and cats. Davenport's well-known likes and dislikes are in evidence, leaving the clown offerings weak and (See Dailey May Close on page 73)

## K-M Gets Straws In Kansas; Rain Mars Early Trek

PAOLA, Kan., May 20. — Al G. Kelly-Miller Bros.' Circus added another straw house to its list Sunday (14) when residents of this former circus quarters town filled the top for the matinee-only stand.

Burlington, Kan. (12), gave a full night show and good matinee. At Eureka, Kan. (11), the show popped with a straw night house and three-quarters matinee. Augustus, Kan. (10), was held to two three-quarter houses by rain.

Obert Miller, co-owner, said weather has been poor during much of the show's tour but that business has held up okay. Equipment's ornate paint job shows some results of the rough weather.

This season's spec, under the direction of Tiger Bill Snyder, equestrian director, has all new costumes. John Narfski leads the hippo around the track during the march. Bill Woodlock has the enlarged elephant herd clicking in new routines.

## Cole-Walters Biz OK Despite Farm Plant'g

LOUP CITY, Neb., May 20.—Farmers in this area are busy with planting chores, but Cole & Walters' Circus seems to get them out of the fields. The show registered a full house at night and a three-quarter house for the matinee here Tuesday (16).

Matinee at Callaway Friday (12) was lost because of rain, but the top was nearly full at night. Warm weather greeted the show at Arnold Saturday (13), which produced a half-house matinee and more than a three-quarters house at night. At Gotenburg Thursday (11) two three-quarter houses were recorded. Weather turned cool at night.

## Under the Marquee

Red Davis and Berry Compton, of Philippi, W. Va., motored to Weston, W. Va., May 11 to take in the Biller Bros.' Circus performance there. . . . Father Sullivan and J. Raymond (Late News) Morris were on hand May 8 when the Ringling-Barnum circus arrived in Boston. Morris also visited with the billing crew on the Big One in the Hub City.

An ordinary showman thinks of the hereafter when in church and when lightning hits a centerpole.

Fred Icke, circus fan of Victoria, Tex., visited the Polack Bros.' Eastern Unit during its stand in Austin and Corpus Christi, Tex., and showed circus pictures to the personnel. He and Mrs. Icke were guests of Ed Raymond, clown, on the show.

Complaints that parties are held in hotels on Sundays are stirred by those who weren't invited.

Felix Adler, Ringling-Barnum clown, put on a special act for children present at The Boston Globe's Quizdown in Somerville, Mass., when two grammar school teams competed in a spelling bee Saturday (13). . . . Father Ed Sullivan, well-known circus priest, who officiated at the burial of The Great Del-Orri, killed while testing a sway pole in Amesbury, Mass., last week, has forwarded \$100 to the performer's widow and child in England.

It's not too early for circus inventors to start working on a backyard chair on which only its owner can sit.

Mrs. Irving J. Polack was skedded to leave Polack's Western Unit at Fresno, Calif., Friday (19) to join the org's Eastern unit at Waco, Tex. . . . The Fratellinis, French clown trio, which has just completed a winter season at the Cirque Medrano in Paris, opens a string of dates with the Hippodrome Circus, in New Brighton, England, May 27. . . . The Craddockes, French slap-stick trio, who have made several tours in America, will play the ABC Music Hall in Paris during June.

It's permissible for a press agent to give an editor the run-around twice, provided the interval between is 10 years.

Joseph LaPlante, clown with Garden Bros.' Circus in Canada, will leave for Europe in October, to open with Tom Arnold's Christmas circus, London, for six weeks. . . . Bill Green, press agent for Polack Bros.' Eastern unit, visited Ward Bros.' Circus at San Antonio recently. His mother is convalescing at her home in Detroit. . . . Floyd King, co-owner

# R-B Canvas Trek Starts Big; Business Terrific in Baltimore

(Continued from opposite page)  
an under-canvas stand.

As expected at an opening stand, the Big Show's equipment, fresh out of Sarasota, Fla., winter quarters, sparkled. Canvas is all new, with the big tent sporting a blue top and white side walls. All other major units are white. The big top, featuring a squared-off grandstand arrangement consisting of all portable units devised by Art Concello, general manager, seats about 10,000. The blues, given a permanency akin to the reserved sections last season, offer fine accommodations except for the visibility limitations imposed by their location.

With the exception of the towering center poles all other supporting units are constructed of aluminum to facilitate ease and speed in handling. The ring curbs, also devised by Concello, this year are constructed of aluminum and the lightweight metal is slated for further improvement if it can stand the rigors involved in the handling of the Big Show's equipment.

### Novel Menagerie

The menagerie, with the quarter poles turned into simulated palm trees and the cages framed with panels painted to depict the natural habitat of the beasts, makes for as fine appearing portable zoo as can be imagined. The Ringling variety of animals, well chosen for this

of King Bros.' Circus, visited The Billboard's Chicago office Monday (15) en route to St. Paul to reroute his org around the Winnipeg flood area. The show will enter Canada May 28.

A beginner in the biz is never considered more than that until he starts beefing about the cookhouse and his berth.

Kenneth Waite presented a new dog trick at Cole Bros. in Detroit. The St. Vitus Brothers, world's smallest dancing clowns, and the Two Rubbernecks also appeared there. . . . Harold Spinks, of Thearle-Duffield Fireworks, was a daily visitor in the dressing room with the George Hanneford family during the Cole stay in Detroit.

The trouping music lover is one who would rather hear a few bars of a red-wagon circus gallops than a symphony concert.

Don Marcks, circus fan, spent two days on the Clyde Beatty Circus when the org played San Mateo and South San Francisco. His Marcks Circus, in miniature, took top honors at the Athens Club Hobby Show at Oakland, Calif., recently. . . . Mr. and Mrs. Bert Cole, of Tottenville, N. Y., visited Mr. and Mrs. Elmer A. Kemp, of Trenton, N. J., and the Hunt Bros.' Circus when the show played Trenton under Lions Club auspices.

Grandpa is the old-timer who grumbles about today's workmen being paid with money instead of with the glory of trouping.

Ray Dean, chief press man for Dailey Bros.' Circus, was in Chicago en route to Flint, Mich. . . . George Kionka, his father and Mr. and Mrs. Herbert A. Douglas were guests of Charles T. Hunt at Hunt Bros.' Circus in Lebanon, Pa. . . . The Dulis brothers, circus fans, visited Dailey Bros. at Chillicothe, Mo.

The yesteryear showman who thinks the sight of beautiful games being displayed in all parts of a big top isn't circus may have a good understanding but no imagination.

Beers-Barnes Circus recently lost a seat truck when its brakes failed on a four-mile mountain slope. Driver and passenger escaped. Show had played the Cherokee Indian Reservation near Asheville, N. C. (See Under the Marquee, page 105)

purpose, rate top attention with patrons, especially the moppets, even in cities with larger and well-stocked zoos.

Opening performance here, despite the fact that it was the initial effort under canvas and the performers, props and animals trained in from Boston, went off without a hitch and was concluded in two hours and forty-five minutes. The running order is virtually the same as worked out for the final indoor dates and the pacing is as smooth as a well-oiled machine.

### Colorful Spectacle

Except for the necessary tent poles and rigging, the visual quality of the production is fully as appealing as during the indoor dates. The elaborate costuming of the principal production numbers, still fresh and new, provides all of the needed color. Lighting facilities are exceptionally good and strategically placed to floodlight the arena or to spotlight each ring.

All acts, including the foreign imports, worked smoothly in the new setting. The Geraldos, sensational aerialists, who fell here a year ago and were injured to the extent that they did not again work until the show opened this spring in New York, were remembered by many in the audience. They have discarded the low safety net used during the indoor dates and are now relying only on a small mattress to protect them should they fall.

Pat Valdo and Col. Harry Thomas had the well-populated specs running as smoothly as the individual acts. The parade numbers were accomplished without delays and the aerial ballet performed its routines with ease and confidence.

### Howdy Doody Impact

Altho the established impact of television here is greater than in any other major city, it is still too early to judge the power of Howdy Doody, National Broadcasting Company (NBC) video feature, W. R. McKittrick, Side Show manager, said. The puppet is featured on one of the 16 Side Show panels which adds up to equal billing with the other acts and is presented on a raised platform on the inside. The presentation, consisting of a short manipulation of the figure, is ineffectual. A corner location limits the area from which it can be viewed. When business is good, as it was here, moppets will have to be held aloft to get a look at the puppet.

The puppet, bought flat for the indoor dates, is under canvas on a percentage deal. If the presence of the puppet is counted on to boost former grosses the job won't be easy since this auxiliary unit of the Big Show has registered \$10,000 days during the past several plush years. The admission price remains fixed at 50 cents and patrons appeared to spring willingly enough at this stand.

### Miller Units Sparkle

Concession units, owned and operated by Frank, Paul and Max Miller, presented their usual bright and clean appearance. Business was brisk in all departments and Big Show sales of food, drink and novelties appeared to involve a big percentage of the patronage.

The Miller concession tops made of glass cloth and introduced last year are eye-appealing and highly serviceable. Frank Miller recently discharged from a New York hospital, was not on hand for the opening here.

With the Miller units, the freshly painted Side Show panels, colorful ticket wagons, brilliant lighting and the life-sized cut-out clown figures, the midway area is an imposing and attractive zone.

Allan Lester handled the flacking chores here and the publicity in the local press was plentiful.

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## DICK SCATTERDAY

AL G. KELLY & MILLER BROS.' CIRCUS  
as per route

Pappy Johnson was serenaded on his birthday by Vic Robbins' band. Bob Steele's injured knee has mended and he is back with it. Mark Anthony, Arden Beecher and the writer made a hurried visit to the Polack show, getting a chance to just say hello.

Herbie Weber had a few nervous minutes when his rigging truck was 15 minutes late, but it showed in time. Tom Plank, advance ticket man, dropped back to the show recently sporting an overcoat and straw hat.

Sam Alexander is keeping busy with the Side Show annex. Mel Rennie and Letha Griggs are two of the busiest on the lot, sewing spangles and fringe on the spec wardrobe. Caudillo Sisters are decked out in new wardrobes.

Visitors included Norman and Shirley Carroll, Bert Martin, Don Mareks, Elmer Voorheis, Charles (Popo) Bayes, Dennis and Ruth Helms, Charles and Joanne Webb, and Mr. and Mrs. Lem Beecher.

Cool weather has not affected business on the current California tour. Personnel was saddened by the news of the death of Yolanda Escalante. Mel Rennie celebrated his birthday and was gifted with a huge cake decorated with a clown's head.

Barbara White doubled in the Hawaiian Troupe during the illness of one of its members. Sammy Dansia, penguin boy, has been ill with a chest cold but he's recovering. Mrs. Beatty has returned from the hospital where she underwent surgery. At North Hollywood, Calif., Parley Baer was host at a buffet dinner between shows. Guests included Mr. and Mrs. Barton, Frank Doyle, Harold, Eileen, Jack and George Voise, Bobby Kay, Arden Beecher and the writer.

In Santa Ana, Calif., Willard Isley enjoyed a chicken dinner at the home of his sister, Mrs. Otis C. Baker. At Van Nuys, Calif., Rainer Lehr was host between shows to Jerry and Joan Lewis, George and Rusty Savoldi, Bobby Kay, Arden Beecher, Alva Evans, Mark Anthony, Chas Hilderra, Anne and Marsha Larkins, Billy Lehr, Ronnie Phegley, Rex Johnson and Sam Evans.

Recent visitors included Vern Goodrich, A. W. and Dorothy Kennard, Happy Henry, Marylyn Rich, Mrs. Buckingham, Lalo Cadona, Carlos and Etta Caroon, Harold Norris and family, Francis O'Connor and mother, Howard Bryant and Mr. and Mrs. C. W. Webb.—LAURENCE CROSS.

### Hamid-Morton

Opening in Montreal to good business and fair weather put everyone in good spirits after a week's lay-off. Personnel were the guests of Rex Billings, manager of Montreal's Belmont Park, Sunday (14). Among those taking in the park were George A. Hamid Sr., Len Humphries, Joe Basile and Dick Clemens. Earl Lewis and Mary Coudriet were married en route to Montreal. Elsie Rengies celebrated her birthday here. Ann Barrett is happy now—she has a dog of her own.

Sa-So, Rube Simonds, Slim Collins, Billy Rice and Billy Hudson are busy booking fairs. While en route to Montreal the writer spent a pleasant visit on the Dales show with Mickey Dales, Sylvia Gregory, Eddie Harris, Billy Barton and Harry Wilson.

Everybody has been rehearsing for the special show for Father Sullivan's benefit show. Norman Holland, Montreal business man, was a guest of clown alley. Joe Hansen is now known as Cowboy Joe since he is spotted wearing a Western hat in the spec. Jack Banta and Media have been busy rehearsing a little hand-to-hand balancing.—BILLY HUDSON.

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## Dressing Room Gossip

### Dailey Bros.

Quincy was old home week for the Davenport. Mrs. Eva Davenport gave a party after the show for relatives and friends. The Hugo Zaccchini's daughter is on the show for her vacation. Howard Menz's wife joined. A baby camel was born at Burlington and five lion cubs at Canton. The Arthur Larsons and daughter, Mae, put their model circus on display in downtown Canton as a boost for the show. They entertained Bertha Drane and the writer at supper.

Visitors included: Lee Fox, minstrel man; Anna Parland, Mary Neidit, Anna Williams, Lloyd Watton, Ed Dooley and son, Gay Billings and wife, Mr. and Mrs. Galen Merriam and son, Mike; Mr. and Mrs. DeWayne Hillman, Mr. and Mrs. Dick Thomas, Fred Stock and family, Mr. and Mrs. James Graham, Mr. and Mrs. Evans and party, Emily Denise, Justus Edwards, Jimmy Ray, Harold Fess, Charles Dykeman, Sverre Braathen and wife, Ray Larson and wife, Doc Pyle and wife, Darlene Porter, Elizabeth Keller, Mr. Daley, Frank and Dorothy Havranek, Stanley Havranek, Edgar Wilson and wife, Franklin Meade, Frank and LaVerne Allen, Mrs. Doc Mathers, Mrs. Glen Whitehead, Doc Peters, Beverly Kelly, Bob Parkinson, Bert and Agnes Doss and daughter, Janice; Rex Williams's sister, Joyce; Janet Conway and Mrs. Sam Polack and her son.—HAZEL KING.

### Ward Bros.

Like baseball's Hall of Fame at Cooperstown, N. Y., the circus has its hall of fame in the public library in San Antonio. In two large rooms set aside for the purpose, there is a vast collection of circus mementos, souvenirs, rare lithographs and pictures of all the great circus stars, past and present. In glass cases and on stands are irreplaceable objects and treasures of the circus from P. T. Barnum's time to the present. Thru the foresight of the late Harry Hertzberg the collection was made possible.

Assisting Hertzberg in obtaining his collection were Colonel Sturtevant and Tom and the late Pasco Scaperlanda. Show's personnel spent many hours inspecting the collection during the San Antonio stand.

The Nobles have returned from Chicago. Roy Romas Valentine took a nasty buster falling into the net, but it didn't keep him from appearing in the night show. Cloyd Harrison is having his share of headaches trying to figure out a place for his bicycle act in these open-air stadiums. Frankie and Jeanie Vincent's No. 2 act features Frankie Jr. in a balancing turn.—DICK LEWIS.

### Cole Bros.

Most of the personnel were suffering with colds in Chicago. Nick Vergadts invited the ballet girls to the opening of his Zapion Cafe in the Windy City. Lum Wong, Con Coleano and Danny O'Donnell are polishing tackle in anticipation of a good fishing season. Al Hiltensmitt visited relatives in Canada. Rose Behee, Katie Lucky, Louise Nath and Lill and Dorita Konyot celebrated birthdays this month.

Dolly Dale has replaced Pat Williams in the elephant act. Movies of the 1948 and 1949 Cole show were shown in the Hanneford dressing room. Dolores Mummery has appeared on three TV programs in eight days. Cora O'Donnell is featuring a Hopalong club sandwich in the privilege car.

Carla Wallenda made numerous flowers for Mother's Day. Betty Paterson enjoyed visiting her sister, Pat, in Detroit. Recent visitors included Henry and Leslie Keller, Mr. and Mrs. Olson, Mary Lou and Ricky Mader, Werner Phillips, Al Seigal, Jo Anne Johnson, John Shamberg, Rosina Nelson, Mrs. Orman and June Russell.—ZAHRA KADER.

### Polack Bros., Western

Oakland, Calif., with ideal weather, proved a good engagement. Two morning shows were presented at 10 o'clock during the stand. Mickey Blue, promoter of the engagement, was made a uniformed member of Aahmes Shrine Patrol. Chet Morris, Aahmes Shrine chairman, tendered the personnel a party.

Jimmy Martin, custodian of the Nana Woolford Canine Family, is the proud papa of a son. Hubert Castle, Harold Ward and Hanna and Emil Pallenberg brought enough fish back to feed a regiment. At Santa Rosa, Calif., Bee Carsey, Wally Newbury and Henry Paulsen were the whole band. They got a workout playing the show. Eddie and Harold Ward, Hubert Castle, Emil Pallenberg, Gus Bell and the writer wore their fez at the Shrine party in Oakland.

In Stockton, Calif., Ben Fletcher, old-time trouper and now in the restaurant business, took the clowns to his restaurant between shows daily. Virginia Powell gave a party at her home in Alameda, Calif., for Mr. and Mrs. Wally Newbury; Eddie, Harold and Dottie Ward; Gus and Betty Bell and daughter, Nikki; Millie Keathley; Eddie and Yvette Kohl, Skeeter and Debbie Ward, Mr. and Mrs. Emil Pallenberg, Honey Shyrettos, Ethel Freeman, Nana Woolford, Bob Wills, Harry Dann, Bobby Kellogg, Billy Griffin, Sherman Brothers, Jo and Slivers Madison, Frenchy Durant and the writer. Mr. and Mrs. Wally Newbury and Otto Griebing celebrated birthdays.

Visitors included Nick Galucci, Louise Goebels, Ora Parks, Mr. and Mrs. Joe Kessler, Isaac and Donald Marks, Don Dasso, Jim Hohe, Laurence Cross, Mark Anthony, Mrs. Winchell Gilleno, Arden Beecher, Mr. and Mrs. Berjo Barton and Frances Stillman.—FREDIE FREEMAN.

### Rogers Bros.

Big top canvas truck and Jimmy O'Donald's panel truck were demolished in accidents near Chattanooga. No one was injured. O'Donalds bought a new Chevrolet suburban and Jimmy O'Dell, carpenter, has built a new body for the canvas truck. Happy Kelly, who recently joined as painter, gave the new job a coat of paint.

Frankie Lou Woods traded her station wagon in on a Buick station wagon. Copernicus sisters from Cullman, Ala., visited their cousins, Corky Frazier and Johnny Walker. Hunky Johnson's gas engine model airplane started a fad thruout the org. Planes built by Johnny Frazier and Bill Geines met with disaster in their maiden flights.

Bill Osborn, former promoter on Martin Bros' indoor unit, joined to handle phones at Danville, Va. Jeannie and Joyce Kuhn and Louise Geines celebrated birthdays with ice cream parties. Skippy O'Donald has been progressing nicely in his wire work under the tutelage of Pauline Penny. Danny Thomas has joined the Paul Knight Troupe.

Fred B. Thompson, author of Under the Big Top and Mammie Main's Wagon Show, visited and collected data for a new book. Hi Yo Merk visited, as did the Bouncing Bodoes, en route east after closing at a night spot in Jacksonville, Fla.

Eddy and Leon Snyder traded their light plants for larger ones. Bill Spake and Leon have new cars. Jimmy Adams bought Snyder's motor scooter. New trailers are being sported by Mr. and Mrs. George Barton and Mr. and Mrs. Lou Stone.

Largest parade of the season was given at Anderson, S. C., with all stock and personnel included. Mr. and Mrs. Bill Dimsdale, owners/operators of Cody Bros' Circus and Far Eastern Ranch Shows, visited there.

Louise Geines has spiced up her web by adding a break-away. Phil Streit and Mr. and Mrs. Dewey Abadaman visited.—GEORGE HUBLER.

### Ringling-Barnum

Boston stand resulted in good business and exceptionally good weather. Clowus and acts made their annual trek to the Boston Hospital and Father Ed Sullivan showed his interesting films of this and other shows. First Hub performance ran smooth and all enjoyed the fresh air and sunshine after the Garden dates.

Side Show has newly painted banners of all attractions. The Geraldos renewed friendships with the many friends, doctors and nurses they met while confined in the hospital here last summer. Baltimore is Albert White's home town and he also was extra busy. Kathy Kramer celebrated her birthday. Ray Marlowe joined in Boston, as did Linda Lawson. Phil Hall remained in Boston because of illness. Hilda Burkhardt is working in the tax wagon.

Jimmy Watts is second assistant head usher. Mary (Mike) Kovar is the doctor's assistant this season. Bill Parker's record recordings of the show's four production numbers are selling fast. Visitors included Mr. and Mrs. Ira Millette, Yvonne Carew; Mrs. Ted Williams and daughter, Bobbie Jo; Mrs. Paul Alpert, Mr. and Mrs. Rudy Rudymoff, and son, Mr. and Mrs. William Heyer and Mr. and Mrs. Tom Gregory and daughter.—MARY JANE MILLER.

### King Bros.

Mickey Lyons celebrated his birthday with a party at the Penn Grant Hotel, Vandergrift, Pa. New cloud swing costumes were designed by June Critiani and made by Maric Cook and Lillian Wallace, of the wardrobe wagon. Red Dingler and Bill Logan celebrated their birthdays May 1. Red is the proud father of a daughter, born recently.

Texas Bill and his bull have augmented the concert. Sue Staley is a recent addition to the web line-up. Org made its first Sunday appearance at Defiance, O.

Recent visitors included Mr. and Mrs. Tony Diano, Bill Rusterholtz, Ted Deppish; Mr. and Mrs. Meredith and daughter, Dorothy; Mr. and Mrs. Merle Cook, Alabama Campbell, Thomas and Mickey Fazio, Colonel Rothenberger, Mr. and Mrs. Ray Niebauer, Henry Niebauer, Clark Queer, Don Hayman, William Duncan, Lester Rogers, Charles Katz, Bill Morgan, John G. Robinson, Harry Anderson and family, J. C. Rosenheim and Jimmy Salters.

### Mills Bros.

Judge Charles Kelly visited at Akron and renewed his acquaintance with Jack LaPearl. Relatives and friends of the Mills brothers visited at Parma and Berea. Guest of honor was their mother. Charles Brady looks 10 years younger since he discarded the disguise in the form of a walrus mustache. Mamie Ward takes time out from her wardrobe work to help 11-year-old Jackie Tolliver with web practice.

Pattie Goodie was the envy of her school friends at Parma, her home town, when she rode the elephant in the spec. Young Frank Knowles accompanied her. John Boyle has been a frequent visitor. Carlton Smith appeared in clown alley at several stands around Cleveland.

Reporter Doris O'Donnell and cameraman Cragg, both of The Cleveland News, were with the show for a few days getting a story for the paper. Don Fosgate, Carl Elwell and Win Schley visited.—WIMPEY.

### Siebrand Bros.

Show's attendance has held up despite cold weather and intermittent showers during the Durango, Colo., engagement kept personnel busy dropping riggings.

Pancho Roche and Bob Renous made a number of trips to the local lumber yard for repair and building material in Durango. Jackie (Koko) Fairburn's sword-swallowing bit is popular. The Patine and Hodgini Canasta games are getting red hot.—JOE HODGES HODGINI.



**Sparton Bros.**

Tom Henry's wife joined and is on the Side Show ticket box. The writer has been enjoying visits with the Henrys recently, since we've been playing towns within easy driving distance of their home in Keyes, Calif.

Ernie (Lightning) Calhoun is breaking all speed records by following himself on the program twice in a row. The Burdicks got away from their traps long enough to pass out stacks of handbills to school children in Patterson and Newman, Calif., aided by the writer.

Roy Earle was again bitten and scratched by one of the monkeys, this time on the leg. "Skip" Senter's contortion act is going over with a bang. The trailer owned by him and magician Frank Webb is one of the most beautiful sights on the lot.—**JOHN TOY.**

**Seal Bros.**

In Coulee City, Wash., personnel got a chance to see President Truman, en route to Coulee City dam to make a speech. Also in Coulee City the performers played the candy butchers in the first ball game of the season, with the performers the victor. The performers also beat the candy butchers in the second game at St. John, Wash.

Joe Scharoun, who is in the office, and Novel, who works in the big show, were married recently in Los Angeles. Jack and Clara Turner bought a black bear cub.

Visitors have included Garold Kyte, of Yakima, Wash.; Dr. J. Hugh Burgess, of Moscow, Idaho, and Art and Marie Henry, who were on their way to Victoria, B. C., to work the Sportsmen's Show.—**MAURICE MAR-MOLEJO.**

**Kelly-Miller**

Congratulations are in order for newlyweds Mr. and Mrs. Fred Logan. Bride is the former Shirley Lindeman. The Gallagher family suffered two minor accidents recently and Jimmy and Muggys were out of the act for a couple of days. The writer literally blew up in the clown car and is suffering third degree burns on arms and hands. Clown Lee Virtue came off with a slightly singed wig.

Ira Watts is doing a good job of laying out the lots. Tiger Bill Snyder has the program running well. Capt. Dutch Narfski has a novelty in Miss Oklahoma, the hippo. Evalina Rossi continued to work despite painful after effects of a tooth extraction. Red Rumble's pie car continues to be the most popular spot on the lot.—**EDDIE DULLUM.**

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**Billier Bros.**

Sunday off in Greensburg, Pa., gave everyone a chance to visit with members of the Dalcis Circus, showing near by. Visitors from that org included Sylvia Gregory, Teddy Milligan, Jr. and Dean Hawkins.

In Greensburg everyone was busy preparing for the Pittsburgh stand. Rita Billier was making a new Western wardrobe for the line-up. Francisco Reynaso teaching Jackie Lynn, Tommy Bentley and others to do cloud swings between shows, while Carlos Ricci worked up new tricks for his juggling act. Tommy Bentley and the writer are holding dance classes twice weekly in the big top between shows. Many visitors on the lot watching the clean-up activities.

Uncle Pete Cristiani has been doing well with his fishing. Nadio Cristiani celebrated his fifth birthday May 12 with a party given by his mother, Chita, and received many gifts.

George Wagran, Mike Nidos, Lex Reppert, Matchett, Clarence Burr and Joe Smiga and Pete March doing a great job of handling concessions. Shotgun Egan keeps Lex Ruppert busy refilling his trays for the big top. Jenny Bayne had a birthday party in the Side Show Tuesday (16). Mine. Rose is still the life of sleeper No. 38.

Everyone was grieved over the sudden death of Robert Coleman while en route to Weston, W. Va.

Lockwood Lewis and his minstrel band are a big hit in the Side Show. Tommy and Etta Pumprey add to their wardrobe every week and are scouting for more trunks to put it in. Bitty Billier is sporting a smart new hair-do. Grace McIntosh and Jea Gaskill are a good pair when it comes to giggling. The Reynaso Trio have a new introduction for their iron-jaw act.

Glen and Mimi Tracy have been on the show for several days now, doing sketches of circus life in the backyard and dressing rooms. The writer is sporting new electric equipment for the "crazy number."—**BOB LORRAINE.**

**Hagen Bros.**

There have been several additions to the program this past week. Leo and Josephine Gasca joined with their roly-boly and tight wire acts at Princeton, Ill., after finishing with Cole Bros. in Chicago. Charley and Peggy Cline joined to assist the writer in clown alley and Wenester Townsend is again working in make-up. The Skating Carletons joined in Blue Island, Ill., after leaving Bailey Bros.

Torchy Townsend celebrated her birthday with a party in the big top and cake for everybody on the show. Mac, the electrician, has added new spotlights in the big show.

Mrs. Howard Suez and her daughter, Mary Sue, visited. Herman Linden and his wife, CFA fans of Aurora, Ill., caught the show at Plano, Ill. Circus Freddie Wolfe, of Blue Island, visited the writer. Laura Gronk entertained Gene Rogers and family at Galesburg, Ill. Other visitors were Jack Knight, of Dailey Bros.; Jack and Lola Allen, and Mr. Walters, manager of The Pekin (Ill.) Times.—**FRANK CAIN.**

**Cole & Walters**

Mrs. Bob Stevens, of Stevens Bros.' Circus, visited in Plainville, Kan., her home town. Severe winds kept the show from setting up in Moreland, Kan. Mr. and Mrs. Green, of Capell Bros.' Circus, joined the Side Show annex. Mr. and Mrs. Tommy McCann and daughters visited from Denver. Mr. and Mrs. Herbert Walters received numerous gifts when they celebrated their 31st wedding anniversary May 8.

Beverly Vannette celebrated her 16th birthday May 10. Visitors included Earl Hammond and the Hugo Players. Frank Ellis is a champion gin rummy player, as is Fred Brad. Paul Zomp and not Paul Lump is assistant boss butcher. Estelene Pike and Maurice Henry visited at Hoxie, Kan.

**Dailey May Close After Can.; Poor Business in U. S. Cited**

(Continued from page 70)

providing no more than orange blues for reserved seats.

Already the show's wagons carry Louis's name, altho he's not yet mentioned in billing. That billing is light.

**New Animals Hidden**

Dailey's animal line-up has been strengthened, but the public doesn't know it. All cages are spotted in the backyard instead of the menagerie. A larger polar bear act and a black bear group are carried. However, neither was shown here and normally the polar group is used only as a milling den-full during come-in.

Some 50 head of ring stock and about 20 baggage horses are carried. A 10-up hitch takes a callope downtown daily. One stock car was dropped from the train, leaving four and making room for the ninth sleeper, a private car for Joe Louis. Of the 12 flats only two carry the show title.

The rip-roaring flash of the Dailey show ends at the marquee. Setting up is in quick time, with much equipment and much confusion. The program is dulled by fillers, stops and breaks. The six-pole, five-ring top swallows up the frequent single-person and under-manned acts.

Highlights of the program are Hugo Zucchini's cannon act, Joe Horwath's lions, Hazel King's horses and the 16-people Murillo acro troupe. Paul Nelson is equestrian director.

**Bows With Spec**

The spec opens the show and while it includes horses, 16 elephants and eight camels, there is little else to set it off. Iron jaw and single traps turns with Aurora Vazquez, Cascavell Esqueda, Salvadore Rodrigues and Ginger Moody follow. Then Rex Williams works the two tigers and single elephant. While a six-people trampoline act works, Ramon Esqueda does a juggling turn from a small stage.

Joe Horwath comes in with 10 lions. A good bit is his usual noisy methods to get a cat to move and finally succeeding by bowing a polite invitation.

**Numerous Stops**

The ladder number includes a dozen girls plus three cloud swings and three foot-revolving acts, the latter by the Campas. After a concert announcement, clown stop and a song by Berta Campa, the show gets underway again with the big elephant display. Rex Williams is boss bull man.

Out of the show here was Norma Davenport, who usually takes the center ring group of five big elephants. Her absence caused cutting of the second trampoline act earlier and she was missed in the riding act later.

Pacing the next display is the ladder perch act by three of the Campas. In other rings are Mario Rojas, unicycle; Nabarro Brothers, perch, and Silba Brothers, juggling-perch combo.

**Riding Act Featured**

Rosemary Stock, Paul Pruitt, Ed Martin, Ed Murillo and Victor Murillo worked as the Riding Martinis.

Collie, huskie, spits and terrier dog routines are worked by Hazel King, Donna Mitchell, Barbara Williams and Betty Keller. Eva Munoz brings in a single elephant for a hula number.

Seven menage horses in the next display are ridden by Hazel King, Donna Mitchell, Jinx Adams, Donna Pyle, Rosemary Stock, Toni Martin and, except here, Norma Davenport.

**Casting Act Hypno**

A balloon-breaking derby with boxer dogs is a quickie before the casting act by Eddie and Victor Murillo comes on.

Contortion varieties by Berta Campa, Eva Vazquez, Theresa Barragan and little Joan Klien follow. Then Jinx Adams races the 16-horse Roman standing hitch around the track. Clowns return for the next number. Guillermo Campa, Victor Gaona

and Olga and Lola Sanches present two wire and two bounding rope acts. There's another concert announcement and a ballet number with 15 girls.

**Horses Well Trained**

Hazel King's Liberty stock comes into three rings next and display their well-drilled routines. Jinx Adams has a second eight-horse group and Donna Mitchell works the six-pony drill.

Sixteen Murillos swarm into the center loop for the featured spot in the next display. The family, including several youngsters, stresses its two-story huddle with a child atop and the quick-following, two-high ring-around. Working at the same time are Chano Esqueda, hand stands, and Marscline Cardenas, table rock.

**Zucchini Cannon Finale**

In the finale spot is the Hugo Zucchini human cannon ball act that gives the Dailey show one of the strongest features in its history and marks Davenport's first exhibition of name circus talent.

In the concert, which goes for 15 cents, Paul Pruitt rides Lipslick, Davenport's featured horse; Eddie Murillo works a pony, and Rex Williams and Red Freivogle present a wrestling bear.

The big show goes for \$1.50 and 60 cents. Matinee here was for about 300 people. Night show drew slightly less than a half-house. At Canton, Ill. (14), the matinee was okay but the night show was weak. At East Peoria (15) the larger crowd came at night but wasn't good.

**Personnel**

Ben Davenport and Harry Hamill, owners; Ben Davenport, general manager; George W. Smith, manager; C. C. Smith, treasurer; Ray Dean, press; Benny Fowler, general agent; Freddie Fredricks, secretary; Harry Hammond, concession checker; Paul Pyle, lot superintendent; Milt Robbins, Side Show; Hank Werner, band; Hazel King, head horse trainer; Ed Martin, ring stock; Tom Rogers, baggage stock; Charlie Oliver, cookhouse; Johnny Quigley, electrician; Walter Schuyler, wardrobe; Frank Fizzell, train master; Rex Williams, menagerie superintendent; Howard Menz, props; Guy Hamilton, trucks; Blackie O'Malley, menagerie canvas; Robert Van Horn, programs; Cecil Stapleton, novelties; Ray Morrison, popcorn and peanuts; Orville Lindermann, grease stand; Mona Gruba, apples; Victor Pratt, floss; Mrs. Eva Davenport, downtown tickets; Bertha Drane, mail and No. 2 wagon; Homer Cantor and Pete Cristiani, dining car.

Clowns: Francisco Rolon, producing; Enrique Barragan, Cara Susla, Benjamin Arias, Luis Sanchez and Simon Belasco, midjet.

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Perry, May 30; Boone, 31; Ames, June 1; Newton, 2; all in Iowa.

## Rain Whittles WOM Grosses At 3 Stands

### Per Capita Spending Okay

ELIZABETH, N. J., May 20.—Rounding out the third week of its tour, World of Mirth Shows is still losing about 50 per cent of its play to rain. When good weather prevailed here, and previously at Chester, Pa., and Wilmington, Del., attendance was good and per capita spending heavy enough to encourage an optimistic outlook. Frank Bergen, general manager, and Bernard (Bucky) Allen, concessions manager, reported.

This has been a hard luck date for World of Mirth for the past decade. Not once in that time has the show received better than an even break in the weather and on one occasion it lost 12 days including a holdover week scheduled in an attempt to beat the rain. Dates have also been shifted in several instances, but this strategy failed to work.

A big crowd Tuesday night (16), the only occasion on which clear weather prevailed, gave promise of a good week. However, Wednesday and Thursday (17-18) were added to Monday (15) as washouts.

Shows' Jersey dates have been increased to five by the addition of Garfield, a spot closed for the past five years. One other spot may be added to delay the shows usual jump into New England territory where economic conditions are not reported favorable.

Allan Keller, feature writer of The New York World-Telegram-Sun, is doing a series of articles on the show.

## Weather Breaks For Tivoli Expo At Moberly, Mo.

MOBERLY Mo., May 20.—After a month of inclement weather, Tivoli Exposition Shows finally got a break in Mexico, Mo., where they played a week's engagement to good weather and fair business. Shows moved in here from Mexico Monday (15) and the local stand winds winds up tonight. From this city they go to Galesburg, Ill., where they bow Monday (22) under the 101 Club's auspices.

The big top, bleachers and trucks have been ordered for the Ice Revue of 1950, which is slated to join the shows the second week in June. The new feature, booked thru Voorhees & Fleckles Agency, Chicago, will be managed by Jerry Jackson.

In addition to Mr. and Mrs. H. V. Petersen, owner-manager; staff includes B. J. Collins, general contracting agent; Bill Grant, secretary-treasurer; C. Lutz, public relations; Charlie Elder, lot superintendent; Karen Petersen, The Billboard sales agent; Dick Ryder, mechanic and ride superintendent; F. W. Pauli, electrician; C. Wilde, special agent; Gene Raetz, sound car, Jane Ryder, front gate tickets.

### Rides

Caterpillar, Paul Dobson; Tilt-a-Whirl, Don Ryder; Merry-Go-Round, George Hauseberg; four kiddie rides, Robert Heaton; Rolloplane, G. Raetz; Ferris Wheel, Cecil Chafin; Tom Thumb Train Ride, Mr. and Mrs. John Rice; Roll a Whirl, Denver Rumble.

Shows include Motordrome, Walter Karnes; 10-in-1, Stanley Wisley; War Exhibit, Sergeant Burns; Animal Circus and Side Show, Mr. and Mrs. Bert Backstein; Mickey Mouse and Snake Show, Bun Ray; Girl Revue

## Crescent Canadian Promotes Own Tie-In Circus at Victoria Arena

VICTORIA, B. C., May 20.—Crescent Canadian Shows under new owner, Frank Cosentine, are set up in front of the 6,000-seat Victoria Arena, where they have booked a seven-act Olympia Circus to open today and run thru May 24. To get into the buildings, it is necessary for circus goers to pass thru shows' midway.

Indoor show, booked by Lee Mantell, of the Bert Levey Seattle office, is scaled at \$1.50 for adults and 75 cents for children.

Shows moved in here from their first winning stand in Vancouver, B. C., where warm and clear weather replaced the rain and cold that had

dogged the shows during their first five weeks on the road. Adult ride prices were cut from 25 cents to 5 cents at Vancouver, which acted as an additional stimulant.

This season, for the first time in 12 years, shows will play two Alkan stands, moving by boat from Prince Rupert, B. C., to Ketchikan for nine days, after which they move into Juneau July 13 for nine days.

Org's staff here included Frank Cosentine, owner; Henry Meyerhoff, who will serve as co-manager for the season; Fred Moog, secretary; R. Brigham Young, lot superintendent; J. A. Lambert, electrician; Percy Jones, trainmaster; and Smittie Smith, billposter.

### Rides

Caterpillar, Goldie Fisher; Tilt-a-Whirl, Gordon Raincock; Fly-O-Plane, Bobby Rideau; Ferris Wheel, Bill Smith; Rolloplane, George Sider; Merry-Go-Round, Shorty Moody; Little Dipper, Georgey Francon; Miniature Train, Ernie Francon; Spitfire, Gordon Smith; Boomerang, B. Young; Octopus, Henry Sutton.

### Shows

Ten-in-One, A. J. Budd, owner; Jelly Dore, manager; Bob Emerico, outside talker; Red White, tickets; Doc Doherty, ticket taker; Keith Julian, inside lecturer; Scalo, Julius Gonzalez; Julian, penguin girl, and the four-legged illusions in the annex. Monkey Show, Bob Emerico, manager. Life in Hollywood, John Kozlowski, owner; Ray Johnson, talker; Marie Haig, tickets.

### Concessions

Herb Bergstrom, best-the-dealer; Art Colombe and Jack Scott, bingo; Phil Smith, air rifles; Alec and Jean Mallico, conkhouse; Art Blowers, long range shooting gallery; J. A. Lambert and Percy Hascifield, diggers; Francis Moore, novelties; Mr. and Mrs. Christman, candy floss; Syd Murrell, over and under; W. J. Maloff, balloon darts; Emile Brodeau, crown and anchor; Slim Cameron, milk bottles; Ina Cameron, fish pond; Lee Boomer, bumpers; Ed LaRocque and Meyer Perlman, hoop-la; Tim Brower, pan game; Yorke Wallace, crown and anchor.

## Strates Stand At Bingham'tn Beats Weather

### Second Week Okay

BINGHAMTON, N. Y., May 20.—Despite cold and wet weather, business was fair for the James E. Strates Shows during the org's two-week stand here, starting Monday (1). First week was played under Shrine auspices. The show was held over a second week, sponsored by Post 80, Drum Corps, American Legion, when the Utica, N. Y., stand was postponed because of a bus strike in that city.

Owner Strates received much publicity during the org's stay here, since he claims the city as his home town. He owns much property in the locality, including a tract which is slated to become an amusement park. Strates also owns the Hotel Bingham here.

Saturday night (13), Strates presented a lucky ticket holder with a new Ford car. Drawing for the contest was held before the platform of the Hollywood-Broadway Revue at the end of the midway. All show equipment is bearing up well.

## Cote Amusement

### Down to One Unit

UTICA, Mich., May 20.—Cote Amusement Company will go out this year with one unit instead of three as last season, Elmer F. Cote, owner, said at local winter quarters.

Org, which is being readied for its May 26 bow under auspices of the Flat Rock (Mich.) Memorial Association, will play celebrations and homecomings exclusively within a 150-mile radius of Detroit.

## Kid Play Helps C&W Register At Wilming'tn

### To Try Free Gate Lure

HARRISBURG, Pa., May 20.—Cetlin & Wilson Shows, which opened here Monday (15) for a week stand, registered good business last week in Wilmington, Del., despite rain which fell every day except Saturday (13). Tie-in with a Wilmington merchant enabled the show to stage a bicycle giveaway at a kids' matinee which drew more than 3,000 persons. According to show officials, the org will go heavy on similar promotions to snare kid trade this season, with another bicycle prize set for this date and Harrisburg radio stations sponsoring a moppet matinee Saturday (20).

To bring additional people to the midway the show also plans to inaugurate a free gate policy every evening from 6 to 7 p.m. Idea will be to bring out bigger crowds earlier. All advertising and promotion will stress this policy which goes into effect here.

Personnel for the magic show, India, includes N. H. and C. J. Johnson, owners-producers; Johnny Brown and Glenn Powell, tickets; Grace Johnson, wardrobe; Betty Lowe, Linda Cooper, Jo-Ann Miller and Kitty Gorman, assistants.

### Raynell Personnel

Raynell's Pin-Up Parade includes Johnny Shea, talker; John Thompson and Fred Ramsey, ticket sellers; Marva Nunn, Lillian Gabriel, Zinita Romero, Nancy King and Joan Mallory, show girls; Frank Baker and Harry Puman, stagehands; Harry Thompson, boss canvasman, and Paul Michael, narrator.

Mickey Manson's Side Show includes Frank Lentini, three-legged man; Mrs. Lentini, inside tickets; Harry Lewis, stone man; Martha Lewis, nurse; Geraldine, elephant skin girl; Seallina, seal girl; Henery, pin head boy; Bruce Evans, sheep headed boy; Mildred Harlo, swords; Gypsy Pete and Caroline, knife act; Swede Peterson, iron eye lids; Tommy Girard, broom illusion; Arline Knitter, headless girl; Kinko, nail-in-head; Carl Davenport, midget strong man; Bobbie Barrow, emcee; Aileen, annex; Jimmy Allen and Blackie Edwards, ticket boxes, and Henry Valentine and Swede Peterson, talkers.

## Vivona Tabs Good Take at Bayonne

BAYONNE, N. J., May 20.—Vivona Bros.' Shows opened here Sunday (7) in the downtown district to packed grounds at both matinee and night performances, with all hands reporting good business. The Bayonne Times gave the org a good spread, paying special attention to Mason's Monkey Show and taking many pictures of the Saturday (13) kids' matinee.

A new 32-foot office is being built and is expected to be delivered June 15. Maxie Sharpe reports his concessions doing well. Charlie Miller is putting out plenty of glass, with customers carrying it away by the armful.

Visitors to the lot included: Harry Heller, owner of Acme Shows; Ted Lewis, owner of the show bearing his name; Leo Cellio, Charlie Breen, Joseph Marenio, Harry (Buddy) Grcasnelo, Mark Williams and Jerry O'Meila.

## Blue Grass Inks Mt. Vernon

MOUNT VERNON, Ill., May 20.—Blue Grass Shows will provide the midway at the July 4th Celebration in city park here. Contract gives the org the ex on rides, shows and concessions.

## RAS St. Louis Date Gets Off To Good Start

### First Two Days Top '49

ST. LOUIS, May 20.—Royal American Shows' business here Wednesday and Thursday (17-18), first two days of an 18-day stand, topped the corresponding days last year by a slight margin. Good weather prevailed. Another factor in the hiked biz is that the RAS is the first railroad show to play the city this year, whereas last year it trailed another show.

Admission for the Bonnie (Oh, Johnny) Baker Show, which elsewhere will carry a \$1 (tax included) charge, was cut to 60 cents. Price reduction was made to build patronage for the unit in this spot, always powerful for Leon Claxton's Harlem in Havana, Negro show which goes for 60 cents.

The Royal American's stand at the Memphis Cotton Carnival, which closed Saturday night (13), ended in rain. Weather whacked the show on three other days, hitting opening Saturday and on Sunday, always big days, and on Thursday. Despite the bad weather, the RAS gross was not far below '49, according to execs.

## Weather Hurts JJJ in Pennsy

JOHNSTOWN, Pa., May 20.—Despite cold and rain, folks turned out here opening night, altho business overall was not as good as it has been in the past. Local bus and street car strike, now in its fourth week, did not help the situation any.

Radio Station WARD went all out to help put the show over, broadcasting direct from the lot and devoting their man-on-the-street program to the org daily. New arrivals here were Mark and Lillian Reilly, Dot and Nat Mercy with their Folies of 1950 and Bob Edward with his French Casino.

and Posing Show, Mr. and Mrs. Bob Vance.

Concessionaires are Mr. and Mrs. Charles Elder, bingo; Mr. and Mrs. Robert Chisholm, conkhouse; Mr. and Mrs. Harry Bryant, Penny Arcade and diggers; C. R. Frazier, popcorn and candy floss; Mr. and Mrs. William Murray, derby races; Sally Motti, Bun Ray, Kenneth Hinds, Fimm Arendell, Jack Perry; Mr. and Mrs. Fryou, photo gallery; Harold Reed, Ted DeWitt, F. W. Pauli; Fay Lutz, palmistry booth; Whitey Lutz, John Honts, Mr. and Mrs. Floyd Stewart, Jack Bruner and Danny Cruzan.

# Able, Hard-Working Gean Berni Much Alive, Tho Once "Dead"

(Continued from page 57)

for two years, and then became executive secretary. Membership soared to about 800 and the showplace clubhouse was erected.

In the late '20s Gean served as secretary of the Heart of America Showmen's Club, Kansas City, Mo. His tenure was distinguished by the purchase of a cemetery plot containing 325 graves thru a committee which he headed.

He is adept at getting things done thru building a spirit of co-operation. This ability stems from his own modest nature, and by a manner which serves to laugh off his own contributions yet applaud the co-operation of others.

A keen, practical joker back in the years when he played the hard way with Ned E. Torti, Wisconsin DeLuxe Company, Milwaukee; Greg Wellinghoff, then manager of the

Kansas City, Mo., office of The Billboard, and the late Orville Hennes, Gean, now 52, has tamed down considerably, but he is good for many a hearty laugh.

He still goes on the road occasionally with bingo to play several major fairs, but spends most of his time in Tampa, where he established his permanent residence in 1942 and where he now operates a basket importing business. (He supplies about 60 per cent of the decorative baskets used by the fruit shipping industry of Florida.)

Born and raised in St. Louis, Gean early learned the art of ornament plaster. In fact, he became quite accomplished, executing ornamental decorations for some of the early movie houses of Charlie Skouras, now a movie biggie. Tho reared around the plaster business, Gean broke into the outdoor field by working for a ride operator in Dallas in 1916, when he was 18 years old.

Three years later he opened a merchandise jobbing house, catering to the outdoor trade, in St. Louis. Then, he opened a branch of the Wisconsin DeLuxe Company in Kansas City. This office, while under Gean's management, drew Ned E. Torti of Wisconsin DeLuxe during Ned's teeth-cutting days in the business. Gean continued with the firm until 1930, heading up its South and Southwest territory. He left to play independent fairs with bingo. His first corn game operation, incidentally, was at the Minnesota State Fair, St. Paul, as a partner of the late Phil Little. He also associated with Dave Marks in many bingo operations, and once conducted an indoor game at Hot Springs.

In 1942 when he located in Tampa, he took over the operation of the Berni and Arcade hotels. He held the reins thru the early war years, then sold out. Meanwhile, he launched a food-shipping business, which he later shifted into the basket importing enterprise. During the early '40s at Tampa, he also was associated with George Reinhardt, cookhouse operator, in the ownership and management of a Tampa restaurant.

Gean's wife, the former Dena Brown, of Kansas City, came from outside of outdoor show business, but she picked up knowledge fast. The Bernis have two children Nellie, of St. Louis, and Bob, who makes his home in Tampa.



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# MIGHTY HOOSIER STATE Shows

WANT CONCESSIONS—Hanky Panky. We want only decent, respectable show people with nice equipment. SHOWS with own equipment and transportation; give me committee money plus tax. RIDE HELP—Can use four Second Men. Must be licensed drivers. Sober and reliable. Salary \$35.00 each week—and sure. Mr. Robinson, who worked for Mr. Peck in 1949, contact me at once. Have proposition for you.

### All replies BILL GEREN

In care of Western Union, Seymour, Indiana, May 22 through 27; Columbus, Indiana, May 29 through June 3, 40 and 8 Celebration, 10th and Wilson Streets; Jeffersonville, Indiana, June 5 through 10, 10th and Wall Streets, Crippled Children's Fund; Paris, Kentucky, June 12 through 17, Police Benefit Fund; Corydon, Indiana, June 19 through 24, V.F.W. Celebration; Maringo, Indiana, June 26 through July 1, American Legion Celebration. Then the Mammoth 4th of July Celebration, Camden, Ohio, July 4 through 8. Fairs and Celebrations solid through October 1. Only interested in reliable and settled concessionaires and Showmen who have something to show for their efforts in the past. Wire Western Union. Do not phone.

## ATTENTION!! PARK-CARNIVAL CONCESSIONS—PLASTER USERS OF ALL KINDS

PRICE LIST FOR NEW LINE OF PLASTER NOVELTIES READY  
WRITE FOR YOURS TODAY!  
Dependability insured—21 years at same location.

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# DETROIT, MICHIGAN Third Annual FESTIVAL

10 DAYS  
10 NIGHTS  
JUNE 2-11

10 DAYS  
10 NIGHTS  
JUNE 2-11

Ferry — Chene Market

Sponsored by EAST SIDE OPTIMIST CLUBS

## WANTED

Fish Pond  
Huckley Buck  
Kentucky Derby  
Basketball Game

Ball Game  
High Striker  
Photo Gallery

Pitch Till You  
Win  
Short Range  
Shooting Gallery  
String Game

Or Any Other

LEGITIMATE GAME THAT WORKS FOR STOCK ONLY

WHEELS { Stuffed Toys — Ham — Bacon  
Groceries — Plaster — Poultry

Can Place for Balance of Season  
ROLL-O-PLANE & SPIT FIRE  
OCTOPUS & ROCK-O-PLANE

## Bonifide Celebrations and Fairs to Follow This Big Event:

- Romulus, Michigan, Chamber of Commerce and Rotary Fair—June 13th-18th
- Coldwater, Michigan, Chamber of Commerce Jubilee—June 20th-24th
- North Webster, Indiana, 10th Annual Mermaid Festival—June 27th-July 1st
- St. Clair, Michigan, Annual 4th of July Celebration—July 3rd-4th
- Carleton, Michigan, Rotary Home Coming—July 6th-9th
- Ligonier, Indiana, Civic Celebration—July 11th-15th
- Cayuga, Indiana, County Fair—July 18th-21st
- Indianapolis, Decatur Township 4-H-Fair—July 25-29th
- Elora, Indiana, County Fair—August 1st-5th
- Cassopolis, Michigan, Cass County Fair—August 8th-12th
- Rensselaer, Indiana, Jasper County Fair—August 14th-19th
- Mt. Pleasant, Michigan, County Fair—August 22nd-26th
- Marne, Michigan, County Fair—August 29th-Sept. 1st
- Farwell, Michigan, Labor Day Celebration—Sept. 4th
- Manistee, Michigan, County Fair—Sept. 5th-9th
- Coldwater, Michigan, Branch County 4-H-Fair—Sept. 11th-16th
- Bourbon, Indiana, County Fair—Sept. 19th-23rd
- Union City, Indiana, Street Fair—Sept. 26th-Oct. 1st

Write or wire C. D. MURRAY, Mgr.

## W. G. WADE SHOWS, UNIT NO. 2

9600 BROADSTREET

DETROIT 4, MICHIGAN

Telephone—Texas 4-6413. Call between 11 p.m.-8 a.m.

Now showing at Vernor Highway & St. Jean, Detroit, until May 31st.

CAN PLACE—Tilt-a-Whirl Foreman, Second Man on Merry-Go-Round.

**NOW DELIVERING!**

**New Apex 4 Star Carnival Wheels**



**Apex 5 Star BINGO BLOWERS**



Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG. **MORRIS MANDELL, INC.**  
26 East 13th St. (Dept. B), New York 3, N. Y. Phone OBson 3-5912

Heavy Duty Mounted **BINGO CARDS** In Various Colors

**IMPORTANT LUTHER PORTER**

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Phone FRanklin 2-3473



Never a breakdown with guaranteed **AMSCO** Quick Cameras. Patented features mean more profits. Obtain list of agencies. New, Used, Low Prices, Beautiful, Durable. Also Portable Cameras.

American Stamp & Novelty Mfg. Co. Houston 6, Tex. (formerly of Okla. City)

**WANTED**

Experienced Help for all rides. Merry-Go-Rounds, Tilt-a-Whirl, Ferris Wheels, Octopus and Kiddy Rides.  
**MILLER AMUSEMENT ENTERPRISES**  
35th Street and La Grange Rd. La Grange, Illinois

**FOR SALE NEW SIDE WALL**

Water and Mildew Proof  
7x100 Feet ..... \$49.00  
8x100 Feet ..... \$6.00  
9x100 Feet ..... \$3.00  
**MAIN AWNING AND TENT CO.**  
1230 MAIN ST. CINCINNATI, O.

**WANTED**

**CONCESSIONS OF ALL KINDS**  
30 Big Nights in the Heart of Overland, Mo. May 26 to June 4 inclusive.  
**RUSS EDWARDS**  
2411 Spencer Overland, Mo.

**WANTED**

**FIRST-CLASS CARNIVAL FOR HAYWOOD COUNTY FAIR, SEPT. 6-9**  
Contact L. M. SMITH, Mgr., Brownsville, Tenn.

**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. Fairtax 2626.

**CARNIVAL WANTED**

Rides - Shows - Concessions July 2-3-4  
**CLINK'S PARK**  
Alma, Neb.

**FORREST C. SWISHER**

Wants Man and Wife for Eat; must be over 30, have own car and trailer. Can also place Single Men for Cab, Back, Seals, Aars, Hanky Panks; drivers given preference. Booked with **PARADA SHOWS**, Lexington, Mo.

**MIDWAY CONFAB**

A little compliment makes a showman's life a bit pleasanter as in the case of a fair man who told a manager that he was a nice guy, but wouldn't book his shows.

Sophia Gleason, member of Caravans, Inc., Chicago, is visiting her daughter, Mrs. W. Corsario, in Janesville, Wis. . . . Frank Walker is operating a cork shooting gallery for William Hagelman on the Krause & Duke Amusements in Philadelphia. . . . Ernie and Lillian Lawrence visited Chester and Etta Barker in their new trailer on the Majestic Shows recently. They also stopped briefly for a chat with Max Brantman. . . . Wanda Derpa is on a six-week vacation trip to Europe where she will visit her brother, who is in the armed forces.

Prize package butchers should get more percentages for the double reason that they have to listen to their own pitches and that they have to associate with their customers.

Jeanette Waters advises from Quincy, Ill., that she wrecked her car and house trailer in a recent highway accident near that city. . . . Mr. and Mrs. James Moore, of Stony Creek, Va., have their new cookhouse on the G. & B. Rides. Other recent additions to the org include Mr. and Mrs. Gerard Normandin, formerly with the Pete Jones Shows.

One doesn't have to take a second look to tell that the dancing co-eds in midway High School Revues are still attending the school of hard knocks.

Mr. and Mrs. Ragsdale, of Annis-ton, Ala., joined the G. & B. Rides in Mason City, W. Va., with candy floss, popcorn and candy apples. . . . While en route from Guynon, Okla.,

to McPherson, Kan., with the Brodbeck & Schrader Shows, Cowboy and Mary King's concession truck was demolished in a highway collision with another car. The Kings and Oliver Hubert, who was riding with them, escaped without injuries but the Kings' loss was estimated at \$1,500. The Kings will be with the Art B. Thomas Shows for the remainder of the season. . . . Ted Cole has booked his bingo stand with G. & B. Rides for the season.

"Something new at last!" yelled a Penny Arcade operator when he put a sign reading, "One-Cent Television," on a movie machine that pictured Tom Mix.

Joe Goodwin, concessionaire, closed with Wallace & Murray Shows last week to join Mighty Page Shows. . . . Joseph Lehr reports that rides and concessions did good business when the Krause & Duke Amusement Company played the 54th Street and Gray Avenue lot, Philadelphia. . . . George Westfall has joined G. & B. Rides with sound truck, high striker and French fries. . . . Billie Park is in A. C. Broyles Hospital, Dayton, Tenn., with rheumatic fever and would like to read letters from friends.

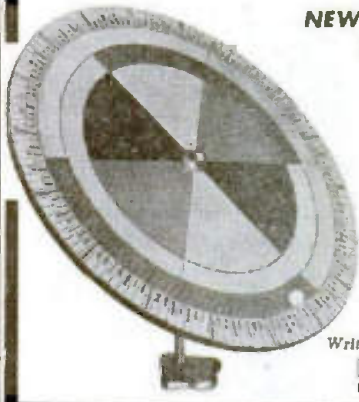
One of the penalties of being an agent is that he is always being met by groups of hungry and thirsty men—whether the agent is that way or not.

George Kimbrell, who had his Funhouse booked on the Jayhawk Amusement Company, joined Hale Shows of Tomorrow at their May 15 opening at 25th Street and Indiana Avenue, Kansas City, Mo. . . . Jean Nadja opened with the "Strip Follies" on James M. Raftery Shows after making a trip to Johnstown,

**EVANS' NEW CIGARETTE WHEEL**

**NEW FLASH!**

**NEW EARNING POWER!**



Great new, fast-playing cigarette store! Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action ball! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality-built to give you many seasons of big earnings. This is the right one! Don't wait!

Write for information and latest catalog.  
**H. C. EVANS & CO.**  
1528 W. Adams St. Chicago 7, Ill.

**Concessionaires—Ride Owners—Acts**

BUY YOUR INSURANCE FOR THE TIME YOU NEED IT . . .  
**3 MONTHS OR MORE**

**PUBLIC LIABILITY INSURANCE FOR**  
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GOOD RATES — NATION-WIDE CLAIM SERVICE

**M. J. "MIKE" LAW**

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**WANT AGENTS**

**25 FAIRS AND CELEBRATIONS—25**

STARTING FIRST OF JUNE  
Playing two spots a week. Biggest 4th of July and Fair Combined Celebration in State on the Canadian Border, 20,000 People last year. Two Canadian days. Want Agents for Buckets, Swingers, Six Cuts, Pin Store, Set Outfits, Bear Hoop-La; good proposition to Man and Wife Team who can contract other Agents. Will do business on three Concessions if you can contract Agents.

**JACK SHEEAN**

2127 UPTON, NORTH

MINNEAPOLIS 11, MINN.

**NOW!**  
turn to **INSIDE FRONT COVER**  
for an important story on **POPCORN PROFITS**  
MANLEY INC., KANSAS CITY, MO.

**WANT TO BUY**

**TILT-A-WHIRL**  
OR  
**KIDDY ROLLER COASTER**  
USED

**J. A. BLASH**  
12611 MADISON AVE. LAKEWOOD, OHIO

**WANT**

**CAPABLE SKOOTER FOREMAN**

For large railroad show. Salary and percentage to right party.

Box 155, care Billboard Pub. Co., 390 Arcade Bldg., St. Louis, Mo.

**AT LIBERTY**

**SOBER ELECTRICIAN-MECHANIC**

C. M. on Caterpillars, Diesels or Transformer. Have own tools. Mechanic wants \$50 per week and free nut on Penny Pitch. Electrician Wants \$1 cut-ins and free nut. Will join on wire.

**H. V. SCOTT**

Box 204 Elizabethtown, Illinois

**WANTED**

Rides, Concessions, Shows

**SPORTSMAN'S WEEK**

Starting July 17th till July 23d. Contact **WILLIAM SUDERS, Secy.** English Center, Penna.

**FOR SALE**

Must sell Ferris Wheel, Ringo. Misplaced many answers; this time answer by wire with best bid. This equipment will positively be sold to highest bidder as my new work occupies all my time. Will accept any reasonable bid on Parker 6-seat Ferris Wheel, Fan Game, 10 x 30 Bingo Stand, Short Range Shooting Gallery mounted on 2 wheel trailer, 1940 Ford Tractor and Trailer, 1941 Dodge ton and one half WESTPAAL AMUSEMENTS, 426 Font 57, La Salle, Illinois.

**WANT CATERPILLAR**

Will book and transport for season. Must be first class. Office takes 40%. Fat Show, Midget Show, Giants, Freak Animal, etc. Second Men on Tilt, Merry-Go-Round, come on, String Game, Custard, Watch-La and other Hanky Panks open. Contact, Fred-ericktown, Mo., this week; Flat River, next week.

**Dyer's Greater Shows**

**ERIE COUNTY**

**VFW CONVENTION**

June 18-19, inclusive. Col. J. B. Weber Post 898, Box 8, Lackawanna, N. Y. Want small Kiddy Rides and other Concessions.

**Producing America's Best SHOW BANNERS**

**SNAP WYATT STUDIOS**  
Rt. 2, Box 1180 TAMPA, FLA. (Phone: Y-62463)

**ANYONE KNOWING THE ADDRESS OF Joseph Lucas (Lupo)**

Former Burlesque Showman of Dallas, Texas, please notify by wire, collect or by letter. **J. M. RIED SHOWS**  
1000 Oak Street Dallas, Texas

**INSURANCE**

**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**RAINES AMUSEMENT COMPANY**  
Opening in Menz, Arkansas, May 25, for 18-day stand.

**WANT**  
Merry-Go-Round Foreman and Second Man on other Rides. Want Shows—Snake, Monkey, Ten-in-One, Fun House. Want to book Photo, Snow, Long or Short Range Gallery, Jewelry, Fish Pond, Candy Apple, Ice Cream, Glass Pitch, High Striker, Hoop-La. Want Manager for well-stocked Bingo. Want to book Cookhouse that will cater especially to show people. Need Agents for Ball Game and other office-owned Concessions. No diggers, no racket, no collect calls.

**ALBERT OR ROSA M. RAINES**  
Phone 274 Menz, Arkansas

**AGENTS WANTED by Larry Benn**  
**Joe Brower**  
**Eddie Allen**  
**Merton Stone**  
And others who know me.  
C/O W. WADSWORTH SHOWS  
Port Huron, Mich., all this week;  
Pontiac, Mich., May 29 to June 4.

**Kinland Amusement Co.**  
No Gate (Five Rides) No Flats  
Want legitimate concessions of all kinds must be owned by show people, no marks. Will sell Ex on Mer Outfit, flat rate or percentage. Will book Bingo same way. I have the best 4th of July spot in North Carolina; Canton, N. C., Mason, Ga., this week; Murphy, N. C., follows. Ken Dantler, contact. All replies to M. E. COY, Jr., Concord & Broadway St., Mason, Ga. P.S.: Will sell Ex on two Mitt Camps.

**COUNTY FAIR SHOWS**  
Want Athletic Show Manager, Girl Show Manager, all equipment furnished. Want Wheel Foreman and Merry-Go-Round Foreman, salary no object. Want Ball Game, Hi Striker, Penny Pitch, String Game, Whiskey Bottles, Basketball, Custard or any that do not conflict.  
M. H. GRAY, County Fair Shows  
Winner, So. Dakota, May 22-27

**HELP WANTED**  
Operators for number 12 Ell Wheel and a Little Beauty Merry-Go-Round. Top salary to sober, reliable men. Collect calls not accepted. Contact  
**Potenza Amusements**  
1619 W. Ohio St., Chicago, Ill.  
Phone: MArket 1-4712

**WANT AGENTS**  
Men or Women for set Splendid String Game, Grocery Wheel and others. Need good all round man who can drive. No flats to buck. Good route, plenty fair starting in Wisconsin.  
**F. W. PAULI**  
TIVOLI SHOWS, Galesburg, Ill.

**FOR SALE**  
Rensselaer Miniature Train Model C12, like new. Price \$58.00.  
Price includes 250 ft. Track, streamline Ticket Box, 40 ft. Front, Chain Fence, Center Floodlights, Switch, Light Strainers. Will deliver in radius of 500 miles.  
1 Hanley Photo Machine with Booth, Price, \$150.00. Takes photos 1 1/2 x 2 feet 1 1/2 inch. ED STARR BLVD  
398 Greenlawn Avenue, Columbus, Ohio

**WANTED**  
Rides and Concessions on percentage. New Playland Concession Agents. Will furnish house trailer to Man and Wife who want year round work. For Rent: Show Lot just outside Temple City Limits on Intersection Highway 190, 34 and 96. Contact  
**FRANK COLEMAN**  
TEMPLE, TEXAS

**J. F. MARTIN AMUSEMENT CO.**

**WANTS WANTS WANTS**  
CONCESSIONS: All Hunky Panke and Grab. RIDES: We have Merry-Go-Round, Twin Ferris Wheels, Roll-Plane and Kiddie Rides. What have you? SHOWS: Will book anything other than Girl Show. The above wanted for Bayonne, New Jersey, May 29 thru June 11 for the biggest event ever held anywhere. All the Roman Catholic Churches in this city have combined into one auspices for this occasion. Parade every day.  
Each church's parish will march in a body to the carnival each night. The Sisters of each Catholic School will march their children to the carnival each afternoon, alternately.  
Bayonne has a population of 105,000, 80% is Catholic. Opportunity of a lifetime for 3 best weeks of the season.

**JACK F. MARTIN**  
183 Broadway, Bayonne, N. J. Tel: 2-9545 This week only, 4th & Grand St., Hoboken, N. J.

Pa., to visit friends. . . L. K. Carter, president of Heart of America Showmen's Club, who has been filling in on the Jayhawk Amusement Company, has moved his concessions to the Hale Shows of Tomorrow. . . Melie Bennett pens from Fort Jervis, N. Y., that he has booked his French fries with Penn Premier Shows. Melie, who fell from his high act last September, losing his left arm in the mishap, also has signed his sway pole act with the shows. I'lls brother-in-law and sister, Mr. and Mrs. Flash Williams, have their Motordrome with the org. . . Tommy Cook, of the Leeright Shows, was a week-end visitor in Kansas City, Mo.

When a manager and his agent fall out we never know whether it's from his bad booking or the agent's fallen arches.

While in Harrisburg, Pa., recently, James Rapple, billposter for the Ross Manning Shows, renewed acquaintances with Jack Wilson, Izzy Cetlin, E. K. Johnson and Jimmie and Jackie Trump on Cetlin & Wilson Shows. . . Thomas Arenz letters from his Whispering Pines Snake Farm, Benton, Ark., that he visited with members of Imperial Shows last week. He also spent some time on the Lash LaRhue & Company attraction. . . Line-up of Princes Tiny and Stan Wrisley's Side Show on Tivoli Exposition Shows includes Wrisley, talker; Vivian Stanley, No. 1 box; Pat O'Rourke, No. 2 box and second openings; Shando, magician and emcee; Miss Monica, sword barrel; Sailor Bill, tattoo artist; Little Janet, Miss Electro; Stanton Henry, human volcano; Louise Wrisley and son, Glen, world's smallest mother; Princess Tiny, girl with four hands, and Anne, porcupine girl. Skeeter O'Rourke has the annex.

Some day an infuriated shop wolder is going to whip out his torch in a cookhouse and heat his collee.

L. M. Schrador, co-owner with Fred Brodbeck, of the Brodbeck-Schrador Rides, reports from Kinsley, Kan., that the org's No. 1 Unit opened its season at the 98'er Celebration, Guthrie, Kan., in April and has been playing celebrations only to good business altho cold and rainy weather and high winds have been constant threats. . . Barbara LeMay, exotic dancer on John H. Marks Shows last season, has her own Girl Show on the Dumont Shows this year. . . Earl Meyer, who has three shows on Lawrence Greater Shows, reports from Richmond, Ind., that business thus far on the season has been okay. Line-ups of the attractions include Snake Show, Al Dameron, front; Harry Brown, inside. Unborn Show, Homer Shaarar, front and inside; Mary Hatfield, nurse; George Hartley, movie machine. World's Fair Freaks; Marion Allen, tickets; Fred Jones, front; Gilbert Gilliam, inside; Prince Ali, human pretzel; Audrey Braman, electric atom; Hazel Mitzer, sword queen; Minnie Gardner; Tex Willis, human ostrich; Ed Block, human pincushion; Eugene McArthur, magic; Madam Shirley, mentalist; William Gable, tattoo artists; Earl Meyer, inside lecturer; Gene Shafer and Betty Teffeltler, midgets. Annex has Zanita Zan and Lee Erdman. Harry Essex has the tickets and June Shellburn is nurse.

When describing a show outfit there is a difference in "best framed" and "well framed."

**ANCHOR TENTS**

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS  
**ANYTHING IN CANVAS**  
California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.  
**EXPERT WORKMANSHIP**  
5 DAYS' SHIPMENT ON MOST SIZES



**NEW — BRIGHT — FLASHY**  
**DURABLE — WASHABLE**

**ANCHOR CALABANA CANVAS**  
**CARNIVAL**

Plastic coated Gray goods give a High Gloss Finish—9 Beautiful Colors  
Write for samples

**FOR BETTER TENTS—LOWEST PRICES—HIGH QUALITY**  
WRITE

The Number 1 Carnival Tent Manufacturer.

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**WORLD OF PLEASURE SHOWS**  
MICHIGAN'S FINEST MIDWAY

**MUSKEGON, MICH., MAY 29-JUNE 4**  
7 Days — Monday Thru Sunday — 7 Nights

Want—Snake, Animal, Glass House, Motor Drome, Mechanical City and other shows of merit.  
Can Place—Photos, Novelties, French Fries, Ball Games, and other merchandise concessions. Good territory for penny arcade.  
Want—Rolloplane, Spitfire, Fly-o-Plane, and Dark Ride.  
Ride Help who drive semis.

**JOHN QUINN, Lima, Ohio (until May 27)**

**FIESTA SHOWS**

**WANT WANT WANT**  
SHOWS—CONCESSIONS—GRIND STORE  
MERRY-GO-ROUND — OCTOPUS — SPITFIRE  
Can also use Sound Car.  
**CAI ENFIELD, Owner-Manager, FIESTA SHOWS**  
Westmoreland, Calif., Melon Festival  
May 23-28, inclusive.  
Permanent Address: 327 West 23d St., Los Angeles 7, Calif.

**WANT—RIDES—CONCESSIONS**  
For one of the most outstanding events to be held throughout the State of Michigan

**CAVALCADE**  
"BATTLE OF MIDWAY" REPRODUCED IN FIREWORKS EVERY NIGHT  
Sponsored AMVETS, St. Clair Shores, Mich. Most active organization in Michigan. Give Away every hour, Popularity Contest, Acta. Celebrities. Last day is Yate' Day. Dazzling Fireworks every afternoon for kids to be held on the shores of beautiful Lake St. Clair—few miles from Detroit. Legitimate Concessions only—write or wire.  
**CAVALCADE DIRECTOR, 103 N. Gratiot, Mt. Clemens, Mich.**  
To be held Aug. 11-12-13-14 (WJ Day week end).

**SMITH'S Greater SHOWS**

**WANT**  
Concessions of all kind, good opening for Mitt Camp, also several well conducted stores. Have Girl Show complete for the right party. Will book other shows not conflicting. Clyde Parrie wants P.C. and Hunky Panke Agents. Ham Russell wants Cookhouse Help, also party for Candy Flow. Need Ride Help on all rides. We are playing the best of pay rolls spots. Committees, we have some open time. All address  
**K. F. (BROWNIE) SMITH, Appomattox, Va.**

**RAFTERY SHOWS AND WHITESIDE CONCESSIONS**


State Colored Shrine Convention, Durham, N. C., week of May 29; then Jacksonville, N. C. (Marine pay day), June 2 to June 10.  
Can place Octopus, Tilt, Caterpillar, any ride not conflicting. Can always use sober, reliable Ride Help. SHOWS: Operator for our beautiful 120 foot Side Show, Monkey Show, Fun House, Girls for Girl Revue, any worthwhile Grind Show. All Hunky Panke open. Durham is a big date for Slum Concessions. Whiteside Concessions want Grind Store Agents and General Concession Help. Also capable Percentage Dealers. All replies  
**NICK B. STEPP, Gen. Mgr., A. R. "DUTCH" WHITESIDE, Concession Mgr.,**  
Scotland Neck, N. C., this week.

**ELECTRIC PENNY PITCH**  
Electric Penny Pitch With Lights and Buzzer  
Two jacksots with red light. All other winners white light. For every winner it lights up and the buzzer rings. **GOOD MONEY MAKER.** Price \$100 ea. Immediate Delivery.

Send 25% deposit with order.

Write for catalog

All types of Carnival Wheels, Big Six Dice Wheel Merchandise Wheel Laydown Cloths



**CARDINAL MFG. CORP., 430 Keap St., Brooklyn, N. Y. Evergreen 7-5027**

## FOR SALE

8-Car Octopus, in A-1 condition, or will consider deal in exchange for a Number 5 Eli Wheel. Also have for sale Kiddie Ferris Wheel and Kiddie Chairplane—**BARGAIN**—Can leave on present permanent spot or can be taken away. Both making money on present location. Can be seen in operation. Can book Kiddie Train on kiddie location. Reason for selling Kiddie Rides, have two of each. Want Ride Help for Parker 2-Abreast Merry-Go-Round and First Man for Ferris Wheel. Must drive semi or truck. This outfit moves on regular route. Also need help to put up Concessions. Good salary and treatment. No drunks or chasers wanted—save your time and also mine, you won't last long. Want Cotton Candy, Popcorn, and Snow Cones for kiddie location or any Kiddie Ride that doesn't conflict with what we have. For traveling outfit—2 units—want Hanky Panks for 10-day Aff of July Celebrations starting June 28 to July 4. What have you? No P. C. or griff. Want Guess Your Age Scales—Fun House—Novelties and High Striker. Season starts June 2, 1950. Can use Hanky Panks for church spots beginning June 2, 1950. Want to hear from those who have been with me before. Playing churches, Legion and Fire Dept. auspices. **CONTACT**

**FRED A. POTENZA**

741 NORTH WOLCOTT AVE.

CHICAGO 22, ILL.

## BEAM'S ATTRACTIONS

BARNESBORO, PA., LIONS' CLUB CELEBRATION, MAY 29-JUNE 3

**CONCESSIONS**—Want American Palmistry, Hoop-La, Arcade, Hanky Panks.

**SHOWS**—Our Celebration and Fair Route offers an unusual opportunity for a Monkey Show or any Show appealing to family trade. Fred Munn, contact me.

**HELP**—Manager for Snake Show 50-50. Second Men for Rides who can drive semi's.

Write or wire **STEVE DECKER, Mgr., Lilly, Pa., this week**

## BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

**CONCESSIONS**: Can place for outstanding route of Celebrations and Fairs a few more CLEAN LEGITIMATE STOCK Concessions. No other kind considered. Want Hoop-La, Glass Wick, Bumper, Short Range, Ball Game, Scales and Age, Coke Bottles, Novelties. **SHOWS**: Want Fun House, Arcade, Illusion or any of merit not conflicting with Animal Show. Have A-1 outfit for small show, including sixty foot modern front with banners and good 20x40 top. Will sell or furnish for worthwhile show. Must have own transportation. Want Canvasman and Ticket Seller.

**CHECK OUR ROUTE AND PROGRAM ACTIVITIES.** We guarantee the biggest publicity program of any show our size in the Middle West.

**BAKER UNITED SHOWS**

Beech Grove (Indianapolis) all this week. Address all communications to Tom L. Baker, 2257 Madison Avenue, Indianapolis, Ind. Phone: CArtford 4584

## BELL-FORM SHOWS

**Concessions**: Can place Pitch-Till-U-Win, Duck Pond, Dart Balloon, Cork Gallery, Short and Long Range Gallery, only one of a kind. Due to disappointment can place Candy Apples and Floss and Stock Stores.

Agents for Percentage and Hanky Panks. No drunks. General Concession Help. Tom Kaslin, contact Sam Burke.

Choice spots in Maine until July and then Canada for six weeks. Our Fairs start August 13.

**All replies JAMES T. MITCHELL**

Sanford, Maine, May 22-27, and then per route.

## MEMORIAL WEEK CELEBRATION

John Dolak Post American Legion, ALPHA, N. J., May 29th thru June 4th including SATURDAY and SUNDAY, DAY-NIGHT. Mammoth Parade for Memorial Day.

The red one of '50.

**WANT** Grind Shows of all kinds, Hanky Panks, Milk and Coke Bottles, Stock Wheels that will work for 10r. Balloons and Novelties, Photos. What have you? Address: R. H. MINER, GARDEN STATE SHOWS, SLATINGTON, PA.

**FOR SALE—TILT**, \$1500; two 25 Kw. Plants on Semi, \$2200; one 25 and one 10 Kw. Plants mounted on Semi, \$1500; Train, \$700. Write for details.

## GAIETY SHOWS

WANT FOR HORNELL, NEW YORK, PLAYING IN CITY

FREAK SHOWS, SNAKE OR MECHANICAL

**Concessions of all kinds**—Long and Short Range Gallery, Fish Pond, High Striker, String, Hoop-La, Race Horse, Wire, let us know what you have.

**Rides**—Rolluplane, Octopus. Want Show Operator to take over Rattle Snake, Pete's Museum, good deal to right person. Want Foreman on Wheel and new Merry-Go-Round. Show has free act and no gate.

East Rochester, N. Y., May 22-27; Hornell, N. Y., May 29-June 3.

# Ringling Crowds Give Indie Ops Big Play at Baltimore

**BALTIMORE, May 20.**—A horde of independent operators occupying locations adjoining the Ringling circus lot on Monument Avenue scored heavily during the engagement of the Big One here Tuesday and Wednesday (18-17). The lure of this date was apparent in the manner in which every available foot of space was occupied by units, most of them in competition with duplicate enterprises.

George Marshall, local alfresco operator who has controlled the space for the past 15 years, peddled the real estate—much of it at a reported \$5 a foot. His own units took up only a small part of available space which is of block-long proportions and located on both sides of the road. Booked in units amounted to perhaps 100.

### 20,000 in Area

On Tuesday night (17) when the Big Show registered capacity business, the block had the appearance of a big day at a big fair. Traffic was virtually at a standstill as the crowd, numbering an estimated 20,000, shuttled back and forth between the three concentrated amusement enterprises.

While the Big Show audience numbering an estimated 9,000, there were at least another 11,000 packed into the area. It was apparent that many of these persons were attracted by the lower priced carnival units, since rides and concessions were getting a heavy play even before the general admission seats for the circus, priced at \$1.80 for adults and 80 cents for children, were sold out. The \$3 reserved seats sold almost as fast.

### Two Pay Gates

The two carnival concentrations, one located alongside the circus, and the other directly across the street, each operated behind a 25-cent gate. Ride units operated for as much as a quarter with most going for 20 cents, including kid units, altho some in the latter category were scaled to 14 cents. On the two lots were five Ferris Wheels and an equal number of frozen custard units, latter offering a measure of competition for the Miller brothers' circus unit. With ideal weather prevailing during the afternoon and evening after a wet morning all the custard units appeared to be working at a steady pace. A new custard unit owned by Marshall worked here for the first time. A

## G. & B. Bows Okay Despite Weather

**MASON, CITY, W. Va., May 20.**—Despite cold weather, G. & B. Rides successfully launched their 1950 season with a week's stand that closed here Saturday (13). The Ferris Wheel drew top money, with the kiddie rides following.

Other rides include the Merry-Go-Round and Aeroplane. Personnel includes George Broas, owner; J. C. Ward, manager; R. Jackson, general agent; B. Broas, treasurer; B. Hinzman, advertising agent, and L. Jackson in charge of personnel.

Rides are Ferris Wheel, Elsie Jackson, foreman; Wilber Hafer, assistant. Aeroplane, R. Baily, foreman; Bob Smith, assistant. Kiddie rides, F. Brown, foreman; Dave Jones, assistant. On tickets are Beulah Broas, Glenna Hinzman and Leona Jackson.

Concessions include Gerard Normandin, glass pitch, pea pool, penny pitch, hit and miss, and fishpond; Buddie Lilly, photos, darts, ball game, bumper; Ted Cole, bingo; George Mase, shooting gallery, pitch-till-you-win; George Westfall, sound truck, high striker and electric game; Mr. and Mrs. Moore, grab stand, and M. and Mrs. Ragsdale, candy floss, popcorn and candy apples.

choice location assured it of top business.

### Two Bingo Units

Concessions were largely of the hanky pank variety with a few dart wheels. Two bingos, one a permanently roofed structure, were operated by Marshall. Shows were in the minority with only a girl unit and whale exhibit on hand. The competition offered by the circus Side Show, working for 50 cents, would probably nullify most exhibition efforts.

Before they outgrew the available space which has shrunk in recent years, Cetlin & Wilson Shows and Endy Bros'. Shows, among others, played this date more or less regularly. Endy next week will play opposite the Big One in Philadelphia. Many of the operators on hand for this date also plan to make Philly.

## Winds Blast Badger At Rochester, Minn.

**ROCHESTER, Minn., May 20.**—High winds did severe damage to Badger State Shows Saturday afternoon (5) prior to org's wind-up of a week's stand here. The Monkey Show was destroyed by the gale and the Merry-Go-Round top was blown from its moorings. Also blown over were the Girl Show, bingo and Penny Arcade.

Several concessions were torn up and concessionaires sustained additional losses when a large amount of concession stock was broken and distributed over a large area by the strong winds. Officials said the combined loss will total at least \$5,000.

With the shows' crew working at top speed the org was able to open on time Saturday night.

## Rain Nixes Manning Business at Roselle

**ELIZABETH, N. J., May 20.**—Ross Manning Shows played suburban Roselle last week under auspices of the local fire department. Bad weather prevailed most of the week but shows got a break Tuesday (16) when the weather man dished up a clear, mild night, which lured a big turnout to the lot. Rides, shows and games chalked up good business.

On the lot were a Ferris Wheel, Octopus, Spitfire, Merry-Go-Round, Chairplane and two kiddie rides, bingo games, concessions, Side Show, two Girl Shows, Life Show and Pit Show.

## Royal Empire to Sell Out; Bennett's Illness Reason

**DETROIT, May 20.**—Royal Empire Shows will not go out this year because of the illness of C. Joe Bennett, who with Sammy Stone, owns the shows. Bennett, confined to his home here, revealed this week that rides and other show equipment will be sold.

Bennett indicated that after regaining his health he may rejoin the Joyland Midway Attractions, which he general agented for 15 years.

## Craig Inks Woodward, Okla.

**WOODWARD, Okla., May 20.**—Heart of Texas Shows will provide the midway at the July 4th Celebration here, Owner Harry Craig announced. Org had held the contract for the event for years until Woodward was demolished by a storm several years ago.

## Kentville, N. S., Lot Lost

**KENTVILLE, N. S., May 20.**—Webster Field here, used for over 25 years as a carnival lot, has been converted to a free parking space and will no longer be available as a show lot.

# Imperial Gets Weather, Biz In E. St. Louis

## First Break of Season

EAST ST. LOUIS, Ill., May 20.—After getting nothing but rain or cold its first four weeks out, Imperial Exposition, owned and operated by the Amusement Corporation of America, hit good weather thru the early part of its run here, with business matching the weather.

Org, spotted on a new lot at 69th and State streets, opened Monday (15) to a strong night crowd, and attendance built nightly thru Thursday (18). Closing here tonight, the show will move to Decatur, Ill., 60 miles distant, then go to Dubuque, Ia.

### Personnel follows:

#### Staff

J. C. McCaffery, general manager; E. W. (Slim) Wells, manager; Mrs. Art Riley, secretary; Art Riley, general superintendent; Louis Yaffa, lot man; Eddie Gamble, concessions manager; Bill Starr, business manager; Joe Rowan, special agent and press representative.

#### Shows

"Broadway Vanities"—Bill Holt, manager; Harry (Tex) Hunter, talker-emcee; dancers: Lorrie Hart, feature; Mona Wise, exotic; Betty Keenan, hula; Helru Hunter, fan; Jackie Cox, vocalist and guitarist; Costello, dancer; Coz, guitarist- pianist; Clara (Tex) Lay, boss caravanser; Jack Well, ticket seller; Bob Jones, spotlight; Bill Richards, canvas; Harry Clark's "Club Plantation"—Myrtle Green, flame dancer; Rosa Evans, Bertha Johnson, Mattie Roselle, Regina Jenkins, Alice Praxler, Dorothy Elliot, dancers; Jack Jackson, director; band, Elbert Green, tenor sax; Zoot Brown, alto sax; James Evans, trumpet; Sam Rorelle, trumpet; Clarence Davis, guitar; Earl Jenkins, drums; Clara Bell Jackson, singer; Fannie Bluu, bits; Smokie Joe Johnson, comic; Lillian Muft Clark, singer-emcee; Harry Clark, manager; Motordrome—Bob Perry, manager; Willie Life, Shumway, manager; Willie Kiecker, cashier; Eddie Knapp, animal man. Fun-house—Jessie A. McCormick, manager; Nick Schreffel, ticket seller. Tarzan's Hell's Half Acre—F. O. (Tarzan) Banks, manager; Ernest L. McCumber, ticket seller. Penny Arcade—Clint Nogle, manager; Mrs. C. Nogle, Atomic Bomb Exhibit—Christopher G. Janus, owner; Dave Gould, manager. Monkey Show—Mrs. Virginia Shumway, manager; Rose Bennett, ticket seller. Side Show—Milo Anthony, manager; Walter C. Burke, strong man; Juigier; Ray B. McIntosh, Scottish bagpiper; Mrs. Marie Lehmann, dresser; Blindies, fly wacker; Ho Jo, strich man; Mrs. Nellie Hull Taylor, musical act; George Taylor, ventriloquist; Charles Ward, tattooed man; Maj. John Hall, midget magician; Ivadel, Anthony, blade box; Mr. and Mrs. Edmond Cline, impalement; Helen Caskey, electro dynamics girl; Mrs. Gladys Winter, amex; P. J. Bligh, front stage; Willie Life, ticket seller; Doc Hall, ticket seller; Pat Alvino, canvas man; P. C. King, lecturer, amex; Mrs. L. Hays, inside lecturer.

#### Rides

Merry-Go-Round—Jimmy A. Poole, foreman; H. D. Frank, second man; Paula Smith, ticket seller. Ferris Wheels—Jimmy Haines, foreman; Clifford Erickson, James Schultz; Ann Haynes, tickets. Looper—James A. Moore, foreman; James Howard, Adelme Short, tickets. Octopus—Frank Litchfield, foreman; Dan Hill; Bertha Poole, tickets. Rocket—Robert Baldwin, foreman; Bill Smith, Doyle Payne, Scooter—Wesley O. Moore, foreman; Baughan Schomberg, Richard Nelson, James Leatherman; Edna Curtis, tickets. Pony Ride—B. M. Guild, foreman; Ann M. Ould, ticket seller; Mac McDowell, groom. Caterpillar—Ernest Bakers and Joe Williams, Roll-O-Plane—Bert Moore and George Smith; Ida Mae Robichaud, tickets. Tilt-A-Whirl—William Pink, foreman; John A. Alvarez and Joe Moran. Kiddie Rides—Harry Ward, owner-manager; Mrs. Ward, ticket seller; Joe Baas, airplane; Joe Brown, engineer; train; Red Haddock, boat ride; E. Von Dallen, horse- buggy ride; Sam Jones, auto ride; Willie Life, Sky-Fighter; Joe Thurman, Ghost Train, and Carrie McCormick, ticket seller.

#### Concessions

Diggers—Bob Parker, manager, Harry Reyn-

## WANTED

Wheel Foreman, Merry-Go-Round Foreman, also Concessions and Shows for Ferris, Mo., Fair, June 7-11; Belleville, Ill., Homercoring, June 21-25

### MOUND CITY SHOWS

1417 Granton St. St. Louis 4, Mo.

## Lot Near Chrysler Detroit Plant Gives Wade No. 2 Big Biz

DETROIT, May 20.—Carnival business her was mixed this week. Best biz was registered by the W. G. Wade No. 2 Show, which closed a week's stand Wednesday (17) at Van Dyke and Jordan Avenues, after an amazingly successful week-end. Lot is a couple of blocks from the Dodge plant, center of the Chrysler operations, and Manager Cameron D. Murray, had expected to barely meet the basic nut. The Chrysler strike ended only a few days earlier.

Favorable weather lured crowds to the lot, and the folks spent freely with the result that the week-end gross was way above expectations. Murray pointed out that the show took in little silver, but received many \$5, \$10 and \$20 bills, revealing that the recent strikers were far from the bottom of their resources.

Up-State, Playland Shows opened Monday night to poor business at Bay City because of rain and cold weather, while W. G. Wade Shows at Kalamazoo reported business killed Tuesday by heavy rains.

Joyland Midway Attractions, operated by Roscoe T. Wade, moved to their old downtown lot at Cass and Peterboro Streets, a few doors from the clubrooms of the Michigan Showmen's Association, to open Thursday (18).

The Wade No. 2 Unit, which now carries rides only, moved to Vernor and St. Jean Avenues for an opening yesterday under auspices of the American Legion Faust Post. Following this 12-day stand, they move into the Chene-Ferry Market, where they will play for 10 days, June 2-11, under auspices of the East Side Optimists Clubs. Event is on city-owned property and has the strong support of local civic and other leaders. Murray is adding stock concessions to his operation for this date, planning to have about 50 stores. From this point, shows go on the road to play celebration and fair dates in Michigan, Indiana and Ohio.

### Penn Inks Syracuse Cele

SYRACUSE, May 20.—Penn Premier Shows will provide the midway at Exempt Volunteer Firemen's annual celebration here July 17-22. George Mundy, activities chairman, announces. Event will be held at the Central New York Regional Market Grounds.

olds, agent. Short Range—Andy Kasin, manager; Pat Roidie, agent. Long Range—Andy Kasin, Pitch Till You Win—John Criss, agent. Ball Game—B. W. Porth, manager; Ethel Hay, Louise Porth, agents. Cork Gallery—Jimmy Robichaud; Pitch Till You Win—H. F. Rankin, Miscellaneous Concessions—John Suladin, A. J. Sproul, Harry Shore, Max Kadin, Sammy Blake, Leo Bergman, Earl Peyton, Junior Hennessey, Bob Chilton, Jim Knapp, Red Cunningham, Jim Calder, Harry Roberts, Terry Wallace, Jim Carter, Mrs. A. J. Sproul, Mrs. Russell Hennessey, Harold Evans, Red Hamnicut, Johnny Dundee, Joe Belecki, Balloon Darts, Shooting Gallery and Fish Pond—Johnny Wuehterick, with Rory Burgess, Janet Wuehterick. Bingo—Louis Yaffa, manager; Herschel Bean, caller; Fay Bean, checker; Roy Towns, counter; David Griffith, Joe Henry and Joe Perin, counter-men. Nickel Pitch and Rotary Merchandise—John Nickson, manager, with John Bourque and Evelyn McCala, agents. Penny Land—Clint Nogle, manager; Mrs. Nogle, cashier. Scales and Age—Marie Starr, Palmistry—Lee Mitchell, Pistol Range—Billy and Betty Earnest, Cookhouse—Mr. and Mrs. W. W. Blakey, manager; Charles Sharps, Junia Joes, George Christor, waiters, Grab Joint—Ed Griffin, Custard—Bill Watkins.

#### Operating Crew

Train—E. A. Clifford, trainmaster; Tom Almond, Roosevelt Coole, Joseph Gable, W. M. McCain, Harrison Priestley, Rubin Young, Shop and Tractors—William Cloikox, carpenter; Ben Baxe, blacksmith-welder; George Martin, tractor driver; Lee R. Kennedy, male skinner; Paul Masley, Caterpillar tractor foreman; Carl Short, artist. Police detail, Howard E. chief. P. J. Wallace and Lavarna Patterson, Electric Department—M. F. Curtis, Diesel foreman; James W. Hansen, chief electrician; H. E. Parker, electrician; mechanics, Jimmy Poole, shop foreman; Joe Brown, assistant.

# JOHNNY J. DENTON SHOWS

#2 UNIT  
OPENING MAY 29

Can place RIDE HELP. Foremen and 2nd men for Wheel, Tilt-a-Whirl, Caterpillar, set of Kiddie Rides.

CONCESSIONS—Percentage open. Must have stock concessions. Can place four Grind Stores, two Skillos. Prefer legal adjuster with own concessions. Good opening for Corn Game. Will sell exclusive on Candy Apples, Popcorn, Candy Floss, Jewelry and Novelties. Photo Gallery, Lead Gallery and two Mitt Camps.

SHOWS—Have complete equipment for 10 in l. brand new 100 by 20 top. Want manager with own act. Have complete outfit for Girl Show. Want manager with two girls or more. Can place Single-o Girl Show with own equipment. Will book any other show with own equipment. Committee money only. Bert Edwards, call Norman Anderson at once, very important.

Want lot man, good proposition.

All Answers: JOHNNY J. DENTON, Richlands, Va.

# W.G. WADE Shows

PONTIAC, MICH., May 29 to June 4

(Downtown Location, 7 Days)

ALL GAMES of all kinds wanted: Milk Bottle, Coke, Coffee Can, Cats, etc. Exclusive available for season for SHORT RANGE, AGE and SCALE, DERBY RACER. Can place top-notch Tilt-a-Whirl Foreman.

W. G. WADE SHOWS

Port Huron, Mich., all this week.

P.S.—Ann Arbor, Mich., on our old banner location follows Pontiac.

## RAY WILLIAMS SHOWS, INC.

Can place for Decoration Day Week, Lima, Ohio, week May 29, closing Sunday, June 4, other good money spots to follow.

Can place Popcorn, Mug Joint, Short Range, French Fries, Candy Apples, Snow Balls, Frozen Custard, Ball Games. All must work for stock. Opening for good Bingo. Must have other joints. Good proposition for Monkey Show, Snake Show, Fun House and Mechanical Show. Must have own transportation.

Can place 2 first class Kiddie Rides, Second Men on all rides. Must drive semis. All wire or write.

RAY WILLIAMS SHOWS, INC.

All this week, Kenton, Ohio; all next next, Lima, Ohio

## CIRCUS ACTS

OF ALL DESCRIPTIONS THAT WILL BE OPEN

WEEK OF JULY 17th

BUCK STEELE, J. M. COLE, GLADYS GILLEM, DUTTONS, BERT DEARO, HARRISONS, THE ORANTOS, TOM PACKS, VALINTINOS, ROY HAAG, WM. HRL SOCIETY CIRCUS, WRITE, WIRE, CALL.

CIRCUS OFFICE

ROOM 310, 174-A ST. FRANCIS STREET, MOBILE, ALA. PHONE: 81609

## JOHN FRANCIS SHOWS

WANT WANT

Ride Help who can drive Semi Trailers and stay sober. Can place a few more clean, legitimate Concessions.

All address: JOHN FRANCIS, Mgr.

Cranire City, Ill., this week; Taylorville, Ill., next week.

## J. A. SPARKS SHOWS

Want Cookhouse. Will sell "X" on Custard, Jewelry, Long Range Gallery, Ice Cream, French Fries, Front Pups and Snow. Want Hunky Punks and Flat Stores. Want Swinger Agency. Excellent opportunity for Fish Pond and Ball Games Reasonable privileges. Want Shows with own outfit and transportation. Will book Motordrome, Mechanical City and Wild Life. Want Men with sets to manage Side Show, Louis Dushans wants Girls for Girl Show. Will book Roll-o-Plane, Roll-a-Whirl, Scooter and Octopus and Rides not conflicting.

SPECIAL NOTICE: Ray Shumaker and Maurice Duquiste, please contact.

Address J. A. Sparks, Majestic, Ky., this week

## D. S. DUDLEY SHOWS

WANT

FOR BEGINNING OF WHEAT HARVEST

CONCESSIONS: Agents for Bingo, Jingle Board, Rattle Ball Game, Cats, Duck Pond, Glass Pitch, Penny Pitch, Fish Pond, Sit, Bee Hive, Fan Game, Roll-downs, Razzie, Quism Age, Red Pass, come on. Sammy George wants Skillo Agent. Agents who know Red McFarland, answer. Also Pin Store Agent to take Read Pin Store. SHOWS: Want Men to take Monkey Show, have complete show, monkeys, top, front, banners, transportation, good deal for good man who contacted about show in Wichita Falls, answer quick. RIDES: Foremen for following rides—Twin Ell No. 5 Wheel, Tilt-a-Whirl, Octopus, Kiddie Auto, Kiddie Airplanes All good rides. Want good Foremen, sober, all must drive semi tractors. Can place wins on Tickets or Concessions. Vernon, Texas, May 22 to 27; then Quanah, Texas, May 29 to June 3. Phone or wire.

D. S. DUDLEY

# Percell's PIONEER SHOWS

high class midway attractions

JOHNSONBURG, PA., MAY 29 TO JUNE 3

BIG DECORATION DAY WEEK, FIREMEN'S CELEBRATION, 50TH ANNIVERSARY

Parades, Special Events. Positively on the main street.  
You all know this is a Red One.

Want Jewelry, Novelties, Hanky Panks, Ball Games, Penny Arcade, Want Shows of merit, Funhouse, Motordrome, Space limited. Want useful Help, good Ride Help.

Answer This Week LOCKHAVEN, PA.

**MICKEY PERCELL**

# Morris Hannum Shows

One of the Great Eastern Shows

NORTH YORK, PA.—MAY 29 TO JUNE 3

Want Legitimate Concessions, Shows—Motordrome, and any Grind Show except Side Show. Help—Experienced Ride Help for Ferris Wheels, Chair-plane. All replies to

**MORRIS HANNUM**

Lancaster, Pa., this week; then Yorktown Hotel, York, Pa., May 29 June 3.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Frozen Custard, French Fries, Cotton Candy, Photo Gallery, Long and Short Range Gallery, Age and Scales, and Penny Arcade. All Hanky Panks open.

Want Girl Show Manager with two or more girls, must have wardrobe and P.A. set. Want Manager for Minstrel Show. Will book Fun House, Glass House or any Grind Show.  
Will book or buy Octopus or Fly-o-Plane.

Paulsboro, N. J., this week; then Waldwick, N. J.

# GROVES GREATER SHOWS

LAFAYETTE, LA., MAY 22-27; JENNINGS, LA., MAY 29-JUNE 3RD

Can place Photos, American Palmistry, Hi-Striker, Jewelry, Scales, Age, Short Range, Glass Pitch, Stock Concessions of all kind. Shows with own outfit. Manager for office owned Snake Show, Arthur Jones, answer.

All Replies: Ed Groves, Mgr., As Per Route

# WANT AGENTS

For Razzle, Slum Skillo, Toy Wheel and Line Up Store Agent and General Help. Boys worked for me before, come on.

**DAN DONNINI, Care Wolfe Amusement**

Bassett, Virginia, May 22 to 27

# ANNUAL DECORATION DAY CELEBRATION AND JUBILEE

Marmet, W. Va., Entire Week May 29

Want Roll-o-Plane Foreman. Also Second Man on Merry-Go-Round; must be sober and experienced. Will place Spiffire, Rock-o-Plane, Octopus and Fun House, with or without transportation, for this date and a solid route of celebrations. Special events and fairs to follow. Will place Concessions of all kinds. Must be legitimate. All address this week:

**JAMES H. DREW SHOWS**

Whitesville, W. Va.

# DAN-LOUIS SHOWS

WANTED

FORMERLY W. S. CURL SHOWS

WANTED

Concessions that do not conflict with what we have. Can use Milk Bottles, Coke Bottles, Add-a-Ball, Penny Pitch, Clothes Pin Pitch, Siring Game, Custard, Heart Pitch, Hoop-La, Glass Pitch, Evans Cigarette Wheel. Good proposition for Shows of merit. Want Monkey, Snake, Wild Life, Fun House, Illusion, Glass House, Mechanical or any Show of merit; must have own outfit and transportation. General Ride Help, must be sober and reliable and drive semi. Will book factory built Kiddie Airplane Ride. Don't write or wire, come on. This week Kaiser Lot, Picqua, Ohio. Good season of still dates and Street Celebrations to follow. Contact

LOUIS T. RILEY, Gen. Mgr. DAN C. STRATMAN, Ass. Mgr.

# CLUB ACTIVITIES

## National

### Showmen's Association

1564 Broadway, New York

NEW YORK, May 20.—Our building fund drive is coming along well, and President Jack Perry advises that auto and award tickets for it will be delivered soon. The trailer and tractor on which the car is to be mounted and taken to shows and fairs is ready. Banners to adorn marquees of member shows will be delivered in a few days. Quite a few bonds have been purchased, with the first going to L. (Dada) King, World of Mirth Shows.

With many shows playing this area, club room attendance has been high. Recent visitors were Harry Meyers, Frank Blatsky, Al Katzen, Joseph Frell, Herman Malek, Jack F. Martin, William Steinberg, Siro Aurilio, Stanley Wathon, Harry Rosen, Phil Cook, Ward Graves, Tom Coffey, Al Burt and Murray Spitzer. Letters were received from Frank (Shrimpie) Rappaport and Joe Dubin. Truc Perkins sent a thank-you letter to the Shut-In Committee for the gifts.

Graves at our plot in Ferneliff Cemetery will be decorated Memorial Day. No services will be held at this time, as most members are on the road. Sympathy is extended to Robert K. Parker on the recent death of his mother. John McCormick was a visitor to Penn Premier Show at Morrisville, Pa., and reported business good.

### Ladies' Auxiliary

At the last board of governors meeting, Midge Cohen, chairman of the committee to aid poor children, announced that it was decided to forego the annual Christmas party. Instead a number of kids will be sent to camps this summer.

Word was received of the marriage of Kay Isser, daughter of NSA Secretary Phil Isser and auxiliary member Mildred Isser, to Floyd Weiner, senior at University of West Virginia.

Life member Madge Bloch was a visitor. She is making a trip West and plans to visit former member Ada Dufour in St. Louis. Members are reminded that Rose End and Frances Fournier remain sick and would enjoy hearing from friends. Flora Elk is convalescing.

### Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, May 20.—Club members are leaving to join shows, with a few staying on until the fair season.

Buddie and Billie Anthony left for Cavalcade of Amusements, with the latter skedded to operate the mitt camp. Pete and Edna Lockhart returned here and are living in one of Billie Pope's apartments. Sam Borden visited the clubrooms and will remain here until the fair season.

Club's executive secretary, accompanied by his wife, will leave on a four to five-week Eastern trip June 1 and will visit a number of shows to drop off Century Club tickets.

Much mail has accumulated at the clubrooms and the secretary has requested members to send their correct addresses so that it may be forwarded.

### Lone Star Showmen's Club

Dallas, Tex.

DALLAS, May 20. — President Louise Hickman presided at the May 8 business meeting at her home. A report was given on the property that has been purchased for a permanent home for the club. It is located at 3105 Forest Avenue and club expects to be in the new quarters by June 1.

A large crowd attended the chicken dinner held in the clubrooms May 11. In charge of preparing the dinner were Grace Tinder, Martha Moss, Edna Hacker, Pearl Vaught and Hattie Longhart. Lula Vernon was at the door and night's award went to Sally Murphy.

Jim Panther is on the sick list.

### Show Folks of America, Inc.

1191 Market St., San Francisco

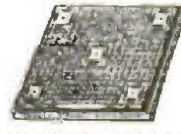
SAN FRANCISCO, May 20.—President Mike Krekos was in the chair at the regular meeting. Al Blanchard filled in for Treasurer Dwight Kane. Albert T. Roche, corresponding secretary, read a letter sent by Pearl M. Clark, from Denver.

New members, guests and old members back after long absences included Third Vice-President Art Craner, Mrs. Sylvia Cranger, Al and Marie Hawkins, Mrs. Lola Krcokos, Mr. and Mrs. Joe Laurel, O. H. Mattley, Al Weir, Ivan A. Hall, Al Kauffman, Wallace St. Martin, Curly Vail, Phil Sapira, Andy Camilleri, Red Haffard, Pete DeCenzie, Oscar Walker, Dr. Paul Richelle and Fred Ramsey.

Nellie Baker Ramsey reported Margaret Allen's broken arm on the mend. Dr. Mannheim announced Irwin Foster was improving.

Frances Scott was named chairman of a committee to decorate graves Memorial Day at Show Folks Rest. Nellie Baker and Fred Weidmann will donate the flowers.

Pete DeCenzie offered his El Rey Theater for staging a midnight talent show to raise money. Third Vice-President Craner outlined a number of ideas, including a minstrel show, queen contest and water show.



### PENNY PITCH GAMES

Size 46x44"  
Price \$45.50  
Size 48x48"  
Price \$48.00  
With 1 Jack  
P.C.T. \$50.00

Size 48x48", With 3 Jack Pots \$55.00

**PARK SPECIAL WHEELS**  
30" in Diameter, Beautifully Painted. We carry in stock 13-15-20-24-and-30-number wheels. Price ..... \$17.50

**BING GAMES**  
75-Player Bingo, Complete ..... \$4.80  
100-Player Bingo, Complete ..... 8.00  
1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
116-122 W. Illinois St. CHICAGO, ILL.

### JACK DUNCAN-PETE NIECE

#### WANT AGENTS

For Skillo, Count Store, Wheel. Want sober, reliable Truck Driver Men to up and down outfits. Jackie Gibson, Sticks, come on. This show works every week or moves. Will be in Jackson, Ky., May 22 to 27.

### TED COLE

#### Wants Bingo Agents

Counterman and Caller; must be able to drive truck. No drunks or playboys. All interested contact

Mrs. Grace Cole, Mgr.  
Jollytime Shows Nuremberg, Penna.

### PAGE BROS.' SHOWS

#### WANT

Popcorn, Custard, Arcade, Ice Cream, Hanky Panks of all kind. Ride Help on all Rides. Princeton, Ky., now! Camp Campbell, Ky., next week.

### EDDIE'S EXPO SHOWS

#### WANT

Frozen Custard, Photo Gallery, Agents for Concessions. McDonald, Pa., May 22-27; Brownsville, Pa., May 29-June 3.

#### SECOND-HAND SHOW PROPERTY FOR SALE

\$58.00 Concession Tent, 14x14 Side Wall, Awning, 114.00 Velvet Curtains, dark brown, 12x12; Orthers: \$35.00 Mand Organ, playing condition. Bargain! \$25.00 Wax Head Man, horn growing from forehead. \$4.00 Adjustable Binoculars for Bingo Game. Plenty.

**WEIL'S CURIOSITY SHOP**  
20 So 3d St. Philadelphia 4, Pa.



**Pacific Coast Showmen's Association**  
 1235 S. Hope St., Los Angeles 16  
 LOS ANGELES, May 20.—Club did tribute to Robert H. Sheppard at the semi-monthly meeting Monday night (15). Sheppard passed away that day on the Bob Schooner's California Shows.  
 President Joe Krug conducted the session with Louis Manly, secretary, also on the rostrum. Ralph A. Ward and John C. Bullock were voted into the membership, with Harry LaMack and Eddie Brown assisting President Krug in the induction.  
 Members who attended the meeting after absences included John Lorman, Elmer Hanscomb, Bones Hartzell and Harry LeBrequet. Next meeting is set for June 5.

**Greater Tampa Showmen's Association**  
 Tampa, Fla.  
 Ladies' Auxiliary  
 Club's Clover Garden Circle held its monthly meeting at the clubhouse May 4 and Mrs. Eddie Walter was appointed hospitality chairman. The circle has begun taking plants to children's homes, the unit's project of the year.  
 Following the meeting, the circle visited the Bahama Shores, St. Petersburg, for a picnic lunch.

**Diamond Midway Shows WANT**  
 Shows and Concessions to join us at Hull, Illinois, May 24 to 27 on Streets. Come on, we will place you. Booked solid with fairs and celebrations.

**TIM COLEMAN WANTS**  
 Pan Game Agent. Can also use two Dealers. Also Bill Pool Agent.  
 c/o COLEMAN BROS.' SHOWS  
 Webster, Mass., May 22-27; Chicopee, Mass., May 29-June 3.

**WANT TO BUY, LEASE OR BOOK DODGEM AND 3 OTHER**  
 Major Rides suitable for park (except Tilt, Wheel & Merry-Go-Round)  
 VIC MORWITZ, Hotel Seville  
 Detroit 1, Mich.

**CAN USE AGENTS**  
 For Concessions. Help on Wheel and Roll-a-Whirl.  
**C. E. HAGENSICK**  
 Spiro, Okla.

**PENN-JERSEY SHOWS**  
 WANT FOR FIREMEN'S CELEBRATION, May 29-June 3 in Audubon, N. J., with 10 others to follow. Many spots first time shown, all good.  
 RIDES: Merry-Go-Round or any other rides not conflicting with what we have.  
 CONCESSIONS: All kinds of Hanky Panks, also Scales, Guess Your Age, Novelties, good proposition.  
 SHOWS: Any good Attraction with own equipment. Also good Free Act. Come on. All contact  
**EMIL SOLOMON, Mgr.**  
 915 WALNUT STREET PHILADELPHIA, PA.  
 Tel. from 8 a.m.—10:30 a.m.—Kingsley 5-0855

**WANT NOW**  
 7 days each week, all year, no gate, gift, passes or COMPETITION, Flat Ride, Tilt, Heydey, Scooter, Hit-Ball, Spitfire. Ex. Popcorn, Apples, Floss, Arcade, Photos, Age, Balloon Darts, Stock Stores, Funhouse, Little Dipper, and Dark Ride OPEN. ROOM Spot, plenty soldiers. Why play BLANKS?  
 All replies: **T. L. DEDRICK, Mgr.**  
 Box 335, R. 4, Fayetteville, N. C.

**WANT PERU, IND., MAY 22-27—DELPHI ON STREETS TO FOLLOW**  
 Hoop-La, Black Striker, Short Range Shooting Gallery and few more legitimate Concessions; American Palmistry, low privleges but no lucky people. Shows: Motorcade, Animal or Monkey Show, small Girl Show. Want Man, sober and reliable, to take over Athletic Show. Any Show with own equipment, we have transportation. Show is booked solid for season with Fairs and Street Celebrations. No drunks or drifters wanted.  
**PAUL DRAGO, 1711 E. Markland, Kokomo, Indiana**

**Showmen's League of America**  
 400 S. State St., Chicago  
 CHICAGO, May 20.—Lou Keller, first vice-president, back in for the summer, will take charge of league affairs.  
 Ned Torti and Jack Duffield, busy working out plans for a car giveaway, are expected to announce details soon. Whitey Lehrter, Herman Begley and William Martin sent in requests for tin coin banks.  
 Virgil Sells visited and reported he is well on the mend. William O. Perriot, W. C. Deneke, William E. Saunders and Ralph Wibberly still on the sick list.  
 Secretary Joe Streibich visited King Bros.' Circus at East Chicago and talked with Edger G. Hart, Maurice Frenchy Richby, Howard Y. Bary, Frank Tezzano and Dee Aldrich.  
 John Gallagan, chairman of the Membership Committee, reports good response to notices recently sent out. New 1951 cards are being issued all applicants accepted.  
 Visitors included Jack Krutt, Hy Neitlich, William Hetlich, Charles H. Hall, Max Brantman, Harry Simonds, Walter F. Driver and Andre Dumont.

**Ladies' Auxiliary**  
 President Margaret Filograsso was in the chair at the season's final meeting, assisted by Lillian Glick and Carmelita Horan, vice-presidents; Pat Seery, treasurer; and Elsie Miller, secretary. Margaret Jeske read the invocation.  
 New members elected were Mrs. Edna Florence Mayer, Sarah Viola Weaver, Doris Coulston, Marjorie Leahey, Doris Whitmore, Sally Rand, Mrs. Irene Beatty, Mrs. Lynn Greco, Mrs. Barbara B. Jones, Mrs. Beaula Thomas, Mrs. Edith B. Arner, Mrs. Melvina Mollen and Mrs. Geraldine Gaughn. Dolly Young and Louise Donahue were credited for the new members.  
 Edith Streich, of the press committee, has moved to Lake Delavan for the summer. Secretary Miller will pinch-hit.  
 Carmelita Horan will be in charge of award books during the summer, and with Pat Seery will hold a rummage sale soon.  
 Recuperating from recent illnesses are Margaret Shapiro, Evelyn and Mrs. Margaret Hock, Mae Taylor, Nellie Byrnes, Billie Wasserman, Cora Yeldham and Blanche Latto.  
 Margaret Jeske and Carmelita Horan, hostesses at the season's final social, reported it a success. Mrs. Belden won the cake baked by Elsie Miller. Phoebe Carsky donated a mirrored waste basket. Past President Nan Rankine left to join Cole Bros.' Circus as mentalist.  
 Elsie Miller, 4215 West Fifth Avenue, Chicago, is accepting membership applications and dues.

**PITTSBURGH HEIDELBERG RACEWAY**  
**MAY 29 to JUNE 3**  
 BIG CAR RACES DECORATION DAY—FIREWORKS !!!  
 JOIE CHITWOOD'S THRILL SHOW, FRIDAY & SATURDAY  
 — TWO MATINEES !!! —  
 CONCESSIONS: Can place legitimate Concessions of all kinds. Limited number booked for Pittsburgh . . . will also be given consideration for our other dates.  
 OPENING FOR GOOD MONKEY SHOW OR WORTHWHILE GRIND SHOW THAT HAS MERIT IN KEEPING WITH OUR ROUTE. CAN PLACE ROCKPLANE RIDE.  
 Due to disappointment—CAN PLACE SKOOTER RIDE.  
**JOHNNY J. JONES EXPOSITION**  
 CONNELLSVILLE, PENNSYLVANIA

**JIMMIE CHANOS SHOWS WANT**  
 Concessions of all kinds—Photo, High Striker, Custard, Fish Pond, Ball Games of all kind; Pitch Till You Win, String Game, Guess Your Age and Scale or any other legitimate concession. This show has nine office owned rides. Will book any show with own outfit. Ten in One, Snake Show, Hillbilly, Wild Life, Penny Arcade. Will book Girl Show with or without own outfit. All replies to  
**JIMMY CHANOS, Portland, Ind.**

**CUMBERLAND VALLEY SHOWS**  
 OPENING SOUTH PITTSBURGH, TENN., MAY 29  
 Want for still dates. Celebrations and Fairs, any Show capable of making money except Girl Show. Percentage, reasonable. Mark Williams, answer. Will book Spitfire or Caterpillar or any other major ride that doesn't conflict with 10 office owned rides. Good opening for Photo Gallery and a few more legitimate Concessions. No gygates or flats.  
**Celebrations:**  
 100 Year Anniversary, Franklin, Tenn., June 19-24. 4th July, Tullahoma, Tenn., where the \$150,000,000 Wind Tunnel is being built.  
**Fairs:**  
 Alexandria, Tenn., Aug. 1-6  
 Carthage, Tenn., Aug. 7-12  
 Winchester, Tenn., Aug. 14-19  
 Tracy City, Tenn., Aug. 21-26  
 Crossville, Tenn., Aug. 28-Sept. 2  
 Cookeville, Tenn., Sept. 4-9  
 Address all mail and wires to ELLIS WINTON, South Pittsburg, Tenn.  
 Sparta, Tenn., Sept. 11-16  
 Manchester, Tenn., Sept. 18-23  
 Athens, Tenn., Sept. 25-30  
 Lafayette, Ga., Oct. 2-7  
 Summerville, Ga., Oct. 9-10  
 Dalton, Ga., Oct. 14-21

**GEORGE CLYDE SMITH SHOWS**  
 Want Ball Games, Pitch-Till-U-Win, String Game, Six Cats, Swinger, Guess Your Age, Scales, Cane Rack, Photos, Glass Pitch, Hoop-La, Novelties, Spot the Spot, Penny Arcade, Want Girl Show, Snake Show, Wild Life, Monkey Show, Life Show. Will book Pony Ride, Will book Two Milt Camps. Want Agents for office Swingers, Boulders.  
**GEORGE CLYDE SMITH SHOWS**  
 Scalp Level, Pa., this week; Houtzdale, Pa., next week.

**IOWA!**  
 BOOKING INDEPENDENT: FREE ACT FOR IOWA FAIRS AND CELEBRATIONS  
**"STAR BABY"**  
**THE WORLD'S SMARTEST HORSE**  
 New to this territory—different—entertaining. Prices you can afford.  
 MISS JONNIE DOUTHITT, BOX 79, INDIANOLA, IOWA

**WANT—EDDIE L. WHEELER SHOWS—WANT**  
 CONCESSIONS: Good opening for Bingo, Scales, Age, Cigarette Gallery, Dart Balloons, Merchandise Concessions of all kinds. Will place Basie and Skille to party with Hanky Panke. Will book Two Milt Camps. Want Agents for office Swingers, Boulders.  
 SHOWS: Any Show of merit with own transportation. Want Foreman for Ferris Wheel  
 All replies to EDDIE L. WHEELER, Tazewell, Tenn.  
 P.O. George McMill, comp., answer.

# BEE'S Old Reliable Shows

CLEAN AMUSEMENTS INC.

*you won't get stung!*

**WANT** **WANT** **WANT**  
**For the Biggest and Best Fairs in Kentucky (We have them!)**  
**Starting June 19th. Some of the Fairs Are as Follows:**

- ★ SPRINGFIELD, KY.—JUNE 19-24
- ★ GREENUP, KY.—JULY 3-8
- ★ LAWRENCEBURG, KY.—JULY 17-22
- ★ HARRODSBURG, KY.—JULY 24-29
- ★ RUSSELL SPRINGS, KY.—JULY 31-AUG. 5
- ★ GERMANTOWN, KY.—AUG. 7-12
- ★ BRODHEAD, KY.—AUG. 14-19

WITH OTHER FAIRS IN TENNESSEE AND GEORGIA TO BE ANNOUNCED LATER.

CONCESSIONS: Jewelry, Ice Cream, Snow Ball, Cotton Candy, Candy Apples, Custard, Long and Short Range Galleries, Bumper, Basketball, Milk Bottles, Stock Concessions of all kinds. Those joining now given preference at fairs. Also want Buckets, Swinger, Nail Game, Roll Down, Rattle, Clothes Pin, Skillos and Wheel (must have Hanky Park for each outfit).  
 RIDES: Can place set of Kiddie Rides, Chair-o-Plane, Roll-o-Plane or any major ride not conflicting.  
 SHOWS: Can place Penny Arcade, Snake, Animal, Unborn, Side, Minstrel, Girl or any show of merit that has its own transportation and equipment.  
 FOR SALE: Some Concession Frames—Complete—Good Condition—\$30.00  
 Route: Jackson, Ky., May 22-27; Irvine, Ky., May 29-June 3.

## Endy Bros. Shows

**WANT** **WANT**  
**FOR RAWHAY, N. J., WEEK OF MAY 29-JUNE 3—FIRST RAILROAD SHOW IN 20 YEARS**  
 CONCESSIONS: Arcade, Mug Outfit, Short Range Gallery, All Hanky Parks open.  
 GENERAL CONCESSION HELP: One Wheel Agent, one Clothes Pin Agent, two Grind Store Agents. Have proposition for couple to take "Ex" on Penny Pitches.  
**All answers: LOUIS A. RICE, c/o ENDY BROS.' SHOWS**  
 Fox St. & Abbottsford Ave., Philadelphia, Pa., this week.

## JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Will book to join at once and for the balance of the season  
**BINGO**

To work strictly for stock; must be flashy. (Positively no Jackpots.)

ADDRESS: Johnny T. Tinsley Shows, Atlanta, Ga.  
 This Week: BUCKHEAD  
 Next Week: PRYOR ST.

## CUNNINGHAM'S EXPO. SHOW

OPENING MAY 27-JUNE 3, PADEN CITY, W. VA.

Will book Shows with own outfit and transportation. Will book Stock Concessions of all kind. Sit-Down Quiz, Bingo, Caramel and Popcorn, Ball Games, Pitch-Till-U-Win, Darts, Hoop-La, Fish and Duck Pond, Blah Striker, Lead and Cork Gallery, String and Bumper Store, Penny Pitch, Glass Pitch, Guess Your Age and Weight, Jewelry Store and Photos.  
 Foremen wanted for Octopus, Merry-Go-Round and Chairplane who are sober, dependable and Semi Truck Drivers. Second Man wanted for Ell. Have a few open dates for Fairs and Celebrations.

**JOHN F. CUNNINGHAM, Owner**  
 P. O. Box 55, New Matamoras, Ohio; or wire 4R2

## WANTED WANTED WANTED

RIDES—Octopus, Rolloplane or Spitfire. CONCESSIONS—Arcade, Mug Outfit, Rotaries, Bumpers, Cane Rack, Blowers. Under and Over open if you have three Hankys, Buckets for stock. Ed Parker can use Hanky Agents.

SHOWS—Fun or Glass House, any Grind Shows. Small P.C. to office. Frances Fisher contact Harry Taylor, Manager, Playland Shows. Saginaw, Mich., this week; Adrian, Buchanan to follow.

## WILSON FAMOUS SHOWS

**WANT**

Neat Cookhouse to join at once. Opening for Custard, Jewelry, Penny Pitch or any legitimate Concession not conflicting.  
 Shows with own equipment.  
 This week Canton, Ill.; then as per route.

**STEVE WINN, RAY LONG**  
**RUDY JOHNSON**  
**DICK STACKS**

Contact DONALD J. TOYSEN, c/o W. C. WADE SHOWS per route.

**RICHARD CUTLER**  
**COOTIE JONES**  
**EDDY JONES**

## FLOYD O. KILE SHOWS WANT

To join now for long season, 10 Fairs, first in still dates. No gift. No sets. Louisiana, Arkansas, Mississippi. We know our spots. Get set now.

Want Stock Concessions—Nail Game, Popcorn, Coke Bottles, Lead Gallery, Water Games, etc. Want full Counter Man for Bingo; salary Second Man on Ed and Merry-Go-Round. Must stay sober, join now. Can place Shows, Kiddie Rides and Major Rides for 10 late fairs starting August 28. Ride owners, contact now, show out till December 18. Wire FLOYD O. KILE, Opelousas, La., May 27; Elton, La., following week.

## FROM THE LOTS

### Eddie's Expo

MONESSEN, Pa., May 20.—Personnel is the same as last year and includes Eddie Dietz, owner-manager; Jack Bell, general agent; Slim Harris, business manager; Bill Hanna, ride and lot superintendent, and Betty Bell, mail and The Billboard, sales agent.

Rides are Merry-Go-Round, James Weiland, foreman, Jack Connelly, second man, Paul Snyder, third man; Ferris Wheel, Jack Staley, foreman, Jim Eppinger, second man, John Borts, third man; Chairplane, Bob Riehl, foreman, Hoppy Eppinger, second man; Loop-o-Plane, Chuck Dean, foreman, Eugene Shield, second man; Rollo-Whirl, Little Hanna, foreman; Pony Ride, Boat Ride; Baby Ferris Wheel, Red Nock, and Kiddie Auto and Swings.

Shows include Girl Show, Bill Bowser, manager; Mechanical Coal Mine, Funhouse and Monkey Show. Charlie Lovell is electrician and Harry Culbertson and George Carbin are on the front gate.

Concessions include Lou Weinstein's bingo; Penny Arcade, ball game, six cat, bottle, short range gallery, penny pitch, duck pond, palmistry booth, fish pond, cigar stand, swing ball, age, coke bottles, huckly buck, pitch-till-you-win, stock wheel, jingle board, candy apples, French fries, candy floss, popcorn, glass pitch and high striker.—BETTY BEIL.

### Midway of Mirth

PARIS, Mo., May 20.—Despite good weather, shows chalked up another blank here. Mr. and Mrs. Ed Malbin joined with guess your weight stand, while Arthur Willis is slated to come on with cork gallery next week. Curtis and Olive Christman have signed their country store.

W. H. Niederhauser, who was injured in an accident during shows' stand in Pittsfield, Ill., is still confined in the hospital there. W. B. Reese's fish pond still leads concessions, while the Merry-Go-Round is best among rides. Vaden Tankersley, who has had the cookhouse for several seasons, was married recently to Grace Simering, of Ft. Lauderdale, Fla.—ROSIE DAVIS.

### Capell Bros.

BLACKWELL, Okla., May 20.—Org made a circus move here from Perry, Okla., setting up Sunday (14) for the Independence Celebration.

Mr. and Mrs. Jesse Hagerman joined with snow cone and hoop-la and took delivery of a new house trailer. Wendel Pearson came on with his kiddie ride. Jack Capell returned from a visit to Capell Bros.' Circus in Colorado. Bob Capell purchased a new sound truck. Terry Jean Capell, Bob's daughter, celebrated her third birthday in Perry, Okla., with a party.

Staff includes Bob and Jack Capell, managers; Slim Cunningham, concession manager; Glen Osborne, legal adjuster; and D. DelMar, secretary.

### John McKee

LEADWOOD, Mo., May 20.—Shows moved here Sunday (7) and were up and ready for business Monday night. All canvas, damaged recently by wind, has been repaired.

Mrs. N. H. Casey has returned after spending three weeks in Poplar Bluff, Mo., where her husband died in the hospital.

Curly and Mildred Hobbes joined last week. Curly has Coke bottles, and Mildred works Penny Pitch. Bright spots on the midway are Jack Steffen's new country store and Myler's popcorn and peanut trailer.

The Hardens are again on the shows with their block game. Al and Virginia Dover manage the cookhouse.

### Page Bros.

PROVIDENCE, Ky., May 20.—Playing here under V. F. W. auspices shows did good business with the exception of one night which was lost to rain. Two rides and two shows were not set up because of the small lot here.

Weldon Palmerly joined with diggers. Ed Johnson came on with candy floss. Joe Edwards is framing another stand. Russell Thompson is repainting the Motordrome, and all rides and show fronts are being touched up for the Camp Campbell stand.

Visitors included Margie Kemp, Ace Turner and Bobbie Ayers.

### B. & C.

GENEVA, N. Y., May 20.—Shows opened here Saturday (6) to good business opening night, but cool weather hurt results the latter part of the week. Ferris Wheel topped rides here, while the new 10-in-One led shows. Gerald Barker has his new cookhouse here.

Inside of the new office wagon is nearing completion under direction of Harold Masters. Hilda Colegrove has put her new office to good use. Vangie Sanford has the penny pitch and Ray Sanford a ball game. Ray Sanford also is ride superintendent, with Red Wright as electrician.—MRS. RAY SANFORD.

### George Clyde Smith

NANTY GLO, Pa., May 20.—Org played here following its opening stand at Conemaugh, Pa., which turned out well.

Side Show and Mimi Usher's Girl Show topped shows, with the Ferris Wheel leading rides. Jean Nadja's show and Sandra Lee's Side Show annex closed here.

Beeman Yancey came on as business agent. Mr. and Mrs. Walt Miller joined to operate the office-owned ball game. M. E. Banguss came on to handle the billing.

Visitors at Conemaugh included Clayton Boyer, C. A. Pfeiffer, Dick Kline and Mr. and Mrs. Joe Rea.

### Alamo Exposition

PAMPA, Tex., May 20.—Org made the jump here from Dumas, Tex., without mishap. Jimmy Lukens, electrician, has the Diesel plants looking like new and is using all new junction boxes built in quarters. Bill and Bertha Williams' Monkey Show is one of the top units.

Slim Donaldson joined with six cats. Warren Murphy has turned his Penny Arcade into a winner. Org moves to Memphis from here and then to Clovis, N. M., where it plays the rodeo.

## CARNIVAL WANTED

Week of August 1 to 6, inclusive.  
 Community Festival with 4-H activities. In City Park. Contact

**J. R. LAWS**  
 Hamilton, Illinois

## FOR SALE

One of the fastest small Popcorn Trailers in the business, 6 ft. by 10 ft., good shape, \$450.00; giant Popper.

**BOB BAILEY**  
 Lodi, Ohio

## JACK THOMAS

**WANTS AGENTS**

For Buckets and Hanky Parks. Ride Help. Bud, come on.

La Crosse, Kans., May 22-28; Lexington, Neb., May 30-June 3.

**SENSATIONAL SAVINGS!**  
**GLASSWARE—NEW SUN GOLD COLOR**  
 #2517 Handled Whiskey Glasses \$3.20 Gross No Less Sold  
 Grape Dish—6 doz. to \$5.75 Gross  
 Carrom \$5.75 Gross No Less Sold  
 New Sun Gold Color \$8.95 Gross  
 Bon Bon Candy Dish \$8.95 Gross  
 New Sun Gold Color No Less Sold  
 4 1/2" Bronze Horse \$4.25 Per Doz.  
 Packed 2 in individual boxes  
 5 1/4" Bronze Horse \$4.75 Per Doz.  
 Individual packing  
 10 1/4" Bronze or Gold Horse \$10.25 Doz.  
 Individual packing  
 Only Ozen Lots Sold at These Low Prices  
 1" Hawaiian Lute—Domestic \$2.75 Gross  
 Swagger Games—With In 5 Gross Lots  
 Tassels \$8.75 Gross  
 In 5 Gross Lots

**ACE CARNIVAL SUPPLY CO.**  
 5617 S. HALSTED STREET  
 CHICAGO 21, ILL.  
 Phone: EMslewood 4-4472

**GIRLS GIRLS**  
**FOR GIRL SHOW AND POSING SHOW**  
 Top Salary and you get it.  
 Want Hula, Rumba, Shake, Fan and Strip Dancers. Inexperienced Girls considered. Wardrobe furnished. Want Girl Show Talker with wife dancer. Also two Ticket Sellers who can drive truck. Write or wire.  
**F. W. MILLER**  
 c/o World of Pleasure Shows, Lima, Ohio,  
 May 22-27; Muskegon, Mich., May 29 to June 4.

**Sammy Lane Shows**  
**SWEETHEART OF THE OZARKS**  
**WANTS**  
 American Mill (no Gypsies), Scales, Sno Cone, High Striker, Basketball, Pan Came, Hoop-La, Jewelry Sales, Novelties, Bowling Alley, String Game or what have you? Also Circuit Shows.  
 Marshfield, Mo., this week; Anderson, Mo., next. We are in the Strawberry Country.

**WANT**  
 Cookhouse that caters to Show People. Also Outand or Ice Cream Outfits. Can place a few more Hanky Panks. Athletic Show open.  
**Moore's Modern Shows**  
 Coffeyville, Kan., this week; Independence, next week.

**FOR SALE**  
 Pluid Drive, factory built Airplane Kiddie Ride, Fish Pond, Bumper, plenty of stock, beautiful Flash Cloths, other miscellaneous items. Truck to transport same. Have other business interests. First \$1,400.00 takes all.  
**BILL FINKLE**  
 1642a Ohio St. Louis, Mo.

**WANTED**  
**COMPLETE MODERN & CLEAN CARNIVAL**  
 For Annual Junior Chamber of Commerce Celebration, week of July 18, or adjourn. Want local privileges. Only Carnival with good rights need apply. Wire or write BOB LINDSEY, Phone 168, W. J. McCASKILL, Phone 47, or OELMER SIGGS, Phone 226; Cabool, Mo.

**HAGENSICK'S RIDES**  
 Will place for Spiro, Wagoner, Okla., downtown; Centennial Celebration, Grandby, Mo., July 23-4; Bumper, Fishpond, Basketball, Age and Weight, Floss, Pitch, Hanky Panks not conflicting. Bides and Shows.  
**C. E. HAGENSICK, Mgr.**  
 Spiro, Okla.

**GIRLS WANTED**  
 For Posing and Revue Shows. Youth and Figure Necessary. If married, can place husbands on Tickets. Contact  
**BOB VANCE**  
 Care of Tivoli Exposition Shows, Calesburg, Ill., this week; Rock Falls, Ill., to follow.

**Kinland Amusements**  
 MACON, Ga., May 20.—Org opened a week's run on a lot at Broadway and Houston Avenue, under Macon Post of Amvets auspices.  
 Opening without any billing, Monday (15) was slow. A large crowd of spenders was on hand Tuesday and by mid-week there was steady, profitable business, with the p.c. stores topping the grosses. Herb Mace's Comet, a new ride for Macon's neighborhood lots, topped rides.  
 Arthur Daniels is in charge of org, with H. Henry assisting. Mr. and Mrs. Homer Scott, operators of Georgia Amusements for several years, have booked a number of concessions. Scott was called to North Georgia because of illness of his mother for several days early in week.

Russell Powers, Ferris Wheel foreman, added two concessions here. He is building a new cookhouse.  
 Org is in the fourth week of new season. Opening in Perry, Ga., first week was fair. Following week in Gordon was good, with last week in Griffin, Ga., the best so far.  
 Blackie Gilman, former carnival owner, now operating a mercantile business in Macon, was a visitor opening night.

**Wolfe Amusement**  
 LEAKESVILLE, N. C., May 20.—Run on Thomasville was made in record time, but set-up here in the rain broke the org's record and its slogan, "The show that gets up on Sunday." The Martinsville, Va., Colored Fair has been contracted by this show.  
 Mrs. Sue Wolfe, wife of the owner, and their children, Johnnie Mae, Claudia and Bennie Jr., joined for the season. Cy Simmons is in the business for keeps.  
 New arrivals and their concessions include Mr. and Mrs. Johnny Appelbaum and assistant, John Lambert, diggers; Blackie Holt and wife, bingo; Melvin Wyatt, photos, scales and short range; Mr. and Mrs. Johnny Lefler, floss; George Beardsley, jewelry; Red Jurnegan, six cats, and Mr. and Mrs. Tony Darro, pans and mechanical duties.  
 Show moves into Virginia next, going to Bassett, Rocky Mount and Buena Vista.—IRENE HALSTEAD.

**Blue Grass**  
 BEDFORD, Ind., May 20.—After the weather settled down at Vincennes last week the show came up with a winner and the kiddie matinee was the best of the season so far. Rain hurt here. Delivery of a new No. 5 Eli Wheel is expected next week. Manager Grosecuth and wife and Mrs. Myrtle Jeter left for Detroit to attend the funeral of Pop Baker.  
 Show got good press and radio support last week for the afternoon show visited by children from two orphanages. Recent visitors were W. R. Geren, owner of the Mighty Hoosier State Shows; Hayden Richardson, of the same org; Mr. and Mrs. Howard Easto and children, Detroit, and Danny Easto.—M. G. STOKES.

**Garden State**  
 COPLAY, Pa., May 20.—Shows opened here May 3 to fair weather and good crowds. Spending was above par, with all rides and shows being well patronized. Whitey Seigfried, advertising agent, had the surrounding area well papered. Shows are playing under a free gate.  
 Personnel includes R. H. Miner Sr., owner; R. H. Miner Jr., manager; Ace Ackerman, assistant manager; Mrs. R. H. Miner Jr., secretary; Red Stevens, electrician. The writer is mail man and The Billboard sales agent.  
 Rides include Twin Ferris Wheels, Frank Iskey, Irish Clarke and Malcolm Roberts; Sky Ride, Joe Rooney; Train, Charles Johnson; Bomber, Bill Palmer; Jeeps, Pop Klass, and Whip, the writer.—HIP ROBERTS.

**Moore's Modern**  
 HENRYETTA, Okla., May 20.—Org moved here after scoring a red one at Okmulgee that followed two weeks of bad weather. Girl revue paced the shows with Octopus leading the rides. Harvey Moore did big with his Roll-a-Whirl.  
 Jack B. Moore, owner, who recently planned to Searcy, Ark., on business, reports grosses running ahead of '49. Show has a dime gate and features Eddie Atterbury, swaypole, as free attraction.  
 Horseshoes has become the rage around the lot with Bill Chastine and Walter Anderson reigning as champions. Women competing in a horse-shoe tournament of their own include Wally Stacy, Hazel Peterson, Joan Nix, Irene Moore, Doris Buck, Francis Amonds and Opal Campbell.  
 Recent visitors included Ollie and May Bryer, Wayne Mayberry and Ruth Graves.

**Drago Amusements**  
 KOKOMO, Ind., May 20.—All equipment is ready for org's first run to Peru, Ind., where it opens Monday (22). Weather was good here and all concessions reported satisfactory business. Marjorie Miller's Derby Racer was popular. Merry-Go-Round topped the rides, with Octopus and Ferris Wheel close behind. Girl Show led the shows.  
 Free merchandise deal has proved a crowd booster. Staff includes Paul Drago, owner-manager; Wayne Eades, banners and advertising; Bud Birchman, ride and truck superintendent; Guy Martin, electrician.  
 Rides are Merry-Go-Round, Cliff Brunkley; Ferris Wheel, Walter Jones; Octopus, Nate Overman; Roll-o-Whirl, Harry Cook; Chairplane, Ralph Robinson; Airplane, Roy and Edith Crabill; kiddie autos, Bernard Davidson.  
 Recent visitors included Bill Harris and Jack Murphy, Royal Midwest Shows.—BESSIE BIRCHMAN.

**Amusements of America**  
 BERGENFIELD, N. J., May 20.—Working under handicaps of cold and rain, show did okay here this week. Org plays Monday (22) thru Saturday (27) at Irvington, N. J., sponsored by Camptown Post 1941, VFW.  
 Combination tickets are being offered kids for the Saturday matinee, with a free gate. Two bicycles will be awarded to a boy and girl during the afternoon. Prize of an electric washing machine will be given to a lucky gate coupon holder present Saturday night.  
 Maxie Sharp bought a new house trailer. Happy Hawkins returned to the show here with his diggers. Show officials, Morris, John and Sebastian Vivona, and the rest of the Vivona family, got a feature story in The Irvington Herald and Times.—STANLEY REED.

**J. A. Gentsch**  
 MAYFIELD, Ky., May 20.—Shows moved in here from Clarksville, Miss., where they chalked up a good week's business. Bob Roebuck, known as Ripley's Elastic Man, and his wife, Princess Pat, have their show on the midway.  
 Mrs. J. A. Gentsch is recovering from the flu. Newberry's Monkey Circus is going over well. Org's merchandise nights and Saturday matinee have been successful.

**Midway Expos.**  
 SYRACUSE, Kan., May 20.—Shows did good business here after its first two stands at Lamar, Colo., and Ulysses, Kan., turned out poor because of rain and cold weather.  
 Blackie Jets, concessionaire, is here, and Johnnie Gibson is operating the cookhouse. Mr. and Mrs. William Heemstra have two kiddie rides and are spotted with White Evans's kid ride. Clarence Bollig has diggers, with Mrs. Bollig handling darts.

**CRAFTS 20 BIG SHOWS**  
**WANT — WANT**  
 FOR  
**SAN DIEGO COUNTY FAIR**  
 DEL MAR, CALIF.  
 JUNE 30-JULY 9, Inc.  
 ★ ★ ★  
**CALIFORNIA STATE FAIR**  
 SACRAMENTO  
 AUG. 31-SEPT. 10, Inc.  
 ★ ★ ★  
**LOS ANGELES COUNTY FAIR**  
 POMONA, CALIF.  
 SEPT. 15-Oct. 1, Inc.  
 ★ ★ ★  
*Now Booking....*  
**SHOWS**  
 AND  
**Legitimate Concessions**  
 ★ ★ ★  
 WIRE—WRITE—PHONE  
**CRAFTS 20 BIG SHOWS**  
 7283 BELLAIRE  
 NORTH HOLLYWOOD, CALIF.  
 Phone: SUnset 2-3131

**LONE STAR RIDES**  
**WANT**  
 For Moundsville, W. Va., May 22 to 27, with other good spots to follow.  
 Will book small Merry-Go-Round. Will book Fish Pond, Weight, Age, Plaster Pitch, Clothes Pin or any concession working for stock that does not conflict.  
**J. G. BAKER, Manager**  
 TORONTO, ONIO

**WANTED**  
**SWORD SWALLOWER AND BALLY ACTS**  
**LOROW BROS.**  
**ROYAL AMERICAN SHOWS**  
 (Grand & LaCade) 5. Louis, Mo.  
 Until June 4.

**CONCESSIONS AND SHOWS WANTED**  
 We play the cream of Nebraska Street Celebrations. If you can't get money with us, you'll never get it. All legitimate Concessions open. Especially want Photos, No rackets. Belleville, Kansas, this week; then Big Legion Street Celebration, Edgar, Mo., June 2-3.  
**Greater Rainbow Shows**

**FOR SALE**  
 12 x 10 Duck Pond, 12 x 14 Punk Bell Game, Ref Game, Best the Dealer.  
 Rate, \$18.00 doz.  
**JOE KANE**  
 Vasebond Trailer Court  
 Rt. 1, Box 474  
 St. Petersburg, Fla.  
 (Phone: 34-2811)

**FOR SALE**  
**DAYTON TRAIN**  
 With three cars—about 750 ft. of track. Very good condition. Need space for other major rides.  
**VIC HORWITZ, Hotel Saville, Detroit 1, Mich.**

**Avery's Modern Shows**

Inkster Road & Plymouth Road, Outskirts of Detroit, Mich. — May 23-30.  
WANT CONCESSIONS OF ALL KINDS  
Hanky Panks—\$15.00 privilege.  
Can place BINGO and COOKHOUSE.  
Will book SPITFIRE, CHAIRPLANE & 2 or 3 Kiddie Rides.

**Ride Help for Merry-Go-Round, Octopus and Ell Wheel—Must drive semi. No drunks or chasers.**

Big Elks Celebration, Flint, Mich., June 1-4, Holy Redeemer Church Spring Festival, Flint, Mich., to follow.

Livonia Rotary Club Celebration, Farmington & Six Mile Road, June 13-18. All good celebrations to follow.

**EDWARD HORWITZ, Business Manager**  
Address: c/o Michigan Showmen's Assn. 3153 Cass Ave. Detroit 1, Mich.  
Phone: Temple 2-8947

**MODERNISTIC SHOWS**

UNIT ONE

**WANTED**

Ferris Wheel Foreman and Ride Help, drive semi, and Slum Store and Ball Game Agents, one P.C. Dealer. No grift. Legitimate Slum Stores of all kinds. Unit opens at Exmore, Va., May 31. WANTED—Concession Help, Free Act. No gate.

**JOHN KEELER**  
Princess Anne, Md.

**WANTED**

Ride Foreman to keep Ride in good condition in park, Boyertown, Pa. Also Wheel and Chairplane and Single Legoo Foremen for road, Souderton, May 25 to June 3; Harmonville, June 7 to 17. All near-by jumps.

**D. VAN BILLIARD**  
Oaks, Penn.

**WILL BOOK**

Any Stock Concessions that do not conflict. No drunks. Wire what you have.  
Victoria till May 24; Calgary, week May 29; Edmonton, week June 5.

**Crescent Canadian Shows****NOTICE**

**Charlie & Helen Kendall**

Join me St. Joseph, Mo.  
Date there May 22 through May 27.

**EDDIE YEAGER**  
HENNIES BROS. SHOWS

**WANTED**

8 Major Rides or would consider Small Carnival for 19th Annual Community Celebration.

**BOSWELL, IND., JULY 1-4**

**EDGAR BURNETT, SECY.**  
Box E, Boswell, Indiana

**WANT****COOKS AND WAITERS**

**HATTIE BROOKS**  
WORLD OF PLEASURE SHOWS  
Lima, Ohio, this week

**WANTED**

All kinds of Concessions and Shows. Strong supplies. Write or wire

**FORREST BROWN**  
Delphos, Ohio

**HOME STATE SHOWS****WANT**

Man for Athletic Show, Ride Help, Muggins, can place you. Place legitimate Concessions. Small Cook House for sale, can be booked on Show. Grind Shows.  
Pierre, South Dakota, May 22-27.

**AGENTS WANTED**

Count Store, Pin Store, Blower. Leon, call me. Jones Boys with Bingo, wire. Will book Side Show. Dick, wire Howard. Can use Slum Joints. All Replies.

**F. B. DENNIS**  
Walsenburg, Colorado

**MUST SELL IMMEDIATELY****1947 SPITFIRE**

and '47 Semi

P. O. BOX 334, FORT SCOTT, KANSAS

**BALLYHOO BROS.' CIRCULATING EXPO****A Century of Profit Show**

By Starr De Belle

Leap Frog, Ohio,  
May 20, 1950.

Dear Editor:

Even before the day a movie queen, famous for her scantily clad pin-ups, yelled in a night club, "That man is trying to undress me with his eyes," and a film cutie demurely informed the press, "I'm not going to pose for anymore cheesecake photos as they are shocking; however, my assistant will now pass among you with prints of my latest," showbiz has been based on gams and gowns.

This show satisfies the customers' demands by glorifying our Lizzie Schmidts in new and novel ways. We have in our gal shows' personnel 118 glamorous gam-gals and live up to the age-old billing, "Mostly Girls."

Manager Pete Ballyhoo noticed his actresses enter the main gate with their husbands, who carried the make-up boxes. That gave the boss an idea, which eliminated the parade numbers on the stages and put them downtown where a display of blond, brunet and red-headed pulchritude does the most good. So nightly our gals and their manager-husbands meet in front of a leading hotel and then parade, on foot, to the grounds to music provided by our sound truck. At each street intersection the parade halts long enough for the gals to do a short dance number to disk music while their managers stand by swinging the make-up boxes in time with the music. In some cases where the husbands are too old to make the march, a young substitute is furnished. We have steady requests from ride boys wanting to double in the manure-kicking trek. Our utility wagons are stocked with men's suits of all sizes to keep the substitute

paraders dressed in the high standards of our parade. Occasionally the boss gets double-crossed, as like last Tuesday, when a single gal and a talker, who was doubling in parade, eloped with the suit.

On the stages our gal entertainment is new and novel. Did you ever see a gal do a strip from armour? That act is used on junk-buyers' night. They come to make a bid. We have a fan dance number in which the audience participates by holding Fabs in front of their eyes when so directed by the emcees. The fans are issued when the tickets are sold. Only pass-holders are allowed the no-fan privilege. In our No. 3 revue we have a giant turntable. The audience sits on the revolving stage and get only a passing glimpse of the dancers. The revolving audience eliminates the use of blue lights. The show uses speed instead of darkness.

Featured in our main gal show is the Wallaby strip, which was imported from Australia. The act opens with a giant kangaroo, a six-footer, that hops onto the stage carrying a blond stripper in its pouch. The blond was selected for her English accent and not for her dancing ability. The dancer comes out of the pouch and goes into her number, and when finished returns to the pouch from which she throws kisses to the customers. It's something the gam lovers have never seen before and gives the show a big build-up. Furthermore, it protects the dancer's health by giving her a warm place to ride back to her dressing room on cold nights. Once in a while she winds up in the Wild Life Show when the kangaroo misses her cue and rushes back to her mat.

**IMPERIAL EXPOSITION**

(AMUSEMENT CORP. OF AMERICA)

**WANTS TO BOOK DERBY RACER, ALSO HANKY PANKS**

Address: Decatur, Ill., 22-27, or contact Chicago Office at 203 N. Wabash  
(Phone: Franklin 2-3473)

**DROME RIDERS**

Can use Straight Riders capable of doing Criss Cross Race. Also Girl Riders. No amateurs wanted. Top salaries if you are capable.

Contact **DEL CROUCH**, care Hennies Shows

St. Joseph, Mo., this week, or per route.

**C. A. STEPHENS SHOWS****WANTED**

Girl Show, must have wardrobe; Snake Show; we have all but snakes; Mickey Mouse, Mechanical City, any show not conflicting. Rides—Train or any Kiddie Ride not conflicting. Concessions—Custard, Hoop-La, High Striker, Photos, Jewelry, Agents for Pin Stores, Country Stores, Swinger, Vintars, Ky., this week.

**SUNSET AMUSEMENT CO.****CAN PLACE**

Derby, Novelties and Hanky Panks for Austin, Minn., May 29.  
Putting on additional Ride Help. This week, Sterling, Illinois.

**AGENTS WANTED**

For Ball Games, Cork Gallery, String Game, Coca-Cola Bottles, and Penny Pitch. Also Percentage Dealers. Capable people who can produce results on a 16-Ride Show with 15 Fairs. No collects.

**EARL TAUBER**

c/o Sunset Amusement Co., Sterling, Ill., May 22-27; Austin, Minn., May 29-June 4.

**ROYAL UNITED SHOWS****WANT**

Side Shows for proven route of Street Celebrations in South Dakota, Minnesota and Iowa. Also Concessions of all kinds. Good opportunity for Penny Arcade. Write or wire.

**Royal United Shows, 120 N. 4th Street, Minneapolis, Minn.**

**CARNIVAL FOR SALE**

18 Ft. by 90 Ft. Neon Front Entrance, 22 Trucks, 16 Trailers, fully equipped Shop, new Tops, one 30x60" Tops, two years old; 1 Circus Top with 500 Seats, two 60" Searchlights with hot wagon; Diesel Generator, 1 Gas Generator; 8 Rides, Octopus, Dipper, Wheel, Tilt, Merry-Go-Round, Rotolplane, Fly-o-Plane, Boats, Trailer equipped for Floss, Apples, Peanuts, Corn. Show booked solid. Fairs and celebrations till last week September, illness forces sale.

**Full Price \$150,000****BOX D-372**

The Billboard, Cincinnati 22, O.

**HAVE 100% SPOT IN 100% PARK**  
FOR  
**Special Indoor Attraction**

Park caters to Families and Servicemen. Nothing sex or offensive. Building 18/40. Can be Walk Thru, Side Show Attraction, Horror or what have you. P.C. 30%. Formerly used as Snake Show Building. Also have location for Photo Studio.

**SEASIDE PARK**

VIRGINIA BEACH, VA.

**WANT**

Capable Sale Agent. Answer

**AL BAYSINGER**

c/o Collins Shows, South St. Paul, Minn., this week.

**Crescent Amusement Co.****WANTS**

Diggers, Ball Games, Pan, Rat Game, Hanky Panks, Novelties, Short Range. Ride Help: Wheel Foreman, Ride-O Foreman, Second Men that can drive. Shows: Mechanical City, Snake, Unborn. Address:

**L. C. McHenry, Manager**  
**Jess Wrigley, General Agent**  
Batesville, Ark., this week; Peolar Bluff, Mo., week May 29.

**WANTED****FERRIS WHEEL AND OCTOPUS FOREMAN**

Must know Ride and be licensed to drive. No drunks. Do not misrepresent. Want Canvas Man and Ticket Seller. Chat Pierce wants Concession Agents.

**BAKER UNITED SHOWS**

Beech Grove Indianapolis, Ind.

**Hutchens Modern Museum**

Wanted to join at once for long string of Fairs; Fine Eaters, Impalement Act, good Musical Act. Also Girl for Electric Chair. We now have ten Attractions and want to enlarge Show. All address:

**JOHN T. HUTCHENS**

c/o William T. Collins Shows  
South St. Paul, Minn., this week; Breckenridge, Minn., next week; Fargo, N. D., June 5-10.

**PENNY ARCADE FOR SALE**

Beautiful Front and 50 nice Machines, also Vitrolas with loudspeaker. Can be booked on show  
Bicknell, Ind., this week; then Frankfort, Ind.  
**MRS. W. J. WILLIAMS**  
c/o J. A. GENTSCH SHOWS

**FOR SALE**

7 Car Tilt-a-Whirl, G-E2 Addition Miniature Train and Comet. Ready to go. **WRITE**  
**BOX 358, c/o THE BILLBOARD**  
188 W. Randolph St. Chicago, Ill.

## Gold Bond Gets Nut Tho Dogged by Rain, Cold Since Opening

ROCKDALE III., May 20.—"Considering the weather we've been getting, I'm happy," Mickey Stark, owner of the Gold Bond Shows, said here Thursday night (18) in summing up business done by his org since it opened about a month ago in Southern Illinois.

In common with other Midwest shows, the Stark org has been dogged by rain or cold. "Yet we've been making our nut, and the personnel is happy," he said. Proof of this is given by the recent delivery of three new house trailers, purchased by Ital Lambertson, M. J. Sovan and Mrs. Margaret Hoffmann.

### Add Ride, Trucks

Stark and his wife, Mary, purchased a house trailer last winter. Other additions made during the off-season included a semi, several trucks, a Spitfire, an army searchlight, some other lighting equipment, and an organ, since mounted in a trailer and spotted near the entrance.

Mickey and his wife comprise the show's executive staff. Versatile, with a flair for things mechanical, Mickey this winter not only booked the show but did a large part of winter quarters work. He did much of the welding and electrical work, supervised and did much of the carpentry, and executed minor improvements.

As a result of work at its Mount Sterling, Ill., quarters, the show requires only a few final touches to put it in top shape for its fair route, which consists largely of events in Wisconsin, plus a few late annuals in this State.

### Grows in Five Years

The show's line-up here consisted of 6 major rides, 4 kiddie rides, as many shows and 26 concessions. More shows will be added for fair dates. Its present strength is a departure from its five rides when Stark launched the show five years ago after spending three years in the air force.

In that time the former Penny Arcade operator on the Elman Shows has built a flashy, solid show, and a route in keeping with its size. He did this by plowing back profits and watching expenditures closely.

### Converts Bus Into Office

The commodious office wagon he uses reflects both his care in buying and his ability as a master of many

## Winter Quarters

### Diamond Midway

MOUNT STERLING, Ill., May 20.—Events booked to date include the local fire department celebration, Meredosia City (Ill.) Council Festival, American Legion Fair, Brownfield, Ill., and a home-coming at Herman, Mo. Among concessionaires will be Walt Keller, R. E. Cowan, R. K. Johnson and Harry Nolan. Ralph Lown is expected to join with his Mechanical Show. There will also be a Side Show. Rides will include C. C. Wyrick's Ferris Wheel, Harry Nolan's Chairplane, Kiddie Autos, Miniature Train and Kiddie Chairplane.

trades. The 34-foot wagon he converted from an army bus, purchased at a bargain. Into it, he virtually single handedly built three sections, the secretary's office, complete with a cage entrance; his own office and a meeting room for committees.

Finishing and furnishings all bear the professional touch, and the lighting is effective and restful. Insulation is heavy, virtually shutting out midway noises. Windows are numerous and so spotted to permit good ventilation, and a wide view of the midway. The office wagon is spotted prominently on the midway line. So, too, is the trailer housing twin Diesels.

Joe W. Stoneman is the org's general agent and Ernest M. Galles is in charge of billposting.

### Personnel includes:

#### Rides

Ferris Wheel, Melvin Miller, foreman; Harvey Bowdoin, Merry-Go-Round, Robert Head, foreman; Clyde Ausmus, Loop-o-Plane, LeRoy Jayner, foreman; William Tipler, Chairplane, Joe Morris; Octopus, Rex Miles, foreman; Homer Willison, Spitfire, Cal Lambertson, foreman; Kiddie Autos and Planes, Loren Cox; Kiddie Train, Charles Russell; ponies, Earl Tipler; Boats, Tiny Hight.

#### Shows

Panhouse, Ernest M. Galles; Mouse Circus and Snake Show, A. C. Ray; Freak Animals, Walter M. Monday; Vaudeville Revue, Waldo Brothers.

#### Concessions

M. Hoffmann, pitch-till-you-win, fish pond and cork gallery; Creapo, Coke bottles, cat-rack and jewelry; Shimmowski, photos, horse race and bingo; Walter Sondag, high striker and short range gallery; Lawrence Shamanski, long range gallery; R. Morris, cookhouse; William Monday, balloon darts; M. J. Sovan, diggers; J. Hubbard, cat rack and p.e.; C. Height, penny pitch; Robert Orr, basketball and glass pitch; Jack Hamilton, popcorn, candy floss and candy apples; Mr. and Mrs. Creapo Jr., milk can and Coke bottles; R. W. Rocco, two toy stores, and Mrs. R. W. Rocco, mitt reader.

## AMERICAN BAZAAR

Seyre, Pa., week of May 22 to 27; Hornell, N. Y., week of May 29 to June 3.

Concession Agents wanted for Hanky Panks, Pond, Pitch, Darts, Stucky Buck, Mechanical Ducks, Hoop-La, Cane Rack, Bingo Men for Counters, Custard, man and wife preferable; Pop Corn, man and wife preferable; Photo Gallery, man and wife preferable. Stock Wheel Men, need two. Percentage Agents that are tops and no others. Ride Men—Second Men for Major Rides, and we pay top salary. Want Wheel Foreman and Ride-O Foreman, also Kiddie Ride Help. General Help in all departments. We have free sale and draw the people. If you want money, this is the place to get it.

Come on or wire George H. Harms (for concessions) or contact Ben Paul for rides

## GRACELAND GREATER SHOWS

WANT FOR HILLSBORO, ILL., MAY 22-27; HOKOMIS, ILL., MAY 29-JUNE 3

CONCESSIONS: Photo, High Striker, French Fries, Ice Cream, Ball Game, String Game. Can use Concessions of all kinds. No flats. SHOWS: Tan-in-Ons, Motordrome, Monkey, Fun House and Snake. RIDE HELP: Can use Second Men on all Rides who can drive semis. We pay every week.

All replies to Harry Alkon, Graceland Greater Shows HILLSBORO, ILL., THIS WEEK.

## MAD CODY FLEMING SHOWS

Few clean 10-Cent Concessions. One competent Ride Man. Also Man for Little Fire Truck. Man that can work Midget Animal Show and care for same. Cecil Rice will buy one more 25-foot Python Snake. This is a 10-ride show.

Address MAD CODY FLEMING Griffin, Ga., this week.

# MAGIC EMPIRE Shows

FEATURING FEARLESS GREGG CANNON ACT NIGHTLY AS FREE ATTRACTION  
WANT SHOWS AND CONCESSIONS

Memorial Celebration, Hillsboro, Ohio, May 29 to June 3

NEED TWO GIRL SHOWS with or without equipment. Must have two or more girls. Will place with own equipment, Fun House, Fat Show, Monkey Circus, Midget, Unborn, Mechanical Exhibit, Arcade, and Big Snake. Fine proposition for Motordrome. ALL CONCESSIONS OPEN except Bingo, Cookhouse, Popcorn, Apples, Sno-Kone, Lead Gallery, and Diggers. Need Age and Scales, Novelties, Basket Ball, High Striker, Bumpers, Pitch-Till-U-Win, String Game, Bowling Alley, Fish Pond, and Darts. Will place all Hanky Panks.

18 FAIRS AND CELEBRATIONS STARTING JULY 4  
MAGIC EMPIRE SHOWS

A. SPREERIS, Mgr. PAUL BOYETTE, Agent

Maysville, Ky., now; then Hillsboro, Ohio.

P.S.: Clarence Thames, contact Dough Boy.

## NESSLER'S SHOWS

Want for the following bona fide Fairs and Celebrations: V. F. W. Cole, City Park, Chillicothe, Ill., June 12-18; A. L. Cole, Washington, Ill., June 18-23; A. L. Summer Carnival, 3 Big Days, Gladford, Ill., June 23-25; 4th A. Schuyler Co. Fair, July 2-7; Bushville, Ill., Hancock Co. Fair, August, Ill., July 16-21; Carthage Harvest Time, C. of C., Carthage, Ill., July 24-29; Mendota Sweet Corn Festival, C. of C., Mendota, Ill., Aug. 1-3; Clark Co. Fair, Marshall, Ill., Aug. 8-12; Cumberland Co. Fair, Greenup, Ill., Aug. 20-24; Labor Day & Tri-County Fair, Pans, Ill., Sept. 1-4, and several more in Illinois; than 5 Fairs in Tennessee.

CONCESSIONS of all kinds that work for stock. We only book one or two of a kind. Sell X on Custard and Floss. RIDES: Octopus, Spitfire or any Ride not conflicting. SHOWS: MONKEY, Girl Revue, Snake, Fun House, Glass House, Jig Show, 10-in-1 or any Show with own outfit and transportation. Low percentage. MELROSE Agent for Pea Pool, Man and Wife for nice Grab; must know your stuff. E. Robinson wants Agents for Line-Up Stores.

Free Oats—No Gypsies—No Drift.

B. NESSLER, MARSHALLS, ILL., MAY 22-27; THEN PER ROUTE.

# LAWRENCE GREATER SHOWS

America's Most Progressive Carnival

CONCESSIONAIRES—Our Fairs start in July, and you will be given preference. Can place Custard, Ball Games, Long and Short Range, Jewelry, Studio, Six Cat or any Hanky Panks. SHOWS—Wild Life, Glass House, Mechanical Show or any Shows of merit. Will buy a few working Monkeys. Wire what you have to offer. ELECTRICIAN—Must know how to wire Show and take care of Fabrick Diesel Plants. HELP—WANT Fly-o-Plane Foreman and useful Ride Help who drive semis. Also Canvasman. PUBLICITY MAN who knows how to put over kid matinees. Garrett's Cookhouse wants Dinner Cook.

CHILlicothe, OHIO, THIS WEEK.

## F. M. SUTTON, SR., Presents GULF COAST SHOWS

Will furnish Tents and Fronts for any kind of Shows. Want Live Pony Ride Also Tilt, Octopus, Roll-a-Whirl, Fun House. Want Ball Racks, Stock Concessions. Swede Olson wants Count Store Agents.

### FOR SALE

Beautiful Lunch Stand, cheap. Built by Lewis Diesel Co. Will book same on Show.

Harrison, Ark., July 4. Several Missouri and Arkansas Fairs. We know where to go and when. Address: FLAT RIVER, MISSOURI, THIS WEEK

## MODEL SHOWS, INC.

Want Stock Concessions. Set Spindle, Bowling Alley, String Game, Ball Game, Age and Weight, Cork Shooting Gallery, etc. Will sell ex. on Novelties. Ride Help: Octopus Foreman, Caterpillar Help; must be Truck Drivers. C. A. Cave wants Agents. Frank Ashy wants Agents.

JOHN L. ROBERTSON

Ponca City, Okla., this week; Bertlesville, Okla., next week.

## BIG FOUR AMUSEMENTS

Want to book for season two clean Shows. Wilbur Girard, get in touch with us. Can use Second Men on Tilt and Flying Scooter. Must drive semi. Also Merry-Go-Round. Due to disappointment have open date June 19 to 25. Will play within 50 miles of Chicago.

### BIG FOUR AMUSEMENTS

135 21 AVE., MELROSE PARK, ILL. PHONE 3751

## GOLDEN RULE SHOWS

Malaga, N. J., May 22 to 27; Riverside Park, May 29 to June 3.

Can use Hi Striker, Photo Gallery, Cork Gallery, Basketball or any legitimate Concession not conflicting. Also any Grind Show with own equipment. Ride Help for all rides. Will book Kiddie Ride.

## SMITH AMUSEMENT CO.

Want for Kingfisher, Okla., Race Meet, May 23-31; then Cushing, Okla., two Saturdays. CONCESSIONS: Photos, Novelties, Basketball, Custard, Cig. Gallery, Age and Scales, Fish Pond. Will sell X on two Milt Camps. SHOWS: Fun House, Mechanical. Man to take Girl Show or will book one. Man to take Snake Show, any Show not conflicting. Agents for Clothes Pin, Roll-down, Hazzie. Hy Lindsay, Thomas N. Crosby, contact.

Roland Smith, Owner—Chuck Prescott, General Agent Kingfisher, Oklahoma

## FIDLER'S UNITED SHOWS

WANT

WANT

Stock Stores of all kinds, strictly Hanky Panks. Shows with or without own equipment. Want Ride Help who can drive semis for 12 major Rides. If you drink, save your time and mine. Address:

Aurora, Ill., this week; Joliet, Ill., next week; Pontiac (City Park) follows.

# MARKS SHOWS

MILE LONG PLEASURE TRAIL  
"The Show With the Finest Route in the East"

MEMORIAL WEEK, MAY 29 TO JUNE 3, 50TH COUNTY FIREMEN'S CELEBRATION, CORNING, N. Y., EVERYBODY AND EVERYTHING IN THIS TERRITORY WORKING FULL BLAST. TREMENDOUS PAYROLLS.

### WANT

**CONCESSIONS:** Legitimate Merchandise Concessions of all kinds. Novelties, Hanky Panks of all kinds. Can place for entire season. Those joining now will get preference during our Long Island tour.  
**SHOWS:** One or two Grind Shows with or without transportation. Midgets, Illusion or any other show not conflicting with what we are carrying now.  
**RIDES:** Roll-O-Plane or any other ride not conflicting. Can place experience Whip Foreman.

All replies to JOHN H. MARKS  
This week, Lebanon, Pa.; Next Week, Corning, N. Y.

FIRST SHOW INTO STRACUSE WEEK OF JUNE 4

# PENN PREMIER SHOWS

worlds • cleanest • midway

**CONCESSIONS—**Can place Novelties, Fish Pond, String, Photos, Candy Floss, American Palmistry or any other legitimate Concessions.  
**SHOWS—**Can place Animal, Wild Life or Funhouse. Mrs. Kathryn Welsh, wire me.  
**HELP—**Can place Foremen on Dual Wheels and Chairplane. Also Second Men (that drive) on all Rides, come on. Top salary every week.

Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows  
Newton, N. J., this week; Firemen's Celebration, Dover, N. J., next week.

# GEM CITY SHOWS

WANT WANT

Will book non-conflicting legitimate Slum Concessions. Due to disappointment can place Derby Racer. Can always use good Second Men for Rides that are sober and can drive semis.

All Replies:  
THOMAS D. HICKEY, Mgr.  
Peoria, Ill., until May 27; then as per route.

## FOR SALE—EIGHT TUB OCTOPUS RIDE—FOR SALE

In good running condition, good motor. With or without transportation.  
Write or wire

EDDIE MORAN, Mgr., SOUTHERN VALLEY SHOWS  
Forrest City, Ark., May 22 thru 27; Jonesboro, Ark., May 29 thru June 3.

# HELLER'S ACME BAZAAR CO.

UNIT NO. 2

Want Crab, Popcorn, Candy Apples, French Fries, Candy Floss, Ball Games, Pitch Games, Hoop-Las, Penny Pitcher, any Hanky Panks.  
Haverstraw, N. Y., on the streets, May 29 to June 3; Carlisle, N. J., June 5 to 10.

All Address HARRY HELLER  
P. O. BOX 6, CAMPCAW, N. J. PHONE: WYCOFF 4-0333-M.

# PINE STATE SHOWS

WANT

Sound Car with Concessions. Legitimate Merchandise Concessions of all kinds. Low rental. Open midway. P. C. open if you have Hanky, SHOWS—What have you? RIDE HELP—Wheel Foreman and Second Man. Can use one Flat Ride and two Kiddie Rides. John Lewellon and Big Six, get in touch. Route to interested parties.  
J. J. CARUSO, owner; EARL MILLER, Mgr.; FRED C. BOSWELL, Bus. Mgr.  
Bladenboro, N. C., this week.

# ROYAL MIDWEST SHOWS

WANT FOR MARION OHIO, MAY 29 TO JUNE 3, DECORATION DAY CELEBRATION. FIREWORKS, MOVIE STAR GUEST APPEARANCE, FREE ACTS, PUBLIC WEDDING, DRAWINGS. BIGGEST DECORATION DAY IN OHIO.

Want Cork Gallery, Ball Games, Long Range, String, Coke, Darts, Jewelry, Novelties, Blower, Stock Concessions of all kinds. Mitt Camp. Good proposition for one Major Ride, Roll-a-Whirl, Auto. Shows not conflicting with Snake, Athletic or Girl. Want Phenomena.  
Wire Roxie Harris, Elwood, Ind., this week

# MAGIC CITY SHOWS

OPENING MONDAY, MAY 29

Can use Hanky Panks of all kinds. Only four Grind Shows. One more Major Ride not conflicting. Kid Rides for Kiddieland. Shows with own equipment and transportation. I have one top and banners. Especially want Girl Show, Wes Millican, Jim Fennell, Hiram Wright, Blackie and Bill Prevost, Elizabeth Cole, come on; your booked. All others with me before contact. All replies:  
O. O. (BOB) POINT, DICKSON, TENN., THIS WEEK.



# Coming Events

## CALIFORNIA

Bellflower—Los Angeles Co. Spring Fair. May 29-June 4. Mrs. Onelta Correll.  
King City—King City Stampede. May 28. R. E. Garner.  
Los Angeles—Horse Show. June 5-11. Allen Ross, 701 B. Victory Blvd., Burbank, Calif.  
San Fernando—Fiesta de Community Fair. June 14-18. Harold R. Allen.

## COLORADO

Glenwood Springs—Strawberry Day. June 17. C. W. McPadden.

## CONNECTICUT

Waterbury—Grotto Circus. June 26-July 1. John L. Lineburgh Sr. 3164 E. Main St.

## FLORIDA

Miami & Coral Gables—Royal Poinciana Festival. June 2-8. Mrs. James Dun, 736 N. W. 45th St., Miami.

## IDAHO

Emmett—Cherry Festival. June 29. Olenn Howard, 406 N. Boise St.

## ILLINOIS

Benld—Sports Booster Club Celebration. May 29-June 3. John W. Chulick.  
Chicago—Coin Machine Inst. Show, Hotel Stevens. June 26-28.  
Du Quoin—Lions Club Carnival. June 14-17. D. A. Purdy.

## INDIANA

Charleston—Lions' Celebration. June 19-24.  
Indianapolis—500-Mile Auto Race. May 30. W. Wilbur Shaw, 729 N. Capitol Ave.

## MASSACHUSETTS

Norwood—Elks' Carnival. June 14-17. W. J. Dalton.

## MINNESOTA

Hutchinson—Water Carnival. June 23-25. Otto F. Zila.

## MISSOURI

Jerico Springs—Town Board Celebration. June 6-10. J. F. Thornton.  
Kansas City—Centennial. June 3-July 4. S. M. Woodard, 1330 Baltimore St.  
Maitland—Am. Legion Bluegrass Festival. June 26-July 1. Dale A. Merion.  
Owensville—VPW Celebration. June 17-21. Edgar Elchier.

## NEW HAMPSHIRE

Conway—Am. Legion Carnival. June 30-July 4. Arthur J. Wiggin.

## NEW JERSEY

Windor—Potato Festival. June 26-July 1. Harvey J. Ewart, Robbinsville, N. J.

## NEW YORK

Fredonia—Firemen's Celebration. June 28-July 1. W. R. Burr.  
Lima—Firemen's Carnival. June 14-17. French MacDonald.  
New York—World Premier Trade & Travel Fair of Italy. June 19-July 2. Fred Pitters.  
Syracuse—Field Days. May 23-30. Robert Williams, E. Syracuse.  
York—Firemen's Carnival. June 21-26. Ray MacIntyre.

## OHIO

Bolivar—Am. Legion Home-Coming. June 7-10. George Marlow, Canton, O.  
Louisville—Junior Order Celebration. June 20-24. George Marlow, Canton, O.  
Silverton—Firemen's Festival. June 20-24. Howard Newnan.

West Unity—Am. Legion Home-Coming. June 22-24. Lewis D. Prouty.

## OREGON

Portland—Rose Festival. June 7-11. L. W. Mallick, 790 Multnomah Hotel.  
Union—Eastern Ore. Livestock Show. June 8-10. Tony D. Smith.

## PENNSYLVANIA

Cherry Tree—Volunteer Fire Co. Celebration. June 12-17. Kenneth Oake.  
Dewon—Devon Horse Show & Country Fair. May 24-30. Ward Sullivan, 1218 Arch St., Philadelphia.  
Leechburg—Centennial Celebration. June 19-24. E. Dale Hawe.  
Tarentum—Old Home Week. June 12-17. Volunteer Fire Dept.  
Wellsboro—State Laurel Festival. June 18-19. U. Wright Kerne.

## SOUTH DAKOTA

Arlington—Kingbrook Nights. June 14-15. Guy S. Abbott.  
Pierce—Days of '81 Celebration. June 23-25. Darrell R. Booth, 105 W. Dakota St.

## UTAH

Salt Lake City—Junior Fat Stock Show. June 7-9. William D. Backman, Box 329.  
Vernal—Junior Livestock Show. June 1-3. Clair R. Acord.

## VERMONT

Hartland—Sportmen Show. May 26-30.

## VIRGINIA

Clifton Forge—Firemen's Festival. June 12-17. P. A. Dudley.

## WASHINGTON

Tonasket—Tonasket Round-Up. May 27-28. Orval Hubert.

## WEST VIRGINIA

Buckhannon—Strawberry Festival. June 8-9. Carl B. Tenney.

## WISCONSIN

Cassville—Twin Picnic. June 23. Leonard Schlauff.  
Cedarburg—Festival of Music. June 24-25. Palmer Schneider.



# Dog Shows

## CALIFORNIA

Long Beach—June 24-25.  
Pasadena—June 4. Mrs. J. Bradshaw, 1802 5th Ave., Los Angeles.  
Pittsburg—June 11. Miss D. Prentice, Antioch, Calif.  
Salinas—May 28. Miss J. Smith, 301 Soiling Ave.

## COLORADO

Grand Junction—June 7. Mrs. R. McDonald.

## CONNECTICUT

Greenwich—June 10. Foley, 2009 Ranstead St., Philadelphia.  
Westport—June 11. Foley, 2009 Ranstead St., Philadelphia.

## DELAWARE

Newark—June 4. C. B. Hopkins.

## ILLINOIS

Kankakee—June 17.

## INDIANA

South Bend—June 11.

## IOWA

Des Moines—June 4. Miss V. Ellis, 1301 Sheridan Ave.

## KENTUCKY

Lexington—June 4. A. Wilson Bow, 441 W. Jefferson Ave., Detroit.

## MASSACHUSETTS

Dedham—June 3. Foley, 2009 Ranstead St., Philadelphia.  
Framingham—June 4. Foley, 2009 Ranstead St., Philadelphia.

## MICHIGAN

Mt. Clemens—June 25.  
Pontiac—June 24.

## MINNESOTA

Minneapolis—June 11. Mrs. W. Townes, R. R. 2, Wayzata, Minn.

## NEW JERSEY

Madison—May 26-27. Foley, 2009 Ranstead St., Philadelphia.  
Mt. Holly—June 24. Foley, 2009 Ranstead St., Philadelphia.  
Plainfield—May 23. Foley, 2009 Ranstead St., Philadelphia.  
Rumson—June 18. Foley, 2009 Ranstead St., Philadelphia.

## NEW YORK

Batavia—June 11. Foley, 2009 Ranstead St., Philadelphia.  
Oardan City, L. I.—May 26. Foley, 2009 Ranstead St., Philadelphia.  
Staten Island—June 25. Foley, 2009 Ranstead St., Philadelphia.

## OHIO

Akron—June 4.  
Canton—June 7.  
Cincinnati—June 25. M. E. Rosenthal Jr., Indian Hill, Cincinnati.

## PENNSYLVANIA

West Chester—June 4. Foley, 2009 Ranstead St., Philadelphia.  
Wynnewood—June 17. Foley, 2009 Ranstead St., Philadelphia.

## TEXAS

Lubbock—June 11. Miss J. Hess.

## UTAH

Ogden—June 11. L. Taylor.  
Salt Lake City—June 8-10. A. Smurthwaite, 115 S. State St.

## WASHINGTON

Tacoma—June 4. Miss D. Stewart, Box 271, R. 10.

## WYOMING

Cheyenne—June 25. Shelby Jennings, 206 W. 6th St.

# GIRLS WANTED

Experienced or inexperienced for Girl Show and Posing Show. Strip, Exotic, Hula, etc. Top salary, long season. Contact:

**BILL HOLT**

c/o Imperial Exposition, Decatur, Ill., this week; Dubuque, Iowa, next week.

# Heart of Texas Shows

Athletic Show Manager wanted with talent. Competent Rice Help and Girl Show Manager with girls. Musicians for Minstrel Show.  
Address Harry Craig, Mgr.  
Amarillo, Texas, this week; Floydada, Texas, next week.

# WANTED

WILL BOOK BINGO OR YOU WORK MINE. 50-50.

**C. A. GOREE**  
c/o STATE FAIR SHOWS  
Greely, Colo.

CARNIVAL ROUTES

(Continued from page 63)

Dixieland: Central, La.
Dobson's United: St. Paul, Minn.; Rochester June 3-11.
Douglas Greater: Coquille, Ore.
Downriver Am.: River Rouge, Mich.
Draga, Paul, Am.: Peru, Ind.; Delphi 29-June 3.
Draw, James H.: Whitesville, W. Va.
Dudley, D. S.: Vernon, Tex.; Quannah 29-June 3.
Dumont: Ambridge, Pa.; Rochester 29-June 3.
Eyer's Greater: Fredericktown, Mo.; Flat River 29-June 3.
Eddie's Expo: McDonald, Pa., 23-27; Brownsville 29-June 3.
Eddy Bros.: (Fox St. & Abbottsford Ave.) Philadelphia, Pa.
Evans United: King City, Mo.; Slater 29-June 3.
Fair Am.: Stanley, N. C.; Statesville 29-June 3.
Fairway: Blismarek, N. D.
Perlis, Carl D.: Franklin, Pa.
Fidler's United: Aurora, Ill.; Joliet 29-June 3.
Fiesta: Westmoreland, Calif.
Fleming, Max, Cody: Griffin, Ga.
Fole Celebrations: Albuquerque, N. M.
Francis, John: Granite City, Ill.; Tejorville 29-June 3.
Franklin, Don, No. 2: Flatonia, Tex.
Franklin, Don: Midland, Tex.; Odessa 29-June 3.
Freaks United: Paola, Kan.
Gaiety: East Rochester, N. Y.
Garden State: Satington, Pa.; Alpha, N. J., 29-June 3.
O. & B. Rides: Grantsville, W. Va.; Glenville 29-June 3.
Om City: Peoria, Ill.
Genitch, J. G.: Elkhart, Ind.
Gifford: Pauls Valley, Okla.
Gold Road: Elgin, Ill.; Libertyville 29-June 4.
Golden Bule: Malaga, N. J.; Riverside Park 29-June 3.
Golden West: Roseville, Calif.; Jackson June 1-5.
Gooding Am.: (Brook Park Road) Cleveland.
Gooding Am.: Wellsburg, W. Va.
Gooding Am.: Rochester, Pa.
Gooding Greater: Springfield, O.
Graceland Greater: Hillsboro, Ill.; Nokomis 29-June 3.
Grand American: Marshalltown, Ia.; Charlton 29-31; Dike June 1-3.
Grand Union: Woodward, Okla.
Grant's Rides: Patrons, Pa.
Greater Rainbow: Belleville, Kan.; Edgard, Neb., June 2-3.
Groves Greater: Lafayette, La.; Jennings 29-June 3.
Gulf Coast: Flat River, Mo.
Hagensick Rides: Spiro, Okla.
Hannum, Morris: Lancaster, Pa.; York 29-June 2.
Happy Attrs: Barborton, O.; Wierston, W. Va., 29-June 3.

WANTED
CAPABLE READERS
For Camp. Contact
BILLIE ANTHONY
c/o Cascade of Amusements
Evansville, Ind., this week; Dayton, Ohio, next week.

WANTED
OCTOPUS FOREMAN
Must drive Seml. Roy Hildebrand or Ed Poirier, call me at once collect.
LOUIS CUTLER
Charleston, Arkansas, this week.

WANTED
A RECOGNIZED CARNIVAL to play bona fide Celebrations, Street and 4-H Fairs, big 4th July Celebration. Address mail or wires to E. G. HILDEBRAND
c/o Center Township Assessor's Office
Phone 5642-4444-4110 Muncie, Ind.

BILL HARRIS
WANTS AGENTS
For Count Store. Dealers and Inside Men. Cas English wire. Want Phonemen. Wire or phone BILL HARRIS, c/o Royal Midwest Shows, Elwood, Ind., this week.

LUCKY NELSON
WANTS SOBER AND RELIABLE HELP
c/o CAPITAL CITY SHOWS
Dixson, Tenn., this week; then as per route.

JIMMY GATTIS
WANTS AGENTS
For Grind Stores and P. C. We work every week. W. J. Lindsay and Little Johnny, contact JIMMY GATTIS or A. J. HARRIS at once. Arkadelphia, Ark., this week.

CARNIVAL WANTED
JUNE-JULY-AUGUST
Near Ambridge, Pa.
Large industrial area. Best of lots available; R. 8, siding if necessary. Sponsored: Fire Department and American Legion.
FRANK C. STORAR, B. V. F. D., Baden, Pa.

Happyland: Monroe, Mich.
Harry's Greater: New Lexington, O.
Hawkeye State: Gilman City, Mo.; Jamesport 29-June 3.
Heart of Texas: Amarillo, Tex.; Floydada 29-June 3.
Heller's Acme: Union City, N. J.
Heller's Acme, No. 2: Haverstraw, N. Y., 29-June 3.
Henrich Bros.: St. Joseph, Mo.
Henson, J. L.: Heber Springs, Ark.
Hettl, J. J.: Marquette, Mich.
Hiawatha: Angola, Ind.; Toledo 29-June 3.
Hill's Greater: Pueblo, Colo.
Home State: Pierre, S. D.; Miller 29-31.
Howard Bros.: Nelsonville, O.
Illiana Expo: Knox, Ind.
Imperial Expo: Easansville, Calif.
Imperial Expo: (Am. Corp. of America) DeLatur, Ill.; Dubuque, Ia., 29-June 3.
Inland: Hartsville, Mo.; Houton 29-June 3.
Interstate: Franklin, Ind.
J. & B. Canfil Helghts, Md.
Johnny's United: Portland, Tenn.
Jollytime: Nuremberg, Pa.; Olyphant 29-June 4.
Jones, Johnny J.: Connellsville, Pa.
Kartas, Gust: Seneca, Kan.; Marysville 29-June 3.
Kile, Floyd O.: Opelousas, La.; Elton 29-June 3.
Kinland: Jeffersonville, Ga.
Krause Am.: Philadelphia, Pa.
La. Cross: Barry, Va.
Lagasse Am.: Hudson, Mass.
Lamb, L. B.: Princeton, Ill.
Lane, Sammy: Mashfield, Mo.; Anderson 29-June 3.
Lawrence Greater: Chillicothe, O.
Les United: Elm, Mich.
Lone Star: Valparaiso, Ind.
Lone Star Rides: Moundville, W. Va.
Magic City: Dickson, Tenn.
Maple Empire: Maysville, Ky.; Hillsboro, O., 29-June 3.
Maine Am.: S. Portland, Me.
Manning, Ross: Rockwell, N. J.
Marion Greater: Chester, S. C.
Marka, John H.: Lebanon, Pa.; Corning, N. Y., 29-June 3.
Marrel: Milan, Ill.; Durand June 1-4.
McKee, John: Fulton, Mo.; Moberly 29-June 3.
McKinney, Fred: Stanley, N. C.
Mackey's: Hockima, Wash.
Merriam's Midway: Abita, La.; Jefferson 29-31.
Merry Midway: Sharon, Tenn.
Merryland: Pontiac, Mich.; Tekonsha 30-June 3.
Meyerden Am.: Owen, Wis., 24-30.
Midway Expo: Oakley, Kan., 22-25; Colby 24-30.
Midway of Mirth: Hermann, Mo.
Midwest: Keneswick, Wash.
Midwestern Expo.: Locust Grove, Okla.
Mighty Hoosier State: Seymour, Ind.; Columbus 29-June 3.
Mighty Page: Pound, Va.
Model: Ponca City, Okla.; Bartlesville 29-June 3.
Model Shows of Canada: Kingston, Ont.
Moore's Modern: Coffeyville, Kan.; Independence 29-June 3.
Mound City No. 2: Bonne Terre, Md.
Myers, Wm.: Atlanta, Ga.
Nelson, Geo. W.: Odin, Minn., 23-24; Wilmont 25-27.
Nessler's: Marseilles, Ill.
New England Am.: Westboro, Mass.
New York Gaiety: East Rochester, N. Y.; Hornell 29-June 3.
Pacific United: Lucerne, Calif., thru 30.
Page Bros.: Princeton, Ky.; Camp Campbell 29-June 3.
Paul's Am.: Charleston, Ark.
Peck Am.: Gibson City, Ill.; Rockford 29-June 3.
Peerless Celebration: Summersville, W. Va.
Pena Premier: Lock Haven, Pa.
Pine State: Bladenboro, N. C.
Pioneer: Newton, N. J.
Playland: Baginaw, Mich.; Adrian 29-June 4.
Playtime, No. 1: Northampton, Mass.
Playtime, No. 2: Holbrook, Mass.; Bristol, R. I., 29-June 3.
Powell Expo.: Newcomerstown, O., 25-30; Philo June 1-3.
Powellson Greater: Frankfort, O.; Oak Hill 29-June 3.
Prel's Broadway: Charlottesville, Va.
Rafferty: Scotland Neck, N. C.; Durham 29-June 3.
Redwood Empire: Eureka, Calif.
Reid, King: Herkimer, N. Y.
Rose City: Mexia, Tex.
Royal American: St. Louis, Mo.
Royal Crown: Zanesville, O.
Royal Midwest: Elwood, Ind.; Marlon, O., 29-June 3.
Schafer's Just for Fun: Athens, Tex.; Gonzales 29-June 3.
Siebrand Bros.: Provo, Utah, 24-26.
Shan Bros.: Paintsville, Ky.
Shorter: Rockford, Ia., 22-24; Belmond 25-27.
Silver Slipper: Morrisstown, Tenn.
Smith's Am.: Kingsber, Okla.
Smith, Geo. Clyde: Scalp Level, Pa.
Smith Greater: Appomattox, Va.
Smith's Funland: Lumberport, W. Va.
Snapp Greater: Independence, Mo.
Southern Valley: Forrest City, Ark.; Jonesboro 29-June 3.
Sparks, J. J.: Majestic, Ky.
Standard: Thermopolis, Wyo.
Star Am.: Star City, Ark.
State Fair: Greeley, Colo.; Denver 29-June 3.
Stephens, C. A.: Vintora, Ky.
Stephen's: Bevier, Mo.
Strate, James E.: Gloverville, N. Y.
Sunset Am.: Sterling, Ill.; Austin, Minn., 29-June 4.
Superior: Santa Clara, Calif.; Pismo 29-June 4.
Tassell Barney: Chase City, Va.
Tatham Bros.: White Hall, Ill.; Petersburg 29-June 4.
Texas: Bullran City, Tex.
Texas Kidd: Eldorado, Tex.
Thomas Joyland: Morgantown, W. Va.
Tidwell, T. J.: Sheridan, Wyo.; Billings, Mont., 29-June 3.
Tivoli Expo.: Galesburg, Ill.; Rock Falls 29-June 3.

Tri-State: Marshall, Ark.
Turner Bros.: Streator, Ill.
20th Century: North Kansas City, Mo.
Twin City: El Dorado Springs, Mo.
United Amusement: Palmer, Mass.; Oakland, R. I., 29-June 3.
United Exno.: Kewanee, Ill.
Veterans United: Browns Valley, Minn.; Canby 29-June 3.
Virginia Greater: Paulsboro, N. J.; Waldwick 29-June 3.
Vivona Bros.: Irvingston, N. J.
Vogt's Southern Am.: Childress, Tex.
Volunteer: Celina, Tenn.
Wallace Bros.: Paducah, Ky.
Wallace & Murray: Narrows, Va.
W-B-J: Swanton, O.
West Coast: San Pablo, Calif.; Santa Rosa 30-June 4.
Wheeler, Eddie L.: Tazewell, Tenn.
Williams, Ray: Kenton, O.; Lima 29-June 3.
Wilson Famous: Canton, Ill.
Wolfe Am.: Bassett, Va.; Rocky Mount 29-June 3.
World of Mirth: New Brunswick, N. J.
World of Pleasure: Lima, O.
Yeager's United: Elburn, Ill.
Ziegler United: Spokane, Wash.

WANT AGENTS
For newly framed Nail Store (head of Nail Store open) and P.C. Dealers. Want Candy Apples and Popcorn for entire season.
Contact GENE
e/o Mickey Percell's Pioneer Shows
Lockhaven, Pa., this week.
Phone: Lockhaven 3930

CAN USE
Boas Canvasman, Workmen in all departments, Acts of all description.
Patterson Bros.' Circus
R. P. D. #2, Holly, Michigan

LONE STAR SHOWS
VALPARAISO, IND., MAY 22-27
All Hanky Panks, \$16.50. Want Fish Pond, Hoop-La, Dart, Age and Scales, Long and Short Range Gallery, Balloon Darts, Buckets, Swinger, Penny Pitch, Glass Pitch, Jingle Board, Novelties, French Fries Foot Long, Frozen Custard. All Concessions open. Can place Motordrome, Snake Show, Wild Life, Monkey Show or any show not conflicting, with own transportation. Rides—Will book Octopus, Spitfire, Caterpillar or any Rides not conflicting with the ten we have. Ride Help—First and Second Men on all Rides; must drive semi and be licensed. Drinks, agitators, can't use you. Will consider Lot Man who can put it on and off. Want Electrician for Lewis Diesel Plant, Want Grind Store Agents who can stand prosperity and take orders. Committees in Northern Indiana, Ohio, and Michigan, we have a few open dates.
J. R. McSPADEN, Owner JOHN REED, Legal Adj.
Valparaiso, Ind., all this week; then per route.

WOLFE Amusement Co.
HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS
Have just added Martinsville, Va., Four County Fair. We believe we have the best money route obtainable. Bassett, Va., this week; Rocky Mount, Va., May 29-June 3, first in Best in Pennsylvania.
All mills working around the clock. Buna Vista, Va., downtown, June 5-10; county-wide American Legion campaign for new Legion home. All business man and city officials behind it. Can use the following: Ball Games, Fish Pond, Heart-Shape Pitch, Custard, Bowling Alley, Photos, Scales, Long and Short Range Gallery. What have you that gives out Merchandise? Want Ferris Wheel Foreman, driver preferred. Lytle, get in touch with Ernie. Good proposition to Side Show. Johnny Reddick, you did not answer my wire.
All wires to BEN WOLFE, Bassett, Va., this week

PEERLESS CELEBRATION AMUSEMENTS
New booking Rides, Shows and Concessions for Central West Virginia Strawberry Festival, Buckhannon, W. Va., June 5 to 10; Broad Top Coal Miners' Big Picnic, week July 3 to 8. Best in Pennsylvania.
Want Shows—Mechanical, Illusion, Five-in-One, Fun House, Arcade, Monkey, Grind Shows. We have tops for real show folks. Steve Conley, contact. Rides—Major or Middle not conflicting. Ride Help—Drivers preferred for Merry-Go-Round, Wheel, Chairplane. Pay day every week. No drunks. Concessions—French Fries, Floss, Custard, Water Games, Ace or Weight, American Palms, Stock Games. What have you? Agents for Bingo, Percentage and Ball Games or Stock Shows. William Sutter needs Agents. We hold exclusive contracts for the above dates. Day and night play. Address or wire
Wm. J. Messpell, Owner, or Tommy Scott, Business Mgr.
Summersville, W. Va., now, or as per route.

FAIR AMUSEMENT & BAZAAR CO.
Wants for VFV Bazaar, all next week, May 29-June 3, downtown, in the heart of Danville, Va., for four weeks on four lots. First show in town in five years.
Can place legitimate Concessions of all kinds not conflicting. Especially want Cookhouse and Frozen Custard, French Fries, Candy Floss, Snow Balls, Novelties, High Striker, Bumper, Coke Bottles, Age and Scales. Have few openings for Hanky Panks and P.C. Agents. Frerichy Donlidge, answer. Jeanne Brown, contact Nancy Tieman at once.
All address J. E. TIERNAN, Gen. Mgr.
Stanley, H. C., all this week.

STARTING JUNE TWELFTH
and twelve weeks to follow. 69th and Marshall Road, Upper Darby, Philadelphia, Pa.
Want Shows—Ten-in-One, Monkey Show, Athletic Show or any outstanding Shows with own outfits. No Gift Shows. Rides not conflicting. Have Wheels, Merry-Go-Round, Chairplane and Kiddie Rides. Any others okay. Concessions—Stock Wheels and Hanky Panks.
All Apply SAM TASSELL SHOWS
5839 WALNUT STREET, PHILADELPHIA, PA. PHONE: GRANITE 2-5852
P.S.: Can use Hanky Panks and legitimate Merchandise Wheels working for stock at all times, as we have three units working at present in and around Philadelphia.

WANT WANT WANT
A. "DUTCH" WILSON
Wants Agents for Roll Down, Rattle, Pin Store and Blower. Ralph Anderson, get in touch with me! Hillsboro, Ill., this week, c/o Graceland Greater Show; then leaving Sunday for Indiana and Ohio for 18 Fairs and good route with reliable Show. Contact:
A. WILSON, c/o Graceland Greater Shows, Hillsboro, Ill., this week.
GIVE TO THE DAMON RUNYON CANCER FUND

## Badger RSROA Meet Draws Night Crowd At M'kee Pallomar

MILWAUKEE, May 20.—Competition was keenest in the junior girls' free skating division at the 1950 Wisconsin RSROA roller skating championships held Monday (15) at Phil Hayes's Pallomar Roller Rink here.

A full roster of contestants in all events and a fine spectator turnout featured the evening program. Events were well covered by the press, which carried feature stories and front-page pictures.

Rink operators who attended were Mrs. June Ropycynski, Riverview Rink, Janesville, Wis.; Mr. and Mrs. Laufer, Artistic Rink, West Bend, Wis.; Mr. and Mrs. Oscar Jellise, Fernwood Rink, Peoria, Ill., and Mr. and Mrs. Gleissner, Tosa Rink, Watwatosa, Wis.

Winners: Junior pairs, Gary Dalton and Judianne Oleissner; Gordon Dombrowski and Donna Lyman. Novice pairs, Richard Braasch Jr. and Kristine Gajmirac; Eugene Porcucci and Betty Fronsdaak; Burr Jensen and Vera Lee.

Figures, intermediate men, Eugene Porcucci (See Badger RSROA Meet, page 106)

## New York Carnival Finals Set For May 24 Kick-Off in Garden

NEW YORK, May 20.—The first annual Roller Skating Carnival finals debut at Madison Square Garden Wednesday night (24). Sponsored by The News Welfare Association and sanctioned by the Roller Skating Rink Operators' Association, the huge carnival is styled after the Silver Skates and combines competitive events, which were open to all amateur skaters, with outstanding specialty acts.

The program includes such performers at the Prestons, professional ice skaters who are shifting their

routine to rollers; Nancy Lee Parker, two time national senior figure skating champion; Rudy Goldmann, 15 year-old solo skater from Queens (L. I.) Rink; Brooklyn's Gloria McCarthy in her Rosie O'Grady routine; the pairs team of Lorraine DeSabato, 10, and John Schepperle, 11, and Gerry Nista and Verni Bauer, New York State intermediate pairs titlists.

Also on the program are the Gay Blades adagio dance team of Coni Nicholas and George Joseph, the national championship fours team of Barbara Trayer, Bob LaBriola, Edna Grasso and Peter Gullo, and a 14-step ensemble comprised of 96 skaters representing 11 rinks.

Another feature is a half-mile race between Roller Derby rivals, Toughie Brasuhn, captain of the Brooklyn Red Devils, and Gerry Murray, captain of the New York Chiefs. The winner will be presented with a trophy emblematic of the Roller Derby speed championship.

The program will be emceed by TV announcer Jack McCarthy. Music will be provided by Kai Kirby and his orchestra.

## 'Memory Lane' Rings Gong at E. Parkway

BROOKLYN, May 20.—Down Memory Lane, annual club extravaganza at Eastern Parkway Roller-drome on Thursday (4) and Friday (5) was reported as another triumph for coaches Roland and Margaret Cioni, the rink's noted "makers of champions." Running three hours with an all-amateur cast, critics touted its fine change of pace.

Program included such varied fare as Toyland, Bowery, Gypsy, Indian and Viennese numbers. Cast numbered 125. Ample seating was provided by placing chairs on the far end of the skating surface. Attendance, mostly adult, was better than average.

Among headliners in the production were champs and near-champs Don Maddaloni, Elizabeth Klein, Barbara Trayer, Harold Hart, Elaine Sterp, Peter Gullo, Grace D'Andrea, Edna Grasso, Ingrid Teigland, Alvin Hurwitz and the LaBriolas.

## Norwalk's Crystal In 5G Damage Suit

NORWALK, Conn., May 20.—A \$5,000 suit has been filed in Superior Court here against Crystal Skating Rink by Joseph W. Woods, of this city, for his son, James, charging that the boy was injured November 19 as a result of negligence on the part of the rink operators.

Woods, who filed an attachment against the rink, claims that his son was knocked down while skating there and that while he was lying on the floor a skate passed over his left thumb, cutting it deeply.

He contends that there was a larger number of people in the rink than it could accommodate safely, that there was no supervision of the skater's direction, and that disorderliness and racing were permitted.

Woods says that the thumb injury will have a permanent effect on his son's athletic accomplishments.

## RSROA's Keystone Winners Announced

HARRISBURG, Pa., May 20.—A complete list of winners in the Pennsylvania championships of the Roller Skating Rink Operators' Association, held May 7-9 at Capital Roller Rink here, was announced this week by Edna Betz, chief clerk of the contests:

Free skating, juvenile boys, Ronald Davidheiser, Ringing Rocks Rink, Pottstown; Ronald Kautz, Rainbow, Mechanicsburg; Barry Miller, Mechanicsburg. Juvenile girls, Mauricelene Himes, Pottstown; Catherine Carney, Latrobe Gardens; Mary Ann Mann, Mechanicsburg. Junior boys, Eddie Thompson, Capital, Harrisburg. Junior girls, Doris Kincaid, Harrisburg; Mary Tiggan, Lexington, Pittsburgh; Barbara Myers, Mechanicsburg. Novice men, Eugene Steiko, unattached, Allentown; Paul Evans, Crystal Palace, Philadelphia; George Dominick, Pittsburgh. Novice ladies, Candy Miller, Pittsburgh; Nancy Gutwatt, Piqueland. (See RSROA's Keystone on page 105)

## Germans Skate Off With Roller Spoils

NEW YORK, May 20.—Reports from recent European roller skating figure championships at the Wembley, England, Sports Arena reveal clear-cut superiority for the Germans who skated off with three titles in four senior events held. The Rhinelanders scored first and second in the men's division; first and second in mixed pairs, and first in ladies. Only in dancing were they whitewashed, the British taking all places.

Final score, tallied on a 5-3-1 basis, was Germany, 21; Great Britain, 14; Belgium, 1. Other nations entered were Italy, Spain and Switzerland.

## Gilbert Raps ARSA Execs

STOCKTON, Calif., May 20.—Officials of the United States Amateur Roller Skating Association were rapped this week by Paul J. Gilbert, manager of the Rollatorium here, for their action in scheduling the May 27 and 28 California championships on a plastic floor at the Montebello Roll-o-Drome. While he has no objection to plastic when all contestants are familiar with the surface, Gilbert charged that most of the skaters in Northern California have never skated on the material and that they, therefore, will be at a disadvantage when skating in competition with Southerners who have had an opportunity to familiarize themselves with such a surface.

## New Attendance Peak Set Up by AOW Speedsters

ELIZABETH, N. J., May 20.—League racing in the American on Wheels chain came to a successful close May 6 at Twin City Arena here with season attendance about 6,000 above the 1949 figure and a substantial gain at the box office, said Jack Edwards, AOW director of speed.

During the season the Northern and Southern divisions of the chain each staged 14 meets. National Area, Washington, won the league plaque in the South, while the Northern division plaque went to (See New Attendance on page 106)

## Park Circle Preps Champ Tourny in Skate Dancing

BROOKLYN, May 20.—A Tournament of Champions skate dance contest will be held at Park Circle Roller-drome Sunday (28). All RSROA amateurs who placed first, second or third in any of 19 Sunday night meets at the rink are eligible.

Commenting on the season-long series, operators Vincent Padula and Harrison revealed that the weekly contest had attracted as many as 25 extra couples to the rink as entrants and, in most cases, a good number of spectators. Best draws were the simpler dances. Medals and trophies were awarded place winners in each contest.

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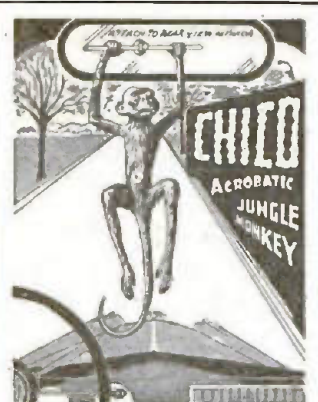
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A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleiman, 3146 Strohm Ave., North Hollywood, Calif. 351 "EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologues, Comedies, Jokes, Substitutions, and four full size packed back issues. Emcee, 1508-B South Wacker, Chicago 23. GAG-NATIONAL NEW COMEDY BOOKLET — "Quiet! M. C. at Work" No. (number 2); for M. C.'s and performers; replete with openings, introductions, ad libs, imitations, songs, titles, "Keys to Comedy." Box 1225, Hollywood, Calif. m27

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(Continued on page 90)

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(Continued from page 89)  
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 J63

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 50¢ ft.; Kings, Rats, Adders and others; Boas,  
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 Just rub on patented metal strips 3 ft., 21  
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 nished. Write Capitol City Tuning School, Dept.  
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 ment, Box 791, San Antonio, Tex. J63

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A Large List of Second Hand Coin Machine  
 Bargains will be found on page 108 in this issue.

**COSTUMES, UNIFORMS, WARDROBES**

**CLOWNS' BURLESK COMICS, MINSTREL**  
 Props, Wig, Accessories! Free lists! (As-  
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 50 complete Candy Corn Machines and  
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 J63

(Continued on page 92)

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 STOP IN AND SEE US  
 NEW ITEMS EVERY WEEK  
 12" Lamps & Plus, Shades ..... \$3.25 Ea.  
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 Lazy Baby Dolls ..... L.S. 10.00 Sm. 1.20 Dz.  
 7 1/2" Nation Dolls, Window Boxes ..... 10.00 Dz.  
 4" Ballons ..... 2.00 Dz.  
 24" Ballons ..... 2.00 Dz.  
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**IMMEDIATE DELIVERY**

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Write for full particulars

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Write for price list—mention games

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 513 HURON RD., CLEVELAND, OHIO

To decorate bars — Hand-painted in full color:  
 To give as gifts — "Figs," "Flask," "Pinch Balls"

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 Cherished Collector's Items!

Bottoms Up!  
 "Both Potted!"  
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 SALT AND PEPPERS

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 Only 2¢ high—one can't resist picking them  
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 fully decorated china salt and pepper  
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 Write for latest circular—open account to  
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 Blue, green or red  
 fabric seat. Weighs  
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 Quantities of 6,  
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\$3.00 Per C, \$25.00 Per M



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**EASY, FAST FILLING...**  
Simply slip balloon over nozzle and press down... a one-handed operation.

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All the helium goes into your balloons—none wasted by leakage.

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Pressure easily set for fast filling of any size balloon.

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 Wedding . . . . . 1.43 Doz.

**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.** 1903 N. THIRD ST. MILWAUKEE, WIS.

**JULY 4TH CHINESE FLASH CRACKERS**  
 Wholesale  
**SPARKLERS! SAFE & SANE FIREWORKS!**  
 Wagon Jobbers—Write for Case Lot Price List

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80/16—1 1/2" Super Chgd. Bdl. . . . . \$1.25
80/20—1 1/2" Super Chgd. Bdl. . . . . 1.50
40/30—1 1/2" Super Chgd. Bdl. . . . . 2.00
9" Sparklers, Gold, Doz. Boxes . . . . 40
Also Flying Saucers, Big Shots, Butz Bombs, Rockets, Roman Candles, Wheels, Fountains, Auto Jokers, etc. Low prices, order early. Cash with order.

**OUR NEW 1950 PRICE LIST IS JUST OUT**  
**SLUM • BINGO MERCHANDISE • PREMIUMS • BALLOONS**  
**CARNIVAL SUPPLIES • NOVELTIES • WATCHES**  
**M. A. SINGER CO.**  
 207 HENRY STREET, DEPT. B, DALLAS, TEXAS

NEVER BEFORE AT THIS LOW PRICE



DELPHIC PUZZLE RING

Now Profit From the Most Amazing Sales Success in Years... A FAVORITE abroad, this fascinating ring has been selling on sight and attracting customers like a magnet.

DON'T DELAY—ORDER NOW Only \$7.30 doz. to retailer in Sterling Silver. ALL sizes. Sample Ring \$1.00 postpaid, tax paid. Free Display Card. We pay postage on prepaid orders.

Jobbers, write or wire for prices STEIN-GOR PRODUCTS One Sheridan Square, New York 14

Get Your ARROWHEAD BRILLIANT FIREWORKS NOW ZIP BOOM BANG



Get the Junior \$8.25 packages for only \$3.95 or the Superior Assortment, \$12.15 packages, for only \$4.95. These packages contain firecrackers, candles, fountains, rockets, whistles, Red Devils, comets, handle fountains and others that you like.

RUSH Your Order Today No C. O. D.'s, send money order or certified check. Army Repeater Pistol with Western Holster, only \$1.75.

ARROWHEAD FIREWORKS CO. Dept. M 275 1815 W. Superior St., Duluth 2, Minn.

NEW LOW PREPAID PRICES ON THE NEW WOLF PACK PLAYING CARDS

\$2 Cutie, Beauty Art Studies, in natural colors and plastic finish. Send \$1.50 for 1 sample deck prepaid. \$3.75 for 3 decks, \$7 for 1/2 doz., and only \$12 for 1 doz.

FREE BIG PROFIT, fast action push card with each deck. 25% deposit, balance C.O.D. plus delivery charges or send full amount and we prepay in U.S.A.

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Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper.

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PHOTOS in MILLIONS QUALITY PHOTOS in QUANTITY 8 x 10—5¢, Postcard—2¢, Blowups, 20 x 30—\$2., 30 x 40—\$3. NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes. Write for FREE sample & list 11 MOSS PHOTO SERVICE 153 W. 46, N.Y. 19

SALESMEN WANTED

SALESMEN MAKE \$2,500 NEXT 7 WEEKS—New sensational deal every merchant wants. Beautiful sales kit free. States Trading, 330-A S. Wells, Chicago 6.

SALESMEN—SIDE LINE; EARN \$3,000 NEXT five months selling calendars, advertising specialties; buyers everywhere; big comm. advanced; samples free. Continental Calendar, 542-C S. Dearborn, Chicago.

SALESMEN—SELL CALENDARS AND ADVERTISING novelties; buyers everywhere; low prices; big commissions advanced, bonuses; samples free. Consolidated Modern Press, 328 S. Wood, Chicago 12, Ill.

\$1,000 AND UP MONTHLY IS POSSIBLE SELLING our new trade stimulator deal to retail merchants; unusual proposition; free sales outfit. Midwest, Box 1724 S.S.S., Springfield, Mo.

SCENERY AND BANNERS SHOW BANNERS, CHURCH PAINTINGS, murals, sketches, lavors paintings, dioramas. The Enkeball Art Co., Omaha 11, Neb. je10

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

ACCORDIONIST—VERSATILE, WESTERN; must read, sing baritone w/ trio; also good Vocal Guitarist. Box 324, Billboard, Chicago. je3

ACROBATS WANTED—TWO FAST GROUND Tumblers for troupe; long fair season. Al Ackerman, Route 5, Wayzata, Minn. je10

COMEDIAN WHO DOUBLES BASS, ALSO Rhythm and Steel Guitar Players for good Western Dance Band in the Midwest. Write Box C-118, Billboard, Cincinnati, O. je3

FEMALE IMPERSONATORS WANTED—Comedians, singers, dancers; send photos and full particulars. Trocadero, R. D. 3, Box 602, Barberton, O. je3

LEAD TRUMPET, LEAD TENOR AND SECOND tenor, fiddle doubles preferred; also second piano doubling accordion; must read; locations only. Contact Society Band, Box C-128, Billboard, Cincinnati, O. je3

MUSICIANS AND VOCALISTS—ALL INSTRUMENTS for replacements in established Midwestern orchestra. Box C-111, Billboard, Cincinnati, O. my27

MUSICIAN—GIRL VOCALIST FOR COMMERCIAL, Dixie territory bands; Southern locations, one-nighters, good wages; must be capable, sober, clean-cut. Write Box C-118, Billboard, Cincinnati, O. je10

MUSICIANS—DRUMMER, REED MEN, GIRL Vocalist and others; steady employment. Box C-115, care The Billboard, Cincinnati, O. my27

MUSICIANS—COMMERCIAL BAND, STEPPER bus, salary. Midwest and Canada; cut or no notice. Buddy Bair, Box 113, Colmae, S. D. je17

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. je15

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfit; illustrated catalog free. Zeis 728 Lestey, Rockford Ill. je10

WANTED TO BUY

KID BOAT HIDE, ARCADE, RINK AND BOWLING equipment, Rideco, No. 5 Ell, African Dip, portable streamline Whip, Flying Skooter, Large Chairplane, F. Shafer, Washington, Ind.

WANTED—OLD ELECTRIC BARROOM Planes, Street Organs, Calliope, Band Organ, also extra Music Rolls. Harry Ludwig 1515 Southeast 35th, Portland, Ore. je3

WANTED—SHORT RANGE GALLERY CHEAP—Give dimensions, weight, equipment, etc. M. Distelman, Buchanan, N. Y.

16MM. SOUND FILMS—WE WILL BUY YOUR features and short subjects any amount; purchase separate musicians. Williams and Lee, 104 Holly Ave., St. Paul, Minn. my27

NAME BAND VOCALIST GOING OUT AS SINGLE; desires agent to book club work; contact for full details. Box C-121, care Billboard, Cincinnati, O.

ORGANIST WITH ORGAN, TROMBONE and Drummer for fairs; must cut show music, will engage separate musicians. Williams and Lee, 104 Holly Ave., St. Paul, Minn. my27

RIGGING MAN FOR SINGLE HIGH ACT—Give age, experience. Address Aerialist, care Charles Zentner, 34 W. Randolph, Chicago, Ill. je3

WANTED—EXPERIENCED MEDICINE SHOW Team, musical preferred, two-week stands, join on wire, tell all first letter. Bob McLean, Eddie Stroeder, Happy Dixon, write or wire me. Dawson Players, Box 143, Bedford, Ind. my27

WANTED—LADY TO WORK IN TAVERN; good home assured. Ranch Grill, Palacios, Tex.

WANTED—EXPERIENCED MOTION PICTURE Operator and Assistant Manager; state salary, references. Small town. Box C-120, Billboard, Cincinnati, O.

WANTED, QUICK—PEOPLE IN ALL LINES for Med Show; Magician and People that can change for two weeks; join at once. Jerry Frantz, Treckow, Pa.

WANTED—GOOD STRONG COMIC THAT CAN sing, play on drums; absolutely no drinking; state all in first letter. Write or wire Show, Box C-127, Billboard, Cincinnati, O.

(Continued on page 96)

Another RO-LA first! The ORIGINAL MISS MYSTERY PENCIL HER RAVISHING CHARMS REMAIN A MYSTERY UNTIL YOU PRESS THE TOP OF THE ATTRACTIVE PENCIL! INSTANTLY, the barrel lights up, showing MISS MYSTERY in daring, natural full-color poses...

BASIS CHRONOGRAPH \$3.05 Gross Lots Lots of 50... \$3.15 Lots of 12... 2.25 Lots of 6... 3.35

FAST MOVING MONEY MAKER! MIRACLE RING \$21.00 PER DOZ. 25% Dep., Bal. C. O. D. A lustrous sparkler in an R.C.P. extra heavy mounting, with an eye for faster and bigger PROFITS WRITE NOW FOR SAMPLE, \$2.00 C. O. D.

SLUM DIVVYWAY ITEMS FOR ADULTS AND CHILDREN 1000 PIECES FOR \$6.75 ASSORTED TOYS, GIFTS, NOVELTIES Satisfaction guaranteed or money refunded 25% deposit with order, balance C.O.D. OPTICAN BROTHERS SINCE 1909 100 West Ninth St., Kansas City, Mo.

4 NICKELS TO 8 DINES NEW LOW PRICE \$5.00 per Doz. This is the FOUR piece brass trick. BLOODY CUT FINGER \$15.00 per Gross CASH WITH ORDER—PREPAID C.O.D. F.O. Los Angeles BEAUMONT BROKERAGE Box 8528, Coln Branch, Los Angeles, Calif.

TAKE A TIP TRADE WITH KIPP CARNIVAL GOODS HOBBY GOODS SLUM BATOMS, CANES and WHIPS CARNIVAL SUPPLIES

KIPP BROTHERS Wholesale Distributors Since 1890 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND. READY NOW NEW, LOW PRICED SENSATIONAL LINE OF FAST SELLING ANIMATED CLOCKS Write for our new catalogue JAY-KAYE PRODUCTS CO. 1835 MILWAUKEE AVE. Phone: Humboldt 6-7021 CHICAGO 47, ILL.

# IT'S TERRIFIC!

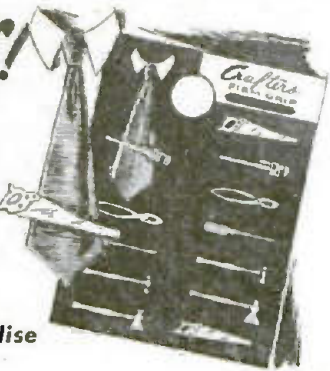
## New TOOL TIE CLIP

### Retails at \$1.00

Be first in your territory with these sensational new tie clips. Heavy gauge metal in gold finish. Attractive display with purchase of dozen.

\$2.88 per dozen; \$28.80 per gross

Here's Real Hot Merchandise at LOWEST PRICES!



	Doz.	Gross
DREAM GIRL PENCIL—Press Top of Pencil and Barrel Lights Up	\$6.00	\$ 66.00
CHICO THE MONKEY—Monkey Performs on Rear View Mirror	2.00	20.00
WOLF PACK PLAYING CARDS—Plastic Coated—Big Seller	13.50	144.00
YAKITY-YAK TEETH—They Talk—They Walk—They're Alive	7.20	80.00
PEEK-A-BOO KEY CHAINS With Sensational Pictures	1.50	12.00
3-PIECE ALL-GOLD PEN SETS—\$7.50 Price Tags—Boxed	6.00	65.00
LITTLE CEASER—Tie Clip—Cigarette Holder—Smoking Pipe	2.25	21.00
WEAR-EVER 3-COLOR PEN—Writes Black, Green & Red	6.25	72.00
ROBERT MURRAY 4-COLOR PEN—Writes Blue, Black, Green & Red	6.50	75.00
BUTCH DOG FLASHLIGHT—Fast Seller—Attractive Display	4.00	45.00

RUSH YOUR ORDERS TODAY. 25% Deposit With Order, Balance C. O. D. Include Postage When Remitting in Full. All Orders Shipped F. O. B. Buffalo, N. Y.

WHOLESALE BLADE COMPANY, Dept. Y, P.O. Box 194, Buffalo 5, N. Y.

## Add Sparkle to Your Wardrobe with this Excitingly Different "MEXICO JACKET"

### "MEXICO JACKET"

IMPORTED FROM MEXICO



ONLY \$14.95  
YOURS BY MAIL

DISTRIBUTORS SOLICITED

Wear this glamorous imported Mexican jacket to charm your "gay caballero!" It's different from any you've ever seen.

All the gaiety, color and intrigue of Old Mexico is yours with this thrilling jacket designed to spotlight you in any crowd... and you can order it by mail! It's hand embroidered, hand appliqued, hand finished throughout. Wear it... see how the richly embroidered Mexican hot dance scene applied in left and sparkling sequins will make heads turn your way. Straller length, shoulder padded, perfect for over all your casual and street clothes. 100% virgin wool in bright Mexican colors: Kelly Green, Dark Red, Royal Blue, Nile Green, White. Sizes 32 to 42. Straller length, \$19.95. Hip length, \$12.95.

\*plus 3% tax in Calif. 3 1/2% in L.A.

## MEXICO Imports

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Hollywood 28, California  
Gentlemen: Please send me \_\_\_\_\_ Mexican "Mexico" jacket(s) Size \_\_\_\_\_  
Straller \_\_\_\_\_ \$14.95; Hip length \_\_\_\_\_ \$12.95  
Color: (1) \_\_\_\_\_ (2) \_\_\_\_\_  
No C. O. D.'s, please. \_\_\_\_\_ Cash \_\_\_\_\_ Money Order  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Sensational New Low Prices!

### 7-JEWEL SWISS WATCHES

#### LADIES' OR MEN'S

\$7.95

Genuine Swiss Movements Precision Re-built and GUARANTEED LIKE NEW!  
Ladies' or Men's in Lots of 3 or More  
7-jewel ..... \$7.95  
15-jewel ..... 8.95  
17-jewel ..... 9.95  
25% deposit on all C.O.D. orders.

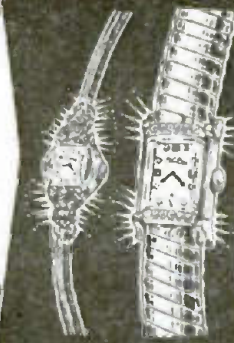
Gold Plated Expansion Band, 90c additional  
Beautiful Rhinestone Dial, 95c additional

WRITE FOR New Value-Packed Catalog—ORDER TODAY!



198 S. Main St.  
P. O. Box 473  
Memphis, Tenn.

### BEAUTIFUL NEW STYLES



Merchandise You Have Been Looking For  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Mopans, Moccasins, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



# ACME

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1111 South 12th, St. Louis 4, Mo.

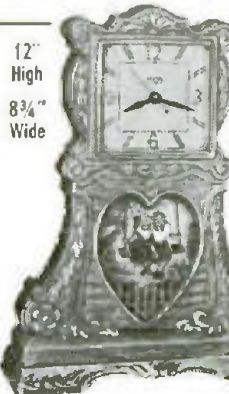
## INCREASE YOUR TAKE!

### BROTHER & SISTER DOLLS

"LOOK LIKE REAL LIVE ONES"

Dressed in assorted colorful Skirts or Trousers, Striped Jersey T-Shirts and Beret Hats. White Shoes and Stockings. Rubber Skin—Moving Eyes—They Cry and Sleep!

24" Tall  
\$39.00 Doz.  
SAMPLES, \$4.00 EA.



### SWEETHEART CLOCK

Boy and girl swing continuously over picket fence. Painted cottage scenic background illuminated by electric sunlight (turned on by switch in back of clock).

Dependable United Self-Starting Electric Clock, manufactured under Washingtonhouse license. Onyx-type case, blonde or mahogany, mounted on 24K gold-plated base.

#508  
\$7.50 Ea. In Doz. Lots  
SAMPLES \$8.50 EACH

Guaranteed Immediate Delivery

25% deposit, balance C. O. D. If not for resale, add Federal Excise Tax

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928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

## NOVELTIES AND SLUM

NOVELTIES		Gr.	
4" Fur Monkey	Doz.	Gr.	\$1.00
4" Fur Monkey	\$ 7.50		1.00
12" Jumbo Monkey	4.00		.70
Imported Flying Birds—inside whistle with sticks	.80	8.40	Per 100
5" Feather Doll	1.80	9.00	\$2.00
7" Feather Doll	1.65	18.00	
17" Paper Parasol	.80	9.00	
22" Paper Parasol	2.00	21.50	
30" Paper Parasol	4.00	45.00	
8" Var-Color Rubber Beach Ball	4.00		
16" Rubber Beach Ball	4.00		
Red, White and Blue Balons with Bell	1.20	12.50	
Lash Whips	1.20	12.00	
10 Gal. Well Cowboy Hats	3.50	46.00	
Flat Crown Western Hats	2.65	42.00	
Fire Chief Hats	2.00	21.00	
Small Western Hats	2.00	23.00	
Comic Yodeler Hat with Feather	1.50	16.50	
20" Straw Coochie Hat	1.50		
Boys Yacht Caps	2.00		
Chinese Paper Snakes	.80	9.00	
7 Round Balloons	1.50		

WRITE FOR FREE PRICE LIST

25% DEPOSIT—BAL. C. O. D., F. O. B. CHICAGO

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Be the First in Your Territory With This New Sensation



They Shimmer and Shake! —and how!

Outselling all the other car window novelties because this one has ACTION. Each 1 dozen pack includes 2 each of six "CLASSY CUTIES." Skaters, Ballet and Too Dancers — all Glamorous — all Alluring! To say that they "Shimmer" and "Shake" is putting it mildly. Actually, they cut-up terrific.

Mail Your ORDER TODAY

Suction cup on each makes FLASHY DISPLAY easy and will triple sales. Remember the BIOP! This will outsell it two to one.

Cost Jobber \$18.00 Per Gross

Prices F.O.B. K. C. Send check or money order. Terms: 25% deposit with order, balance C.O.D.

## PLATTNER CO., INC.

2406 McGEE ST.

KANSAS CITY, MO.

GIVE TO THE DAMON RUNYON CANCER FUND



## Fine Quality IMPORTED BINOCULARS

COMPLETE WITH NECK STRAP, SHOULDER STRAP AND LINED HEAVY LEATHER CARRYING CASE.

### 8x30 Prism Binocular

The lenses are scientifically ground and polished. Guaranteed full power and the 30mm objective lens assures a full clear view. Pupillary adjustment and individually focusing guarantee satisfactory results. Black leather body with polished enamel trimming. Height closed 4 1/4 inches, extended 4 3/4 inches.

No. X200J461 **\$24.50**  
Each . . . . .

Same as above with coated lens.  
No. X200J465 **\$26.50**  
Each . . . . .

### 7x50 Prism Binocular

Made in occupied Japan and released for sale through the command of the Allied Powers. The unanimous choice of the Armed Forces. Bright, clear and precise field of vision. Individual eye focusing, adjustable for pupillary distances. Black japanned trim on light weight aluminum body. Open 7 inches, closed 8 3/4 inches.

No. X200J439 **\$32.50**  
Each . . . . .

Same as above with coated lens.  
No. X200J453 **\$35.50**  
Each . . . . .

## Popular Styled LIGHTERS

### PISTOL LIGHTER

An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions 2 1/4 x 2 1/4 inches with 1 1/8 inch diameter base. Individually boxed.

No. X83J832 **\$8.50**  
Per Dozen

### LAMP LIGHTER

A replica of a small table lamp. Pulling chain operates mechanism. Chrome finished base with colored enamel shade. Overall dimensions 4 inches high, 2 1/4 inches in diameter. Individually boxed.

No. X83J839 **\$16.50**  
Per Dozen



### ELECTRIC HORSE CLOCK

Beautifully modeled 10 1/2 inch high horse. 6 inch high clock mounting with Western motif. Horse and clock in highlighted bronze finish on mahogany finish wood base. Manual starting electric movement. Overall dimensions: 17 inches wide, 11 1/2 inches high, 5 inches deep.

No. X62W788. Each . . . . . \$4.95

### BOW FLAG

All metal — to be used in place of old cotton one. More durable; longer lasting; bright colors. Overall dimensions 1 1/4 x 4 inches.



No. X51N9 **65¢**  
PER GROSS

### Good Quality MR. BEAK (Schnoz ! !)

Plastic spectacle and hawk nose. Very realistic plastic nose in flesh color, spectacle is black plastic. Can be worn over regular glasses.

No. X22N3 Now!  
DOZEN \$2.00

## NEW CARNIVAL NOVELTIES DAILY

WRITE FOR INFORMATION. We carry an excellent selection of carnival goods such as Coonle Hats, Parasols, Whips, Balloons, etc. WATCH FOR OUR ADS!

25% deposit required on all orders

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

## NOTICE, ENGRAVERS AND DEMONSTRATORS

3 Styles, Nickel Silver Idents. . . . . \$2.85 doz. up  
5 Styles, Nickel Silver Signal Rings. . . . . 1.85 doz. up

New Line Hand Painted Jewelry for Engraving  
New Line Pearl Jewelry for Engraving

Send for new Pages for Catalog you have or if you have none will send one.

### DEXECO, INC.

— formerly —

*Dexter Engraving Jewelry Co.*

191 SOUTH STREET cor. Plain St.

PROVIDENCE 3, R. I.

## 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

CIRCUS CONTRACTOR, PRESS AGENT—Handle Ministers, radio schools; long experience; have car. At Liberty May 12th. State salary. Circus Contractor, 315 N. Walnut St., Lansing, Mich. my27

FUND-RAISER, PROMOTER, TELEPHONE Salesmanager, seeks connection; 20 years' successful experience; will consider replies from principles only on West Coast. Box 536, Billboard, N.Y.C. my27

### BANDS AND ORCHESTRAS

AVAILABLE IN JUNE FOR THE SUMMER—Commercial nine piece Orchestra and Attractive Vocalist; originated three years; complete up to date library; foxtrot, rumba, waltzes all offers considered. Studio A, 4 East Ohio St., Chicago, Ill.

COLORAD BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc.; four men, entertaining and singing; temp Jackson, 5727 S. La Salle St., Chicago, Ill.

SMALL SOCIETY ORCH.—JOBING 150 MILE radius Cincinnati; union; dances, banquets, parties. Ken White, P.O. Box 52, Sta. E, Cincinnati, O. je10

SMALL "STYLE" BAND—SOFT, SWEET; 3 TO 8 men; summer resort location anywhere; traveling work; thoroughly experienced. Box C-124, Billboard, Cincinnati, O.

10-12 PIECE BAND AVAILABLE JUNE 1—Wide experience playing balls and other out-of-doors entertainments. Not dance band. Non union. Edward Oliver, McMinnville, Tenn.

### CIRCUS AND CARNIVAL

GREAT CALVERT—RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 184 Averill Ave., Rochester, N. Y. je10

### MISCELLANEOUS

SITUATION WANTED AS PARTNER TO LADY in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City. my27

VALET, INTERESTED IN POSITION WITH top showfolk; 10 years' experience with large valet service organization; familiar with show people through personally working in show business. Box 535, The Billboard, N. Y. C. my27

43 YEARS OLD, WANT JOB WITH SHOW OR traveling outfit, can manage street cafe or eating outfit, portable skating rink; also repair floor, skates or take job as carpenter and painter; 20 years' experience, have electric and hand tools; never drink, smoke, chess; swear! will strictly tend to business; write or wire now, Frank Bogg, Gen. Del., Hot Springs, Ark.

### MUSICIANS

ACCORDION PLAYER OR BARTENDER available. Write giving, 201A North Central Ave., Marshfield, Wis.

ALTO, CLARINET, ARRANGER—EXPERIENCED, sober, reliable; age 25; John June 582 Gus Danielson, 809 Foster, Evanston, Ill. my27

AVAILABLE JUNE 10—ALTO, TENOR, CLARINET, flute; college graduate, 22, sober, reliable, union, references. Read anything; want permanent job. Seymour Bass, Burton Hall, Oberlin, Ohio. je1

AVAILABLE IMMEDIATELY—STRING BASS (bass), fine, union, no habits, sea; commercial band or combo preferred. Frank Franklin, Acadian Courts, Lafayette, La.

BASS MAN—TOP HOTEL BAND EXPERIENCE; 28, single, sober, dependable, union, good appearance, will travel. Louis Gerard, 213 W. Chestnut St., Glendale 4, Calif.

DRUMMER—AVAILABLE IMMEDIATELY. ALL essentials, fine show drummer. Three seasons Barnes-Carruthers, (sals, also theater units); any style dance band or combo; excellent latin music; read; take intelligently; young; member Birmingham, Ala., Local 256. Wire, write Roy Davis, c/o Mrs. Minnie Treat, P. O. Box 864, Muldrow, Okla.

DRUMMER—UNION; YEARS OF EXPERIENCE, sober and reliable; modern style, with good steady rhythm; fine brush and stick work; have worked with same leader for seven years; all offers considered and answered promptly. Musican, 102 Rauber St., Rochester, N. Y.

HAVING DRUMMER TROUBLE?—I HAVE wanted leaders before! I have excellent appearance, name experience, cut good show; rumbas, jazz, Dixie; very co-operative; play the way you want; travel anywhere; locations only; prefer small "style" band but consider anything, anywhere. Box C-123, Billboard, Cincinnati, O.

HOT FIDDLE, DOUBLES GUITAR, BASS AND vocals, desires work with good Western band; available immediately; good wardrobe, well experienced. Write Box C-118, Billboard, Cincinnati, O.

OUTSTANDING ARTIST WITH HAMMOND organ; attractive girl; tremendous variety, unusual novelties (including Ethel Smith's style) for dancing, dining, entertainment. Orantment, care S. Weinfeld, 6155 South Claremont Ave., Chicago 20, Ill. Eaganaw 1-8789. my27

PIANIST-ARRANGER—PREFER COMBO; MODERN individual style. Bob Andrews, Dixie Hotel, Beaumont, Tex.

PIANO MAN—FINE SOCIETY STYLE, CLASSIC, band, combo or as single; go anywhere, own car; all answers acknowledged. Write Billboard, Box C-114, 2180 Patterson St., Cincinnati, O. my27

PIANO SOLOVOX—EXPERIENCED IN DIXIE Land, swing, bop, modern harmony; prefer cocktail lounges or combos; available immediately. H. M. Madison, Box 314, Bayfield, Colo.

RINK ORGANIST—FEMALE, EXPERIENCED; dance and references; Eastern location desired. Box C-126, Billboard, Cincinnati, O.

STRING BASS, DOUBLING SECTION-VIOLIN; all essentials, good appearance, semi-name, some name band experience; available May 18. R. Barbee, 95 Stanhope St., Ridgewood 21, N. Y. Glenmore 5-8794.

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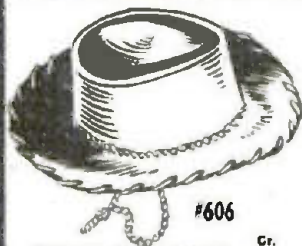
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Leahy, Joseph  
Lindsay, Daniel F.  
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Mitchell, Tom  
Murphy, Rose  
Nolan, Lucky  
Palmer, R. H.  
Powers, Babe  
Rogers, Johnnie  
Ross, Mrs. A. J.  
Rubenoff, Emily C.  
Schmidt, Emil Jr.  
Stiefer, John  
Small, Chibi  
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Vanish, Jerry  
Wagner, Clarence  
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Baker, Chuck

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Webster, Geo. H.  
Wells, Joe  
Wensik, Ernie  
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Loyon, Bagnie  
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Marrion, James  
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Nichols, Les  
North, Rex  
Palmer, Billie  
Pomeroy, Emily  
Quisenberry, Cecil  
Reel, Betty  
Reynolds, Iae  
Richard, Raymond  
Rice, Leonard  
Ruse, Gilbert  
Russell, Joseph  
Russell, Steve  
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Attractions  
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Lindsay, Daniel F.  
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Mitchell, Tom  
Murphy, Rose  
Nolan, Lucky  
Palmer, R. H.  
Powers, Babe  
Rogers, Johnnie  
Ross, Mrs. A. J.  
Rubenoff, Emily C.  
Schmidt, Emil Jr.  
Stiefer, John  
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Taylor, Harry  
Thompson, C. W.  
Vanish, Jerry  
Wagner, Clarence  
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\$8.50  
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Send \$5.00 for 14 Dose Am's Samples Postpaid. Satisfaction or money back at once. All prices f.o.b. N. Y. For resale only.

Our first ad in Billboard May 10, 1947, started these horses off. Compare prices with what others are asking. All clean goods, no seconds, no rejects, every one guaranteed. Beautiful Bronze Finish. More new items due soon. P.S.: Am now connected with the mfrs.

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3-PC. COMB SETS  
Fancy backs. Mounted on attractive card. Dos. cards. \$ 80

PLASTIC APRONS  
Solid assorted colors. Doz. 1.80

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Attractive designs. 16 in box assorted. Box .35

MERCERIZED SHOE LACES  
27 inches. Black, brown & white. Gross laces 1.25

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FOR SAME DAY SERVICE... CALL FRANKLIN 2-2567

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GRAB BAG MERCHANDISE ON HAND AT ALL TIMES 5c EACH  
25% DEPOSIT REQUIRED ON C.O.D. ORDERS — PLEASE STATE YOUR BUSINESS

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You can make MORE money selling our PERFECTED ART NEEDLES

Set consists of holder and 4 points. \$23.00 per 100. All needles 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 Mullin Pillows and Colored Burlap Rug Patterns, Knobby Hoops, Frames, Brushes, Eyes and other accessories.

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Complete Supplies for Your Game

Heavyweight Cards, \$3.50 per 100; Featherweights (3000 series), \$1.45 per 1000; Regular Specials (11 colors), Markers, Midsize Bingo Specials (3000 series), Cases (8 different models), Roll Tickets, BLOWERS & FLASHBOARDS, LAPBOARDS MADE TO SPECIFICATIONS. Write for FREE Catalog.

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# FIREWORKS SPECIAL SALE

50 bundles 8-16 Firecrackers, 10,000 2-inch Saturs, 5,000 3-inch Saturs, \$8 Gr. 28 Gold Sparklers. Positively all new stock. The first \$425.00 takes them. TAULTON DIST., 1925 Shaftsbury, Dayton, Ohio. Phone: Taylor 095

**MERCHANDISE TOPICS**

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

**New York:**

Baseballs autographed by big league players now are marketed by Autographed Ball Corporation as \$1.98 sellers. For an additional \$1.98, there's a plastic trophy holder to display the baseball. . . . Universal Camera's "Minute 16," is getting heavy play in local outlets. The pocket-sized camera sells for \$7.95 with flash unit for an additional \$3.95. . . . Also in the camera market, Ansco is presenting a "build-your-own" set as a \$3.50 retailer. Designed for children, the simplified construction kit assembles an Ansco Craftsman box camera. . . . As a 4th of July item, Print-o-Matic offers the "tomk Rocket"—a \$2.98 seller. Wind up the 15-inch toy, release, and away it goes with a scream and sparks shooting from its exhaust. When it hits its target, a simulated explosion occurs. . . . Another toy that emits plenty of harmless sparks is Lupor's 12-inch racing auto in bright colors. . . . Cy Mann has joined Ted Wornor & Associates to handle publicity and promotion for the Alexander's Department Store and Westchester Aquarium accounts. . . . Exclusive Playing Card Company is offering canasta records as \$3.50 retailers. The two-sided, 10-inch record has Charles H. Goren, the card expert, giving instructions on how to play four-handed canasta. . . . Atlantic Playing Card Company is presenting a canasta card shuffler—a \$2.95 item. Fingertip leverage shuffles the cards rapidly. . . . At \$2.98, Furness Products is showing a wooden toy ukulele with instruction booklet. . . . Jewelry operators may be interested to know that Kingsley Stamping Machine offers to rent their machines. The monogramming machines are sold outright, too.

S. S. Sarna will consign their imported Indian turquoise jewelry to well-rated outlets. Numbers range from \$1 to \$4 retail. . . . To any dealer purchasing one of three Topps deals, the Manco Watch Strap Company will forward free a self-service counter watch band rotator unit. The revolving unit displays 18 watch bands in six inches of counter space. . . . Atomic Ball Pen Manufacturing Company has moved to larger quar-

ters at 18 West 20th Street. . . . As a 10-cent retailer, Pioneer has introduced the Lil' Abner punching bag balloon. Lil' Abner punches his rival in the nine-inch toy. . . . The Journal of Commerce tells its readers not to overlook the value of merchandise prizes for sales incentive programs. It cites the example of Coca-Cola Bottling Company's 90,000 jump in cooler unit sales when \$30,000 worth of merchandise prizes were offered to push the campaign. . . . Beach Novelty Company has developed light-weight aluminum castings of game fish for clubs, offices, etc. There's white marlin, sailfish, barracuda and others authentically reproduced in lengths of 12 to 17 inches. The unmounted fish sell for \$2.98. Mounted on a wooden display board with name plate they are \$4.98 retailers.

Moen Metal's drum major baton set features a parade hat. The baton display card folds into a flashy, adjustable two-toned hat with fluffy plume. . . . Kit Carson is the name of Kilgore's new long barrel Western gun. Silvered or gold finished, the cap pistol sells for \$1. . . . Doughboy Industries is marketing an inflated plastic Trigger, a Roy Rogers-endorsed product. Trigger's a 24 by 36-inch bronk made for youngsters to ride, rope and wrestle. It's a \$3-seller. . . . For the little girls, Banner Plastics has manufactured a plastic "silver ware" chest. The chest contains a 18-piece set of plastic tableware finished in metaltone. It retails for \$1. . . . Again for the distaff side, at 25 cents, Kiddie Bags has brought out an electronically sealed, transparent plastic handbag with make-believe rouge, lipstick and powder. . . . Less sophisticated, but still enjoyable to the sand pile set, is Lil' Squirt, another 25-cent item. A brightly colored plastic rattle, the smiling whale spouts water when rocked in water as a tub toy. . . . Stanley Wessel has four styles of relief plaques illustrating the movie "Cinderella." The colorful plastic plaques have a carved frame design, and sell from 50 cents to \$2. . . . Another wall plaque to sell for \$1 has been announced by NuTone Products Corporation. It's an air deodorizer. . . . Mercury Match Corporation is now marketing match folders with humorous covers. . . . A complete line of Shad-o-Lite yellow amber night driving glasses to reduce headlight glare has been announced by Apex Specialties Company, retailing from \$1.49 to \$1.98 minus trade discounts.

Here's some coming events of interest to visiting New York buyers: New York Lamp Show, July 9-14; Variety Merchandise Fair, August 21-24, and New York Gift Show, August 21-25.

**West Coast:**

Herman Zuckerman, of the House of Wallpaper, Hollywood, has brought out the slap stick fanny, a patented item. It is a combination fan and noisemaker. Made of heavy paper, the fan is lined on the outer edges with a tape that makes it durable. . . . Alan Hofberg is helping his dad, Murray Hofberg, at Murray Sales Company, Los Angeles. Alan is in charge of mail orders and shipping. . . . G. H. Blumberg announces that the Magic Foto kit is now ready. The kit includes all necessary items for printing pictures on cloth, glass, paper or any smooth surface. As the exposing is done by sunlight, desk or flood light, the item may be pitched at any time. Magic Foto is boxed. . . . Martin Israel, of Normandie Sales Company, Los Angeles, has ready for delivery the new Cowboy Lighter. Four inches high, the item is available in a silverlike finish. Lighter comes individually boxed. One of the items on Normandie's calendar is the three-power chrome and silver binoculars. This item is gift boxed and has eye-appeal. The firm is also offering a

small silver sugar and cream set with tray. . . . George St. Pierre is back at his desk at the Hollywood Magic Company after making the rounds in quest of new items. . . . Harry Hesselein and Bob McDearmon at Pico Novelty Company are getting ready to spring what they believe will be the top item of 1950. . . . Betty Hoffman, who assists her dad, Gene Hoffman, at Wholesale Specialty Company, finally got delivery on a new car.

**ANNUALS SET PLANS**

(Continued from page 68)

Chatauga County Fair, Dunkirk, N. Y., will promote its annual with a theme built around the fact that it has operated at the same location for 50 years, Carlton J. Larson, secretary, announced.

Joe Chitwood's Auto Dare-devils will make their first appearance at Wells County Free Fair, Fessenden, N. D., this year according to the fair's secretary, Tony Lill. Annual has two men devoting full time to a 60-day advance advertising campaign.

A new lunch stand, to be operated by the Lion's Club of Mulberry, Ark., is being built by Crawford County Fair, B. G. Brauer, secretary, infos. Fair is also erecting an additional livestock building. . . . Hubbard County Fair, Nevis, Minn., has turned its publicity and entertainment program over to the Nevis Civic and Commerce Association, Darwin L. Erickson, secretary, advises.

Anderson County Fair, Palestine, Tex., has constructed two new buildings and a stage for \$40,000, C. O. Miller Jr., secretary, announced. . . . Walker County Fair, Huntsville, Tex., opens this year with two new livestock buildings, five additional acres of parking space and improved landscaping.

Carver County Fair, Waconia, Minn., has built a new livestock barn and general exhibit building for 4-H Club purposes and graded a new area for machinery exhibits, Louis E. Schreiber, secretary, reports.

Hancock County Agricultural Association, Blue Hills, Me., will expand its agricultural exhibits and has upped premiums on livestock and hall displays, R. H. Bartlett, secretary, advises. New features include a horse show and motorcycle races.

Putnam County Agricultural Fair, Cookeville, Tenn., will hold its annual in conjunction with the District 4-H Club Fair, W. J. Huddleston, secretary, announced. . . . Horse and tractor pulling will be features of this year's Will County Fair, Peotone, Ill., Secretary Thomas L. Clinton, announced.

Patrons at Belmont County Agricultural Society Fair, St. Clairsville, O., will stroll around the grounds to martial music this year. Southeastern Ohio Band Contest is sketched as one of the annual's top attractions, William R. Butcher Jr., secretary, infos.

Georgia State Fair, Macon, brightens its grounds this year with increased lighting facilities, Ross Jordan, secretary, announced. Annual also plans to enlarge its grandstand program to include a revue.

New attractions at Madison County Fair, Highland, Ill., will be Joe Chitwood's Thrill Show and Bob McKinley's rodeo, James H. Wilson, secretary, advises. Annual also has completed two new livestock barns and a new stock wash rack.

Wildlife exhibits at this year's Southwest Washington Fair, Cehalis, Wash., will be housed in a new building constructed for that purpose, Vernon Zerwinkel, secretary infos. Fair also has installed a movable stage for its grandstand revue.

Carthage Fair, Cincinnati, has constructed a new horse barn to care for its increased horse racing programs, C. A. Peters, secretary, announces. Annual also has built a new 4-H Club building.

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from Manufacturer  
**DREAM GIRL PENCIL**  
by "Royal"  
The King of Them All



All metal pencil (except plastic window) in a beautiful, highly polished gold finish. No plastic section—no inferior parts. Assorted Models and Fees Press top and barrel lights up to reveal a gorgeous girl that you will want to own in a nutshell. We offer you an unbeatable combination—pretty girls in Royal precision writing instruments!

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25% Deposit, Balance C. O. D., P. O. B., New York.

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Cash In Now! We Will Not Be Undermold.

**Genuine Mother of Pearl (grips) PISTOL LIGHTER**

FOR IMMEDIATE DELIVERY. Practically mells on sight. AUTOMATIC, flashy chrome finish. 2 1/4" long by 3/4" high. Small enough to fit pocket.

Pull trigger, it lights every time. Has removable table stand. **\$20.00 doz.** Sample \$2.50

Simulated Black Stag Handle Pistol Lighter (not painted) with safety catch \$2.00 doz. Selling fast! First come, first serve. Send for sample dozen.

Other models at \$11 & \$12. Sample of each \$3. Also American make pistol lighters in pearl and genuine stag handles. Samples Black Stag, \$3.50; Pearl, \$5.00.

**THE WOLF PACK**  
Cute, World's Hottest—22 Beuties in natural colors, plastic finish, \$14.00 doz.; sample, \$2.00. Save time; order trial dozen. May be returned if not satisfied.

Kristle Noodle, Cuttle Pencil (with light) \$8.50 in doz. lots, samples \$1.

We carry a full line of reports in various types of lighters and other fast selling items. Send for current price list. 25% deposit, balance C.O.D., plus postage. We prepay with full remittance.

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All Cameras, Films and Equipment  
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**PUNCH BOARD AND PREMIUM OPERATORS**  
See Our Big Selection of Famous Fast Selling Items

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★ BENRUS ★ WALTHAM

Brand new 1950 model cases for gents and ladies. Rebutile and guaranteed like new.

15-Jewel, \$10.65  
17-Jewel, \$12.65  
21-Jewel, \$16.65

Gold Plated Stretch Band, 95¢ additional. Leatherette Gift Box, 45¢ additional.

**7-JEWEL \$8.45**

**SWISS WATCHES**  
For men and women. Guaranteed \$6.59 like new. 7-Jewel

15-J., \$8.99  
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**RHINESTONE CASE**  
Guaranteed Watches  
Copies of expensive \$200 watches. \$9.95 a n. d. \$3.00 watches. Rebutile movements guaranteed like new. 7-Jewel, 17-Jewel, \$10.95

**Men's and Ladies' Fast Selling RINGS**  
1/30 K. R.G.P. setz heavy mountings with white center and ruby colored side stones.



No. 504 Doz. \$16.50  
No. 501 Doz. \$12.50  
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**FREE!** New 34-page 1950 catalog jammed with premium items. **WHOLESALE ONLY!**

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S. S. Wabash Av. Dept. Chicago 9, Ill. 8-27

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**AND CARNIVAL FRIENDS-  
WE THANK YOU FOR YOUR  
RESPONSE TO OUR APRIL 8, 1950  
BILLBOARD AD-YOUR  
CONFIDENCE IN US WILL NOT  
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**NOW BETTER  
THAN EVER...**

**IN SPITE OF RISING PRICES-  
COOK BROS. KEEP PRICES DOWN**

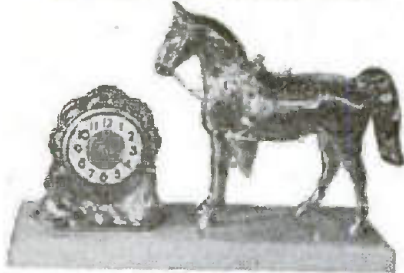
**\$4.95  
EA.**

**In lots of  
6 or more  
Sample \$5.50**

**"ELECTRIC"**

**#3 HORSE CLOCK**

**With quality finish and craftsmanship.  
The best value by comparison anywhere.**



**We offer to the trade the only combination "ELECTRIC" Horse Clock FINISHED in stately lustrous bronze. Gleaming gold or silver mounted on a smartly finished Swedish modern wood base—Horse 10 1/2" high. Over-all size 11 1/2" high x 17" long.**

**#202  
BOOT  
LAMP  
CLOCK**

**The latest mode-Western motif clock and lamp shade for the den, club, office, home or on top of television set.**

**Finished in a high-lighted lustrous stately bronze.**

**"ALL ELECTRIC"**

**Separate switch for lamp with 6 feet of underwriter approved wire extension cord. Modern shade—long lasting plastic material in various colors—harmonizing. Cellophane covered. Mounted on richly designed METAL base.**



**\$5.45**

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**In lots of 6—\$5.75  
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**A work of art at this low price. Overall size**

**11 1/2"x16" High**

**\$3.95  
EA.**

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6 or more  
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**#200  
HORSE  
LAMP**

**6 1/2" Horse. Original Western designing. Over-all size 11 1/2"x 16" high.**



**Lamp shades fashioned to appeal to every taste — shirred trimmings at top and bottom — long lasting plastic material — harmonizing colors — cellophane covered — ornamented metal base — finished in a rich light and darker tones.**



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EA.**

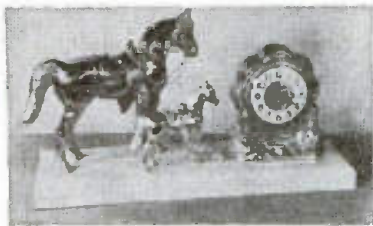
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**#201  
STALLION  
AND DOG**

**Stallion — 8" high. Setter dog solid metal. Over-all size 17 1/2"x 16" high.**

**\$8.50  
EA.**

**\$96.00 in  
Dozen Lots**



**#4—TWO-HORSE  
ELECTRIC WESTERN CLOCK**

**Horses measure 8 1/2"x4 1/2" high. Finished in gold, bronze or silver. Swedish wood base. Over-all size 9"x 19".**

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WESTERN HORSE  
CLOCK**

**10 1/2" Horse on high all-metal base. In bronze, gold or silver.**



**\$8.95  
EA.**

**\$8.45  
EA. in  
Doz. Lots**

**BEAUTIFULLY DETAILED WESTERN HORSES  
YOUR CHOICE IN FINISH: BRONZE, SILVER or GOLD  
Height 10 1/2" 8 1/2" 6 1/2" 5 1/2" 4 1/2"  
Doz. Price \$18.00 \$16.00 \$8.50 \$6.50 \$4.00**

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Men's and Ladies' Nationally  
**FAMOUS WATCHES**

★ ELGIN ★ BENRUS ★ GRUEN  
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Modern new designs. Reconditioned and rebuilt, guaranteed like new. Complete with leather strap.

15-Jewel, \$10.65  
17-Jewel, \$12.65  
21-Jewel, \$16.95

Gold Plated Expan. Band, 95¢ add.

RHINESTONE & FANCY DIALS  
At No Extra Charge

7-JEWEL  
**\$8.45**



Write for 56-Page New 1950 Catalog

### IDEAL BOARD NUMBERS! Men's New Watches



with stainless steel stretch band

**\$2.50**

lots of 6 (sample, \$2.95)  
Radium dial and hands, sweep second hand. Chrome case.



### PENDANT NECKLACE AND EARRING SET

Assorted styles, gold plated with imitation diamond, cameo and onyx. Terrific board numbers, priced right. Boxed with \$9.95 retail price tag. Set

**\$1.25**

Lord and Lady Scot  
**WRIST WATCHES**  
**\$6.59**

10k R. G. P. yellow cases. Late models. Guaranteed like new.

15-1 .. \$8.95  
17-1 .. 9.95



Wholesale Only. 6 Watches Minimum. (\$1 Additional for Samples)

Because of the great response to our CLOSE-OUT RING SALE, we had to go to additional expense to fill our orders at the same close-out price. Included are rings that sold wholesale at \$36 doz. While they last. Asst. doz. 12 doz. asst. with tray.

**\$9.95**

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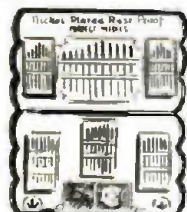
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## BIG PROFITS WITH . . .

### 60 NEEDLES AND NEEDLE THREADER BOOK

Easily can be retailed from 50¢ to \$1.00. Consists of 50 needles and 10 farmers in an attractive package.



#1983

Write for list of hot specialties!

ALL AMERICAN AIR FORCE TYPE

### SUN GLASSES



SHATTERPROOF UNBREAKABLE!

Can be dropped on pavement!

A great demonstration item!

Fine quality coalt (green) ground and polished lenses.

Highly plated gold frames with plastic ear easers. Pearl-like nose guards and sweat band. Comes complete with beautiful snap-button case imprinted "All American—Air Force."

#675

**\$7.20** Doz.

**\$84.00** Gr.

SAMPLE \$1.00

25% Deposit—Money Order, Balance C.O.D.

Allow for postage on prepaid orders.

**IMPERIAL MDSE. CO.** 893 BROADWAY NEW YORK 3, N. Y.

## !! BIG FLASH !!

No. 634  
14-K GOLD PLATE  
**\$2.65** Doz.  
**\$29.50** gr.



Brilliant 3 All-White Imported Gem-Cut Stones. Or White Center With Ruby Red Sides. Deposit with all C. O. D. orders. State Your Business.

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, Rhode Island

### COLLECTORS' DOLLS in Glass Stands



Height 5 1/4 inch; beautifully dressed; real Blaque; easy to display; easy to keep clean; 13 different models.

SAMPLE \$1.50 Full Jobbers' Discounts. IDEAL SALESBUILD PREMIUM!

Write for lists of other lines, including colored series. State Your Business.

**THERON FOX** 12% Yosemite San Jose 17, Calif.

## An Ode to Maxwell Street

By Chet Wedge

What? My friend, you have never heard, Of the place where the pitchmen meet; On the craziest spot in the whole world. Good old Maxwell Street.

I'll tell you about some I've seen in my time, About some who have passed away; Now, listen to me carefully, my friend, So you won't miss what I have to say.

There's Tip and Lil Hallstrom, with flowers of straw; And on the corner, sassy as ever, old Frank DeGraw; There's Lee and his flukem, with workers galore. And the market master, running up and down, yelling for more.

There's Indian Al Rice, Mabel and the papooses, Arguing over a spot with Gus Young and his juicers; Smiling George Thurman, with his med for the feet, A jolly good fellow, rather hard to meet.

Cowboy Williamson with plaque and uke. Trying to give all the grand old duke; There's Gus with blades, Bennett with Med, Hutch with Polish, Lee with liquid lead; There's St. Louis Whitie, with the folding paper trick, And Frank Lager with gummy; he claims it will stick.

Old Doc Lytell, the corn doc supreme, And Happy and Carl, they make a good team; Old Larry Friedman, with cutters and glass, Sherrying the tip, when he misses a pass.

Jack Young with transferien, making pictures for kids, And Herbie Casper with his jam, trying to get a few bids; There's Mike Devine with his foot and the uke, Also the Murphy boys, Slim and the Duke.

Old Doc Gilbert with his foghorn voice, Johnny Voight buying regalia, and Doc Boyce; Eddie Gillespie with combs and mice, And a dozen colored kids, peddling flavored ice.

Speedy Rose, Herbie Daniels and Williams too, Trying to make up their minds what to do; Mary and Madaline worked here when it was good, With that grand old-timer, Abner Hood.

Jimmie Wells with his salve, Slim Brown with tricks, Glenn Bagerly with cards, Ben Rankin with inksticks; Doc Smith from the Coast, Herb Johnson too, And on the corner with ring tricks, Elie Sabu.

Doc Johnstone worked here, as did the Mississippi Kid, Half-Moon Jack David, the Shipman brothers, Mike and Sid; Doc McCool comes in from Detroit once in a while, As does Art Nelson, dressed up in style.

Jack Anthony with coils, Trigg was there too, And Sniffer Jake, looking for something new; Dannie Kaufman with run menders, Fredericks same thing, Haynes was there too, trying to peddle a diamond ring.

Dave Rose with his rad, his wife with a smile, Even Red the cop came down and stayed for a while; Jockey Ross was there once and that was a plenty, He just didn't care for most of the gentry.

Frenchy with the engraving set, Shorty No Legs with med, Stenie with pokes, and a peeler worker named Red; Carl Holdorf with charts, Red Hallie with advice, Irene Roth worked there, as did Professor Rice.

Ray Colbert with polish, Freddie Fonda with hones, Ben Laurie with nuts from China, Goldie with hum-a-tones; Art Fredette with Svengali decks, Big Frenchy with mouse, While Tuthill and Eddie Fromas pitch from their house.

Big Eva and Freddie Miller with flukem galore, Doc Smith, no, it's the wife now, Doc ain't around anymore; Bob Flynn with coils, Frenchy Thibault with a feather, It's the only street in the world where pitchmen get together.

George Earle with threaders, Bob Dodge with his roots, And all the retired pitchmen walk around in new suits; Freddie Krause with gas savers, Amy Fern with combs, A pitchman always comes back no matter where he roams.

One-Eyed Connelly came here one time, Also Jeff Davis, the bum; And if President Truman comes here some day, It wouldn't surprise me none.

And when the day's work is over, And the geedus is gathered in, It's over to Rubbin's or Louie's, For a beer or a shot of gin. Now some of these boys have passed away, But in our memories, they still linger on;

And so it will be until judgment day, When the last pitchman passes on. And now, my friend, you have heard the tale, Of the place where the pitchmen meet; It's the craziest spot in the whole world, Good old Maxwell Street.

### FAIR DATES

(Continued from page 69)

Rockport—Spencer Co. Fair Assn. July 24-29.  
Harold L. Hargis.  
Swayzee—Grant Co. 4-H Club Fair. Aug. 9-12.  
Ransom Bramblett.  
Terre Haute—Vigo Co. Fair. Aug. 22-27. E. E. Garet.  
Valparaiso—Porter Co. 4-R Fair. Aug. 8-12.  
John Boran.  
Washington—Davies Co. 4-H Club Show. Aug. 8-11.  
Mrs. William Hauser.  
Williamsport—Warren Co. 4-H Fair. Aug. 15-18.  
Mrs. Kenneth Banning, W. Lebanon, Ind.  
Worthington—Greene Co. Fair Assn. Aug. 8-12. Frederick Sloan.

### KENTUCKY

Elizabethtown—Hardin Co. Fair. Sept. 8-9.  
C. A. Deeks.  
Murfreesville—Hart Co. Fair. Sept. 21-23.  
John P. Rowlett.

### LOUISIANA

Minden—Bossier-Webster Fair. Oct. 9-18. Harry Andress.

### MISSISSIPPI

McComb—Pike Co. Livestock Assn. Sept. 11-15. N. A. Coplen, Summit, Miss.  
Philadelphia—Neshoba Co. Fair Assn. Aug. 7-11. F. W. Hays.

### NEW MEXICO

Portales—Roosevelt Co. Fair Assn. Week of Sept. 18. W. O. Vinsant.  
Silver City—Southwestern N. M. Fair Assn. Sept. 9-11. J. E. Winkle.

### NORTH CAROLINA

East Bend—Yadkin Co. Fair. Sept. 26-30. Hovey Norman.  
Washington—Beaufort Co. Fair Assn. Week of Sept. 25. H. P. Webster.  
Wilson—Wilson Co. Fair. Oct. 8-14. Wiley W. Tomlinson.

### OKLAHOMA

Carnegie—Tri-County Free Fair. Sept. 6-9. M. B. Fanning.

### TENNESSEE

Hohenwald—Lewis Co. Fair. Aug. 21-26. James P. Kume.  
Lawrenceburg—Middle Tenn. District Fair. Sept. 25-30. Hiram Holdford.

### TEXAS

Carthage—Panola Co. Fair Assn. Last week in Sept. P. E. Roberts.

### WASHINGTON

Langley—Island Co. Fair Assn. Aug. 25-27. Benj. M. Herring.

**We Will Not Be Undersold**

**"DREAM GIRL PENCIL"** \$4.80 DOZ. \$54.00 GR.

New, sensational propel-ropal pencil with gold-plated top and point, plastic barrel. PRESS THE TOP OF THE PENCIL AND THE BARREL UP. UNDER THE SPOT LIGHT APPEARS A RAVISHING BEAUTY IN EXCITING, NATURAL FULL COLOR! (Asst. Beauties) Nothing like this on the market. The greatest sensation in the country today! SAMPLE, \$1.00

**Genuine "Everlast"**

**FLOATING GIRL & BOY PENCIL\***

• UNCONDITIONALLY GUARANTEED • NO LEAKERS  
• ALL PERFECT

Jet black pencil with highly polished gold-plated ring, shade, clip and point. Black and gold combination results in a strikingly attractive pencil. It pays to buy this precision make by a superior writing instrument manufacturer. \$4.80 doz. \$48.00 GR. SAMPLE, \$1.00

When ordering, specify either floating boy or floating girl design. \*Patent Pending

25% Deposit—Money Order, Balance C. O. D. Allow for postage on prepaid orders. Write for list of hot specials!

**IMPERIAL MDSE. CO.** 893 Broadway New York 3, N. Y.

**in SHOW BUSINESS**



**NOVELTY MEN—CIRCUS AND PARK SPECIALS**  
**GET TOP MONEY—WITH MYCO NOVELTIES**

**Whips ...**

Special Dart Balloons .....	45 Gr.	Imported Hawaiian leis .....	\$ 1.75 Gr.
4x18 Asst. Color Balloons .....	1.00 Gr.	American leis .....	\$2.25 & 1.80 Gr.
7" Asst. Color Round Balloons .....	2.00 Gr.	Comic Savings Felt Hat Bands .....	1.25 M
3x24 Asst. Color Balloons .....	2.75 Gr.	Worth \$31 Baseballs .....	2.25 Dz
9 in. Asst. Color Round Balloons .....	2.75 Gr.	Swagger Canes .....	8.00 Gr.
11 in. Mottled Animal Print Balloons .....	4.50 Gr.	Crook Handle Canes .....	2.00 Dz
14 in. Mottled Kat Balloons .....	4.00 Gr.	Western Hoses .....	\$1.80 to 19.00 Dz.
20 in. Balloon Reed Sticks .....	.50 Gr.	Electric Gold-Plated Horse Clacks .....	4.50 Ea.
23 in. Heavy Balloon Reed Sticks .....	1.00 Gr.	Large Plush Bears .....	30.00 Dz.
Flying Inside Whistling Birds .....	9.00 Gr.	Glamour Girl Oolls .....	36.00 Dz.
Cowboy Lash Whips .....	12.00 Gr.	Beason Blankets, Case Lots .....	2.50 Ea.
Lancaster Red, White & Blue Batons .....	13.50 Gr.	Slum—Pocket Combs .....	1.00 Gr.
Silk Parasols .....	\$4.00, \$6.00 & 7.70 Dz.	Wedding Rings .....	.75 Gr.
American Fur Top & Tail Monkeys .....	27.00 Gr.	Cigarette Holders .....	1.75 Gr.
Imported Fur Monkeys .....	\$6.00, \$8.00, \$10.20 & 21.00 Gr.	Blow Outs .....	1.00 Gr.
Feather Celluloid Dolls .....	\$8.00, \$9.00, \$14.00, \$17.00, \$28.00 & 42.00 Gr.	Finger Traps .....	1.00 Gr.
Swiss Warblers .....	9.00 Gr.	Swiss Warblers .....	1.00 Gr.
Feather Back Dresses .....	9.00 Dz.	Return Balls .....	4.50 Gr.
Jocko—Circus Monkeys .....	9.00 Dz.	44-Line Comic Buttons .....	1.00 M

25% Deposit—Balance C. O. D.

**MILTON D. MYER CO.**

332 THIRD AVENUE      ORDERS SHIPPED SAME DAY      PITTSBURGH 22, PA.

**means BIG BUSINESS!**

**ITCHY DOGS**

Best grade with Key attached, \$21.95 gr., \$2.00 dz.

Swiss Warblers, 85c gr. Ex. large 33 in. JAP PARASOL, best grade, wooden handle, \$5.50 dz., \$63.00 gr.

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**a tremendous merchandise market**

**BUILD YOUR OWN ROUTE with FAST SELLING**

**12 Pr. Nylon Per Beas!**

**NYLON NOSIERY COUNTER DISPLAY! EARN BIG MONEY!**

Sell them outright to the merchant or build a route by placing these fast-moving displays in stores and servicing them each week! Fill in sizes and order forms of exact sizes you want from 12 pr. asst. sizes in display carton, \$14 thru 104, each pr. in cellophane envelope. Guaranteed first quality!

**\$10.00** Gr. Dz.

F. O. B. St. Louis

**S & K SALES** 11 South 4th St., St. Louis 2, Mo.

All over the country . . . at carnivals and circuses, amusement parks, newsstands, novelty stores, souvenir stands, gift shops and many other locations . . . merchandise men will be ordering for the BIG summer business. The Billboard Summer Special will reach them in time for this business. They are your potential customers if you use the advertising columns of The Billboard . . . the merchandise "buyers" guide."

**BUY IN THE MIDWEST—SAVE THE FREIGHT**

**OUR NEW CATALOG NO. 511**

Containing more than 500 more new items for the carnival concession trade is now being mailed out. You must tell us your line of business and what concessions you operate or catalog will not be mailed.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY MO.

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## OAK-HYTEX MULTI-COLOR BALLOONS



TOPS  
in  
**FLASH!**

No. 10 KM Kat Head ..... \$7.50 Gr.  
No. 9 CM Round ..... 5.95 Gr.

Plus Shipping Charges

Get Set  
For Big  
MONEY!

ORDER FROM YOUR  
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**The OAK RUBBER CO.**  
RAVENNA, OHIO.

### IMMEDIATE SHIPMENT

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New 44 pp. 1950 catalog free upon request.  
**M. K. BRODY**  
1116 S. Halsted St. Chicago, Ill.

### OAK BALLOONS

For Immediate Shipment.  
Write for FREE Catalog

**STATE NOVELTY CO.**  
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### BARGAINS! SAVE UP TO 50%

Ladies' Hosiery, Lingerie, Toys, School Supplies, Sundries, Razor Blades, Food Products, Novelties, Specialties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, Etc.  
Send 10c for latest illustrated catalog and receive all new listings as issued.

**RELIABLE JOBBERS** 311 N. Desplaines  
Dept. M-S, Chicago 8, Ill.

Birth Stone JEWELRY SETS, \$24.00 doz.  
24 Kt. G.P. or rhodium finish matching Necklaces and Earrings. Large semi-cut stones, heavy shade blue chain, plush-covered satin-lined box, \$13.75 ea. Send \$5.00 for two sample sets. SATISFACTION GUARANTEED. No cat.  
**RAY-BAR CO.**  
962 Broad St. Providence, R. I.

### CLEAN UP

#### WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains—Wash right out in cold water. Use over and over. Package holds 6 18"x20" Towels. Sells \$1.50 gross. Send \$1 for sample package & Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

**SUNBEAM PRODUCTS** St. Petersburg, Fla.  
624 4th St., South

### FIREWORKS

1250 extra loud Chinese Flash Fire-crackers and many other samples, PLUS—our 26-page wholesale catalog—\$7.20 retail value, all for \$3.50. Send your check and order now.

**STANDARD SPECIALTY CO.**  
Dostburg, Wis.

## Pipes for Pitchmen

By Bill Baker

**AUGUST F. MONKEN**... novelty peddler, is still confined in Brooke General Hospital, Fort Sam Houston, Tex., and would like to read letters from friends.

Sell yourself and then sell your item.

**THE WOLF BROTHERS**... are pitching kitchen gadgets successfully in the F. W. Woolworth store, Albuquerque, N. M.

Short dough often results from long jumps.

**J. B. CLARK**... is working combs and mice to average takes at farm sales in Eastern Pennsylvania.

Don't mistake egotism for super-salesmanship.

**ART ROBINSON**... waffle purveyor ace, is reported to be getting some good touches with that item in the McLellan store, Albuquerque, N. M.

Is your tour a scenic affair or a money-maker?

"**THERE HAVE BEEN**... few pitcheroos in this area of late," cards Eddie Turner from Germantown, Pa. "They apparently staying away because the local fuzz is becoming more schmeer-happy than ever. Had a number of letters from mouse and card workers and all are getting lined up for a big fair season. It looks like there's still a lot of it left out there but you must work a little harder to get it, that's all. Let's have some pipes here from Jimmy Lobaugh, Red Gunn, Glenn Bagley, Art Fredette and all the workers on the West Coast."

Even a pitchman can help himself by helping others.

**MICKEY SAX**... is making his headquarters in Ocean Park, Calif. He'd like to read pipes here from Morris Kahntroff.

The best locations don't always produce all of the long-green.

**W. C. MORGAN**... ex-gyroscope worker, comes thru with the following from Hot Springs after a lengthy silence in this corner: "I've been here for the past four months readying a new deal for pitchmen, coupon and fair workers. I'll have my own layout at the Midwestern fairs this year. I've noted that my good friend, Big Al Wilson, has been coming thru pretty regularly with his pipes. What became of all the gyro workers of the past winter? Let's have a line or two from Herb Casper, Charles and Ann Lyons and Phil Kraft."

You can't expect to rack up any solid counts if you're afraid to begin.

**C. M. KORRELL**... and wife, with Leslie McCullough have been working sewing machine attachments at a number of spots in New Mexico to lucrative returns.

The successful pitchman never overlooks an entertainment feature in his pitch.

**LET'S HAVE SOME**... pipes from the following pitch stalwarts: Glenn and Marcia Hosberg, Art Nelson, Mike Gunn, Andy Day, John Gauer, Razoo Williams, Count Kenner, John Palmer, Beefstew Whitey Brecht, Ernest Desplenter, Ben Turpin, Jim Wicker, Chuck Festure, Whiskey Mason, Charley Davidson, Bill (Horse) Wise, Dave Rose, Blackie Abrams, Paul Delaney, John Younger, Benny (Mooch) Spitzer, Markie Rogers, Sterno Sterns, Jobby Joblots, Old Man Wilson, Mike Halperin, Frankie Smith, Doc Lee, Jack Rubin, Tom Payne, Vito Dingillo, John Lynn, Jim Brown, Max (Gillie) Cohen, Buddy Krause, Rucker V. Todd, Bill Posey, Arthur House, Kitty Roan, Gadget Worker Harry,

Steve McClain, Chief Lone Wolf, Julius Lazarus, George Wright, Jim Stutz, Ben (Horseback) Meyers, Doc Howard, John Puddenhead, Lefty Mason, Jack Lazara, W. P. (Bill) Danker, Doris Rasmussen, Mary and Madaline Ragan, Red Larkin and Morris Kahntroff.

The pitchman knows that it takes a heap of selling to meet his ever-present competition.

**FRANK L. SULLIVAN**... has a walk-thru animal display with King Bros.' Circus for the third year. Sullivan was a pitchman 35 years and has toured with carnivals for six years.

Thin soles and even thinner bank rolls are definite signs of spring.

"**CAME IN HERE**... to work the J. J. Newberry store, but found four demonstrations going on," cards Harry Myers from Bakersfield, Calif. "A. J. (Jack) Beard had a front counter and a big window flash, with fancy work. Bugs Beard was working punch needles and getting more than his share of the long green. Others here were Chuck DeMent, with menders; H. Canter, Maro cleaner, and Bugs Bugbee, with wipe-on. F. W. Woolworth opened a new store here May 11, with three demonstrations. I didn't work here and am heading back East. Would like to read pipes from Madaline and Mary Ragan and Tom Sharkey."

We hear that some of the boys are planning special deals for Father's Day in June. Looks like it should be the top day in the month to add some leaves to that green bank roll.

"**THINGS ARE FAIR**... at the Katz store here," letters Big Al Wilson from Fort Worth. "Pitchmen flow thru here by the truck loads, with most of them headed for Chicago. Mexican Joe corralled plenty of the long-green in a local store with pens. He had two pay days and he works higher than the average pitcheroo. Mr. McKenna, with the H. L. Greene Company, has opened with a swell coupon deal on a 59-cent pen and he's making the baby click with the Better Business Bureau. They are with it and for it because he works clean and there's no jamming. Dave McConnell here is going into the pitch business and should make a good impression on all pitchmen. He has a ton of business ability. The fellow with the monkeys was sloughed when he worked a Negro college. I suppose the school didn't want the students to waste time playing around with them."

Have you ordered your stock of white, cowboy, jungle and souvenir caps? They should get plenty of play again this summer. In fact, some of the boys are already on the road, selling the items to early-season tourists.

**AL HESSLIER**... is working locations in New Mexico out of Albuquerque headquarters.

### Pitchdom, 10 Years Ago

**DOC McNEELEY'S** med show was spotted in Fort Lupton, Colo., doing good business. Doc Williams and his partner, Ray Redding, were working stock sales in Colorado. Northward bound from Chattanooga were Al (Pop) Adams, and Stanley Naldrett. Mr. and Mrs. Martin, with headquarters in Pickensville, Ala., were driving the routes on farm sheets to good returns. Albert Timmer had his pen demonstration clicking at a Port Huron, Mich., location. Joe Calvin was working soap at Southern Indiana spots. Everett Williams was scouting Southern Louisiana with foot remedy to fair takes. Purcell's Stage Circus, with Harry Wil-

## TWINKIE



The Hottest Item in 20 Years

### SELLS ON SIGHT

Customers can't resist buying TWINKIE once they see him. Just a pull of his nylon-string plastic tag lights his nose and rolls his eyes. Everyone thinks TWINKIE is terrific, and the KIDS actually go wild for him. TWINKIE can be worn on belt—lapel—hat or tie. Retail for 59c complete with Battery and C.E. Bulb. Eye catching 5-color display comes free with every dozen.

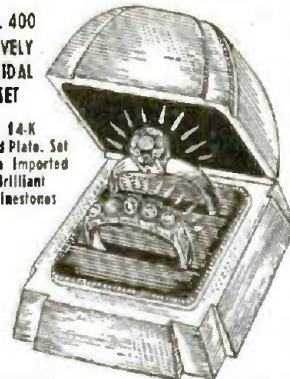
\$4.00 Per Dozen; \$45.00 Per Gross

Extra Batteries, 53c Per Dozen  
RUSH YOUR ORDER TODAY. 25% deposit with order. Balance C. O. D. include postage when remitting in full. All orders shipped F. O. B. Buffalo, N. Y.  
**WHOLESALE BLADE CO., Dept. X**  
P. O. Box 194 BUFFALO 5, N. Y.

## !! BIG FLASH !!

No. 400  
LOVELY  
BRIDAL  
SET

14K  
Gold Plate. Set  
with Imported  
Brilliant  
Rhinestones



In Artistic  
Ivory Plastic Box.  
Bridal Sets Boxed  
as Illustrated.

\$4.50  
Doz.  
Sets

Deposit with all C. O. D. orders.  
State Your Business.  
**PROVIDENCE RING CO.**  
49 Westminster St., Providence, Rhode Island

### FLASH!

### AUTOMATIC PISTOL LITERS

### RED HOT!

Are you reaping your share of the profits? Get on the **GRAVY TRAIN** now! Take advantage of this sensational **MONEY MAKER TODAY!**  
**NEW FULLY AUTOMATIC OBLUXE**, richly chrome finished, modern design, \$17.50 Doz. Sample, \$2.50  
**FAMOUS "CONTINENTAL" LITER**, 3 1/2" high, 3" long, rich lustrous chrome finish, a beauty, \$18 Doz. Sample, \$2.50  
**NEW "SPIT FIRE"**, chrome, good seller, \$14 Doz. Sample, \$2.  
Other attractive models at \$11 and \$18 Doz. All Pistol Liters have simulated black stag handles and detachable base. Each has tremendous eye appeal and produces instant flame when trigger is pulled. Must be seen to be appreciated. They sell on sight!  
**SPECIAL:** Sample of each, all five models only \$9.

**THE WOLF PACK**  
Playing Cards, NEW, SENSATIONAL—52 different exciting poses of Hollywood's most gorgeous and exotic beauties—in the nude—natural colors, artistically posed. Regulation size deck, plastic finish—WILD FIRE SELLER! \$16 dozen; 2 Sample packs, \$3. Order trial dozen now, save time!

25% deposit, balance C.O.D. plus postage, or send full amount and we prepay. **PROMPT SHIPMENT.**

**WORLD ENTERPRISES**  
182 West 42 Street, Suite 502, New York City  
Wisconsin 7-1346

### ENGRAVERS, WITH SINCE 1907

ORIGINATORS OF THE ALL-ALUMINUM IDENTITS - MEN'S IDENTITS - LADIES IDENTITS - DOUBLE HEART IDENTITS - (ALL-ALUMINUM) \$14.00 GROSS  
LADIES' MATCHLESS IDENTITS \$12.00 GROSS  
ALUMINUM IDENTITS \$12.00 GROSS  
DAY & NIGHT  
MAILER CREATIONS  
1135 AVALON AVE. • CHICAGO, ILL. • Day Phone 1-5338

**GIVE TO THE  
RUNYON CANCER FUND**



lepointeaux, was furnishing the novelty acts on Doc Dean's med show. . . Working spark intensifiers at a downtown Cincinnati location to good takes were J. M. Trigg and Ray Lindsay. . . Charley Kasher was working in Detroit. . . George J. Olliver was back in Washington working the leaf after a successful three-month stand at Station WJW, Akron. . . Doc A. M. Johansen was pitching a new item in department stores in Manhattan, Kan. . . Kid Carrigan, after settling his father's

estate, purchased the Oxford Hotel, Indianapolis. . . Bill Biemi was working Wisconsin with Silver Strike slot machine playing cards. . . Joe Harding was getting the gelt thru Pennsylvania with various-sized flags. . . Anton Keyes found things booming around Santa Monica, Calif. He was doing big business on factory pay with bathing supplies. . . Frank McDonald left a hospital in Muncie, Ind., completely recovered from an operation. . . M. Madden was corralling the geedus with cleaner in the Green store, Chester, Pa. . . George Hany was working tug cleaner in a downtown Cincinnati location to lucrative results.

James Hanc, Harrisburg, Intermediate men, 200 yards, Paul Evans, Philadelphia; Robert Smith, Chester; Frank Stewart, Harrisburg, Intermediate men, two miles, Paul Evans, Philadelphia; Larry Manganello, unattached, Pittsburgh; Frank Stewart, Harrisburg. Senior ladies, 440 yards, 880 yards and one mile, Geraldine Specht, Pittsburgh. Senior men, 800 yards, William Heron, Pittsburgh; Joseph Mastrario, Philadelphia; Robert Schweizer, Roller-Drome, New Brighton. Senior men, one mile, Robert Schweizer, New Brighton; William Heron, Pittsburgh; James Young, New Brighton. Senior men, 440 yards, Joseph Hale, Philadelphia; Robert Schweizer, New Brighton; William Heron, Pittsburgh; two miles, Robert Schweizer, New Brighton; Joseph Hale, Philadelphia; James Young, New Brighton. Senior mrs., five miles, Charles Greig, Philadelphia; William Heron, Pittsburgh; William Gallagher, Philadelphia.

**FLASH**  
NEW LOW PRICE

\$4.00 per doz.     \$43.50 per doz.



**The New SENSATION!**

that is taking the country by storm.

**The original HOLLYWOOD FLOATING CUTIE DOLL PENCIL**

This pencil is a mechanical pencil. It propels, expels and repels. It's sensational. This pencil is an all gold finish pencil, and has a window that opens and closes and shows the Hollywood Cutie. It sells on sight.

SAMPLES \$1.00

WE ALSO HAVE  
**KILROY WAS HERE**  
PENCIL, \$6.00 DOZ.

**BOY SITTING ON POT**  
PENCIL, \$4.00 DOZ.

**THE NEW FLOATING BOY AND GIRL BLACK PENCIL, \$4.75 DOZ.; \$45.00 GR.**

Order shipped same day when received.

**HARRIS NOVELTY CO.**  
1102 Arch St. Philadelphia, Pa.  
Phone: MA 7-9848

**BRAND NEW First Time Offered**  
**The ART DECK**

Here's the most beautiful deck of regulation size playing cards you have ever seen. Hollywood didn't have enough beautifuls for this deck. They come from all of Southern California. 54 Different Models. No Two Alike. Yes! I said 54, including 4 terrific jokers, and full color.

**RUSH YOUR ORDER NOW**  
Be First With the Latest  
Sample **\$2.00** CASH **\$14.40** DOZ.

Quantity Discounts to Jobbers, 25% With Order, Balance C. O. D.  
**DUKE LANFRE**  
2874 W. Ninth St. Los Angeles 4, Calif.

**CUTIE PROJECTOR**  
40 FULL COLOR ART STILLS of Hollywood's Most Glamorous Models. A Terrific Seller at \$9.75. Samples, \$1.00 Cash, \$28.00 Doz. **WOLF PACK**, \$14.00 Doz. Sample, \$2 Cash. 25% Quantity discount to jobbers.  
**DUKE LANFRE**  
2874 W. Ninth St. Los Angeles 4, Calif.

**RSROA'S KEYSTONE**  
(Continued from page 88)

York. Intermediate men, Gene Smith, Mechanicsburg; James Johnson, Philadelphia. Intermediate ladies, Carol Voltero, Pittsburgh. Senior men, Lee Allen and Donald Craig, Pittsburgh. Senior ladies, Geraldine Specht, Ada Duerlein, Dorothy McDonough, Pittsburgh. Figure skating, Junior boys, Eddie Thompson, Harrisburg. Junior girls, Doris Kinkaid, Harrisburg; Barbara Myers, Mechanicsburg; Mary Tigano, Pittsburgh. Novice men, Anthony Ornelisen, Pittsburgh; Eugene Stefko, unattached, Allentown; George Dominick, Pittsburgh. Novice ladies, Candy Biller, Pittsburgh; Nancy Gotwalt, York. Intermediate men, Gene Smith, Mechanicsburg; James Johnson, Philadelphia. Intermediate ladies, Carol Voltero, Pittsburgh. Senior men, Donald Craig, Pittsburgh; Lee Allen, Pittsburgh. Senior ladies, Geraldine Specht, Ada Duerlein, Dorothy McDonough, Pittsburgh. Novice fours, Beatrice Shrey, John Nickol, Doris Eggert, Theodore Renski, York.

Pa. juvenile, Sandra Rowe and Ronald Kautz; Dorothy Miller and Harry Miller, Mechanicsburg. Junior, Doris Kinkaid and Howard Thompson, Harrisburg. Novice, Dorothy McDonough and William Wait, Pittsburgh; Doris Eggert and Theodore Renski, York; Carol Voltero and Kenneth Ebel, Pittsburgh. Intermediate, Barbara Myers and Gene Smith, Mechanicsburg. Senior, Ada Duerlein and Donald Craig, Pittsburgh.

Dancing, Juvenile, Beverly Elwin and Charis Mitch, Rocky, Springs, Lancaster; Sandra Rowe and Ronald Kautz, Intermediate. Junior, Doris Kinkaid and Howard Thompson, Harrisburg; Patricia McAnall and Clarence Gillespie, Great Leopard, Chester; Mary Tigano and Frank Voltero, Pittsburgh. Novice, Constance Dunlap and Eugene Hahn, Chester; Helen and William Watson, Philadelphia; Bernadette Mahler, Robert Schmidt, unattached, Philadelphia. Intermediate, Joan Evans and John Corbett, Philadelphia; Patsy Schnell and John Tassone, unattached, Philadelphia; Ruth James and William Heron, Pittsburgh. Senior, Caroline Egler and Joseph Elliott, unattached, Philadelphia; Doris Eggert and Walter Eggert, Philadelphia; Bette Halteman and Donald Halteman, Pottstown.

Racing, Juvenile boys (A), 1/8 mile, Clarence Gillespie, Chester; Jack Smith, Mechanicsburg. Juvenile boys (A) 1/4 mile, Clarence Gillespie, Chester; Jack Smith, Mechanicsburg. Juvenile boys (B), 1/4 mile, Robert Hare, Ronald Kautz, Steven Kautz, Mechanicsburg. Juvenile boys (B), 440 yards, Robert Hare, Ronald Kautz, Steven Kautz, Mechanicsburg. Juvenile boys (C) 1/12 mile, Ronald Davidheiser, Pottstown; Barry Miller, Mechanicsburg; Jerry Meyers, unattached, Newport. Juvenile boys (C), 1/8 mile, Ronald Davidheiser, Pottstown; Harry Miller, Mechanicsburg; Jerry Meyers, unattached, Newport. Juvenile girls (A), 1/8 mile, Patricia McAnall, Chester. Juvenile girls (A), 440 yards, Patricia McAnall, Chester. Juvenile girls (B), 1/8 mile, Catherine Carney, Latrobe. Juvenile girls (B), 440 yards, Catherine Carney, Latrobe. Juvenile girls (C), 1/12 mile, Sandra Rowe, Mechanicsburg; Mauricelene Himes, Pottstown; Dorothy Miller, Mechanicsburg. Juvenile girls (C), 1/8 mile, Sandra Rowe, Mechanicsburg; Mauricelene Himes, Pottstown; Dorothy Miller, Mechanicsburg. Junior boys, 440 yards, Michael Gentile, unattached, Pittsburgh; James Hare, Michael Gentile, unattached, Pittsburgh; Joseph Coyne, Philadelphia. Junior boys, 1/8 mile, Michael Gentile, unattached, Pittsburgh; James Hare, Mechanicsburg; Joseph Coyne, Philadelphia. Junior boys, 880 yards, Michael Gentile, unattached, Pittsburgh; James Hare, Mechanicsburg; Joseph Coyne, Philadelphia. Intermediate men, 440 yards, Larry Manganello, unattached, Pittsburgh; Paul Evans, Philadelphia; Robert Smith, Chester. Intermediate men, 1 mile, Paul Evans, Philadelphia; Larry Manganello, unattached, Pittsburgh.

**UNDER THE MARQUEE**

(Continued from page 71)  
the day before and photos were taken there for a government publication. Owned by Charles Beers and Roger Barnes, show opened its 18th season April 24. General agent is Gene Christian.

Dan Pyne, Dailey Bros.' press agent, left the show at Topeka, Kan., and entered Winters General Hospital, his wife reported from Topeka. . . Orrin Davenport Jr., Dean Adams, Clint Finney, Harry Atwell and Emmett Sims were visitors on the King Bros.' lot at Aurora, Ill.

**TEMPO**  
and ONLY TEMPO'S  
**PEEP SHOW PENCIL**

**E HAS THESE 6 EXCLUSIVE FEATURES**

- Two, Yes, 2 Girls' Pictures in each Pencil
- 161 Yes, 16 Different Poses!
- Live Color! You Can Almost Feel!
- Beautiful Streamlined Pencil
- Repel Repel Pencil!

**ACT FAST**  
25% DEPOSIT ON C. O. D.'s  
Letterhead Inquiries Only

**TEMPO PEN AND PENCIL CO., INC.**  
21 West 19th St. New York 11, N. Y.  
ORegon 5-3624-5

**BURKE UNDERSSELLS EVERYBODY** Always  
The Busiest Supplier in the East  
There's a Reason!  
**QUALITY MDSE. ONLY**  
You Must Be Delighted or Your Money Back

BEAUTIFUL RHINESTONE COSTUME JEWELRY SETS in luxurious velvet boxes. \$27.50 each. . . . \$15  
COMBINATION PEARLS surrounded with rhinestones. Pin, necklace & earrings. Perfectly matched in gorgeous satin-lined box. Doz. . . . 24  
GENUINE DIAMOND SET in 14K, gold filled cross. Gold chain & velvet box included. \$19.50 each. Doz. . . . 19

**WE SELL NEW WATCHES ONLY—NO REBUILDS**  
100% GUARANTEED  
\$4.50 DIAMOND WATCH & BRACELET faithfully copied. Simulated diamond seems cover face AND bracelet. You simply touch lever and jeweled lid slides open, revealing time. 17 ruby level precision movement—handsewingly boxed—\$125 face. Each, \$25. In lots of 3, each . . . \$22

\$50 MEN'S DIAL & O D WRIST WATCH & BAND faithfully copied. Jewels cover both case AND dial. INCLUDES 14K GOLD FILLED expansion band. Retail \$100. Artistic plush gift chest included. Each, \$30. In lots of 3, each . . . 18

**NOW OFFERED FOR THE FIRST TIME**  
\$400 LADIES' DIAMOND RING WATCH. Exact reproduction. We defy you to detect this from the original. This ring watch is set with 2 simulated diamonds. World renowned precision movement. Plush box. Each, \$15. In lots of 3, each. . . . \$12

CHRONOGRAPH with Four (4) Hands. Also tells day of week. Precision movement. Exclusive with us in U.S.A. Each . . . 6

24K GOLD PLATE CHRONOGRAPH with brilliant synthetic gold dial. A hit in HANDSOME PLASTIC DISPLAY BOX. \$37.50 each. Each . . . 5

**YOU'VE GOT TO SEE IT TO BELIEVE IT**  
Our manufacturer copied this \$31.50 3-PC. SILVER PLATE LIGHTER SET exactly—URN—try a lighter. THIS SET IS DIFFERENT. Each, \$3.50. In lots of 3, each set . . . \$3

\$19.95 AUTOMATIC PEN—ROBERT ER, ultra modern design—brilliant chrome plated—fully guaranteed. Each, \$6.50. In lots of 3, each . . . 8

CUTLERY \$8 including Cleaver. Handmade metal boxes. Each, \$1.50. In lots of 3, each . . . 1

14 PIECE WATERLESS "BUCKEYE" COOKWARE SETS—quadruple thick—Full size—made of virgin aluminum, not to be confused with thinner 12 gauge, which is much lighter. THIS SET IS WORLD FAMOUS "BUCKEYE" sample order \$5.00. In lots of 6, each set . . . 9

50 PIECE ORIGINAL WM. ROGERS SILVERWARE. The finest extra heavy sterling plate set guaranteed. STERLING SILVER at ALL points of wear. Featuring the luxury grip—oversize—hollow silver handles. 50 pc. service for 8 complete. . . . 14

In mahogany chest add . . . 2

**WORLD'S LOWEST PEN AND PENCIL PRICE**  
3 PIECE SET in swell box. \$7.50 each. Gross, \$50.00. Doz. . . . \$4

4 PIECE SET WITH KNIFE OR FLASHLIGHT—\$11.50 each. Gross, \$70. Doz. . . . 6

LIGHT UP NUDE PENCIL. Gross, \$53. Doz. . . . 4

FLOATING NUDE PENCIL (Paris Nature Boy) in swell box, same price. Gross, \$43. Doz. . . . 3

**AMAZING FATHER'S DAY MONEY MAKER**  
\$9.00 DOZ.     Retail Price for 100  
Ea. Doz.

CUFF LINK & TIE BAR SETS. World famous make. In plush boxes. . . . \$7.50

PIPES—Mastercraft—in suede gift box & silk bag. Finest made. . . . 10.00

POCKET LIGHTERS. Brilliant polished duraluminum. Deluxe craftsmanship. A beautiful gift. Boxed . . . 3.50

TABLE LIGHTER—Silver plated with beautiful engraved tray. Boxed . . . 3.00

CAMERA LIGHTER—Anix standby. Boxed . . . 2.95

PISTOL LIGHTER—Brilliant chrome finish. The better kind. Boxed . . . 2.95

"FORSTNER" SNAKE KEY CHAIN in velvet lined box. . . . 3.00

**BURKE MURDERS PRICES ON SUN GLASSES**  
Prices below include: (1) Handsome leather case; (2) 20-20 insurance certificate; (3) 100 yr. written guarantee.

AVIATOR'S SUN GLASSES with OUNINE 20-20 4-BASE optometrist lenses. Original retail price, \$29.95. Never before at U. S. BUREAU OF STANDARDS 20-20 LENSES been offered near this price. Doz. . . . 6 Y.

Same 20-20, but in the sensational "MIBRO" lens. Person looking at the lens sees his image. Person looking thru the glasses has PERFECT SUN-PROTECTED VISION. Original price \$19. Doz. . . . 10

VISIT US—Most complete stock anywhere—4,500 items from 10¢ per gross to \$100 per gross. 25% deposit required on all C.O.D. orders. Write for our new catalog.

**TED BURKE INDUSTRIES**  
10 West 27th Street New York 1, N. Y.

**ORDER NOW!—GUARANTEED FAST DELIVERY!**

**Deluxe Quality T-SHIRTS**  
Not Selling Item. Men's and boys' sizes. Flock printed. Imprints include name of place plus illustration of local activity—Price includes imprint.

White, \$6 dozen.

Boy's T-SHIRTS . . . \$5.50 dozen  
NO QUANTITY DISCOUNTS.  
MINIMUM ORDER: 3 dozen of 1 style.  
TERMS: 1/3 Deposit—Money Order or Cash—Balance C. O. D.  
Please state color of printing wanted—If desired, send \$1 for postpaid sample.

Printed Head Scarfs—"Bubushkas"  
Beautiful, extra large size Raven scarfs that girls of all ages go for. Price includes printing name of place plus a full size emblem. Available in white, red, royal blue, green, brown, black, maize, wine, navy. \$6.00 Per Dozen

Plain Kerchiefs—10 Print—\$4.50 doz.  
MINIMUM ORDER: 2 dozen.

**VIN-MAR—21 E. 183d Street, Bronx, N. Y.—Phone LUdlow 4-9150-5040**

**CARNIVALS! PREMIUMS! AUCTIONS!**  
**HERE IT IS!! BEAT ALL COMPETITION!!**

**WM. A. ROGERS A-1 PLUS SILVERWARE**

By Oneida, Ltd., Silversmiths

HIGHEST QUALITY, FULL PLATE, every piece marked  
"WM. A. ROGERS A-1 PLUS, ONEIDA, LTD."

26 piece, service for 6	Solid Handle Knives	\$6.30	Hollow Handle Knives	\$ 7.30
34 piece, service for 8		8.00		9.25
50 piece, service for 8				12.40
52 piece, service for 12				16.00

ALL CHESTS ANTI-TARNISH, TESTED AND APPROVED  
Leatherette two-tone box ..... \$1.50 Regular mahogany ..... \$1.75  
DeLuxe two-tone mahogany for 10 piece set ..... 2.25  
Large de luxe mahogany chest for 62 piece set ..... 2.90  
(Silverware sets may be purchased without chests)  
Per samples add \$2.00 to price shown. Check with order.

**EUREKA WATERLESS COOKWARE, \$8.50** \* NEW LOW PRICE—KITCHEN CLEAVER & CARVING SET, \$1.75  
14 piece extra heavy sauce virgin aluminum \*  
Display folder with \$49.95 price, 32 page \*  
cook book in full color, GUARANTEE \*  
sample, \$10; check with order. \*  
7 piece gleaming stainless steel, individually  
packaged in attractive display box, 5 piece  
set in display box with \$4.95 price, \$1.25

**ELECTRIC FANS AT ALL TIME LOW PRICES**  
3 inch non oscillating, \$3. 10 inch oscillating, \$6.25. 12 inch oscillating, \$10.00.  
Nationally advertised; U.I. Approved; ONE YEAR FACTORY GUARANTEE!

25.00 minimum order accepted; 25% with order, balance C. O. D.  
**H. B. DAVIS CO.** 520 HUDSON ST., DEPT. B-320  
NEW YORK 14, NEW YORK  
Visit Our Showrooms . . . Lots of Free Parking

**NEW ATTENDANCE**

(Continued from page 88)

Hackensack (N. J.) Arena. Hackensack also won the AOW Challenge Trophy in the finals and the Harris Memorial Trophy, offered by the police department of Alexandria, Va. Twin City skaters took honors in the senior men, senior ladies, intermediate ladies and junior boys divisions.

Edwards said a heavy crowd attended the finals here. AOW had over 200 track side reserved seats for the occasion. A spectator at the events was Victor J. Brown, operator of New Dreamland Arena, Newark, N. J.

AOW skaters who participated in the finals are eligible to enter the chain's championship, scheduled for May 22. Excluded are skaters from Florham Park (N. J.) rink, a non-AOW rink that participated in league contests.

**BADGER RSROA MEET**

(Continued from page 88)

and Larry Oberlander; intermediate ladies, Norma Brozek; novice men, Willard Wapp, Marvin Kedroske and Burr Jensen, novice ladies, Kristine Gajmerac and Betty Prondzinski; junior boys, Gary Dalton and Gordon Dombrowski; junior girls, Judianne Gleissner, Donna Lyman and Mary Ann Hohl; intermediate men, Larry Oberlander and Eugene Porcucci; intermediate ladies, Norma Brozek; novice men, Marvin Kedroske, Willard Wapp and Burr Jensen; novice ladies, Kristine Gajmerac and Betty Prondzinski.

Juvenile boys, Danny Gleissner; juvenile girls, Kathleen Wolbach; junior boys, Gary Dalton and Gordon Dombrowski; junior girls, Judianne Gleissner, Donna Lyman and Mary Ann Hohl; intermediate men, Larry Oberlander and Eugene Porcucci; intermediate ladies, Norma Brozek; novice men, Marvin Kedroske, Willard Wapp and Burr Jensen; novice ladies, Kristine Gajmerac and Betty Prondzinski.

Juvenile dance, Danny Gleissner and Ruth Ann Langowski; Junior dance, Gary Dalton and Judianne Gleissner; Thomas De Buhr and Karen Zetterlund; Dave De Lore and Donna Lyman. Novice dance, Burr Jensen and Vera Lee; Edward Jajtasich and Betty Prondzinski; Robert Adams and Geraldine Davis. Intermediate dance, Kristine Gajmerac and Eugene Porcucci; Evelyn Brozek and Richard Braasch Jr.; Richard and Juanita Burg. Senior dance, Frank Greleck Jr. and Margie Phalen; John and Dorothy Heinke.

**Watch UNIVERSAL'S ads for NEW FAST SELLERS. Lowest Prices—PROMPT SHIPMENT.**

- SUN GLASSES, (latest number, aviator type, packed in clear non-breakable case) ..... Doz. \$7.30 \$78.00 GR.
- MR. BEAK (BIG NOSE), realistic flesh-like plastic mounted on superior frame ..... Doz. \$3.75 \$30.00 GR.
- PLASTIC CUPS & SAUCERS, 4 of each, ass'd. colors, in litho box ..... Set 60c \$6.00 DZ. SETS
- PICNIC SET #1. Has 4 cups and 4 large divided dinner plates. Comes packed 4 colors in carrying case ... Set \$1.35 \$14.40 DZ. SETS
- PICNIC SET #2. Same as No. 1 but with pint size vacuum bottle. ... Set \$2.50 \$23.00 DZ. SETS
- VACUUM BOTTLES, Pint size, U. S. A. make. Unbreakable Polyethylene cup. NONE BETTER MADE. .... Ea. 90c \$9.00 DOZ.
- ROLL FILM NO. 127, 8 exposures. A knockout value, Ea. 7c, 1000 Lots \$ .05 EA.
- OILY NAIL POLISH REMOVER, 2 oz. bottle, NEW UNIQUE PACK. AGE ..... Doz. \$4.00 \$7.20 GR.
- NEEDLE BOOKS, "CENTURY OF PROGRESS." Big assortment with Needle Threading ..... \$8.75 GR.

ORDER FROM NEAREST BRANCH  
**UNIVERSAL MDSE. CO.**  
741 MAGAZINE ST. 5400 SO. SANTA FE  
NEW ORLEANS, LA. LOS ANGELES CALIF.

**REAL LIFE PHOTOS!**  
LOOK AT THIS PRICE!

**\$5.25 DOZ.**  
**\$55.00 GR.**  
One sample, 75c prepaid. Jobbers: Write for prices on this item.



Optical Illusion gives lifelike movement to picture in attractive frame. Size of picture 5"x7". (Send for assortment or specify style.)  
Dancer, Fan Girl, Nola Girl, Christ Crying, Pope, Crying Madonna, Crying Baby and Cat.

**GRUESOME PUSSES**

In Monkey, Fat Man, Devil, Mr. Goodfellow, Loads of fun. Lots of laughs. Made of soft Latex Rubber. You can make a funny grotesque face with motion of hand. Painted eyes. Novelty pencil eraser. 3 Doz. assorted pussies to display box, ass'd. colors.  
**\$1.20 DOZ. \$13.50 GR.**  
Sample Two Doz. Prepaid, \$1.50  
Dealers—Write for free 1950 Catalogue Price List.  
We Ship F. O. B. New York—On C. O. D. Shipment, 25% Deposit Required.  
**PRITT NOVELTY CO., INC.**  
12 W. 27th St. NEW YORK 1, N.Y.



**COWBOY LIGHTER**

New and Different SILVER FINISH. LIFT HEAD TO OPERATE. 4 inches high.  
**\$5.40 Doz.; \$60.00 Gr.**  
Individually Boxed.  
**Normandie Sales Co.**  
338 East 4th St., Los Angeles 13, Calif.



**MASSIVE MIRROR FINISH IDENTS**

The Best by Test—Looks Like \$10 Seller  
**\$2.75 Doz. \$30. Gross**  
25% Deposit with Order, Balance C. O. D.  
**SALPRO CO.** 3524 W. Arden St. Chicago 24, Ill.



Be the FIRST in your Area to sell



**Light Up and Make Up**

THE ONLY ILLUMINATED LIPSTICK KIT ON THE MARKET

A gorgeous plastic lipstick kit fitted with  
★ Two Don Juan Lipsticks

★ Unbreakable True View Mirror ★ Push Button "Beauty Beam" Flashlight  
Comes in a rainbow range of beautiful marbled colors

**\$7.20 PER DOZ.**

25% with order, balance C. O. D. Special prices in lots of half gross or more. All shipments prepaid.

BE THE FIRST! Get the CREAM of the sales in your territory . . . ORDER NOW!

Write, Wire or Telephone  
325 West Huron Street  
Chicago 10, Illinois  
**Susan B. Clark, Inc.**  
Whitehall 4-3727

**THE WOLF PACK**

- 52 Nudie Playing Cards, Doz. .... \$11.40
- Magic Dream Girl Photolite Pen, 5.00
- cd. Doz. .... 5.50
- Floating Boy Pencil, Doz. .... 4.50
- Floating Doll Pencil, Doz. .... 4.50
- 3 Pc. Pen Set—Gold Caps, Doz. .... 4.50
- 5 Way Pen Set Inc. Flashlight & Liter, Doz. .... 9.00
- Sun Glasses—Yellow Metal Fr. With Case, Doz. .... 6.60
- Bronze Horses—Clocks—Watches—Rings
- 25% deposit, bal. C.O.D. plus postage F.O.B. L. A.
- Winston Novelty Co.**  
425 So. Los Angeles St. Los Angeles 13, Calif.

- Large Nationality Dolls, Doz. .... \$40.00
- Pistol Lighters, Doz. .... 12.00
- Dart Balloons—#4, Gr. .... .55
- Tool the Mahool Flute, Dr. \$3.25; Gr. 36.00
- Large Gibson Dolls, Doz. .... 40.00
- Twinkle, Doz. .... 3.50

**SALESBOARD OPERATORS**  
VISIT US WHILE IN TOWN FOR THE CONVENTION Catalog on Request.  
25% Deposit, Balance C. O. D.  
**NATE'S SALES CO.**  
1354 S. Halsted St. Chicago 7, Ill.

**PHOTO KNIFE**

Two Blades Nicely Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo.  
**158400 \$3.90 Per Doz.**  
**10 Doz. or More—\$3.50 Per Doz.**  
**ROHDE SPENCER CO.**  
228-225 W. Madison St. Chicago 6, Ill.



**VISIT OUR BOOTH No. 32 AT SHERATON HOTEL Chicago—May 22, 23, 24**

**RECONDITIONED WISS WATCHES**

7 & 15 Jewel Movements —Yellow Top Cases  
Stainless Steel Backs, all with Rhinestone Dials.  
**\$6.95** ea. with leather straps  
**\$7.45** ea. with yellow mesh band  
Reconditioned Rhinestone O/S & 3/O Stein & Waltham Yellow Top Case Wrist, ea. .... \$7.85  
WRITE FOR OUR FREE Reconditioned Watch Catalog



15,000 Pcs. of COSTUME JEWELRY  
Retail Value \$1 to \$2.50  
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Gold-Like, Bullet Shape Top, Plastic Barrel, Ass'd. Colors—10c.  
15% Dep. Bal. C.O.D. WRITE FOR FLYER on everything from A to Z  
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# SALESBOARD MEET UNDER WAY

## 4 Ch'go Board Firms Show In Plants, Hotel

CHICAGO, May 20.—Open house plant and special hotel suite showings were set by four Chicago salesboard manufacturers, starting Monday (22) and continuing thru Wednesday (24). New releases mark the theme of each presentation, supplemented by a complete display of the firm's entire line, according to company officials.

Gardner & Company was prepared to host visitors at its South Michigan Avenue headquarters (The Billboard, May 20) with board displays, plant tours, food, refreshments and entertainment. Empire Press, Inc., was ready to debut new numbers during its showing in its suite at the Morrison Hotel.

Remaining two plant open houses were arranged by Peerless Products, Inc., at its Plymouth Court quarters, and the McNamara Company at the latter's West Lake Street facilities. Both are highlighting new and novel numbers in addition to displays of their entire lines.

## SALESBOARD SIDELIGHTS

Mort Secore, Secore & Secore, Chicago, is enthusing over the newest board release which features a "dancing" figure. Called New Picturette, available in nickel and dime play, it carries a 5 by 7-inch die-cut form set flush in the upper part of the board, so designed that upon walking up to the board the form appears to dance or move. The illusion is so realistic that "animated" sales demand is expected for the number, according to Mort. He cites Secore representatives' initial sales experience with the board upon introduction recently; no turn-downs. Irvin Secore seconds Mort's sales tale upon his return from a road tour during which he featured the number. Refreshment plans for Secore's special hosting room at the Sheraton during the board show will include a complete array of liquids plus the usual king-size welcome mat, Mort says.

Samuel J. George, Gam Sales Company, Peoria, Ill., tells of the big reception being accorded the new section play ticket games, of which firm's Bingo Ticket was the initial offering. He predicts Gam's 100 per cent conversion to section play in all styles of tickets shortly.

Renewed activity on the board, ticket fronts is the word from Nate Rake's Rake Coin Machine Exchange, Philadelphia. Among the leading order contenders are the pellet insert boards which Rake distributes for the McNamara Company, Chicago. Ten-o-Five and Golden Bowl are toppers in latter field.

Nat Rake, of the Rake Coin Machine Exchange, Philadelphia, reports the outlet has been named distributor in his area for Little Chief games. The pellet boards are made by the Jerry Scanlon Manufacturing Company, Chicago.

Superior Products, Chicago, is figuring on hitting some early season home runs with its trio of baseball boards. Irving Sax, general sales manager, says the series will be played up heavily during the three-day board, ticket and novelty show at the Sheraton in Chicago (22-24). The numbers are Fielder's Mitt, 1,500 holes; Pennant Winners, 1,680 holes, and King of Sluggers, 1,280 holes. All are nickel play.

Gardner & Company, Chicago, is making a big bid for visitor attendance to top its 1949 plant open house. President and Sales Manager Irwin Feltler tells of the continuous flow of food, drink, entertainment to highlight the day and evening hours of the three-day showing. In addition to being served by model hostesses, visitors will have the opportunity to

join in community sings, see television programs, and join conducted tours thru the plant.

Joseph Kopper, of Target Arms, Inc., New York, will be on hand at the Chicago board show May 22-24. He plans to offer board ops a "nationally advertised rifle at factory prices." They should be top-prize draws, Kopper claims.

Slow Sales Company, Seattle, is pitching in for a high sales run on its Play Ball pellet counter game. Starting with Western coverage, the firm is now branching to national coverage based on its initial reception. Game, nickel play, features locks, front and rear, and a wood cabinet with metal trim. . . . H. M. Shoemaker, Muncie Novelty Company, Muncie, Ind., tells of faster sales action on the lines of carded, pullboard, can and jar deals. Also going good are the stapled tickets, bingos, he adds.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., sends word of better activity in the salesboard and ticket business. Package deals are still hitting high favor, he says. . . . Roy Galentine, Galentine Novelty Company, South Bend, Ind., is another official to contribute data on hypod board and jar deal activity.

Carol Sales Company, Elmira, N. Y., continues to offer operators a big variety of items when they come in to look over the showroom in person. Dick Hitter says the over 150 different boards and tickets always on display, plus the presence of a "warehouse loaded with merchandise," makes for good pickin's and on-the-dot delivery.

Sam Feldman, sales manager of Harlich Corporation, Chicago, will be on hand in the firm's booth in the Sheraton Hotel this week to exchange handshakes with old friends and customers. Sam thinks the Harlich line will prove potent punch material. . . . Jerry Scanlan, Chicago, is girding his sales lingo and his pedal extremities for a full three days of palaver and standing at the board meet. His firm's pellet board, counter game line will be the subject of his enthusiastic spiels.

## 25 Companies Feature New Lines, Ideas

Show Is "Largest Yet"

CHICAGO, May 20.—Twenty-five salesboard, ticket and novelty manufacturers will feature new and better money-making merchandise at the 1950 Punchboard, Ticket and Novelty Industries convention which opens Monday (22) at the Sheraton Hotel.

Displays, set up in the hotel's Grand Ballroom, will open daily at 10 a.m. and close at "10 p.m. or later." Abe Ostrinsky, show chairman, states that the three-day showing, which ends Wednesday (24), will be larger than in previous years, and in addition will offer visitors the advantage of seeing exhibits concentrated within a single area.

In addition to highlighting new and novel boards, ticket deals and premium merchandise, the exhibitors' convention will feature a full program of entertainment plus a daily buffet and an "open house" bar positioned on the exhibit floor.

Making up the exhibitor list are 11 salesboard and ticket firms and 14 novelty companies. Increased interest on the part of the latter indicates the variety of new items available for use as prize and premium merchandise.

The 25 firms which will be on hand with jobber-operator-player aimed displays are:

Bee Jay Products, Inc., Chicago; Secore & Secore, Chicago; Superior Products, Inc., Chicago; Gam Sales Company, Peoria, Ill.; Pioneer Manufacturing Company, Chicago; Universal Manufacturing Company, Kansas City; Jerry Scanlan, Chicago; Consolidated-Container Corporation, St. Louis; Harlich Corporation, Chicago; T & G Sales Company, Jacksonville, Ill., and Triangle Manufacturing Company, Minneapolis.

Novelty firms showing are: Thrift Novelty Company, Denver; Specialty Sales Company, Minneapolis; Bush Metal Products Company, New York; D. A. Pachter Company, Chicago; Life-Time Products, Chicago; Lady Alice Pearls, New York; Clinton Metal Company, Chicago.

Gopher Distributing Company, St. (See Salesboard Meet on page 108)

**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.

**HAVE FUN!**  
AT GARDNER'S  
**OPEN HOUSE**  
FOR CUSTOMERS  
MAY 22<sup>ND</sup> - 23<sup>RD</sup> & 24<sup>TH</sup>

FOOD—DRINKS—GIFTS  
ENTERTAINMENT  
ALL DAY & EVE. 'TIL . . . ?

**GARDNER & COMPANY**  
2222 S. MICHIGAN - CALUMET 5-3634, CHICAGO

**Attention!**  
**SALESBOARD MEN**  
READ PAGE NUMBER 129

The PLAY-WRITE is a new Sensational Machine for Salesboard Men. It will open territory for you.

See us without fail at the ACGMA Show at the Hotel Sherman, Booths Number 110-111, or at our suite at the Hotel Sherman.

Don't miss the PLAY-WRITE—a board man of 21 years' experience designed this machine for you.

**GIVE TO THE RUNYON CANCER FUND**

**Salesboards—Bargains**

1000	3¢ Double Flinn	Prof. \$24.00	\$ 49
1440	3¢ Barrel Board	Prof. 18.00	37
2024	10¢ Barrel Board	Prof. \$2.90	1.18
1800	3¢ Lulu Board, X Tk.	18.00	1.18
1800	3¢ Dollar Board	Prof. 30.00	1.24
2000	3¢ Dollar Board	Prof. 48.00	1.48
1000	33¢ J.P. Charley	Prof. \$52.28	\$ 49
1200	25¢ Texas Charley, Seal	102.00	.98
2000	to 499 25¢ Jumbo Bds.	40.00	1.23
1000	3¢ J.P. Board	25.00	1.19
1000	to 1200 J.P. Girlie	29.00	1.45
2400	3¢ J.P. Barrel	Prof. 41.20	1.99
1850	25¢ Block Buster, X Tk.	81.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

**SALESBOARDS AND TICKET DEALS**  
WRITE, WIRE, OR PHONE FOR JOBBERS & OPERATORS PRICE LIST

**B. P. PRODUCTS**  
1907 FREDMONT RD., CHARLESTON, W. VA.  
PHONE 33 771

**SALESBOARDS—JAR TICKETS**  
**NEW LOW PRICES** ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Net Price
300	25¢	KWARTER KOLOR, THICK	Def. \$15.00	\$ .50	
400	3¢	LUCKY BUCKS, THICK	Def. 7.00	.78	
1000	3¢	CHARLEY, THIN	Def. 17.00	.80	
1000	25¢	J.P. CHARLEY, THIN	Avg. 32.00	.80	
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.00	1.20	
1000	3¢	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89	1.75	
1000	3¢	MOLD THAT LINE, GIRL BOARD	Avg. 27.70	1.75	
1000	3¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	1.75	
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	1.75	
1000	25¢	SIX TWO BITS	Avg. 114.28	1.75	

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST  
Stating your requirements. Large stock. P5n Tip Detinite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA**

**SALESBOARDS—JAR TICKETS**

Holes	Play	Description	Def.	Profit	Price
400	3¢	WIN A BUCK, Thick	Def. 8.70	1.48	
300	25¢	Quarter Kolor, Thick	Def. 15.00	.80	
1000	25¢	Charley Board, Thick	Def. 50.00	.80	
1800	25¢	Jack Pot Charley, Thick	Avg. \$2.00	.90	
1200	25¢	Texas Charley, Thick	Avg. \$62.99	1.50	
1200	3¢	Sausage, Thick	Avg. 24.18	2.00	
1000	3¢	Jack in Barrel, Thick	Avg. 49.78	3.00	
100	25¢	Pin & Sawbuck, Thick (3-25)	Avg. 25.15	1.80	
3000	10¢	W. G. Green on Tr. (Die Cut)	Avg. 75.00	4.00	

Jar Tickets—Binco Tickets, 1000, 1200, 1240, 1400, Tin Boards.  
All orders shipped same day received, 25% deposit; balance C. O. D.

**LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.**

# ON DISPLAY AT THE P-T-N SHOW

## SHERATON HOTEL GRAND BALLROOM

### MAY 22-23-24

### THE HIT OF THE SHOW SUPERIOR'S SENSATIONAL

# "GLO" BOARDS

READY FOR IMMEDIATE DELIVERY  
SEE US AT BOOTH #2

## SUPERIOR PRODUCTS, INC.

2133-59 W. FULTON STREET CHICAGO, ILLINOIS

**WE HAVE THEM IN STOCK!**  
SENSATIONAL MONEY-MAKERS!

<b>Black Beauty</b> PELLET BOARD CIG. OR CASH PAYOUT Aver. Profit 5¢ PLAY ..... \$ 80.00 10¢ PLAY ..... 121.00 25¢ PLAY ..... 202.00	<b>LITTLE CHIEF GAMES</b>	<b>Triple Play</b> PELLET BOARD Aver. Profit 5¢ Play ..... \$ 74.36 10¢ Play ..... 119.20 25¢ Play ..... 193.48
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OPERATORS AND JOBBERS, SEND FOR COMPLETE DETAILS!

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609 Spring Garden Street Lombard 3-2676 Philadelphia 23, Pa.

## DON'T GAMBLE

Buy From Indiana's Largest Distributor  
Immediate Shipment Good Clean Stock

Nice Thick Jackpot Charleys, 85c ea.; Assorted 3c Girl Boards, av. \$25-\$30 profit, doz., \$20; Assorted 10c Boards, good profit makers, doz., \$30; Assorted 25c Boards, good profit makers, doz., \$25; LUCKY LULU JAR GAME WITH JAR, profit \$38, each \$3.35; Lucky Seven Tickets, dozen lots, \$1.25 per bag; WOLF PAK ART MODEL PLAYING CARDS, \$15 per dozen; JUMBO PLUSH BEARS, the finest fur, \$3.50 each; McNamora PELLET BOARDS, all styles, WRITE: 2170 RWB Single Tickets, per bag, \$1.00 gross lots. All types of Premium Merchandise—Pencils, Watches, etc.

**GALENTINE NOVELTY CO.**  
SOUTH BEND 24, INDIANA

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines, all makes, Models; lowest prices; what have you to sell? Mac Postal, 5616 N. Neward Ave., Chicago, Ill. j38

ARCADES, OPERATORS -- PHOTOMATICS, \$77.50; also some reconditioned ready for business, excellent buy. Raspbury, 113 Henry, River Rouge, Mich. j38

A SPECIAL SALE OF USED CANDY BAR VENDORS, Scales, Aspirin Vendors, Lotion Machines and other equipment; free list. Adams Co., 6926 Roosevelt, Oak Park, Ill. j63

BALLY JOCKEY SPECIAL, \$84.50. A-1 condition; consider trade in. Dea's, Main St., Elmira, N. Y. j38

BARGAIN—BUCKLEY TRACK ODDS, LATE model, Twin Tube Bally Double, cash or token payout, used 30 days, guaranteed like new, sell or trade. Ace Novelty Co., Rt. 13, Box 611, Fresno, Calif. my27

CIGARETTE MACHINES—THE BEST BUYS IN reconditioned cigarette machines are at Central; write for details; we buy used cigarette machine equipment. Central Vending Machine Service Co., 397 Parrish St., Philadelphia 4, Pa. j38

ERIE DIGGERS—HOLLYCRANES, MERCHANTMEN, Iron Claws, Microscopes, Rotary Merchandisers; we buy diggers, rotaries, National, 1213 Sansom, Philadelphia, Pa. j38

FOR SALE—11 ERIE DIGGERS AND TRAILER, A-1, \$1,200. Ruth Doyle, Shelbina, Mo. j38

LOW PRICES—3 CARD VENDORS, \$15; GUNS, \$35; Bowling Alley, \$95 and up; Peanut and Gum Vendors, like new, \$5; Panny Weighing Scales (write); Popcorn Machines, coin and non-coin-operated (write); Shoe Shine Machines, \$95; Juice Boxes, \$75; hundreds of other items; write us your needs. Logan Distributing Co., 2320 Milwaukee Ave., Chicago 47, Ill. j63

N. W. MODEL 33, 34 EACH; N. W. MODEL 49, 1" and 5" \$10 each; Advance Harshay Machines, rebuilt, \$10 each. Write for attractive prices on Charms, 5 Shoe Shining Machines, used for demonstration, like new, \$79 each. Southern Coin-Mat, 943 N. W. 7th Ave., Miami Beach, Fla. j38

POKERINOS — 15 SCIENTIFIC; EXCELLENT condition, \$60 each; Stools, \$2; Johnson Electric Coin Counter, \$68; J.C.B. Weinstein, 520 Oriental, Atlantic City, N. J. j38

NEVCO ICE CREAM CUP MACHINES, LESS year old, forced to sell, must leave State, Vending, 413 Main St., Coraopolis, Pa. my27

SHUFFLEBOARDS—NATIONALS 18 AND 22 ft., good condition, only \$100 or will trade for Shuffle Alley, Chicago Bowling Machine Co., 2127 Belmont, Chicago, Ill. j38

SLOT BARGAINS—NICKEL, DIME, QUARTER Blue Fronts, \$35; Brown Fronts, \$40; Chromes, \$45; late Vest Pockets, \$25; 1 Jumbo, C.P.O. tie head, \$50 crated; 5c Jennings Silver, \$40; 25c Jennings Standard, \$55; 1/4 deposit, John Burke, Southern Shores, Edgewater, Md. j38

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample, J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. j38

SWAP OR SELL—SIX ART SKILL GUNS, used six weeks, \$20 ea.; three Model 7 Packard Phonographs, good condition, \$100 each or will swap for new or used cigarette vendors. Dickland Music Co., P. O. Box 133, Sta. A, Atlanta, Ga. j38

TICKETS FOR INTERNATIONAL TICKET Scales, limited supply \$100 per M; full cash with order. Austin Scale Co., P.O. Box 8202, Houston 4, Tex. j38

4 EXHIBIT'S ROTARY MERCHANDISERS—Clean, like new, push button type, \$105 each. Arme Amusement Co., Inc., 3210 Boardwalk, Wildwood, N. J. Phone 22616. j38

## SALESBOARD MEET

(Continued from page 107)

Paul; Crestline Manufacturing Company, New York; Emess Sales Company, St. Louis; DeFour Sales Company, Chicago; Tucker-Lowenthal Company, Chicago; Tasson-Steiner Manufacturing Company, Camden, N. J., and Finer Products Company, Chicago.

ATTRACTIVE and UNUSUAL  
**PUSH CARDS**

Designed and Manufactured by  
**RAY MERTZ & CO.**

525 S. Dearborn St. • Chicago 5

16 TO 22 FT. MERCURY SHUFFLEBOARDS — Complete "crated and delivered to your city free" \$150 each; send 1/2, bal. c.o.d. Oakdale Sales, 2860 N. Clark St., Chicago, Ill. j38

5 KIRK ASTROLOGY (SMALL MODEL) TICKET Scales, perfect condition, \$60 each; 8 Centennial Ticket Scales, \$15 each; \$125 for lot or will consider trading for Coin Radios. Box 355, Billboard, Chicago. j38

7 POPCORN VENDORS—SUNPUFF DIME HOT Popcorn Vendors, \$37.50 each. Northside Co., 509 E. 4th, Indianapolis, Iowa. my27

16MM. "SOUNDIES" USED PRINTS FOR PANORAM Projection; only complete stock in existence; price as low as \$13.95 per dozen prints; write for list of currently available titles. Blackhawk Films, Dept. BBA, Davenport, Iowa. j38

50 SLIGHTLY USED MERCURY ATHLETIC Scales, \$39.50 each. Send deposit. Star Sales, 1121 Woodland Ave., Austin, Tex. my27

SEE US AT  
**MORRISON HOTEL**

MAY 22, 23, 24

SAVE YOUR MONEY

WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE

**PUNCH BOARDS**  
PUSH CARDS

**EMPIRE PRESS, Inc.**

466 W. Superior Chicago 10

MOhawk 4-4118

## HAVE FUN!

AT GARDNER'S  
**OPEN HOUSE**

FOR CUSTOMERS  
MAY 22ND - 23RD & 24TH

FOOD-DRINKS-GIFTS  
ENTERTAINMENT  
ALL DAY & EVE. 'TIL ...!



**GARDNER & COMPANY**  
2272 S. MICHIGAN from CALUMET 5-3434, CHICAGO

**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.

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

# 1st ACMMA SHOW UNDER WAY

## Mutoscope Starts New Coin Game

Gim Called "Flying Saucers"

NEW YORK, May 20.—The International Mutoscope Corporation has begun production on Flying Saucers, a new coin-operated game utilizing the play features of an earlier Mutoscope product, Drivemobile, but scaled down to aid installation in normal operator locations.

A plane of ultra-modern design travels a changing course over a revolving drum. The player guides the plane by manipulating a double-handled stick. The accuracy with which he keeps to the erratic course determines his final score. A nickel actuates the game which lasts about one minute. Flying saucers are used in the decorative scheme.

Bill Rabkin, president, said the game lists at "about \$200." Smaller than the arcade standard, it measures 17 by 20 by 65 inches. It will also be offered in a counter model without base, standing about 32 inches high.

Developed over the past six months, it will have its first public trade showing at the American Coin Machine Manufacturers' Association convention next week.

## Appoint Pieri Sales Manager Of J. H. Keeney

CHICAGO, May 20. — President Roy McGinnis this week named Charles J. Pieri sales manager of J. H. Keeney & Company. Pieri resigned a similar post with the amusement game division of the Exhibit Supply Company Friday (12).

The new Keeney official has been a sales and production executive for 17 years. In July, 1948, he was appointed road representative for Exhibit and was named sales manager in October of the same year. In the past two years he traveled in virtually all of the 48 States. From 1940 to 1946 he was with Western Electric Company in charge of 58 production plants from Boston to Chicago.

The Pieri appointment covers all products made by Keeney including shuffle and pinball games, consoles, cigarette vending line and shuffleboard products.

## No Developments

WASHINGTON, May 20.—The House Interstate Commerce Committee reported "no developments" this week on the Johnson Bill. The committee is still mulling possible additional hearings and has virtually decided that any future session would be limited to one day. The committee agenda is packed until the end of the month so it is doubtful that there will be another hearing before June.

## Diversification in Dakota:

### Interlacing Equipment Working For Imig, Who Beat the Bushes To Build Up Successful Route

By Norman Weiser

YANKTON, S. D., May 20.—The weather is not the only thing in South Dakota that features diversification as its theme song. In the coin machine industry here its just as common to see an operator handling various types of amusement, music and vending equipment as it is to see snow storms in the late spring when flowers are already blooming a few hundred miles away.

One of the most aggressive coinmen in South Dakota is Mike Imig, who operates his route in seven counties in the State, and combines his promotional and recreational activities to the advantage of his coin machine business. Right now Imig includes in his route music, pin ball games, roll downs, gum venders, bowling games, shuffle games and regulation shuffleboards. And he has tried just about every other type of equipment introduced in the field, from coin-

operated radios to counter units, to make sure his locations have the type of equipment which spell profits for all concerned.

#### Operating Problems

In practically every locality in the country there exist operating problems peculiar to only that section. In South Dakota there are the usual number of local operational hazards, plus a few extras thrown in for good measure.

For instance, just a few weeks ago Imig started to travel his route early one sunshiny morning. Some six hours later he was snowbound, his car hopelessly stalled, and the only available train which could take him back to Yankton, some few miles away, was running more than seven hours late.

Roads are not always the best, and (See Interlacing on page 165)

## Los Angeles Firms, Ops at Convensh as RR Strike Ends

LOS ANGELES, May 20. — Los Angeles was assured a good representation at the initial show of the American Coin Machine Manufacturers' Association at the Hotel Sherman May 22-24 with the settlement of the railroad strike.

Among the local firms displaying at the show are Fruit-O-Matic Manufacturing Company, Oak Manufacturing Company, Auto-Photo Company and Pacific Shuffleboard Bowling Company.

Paul Oatey and Jack de Graaf, of Fruit-O-Matic, left by plane Saturday (20). A model of the selective fruit vender was flown to the convention city. Following the Chicago show, de Graaf, sales manager, plans to display the equipment in other Eastern cities. This marks the first time this company has shown its line.

#### Bulk Venders

Oak Manufacturing Company will be represented by Sid Bloom, secretary of the firm. Bloom has been in the Midwest for six weeks with the firm's new charms vender. In

addition to this a complete line of the bulk merchandisers will be shown. Meyer Abelson, of American Distributing Company, Pittsburgh, Eastern sales representative, also planned to attend.

The Auto-Photo Company will debut its automatic photographic machine that delivers a strip of four different pictures or poses. Joe Winegarden represents the firm. Winegarden left the Coast some weeks ago with truck and trailer, showing the device to operators at intermediate points.

#### Shuffle Unit

William Schrader, of the Pacific Shuffleboard Bowling Company, will present his scorer, which can be attached to the end of any regulation shuffleboard. Schrader, long identified in the manufacturing business, has rushed models thru in order to have them available at the show.

The jobbing category will be represented by Lucille and Paul Laymon. They left yesterday aboard the Santa Fe Chief.

## Boots and Saddles in Order as Show Spotlights Coin Op Dobbin

CHICAGO, May 20.—One of the attention-grabbers at the ACMMA sponsored All-Industry Coin Machine Show at the Hotel Sherman next week (22-24) will be a coin-operated mechanical horse designed for use by the entire family as a fun and health device. The exerciser is called the Crusader and is the brain child of C. T. Small, Memphis.

Made of aluminum and steel, the mechanism is encased and is air-cooled to permit lengthy periods of operation. A leather bridle and saddle with adjustable stirrups comes with the unit, which is available in bronzed-gold, dapple grey, strawberry roan and ebony black.

The device is 30 inches wide, 55 inches long, 58 inches high and weighs 425 pounds. It is three-gaited, being able to operate a walk, trot or canter. Speeds are set by a regulator at the top of the horse.

## Ops To Find Exhibs, Fun, Biz in Chicago

### See Record Registration

CHICAGO, May 20.—Chicago became the trade's capital this weekend as coinmen from all 48 States and several foreign delegations began arriving for the first all-industry coin machine show, sponsored by the American Coin Machine Manufacturers' Association (ACMMA), at the Hotel Sherman Monday thru Wednesday (22-24). Last-minute reports from local manufacturing plants and distributor headquarters indicated that the over-all attendance would be of record proportions as all room space set aside at the Sherman, the Palmer House, the Morrison, Sheraton and other Loop hotels was sold.

The prime objectives of visiting coinmen will be to see what is new in all phases of the industry—for virtually every type of product will be shown, including venders, games, shuffleboard and music machines, and to talk over pertinent trade problems national in scope—the first ACMMA show also will be social in nature. The main exhibition day will be Monday (22) when the convention floor will be open from 10 a.m. to 10 p.m. On Monday afternoon the one convention business meeting will be held at which ACMMA members will elect a new board of directors.

The second day, Tuesday (23), the exhibit hall will be open from (See 1st ACMMA Show on page 153)

## Exhibit Supply Names Mencuri Sales Manager

CHICAGO, May 20.—The Exhibit Supply Company appointed Frank Mencuri sales manager of its amusement game line effective Monday



FRANK MENCURI

(15). He succeeds Charles J. Pieri, and also retains the sales manager post of Exhibit's arcade division.

In making the announcement, Ford SeBastian, executive vice-president, (See Mencuri Sales Mgr. page 165)

# ACMMA Convention-May 22-23-24

## Program • Officers • Exhibitors

### EXHIBIT HOURS

Monday, May 22—  
10 am.-10 p.m.

Tuesday, May 23—  
10 a.m.-4 p.m.

★ Banquet—7 p.m.

Wednesday, May 24—  
10 am.-4 p.m.

### OFFICERS

#### PRESIDENT

Herbert B. Jones  
Bally Manufacturing Company

#### VICE-PRESIDENT

William J. Ryan  
Universal Industries, Inc.

#### SECRETARY

Vincent C. Shay  
Bell-O-Matic Corporation

#### ASSISTANT SECRETARY

D. W. McClay  
O. D. Jennings Company

#### TREASURER

Roy McGinnis  
J. H. Keeney & Company

#### ASSISTANT TREASURER

G. F. Haley  
Buckley Manufacturing Company

### DIRECTORS

Patrick J. Buckley  
Buckley Manufacturing Company

Richard W. Hood  
H. C. Evans & Company

Roy McGinnis  
J. H. Keeney & Company

Raymond T. Moloney  
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Abco Novelty Co., Booth 74  
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Coinmeter games

A.B.T. Manufacturing Corp., Booth 11  
715 N. Kedzie Ave., Chicago  
Coin changers, coin chutes, scales, counter games, rifle game

American Shuffleboard Co., Booths 33, 34, 35, 36  
210 Paterson Plank Road, Union City, N. J.  
Shuffleboards, shuffleboard accessories

AMI, Inc., Booths 37, 38, 39, 40  
1500 Union Ave., S. E., Grand Rapids, Mich.  
Juke boxes, music equipment

Automatic Products Co., Booths 101, 102  
250 W. 57th St., New York  
Beverage, cigarette vending machines

Auto-Photo Co., Booth 84  
1444 S. San Pedro St., Los Angeles  
Coin-operated photo machines

Baker Novelty Co., Booth 63  
1700 Washington Blvd., Chicago  
Consoles, amusement machines

Bally Manufacturing Co., Booths 55, 56, 57, 58, 59, 60, 61, 62  
2640 Belmont Ave., Chicago  
Consoles, pinball and shuffle games

Bell-O-Matic Corp., Booths 47, 48, 49, 50  
4100 Fullerton Ave., Chicago  
Bell machines

The Billboard Publishing Co., Booths 89, 90  
188 W. Randolph St., Chicago  
The Billboard and Vend

Breuer Electric Manufacturing Co., Booth 83  
5118 Ravenswood Ave., Chicago  
Electric blowers and vacuum cleaners

Buckley Manufacturing Co., Booths 17, 18, 19  
4223 W. Lake St., Chicago  
Bell machines, consoles, music equipment, shuffleboard accessories

The Cash Box, Booth 77  
Empire State Bldg., New York  
Publications, coin machine

Citation Novelty Products, Inc., Booth 85  
1500 Union Ave., Baltimore  
Counter games, coin-operated dice games

Coin Machine Journal, Inc., Booth 92  
407 S. Dearborn St., Chicago  
Publications, coin machine

Coin Machine Service Co., Booth 113  
1547 N. Fairfield Ave., Chicago  
Shuffleboards, shuffleboard equipment

Como Manufacturing Corp., Booth 114  
2532 N. Elston Ave., Chicago  
Hollycranes

Deutsch Lock Co., Inc., Booth 99  
5435 State Line Road, Hammond, Ind.  
Locks

Edeleo Manufacturing & Sales Co., Booths 26, 27, 28  
1439 Franklin St., Detroit  
Bowling, pool, akee ball, skill games

Empire Coin Machine Exchange, Booths 93, 94  
1012 N. Milwaukee Ave., Chicago  
Shuffleboard conversion, shuffle games, vending machines

H. C. Evans & Co., Booths 43, 44, 45, 46, 79, 80

1528 W. Adams St., Chicago  
Arcade equipment, bowling, consoles, juke boxes, shuffle games

First Distributors, Booth 88  
1748 W. North Ave., Chicago  
Ball gum vending machine

Fischer Sales & Manufacturing Co., Booth 104

210 N. Ewing Ave., St. Louis  
Pool tables, coin-operated

Fruit-O-Matic Manufacturing Co., Inc., Booth 78

5225 Wilshire Blvd., Los Angeles  
Vendors, fresh fruit

Gaylord Manufacturing Co., Booth 90-B

660 S. Rochester Rd., Clawson, Mich.  
Ball gum, bulk merchandise, candy vending machines

Globe Distributing Co., Booth 87

1823 N. California Ave., Chicago  
Coin counters, coin sorters, coin wrappers

Groetchen Tool & Manufacturing Co., Booth 15

128 N. Union St., Chicago  
Counter games, bells

Karl Guggenheim, Inc., Booth 16

33 Union Square, New York

Charms for bulk vendors

International Mutoscope Corp., Booths 72, 73

44-02 11th St., Long Island City, N. Y.  
Photograph machines, voice machines, coin-operated arcade equipment

O. D. Jennings Co., Booths 5, 6

4307 W. Lake St., Chicago  
Bell machines

J. H. Keeney & Co., Inc., Booths 29, 30, 31, 32

2600 W. 50th St., Chicago  
Shuffle games, cigarette vander, shuffleboard scoreboard, shuffleboard conversion, penny loader

King Pin Equipment Co., Booths 81, 82  
828 Mills St., Kalamazoo, Mich.  
Shuffleboards, shuffleboard accessories, shuffleboard conversion

Kool Sleep, Inc., Booth 63-B  
Cambridge, O.  
Coin-operated room cooler

Leaf Gum Company, Division of Leaf Brands, Inc., Booth 2

1155 N. Cicero Ave., Chicago  
Ball gum, candy for vendors

Marvel Manufacturing Co., Booth 71

2847 Fullerton Ave., Chicago  
Counter games, shuffleboard scoreboard

Memphis Metal Manufacturing Co., Booth 1

785 Tanglewood St., Memphis  
Exercising machines

The Bert Mills Corp., Booths 45-A, 46-A  
400 Crescent Blvd., Lombard, Ill.  
Hot coffee vending machine

Mills Industries, Inc., Booths 51, 52

4100 Fullerton Ave., Chicago  
Cold drink (bottle and cup type), fruit juice vending machines

Monarch Coin Machine Co., Booth 112

1545 N. Fairfield Ave., Chicago  
Counter games, shuffleboards, shuffleboard accessories

Morrison Steel Products Co., Inc., Booth 20

619 Amherst St., Buffalo  
Trailers for coin machines

National Rejectors Service Co., Booths 75, 76

4907 Fullerton Ave., Chicago  
Coin changers, coin chutes, slug rejectors

National Shuffleboard Co., Booths 107, 108, 109

291 Cleveland St., Orange, N. J.  
Shuffleboards, shuffleboard accessories

Northwest Engineering & Manufacturing, Inc., Booth 4

3114 W. 28th St., Minneapolis, Minn.  
Shoe shining machines

The Northwestern Corp., Booth 54

Morris, Ill.  
Ball gum, bulk merchandise, candy, postage stamp vending machines

Oak Manufacturing Company, Inc., Booth 3

11411 Knightsbridge Ave., Culver City, Calif.  
Ball gum, bulk merchandise, candy vending machines

Pacific Shuffle Bowling Co., Booths 64, 65, 66, 67, 68

1348 Venice Blvd., Los Angeles  
Shuffleboard conversion

Pace Manufacturing Co., Inc., Booths 41, 42

2901 Indiana Ave., Chicago  
Bell machines, consoles

The Penny King Co., Booth 21

415 Neptune St., Pittsburgh, Pa.  
Charms for bulk vendors, ball gum, bulk merchandise, candy vending machines

Play-Write Corp., Booths 110, 111

526 S. Main St., Akron  
Skill amusement machines

Purveyor Shuffleboard Co., Booth 86

4324 N. Western Ave., Chicago  
Shuffleboards, shuffleboard accessories

Royal Products, Inc., Booths 105, 106

926 W. Irving Park Blvd., Chicago  
Shuffleboard accessories

Shuffleboard Specialists, Booth 90-A

7126 Stony Island Ave., Chicago  
Shuffleboards

SuperVend Sales Corp., Booths 1-A, 1-B

134 N. LaSalle St., Chicago  
Cold drink and hot drink (cup-type) vending machines

Geo. Sylvan Electric Corp., Booth 95

7558 S. Chicago Ave., Chicago  
Non-coin hot dog machine

Tap Mixer Service, Booth 103

163 First Ave., Atlantic Highlands, N. J.  
Soft drink two-way dispenser (manual)

Telequiz Corp., Booth 91

4350 N. Pulaski Rd., Chicago  
Skill amusement machines, quiz machines

Twin-Tax, Booth 100

12653 S. Irving Ave., Blue Island, Ill.  
Sanitary napkin vending machine

United Manufacturing Co., Booths 97, 98

3401 N. California, Chicago  
Shuffle and five-ball games

Universal Industries, Inc., Booths 7, 8, 9, 10

5737 Broadway, Chicago  
Consoles, pinball games, shuffle games

Valley Shuffleboard, Inc., Booths 22, 23, 24, 25

333 Morton Ave., Bay City, Mich.  
Shuffleboards

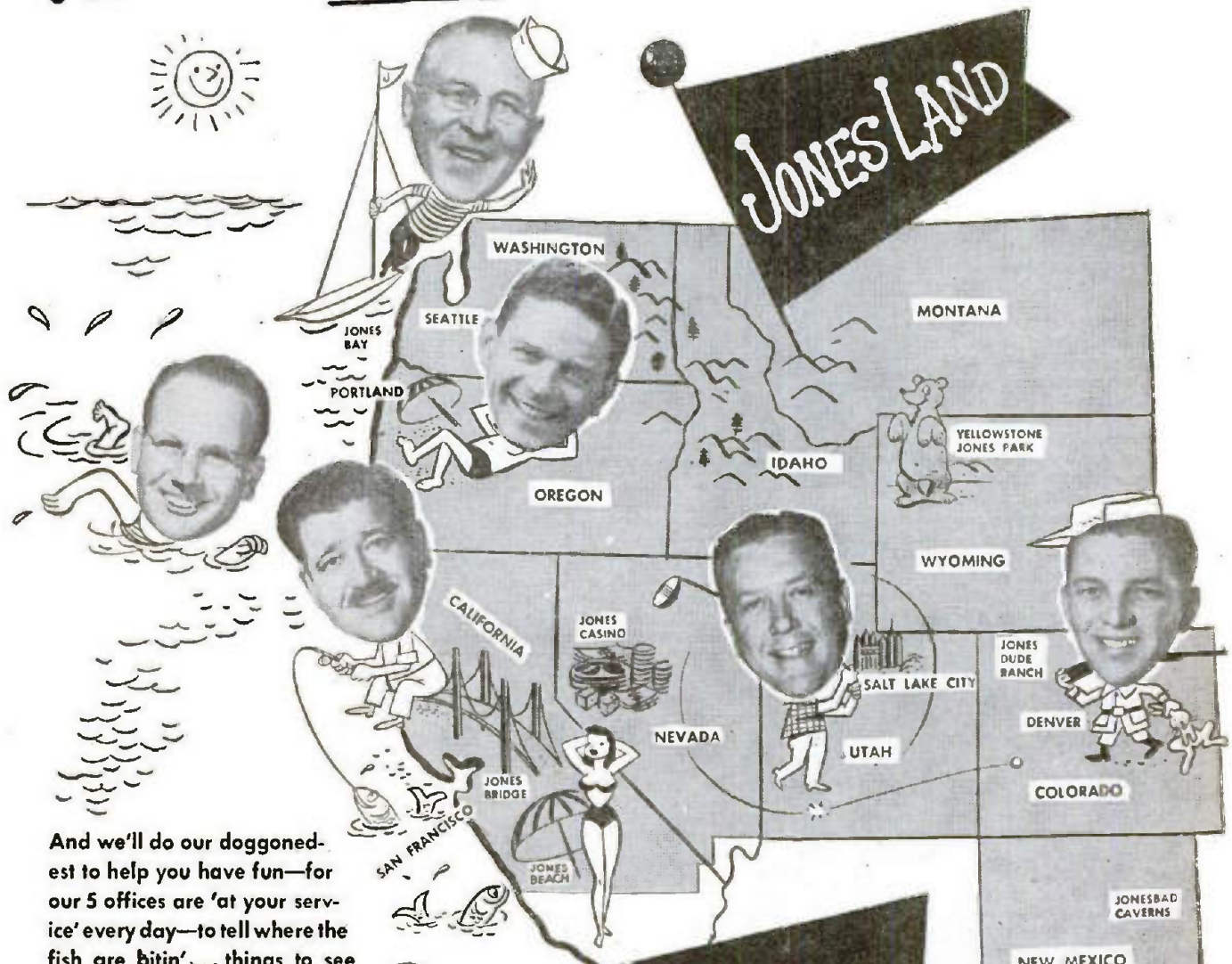
R. C. Walters Manufacturing Co., Booth 53

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# SHUFFLE GAMES: Trade Parable

*Shuffle Alley pioneered road to the pot 'o gold at end of rainbow but the surface has only been scratched.*

BY TOM McDONOUGH

**T**HE LAST quarter of 1949 will long be remembered in coin machine history as a period when the shuffle game led the industry back from one of its lowest ebbs to general prosperity. While optimistic coinmen last September and October were warily predicting that the shuffle trend might continue into 1950, as May draws to a close there is every indication that the shuffle market is merely being tapped and that the field is but beginning to expand.

Looking back over the past nine months, it is now easy to see that game designs, tho cleverly conceived by the engineers who have long distinguished the trade, were not introducing a sufficient element of novelty to sustain heavy play at top locations. Moreover, games coming off the lines required a comparatively long time to play, thus precluding the operator from making a reasonable profit on his investment. Something as elemental as the bumper was needed or typical five-ball games, yet different enough to be called an innovation if the industry was to progress.

#### Shot in Arm

As the amusement game field has done many times when in dire need for a proverbial shot in the arm, it seized the opportunity to combine timeliness with invention to come up with the shuffle game idea. The timeliness involved was the establishment of shuffleboard as a sport in typical coin machine locations. The invention was the adaptation of the best features of shuffleboard to the principles of a game already a fixture as an indoor sport, bowling. The result was a shuffle bowling game with puck action and regulation scoring.

The idea of shuffle bowling games evolved in the summer of 1949, from a variety of games in which pucks were used. Some of these concentrated on the high point score idea, developed by pinball games. Others developed from a skill shot idea in which the puck was returned by rebound action and still others stemmed from a simulated form of bowling, manually scored.

#### Proved Dime Play

However, it was not until United Manufacturing Company developed Shuffle Alley, featuring simple electrical fin type contacts, automatic puck return under the playfield thru a special chute, automatic scoring and play according to regulation bowling rules that the shuffle field began to dominate the amusement game scene. In addition to establishing the form of what a shuffle game should be Shuffle Alley also brought home the



An original Shuffle Alley, one which was manufactured last September, still grosses top money every week. It is in its original location, a Chicago Loop cocktail spot.

idea of dime play. Previously the success of dime play on an amusement game had been a touchy subject. But Shuffle Alley clearly proved the public would accept dime play if a game returned a full measure of satisfaction for the 10-cent investment.

Following the rapid growth of shuffle game interest, a succession of shuffle bowling games were introduced and all met with a ready market. These included Bally's Shuffle Bowler, Chicago Coin Bowling Alley, Genco's Bowling League, Keeney's Ten Pins, Evan's Shuffle Ten Strike, Williams's Twin Shuffle and Universal's Twin Bowler and Nation Wide's variation of the shuffle game based on pool and called Shuffle Pool.

#### New Territories

Tho it first appeared that an early saturation point on shuffle games would be reached, this trend of thought slowly switched to a realization that the shuffle game was opening up new territories and new operators. Moreover, since the games were making more money for veteran operators, they were beginning to increase their orders to distributors. This was a natural, since operators, finding more locations for shuffle games and buoyed by higher returns on their investment, were in a favorable buying mood.

The basic appeal of the shuffle game is its simplicity of design and the ability of the patron to understand the game sufficiently to make a good showing. Since the game is based entirely on skill, the shuffle game represents a challenge to all players whether they are occasional fans or regular patrons. As in bowling the perfect game constitutes strikes in every frame for a 300 score, shuffle

bowling gives the player similar scoring opportunities. Since the regular player constantly tries to make a near perfect score, especially in competition with other patrons, there is a constant possibility of players taking part in several games rather than just a game or two. Another thing which makes the shuffle bowling attractive is the short time required to play a game.

#### Bowling Variations

As the bowling theme appeared to be a natural for games of this type, manufacturers concentrated on ways of stepping up interest thru variations. This led to a development of two-player games such as the Williams Twin Bowler. Each patron deposits a dime and the score alternates from one player to the other by frames. Another development centered around illuminated pins on the backglass. This feature was introduced by Chicago Coin and Universal Industries. Later the light-up plastic pins added realism by having players aim directly at pins suspended on a platform just over the playfield. Still another pin innovation was the live pins debuted by H. C. Evans on Shuffle Ten Strike. In this game the player not only aims at pins but his score is determined by the number of pins he bowls over by direct puck contact. Pins are reset after each frame by an automatic device.

The newest touch to pins used on shuffle games is the disappearing or retractable pins first used by Bally on Speed Bowler. With the disappearing pins, suspended just above the scoring area in traditional bowling formation, the player aims at the pins which fold up and back as the puck passes thru the scoring area. The reaction is such that the pins appear to be hit by the sliding pucks.

With each development in playfield, puck return or pin variation, shuffle bowling became more compact as a game and required less playing time and added more player interest. The result has been the operator is able to take in more money because more games can be played in the same amount of time required in the earlier games.

Since nearly all the old-line game manufacturers, plus a few comparative newcomers, such as Universal and Nation Wide, gradually entered the shuffle game picture, few five-ball games have been introduced in the past several months. Those that were met with better than average success included Williams's Dreamy and Gottlieb's 21 and Select-a-Card. As a result, demand for the comparatively few new five-ball games has been at its highest level in the past year. More important, interest and the price of late model used games have mounted.

#### Five Ball Future

Operators and distributors queried on this point were virtually unanimous in the opinion that there will always be demand for the five-ball because it is the backbone of the amusement game industry. They say this is re-emphasized every time production on five-ball games falls below normal levels. They add that tho the shuffle game is certain to loom large in trade for a long time to come there will always be a large following for the basic five-ball unit. Meanwhile the demand for five balls made since the flipper became an integral part of playfield design continues to grow at a healthy rate.

What is of paramount concern to the trade is what is the probable future of the shuffle game? Manufacturers, who must stay ahead of the field if they are to keep up with the rapid changes which take place on short notice, generally believe that shuffle bowling will still be popular for some time and that only the theme will vary periodically.

Shuffle games recently introduced by Chicago Coin and Nation Wide, which take advantage of the timeliness of baseball as a national pastime in the spring and the summer, are prime examples. But this group points out that only the playing public thru its patronage of games on location can decide how long this type of game can go. One of their strongest arguments is that players have given their blanket approval to the control features, simplicity of playfield and the fast action of shuffle games. This plus the proven point—the willingness of players to pay a dime for shuffle games and the good return for the operator not over the usual five or six weeks, but as long as three or four months on top location.



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# NEW LIFE FOR ARCADES

The war brought customers back to Arcades in droves but it took an enterprising op to keep them spending when smoke cleared.

By MAURIE ORODENKER

**R**EVIVED during the war years, Arcades are again fighting for their life. And the way the challenge is being met by the more enterprising operators, Arcades are not merely coming back but are here to stay with all the permanency the word implies.

Until a few years ago there was no problem getting players into the Arcade. Once inside, there was no problem of keeping them in. Today, however, the situation is entirely different. Like every other type of business, there can be no sitting back waiting for the customer to come in and buy or play. Moreover, it's not merely a question of bringing the customer in. But once in, it takes an energetic, enterprising operator to keep them interested.

Such observations, with a high degree of optimism that Arcades can and will come back, were made by operators in metropolitan and resort areas. The same outlook was expressed by such operators as Irving Fishelberg, managing director of the Funcade in Atlantic City; Al Rodstein, owner of the Variety Corner Arcades, Philadelphia, and S. B. Ramagosa, who operates an Arcade at his Casino Arcade Park on the Boardwalk in Wildwood, N. J.

All Arcade operators agreed that wider variety of machines and amusements are necessary to instill new interest. The greater variety of attractions, declares Fishelberg, the greater the attraction of the Arcade and the greater play realized by the machines.

Funcade, one of the largest Arcades on the Boardwalk in Atlantic City, is located close to Convention Hall. Fishelberg points out "the outlook for the coming season is good." While the coin machines are primarily roll-downs and push games, Fishelberg said four new features show unusual promise in helping the Arcade business stage a "come-back" this coming summer. Included among the four new features are shuffleboard bowling machines, juice vending machines, movie machines and a Merry-Go-Round.

With shuffleboards making marked strides in popularity in the inland cities, it is obvious that such machines will provide a major 10-cent-play device for Arcade patrons. And since this affords competitive play, the shuffleboard promises to create as much interest here as in the cities.

While the movie machines may not be new, interest in the coin-operated miniature screen is virtually new, thanks to television. No longer is it necessary to think of the movie frame in terms of a giant screen, and the patrons are as much at home with the movie machine picture as they are with their television sets.

Realizing the importance of attracting adult and child alike, the Funcade uses a giant mechanical laughing clown, about seven feet tall, to attract passersby.

Fishelberg also has introduced a novelty in the Merry-Go-Round. Accommodating 37 "riders," and big enough to hold adults altho the intent is to cater primarily to the children, the Merry-Go-Round is the only one at the resort which is indoors.

Colorful and brilliantly lit, the Merry-Go-Round is automatically controlled and features the latest safety devices so that there is no hesitation on the part of anyone to

"ride the horses." Moreover, it means the parent can leave the child on the Merry-Go-Round, and without any concern whatsoever, take advantage of the other attractions in the Funcade.

Once inside the Funcade for a ride on the Merry-Go-Round. It's almost like going shopping at a five-and-dime store, according to Fishelberg. "If they come in for a ride," he said, "it's a certainty that they will stay long enough to drop a coin or two into the machines. The same principle applies in the operation of an amusement Arcade. Once a person puts his foot thru the door it is certain that he will leave a coin or two behind."

Fishelberg pointed out further that the Merry-Go-Round provides continuous music for the Funcade. The machine is set up to play recordings continuously for 15 hours without repeating a single record. An Arcade operator can literally chase out customers by over-playing a single record.

Fishelberg is banking still further on a fourth attraction, a juice dispensing vending machine. Already on location is a Sodamat, with each machine offering a combination of three flavors. The patron mixes his own drink for a dime and the machine is equipped with automatic coin changer. The Sodamat is not only a revenue-producer for the Arcade, but also provides an important service for the machine-playing customer. It is to expand that service that Fishelberg is adding juice dispensing vending machines.

The importance of vending machines in creating and holding Arcade traffic was also emphasized by Al Rodstein in the operation of his Variety Corner Arcades in Philadelphia.

"While the vending machines may not return any terrific volume in sales," said Rodstein, "they are literally worth their weight in gold in providing an important service for the patrons. The fact that the patron does not have to leave if he or she wants a soft drink, cigarettes or some light

refreshment is most important in keeping the patron on the premises."

Just as important as any new machines or new devices is the physical set-up of the Arcade. While they may be obvious and elementary factors, Fishelberg stressed it is all-important that the Arcade be clean, and well heated or cooled, as the case may be.

The operation of the Funcade is in many respects similar to that of the super markets, explained Fishelberg. There is plenty of aisle space for patrons to move about; everything is most attractively displayed, prices are kept low and there is a game or device to fit every type of pocketbook, and the operation is completely free of any kind of persuasion.

Among the machines enjoying good play and which attract wide interest are the pokerino and skee-ball machines. In order to continue the interest in the pokerino machines, the scores are set in such fashion that it is not too difficult to win prizes.

In addition to the wide variety of games spread over the giant Arcade space, special attention is given to the photo-matics, the quickie pictures holding wide appeal to the vacationing crowds, both young and old.

Apart from the mechanical devices, Fishelberg offers a host of other features in order to both attract patronage and to hold 'em once they are in. Prominent among such features is a concession selling souvenir hats. Each is personalized, with the name of the buyer inscribed. Another concession stand offers a wide assortment of souvenir and novelty items, including cigarette holders, match holders, playing cards and jewelry items that lend themselves for personalized engravings in gold. And while the customer waits for a name to be inscribed on a crew hat by the sewing machine, or the engraving of a locket, the waiting is generally done with machine play.

In every instance, Fishelberg also stresses the importance of keeping complete and accurate records of the play and take of every single machine in the Arcade as well as the kind of

merchandise which wins the greatest favor among the patrons. Toward that end, Henry H. Fair, an accountant, has been engaged to keep all the records.

It's an entirely different type of operation, but the same principles of business and showmanship apply, in the Casino Arcade, in the Casino Arcade Park, operated by S. B. Ramagosa on the Boardwalk in the seashore resort of Wildwood, N. J. Here the Arcade must compete for patronage with the large number of pitch and roll-down games as well as a wide variety of amusement rides.

Dozens of old-type movie machines, which require the cranking of a handle to create motion in the picture stack, give the Arcade the old-time flavor which has such a strong appeal to all folks. In fact, says Ramagosa, it's almost impossible for any person to pass the row of machines without getting the urge to once again turn the handle to see the old tintype movies.

Here again Ramagosa makes it inviting for both old and young in setting aside a goodly number of penny-players while the adults spend the nickels and dimes.

In preserving the character of the Arcade, Ramagosa has been able to make it an attraction in itself. As a result, other types of amusement and vending machines, including popcorn and shoeshine machines, pinballs and various kinds of shoot and skill games are spotted in various parts of the park's wooden promenade.

In the belief that the Arcade should make a special appeal and have an appeal all of its own, Ramagosa operates a second Arcade in his Casino Arcade Park in which only the rotary merchandiser machines are featured.

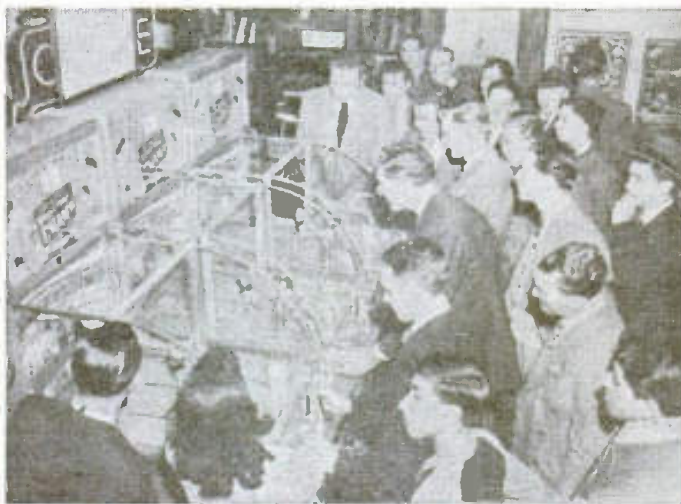
"Can the Arcades come back?" Ramagosa says. "Why, they've never been away—as far as the Casino Arcade Park is concerned. It's like every other kind of amusement venture. Times change, tastes change, and you have to always be one step ahead in knowing what the people want or what they might be looking for."

In Philadelphia, Al Rodstein takes the cue from the trade name of his Arcades in establishing a policy of operation. Called the Variety Corner, Rodstein declares: "My idea of a coin machine Arcade is variety. The more variety in your Arcade the more of a chance you have on getting the customer and holding on to the customer. If they don't have much to choose from, the customer doesn't have much to play. Give them plenty and you'll have trouble getting your customer to leave."

Rodstein points out that with approximately 75 machines in his Variety Corner, including the vending machines, the prospective player has his pick from about 20 to 25 different kinds of games.

Biggest impetus to the Arcade business, said Rodstein, was the introduction of the shuffle bowling machine. His Variety Corner was made the official tournament quarters for the Shuffle Bowling League of America. And the nightly competitions make for a nightly flow of steady traffic into the Arcade.

Rodstein puts it this way: If a song is attractive enough, you'll sing it, and soon everybody will be singing it. The same holds for the amusement machine Arcade.



Al Rodstein, owner of the Variety Corner, Philly's largest fun center, knows the type of equipment he features must appeal to the greatest number of patrons.



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# Counter Games Steady Profit Field

*By-passed by many operators, the small units bring in those extra pennies that often spell success.*

WHILE counter games represent a comparatively small part of the output of manufacturers in the coin machine field, operator ramifications are such that many look upon them as a combination stepping stone for new coinmen and bread and butter item for those with larger routes. The counter game is overlooked and/or passed by many an operator, it is an item which returns a slow, steady profit, usually in pennies.

Those who have remained loyal to the counter game since its pre-World War II high, claim that it is the most underrated profit producer in the industry. They point out that while few operators rely upon counter units for all of their income, there are countless vender, game or music coinmen who depend on the small profits from counter games to supplement their over-all returns. Those long experienced in the performance of the counter game on location explain that while other branches of the trade may be subject to trends, seasonal factors and whims of the public, the pattern of counter trade seems to go on forever.

#### Few Design Changes

The most popular counter games of today are substantially the same in design as they were a decade ago. Tho much of the current production leaves the plant set for 2-cent or nickel operation, the penny models still get the operator's preference. Obviously they regard the counter game as something which catches the odd penny trade, especially in these times when most purchases in retail stores result in the potential player having one or more odd coppers. Operators also realize that many of their patrons may not be pinball or shuffle game fans but enjoy the brief playing time required by counter games.

As might be expected in these high cost of living times, there are veteran operators who have set up many of their top locations with counter games of nickel play. They reason that with all other amusement prices above the prewar level, patrons offer no resistance to nickel play on the same type of counter units which they one time played for a penny. For this reason the manufacturers have made it a point to produce this type of game with either penny or nickel coin chutes.

#### What Clicks?

What makes a counter game click? Actually there is no single formula. In the skill-type counters, which might take the form of A.B.T. Manufacturing Corporation's Skill Gun, Groetchen's Skill Test or Auto Bell's Five Jacks, different approaches to a central idea have been used successfully. Skill Gun makes use of a pistol fired and aimed by the player

to run up a good score. Skill Test and Five Jacks depend on the quick reflexes of players after the coin has been inserted. In the reel-type counters as represented by the Comet line, including Marvel, American Eagle, Buddy and Cub & Ace, and Groetchen's Wings, Pok-o-Reel, Yankee and Klrix, the basic idea is a mechanically perfect small-type reel game featuring a wide variety of symbols which might be cigarette, fruit or playing card type. The Comet and Groetchen reel units are not only available in penny and nickel play, but also at a dime.

One point, which all in the counter field agree on, is that the game price must be in the low bracket. Some operators say this should be below the \$50 mark. Others maintain that the price of the counter games does not matter if the operator can get back his original investment in a reasonably short time.

The minor boom now going in the counter field is attributed to the need for replacement of units which have been operating for many years, mostly prewar production. Operators have finally reached the stage. It has been pointed out, whereby they no longer find it worthwhile to invest in new parts and instead are buying new equipment. Ted Rubenstein, head of Comet, and Carl Huppert, Auto Bell, feel that this replacement program is just starting and will gradually envelop the trade as a whole. They also say that the new units coming off the assembly line now embody improvements designed for even better performance on location than the prewar models.

#### Distributor's Viewpoint

The distributor's viewpoint seems to be summed up by Gil Kitt, Empire Coin Machine Exchange, Chicago, whose firm does a volume business in counter merchandise. He says: "There is a basic need at all times for low-priced equipment, but probably more so now than at any other time in the past five years. I have found that more operators have turned to counter games in the past five months than in any like period since the war. They have told me repeatedly that being in the counter field means extra money in their pockets. This is because they have stops for other equipment—venders, music or games—and it is just a matter of explaining to the location owner that the counter game will pick up a lot of additional small change without taking away revenue from other coin machines already in the premises. This results in new business not only for the location but the operator, distributor and counter game manufacturer."

# Scouting for Bigger Earnings?



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with **GOTTLIEB'S HIGH-POWERED FEATURES—**

**Non-Rotation Number Sequence**

**Hitting All 5  
Numbers Scores  
One Replay—All  
Numbers Hit  
Thereafter Score  
Additional Replays**

**Scoring 8 Bull's-  
Eyes—Lights 5  
Targets for Replays**

**Flippers**

**HOLDOVER BONUS—HOLDOVER  
BONUS KICKOUT HOLES**

**5TH BALL SCORE EQUALIZER  
FEATURE**

**FAST, SUSPENSE-PACKED  
PLAY!**

**THE HUNTING IS BEST  
with BUFFALO BILL!**



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SHOOTING WITH  
GOTTLIEB'S FAMOUS  
TURRET  
SHOOTER**  
and  
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**GOTTLIEB  
MECHANICAL  
AND  
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DEPENDABILITY**

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IMMEDIATE  
DELIVERY!**

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CHICAGO 51, ILLINOIS

**"There is no substitute for Quality!"**

# MANUFACTURERS' DISTRIBUTORS

**ABT Manufacturing Corporation**  
715 N. Kedzie Ave., Chicago 12  
17 E. 42d St., New York (Branch Office)

ATLANTA—E. & L. Distributors, Inc., 708 Spring St., N. W.  
BALTIMORE—General Vending Sales Co., 306 N. Gay St.  
BILOXI, MISS.—United Novelty Co., De Launey & Division Bldg.  
BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.  
BUFFALO 2—Alfred Sales Co., 4006 Main St.  
CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.  
CHICAGO 39—Automatic Coin Machine Co., 4135 Armitage Ave.  
CHICAGO 22—Empire Coin Machine Co., 1012 N. Milwaukee Ave.  
National Coin Machine Co., 1411 Diversey Blvd.  
Webb Distributing Co., 8 S. Kedzie Ave.  
CINCINNATI—Sicking, Inc., 1401 Central Parkway  
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.  
Markopp Co., 4310 Carnegie Ave.  
COLUMBUS 15, O.—Shaffer Music Co., 606 High St., S.  
DENVER 3—Modern Distributing Co., 1810 Welton  
DULUTH, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.  
LOS ANGELES 13—R. B. Clay Co., 314 Omar Ave.  
LOUISVILLE—Ohio Specialty Co., 539 S. Second St.  
MEMPHIS—O. & P. Sales Co., 407 Madison Ave.  
NASHVILLE—Automobile Sales Co., 421 Broad St.  
Hermitage Music Co., 423 Broad St.  
H. G. Payne Co., 313 Broadway  
NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.  
NEW YORK 1—Mike Munvoe Co., 810 W. 34th St.  
West Side Distributing Co., 613 10th Ave.  
PHILADELPHIA 8—Bake Coin Machine Exchange, 909 Spring Garden St.  
PITTSBURGH 19—D. D. Lazar Co., 1635 Fifth Ave.  
PORTLAND, Ore.—Western Distributors, 1229 S. W. 10th St.  
POUGHKEEPSIE, N. Y.—Square Amusement Co., 98 Main St.  
ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., R.  
ST. LOUIS—Ideal Novelty Co., 3833 Locust St.  
Standard Scale Co., 716 N. Kingshighway  
V. P. Distributing Co., 2338 Olive St.  
W. B. Novelty Co., 1012 Market St.  
ST. PAUL—Mayflower Distributing Co., 2238 University Ave.  
SAN ANTONIO—United Amusement Co., 310 S. Alamo St.  
SAN FRANCISCO—Ballard Co., 407 Sansome St.  
SAVANNAH, Ga.—Mullink Amusement Co., 902 W. Victory Drive  
SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.  
TAMPA 6—Royal Palm Music Service, 1525 Grand Central Ave.  
TORONTO 5—Toronto Trading Post, Ltd., 736 Yonge St.  
TUSCALOOSA, Ala.—A. L. Kropp, 1432 10th St.  
VANOVER, B. C.—Specialty Sales & Distributors, 1120 Hamilton St.  
Store Fixtures Supply House, 1260 Granville St.  
WASHINGTON 4—Silent Sales System, 635 D. St., N. W.

## AMI, Inc.

134 N. La Salle St., Chicago 2

ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.  
BALTIMORE 2—Chris Novelty Co., 900 St. Paul St.  
BIRMINGHAM 8—Birmingham Vending Co., 640 Second Ave., N.  
BOSTON 18—Atlas Distributors, 1024 Commonwealth Ave.  
BRISTOL, Va.—Roanoke Vending Machine Exchange, Inc., 63 Commonwealth Ave.  
CHICAGO 6—AMI, Inc., Export Dept., 400 W. Madison St.  
CHICAGO 22—Automatic Phonograph Distributing Co., 808 N. Milwaukee Ave.  
CINCINNATI 2—Southern Automatic Music Co., 228 W. Seventh St.  
CLEVELAND 15—Cleveland Coin Machine Co., 2021-5 Prospect Ave.  
COLUMBUS 15, O.—Central Ohio Coin Machine Exchange, 625 S. High St.

This up-to-date listing of distributors, classified according to the manufacturers they represent, is compiled by regularly checking with manufacturers to make certain that the lists are as accurate as possible. These distributors have been franchised by the manufacturer indicated to buy at distributor's prices for resale to the operator. The Directory of Distributors is constantly being revised. This list incorporates many important changes. Omission of any manufacturer in the listing means either that the manufacturer has failed to report his distributors or that he is unable to list his sales firms because of changes and additions currently being made.

DALLAS 1—American Distributing Co., 2034 Commerce St.  
DAYTON 3, O.—Southern Automatic Music Co., 805 Linden Ave.  
DENVER 5—Wolf Distributing Co., 2854 Champa St.  
DES MOINES—P-S Distributing Co., 110 11th St.  
DETROIT 8—Miller-Newmark Distributing Co., 5743 Grand River Ave.  
DURHAM, N. C.—Steel Music Co., 218 E. Fairbank St.  
EMERYVILLE, Calif.—Ruber Distributing Co., 3716 San Pablo Ave.  
FORT WAYNE 4, Ind.—Southern Automatic Music Co., 3011 E. Maumee Ave.  
FORT WORTH—Fort Worth Amusement Co., 110 S. Jennings Ave.  
GRAND RAPIDS 2, Mich.—Miller-Newmark Distributing Co., 42 Fairbanks St., N. W.  
HAVANA—North American Music Co., S. A. Cardenas 209  
HOUSTON 6—R. Warncke Co., 1217 Taft Ave.  
INDIANAPOLIS 4—Southern Automatic Music Co., 325 N. Illinois St.  
JACKSONVILLE—Tarzan Distributing, Inc., 90 Riverside Ave.  
KANSAS CITY 3, Mo.—United Amusement Co., 3410 Main St.  
LEXINGTON 2, KY.—Southern Automatic Music Co., 240 N. Jefferson  
LOS ANGELES 4—J. Peskin Distributing Co., 2883-87 W. Pico Blvd.  
LOUISVILLE 2—Southern Automatic Music Co., 624 S. Third St.  
MEMPHIS—Southern Amusement Co., 623 Madison Ave.  
MIAMI 37—Tarzan Distributing, Inc., 2820 N. W. Seventh Ave.  
MILWAUKEE 6—Pastor Distributing Co., 2606 W. Fond du Lac Ave.  
MINERAL WELLS, Tex.—Wallace Distributing Co., 205 N. E. 1st Ave.  
NASHVILLE 3—Hermitage Music Co., 423 Broad St.  
NEWARK 9—Runyon Sales Co. of New Jersey, Inc., 123 W. Runyon St.  
NEW ORLEANS 13—Dixie Coin Machine Co., 812 Poydras St.  
NEW YORK 10—Runyon Sales Co. of New York, Inc., 593 10th Ave.  
OMAHA 2—Mayflower Distributing Corporation, 1209 Douglas St.  
PHILADELPHIA 23—David Rosen, Inc., 855 N. Broad St.  
PHOENIX—Garrison Sales Co., 1000 W. Washington St.  
PITTSBURGH 19—Banner Specialty Co., 1506 5th Ave.  
PORTLAND 5, Ore.—Western Distributors, Inc., 1226 S. W. 10th St.  
RAPID CITY, S. D.—Koers Distributing Co., 613 8th St.  
RICHMOND 20, Va.—Automatic Music System, 306 W. Broad St.  
ROANOKE, Va.—Roanoke Vending Machine, Inc., 3110 Williamson Rd., N. W.  
ST. LOUIS 3—J. Rosenfeld Co., 3218 Olive St.  
ST. PAUL 4—Pastor Distributing Co., 2218 University Ave.  
SALT LAKE CITY 1—Coin Machine Sales Co., 158 E. Third South St.  
SAN ANTONIO—R. Warncke Co., 121 Navaro St.  
SEATTLE 1—Western Distributors, 3126 Elliott Ave.  
SYRACUSE 3—Rex Coin Machine Distributing Corporation 821-29 S. Salina St.  
TRENTON, N. J.—Runyon Sales Co., 354 S. Warren St.  
TULSA 3, OKLA.—H. W. Dolph Distributing Co., 222 E. Fourth St.  
WICHITA, Kan.—United Distributors, 513 E. Central St., P. O. Box 1996.

## Automatic Products Company

250 W. 57th St., New York 19

### Refresh-O-Mat

ATLANTA—F. A. B. Distributing Co., 304 Ivy St., N. E.  
BUFFALO—Herman Cohen, 415 Sycamore St.  
CHICAGO—Distributing Corporation of Illinois, 1231 W. Chicago Ave.  
Simplex Export Co., 134 N. La Salle St.

COLUMBIA, S. C.—F. A. B. Distributing Co., 1628 Laurel St.  
COLUMBUS, Ga.—Nehi Corporation  
DALLAS—Fisher Brown, 228 S. Harwood  
Shipp & Payne, 2033 Commerce St.  
DETROIT—Weidman National Sales Co., 5911 Fourth Ave.  
ELIZABETH, N. J.—Seacoast Distributors, Inc., 1200 North Ave.  
FORT WORTH—J. & W. Sales Co., 2261 College Ave.  
HOUSTON—Sharon Ellis, 1913 Fannin St.  
LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.  
MARSHALL, Texas—Motor Supply Co., 214 N. Lafayette  
MOOSIC, Pa.—Sterling Service, Rocky Glen Park  
NEW ORLEANS—F. A. B. Distributing Co., 1019 Baronne St.  
NEW YORK—Runyon Sales Co., 593 10th Ave.  
NORFOLK—Broudy Kantor Co., 344 Church St.  
PITTSBURGH 17—Stanton Distributors, 6853 Ridgewell St.  
SAN FRANCISCO—Emery Distributing Co., 348 Sixth St.  
Golden Gate Novelty Co., 701 Golden Gate Ave.  
SPRINGFIELD 4, Mass.—Interstate Coin Machine Co., 605 Page Blvd.

### Smokeshop

ATLANTA—F. A. B. Distributing Co., 304 Ivy St., N. E.  
BALTIMORE—Musical Sales Co., 140 Mt. Royal Ave.  
COLUMBIA, S. C.—F. A. B. Distributing Co., 1628 Laurel St.  
DALLAS—Commercial Music Co., Inc., 726 N. Ervay St.  
DENVER 9—Draco Sales Co., 2005 W. Alameda  
DETROIT 4—A. P. Saave & Son, 7525 Grand River Ave.  
ELIZABETH, N. J.—Seacoast Distributors, Inc., 1200 North Ave.  
EL PASO—Reichel Distributing Co., 1212 N. Copia St.  
Walker Sales Co., 2401 Alameda St.  
HOUSTON—Steel Distributing Co., 3300 Louisiana  
LOS ANGELES—Southland Distributing Co., 1123 S. Crenshaw Blvd.  
MEMPHIS—Williams Distributing Co., 1032 Union Ave.  
MILWAUKEE—Badger Novelty Co., 2548 N. 30th St.  
MINNEAPOLIS—Lieberman Music Co., 1124 Hennepin Ave.  
MINOT, N. D.—Monaghi Motor Sales, 36 Third St., N. E.  
NEW ORLEANS—F. A. B. Distributing Co., 1019 Baronne St.  
NEW YORK—Atlantic New York Corporation, 593 10th Ave.  
NORFOLK—Broudy Kantor Co., Inc., 344 Church St.  
PHILADELPHIA—Atlantic Pennsylvania Corporation, 919 N. Broad St.  
PORTSMOUTH, Va.—O'Connor Distributing Co., 400 Water St.  
RICHMOND, Va.—O'Connor Distributing Co., 2320 N. Main St.  
SAN FRANCISCO—Emery Distributing Co., 348 Sixth St.  
SPOKANE—Jack R. Moore Co., W. 906 Second Ave.  
SPRINGFIELD, 4, Mass.—Interstate Coin Machine Co., 605 Page Blvd.  
STOCKTON, Calif.—E. T. Mape Distributing Co., 21 N. Aurora St.  
TUCSON, Ariz.—Maestro Music, Inc., 117 E. Broadway

## Bally Manufacturing Company

2640 Belmont Ave., Chicago

ALLSTON, Mass.—Redd Distributing Co., 298 Lincoln  
AMARILLO, Tex.—Rutherford Enterprises, 808 Johnson  
ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.  
BALTIMORE—Chris Novelty Co., 900 St. Paul  
BUFFALO—Alfred Sales Co., 801 Main St.  
CHICAGO—Coven Distributing Co., 3181 State Ave.

CINCINNATI—Sicking, Inc., 1401 Central Parkway  
CLEVELAND—Lake City Amusement Co., 1649 St. Clair  
DALLAS—Walbox Sales Co., 3909 Main St.  
DENVER—R. F. Jones Co., 1314 Pearl St.  
DES MOINES—P. & S. Distributing Co., 110 11th St.  
DETROIT—King Pin Distributing Co., 3004 Grand River Ave.  
EL PASO—Reichel Distributing Co., 1212 N. Copia  
FORT WORTH—Fort Worth Amusement Co., 110 S. Jennings  
HARTFORD, Conn.—Reliable Coin Machine Co., 134 Windsor  
HONOLULU—R. A. Howe Co., Honolulu Merchandise Mart.  
HOUSTON—Coin Machine Sales Co., 3804 Travis St.  
JACKSONVILLE, Fla.—Bush Distributing Co., 508 Delwood St.  
KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.  
KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.  
LITTLE ROCK, Ark.—Southern Amusement Co., 507 E. Markham  
LOS ANGELES—Paul A. Layman, Inc., 1429 W. Pico Blvd.  
LOUISVILLE—R. M. Branson, 514 S. Second St.  
MEMPHIS—Southern Amusement Co., 682 Madison  
MIAMI—Bush Distributing Co., 386 N. W. 29th St.  
MILWAUKEE—Pan American Sales Co., 323 S. Alamo  
Pastor Distributing Co., 3606 Fond du Lac Ave.  
NASHVILLE—Hermitage Music Co., 423 Broadway  
Rock City Amusement Co., 135 Sixth Ave.  
Sanders Distributing Co., 620 Fourth Ave.  
NEWARK, N. J.—Runyon Sales Co., 123 W. Runyon  
NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.  
NEW YORK—Runyon Sales Co., 593 10th Ave.  
OMAHA—Mayflower Distributing Co., 1209 Douglas  
ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.  
PITTSBURGH—Atlas Novelty Co., 2317 Fifth Ave.  
B. D. Lazar Co., 1635 Fifth Ave.  
PORTLAND, Ore.—Lou Dunis, 217 N. W. Davis  
Jack R. Moore Co., 1615 S. W. 14th  
RALEIGH, N. C.—Bishop Music Co., 117 E. Morgan  
ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.  
ST. PAUL—Mayflower Distributing Co., 2218 University Ave.  
SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.  
SAN ANTONIO—Pan American Sales Co., 323 S. Alamo  
SAN FRANCISCO—R. F. Jones Co., 1231 Mission St.  
SEATTLE—Jack R. Moore Co., 100 Elliott Ave., W.  
Northwest Sales Co., 906 Elliott Ave.  
SPOKANE—Jack R. Moore Co., W. 906 Second Ave.  
TOLEDO—Toledo Coin Machine Exchange, 814 Summitt  
TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.  
WILLIAMSBET, Mass.—T. & C. Music Co., 316 N. Chicopee St.

## Bell-O-Matic Corporation

4100 Fullerton Ave., Chicago 39

ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.  
BALTIMORE—Roy McGinnis Corporation, 2011 Maryland Ave.  
BILOXI, Miss.—United Novelty Co., Inc., DeLauney and Division Bldg.  
CHICAGO—Automatic Coin Machine & Supply Co., 4135 W. Armitage Ave.  
CINCINNATI 14—Sicking, Inc., 1401 Central Parkway  
DANVILLE, Va.—Southern Vending Co., 628 Craghead St.  
DENVER—C. D. Liggett, 4218 W. Barnet  
HOUSTON 8—South Coast Amusement Co., 314 E. 11th St.  
KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.  
KOKOMO, Ind.—Central Sales & Service Co., 219 W. Jackson St.  
LEMAI, Mo.—W. L. Amusement Co., Rt. 11, Box 866  
LOS ANGELES—Mills Sales Co., Ltd., 2827 W. Pico Blvd.  
MEMPHIS 3—Heinz Novelty Co., 904 Marshall Ave.

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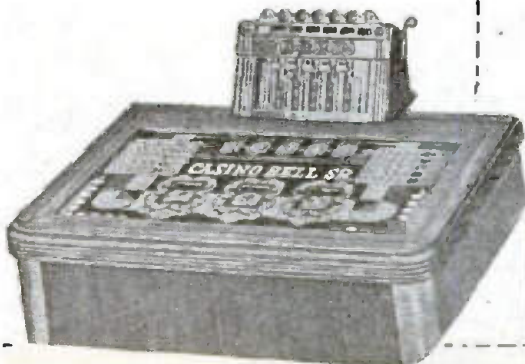
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 NEW ORLEANS—Dixie Coin Machine Co., 910 Poydras St.  
 OAKLAND, Calif.—Mills Sales Co., Ltd., 1640 18th St.  
 PHILADELPHIA 32—Keystone Panoram Co., Inc., 2538 W. Huntingdon St.  
 PITTSBURGH—Coin Machine Distributing Co., 500 N. Craig St.  
 PORTLAND, Ore.—Mills Sales Co., Ltd., 600 S. E. Stark St.  
 SEATTLE 99—Northwest Sales Co., 906 Elliott Ave., W.  
 TERRE HAUTE, Ind.—Indiana Music Co., 705 Putman St.

**Coan Manufacturing Company**  
 2070 Helena St., Madison, Wis.

Regional Sales Managers:

FORT WORTH—Woodie Taylor, 2729 Tiller St.  
 KANSAS CITY, Mo.—O. J. Cheely, 4387 Mercier  
 MOBILE, Ala.—Jack O. Chalcraft, 364 S. Washington.  
 NEW YORK—Harry M. Hansen, Warwick Hotel, 84th at Sixth Ave.  
 PASADENA, Calif.—Woodie Leslie, 3151 Colorado Blvd.

**Continental Service & Equipment Company**

3830 Holbrook Ave., Detroit 12

Dealers:

AUSTIN, Tex.—State Distributing Co., 510-12 W. Sixth St.  
 DETROIT—Beacon Quizzette Corp., 4796 Brown Quizzette Co., 7409 Second Blvd.  
 Beacon Quizzette Corp., 19147 Carlie Ave.  
 Mr. George D. Foster, 5245 Lannoo.  
 HAMILTON, O.—Hamilton Quizzette, 205 Court St.  
 INDIANAPOLIS—Indiana Quizzette Co., Inc.  
 LOS ANGELES—Mr. C. L. Skidmore & Mr. E. C. McNeil, 713 S. Westmoreland Ave.  
 MIAMI BEACH—Mr. Mario Ingrassia, 930 Bay Drive  
 NASHVILLE—Mr. Ralph Cline, 1917 19th Ave., S.  
 OKLAHOMA CITY—DBA The Speed Distributing Co., 2055 N. W. 22d.  
 TOLEDO—Main Quizzette, 228 Main St.

**Coradio, Inc.**  
 212 Broadway, N. Y.

BUFFALO, N. Y.—Hescor, Inc., 1371 Main St.  
 DALLAS—Wayne Electronics, 5006 Bartlett Ave.  
 DENVER—Superior Distributing Co., 1030 15th St.  
 DETROIT—Wittick Sales Co., 18445 Fairfield Dr.  
 LEXINGTON, Ky.—Setzer Hardware Co., Tate Creek Pike & Mt. Tabor Rd.  
 MOULTREVILLE, S. C.—C. B. Hewitt, P. O. Box 61  
 N. HOLLYWOOD—Gold Enterprises, 4455 Radford Ave.  
 ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 1814 Williamson Rd.  
 SABBATON, W. Va.—J. G. Papandrea, Box 5.  
 SAN ANTONIO—R. O. Lowe, 1005 W. Eismere Pl.

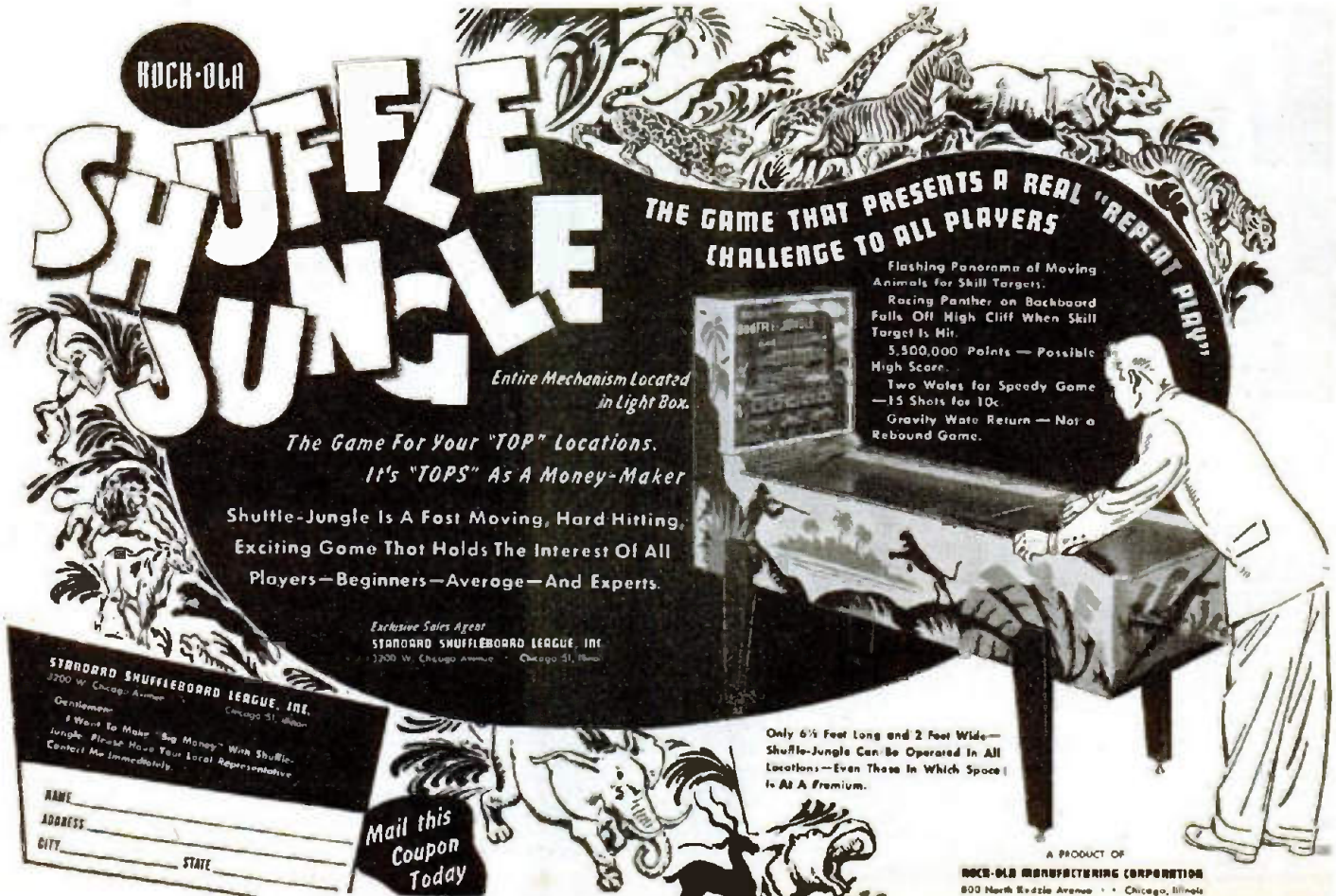
**Coideo, Inc.**  
 212 Broadway, N. Y.

ATLANTA—Mechanical Specialties, Inc., 1110 Spring St., N. W.  
 BUFFALO—Hescor, Inc., 1371 Main St.  
 DENVER—Superior Distributing Co., 1030 15th St.  
 DETROIT—Wittick Sales Co., 18445 Fairfield Dr.  
 LEXINGTON, KY.—Setzer Hardware Co., Tate Creek Pike & Mt. Tabor Rd.  
 N. HOLLYWOOD, Calif.—Gold Enterprises, 4455 Radford Ave.  
 ROANOKE, Va.—Roanok Vending Machine Exchange, Inc., 1814 Williamson Rd.  
 SAN ANTONIO—M. D. Jones, 2106 Ave. B.

**Edelco Manufacturing & Sales Company**

1438 Franklin, Detroit 7

BOSTON—Trimount Coin Machine Co., 40 Waltham St.  
 BUFFALO 3, N. Y.—Alfred Sales, 881 Main St.  
 CHICAGO—Empire Coin Machine Exchange, 1012 Milwaukee  
 DETROIT—Brilliant Music Co., 4606 Cass  
 KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.  
 LOS ANGELES—Badger Sales Co., Inc., 2251 W. Pico Blvd.  
 LOUISVILLE—Southern Automatic Music Co., (and branches), 824 S. Third Ave.



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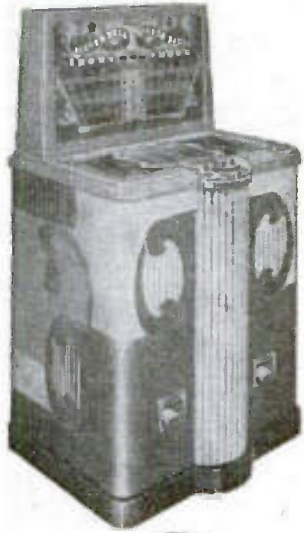


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- Brand new scoring innovations
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- Built for the operator



Keeney's Model 18  
SHUFFLE BOARD  
SCOREBOARD  
with folding  
hinged support



KEENEY'S  
PYRAMID  
Regular Bell or Criss-Cross



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J. H. KEENEY & CO., INC.

BIG  
JUMBO  
5"  
LITE-UP  
PINS

*Yes!* YOU CAN  
SWITCH BACK AND FORTH  
FROM SHUFFLEBOARD TO  
BOWLING CHAMP...  
NO ALTERATIONS!



SCORES  
ALL  
SPLIT  
SHOTS  
  
FITS ALL  
20" ALLEYS

EQUIPPED  
WITH AUTOMATIC  
COIN BOX

*Everything*  
COMPLETELY  
AUTOMATIC!

SHREWD SHUFFLEBOARD OPERATORS  
EVERYWHERE ARE SWITCHING TO  
KEENEY'S "BOWLING CHAMP" AND ARE  
ENJOYING RICH EARNINGS....

Keeney's  
**DOUBLE  
BOWLER**  
SPEEDIEST  
REBOUND  
BOWLER



Keeney's Deluxe Electric  
CIGARETTE VENDOR



### Keeney's DUCK PIN

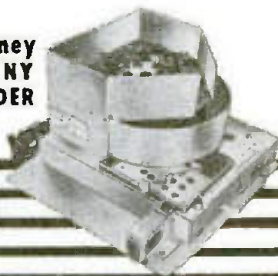
PASTEST REBOUND  
BOWLER OF ALL!  
LESS THAN  
45 SECONDS  
PER GAME!  
2 PLAYERS  
OR ONE

SIZE  
8 FT. LONG  
2 FT. WIDE

2 PLAYERS  
OR ONE

SIZE  
9 1/2 FT. L. x 2 FT. W.

Keeney  
PENNY  
LOADER



J. H. Keeney & CO., INC.  
2400 WEST PETERSTOWN STREET, CHICAGO 27, ILLINOIS

EARNING  
POWER  
PROVEN

SINCE  
1935

EXHIBIT'S  
*New*

**ROTARY MERCHANDISER**

NEVER a let up for POPULAR BIG PLAY.  
NOW-with NEW ADDED FEATURES  
it's GREATER . . BETTER . . than EVER.  
WRITE FOR COMPLETE DETAILS

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ST. LOUIS—Universal Distributing Co., 210 N. Ewing Ave.

**H. C. Evans & Company**  
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**Phonographs:**

BALTIMORE—Waldrop Distributing Co., 1728 N. Charles St.

BROOKLYN—Brooklyn Amusement Machine Co., 660 Broadway

CHICAGO—First Distributors, 1748 W. North Ave.

CLEVELAND—Lief Music Distributing Co., 1838-41 Payne Ave.

DENVER—Denver Amusement Co., 1865 Arapahoe St.

DETROIT—A. F. Sauve & Son, 7525 Grand River Ave.

HASTINGS, Neb.—Star Sound Service, 300 N. Lincoln

HOUSTON—South Coast Amusement Co., 314 E. 11th St.

KINGSTON, N. Y.—Ivanhoe Distributing Co., 85 W. Pierpont

KINGSTON, Pa.—West Side Novelty Co., 100 S. Wyoming Ave.

KNOXVILLE—B. & W. Distributing Co., 524 E. Magnolia

LOS ANGELES—Badger Sales Co., Inc., 2251 W. Pico Blvd.

MEMPHIS—C. & P. Sales Co., 407 Madison

MILWAUKEE—Vic Manhardt Co., Inc., 1705 W. Clybourn

OMAHA—Howard Sales Co., 1206 Farnham

PHILADELPHIA—Keystone Panoram Co., Inc., 2540 W. Huntingdon

PORTLAND 1, Ore.—Jack R. Moore, 1615 S. W. 14th Ave.

ST. PAUL—Automatic Games Supply Co., 302 University Ave.

ST. LOUIS—Central Distributors, Inc., 2334 Olive St.

SAN FRANCISCO—Golden Gate Novelty Co., 701 Golden Gate Ave.

SEATTLE 99—Jack R. Moore, 100 Elliott Ave., W.

SPOKANE—Jack R. Moore, 906 W. 2d St.

SPRINGFIELD, Mo.—C. Charle & Co., South Side Station 1303

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ATLANTA—Sparks Specialty Co., 104 Edgewood, N. E.

BALTIMORE 1—Waldrop Distributing Co., 1728 N. Charles St.

BILOXI Miss.—United Novelty Co., De Launey & Division Sts.

BOISE, Ida.—S. & W. Sales, 1110 Main St

BROOKLYN—Brooklyn Amusement Machine Co., 660 Broadway

CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.

CLIFFSIDE PARK, N. J.—Palisade Specialty Co., 498 Anderson Ave.

COLUMBIA, S. C.—Sparks Specialty Co., 2608 Main St.

DENVER 13—Denver Amusement Co., 1856 Arapahoe St.

DENVER 2—Modern Distributing Co., 1810 Welton St.

DETROIT—A. F. Sauve Co., 7525 Grand River Ave.

EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St

FAIRMONT, W. Va.—Mid-State Distributors, 712 Locust Ave.

FAYETTEVILLE, N. C.—Jesse Wellons, 325 Gillespie St.

GALVESTON, Tex.—Island Distributing Co., 2502 39th St.

HOLLYWOOD, Fla.—Florida Amusement Co., 2019 Boulevard

KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.

KNOXVILLE—B. & W. Distributing Co., 624 E. Magnolia Ave.

LOS ANGELES—General Music Co., 227 W. Pico Blvd.

MEMPHIS—C. & P. Sales, 407 Madison Ave.

MIAMI 36—Christopher-Luker Co., 78 S. W. Eighth St.

MILWAUKEE—Vic Manhardt Co., Inc., 1705 Clybourn

MONTEGOMERY, Ala.—Franco Distributing Co., 24 N. Ferry St.

NASHVILLE—Frank Swartz Sales Co., 515-A Fourth Ave. S.

NEWARK, N. J.—Wayne Co., N. Y.—Eastern Sales Co., 224 N. Main St.

NEW ORLEANS 13—Dixie Coin Machine Co., 910-912 Poydras St.

OMAHA—Howard Sales Co., 1206 Farnham St.

PHILADELPHIA—Keystone-Panoram Co., 26th & Huntingdon

PORTLAND, Ore.—Robert Maloy, 732 S. E. 22d St.

ST. PAUL 3—Automatic Games Supply Co., 302 University Ave.

SAN FRANCISCO—Golden Gate Novelty Co., 701 Golden Gate Ave.

SOPERTON, Ga.—Sparks Specialty Co., WICHITA, Kan.—United Distributors Inc., 513 E. Central

WILLIAMSPORT, Pa.—Williamsport Amusement, 233 W. Third St.



5 INNINGS  
—5c

*Williams* **GREATEST Baseball Game!**

**LUCKY INNING**

**Terrific Action! Thrilling Animation!  
Tremendous Appeal!**

**Player Uses Skill to Hit Singles—Doubles—Triples—Home Runs!  
Home Run Rollovers!**

**Backboard Animation—Ball Players Actually Run Bases!  
(Patent No. 2,459,011. Other patents pending.)**

**Lights on Playfield Diamond Show Position of Men on Bases!**

**Replays Can Be Won in Each Inning! Flippers Keep Balls  
in Action for Additional Hits!**

SEE IT—  
BUY IT—  
at Your  
Distributor  
NOW!



**CREATORS OF DEPENDABLE PLAY APPEAL!**  
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

SEE OUR EXHIBIT  
AT THE

**CMI SHOW**

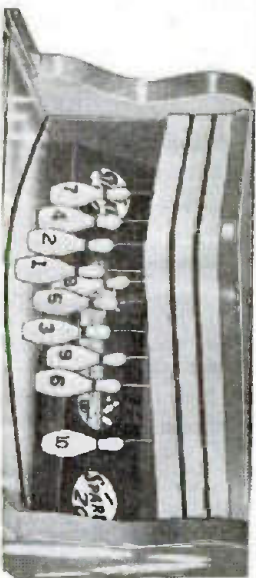
STEVENS HOTEL  
CHICAGO

JUNE 26, 27, 28

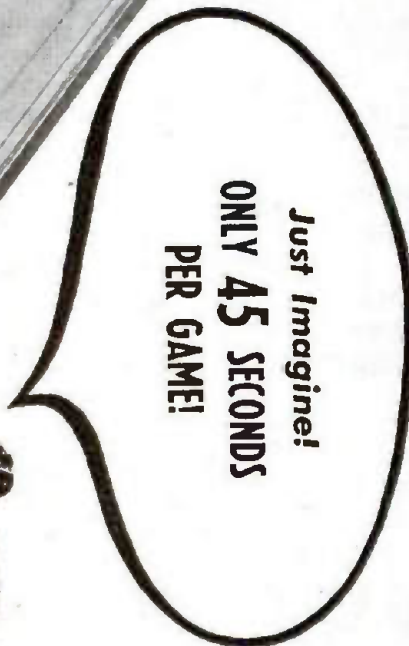
# THIS IS IT! *Chicago Cain's* NEWEST BOWLING GAME **BOWLING CLASSIC**

## DISAPPEARING PINS

WITH REALISTIC UPRIGHT



Just Imagine!  
**ONLY 45 SECONDS  
PER GAME!**



**8 FEET LONG**



### **SPEED**

45 SECONDS TO PLAY

### **REBOUND**

Action

OR  
**1 Players 2**

10c and 20c

### **CUSHIONED GUTTERS**

FOR SILENT PLAY

### **AUTOMATIC SCORING**

PLAYERS COMPLETE FRAME BY FRAME

SEE OUR EXHIBIT  
AT THE  
**CMI SHOW**

STEVENS HOTEL  
CHICAGO  
JUNE 26, 27, 28

THE SHOW THAT THE  
OPERATORS VOTED FOR

*Chicago Cain's Machine Co.*  
1725 Diversy Blvd Chicago 14, Ill.

FOR STEADY PROFITS...FOR BIG PROFITS!

**HOLLYCRANE**

MINIATURE COIN-OPERATED INDUSTRIAL CRANE

36 IN. HIGH  
24 IN. WIDE  
48 IN. LONGNEW FEATURES GALORE  
FAST 10-SECOND PLAYSTOP AT  
BOOTH  
114**BIG MAY SHOW**HOTEL SHERMAN, CHICAGO  
MAY 22, 23, 24**COMO**MANUFACTURING CORPORATION  
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Model "N" 4-col. gum vander

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11th St.**HOW AM I STACKED....  
FOR PROFITS?**Me and the gals are busy as bees . . . and can we show you s-o-m-e "figures."  
Ask some of our friends listed below how things "shape up" for them with  
MIDGET MOVIES!**PARKS**Palisades Amusement Park  
Cliffside, N. I.Riverside Park  
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Seaside Heights, N. J.You can still get into this season's PROFITABLE MIDGET  
MOVIE business. New . . . streamlined design, with front  
service, slide-out mechanism for easy service.

ACT TODAY . . . WIRE OR WRITE TO . . .

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APPROVED  
BY  
CITY AND  
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AUTHORITIES

**New!**  
**SPEED RECORD**  
**FOR PLAY**  
**60 SECONDS a GAME**

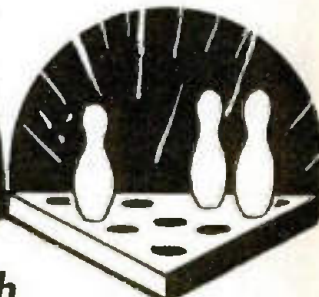
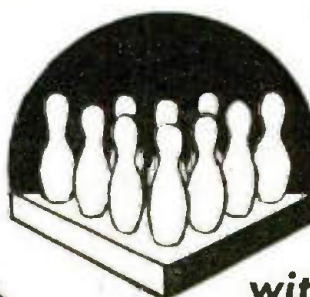
# STRIKE

BY 'EXHIBIT'

**A NEW SENSATION**  
**FAR FROM THE ORDINARY**

**1 OR 2 PLAYERS** 10¢-20¢

**BUILT FOR**  
**FAST PLAY**  
**BIGGER**  
**EARNINGS**



with

**REAL UPRIGHT**  
**ANIMATED PINS**  
**that DISAPPEAR**

**WHEN ROLLOVERS ARE**  
**HIT. RESET AUTOMATIC**

**YOU'VE COME ALL**  
**THE WAY TO**  
**CHICAGO—**

**DON'T LEAVE WITHOUT**  
**STOPPING IN TO SAY**  
**'HELLO' — AND SEE**  
**WHY YOUR EXHIBIT SUP-**  
**PLY EQUIPMENT GIVES**  
**YOU TOP EARNINGS —**  
**TOP PERFORMANCE . . .**

**We are looking**  
**forward to**  
**meeting you—**

**NOW! AT YOUR EXHIBIT**  
**DISTRIBUTOR**

**EXHIBIT SUPPLY COMPANY**

4218-4230 W. LAKE STREET

CHICAGO 24, ILL.

**ESTABLISHED**  
**1901**

**2**  
**SIZES**  
**8 FT.**  
**9½ FT.**  
**LONG**  
**2 FT.**  
**WIDE**

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 LEWISTOWN, Pa.—Charles S. Bernstein, 445 W. Fourth St.  
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 NEW YORK—Sopic Corp., 225 W. 34th St.  
 READING, Pa.—W. W. Helst, 1023 Greenwich  
 ROCK SPRINGS, Wyo.—W. H. Casper Distributing Co., 627 Pilot Butte Ave.  
 SCRANTON, Pa.—Scranton Coin Machine Exchange, 1830 Prospect Ave.  
 SEATTLE—Western Distributors, 3126 Elliott  
 ST. JOHNS, N. F.—Gus Winters, Ltd., 332 Water St.  
 SOUTH BEND, Ind.—Frank Kolar, 1606 Elwood  
 TOLEDO—Toledo Coin Machine Exchange, 814 Summit St.  
 SAN ANTONIO—Acme Billiard Supply Co., 425 N. Alamo  
 TOKYO, Japan—Roger C. Williams & Co.  
 TUCSON, Ariz.—Paul W. Hawkins, 40 E. 14th St.  
 UTTICA, N. Y.—E. A. Hanna Sales Co., 52 Emmerson Ave.  
 WILKES-BARRE, Pa.—Roth Novelty Co., 54 N. Pennsylvania Ave.  
 WILLIAMSPORT, PA.—Frank Zaydell, 2147 Moser Ave.

MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry  
 NEW ORLEANS—David Martin, 757 Shrewsbury Rd.  
 OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.  
 PARKERSBURG, W. Va.—George Herbst, 905 13th St.  
 PHILADELPHIA—Lew London, Inc., 401 N. Broad St.  
 PHOENIX, Ariz.—Carrison Sales Co., 1000 W. Washington  
 PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th Ave.  
 ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.  
 SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.  
 SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.  
 SOUTH BEND, Ind.—Fred Andersen, 1615 Algeit  
 SPOKANE—A. C. Rud Co., No. 12 Bernard St.  
 SPRINGFIELD, Mass.—Automatic Coin Machine Corp., 338 Chestnut St.

GRETN, La.—Jefferson Music Co., 335 Huey P. Long  
 HARTFORD, Conn.—Reliable Coin Machine Co., 184 Windsor St.  
 HONOLULU—Service Games, 210 Mo-kauea St.  
 HOUSTON—Williams Novelty Co., 1906 Leeland St.  
 JACKSONVILLE, Fla.—Bush Distributing Co., 508 Delwood St.  
 KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.  
 LAFAYETTE, La.—Louisiana Coin Machine Co., 423 St. John St.  
 LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.  
 MACON, Ga.—Ed Heath Distributing Co., 243 Third St.  
 MEMPHIS—Williams Distributing Co., 286 N. W. 29th St.  
 Supreme Distributing Co., 3817 N. E. Second Ave.  
 MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.  
 NASHVILLE—Rock City Amusement Co., 125 Sixth Ave., N.  
 NEW ORLEANS—Crescent Cigarette Service, 501 Esplanade  
 NEWARK, N. J.—Runyon Sales Co., 123 W. York St.  
 NEW YORK—Dave Lowy & Co., 594 10th Ave.

CHILLICOTHE, Ill.—Northern Illinois Shuffleboard Co., 122 N. Second St.  
 DANVILLE, Ill.—American Shuffleboard Sales, 67 Benny St.  
 DES MOINES—American Shuffleboard Sales, 1157 Dickerson  
 DUBUQUE, Ia.—Tri-State Music Co., 410 Main St.  
 DULUTH—Twin Ports Sales Co., 230 Lake Ave., S.  
 HARTFORD, Conn.—American Shuffleboard Sales, 519 W. Main St.  
 LA CROSSE, Wis.—American Shuffleboard Sales, 902 Johnson St.  
 LAKE WORTH, Fla.—Cosby Enterprises, 1306 Lucerne  
 LITTLE ROCK—Standard Automatic Music, 1202 W. Seventh  
 MINNEAPOLIS—American Shuffleboard Sales Co., 3611 Nicollet, S.  
 MOUNT PLEASANT, Ia.—Suth Amusement Co., 700 E. Monroe St.  
 NEW YORK—Champion Shuffleboards, Tully, N. Y.  
 ORLANDO, Fla.—Al Lively, 3000 N. Orange Ave.  
 OSHKOSH, Wis.—American Shuffleboard Sales, 41 High St.  
 PEORIA, Ill.—American Shuffleboard Sales, 419A First National Bank Bldg.  
 PITTSBURGH—American Shuffleboard Sales, 2021 Mount Troy Rd.  
 RACINE, Wis.—American Shuffleboard Sales, 1243 State St.  
 ROCKFORD, Ill.—American Shuffleboard Sales, 1130 Sixth Ave.  
 ST. LOUIS—American Shuffleboard Sales, 3014 Olive St.  
 SCHENECTADY, N. Y.—American Shuffleboard Sales, 837 Albany Rd.  
 SYRACUSE—American Shuffleboard Sales, 1029 Madison St.  
 TOLEDO—American Shuffleboard Sales, 938 Islington St.  
 UNION CITY, N. J.—American Shuffleboard Sales, 210 Paterson Plank Rd.

**J. H. Keeney & Company, Inc.**  
 2600 W. 50th, Chicago 32

**Coin-Operated Equipment:**  
 ALLSTON, Mass.—Redd Distributing Co., 298 Lincoln St.  
 ATLANTA—Hunkin Distributors, 708 Spring St., N. W.  
 BALTIMORE—Roy McGinnis Corp., 2011 Maryland Ave.  
 CHICAGO—Automatic Coin Machine & Supply Co., 4135 Armitage Ave.  
 First Distributors, 1748 W. North Ave.  
 CINCINNATI—Sicking, Inc., 1401 Central Parkway  
 CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.  
 CLIFFSIDE PARK, N. J.—Palisade Specialties Co., 498 Anderson Ave.  
 COLUMBUS, O.—Central Ohio Coin Machine Exchange, 525 High St.  
 DALLAS—General Distributing Co., 2812 Main St.  
 DANVILLE, Va.—Southern Vending Machine Co., 528 Craighead St.  
 DENVER—R. F. Jones Co., 1314 Pearl St.  
 DETROIT—Miller-Newmark Distributing Co., 5743 Grand River  
 EL PASO—General Distributing Co., 3000 Alameda Ave.  
 FAIRBANKS, Alaska—George Gilbertson, Pioneer Hotel  
 FAYETTEVILLE, N. Y.—Cumberland Coin Machine Co., 207 Franklin St.  
 GRAND RAPIDS, Mich.—Miller-Newmark Distributing Co., 42 Fairbanks St., N. W.

**Distributors:**  
 ATLANTA—Leo Belfy, Box 790  
 BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.  
 BARRINGTON, Ill.—Fritz Burgeson  
 BATESVILLE, Ind.—Club Distributing Co., Inc., 13 N. Park Ave.  
 DENVER—R. F. Jones Co., 1314 Pearl St.  
 EL DORADO, Kan.—Hull & Young, 415 N. High St.  
 EL PASO—Reichel Distributing Co., 1212 N. Coplin  
 HOUSTON—Coin Machine Sales Co., 3804 Travis St.  
 Texas Consolidated Sales, 3804 Travis St.  
 LOS ANGELES—C. A. Robinson & Co., 2301 W. Pico Blvd.  
 LOUISVILLE—H. M. Branson Distributing Co., 514 S. Second St.  
 Ohio Specialty Co., 539 S. Second St.  
 MACON, Ga.—Heath Distributing Co., 243 Third St.  
 MEMPHIS—C. & P. Sales Co., 407 Madison Ave.  
 MIAMI—Shayne Dixie Music Co., 701 N. Miami Ave.  
 MONROE, La.—W. S. Hancock, 1008 N. Second St.

**Monarch Coin Machine**  
 1545 N. Fairfield, Chicago

BIRMINGHAM—Birmingham Vending Co., Cigarette Service Co., 540 Second Ave., N.  
 DETROIT—Monarch Shuffleboard Sales, 2006 Grand River  
 FREEPORT, Ill.—Freeport Music Co., 27 E. Main St.  
 LOGANSPOUT, Ind.—Willis Amusement Co., Murdock Hotel  
 NASHVILLE—Superior Distributing Co., 54th and Centennial Blvd.  
 PITTSBURGH—Empire Coin Machine Exchange, 1703 Fifth Ave.

**IT'S HERE!!!**

# NEW CONVERSION

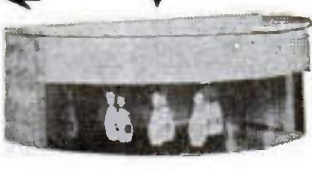
**"SPEED BOWL" FOR UNITED SHUFFLE ALLEY**



**← NEW →**  
**BACKBOARD GLASS**  
**COLORFUL EYE-APPEALING**



**NEW**  
**DISAPPEARING PINS—INDIVIDUALLY NUMBERED—QUIET OPERATION**



SPEED BOWL is absolutely the newest and finest conversion for United Shuffle Alley. It has been designed to bring in the MAXIMUM PROFIT for United Shuffle Alley Operators. SPEED BOWL conversion comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with plexi-glas shield. **READY FOR QUICK INSTALLATION, SPEED BOWL is the answer to logging profits. Now you can hold those locations with this sensational conversion.**

**SEE SPEED BOWL ON DISPLAY AT THE ACMA SHOW, HOTEL SHERMAN, BOOTH #71**

**DISTRIBUTORS . . . WRITE**  
**M. & T. SALES COMPANY**  
 2843 W. FULLERTON AVENUE  
 CHICAGO, ILLINOIS DI 2-2424

BE SURE TO SEE  
THE NEW  
**BAKERS PAGERS**

*"The Aristocrat of Console Games"*

**STREAMLINED  
AND  
MODERNIZED  
TO MEET TODAY'S DEMAND**

SEE THE PENNY PLAY  
**BAKERS PAGERS**

**LEGAL ANYWHERE**

**NO FEDERAL TAX REQUIRED TO OPERATE**

**DISTRIBUTORS,  
ATTENTION!  
TERRITORY NOW  
BEING ALLOTTED  
INVESTIGATE!**

SEE OUR COMPLETE LINE OF MILLS BELL SLOT MACHINES—  
YOU CAN'T BEAT THE QUALITY OR THE PRICES!  
**BOOTH NUMBER 63 AT THE SHERMAN HOTEL  
OR AT THE FACTORY**

**BAKER NOVELTY COMPANY**

1700-08 WASHINGTON BOULEVARD

CHICAGO 12, ILLINOIS

**Northwestern Corp.**

Morris, Ill.

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**BROOKLYN 4**—Northwestern Sales & Service Co., 4105 16th Ave.  
**CHRY CHASE 15, Md.**—M. E. Maddox, 9204 Kensington Parkway  
**CHICAGO 12**—King & Co., 2700 W. Lake St.  
**DALLAS 1**—Fisher Brown, 2218 S. Harwood St.  
**DES MOINES 2**—Peanut Products Co., 801 Second Ave.  
**HUNTINGTON 1, W. Va.**—Patterson Food Products Co., 1343 10th Ave.  
**INDIANAPOLIS**—Indiana Nut Co., 140 W. Vermont St.  
**LANSDOWNE, Pa.**—Roy Torr  
**LOS ANGELES**—Badger Sales Co., 2251 W. Pico Blvd.  
**MILWAUKEE 10**—Badger Novelty Co., 2546 N. 30th St.  
**MINNEAPOLIS 8**—E. T. Barron & Co., 815 W. 36th St.  
**OMAHA**—Peanut Products Co., 801 Second Ave.  
**PHILADELPHIA**—Rake Coin Machine Exchange, 609 Spring Garden St.  
**PITTSBURGH**—Rake Coin Machine Exchange, 3120 Fifth Ave.  
**ST. LOUIS**—Ideal Novelty Co., 2823 Locust St.  
**J. Rosenfeld Co.**, 3218 Olive St.  
**SAN FRANCISCO 2**—Viking Specialty Co., 630 Golden Gate Ave.  
**TAMPA**—Vend-o-Matic, 2808 Tampa St.  
**WICHITA, Kan.**—Conley Vending Supply, 1334 S. Seneca.

**Oak Manufacturing Co., Inc.**

11411 Knightbridge Ave.  
 Culver City, Calif.  
**ATLANTA**—Rankin Distributing Co., Inc., 708 Spring St., N. W.  
**BALTIMORE**—Danco Coin Machine Co., 1304 E. Baltimore St.  
**BIRMINGHAM**—T. B. Holliday Co., Inc., 1826 Sixth Ave., N.  
**BOSTON**—Atlas Distributors, 1024 Commonwealth Ave.  
**BROOKLYN, N. Y.**—Acorn Sales & Service, 190 E. 52d St.  
**J. Schoenbach**, 1645 Bedford Ave.  
**CAMERON, W. Va.**—Mountain State Distributors  
**CHARLOTTE, N. C.**—T. B. Holliday Co., Inc., 1200 W. Morehead St.  
**CHICAGO**—Empire Coin Machine Exchange, 1012-1014 Milwaukee Ave.

**CINCINNATI**—Acorn Distributors, 4217 Spring Grove Ave.  
**DENVER**—Mercury Vending Co., 3502 E. 12th Ave.  
**DES MOINES**—Peanut Products Co., 801 Second Ave.  
**DETROIT**—Weldman National Sales Co., 5911 Fourth Ave.  
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**LAWRENCE, Mass.**—Confection Co., Inc., 643 Prospect Ave.  
**LOS ANGELES**—Operators Vending Machine Supply Co., 1023-25 S. Grand Ave. (Western Sales Office.)  
**MEMPHIS**—Southern Amusement Co., 828 Madison Ave.  
**METHUEN, Mass.**—Bunny Vending Co., 27 Emery St.  
**MIAMI**—Mort Simon, 1470 N. W. 36th St.  
**MINNEAPOLIS**—Northwest Vending Supply, Inc., 3114-16 W. 28th St.  
**NEW ORLEANS**—Dominick Gagliano, 6115 Canal Blvd.  
**NEW YORK 18**—Cameo Vending Service, 432 W. 42d St.  
**PHILADELPHIA**—Rake Coin Machine Exchange, 609 Spring Garden St.  
**PITTSBURGH**—American Distributors, 1349 Fifth Ave. (Eastern-Midwest Sales Office.)  
**Penny King Company**, 415 Neptune St.  
**Rake Coin Machine Agency**, 2120 Fifth Ave.  
**READING, Pa.**—Reading Novelty Co., 117 Penn St.  
**ST. LOUIS**—Universal Distributing Co., 210 N. Ewing Ave.  
**TAMPA**—Florida Distributing Co., 111 W. Columbus Drive

**Pace Manufacturing Co., Inc.**

2909 Indiana Ave., Chicago 16

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**ATLANTA**—Sparks Specialty Co.  
**BALTIMORE**—Mar-Male Sales Co., 1009 Baltimore Ave.  
**BUTTE**—H. B. Brinck, 825 E. Front St.  
**DENVER**—Superior Distributing Co., 1030 15th St.  
**EVANSVILLE, Ind.**—Automatic Amusement Co., 1000 Pennsylvania Ave.  
**HAZLETON, Pa.**—Camera Brothers, 598 Hayes St.  
**KANSAS CITY, Mo.**—Automatic Coin Co., 13 Linwood Blvd.  
**LA FAYETTE, Ind.**—Milner Sales Co.  
**LOUISVILLE**—Ohio Specialty Co., 639 S. Second St.  
**NASHVILLE**—Automatic Sales Co., 421 Broad St.

**NEW ORLEANS**—New Orleans Novelty Co., 115 Magazine St.  
**ORLANDO, Fla.**—Southern Music Distributing Co., 503 W. Central Ave.  
**PITTSBURGH**—B. D. Lazar Co., 1635 Fifth Ave.  
**RATON, N. M.**—Southwest Vending Co., P. O. Box 1058  
**RENO, Nev.**—Western Coin Machine Co., 319 Lake St.  
**RAWLINS, Wyo.**—Household Appliance, Box 684  
**SAN ANTONIO**—American Machine Sales, 508 Seventh St.  
**SAN FRANCISCO**—George Murdock & Associates, 1787 Union St.  
**SHEREVEPORT, La.**—Lee's Novelty Co., 1004 Spring St.  
**SOPERTON, Ga.**—Sparks Specialty Co.  
**SPRINGFIELD, Mass.**—Interstate Coin Machine Co., Inc., 1883 Columbus Ave.  
**VINE GROVE, Ky.**—Gatrost Amusement Co.  
**WASHINGTON, D. C.**—Silent Sales System, 635 "D" St., N. W.

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**BOSTON**—J. J. Colombo & Co., 119 Commonwealth Ave.  
**BUFFALO**—Hacola Distributing Corporation, 265 Franklin  
**BUTTE, Mont.**—H. B. Brinck, 825 E. Front St.  
**CHATTANOOGA**—G. S. Shearer Amusement Co., 140 N. Market St.  
**CHARLESTON, W. Va.**—Elkins Music Co., 160 Court St.  
**CHARLOTTE, N. C.**—Southern Music Co., 822 Morehead Ave.  
**CHICAGO**—First Distributors, 1748 W. North Ave.  
**Webb Distributing Co.**, 4958 W. Chicago Ave.  
**CINCINNATI**—Royal Distributing Co., 3800 Glenmore Ave. (Cheviot)  
**CLEVELAND**—Lake City Amusement Co., 1648 St. Clair Ave.  
**COLUMBUS, O.**—Suburban Distributing Co., c/o Broad-Lincoln Hotel, 631 Broad St.  
**DALLAS**—General Distributing Co., 2813 Main St.  
**DENVER**—Modern Distributing Co., 1810 Welton St.  
**DETROIT**—Brilliant Music Co., 4606 Cass.  
**ELIZABETH, N. J.**—Seacoast Distributors, Inc., 1200 North Ave.

**EL PASO**—Frontier Amusement, 2020 Myrtle Ave.  
 General Distributing Co., 3000 Alameda Ave.  
**GRAND RAPIDS, Mich.**—Bill Doyle & Co., 330 Bond Ave., N. W.  
**HOUSTON**—Southern Distributing Co., 1010 Leeland  
**INDIANAPOLIS**—Calderon Distributing Co., 450 Massachusetts Ave.  
**JACKSONVILLE, Fla.**—Southern Music Distributing Co., 419 Margaret St.  
**JOHNSON CITY, Tenn.**—Coin Automatic Music Co., 241 W. Main St.  
**KALAMAZOO, Mich.**—King Pin Equipment, 826 Mills St.  
**KANSAS CITY, Mo.**—Consolidated Distributing Co., 1910 Grand Ave.  
**LOS ANGELES**—Badger Sales Co., 2251 W. Pico Blvd.  
**Mape Music Co.**, 1701 W. Pico Blvd.  
**LOUISVILLE**—H. M. Branson Distributing Co., 514 S. Second St.  
**MEMPHIS**—S. & M. Sales Co., Inc., 1074 Union Ave.  
**MEXICO CITY**—Industrias Nacionales de Sonido, Baja Calif. No. 6  
**MILWAUKEE**—Badger Novelty Co., 2546 N. 30th St.  
**MONTGOMERY, Ala.**—Franco Distributing Co., 24 N. Perry St.  
**MONTREAL**—Mortimer Sales Co., 1269 Amherst St.  
**NASHVILLE**—Frank Swartz Sales Co., 515-A Fourth Ave., S.  
**NEW ORLEANS**—Southern Music & Television Co., Inc., 536 Baronne St.  
**OKLAHOMA CITY**—Boyle Amusement Co., 522 N. W. Third St.  
**OMAHA**—H. Z. Vending & Sales, 1205 Douglas St.  
**ORLANDO, Fla.**—Southern Music Distributing Co., 503 W. Central Ave.  
**PHILADELPHIA**—Scott-Croese Co., 1423 Spring Garden St.  
**PITTSBURGH**—B. D. Lazar Co., 1635 Fifth Ave.  
**PORTLAND, Ore.**—Cusson Distributing Co., 325 S. W. Hawthorne Blvd.  
**Oregon Novelty Co.**, 1035 W. Alberta  
**RICHMOND**—Wertz Music Supply Co., 319 W. Broad  
**ST. LOUIS**—Ideal Novelty Co., 2823 Locust St.  
**ST. PAUL**—LaBeau Novelty Sales Co., 1946 University Ave.  
**SALT LAKE CITY**—J. H. Rutter, 1477 S. Main St.  
**SAN ANTONIO**—United Amusement Co., 432 Main St.  
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WHEELING, W. Va.—Tri-State Amusement Co., 149 18th St., Near  
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ATLANTA—Robinson Distributing Co., 333 Marletta St., N. W.  
BELOTT, Wis.—Savage Novelty Co., 992 Elm St.  
BIRMINGHAM—H. & S. Sales, 1420 13th Ave., S.  
BOSSIER CITY, La.—Tri-State Shuffleboard Sales, 315 Traffic St.  
BOSTON 15—J. J. Golumbo & Co., 1119 Commonwealth Ave.  
BUCHANAN, Mich.—Michiana Shuffleboard Sales, 124 E. Front St.  
BUFFALO 2—Bacola Distributing Co., 265 Franklin  
BUTTE, Mont.—H. B. Brinck, 825 E. Front St.  
CARLINVILLE, Ill.—B. & C. Sales, 131 N. Broad St.  
CENTERVILLE, Mich.—Adams Amusement Co., 134 N. Clark St.  
CHARLOTTE, N. C.—Southern Music Corporation, 822 W. Moorehead Ave., P. O. Box 641  
CHATTANOOGA—Lookout Amusement Co., 3308 Creston Circle  
CHICAGO—Atlas Amusement, 2200 N. Western Ave.  
Logan Distributing Co., 2320 N. Western Ave.  
Monarch Coin Co., 1545 N. Fairfield Ave.  
Oakdale Sales, 2860 N. Clark St.  
Shuffleboard Specialists, 1114 S. Michigan Ave.  
CINCINNATI—Royal Distributing Co., 3800 Glenmore Ave., Cheviot.  
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JACKSONVILLE—Southern Music Distributing Co., 419 Margaret St.  
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Helb Amusement Distributing Co., 133 W. Jefferson St.  
KALAMAZOO 21, Mich.—King-Pin Equipment Co., 826 Mills St.  
KANSAS City 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.  
KENOSHA, Wis.—Kenosha Shuffleboard Sales Co., 2315 Roosevelt Rd.  
LA CROSSE, Wis.—Elmer Voltmar, 105 S. Third St.  
LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.  
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MILWAUKEE 10—Badger Novelty Co., 2546 N. 30th St.  
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NASHVILLE 2—Rock City Amusement Co., 125 Sixth Ave., N.  
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OMAHA—Amusement Equipment Co., 856 Insurance Bldg.  
H. & Z. Vending & Sales Co., 1205 Douglas St.  
ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.  
PHOENIX, Ariz.—Robinson Bros. Sales, 1111 E. Van Buren  
PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.  
PORTLAND, Ore.—Cusson Distributing Co., 325 S. W. Hawthorne Blvd.  
Oregon Novelty Co., 1035 W. Alberta St.  
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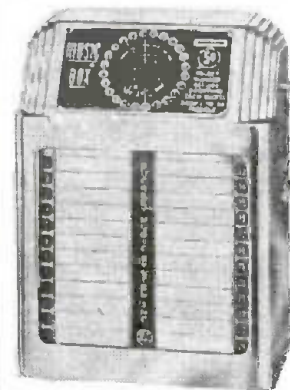
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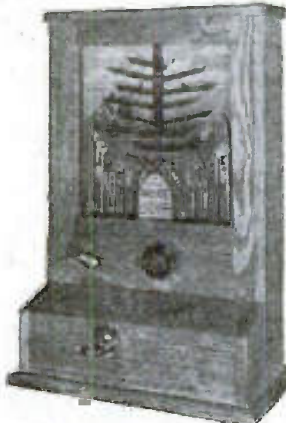
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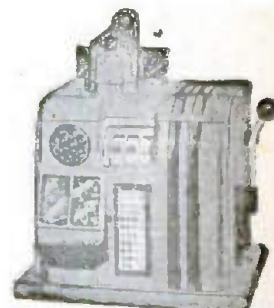
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Jack R. Moore Co., 100 Elliott Ave. W.  
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BIRMINGHAM—T. B. Holliday Co., Inc., 1628 Sixth Ave., N.

BOSTON 18—Trimount Automatic Sales Corp., 40 Waltham St.

BUFFALO 3—Davis Distributing Corp., 873-875 Main St.

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CHARLOTTE 1, N. C.—T. B. Holliday Co., Inc., 1200 W. Morehead St.

CHICAGO 47—Atlas Music Co., 2200 N. Western Ave.

CINCINNATI—Shaffer Music Co., 2333 Gilbert Ave.

CLEVELAND 15—Music Systems, Inc., 2800 Euclid Ave.

COLUMBIA, S. C.—Sparks Specialty Co., 2808 Main St.

COLUMBUS 15, O.—Shaffer Music Co., 606 S. High St.

DALLAS 1—S. H. Lynch & Co., 2101-03 Pacific Ave.

DENVER 3—R. F. Jones Co., 1314 Pearl St.

DES MOINES 9—Atlas Music Co., 221 Ninth St.

DETROIT—Music Systems, Inc., 10217 Linwood Ave.

EVANSVILLE 8, Ind.—S. L. Stiebel Co., 12-16 N. W. Sixth St.

HARTFORD, Conn.—Atlantic New York Corp., 624 Franklin Ave.

HOUSTON 2—S. E. Lynch & Co., 910 Calhoun St.

INDIANAPOLIS, Ind.—Shaffer Music Co., 1327 N. Capitol Ave.

JACKSONVILLE, Fla.—T. B. Holliday Co., Inc., 60 Riverside Ave.

KANSAS CITY 8, Mo.—W. B. Music Co., Inc., 1518 McGee St.

LOS ANGELES 6—Minthorne Music Co., 2916-20 W. Pico Blvd.

LOUISVILLE 2—S. L. Stiebel Co., 542 S. Second St.

MEMPHIS 3—S. E. Lynch & Co., 1046-51 Union Ave.

MILWAUKEE 8—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.

MINNEAPOLIS—S. L. London Music Co., Inc., 2605-07 Mennequin Ave.

NASHVILLE 3—S. L. Stiebel Co., 313 Seventh Ave., S.

NEWARK, N. J.—Atlantic New York Corp., 772 High St.

NEW ORLEANS 13—S. H. Lynch & Co., 832 Baronne

NEW YORK 18—Atlantic New York Corp., 583 10th Ave.

OKLAHOMA CITY 6—S. H. Lynch & Co., 900 N. Western

PHILADELPHIA 23—Atlantic Pennsylvania Corp., 919-921 N. Broad St.

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PORTLAND 12, Ore.—R. F. Jones Co., 1515 N. E. Broadway

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ST. LOUIS 1—W. B. Distributors, Inc., 1012 Market St.

SALT LAKE CITY 1—R. F. Jones Co., 127-129 E. Second St.

SAN ANTONIO 5—S. H. Lynch & Co., 241 Broadway

SAN FRANCISCO 3—R. F. Jones Co., 1283 Mission St.

SEATTLE 1—R. F. Jones Co., 2208 Fourth Ave.

SOPERTON, Ga.—Sparks Specialty Co.

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TOLEDO 2—Music Systems, Inc., 1312 Jackson Ave.

TORONTO 12—Baldwin Distributing Co., Ltd., 465 Eglinton Ave., W.

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ST. CHARLES, Ill.—J. E. Naughton, 801 Geneva Road

SEATTLE—Bert Farmer, 1435 23d Ave. S

SHAKER HEIGHTS, O.—J. R. Fox, 3522 Ingleside Road

SHEERMAN OAKS, Calif.—Stan Rouso, 833 S. Detroit

UNIVERSITY PARK, DALLAS—M. C. Doumany, 3505 Haynie Ave.

WOLLASTON, Mass.—Ralph Littlefield, 108 Bromfield

**Uneda Shine Machine Co.**  
505 W. 42d St., New York

NEW YORK—Acme Sales Co., 505 W. 42d St.

**United Manufacturing Co.**  
3401 N. California Ave., Chicago 18

ATLANTA—F. A. B. Distributing Co., 304 Ivy St., N. E.

BALTIMORE—Double U Sales Corp., 1020 E. Baltimore

CHARLOTTE, N. C.—T. B. Holliday, 1200 Morehead

CHICAGO—Empire Coin Machine, 1012 Milwaukee Ave.

CINCINNATI—Sicking, Inc., 1401 Central Parkway

Southern Automatic Music Co., 228 W. Seventh

CLEVELAND—Cleveland Coin Machine, 2021 Prospect Ave.

COLUMBIA, S. O.—Coin Machine Distributors, 3039 Main St.

COLUMBUS, O.—Central Ohio Coin Machine Exchange, 525 S. High St.

DALLAS—Commercial Music Co., 1501 Dragon St.

DAYTON, O.—Southern Automatic Music Co., 603 Linden Ave.

DENVER—Wolf Sales Co., 2854 Champa

DES MOINES—P. S. Distributing Co., 110 11th St.

EVANSVILLE, Ind.—Carl Spies, 318 W. Columbia

FORT WAYNE, Ind.—Southern Automatic Music Co., 3011 E. Maumee

GREAT FALLS, Mont.—Automatic Sales Co., 516 Eighth St., S.

HOUSTON—Steele Distributing Co., 3300 Louisiana St.

INDIANAPOLIS—Sicking, Inc., 927 Fort Wayne

Southern Automatic Music Co., 325 N. Illinois

JACKSONVILLE, Fla.—Taran Distributing Co., 80 Riverside Ave.

JOHNSON CITY, Tenn.—Coin Automatic Music Co.

KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.

LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.

LOS ANGELES—General Music Co., 2377 W. Pico Blvd.

LOUISVILLE—Southern Automatic Music Co., 624 S. Third St.

MEMPHIS—Williams Distributing Co., 1082 Union Ave.

MIAMI—Taran Distributing Co., 2820 N. W. Seventh Ave.

MILWAUKEE—Paster Distributing Co., 2606 W. Fond du Lac

NASHVILLE—Frank Swartz Distributing Co., 515-A Fourth Ave., S.

NEWARK, N. J.—Active Amusement Machine Co., 58 Frelinghuysen Ave.

NEW ORLEANS—Music Sales Co., 704 Baronne St.

NEW YORK—Simon Sales, Inc., 627 10th Ave.

OKLAHOMA CITY—Commercial Music Co., 1004 N. Walnut

OMAHA—Mayflower, Inc., 1208 Douglas

PHILADELPHIA—Banner Specialty Co., 19 W. Girard

PHOENIX, Ariz.—Arizona Amusement Co., 1030 Grand Ave.

PITTSBURGH—Banner Specialty Co., 1508 Fifth Ave.

PORTLAND, Ore.—Western Distributors, 1225 S. W. 18th Ave.

RAPID CITY, S. D.—Koers Distributing Co., 513 Eighth St.

ST. LOUIS—Central Distributors, 2334 Olive St.

ST. PAUL—Mayflower Distributing Co., 2218 University Ave.

SAN ANTONIO—Commercial Music, 901 E. Houston

SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.

SALT LAKE CITY—Coin Machine Sales Co., 158 E. Third St.

SEATTLE—Western Distributors, 3126 Elliott Ave.

TOLEDO—Cleveland Coin Machine Exchange, 1307 Lincoln Ave.

(See Mfrs. Distribs on page 184)

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7. Also available in 7 different blonde shades.



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OPERATORS—If your distributor cannot supply you, contact us.

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SEE US AT THE ACMA, BOOTH 104**

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TIPTON, MISSOURI

ALLSTON, Mass.—Vend-o-Mat Company, 107 Brighton Ave.

BALTIMORE 2—Parkway Machine Corp., 216 Ennis St.

CHICAGO 22—Empire Coin Machine Exchange, 1012 Milwaukee Ave.  
Vendusa Sales, Inc., 1745 W. Irving Park Rd.

CLEVELAND 15—Cleveland Coin Machine Exchange, 2021 Prospect Ave.

CLEVELAND 3—Dodson Enterprises, 7016 Euclid Ave.

CLEVELAND 2—C. R. Wooten, 1901 E. 97th St.

DALLAS—C. R. McAdams, 6353 Velasco St.

DENVER 2—Superior Distributing Co., 1030 15th St.

EVANSTON, Ill.—K. Huntington, 312 Asbury Ave.

KANSAS CITY 2, Mo.—Automatic Coin Machine Co., 13 W. Linwood Ave.  
Uneda Vending Service, 3735 Olive St.

MARGATE, N. J.—Jack Freeman, 23 N. Lancaster Ave.

MIAMI 35—Schwartz Distributing Co., 1800 S. W. 17th St.

NEW YORK—Mike Munves Corp., 575 11th Ave.  
J. Maro Schiff, 1819 Broadway

OAKLAND 1, Calif.—Standard Specialty Co., 5115 E. 14th St.

OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Road

PORTLAND 12, Ore.—A. & B. Distributing Co., 1533 N. E. Union Ave.

RICHMOND, Calif.—Western Distributors, 160 Collins St.

ST. LOUIS 3—J. Rosenfeld Co., 3218 Olive St.

TOLEDO—Toledo Coin Machine Exchange, 814 Summit St.

TUCSON, Ariz.—Frontier Novelty Co., 256 W. Rogers Road

WEST MEDFORD 85, Mass.—Jason E. Nourse, 10 Newton Road

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5818 WENTWORTH AVE.  
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NEW YORK 17—American Steel Export Co., 347 Madison Ave.

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1326 S. Lorens, Los Angeles, 23

ST. LOUIS 3—J. Rosenfeld Co., 3218 Olive St.

TOLEDO—Toledo Coin Machine Exchange, 814 Summit St.

TUCSON, Ariz.—Frontier Novelty Co., 256 W. Rogers Road

WEST MEDFORD 85, Mass.—Jason E. Nourse, 10 Newton Road

**Stoner Manufacturing Corp.**  
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SYRACUSE 3—Davis Distributing Corp., 798 Erie Blvd., E.

TOLEDO 2—Music Systems, Inc., 1312 Jackson Ave.

TORONTO 12—Baldwin Distributing Co., Ltd., 465 Eglinton Ave., W.

WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.

NEW YORK 17—American Steel Export Co., 347 Madison Ave.

**Shipman Manufacturing Co.**  
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ALLSTON, Mass.—Vend-o-Mat Company, 107 Brighton Ave.

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328 Gale St., Aurora, Ill.

**Sales Representatives:**  
ATLANTA—Fred Meyer 2286-B Lindmont Circle, N. E.

# Summer Hypos Cig Vender Gross

**Ma Can Get Her Stitch-in-Time Done by Coin Sewing Units Now**

SAN DIEGO, Calif., May 20.—Coin-operated sewing machines have been added to the long list of service devices. Two sewing parlors are operated here by the Stitch-in-Time Systems, Inc., headed by Jose D. Carter, president.

Carter said the parent corporation is now appointing distributors throughout the nation. To qualify as a distributor, the firm requires the establishment of a pilot unit. This includes 20 deluxe sewing machine heads with ABT coin chutes, 25 chairs and two cutting tables. The initial cost is about \$3,000, the company's proxy declared.

Once the pilot station has been installed, the distributor is free to operate it or may sell it to an operator.

Stitch-in-Time uses Domestic machines exclusively. Made by the

## Plan To Form Cig Op Assn. In California

**Name Committee Members**

LOS ANGELES, May 20.—Plans are underway for the formation of a State-wide association of cigarette machine operators to be known as Cigarette Vendors Institute of California (CVIC). Ed Stanton, of General Vendors and Arch C. Riddell, of Harmony Cigarette Service, have been named to the committee to handle the organization in Southern California. Two other operators are expected to be named to represent Northern California.

Primary purpose of the organization will be to promote public relations and for the exchange of ideas. CVIC plans include the release of bulletins on a regular basis to trade papers and other media.

## First To Intro Mercury Vender At ACMMA Show

CHICAGO, May 20.—First Distributors here will introduce the Mercury ball gum vender in Booth 88 at the ACMMA All-Industry Coin Machine Show, Wally Finke and Joe Kline, owners, announced.

The Mercury machine has a plastic globe and vends gum for a nickel. It lists for \$14.50 and can be purchased in quantities of six at the unit price of \$12.95. Other quantity unit prices are 12 for \$11.95 and 24 for \$10.95.

First plans to handle the gum vender under a packaged merchandise plan. Under this set-up, a prize board of premiums would accompany the vender. Each time a patron receives a plastic shell denoting a specific prize after inserting the coin for gum, the location would award one of 50 different premiums. The premium board has a retail value of \$33.50 and is sold to operators for \$16.50.

White Company, Carter said that Domestic is separate and distinct from the White product, and it is preferred that it stand on its own.

The company handles, in addition to the machines which are still on allocation, patterns, zippers, fabrics, thread and notions. The operator is offered these items but not required to purchase them from the local firm.

Other recommendations made to distributors is that they charge 25 cents for an hour and use a space of at least 1,250 square feet.

The two units here have a total of 40 machines. The first was set up last September.

## Survey Discloses Importance Of Venders in Lunch Programs

NEW YORK, May 20.—Candy still leads the field as the vended product offered most frequently in industrial plants across the country, with soft drinks the runner up.

This was disclosed this week as the National Industrial Conference Board, Inc., published the results of a 138-company survey on food services provided employees.

Forty-four of the plants polled reported that vending machines play an "important role" in company lunch programs. Of these, 15 (34.1 per cent) had plant populations of 5,000 or more, with medium-size concerns, employing 500-999 workers the next largest category. Here, 10 (22.7 per cent) deemed venders an important adjunct to in-plant feeding systems.

## Ops Relocate Machines, Expand Routes To Catch Higher May-August Sales

**Employee Vacations Curb Industrial Ops' Volume**

By Fred Amann

CHICAGO, May 20.—Because "people move around more" in summer, cigarette operators experience, generally, better grosses. Exceptions are such locations as industrial plants and those areas not drawing visitor trade or which experience a heavy week-end exodus of population to resort areas. In most sections of the country, the increase in sales occurs during the May to September period, with the "peak" reached in July and August, cigarette operators contacted during *The Billboard* survey revealed.

Many operators report summer volume increases up to 50 per cent due to (1) relocation of some equipment to catch outdoor trade and (2) placing spare or otherwise idle units in operation in high traffic resort, etc., locations.

This is the last in a series of three articles on how summer affects candy, cup soft drink and cigarette operations. The first two articles appeared in the May 13 and May 20 issues.

**Summer Changes**

In addition to increased placement of venders and relocation of others for summer, most operators effect two more operational changes; initiate Sunday servicing due to heavy week-end sales and carry a larger inventory. Some report they sell more menthol type cigarettes, especially in plants.

For the primarily industrial type (See *SUMMER HYPOS* on page 146)

# Venders Stretch Big Store

## Spacarb Steps Up Production On Cup Vender

**Goal Is 1,200 Units**

NEW YORK, May 20.—Setting the production of 1,200 multi-flavor drink machines during the remaining months of 1950 as its goal, Spacarb, Inc., has stepped up its manufacturing pace by contracting for a substantial number of units to be made in North Stamford, Conn. Completing continued output at the main plant here, the additional venders will be made at a factory formerly occupied by the Deering Millikan Research Trust.

Actual production is being undertaken by Frostidrink, Inc., a Spacarb affiliate. J. H. Houston, Spacarb president, said home office engineering personnel would supervise every step of production, including inspection, to assure maintenance of standards.

He claimed the added facilities were needed to help satisfy heavy operator demand for the firm's new Model 4-D-51. Company is gearing its pro-

## Alco Deree Will Sell Tools; To Make Venders

CHICAGO, May 20.—Alco Deree Company Thursday (25) will auction off more than \$750,000 in heavy equipment which the firm formerly used in its metal department to turn out washing machine transmissions. Equipment is to be replaced with machine tools to be used in the manufacture of the firm's new refrigerated sandwich machine. W. S. Deree, president, announced this week.

Under its new policies, Alco Deree, which has devoted the majority of its production to the washing machine parts, will no longer handle outside work, Deree stated, but will concentrate on manufacturing its own vending machines. The entire 50,000 square feet of manufacturing space at the plant, will be used for this purpose.

gram to "be in a position during the peak consuming season to make deliveries within a week or 10 days after receipt of an order." Spacarb's facilities here are believed to have a top output capacity of about 150 machines a month.

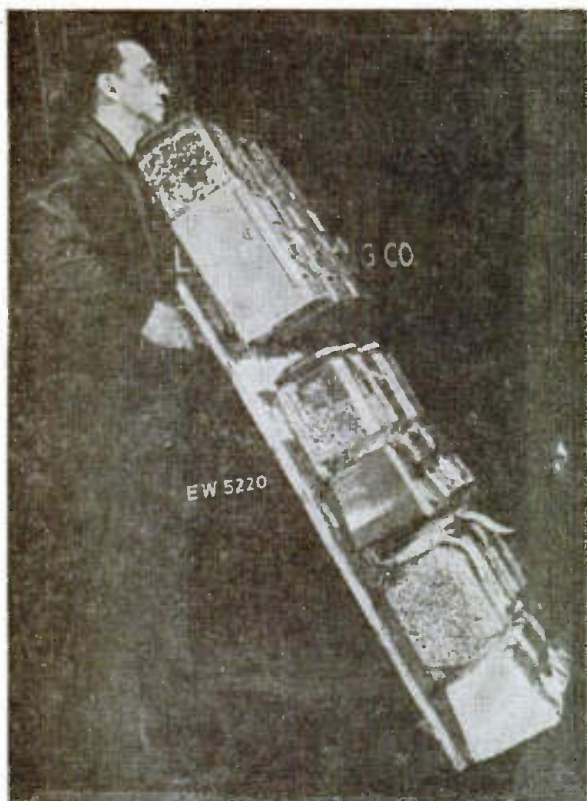
## Boston Gets Coin Machine Package Mart

**14 Units, 18 Items**

BOSTON, May 20.—Establishment of the first out-of-store vending center here, Monday (15), by a major department store was hailed this week by merchandising circles as a revolutionary advance in retailing history.

The William Filene's Sons Company placed 14 machines, offering 18 different items, at prices ranging from 50 cents to \$1.65, in operation in the new million dollar Greyhound terminal, located a half-mile from the store. Two of the machines were made by the Vendomatic Machine Corporation, New York, and are similar to units placed in J. L. Hudsons, Detroit, late last year. The remainder were venders manufactured by the Glasscock Corporation, of Muncie, Ind.

Initial public reaction to the experiment was satisfactory, according to Filene executives, altho the store was (See *BOSTON GETS* on page 146)



# Dollars In Pennies

**Big oaks from little acorns grow when smart op effects savings in services, machines, and uses strong promotions.**

BY FRED AMANN

**P**ENNY vender production and placement on location have settled into a steady expansion pattern that will mean many thousands more units in profitable operation during 1950.

New machines, new methods of merchandising, servicing and maintenance mean more profit for the penny operator. With this four-fold pattern taking shape this year, one basic fact stands out—there are dollars in pennies, if common sense operating procedures are followed and advantage is taken of new selling and merchandising principles offered the penny operator.

#### Brand Promotion

Another trend—this one aimed at the bulk penny candy operator—shaped up during recent weeks: Name brand promotion. Introduced by Bunte Bros. and Belvend Manufacturing Corporation, Chicago, the plan involves the use of decals on each bulk unit stating that the contents are "Genuine Bunte Candy." Operators are provided, without cost, these decals for each machine in which they stock Bunte candy.

#### Location Approach

The use of a planned approach to new locations can mean a drastic rise in machine placement, plus reduced operating expense thru better exploitation of a chosen territory. One example of location-approach is that used by Chicago operator Bill Shigley.

After pointing out a small counter or wall space to the owner of a new location site, Shigley opens the conversation by asking whether the owner would like to convert what amounts to about one square foot of unused space into rental property which will return him between \$35 and \$45 each year without any effort on his part. "If you can show a location owner how he can make extra money, even if the amount is comparatively small, you usually hit a responsive chord," Shigley said.

#### Repair, Shop Equipment

To keep penny bulk units in top working sanitary order, the bulk operator's workshop should contain a drill press, circular and band saws, grinders and buffers, adequate size workbench, plus the standard array of hand tools such as hex nut drivers in required sizes, wrenches of all sizes including regular and combination box and open-end types, drive and

center punches, hammers, metal files, electric hand drill, bench vises, pliers, hacksaw, stiff wirebrush, standard wash tubs, double type, hot and cold running water, a tri-sodium phosphate for cleaning globes, shelving for spare globes, bases, and a miscellaneous small parts crib.

To keep down costs, it is advisable to rig all power driven equipment so it can be operated by a single motor. This can be accomplished by using grooved motor beds for each power unit so that the one motor can be moved and fitted securely into place.

Workshops should carry a safe margin of extra parts for the three major items of wear and/or breakage. These are (1) glass globes; (2) springs; (3) working parts made of aluminum.

#### Handling Refills

Basic benefits from "full-for-empty" globe exchange on location are saving of time, less interference with location business, more sanitary servicing procedure thru location owner's eyes, more time for better cleaning of returned globe in shop.

Some operators, like Illinois Vending Company, Chicago, replace the entire machine with a newly cleaned, filled unit. Here, a time saving is also effected thru elimination of coin removal and counting on each stop. The complete unit (globe and coin box) is emptied upon its return to headquarters.

To facilitate its servicing program Illinois Vending designed special wall and floor racks for its route trucks. Filled or empty venders are clamped in individual racks, three on each side wall of the truck with a capacity of 11 units each. Two additional rows of machines are set in floor racks.

#### Special Handling

The exchange system also brought about the development of a multiple unit hand-truck which enables routemen to carry up to nine filled machines into industrial plant installations on a single trip.

Because the company's exchange procedure brings in a number of units in which nuts still remain (a two-week maximum on-location time for each unit is allowed so that all merchandise will always be fresh) it investigated possibilities for re-sale of such returned merchandise to cut dollar losses. This was successfully accomplished by selling the nuts to wholesale bakers who find such nutmeats ideal for use in bakery goods,

where a fresh product is not desired or necessary.

Decals on each vender have a two-fold benefit. The decals should carry the firm's name and phone number, thus giving location management necessary information at a glance should the need for special service arise. Operators find decals pay for themselves as an advertising medium for getting new locations.

#### Product Protection

Bulk merchandise, particularly susceptible to damage by moisture, requires precautionary measures for product protection. One method, introduced by Louisiana Vending Machine Company, New Orleans, is now becoming an accepted form of moisture control. By placing a small amount of moisture-absorbing agent, Silica-gel, in each vender most losses thru dampness are avoided.

A commercial chemical, Silica-gel is widely used by bottle crown manufacturers and can be obtained from firms supplying this market. It costs \$55.70 a barrel, each barrel containing 800 two-ounce bags. One bag is placed in the coin tray of each machine, or can just as easily be fastened to the interior of larger merchandise compartments. Tasteless and odorless, the chemical has no effect on the candy, gum or nuts.

Operators find this type of moisture control costs 5 to 7 cents per machine. Once the bags become saturated, they can be removed, taken to the shop and heated in dry heat and re-used.

Another form of product protection eliminates a second source of trouble for bulk operators—pests. A pest preventative that has proved doubly effective is the common camphor ball. Placed in the coin boxes of bulk units, it does not give off an offensive odor or injure the quality of the merchandise.

#### Know Your Candy

While a more exacting merchandise buying chore falls to the bulk operator, compared to the packaged product operator, he has but to follow a five-point quality yardstick to be

assured of customer acceptance and dependable profit margins. Applied to pan candies, which includes the high-demand Boston baked bean, these are: Count per pound; degree of hardness; smoothness of surface; thickness of coating and flavor.

The hard-shell baked bean is generally accepted as a top vending machine product. A hard coating better resists heat and moisture, eliminates sticky candy which jams up machines.

Watch thickness of coatings. The thicker the coating, the greater the weight per bean and the smaller the count per pound. Too-thick coatings tend to impair flavor and eating quality and reduce the number that can be offered for a penny.

In addition to baked beans, popular bulk items include licorice lozenges, fruit drops, jelly beans and chocolate candies.

#### Portion Problem

Trimming penny portions too closely and withholding possible increases when prices decline work against the operator, profit-wise, in the long run. As soon as supply prices indicate a downward trend, the farsighted operator adjusts his equipment to vend larger portions. Equally important, he makes it a point to tell location owners of the increase. The consumer doesn't have to be told; he notices the difference immediately and repeats his patronage of such machines.

#### Ball Gum Merchandising

In the ball gum field a similar situation exists. But here it is mainly neglect of prewar merchandising methods. For instance, operators formerly increased volume by using the one-two-three idea whereby the customer obtained one piece for his first penny, two for his second and three pieces for his third coin.

While Spanish peanuts (biggest penny nut vender item) are from eight to 10 cents higher per pound than in 1940-'41, the average pound contains enough nuts to warrant portion settings from 10 to 18 per penny and still return a good margin to the operator.

## Dollars in Pennies If

- 1 The bulk operator uses a planned approach to new business, stressing how unused space can return a profit without investment.
- 2 Steps are taken to provide adequate repair and sanitation facilities including shop tools and full line of spare parts.
- 3 Machine servicing routine is established and standardized—using either refill-on-location or the full-for-empty exchange.
- 4 Every attempt is made to take advantage of point-of-sale promotions like decals which identify the equipment for existing locations and provide information enabling new business to contact the operator.
- 5 Adequate product protection methods are adopted to insure against losses due to humidity or pests.
- 6 The operator measures his product quality by studying customer preferences.
- 7 Portions are made as ample as costs allow, and locations are informed of increases in portions and the reasons behind the increases.

"GREATEST ADVANCEMENT  
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INTERCHANGEABLE  
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IN BULK VENDING**

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Peanuts	34¢
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Virginia	37¢
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Cashews	
Whole	68¢
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**VENDING MACHINE  
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Now selling or with experience selling direct to established operators. We have the finest 1¢ pan candy and nut equipment available. Competitively priced to the established trade. Finance plan available. We distribute exclusively BUNTE'S entire line of nationally advertised vending pan candies for use in our machines. Liberal commissions, sales aids, complete co-operation. Will consider top men now handling non-competitive equipment. Address: Sales Manager, Bclvend Mfg. Company, 122 So. Michigan Ave., Chicago, Ill.

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supRpop Hybrid Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Wire or Write for Prices.

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**NEW PROFIT-MAKERS**

**ICE CREAM**

Bar-type units seen getting nod as accent on independent ops is established; sales curve rises.

ICE CREAM venders, having turned a production and price corner during the past 12 months, are now definitely slated to become a prime part of the automatic merchandising field during the next several years.

Two facts stand out in the 1950 ice cream machine picture: 1. Future operating policy has been determined, and all indications point to a "hands off" attitude by ice cream companies with the accent on the regular independent operator; 2. The bar-type machine will become the standard unit, surpassing cup and other type machines.

Discontinuance this March of cup vender output by the most prolific manufacturer to date, Revco, Inc., makes this a certainty. This idea was further accentuated by the announcement that Revco plans to re-enter the ice cream vender field in 1951 with a bar-type machine. Thus the pre-dominance of the cup-type unit among the more than 6,000 ice cream venders now in the field will shortly be reversed.

**Sales Curve Up**

The rising rate of ice cream sales heralds a ready acceptance of this type machine in new territory. Latest reports from the Bureau of Agricultural Economics show ice cream output is now running 5 per cent above the corresponding 1948 level.

There are now seven firms turning out various models of bar-type venders. Prices range from a low of \$395 for a 75-bar-capacity unit to just under \$1,000 for a selective-type machine. In some models ice cream sandwiches can be vended as well as bars with or without sticks. Depending upon the machine, bars may also be vended in regular paper sack covers or in specially made cartons.

**Who Makes What?**

Manufacturers now offering equipment to operators are:  
Arctic Vendor Sales Company, Ap-

leton, Wis.—Making two models of dual-purpose, non-selective units vending bar or sandwich-type ice cream. Model 151 priced at \$595; Model 75 at \$395. Model number indicates vending capacity.

Atlas Tool & Manufacturing Company, St. Louis—Making initial deliveries on its non-selective bar vender. Has 100-bar vending and 100-bar storage capacity, priced at \$595 with coin changer.

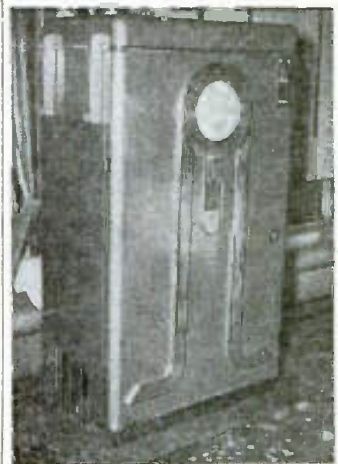
Craig Machine Company, Danvers, Mass. — Six-flavor bar machine, priced at \$992. Has 525-bar capacity.

Eastern Engineering & Sales, Inc., Philadelphia — Making single-flavor bar vender at \$895. Capacity, 380 bars.

Fred Hebel Company, Chicago — Five-selection bar vender. Price, \$695. Capacity, 190 bars. Vends paper-bagged bars.

Frosti-Server Corporation, San Diego—Two-flavor bar vender at \$450. Capacity, 72 bars.

National Servitors, Inc., Little Falls, N. J.—Six-selection bar machine at \$925. Capacity, 120 bars.

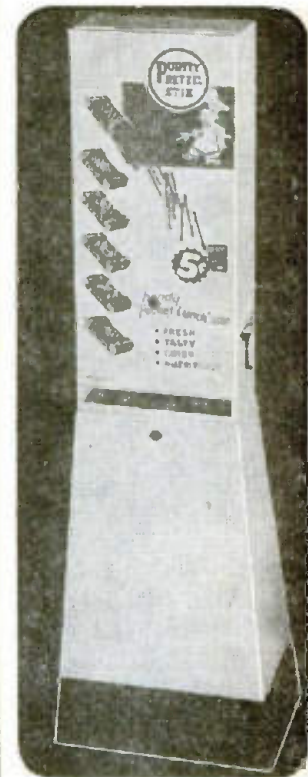


A modern ice cream vender such as the above adds to location's appointments.



The use of ice cream venders to augment other types of equipment frequently means increases in incomes of all equipment, some enterprising operators have discovered.

**PURITY  
PRETZEL STIX  
VENDER**



**A Natural Companion  
for Many Venders**

Can be used as a stand model (as shown) or as a wall-type model. The Deluxe Compartment Stand is optional equipment. Vender size is 6 1/2" x 12 1/2" x 23". All steel, welded construction. Finest white baked enamel with red and brown illustration. A.B.T. 5¢ slug rejector. VENDING MECHANISM IS UNCONDITIONALLY GUARANTEED FOR 1 YEAR. Stand size is 30" high by 18" wide at base. Storage compartment for 1 1/2 gross of Pretzel Stix; locks separately. Welded construction, white baked enamel finish. Dark kick plate.

For further information, write direct to Vend-Rite Mfg. Co.

**Think of It . . .**

A truly jumbo-sized pack of Purity Pretzel Stix—a 5¢ seller with a 100% markup.

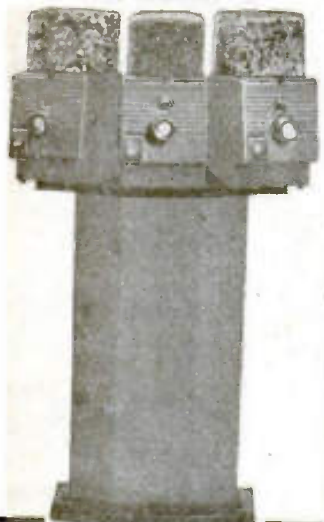
**Your Cost . . .**

is 2 1/2¢ per package DELIVERED to your city ANYWHERE IN THE U. S. Information of purchasing Pretzel Stix in box below.

**ORDER PRETZEL STIX**  
in 120-count packs. FREIGHT IS PREPAID on orders of 15 cases or more. \$3.00 per case DELIVERED. Order from  
**PURITY PRETZEL CO.**  
38th & Derry Sts. Harrisburg, Pa.  
Phone: 4-1113

**VEND-RITE MFG. CO.**  
1536 N. HALSTED CHICAGO 22  
Michigan 2-6771

**NOW!**  
**Bigger Profit**  
 FROM EVERY LOCATION  
 With the New  
*Northwestern*  
**CABINET STAND**  
 FOR MODEL 49



**WRITE FOR DETAILS**  
 OR SEE YOUR DISTRIBUTOR  
**THE NORTHWESTERN CORPORATION**  
 829A ARMSTRONG STREET, MORRIS, ILL.

**WE'VE GOT...  
 TOPPER**  
**Victor's Terrific Vender**



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case. \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

**Birmingham Vending Co.**  
 540 2ND AVE., N.  
 BIRMINGHAM 4, ALABAMA

**NEW CHARMS**

**READY FOR YOU  
 NOW**

They're Really  
 Beauties, Too

KNIFE (Scout). Per 1000. \$10.00  
 BASEBALLS, 1/2", with team names, white with black seams. Per 1000. 5.50  
 BASEBALLS, 1/2", white with black seams. Per 1000. 8.00  
 All Postpaid.  
 Write now to get on our mailing list.



**Charms, Inc.**  
 MANUFACTURERS AND DISTRIBUTORS

BRILLION - WISCONSIN

**NEW PROFIT-MAKERS**

# CHILLED FRUIT

**Two manufacturers in production  
 on mass basis as fruit venders  
 prove value as \$ winners to ops.**

BY SAM ABBOTT

**PLANS** to expand the highly profitable refrigerated fruit vending field have spurred two major manufacturers to throw production into high gear. Heretofore, these machines were available only in limited quantities, but now that operators are cashing in on refrigerated fruit vending, Fruit-o-Matic Manufacturing Company, Los Angeles, and Frigid Fruit Company, Yakima, Wash., will resort to assembly line production of the machines to satisfy demand.

Fruit-o-Matic, thru its operating venture, Kold Krisp Apple Service, has had 10 machines on location in Los Angeles for more than two years. Of the 10, the one located at the University of California, Los Angeles (UCLA), is outstanding. This machine is filled on an average of three times daily during the 5 1/2-day school week and has grossed as high as \$1,184 in a single month.

Frigid Fruit Service in Long Beach, headed by Elbert Amburn, has had 26 machines in that area since 1945. Prior to that time, when Amburn came to Southern California from Yakima, a few of the machines were in operation. Under the Amburn operation, the Frigid machine is said to be the only vender placed in Long Beach public schools. The top location with this firm is the Army & Navy YMCA where, when the fleet was in and the soldiers were on leave, the machine has been filled as many as eight times in a day. On an average week-end day the vender requires servicing at least three times.

#### Fruit Supply

Kold Krisp Apple Service buys its fruit from wholesale produce houses. Frigid Fruit has a different set-up in that it takes over the entire crops of several orchards near Yakima and places them in two cold storage plants with a total capacity of 50 carloads. This firm emphasizes the fact that operators of its machines are always assured of a supply of Frigid Aps, the

trade name the firm has selected for its fruit. Both operators stress the use of the Washington product and work closely with the Washington State Apple Commission.

Kold Krisp stores its supply in a walk-in refrigerator after buying in ample quantities. Amburn purchases his fruit from the Yakima storage houses in carload lots. Operating from his Long Beach home, he has a 16 by 18-foot cold storage building in his backyard. Since this gives him storage space for a carload and a half, he orders in carload lots when his stock gets down to half or slightly below a carload. Amburn keeps the storage temperature at 31 degrees.

#### Chilled, Not Frozen

The operators sell chilled rather than frozen fruit, so it is unnecessary for them to use refrigerated trucks in servicing. Amburn uses a passenger automobile from which the back seat has been removed. His load is 14 boxes. Fruit is vended at a temperature from 40 to 45 degrees. A variance of a few degrees one way or the other does not affect sales, both operators report.

Fruit prices are based upon a fluctuating market and vary with supply and demand, but the average cost per piece runs from three to four cents. As a dime is charged, the operator receives from six to seven cents on each piece over and above his merchandise cost. Amburn said that the present market price is lower than in the past and that better fruit is being sold. Apple machine operators in the Los Angeles area pay 10 per cent commission.

#### Started in Washington

Apple vending machines had their origin in the Washington apple country. Jack Oatey, president of Fruit-o-Matic, recalls that in 1925 an octagonal, non-selective, unrefrigerated machine was made by a company made up of several growers in the

Wenatchee area. These machines were built until 1929, when the idea to sell thru machines was abandoned. In 1935, interest turned again to some method of increasing apple consumption because the fruit business was at a low ebb.

In 1943 Oatey re-entered the grower's field he had left a few years before and turned his attention to making a refrigerated apple machine. Working under the assumption that chilling fruit improves the product, Oatey devoted full time to the designing and manufacture of the Fruit-o-Matic machine. He has had three engineers constantly at work improving his original model.

M. H. McMechan, president of Frigid Fruit Company, also has long been in the refrigeration and apple businesses. Some years ago, he headed a firm manufacturing ice cream venders. The cooling system employed dry ice with fans circulating the chilled air. About 12 years ago, he went into the manufacture of the Frigid Fruit venders and the company has made and distributed about 500 of these machines. They were sold thruout the nation.

#### Expansion Programs Start

Six weeks ago Fruit-o-Matic started its expansion program and it is now rolling in its early stages. According to J. C. DeGraaf, sales manager, the plant is in a position to step up production to meet any demand. As the work is principally assembling, increased output can be obtained simply by adding more workers.

Earlier, Frigid Fruit named Amburn as sales representative for California, Arizona, Texas, Ohio, Pennsylvania, Massachusetts, New York, Florida, Illinois, Kansas and Missouri. After settling this, McMechan went East to discuss further expansion in both production and distribution.

The machine that will roll from the Fruit-o-Matic plant will continue to feature selectivity. The machine's capacity will remain at 208 pieces stored in baskets on four individually controlled belts. A coin chute controls each belt, and four people may buy from a single machine simultaneously.

#### Specifications of Machines

In addition to handling apples, pears, oranges and boxed cherries in one load, the baskets have been increased in size to hold other food items which are made more tasty by refrigeration. The cabinet is 72 inches tall, 45 inches wide and 24 inches deep with a triple plate, frost-free window displaying the merchandise. The interior is white. Fruit-o-Matic sells for \$795 in Los Angeles.

Frigid Fruit's specifications are: 71 inches tall, 28 inches wide and 23 1/2 inches deep. Made of ornamental sheet aluminum, the vender is equipped with a 25-cent changer, accommodating quarters, dimes and nickels. When set for a dime, it will operate on two nickels or a dime. A full two-inch insulation assures proper temperature from the 1/6 horsepower A.C. conventional-type refrigeration unit, which is thermostatically controlled and adjustable. Holding 120 pieces of fruit and with an electric delivery mechanism, the machine sells for \$742.50 in Yakima.

Frigid Fruit plans to display its latest model at the Coin Machine Industries show in Chicago in June. Fruit-o-Matic will display at the American Coin Machine Manufacturers' Association this month. Following this the machine will be shown at the Hotel Statler, Detroit, May 26-27; Hotel Statler, Cleveland, May 29-30; Hotel Benjamin Franklin, Philadelphia, June 1-2; Hotel Statler, New York, June 5-9, and Hotel Statler, Boston, June 12-13.



Elbert Amburn, Long Beach operator of Frigid Fruit Service, keeps these two venders at City College well stocked as students keep doctors away eating an apple each day.

#### VENDING MACHINE SALESMEN

The fastest selling—biggest profit machines for the operator—our men selling 1946 volume—deals can still be made if you have the right machine—Top commissions to real promotional producers who can travel and finance themselves until under way. Tell us who you've sold for and what you sold—and we will send full information. No curiosity seekers or free sample articles need apply. Exclusive territory assigned. Write now: BOX CH-12 The Billboard, Chicago, Ill.



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Special May Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only **\$50.00** (with plastic globes) \$52.00.

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$51.25**

Samp. Topper, \$11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO. WRITE FOR INTRODUCTORY OFFER.

**RAIN-BLO GUM**  
140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150¢ or more with freight prepaid. 25¢ lb., less 2%.

**PISTACHIOS**  
25 lb. carton Large 55¢ lb. Small 80¢ lb. Full Cash With Order.

Plastic Auto-graphed Base-balls, \$5.00 per M. Metal plated, \$3.00 per M.

Write for our FREE Complete Charm List.

1/3 Opposit, F. O. B. Brooklyn, N. Y. Balance C. O. O. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

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FOR THESE SURE-FIRE SALES SENSATIONS



**NEW!**  
BIG BASEBALLS WITH TEAM NAMES!

Plastic, 6 ass't. bright colors \$ 4.50 per M  
Copper Plated ..... 8.00 per M  
Silver Plated ..... 11.00 per M  
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**IT'S Sidmor FOR VICTOR!**

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(Illustrated) Lots of 100, \$10.00 Sample, \$11.25.

**VICTOR'S MODEL V**  
\$12.75 Ea. 24 or more, \$12.00 ea. Victor's Universal

**JUMBO**  
1" Ball Gum Vendor Builds Locations FAST!  
1/2 Dep. with order, del. C.O.D. F.O.B. Pgh

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2035 FIFTH AVE. - PITTSBURGH 19, PA.

**NEW PROFIT-MAKERS**

# HOT-COLD SANDWICHES

Plans are popping for sandwich field, but venders still remain novelty in most parts of U. S.

IN 1946 the Automatic Canteen Company startled the vending machine industry by introducing a selective hot sandwich vender which cooked the sandwiches by electronics. Produced for Canteen by General Electric, the hot sandwich machines drew more attention to vending than any single machine in the postwar era.



Hot sandwich machines thus far have been experimental like model above.

Four and a half years later, after considerable experimentation and developmental work, hot sandwich machines are still very much in the novelty stage. Canteen pulled all its equipment from location and had them redesigned to include refrigeration. They are back on location now, but under test, and Canteen has announced no plans for placing the unit in production.

Aside from Canteen, hot sandwich units have had their biggest impetus on the West Coast. Perfection Engineering, of San Francisco, built approximately 75 non-selective hot sandwich machines. But these, like the early Canteens, were without refrigeration.

**Latest Is Timm**

Latest firm to put equipment on test location was Timm Industries, of Los Angeles. The Timm machine, reportedly okayed by both the Underwriters Laboratory and the Los Angeles Board of Health, went on location in Chicago's Rapid Transit stations during April. The test was conducted by Robert Waggener.

How soon Timm planned to release the machine for the general operator market remained to be divulged. But to all intent, the Los Angeles firm had the jump on other firms with its Chicago test operation.

In Louisville, meantime, the Jiffy Dog Company announced it was readying production on a coin-operated hot dog machine which used dry ice for refrigeration and electrodes for heating. Jiffy Dog, formerly of California, earlier built a manual hot dog machine along the same principle.

Another firm—Fritter Chef Corporation, Berkeley, Calif.—also announced it would shortly bring forth a coin-operated version of its manual hot dog dispenser. No further details were available, and no date for delivery had been set.

**Cold Sandwiches**

While hot sandwich machines were still in the experimental stage, other manufacturers were developing cold sandwich venders—or, more accurately, adapting existing refrigerated equipment to dispense cold sandwiches.

First to come forth with any sizable quantity of cold sandwich units was

**EMPTY'S MACHINES FASTER!**

**Rain-Blo BALL BUBBLE GUM**

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

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Div. of Leaf Brands, Inc. Chicago, U. S. A.

**ADVANCE DUPLEX-E**  
SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE

Also Complete Advance Line Including  
HERSHEY BAR VENDOR  
IMMEDIATE DELIVERY  
Order Sample Today!  
Write for Quantity Prices!

**LISTO SANITARY NAPKINS**  
Sample and Prices on Request. Manufacturer and Distributor.

**J. SCHOENBACH**  
1645 Bedford Ave., Brooklyn 25, N. Y.

**Rush Your Order Today**

**VICTOR'S NEW TOPPER**  
1 to 5 Cases \$43.00 Per Case (\$10.75 Per Machine)

6 to 11 Cases \$42.00 Per Case (\$10.50 Per Machine)

25 Cases or More \$40.00 Per Case (\$10.00 Per Machine)

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**IT'S HERE BRADLEY COLORED BUBBLE BALL GUM**  
All Popular Sizes. Highest Quality.

**25¢ PER LB.**  
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250 FREE pieces of Bubble Gum with each 25-lb. order. Freight paid on all 100 lb. orders and over.

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On Bulk Vendors, Merchandise, Games, etc.

**BUBBLE BALL GUM**

146 or 176 size. Crown Jack Brand with colored centers, 2 1/2 lb. ctn. \$ 8.45  
100 lbs. or more 21.90

**CHARMS**

Plastic Charms, small, 1,000 ..... \$2.25  
Metal Colored Charms, small, 1,000. 4.25  
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Copper & Nickel, large, 1,000 ..... 6.00  
Silver Wedding Rings, 1,000 ..... 5.95  
Toy Watches, 2 gross ..... 3.50  
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"Heap Cat" Buttons, 1,000 ..... 5.95  
Plastic Colored Rings, 1,000 ..... 2.50

**STANDS**

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$2.99 each**

We are factory distributors for all leading makes of VENDING MACHINES.



**VICTOR TOPPER DELUXE**

The last word in vending efficiency

1 TO 23

\$12.95 ea.

24 TO 47

\$12.75 ea.

48 TO 99

\$12.50 ea.

100 or more, \$11.95 Ea.

Liberal trade-in allowance.

**VICTOR'S**

**Victory Basketball Game**

Plenty of action—return ball feature—1c or 5c play, Real Money Market 22" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free.

**\$32.50** EA.

Jobbers, Write for Quantity Prices.

**1/3 DEPOSIT ON ALL ORDERS**

**PARKWAY MACHINE CORPORATION**  
715 Esser St. Baltimore 2, Md.

**NEW PROFIT-MAKERS**

**DAIRY DRINKS**

**Dairy-operator teams opening up new territories for milk units; juice augments machine income.**

**WORKING** in close co-operation with dairies, independent operators are rapidly expanding existing milk routes and opening new operations in cities where vended milk has never been tried.

Not anxious to set up their own vending machine department and invest heavily in vending equipment, the dairies have found the answer to plus sales at low cost thru service agreements with independent operating concerns.

The dairy-operator team in most major cities follows this pattern: The operator buys the venders, places them on location (dairy drivers sometimes help sell locations), keeps the equipment in good mechanical condition and sanitary and collects the coins; the dairy has its driver drop off milk and load the machine, collecting emplies and crediting the operator's account.

**Best for Both**

Since licenses to transport milk are restricted, this sort of arrangement offers the independent operator his best opportunity. It also eliminates the need for expensive delivery equipment. For the dairies, the arrangement simplifies delivery, since drivers deliver to the machines rather than to scattered points, and offers new outlets without any capital investment.

Independent operators began to look more carefully at the dairy field when Rowe announced it would both build a dairy drink machine and open milk operations. An old-line cigarette company, Rowe both manufactures cigarette machines and operates in more than 30 principal cities. Currently, the firm is building a full automatic carton milk vender and operating the equipment in three States. Other manufacturers, notably Dari-

Mart of Cincinnati, have aimed their sales arguments primarily toward independent operators. Dari-Mart's semi-automatic equipment is designed to offer eight selections—more than enough to handle the selection usually offered in milk venders (Grade A, chocolate, buttermilk and, occasionally, an orange drink).

**Juice Added**

With newly designed vending columns, the Dari-Mart machines handle canned juices as well as carton milk—thus enabling the operator to offer his customers a wide variety of cold drinks.

Other operators of milk machines are offering their customers supplementary venders—cracker and biscuit machines are proving the most popular. This type of merchandising package serves to strengthen the operator in the location and is a trend certain to continue.

Bulk milk machines, in which the product is dispensed in a paper cup, have been built experimentally over the past five years but thus far no manufacturer has built such equipment in quantity. Biggest problem raised by the bulk milk vender is sanitation. Many States have laws which forbid bulk dispensing, and in the others sanitation regulations are difficult.

**Test Bulk Dispenser**

A Manchester, N. H., firm called Food Engineering, has been testing a bulk milk vender in that area and has held private showings of the machine. Food Engineering officials say that their machine has the approval of health department officials since dispensing parts have been restricted to those not requiring on-location cleaning.

Manufacturers currently soliciting operator business for immediate delivery include: Cedar Hill Farms, Inc. (Dari-Mart), Cincinnati; Ideal Dispenser Co., 509 S. McClun St., Bloomington, Ill.; Seales Welding & Manufacturing Co., 1310 S. 47th St., Chicago. The Rowe machine is not currently being offered for sale to operators.

**BASKET BALL**

**Newest Counter Game on the Market**

Precision Built by

**VICTOR**

So you know it's good!



Sample **\$32.50**

**YES!** It can be bought on Time Payment.

In lots of 10 from

**ROY TORR** LANSDOWNE, PENNA.

**WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES**

**TOPPER**

(Illustrated) Lots of 100 \$10.00  
Sample, \$11.25.  
in Years

Victor's Universal

**JUMBO**

1" Ball Gum Vender. Best Location-Getter in Years

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Bubble or "Chicle"

All Sizes

From 3/8ths to new 1-Inch Jumbo

**NEW CHARMS**

Brilliant colors

Opaque or Translucent

**BARKER BRANDS, INC.**

Sea Bright, N. J.

**CHARMS**

Over sixteen different series of new charms

**LOW PRICES**

Send 25c for cost of mailing samples, to be refunded with first order

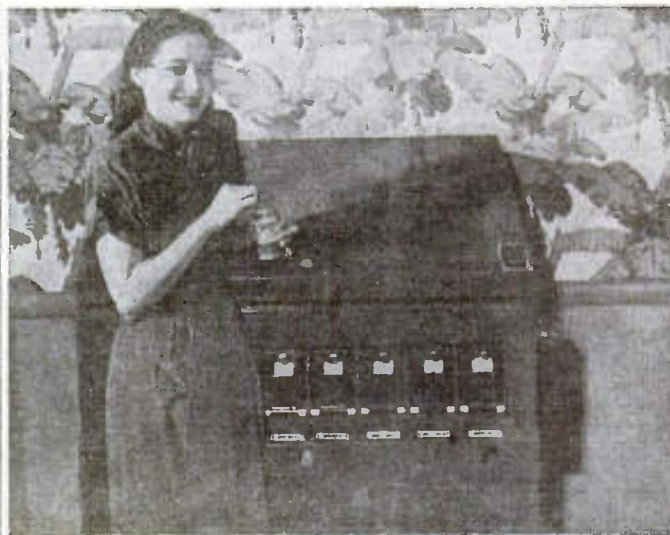
**THE PENNY KING COMPANY**

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**FOR SALE! 50 SCHERMACK JR. STAMP MACHINES**

Packet Type 2 Units on One Base All Cast Iron Per Machine **\$9.95**

**GENERAL VENDING SALES CORP.**  
Bldg. & Howard Sts. Baltimore 1, Md.  
Phone: VERnon 6119



This vender can handle a variety of canned juices as well as milk, a feature which has been meeting with growing public favor as attested by many satisfied patrons.

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest Name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** EACH  
Lots of 2, \$8.75  
Lots of 25, \$7.75  
14 or 96 MODEL

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 500 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

**FREE**

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

superVend

COLA DRINKS

ROOT BEER

FRUIT FLAVORS



BEFORE INSERTING COIN  
TURN DIAL TO YOUR SELECTION



*the Nation's Leading Cup Dispenser*

3-FLAVOR CUP-DRINK VENDOR

superVend

# Profit opportunities..unlimited

with the new, improved

## superVend

### 3-FLAVOR CUP-DRINK VENDOR

A sleek, glistening beauty! SuperVend's new all-metal cabinet, with its dual-toned baked enamel finish, is the *handsomest* drink vendor you have ever seen! Designed to *keep* its sparkling, clean beauty: rounded corners, plastic-covered drink name-plates, *hooded* fluorescent lighting!

The new, improved SuperVend is as practical as it is beautiful! Dial selector and coin slot set for *children* and adults . . . and it's so clear and simple that even a small child can easily get the drink he wants. If the customer wants cola, he gets a 100% pure cola drink—with no chance of mixture or dilution from other flavors in the machine!

Always the *finest* . . . the new, improved SuperVend is now even *finer*!

*new*  
**EYE  
APPEAL**

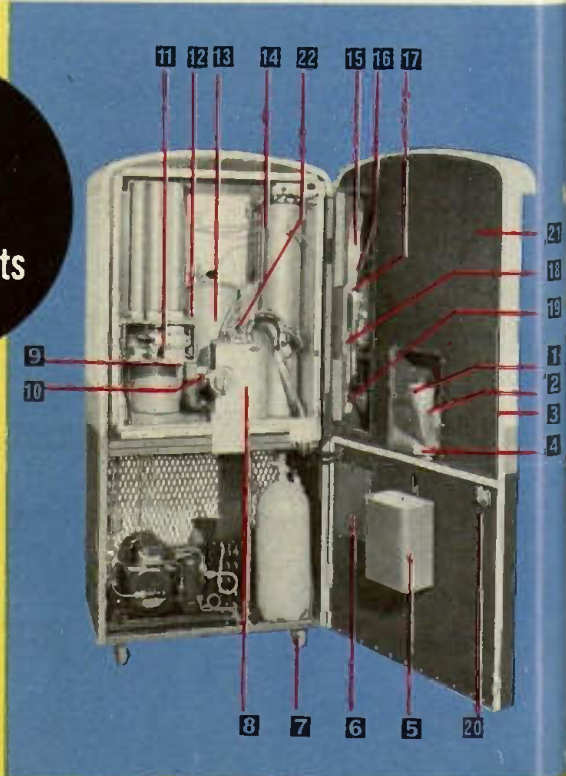


Not only is the new SuperVend *better looking*, but it has been improved mechanically, too. It includes *all* the most modern improvements—many of which are *exclusive* with SuperVend!

**22**  
improvements

**For better trouble-free operation, the new SuperVend has been mechanically improved 22 ways:**

1. Cup well removable for easy cleaning.
2. Improved design prevents tilting of cups.
3. Hinged delivery door allows one-hand operation.
4. Long-life germicidal lamp—no starter.
5. Tank on door easily removed for cleaning.
6. Large removable coin box.
7. Casters moved forward to prevent tilting.
8. Improved cooling and carbonation.
9. Redesigned selector valve gives faster delivery.
10. Delivery mechanism simplified; adjustments eliminated.
11. Cup dispenser simplified; delivery mechanism eliminated.
12. Increased syrup capacity.
13. Improved syrup drum cleaning.
14. Redesigned pre-cooler to improve efficiency and eliminate leaks.
15. Simplified wiring assemblies.
16. Improved coin entry chute.
17. Light pressure slug scavenger mechanism.
18. Simplified coin changer.
19. Improved change return cup prevents coin loss.
20. Improved lock mounting eliminates binding.
21. Delivery casting adaptable to auxiliary kits.
22. Leakproof plastic floats.



*Unequaled* by any other machine, the new SuperVend is the nation's leading cup-drink dispenser!



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ALES  
PEAL

More profitable than bottle vending machines or single-flavor cup-drink dispensers

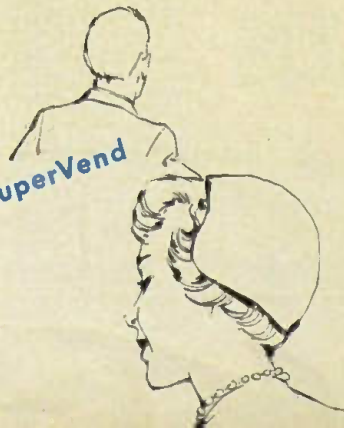
superVend

sells more drinks to more people!

Occupying less than 6 square feet (2'9" x 2'1"), the new SuperVend can dispense 320 six-ounce drinks per hour. No other space needed . . . no bottle storage . . . no lost or broken bottles.

A three-flavor SuperVend often does *four times* the volume of a single-flavor machine in the same location! You can increase the SuperVend sales *even more* by adding two more drinks, all within the same machine—either non-carbonated or hot drink. Simply add one or two attachments within the same machine.

Like the machine, the profits are *automatic*. No sales help, no change making (5c-10c-25c change-maker is standard equipment). Needs no attention, no work, no expense, no trouble to location-owner!



where traffic flows, profit grows—with SuperVend

## PROFITABLE LOCATIONS EVERYWHERE



### INDUSTRIAL PLANTS

Bakeries, warehouses, large shops, steel mills, boiler plants, etc.



### SCHOOLS AND UNIVERSITIES

Business colleges, trade schools, dancing schools, etc.



### AIR, RAIL AND BUS TERMINALS

These are some of the most profitable locations.



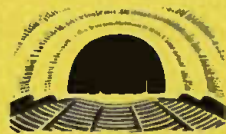
### MILITARY INSTALLATIONS

Important locations even in peacetime.



### SUPER MARKETS

Department stores, etc. Where there's traffic there's sales for SuperVend.



### THEATRES

Lobbies of indoor movie theatres, outdoor movies, etc.



### AMUSEMENT CENTERS

Zoos, parks, ball parks, race tracks, etc.



### BOWLING ALLEYS

Tennis courts, swimming pools, etc.



### OFFICES

Courthouses, city halls, hotel lobbies—wherever people congregate.



### CLUBS

Golf and country clubs, employees clubs.



### FILLING STATIONS

And large indoor parking garages.



improved machines — localized  
factory-trained service means

# greater sales and profits

all the way down the line for

#### SuperVend FINANCING PLAN

Inquire about the SuperVend financing plan.

SuperVend management realizes  
that it takes money to make money!



*operator*

*location owner*

THIS IS SuperVend's SALES AND SERVICE POLICY: A factory-trained qualified operator — under the direct supervision of a SuperVend distributor — will always be within a few miles of every SuperVend machine. From the very top, the SuperVend organization is sectionalized and then localized, with adequate supervision all down the line, to assure top-flight, careful service for every SuperVend vendor. This policy assures greater satisfaction for the consumer who finally puts the coin in the machine ... and greater sales and profits for everyone all down the line.

*write, wire, phone*

**superVend SALES CORPORATION**

134 N. La Salle Street, Chicago

MIKE HAMMERGREN, *President*

# 10-Column Gum Vender Debuted By Northwestern

MORRIS, Ill., May 20.—A new 10-column selective tab gum vender will be introduced by the Northwestern Company during the ACMMA show at the Sherman in Chicago next week. The unit, approximately of same dimensions as the company's Model 49 bulk vender, features a plastic merchandise compartment with a 500-piece capacity. Price is \$19.95.

New vender will also dispense most penny chocolate candies, officials state. Adaptable for stand, counter or wall mounting, the unit will be available in red, tan, green, yellow and white enameled finishes.

# The Cup Vender; a Sales Saga Told by Two Traveling Salesmen

CHICAGO, May 20.—The cup ink vender has been a subject for numerous servicing production articles on the operator and manufacturer levels but here is one from the "third party," the customer. His story is important because his reaction is the primary link which determines the final success of the machine and what it serves.

"Is the customer satisfied with the drink he gets and does he realize the service offered him by the cup machine?" is the big question answered by two traveling salesmen, selected at random.

Milford H. Shayne, who travels thru the Midwest 42 weeks a year for a national distributor of infants wear, has a "cup vender patron" story similar to that of many other road men.

"About two years ago I first tried a soft drink machine," he narrates. It was handy, sitting right outside the door of a service station I had stopped at in upper Illinois. This particular machine featured a root beer, and without thinking about it too much, I dropped a nickel in and waited for the cup to fill. The drink was excellent, and before I pulled out of that station, I had second cup."

### Makes Impression

This introduction to a beverage vender made an impression on Shayne.

Now "I make it a practice of stopping at set intervals, usually every two hours, while on the road," he said. "The stop is made to give me a chance to rest my eyes, and 'wake up'. In the past I made these stops at roadside diners or restaurants. . . I usually had several cups of coffee and a snack. Not only did my weight suffer, but I would spend 20 to 30 minutes at each stop instead of taking a five-minute breather."

Shayne goes on to state that now he is accustomed to look for a service station with a soft drink machine.

During the course of a week in summer, he patronizes a drink vender about 26 times, or four to five times a day except Sunday. In the winter, he buys from at least one machine a day. "With the mild weather we had this past season, I'd say the average was close to the summer figure," he adds.

### Hot Drinks

Another salesman-customer of drink venders, Lewis J. Koos, who travels for a tool and die firm, favors hot coffee and chocolate machines. Koos, who covers Chicago and several of the larger cities in Indiana, says: "I have noticed in the past 12 months that many of those plants which I contact have added a machine which serves hot coffee."

While knowing very little about such equipment, Koos states they seem to have an excellent job in the factories as far as the workers are concerned. "As for myself, I think they are wonderful," he said. "I can

grab a cup of coffee while I am looking thru the plant, and can save time by even scheduling some early morning stops where I know they have the machines, thus getting my breakfast and my work done at the same time."

In the role of a multiple-plant vender customer, Koos declares that a number of plants feature both hot and cold drink machines. Where the units are kept clean, and the immediate area policed regularly so that cups, napkins, etc., are not allowed to litter up the premises, they have been exceptionally well received. Where the machine is not kept clean, it has not lasted long, Koos said.

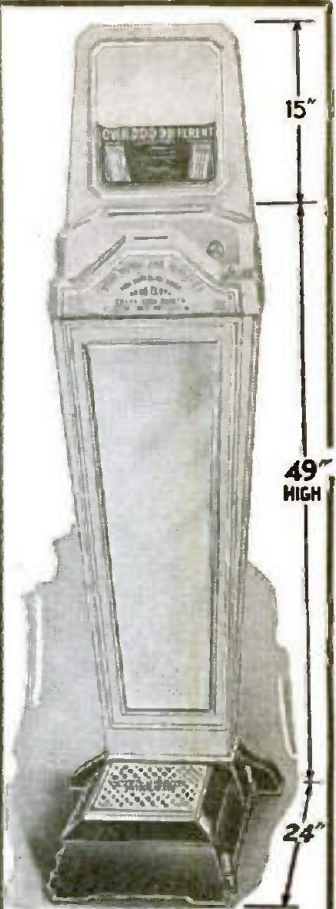
# NCWA Meeting Hosts Ops; 100 Candy Exhibits

WASHINGTON, May 20. — Fifth annual National Candy Wholesalers' Association, Inc. (NCWA), convention and exposition at the Commodore Hotel, New York, May 31-June 3, is expected to host many candy operators in addition to wholesalers and manufacturers. Supplementing the series of business sessions during the four-day meet will be about 100 exhibits by candy and allied line manufacturers, making up the Confectionery Exposition phase of the confab.

The first business session, June 1, will be opened with a talk by Dr. H. H. Maynard, professor of marketing at Ohio State University, on Mid-Century Place of the Wholesaler in Distribution. Among other business leaders scheduled to speak are Fen K. Doseher, vice-president of Lily-Tulip Corporation and president of the New York Sales Executives' Club; Rufus Gillett, president of the National Confectionery Salesmen's Association (NCSA); Neal Diller, of the Nutrine Candy Company and vice-president of the National Confectioners' Association (NCA); John Casini, president of NCWA; Edgar J. McCoy, chairman of the Joint Committee on Distributive Education for the Confectionery Industry, and Sidney Grossman, chairman of the NCWA Merchandiser Committee.

A second general session, June 2, will deal with operational problems of the jobber. Closing day of the convention, June 3, will be devoted to jobber-manufacturer relations, with election of officers for the coming year to be held at an executive session for jobber members.

NEW YORK, May 20.—Canada Dry Ginger Ale, Inc., announced that for the six months ended March 31 net sales were \$25,176,728, with a net profit of \$912,663. Earnings for same 1949 period were \$23,320,380 (net sales) and \$887,956 (net profit).



15" HIGH  
49" HIGH  
24" HIGH  
13" WIDE  
WEIGHT, 165 LBS.

**\$25 DOWN**  
**Balance \$10 Monthly**  
**400 DE LUXE PENNY FORTUNE SCALE**  
**NO SPRINGS**

**WRITE FOR PRICES**  
**LARGE CASH BOX HOLDS \$85.00 IN PENNIES**  
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## 10 NEW ITEMS! NEW LOW PRICES

COMIC-STRIP CHARMS, Price per M	
Plastic	\$ 4.00
Metal-Plated	6.75
GROCERY STORE CHARMS	12.50
SCOUT KNIFE, With Metal Blade	10.00
METAL SCISSOR, That Actually Cuts	10.00
LICENSE PLATE CHARMS	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal-Plated	6.50
ANIMAL HEADS, Metal-Plated	7.50
PIRATE COINS, Metal-Plated	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPPEY SUPER-CHARM MIX	
400 Ass'd in Bag	2.00
EPPEY FORTUNE BALL MIX	
1 Gross Ass'd in Bag	1.75
FAMOUS #1 CHARMS	
Plastic	2.50
Metal-Plated	now 4.25
BIG FAMOUS #2 CHARMS	
Plastic	3.00
Metal-Plated	now 5.00

**EPPEY**  
Samuel Eppy & Co., Inc.  
91-15 144th Place, Jamaica 2, L.I., N.Y.

**Vend**  
"The Magazine of Automatic Merchandising"

"I just finished reading my copy of April VEND. It is very well balanced covering all the various vending subjects. VEND should have a great operator interest."

**Howard I. Olsen**  
Wm. Wrigley Jr. Co.  
Chicago, Ill.

**VEND** 5-27  
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# ALL CHARM VENDOR

Opens Thousands of New Locations!

**ORDER TODAY—IMMEDIATE DELIVERY**

## HANKIN DISTRIBUTORS

708 Spring St., N.W. Atlanta, Ga.

**NEW LOW PRICES U-SELECT-IT CANDY MACHINES**  
U-Select-It, 72-Bay Size, Each .....\$27.50  
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Write for low prices will makes.  
COUNTER MODEL .....\$17.80  
Half Deposit. Phone: BA. 9-6666  
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**GIVE TO THE RUNYON CANCER FUND**

OAK FOLLOWS THROUGH  
WITH THE NEW, SENSATIONAL,  
MONEY-MAKING

ACORN 5¢  
**ALL CHARM  
VENDOR**



Here is the brand new merchandise designed to sell, and sell, and sell, and make plenty of dollars in 1950. It's never been done before. It has unlimited possibilities. It opens tens of thousands of new locations.

Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Acorn 1¢ or 5¢ All Purpose Bulk Merchandiser. Most of the gigantic profits were made via the Ball Gum and Charm combination. Now, with the new ACORN ALL CHARM VENDOR you can make even bigger profits in more locations.

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AUTHORIZED DISTRIBUTORS  
IMMEDIATE DELIVERY!

**OAK** Mfg. Co., Inc.  
11411 Knightsbridge Ave.  
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A Few Choice Territories Are Still Open.  
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1349 Fifth Avenue, Pittsburgh, Pa.  
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**Only Northwestern**  
**MODEL 49 SPECIAL**

**GIVES OPERATORS SO MUCH...**

- CUTS SERVICING TIME IN HALF
- MAKES MORE MONEY
- SELLS MORE MERCHANDISE
- ROTARY DELIVERY
- MECHANICALLY SIMPLE
- ALL PARTS INTERCHANGEABLE
- NEW SAM-CARRY GLOBE
- ULTRA MODERN DESIGN
- MAXIMUM MERCHANDISE DISPLAY
- 1¢ OR 5¢
- VENDS ALL PRODUCTS WITHOUT ADDITIONAL PARTS
- EFFECTIVE SLUG PROTECTION

**PRICES**

Less than 25	\$13.75
Less than 100	13.55
100 or More	13.35

1/2 Deposit—Balance C. O. D.

CAN BE PURCHASED ON "RAKE" 24 PAY PLAN  
Write for Circulars and Price List "V" on Complete Northwestern Lists.  
**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**

Genuine Logo Rainbow Ball Gum, 25¢ lb.—all sizes. Freight prepaid from factory and 2% allowed on 150 lbs. or more.  
Complete line of Charms and Merchandise. Refills in stock.

**RAKE COIN MACHINE EXCHANGE**  
609 So. Garden Street, Lombard 3-26, Philadelphia 23, Pa.  
Pittsburgh Office: 2120 Fifth Ave., Court 1-3842, Pittsburgh, Pa.

**Shoe Shiner Firms Working To Offer Better Machines, Shines**

CHICAGO, May 20.—Three shoe shine machine manufacturers remaining active in the field are now working hard to turn the tide of operator and public indifference engendered by too-l-vish claims put forth by most of the 19 firms formerly turning out such equipment. With the manufacturer list falling to 10 companies by September, 1949, and then to the present number, each is concentrating upon making a more efficient machine.  
Fred M. Van Doren, Northwest En-

gineering & Manufacturing, Inc., Minneapolis, summed up the shoe shine machine picture with this comment: "We feel shoeshiners have become a disillusionment to both the operator and the public. We know we have to shine a lot of shoes before this is overcome."

Van Doren's firm is currently making a bid for additional sales with the introduction of a lightweight Shinemaster model, half the size and 62 pounds lighter (weighs 103 pounds) than its standard senior unit. Utilizing a single polishing wheel, instead of the three employed by the larger machine, it is priced at \$189 per machine (in lots of six or more). Single units go for \$179.

**Gaylord Intros Animated Penny Ball Gum Vender**

CLAWSON, Mich., May 20.—Gaylord Manufacturing Company will introduce a new animated ball gum vender, priced at \$42.50, at the ACMMA convention in Chicago next week. Harris Gaylord, official, stated the unit, called Scoopy, features a mechanically operated manikin which rotates in a half turn to "scoop" ball gum thru a hinged door at one side of the machine.  
After inserting a penny, patron pushes a lever to rotate the manikin for delivery of the ball gum. Merchandise compartment is above the delivery section; both have glass panels to permit full view of merchandise and animation.  
Unit is 5 1/2 inches deep, 8 1/4 inches wide and 18 inches high. Weight is approximately 15 pounds. It is equipped for wall, counter or stand mounting.

**Same Sentiments**  
Similar sentiment was expressed by Sam Sacks, Acme Sales Company, New York, national sales agent for the Uneda Shoe Shiner. "Operators have been disappointed in shoe shine machines introduced during the last few years," he said, "but we believe this situation can be corrected in time."

Acme Sales reports continued production on its five-model line, to which a sixth unit for suede shoes was added recently. They are Model 750; Model 705A Twin Unit; Model 800 Brush-Up; Model 900 Complimentary Brush-Up (non-coin operated), and Model 950 Snow-Remover. Prices range from \$259.50 to \$275, depending upon model and type.

**Standardized Output**  
The third shine machine firm, Southern Coin-o-Mat Distributing Company, Miami, reports it has standardized its production line to concentrate on one model. Samuel S. Jacobson, official, says the single unit is the Dual Imperial, listing for \$249, f.o.b. Southern claims development of a perfected mixer applicator mechanism during recent months which applies color in either brown or black on the same machine.

**Automatic Products Sets 50 Drink Units For Chicago Subway**

NEW YORK, May 20.—Automatic Products Company reported this week that it is processing 50 of its Refresh-o-Mats for installation in Chicago subway and El stations.  
Machines will be operated by Mechanical Merchants, which has drink equipment in Chicago Transit Authority (CTA) rapid transit stations.

A fourth firm, Bonanza Manufacturing Company, Los Angeles, has discontinued production of its shiner to produce its popcorn vender. Orders for the shine machine are being filled out of stock, until latter is depleted.

A. W. Blendow, sales manager of Automatic Products, announced the firm's Refresh-o-Mat is being recommended to franchised bottlers and independent operators by Orange-Crush, Mission Orange, Nehi, Nesbitt and Nedicks.

**Beich Intros 2 Summer Bars**  
CHICAGO, May 20.—Paul F. Beich Company has announced two new summer bars, North Star and Frosted Fudge. Bar names are printed on both ends as well as both sides of the wrappers.

**BIG PROFITS, NO SELLING \$28.95 returns you \$105.00**

Every \$10.00 invested there-after returns \$82.50. Here's how. Rush your order for one Silver-King Ball Gum Vender and 10,500 balls of Gum. Place in any store, gas station, restaurant.  
**PROFITS START AT ONCE**  
Vending Machines Take In **CASH DAY-NIGHT**  
Send \$10.00 deposit, machine and 50 lbs. gum will be shipped at ONCE, pay \$18.95 balance on delivery plus express charges, or write today for "FREE" details on starting a route of these FAST MONEY MAKERS.  
**SILVER-KING CORP., Dept. 000**  
622 Diversey Pkwy. CHICAGO

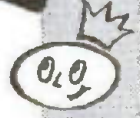
**WE'VE GOT IT IN STOCK**



the new ACORN 5¢  
**ALL CHARM  
VENDOR**

Opens Thousands of New Locations!  
ORDER TODAY—IMMEDIATE DELIVERY  
**IDEAL NOVELTY CO.**

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THE GREATEST NAME BULK VENDING



.... And here's the proof

## TOPPER DELUXE

Tops in performance and beauty. Never have there been so many new ideas put into a bulk vendor. Also, in 5c model for perfect vending of charms exclusively.

## JUMBO UNIVERSAL

Vending Jumbo-Size Ball Gum. The latest thing in ball-gum vendors. For greater capacity try the JUMBO UNIVERSAL SPECIAL.



TOPPER



MODEL V



UNIVERSAL



DOUBLE UNIT TOPPER



TRIPLE UNIT TOPPER

PLASTIC GLOBE NOW STANDARD EQUIPMENT



BASKETBALL

It's really new... a PENNY-PLAY COUNTER GAME that has the play.



HOT-POP

Height 31 inches. Holds bushel of popcorn.

America's Finest Vendors—Industry's Greatest Values



NOW.. IT'S  
VICTOR'S  
REVOLVING  
SUPER-  
MARKET

The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand... the space-saving unit which provides quadruple earning potential.

SEE THESE MACHINES TODAY AT YOUR DISTRIBUTOR... OR WRITE DIRECT TO

# VICTOR VENDING CORP.

5701-13 W. GRAND AVE,  
CHICAGO 39, ILLINOIS



THE NATION'S  
MOST POPULAR  
VENDOR

# ATLAS 5¢ BANTAM TRAY VENDOR

We have talked to hundreds of operators everywhere—they all agree that the Atlas Bantam Tray Vendor goes all out for profit, big steady profits for the operator. Here is the operator's Dream Vendor, a real profit maker, at a completely down-to-earth price.



Order **ATLAS Brand** Almonds in 5¢ vacuum cans for best results.  
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IMMEDIATE DELIVERY  
**NORTHWESTERN** SALES AND SERVICE COMPANY  
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**ALL CHARM**  
VENDOR

Opens Thousands of New Locations  
ORDER TODAY—IMMEDIATE DELIVERY

**MERCURY DIST. CO.**  
3502 E. 12th Ave. Denver, Colorado

# Summer Hypos Cig Vender \$; Operators Expand Routes

(Continued from page 133)

operation, however, summer means a fall-off in sales volume. This is due to the reduced employee group during the June thru August period, when plants usually stagger vacations. Where blanket vacations are the rule, a two or three-week zero sales period cuts into over-all summer grosses, keeping them below spring, fall and winter volume.

Summing up, operators agree that, unlike soft drinks, it is not a case of bigger demand for the product (cigarettes) that causes a rise in summer sales, but the fact that more potential patrons come in contact with more "convenience sales outlets" (venders) during the outdoor season.

### Suggest Sales Aid

Altho vending nationally advertised merchandise, brought to the public's attention consistently thru every advertising medium available, cigarette operators suggest adoption of greater "vender-aimed" ad copy that would act to stimulate year-round sales.

General feeling is that cigarette companies should pay more attention to venders in their advertising. Because of the high volume of sales thru venders, the full importance of this sales medium has not been fully exploited by the tobacco firms as yet, it is felt.

### Operator Comments

Indianapolis operators make it a practice to move some equipment from dormant spots during the summer to new locations catering to an increased traffic flow. While the majority of regular indoor or incity spots are retained, additional units are placed in such locations as drive-in theaters (usually three venders), ball parks, midget race tracks roller skating rinks, dance halls, bathing beaches, etc.

While per-unit business does not increase in summer, Hoosier operators say over-all volume is up due to the increase in locations.

### Increases Vary

In New York, higher summer grosses are a regular pattern during the summer. Operators say this varies from a slight boost for the firm which does not relocate for outdoor trade to 50 per cent "and more" for the operator who places equipment heavily in seashore spots and in Long Island. In such areas, multiplication of the normal population several times in the hot months accounts for the increase.

Even in normal locations, with balmy weather taking people out-of-doors and keeping them in circula-

tion, higher sales are the rule. Cutting into the increased gross, however, is the Sunday servicing necessitated by sellout volume over Saturday-Sunday.

### Banner Season in West

J. H. Singer, president of National Cigarette Service, Denver, reports that in Colorado, which experiences an annual tripling of population due to an influx of tourists, summer is the "banner sales season" for vender-sold cigarettes.

One of the most consistently successful devices by which National has been able to boost summer sales volume is to stock each machine exclusively with "staple brands." "We have experimented with stocking lesser-sold brands which may appeal to specific local tastes, during the summer months, but found that sales immediately slowed down" Singer said. "But when we confine selection entirely to the first four popular brands we come much closer to pleasing everyone." Inference is that local taste can be more profitably catered to during the off-tourist seasons.

Over and above stocking of venders, Singer lays special emphasis on placement of equipment during the tourist season. Units are spotted preferably where the tourist-visitor is bound to see them both coming and going from the building. Such vantage points are usually gained when it is explained that sales are tremendously accelerated by such relocation, benefiting both location owner and operator.

### 15-20% More Venders

Boston's Mystic Automatic Sales Company places between 15-20 per cent more venders on location during summer months. General Manager Bart Sullivan says this equipment is spotted for volume from around April 1 thru Labor Day. Firm has many beach locations, including Revere, Salisbury, Hampton and Nantasket.

Public park locations, formerly held by Myrtic, have been canceled out because such spots now have cigarette concessions in ice cream stands, etc.

The G. B. Macke Corporation, Washington, reports the best season for the cigarette vender runs between Easter and Christmas. However, there is an in-city lag when department stores go on a five-day week in the hot season. Service Manager George Duckett declares. But this is made up by sales from machines located in taverns and service stations along the roads to summer resorts, he adds.

Also off-setting volume declines in



**Topper Deluxe**  
Single, \$12.95  
Topper Standard with Plastic Globes, \$11.25  
**JUMBO**  
1-inch Ball Gum Vender, opens a new field. You can locate as fast as you fill.  
\$13.95

**VICTOR'S Victory Basketball Game**

First new counter game since the war — Plenty of action — return ball feature — 14 or 16 play — **REAL MONEY MAKER!** 22" High, 18" Wide, 5" Deep. Simple mechanism — guaranteed trouble-free.

Orders Filled in Retention Received.  
**\$32.50** EA.



**CHAMPION NUT & CHOC.** 1194 TREMONT STREET BOSTON, MASS.

**CALIF. TINY VENDING ALMONDS, 88¢ LB.**

French Fried and Packed Right at the Orchard. Write for Quantity Prices

**900/1000** Count Per Lb. NONE SMALLER

Vacuum Packed in 5¢ Tins, 6 Tins to Case

**STANDARD SPECIALTY CO., 5115 E. 14th St., Oakland 1, Calif.**

city proper locations, Macke increases its operations in beach resorts in the immediate area around the city. Installations in Chesapeake Beach and North Beach, for example, receive additional vendors.

Milwaukee operator Herb Geiger, Geiger Automatic Sales, makes it a practice to obtain such summer-type locations as custard stands and resorts. Also reporting upped warm weather gross is Stacy Bros. Officials say volume goes up 10 per cent.

**Other Side of the Pie**

Operators in such industrial centers as Chicago, Detroit, Minneapolis, etc., with most or all equipment in captive plant installations, find summers cut into sales. Movement of such units to "summer only" spots is considered out of the question.

Transient locations in in-city spots show a slight uptrend. Taverns, which draw a greater number of patrons in summer, usually see bigger weekly sales. Restaurants, especially those air-conditioned, and similar spots remain fairly constant, however.

**Resort Requests**

With operators in Spokane, reporting a summer sales cut to city dwellers moving out to lake resorts and going on vacations, a growing demand for vendors by resort owners is welcomed. Harold Farmer, one of the city's leading operators, has been receiving queries from resorts for machine installations, and plans to experiment with such locations at several lakes nearest the city.

**It's No Gag, Pop, When Junior Requests "Make Mine Vanilla"**

ATLANTIC CITY, May 20.—When you hear someone say: "I'll take vanilla," it may be more than just a wisecrack. In fact, when it comes to flavors, most Americans take vanilla.

William F. Fischer, of New York, a member of the Flavoring Extract Manufacturers' Association of the United States, in convention here at the Traymore Hotel, said that vanilla is the leading flavor both in the home and commercial establishments dealing in food and drink.

No. 2 in the flavor parade, according to Fischer, is lemon, followed by orange, maple and walnut. Strawberry is down in sixth place. Raspberry, cherry, banana and butter-scotch are in seventh, eighth, ninth and 10th place respectively.

Fischer said that there are about 150 flavors in use today in ice cream, candies, beverages, bakery products and other foods. The flavoring extract industry grosses \$150,000,000 a

year, he said. Some 275 delegates from all parts of the United States are attending the 41st annual convention of the association, which is headed by John H. Curlett, of Baltimore.

Asked where chocolate figured in the flavor parade, Fischer explained that chocolate was part of an allied industry and besides, he said, "vanilla is used in most chocolates with the exception of such things as cocoa."

**Stoner Wins Nod In Pa. Primary**

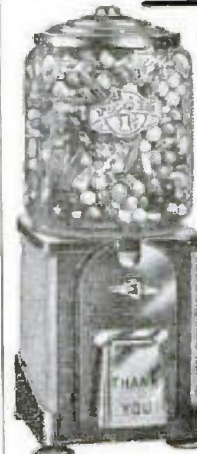
HARRISBURG, Pa., May 20.—Clarence G. Stoner, president, Keystone Bottlers' Association, running on a platform including repeal of Pennsylvania's soft drink tax, this week won the Republican nomination for the State Legislature in his home district—Cumberland County.

Stoner polled 8,446 votes against 6,655 for his opponent, Arthur George, incumbent legislator who had Republican organization support.

The nomination virtually assures Stoner of election next fall.

**FTC in Speed-Up Move**

WASHINGTON, May 20.—Federal Trade Commission (FTC) is reorganizing its staff to speed up disposition of cases. The agency is shuffling its various bureaus and increasing authority of bureau chiefs, it was announced. Frequently criticized for delay, the FTC's case against Automatic Canteen of America has been pending for more than six years.



**MR. OPERATOR!**

**DID YOU KNOW?**

There are less used or rebuilt VICTOR MACHINES offered than any other make.

**DID YOU KNOW?**

That you can buy TOPPER as low as \$10.00 in lots of 100 or more.

**DID YOU KNOW?**

You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.

**BETTER WRITE FOR TIME PAYMENT PLAN**

**ROY TORR LANSDOWNE, PA.**

**ATTENTION** —25c & 30c CONVERSIONS  
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

**CIGARETTE MACHINES**

- UNEEDA, 8 Cols. .... \$100.00
- UNEEDA, 6 Cols. .... 90.00
- Uneeda Model 500, 9 Col., 350 Pack Cap. .... 100.00
- 8 Col., Model E, 240 Pack. Cap. .... 62.50
- ROWE PRESIDENT, 10 Col., .. 97.50
- Rowe Royal 10 Col., 400 Pack Cap. ... 87.50
- Rowe Royal 8 Col., 308 Pack Cap. .... 85.00
- Rowe Imperial, 6 Col., 180 Pack Cap. 60.00
- Special 4 Col., 100 Pack Cap. .... 32.50

**CIGAR MACHINES**  
7 Col., 175 Cap. .... \$27.50  
1 Col., 50 Cap. .... 17.50

**CANDY MACHINES**

- ROWE, 120 Bar Cap. .... \$75.00
- National 6 Col., 108 Bar Cap., Wall or Counter Model ..... 70.00
- VENDIT, 150 Bar Cap. .... 57.50
- U-Select-It ..... 35.00
- UNEEDA, 40 BAR CAP. .... 23.50

**SALE \$62.50**

**DuGrenier**  
MODEL W, 9 Col., 308 pack cap., 7 Col., 335 pack cap. .... **\$59.50**

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.**

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK



**SALE \$62.50**

**Candyman**  
(like new)  
72 bar cap. Enclosed base.

**VICTOR'S VICTORY BASKETBALL GAME**



First new counter game since the war—Plenty of action—return ball feature—16 or 36 play—**REAL MONEY MAKE-UP**—22" High, 18" Wide, 5" Deep, Simple mechanism—Guaranteed trouble-free. Orders Filled in Rotation Received.

**\$32.50 EA.**

1/3 DEPOSIT, BALANCE C. O. D. TIME PAYMENT PLAN

**BERNARD K. BITTERMAN**

3001 TRUMAN ROAD KANSAS CITY 1, MISSOURI



Lowest Prices on Ball Gum, Nuts, Candies & Churns

**TOPPER**

(Illustrated)  
Lots of 100... \$10.00  
Sample, \$11.25.

Victor's Universal

**JUMBO**

1" Ball Gum Vender. Best Location—Center in Years! Immediate Delivery.

**WE'VE GOT IT IN STOCK**

the new ACORN 5c

**ALL CHARM VENDOR**

Opens Thousands of New Locations! ORDER TODAY—IMMEDIATE DELIVERY

**BUNNY VENDING CO.**

27 Emery St.

Methuen, Mass.



**WE'VE GOT IT IN STOCK**

the new ACORN 5c

**ALL CHARM VENDOR**

Opens Thousands of New Locations! ORDER TODAY—IMMEDIATE DELIVERY

**EMPIRE COIN MACHINE EXCHANGE**

1012 Milwaukee Ave. Chicago 22, Ill.



**SENSATIONAL MODEL 49 AT**

**\$13.75** single machine, 1c or 5c, shipped from Boston stock.

We roast a special Nut Mixture for 5c machines, 45g a lb. 30 lb. ctns. F. O. B. Boston. Everything for the bulk operator at lowest market price at time of shipping.

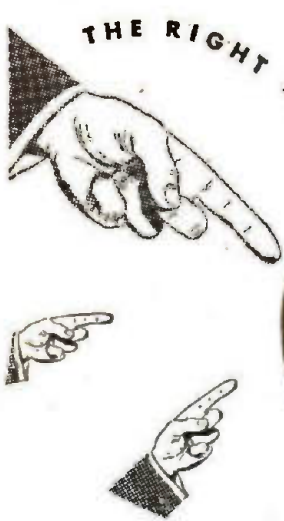
**NORTHWESTERN SALES & SERVICE**

1198 TREMONT ST.

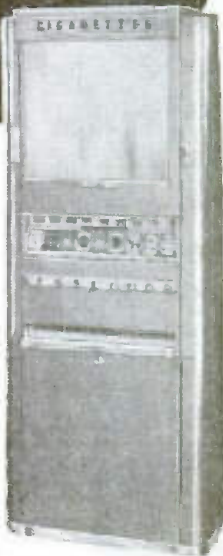
BOSTON 20, MASS.



THE RIGHT ANSWER IS...



The NEW DuGrenier  
**ALL COIN  
COMBINATION  
MANUAL CIGARETTE  
MERCHANTISER**



It accepts NICKELS, DIMES and QUARTERS!  
It has a SINGLE COIN INSERT!  
It has a NICKEL CHANGEMAKER!  
It vends at two prices simultaneously!

It works simply — easily — accurately — IT S-I-M-P-L-Y WORKS!

The new DuGrenier Manual All Coin Combination Model Is Available In 7 and 9 Columns in Two Sizes—STANDARD HEIGHT, 68 Inches, and NEW "SHORTY" HEIGHT, 61 inches.



**Arthur H. DuGrenier, Inc.**

Manufacturers of America's Finest Cigarette Merchandisers  
15 Hale Street • Phone: 3-3835 • Haverhill, Mass.



**SANDY MAC TIGHT** has switched all his business to **ROY TORR** because Torr pays the freight on ball gum, candy, charms and almonds. Torr sells machines on time payment, too, AND THAT IS SOMETHING! YOU, too, better switch to **ROY TORR-LANSDOWNE, PA.**

**WE'VE GOT IT IN STOCK**



the new **ACORN 5¢**  
**ALL CHARM  
VENDOR**

Opens Thousands of New Locations!  
**ORDER TODAY—IMMEDIATE DELIVERY**  
**NORTHWEST VENDING  
SUPPLY, INC.**

3114-16 W. 28 St. Minneapolis 16, Minn.  
Phones: Kenwood 6863—Geneva 8171

Save at Least Part of Each Week's Earnings  
Buy U. S. Savings Stamps and Bonds

# Boston Gets Coin Machine Package Mart

14 Units, 18 Items

(Continued from page 133)  
projecting a full-year's test of the machines to probe all merchandising angles. Other placements may be made during the test period.

In the bus terminal, an attendant is on duty from 8 a.m. until midnight to provide patrons with change and keep the venders fully stocked. After midnight, the machines are available for public use if the customer has the correct amount of change.

**Package Visible**

In both the Vendomatic and Glasscock machines, the actual package the customer buys is visible thru an illuminated display panel. However, the venders vary in operational features.

In the Vendomatic unit, merchandise is loaded in horizontal trays and pushed forward to the drop chute as a selection is made. Four different items may be carried in each machine. No special packaging is said to be required, and no special adjustments need be made for wraps of varying dimensions.

The Glasscock machine has three loading columns in each unit. Merchandise, which must be packed in cardboard boxes, is stocked vertically. Nickels, dimes and quarters are accepted in both venders.

Items offered thru the machines this week included jewelry, toys, men's furnishings, lingerie, baby supplies and nylon hosiery. Products will be rotated to learn customer preferences, and will be vended at prices comparable to those obtaining in the store itself. A Filene spokesman said only merchandise that could be vended for \$2 or less would probably be offered.

Filene's is a member of the eight-store group, Federated Department Stores, Inc. Other member stores are known to be watching the experiment with a view toward following suit if it proves successful. Together with J. L. Hudson, Filene's is a supporter of the Associated Merchandising Corporation, which has long been active in exploring vending adaptations in department store planning.

## Douglass Shiner Again on Market

LOS ANGELES, May 20.—The Douglass Automatic Shoe Shiner is again to be marketed, H. J. Fitzgerald of Kinco, Inc., manufacturing company, announced.

Kinco has secured the right to sell the machine and plans are being formulated to continue its manufacture.

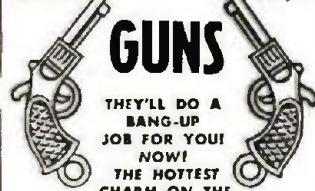
## SURVEY DISCLOSES

(Continued from page 133)  
cording to the study, are near water coolers, employee entrances, near main traffic arteries and large plant departments. Management often discourages placement in trucking areas as a safety hazard. It also shies away from permitting installation near machinery, because patrons "distract machine operators and invite carelessness and injuries. "Some limit venders to off-duty spots such as lounges and recreation rooms.

The survey covered establishments in office, factory and wholesaling categories. Employing labor staffs of less than 250 to over 5,000, they were representatively located "in all parts of the United States and Canada."

**Charter S. C. Vend Firm**  
GREENVILLE, S. C., May 20.—Secretary of State has issued a charter to Kenray Corporation, with facilities here and in Anderson, to lead in automatic vending machines. Authorized capital stock, \$5,000. Walter Lee Lowry Jr. is president.

NEW GUNS NEW



## GUNS

THEY'LL DO A BANG-UP JOB FOR YOU NOW!  
THE HOTTEST CHARM ON THE MARKET!

(Same size as illustration)

PLASTIC (6 Bright Colors) ... \$4.25 per M  
NICKEL PLATED ... 6.50 per M  
SILVER PLATED ... 7.50 per M  
GOLD PLATED ... 7.50 per M  
NEW INLAY FINISH ... 8.25 per M  
(Vends perfectly in all type machines)

## Large Ass'd. SPORT CHARMS

(Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)  
PLASTIC (6 Bright Colors) ... \$3.75 per M  
COPPER PLATED ... 6.00 per M  
GOLD OR SILVER PLATED ... 7.00 per M

## ALPHABETO CHARMS

(A to Z and 10 Numerals)  
PLASTIC (Assorted Colors) ... \$2.00 per M  
COPPER PLATED ... 4.00 per M

**OPPORTUNITY FOR DISTRIBUTORS**  
Order now! Don't delay! Empty your machines!

**PAUL A. PRICE CO.**, Dept. B  
220 Broadway, New York 7, N. Y.

FITS ANY SPOT!

## ALKUNO

### CIGARETTE VENDOR

You need a cigarette machine like this—14 columns—100 capacity—silver quarter only—regular and 4 1/2 size—no matches.

### MODEL 600

Metal cabinet and base.  
Ht. on Base, 60"  
Wt. on Base, 70 Lbs.

### PRICE

MACHINE ... \$65.00  
BASE ... 12.00

Immediate Delivery in Green Metal Lustre Finish

Other ALKUNO Models—600, Silver Quarter, Free Matches—661, Two Dimes, Free Matches—601, Two Dimes, No Matches.

Write for Catalog of Complete Line Including 5¢ Cracker Vendor

**Alkuno & Co.** 408 Concord Ave.  
New York 54, N. Y.  
MElrose 5-7757

5¢

## CHARM ASSORTMENT

for your new

### 5¢ ALL-CHARM VENDORS

are best bought from

## EPHY

Samuel Ephy & Co., Inc.

91-15 144th Place, Jamaica 2, L. I., N. Y.

## RECONDITIONED EQUIPMENT

100 ROWE STICK GUM, 16, Ea. ... \$ 9.95  
16 ROWE GUM, 50, Ea. ... 12.50  
15 SNACKS, 3 Col., Ea. ... 14.95  
5 A.B.T. GUNS, 1950 Model, Ea. ... 27.80  
1 SEEBURG JUKE BOX, 20 Record ... 85.00  
1 SNOW CONE, Cost \$350.00 ... 150.00  
1 COCA-COLA DRINK, 36, 400 Cup Cap., Cost \$1195.00 ... 650.00  
30 MASTERS, 5 Col., Ea. ... 7.95  
25 CBSCO NUT, 2 Col., Ea. ... 15.00  
1/3 With Order, Balance C. O. D.

WANTED TO BUY—Stoner Candy Mach., Silver Kings, Northwesterns, Counter Games, Stands.

## CAMEO VENDING SERVICE

422 W. 42d St. New York 18, N. Y.  
LONGacre 3-1334

# U. S. SHUFFLE TOURNEY SET

## New Weight Announced by Rock-Ola Mfg.

### Features Player Control

CHICAGO, May 20.—The Rock-Ola Manufacturing Company this week introduced a new weight which can be used by shuffleboard or shuffle game players. Called Skil-Grip, the new weight features composition cap and heel plates, which eliminate slippage and give player a much greater degree of control over his puck on every throw.

Art Weinand, vice-president in charge of sales, announced that the new weight still slides on a metal surface and when it contacts another weight there is the sound of steel against steel. The composition covers, according to Weinand, offer positive color identifications over a greater area, and the caps and shoes are replaceable.

Price-wise, Weinand said, there will be no change in the list on the weights.

The new weights are already in production and are available for immediate delivery.

## Pacific Sets Up Production Sked For Conversions

LOS ANGELES, May 20.—Manufacture of the Pacific Shuffleboard Bowling scorer for regulation shuffleboards is scheduled to get under way here the latter part of this month, William Schrader, manufacturer and national distributor, said.

Schrader said that the bowling attachment is designed to fit any regulation shuffleboard and may be installed in a few minutes. The scoring unit is 30 inches wide and stands 26 inches from the bed of the board to the unit's top. Nine inch pins of the light-up type are used and scores are rolled up by the weight passing under their base. It is designed for dual play.

One of the features of the unit is that the weight is returned by a trough along side of the board. It is delivered at waist height and requires no stooping to retrieve it.

### Display Model

A model of the unit is on display at the firm's headquarters here. Twelve units were finished for display at the American Coin Machine Manufacturers' Association show in Chicago, where the company has taken five booths.

According to plans, the plant will be geared to turn out as many as 100 units per day.

Schrader said that Badger Sales Company and H. E. Hood Company of this city had already been named distributors.

### Sell Shuffle Firm in L. A.

LOS ANGELES, May 20.—The local agency of American Shuffleboard Company, formerly operated by Lou Fish and Jack Gould, has been purchased by H. E. Hood, firm, which continues in the American Shuffleboard quarters, will be known as H. E. Hood Corporation.

## Shuffleboard Manufacturers

American Shuffleboard Co., 210 Paterson Plank Rd., Union City, N. J.  
Great Lakes Amusement Co., Flint, Mich.  
Micro Industries, 6520 S. Halsted St., Chicago.  
Miller Vending Co., Grand Rapids, Mich.  
Monarch Shuffleboard Co., 1545 N. Fairfield, Chicago.  
National Shuffleboard Co., 291 Cleveland St., Orange N. J.  
Nation Wide Novelties, 4615 S. State St., Chicago.  
Penn Shuffleboard Co., West Chester, Pa.  
Purveyor Shuffleboard Co., 4322-24 N. Western Ave., Chicago.  
Rock-Ola Manufacturing Corporation, 800 N. Kedzie Ave., Chicago.  
Royal Shuffleboard Co., 109-73 Roebing Ave., Los Angeles 24.  
Shuffleboard Specialists, 114 S. Michigan Ave., Chicago.  
Valley Manufacturing Corporation, 333 Morton St., Bay City, Mich.

## M&T Sales To Show Conversion At ACMMA Meet

CHICAGO, May 20.—M & T Sales Company here will introduce a new conversion unit for Shuffle Alley games at the All-Industry Coin Machine Show at the Hotel Sherman May 22-24. Unit, called Speed Bowl, features the disappearing pins, and can be installed on the shuffle game in less than one hour.

New unit, which comes as a complete package with cabinet and back glass, requires no soldering. Ted Rubenstein, president of M & T Sales, said the unit could be installed by a competent serviceman by removing back glass of game, bolting the conversion in place, adjusting the contact switches and plugging it in.

Conversion is played with weights passing over contacts, which, when hit, energize upright pins, folding

## Long Beach Ops Protest \$36 Tax

LONG BEACH, Calif., May 20.—Protests against a \$36 license for the location of a shuffleboard has been filed by operators of cafes and similar establishments, Councilman Raymond C. Kealer informed the city council here.

Kealer told the group that many of the operators protested the shuffleboard fee because their establishment license is only \$20.

them up. Scoring is similar to bowling.

Speed Bowl is now in production, Rubenstein said, and deliveries will start after the convention. Firm is also in production on its first conversion, Lite-a-Pin.

Speed Bowl can be ordered in the Midwest area thru Wico, Rubenstein said. Distributors for the product will be appointed in other parts of the country shortly.

## Winners of 15 States To Vie In Peoria Meet

### 10G Melon for Slicing

UNION CITY, N. J., May 20.—Forty-five shuffleboard teams whose skill won high honors in 15 State tournaments May 6-7 were getting set this week to converge on Peoria, Ill., Saturday (27) for the opening matches in the two-day U. S. Championship tourney sponsored by American Shuffleboard Leagues, Inc. (ASLI). Competing in four divisions, winners in the national event will slice a prize melon of \$10,467.55 and receive awards of valuable trophies.

ASLI toppers here have completed blueprinting the mechanics of the ambitious project, with registration forms and pairing sheets all set for the opening of play Peoria's City Armory. Now gathering steam is a ballyhoo program designed to focus public attention on the meet as an augury of the growth of shuffleboard as a national sport.

### Miss Danson To Reign

The naming of Linda Danson, television starlet and showgirl, as Shuffleboard Queen is expected to stimulate general press coverage. She will be attended by local beauty show winners as maids of honor.

With the State tourneys showing up the need for careful match planning, plenty of boards and time will be allotted for competitors. Competing for cash, players have been (See U. S. Shuffle on page 151)

# Mfrs. May Resume Org Plans

## PUCK PATTERN

### Chicago:

Art Weinand, vice-president and director of sales at Rock-Ola, reports the firm's new weights will give players much greater control of the puck on every shot. A Rock-Ola shuffleboard will be shown at the ACMMA - sponsored All-Industry show at the Hotel Sherman this week. The board will be used to demonstrate the conversion unit which Pacific Shuffleboard Bowling Company will exhibit. Bill Schrader, president of that firm, and Denny Dennison, head of Dennison Sales, distributor of the piece in 36 States, will be in attendance at the show.

On the distaff side, the All-Industry convention floor will be brightened by an array of models who will be on hand at the Purveyor Shuffleboard booth to accept registrations from operators seeking one of the three door prizes to be given by that firm. Herb Perkins, president, says the 22-foot 1950 Sportsman, the set of lights and a set of weights will be awarded Wednesday.

Seymour Golden, head of Coin Machine Service Company, will have a full line of prize merchandise on hand to show operators at the convention. Also featured in the booth will be the wax product which Coin Machine Service now handles nationally, and which has been accepted by a number of manufac-

turers as its official wax for shuffleboards and shuffle games.

Nels Malmgren and Herbert Smedberg, Precision Puck Company heads, claim they will spring a few surprises on conventioners at the Sherman. The firm has booth 90-A. . . . Another firm showing pucks for the first time at a national trade convention is Buckley Manufacturing. While new to this field, Buckley has long been in music and amusement machines. . . . Phil Cohen, head of Shuffleboard Specialists, predicts much new blood will show up at the ACMMA and benefit the trade as a whole. . . . Several firms at the convention plan to send reps to the U. S. Championship tournament at Peoria, Ill., sponsored by American Shuffleboard, Saturday and Sunday (27-28). Ken Poulsen and Howard James, of American will be in Peoria for the big doings next week-end.

Monarch Shuffleboard will not only have space in the exhibit hall but has taken over the Emerald Room of the Sherman as well. Firm will not only exhibit equipment in the Emerald Room but also entertain operators. Clayton Nemeroff and Roy Bazelon will be on hand alternately at both spots. . . . Conversion units are expected to get their share of the spotlight at the convention. Among (See Puck Patter on page 152)

# Org Plans Plan To Sound Out Firms at ACMMA Meet

### Would Hold Confab Later

CHICAGO, May 20.—With only one of the major shuffleboard manufacturers not participating in the ACMMA - sponsored All-Industry Show here next week, reports were rife in the industry this week that talks leading to the revival of a manufacturers' association might be sandwiched in during the three-day convention.

Most important developments since the attempts to form such an org last fall have been the "leveling-off" at the manufacturer level, and the impetus given league and tournament play by American thru its State and national championship meets. Too, the birth of the shuffle games has helped shuffleboard play generally, and many manufacturers feel that with proper promotion the game can now be promoted into a major indoor sport.

Altho it is certain no definite action will be taken next week, several local manufacturers are planning to line up (See Mfrs. May on page 151)

# WHICH WAY SHUFFLEBOARDS?

Increased revenue anticipated as sound foundations of trade come to surface following leveling off period. See operator ingenuity plus field work of manufacturers' focal point of expansion

**A**FTER two years of trial and error tests with pay-as-you-play shuffleboard in typical coin machine locations, the operator still remains the focal point if the game is to continue to grow and realize its potential as a national sport. During this hard knocks period, the operator contended with all the problems which traditionally present themselves in any new enterprise. The shuffleboard goes back to Shakespeare's time and has been played in some Eastern cities for over 30 years, the exploitation of the game as an operator's item is only now coming into its own.

The new stability in the industry evolved from a period of uncertainty which prevailed in shuffleboard a year ago. At that time the field had expanded to a point where it was difficult to tell whether there were 75 or 100 manufacturers on any given day. Then virtually anyone who could get a cabinet maker and some adequate tools together decided to become a shuffleboard manufacturer. Because of this, new interests entered the trade overnight hoping to capitalize, at least in a small part, on the market. Naturally this condition could not last and with the first slackening of demand many of the new firms started cut-price competition which temporarily shook the potentially sound foundation of the business. Moreover, many of the newer concerns were not equipped financially to stand the competitive strain over a long period and dropped out of the picture.

At this time it appeared the field

was about to reach the end of the line as an operator serviced product. However, following the first setbacks in coin-operated shuffleboard a leveling off cycle began to take shape. The producing firms, still doing business, were the old conservative companies plus a few newcomers who had entered the trade on a sound footing and were prepared to weather anything short of drastic curtailment of public interest in shuffleboard. Once the manufacturing level began to right itself the operator again was able to concentrate on his end of the job, primarily location promotion and to service.

The operator now is in his soundest position in the past two years. True, over-all play does not reach the record proportions of 12 to 18 months ago but in most instances the equipment on location has long been paid for and the operator is still getting a steady return. In addition when the operator now adds locations and purchases more equipment, he has accurate yardsticks with which to measure the earning power of the new location. Probably his strongest card at this time is that more people are familiar with shuffleboard than ever before.

## Other Factors

Other factors which point to more stability at the operator level include a steady expansion of the game in smaller cities in all parts of the country and renewed interest in many Southern States and Texas. Whereas last year the principal promotion was



This summer many operators plan to shift boards from proven slow urban locations to resort stops. Experiments last year indicated beaches and pools were feasible

aimed at major cities in the East and Midwest, now field men and manufacturers' league organizers are concentrating on smaller communities. As a result, Peoria, Ill.; Wausau, La-Crosse and Madison, Wis.; Ogden, Utah; Boise, Idaho; Kansas City, Kan.; La Porte, Michigan City, Ind., as well as cities of comparable population all over the nation are now under development as shuffleboard centers.

One thing which should work to the operator's advantage in the smaller cities is that the whims of their clients are less subject to change. Moreover as leagues are organized in the smaller cities, it is pointed out, there will be greater location interest in shuffleboard if past experience along this line repeats itself. An example, is the 30 weeks' league conducted by operator Tom Calkins in La Porte, Ind., and concluded last month. Before the league schedule started Calkins had a difficult time lining up enough locations in La Porte and had to include some from near-by towns. However, when the location owners realized that not only were players taking part in the league but non-players, eager to watch competition, were flocking to league spots, there was an immediate change of attitude. Finally, Calkins, who wanted to go along with his original league schedule, promised the former doubtful locations they would be included in his next league plans. One of the by-products of the La Porte league was that Calkins was able to open up several new locations as a result of the league play publicity.

## Diversification

Not all present-day operators depend upon shuffleboard alone for their income. Actually, the trend has been to supplement other coin machine revenue with the shuffleboard

return. This is done for at least two reasons. First, experienced operators have long ago learned that it is better not to have all their eggs in one basket, so that when temporarily low points are reached in some segment of the coin machine field, other equipment continues to keep the trade as a whole on an even keel. The other, diversification, also keeps the operator alert to all developments in the trade and permits him to cash in on specific items when they are in high demand.

Tho no one operator can predict the future for shuffleboard in all parts of the country, the consensus is the play will remain fairly steady for the rest of this year and if other firms follow up the initial advantage gained by the American Shuffleboard Company with its multi-State and U. S. Championship tourney, increased play might result. For one thing, there will be some concerted effort to keep play up this summer by moving boards from locations, which slow up noticeably in the warm weather, to resort spots. Representatives of three firms, Purveyor, National and Mero experimented with this idea a year ago and all reported better than average success.

## Op Can Help

In the main, what happens in the near future regarding shuffleboard as an industry depends upon how much time the operators are willing to devote to develop new location and maintain good public relation with established stops. Another point is the efforts of operators in a given city to work together to win favorable legislation as was finally achieved in Detroit earlier this month. There it appeared that shuffleboard would not win licensing ordinance until a group of operators acting in concert proved to the city solons the shuffleboard was a sport of merit enjoyed by people of all ages in all walks of life. Similar ordinances, licensing shuffleboard play in other major cities, can also improve the trade outlook for the remainder of the year.



Prime appeal of shuffleboard is that everyone can play, men or women, young or old. Paraplegic vet, Jimmy Chalfant (above), starts off with victory in Kentucky meet.

**PROVED**  
65% Less Abrasive



**SLICK**  
Shuffleboard  
**WAX**  
CONTAINS  
NO PLASTIC

\*Send for U.S. Taping Lab Report

PLAYERS prefer a smooth, accurate SLICK-waxed board.  
OWNERS profit by triple-life SLICK gives to Shuffleboard tops.  
SHORT-TABLE players like speed and accuracy SLICK leaves on shorter playing surfaces.

Watch Out for a "Fast" Count  
So called "waxes" composed of Plastic are harder than Shuffleboard tops—actually damage shuffleboard surfaces and hurt players' accuracy. Use SLICK Shuffleboard Wax for the fast, controlled game players prefer.

Sold Through Distributors Only—  
Tombert's Case

**SLICK SHINE**

207-15 ASTOR ST., NEWARK, N. J.  
Manufacturers of Quality Waxes, Polishes and Cleaners Since 1901

## Fire Destroys Boards, Truck

ST. LOUIS, May 20.—A \$3,200 cargo of shuffleboards and a \$2,500 tractor-trailer were destroyed by fire here last week. Faulty wiring in the truck was blamed for the blaze.

Harold Hudson, the driver, noticed a glare in a rear view mirror and leaning out of the window found his cargo afire. He lost control of the truck, which went over an embankment.

The driver escaped without serious injury, but before the fire could be checked the shuffleboards and the truck were destroyed.

## U. S. SHUFFLE TOURNEY

*(Continued from page 149)*

found to shoot with extreme care. As a result, time estimates have had to be revised (*The Billboard*, May 20).

Howard James, tournament director, disclosed 15 to 18 new American boards will be used for match play. A straight elimination event, teams must beat opponents 5 out of 9 games to move up the play-off ladder. Five hours will be allowed for each match.

The division breakdown sets up separate categories for women and men, broken down further into long-board and cushion-rebound brackets.

## MFRS. MAY RESUME

*(Continued from page 149)*

as many of the shuffle firms as possible for a meeting here later this year, possibly during or just prior to or immediately after the Coin Machine Institute Convention June 26-28. Many of the shuffleboard firms are going to exhibit at that show, and with the proper spade work next week, the sparkplugs of the new movement hope to get together before the fall season gets under way.

# DOUBLE YOUR PROFITS..

with

# Midget Keno and SHUFFLEBOARD

**KENO**  
PLAYED IN  
HALF THE  
TIME--

**KENO**  
FASTER  
THAN  
SHUFFLE-  
BOARD--

**KENO**  
PROFITS  
GREATER  
THAN  
SHUFFLE-  
BOARD--

**2 OR 4 PERSONS CAN  
PLAY  
KENO DOES NOT DAMAGE  
SHUFFLEBOARD**



AGENTS WANTED

**ACT NOW**

MIDGET KENO and SHUFFLEBOARD  
3749 DRUMMOND DR.  
TOLEDO 13, OHIO

Manufacturer \_\_\_\_\_ Distributor \_\_\_\_\_

GENTLEMEN: PLEASE SEND \_\_\_\_\_ SETS OF  
MIDGET KENO + SHUFFLEBOARD.

I AM ENCLOSING \$ \_\_\_\_\_

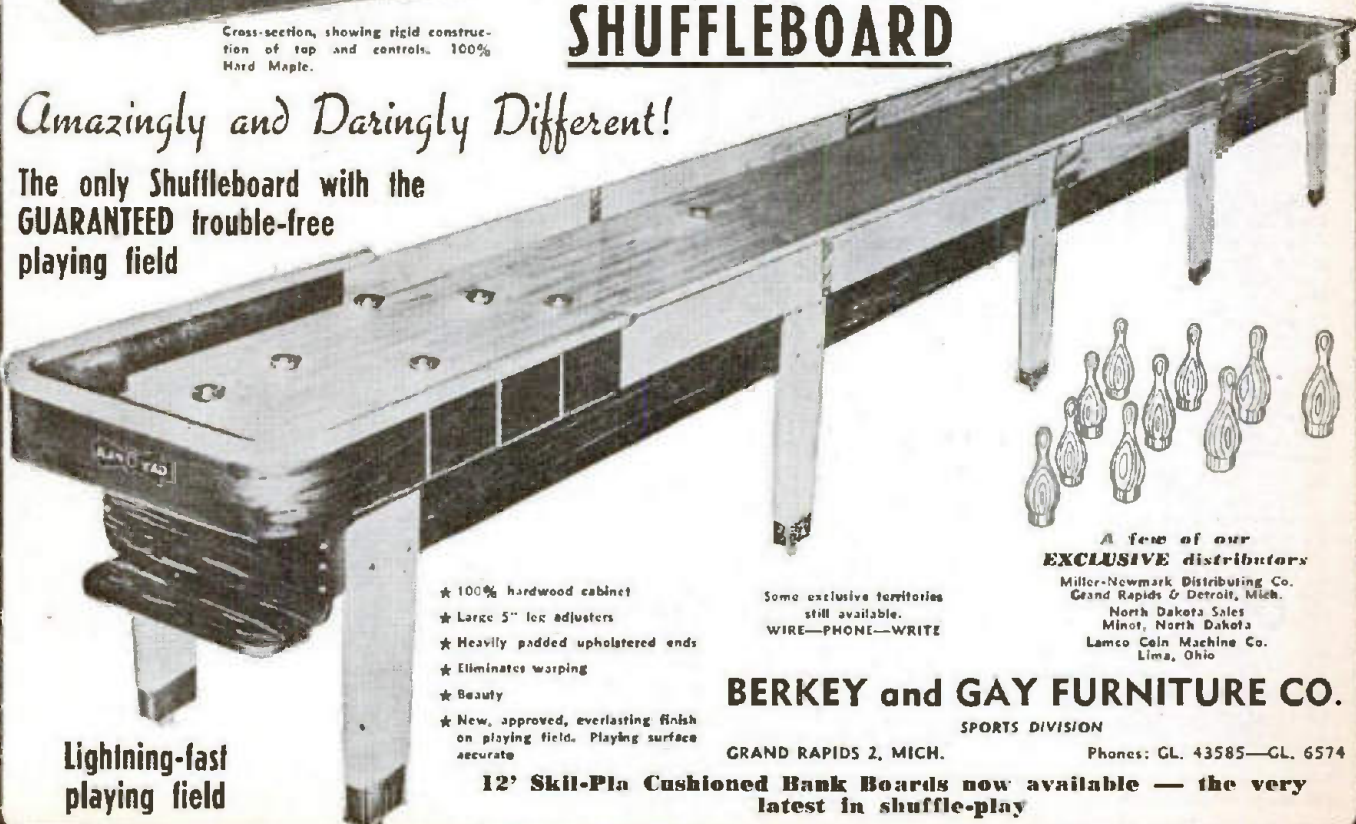
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_




Fully Reconditioned National  
Shuffleboards... \$140 F.O.B. Chicago  
Maple Tops—All Sizes—With complete  
new kits.

New Mero Shuffleboards—  
Maple Tops... \$170 F.O.B. Chicago  
Steel or Masonite tops available.

**MERO INDUSTRIES**  
6250 S. Halsted St. Chicago 21, Illinois



RIGID **GAY** IMPREGNATED



FLEXIBLE **PLA** CONTROLLED

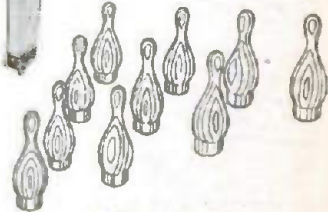
## SHUFFLEBOARD

Easy To  
Install

Cross-section, showing rigid construction of top and controls. 100% Hard Maple.

Amazingly and Daringly Different!

The only Shuffleboard with the  
**GUARANTEED** trouble-free  
playing field



A few of our  
**EXCLUSIVE** distributors

Miller-Nowmark Distributing Co.  
Grand Rapids & Detroit, Mich.  
North Dakota Sales  
Minot, North Dakota  
Lamco Coin Machine Co.  
Lima, Ohio

- ★ 100% hardwood cabinet
- ★ Large 5" leg adjusters
- ★ Heavily padded upholstered ends
- ★ Eliminates warping
- ★ Beauty
- ★ New, approved, everlasting finish on playing field. Playing surface accurate

Some exclusive territories still available.  
WIRE—PHONE—WRITE

**BERKEY and GAY FURNITURE CO.**

SPORTS DIVISION

GRAND RAPIDS 2, MICH.      Phones: GL. 43585—GL. 6574

**12' Skil-Pla Cushioned Bank Boards now available — the very latest in shuffle-play**

Lightning-fast  
playing field

# PUCK PATTEN

(Continued from page 149)  
those displaying this type of product will be Empire Coin Machine Exchange, Chicago, and Pacific Shuffleboard Bowling Company, Los Angeles.

Some local firms are expected to send reps to the proposed second Table Shuffleboard Association of

America (TSAA) conference tentatively set for mid-June in St. Louis. Leo S. Wheeling, org executive vice-president, is handling arrangements. . . . Mero excec Col. L. Lewis, Bud Beasley and Pete Rozgus plan open house festivities for operators at their new Halsted Street headquarters during the ACMMA show.

## PURVEYOR—FAMOUS FOR VALUES

NOW \$85 AND UP YOUR CHOICE!

THOROUGHLY RECONDITIONED SHUFFLEBOARDS

- ROCK-OLA—16", 18", 22"
- NATIONAL—20", 22"
- MONARCH—18", 22"
- VALLEY—22"
- PURVEYOR—18", 22"
- MERCURY—20" Masonite
- NATION-WIDE

And Other Brands, 20"-22", NEW PLAYFIELDS

### SHUFFLEBOARD SUPPLIES

PURVEYOR POWDER WAX	WHEN SCORESHEETS, 1,000	\$ 5.00
GRAND NEW SHUFFLEBOARD		
MAPLE TOPS		125.00
PURVEYOR PUCKS		12.00
"CLAMPON" SHUFFLEBOARD		
LIGHT Ea.		12.50
"NU-LIFE" SHUFFLEBOARD LIGHT.	Ea.	8.75
SHUFFLEBD. ADJUSTERS, Complete		12.00
SHUFFLEBD. BOWLING PIN SETS		12.50

ELECTRIC COIN SCOREBOARDS FOR SHUFFLEBOARDS (5c or 10c play) . . . \$75

### SPECIALS!

Nationwide Shuffle Pool	\$149.50
Gottlieb Bowlette	179.50
Universal Twin Bowler	189.50
United Shuffle Alley	99.50
Otizer	49.50
Dale Guns	69.50
T1 Farmica Top Shuffleboard With Pucks, etc.	49.50

(Crating \$10.00)

TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

## PURVEYOR SHUFFLEBOARD CO.

4322-24 NO. WESTERN AVE CHICAGO, ILL.

Phones: UNiper 8-1814 or 8-1815 or 8-1816

### NEW GAMES

- NATIONWIDE BASEBALL
- UNITED ARIZONA (5 Ball)
- GOTTLIEB BUFFALO BILL

### UNITED EXPRESS

# TOURNEYS HYPO PLAY

13 Statewide meets under American's sponsorship spark industry revival; smaller cities key to league future.

**H**YPOED by a series of 13 State tournaments held this month under the sponsorship of American Shuffleboard Leagues, Inc. (ASLI), the outlook for organized competitive play has taken a new lease on life. As a result there is every indication that promotional gains made for the trade as a whole thru American Shuffleboard's initiative will soon be reflected in other league promotions.

Proof that American has been the bellwether in the competitive play is the series of tournaments just held in Louisville; La Porte, Ind.; Madison, and Kenosha, Wis., and other cities after American outlined its tournament plans several weeks ago.

### U. S. Tourney

The high point of the American tournament will be the U. S. Team Championship meet set for May 27-28 in Peoria, Ill. Top teams, which have established themselves in American's 13 State tourneys, will vie for nationwide recognition.

The State meets were held in La-Crosse and Wausau, Wis.; Peoria, Ill.; Detroit; Philadelphia; Columbus, O.; Fort Wayne, Ind.; Phoenix, Ariz.; Schenectady, N. Y.; Ogden, Utah; Boise, Idaho; Kansas City, Kan., and Minneapolis. In addition the New Jersey tourney was held in Philadelphia. These cities were selected because of accessibility for the majority of the players.

Moreover, to insure a high percentage of representation in the State meets, Ken Poulsen, field director, and Howard James, advertising and tournament manager for American, made certain that each local league had at least one team in the State

finals. Local leagues varied from four to 16 teams and for each four teams in a league one team qualified for the State championships. In all 318 met in the 13 State tourneys and 45 battle-scarred teams will give their best in the U. S. finals in Peoria. With such a comprehensive network of organized play reaching into hundreds of large and small cities, some tournament announcements from other industry sources appear imminent.

### Rebuild Leagues

Currently, most of the promotional activities by shuffleboard manufacturers are aimed at rebuilding league play at the local level with some possibility of tournaments later in the year. Some of the firms, which were most active in league pioneering two years ago, have found that unless the formation of leagues is constantly encouraged by the manufacturers, operators and location owners a part of the interest in the game suffers. This is similar to bowling in many respects, for altho millions of Americans bowl every year, the backbone of the sport is the interest stimulated by neighborhood, industrial, club and related leagues. As a result, American, Standard, Monarch, Purveyor and National are once again keeping field men on the road constantly to build up leagues.

The American Coin Machine Manufacturers' Association (ACMMA) All Industry Show at the Hotel Sherman, Chicago, Monday thru Wednesday (22-24) is expected to give the tournament and league situation increased attention. Among the firms which will exhibit will be Valley Shuffleboard, Shuffleboard Specialists, King Pin Equipment, plus American, Monarch, National and Purveyor. With so many trade leaders under one roof for three days, informal discussions bent on stepping up league and tourney activity are anticipated. Standard, a Chicago firm, tho not exhibiting at the Sherman, also is expected to send representatives to the convention.

## \$150 Deluxe SHUFFLEBOARD WITH NEW MAPLE OR MASONITE TOP

Visit Us At BOOTH #90A ACMMA SHOW



Nationwide's new money maker—B' Baseball, \$295  
Best New ELECTRIC SCOREBOARDS, \$95  
Rebuilt Cabinets with New Tops, \$75

SHUFFLEBOARD Specialists  
7126 S. STONY ISLAND AVE. • MI 3-1032-3 • CHICAGO 49, ILL.

## WHAT DO YOU PAY FOR SHUFFLEBOARD WEIGHTS?

Do you buy the cheapest? They might prove most expensive to you in the long run. They might scratch your tables, spoil your reputation, lose business for you. We manufacture weights of many popular styles to sell at popular prices, but we recommend that you

### INVESTIGATE TRU-GLYDE SHUFFLEBOARD WEIGHTS

- ★ PRECISION
- ★ HOLLOW GROUND
- ★ PATENTED FEATURES

- Finest Steel or Stainless
- Ride Smoother
- Specially Treated
- Reduces Refinishing Costs

### VIBRO VITA PRODUCTS CO.

15 MT. VERNON ST. "THE BEST COST LESS" RIDGEFIELD PARK, N. J.

## BE SURE YOU STOP AT BOOTH 90-A—ACMMA SHOW

See the Complete Line of Puck We Manufacture for All Shuffle Games

★★★★★

## PRECISION PUCK CO.

7936 SO. CHICAGO AVENUE CHICAGO, ILLINOIS  
PHONES: ESSEX 5-4699—REGENT 4-6121



Organized play won new blood for industry in 1949-'50 season. This team represented La Porte, Ind., won 30-week league directed by operator Tom Calkins for Monarch.



# 1st ACMMA SHOW UNDER WAY

## Parkoff Plugs Selectomatic In Taverns

### Plans Heavy Promotion

NEWARK, N. J., May 20.—With results of the five-day showing of Seeburg's Select-o-Matic to location owners in Northern New Jersey mixed and still being analyzed by Atlantic New York staffers, Meyer Parkoff, head of the distributing firm, was already laying plans for further aggressive promotion of the 100-selection phonograph among tavern proprietors.

Pegging his program to sales of equipment only thru recognized operator channels, Parkoff reiterated his claim that no direct sales to locations are contemplated.

Ending Friday (19), the show was held to get storekeepers to view the machine in the distributor's showroom and hear the pitch that new, high-cost phonographs can only be operated if route owners get equitable contracts, top money and/or minimum guarantees. Operators, too, were advised of the distributor's plans and invited to attend the showing (*The Billboard*, May 20).

Joe Fishman, manager of the local outlet, reported about 60 locations sent representatives to see the machine. He thought this a "fairly good" turnout considering the weather (it rained two days). A smaller number of operators attended.

Parkoff said many storekeepers who attended were unfamiliar with the 15-month-old juke box, among them quite a number whose taverns were potentially profitable for Select-o-Matic placements. About half of all who showed up were considered active prospects in the opinion of Atlantic toppers.

Next phase of Atlantic's program is to contact again all operators in the territory. They would be asked to indicate locations which, in their opinion, could support Select-o-Matics. Atlantic staffers would then visit the stops, describe the machine and attempt to "sell" proprietors on the economic need by operators for more favorable income splits. No attempt would be made to encourage requests for the Seeburg machine from storekeepers with low-revenue spots, Parkoff stressed.

## Evans Names 3 Constellation Area Distributions

CHICAGO, May 20.—The phonograph division of H. C. Evans & Company thru Manager Les Rieck announced the appointment of three additional distributors. The firm makes Constellations.

New distributors are Badger Sales Company, Inc., 2251 West Pico Boulevard, Los Angeles, for Southern California, Southern Nevada and Arizona. William Happel heads Badger.

Central Distributors, Inc., 2334 Olive Street, St. Louis, for Southern Illinois and Eastern Missouri. Charles Kagels and Norwood Veatch head Central.

Lief Music Distributing Company, 1638-42 Payne Avenue, Cleveland, for Northern Ohio. Harry Lief heads the firm.

### Parties Pay Off:

## Disk Distrib Helps West Coast Ops Bridge Gap Between Indies With Everyone Sharing Profits

By Dean Owen

LOS ANGELES, May 20.—While most facets of the music business have been thoroughly exploited, the forgotten man in this area is, or was, the music machine operator. Use of the past tense is due largely to the efforts of W. H. Leuenhagen, who has given juke box operators here new stature in the field due to record preview parties which have been held every two or three months since May of last year.

It was to bridge the gap between the operator and independent record companies that first gave Leuenhagen the idea of holding these sessions. Although a comparative newcomer to the record business, he has long been connected with the coin machine industry. A thoro believer in promotion, he has built his Record Bar into one of the top platter sales firms in Southern California, catering almost exclusively to music machine operators.

### Judge Indie Disks

Listening to the problems of these

operators gave Bill the idea for his preview parties. One of the main gripes seemed to be that the operator had no means of judging the platter output of the independents. Bill immediately took steps to correct this situation, believing that the small wax firms should be given a chance to be heard. The big five could take care of themselves, at least that is what he thought when the party idea was in its nebulous stage. Since the preview shindigs have been inaugurated all the big platter companies have asked Bill to let them participate, and their requests have been granted.

Kudos for launching the idea go also to Mike Kurlan, of Modern Distributing Company; Lee Palmer, of Mercury; Ted Mossman, of Fan Fare, and Bill Anson, disk jockey on Station KFWB. At first dubious that big name artists would be interested in participating, Bill contacted some of the leading warblers and ork leaders. The response was heartening.

Among the artists who have appeared at the preview parties are Russ Morgan, Sons of the Pioneers, Margaret Whiting, Rudy Vallee, (*See Disk Distrib on page 157*)

## Tribute to Wurgler

NORTH TONAWANDA, N. Y., May 20.—Ed Wurgler, general sales manager, phonograph division, the Rudolph Wurlitzer Company, this week received a bronze plaque from Ray Williams, president of Commercial Music, Dallas.

Titled *Informally Yours* over a facsimile of Wurgler's signature, the plaque reads: "The formal dance and dinner and . . . The perfect spot of tea . . . May please the social set but they . . . Do not appeal to me . . . For I adore a barbecue . . . Or hot dog on a bun . . . And juke box in a joint . . . To have a lot of fun . . . I have no fault to find with those . . . Who seem to swim in cash . . . Or who prefer filet mignon . . . To ordinary hash . . . But I am just a common guy . . . Who wanders here and there . . . With nothing formal on the floor . . . Or on the bill of fare . . . Who merely looks around the world . . . And tries to play his part . . . By adding to the happiness . . . Of every human heart."

## CSCA in Drive To Boost Its Membership

### Shift Meeting Sites

HARTFORD, Conn., May 20.—Abe Fish, owner of General Amusement Game Company of Hartford, and president of the Connecticut State Coin Association (CSCA), Inc., took the org's membership campaign to Fairfield County, Connecticut, last week.

"We held last Thursday's regular meeting at the Stratford Hotel, Bridgeport, because we wanted to have more of a representation from Fairfield County in our State group," Fish said.

As a result, Fish disclosed, membership in the CSCA has jumped to (*See CSCA on page 157*)

## 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:

**VARSITY LAUNCHES 49-CENT DISK.** The diskery has skedded a new 45 r.p.m. line tagged at 49 cents for retail (Music Department).

**NAMM LINES UP CONFAB SKED.** Music merchants prepare program for the up-coming Chicago confab (Music Department).

**TOWER TO RELEASE POP 33.** The plattery enters the LP speed field with its first release, *Bewitched* (Music Department.)

**HUNGRY EYES OGLE EXCISE SLASHES.** States and cities may jump in if the federal government cuts its tax bite (General Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## Ops To Find Exhibs, Fun, Biz in Chicago

### See Record Registration

(Continued from page 109)

10 a.m. to 4 p.m., with the ACMMA annual banquet starting at 7 p.m. in the Grand Ballroom of the Sherman. Seating capacity in the banquet hall is limited to 1,350 persons. While banquet tickets could have been sold out several weeks ago, the banquet committee, under Chairman Dick Hood, decided to hold out a certain percentage until the convention began so that exhibiting firms and operators from out of town might be represented.

### Cadillac Door Prize

Sole formality at the banquet will be the introduction of ACMMA officials and this will be limited to a few minutes. Remainder of the evening will be given over to entertainment and a floorshow headlined by Jack Carter, NBC radio and television artist, who will emcee the program which will include an all-star cast. At the banquet also will be determined the winner of the 1950 Cadillac, to be given by ACMMA as a door prize. To be eligible for the car, coinmen must register for the convention either Monday or Tuesday and visit the ACMMA booth on the convention floor to get the free door prize ticket. Attendance at the banquet is not a requirement for the door prize.

Exhibit hours on the final day, Wednesday (24), are from 10 a.m. to 4 p.m. Vince Shay, chairman of the hospitality committee, and Grant Shay, ACMMA publicity head, stressed that operators should contact the special information booth set up by ACMMA, near the exhibit hall, for details on lending restaurants, legitimate stage and movie houses, ball parks, museums, race tracks as well as other attractions. Other high points of the social program will be open-house festivities in private suites sponsored by manufacturers and local distributors for the benefit of operators and their families, and trips to coin machine plants in the city.

## Chi Coin Unit To Appear on Garroway Show

CHICAGO, May 20.—A preview showing of the Band Box will be held on the *Garroway-at-Large* NBC television show Sunday (28) at 9 p.m. (CDT). The Band Box is a music machine play stimulator made by Chicago Coin Machine Company and features the use of miniature musicians which appear to be playing live music.

On his program, Garroway will use the Band Box in two production numbers. The unit is complete with draw curtains which open at the beginning of a new number. The simulated musicians in the band are made of specially treated rubber and when used in connection with a juke box appear to be playing in the same tempo as the record.

Following the Garroway preview, Chicago Coin plans to introduce the Band Box nationally.

# NEW SPEED JUKES

By NORMAN WEISER

New disk speeds gather momentum as phonograph manufacturers begin to put their planning into action. Wurlitzer first to break ice with conversion, Seeburg with completely new unit.

**W**HILE "new speed" talk has been transmitted into action in the past few months, observers in the music operating field are now of the opinion that concrete facts regarding the use of 45 r.p.m. and 33½ r.p.m. disks in phonographs will not be forthcoming until much later in the year. While preliminary reports from those operators testing the new speeds on converted Wurlitzer 1250 machines have been enthusiastic, there still remains a long row to hoe, say those who should know.

Actually, the first conversions have been on location for only a few months, making their debut early in April with little fanfare. Many operators who purchased conversions with new Wurlitzer 1250s installed them on only one or two units, preferring to make location tests before putting out such units in larger numbers. There were reasons other than the obvious technical ones involved. While the operator wanted assurances that the conversions would work, he also required information about the records which only sustained operating tests could answer.

These questions included such matters as record availability, wearing quality, reproducing quality, artist and hit tune availability, and whether or not the needle would hold the microgrooves of the new seven-inch plastic disks.

## Initial Reports

Results of these first tests of both 45 and 33½ r.p.m. disks, have been heartening. While the majority of pilot runs were made with 45 r.p.m. disks, both speeds have come in for their fair share of initial plaudits.

Indicative of most responses is the case history of a location known as Scotty's Bar in West Allis (Milwaukee), Wis. Harry Jacobs Jr., United,

Inc., Wurlitzer distributor in Milwaukee, after speaking with the location and the operator, said this spot, the first in the area to feature a new speed phono, made the test under difficult conditions. To begin with, the unit replaced a Wurlitzer 1100 that was popular with the location's trade. Secondly, Scotty Shaw, location owner, and his four daughters are all singers and musicians with a heavy regional following. As entertainers, they were more critical of the new records and reproduction than the average patron of the location.

After having been on location for two weeks, Shaw reported to Jacobs that not only the patrons, but he and his family thought the 45 r.p.m. juke box was "the finest music ever produced anywhere on any coin-operated phonograph." And the coin box backed up the statement.

## Whole Town Goes 45 r.p.m.

Perhaps the most outstanding promotion of the new speed phonos was



First view of the Seeburg mechanism which will play 100 45 R.P.M. sides.

the program undertaken by Bill Reid late last month. Reid, who operates in Central Illinois, replaced every Wurlitzer phonograph in Pekin with a converted 1250, all handling 45 r.p.m. disks.

With more than a dozen units in operation, Reid reported initial results of the experiment "successful," with interest and play running well above average.

While the two examples cited above both pertain to 45 r.p.m. conversions, tests have been made with the 33½ r.p.m. converter, and initial reports have also been excellent.

## Manufacturers' Plan

With Wurlitzer the first firm to introduce a converter whereby their phonograph can handle either of the two new speeds, other manufacturers are not standing idly by waiting to see what develops before getting their feet wet.

The J. P. Seeburg Corporation previously announced its stand which includes a Select-o-Matic 100 mechanism designed and built specifically to play the 45 r.p.m. system. The new mechanism, smaller in size than the



Harry Jacobs Sr., president of United, Inc., Milwaukee, points out features of the Wurlitzer 1250 equipped to play new speed records to Scotty Shaw, location owner.

78 r.p.m. mechanism but identical in principle and requiring no change in wiring, was unveiled in Chicago August 26, 1949, at a special showing for the company's distributors.

No change will be needed in Seeburg 100-selection wall boxes if and when the 45 r.p.m. mechanisms go on location since the wall boxes will pick up with the same electronic assembly.

Commenting on Seeburg's program, C. T. McKelvy, vice-president in charge of sales, said, "If and when the 45 r.p.m. becomes a factor, Seeburg at a nominal cost to the operator will replace the 78 r.p.m. Select-o-Matic 100 mechanism with a 45 r.p.m. Select-o-Matic 100.

"The 78 r.p.m.," McKelvy continued, "is simply unbolted and removed from the present M100A cabinet and the 45 mechanism installed. The entire change requires less than five minutes time and the operator's investment in the M100A will not be jeopardized."

AMI, now producing its Model C, successor to the A and B models, has developed a converter, which, it is understood, will be competitively priced with the one now on the market. This converter, unlike others, can be adapted to any of the three AMI models. As of this time the converter is not in production, but when the demand for such a unit is felt, it can be produced in short order.

Rock-Ola Manufacturing Company also has been working on a converter, but has been concentrating its efforts on a new phonograph to succeed its Magic Glo unit. A hand model of this unit was shown to the firm's distributors at their annual meeting here May 21, and the final version, when pro-

duced, will include the converter to handle the new speed records.

H. C. Evans, manufacturer of the Constellation, has announced it will also be ready to meet the demand for the new speed reproducers when the time comes.

## Disk Outlook

With record availability one of the major "ifs" in the new speed picture as far as operators are concerned, the problems of who will record what speed, with what artists, in what quantity, and how rapidly can the hits be circulated are now all-important.

Actually this picture has brightened considerably since the start of the year. More and more labels are turning to the new speeds, and while there is still a long way to go before the problems are completely resolved, the time has been considerably shortened in recent months.

## Standard Speed Picture

No matter which way the wind eventually blows as regards the relative futures of 45 and 33½ r.p.m. disks, operators, on the whole, are agreed that present-day phonographs, with their standard 78 r.p.m. disks, will be the mode for several years to come, and that if and when they are replaced by the new speed units, this replacement will be done gradually and over a lengthy period.

Many operators have heavy investments in equipment and in record libraries, especially in the standards. They will continue to use these libraries until such a time as they can be replaced by the new speed records. And this is a program that may take from two to three years.

## Mfrs. Plans

Following is a quick review of plans regarding new speed juke boxes to be followed by manufacturers:

**J. P. Seeburg Corporation** has showed a new unit to play 45 r.p.m. records, for release "if and when" the 45 becomes a factor.

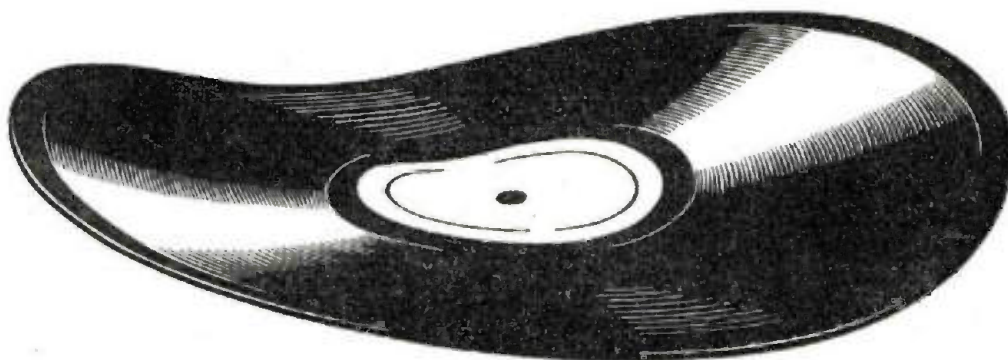
Wurlitzer has already marketed its conversion kit, and priced same at \$8.75. It can be used on the firm's new Model 1250.

AMI has also developed a conversion unit, which will be competitively priced, and which can be used on any of the firm's three models, A, B or C.

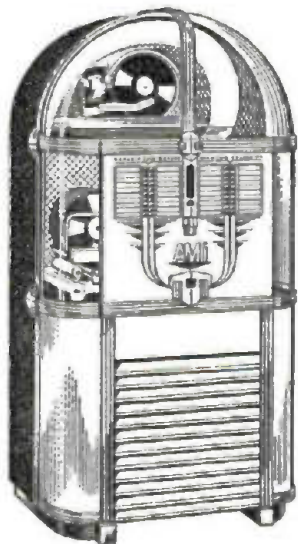
**Rock-Ola Manufacturing Company** has been concentrating on a new phonograph, which will have a conversion unit to handle the new speeds.

**H. C. Evans & Company** has announced it will be ready for the changeover when the demand comes. Firm manufacturers the Constellation.

# Try the WARPED Record Test!



The A M I Model "C" will play a warped record as if it were in perfect shape, brand new! This feat is explained by the A M I gravity ride, the A M I single tone arm, the A M I single needle. If a single tone arm and a single needle can play the front and back of every record, why should it be necessary to complicate a juke box with *two* tone arms or *two* needles? The warped record test will prove that the tone arm which rides the grooves by *gravity* delivers greatest musical value, longest record life, and the ultimate in record economy.



*The heart of the "C" is the famous A M I record changer which has gloriously stood the test of time and excessive play in tens of thousands of locations. It is universally conceded to be the simplest, strongest, most reliable mechanism of its kind—field proven and trouble-free!*

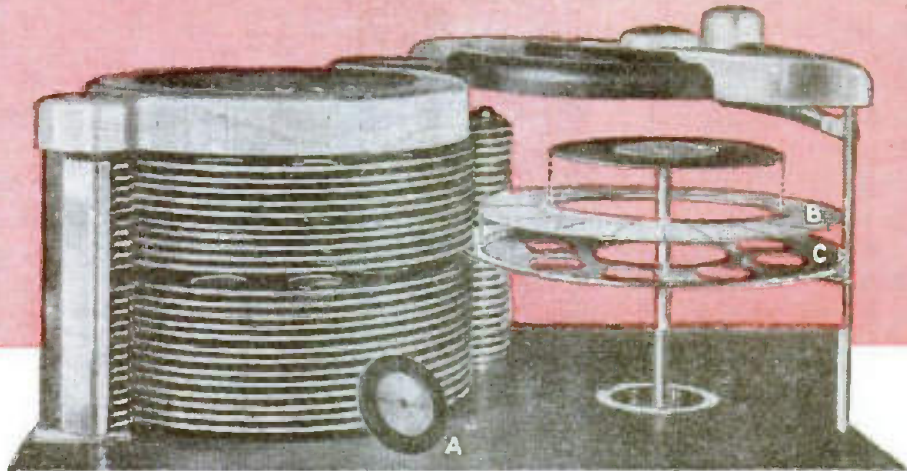
## AM I Incorporated

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich.

Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

FOR YOUR PROTECTION AGAINST  
**OBSOLESCENCE**

WURLITZER HAS ADAPTER KITS FOR QUICK CHANGEOVER  
TO 45 OR 33-1/3 R. P. M. RECORDS



As illustrated, the kits consist of one new idler (A), and twenty-four record locating spacers (B), which fit into the standard trays (C).

**30 MINUTES TIME - A KIT FOR \$8.75**

and the

**WURLITZER**

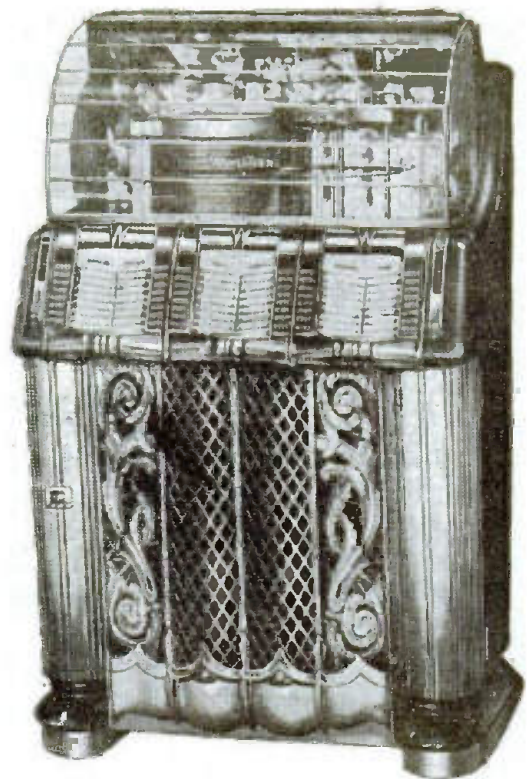
*Twelve Fifty*

**is Ready to Play the  
New Speeds**

Again—an example of Wurlitzer leadership in designing a phonograph to make the most money on location at the lowest expense to the operator.

You know the Wurlitzer Twelve Fifty *can be converted* to any speed record. You know how much it will *cost* to do it... how *long* it will take to do it and exactly *how* to do it.

You are *not* dealing in promises. There are no if's, and's or but's. Neither your phonograph nor your remote control investment is endangered by obsolescence when you operate Wurlitzer Twelve Fiftys.



**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.**

# PROMOTION SPELLS PROFIT

**Intensive research and analysis led the Music Guild of America into the right road to increased juke income.**

By IS HOROWITZ

**A** ROUNDED program of services to operator members, worked out after intensive research and analysis of the factors that make for profit on the route has spelled success for the Music Guild of America (MGA). The New Jersey association developed its plan over a period of three years, with most of its gains made during times of stress for the industry, when television competed with music for the tavern patron's time and operator's take was dipping alarmingly.

Also efforts were made to better their lot, things looked black indeed when MGA leadership began the lough climb back. Dick Steinberg, executive secretary, recently recalled the gloomy months of early 1948 in these words:

"Phonograph receipts had reached a postwar low. Operators were discharging old hands and doing as much as they could to get a pay check for themselves at the end of the week. We had only a handful of members. Our treasury was flat."

### First Step Programing

Programing was the first step. Steinberg realized the only way jukes could earn money was if records of tunes were offered that the public would pay to hear. Hit or miss methods of programing, depending largely on the preferences of operator or servicemen, had to go by the way. Reasoning that public tastes were strongly influenced by what was plugged via radio and the movies, it was decided to use these media as the yardsticks of favor and make tune selections accordingly.

But it was not enough to tell the operator what he should do. Old habits were hard to break. It had to be made easy. The Guild launched its program of "established services" to support its view and make it simpler for the operator to follow the rules.

### Issue Disk Bulletins

Three bulletins sent out to members from MGA headquarters each week are credited by Steinberg with holding record costs low, but still getting the disks in phonographs that attract nickels.

One, a white "record-play score sheet," is used by the operators to note the number of times specific tunes are played on their machines. The job is made easy, with each sheet carrying all numbers that were leading the list the week before. All the operator has to do is mark a box with the appropriate digit opposite the tune listing.

A weekly green sheet, the "record buyers' shopping guide," is also distributed. On these sheets, tunes listed in order of public popularity are numbered from 1 to 43. The rating is determined by integrating data on the score sheets, sent in a week earlier by ops, with information secured from five metropolitan New York radio stations.

Steinberg claims the buying guide has helped reduce record costs to approximately 10 per cent of receipts, about half the average paid by operators before the plan went into effect. One member, with about 60 phonographs on location, credited the plan with saving him \$573.05 in four months.

### PROMOTIONAL CHECKLIST

- 1. Record Buyers' Shopping Guide.
- 2. Record Play Score Sheet.
- 3. Music Guild Hit Parade, a weekly rating.
- 4. Hit Parade phonograph decals.
- 5. Hit Parade phonograph multi-colored title strips.
- 6. Radio station tie-ins.

Third publication issued by the association is the "Official Music Guild list of America's Top Tunes." This sheet, tinted pink, is aimed at the location owner. It carries 25 tunes. Routemen carrying the sheet can back up the records in jukes by showing proprietors authority for their choice.

### Colored Title Strips

Another association service, this aimed directly at stimulating play on location, is the colored title strip. Printed, multi-colored strips are sent out weekly to all members. They list only tunes of high current popularity. Called "Hit Parade" strips, thru an arrangement with the owner of that trademark, they also carry the MGA stamp. The number of colored strips on a machine at any one time is controlled so that the effectiveness of the device is not dissipated.

One of the more recent projects of the Guild has been the distribution of special decals to members in sufficient quantity to blanket all MGA machines

### Weekly Radio Show

MGA's tie-in with Station WVNJ has worked to the mutual advantage of both parties. Called the *Music Guild Juke Box Hit Parade*, the show is aired for a half hour each Sunday. Here is its commercial:

"The Music Guild measures response on over 5,000 coin-operated phonographs. It is an accurate survey of the tunes that have earned the highest praise—and the most nickels—each week. The Music Guild finger keeps tabs on the musical pulse. Each time a nickel is dropped into your favorite juke box, not only does your record play, but a meter registers the number of times that selection spins. These figure are tabulated by the Music Guild each week—giving a mechanically accurate report on the most popular tunes. By working with this perfected system, you can be sure to find all the current favorites wherever you go. It is a fascinating story—and it keeps America singing the music of the day."

The immediate goal of MGA is to raise the income of each juke within its jurisdiction at least \$1 a week.

Loath to rest on his not inconsiderable laurels, Steinberg's pledge to his members is that "each day we will continue to search for new ideas and new objectives."

## Disk Distrib Helps West Coast Ops Bridge Gap Between Indies With Everyone Sharing Profits

(Continued from page 133)

George Sanders, Ben Lite, Ted Fio Rito, Brother Bones, Goon Bones, Scat Carruthers, Mae William, Polly Bergan, Jimmy Dolan, Marvin Ash, Pat Michels, Ames Brothers, Jimmy Mulcahy and Hank Penny.

### Diskerics Submit Tunes

Each record company submits a list of their top future plugs. In pre-party huddles Bill, his assistants, Mary and Katy Solle, and platter reps go over the list and pick the tunes that will be heard. A mimeographed list contains record number, company, artist and a column for operator comments.

In addition to playing the records, guest stars have a session of their own, usually accompanied at the piano by Ted Mossman. The emcee chore has usually been handled by Bill Anson, but another local disk jockey, Johnny Grant, took over the top spot at one party.

The entire expense of the party is underwritten by the Leuenhagen company, which includes hiring Rodger Young Auditorium and the purchase of refreshments.

### SRO at Parties

As an indication of how the pre-view parties have caught on, attendance at the inaugural, May 1, 1949, was 150. Attendance at the last party in February of this year brought out approximately 450. The party held in May drew an even higher figure. Of those attending, Bill estimates, 90

per cent are operators, and the rest guests and artists.

Altho the parties were started mainly to bridge the gap between indie platter firms and operators, the major recording companies have been participating at the last two sessions.

Even tho Bill has been approached by some firms asking to underwrite the parties, he wants it to remain a Leuenhagen enterprise in its entirety. It is better, he says, to "foot the bill out of my own pocket" than to risk any misunderstanding with firms not bankrolling the sessions.

The only contributions made by platter firms are door prizes, which have ranged from record players to electric toasters.

### Recognition for Ops

In addition to giving the recording firms a chance to preview their wares, the parties have brought a new meaning to operator-platter company relations.

An example of this new line of thinking was expressed by Joe Mathews, of Capitol Records sales promotion department, who said, "The importance of the operator in selling records has reached a new high."

Whatever new stature the music machine operator has gained here is due mainly to the efforts of Bill Leuenhagen and the members of his hard-working staff, who even now are planning to make the next record pre-view party the best yet.

## Duotone Preps Nylon Needle

KEYPORT, N. J., May 20.—Duotone announced this week perfection of a new nylon juke box needle. Among its features, Steve Nestor, president, listed an osmium alloy point and vertical compliance.

It will be introduced to the trade at the Radio Parts Show, which opens at Chicago's Stevens Hotel Monday (22).

## CSCA IN DRIVE

(Continued from page 153)

a record high of 55. Normally, the association's weekly meetings are held at the Bond Hotel, Hartford.

Fish discussed the aims and objectives of the State group at the meeting. "One of our primary missions," he told the assembled coin men, "is to get across more favorable public relations. We've got to convince people who use our coin machines that the coin machine industry is in business to serve the public with top rate amusement games and music machines.

"We're aiming for a membership of 100. There are about 130 coin machine operators in Connecticut, but about 30 of this number are not what you can classify as full-time operators."

Fish announced the weekly meetings would be held at the Bond Hotel, Hartford, with occasional get-together of members in various key cities in the State to discuss problems pertaining to specific areas of Connecticut.

Six new members, representing the Western half of the State, joined the association during the meeting. One of the guest speakers was Ben Becker, special sales representative of Bally Manufacturing Company, Chicago coin machine concern.

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**CABLE**  
**TACKER**



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Remote Wall Box—and Speaker Cables  
Handles Practically All Intercommunication—  
CUT INSTALLATION TIME IN HALF  
SAVE TIME AND MONEY



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One Box of 3,000 9/16" Staples ... 3.50 Net  
One Box of 3,000 3/4" Staples ..... 3.50 Net  
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# TV COMPETITION FADING

*It took hard work to beat off the TV bugaboo, but the battle in many U.S. cities has now been won by juke ops.*

**J**UST a few summers ago operators of music equipment had a teevie headache no aspirin could cure. From all indications, the ailment loomed as a long-term ailment that could only spread to other parts of the anatomy before an effective remedy could be discovered.

Area-wise, video had hit locations in television centers suddenly and all inclusively. With the average home receiver, at the time, carrying a list price well in excess of \$300, and with most people unable to afford what they then termed "an untested luxury," the placement of large-screen sets in typical juke box locations struck music grosses a staggering blow.

Immediate results of the impact of television were the loss of high revenue juke hours, with the almost complete coverage of all types of sports, and many regular entertainment teevie shows in taverns, bars and grills, which formerly had been top juke grossers. Patrons flocked to locations displaying television, and operators flocked to drug stores to stock up on aspirin.

That was the picture all juke operators are now familiar with and have come to expect when the new medium invades a town for the first time.

More importantly, however, was the manner in which operators, either on their own, or thru local associations, effectively fought off video competition. It took time, and in many cases, the television programs themselves had a great deal to do with the end results.

Perhaps the most important factor in knocking out television competition was the tremendous selling job done by the television manufacturers. The rapid growth of home set buyers is an almost unbelievable story. In Chicago, after only a few years of full-scale telecasting, more than 500,000 homes have television sets, and

the figure grows daily. In New York, Philadelphia, Minneapolis and other cities the growth of television homes also has been phenomenal. And as these home sets increase, so the location sets decrease, and with this comes a return to near-normal in juke box income.

The expression "near normal" is used here with reservation. For there are certain types of programs which will continue to enjoy interest in those locations where television remains. This is especially true of baseball telecasts, football games and major prize fights. Baseball affects, in the main, afternoon juke play with most cities having eliminated telecasts of their night games as of the current season.

Boxing in most cities, as far as the public locations are concerned, is shown on Wednesday and Friday nights only, with these programs coming from New York City. This coverage drops off at the end of May, and, with the Boxing Managers Guild now fighting telecasts from Madison Square Garden, there is a strong possibility this source of location tele may soon be eliminated.

#### Football Outlook

The 1950 football coverage will be curtailed considerably, according to present plans, but from all indications, Saturday afternoons during the late fall will continue with gridiron coverage. In the Midwest, altho the Big Ten has turned thumbs down on video, viewers will be able to see Notre Dame, whose games have always had heavy location coverage.

Actually, the Big Ten has not turned its back completely on football telecasts, but by banning "live" coverage of their schedules and allowing filmed versions to be shown some 24-hours later, they have practically eliminated the public location shows. With patrons having already read the play-by-play accounts they would, on the whole, not be interested in viewing the usually secondary film coverage, it has been pointed out.

#### CPMA Program

Much has been done by operators to combat the juke revenue losses which have been attributed to television competition. One of the most aggressive programs along these lines is the one conducted by the Cleveland Phonograph Merchants Association (CPMA).

Spearheaded by Jack Cohen, president, and Sanford Levine, chairman of the promotion committee for the org, the CPMA has conducted a program based on the theme of T.V. for the Home—Music for the Tavern.

Highlights of this particular drive is the mailing of a placard to 1,500 locations in the Cleveland area each month. These placards, done in cartoon style, show the usually dire results of poor location teevie programming, as compared to the enjoyment patrons get from the juke box.

To augment this, CPMA continues

its heavy promotion built around its Hit Tune of the Month and Hit Tune Extras, car cards, etc.

#### Television Coverage

Today some 61 cities and towns have television stations, and there are more than 5,000,000 sets in homes in these cities. Actually, the count on home receivers is not too accurate, for it is estimated that about 100,000 home receivers are being sold weekly, and in many areas there are backlogs on orders that will take months to fill.

As these home set sales grow, so the location telecasts decrease, for patrons no longer consider television a drawing card. And many locations feel tele, instead of acting as a shill for trade, may actually be discouraging it.

Where television remains in a location, in most cases the set stays idle unless a specific request is received to turn it on. And these requests are growing more infrequent daily. Observers say baseball still draws, but afternoon hours were never considered top grossers by juke box ops.

#### Initial Impact

Even when television enters a new locality, the competition to the juke box is not what it used to be. True, the initial impact is heavy, but it does not continue for as long a period of time as it did in those cities where television was pioneered.

Too, when television now invades an area, juke box operators have some precedent to go on, and can prepare for the competition, lining up promotions to overcome the crippling effects of video on juke which operators experienced in New York, Chicago, Philadelphia and other early tele centers.

Set manufacturers have become an unofficial ally of the music operators in these new areas. Thru heavy newspaper and radio advertising for months prior to the opening up of new centers these manufacturers promote their sets, and by the time the stations go on the air, many homes are already equipped with receivers. Here too the drastically reduced prices have helped.

#### Coin-Operated Tele

One of the big question marks in the television field has been the coin-operated sets. They have been tried, mainly in the East but have not been too successful. Nobody has been able to put their finger on the reasons for the disinterest in these pieces, but there can be no disputing the fact the sets have not been too well received in locations.

Now a new firm is attempting to hit this market, Mero Industries, Chicago. This firm, with a coin-machine background via shuffleboards, has been handling a television line

for about one year. A few weeks ago Mero officials announced they would market a coin-operated receiver designed for public locations, and would concentrate on the operator for distribution of their product.

Reasoning behind the Mero move is sound. The firm feels coin-operated television in established video centers can never go, but it does feel it has a place in those cities where TV is due to debut in the future. It is in these markets that Mero will concentrate its selling. Only time will tell whether the company is right.

#### Commercial Systems

Marketing commercial television sets has not affected the coin machine field too much, altho some operators have found these systems to be a source of added revenue. Trans-Vue, headed by Rudy Greenbaum, former juke box manufacturing executive, and Fred Mann, who has a wealth of experience in all phases of the music machine business, has been active in this field, but like other manufacturers of television receivers, now concentrates on the home market with its tremendous potential.

Actually, these television commercial systems are not considered real competition to juke boxes. They are elaborate affairs, designed more for the exclusive ritieries than for taverns, bars and grills where juke box music has long been the No. 1 form of entertainment. They consist of a series of viewers, located at strategic spots in a location, with all viewers and sound systems operating from a master unit.

Cost is a major factor with these systems—one which makes it economically unsound to place one in the smaller-type locations. Hence the market for the systems remains small and select and the only role the operator can play in this picture is to act as an agent in placement of the units with the proper type locations.

#### Conclusion

There is no doubt that television has had an effect on juke grosses, and will continue to leave its mark on the industry in the months to come. But as time goes on it becomes more and more apparent that teevie, as a major source of competition to juke boxes, is on the downgrade.

It is important for those operators in areas where television has not as yet appeared to begin preparing for its coming. They can, by making their plans now, and having them ready to put into immediate operation come TV-Day, save themselves many of the headaches suffered by fellow operators who did not have the value of previous experiences in combating the medium of sight and sound.

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**I WANT MUSIC! MUSIC! MUSIC!**

LET'S GO TO BILL'S

WHERE THEY FEATURE JUKE BOX MUSIC

BILLS WE FEATURE MUSIC

BUSINESS IS PICKING UP

T.V. for the home...

Music for the tavern

Music instead of TV is the theme of a promotion piece mailed to 1,500 Cleveland bars, grills and taverns by the hard-working Phonograph Operators' Association in that city.

# COINMEN YOU KNOW

## Los Angeles:

Jack de Graaf and Paul Oatley, of Fruit-o-Matic Manufacturing Company, makers of the selective fruit vender, left by plane Saturday (20) to attend the ACMMA show in Chicago. A machine of the latest design, equipped with the larger baskets made in plastic instead of metal, was also flown to the show. . . . Al Weymouth, of Weymouth Service, who distributes the Electro cigarette machines in 11 Western States, Hawaii and Alaska, is on a junket to Arizona in the interest of this line.

Harold Dailey, Mills distributor in Texas, and Hank Locklin, 4-Star recording artist, left to attend the Chicago show. Locklin took along a quantity of his new release, "Pin Ball Millionaire," for distribution at the show. Dailey, who is 4-Star's distributor in Dallas, also has shipped a supply of the record to his Texas headquarters. . . . Fred Allen, of Bakersfield, was in the city and dropped in at Badger Sales Company. . . . Jack Leonard, head of the parts department at Badger Sales, is (See LOS ANGELES on page 160)

## Twin Cities:

Jack Carter, of Midwest Coin Machines, St. Paul, added three Universal Twin Bowlers to his route last week. . . . Archie Pence, of Automatic Piano Company, Minneapolis, turned his operations over to his sons and went to Northern Minnesota for a three-week fishing trip. . . . Another who was on hand for the opening of the fishing season was Amos Hellischer, of Advance Music Company, who went to Cass Lake for his angling. . . . C. B. Case, of Rockford, Minn., hit a mess of wall eyes at Lake Mille Laes from his summer cottage at Isle, Minn., and, to prove it, brought a seven-pound pike to Hy Greenstein, of Hy-G Music Company.

Tom Crosby, of Faribault, Minn., president of the Minnesota State Operators' Association, is expected back from his visit to Rome for the (See TWIN CITIES on page 160)

## Indianapolis:

Phillip Mills, of the credit department of Wurlitzer, North Tonawanda, N. Y., stopped on his way thru the city and visited the office of Midland Music Distributors, Inc. Irving Schwartz, head of Midland, and family spent the week-end in Milwaukee. . . . Al Calderon, Calderon Distributing Corporation, is planning to visit the Rock-Ola factory in Chicago to see the mechanisms for the new models of the Rock-Ola phonograph. Calderon, reports Rock-Ola games are moving well.

Mrs. Lottie Berman, Sicking, Inc., will attend the ACMMA convention at Hotel Sherman, Chicago, May 22-24, leaving here Sunday night (21). . . . Jack Simon, her brother from Sicking, Inc., Los Angeles, will accompany her. . . . Frank Banister, Banister & Banister, spent several days in Chicago last week in the interests of business. . . . The new disks popular on local juke boxes are "I'll Sail My Ship Alone" and "The Third Man Theme." The Acme (See INDIANAPOLIS on page 160)

## Hartford, Conn.:

Milton H. Glover, senior vice-president of the Hartford National Bank and a director of Veeder-Root, Inc., Hartford manufacturers of counting and computing devices for coin machines, has been elected a director of the Ensign-Bickford Company, Simsbury, Conn., manufacturing concern. . . . Officers and employees of Veeder-Root recently attended a dinner honoring Harry L. Roe, who observed his 40th year with the company. Graham H. Anthony, chairman of the concern's board of directors, presented Roe with a watch.

## Detroit:

Bernice Small is taking over as sole owner of the Juke Box Company. . . . H. A. Geiger, of the Geiger Automatic Sales, Milwaukee, past chairman of Region VI of the National Automatic Merchandising Association (NAMA), made a trip here to attend the local regional meet. . . . Frederick E. Turner, of the Niko-Lok Company, who was secretary-treasurer of the old Automatic Merchandisers' Association about 20 years ago, introduced his son, Allen, to the industry, and was busy passing out "keys"—a small key-type purse containing a nickel.

William Emig, partner in Variety Vendors, who was on the sick list with a cold, is back on the job. . . . Bill Fishman, new director of the NAMA's Region VI, was not only a speaker at the meeting here, but took time to get acquainted with the local trade. . . . W. G. Stewart, who (See DETROIT on page 160)

## Milwaukee:

Herb Wagner, of the South Milwaukee G. & W. Novelty Company, just missed placing among the high scorers at the recent ABC Bowling Tournament in Columbus, O. A consistently high average kegler, Herb should land in the money one of these years. In addition to an active interest in bowling, Herb is one of the most loyal fans of the Milwaukee Brewers baseball team.

Lee Olsen and Les Haese, head men at Regal Music, report their all-night restaurant locations are becoming their best money makers. It seems that TV is not a problem to combat in eateries as it has become in tavern spots.

A recent visitor on a business trip to Sam London's Seeburg outlet was Phil Edwards, of Baraboo Coin Machine Company. . . . One of the busiest shuffle bowling games in Milwaukee is the one located in the Belmont Hotel lobby. Equipment is operated by Melo Curro, of Metro- (See MILWAUKEE on page 160)

## Cincinnati:

Phil Ostand, secretary-treasurer, Automatic Phonograph Owners' Association (APOA), has moved his family into its new home at Anita Place, Bond Hill. . . . Sam Gerros, who operates Arcadia Sales, has returned after a month's vacation in Florida.

Robert Bigner, Bigner, Inc., and his bride of several weeks, the former Ruth Kreimer, are expected back from their Florida honeymoon soon. They will make their home in White Oak. Bill Bigner, Robert's brother, who has been holding down the fort during the latter's absence, will be in Chicago for the ACMMA sponsored All-Industry Coin Machine Show.

The AMOA committee in charge of the new promotion program recently set up by that org, held a meeting this week and reported a number of the members have started their public relations programs. A more complete report will be issued when the committee meets again next month, Charles Kanter, APOA president, announced.

## New York:

Teddy (Champ) Seidel, who has held sales posts with top coin machine jobbers here, is hinting that he may make an industry comeback soon. In recent months he has been associated with an auto agency, doing a humming business with op and distrib cronies. . . . It's getting embarrassing, but typos continue to plague the announcement of the new address of DePerri Advertising, Inc. For the sake of the record, Perry Wachtel now headquarters his ad agency at 141 East 44th Street.

Jack Mitnick, AMI Eastern Sales rep, and Ben Becker, of Bally, were in town last week after successful road trips and were making arrangements to attend the American Coin Machine Manufacturers' Association (ACMMA) convention in Chicago this week. . . . Dave Lowy and Dave Wallach, who handles Keeney games here, received their first Bowling Champ conversion unit last week and had it installed on a 30-foot shuffleboard that was just about squeezed into Lowy's coin row store.

Dave Barkowitz, former owner of Taber Automatic Music Company, (See NEW YORK on page 160)

## North Tonawanda, N. Y.:

Planning a vacation, Ed Wurgler, Wurlitzer's general sales manager, recently started on a flying trip to the South for some game fishing in the Gulf and on Florida's East Coast. From the start the vacation became confused with business and ended up as an extended sales trip, ending with his return to the North Tonawanda plant five weeks later. On his way south, Ed stopped at Pittsburgh, Charleston, Richmond, Charlotte, Atlanta and Jacksonville before meeting Ted Bush in Miami. Here he was actually able to do a little fishing as he had planned from Everglades City and in the Gulf at Key West. His rest was short, however, and a telephone call took him to New Orleans where he and Fletch Blalock discussed phonographs.

In quick succession followed flying visits to Ray Williams at Dallas and Joe Steele at Houston. Ed talked the 1250 every place he hit and found an ever-growing enthusiasm (See North Tonawanda on page 160)

## Bridgeport, Conn.:

Collections from parking meters during the fiscal year ended March 31 totaled \$108,830.88, an increase of \$16,000 over the \$91,064.05 in the previous year. The figures were released in an annual report by Police Superintendent John A. Lyddy this week.

Superintendent Lyddy reported parking meters were placed in use in 1941 when 100 meters were installed in the downtown section of the city on a trial basis. In 1942, total number of meters was raised to 1,000 and since then has been steadily increased. Now there are 2,000 meters thruout the city. The income has increased year by year with the installation of more meters.

The return from parking meters during other fiscal years was as follows: 1943-'44, \$81,019; 1944-'45, \$66,731; 1945-'46, \$61,142; 1946-'47, \$75,540; 1947-'48, \$75,280.

## Chicago:

W. S. Deree, president of Alco-Dere, reports the firm will go into vending machine manufacturing exclusively as soon as the heavy equipment, which it used to produce transmissions for washing machines, has been disposed of and additional machinery is added. Firm will turn out its refrigerated sandwich vender at its plant on California Avenue. Deree also said men with coin machine know-how will be brought into the company to produce and sell the vender.

Reports are now being compiled by Permo, Inc., on the wearing qualities of the firm's nylon needle for phonos. Gail Carter, vice-president in charge of sales at the firm, is still suntaned from his Florida vacation, but is sticking close to his desk these days keeping the orders from Permo distributors filled. Comments from operators, after field-testing the nylon needle, have been especially good, Carter reported.

United Manufacturing execs will be traveling between the plant and the Hotel Sherman to keep on top of visitors at the ACMMA show who also want to look over the firm's plant. Billy DeSelm, sales manager, and Ray Riehl, who have been in contact with most distributors in the past week, report both the Shuffle Alley Express and the new five-ball novelty game, Arizona, going strong. Production lines at the plant are now turning out both games simultaneously.

Fred Van Doren, Northwest Engineering, Minneapolis, arrived here last week with one of his firm's new shoe shiners. Van Doren will handle (See CHICAGO on page 160)

## London:

Patrick J. Buckley, president of the Buckley Manufacturing Company, Chicago, flew in here via Pan-American late last week with Robert K. Gibbs, general manager of the Tri-State Plastic Molding Company, Henderson, Ky. Both are in England to attend the British Industries Fair, which annually features among its exhibits many domestic coin machines, and, when the imports allow, foreign units such as those manufactured by Buckley's firm.

## Vital Statistics

### Births

A daughter to Mr. and Mrs. George Colovis. Father is owner of the Limited Music Company, Detroit.

A son, Jeffrey, to Mr. and Mrs. Jack Leonard, Los Angeles, recently. Father is associated with Badger Sales as parts department head.

### Engagements

Harriet Holmes and H. Earl Capehart Jr., son of Sen. Homer E. Capehart, in Indianapolis. They will be married June 17 in Sweeney Chapel, Butler University. A reception will follow at the Meridian Hills Country Club.

### Marriages

Robert Bigner, Bigner, Inc., Cincinnati phonograph operating firm, and Ruth Kreimer April 29 at Our Lady of Lourdes Church.

### Deaths

Walter A. Huppert, father of Carl Huppert, Auto Bell executive, suddenly at his home in Chicago Wednesday (17). Interment in All Saints Cemetery Friday (19).

## Brief and Important Late Digest of Coin Machine News

### Propose \$50 License in Louisville

A license fee of \$50 for coin-operated machines and shuffleboards has been proposed in Louisville. License is included in an amendment to the proposed ordinance re-enacting the city's occupational tax. Purpose of the new license law, which includes other businesses in addition to coin machines, is to give the city more control over these activities, Alderman Ben Brumleve stated.

**New York:**

(Continued from page 159)

has purchased **Morris Turner's** phono route. He will operate it under his own name. . . . **Ernie Pinto**, of Rainbow Music, is in the eatery biz, as well, with the opening of his pizzeria in Manhattan last week. . . . **Irving Kloiz**, local juke op who suffered a heart attack several months ago, is still under hospital treatment.

**Harry Ponce**, who heads the Ponce Record Distributing Company, moved his outlet last week to 762 10th Avenue. He reports complete facilities have been provided for ops to get quick service when filling Admiral Record needs. . . . **Irv Snyder**, of the juke route bearing his name, is running a profitable business installing music systems in Long Island factories.

**Sam Kresberg**, executive veepee of Automatic Products, with **Al Blendow**, sales manager, and **Danny Subarsky**, service manager, will help staff the firm's booth at the ACMMA show. The Refresh-o-Mat and "Lite-Up" Smokeshop will be featured. . . . **Charlie Zubria**, merchandising director of Topps Chewing Gum, also will be on hand at the all-industry confab to confer with prospective Bozo ball gum distributors. He will put up at the Hotel Sherman.

**William S. Tandler**, vending and engineering consultant, busy last week handling publicity follow-ups which snowballed his way following disclosure that his vending machine was being used by Filene's of Boston in a unique retailing experiment (see separate story). His Vendomatic Machine Corporation turned out the coin merchandiser.

**Meyer Parkoff**, of Atlantic New York, was in a minor auto accident May 15. The fender of his car was smashed while he was on the way to attend the opening of a five-day show at his Newark, N. J., outlet. . . . **Max Levine**, head of Scientific Machines, will attend the ACMMA show as an observer. He has not reserved a booth.

**A. D. Palmer**, of Wurlitzer, was in town last week for confabs with **Joe Young**, the manufacturer's local distributor, and record firms. . . . **Herb Klein**, International Mutoscope sales manager, will supervise the firm's booth at the all-industry convention. **Bill Rabkin**, president, is making plans to attend for at least one day.

**Indianapolis:**

(Continued from page 159)

**Music Company**, Windsor Village, Arlington Avenue, operated by **John Sutton**, reports the record department is showing steady sales increases weekly. . . . Candy sales thru coin-operated machines are holding their own, according to leading vendors. The summer is late and sales are going strong and are expected to do so as long as cool weather continues.

# COINMEN YOU KNOW

**Los Angeles:**

(Continued from page 159)

passing out cigars on the arrival of his third offspring, a son, **Jeffrey**.

**Lee Wirt**, of Montebello, a Pico Boulevard buyer. . . . **Charlie Robinson**, of C. A. Robinson & Company, in Reno on business. Firm has a branch in the Nevada city. . . . **Johnny Nelson**, of Culver City, made one of his frequent trips to coin row. . . . **Sam Row**, a visitor from Upland. . . . **M. W. Shouler** in town from Bell. . . . **R. E. Smith**, formerly with Pacific Shuffleboard, is now handling the Mills beverage vender in this area. . . . **Bill Merrill**, of Santa Ana, a Los Angeles visitor. . . . **C. C. McGovern** down from Las Vegas. . . . **George Stebbins** noted on Pico from Monrovia. . . . **Walter Schinkal** made a trip from San Diego.

For the second straight year, Weymouth Service bowling team has won the 800 Handicap League at the Royal Bowling Academy. On the team are **Jimmy Markowitz**, **George Kestel**, **Pat Hold**, **Tom Young** and **Richard Maisson**. . . . **Charles Cahoon**, Long Beach; **Homs Gillespie**, Long Beach; **Norman Christ Lompoc**; **Jerry Cooper**, Riverside; **S. L. Griffin**, Pomona, and **C. E. Stephens**, Duarte, were among the out-of-town buyers at Paul Laymons last week. . . . **Lawrence Raya** in town from Colton. . . . **Lancaster** was represented on coin row by **Roy Smith** and **Cecil Allison**. . . . **John Ketchersid** in the city from Long Beach. . . . **William Black** reports that things are okay in Bakersfield. . . . **Harry Van Stelton**, a buyer from LaHabra, and **Perry Irwin**, of Ventura, were visitors.

**North Tonawanda, N. Y.:**

(Continued from page 159)

for the new model. At each stop, which by now had included El Paso and Tucson, he talked not only with Wurlitzer distributors but with operators to get their first hand story of the way the machine was performing in the field.

Heading west into Los Angeles, **Ed** spent some time with **Al Mendez** and **Norman Rothschild** of Southland and then hopped up to San Francisco where **M. H. Rosenberg** and **Tim Crummet** gave him the story of doings and sales potentials in that territory. A quick flight to Seattle and a visit with **Joe Hart** followed, then the return to Frisco. Saying good-bye to the West Coast, the next stop was **Knudsen Music** at Salt Lake City. After a day with **Wes Knudsen**, **Ed** again boarded the plane and stopped in Denver with the **Draco** boys. Then on a short stop in Omaha, long enough to make a quick phone call to **Lou Singer**, manager of Central Music Distributing's office, he flew to Chicago for a call on **Ben Coven** and on home.

**Detroit:**

(Continued from page 159)

represents the Mission Dry Company, has established an office on Corbett Avenue.

**Gerhard (Pat) Patton**, of Pat's Music, and **Anthony Siracusa**, of the Circle Music in Dearborn, are taking turns keeping the office of the Music Merchants' Association open. . . . **Albert A. Weidman**, of Weidman National Sales, reports on the new model cigarette machines going full blast.

**Otto Klein**, general manager of Training Devices, makers of the Quizzer and the Shuffle Mite, in St. Louis on business last week. . . . **James A. Passanante**, head of Gay Coin Distributors, spent the past week rambling thru the State calling on operators.

**William S. Hewitt**, of Conway, Mich., made a hurried trip to Detroit to buy additional equipment for the start of the resort season in his Northern State route. . . . **William Pawley**, of Saginaw, was in town buying new equipment and picking up some service and replacement parts. . . . **Ted Parker**, sales manager of the Angott Distributing Company, reports sales demand on the new Wurlitzers reaching the highest peak in this area in the past four years.

**Ben Newmark**, of Miller-Newmark Distributing, announces that **Horace Hankin**, who was formerly associated with him in the old Atlas Company, has joined the firm as head of the service department, replacing **William Sager**. **Tony Sanders**, long-time game op in this area, has taken over direction of the Miller-Newmark games' department. **Newmark** and **Mill Miller** are attending the Chicago show, planning to return with some new ideas and equipment to introduce to the local trade.

**Anthony Gittel**, of Bay City, head of the Giffel Music Company, is getting ready to open **Tony's Amusement Park** on the shore of Saginaw Bay. He claims he is going to give the monkeys in his zoo an opportunity to play shuffleboard this season.

**Mr. and Mrs. Jerry Gillespie**, of Flint, were Detroit visitors on a buying trip. They operate the Ace Music Company.

**Milwaukee:**

(Continued from page 159)

**politan Amusement**, who reports that the hotel management is pleased to have added a new source of revenue to its operation.

The shuffle parlor formerly located in the basement of the **Abbot Crest Hotel** has gone out of business.

**Len Minash**, formerly connected with the **Sam London** Distributing Company, recently switched jobs and is now employed by the **Standard Electric Company**, a Milwaukee jobbing firm. **Len** specializes in Hallcrafters' equipment.

One of the most avid fishermen up in his territory is **Neil Nate**, of Lake Delton. Surrounded by fishing waters, **Neil** finds time even in the busy tourist season to follow his sporting hobby. **Mrs. Nate** informs that **Neil** has gotten his limit of bluegills each time he went fishing since the season began.

**Vivian Sweet**, record buyer for **Madison's Modern Specialties**, is making plans for her vacation trip East in June. **Vivian** plans to make a survey of hostess and wired music firms during her holiday. Recent installations of shuffle alleys in **Madison** locations are doing good business according to **H. B. Cameron**, of **Madison's Smith Cameron Music Company**.

**Chicago:**

(Continued from page 159)

die the firm's booth at the ACMMA-sponsored show at the Sherman. . . . **Ted Rubenstein**, **Marvel**, is busy at his headquarters getting ready to welcome visitors during the show.

**Sol Gottlieb**, of D. Gottlieb & Company, was in Pittsburgh last week for the wedding of the daughter of a **B. D. Lazar** Company official. The **Gottlieb** family conspired Monday night (15) and came up with a surprise birthday party for **Dave Gottlieb**, firm president. Several plant officials also participated in the celebration. **Buffalo Bill**, the new five-ball game with the oscillating range finder, is drawing repeat orders. . . . **Ken Wilson**, former head of Amalgamated Distributors here and now sales manager of the **Miniature Train Company**, **Renssalaer, Ind.**, is recovering from injuries sustained in Independence, Mo., last week. He is in the Independence Hospital.

**Exhibit Supply** will welcome convention visitors in a suite at the Hotel Sherman under the direction of **Frank Moncuri**, firm's new sales manager. . . . Another local manufacturer, **Nation Wide Novelties**, will show its new equipment in a Sherman suite during the ACMMA event. . . . **Dick Hood** and **Rex Shriver**, **H. C. Evans & Company**, were swamped with requests for banquet tickets. . . . **Les Rieck**, **Evans** music division manager, welcomed a host of distributors who arrived in town prior to the convention.

**Eddie and Morrie Ginsberg** dusted off the welcome mat in anticipation of the rush of visitors during ACMMA show week. Others at Atlas Novelty headquarters ready to explain to conventioners the high points of the Seeburg phonograph line, games and vendors were **Harold Schwartz**, **Nate Feinstein** and **Joe Glasberg**. . . . A United game, **Shuffle Alley**, has been on location in a Loop tavern since September and the location owner reports it still is in the top revenue bracket.

**Mr. and Mrs. Raymond Williams**, Commercial Music Company, Dallas, were among the early arrivals for the ACMMA. While in town they took time out to visit **Universal Industries** headquarters and talk over trade doings with **Bill Ryan** and **Mel Binks**. Both **Universal** execs were busy with plans on the third run of **Super Twin Bowler**, the double shuffle game with disappearing pins. **Binks** says response to **Photo-Finish** and **Feature Bell** continues in high gear.

Over at **World Wide Distributors**, **Al Stern** and **Monty West** were set for operator visitors to the ACMMA convention. Both expect to see many old customers as well as make new ones for **World Wide's** varied line of games as well as other coin equipment. . . . **Williams** Manufacturing execs were busy welcoming out-of-town visitors, in to see **Lucky Inning**, the new five-ball game, with flipper action. . . . **Buckley** officials led by **Jerry Haley** predicted the convention would prove a heavy buying event.

**Twin Cities:**

(Continued from page 159)

**Holy Year** in time for the **May** show in Chicago. . . . **Hy Greenstein** was re-elected vice-president of **Beth El Synagogue** in Minneapolis. **Hy**, who says his first grandchild, **Bruce Howard Lieberman**, is the image of grandpa, will spend three days in Chicago attending the **May** show. . . . **Phil Moses**, of **Phillips Novelty Company**, Minneapolis, is adding bowling game novelties to his route. **Gottlieb's** new **Buffalo Bill** five-ball game has been released in this market and getting top attention from operators here. . . . **Harold Lieberman**, of **Lieberman Music Company**, **Wurlitzer** jobbers, was due to bring his son home from a **New York** hospital where the boy has been under treatment for several months.

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# Tax Calendar

**Alabama**  
 June 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.  
 June 20—Sales tax report and payment due.

**Arizona**  
 June 15—Income tax second installment due. Phoenix business privilege tax report and payment due.

**Arkansas**  
 June 15—Compensating (use) tax report and payment due.  
 June 20—Gross receipts tax report and payment due.

**Colorado**  
 June 14—Sales tax report and payment due.  
 June 15—Denver sales tax report and payment due.

**Delaware**  
 June 1—Manufacturers' license tax report due. Merchants' license tax report and payment due.

**District of Columbia**  
 June 20—Sales and use tax report and payment due.

**Florida**  
 June 25—Sales, use, rental and admissions taxes and reports due.

**Georgia**  
 June 10—Cigar and cigarette wholesale dealers' report due.  
 June 15—Income tax second installment due.

**Idaho**  
 June 15—Cigarette wholesalers' drop shipment report due.  
 June 30—Property tax semi-annual installment delinquent.

**Illinois**  
 June 1—Personal property tax return and payment due (last day).  
 June 15—Cigarette tax return due. Sales tax report and payment due.

**Indiana**  
 June 10—Cigarette distributors' interstate business report due.  
 June 15—Cigarette distributors' drop shipment report due.

**Iowa**  
 June 30—Cigarette distributors and wholesalers' license fee due.

**Kansas**  
 June 20—Sales tax report and payment due.

**Kentucky**  
 June 20—Cigarette wholesalers' report due.  
 June 30—Amusement and entertainment report and tax due.

**Louisiana**  
 June 1—Soft drinks tax report due. Tobacco tax report due.  
 June 15—Soft drinks tax report due. Tobacco tax report due.  
 June 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

**Maine**  
 June 1—Franchise tax report due.

**Maryland**  
 June 10—Admissions tax payment due.  
 June 15—Sales and use tax report and payment due.

**Massachusetts**  
 June 20—Tobacco tax report and payment due.

**Michigan**  
 June 15—Sales tax report and payment due.  
 June 20—Cigarette tax report and payment due.  
 June 30—Cigarette distributors' license expires.

**Minnesota**  
 June 20—Cigarette tax and report due.  
 June 30—Cigarette distributors' and sub-jobbers' license expires.

**Mississippi**  
 June 10—Admissions tax report and payment due.  
 June 15—Manufacturers, distributors and wholesalers of tobacco report due.

**Missouri**  
 June 30—Soft drinks manufacturers' report and payment due.

**Montana**  
 June 15—Income (corporation license) tax due.

**Nebraska**  
 June 10—Cigarette distributors' report due.

**New Jersey**  
 June 20—Cigarette distributors' tax report and payment due.

**North Carolina**  
 June 15—Income tax second installment due. Sales tax report and payment due.

**North Dakota**  
 June 10—Cigarette distributors' report due.  
 June 15—Income tax second installment due.

**Ohio**  
 June 10—Cigarette wholesalers' report due.  
 June 15—Cigarette use tax and report due. Toledo estimated income tax second installment due; amended tax declaration due.

**Oklahoma**  
 June 10—Cigarette wholesalers', retailers' and vending machine owners' report due.  
 June 15—Income tax second installment due. Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

**Pennsylvania**  
 June 10—Soft drinks tax report due.

**Rhode Island**  
 June 20—Sales and use tax return and payment due.

**Tennessee**  
 June 20—Sales and use tax report and payment due.  
 June 30—Property tax second installment due.

**Utah**  
 June 30—Cigarette license expires.

**Vermont**  
 June 15—Personal income tax second installment due.

**Virginia**  
 June 1—Corporation income tax due.  
 June 10—Warehousemen's tobacco tax due.

**Washington**  
 June 15—Wholesalers' cigarette drop shipment report due.

**West Virginia**  
 June 15—Cigarette use tax report and payment due. Sales tax report and payment due.

**Wisconsin**  
 June 10—Cigarette wholesalers' and manufacturers' report due.

**Wyoming**  
 June 15—Sales tax report and payment due.

# NAMA Region 9 Sets Program

CHICAGO, May 20.—National Automatic Merchandising Association (NAMA) released program details this week for the third regional meeting this year—Region IX, at the Baker Hotel, Dallas, tomorrow (21). Operators from the four States comprising the region (Texas, Louisiana, Arkansas, Oklahoma) will attend.

Morning business session will include reports from candy, cigarette, beverage and penny bulk operators on minimum sales needed per machine per week for profit. Luncheon speakers scheduled are Carl Boyle, manager of the fountain division, Dr. Pepper Company, Dallas, on Merchandising of a Location, and C. S. Darling, NAMA executive director.

Afternoon sessions include talks on legislative, public relations, accounting and insurance problems. Round

# Chi Coin Readies New Parts Catalog

CHICAGO, May 20.—A new parts catalog of Chicago Coin Machine Company equipment soon will be ready for mailing, Sam Lewis, sales executive, reported this week.

The catalog is to bring operators up to date on parts availability of the latest Chicago Coin equipment and also to eliminate information on units which have become obsolete, Lewis pointed out. It also includes photographs of machines and parts as well as hints on adjustments and service. Firm will mail the publication to operators upon request.

table discussions by cigarette, candy-gum-nut and beverage operators, followed by report of the nominating committee and election of a regional chairman, will conclude the meeting.

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850 .....	79	600R .....	54

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Master 40 .....	59	Standard 39 .....	59
Commando .....	\$49	President .....	49

SEEBURG			
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Nightone, E.S. ....	79	Commander .....	59
Cadet .....	\$59	Classic .....	59
Regal .....	49		

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Seeburg WB-12, 3/10/25, Wireless .....	17.00	Wurlitzer 3020 .....	39.00
Seeburg DSB-12, 5/10/25, 3-Wire .....	17.00	Wurlitzer 125 .....	7.50
Seeburg Baromatic .....	17.00	Wurlitzer 120 .....	2.50
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# Record Reviews

(Continued from page 39)

RATINGS  
OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR

ARTIST	TUNES	COMMENT	
LABEL AND NO.			
<b>COUNTRY &amp; WESTERN</b>			
<b>JESSE JAMES</b> Four Star 1462	<b>Darling, I Don't Understand</b>	Warbler gets his heart into a routine up tempo country torcher, with spirited combo backing.	70--70--70--70
	<b>Flying Saucer Mama</b>	Infectious jump novelty ditty is warbled winningly by James with a sock orking in back.	77--77--77--77
<b>DIXIE DARLING</b> Four Star 1461	<b>On a Saturday Night</b>	A bouncy pop-corn waltz gets so-so piping from Miss Darling, with the boys chiming in with unison responses. Tune has potential.	68--68--66--70
	<b>Send Me a Red Rose</b>	Warbler joins thrush for a poorly blended durt job.	60--60--60--60
<b>RAY PRICE</b> Bullet 701	<b>Jealous Lies</b>	Warbler trims out a fetching country ballad style on a likely throbber. Price's distinctive and ear-catching delivery could put this one over.	83--83--83--83
	<b>Your Wedding Corsage</b>	Price gives it a good go, but tune doesn't impress like flip.	70--70--70--70
<b>CALVIN TUBB</b> Bullet 703	<b>Heart, Don't Complain</b>	Tubb registers pleasingly with a drawing, resonant rendition of an okay hill weeper.	74--74--73--75
	<b>Lonely Traveler</b>	Ditty about a lone wayfarer is slow going.	63--63--63--63
<b>JIMMIE SKINNER</b> Radio Artist 255	<b>Jimmie's Yodel Blues</b>	Skinner, no mean country blues artist himself, warbles a touching, warm tribute to the late great Jimmie Rodgers. Could make a sentimental dent among hill-billy fans.	80--80--80--80
	<b>I Believe I'm Entitled to You</b>	Skinner chants with real country flair this medium tempo torch ballad.	78--78--78--78
<b>LATIN AMERICAN</b>			
<b>ROSS RAPHAEL</b> Regent 175	<b>Rhumba Impromptu</b>	Plans rumba side, with solid, prominent rhythm, is danceable and falls easy on the ears, tho there's no melody, just improvisation. Tempo is moderately slow.	73--74--75--70
	<b>Sin Tutulo</b>	Slightly brighter tempo here. Full band is used here, and the rhythm is excellent, tho the number is dull melodically.	73--73--74--72
<b>ALBERTO SOCARRAS</b> SMC 1266	<b>The Magic Flute (rumba)</b>	Socarras tasty flute work and Rene Hernandez piano are featured against some lovely string writing, and a firm rumba dance beat.	75--77--76--73
	<b>Honey and Almonds (rumba)</b>	Another pleasant, classy salon rumba featuring the flute. Fine dinner music here.	75--77--76--73
<b>ALBERTO SOCARRAS</b> SMC 1268	<b>I Can't Give You Anything But Love (rumba)</b>	Fancy, lush-toned flute work by the brilliant Latin maestro-arranger. All with an underlying rumba beat.	74--76--74--72
	<b>Chopinesque (Minute Walts) (rumba)</b>	The popular Chopin piece makes a fine, bright-rumba, with flashy flute and well-scored strings. Good jock novelty.	75--77--75--72
<b>INTERNATIONAL</b>			
<b>GENE WISNIEWSKI and HARMONY BELLS ORK</b> Dana 698 (Polish)	<b>Choe'n Gum Polka</b>	This solid, sprightly polka version of the big novelty is one of the best in any language, tho here it happens to be in Polish. Opens a new market for the song.	82--83--81--82
	<b>Hoop-Dee-Doo Polka</b>	Same treatment works fine on another lively pop hit.	82--83--81--82
<b>GOMULKA POLKA BAND</b> Decca 45101	<b>No, No, No</b>	The fine Detroit crew tosses off a full, well-recorded waltz with fun vocal duet. Dance stuff for most international nabes.	74--72--73--75
	<b>The Sizzling Clarinetist</b>	Instrumental polka in a modified Polish style features some truly torid clarinet variations.	74--74--74--74
<b>"POLKA JACKS" ORK (The Debonaires)</b> Franklin F 1050	<b>Merry Go Round Polka</b>	Pleasant little polka novelty could use fuller-range recording.	57--57--57--58
	<b>Darling Polka</b>	Pop polka is rendered in pretty ordinary fashion with old-sounding recording.	58--58--57--60
<b>HOT JAZZ</b>			
<b>MUGGSY SPANIER ORK</b> Brunswick 80142	<b>American Patrol</b>	Reissue of a dishing by Spanier's big band of seven or so years ago. It's a driving two-beat slicing which fits well in the day's demand and should find new buyers.	71--74--70--70
	<b>More Than You Know</b>	Another reissue of this band. There are many better versions of this standard around, tho this one is acceptable for dancing. Dottie Reid sings it adequately.	60--60--60--60
<b>ERSKINE BUTTERFIELD</b> Brunswick 80143	<b>Jelly Jelly</b>	Reissue. A rather uninspired, dull rendition—by today's standards—of the classic Eckstine-Hines blues.	57--59--55--57
	<b>Boogie Woogie St. Louis Blues</b>	Another reissue similar to the Earl Hines' boogie slicing of the Handy classic. An okay side tho unexciting and not particularly musically.	66--67--65--67
<b>ROLAND SYMFONET</b> Roland 1701	<b>Sally Is Gone</b>	An interesting and provocative bit of experimentation in boo. Tune is a souped-up clefting on "I Wonder What's Become of Sally," group consists of vibes, fiddles, viola, cello and rhythm. A fine sound result.	63--65--65--60
	<b>Half-Nelson</b>	Group emceeds a Miles Davis original with the same happy results.	63--65--65--60

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  - Exhibit Cards and All Other Cards for Machines That Vend Cards at Factory Prices.

JUNE, 1950, LARGE ILLUSTRATED EQUIPMENT CATALOG—ON REQUEST.

**MIKE MUNVES**  
377 10th Ave. at 42nd  
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To get more money off the bar...  
**Encore Bar Box**



Available in 20 & 24 Selections  
Revolutionary! DUAL LIGHTING

NEEDS  
200 VOLTS 60 HERTZ  
NO BUCKLE - NO ICE  
NO SHOCK - NO NOISE  
NO SMOKE - NO STAIN  
NO SPILL - NO CLEAN UP  
ENCORE WALL BOX also available

Encore Manufacturing Co.  
4310 CARRIAGE AVENUE, NEW-1003 CLEVELAND 2, OHIO

- FOR SALE**
- Very Clean JUST 21 ..... \$155
  - Very Clean ST. LOUIS ..... 90
  - Very Clean BUTTONS & BOWS ..... 85
  - Very Clean GIZMO ..... 40
  - Very Clean RAINBOW ..... 40

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MOTORS—HEADS—CASTINGS—COIN  
RETAINER COPPER STRIPS ETC.

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**NEW ENGLAND EXHIBIT CO.**  
237 Washington St. Newton 58, Mass.  
Dacatur 2-1500

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Complete Line of Parts and Films for All Movie Machines—New, Snappy, Peak Fronts, \$21.50—Panorams Wanted.

**TWO IMPERIAL PIX**  
24 Coin Operated Sound Movie Machines—RCA Equipment.  
Excellent Condition ..... \$200.00

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Cloverdale 9-3018

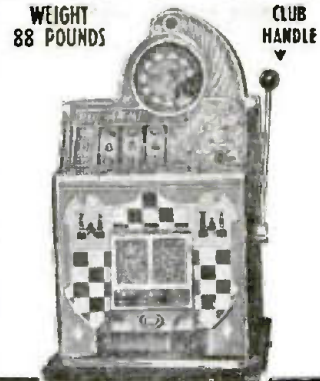
**Record Reviews**

ARTIST	TUNES	
LABEL AND NO.	COMMENT	
<b>RELIGIOUS</b>		
CHARLIE MONROE-KENTUCKY PARDNERS RCA Victor 21-0325	Gonna Shake Hands With Mother Over There Snappy, tangy sacred song is for the Southern rural market. Touching stuff.	70--70--70--NS
	You'll Find Me There Hillbilly spiritual is shouted with some fervor. For the territorial market.	70--70--70--NS
HARMONEERS QUARTET RCA Victor 21-0321	I'm Glad My Savior Was Willing Male group, with a resonant bass, walks thru a so-so prayer-meetin' tune.	66--67--65--NS
	Hallelujah Boogie Religious boogie novelty could hit with considerable impact thruout the South.	80--80--80--NS
HARMONEERS QUARTET RCA Victor 21-0320	I'm Free Again The group's excellent bass should draw attention to this slow, rhythmic spiritual offering.	72--72--72--NS
	Waiting for His Return Fine pop-spiritual song, in a strong arrangement is rendered in colorful, spirited fashion by the male group.	77--78--77--NS
CHARLIE MONROE-KENTUCKY PARDNERS RCA Victor 21-0326	Springtime In Glory Monroe's back-country boys offer some pungent harmony and string band music for the rural religious market.	71--71--71--NS
	My Saviour's Train Retentive hillbilly spiritual is a Monroe original. Stuff is light, but appealing.	71--71--71--NS

ARTIST	TUNES	
LABEL AND NO.	COMMENT	
<b>SPIRITUAL</b>		
THE GOLDEN TONES Apollo 225	Jesus On My Mind True-to-life, echo-chamber recording gives this male spiritual offering an immediate shock appeal.	77--78--77--NS
	Lookin' for the City Same strong commercial effect here.	75--76--75--NS
GOLDENAIRES Franklin F 3000	Rock My Soul Energetic group does well by a lively rhythm spiritual. More life-like recording would have helped.	73--73--73--NS
	Land Beyond the River Male group effectively renders a slower chant.	71--71--72--NS
<b>SACRED</b>		
JOHNNY THOMPSON Regent 176	Still, Still With Thee The baritone, who now cuts for Columbia, is impressive in his warm rendition of a beautiful hymn, with organ, chimes and small orchestra.	72--72--72--NS
	Abide With Me Another semi-legit performance of a most popular devotional song.	73--73--73--NS

**RATINGS**

OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR



**\$139<sup>50</sup>**

**BRAND NEW ROL-A-TOPS**

5c-10c-25c PLAY

1 Cherry Pay 2—1 Cherry Pay 3  
—Mystery 3-5 Payout; Standard—  
Mystery 3-5 Payout, Club—No  
Lemon on First Reel.

Above Prices F. O. B. Chicago

**WATLING MFG. CO.**  
4650 W. Fulton St.  
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2779  
Cable Address: "WATLINGITE," Chicago

**SEE US BOOTHS 12-13-14**

SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERBORN CHICAGO MAY 22, 23, 24

**THESE ARE GOOD—AND READY FOR LOCATION!**

- Williams Quarterback ..... \$129.50
- Williams Twin Shuffle ..... 219.50
- Like New Gottlieb Bowlcette ..... \$174.50
- Like New Gottlieb Just 21 ..... 164.50

CONTACT US FOR ANYTHING YOU NEED IN USED MUSIC  
WE HAVE A LARGE ASSORTMENT AT LOW PRICES!

"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923

- 624 S. Third St., Louisville 2, Ky.
- 240 Jefferson St., Lexington 2, Ky.
- 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
- 1000 Broadway, Cincinnati, Ohio
- 603 Linden Ave., Dayton 3, Ohio
- 325 N. Illinois St., Indianapolis 4, Ind.

**OUR SECOND YEAR**

**TURN-TABLES**

FITS

ALL MODELS OF COUNTER BELLS.  
WRITE FOR FULL INFORMATION AND QUANTITY PRICES.

**SAMPLE \$12.50**

**VALLEY SPECIALTY CO.**  
550 N. CLINTON ROCHESTER 5, N. Y.



**100%**

RETURN PRIVILEGE WITHIN 10 DAYS  
IF NOT SATISFIED WITH OUR RECONDITIONED EQUIPMENT

**MILLS THRONE**

Fully repaired  
Perfect condition  
Ready for location.

**\$99.50**  
(Credit)  
1/3 with all orders, balance C. O. D.

SEND FOR OUR COMPLETE LIST OF RECONDITIONED PHONOS AND GAMES

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Phone: STevenson 2-2903

- ONE BALLS**
- Citation ..... \$279.50
  - Hot Rods ..... 144.50
  - Gold Cup ..... 134.50
  - Jockey Special ..... 89.50
  - Special Entry ..... 59.50
  - Daily Races ..... 49.50
  - Victory Special ..... 34.50
- All equipment thoroughly reconditioned.  
1/2 deposit—balance C. O. D. or sight draft.
- LLOYD AMUSEMENT CO.**  
113 W. Missouri Blytheville, Ark.  
Phones: 3788 or 2328

## Calendar for Coinmen

May 22-24—American Coin Machine Manufacturers Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.  
 May 22-24—Punchboard, Ticket & Novelty Industries' annual convention and exhibit, Sheraton Hotel, Chicago.  
 May 23 — Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.  
 May 25—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.  
 May 25 — Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.  
 May 27-28—American Shuffleboard Leagues, Inc. (ASLI), first annual U. S. championship tournament, Peoria, Ill.  
 May 30 — Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.  
 May 31-June 3 — National Candy Wholesalers Association (NCWA), annual convention, exposition, Hotel Commodore, New York.  
 June 1—Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.  
 June 2 — National Automatic Merchandising Association (NAMA), Region XI (Northern California, Nevada, Utah, Wyoming) annual meeting, James Wilhite, chairman (Region X—Arizona, Southern California, New Mexico—and Region XII—Idaho, Montana, Oregon, Washington—also invited), Hotel Leamington, Oakland.  
 June 3—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.  
 June 5—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.  
 June 5-8 — National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.  
 June 6—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.  
 June 7—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.  
 June 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.  
 June 8—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.  
 June 8—Summit County Music Operators' Association (SCMOA), monthly meeting, The Akron Hotel, Akron.  
 June 9—National Automatic Merchandising Association (NAMA), Region III (Maryland, District of Columbia, Delaware, Virginia) annual meeting, Erroll Eckford, chairman, Emerson Hotel, Baltimore.  
 June 12—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.  
 June 14, 28 — Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.  
 June 14—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Wing and Fin Club, Fox Lake, Ill.  
 June 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.  
 June 26—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.  
 June 26-28—Coin Machine Institute (CMI), annual convention, exposition, Stevens Hotel, Chicago.  
 June 27—Automatic Music Operators' Association, Inc. (AMO), monthly meeting, Park Sheraton Hotel, New York City.  
 July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

## Manufacturers' Distributors

(Continued from page 132)

### Universal Industries, Inc.

5737 N. Broadway, Chicago 40

ATLANTA—F. A. B. Distributing Co., 304 Ivy St., N. E.  
 BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.  
 BOSTON—Trinount Coin Machine Co., 40 Waltham St.  
 BUFFALO—Ecola Co., 265 Franklin St.  
 CHICAGO—Empire Coin Machine Exchange, 1012 Milwaukee Ave.  
 CINCINNATI—Southern Automatic Music Co., 228 W. 7th St.  
 CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.  
 DALLAS—Commercial Music Co., 1501 Dragon St.  
 DENVER—Modern Distributing Co., 1816 Union St.  
 DES MOINES—Atlas Music Co., 221 9th Ave.  
 FORT WAYNE, Ind.—Binco Music Distributing Co., 1329 S. Calhoun St.  
 FORT WORTH—Commercial Music Co., 1603 Houston St.  
 HONOLULU—Service Games, 210 Mokuauia St.  
 KANSAS CITY, Mo.—Consolidated Distributors, Co., 1916 Grand Ave.  
 LAFAYETTE, Ind.—Louisiana Coin Machine Co., 423 St. John St.  
 LEXINGTON, Ky.—Southern Automatic Music Co., 740 Jefferson St.  
 LOS ANGELES—Badger Sales, 2251 W. Pico Blvd.  
 LOUISVILLE—Southern Automatic Music Co., 624 3d St., S.  
 MEMPHIS—Music Sales Co., 1082 Union Ave.  
 MIAMI—Taran Distributors, 2820 N. W. 7th Ave.  
 MINNEAPOLIS—By-G Music Co., 257 Plymouth Ave., W.  
 NASHVILLE—Frank Swartz Sales Co., 518-A 4th Ave., S.  
 NEW ORLEANS—Music Sales Co., 704 Baronne St.  
 OKLAHOMA CITY—Commercial Music Co., 1004 W. Walnut St.  
 OMAHA—Z. Vending & Sales Co., 1205 Spring Garden St.  
 PHILADELPHIA—Scott Cross Co., 1423 Spring Garden St.  
 PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th Ave.  
 ST. LOUIS, Mo.—Central Distributors, 2334 Olive St.  
 SALT LAKE CITY—Dan S. Stewart Co., 515 E. 7th St., S.  
 SAN ANTONIO—Commercial Music Co., 901 E. Houston St.  
 SAN FRANCISCO—Advance Automatic Sales Co., 1250 Howard St.  
 SEATTLE—Western Distributors, 1228 S. W. 16th Ave.

LEXINGTON, Ky.—Southern Automatic Music Co., Inc., 243 N. Jefferson St.  
 LOUISVILLE—Southern Automatic Music Co., Inc., 624 S. Third St.  
 LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.  
 MEMPHIS—S. & M. Sales Co., Inc., 1074 Union St.  
 MIAMI—Taran Distributing, Inc., 2820 N. W. Seventh Ave.  
 MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.  
 NEWARK, N. J.—Seaboard New York Corp., 772 High St.  
 NEW ORLEANS—Music Sales Co., 704 Baronne St.  
 NEW YORK—Seaboard New York Corp., 583 10th Ave.  
 OKLAHOMA CITY—Commercial Music Co., Inc., 1004 N. Walnut St.  
 OMAHA—H. Z. Vending Sales Corp., 1205-07 Douglas St.  
 PHILADELPHIA—Scott Cross Co., 1423 Spring Garden St.  
 PHOENIX, Ariz.—Garrison Sales Co., 1009 W. Washington  
 PITTSBURGH—Atlas Novelty Co., 2217 Fifth Ave.  
 ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.  
 ST. PAUL—Mayflower Distributing Co., 2216 University Ave.  
 SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.  
 SAN ANTONIO—Commercial Music Co., Inc., 901 E. Houston St.  
 SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.

### The Rudolph Wurlitzer Company

North Tonawanda, N. Y.  
 ALLSTON 34, Mass.—Redd Distributing Co., 298 Lincoln St.  
 ATLANTA 3—F. A. B. Distributing Co., Inc., 304 Ivy St., N. E.  
 BALTIMORE 13—The Winters Distributing Co., 1713-15 Harford Ave.  
 BUFFALO 3—Alfred Sales, Inc., 881 Main St.  
 CHARLESTON, W. Va.—Cruze Distributing Co., Inc., 105 Virginia St. W.  
 CHARLOTTE 2, N. C.—Brady Distributing Co., 522 E. Trade St.  
 CHICAGO 18—Coven Distributing Co., Inc., 3181 N. Elston Ave.

See the New  
**BASEBALL SENSATION**  
**"HIT-A-HOMER"**  
 Legal Everywhere. 16 or 34 Play.  
 Booth 76  
**ACMMA Show**



"The Magazine of Automatic Merchandising"  
 "I just finished reading my copy of April VEND. It is very well balanced covering all the various vending subjects. VEND should have a great operator interest."  
**Howard I. Olsen**  
 Wm. Wrigley Jr. Co.  
 Chicago, Ill.

**VEND** 5-27  
 2160 Patterson St.  
 Cincinnati 22, O.  
 Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.  
 Name .....  
 Address .....  
 City ..... Zone ..... State .....

**FOR SALE—**  
 Used, Ready For Location

UNITED SHUFFLE ALLEY, 8 FT.	\$125.00
GENCO BOWLING LEAGUE, 8 FT.	125.00
ROCK-OLA SHUFFLE LANE, 8 FT.	125.00
ROCK-OLA SHUFFLE LANE, 9 1/2 FT.	139.50
ROCK-OLA SHUFFLE JUNGLE	WRITE

One-Third Certified Deposit Required—Balance C. O. D. or Sight Draft.  
**H. G. PAYNE COMPANY**  
 312 Broadway Nashville 8, Tenn.

**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 .....

5-27-50



- CINCINNATI 14—Siekling, Inc., 1401 Central Parkway
- CLEVELAND 3—Northern Music, Inc., 8307 Euclid Ave.
- COLUMBIA, S. C.—F. A. B. Distributing Co., Inc., 1727 Harden St. (Branch)
- COLUMBUS, O.—Northern Music, Inc. (Branch)
- DALLAS 1—Commercial Music Co., Inc., 1501 Dragon St.
- DENVER—Draco Sales Co., 2005 W. Alameda
- DES MOINES 14—Jowa Music Distributors, Inc., 764 Ninth St.
- DETROIT—Angott Distributing Co., Inc., 2616 Puritan Ave.
- FL. PABO—Walker Sales Co., 2401-7 E. Alameda
- HOUSTON—Steele Distributing Co., 3300 Louisiana St.
- INDIANAPOLIS—Midland Music Distributors, Inc., 409 N. Noble St.
- JACKSONVILLE, Fla.—Bush Distributing Co., 508 Delwood
- KANSAS CITY 8, Mo.—Central Music Distributing Co., Inc., 1523-25 Grand Ave.
- LOS ANGELES—Southland Distributing Co., 1128 S. Crenshaw Blvd.
- LOUISVILLE—Cruze Distributing Co., Inc., 122-24 S. Seventh St. (Branch)
- MEMPHIS 3—Williams Distributing Co., Inc., 1082 Union Ave.
- MIAMI—Bush Distributing Co., 236 N. W. 29th St.
- MILWAUKEE 8—United, Inc., 4227 W. Villet St.
- MINNEAPOLIS—Lieberman Music Co., 1124 Hennepin Ave.
- MOOSIC, Pa.—Sterling Service, Rocky Glen Park
- NASHVILLE—Cain-Gallouette, Inc., 1600 Broadway
- NEW ORLEANS 13—F. A. B. Distributing Co., Inc., 1019 Baronne St.
- NEW YORK 18—Young Distributing, Inc., 590 10th Ave.
- OKLAHOMA CITY—Commercial Music Co., Inc., 1004 N. Walnut St.
- OMAHA 2—Central Music Distributing Co., Inc., 2562-64 Harney St.
- PHILADELPHIA 30—Active Amusement Machines Co., 666 N. Broad St.
- PITTSBURGH 19—Music Distributing Co., 2227 Fifth Ave.
- PORTSMOUTH, Va.—O'Connor Distributors, Inc., 400 Water St.
- RICHMOND, Va.—O'Connor Distributors, Inc., 2320 W. Main St.
- ST. LOUIS 3—Brandt Distributing Co., Inc., 1809-11 Olive St.
- SAN ANTONIO—Commercial Music Co., Inc., 901 E. Houston St.
- SAN FRANCISCO—Emarcy Distributing Co., 348 Sixth St.
- SEATTLE 99—Hart Distributing Co., 908 Elliott Ave., W.
- TUCSON, Ariz.—Maestro Music, Inc., 117 E. Broadway
- WASHINGTON—The Winters Distributing Co., (Branch)
- CUBA—Bush Distributing Co.

## Interlacing Equipment Working For Imig, Who Beat the Bushes To Build Up Successful Route

(Continued from page 109)  
Imig has more than once received a call from one of his servicemen, many miles from the home base, who was mired in hub or wheel-deep mud, unable to travel further than the nearest farm house. As a result, his service trucks are frequently inactivated, and then either Imig or his wife turn their personal cars into emergency trucks.

### Mix Up Equipment

As president of the South Dakota Phonograph Association, a post to which he has been re-elected for the past three years, Imig has preached to other operators the diversification rule he has followed.

In regard to this interlacing of equipment Imig has told his association time and again that "no matter how much you respect your music route . . . you must combine it with other equipment . . . to make the most of your operation."

Imig shifts his pin ball games every 60 to 90 days—keeping in mind during these re-locations the type of players in each spot.

But shifting games is not the only method Imig uses to hypo play. An example is his recent introduction of Dale and Seeburg guns into many of his stops. "It certainly helps to have this type of equipment," he says, "as you can go into a spot that has had pins or roll downs and these guns, or in some cases the new shuffle games can be added and it will result in new life for all equipment."

Imig stresses that while this shifting of games and dual placements of equipment mean a great deal of extra work, especially in routes as spread out as his, the work is more than paid for in the increased coin box receipts.

### Promotion Program

Promotion is a major part of Imig's activities, and these promotions have been both directly associated with the coin machine field, and indirect programs which have reflected much good will via radio and newspaper publicity.

Taking them in order, the location-type promotions may be illustrated by the current program Imig is conducting in connection with his shuffle-bowling games.

Set up on a monthly basis, the promotion features a wide variety of attractive weekly prizes, plus a grand prize of a \$100 Bulova watch, which is awarded each month. All players, competing in the weekly play, who score 240 points or better become eligible for the monthly play-off and the chance at the watch. In the first few months, approximately 75 persons qualified each month for the play-offs, which then took two days to complete. Meanwhile, weekly prizes consisting of cameras, stuffed toys, etc., go on.

Result of this promotion has been heavily increased play on the games, and, even more important, increased income for the locations, especially on the monthly play-off nights. As a result, the locations are happy, players are happy, and Imig, too, has plenty to smile about.

### Indirect Goodwill

A great baseball fan, Imig has turned this interest to the advantage of the coin machine field while carrying out a program wherein youngsters in Yankton have benefited for the past few years. Sponsoring a baseball team among the hometown kids, Imig's teams has twice won the State championship in its age class, and has made the newspapers thruout the State. Called Mike's Jukes, the team features kids of all nationalities and creeds, including an Indian boy who is a future major league pitcher.

In the fall and winter, Mike sponsors an adult bowling team in Yank-

ton, and this team has also reached State and regional playoffs in recent years.

For his music interest, which is closest to his heart because of his early training as a singer, Mike has gone all-out on promotion, not only for himself, but for members of his association.

This promotion has included special title strips, hit tunes, tie-ins with local and regional radio and recording favorites in personal appearances, operation of a ballroom in Yankton to draw big name bands into the territory, and many other similar deals. And all have helped to build the juke box into money makers, not only for Imig, but for most operators in the State who have helped develop some of these programs and have participated in many of them in their own balliwicks.

## Mencuri Sales Mgr. For Exhibit Supply

(Continued from page 109)

explained that Mencuri's promotion is the most important in a series of company moves to expedite service and improve relations with distributors and operators. He said: "Since Mencuri is well versed in all phases of the coin machine industry, we are certain that combining sales under his leadership will result in a unification of Exhibit Supply policies and strengthen our distributor organization. In the two years he has been at the helm of the arcade division, he has not only maintained our leadership in that field but also won new operator friends wherever he has represented the firm."

Mencuri has been a sales executive for 16 years. He joined Exhibit Supply February 1, 1946, as assistant sales manager under John Christ. Shortly after he was named assistant to Perc Smith, head of the arcade division. When Smith died in June, 1948, he was placed in charge of arcade sales. During the war, Mencuri was an inspector of precision instruments made by Minneapolis-Honeywell Company for the armed forces. In preceding years (1933-40), he was city manager and sales promotion head for the Curtis Publishing Company in Chicago, Springfield and Decatur, Ill.

NEW Skill Sensation . . .  
**"WISHING WELL"**  
Greatest Low Priced Counter  
Game in Years!  
PLASTIC INNER-CONSTRUCTION  
"IT'S LOCKED"



Requires only 6"x6" Counter Space  
**COLLECTS IN COINS GALORE**  
"They Drop 'Em—You Collect 'Em"  
**START ROUTE**  
GIGANTIC PROFITS  
SAMPLES AVAILABLE NOW!  
PRICE: \$7.50 Each, \$59.40 Dozen  
Shipped Prepaid  
Cash with order or 25% deposit,  
balance C. O. D.  
Write, Wire or Phone—ORDER  
DIRECT FROM

**LEGALSHARE SALES**  
P. O. Box 84-K 222 Second St.  
HUNTINGTON BEACH, CALIFORNIA  
Ph.: Lexington 6-3218

**ATLANTIC'S**  
triple tested values

FOR THE FINEST  
RECONDITIONED PHONOS

IT'S  
**ATLANTIC**  
NEW YORK CORP.

Exclusive Seeburg Distributors

**MAIN OFFICE:**  
583 10th Ave. (Near 42nd St.)  
New York 18, N. Y. Bryant 9-5620

**NEW ENGLAND BRANCH:**  
624 Franklin Av., Hartford, Conn.  
Hartford 46-1666

**NEW JERSEY BRANCH:**  
772 High St. (Near Clinton Ave.)  
Newark, N. J. Mitchell 2-1891-3

**UNITED SHUFFLE ALLEYS**  
\$105.00

Crating Extra

1/3 Deposit, Balance C.O.D.

**Dave Lowy & Co.**

Exclusive Distributor for Keesey  
Products in the Metropolitan Area  
594 Tenth Ave. New York, N. Y.  
Phone: Chickering 4-3100

Williams

**TWIN SHUFFLE**

With Latest Type Mechanism \$199.50

1/2 deposit with order, balance C. O. D.

**Scott-Crosse Co.**

1423 Spring Garden Street  
Philadelphia, Pennsylvania  
Rittenhouse 6-7712

**CLEAN UP SALE**

2-25c Evans Benetalls, post war models, custom made, 1 used 1 week, 2 never used.  
1-5c Evans Benetalls, post war model, used 1 month, 1-3c Evans Lucky Star, used but in working order, 3 Imps, Columbia Star, 5c, 10c & 25c adjustable. Write—Any reasonable offer not returned down. 1—Single Steel Safe for Slot.

**INLAND MUSIC CO.**  
418 5th St., Clarkston, Wash.

**OPERATORS, SEE OUR DISPLAY BOOTH 113**  
**GLIDE-RITE**

**SHUFFLE BOWLING WAX**  
**SHUFFLEBOARD POWDER**

**PRIZES and PREMIUMS**  
CLOCKS—DOLLS—NOVELTIES

REGISTER FOR OUR DAILY  
FREE PRIZE DRAWING!

**COIN MACHINE SERVICE CO.** 1547 N. Fairfield Ave. CHICAGO 22, ILL.

<b>5 BALLS</b>	NEVADA	\$ 4.50	VICTORY DERBY	\$ 35.50
JUNE 20	MONTERREY	44.50	DAILY RACES	49.50
NOV 2002	SNOW BOAT	79.50	PHONOGRAPHS	
HOLIDAY	MARYLAND	114.50	A.M.I. A's	\$50.00
BARNACLE BEL	FRESHIE	149.50	AIRSON FIESTA	149.50
OKLAHOMA			PACKARD 7	99.50
MAJOR LEAGUE B.B.			MILLS THRONE	44.50
TRIPLE ACTION			ROCK-OLA 1421	149.50
MADEI GRAS	GOLD CUP	\$199.50	ROCK-OLA ST.	24.50
ALL SABA	JOCKEY SP.	34.50	ROCK-OLA DE.	24.50
HAVANA	SP. ENTRY	49.50	WURL. 500	39.50
	VICTORY SP.	34.50		
	TERMS: 1/3 DEPOSIT, BALANCE C. O. D.			

**MULLER MUSIC CO., 138 York Ave., Rock Hill, S. C.**

**PITCH NEW EARNING POWER INTO YOUR SHUFFLEBOARDS**

# SHUFFLE-SHOE

AN ADDITIONAL GAME, NOT A CONVERSION



COMPLETE SET FOR  
**\$18.50**

operator price

Add SHUFFLE-SHOES to your present shuffleboard. Played like horse shoes. Score like horse shoes. Does not damage the board. Use your present scoring unit. 2 or 4 players. 8 or ten frames. 15 or 21 points. Faster than shuffleboard, an additional game, not a conversion. Installed in three minutes. Games changed in 45 seconds. Distributors wanted.

See Us at the  
**ACMMA Show**  
Booths 81-82



**EQUIPMENT COMPANY**  
NATIONAL DISTRIBUTORS  
826 Mills St. Kalamazoo 2, Mich.  
Quantity Discount to Distributors

**EVERY PIECE GUARANTEED ONE BALLS**

CITATIONS	\$275.00	1100 WURLITZER	\$299.50
GOLD CUPS	115.00	750-E WURLITZER	99.50
JOCKEY SPECIALS	85.00	SEEBURG CUT DOWN	99.50
SPECIAL ENTRIES	55.00	SEEBURG HIDEAWAY (Metal Cab.)	249.50
VICTORY SPECIALS	35.00	SEEBURG HIDEAWAY (Wood Cab.)	99.50
VICTORY DERRY, C.P.	35.00	MILLS EMERSE OR THORNE	99.50
BALLY'S HOT ROOS	124.50		
<b>CONSOLES</b>		<b>MISCELLANEOUS EQUIPMENT</b>	
DOUBLE UPS	\$215.00	MILLS VEST POCKETS (Like New)	39.50
RESERVE BELLS	210.00	UNITED SHUFFLE ALLEYS	139.50
RED BUTTON DRAW BELLS	100.00	WILLIAMS QUARTERBACK	19.50
METAL BUTTON DRAW BELLS	80.00	SEEBURG BOXES (W-1L34)	25.00
KEENEY SUPER BELLS	30.00	SEEBURG BOXES (Pawar)	7.50
MILLS JUMBO PARADES	30.00	SEEBURG TEAR DROP SPEAKER	17.50
MILLS 3 BELLS	175.00		

ONE-THIRD DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT.  
**PARKER DISTRIBUTING COMPANY**

311 8TH AVENUE, SOUTH, NASHVILLE, TENNESSEE PHONE: 4-0194-42-1123



**MAX BROWN SAYS:**

ON HAND FOR IMMEDIATE DELIVERY

BALLY'S SENSATIONAL NEW SHUFFLE CHAMP  
UNITED'S SHUFFLE ALLEY EXPRESS

CALL ME COLLECT  
—PERSON TO PERSON—  
FOR THE BEST DEAL!

**PHILADELPHIA COIN MACHINE EXCHANGE** 544 N. BROAD ST. PHILA. 30, PA. STAvencion 2-2576

**IMPERIAL'S BOWLING ALLEY PIN CONVERSION**

for Chicago Coin **\$14.95**

With Back Piece and all other types.  
(Jobbers, Write)

IMPERIAL SHUFFLEBOARD COMPANY, 943 N. W. 7th Ave., Miami, Florida

Black Gold	\$ 76.00	Dew-We-Ditty	\$ 55.00	Shanty Town	\$125.00
Barnacle Bill	45.00	Holiday	85.00	Saratoga	40.00
Buttons & Bows	100.00	Puddin' Head	45.00	Sally	40.00
Boston	120.00	Phoenix	60.00	Temptation	40.00
Crazy Ball	38.00	Shetsheer	118.00	Melons	49
Dallas	100.00				100.00

SHUFFLE GAMES AT GREATLY REDUCED PRICES. 1/2 DEPOSIT, P. O. B. ST. LOUIS  
**REEL DISTRIBUTING CO.**  
2522 N. PRAIRIE AVE. ST. LOUIS, MO.

## Rocket Five-Ball NewGencoGame

CHICAGO, May 20.—Rocket, Genco's new five-ball game, is in production at the company factory here. It is a high score game featuring six ways to win replays.

Game is designed for nickel play and each ball is put in play by use of a conventional plunger. In Rocket play balls actuate a series of roll-over buttons to run up large blocks of points. Most of the scoring units are placed diagonally and run from the left top to the bottom right side of the playing area. After a ball has made a run thru the diagonal scoring zone, player may try for other points and possible replays by hitting ball back with player controlled flippers. Replays can be won by high score or by going thru side roll-over switches. Playfield also has stretch rubber rebound bumpers placed in strategic locations on playfield.

## Auto-Photo Sets Two Sales Reps

LOS ANGELES, May 20.—Fred McKee has been named along with Bryant Herren to handle sales of the new Auto-Photo machines, now being delivered.

According to McKee, Arcade operator, the machine incorporates new developments in automatic photography and design. Unit uses direct positive sensitized paper and chemicals that have been developed to insure good photography. Auto-Photo delivers a strip of four different pictures or poses in two minutes for 25 cents. Ten years of development and research along with five years of actual operation on location for breakdown tests have gone into the making of the machine, according to I. D. Baker, an industrialist and head of Auto-Photo.

## Offer Coin Trade Franchise Deal on Barbecue Machine

NEW YORK, May 20. — An automatic barbecue machine is being offered to distributors and operators of game and music equipment under a special sales plan aimed at stimulating quantity placement of the cooker in bars and grills, taverns, diners and similar locations where coin units are spotted.

Charles R. Schleser, general manager of the Rotiss-o-Mat Royale Distributing Company, said exclusive sales territories will be assigned coin machine firms to speed penetration of the eatery market. Coinmen would then sell the machine outright to locations or lease it on a monthly fee basis.

The Rotiss-o-Mat, a self-contained electric broiling device featuring a rotating spit, is housed in a sturdy stainless steel cabinet. Glass panels in front and back permit a view of the fowl or roast being barbecued. As much as 35 pounds of meat may be cooked at a time. An adjustable tray permits broiling of steaks and hamburgers. Use of a "nichrome heating element" is said to tenderize the food. The machine is portable, measuring 36 by 18 by 18 1/2 inches. It is topped by a multi-colored sign, with a moving point-of-sale message.

The commercial model of the Rotiss-o-Mat has been on the market for a year, Schleser said, with about 1,500 units already sold and in operation. A home model was first offered four years ago.

Schleser's firm has national distribution rights. It is located at 475 Fifth Avenue. He said promotional aids to distributors will be provided.

## SAVE MORE ON OUR TOP QUALITY RECONDITIONED EQUIPMENT

### LOOK AT THESE SPECIALS

American Shuffleboard, 12" Cushion	\$195.00 (plus crating)
Chicago Coin Rebound	49.50
Canco Clider	69.50
Rock-Ola Shuffleboards, 22 Ft.	100.00 (plus crating)
Shuffle Alley, A-1 Condition	149.50

### SAVE ON 5-BALLS

Anusack	589.50	Melody Roll	329.50
Bally Mae	29.50	Merry Widow	39.50
Big Top	49.50	Monterrey	39.50
Blue Skies	59.50	1-2-3	39.50
Bonehead	49.50	Paradise	29.50
Boomerang	24.50	Ramona	39.50
Bowling Champ	99.50	Saratoga	59.50
Boston	99.50	Screwball	39.50
Buccanar	59.50	Speedway	39.50
Carnival	49.50	Star Dust	39.50
Contact	39.50	Tampa	99.50
Flashing Power	79.50	Tennessee	39.50
Gondola	79.50	Trade Winds	39.50
Heavy Hitter	39.50	Tripla Action	39.50
Jamboree	49.50	Wisconsin	34.50
Major League	29.50		

### HERE ARE REAL VALUES

**YOUR CHOICE \$19.50 Each**  
**6 FOR \$100**

ALSO STOCK OF USED PHONOGRAPHS  
WRITE FOR OUR PRICE LIST  
1/2 Certified Deposit  
WISCONSIN'S LEADING DISTRIBUTOR

## UNITED - INC.

4227 W. Vilas St. Milwaukee 8, Wisc.  
Phone: West 3-3224  
Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Michigan

## WE ARE AT YOUR SERVICE

As a distributor for Bally's complete line of fine coin operated amusement machines.

TOLEDO COIN MACHINE EXCHANGE CO.  
814-816 Summit St., Toledo, Ohio

## COIN RADIOS

Buy Direct from Manufacturer & Save

- STEEL CABINET
  - MODERN DESIGN
  - COIN REJECTOR
- \$39.50** List Factory F.O.B.

One-third Deposit, Balance C.O.D. Write, Wire, Call for Quantity Discount, Send for Full Story.

Coin Radio & Television Co.  
190A Duane St. Dept. 8 New York, N. Y.

## CLOSE-OUT NEW PIN GAMES AND SHUFFLE ALLEYS

WRITE OR WIRE FOR PRICE!

SELECT-A-CARD, CHI COIN BASEBALL, UNITED ARIZONA IN STOCK!

**Lehigh Specialty Co.**  
826 N. Broad St. Philadelphia 30, Pa.  
POster 5-3299

## BUCKLEY DIGGERS

Treasure Island ..... \$100.00

DeLuxe Condition First Class ..... 125.00

1/3 Deposit, Balance C. O. D.

**EQUITY SERVICE**  
1702 Mack Ave. Dayton 4, Ohio

# Trade Directory

## New Equipment

Arizona—five ball—United Manufacturing Company, Chicago.  
 Buffalo Bill—five ball—D. Gottlieb & Company, Chicago.  
 Sanitary napkin vender—Twin Tex Vendor Manufacturing Company, Blue Island, Ill.  
 Shuffle Champ—bowling game—Bally Manufacturing Company, Chicago.  
 Sun-Tan Buoy—sun tan lotion vender — Teckni-Kraft Corporation Nashville.  
 Tilt Test — penny counter — Abco Novelty Company, Chicago.  
 Victory — counter game — Victor Vending Corporation, Chicago.

## New Address

Northwestern Sales & Service Company moved to new store at 438 W. 42d Street, New York, retaining a branch office at 4105 16th Avenue, Brooklyn.

## New Firms

Abco, Inc., 1801 Fifth Avenue, Pittsburgh, jobber and distributor of automatic vending machines.  
 Cole Products Corporation, Chicago, opened an office in New Orleans under direction of Lawrence M. Sicard.  
 Eastern Electric, Inc., New Bedford, Mass., a corporate reorganization of C-Eight Laboratories and Eastern Electric Vending Machine Corporation.

New York Telecoin Corporation, 4340 Park Avenue, New York, subsidiary of Telecoin Corporation and an automatic machine sales and service center.

Seaboard Distributors, Inc., 116 Ann Street, Hartford, Conn., Ralph Colucci.

Trans-World Trading Company, 55 E. Washington, Chicago, Joe R. Calderon—export firm.

## Purchases

Indevco, Inc., 52 Wall Street, New York, purchased Futuramic Machines, Inc., New York.

## Personals

AMI, Inc., Grand Rapids, Mich., appointed William E. FitzGerald to head advertising and sales promotion activities.

Commercial Music Company, Inc., Oklahoma City, has a new manager, Joe Gathings.

Diamond Match Company, New York, appointed James D. Evans as advertising manager.

## Distributors

Chicago Coin Machine Company, Chicago, appointed Empire Coin Machine Company, Chicago, to cover Illinois and Wisconsin.

Coan Manufacturing Company, Madison, Wis., appointed the following sales managers: W. P. Punton, Kalamazoo, Mich., for Wisconsin, Minnesota, Michigan (except Wayne County and Detroit); V. R. Middlemas, Bismarck, N. D. for North and South Dakota and Nebraska; R. W. Merriam, Des Moines, for Iowa; Frank Herbenar, El Paso, Tex., covering New Mexico, Arizona, Utah and Colorado; C. W. Brown, Salem, Ore., covering Oregon, Washington, Montana, Idaho and Wyoming, and T. Z. Jackson, Nashville, for Tennessee.

The J. C. Paul Company, Chicago, appointed Coin Machine Service Company, Chicago, as exclusive national distributor for the Glide Rite Blue Label wax.

Riverside Metal Company, Riverside, N. J., appointed William M. Orr Company, Pittsburgh, to cover Western Pennsylvania, Eastern Ohio and West Virginia.

Unimax Switch Division, W. L. Maxson Corporation, New York, named Mark M. Hennessy, Milwaukee, to cover Wisconsin and H. W. Walton, Detroit, to cover Michigan.

## Change of Address

Ben Smith Advertising, Inc. has moved to 41 East 41st Street, New York City.

# Belvend Readies Time-Pay Plan; Bulk Sales Aid

CHICAGO, May 20.—Bel E. Hall, president of Belvend Manufacturing Company, Inc., announced this week that his firm was setting up a finance plan for purchasers of its equipment with the Walter H. Heller Company. Details will be set shortly.

Hall also reported that the Bunte pan candy deal introduced last month (*The Billboard*, April 22) will be supplemented within a few weeks by a second point of sale promotion. Latter will be in the form of a card-board placard, designed for mounting on the top of bulk units, and allowing for different candy type mention weekly. A special insert section will carry copy on the particular type of candy being vended at any one time. Over-all theme of the placard will be an "eat more-buy more" message aimed to draw interest to the vender and the product, Hall said.

## New Papa Pickets

RACINE, Wis., May 20.—John J. Brannon Jr., part owner of Novelty Games here, landed on the front page of *The Racine Journal-Times*, May 9 with a picture of him picketing the office of the doctor who delivered his wife's baby recently. John paraded the street with a sandwich sign reading: "A father should be with his wife during childbirth if he wishes." On the other side was "Dr. Schenkenberg, St. Mary's, St. Luke's Unfair to Prospective Fathers."

Newspaper publicity resulted when the physician called police. Cops took his sign away but pressed no charges against John, who claims he did it just for the principal.

## ALL Your Requirements from ONE Source of Supply!

See all the leading games in operation UNDER ONE ROOF—at our showrooms—1748 W. North Ave.—only 7 minutes from the Sherman. 12 Shuffle Games on display at all times.

## See FIRST



### Introducing Our Revolutionary New

## MERCURY

Ball Gum Vendor & Prize Board Combination. Fantastic Earnings! If you can't visit us, write for literature today.

## NEW FIVE BALL GAMES

Cartileb BUFFALO BILL  
 United YUMA ARIZONA  
 Genco ROCKET

## PREMIUMS!

See our selection of finest Clocks, Lamps, Picnic Sets, Stuffed Dolls, Horses, Leopards, etc.

## INTRODUCING THE NEW NATIONWIDE

## BASEBALL

TWIN MODEL — ONE OR TWO CAN PLAY  
 Loaded with animation! Playing appeal plus! Beautiful new glass & cabinet! Baseball is hot!

## GREASED LIGHTNING!

Keeney's new 9 1/2 ft. DOUBLE BOWLER. 45 seconds or less per game! Fastest game ever made! Rebound — 1 or 2 players — Fly-away pins.

## KEENEY'S BOWLING CHAMP

Simple to install on your shuffleboard. No cutting or marring of board. Automatic scoring — 1 or 2 can play. Phone today!

## SHUFFLE GAMES

### NEW

Evans SHUFFLE TEN STRIKES  
 Chicago Coin BOWL-ING CLASSIC  
 Rock-Ola SHUFFLE JUNGLE  
 Universal SUPER TWIN BOWLER  
 United SHUFFLE ALLEY EXPRESS

### RECONDITIONED

United SHUFFLE ALLEY ..... \$125  
 Genco BOWLING LEAGUE, 10 ft. with Lite-Up Pins ..... 125  
 Bally SHUFFLE BOWLER ..... 145  
 Williams TWIN SHUFFLE with Lite-Up Pins ..... 175  
 Chicago Coin BOWLING ALLEY... 179  
 Genco OLDER, 18ke new ..... 99



## FIRST Distributors

Joe Kline & Wally Frank

Dickens 2-0500  
 1748 W. North Ave.  
 Chicago 22, Ill.

Authorized Distributors of J. H. Keeney & Co. and H. C. Evans & Co.

## CONSOLE DISTRIBUTING CO., INC.

SOUTHERN DISTRIBUTORS OF COMPLETE BUCKLEY LINE

CRISS CROSS      BONANZA      BARS  
 TRACK ODDS      PARLAYS

WRITE FOR PRICES, NEW AND USED, OR CONTACT OUR REPRESENTATIVE AT BOOTHS 17-18-19

## CONSOLE SALES AND SERVICE CO., INC.

LARGEST STOCK OF USED BELLS IN THE SOUTH, ALL ORIGINAL

### MILLS

Blue Fronts  
 Cherry Bells  
 Chromes  
 Black Cherrys  
 Jewel Bells

### JENNINGS

Dieix Bells  
 Black Hawks  
 Standard Chiefs  
 also  
 Pace & Watlings

WRITE FOR PRICES OR CONTACT US AT BOOTHS 17-18-19

SAM TRIDICO      HENRY FOX      BOB BUCKLEY  
 3425 Metairie Rd.      New Orleans 20, La.

LIKE NEW—WILLIAMS  
 QUARTERBACKS converted with STAR SERIES BATS & HANDLES (Lots of 5 @ \$89)  
 Shipped in original factory cartons

\$99

SENT SALES SYSTEM  
 1771 Columbia Rd. N. W.  
 Washington, D. C.

## A TRANSCRIPTION ERROR

In our ad of May 13 indicated all used phonographs at \$50.00 each. Price should have been \$35.00 each, except Classics and Vogue's at \$50.00.

## ATLAS NOVELTY CO.

Chicago      Pittsburgh      Des Moines

## ARCADE FOR SALE

Complete equipment and lease. 75 Machines —Gallery—Lunch. A bargain if sold by mid-June.

## PLAYLAND ARCADE

129 W. Congress      Tucson, Ariz.

Wurlitzer 806, \$75.00; United Double Shuffle, w/air; Buccanear, \$30.00; Dallas, \$75.00; Carnival, \$40.00; Round-Up, \$50.00; Mot Rod, \$125.00; Gin Rummy, \$75.00; Mummy Dummy, \$30.00; Rainbow, \$40.00; Waiting 15c; \$29.00; Jennings \$6.50; \$20.00; Mills Express, \$40.00; Gold Cup, \$100.00.

## AUTOMATIC MUSIC CO.

Phone 750      Bridgeport, Ohio

## QUALITY MERCHANDISE—PRICED RIGHT

COMPLETELY RECREATED—LIKE NEW—SHUFFLE ALLEYS..... \$119.50

These Shuffle Alleys have been reconditioned—look and perform like new machines.

### BARGAIN BOX

Rock-Ola 22' Shuffleboard ..... \$119.50  
 United Super Shuffle Alley ..... 169.50  
 Universal Twin Bowler ..... 179.50  
 Chicago Coin Twin Bowler ..... 179.50  
 22' Black Top Shuffleboard ..... 75.00  
 Monarch 18' or 22' Shuffleboards ..... 199.50  
 Exhibit Conversion Unit for Shuffleboards... 109.50

### BRAND NEW

Chicago Coin Baseball  
 Chicago Coin Classic  
 Universal Super Twin Bowler  
 United Shuffle Express  
 Williams Deluxe Bowler  
 Keeney Double Bowler

WRITE • WIRE • PHONE

## ALLIED COIN MACHINE CO.

828 MILWAUKEE AVE. • MO 6-2110 • CHICAGO 22, ILL.

## GOING... GOING... BETTER REBUILT PHONOGRAPHS



And they'll soon be gone... values like these don't last long. Everyone is a better-than-average trader-in on new Select-O-Matics... rebuilt right down to the last detail, to give many years of excellent service. Don't delay the selection is good and the price is down. **get your order in now while**

### USED EQUIPMENT PHONOGRAPHS

RECONDITIONED POST WAR PHONOGRAPHS		THESE PHONOGRAPHS GUARANTEED IN WORKING ORDER	
Seeburg 146-M	\$289.50	Seeburg "8200" R.C.	\$75.00
Seeburg 147-M	339.50	Seeburg Colonel	69.50
Seeburg 148-ML	399.50	Seeburg Major	69.50
Wurlitzer "1100"	365.00	Seeburg Gem	59.50
Wurlitzer "1015"	249.50	Seeburg Vogue	59.50
AMI Model "A"	365.00	Seeburg Mayfair	49.50
AMI Model "B"	450.00	Seeburg Crown	49.50
Rock-Ola "1422"	149.50	Seeburg Rex	39.50
Alrean Super Deluxe	59.50	Seeburg Royal	39.50
		Wurlitzer "850"	79.50
		Wurlitzer "600"	49.50
		Wurlitzer "500"	49.50

WALL BOXES	
SEEBURG 5-10-25¢	
3W5-L56	\$59.50
W4-L56	59.50
SEEBURG 5¢ W1-L56	24.50
PACKARO BOXES	12.50

ARCADE EQUIPMENT	
Voice-o-Graph	\$250.00
Q. T. Pool Table	195.00
Wax-o-Matic Shoe Shiner	129.50
Mercury Scales	59.50
ABT Challenger G Stand	25.00

PHONE — WIRE — WRITE

## SHAFER MUSIC COMPANY

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio  
2333 Gilbert Ave. 1327 Capitol Ave. 606 S. High St.

Charleston, W. Va. South Bend, Ind.  
1619 W. Washington St. 2129 Main St. (Location to be announced later)

SALES-SERVICE STATES

## Scientific Now In Production On 5-Ball Game

NEW YORK, May 20.—Scientific Machines, Inc., manufacturer of arcade coin games, is now in production on a new five-ball unit, "3 In Line." Initial shipments left the Brooklyn plant this week for installation in arcades at Asbury Park and Point Pleasant, N. J., according to Max Levine, president.

The six-foot game makes use of the player-apocoe of the tar-toe. The player aims rubber balls at 18 holes in the rear of the playing field, seeking to hit pocket combinations that will line up lights on the backglass. On the glass are two 8-light squares, one red and the other green. Their lights in either square must be lined up for the player to score a win.

Levine indicated that only limited production would be undertaken this season.

## Williams Bows Baseball Game

CHICAGO, May 20.—Lucky Inning, a new five-ball game with a baseball theme, is in production at the Williams Manufacturing Company plant here. A skill game, Lucky Inning is equipped with player-controlled flippers to control action.

Backboard animation on the game features players moving across bases and bears patent No. 2,459,011. Lights on the playfield diamond indicate position of base runners. During play, patron can make singles, doubles, triples or home runs by correctly timing flipper action with ball moving thru playfield. Replays can be won in each of the game's five innings. Lucky Inning is designed for nickel play and is equipped with the new type drop chute.

## E. F. Hinkle To Talk On Candy Mchs. at 1950 NCA Meeting

CHICAGO, May 20.—Candy venders will come in for major attention during the candy sales promotion session of the National Confectionery Association (NCA) annual convention in New York June 4-8.

The vending machine phase of the session will be discussed by E. F. Hinkle, president of Automatic Canteen Company of America. The seven other phases of the sales promotion meeting will deal with the distributor, the wholesaler, chain drugstores, independent drugstores, chain food stores and supermarkets, department stores and variety chains. Session is scheduled for 9:45 a.m. June 7.

All business meetings will be held at the Waldorf-Astoria, while the exhibits will be set up in the Grand Central Palace.

## 'Wishing Well' Names Breeze East Distrib

NEW YORK, May 20.—Breeze Associates, 1233 Sixth Avenue here, has been named distributor of the charity "Wishing Well" in four Eastern States and the District of Columbia. The Gillespie Games Company, Long Beach, Calif., manufacturers of the fund-raising device, has also appointed David Rosea, Inc., of Philadelphia, to handle the fund raiser in Pennsylvania, Delaware and Southern New Jersey.

Five Wells are now on location here to aid the cerebral palsy drive. They are either sold outright to charity organizations or rented on a monthly fee basis. It is understood the manufacturer considers the coin machine trade a prime channel of distribution.

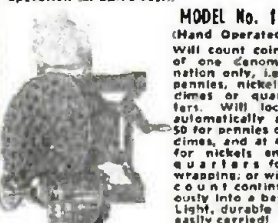
## MONEY!

Your Time Is Money!  
Are You Wasting Profitable  
Minutes Counting Coins?



MODEL No. 1-EL (Electric)

Electrical, motor-driven machine counts coins of one denomination only, i.e., pennies, nickels, dimes or quarters. If desired, packages coins by manual operation (at extra cost).



MODEL No. 1 (Hand Operated) Will count coins of one denomination only, i.e., pennies, nickels, dimes or quarters. Will lock automatically at 50 for pennies or dimes, and at 40 for nickels and quarters for wrapping; or will count continuously into a bag. Light, durable & easily carried!

Ask for material on our RAPID COIN ASSORTER and our CATALOGUE on money-handling supplies and equipment. We are the largest makers of COLOREO tubular coin wrappers. MANY OTHER MODELS OF MACHINES AVAILABLE.

## ABBOTT COIN COUNTER COMPANY

143d St. & Wales Ave., New York 54, N. Y.

### SPECIALS!

Fully Reconditioned and Repaired

SWINGIN'	Seeburg
MONK	CHICKEN
	SAM
\$89.50	\$69.50

### EASY FINANCING to meet your needs

## COINEX CORPORATION

1346 Roscoe St. Chicago 13, Ill.  
Phone: GRaceland 2-0317

### GOTTLIEB FLOOR SAMPLE SELECT-O-CARD WRITE

ONE BALLS		CITATIONS \$259.50	
CHAMPIONS Write TROPHY	\$84.50		
FIVE BALLS			
BUTTONS & BOWS	\$ 89.50	DEW-WA.	\$149.50
JULY 21	149.50	DITTY	39.50
PARADISE	34.50	GIZMO	39.50
BERNADIE	49.50	GOLDEN GLOVES	99.50
MOON		SUMMER-TIME	49.50
GLOW	69.50	SCREWBALL	49.50
TRINIDAD	79.50	JACK & JILL	39.50
BLUES	39.50	RAINBOW	39.50

DISTRIBUTORS FOR CHICAGO COIN — BALLY — GOTTLIEB

### GENERAL DIST. CO.

1225 N. Broad Ave. New Orleans 19, La.

## LOOK TO LONDON FOR THE BUYS!

### PHONOGRAPHS AND ACCESSORIES Cleaned! Checked! Ready for Location!

Singing Towers (20 Selection)	\$ 29.50
AMI Hi Boy (40 Selection)	49.50
Filben FP-300 (30 Selection)	229.50
Mills Throne	29.50
Mills Empress	29.50
Seeburg Colonel	69.50
Seeburg 8200, 8800, 9800	69.50
Wurlitzer Twin 12	49.50
Seeburg Hideaway W/Packard Adapter	49.50
W52Z Wireless Boxes	9.50
D520Z Wired Boxes	9.50
Packard Boxes	17.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

### GAMES—Cleaned! Checked! Ready for Location!

Williams All Star Baseball	\$69.50	Puddinhead	\$59.50
Chicago Coin Coalee	49.50	1-2-3	64.50
Genco Glider	49.50	Yanks	44.50
Genco Total Roll	24.50	Virginia	39.50
Genco Advance Roll	\$5 per mach.	Carnival	49.50
Sportsman Roll	24.50	Wisconsin	34.50
Genco Ring a Roll	89.50	Bermuda	29.50
Bally My Roll	69.50	Spinball	29.50
Triple Action	39.50	Catalina	29.50
Trade Winds	39.50	Thrill	39.50
Mardi Gras	39.50	Stormy	39.50
Merry Widow	44.50	Sunny	39.50
Screwball	49.50	Humpy Dumpty	39.50

SPECIFY SECOND CHOICE

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

## S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. Division 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

## FOR SALE

2 FLOOR SAMPLES GOTTLIEB'S BOWLETTE, EACH \$100.00

Send deposit.

A. I. KROPP SR.  
1307 University Ave. Tuscaloosa, Ala.

## FOR SALE!

10 USED UNITED SHUFFLE ALLEYS \$100.00 EA.

1/3 Dep., Bal. C. O. D., P. O. B. Pmts. ABCO, INC., 1901 Fifth Ave., Pittsburgh, Pa.



GOTTLIEB'S Buffalo Bill  
 CHICAGO COIN'S Bowling Classic  
 KEENEY'S Lucky Strike—King Pin  
 Bowling Champ Conversion

UNIVERSAL'S Super Twin Bowler  
 UNITED'S Express—Arizona  
 EXHIBIT'S Bowl-A-Matic Shuffle Alley—  
 Bowl-A-Matic Conversion—Strike

**ARCADE EQUIPMENT**

Boomerang	\$ 30.00
Battling Practice	75.00
Chi Coin Basket Ball	175.00
Chi Coin Hockey	85.00
Chi Coin Midget Skee	
Ball	135.00
Chi Coin Pistol	135.00
Chicken Sam (conv.)	95.00
Drivemobile	150.00
Evans Ten Strikes	185.00
Exhibit Dale Gun	100.00
Exhibit Silver Bullets	185.00
Geese	100.00
Heavy Hitter	50.00
Jack Rabbit	100.00
Keeney Air Rider	100.00
Line-A-Loose	100.00
Mother-in-Law Gun	95.00
Multiscope Poolball	225.00
Panoram	100.00
Phchem and Batem	165.00
Scientific X-Ray	
Poker	85.00
Sky Fighters	100.00
Solar Multiscope with	
Scrolls	85.00
Supreme Bowl-A-	
Score	75.00
Telequiz	130.00
Tommy Gun	85.00
Undamped Rider	95.00
Vitalizer	95.00
Western Baseball	45.00
Williams All Stars	125.00
World Series	95.00
Atomic Bombers	150.00
Latest Photomatic	750.00
Latest Voice	
Recorder	550.00
Siro's Brush Up	125.00
Acme Shoe Shine Ma-	
chine	185.00
Falcon Shoe Shine	
Machine	185.00

**FIVE BALLS (used)**

Gondola	5 94.50
Alice in Wonderland	57.50
Blue Skies	57.50
Merry Widow	65.00
Buccaneer	85.00
Campus	75.00
Carolins	75.50
Dallas	95.00
Floating Power	95.00
Grand Award	75.00
Mumpy Dumpty	42.50
Moonglow	85.00
Morocco	65.00
Super Hockey	95.00
Summertime	49.50
Trade Winds	59.00
Thrill	97.50

**COUNTER GAMES**

10 Sc Gushers, new	\$18.50
A. B. T. Electric Skill	49.50
Quins, new	49.50
Silver King Target	37.50
Gum Vendor, new	37.50
Silver King Target	19.50
Gum Vendor, used	19.50
A. B. T. Challengers,	70.00
used	70.00
Acme Ice Shuckers, new	19.50
Five Jacks, 16, new	59.50
Kickers & Catchers,	22.50
new	22.50
Tree of a Kind, new	18.00
Punch A Ball, new	18.00
Tilt-Test, new	22.50
20 Used A. B. T. Elec-	37.50
tric Guns, Each	37.50

**CONSOLES**

Bally Draw Bells,	\$150.00
R. B.	245.00
Gold Nugget, 3c-25c	245.00
Mills Three Balls,	225.00
5c-10c-25c	
Mills Duo Balls, new,	265.00
5c-10c	265.00
Baker's Racers	165.00
Super Bonus Balls, 5c	165.00
Winterbook, new	250.00
Winterbook, used	275.00

**VENDORS (Used)**

Northwestern-33 Gum	\$4.50
Silver King 8c Nut	4.50
Silver King 1c Nut &	4.50
Gum	4.50
National 9 Col. 3c	75.00
Candy Vendors	75.00
Counter Model, 2 Col.	10.00
Post Card Vendors	10.00
Columbus 1c Gum	6.50

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Wurlitzer 71	110.00
Wurlitzer 500	95.00
Wurlitzer 500	95.00
Wurlitzer 750	150.00
Wurlitzer 800	165.00
Wurlitzer 1515	235.00
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Rock-Ola 1946	195.00
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National 9A's	85.00	
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Unedapak 500, 9 col.	65.00	
Unedapak 500, 15 col.	75.00	
DuGrenier Challenger,	7 col.	85.00
Rowe Imperial, 4 col.	55.00	
DuGrenier W's, 9 col	55.00	

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 Keeney Ten Pins 102.50  
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 Keeney's KING PIN, Keeney's LUCKY STRIKES,  
 Keeney's A-B-C BOWLER,  
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**NEW MILLS VESTPOCKETS \$45.00**  
 Keeney's Electric Cigarette Vendor, Mills "21" Ball  
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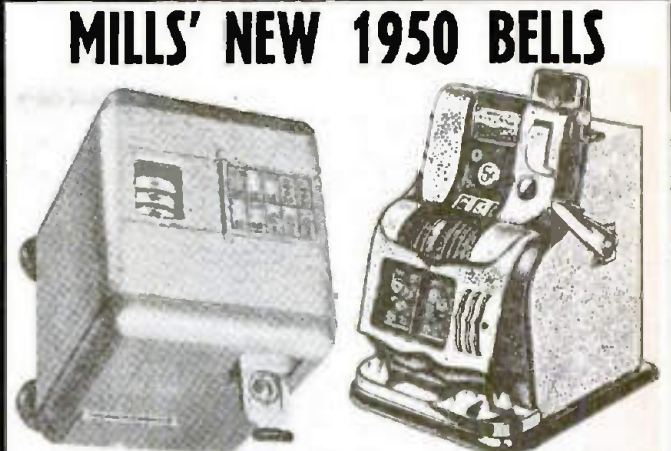
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Super Shuffle Alley, 8 ft.	149.50	Bally Draw Bell, 25c	224.50
Genco Glider	69.50	Bally Draw Ball, M.B., 5c	144.50
United Shuffle Alley	124.50	Bally Reserve Bell, 5c	249.50
Keeney Ten Pins	124.50	Bally Draw Ball, 5c, R.B.	175.50
Keeney ABC Bowler	149.50	Bally DeLuxe Draw Ball, 5c	189.50
Sally Shuffle Bowler	177.50	Buckley Track Odds	249.50
Keeney Pin Boy	177.50	Jumbo Parade, Comb.	124.50
Chi Coin Bowling Alloys	199.50	Mills Four Balls	89.50
Genco Bowling League, 10 ft.	179.50	Mills Jumbo Parade (Cash)	69.50
		Mills Jumbo Parade (R.P.)	69.50
		Keeney Super Ball, 5c	69.50
		Keeney Bonus Super Ball, 3c	187.50
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State Pair	17.50	Banjo, w/1	47.50
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Tornado, w/1	27.50	Ballerina, w/1	49.50
Ho, w/1	27.50	Cinderella, w/1	49.50
Singapore, w/1	32.50	Trinidad, w/1	49.50
Havana, w/1	32.50	Grand Award, w/1	174.50
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Mumpy Dumpty, w/1	37.50	Maryland, w/1	114.50
Manhattan, w/1	37.50	Tahiti, w/1	114.50
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Special Entry	49.50		

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Bally Shuffle Champ	United Arizona	Single .....\$135.00
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 Mills 5c, 10c, 25c Blue Front \$9.50  
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 Triple Action ..... 49.00  
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 Shooting Star ..... 49.00  
 Monterey ..... 49.00  
 Jack & Jill ..... 50.00  
 Trinidad ..... 50.00  
 Carnival ..... 53.00  
 Ballerina ..... 57.00  
 Thrill ..... 59.00  
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Complete Factory Reconditioning

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Dallas  
El Paso  
Tucson  
Utah  
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| Bingo . . . . . 49.50                                | New Camera Chiefs 18.00   | Dallas . . . . . 79.50             |
| Gilders . . . . . 59.50                              | Used Camera Chiefs 5.00   | St. Louis . . . . . 84.50          |
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|  | 1015 Wurlitzer, Complete  | 1-2-3 . . . . . 54.50              |
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Carolina	49.50			Rock-Ola Hideaway	49.50
Catalina	29.50	<b>SLOTS</b>		Seeburg Wireless	7.50
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Lucky Star (Flippers)	22.50	Mills Blue Fronts	49.50	Keeney Electric	\$145.00
Monteary	29.50	Mills Black Gold	125.00	Rowe Electric	165.00
Major's 49	79.50	Mills Golden Falls	125.00	National 9-30	30.00
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Smokey	12.50	Mills Golf Bell Slot (New)	450.00	Rowe President	49.50
Speedway	49.50			DuGrenier, 11 Column	39.50
Show Boat	79.50	<b>COUNTER MACHINES</b>		Uneda 500	69.50
Thrill	39.50	12 ABT Challengers	12.50	Uneda Monerch	69.50
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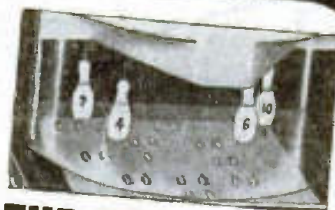
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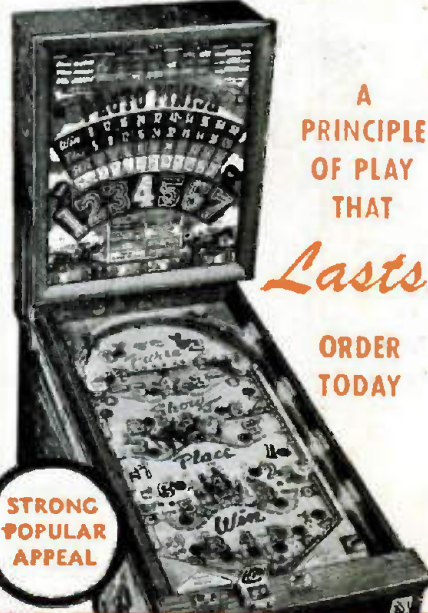
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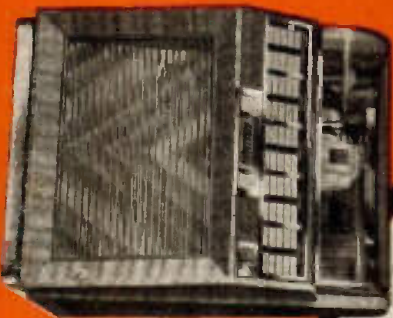
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