

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 19, 1949



Dennis Day (right) seems on the verge of preparing to lower the boom as he readies himself for the celebration of St. Patrick's Day at the Brown Derby, Hollywood. Decked out in St. Pat's regalia—the derby and clay pipe—and wielding the old shillelagh, Day is responsible for one of the best selling Irish holiday wax items via his year-old Victor etching of "Clancy Lowered the Boom," published by Day's firm, Patmar Music. Day is heard over NBC's "A Day in the Life of Dennis Day" and also holds down the singing slot with the Jack Benny show on CBS after about a decade with the comedian. The Irish bagpiper with Day is Bill Thompson, who is the "Old-Timer" and "Mr. Whimble" on the Fibber McGee and Molly program.

"Try Turnover"

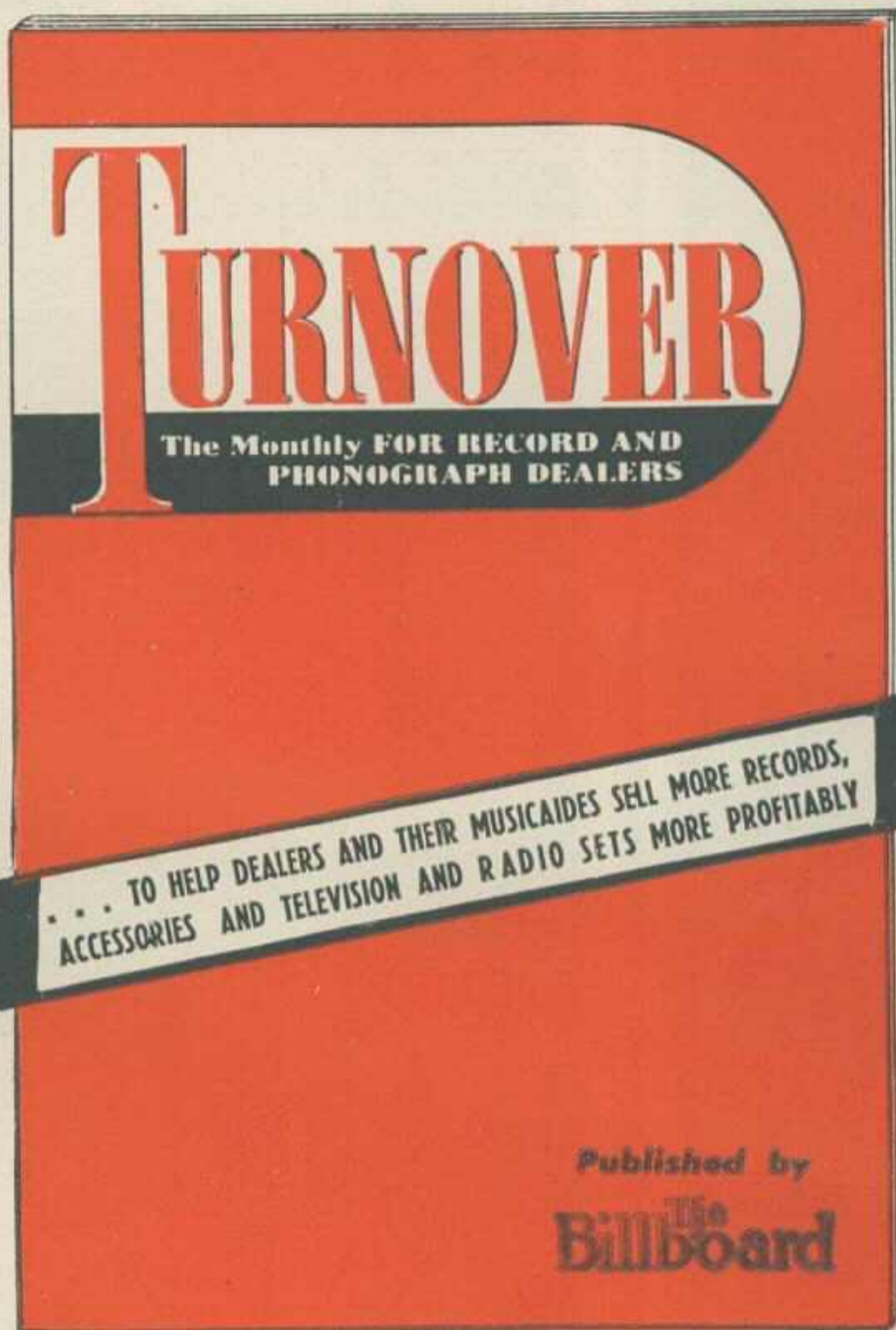
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- Doing a Selling Job With the New 45 R.P.M. Phonograph System
- Progress Report From the Field on 33 1/3 Records and Players
- The Log Book of Turnover's Roving Reporter Thru Illinois, Iowa, Arkansas and Missouri
- Inventory Control Analysis
- Public Service Via Platters
- Easter Display Ideas
- It's a Great Day for Gatto and Capixxi (Dealer of the Month)

REGULAR MONTHLY DEPARTMENTS

- LOOKING AHEAD—Trends to help plan future business moves with greater certainty and success.
- SELLING POINTERS ON CURRENT RECORD ALBUMS
- BEST SELLERS OF THE MONTH
- HEADED FOR HITDOM
- PERSONAL APPEARANCE CALENDAR
- SALES TIPS IN BRIEF
- THE DEALER FORUM
- STUFF ABOUT SALESPEOPLE



3-19

TURNOVER

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TURNOVER answered many questions that occurred to us.
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Canada.

PUBBERIES FIGHT FEE CUT

N. Y. Pro Grid Clubs Likely To Bar TV This Fall; Other Cities May Take Powder, Too

NFL-AAFC War to the Death Chief Factor

NEW YORK, March 12.—That pro football games will not be televised next fall appeared probable this week. Two of the three New York pro grid clubs are known to be taking a cautious approach to the question of TV on the basis of past experience with the medium, while the third team, making its debut next autumn, is regarded as unlikely to risk further its shaky prospects by exposing its contests to the bar and home trade. Outside of New York, the footballers also are known to be on the verge of dropping their tele commitments.

Basis for the realignment of sights is two-fold. First is the make-or-break status of the war between the

National Football League (NFL) and the All-America Football Conference, the two major loops. The All-America has survived after two red-ink seasons by amalgamating the Brooklyn Dodgers and the New York Yankees, the resultant team to occupy Yankee Stadium. The NFL's casualty has been the Boston Yanks, which is moving to New York and, retabbed the Bulldogs, will lease the Polo Grounds when the New York Giants are away from home. Both (See N. Y. PRO GRID on page 15)

8-Year Passport Is in the Works

WASHINGTON, March 12.—A simplification of the passport system that would benefit ocean-hopping entertainers is proposed in a bill which may be aired by the Senate Foreign Relations Committee later this session. The bill, sponsored by Sen. Owen Brewster (R., Me.), would extend the life of a passport to a maximum of eight years.

At present passports are good for two years and renewable for an additional two years. At the expiration of four years, travelers must go thru the time-consuming process of getting a new passport. Brewster's measure would permit a passport to be renewed three times, each for a two-year period, in addition to the original two-year life of the document.

AGVA Shakes Up Indoors, Out

Top Brass of 2 Coasts and Chi Shuffled

Flo Bale, Eddie Rio Involved

By Bill Smith

NEW YORK, March 12.—A broom sweeping thru the higher echelons of the American Guild of Variety Artists (AGVA) was wielded by its national board last week in its first full session in a number of months. In this sweep a number of new titles were handed out, personnel shifted and new plans made. Florine Bale, West Coast rep, will be trans- (See AGVA Shakes on page 50)

Hat Chicks, Drink Venders Picket Shuberts on Stem

NEW YORK, March 12.—Stem legit theaters were picketed for the first time in years last night (11) when the contract negotiations committee of the Legitimate Theaters Union (LTU) declared a strike against the Sanitary Automatic Candy Corporations (SACC). LTU is a group which recently disaffiliated from the Retail Clerks International Union, Local 1115-C. Only Shubert-owned houses were affected, since SACC holds the hat-check, drink and candy vending concessions in those theaters. The strike is based on a demand for recognition and charges of refusal to arbitrate alleged unfair labor practices.

Picketing began at 8 p.m., when (See HAT CHICKS on page 16)

Battle Rebate On Royalties From Platters

Cleffers Support Attitude

NEW YORK, March 12.—RCA Victor's move for an 8½ per cent rebate on mechanical royalties is being confronted with a growing core of opposition among big-time pubbers and tunesmiths, according to trade reports. One topper in the Music Publishers' Protective Association (MPPA) assured a writer this week that the situation now "is pretty much under control." He explained that pubbers have unofficially agreed to stand together against the rebate. "Unofficially," because any formal, concerted embargo on the part of MPPA as a group might be construed as conspiracy or restraint of trade.

As to the attitude of the writers, it remains one of "alertness to this potential jeopardy of income, and of inquiry," as a member of the Songwriters' Protective Association (SPA) recently put it. This cautious but vigilant approach is tempered by the tunesmiths' recognition of the limited scope of their bargaining position in the matter. On the one hand, they would like to see the 2-cent statutory rate carried thru as a minimum; on the other hand, the current SPA contract calls for their receiving half the mechanical royalties paid to the publisher, with no minimum amount specified. When asked about a report that a group of tunesmiths were about to carry the question of the statutory rate to the Department of Justice for a clarification, an SPA spokesman stated that he had no knowledge of any such project. He went on to point out that a Justice Department search into the question of the 2-cent rate could well be a boomerang in that an attempt to define the rate as a minimum might be declared a move toward illegal price-fixing.

The pubbers' attitude toward the (See Opposition to Reduced, page 22)

What's This? Read Billboard And Ya Get a Shrunken Head!

WASHINGTON, March 12.—Among facts which every college boy apparently should know is where he can get shrunken heads—and thanks to Station WWDC in Washington and *The Billboard*, a student at Carnegie Institute of Technology in Pittsburgh now knows where to get them.

Andrew Lopota, an undergrad at Carnegie Tech, recently wrote to the Washington Board of Trade about an "extraordinary offer" he heard over a D. C. all-night station whose call letters he couldn't catch. Chairman of Tech's spring carnival committee, Lopota wrote that if his fraternity (Delta Upsilon) took advantage of the offer, it could raise a lot of money. The Board of Trade figured out the student must have been listening in on WWDC and sent the letter to the

station's program director, Norman Reed.

Baffled, Reed wrote back to Lopota that he didn't know what offer the student was referring to, but Reed added, "If you will let me know what type of offer you heard, I will check into the matter further." Lopota replied that he guessed the offer he heard "was fantastic—it was the sale of shrunken human heads." "The more I think of it," continued the student, "the more I am inclined to believe less in radio commercials." Lopota added, however, that he thought he heard the announcer say, "Send your money to Shrunken Head, care of the manager of station (fade-out), Washington."

The student continued: "Oh, yes, there was one line in the commercial (See What's This? on page 55)

WPIX May Break Even Soon on 125G Korda Film Deal

NEW YORK, March 12.—WPIX, *The New York Daily News* TV station, which paid a reported \$125,000 last year for 24 Alexander Korda films, will probably break even before too long on the deal. If the station does succeed accordingly, it will rank as a top accomplishment in video film syndication, since the 125G tab is rated as probably the top expenditure in the field to date.

So far, WPIX has syndicated the 24 Korda pix to 22 stations, each for single showings. The deals are now pending with another 10 or 15 stations, which will mean a total of around 30-odd showings per picture.

The station has been selling the (See WPIX May Break on page 15)

Can Tele Put Bite on Cafes And Theaters?

Copyright Expert Says Yes

CHICAGO, March 12.—Practically all television programs have aspects which make them eligible for copyright under various laws, and thus broadcasters could enjoin taverns, hotels, theaters and other public spots from showing them without payment of fees, John B. Moser, Chicago radio and television attorney, told a session of the National Television Conference here this week.

"On the basis of many cases dealing (See COPYRIGHTED TV, page 15)

Olsen & Johnson To Top Buick's TV Hour on CBS

NEW YORK, March 12.—The veteran team of Olsen and Johnson was signed this week by the Kudner Agency to headline the new full-hour Buick television show. The zany duo had been under option to Ruthrauff & Ryan for a projected video opus for Chrysler, and when the option lapsed last Thursday, it was quickly picked up by Kudner for the rival auto firm. The Buick show is set for the Columbia Broadcasting System, and is being readied for a debut late next month, probably on Wednesday nights.

The Buick show is the third top-budget variety ainer built by Kudner, which also produces the Texaco and Admiral shows. All three feature talent supplied by the William Morris Agency.

Tyro Contests Hypo Hub Vaude

Heidt Opened Road to Moola; Others Follow

Plenty Talent, Plenty Good

BOSTON, March 12.—Talent contests, the bane of radio and vaude a few years ago, are beginning to show up big in this town. Not long ago Horace Heidt's amateurs nearly turned the town upside down. Now a couple of RKO-Boston contests are producing more talent—much of it worthwhile—than the theater staff can handle.

Less than a week before Art Mooney came to town to open at the RKO-Boston, notices were printed in the local papers promoting a talent contest for Mooney's ABC Tuesday night network show.

With the new Tarzan, Lex Barker, to appear on the same show at the theater, another contest for the "best Tarzan in Boston" was instigated. Of the hundreds of entries, only 150 were selected, since there was a limit to the number who could appear in any one night.

5,000 Entries

But the Art Mooney talent contest produced entries well over the 5,000 mark, inundating the theater staff with mail it could not handle. The Heidt show had drawn 15,000, but it was promoted weeks in advance. This one had only a few days, altho the local radio stations took it up too.

The entries produced every kind of performer—singers who could imitate any warbler on the air waves, impressionists, gymnasts, team acts, tumblers, dancers. There was no limit to the variety of acts. And the strange part of it, says Red (James Joyce) King, the RKO theater's drum beater, most of the talent was good. They had a piano player and a vocalist from the local Phil Saltman school who could go out with a band today and make a sure mark. There were (See TYRO CONTESTS on page 16)

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NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
CRUISING DOWN THE RIVER
- No. 1 Sheet Music Seller
CRUISING DOWN THE RIVER
- No. 1 Most Played on Disk Jockey Shows
CRUISING DOWN THE RIVER, Blue Barron Ork. MGM 10346
- No. 1 Disk via Dealer Sales
CRUISING DOWN THE RIVER, Blue Barron Ork. MGM 10346
- No. 1 Disk in the Nation's Juke Boxes
CRUISING DOWN THE RIVER, Blue Barron Ork. MGM 10346
- No. 1 Most Played Juke Box Folk Record
TENNESSEE SATURDAY NIGHT, Red Foley-The Cumberland Valley Boys, Decca 46136
- No. 1 Best Selling Retail Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002
- No. 1 Most Played Juke Box Race Record
BEWILDERED, A. Milburn, Aladdin 3018
- No. 1 Best Selling Retail Race Record
HUCKLEBUCK, P. Williams, Savoy 683
- No. 1 Sheet Music Seller in England
ON A SLOW BOAT TO CHINA

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

Sesqui To Give D. C. Its Top Show in 1950

WASHINGTON, March 12.—Plans are moving ahead to make next year's Sesquicentennial Celebration the biggest entertainment in Washington's history, even topping the inauguration festivities which drew top names in show business and provided unprecedented TV and radio coverage in the city.

Preliminary blueprints were disclosed this week as Carter T. Barron, local Loew's Theaters chief and vice-chairman of the National Capital Sesquicentennial Commission (NCSC), sent legislative proposals this week to the congressional district committee.

Big Outdoor Theater

Contemplated is a mammoth outdoor theater to stage a pageant of the city's development over the last 150 years. Barron also said there would be numerous dramatic productions. Each of the 48 States is to be invited to set up exhibits in a number of temporary buildings in the vicinity of Washington Monument. Commercial exhibitors are also to be solicited.

Board of Trade members expect the affair to attract hundreds of thousands of visitors to Washington, thus swelling the coffers of hotels, niteries and other amusement enterprises.

Plans for radio and TV coverage of events during the celebration are still nebulous, but it is certain the NCSC will provide ample space at the outdoor theater for cameras and mikes. The expected attendance of President Truman and his family at the pageant will provide an opportunity for coverage similar to that at the gala concert and the inauguration ball last January.

The commission is planning either to use existing federal temporary buildings for exhibit space or, if they are unavailable, to build new structures in vacant areas adjacent to the monument.

The first funds for use by NCSC are to come from the Treasury, but Barron expects that proceeds from ticket and exhibit space sales will more than cover federal money advanced.

Lund, Goodman Split?

NEW YORK, March 12.—Reports here indicate that singer Art Lund and his manager, Freddy Goodman, have severed their agreement. This was unable to be verified at press time. Meanwhile Lund has given General Artists Corporation (GAC) an authorization to submit the singer for bookings.

Judges Announced For 5 Arts Award

NEW YORK, March 12.—Judges were announced this week for the National Five Arts award, in which \$100,000 in cash and fellowships will go to the winning writers of plays, movie scenarios, popular songs, radio scripts and short stories. The contest closes July 31. Manuscripts should be submitted to the Five Arts Award Board, 715 Fifth Avenue, New York.

Herman Shumlin, Sam Wanamaker and Prof. Barrett H. Clark, of Columbia, will judge the plays. Benny Goodman, Duke Ellington and Dick Haymes will judge the songs. The judges of the radio scripts will be Norman Corwin, Arch Oboler and Erik Barnouw, president of the Radio Writers' Guild.

AM-TV Ads Face 2% Bite in D. C., Along With Niteries Tabs

WASHINGTON, March 12.—A 2 per cent fee on radio and television advertising would be levied under terms of a District of Columbia sales tax bill slated for House action next week. The levy would also apply to restaurant and nitery checks, but admissions to theaters and other amusement spots would be exempt.

In the bill, which was introduced in both houses of Congress this week by members of the two district committees, a proposal to double liquor taxes was left out in a surprise action. District officials had strongly recommended a liquor levy increase in testimony before the committees during the past two weeks.

The proposal to tax advertising is a new wrinkle developed this year. In the tax bill which narrowly missed enactment last year, no ad levy was included.

All signs point to passage of the D. C. sales tax measure this session, altho it may be modified either on the House floor or in the Senate. Last year's legislation failed because it was brought up for Senate action so late in the session that a threatened one-man filibuster by Sen. Olin Johnston forced Senate leaders to drop the bill.

NEW YORK, March 12.—Ventriloquist Paul Winchell this week was named chairman of the youth committee supporting the Foster Parents Plan for War Children. Vic Damone, singer, and Lisa Kirk, of Kiss Me, Kate, are other charter members.

Ticket Sellers' Union Dispute Cancels Opera

MILWAUKEE, March 12.—The newly organized Treasurers and Ticket Sellers' Union, Local 729, has forced cancellation of an opera at the Auditorium, halted ticket sales by department stores and touched off an investigation by the Milwaukee Federated Trades Council.

Louis Waxman, of Chicago, impresario for the Chicago Opera Artists Association, canceled the April 29 Milwaukee appearance of *The Barber of Seville* because Joseph Ballistreri, ticket sellers' union business agent, demanded that Waxman hire one \$70-a-week treasurer and a \$60-a-week seller to handle the eight-week advance sale of opera ducats.

Can't Afford It, He Says

As an alternative, said Waxman, the union suggested the pasteboards be sold thru any general ticket agency in the city which has a union contract. The only such office here is controlled by Ray Mitchell, local promoter. Mitchell's wife is the union secretary, Ballistreri is Mitchell's former partner. Waxman said the opera couldn't afford the union sellers' or Mitchell's 6 per cent commission.

Opera tickets were being sold by J. B. Bradford, music and disk house, free of charge as a public service.

Crackdown on Stores

Local department stores disclosed the union had asked them to stop all free ticket sales service, which has been generally accepted routine here for such events.

Volmer Dahlstrand, president of the Milwaukee Musicians' Federation, asked the Federated Trades Council to step into the dispute because it posed a threat to his union.

"This is the first time we have ever had the chance to put local musicians in the pit for the opera," he said, "and we are not going to pass up 35 jobs without saying something."

The Billboard

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



TWO WEBS' TOUGH PROBLEMS

Jordan To Succeed Bill Murray at WM?

NEW YORK, March 12.—Wally Jordan is expected to be designated as Billy Murray's successor as head of the William Morris radio-television department, following Murray's death this week. Jordan has been with the agency 12 years, the last five of which were spent as Murray's associate. In the last years, when Murray's heart condition became worse and protracted work became difficult for him, Jordan handled some of the work.

Murray, 59, was with the agency 17 years and was greatly responsible for William Morris's stature in the radio talent field. Among shows he sold were Burns and Allen, Abbott and Costello, the Aldrich Family, Amos 'n' Andy, Ed Wynn, Frank Morgan, Fannie Brice and Jimmy Durante. In TV his most important client was Milton Berle and the Texaco Star Theater.

Court Upholds FCC In Mansfield Case

WASHINGTON, March 12.—Refusing to rule that the Federal Communications Commission (FCC) must decide non-competing bids in the same area simultaneously, the Circuit Court of Appeals this week dismissed the appeal of *The Mansfield Journal* against an FCC grant to Richfield, Inc., for an FM station in Mansfield, O.

At the time of the Richfield grant, there were three bidders for three channels in the town. The FCC severed and granted the Richfield bid. *The Journal* appealed to the court on the grounds that the Commission had erred in severing the bids. The court ruled that the severance order was "interlocutory in character and not in itself appealable."

Since no construction permit was denied *The Journal*, the court said the only appealable grounds would be if the paper were "a person aggrieved or whose interests are adversely affected." Since there was no difference in the three available channels, said the court, "the assignment of one to Richfield, Inc., did not in the slightest diminish the appellant's chance of success in obtaining a construction permit."

The denial of this appeal still leaves *The Journal* free to appeal a later FCC decision denying it a channel.

MBS Keeps Morris Daytime Accounts

NEW YORK, March 12.—The Mutual Broadcasting System (MBS) this week was successful in fighting off determined bids from the other webs to grab the Philip Morris daytime business. The cigarette firm reportedly decided to remain on MBS, keeping *Queen for a Day* in its current spot but dropping *Kate Smith Sings* in favor of another show.

No successor has been selected yet for the Smith opus, with the bankroller having until April 15 to ready a new program. The decision to stick with MBS was said to have been based on *Queen's* success and the fact that the price for the time of the two time periods, bought in combination, cost less after discounts than almost any single time period offered by other networks. Cecil & Presbrey is the agency on the deal.

NBC To Open 11:30 Time for New Packages

NEW YORK, March 12.—The National Broadcasting Company (NBC) will open up its 11:30 p.m. time, Monday thru Friday, later this year, to air some of the new packages it has been building since the Columbia Broadcasting System (CBS) started its talent raids a few months ago. The most likely candidates to get the near midnight airings will be some of the mystery packages NBC has been working on.

In addition to using the 11:30 p.m. strip, NBC will fill its summer open time, resulting from advertisers taking hiatuses, with some of its new packages. The network is eager to get as many of them on the air as is possible, figuring the only way to get sponsor and audience reaction is via actual airings. The web now has virtually no open time available.

The 11:30 strip represents one problem in that it is outside of network option time, and NBC consequently has no guarantee that its affiliates will pick up the shows. The time now is filled with dance band remotes.

FCC Hears Crosley Plea for Overlap

WASHINGTON, March 12.—On evidence presented before the Federal Communications Commission (FCC) this week by the Crosley Broadcasting Corporation, it appears that the best chance for Crosley to gain approval on the purchase of WHAS, Louisville, lies in convincing the FCC that its handling of the station would be in the public interest despite the overlap between WHAS and WLW, Crosley-owned Cincinnati outlet.

Crosley figures showed that the overlap is as much as 40 per cent of WLW's primary service area and 69 per cent of WHAS's area. The FCC's multiple ownership rule bans operation of mutually owned stations having "a substantial" overlap unless it can be shown that the public interest will be served thru such a multiple ownership situation.

Following the overlap testimony, the FCC recessed the hearings until April 4.

NBC Irons Sunday Night Kinks

NEW YORK, March 12.—The spotting on Dean Martin and Jerry Lewis at 6:30 p.m. Sunday nights, starting April 3, and the signing last week of U. S. Steel's *Theater Guild* series have taken the kinks out of the National Broadcasting Company's (NBC) Sunday line-up, at least until June. The more important question, what sort of line-up NBC will present in the fall, has not yet been determined. There are three possible program line-ups in the works, but they depend both on the plans of accounts now on Sunday night and others contemplating switches.

Another question mark involves Horace Heidt's talent show, now airing at 7 p.m. against Jack Benny, for Philip Morris cigarettes. Heidt is now on a week-to-week basis at that time, and it's figured that his return to his former 10:30 p.m. time is inevitable. When he moves, NBC will spot either its king-sized giveaway at this time, or an audience participation show.

The rest of the Sunday night programming will have Fred Allen at 8, Henry Morgan at 8:30, *Album of Familiar Music* at 9, *Screen Directors Theater* at 9:30, *Take It or Leave It* at 10 and *Who Said That?* at 10:30, subject to the return of Heidt. Allen leaves the air in June, and *Album* may do ditto. The NBC Symphony starts at 8:30 for U. S. Steel, filling in during the summer until *Guild* moves in.

Under contract, NBC is committed to carry Martin and Lewis at the same time spot for one year, but the web has a number of sales pending to get it off the hook. Included are Sealtest, Lever Bros. and Colgate, price of the package being \$10,000 weekly. The rest of the talent on the airer will include Dick Stabile, singer Mary Hatcher and comedienne Florence MacMichael.

"DA" To Wax Four Shows for Vacash

NEW YORK, March 12.—Another show has taken advantage of the National Broadcasting Company's (NBC) decision to drop its ban against transcribing programs. The program involved is Ed Byron's *Mr. District Attorney*, sponsored by Bristol Myers.

DA will record in advance four programs to be used during the summer. This will enable the entire cast and production staff to vacation simultaneously. Heretofore, cast members had to be written out whenever their vacations arose; Byron had to hire a substitute director to stand in for him, and author Bob Shaw had to beat out four scripts in advance in order to go away.

"Voice" Spurns 100G; To Be DJ

NEW YORK, March 12.—Frank Sinatra has refused a \$100,000 offer from the National Broadcasting Company (NBC) to do a 39-week 15-minute across-the-board strip. Sinatra has received a lush proposition from the Mutual Broadcasting System (MBS) to become a disk jockey for the web next season, and the deal is close to being set.

Dinah Shore is another top singing star for whose services as a disk jockey MBS is dickering. There, too, the deal is close to being finalized.

Ark. AM-TV Casters May Withhold Source

LITTLE ROCK, March 12.—The Arkansas Legislature this week became the first State body to pass a bill permitting radio and television newsmen to refuse to disclose sources of information. This protection had been accorded newspapermen in 11 States, but never before to broadcasters.

The radio industry, thru the National Association of Broadcasters, is campaigning for similar action in the rest of the nation, including blanket coverage of newspaper and broadcast personnel.

Mutual, ABC Puzzle Over Shows, Sales

Kobak Fuss at MBS

NEW YORK, March 12.—A major topic of conversation in trade circles this week concerned the headaches facing two of the four major webs, Mutual Broadcasting System (MBS) and American Broadcasting Company (ABC). In certain respects the problems confronting the two nets are parallel. Both have tough roads to hoe on the programming and sales end. Beyond that, Mutual has a problem of stockholder relations, involving the network's presidency, to straighten out.

On the Mutual front reports are current, but cannot be verified, that stockholders opposing continuing Edgar Kobak in office as president, have appointed a committee to scour the field for a possible successor. This in itself, top radio execs say, is a difficult problem, the attitude being put by one non-MBS official as, "If they're not satisfied with Kobak and feel he can't do the job, who in radio could do it?" It is also pointed out that the MBS post calls for a "strong man," which it has in Kobak, to cope with the various Mutual stockholders—Macy's, Don Lee, the Yankee network and others.

Veepees Considered

There have also been rumors that the anti-Kobak elements have considered both Pau Kesten, former Columbia Broadcasting System (CBS) vice-president, and Bill Lewis, of Kenyon & Eckhardt and formerly CBS program vice-president. Lewis, at least, has not been made any offer, and it is said that even if he were, he would not consider it. Kesten left his CBS post a year or so ago because of health, but returned to New York recently.

In any event, pro-Mutual execs hope that the situation is resolved, one way or another, within a short time. To prolong the squabbles, it is argued, cannot help the web's position in the radio-advertising communities.

The ABC situation finds the network the proverbial innocent bystander in the fight between CBS and NBC, with the resultant loss of two top programs involved. One is U. S. Steel's *Theater Guild* shifting to NBC, and the other is Bing Crosby, signed by CBS under capital gains terms. Both shows were ABC anchors as well as prestige shows. They also represent sizable billings. Steel running to an hour and the Crosby show for Philco using the full ABC web.

ABC's Posers

ABC's financial problem differs from that of Mutual, which is a co-operative operation, with well-heeled stockholders. ABC is confronted with the double-barreled headache of maintaining its AM operation and continuing its losses in operating five television stations. It is possible the TV losses, unless considerable new biz is sold, could exceed in 1949 those of 1948, since the 1948 operations in video were on the air only during the latter half of the year.

As matters stand now, ABC finds that its two biggest program bets are Walter Winchell and *Stop the Music*.

In view of its tight money situation, ABC execs are committed to a policy of trying to outsmart and outthink (See 2 Webs' Problems on page 16)

Fifth National Web of 178 Stations in Works; Gotham Officials and Money Back It

Tentative September 24 Debut With Sponsor Line-Up

CHICAGO, March 12.—Plans for establishment of a fifth national radio network are again being formulated, it was learned here this week. There is a possibility that the network will begin operation September 24 with an initial line-up of 178 stations.

George Roesler, who will be sales manager of the new operation, refused to elaborate on plans for the web. He did say, however, that financing had been lined up, that officers and principals of the firm had been picked, and that an announcement would be made in the East next week. Roesler stated that control of the network would be centered in New York, from where most of the principals and capital are coming. No stock will be sold to the public.

Roesler was sales manager of Radio America, the organization which attempted to form a fifth network about two years ago. Paul Titus, then president of America, has since been convicted of illegal stock sales. Roesler emphasized that Titus would have nothing to do with the new network.

According to Roesler, the network would operate full time over 178 stations which have already signified willingness to affiliate. He said, too, that the network would have originating stations in New York, Chicago and Los Angeles. A check of important independent stations here revealed that none had signed with a fifth network. Roesler said the network would be connected by telephone wires.

Tentative sponsors also have been lined up, Roesler stated. He said most of them had made deals dependent upon the network obtaining suitable facilities and lines.

Reports have been circulating that the network will be called Federal Broadcasting System, but Roesler

would not comment on this point. His office here is listed as American Radio, Inc.

Roesler also refused to comment on reports that Glenn Snyder, general manager of WLS here, would join the network in an executive capacity. Snyder said he had made no commitments to Roesler or his associates. He merely said that about a year ago when fifth network talk was prevalent, he had been approached. Recently, he said, one of the principals of the new org had told him plans were shaping up and that he undoubtedly would be approached.



KLZ Announcer
BOB DAVIS

Bob Davis, newcomer to KLZ's topnotch announcing staff, has been doing mike work for a dozen years — another example of the experienced "know-how" that stamps KLZ as "The West's First Station."

KLZ, DENVER

WMCA To Switch Accent To Sports, Revamp Music

NEW YORK, March 12.—A switch in program emphasis, with a much greater accent on sports shows, is in line for development at WMCA, New York, of which Norman Boggs is the newly named general manager. With this switch, WMCA is slated to get into even keener competition than before with WMGM, New York, which has copped its New York audience largely via its extensive sports airings.

At the same time, largely as an economy measure, WMCA is de-emphasizing name disk jockey shows, this week ending its deal with Andy Baruch and Bea Wain (Mrs. Baruch), who for the last two and a half years have been doing *Mr. and Mrs. Music* on the station. The team was reported getting \$750 weekly. They wind up on the station April 15.

Music Trimmings

WMCA's sports push probably will not develop fully until fall, since baseball occupies the limelight al-

most exclusively during the summer. The station carries the New York Giants baseball games. Meanwhile it is starting to juggle both its house band and program schedule. It has already signed Johnny Guarnieri, who will front a quintet made up from the house band, and expects to close with Merle Pitt, former house leader at WNEW, New York. At the same time, with its musicians' union contract giving the station the right, as of April 1, to change personnel of its musical crew, changes will be made so as to give the station greater flexibility in making up individual groups out of the house staffers.

The station also has trimmed Ted Steele's afternoon platter seg, as of April 16, and will fill with a combination of platter and sports shows. Steele will probably get other time during the day. There also is a strong possibility that the Duke Ellington deejay show, now aired mornings, will be dropped.

Cheaper Pkge. Production WBBM Aim in Talent Axing

CHICAGO, March 12.—In an effort to change its program structure to one accenting smaller, less expensive packages, WBBM, Columbia Broadcasting System (CBS) o.-and-o. station here, this week discharged most of its staff talent. Rumors concerning the move at first were that the dismissals were made as part of an economy drive, but station executives stressed the fact the move was made in the adoption of a new program policy.

Yesterday (11) about 30 musicians, arrangers and singers received their notices. H. Leslie Atlass, chief of the station, stated the musician dismissals could not result in economy since, under union agreements, either the same or other musicians would have to be hired in the near future so the station's union quota of 45 would be maintained. The musicians received typical eight-week notices.

As part of the station's move to create less expensive programs, *Music, Please*, top budget live musical show the station had been airing week nights from 11 to 12, was canceled.

Val Sherman, program director of the station, said that from now on lower cost budget programming would be the rule. He said also that some of the dismissed talent would be replaced by less expensive performers.

Station execs indicated that move toward cheaper shows was made because of growing demand of agencies and advertisers for less expensive shows. WBBM's programs have been among the most expensive in the city, and in view of trade demand for less costly packages, the new policy was made, it was said. It was also said that a trade trend resulting in advertisers cutting radio budgets to buy television had an effect on establishment of the new policy.

California Solons Get Protection Bill

HOLLYWOOD, March 12.—A bill to protect broadcasters against damage suits was introduced this week in the California State Legislature by Donn Tatum, chief counsel of the Don Lee Broadcasting System (DLBS). Proposed bill would hold any station licensee, owner or operator free of damages for defamatory statements broadcast or telecast.

Bill would insure broadcasters against any kind of libel action, with specific reference to defamatory matter broadcast or telecast by or on behalf of any candidate for public office.

CBS To Plug Up Wed. Hole With Burns and Allen

NEW YORK, March 12.—Speculation is that the Columbia Broadcasting System (CBS) will further bolster its Wednesday evening line-up next season by slotting Burns and Allen, its newly acquired comedy team, in it. Their addition, coupled with Bing Crosby's assured audience-drawing strength, will place the web in a formidable position on that evening.

The long-term pact the team has signed also gives the network their TV services and, no doubt, CBS will also work on a video show for them next season, as is their intention with their other big name properties. The agreement with the web, it is stated, is not a capital gains deal.

Burns and Allen were on the National Broadcasting Company (NBC) facilities for Maxwell House Coffee for four years and only last week their show was canceled at the end of the current season. The General Foods product will air a situation comedy next season called *Father Knows Best*, which is budgeted much lower.

Gruskin Takes ECA Post for New Drive?

NEW YORK, March 12.—The appointment this week of Edward Gruskin as radio officer of the Economic Co-Operation Administration (ECA), to headquarter in Paris, is believed to indicate that the United States is about to start on a new drive to explain the Marshall Plan to those European countries receiving that aid. Gruskin, who is taking a leave of absence as U. S. rep for the French Broadcasting System (FBS), will leave for Paris with his wife at the end of this month.

ECA is using the facilities of the 19 countries now on the European Recovery Program (ERP) list, and it is believed Gruskin will take steps to boost this program. In addition to the facilities of the individual stations, ECA is using the State Department's *Voice of America* programs and time on Radio Luxembourg. The latter donates the time, under an arrangement made by Jim Fleming, Gruskin's predecessor, who is resigning after one year on the job.

Pall Mall To Begin TV Spot Campaign

NEW YORK, March 12.—In a few weeks Pall Mall will begin a TV spot campaign in six major markets in the country, thus wetting its feet in the medium.

The ciggie account will test its films over New York video stations, and if the reception is good, time will be bought in TV stations in other markets.

Sullivan, Stouffer, Colwell & Bayles is the agency.

Eleanor Quotes Richards Probe

HOLLYWOOD, March 12.—The Federal Communications Commission (FCC) probe into the G. A. Richards stations was brought to the airwaves last week when Anna and Mrs. Eleanor Roosevelt devoted their 15-minute coast-to-coast American Broadcasting Company seg to the forthcoming commission hearing to be held in Los Angeles. Mother and daughter quoted from the charges filed against Richards with FCC.

This is the first time the matter had come to the attention of a radio news commentator. Frank Mullen, prexy of the Richards stations, refused to issue a statement at this time.

Camel Cigs Mull Bob Hawk Renewal

NEW YORK, March 12.—Camels is dickering for the renewal of Bob Hawk's five-year contract. Hawk has his own quiz show over the Columbia Broadcasting System (CBS) Mondays from 10:30 to 11 for the cigarette sponsor, but his pact lapses in October of this year.

One of the highest paid quizmasters in the business (about \$5,000 weekly), Hawk has also been approached by two other possible bank-rollers. One is an automotive concern. However, he probably will sign again with Camels, if he can get them to agree to a few new provisions he wants included in the agreements.

REC Officers

NEW YORK, March 12.—Carl Burkland, of Radio Sales, Inc., will succeed Carl Haverlin, president of Broadcast Music, Inc. (BMI), as president of the Radio Executives' Club (REC). Burkland's nomination, unopposed, was announced this week. Other officers will include Gordon Mills, of the Kudner Agency, veepee; Lou Avery, of Avery-Knodel, treasurer, and incumbent Claude Barrere, secretary.

NEW RASH OF RADIO P.I. DEALS

Senate Group Hyps Probe To Beat FCC Freeze Lift; Seeks Aid to TV Industry

Commission Strikes Out Against Monopoly

WASHINGTON, March 12.—Stepping up the timetable of its far-flung communications industry probe (*The Billboard*, March 12), the Senate Interstate and Foreign Commerce Committee is now seeking to get a mass of testimony on record in advance of the lifting of the current television freeze by the Federal Communications Commission (FCC). With the committee calling on the FCC Wednesday (9) for a new array of documentary information, it declared pointedly that it wants to make sure that "in eventually adopting standards for television operation, the commission does not tolerate standards which permit or promote monopoly control of a new important art which has tremendous propaganda value and does not fail to take decisive action which would tend to restrain monopoly control or break it up." The Senate committee's timing is seen particularly significant in view of the FCC's desperate attempt to meet a deferred July deadline to lift the video freeze amid strong recommendations from the Radio Manufacturers' Association (RMA) for an allocations plan to use the present low band (very high frequencies) for large metropolitan areas where the lion's share of VHF channels have already been allocated. This plan would give VHF stations the equivalent of clear channel status in television since ultra-high frequencies (UHF), when allocated, would be applied to smaller communities and presumably would be smaller-power video stations.

The Senate committee, headed by Sen. Edward C. Johnson (D., Colo.), is making no secret of its intention to explore the complex picture of television and radio patent holdings, especially their effects on the manufacturing of sets, and the question of possible obsolescence of video sets.

Flamm-Noble Suit Gets Retrial Mar. 22

NEW YORK, March 12.—A retrial in the suit brought by Donald Flamm, former owner of WMCA, New York, against Edward J. Noble, now chairman of the American Broadcasting Company (ABC) has been set for March 22 in the New York Supreme Court.

Flamm, who sold WMCA to Noble, subsequently sued, alleging conspiracy and coercion had been used in getting him to dispose of the property. Flamm won the suit and an award of \$490,500, but the appellate division reversed this decision and ordered a retrial.

VAILL MOVES TO WEEI

HARTFORD, Conn., March 12.—Charlie Vaill, formerly of Hartford, who recently resigned his position in the promotional and sales department of Station WNBC, New York, has been named sales promotion director of Station WEEI, Boston.

Another personnel change in this area concerns Ralph Silver Jr. Silver has resigned from the commercial sales department of Station WHTT, Hartford, to become general manager of Station WNLA, Peekskill, N. Y.

in a new TV allocations plan. An important "sparkplug" of the Johnson committee investigation is Sen. Charles Tobey (R., N. H.), ranking Republican member, who directed a short-lived inquiry into the Radio Corporation of America (RCA) late in the last session of Congress.

Point to Probe

In calling for new information from the FCC, which earlier this month submitted a 17-page reply to a previous committee barrage of questions, the Johnson committee emphasized its aim to "determine the need for legislative aid and to what extent the Congress can be of help to the commission" on the thorny anti-monopoly problem. The committee's latest questionnaire, addressed to FCC Chairman Wayne Coy and signed by Chairman Johnson of the committee, declared: "We are particularly anxious that the information herein re- (See Senate Group on page 17)

CBS To Preem New Hour Audition Show

NEW YORK, March 12.—On April 13, from 9:30 to 10:30 p.m. Columbia Broadcasting System (CBS) will preem its new hour long program which will have amateur and semi-pro performers entertain before a panel of four judges drawn from the ranks of newspaper critics and successful Broadway showmen. With Clifton Fadiman as the emcee, the judges will take their hair down and tell the performers whether or not they think they should continue in show business. Two of the panel will be permanent and the others "floaters."

The show will replace James Melton's *Harvest of Songs*, now on from 9:30 to 10 p.m., which shifts to National Broadcasting Company (NBC) on April 13 and *Beat the Clock*, the giveaway program on from 10 to 10:30 p.m. While the latter program goes off at night, it continues on its afternoon time.

BMB Gets NAB \$ Pledge, Wires Appeal to Outlets

NEW YORK, March 12.—Despite the fact that two of its three member organizations turned down appeal for equal underwriting of its needed \$100,000, prospects this week were that the Broadcast Measurement Bureau (BMB) would turn up with the cash nevertheless. The National Association of Broadcasters (NAB) has responded with a pledge of one-third of that amount, made by its board at its late sessions in New Orleans. The remainder is coming thru from pledges made by subscribing stations following a wired appeal to 600 outlets. The money is needed as tax security against a tax assessment case by the Bureau of Internal Revenue.

The American Association of Advertising Agencies (Four A's), which along with the NAB and the Association of National Advertisers (ANA) sits on the tri-partite board which controls BMB, held a special operations committee meeting following re-

Pyra-Scalpers

NEW YORK, March 12.—According to press agent Jack Perlis, there's a new variation of the Pyramid Club functioning at the Columbia Broadcasting System (CBS) these days. It involves only members of the sales department. Every day, the story goes, a CBS salesman has to come back to the show with two National Broadcasting Company scalps.

Jim Roosevelt Turns Analyst

HOLLYWOOD, March 12.—James Roosevelt, son of the late president, will turn news analyst in a series of broadcasts starting March 20 over KECA, American Broadcasting Company (ABC) owned-and-operated Los Angeles outlet. He becomes the third member of the Roosevelt family to take to the air waves, Mrs. Eleanor and Anna Roosevelt currently doing a coast-to-coast series for ABC.

Booked for an initial 13 weeks, the James Roosevelt broadcasts will be sponsored by Budget Finance Plan, for whom Irwin-McHugh, of Hollywood, are advertising agents. The quarter-hour broadcasts will also be heard on several other ABC Pacific Coast stations.

Life Not So Easy For Ace and Jane

NEW YORK, March 12.—In spite of denials from some network execs, it has been learned that Columbia Broadcasting System (CBS) is considering dropping *Mr. Ace and Jane*, its Tuesday evening 10:30 to 11 p.m. sustainer. The program finishes its 13-week series during the middle of May, the date the ax may fall.

If the show should move off the CBS nighttime schedule, it would be because of its low Hooper and its great production expense. However, between now and the time the series concludes, the Hooper may hop or a moneybags may enter the picture.

The show ended its commercial run for General Foods last January.

War Is Over; Stations Feel That \$ Pinch

Bars on Mail Orders Down

NEW YORK, March 12.—Despite persistent trade attempts to end the practice, a new rash of "per inquiry" (P.I.) deals is breaking out in radio and more stations than ever before are participating. The fact that stations, which had since the war shunned this sort of trade, are now accepting it again is offered as an indication of the economic squeeze affecting stations.

At the same time many stations which during the easy war years refused to accept straight mail order business—paid for at card rates without any P.I. attachments—have now let down the barriers. In both the P.I. deals and mail order operations, participating stations range from 50,000-watters to smallies.

15% Bite for Agency

Typical pitch made for P.I. accounts was circulated among stations recently by Smith, Bull & McCreery, Hollywood ad agency, in behalf of Jiffy-Stitcher, a sewing device. Sold at \$3.95, the proposition made by the agency offered stations 85 cents out of each order obtained. The 85 cents was commissionable, at 15 per cent, to the agency.

The letter sent stations by the Coast agency stressed the fact that "radio executives are wearing their selling clothes again," a reference to the tough sales problem in the industry. It also cited a list of Coast stations now carrying the account on a P.I. basis.

Another Example

Another agency, in New York, which had been buying time at card rate for a mail order account, is now in the process of tapering off on the cash basis seguing into a P.I. operation. In this case the item involved sells for \$2, with stations returning 75 cents on each order.

P.I. operators point out not only that the tough sales picture is involved in opening the door for such deals. Another important fact is the great number of new stations authorized by the government.

Seebach To Head Up WOR's AM and Tele

NEW YORK, March 12.—The return of Julius Seebach as program head of WOR, first reported in *The Billboard* several weeks ago, was confirmed this week-end by Ted Streibert, president of the station. Seebach, who held that post prior to joining the Metropolitan Opera, where he is now administrative secretary, will return to WOR in a month. He'll be in charge of combined operations for WOR, heading up both AM and TV program operations. WOR owns WOIC, Washington video station, and will debut its New York TV adjunct later this year.

Some significance was attached to Seebach's appointment in view of last week's resignation of Phil Carlin as Mutual Broadcasting System (MBS) program director, altho Streibert stressed that there was "no relation" between the two developments. Trade observers believe that it indicates, in some measure at least, WOR's desire to stand strictly on its own feet program-wise without any reliance on Mutual.

Hormel Girls' Corps

Reviewed March 5

George A. Hormel & Co.

Thru Batten, Barton, Durstine & Osborn, Inc.

Via ABC

Saturday, 12-12:30 p.m.

Producer-director, Dick Wendelkin; Musical director, Hank Howe; emcee, Mary Ellen Domm. Cast of 65 girl singers and instrumentalists.

Current Hooperating for the program (Started March 5).....None
Average Hooperating of shows of that type (Variety).....None
Current Hooperating of program preceding ("What's My Name").....2.5
Current Hooperating of program following (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: "Theater of Today".....2.8
MBS: Sustaining.....None
NBC: Sustaining.....None

George A. Hormel & Company has an all-purpose girls' musical unit which visits food stores across the country and praises the company's meat products. These laudations are now to continue on the air.

What emerges from the efforts of the all-female entertainment aggregation is a lightweight program that some housewives may find easy listening fare, but withal it hasn't the strength to really attract an audience.

The Girls Corps offers listenable music accenting its brass section, but so do many of the other orks available to dial twisters. The unit also includes two girl vocalists both of whom are competent, but still nothing occurs to spark the thirty minutes of music.

The best offering of the show was the choral unit in *It's a Most Unusual Day*. The girls have a fine tone once they get started and should employ it more often.

The commercials delivered by the gals are a bit too usual. With all the voices handy, something special in the way of a pitch might be whipped up.
Leon Morse.

Punch With Buddy

Reviewed Wednesday (23), 8-8:30 p.m. Style—Variety-audience participation. Sustaining via KLAC-TV, Hollywood. Producers, Mal Boyd and Stanley Cowan; director, Lou Boonshaft; writer, Sid Singer. Cast: Buddy Rogers, emcee. Guests: Romo Vincent, Rose Marie, Renard and Thompson, Gloria Swanson.

The former screen idol, Buddy Rogers, made his video debut under the most trying conditions, for while the handsome Rogers looks just as fine as he did in the days when he was a top motion pic name, his tele bow was far from impressive. He was burdened with mediocre production, staging, lighting and camera-work. It would have been virtually impossible to shine under the circumstances. Rogers, nevertheless, showed plenty of spark and charm and promises to be excellent video material—if presented properly.

The idea behind *Punch With Buddy* has plenty of merit. The producers have combined straight entertainment with a giveaway, offering home lookers an opportunity to win loot and be entertained at the same time. Gimmick calls for lookers to write in requesting they be telephoned during the show. Rogers, emceeing, introduces the acts and asks the prize questions. On stage is a large board containing two groups of numbers. One segment contains prize questions; the other chooses the next entertainer to be spotlighted. Buddy asks home lookers to pick a number (via the phone) which is punched by Rogers and assistant Romo Vincent. Behind the number lies the loot query. Looker also chooses second number which leads to variety turn.

The opening show fell down because of improper showcasing. For example, prize loot was poorly displayed and merchandized, giving manufacturers little in the way of



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Julius Caesar

Reviewed Sunday (March 6), 7:30-8:30 p.m. Style—Drama. Sustaining via CBS-TV, New York. Director, Paul Nickell; producer, Worthington Miner; author, William Shakespeare; television adaptation, Worthington Miner; sets, Richard Rychtarik. Cast: Robert Keith (Brutus), John O'Shaughnessy (Cassius), Phillip Bourneuf (Antony), William Post Jr. (Caesar), Ruth Ford (Portia).

Worthington Miner's production of *Julius Caesar*, done in modern dress on the CBS Studio 1 series, was a first-class television accomplishment, presenting an exciting and frequently majestic hour-long version of the classic. Television drama seems more prone to suffer from production shortcomings than performance shortcomings, but *Caesar* presented just the reverse; the combination of Miner's production and Paul Nickell's direction provided hep and show-worthy accoutrement for the playwright's lofty lingo.

The high spot of the show was the staging of Antony's funeral oration, the "Friends, Romans, countrymen" address hammered into school kids when, as a rule, they're too young to appreciate it. Given a superb reading by Philip Bourneuf, combined with excellent use of the mob, set and camera, it had emotional impact and dramatic sting. There was a particular telling shot, preceding this scene, of Antony, waiting behind a pillar and nervously smoking a cigarette. Another high spot was the brief scene in which Portia, Brutus's wife, beseeches him to tell her what's on his mind, with the unbilled actress playing it touchingly and convincingly. She was one of the few in the cast who were not fazed by the Shakespearean dialog.

Some Thesps Falter

Much less can be said for Robert Keith, who played Brutus, (he's from the legit, *Mister Roberts*, and John O'Shaughnessy, who was Cassius. Neither could breathe life into his role; there seemed no depth to Cassius's scheming, and Keith was unable to convey the torture and self-questioning to which Brutus falls prey after his participation in the assassination.

The lighting of the show was in low key thruout, and while it undoubtedly added to the sombre mood of the play, it might well have been more telling had occasional contrast been used. On the other hand, the use of recordings to present soliloquies as tho they were asides, was far more compelling than direct recitation would have been. *Jerry Franken.*

tele plugs. The stage set-up was awkward, making it tough for Rogers and Vincent to work at the giveaway board. Camera angles were far from flattering for all concerned. Guests, which included Rose Marie, Romo Vincent, and terp team of Renard and Thompson, were showcased without too much imagination. The added attraction of presenting film-famous Gloria Swanson gave the show plenty of name appeal. Unfortunately, Miss Swanson was exploited in typical "I'm thrilled to be here" fashion, leaving much to be desired.

Despite the bugs, this show should become a solid tele click. Rogers is loaded with personality and quiet appeal. He works smoothly, with few outward indications of nervousness. He looks wonderful. It's up to the stanza's producers to make the most of the basic ingredients at their disposal.
Alan Fischler.

The Club Seven

Reviewed Thursday (March 3), 10:30-11 p.m. Style—Variety. Sustaining via ABC-TV, New York. Producer, H. D. Rickert; director, Howard Cordery; singing emcee, Johnny Thompson; music, Bobby Byrnes. Guests: Betty Reilly, Dick Buckle; Tip, Tap & Toe.

Club Seven is a variety layout amiable emceed by Johnny Thompson. It's really a half-hour of vaudeville, with a night club setting—diners at tables—giving the viewer the impression that he's in on a floorshow. There's nothing novel about this type of setting, but to say it is banal is too rough, for after all some kind of scenic *raison d'être* is necessary to tie it all together. But when the camera moves from one table to another to pick up the faces of the table-sitters, one gets the idea that this is making weak use of the TV medium. Of course, it's standard practice with Hollywood film makers, too, and truth to tell, the camera technicians on this show didn't go overboard on this technique. The point, however, is that the less it is done, the better.

Has Pace and Talent

From the standpoint of pace and talent, *Club Seven* has strong points. Generally, it moves at a rapid pace and the talent is good. Johnny Thompson is excellent in the emcee spot, handling himself with assurance. He also is able to deliver a lilting vocal. Fem vocalist, Betty Reilly, known for her robust deliveries of novelty tunes, scored well, too, notably in her *Cumbanchero* routine with Thompson. Pleasant variation was provided by Tip, Tap and Toe, standard vaude turn, who did their hoofing trick in ensemble and competitive fashion. Finally, there was Dick Buckley, impressionist. From a staging standpoint, Buckley was on too long. His talent, however, is undeniable, and he should merely shorten the turn somewhat.

As a vehicle for talent, *Club Seven* stacks up well. Bobby Byrne played the show, delivering like a true vaude maestro and clicking in his own spot. His act was crabbed at one point when a commercial spot announcement was flashed on the screen just as Byrne and the band were introduced.

Paul Ackerman.

Fulton Lewis Jr.

Reviewed Monday (Feb. 21) 7-7:15 p.m. Sustaining (commercials for National Symphony Ork fund drive) by WOIC, Washington. Style—News. Producer, James McMurray.

Judging from this opener of the simultaneous telecasts of the nightly radio shows by Fulton Lewis Jr., the video venture can hardly be deemed a happy one for Lewis. The ad lib effect produced for Lewis by radio is stripped away unmercifully by television. Much of Lewis's seeming spontaneity on radio springs from his habitual stumbling over words during his rapid-fire, highly personalized broadcasts. But the video camera un-masks the commentator as an unexciting bespectacled fellow seated behind a mike where he appears to be having a trying experience reading a completely prepared script for 15 painfully long minutes interrupted only by spot commercial announcements and occasional film shots of a few of the celebrities mentioned in the telecast.

Altho visibly nervous, Lewis man-

Fun With the Arts

Reviewed Thursday (March 10), 6:30-7 p.m. Style—Quiz. Sustaining via WNBT, New York. Director, Desmond Marquette; writers, Jo Ranson and Dick Pack. Guest experts: Louis Untermeyer, Brock Pemberton, Edward Steichen, Carl Haverlin.

It seems as tho almost every week fetches the introduction of a new television quiz, and this, coupled with the debut of *Fun With the Arts*, might make appropriate a new sort of quiz—a quiz about television quizzes.

Question: Why must all participants in TV q. and a shows sit fast in their chairs thruout the entire show?

Question: Why must TV quizzes so persistently follow the radio pattern, with a minimum of visual action?

Question: With any number of skeletons to mark the road, why has no improvement in general TV quiz production developed lately?

Fun With the Arts is produced by Dick Pack and Jo Ranson, two experienced radio characters, flacking, respectively, for WNEW and WMGM, New York. They also wrote the *Seven Arts Quiz Book*, the basis for this show. As old friends of this reviewer, they present quite a problem in resisting the temptation to logroll, but the simple fact is that *Arts* is prey to all the shortcomings symptomatic of most video quizzers. It has, on the other hand, an edge on the many others in that it possesses heavy potentials in the way of pictorial presentation.

Lacks Animation

The show is more or less standard in form, with three regular respondents, Louis Untermeyer, Brock Pemberton and Edward Steichen. The guester on the preem was the ubiquitous and many-faceted Carl Haverlin, president of both Broadcast Music, Inc., and the Radio Executives Club. What with his prowess as a toastmaster and the unmistakable evidence shown on this show of considerable longhair book larnin', Mr. H. is quite a man. However, only he and Untermeyer provide any animation; both Pemberton and Steichen sat stiff-visaged thruout, and television programs of this nature require animated participation in all directions.

Questions are based on all aspects of the arts, and this program covered movies, painting, poetry, photography and the theater. The last, using recordings of actors who've played *Hamlet* with a mute actor striking characteristic poses, was the best visual gimmick—and led to the best crack of the evening—Untermeyer's line, "The quality of Massey (Raymond) is not strained."

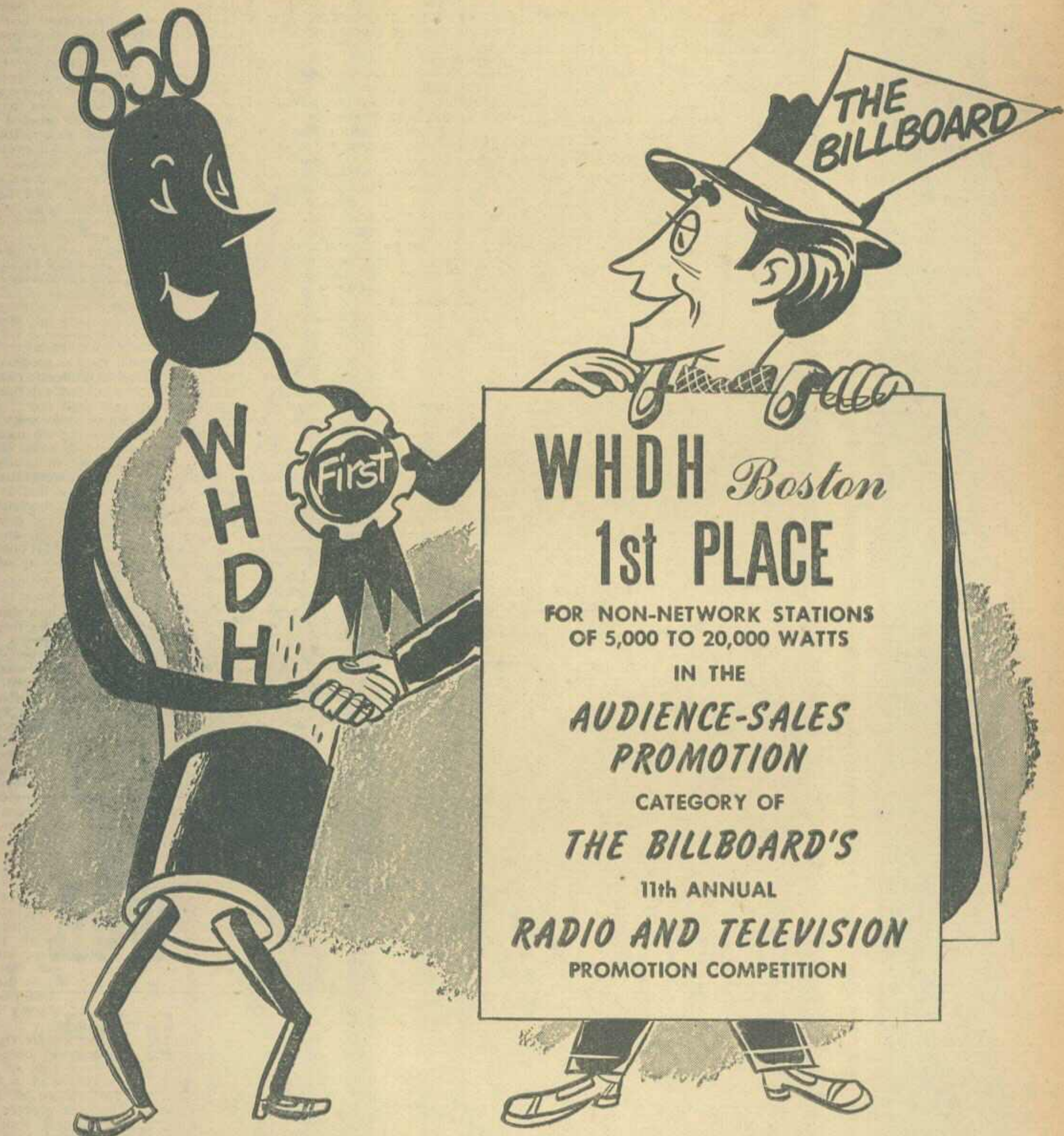
As quizmaster, Sterling North, book reviewer, is not quite at home yet, altho he shows every sign of being able to pace the show at a bright clip once he feels more at home. When that happens, and greater stress is placed on sight appeal, *Fun With the Arts* should be fun indeed.

Jerry Franken.

aged to introduce himself to his video audience with his usual crispness and he even tried to appear jaunty as he flung his horn-rimmed glasses to his nose before settling down to his arduous script-reading. To televiewers, the show from that point on consisted largely of Lewis keeping his eyes glued to the script which presumably was hopping with gremlins that twisted the words and played leap-frog with punctuation.

Hypos Flubbed

The video show bears evidence of several brave but futile attempts by its producer to liven the monolog. There was deft camera work in the close-ups and angle shots. The most effective efforts were in the fadeouts to stock film shots of some of the people in the news, but even these were disconcerting because the treatment lacked uniformity. For instance, (See *Fulton Lewis Jr.* on page 10)



THAT WAS 1948 AT 5,000 WATTS

NOW **50,000** WATTS

WHDH
BOSTON

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Melody, Incorporated

Reviewed Thursday (17) 8:30-9 p.m. Sustaining over KLAC-TV, Hollywood Style—Musical variety. Producer, Robert Cowan; director, Luther Newby; dialog by David de Koven. Cast: David Street, emcee. Guests: Hal Bourne and Fay MacKenzie. Music by the Three Dons.

Melody, Inc. is a modest musical variety show, unpretentious but promising. A generous sampling of good tele talent is hampered somewhat by unimaginative writing. The show needs further shakedown to develop an original, yet simple, writing format.

The trite story line in the episode caught found David Street as the major domo of a mythical music shop. Guests were Hal Bourne and Fay MacKenzie, with thrush coming in to buy musical arrangements. Bourne drops in and agrees to knock out special music for the chirper. Meanwhile, both Bourne and Miss MacKenzie do several musical numbers. Also woven in are instrumental offerings by the Three Dons. For clincher, Street does *Tenement Symphony*, with composer Bourne at the ivories.

Talent on the opening stanza was top caliber. Street, who has been featured on radio and in films, shows plenty of song savvy and first-rate telegenic presence. Miss MacKenzie, last seen with Bert Lahr in *Burlesque*, has both vocal ability and salesmanship. The shy, retiring composer Hal Bourne, not skedded as a regular on the show was okay.

The show would be much easier to take if the artificial dialog were dropped in favor of a straightforward format, spiced with production gimmicks and novel introductions. If producers insist on sticking to the music store format, then scripters should avoid hackneyed patter. Lenses were on their toes, with pro-

FBI in Action

Sustaining Weekly Over WGY, Schenectady, N. Y.

Saturdays, 7:30-8 p.m. Producer, Earle J. Pudney; announcer, George Selden.

The show caught was the sixth anniversary program and opened with a transcribed salutation from J. Edgar Hoover, Federal Bureau of Investigation chief. The program dealt with how juvenile delinquents started with shoplifting and spread out to the hot car racket. The story was taken from files of the FBI, as are all the scripts. Arthur Cornelius Jr., special agent from an FBI field office in near-by Albany, proves to be a convincing narrator. The script was well knit and moved rapidly. This one was written by Earle J. Pudney, but the majority are free-lanced.

The characterizations of adults were up to the usual excellent standards, with old favorites Dave and Irma Kroman, Bill Mulvey and Ed Dahlstedt doing their usual top jobs. The three "delinquents" were consistently weak and kept the show from reaching its regular high levels. Sound cues and filter-mike operation were below par.

Casts are built around a half dozen top area dramatists. Scripts run both ways from average. The anniversary show was a disappointment for reasons outlined above. For an important show like this, it would have been better if the regular adult cast had polished up one of the best scripts of the past few years. Paul Jackson.

duction and lighting generally above average.

Street is young, good looking and talented. He is excellent tele material; it would be unfortunate if he were wasted for lack of adequate showcasing. Alan Fischler.

Designed for Women

Reviewed Thursday (17) 8-8:30 p.m. Sustaining over KNBH (NBC), Hollywood. Style—Variety. Producer, John E. Gaunt writer, Lee Hogan. Cast: Lee Hogan, emcee, and guests.

As the name implies, *Designed for Women* is strictly for fem lookers and offers a generous package of entertainment, household hints, interviews with celebs, and painlessly applied culture. It has a pleasant, refreshing tone, worth a second look.

Show caught had an unpretentious but satisfying format, divided into cleanly defined segments. Opening slot was "What's New?" interview with John Fitch, formerly with AFRS in China, who spoke convincingly and interestingly on affairs in the Far East. Switching to the lighter vein, emcee Lee Hogan tied in a cake-making demonstration by home economist Barbara Sampson by having youthful piano virtuoso Paulina Carter ask the questions. Then, show spotlighted the talented Miss Carter doing DeFalla's *Fire Dance*.

Then Miss Hogan interviewed photog Ted Allen on his experience lensing Hollywood celebs, with Allen demonstrating how to light a portrait subject. Latter stunt fell flat for lack of proper staging. Moving on to its "Distinguished Guest" slot, Miss Hogan spotlighted newspaper columnist Helen Stewart interviewing Countess Alexandra Tolstoy. The colorful Countess, whose appearance projected beautifully on the screen, told of her work in running the Tolstoy Foundation for Russian refugees. A brief public service spot, in which a group of Girl Scouts plugged their cookie sale closed the show on a light note.

Stanza has the makings of an excellent participation sponsorship program. Miss Hogan, recently with NBC's press department as Western fashion editor, handles her tele role

FULTON LEWIS JR.

(Continued from page 8)

the fadeouts to stock shots occurred whenever a celebrity's name was introduced in the early part of the telecast, leading the televiewer to expect similar breaks in the rest of the program. Too often thru the rest of the show, however, the televiewer was left disappointedly watching Lewis monopolize the camera as the commentator pronounced the name of some new figure whom he had "just called on the phone" in quest of inside information.

Now being telecast locally from the WOIC studio, the Lewis show is supposed to become a web feature when the Mutual Broadcasting System video hook-up gets fully under way. A lot of embellishments are obviously needed to make this video program palatable. How to achieve this in a simultaneous telecast of an audio show five nights weekly offers a staggering challenge to WOIC and MBS. Ben Atlas.

with assurance and promise. She still shows some inclination to be stiff and uncertain, but this will no doubt vanish with experience. Production-wise, camera lads were alert. Weakness in segueing from one sequence to another at times slowed presentation, but over-all was far above average. Use of multiple settings gave professional touch.

It would be wise to consider lengthening individual stanza segments and eliminating several of the less exciting interviews. Crowding in five guests restricts the time allotted to each, leaving audience wanting more in some instances and hoping for relief in other spots. For example, Paulina Carter could have been spotted twice during the show, while the interview with Countess Tolstoy might well have been extended. Emphasis on quality rather than quantity is indicated. Properly developed, *Designed for Women* will please most fems. Alan Fischler.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

(26)

JOSEPH L. EGAN
PRESIDENT

SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

1949 MAR 4 PM 9 33

NA703 DL PD=NEW YORK NY 4 826P

JOSEPH CREAMER

RADIO STATION WOR 1440 BWAY

WOR HAS BEEN AWARDED FIRST PLACE FOR CLEAR CHANNEL NETWORK AFFILIATES IN THE AUDIENCE SALES PROMOTION CATEGORY AND SECOND PLACE FOR CLEAR CHANNEL NETWORK AFFILIATES IN THE AUDIENCE PROMOTION CATEGORY OF THE BILLBOARDS ELEVENTH ANNUAL RADIO AND TELEVISION PROMOTION COMPETITION COMPLETE DETAILS IN THE MARCH 12TH ISSUE OF THE BILLBOARD HEARTIEST CONGRATULATIONS=

JERRY FRANKEN RADIO TELEVISION EDITOR=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS MARCH 12=

WOR

is both

grateful

and

delighted

VIDEO NETS ON NTC GRIDDLE

See Rosy Industry Horizon At National TV Conference In Chi; Keynoter by Davis

Calls Video Advertising's Prize-Winning Baby

CHICAGO, March 12.—Great optimism concerning the future of television was the over-all theme of the first annual National Television Conference held here this week under auspices of the Chicago Television Council. Altho there was plenty of talk concerning non-profitable operations and high-cost commercial packages during the three-day meeting (7-9) at the Stevens Hotel, those holding pessimistic views created the only undercurrents of the conference. The rest of the discussions, during both official panel and off-the-floor talks, could be summarized as predictions of a bright future for broadcasters, talent, agencies and advertisers.

Practically a keynote of the conference was a speech delivered Tuesday (8) by J. E. Hugh Davis, executive vice-president and general manager of Foote, Cone & Belding, Chicago. Davis discussed the problems and future of broadcasters, agencies and advertisers. After tracing the high-budgeted, money-losing operations of broadcasters, Davis said, "But you've got impact on your side, Mr. Broadcaster. So much so that, forgetting the potential new fields in national advertising that will be conquered, there are so many local advertisers . . . who have not been big radio users but who will flock to the most powerful of advertising's children, that even if it should be necessary to change your selling structure, you will still have the s.r.o. sign hung out."

"So expand your chest. Make room for those dollar bills. You have working for you advertising's prize-winning baby."

Davis then traced the trouble television has been to agencies, the way it has meant hiring of new man power and operations that could not be met by the usual 15 per cent fee. But he said there was reason for optimism despite this factor.

He indicated the hopeful future for the agencies by saying:

"You know, if I were you, I wouldn't worry, either. Because you have a couple of things working on your side. First, your own courage in being willing to talk to your clients about costs, plus a realistic business attitude that your clients must certainly have. Second, you have working for you television's terrific advertising impact."

"Don't you think that if you have the courage to point it out to him, your client will see the economic unsoundness of your supplying all the man power necessary to produce a television show on 15 per cent? Don't you think he will agree to pay a fee on top of commission, or agree that you should buy shows from a package producer? Or, if the original idea is yours, don't you think he will agree that you should turn it over to a package producer, rather than supply all the man power yourself? I do. Because there is no client worth having who does not want his agency to make a profit."

"And after all, what is so unusual about buying package shows? It has been common practice in radio. And don't forget that you will still have your creative staff working on the commercials—and, incidentally, putting in more time than they ever did for radio. Not to mention that you

will have a production supervisor sitting on top of the package to protect you and your client's interest. Your contribution will still be great. With the cost of television production properly handled, you can make a profit. Better than that, you can go on to bigger and greater advertising successes—and agency profits."

Altho admitting that advertisers have problems in television resulting from high costs of programing and the necessity for making decisions as to (See ROSY INDUSTRY on page 13)

Nielsen Reveals Video Research At Chi Meeting

CHICAGO, March 12.—A. C. Nielsen, president of the Nielsen research organization, revealed some heretofore secret facts about his new plans for television research at the National Television Conference this week. With Fred Kenkel, of the Hooper company, and Dr. Sidney Roslow, of Pulse, on the same panel with Nielsen, the research session had been expected to develop into a battle of the research giants. However, the session was extremely quiet, and only Nielsen took open cracks at his competitors. As a result, the highlight of the entire discussion was Nielsen's explanation of his new TV research system and his presentation of data garnered in New York tests up to now.

Nielsen said that he will be able to provide by May 1 a full data report on all New York TV stations. Service in other cities will be provided, he said, when the networks are doing (See Nielsen Research on page 13)

Balkin Gives NTC Low-Down On TV Black-Ink Operation

CHICAGO, March 12.—A way to make money with the operation of a television station at the present time was explained to the National Television Conference here by Sidney Balkin, general manager of KLEE-TV, Houston. After being in operation only two months, KLEE-TV made a net profit of \$1,000 during February.

When this information about KLEE-TV was first noised around the conference rooms, those in attendance often forgot about listening to sessions on all phases of station management and operation and general trade problems to speculate about how Balkin accomplished his trick. After he delivered his explanatory talk Wednesday at a session on sales and management, the secret was out of the bag. Balkin was operating under ideal conditions—situations and circumstances which could be duplicated practically nowhere else in the country.

KLEE-TV began operation a few months ago in a rebuilt Quonset hut 100 by 40 feet. It has practically no live shows, and studio space of only

Offers Agency's Primer To Build Interest in TV

CHICAGO, March 12.—A complete primer on how advertising agencies should create and preserve advertiser interest in television was given by Leo Burnett, president of Leo Burnett Company, Inc., at the National Television Conference here this week. Burnett cited many instances where agencies had not been doing a top job in keeping advertisers informed about television. Many advertisers were better informed about television than their own agency executives, he stated.

"It is my opinion," he said, "that by and large clients are undoubtedly ahead of the agencies in television interest. Therefore it is incumbent upon us to place ourselves in a position to guide and direct this interest along practical lines. This guidance is particularly important because already too many advertisers have used television and have dropped it because it was not used properly or because sufficient analysis was not provided before the initial attempt was made."

"Broadly, I think we in the agency business had better caution ourselves against being the retarding factor in our clients getting into television."

Burnett made specific pointed suggestions as to how agencies should prepare themselves to do a good job in television. His points were:

1. Make sure that executives and account executives are exposed to television outside the radio and television department in the office. This, he said, called for every important agency employee or executive having a TV set in his home.

2. Regular reports should keep all clients posted on television. This, he said, was especially important for clients who are located in non-television areas.

3. Clients of every type and size should be urged to be prepared for television.

Burnett said that this policy had been responsible for his agency already having about 10 advertisers in television or ready to get into the medium in the near future.

40 by 37 feet. Most of the programs of its 6 hours a day schedule are remotes and films. For both types of programs Balkin gets commercial rates. He operates with a staff of 26, but most of them are low paid. Many of them are college students who work unlimited hours just for the privilege of being in television. With no union employees, he is able to have a payroll of only \$1,700 per week. His total weekly budget, including all costs, is only \$3,402.

Balkin started with \$300,000 worth of business, \$100,000 of which was for sponsorship of wrestling and baseball by one client, who was sold by the Ruthrauff & Ryan Agency.

Balkin has no salesmen and no talent except a couple of announcers. His directors, engineers and cameramen double in brass.

Expenses are also cut because the station usually pays nothing for rights to sporting events. Baseball, one of the few sports with paid rights is going for the season at \$20,000 to the team owners, but this is being paid by the sponsor, who is paying an over-all \$65,000 for rights and time.

Outlet Heads Squawk About Remuneration

Talk Retaliatory Action

CHICAGO, March 12.—A strong reaction against TV networks was noticeable at the National Television Conference here this week when various station managers, during sessions and in private conversations, objected to present network policies.

One main gripe was the expression of dissatisfaction of revenue from network commercial programs. Most managers said that by the time they had paid their pro rata costs of line charges, they made nothing on network commercials. They said line charges not only barely equalled, or were less than, rates from nets, but in many cases network pre-empted time could have been sold locally at a profit, and in many cases, good shows could have been presented on the local level.

Some managers objected that even if they carried net shows via kinescope film, they still got practically nothing. As an example, Sidney Balkin, general manager of KLEE-TV, Houston, said that his net profit on the hour-long Milton Berle show was \$11.88. This compared with his usual basic hourly rate of \$200 for film commercial programs.

Other managers made the same lament. E. Y. Flanagan, managing director of WSPD-TV, Toledo, said that altho he carried about 17 hours of net programing per week, he just about managed to break even on the shows. Flanagan, however, admitted that the nets gave him good programs and that he would have to charge off low profits to audience building and good competitive programing.

One spokesman of a station soon to be started in San Francisco, was outspoken about the arbitrary way networks set rates. He claimed they usually set a rate about 30 per cent lower than local rates, and that there was no questioning the network figures. It was usually a take-it-or-leave-it proposition.

The managers agreed that they would think long before signing any exclusive network contract. Many of them are now operating with arrangements which allow them to take shows of any network. This, at least, gives them a bargaining weapon.

The managers also said that if the networks don't begin giving more money for station time, they would try to get their reps to sell shows to national sponsors who would be willing to buy various markets on a film show basis. They also talked about dealing with any Hollywood producer who could put out good film shows and sell them to national sponsors not interested in using usual network facilities. The explanations of Hal Roach, who told the conference that Hollywood would be producing many good film series which sponsors would want to buy, were warmly received as a result of the look to Hollywood for managerial relief.

After all the griping, the managers agreed that they would take network (See TV on NTC Griddle, page 13)

Coverage of the National Television Conference in Chicago last week was handled by Cy Wagner, of The Billboard's Chicago office.

First Reaction Favorable to NTEC Television Merger Plan

NEW YORK, March 12.—Initial reaction after several weeks of discussions by different Associated Actors and Artists' (Four A's) unions on the TV jurisdiction plan presented to them by the National Television Executive Committee (NTEC) is favorable, union reps declared this week. The NTEC scheme, which would virtually set up a new org in vider with members from different branches of the Four A's now working in TV (*The Billboard*, March 5), was thoroly discussed by the Actors' Equity Council at several confabs and similarly by the American Guild of Variety Artists executive committee. It goes to the national executive council of the American Federation of Radio Artists (AFRA) for consideration Tuesday (14).

While reports from Equity were scant, top execs claimed that the council was inclined to favor the plan. At AGVA, however, there were many who asked that TV jurisdiction be tossed back to the Four A's for action. Clarence Derwent, president of Equity and a member of the NTEC, appeared before AGVA to explain the plan.

To make certain that no hasty action be taken on this matter, the Four A's have passed a resolution stating that no branch take action on the plan without first giving a representative of the NTEC committee a chance to explain it. This resolution, it is believed, was drafted because of the recent action taken by Actors' Equity in rejecting the merger plan proposed by AFRA without giving execs of that union a chance to answer the objections to it put forth by Margaret Webster. In connection with these objections, an executive of AFRA has stated the Webster report was "full of inaccuracies and misleading statements."

AFRA Fireworks

Fireworks flew at a membership meeting held by AFRA Thursday (10) evening at which a TV report was made by George Heller, exec secretary. He went on record as against turning back TV to the Four A's and said that the medium might be handled in this manner, but it would never be handled well. Heller declared that as TV grew, without merger, a TV talent union would become strong, but that other Four A's unions would become weak. He stated that performers in other unions

thus would get less protection.

Heller also claims that the NTEC plan is cumbersome and a make-shift compromise, but that if all branches co-operate it might work. However, he warned that "if they don't AFRA will take action on its own behalf." At the AFRA meeting members of Equity circulated petitions to be signed by AFRA-Equity members of that union, who are also rank and filers, asking the Equity Council to explain to the membership during the March 25 quarterly meeting why it refused the merger and to account for its TV actions.

The meeting also heard talk criticizing rank and file movements to take the TV issue away from the present union execs and attempt to form a new union.

HOLLYWOOD, March 12.—Screen Actors' Guild (SAG) will make good its threat to start tele negotiations independent of other talent unions when its reps start talks with Coast heads of the four radio-TV nets Monday (14). SAG's television negotiating committee will meet with Sid Strotz (National Broadcasting Company), Don Thornburgh (Columbia Broadcasting System), Frank Samuels (American Broadcasting Company) and Lewis A. Weiss (Mutual-Don Lee). Speaking for the Guild will be Lee Bowman, George Chandler and William Lundigan, SAG board members; John Dales Jr., executive secretary, and Kenneth Thompson, television administrator.

Kreuger Renews Part Of WPIX Fight Acc't

NEW YORK, March 12.—Kreuger beer, which had planned to cancel its sponsorship of the Ridgewood Grove fights on WPIX, New York, this week underwent a change of heart and renewed. The renewal, however, has the account picking up only the semi-final and final matches, rather than virtually the entire card, as heretofore. The account had been paying around \$1,500 for the pick up, but has trimmed the budget. As a consequence, Stan Lomax, who had been doing the coverage, is leaving. Jack McCarthy will probably succeed him. He is a WPIX staffer.

To make up for the revenue loss, WPIX is selling spots during the early part of the fights, with Kool cigarettes already signed.

CBS Preems "Television Today," A Doc Pic Ballying Net's Shows

NEW YORK, March 12.—The Columbia Broadcasting System (CBS) this week previewed a new 35-minute documentary movie titled *Television Today* and produced by the network as a promotion offering for its television network and programs. Production was under the guidance of Victor M. Ratner, CBS veepee in charge of programing, and marked the first Columbia venture into the pic field. The cost of the production is said to have been about \$80,000.

While the general public will undoubtedly find the pic interesting—CBS will release it both in 16mm. and 35mm. form and will make it available for civic groups as well as showing it for agencies and clients—it missed a bet by minimizing shots of behind-the-studio activities. The emphasis is placed, instead, on the impact of television on the general public, and as a selling medium, rather than only an advertising medium. Liberal use of CBS programs

Auto Ignition Problem Weighed

WASHINGTON, March 12.—The Society of Automotive Engineers (SAE) is working to reduce the amount of ignition interference to TV, which has become a serious problem in many cases. The information dug up has been turned over to the Federal Communications Commission (FCC) by the Joint Technical Advisory Committee (JTAC).

It was reported that the auto companies represented by SAE "have done a considerable amount of work toward reduction of ignition interference and plan to make a steady improvement toward its further reduction."

In areas of high TV signal strength, the report said, the problem is not serious except in case of close proximity to heavy traveled highways. However, where the signal falls below 1,000 microvolts, "the ignition interference is a serious problem, both from the standpoint of interference and the possible loss of synchronization."

It was further stated that "one company has reported that 5.6 per cent of all their television installations are affected by ignition interference to the extent that a service call is necessary."

KLAC-TV Revamps Sked for Baseball

HOLLYWOOD, March 12.—KLAC-TV will drastically revamp its programing operations March 30 and drop at least 50 per cent of its studio airers in order to clear time for baseball remotes. With the station contracted to carry home games of both the L. A. Angels and Hollywood Stars baseball teams, KLAC-TV will go into seven-day-a-week operation, bringing evening baseball remotes Tuesday thru Fridays, as well as carrying both daytime and evening skeds during week-ends.

Refurbished program structure will include studio shows for approximately one hour nightly, switching to remote operation at 8 p.m. Monday evenings will remain full studio night since ball teams are idle that evening. Station has begun a weeding out process to eliminate over six hours of live studio shows.

Shift from studio to remote operations will not mean curtailment in either station personnel or operating costs, since the present studio production staff will be required to handle the remote pickups.

sparks the short, and the camera work is highly professional and at times outstanding. The latter is especially true in shots showing roof tops cluttered with antennas and the reaction of youngsters to kid shows.

The Billboard Quoted

The continuity includes shots indicating distribution of TV sets (78 per cent in middle income homes), production of sets and CBS production facilities. Ratner even got a pro-CBS quote from *The Billboard* into the film—without credit. Other shots offer typical video commercials, the best examples being the Lucky Strike square dance number and the Chevrolet henpecked husband routine.

Tradesters got their biggest surprise when, at the end of the film, it was revealed that the narrator was none other than George Moskovics, of the CBS video sales staff. And good, too. *Jerry Franken.*

Stanton Warns Tele Attack by Intellectual Crix

NEW YORK, March 12.—A warning that the television industry faces the same sort of discriminatory criticism which has plagued radio for years was sounded by Frank Stanton, president of the Columbia Broadcasting System (CBS), at the annual banquet of the Institute of Radio Engineers (IRE) in New York this week. For years, Stanton said, those highly vocal listeners, whose program preferences run to high-plane intellectual offerings and who have attacked radio's mass appeal programs, have been beefing about AM. Since video will necessarily have to program along the same broad appeal lines, Stanton predicted that like attacks will be made against the new medium.

Stanton stated that such criticism stems from a misconception of the functions and obligations of a mass medium. To serve this function, such a medium requires broad appeal, quick and easy availability and low unit cost. The result is an irresolvable conflict between those representing the tastes of the greater majority and those on a higher I. Q. level, who find radio "an intrusion" into the privacy of their homes.

One Great Hope

Video, added Stanton, offers one great hope in that by adding sight to sound, it will make all programs that much more appealing to all listeners. Consequently, it may increase the audience acceptance of a better quality of programing.

The CBS prexy also declared that television will become an increasingly important element in the U. S. economy and will play a vital part in lower distribution costs. He said he did not share the fears often expressed that TV will hurt other mass media, mainly movies and radio. Instead, he forecast, it may affect the pattern of their uses.

L. A. TV Set Sales Pass 100,000 Mark

HOLLYWOOD, March 12.—Television set sales in metropolitan Los Angeles officially passed the 100,000 mark March 1, according to the monthly report of Southern California Radio and Electrical Appliance Association (SCREAA). The report issued this week-end by SCREAA Director William Quinn, disclosed that a total of 101,952 receivers are currently in actual operation in this area, representing a jump of more than 10,000 sets during the past month.

For the first time since issuing monthly tallies the report included a breakdown of receivers according to size of viewing tube. Report shows that 74,994 receivers in use have standard 10-inch screen. Seven-inch tube is next in popularity with 10,459 installed. The newer 12-incher has been sold to 12,462 home viewers, while 1,918 have purchased the small 3-inch portable receivers. Large screen sets, which include 16-inch tubes or larger, are still relatively scarce, with only 2,119 in use.

DuMont Westchester Bouts Get 2 Backers

NEW YORK, March 12.—DuMont this week sold the boxing bouts at Westchester County Center to two sponsors, Croton Watch Company and the Odell Company, makers of Troll hair tonic. The two bankrollers will share each broadcast, which will start at 9:30 p.m. Wednesdays, starting next week. The bouts will shift to Tuesday nights starting next month.

Dennis James will handle the commentary. The Westchester bouts formerly were lensed by the Columbia Broadcasting System.

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

CBS Offers Pic Packages To 31 Affils

NEW YORK, March 12.—Columbia Broadcasting System (CBS) TV operation has broadened its film syndication and is offering its 31 affiliates four film packages composed of 82 features and short subjects. Among the films which were leased from their owners are 52 major British productions, 13 Vienna Philharmonic concerts, eight *Strange as It Seems* shorts and nine *Musical Moods* fillers.

The standard pricing system varies with each package. For example, CBS gets 50 per cent of the station's current rate card on a one-time basis only for the British films. This means that WCAU-TV will have to pay CBS \$125 for use of any of them. A repeat costs 25 per cent of the current rate card.

Unlimited use of the other films goes without extra charge and each station retains permanent possession of them for the length of the contract. The concerts can be had for 55 per cent of the current rate card per month, the *Strange* series for 35 per cent of the current card rate each month, and the *Musical Moods* for 20 per cent of the current rate card per month.

The British films, especially, are expected to be audience pulling attractions. Of the 52 productions, 42 haven't been seen in America, and one, *High Command*, with James Mason, cost \$4,500,000 to make. After a 30-day first refusal on the four packages made to the CBS-TV affiliates, they will be offered to other stations in the various coast-to-coast areas.

The CBS film syndication department is now under the management of H. Grant Theis, formerly of WTOP, Washington.

Phila. Mulls Taproom Tax Immunity for TV

PHILADELPHIA, March 12.—Legislation exempting taprooms, hotels and similar establishments from payment of the city's 10 per cent amusement tax on television reception was introduced in city council. The bill was sponsored by the local Retail Liquor Dealers' Association, whose members are already faced with a levy of \$120 imposed annually by the State Liquor Control Board on all establishments where video is on tap.

If the local ordinance is approved, it would nullify the campaign of receiver of taxes W. Frank Marshall to collect the local tax. The receiver's office has already informed owners of places with television sets that they are liable for the tax as an amusement levy.

NIELSEN RESEARCH

(Continued from page 11)
more programming and when competitive hours of operation are more even.

The exact Nielsen New York sample figure was not given, but Nielsen said that 150,000 homes had been surveyed in an attempt to pick a master sample of 13,212. After additional research, this group was reduced to another sample of 1,000 TV homes. From the latter figure, the final working sample was picked.

Recent results showed TV sets were on an average of 3.9 hours per day, while AM sets in the same sample homes were on 3.11 hours per day. Sunday viewing seemed to be highest, with sample members watching their TV sets 3.78 hours. Thursday was next with 3.54 hours and Tuesday third with 2.86 hours.

Forty-five per cent of the sample watched TV at night only, while 2.4 watched during the day only. A general composite of 42.7 per cent watched it day and night.

FM Busted? No!

PHILADELPHIA, March 12.—With the Franklin Broadcasting Company about ready to give local radio row its first all-FM station, the town's Poor Richard Club of advertising agency execs announced it was going to give a bust of Benjamin Franklin to his newest namesake. But Abraham L. Freedman, one of the owners of the new FM station, winced at the signal honor.

"Please," said Freedman, "don't call it a bust. Just say it's a statue. That doesn't sound so much like an omen."

Crosley Preps Web Bow With 'Who Said That?'

NEW YORK, March 12.—Crosley Television is the latest receiver manufacturer prepping a bow into network video, as it neared packing this week for *Who Said That?*, National Broadcasting Company (NBC) package. Where it will be placed depends upon the outcome of plans by American Tobacco Company to simulcast *Your Hit Parade* starting sometime next month, with a switch in the show's originating point from Hollywood to New York. Should the deal jell, the time will, of course be 9 p.m. Saturdays, a time which Crosley also desires.

Who Said That? now is on Sunday nights, simulcast with its AM version. Crosley will buy only TV, necessitating production of two separate programs. Some guests from one probably will appear on the other, with the radio version due for a continued sustaining ride by NBC. Should Luckies decide affirmatively on its simulcast plans, Crosley will take the 9:30 period immediately following *Parade*.

TV ON NTC GRIDDLE

(Continued from page 11)
shows as long as they needed them to build up their program schedule. But if good commercial films were offered at rates higher than the networks would give, they would be snapped up. At least, the managers concluded, they would resist very much any attempt on the part of the networks to get them in positions in which they would not be free to take programs from any and all sources that could offer revenue.

See Rosy Industry Horizon At National TV Conference

(Continued from page 11)
whether other media should be cut, Davis held out high hopes for advertisers, too.

To this third group he said: "You are going to be the direct benefactor of television's terrific advertising impact—an impact so great that sponsor identification ratings are far beyond anything radio ever dreamed of... an impact of demonstration. Demonstration is the greatest selling tool you can use on them. At the same time you can tell them of the superiority of your product and the necessity for your product, and that combination can only mean multiplied sales. An impact so great that even if a limited budget demands that you share with some other advertiser and make only half the contacts with a customer that you have made with him in radio, you still would be ahead.

"You, too, can consult your contemporaries for proof on the current effectiveness of television. But even that is not necessary. Because right now a low-cost show in the television cities is competitive on a dollar basis with advertising readership in magazines."

After the speeches by Davis and others, general agreement was that

Irna Phillips Pens "Challenge" Soap

CHICAGO, March 12.—Irna Phillips, famed radio and TV soap opera writer, this week said that, altho the National Broadcasting Company (NBC) two weeks ago had discontinued airing her TV serial, *These Are My Children*, there was a good possibility she would have another daytime TV serial on the air by fall. Miss Phillips said that the fact that a New York agency and sponsor were interested in a new TV show she is creating proved her theories of daytime fem serials had been vindicated and that NBC had been hasty in axing *Children*.

The new Phillips opus will be titled *Challenge to Spring*. It is expected to hit the air locally as a sponsor test on Columbia Broadcasting System's New York TV station. Miss Phillips said the agency would be testing the program with a view to airing the program as a five-a-week daytime offering on the CBS network.

Miss Phillips also said that it was likely one of her old serials, *Masquerade*, would be back on the air as a network AM show next fall.

the first National Television Conference was one of the best TV meetings ever held because, in many cases, it got right down to cases and showed ways and means television operations could be made more profitable and better for all elements.

Jim Stirton, president of the Chicago Television Council, said that official registration was about 350, whereas only 200 were expected. As a result of the good attendance and the general expressions of approval, Stirton said that a second TV conference would be held here next year.

Gen. TV Enterprises To Set Up NY Office To Distribute Films

NEW YORK, March 12.—Gordon W. Levoy, head of General Television Enterprises, Inc., Hollywood, this week arrived here to set up an Eastern office and to sound out sponsors, networks and agencies on his organization's distribution plan for tele pix. Levoy's firm will not produce films itself, but will be virtually a television counterpart to United Artists in motion pictures. It will secure sponsors and outlets for programs and then farm them out to individual video film producers for production.

Levoy said he has made arrangements with a number of leading motion picture producers, whose identity cannot yet be disclosed, to work with him in turning out the product for which he will contract. In some cases, he said, his firm will arrange financing for the producers. Programs will mainly be kept in the \$5,000 to \$12,000 per show class, and contracts will be signed on a 26-week minimum basis, he said.

The programs will be patterned to meet sponsor's individual needs and desires. Levoy's group will work out the details and then pass them on to the producer who will be involved. He indicated that considerable interest had been evoked in this tailor-made plan, but that in most cases, the bankrollers had not yet become that specific in their thinking.

General Television's New York staff primarily will be concerned with sales. Its personnel, currently employed in executive capacities with sponsors, broadcasters and motion picture firms, will be made public after their present connections have been severed. The New York office will begin functioning in about one month. A group of salesmen also will be taken on to travel among stations with the finished product.

Keds To Back Friday "Pup" Show on CBS

NEW YORK, March 12.—*Lucky Pup*, the Columbia Broadcasting System's (CBS) network TV puppet show, across the board 6:30 to 6:45 p.m., has sold its Friday segment to the footwear division of the United States Rubber Company, beginning March 27. Keds will be the U. S. Rubber product actually sponsoring the show.

The puppet show's Tuesday and Thursday broadcasts have also been acquired by Ipana Toothpaste (Bristol-Myers), starting with the April 5 program.

SHORT SCANNINGS

John Novak has resigned as film director at WABD, DuMont's New York outlet, to go in business as a TV film consultant. . . . The option on "The Admiral Broadway Revue" has been extended 39 weeks, carrying it thru to January 20, 1950. Show begins a 13-week hiatus June 10 and returns to TV September 16. . . . Elias Sugarman has joined Furman, Feiner & Company, Inc., as assistant to the president and in charge of TV. . . . Michael Donovan, the Columbia Broadcasting System's (CBS) dauntless doorman, will guest on the "Robert Q. Lewis" show, Thursday (17) (St. Patrick's Day) and exercise his tonsils with some fine brothy Irish ballads. Russ Hodges is off the WABD "Russ Hodges Scoreboard" while he covers the training camps in the South.

Peter Barry is a permanent addition to "We're On," daily TV show broadcast on the National Broadcasting Company (NBC) New York outlet, WNBT. . . . Sherling Oliver, of the "Wren's Next" video show on the American Broadcasting Company's New York station, has gone to Treasure Island, for vacation. . . . Lisa Sergio, woman commentator, has formed World-Scene Productions with Bernice Windt to package radio and TV shows. . . . Registrations are still open at the New Institute of Film & Television in Brooklyn. The spring session begins April 6.

George Henderson is the new sales manager of WLW-C, Columbus, O., Crosley TV station there. . . . Bob Henry, program director of WABF, New York, has resigned from the station to enter TV production. . . . Myron Eichler, and Herbert Berg, veteran publicists have formed the Eichler-Berg Associates to service clients who wish public relations counsel. . . . Igor Cassini, Journal-American columnist, has completed the first of a series of TV films for the Radio Artists Corporation (RAC). . . . Bernard Schubert, of RAC, is dickering with sponsors. . . . A new type TV program, "Golf Clinics," will be inaugurated over KLAC-TV, Los Angeles, Mondays 7:30 to 7:45 p.m. with golf pro Harry Bassler answering questions.

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Video Workmen—A Series:

Stanley Rubín Tells What He's Learned From Making 26 Pix for American Tobacco

By Stanley Rubín

SO NOW we are finishing the first 26 commercially sponsored entertainment films ever made for television—the American Tobacco Company's *Your Show Time* series. The question for this column is: What have we learned—if anything? Well, in the first place, we've learned to accept no one's word as a "television expert." There is, at present, no such animal. We've learned, in addition, that while motion picture work bred ulcers, and radio work bred heart trouble, television breeds both—in other words, the first sure-fire man killer known to show business. If you're in motion

Stanley Rubín, formerly a writer for radio, and a writer-producer at Universal Studios, is now president of Realm Television Productions, Inc., originator and co-producer, with Marshall Grant Productions, of the American Tobacco *Your Show Time* television films now being shown weekly on 35 stations throughout the country.

Add to this, if you're in the movies, the problem of writing and photographing a script which will cut to exactly 26 minutes and 25 seconds in length. And, if you're in radio, add to the cost of your show rehearsed actors who can read their lines without scripts in front of them, the price of a camera crew, a stage crew, electric power, a set designer, set builders, a wardrobe designer, make-up crew . . . in other words, the multiple details that become necessary when something which has heretofore been only for the ear must now also be brought to life for the eye.

Salvation

The above are some of the negative elements. Here is one of the positive ones, something to soothe the radio packager who is cautiously preparing to switch to television. Unlike radio, to have your option dropped in television is not to be left empty-handed. For in television, instead of being left with a pile of scripts which have disappeared into the ether, you find yourself with a vault full of pictures of very definite value for re-issue on a constantly growing number of video stations, all of them hungry for ready-to-play material.

At the moment the above point is the only answer Realm Television Productions has found to the question of profit in films for video. For while the market is certain to improve in the future, sponsors are currently not paying enough to make any immediate profit likely. Thus, the Grant-Realm pictures for the American Tobacco Company are costing the full amount being paid us by the sponsor. We are, however, gambling on the future values in these films; for all rights, other than television, are owned by us, and if the American Tobacco Company drops its option, then television rights also revert to us.

The Future Side

On the future side, however, there is the promising note that we have

already been approached by prospective sponsors who are prepared to pay several thousand dollars more for a new half-hour film show than we are now receiving for the *Your Show Time* series.

Aside from the financial aspects, the question that is most frequently thrown at us is "What percentage of television will films constitute, and what about films versus kinescope?"

Our answer to that double-barrelled question is simple. First, no one at present can make any intelligent estimate of the proportions which film and kinescope will assume in over-all television programming. Each has important advantages to contribute, and each is currently carving out its own future by its present performance.

We make the *Your Show Time* series on film; first because our experience lies in that direction and, second, because we believe that for dramatized material, where editing and a variety of sets, make-up and wardrobe play important roles, film will always give results superior to a live show.

Spontaneity in Live Shows

On the other hand, for some of the projects which we are now developing—including certain audience-participation shows—we may also operate in the "live" field for its obvious advantage of spontaneity.

We are also often asked our estimate of Hollywood's future in television. Here is one graphic answer: Grant-Realm is contracted, with options, to make 52 pictures a year for the American Tobacco Company. If we should sell another film package our output would jump to 104 pictures a year; thus, this one producing outfit—Grant-Realm—on the basis of sales to just two sponsors, would be making the equivalent of 50 feature pictures a year—more than the output of any major studio in town. Here, then, is certainly the greatest incentive the independent film producer has ever had.

Talent, too, has a great incentive in all this. It is a rare occasion when a writer owns a piece of a picture he has written for any studio. But let him create a television show—lease it to a sponsor as we lease *Your Show Time*—and suddenly he finds himself owning a percentage of not one, but of 26—or 52—or more films.

Thesps Due for Raise

As for actors, while it is true that television at the moment pays hardly more than minimum, these salaries are certain to increase rapidly as the number of television sets increases and sponsors begin to loosen their purse strings.

Not many years ago radio actors from bit players to stars worked for \$5 and \$10 a performance including rehearsal time. These salaries now run from \$45 up to \$1,000 and more.

In addition, television will make more work for more actors than any previous entertainment medium. If not many actors will be able to draw \$50,000 for making one picture, as in the motion picture industry, there will be a sizable number of actors who will be guaranteed 40 or 50 television shows a year at \$1,000 a show. And these shows, like radio, may well run on year after year, giving a

B&K Mulls Tele Net Vaude Aired From Chicago Stage

CHICAGO, March 12.—Plans for the airing of a network television program direct from the stage of the Chicago Theater have been completed by Balaban & Katz, owners of the theater and local independent TV station, WBKB. The program would use the talent booked into the Chi Theater, home of some of the country's top vaude shows.

The plan has gone far beyond the talking-stages. All facets have been cleared with unions having jurisdiction at the theater. Talent agents and some of the biggest names also have signified a willingness to go along with the idea if it were put into practice.

Program Rejected

The Admiral Radio & Television Corporation and the Kudner Agency, Admiral's TV 15 per center, received the first pitch for the program. For a couple of weeks Admiral was very interested in the program, but finally turned it down because of Kudner Agency execs' unwillingness to handle a show not originated in New York.

The presentation to Admiral called for a show Thursdays from 8 to 9 p.m. Cost for talent and production would have been about \$3,000. For a while Admiral was considering sponsoring both the WBKB package and its *Broadway Review*. Even though the Chi Theater package was about \$4,000 per week less expensive than the New York production, it was turned down.

A TV network had cleared time for the production on all its stations. Jonny Graff, WBKB program director, said that he still has three potential sponsors interested in the project.

Show Set-Up

If the plan were to go thru, the resulting programs would be the first of their type in the country. Show would include a 20-piece orchestra and all talent booked into the theater would have to agree to go on the video series before being hired. Some top names, in an effort to get video experience as well as a valuable stage appearance, indicated they would work for only \$150 above their theater price for the TV airing.

Shows would be aired before a live audience and would be expected to

"Like To See" Goes Blind

NEW YORK, March 12.—Procter & Gamble (P&G) this week decided to junk *I'd Like To See*, its video show which airs Tuesday night on National Broadcasting Company (NBC). The show, which has featured films of various events requested by viewers, will bow out about the middle of next month.

Current P&G plans are to retain the time, but to substitute no single show. Instead, the sponsor is thinking in terms of rotating dramatic, variety and musical shows. The initial opus of the new series has not yet been selected.

healthily annual wage to many more actors than were ever employed in the movie business.

All of which brings us back to where we started: There are no "television experts"; there are no guaranteed answers. Right now we can only make guesses based on the little we've learned in the first year of operation.

You will have to wait at least another year before you can tell us with certainty how wrong our guesses were.

help gate, with the audience providing thousands each week to witness commercials. Latter point would result in an above average public relations plug. No additional admission charge would be made. The public would see a movie and a top TV program for usual price.

If the plan goes into effect, the theater would also discontinue a policy of occasionally holding over stage-shows. With TV versions of stage bills being offered, talent would be booked for one week only.

UC Awards Crosley Video Fellowship

CINCINNATI, March 12.—Russell Helmick, University of Cincinnati graduate and prominent Northern Kentucky educator, this week was announced by the University of Cincinnati as winner of its new Crosley Broadcasting Corporation fellowship for the study of the relationship between education and television. Since this is believed to be the first fellowship of this type, Helmick will carry on pioneering investigations as to how education and television can best join forces to serve the general public. The fellowship carries a cash stipend of \$2,500 and Helmick is slated to start his work June 15.

Dr. Carter V. Good, dean of the local university's Teachers College, who recommended Helmick for the appointment, outlined the following six-point breakdown of possible areas for study:

(1) Careful sifting of the literature of radio education to discover mistakes to be avoided and lessons helpful in investigating the educational possibilities of television; (2) Analysis of the television programs available for possible correlation with adult education programs and the curriculum at university, high school, and elementary school levels; (3) Canvassing of school and home facilities and equipment for utilizing video programs; (4) Study of teacher interests and attitudes toward correlation of their school offerings in the curriculum with cultural and educational programs from television stations; (5) Investigation of pupil attitudes and interests in such cultural and educational areas as history, geography, English, science, and physical education and sports in relation to utilization of appropriate television programs and; (6) Investigation of the educational levels at which television may be made most effective—adult education, colleges and universities, high schools and elementary schools.

Since 1942 Helmick has been principal of Holmens High School, Covington, one of Kentucky's largest. He has been active in assisting in the revision of high school accrediting standards of the Southern Association of Colleges and Secondary Schools. His experience as an administrator totals some 20 years, covering elementary, junior, and senior high schools.

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COAX UPS CHI SETS-IN-USE

N. Y. Pro Grid Clubs May Bar TV This Fall; Other Cities, Too

(Continued from page 3)
loops are badly in need of hypoed gate receipts during the coming season, and any measures, including the dropping of tele, which might accomplish this will be pursued.

The second motivation is the fact that, unlike baseball, every game is a crucial one to the pigskin clubs, in terms of attendance. Since baseball clubs play some 88 games at home, they can afford to lose some potential customers because of TV in the course of developing new fans thru the medium. The football clubs, however, with 12 to 14 home dates, have no such leeway and every ticket-buyer who stays away is lost, with slight chance to recoup.

Weather a Factor

A further problem is that of the weather, which becomes increasingly uncertain as the football season matures. The clubs estimate that a heavy percentage of potential customers prefer to stay at hearthside with refreshments and tele receiver close at hand rather than brave the brisk weather. With no tele, these might be converted into payees as the pennant races mature.

Edgar Feeley, veepee of the Giants, said this week that his club is very much undecided about venturing back into tele this fall. It is known that the Yankee-Dodger combine has devoted much thought to the subject as well, and has not yet reached a decision. Ted Collins's transplanted Bulldogs are expected to have too much trouble drawing with a weak and unfamiliar squad to afford to lose a single potential sale. It is considered probable that none of the three will televise.

The same situation exists thruout both leagues, with the possible exceptions of Cleveland and San Francisco of the All-America, which are

one-team cities where the games are all near-sellouts. The only possible alternative will be to jack up the asking price on the rights to the games, and this might very well put them out of reach of bankrollers or stations.

Syndicate Tele Pix Prepped by Telepak

HOLLYWOOD, March 12.—Plans for distributing varied tele pic fare to independent tele stations on a syndication basis has been established by Robert Longnecker, veepee of Telepak, Inc., Hollywood video flicker production firm. Syndication set-up will supply indie tele ops with feature films, sportsreels, comedies and musical filmfare on a low-cost basis. If sold commercially, each station will get 50 per cent of film sales price, sharing profits with Telepak on an equal basis.

Longnecker said he had made a preliminary deal with WPIX, New York Daily News tele station, for exclusive New York rights to the series, which will guarantee each participating station at least eight reels per week at the outset. Plan will become effective as soon as Telepak has signed up 25 participating stations which should be within 60 days, according to Longnecker. Also, Telepak this week acquired option for American rights to *Adventure of Guignol and Barbarin*, a 26-week series of puppet films made in France. Firm will redub sound tracks in Hollywood, using film and radio names as voices for the puppet characters. When completed, all-English dialog will supplant French gabbing, with series to be edited into a complete video package.

WPIX May Break Even Soon on 125G Korda Film Deal

(Continued from page 3)
films at prices ranging from \$100 to \$200 per picture. Figuring an average of \$150 a picture, and a total of 32 stations, it indicates a gross of \$115,000.

The station this week also bought a new batch of British pix, this time from Motion Picture Management, a Hollywood outfit. The deal is for New York rights only.

The Korda list includes such properties as *Scarlet Pimpernel* and *Henry VIII*.

Delta To Back TV Comedy on ABC

NEW YORK, March 12.—The Delta Tool Division of the Rockville Manufacturing Company, of Milwaukee, this week signed its first tele contract, with the American Broadcasting Company (ABC). Delta will bankroll a dramatic family situation-type comedy, titled *That's O'Toole*, featuring Tinker O'Toole and his woodworking hobby. The show has been placed in the 4:45 p.m. slot Sundays, starting next week, with a Chicago origination.

Hoffman & York, of Milwaukee, is the agency. The program will be carried in New York, Baltimore, Washington, Detroit, Chicago and Milwaukee.

At Same Time Radio Gets It In the Neck

Programing Volume Soars

CHICAGO, March 12.—Greater volume of programing plus an increased number of highly touted network video shows coming into Chicago since the connecting of the coaxial cable to the East has caused a striking jump in sets-in-use (s-i-u) figures here, with a concomitant falling off of radio s-i-u. This was evidenced in a special survey comparing televising in Chicago in January and February, prior to and since the coming of the cable, prepared for *The Billboard* by The Pulse, Inc.

In homes having both radio and TV sets, surveyed for a full week in both months from noon to midnight daily, television s-i-u jumped from 20.2 in January to 29.3 for a similar stretch in February. Concurrently, radio s-i-u fell off from 14.6 in January to 10.5 in February.

Six Samples

Six typical video shows which reached Chicago on a non-delayed basis for the first time with the extension of the cable, had pronounced effects upon viewing habits in the time periods they moved into. The six sample airers were *Howdy Doody*, (See *Coax Up Chi* on page 17)

Copyrighted TV Could Put Bite On Cafes, Attorney Tells NTC

(Continued from page 3)
with AM broadcasting," Moser said, "there is no doubt that the reception of a television program containing a copyright musical composition by a tavern, hotel, restaurant, private auditorium or motion picture theater is 'public performances for profit.' It is not necessary that an actual admission price be charged as long as the purpose of the showing is to attract patronage.

"Under the Copyright Law, there is no question that such a public performance of a musical composition, if made without a license from the copyright owner of the musical composition, may be enjoined by the court."

Extending this theory to non-musical programs, Moser said these also would be protected.

"There are no reported cases," he added, "in which the owner of other forms of copyright material have attempted to exercise the same rights which are protected by the courts with respect to musical compositions, but there is every reason to believe that their rights would be similarly protected.

"When a program contains original literary material which has not been copyrighted, the creator of the material still has the right under common law copyright to arbitrarily withhold from others the right to use the material. This right has

been recognized with respect to photographs, paintings, songs, plays and motion pictures."

Developing his view that TV shows could be copyrighted and thus withheld from public performances if fees were not paid, Moser said that TV had inherent property rights making this possible. This, he said, was based on the legal theory that "an individual has a property right to his original unpublished, intellectual production."

"A television program," Moser said during another part of his speech, "necessarily contains many such original intellectual productions. It may be argued that there is an absolute property right in the sum total of lighting effect, long shots, close-ups, camera angles, blending of sight and sound and all the other skills and arts that go into a finished television production."

NBC Preps C. Haines And Cavanaugh Trio

NEW YORK, March 12.—Songstress Connie Haines and the Paige Cavanaugh Trio are due for an early TV bow. The National Broadcasting Company (NBC) is setting up an audition for the team, with an eye to clearing time for them shortly.

The 15-minute musical show is planning for a five-nights-a-week schedule.



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know-how that is reflected in better pictures, better programming and better commercial adaptability.

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WRC Releases Station's Own Survey System

WASHINGTON, March 12.—WRC, Washington outlet owned by National Broadcasting Company (NBC), will use its own research rating technique in the future, pulling away from standard rating methods for sales promotion, it was announced this week as the station released results of the WRC diary study system.

The station believes Hooperatings are valuable as an index of relative program popularities during periods covered by the method. However, WRC said its own system is designed to reveal audience ratings for times not covered by Hooper, establish information on the composition of the audience, establish the exact number of persons listening to any given program, check the shift of audience from one program to another, measure listening outside of the home and in non-telephone homes and to obtain data on listening habits of all age groups.

The diary study, developed by WRC under the direction of James Seiler, uses a precision sample comprising 1,000 individuals typical of the Washington population as a whole. The list was built up from an area sample purchased from the Census Bureau. Listening records were obtained by personal interview and by the use of a listener diary.

The diary was a questionnaire covering radio and TV listening of each individual in the sample for a specified period. The diary method, said the station, was chosen as the only reliable way to obtain data for all hours regardless of where the listening took place.

Survey Costs \$1,500

The cost of the first such survey, exclusive of the time spent by WRC staffers, was estimated at about \$1,500. The survey showed that 97.6 per cent of Washington homes have a radio, 11 per cent have an FM set and 8.5 per cent have a TV receiver. About 30 per cent of the Washingtonians have an auto radio, with 12 per cent listening to an auto radio on a typical day.

The impact of TV on standard radio was graphically shown in the WRC survey. Of persons having both AM and TV, only 49 per cent listened to AM on a typical day, while 72 per cent of those having no TV set listened to at least one standard radio program. The average time spent before the TV receiver by those with sets was 162 minutes. Of those who watched TV outside of the home, an average of 92 minutes was so spent.

A breakdown of the sample for the 9:30-9:45 p.m. slot over WRC on a Tuesday night disclosed that 20.5 per cent of the population or 266,500 persons in the Washington area were listening to Fibber McGee and Molly. The listening audience was composed of 35 per cent male and 65 per cent female, 90 per cent white and 10 per cent colored and 87 per cent adult and 13 per cent child. The NBC program retained 64 per cent of the audience from a previous program, drew 21 per cent from other stations and attracted 15 per cent in new listeners.

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TALK OF THE TRADE

Ed Byron, producer of "Mr. District Attorney," suffered a fire in his apartment. . . . Marge Kerr, of N. W. Ayer, is hospitalized. . . . Bud Barry, of ABC, went to Washington for a quick trip. . . . Hugh Terry is back to his post at KLZ, Denver, after a short stay in New York.

Morgan Ryan, ABC Eastern program chief, had his new apartment painted twice. The first, done by the landlord, was an all-over job of battleship grey. The second painting was billed to Ryan. . . . Arthur Weill, comptroller of WMGM, and his wife have adopted a baby girl.

The annual Easter seal drive for crippled children, which runs from March 17 to April 17, will feature one-minute and 30-second spots, available to all stations, made by Jack Benny, Fibber McGee and Molly, Amos 'n' Andy, Bob Crosby, Dinah Shore, Buddy Clark, Harlow Wilcox, Guy Lombardo, Kate Smith, Edward R. Murrow and Don McNeill.

Jules Dundes was named director of sales and sales promotion at KQW, San Francisco. He has been advertising and sales promotion manager of WCBS, New York, for the past nine years. . . . Mrs. Hazel Kenyon Markel has been named director of program service for WTOP, Washington. She formerly was the station's director of public service. . . . Gotham Advertising, New York, will handle radio advertising for Regione Siciliana, to pitch for increased tourist biz to Sicily.

William Hylan, CBS tele account exec, became the sire of a 7 pound 12 ounce son. . . . Paul Hancock was named administrative assistant to Easton C. Woolley, director of stations departments. . . . C. H. Wolfe has joined Dancer-Fitzgerald-Sample, Inc., in an executive capacity. . . . Bill Malo, commercial manager of WDRC, Hartford, Conn., celebrated his 19th anniversary with the station.

Marty Clickman, of WMGM, New York, was elected president of the Sports Broadcasters' Association, succeeding Bill Stern. Sam Taub and Ted Husing, both also of WMGM, were voted in as vice-presidents, and the same outlet's Harold Holz got the secretary's job. Jim Dolan, of NBC, continues as exec secretary, while Andy Lang, of Associated Press radio division, got the treasurer's plum.

Lisa Sergio, who recently left her post as commentator for WOV, New York, has cut an audition for a new 30-minute interview show called "Dinner at Theodore's." It will be marketed by World Scene Productions, headed by Miss Sergio and Bernice Windt. . . . Gerald Blank, formerly of The New York Star, was named public relations chief of Pathscope Productions, maker of film commercials for tele. . . . Seidel Agency is handling advertising for Lehigh Television Company.

Cedric Adams, newscaster, and George Grimm, news analyst, both of WCCO, Minneapolis, were named as two of "Minnesota's 100 living Great" as selected by the State Junior Chamber of Commerce. . . . Lois Hunt, lyric soprano, and Denis Harbour, bass-baritone, both of New York, won the "Metropolitan Opera Auditions of the Air."

Bernard Moore is now program director of WKNB and its FM adjunct, WFHA, New Britain, Conn. . . . Ralph M. Wallace, formerly with WEWS-FM, Cleveland, has become manager of WCUO, new Cleveland FM station operated by the UAW-CIO Broadcasting Corporation. . . . Lee Whyte, who spied for WOL and WINX, Washington, and WARC, Rochester, N. Y., is announcing for WVET, Rochester. . . . David L. Roberts Jr. was named news editor of WVET, succeeding John W. Larue. . . . Gail Smith is director of nighttime shows for Procter & Gamble, instead of daytime airers, as the soap firm had announced previously.

Radioland Mail Service Rescues Programs by Answering Fans

NEW YORK, March 12.—The Radioland Mail Service, Inc., a custom-tailored letter-writing bureau to answer fan mail, is one of the newest outfits originated to help harassed sponsors and agencies whose audience mail response on radio shows has been so great as to become unmanageable. Its present clients include *Stop the Music*, *Twenty Questions*, *Juvenile Jury*, *Small Fry* and *Life Begins at 80*, for which it answers an average of 20,000 letters each week.

Bernard O'Donnell, the originator of the service, claims that it is doing an important public relations job for sponsors in alleviating many gripes from listeners who write. It is his belief that a "soft answer turneth away wrath."

O'Donnell uses form letters sparingly and even then uses a personal touch. Otherwise, he always answers them personally, and by replying in a logical, sympathetic manner he has created good will for the product where ill will existed previously. As proof of this, he cites the fact that no lawsuits have been leveled against sponsors whose mail he answered. It is also his claim that on giveaway shows, he has also managed to refute listeners' requests for duplicate prizes. The service has its headquarters in Hollis, L. I. He employs 40 people, but when special jobs are needed O'Donnell adds another 135 from the

ranks of retired postal employees living in the vicinity.

Rates for answering mail varies, according to the type of reply, but, in no case, is the charge over \$3 plus postage. On occasions, research jobs are done for sponsors, analyzing return mail on surveys.

A. C. Mayor Boosts Show Business Anew

ATLANTIC CITY, March 12.—At the annual installation of officers of the Boardwalk Association (this week, Mayor Joseph Altman again hit at the resort's No. 1 fault as being the lack of entertainment for visitors here during the winter. Speaking at the Ambassador Hotel dinner when John Burke was installed as president of the association, the mayor said the city was willing to lend a helping hand to any group that would try to correct the situation. He said that he had several ideas in mind himself and that within a few years they ought to materialize.

Top among the mayor's entertainment proposals were musical concerts at Bader Field during the fall and spring. Second was the encouragement of stage attractions; third, eventually a city theater; fourth, a "more liberal" city, which he said could be brought about thru local legislation, and fifth, publicity.

Alien Tongue Fight Dropped in Detroit

DETROIT, March 12.—The legal effort to force continuance of foreign language programs on Detroit commercial stations has apparently been dropped by the groups which carried the WJLB case to the Federal courts as well as the Michigan Supreme Court last year. The remaining legal action was on a suit for performance of contracts allegedly involved, by which the courts might have ordered the programs to be continued, altho the language shows were actually dropped nearly a year ago after operating for a month under pending court action.

A formal appeal to the Supreme Court in the case was filed for at least the second time, but the record of the case has not been filed and since the contracts themselves have now expired, it is taken for granted that the case has been abandoned.

One reason for acceptance of the situation by which no foreign shows are carried on any of the regular commercial stations despite the heavy foreign-born population is that the language groups are again being given attention, tho on a more modest scale and with a different type of program, by WDET, the new FM station operated by the United Automobile Workers, as detailed in *The Billboard* a month ago.

Cornell U., Rural Net Consolidate Activity

ITHACA, N. Y., March 12.—The consolidation of the Cornell University radio stations and the State-wide Rural Radio Network (RRN) this week was set, with Cornell's Michael R. Hanna heading the combined operation. Personnel and facilities of Cornell's WHCU and WHCU-FM were joined with those of the six-station FM web, with actual merger of interests awaiting favorable action of the Cornell University trustees. The board of directors of RRN, which is operated by 10 farm organizations, has approved the deal in principle.

The agreement would have Cornell's AM station excluded from the proposal, which calls for a new million-dollar organization owned jointly by Cornell and the farm groups comprising RRN. R. Bruce Gervan, general manager of RRN, will return to co-operative GLF Exchange, farm group from which he has been on leave, but will retain the title of executive secretary of the Rural Radio Foundation, the operators of RRN.

TYRO CONTESTS

(Continued from page 4)
 singers who sang like Sinatra, Como, Damone, Haymes, Crosby and all the rest. The sad part was that some of them could do only one song in the style of their master. But when asked to do a medley, or a couple of pieces at random, they were liable to fall down miserably. But the sum total is enough talent to frighten the professionals. And King says that some of the local bigwigs are already thinking about putting together units here to tour New England.

HAT CHICKS

(Continued from page 3)
 crowds were heading for theater lobbies. No effort was made to dissuade customers from crossing picket lines. On the contrary, the slogan was: "Go right in, folks. Have a good time and enjoy yourselves. But don't buy soft drinks or candy, and hang on to your hat and coat."

2 WEBS' PROBLEMS

(Continued from page 5)
 the opposition, mainly in trying to devise gimmick programs with the appeal of *Music*. It is considered doubtful, it is pointed out, that ABC could go out into the open market and splurge in talent deals in the fashion of CBS because of the heavy dough such maneuvers require.

Senate Group Hypothesizes Probe To Beat FCC Freeze Lift

(Continued from page 7)

requested be supplied as soon as possible, so that the decisions can be formulated during this inactive period while the commission has frozen processing applications and television broadcasting is confined to relatively few of the areas where the allocations in the VHF frequencies have been made." Noting that the FCC in its recent reply declared it was studying "the latent situation in the radio field and also the practice of companies in buying patents which they do not themselves own for licensing to others in order to determine whether such practices are inconsistent with the Sherman Act," the Johnson letter pointed out that "in such circumstances the Congress would seek affirmative testimony by witnesses from government agencies having a factual knowledge of the alleged evils sought to be corrected."

"Carrying out this analogy," continued the Johnson letter, "the commission certainly must have technicians on its staff who are familiar with the development of the art, the licensing of patents; the purchase of patents of others for the purpose of licensing them and the patent situation in general so that a more factual picture would be developed and presented to the commission. It is obvious that representatives of industry, manufacturers, broadcasters and applicants who see matters in their own interest first and the public interest second would not be without bias. In securing such a presentation before the commission, your agency could be more certain than in promulgating rules and standards—including standards of good engineering practice for television—those standards would not foreclose competition and freeze development in the art to the whim and will of whoever may be dominant in the industry."

The FCC consequently has been asked to submit to the committee all commission inter-office data on patents ("particularly television patents"), licenses, sale of patents, etc., and all memoranda and documents dealing with standards of practice "upon which the commission might base additional or alternative standards for both color and additional standards for black and white tele-

vision in the VHF and UHF bands of frequencies." The committee asked that written instructions to the FCC staff should be submitted to the committee "with respect to the direction to search for feasible standards which would avoid favoritism to any particular manufacturing company."

Monopoly Situation

Noting that the FCC in its recent testimony had referred to a Supreme Court opinion in the National Broadcasting Company case which led the commission to conclude that FCC "has no control over manufacturers as such," the Senate committee has asked the FCC to furnish all rules and regulations dealing with applications, licenses or renewals by the following: "(A) Persons convicted or adjudged guilty by the courts of having violated the anti-trust laws, monopoly and/or unfair methods of competition, and (B) persons not convicted or adjudged guilty but whose conduct or operations with respect to the anti-trust laws is such as violates the standards of 'public interest, convenience and necessity' provided by the Communications Act." The committee asked for similar information in reference to FCC opinions turning down bids, licenses or renewals to convicted anti-trusters or "persons who have entered into a consent decree promising to desist from certain practices charged by the Justice Department or by private litigants to be in violation of the anti-trust laws in a court having jurisdiction thereof."

In connection with the video set obsolescence issue, the Johnson letter to the FCC declared, "It is alarming to learn that 10 or more very important daily newspapers owning television licenses this week refused advertising which sought to caution the public concerning the usable life of television sets." Johnson continued: "If, as a matter of truth, the Federal Communications Commission does permit television to develop and expand, many television sets now being marketed will suffer early obsolescence." The advertising referred to in the letter, it was pointed out by a committee aid, was sponsored by Zenith Radio Company in which Zenith plugged its "built in turret tuner" set as the sole one which wouldn't become obsolete under UHF.

Coax Ups Chi Sets-in-Use; Radio Gets It in the Neck

(Continued from page 15)

Small Fry, Lucky Pup, Texaco Star Theater, Arthur Godfrey and Lanny Ross. Altho the first two filled time periods not formerly housing video shows, they did affect radio sets-in-use for the same time periods. Towdy Doody's arrival caused s-i-u to fall from 16 to 9.8, while Small Fry depressed a 19.4 January figure to 12.8 in February.

Lucky Pup caused TV s-i-u to jump from 9.8 to 30, while radio s-i-u slumped from 16.6 to 12.2. Texaco's show raised TV's s-i-u from 50.0 to 83, while radio dipped from 13.0 to 8. Godfrey caused a hike from 31.0 to 77.0 in TV s-i-u, as radio's comparative figures fell from 17 to 12. The Lanny Ross show did not affect radio s-i-u, which remained constant at 18, but TV s-i-u leaped from 43 to 61.

From 404 to 567

With the cable connection, the number of quarter-hours of telecasting in Chicago increased from 404 in January to 567 in February. Network shows seen here included 20 from the National Broadcasting Company (NBC), 11 from the American Broadcasting Company (ABC), seven

from the Columbia Broadcasting System (CBS) and five from DuMont.

Network programming increased the percentage of TV time devoted to children's shows, newscasts, comedy-variety programs, quizzes and dramas. There has been a decrease in time given over for feature films, film shorts and music. Visual sports remained about the same. A detailed analysis is shown below:

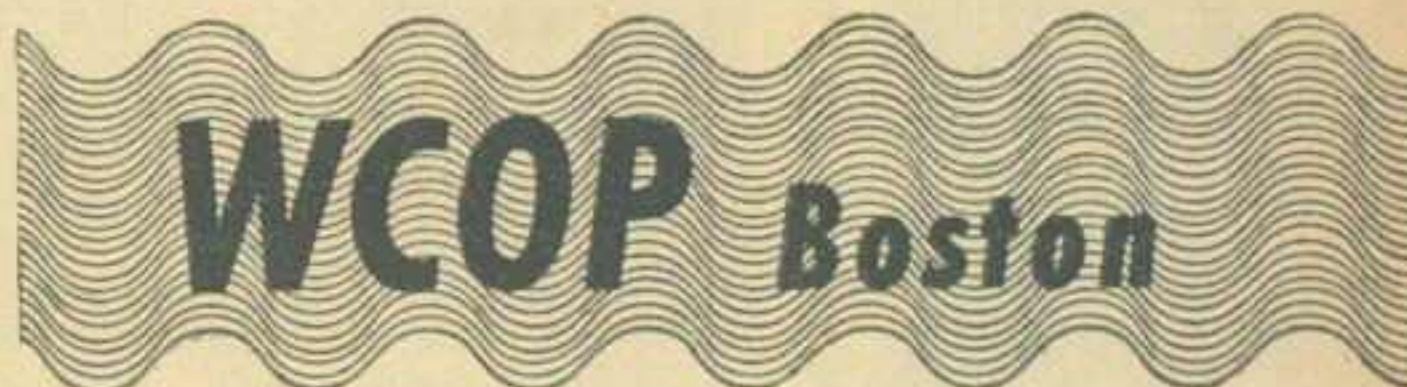
	December		February	
	No. Hrs.	Av. Rating	No. Hrs.	Av. Rating
Visual Sports	83	21.9	86	24.5
Feature Films	72	16.0	58	14.1
Film Shorts	48	10.0	64	8.3
Kid Shows	50	17.3	76	21.4
News	32	10.4	54	6.5
Music	27	4.0	15	10.8
Comedy-Variety	21	20.8	54	23.7
Western Films	10	13.8	33	13.6
Quiz Shows	8	14.9	24	15.3
Interviews	4	17.0	9	14.4
Mysteries	4	17.0	4	22.0
Sports News	4	11.8	6	11.2
Drama	6	20.0	22	22.6
Discussions	6	10.5	11	10.3
Beauty	1	10.0	2	11.5
Farm Programs	22	9.5	—	—
Women's Interest	—	—	—	—
Serial Stories	—	—	5	8.0
Comedy Episodes	—	—	5	16.4
Household, Fixit	—	—	3	14.7
Hobbies	—	—	2	16.5
Fashions	—	—	1	15.0
Special Events	—	—	18	4.7
Misc.	29	10.3	15	10.9
Total	487		567	

The RIGHT CHURCH but the WRONG PEW!

Last week BILLBOARD announced that WCOP had won first honors in the Audience-Sales Promotion Category for Local Channel, Network-Affiliated Stations.

Everything about that was okay except that WCOP is a Regional Channel Station. Through some unexplainable error (not BILLBOARD'S) our entry got into the right church, but the wrong pew. Hence, in one breath we want to thank and apologize to the judges and BILLBOARD.

There is no mistaking the fact, however, that WCOP is Boston's promotional station. Our ABC Promotional Awards (three consecutive years), and a file full of agency-advertiser letters, assure buyers that their schedules are promoted, publicized and merchandised on WCOP.



WCOP -- FM

A Cowles Station — Exclusive Boston ABC Outlet

5,000W -- 1150KC

Represented by The Katz Agency, Inc.

802 Eases Tootlers' Tax Rap

10% Overscale Ruling Sets A Precedent

Applies on Steady Dates

NEW YORK, March 12.—Local 802, American Federation of Musicians (AFM), this week passed a precedential ruling which will add 10 per cent to the local scales for steady engagements where the leader of an ork is declared the employer. This ruling, long in the discussion stage, was made to offset the effect of a Supreme Court ruling last year which made the band leader the employer of his tootlers and thus made the maestro responsible for the handling and payment of withholding taxes and Social Security payments.

It is believed that the additional 10 per cent over the scale ruling was passed by 802 to help the employer-band leader cover the additional costs of bookkeeping and handling of the withholding and Social Security monies. Prior to the Supreme Court ruling, the operator or management of spots which the orksters worked handled the tax money.

The 802 ruling pertains only to maestri who play engagements in the local jurisdiction of a steady nature, that is, location and theater dates. The additional 10 per cent has not been applied to one-night or club date engagements.

Tradesters believe that the passage of this ruling by 802 will lead to the creation of similar local rules thruout the country. Should locals thruout the country pass such local AFM legislation, then a considerable selling burden will be lifted from the shoulders of the band booking agencies. It would be particularly a relief to the agents if the precedential increase would also be spread to include one-night engagements. The agencies have been tacking on between 4 and 10 per cent to traveling band prices to cover the tax bookkeeping and maintenance expenses. Passage of the scale increase on a general basis would help the agent sell his lesser name orks on straight scale bases without having to fight over extra percentages which most ops don't give a hoot about.

Wessons Seek 'Drop Gun' Cut

NEW YORK, March 12.—The Wesson Brothers, the vaude act who claim to have been using the *All Right Louie, Drop That Gun* phrase for years in their routine, want a piece of the tune of the same name. Bullets Durgom, their manager, stated Friday (18), "if we can't get our fair share by friendly means, we'll certainly take it up in court."

The Wessons waxed the song for National Records early in the week without a license from Feist, the tune's pubbers, but on Thursday got together with Harry Link, Feist general professional manager, and took out a license. The fact of having secured a license, however, has no bearing on the written rights the Wessons claim in the song, Durgom pointed out.

Durgom said that when he approached Ray Carter and Lucille Johnson, who sold the tune to Feist, he was told to "take it up with the publisher." Durgom said he wasn't certain just what Feist's accountability in the matter was. Link could not be reached for comment as *The Billboard* went to press.

No Tub-Thumping For Tubby's Feed

HOLLYWOOD, March 12.—Coast music men will throw a surprise testimonial banquet in honor of Tubby Garron, Paramount Music contact man, Monday (14), with top names in the entertainment field pledged to attend. Garron, still unaware what's in store for him, will be feted at a royal feast by over 175 persons, including such showbiz lights as Bing Crosby, Eddie Cantor and Georgie Jessel, with Paramount Picture's Coast veepee, Henry Ginsberg, at table side.

Paramount's prop department is providing a throne and crown for Garron, and music men will present him with a gold watch.

Garron is rounding out his 18th year with Paramount Music, and is one of the pioneers in music contacting on the Coast.

"My Name?" It's Mud, to Victor

NEW YORK, March 12.—Ed Byron, owner of the title to the radio show, *What's My Name?* which has been an airwave fixture for some years, has communicated with RCA Victor and Renault Music thru his attorney Howard Reinheimer, informing them that the song *What's My Name?* is an infringement of his title right. The tune was waxed by Fran Warren for Victor, and is published by Renault Music, owned by Barbara Belle, Miss Warren's personal manager. Reinheimer asked Victor to desist from releasing the record, and Renault to cease publication.

Lou Randell, attorney for Miss Warren, maintains that the phrase antedates the Byron radio show by many years, and is a pat expression of long standing.

"Barkley" Score Set for Warren

NEW YORK, March 12.—Warren Music, subsidiary of MGMs' big three, is being reactivated to handle the score from the forthcoming Fred Astaire-Ginger Rogers flick, *The Barkleys of Broadway*, skedded for May release. Charlie Warren will head up Warren. The score is the work of Ira Gershwin and Harry Warren.

Meanwhile, negotiations continue for the projected Harry Warren-Mack Gordon pubbing firm, also to come under the Loew's aegis. According to Abe Olman, big three topper, the establishment of the Warren-Gordon outfit is still some months in the future.

Grobart To Top Decca Promot'n

NEW YORK, March 12.—Arthur Grobart has been named sales promotion manager of Decca Records, with headquarters in New York. Grobart was formerly assistant to the Western division manager, working out of the Los Angeles office of Decca.

Grobart started as a salesman for the company in 1943, and shortly thereafter was promoted to the post of manager of the company's San Francisco branch. He did a tour of duty in the army and returned to Decca as head of advertising and exploitation for the Western division.

Ayres Followed By Winterhalter In Col'bia A&R

NEW YORK, March 12.—Hugo Winterhalter this week was hired to succeed Mitchell Ayres, in the executive musical director post in the artists and repertoire department of Columbia Records. Ayres resigned several weeks ago to take up the musical direction for Perry Como's radio and recording work.

Winterhalter, who begins with Columbia Monday (14), has for many years been a top band and radio arranger and conductor. He has done most of the arranging for Kate Smith's radio and recording work, as well as cleffing for the orks of Tommy Dorsey, Count Basie, Vaughn Monroe, etc. Most recently, Winterhalter has been writing and conducting a flock of MGM record dates for singer Billy Eckstine, chirp Jane Harvey and singer Bob Houston. This past week he conducted the first records which will be issued under his own name on the MGM label. He etched a couple of tunes from the *South Pacific* show score and a couple of his own original tunes as well.

Warren Seeks Pollak Suit KO

NEW YORK, March 12.—Attorney Lou Randell, acting for thrush Fran Warren, moved in State Supreme Court this week for the dismissal of the breach of contract suit being brought by Al Pollak, former manager of the songstress. Judge Ernest Hammer reserved decision on the motion.

Randell's move for dismissal is based on orkster Claude Thornhill's not having entered the suit as a plaintiff. The claim is that Thornhill, who was a co-manager with Pollak, is a necessary party to the action. So far, Thornhill has not entered the action nor given any indication that he will.

Welk To Record On Mercury Wax

CHICAGO, March 12.—Mercury Records here this week strengthened itself in the band department, with Prexy Irving Green announcing the signing of Lawrence Welk's ork. Green told *The Billboard* that Welk, whose contract expired with Decca recently after eight years with that firm, signed a three-year paper.

Pact calls for a 12-side yearly minimum with a minimum of a half-million platters per year. Mercury flack chief Art Talmadge will work out a promotional campaign in connection with the 13-week Miller High Life summer regional ABC network show, which Welk has inked.

Markbreit Into Mills' Chi Office

NEW YORK, March 12.—Hank Markbreit has been appointed professional manager of the Chicago office of Mills Music by Sidney Mills, publishing firm exec. Markbreit was formerly professional manager of the Chicago office of Chappell & Company, Inc.

Sidney Mills returned to New York this week. As a result of his three-day stay in Chi, he came back with orders for 4,600 copies of *Blue Skirt Waltz*.

Kidisks Draw Play in Cap's First 45 Issue

8 of 18 Albums for Tots

HOLLYWOOD, March 12.—Kidisks will play a prominent part in Capitol's initial release of its rapid-changer (45-r.p.m.) platter line. Bowing April 4 with its big-spindle disks, Cap will issue 18 albums, of which eight will be aimed for the tot market, four for the pop field, one of Western music and five will be classical (Telefunken). In addition, Cap will release seven pop and four Telefunken singles. All rapid-changer disks will be duplicates of what is available on standard (78-r.p.m.) platters.

Kidisk albums will include *So Dear to My Heart*, *Bugs Bunny* and *Sparky's Magic Piano*. Tot tallow selections will consist of *Little Toot*, *Bozo Sings*, *Children's Songs by Tex Ritter*, *Ken Carson's Nursery Rhymes* and *Margaret O'Brien's Fairy Tales*. Pop packages include a yet-to-be released Jo Stafford-Gordon MacRae *Kiss Me*, Kate album, duplications of previously released Paul Weston's *Music for Romancing*, *Kenton Encores*, Frank De Vol's *Viennese Waltzes* and *Cowboy Hit Parade*. Tunes on the seven pop singles are not as yet available for publication.

Cap's initial Telefunken release will also be duplicated on the slower speed disks. These include four albums and four singles. Cap said it will reveal prices on its 45-r.p.m. disks at a later date. It was also learned that RCA Victor will manufacture 45-r.p.m. player attachments for Capitol, using the latter firm's name plate.

Clinton Back In RCA Fold; To Bulge Ork

NEW YORK, March 12.—Larry Clinton this week inked a pact which will bring him back to the RCA Victor label, where his ork made its initial success in the late '30s. Since his departure from the Victor label prior to his entry into the service during the war, Clinton has recorded with the Cosmo, Rainbow and Decca diskeries. Clinton returned to active band-fronting a little over a year ago.

On returning to Victor, where Clinton etched such classics as *My Reveries*, *Deep Purple* and *Dipsy Doodle*, the orkster will enlarge his current 10-piece crew into a band which will be comparable to the Clinton crew of his early years. He will also record material of a similar nature to his hits of those days. Currently Clinton is enlarging his crew for regular jobs by adding a baritone sax, an alto sax and a trumpet. He will drop his guitar to bring his ork to an even dozen.

Col'bia Extends Dealer Returns

NEW YORK, March 12.—Columbia Records is granting its dealers an extra 5 per cent return privilege on purchases of long playing (LP) disks during the three-month period that began March 1.

This offer, which supplements the diskery's standard 5 per cent privilege, is designed to encourage dealers to carry a more complete stock of the 33 1/3 r.p.m. platters.

A spokesman for Times-Columbia, the local Columbia distributor, this week stated that LP sales were accounting for one-third of the outfit's total business.

Al Frontalini Plots Push on New Accordion

NEW YORK, March 12.—Alfredo Frontalini, Italy's largest accordion maker, will return to Italy March 26 after a one-month stay here setting up publishing, recording and booking deals preparatory to his introduction of a new line of accordions this summer. The new instruments, which emulate the sounds of a flute, oboe, clarinet, bassoon, trumpet-trombone, violin, viola cello and bass, will be promoted here in a three-way publishing, record and concert push in which Leeds Music Pubbery and RCA Victor are expected to participate. Leeds has already signed a pact to publish the *Frontalini Method for the Accordion*, to be printed in Italy in English, Spanish and Italian. Victor, according to Frontalini, has agreed to release domestically records cut for its Italian affiliate, La Voce de Padrone (HMV), by the Frontalini Accordion Symphony Orchestra, a group composed of the new instruments.

Frontalini is also exploring the possibilities of bringing the orchestra here for a concert tour to promote the accordion as a legitimate musical instrument. He claims to have sunk \$80,000 in the unit, which has for some time been serving a similar function in Europe. He is ready to put more coin into an American trip, but emphasized that some return will be expected via bookings.

Frontalini has been contacting his regular agents and distributors here to hypo sales and introduce new models in the more conventional line. He is also buying raw materials for his plant, located in Manuna, Italy.

Clarke Fortner is American representative for the Frontalini interests.

Cap Pubberies Pact Brit Rep

HOLLYWOOD, March 12.—Capitol publications, music pub subsid of the Coast major record company, last week closed a deal to gain sales representation in the British Isles for its music firms. Under terms of the contract, England's Campbell-Connelly will serve as sole selling agent for Cap pubberies (Capitol Songs, Criterion Music, Lesley Music, Tex Ritter Music and Atlantic). Deal was closed between C-C's Reg Connelly and Cap's Mickey Goldsen.

With Capitol Records releasing its wax product in England via British Decca, Goldsen feels that the next few years will see approximately 600 Cap-owned tunes hitting the Isles. Heretofore, Cap has made individual pub repping deals in England for such top sellers as *Manana*, *Dream*, *Kampico*, *It's a Good Day*, *Across the Alley From the Alamo*, etc. Pacts for individual tunes will not be practical now that Cap's complete disk product is on the London mart. Connelly takes over immediately, Goldsen said.

Mickey Finn Suit Gets Going in S. F.

SAN FRANCISCO, March 12.—The trial of the suit of four musicians of the former Copacabana Club against Joaquin Garay, its owner, for damages as a result of their allegedly having been served "Mickey Finns" in August, 1946, began in Superior Court Wednesday (9).

The plaintiffs, each asking \$50,000 general damages and \$25,000 punitive damages for a total of \$300,000, are band leader Noel De Selva, Vincent S. Lorma, Ted R. Thompson and Pete Noriega. The four employees of the club were convicted of serving the "Mickey's."

NBOA Rapping on D. C.'s Door

ASCAP-TV Rights Extension Likely; Execs Ponder Prices, Administration of Special Uses

NEW YORK, March 12.—The Television Committee of the American Society of Composers, Authors and Publishers (ASCAP) and a committee representing telecasters delved deeply into the problem of music rights during a series of daily sessions this week. Indications are that the Society will grant another extension, owing to the many factors which remain to be settled preparatory to signing a contract. This extension is likely to be 30 days, which would bring the time limit up to the end of April.

With regard to the talks this week, a high executive stated, "We are talking earnestly and without passion." In other words, both the telecasters and ASCAP feel they are on the road to a pact, despite a number of differences which remain to be settled. That the sessions are not all milk and honey was indicated by one network executive, who stated, "We are still apart—we're having a hard time settling our differences."

Few interesting points, it is understood, were raised at the meetings, including one having to do with the administration of special rights. ASCAP, a high TV exec said, has the permission to administer these rights under the grant made to it by its members. This will mean a considerable amount of detail work for ASCAP, but will also make things considerably easier for the telecasters who will not have to clear with individual publishers for uses which fall under the special license.

Cost Banded

On the matter of cost of ASCAP's music, it was rumored that ASCAP and the telecasters were bandying around the idea of setting the fees for the general license at a scale similar to those in effect on standard broadcasting. A TV exec, questioned on this point, stated: "I don't think you are far wrong." ASCAP standard broadcasting rates call for a percentage of the gross business, the figure on the blanket license being 2¾ per cent for networks and 2¼ per cent for stations. The percentage ranges

Tempo Declares 2d Juicy Divvy, Employee Bonus

HOLLYWOOD, March 12.—The disk biz is booming according to Tempo Records, the firm this week declaring its second quarterly dividend of \$7.50 per share to stockholders of record as of March 17. This is Tempo's second such dividend during its current fiscal year which begins October 1, giving stockholders a dividend of \$15 per share for the first six months of 1948-'49, as compared to total dividends of \$12.50 per share paid stockholders during the previous year.

In addition, Tempo's board of directors confirmed another profit-participation bonus to its employees, to be given in July, duplicating the employee-bonus awarded last December. Irving B. Fogel, Tempo prexy, reported an increase of 300 per cent in company grosses during the first six months of 1948-'49, over a comparable period last year, despite the fact that the record industry, over-all, is reportedly some 27 per cent under last year's returns to date.

much higher on per program or per piece licenses.

One music industry spokesman pointed out that the music negotiating committee must take pains to see that the members of the Society are "safely compensated." His thought was that TV would kill off other sources of income, and therefore TV would have to pay for this. This thought parallels the argument once used against radio, namely, that radio was responsible for the "murder of music" because it plugged songs to death in a relatively brief period.

Leeds Winner, And Stravinsky Feels Demoted

HOLLYWOOD, March 12.—Leeds Music Corporation successfully defended itself this week in its court fight with Igor Stravinsky, the composer, who asked \$250,000 damages on the grounds that the publishing company falsely associated Stravinsky's name with a popular tune. After a trial of several weeks' duration, Superior Judge Joseph V. Vickers ruled on Wednesday (9) in favor of Leeds. Stravinsky had claimed that he did not write the song, *Summer Moon*, which the company had published with the legend, "Music by Igor Stravinsky." He charged the music should have been published as adapted from Stravinsky's *Firebird Suite*.

Judge Vickers said that inasmuch as the composer had made a contract with the publisher permitting the latter to use his name he could not claim wrongful use of that name.

Leeds, which has been gradually building a classical catalog, regarded the judge's decision as a "great moral victory."

During the trial, Stravinsky said that "reports that I sought juke box fame thru popular adaptation of my *Firebird* ballet made me feel declassified." He accused Leeds of publicizing him as the author of the adaptation when only the original was his.

Stravinsky said, "What I mean by declassified is to put me from the class of classical composition into the class of the popular composers—which I am not. When somebody feels himself a serious composer of classical music and suddenly he is publicized as a juke box composer, you know that hurt me."

Michigan Distributions Blueprint an Org

DETROIT, March 12.—Organization of the Michigan Record Distributors' Association here was planned at an informal luncheon meeting held Saturday (5), called by Art Cole, manager of Central Record Sales, one of the newest local distributing firms.

The organization is the outgrowth of plans made almost a year ago for a Michigan-Ohio org, of which John Kaplan, manager of Pan-American Record Distributors, was named acting chairman. An organization committee appointed by distributors at that time included Max Lipin, of Allied Music Sales; Harry Levin, of Cadet Distributors, and Sid Verier,

Sharpens Ax To Chop Off Cabaret Tax

2 Courses of Action Open

CHICAGO, March 12.—Board of directors of the National Ballroom Operators' Association (NBOA), meeting with other concerned groups here Tuesday (8), mapped its primary plan to formulate congressional action to eliminate ballrooms from payment of the 20 per cent cabaret tax. Ballrooms were placed in the same category as cabarets early last fall, when the Internal Revenue Department started to reclassify ballrooms under Section 1700 (E).

The meeting, it was learned, has two courses of legislative action: (1) An amendment to the Butler Bill, which would more definitely stipulate that "ballrooms" be eliminated from the 20 per cent tax provision, or (2) a separate amendment to the present code, which would eliminate the ballrooms from payment by putting them into the same classification as theaters and skating rinks.

Plan Washington Confab

A group of NBOA members and possibly Tom Roberts, legal counsel for NBOA, will probably go to Washington soon to talk over personally with interested congressmen the disastrous effects of the first six months of the Revenue Department's reverse ruling. Plans are currently under way to set up a nationwide study of ballroom operators, who have already paid the cabaret stipend, showing the effect on their lagging grosses.

Most optimistic note of the meeting was the appearance of Dave Katz, attorney for Local 10, American Federation of Musicians (AFM), who represented James C. Petrillo, AFM prexy, who was in New York and could not attend personally. Katz, it was learned, told the meeting that the AFM would co-operate closely in the campaign to lift the cabaret ruling from terperies. The NBOA meeting also was attended by Paul Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, who also offered co-operation. Huedepohl told *The Billboard* that he and Harry Batt, New Orleans park op and NAAPPB prexy, would be in New York next week and would attempt to see Petrillo personally.

Seek AFL Aid

The NBOA board meeting decided to attempt to enlist the aid of the American Federation of Labor and booking agencies in their program to reverse the Revenue Department ruling. The national labor org will be contacted on the premise that ballrooms will be forced to curtail activities somewhat and in many cases shut down entirely if the rule continues, thus throwing out of work many union men, such as electricians, stage hands, janitors, waiters and waitresses. Bookers will be asked to disseminate information about the campaign in their phone calls and letters to ballroom ops who are not yet in the NBOA or affiliated orgs' fold.

of the now defunct Sultan Distributing Company.

The new organization includes Kaplan, Lipin, Levin and Casey Jones, of the Idessa Malone Distributors, as principal figures.

Far-Reaching Implications In Leeds-Stravinsky Suit; Amended SPA Pact Would Protect Pubs

HOLLYWOOD, March 12.—Lou Levy and Leeds Music this week won the \$500,000 damage suit filed against the pubber by composer Igor Stravinsky in an involved court decision which may have far-reaching implications in the music publishing industry. Stravinsky's action was filed on two counts. One suit, asking for \$250,000 damages, charged Leeds with unauthorized use of the composer's name, invasion of rights of privacy, invasion of moral rights, and libel. The second action, also for \$250,000, was filed under a New York law statute which provides for damages should an author's name be used for trade purposes without written consent.

In making his decision, Superior Court Judge Joseph Vickers declared that despite certain moral issues involved, Leeds was free of guilt, inasmuch as Stravinsky had executed a written contract with Leeds for the rights to *Summer Moon*, a pop composition taken from Stravinsky's *Firebird Suite*.

Judge Vickers ruling, however, stated that even tho a pubber holds a contract for a musical work, it is doubtful if the composer's name can be legally tacked on to his work if alterations are made by the publisher. The court held that altho it is common practice in the music industry to make popular arrangements of original works, custom alone is not sufficient to protect the publisher, nor is the fact that the pubber is acting in good faith insurance against suit.

In his summation, Judge Vickers agreed that Leeds's attorney, Max Fink, had proved that it is the accepted practice of the industry to arrange and publish music in a manner different from that which the composer may have originally set forth. However, if a musical composition is altered thru such arrangements, the publishers may have no legal right to use the name of the composer on the new version.

Another significant aspect was

AFM Telecasters Sked Pact Huddles

NEW YORK, March 12.—Execs of television networks and stations are scheduled to meet with American Federation of Musicians (AFM) brass, Tuesday (15) or Wednesday (16), to begin formal negotiations for a contract covering scales of musicians on TV. The telecasters during the past week have been engaged in daily discussions with the TV committee of the American Society of Composers, Authors and Publishers (ASCAP) relative to the use of the society's music on TV.

Previous issues of *The Billboard* have noted the expiration of the TV-AFM pact, with AFM's intention to get a hike in scale, notably on single engagements.

Columbia To Record First Post-Ban Opera

NEW YORK, March 12.—Columbia Record's masterworks division this week will cut its first post-ban operatic wax under its long-term exclusive pact with the Metropolitan Opera Company. The session, set for Monday afternoon (14), lists a portion of the last act of Richard Strauss' *Salome*, featuring the Met orchestra and chorus under the direction of Fritz Reiner. Ljuba Welitsch, the company's new soprano sensation, will be starred.

The diskery this week signed Eva Gustavson, Norwegian soprano, who was recently engaged by Toscanini for his forthcoming radio broadcasts of Verdi's *Aida*.

Judge Vickers's reference to the European "le droit moral" legal practice, or the moral right of authors, artists or composers to protect an original creator against damages by changes or alterations in his work. Judge Vickers said there are strong indications that such moral rights may some day be the law of this country, hence it is important that publishers take steps now against possible legal entanglements.

To ward off future suits, pubbers must seek amendments or additions to the standard Songwriters' Protective Association contracts now in use. Specific clauses would be required in which composers would waive moral rights and specifically authorize publishers to arrange, score or orchestrate their compositions. Verbal okay or "common understanding" will no longer be acceptable.

Cap Gets Kidisk Right on WB Pix

HOLLYWOOD, March 12.—Warner Bros. renewed its two-year contract with Capitol Records giving the waxery kidisk rights to its cartoon characters. Cap got the Warner blessing despite the fact that two major diskeries were out-bidding the Cap offer by 10 per cent. Identity of the other record companies was not disclosed, but they are believed to have been Victor and Decca.

The studio nodded in Cap's favor because Warners tried to peddle its cartoon platter rights to other waxeries a few years ago and found none but Capitol willing to listen. Hence, WB decided to stick by the Coast major despite better offer from others.

Heidt Forms Magnolia Disk Firm; Sales Aim at Stores

NEW YORK, March 12.—Orkster Horace Heidt, who for several months has been dickering with a number of diskery men, including Eli Oberstein, with regard to setting up his own record company, this week went into the record business all by his lonesome. Tagged the Magnolia Records Company, Heidt will issue his disks under his own set-up, with talent springing from both his ork and his radio talent show. His label will be called "Horace Heidt Presents." The new diskery's first three single releases and an album will go on the market late next week.

Heidt's firm is now setting up in a similar fashion to Phil Spitalny's Charm record set-up of several months ago. The orkster is planning to make his initial sales pitch on a direct basis with leading department and record shops in major cities at first. Heidt's sales and promotion department, which is preparing the sales push, will be headed by Frank Reeves, who until now has been the orkster's advance and promotion man. Bill Turner, for 18 years a factory exec with Columbia Records, will handle the manufacturing and purchasing department for the Heidt diskery.

Expansion Seen?

It is believed that once the Heidt line is established in key stores, the diskery will expand into a regular operation which will include lining up a regular network of distribution via jobbers.

In-Stalls Bop!

NEW YORK, March 12.—A moderate form of bop will invade the sanctity of the progressive cornbelt, the Village Barn, which is located smack in the middle of Melodyland (Greenwich Village), next week. Johnny Bothwell's modified bop sextet will play at the barn a couple of nights next week to fill in following Red Ingle's departure and prior to the opening of a new show.

AGMA Plans Local Groups

NEW YORK, March 12.—Plans of the American Guild of Musical Artists (AGMA) to set up semi-autonomous local committees in key cities (*The Billboard*, February 5) are already on the way to realization. AGMA's executive secretary, Hy Faine, left last week on a cross-country trip to meet with members in Los Angeles, San Francisco and Chicago. At each stop the functions of the local executive committee will be outlined and various contract negotiations mapped out.

In San Francisco the Guild's contract with the San Francisco Opera Company will be the first order of business.

Arnstein Decish Reserved

NEW YORK, March 12.—State Supreme Court Justice Ernest Hammer this week reserved the decision on a motion of several defendants to dismiss Ira B. Arnstein's third amended complaint. Arnstein's action, a plagiarism suit, names 56 music biz defendants, including the American Society of Composers, Authors and Publishers and a number of topflight songwriters and pubbers. Arnstein alleges that the song, *Nature Boy*, was lifted from a tune he wrote.

Decca's 100G Vim Suit Settled Outside of Court

NEW YORK, March 12.—The suit brought by Decca Records and its subsidiaries against the Vim Electric Company and the Vim Radio & Sporting Goods Stores, Inc., seeking \$100,000 damages and an injunction to prevent cutting record prices, this week was amicably settled out of court. It is reported that there was no money involved in the settlement.

The suit (*The Billboard*, March 5 and 12) was settled after only one day's argument in court. The Decca firm contended that Vim stores were cutting prices of the diskery's product in violation of fair trade agreements. The defendant claimed that it had sliced the prices of the Decca merchandise with the intention of discontinuing sales of Decca records and albums. This, the defendant believed, was permissible under terms of the Fair Trade Act.

Vim's counterclaim suit for \$250,000 damages (*The Billboard*, March 12) was disallowed last week. This suit was based on the claim that Vim had been damaged because of a court stay which prevented the sale of Decca and Brunswick disks in the Vim stores.

A stipulation discontinuing the action was filed Thursday (10) in Supreme Court.

Coral Expands; Adds Carlyle, 4 Knights, Eberly and Haines

NEW YORK, March 12.—Adding Russ Carlyle's ork and switching Bob Eberly, Connie Haines and the Four Knights from the parent Decca label, the Coral diskery, wholly owned Decca subsidiary now in its third month of operation, made moves to expand its catalog and current recording activities.

The label, riding with its first hit in the Ames Brothers' *You, You, You Are the One*, is being subjected to an acceleration program. The object is to build the Coral line into major label recognition within the next couple of months.

Philly Cures Tuba-Culosis

PHILADELPHIA, March 12.—A strike by members of the Philadelphia Orchestra over the hiring of a tuba player from another city was averted when the local musicians' union and symphony orchestra management reached an arbitration agreement last week before Judge Nochem S. Winnet, of Municipal Court. The agreement provides that Clarence Karella, a tuba player from Chicago, be dismissed at the end of the season here, to be replaced by a local oomp-pah-er acceptable to both the symphony's musical director and the local union.

The strike threat was the climax of a year-old dispute begun when the symphony "retired" a tuba player who had been 25 years with the orchestra. The union objected and refused the orchestra's request to hold auditions for a new player, saying, "no vacancy exists." Thereupon the orchestra hired Karella out of Chicago. The local union refused to honor Karella's transfer card and ruled that no members could play with him after March 7. However, all parties concerned finally agreed to arbitration and the matter was thrashed out in the judge's chambers. Karella will carry on until the final concert of the season on April 23, when a member of the local union, now playing in another city's symphony, will "become available."

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Square Dances with Calls. American Square Dance Group—Margot Mayo, Leader.

HOG EYED SALLY—SALLY GOODEN
TURKEY BUZZARD—SUGAR IN THE GOURD 18218

OLD GRANNY HARE—OLD JOE CLARK
SOLDIER'S JOY—SUGAR IN MY COFFEE—
LEATHER BRITCHES 18214

SOURWOOD MOUNTAIN
PIGTOWN FLING 18218



Album DA-617 (12" records) List Price: \$3.85

QUADRILLES

With Calls by Manny. American Square Dance Group—Margot Mayo, Leader.

THE LANCERS QUADRILLE—Part 1—Figures 1 and 2
PLAIN QUADRILLE—Figures 1, 2 and 3 DA 29248

THE LANCERS QUADRILLE—Part 2—Figures 3 and 4
POLO QUADRILLE—Concluded—
Figures 4 and 5 DA-29246

THE LANCERS QUADRILLE—Concluded—
Figure 5
POLO QUADRILLE—Part 1—Figures 1, 2 and 3 DA 29247



Album A-275 (10" records) List Price: \$3.00

LONGWAYS DANCES

Square Dances with Calls. American Square Dance Group—Margot Mayo, Leader. Calls by Manny.
MONEY MUSK
BOSTON FANCY 18219

HULL'S VICTORY
THE TEMPEST 18220

FIREMAN'S DANCE
VIRGINIA REEL: TURKEY IN THE STRAW—
THADY YOU GANDER—JOHN BROWN'S
BODY 18221



Album A-705 (10" records) List Price: \$3.00

SQUARE DANCE FIDDLIN'

(Without calls), Clayton McMichen, with Guitar and Banjo Accompaniment.
TURKEY IN THE STRAW—OLD MEN CACKLE—
FIDDLER'S DREAM

OLD JOE CLARK—PRETTY LITTLE WIDDER—
SHORTENIN' BREAD 2647
FIRE IN THE MOUNTAIN—IDA RED—SALLY
GOODIN

SOLDIER'S JOY—ARKANSAS TRAVELER—
MISSISSIPPI SAWYER 2648

SOURWOOD MOUNTAIN—PETER WENT A
FISHIN'—SUGAR IN THE GOURD
DEVIL'S DREAM—RICKETT'S HORNPIPE—
FISHER'S HORNPIPE 2649



Album A-834 (12" records) List Price: \$10.00

COWBOY DANCES

Including Booklet with instructions for Western Square Dancing and Prompter's Cards. American Folk Music Series edited by Alan Lomax.

Duel in the Sun Square Dance Orchestra.
Lloyd Shaw, Caller.

STAR BY THE BIGHT: THE GIRL I LEFT BE-
HIND ME—SOLDIER'S JOY—Calls by
Lloyd Shaw

SPLIT RING HASH: ARKANSAS TRAVELER—
DEVIL'S DREAM—Calls by
Lloyd Shaw 75000

DOCEY DOE HOEDOWN: TENNESSEE WAG-
ONER—DURANG'S HORNPIPE—Calls by
Lloyd Shaw

PRACTICE SIDE 1: PIG TOWN HOEDOWN—
LAMPLIGHTER—Without Calls 75001

PRACTICE SIDE 2: NELLIE BLY—FOUR AND
TWENTY

PRACTICE SIDE 3: WHITE COCKADE—FOUR
WHITE HORSES—Without Calls 75002

PRACTICE SIDE 4: HONEST JOHN—
CHICHESTER

PRACTICE SIDE 5: I WONDER—ROMPING
MOLLY—Without Calls 75003



Album A-278 (10" records) List Price: \$3.00

PLAY-PARTY GAMES

Sung by Frank Luther with The American Square Dance Orchestra.

BROWN JUG—OH! SUSANNA
SHOO FLY—CAPTAIN JINKS 18222

JOLLY MILLER—I'VE BEEN TO HARLEM
WEEVILY WHEAT—JUBILEE 18223

SKIP TO MY LOU—PIG IN THE PARLOR
OLD DAN TUCKER 18224



Album A-474 (12" records) List Price: \$3.35

SQUARE DANCES

Al McLeod's Country Dance Band—Ed Durlacher, Caller.

SHE'LL BE COMIN' 'ROUND THE MOUNTAIN
WHEN SHE COMES 29210

BILLY BOY 29211

THE GRAPEVINE TWIST
DIP AND DIVE 29212

MADAMOISELLE FROM ARMENTIERES
COWBOY'S DREAM 29213



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RYE—AULD LANG SYNE

BUCHESS:
UNDER THE DOUBLE EAGLE 25058

TUXEDO:
Introducing—MARCHING
THROUGH GEORGIA—LISTEN
TO THE MOCKING BIRD—MY
RUBBER DOLLY—DIXIE,
YANKEE DOODLE, REUBEN
REUBEN 25059

OXFORD MINUET

VELETA
VARSOVIANNA 25060

SPANISH WALTZ: LA SPAGNOLA
THREE STEP: MOON WINKS 25061

TRILBY:
To the tune of—BEN BOLT—
CARRY ME BACK TO OLD VIR-
GINNY—THERE'S A LONG,
LONG TRAIL

MILITARY SCHOTTISCHE or BARN DANCE
KERRY MILLS BARN DANCE 25062

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Orchestra directed by Sy Oliver
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Opposition to Reduced Fees On Mechanicals Crystallizes; Pub-Writer Thinking Involved

(Continued from page 3)

intervention of the writers in the question of cutting rates is considered by some to be neatly schizophrenic: On the one hand, they resent the writers' venturing to suggest how much pubbers should charge the diskeries, considering it an unwarranted interference. But this is nicely set off by the pubbers' tacit approval of the tunesmiths' doing the vanguard work for highest possible mechanicals. Pubbers, wary of finding themselves on the diskeries' louse lists for too overt opposition, are more than content to let the tunesmiths, who have no direct business relations with the platter people, carry the ball.

Further, the publishers themselves are bitter against those few among them who have acceded to the RCA rebate. During the negotiations for the SPA standard contract form last year, the publishers gave the writers a verbal promise not to whittle rates. This was not formally incorporated into the contract because the form was set to obtain for 10 years, and the publishers were afraid that unforeseen developments with no allowance for flexibility in rates might hurt their chances to get records on their tunes. A solid majority of the publishers have abided by their word, however, and are resentful that some among them who made the promise have already backslid.

Another significant portion of the SPA contract negotiations recently brought to light is the fact that when the parleys first began, a solid corps of top publishers were in favor of writing in the 2-cent royalty rate as a minimum. Their ardor for a minimum rate soon cooled, however, when the very men who proposed it backed out, afraid that they would have trouble getting platters on non-plug tunes, particularly with indie waxeries. Now, according to trade winds, many pubbers are regretful that they didn't nail the price at 2 cents.

Now, the pubbers and writers are in tacit agreement, so far as holding fast against the 8½ per cent slice. Neither can be vociferous about his stand—the publishers because they aren't get too rough with the record companies; the writers because the SPA contract states no minimum royalty. But a quiet determination and obduracy is apparent.

So far as special rates to the lower-priced platteries and special deals on non-plug tunes are concerned, no such accord exists between the writers and the pubbers. SPA feels that this question is very much on the agenda, but here again, they have to feel their way, and are not inclined to throw

weight around. Almost every pubber in the business feels that under current market conditions, he is obliged to get as many of his tunes on wax as he can. This involves giving rates as low as ½ cent—in some cases for no. This the tunesmiths cannot see.

Band Bookers Already Deep Into Summer

NEW YORK, March 12.—Band percenters this week reported that they are already heavily involved in summer bookings. It was indicated that despite two consecutive mediocre summer seasons the old regulars like the Atlantic City Steel Pier, Riverside Park, the Centennial Terrace, Wildwood and the Surf Club have asked for the same type of name orks which these spots usually play.

Bookers report that the demand appears to indicate that the summer band season will offer no fewer work weeks than is usual and may even grow closer to the boom wartime sales figures in number of bookings if not in dollar volume.

Alexander Gets East Booking Rights for Milburn, Milton Orks

NEW YORK, March 12.—Willard Alexander, who returned from a West Coast trip this week, completed a couple of deals which will give his agency the Eastern booking rights to the small bands of Amos Milburn and Roy Milton, a pair of hot attractions in the race field at the moment.

Milburn currently is riding high with a couple of hit Aladdin diskings, *Bewildered* and *Chicken Shack Boogie*. Milburn is handled on the Coast thru Ed Fishman. Milton, who is handled on the Coast by Ben Waller, has had some big diskings on the Specialty label.

Victor Wax Pacts Moore, 3 Blazers

NEW YORK, March 12.—RCA Victor this week inked Johnny Moore and the Three Blazers to a waxing pact. Moore's small group built into a top-notch race attraction in the past three years via its recordings on the Exclusive and Modern labels. This group's top etchings included the original slicing of *Gloria* and an item called *Drifting Blues*.

The deal for the Moore group, which spots Johnny's brother, Oscar, on the second guitar and has featured singer Charles Brown since the group's organization, was made on the West Coast.

Lewis Records Songs On Own Label, Jel

NEW YORK, March 12.—Comedian Joe E. Lewis, announcing "an event of international importance," has recorded an album of his own comedy songs which will be released on his own label, Jel Records, next week. This firm is tied up with the Gala diskery, which previously has issued a series of packages featuring other night club artists, including Sheila Barrett, Nan Blackstone, Charlie Drew, etc.

The package contains three 10-inch disks.

Jack Kapp Tabbed A Horatio Alger

WASHINGTON, March 12.—Tribute to Jack Kapp, president of Decca Records, was paid on the floor of the House this week by Rep. Arthur G. Klein (D., N. Y.). Inserting into the congressional record an editorial on Kapp from *Life* magazine, Klein called the Decca prexy "the boy Horatio Alger wrote about."

Klein stated: "One of the clichés which I am never ashamed to repeat is that the right way for America to avoid the dangers of Communism or of Facism is to make our own democracy work. Jack Kapp, the president of Decca Records, is the living symbol of what I mean."

"Kapp," continued Klein, "is the boy Horatio Alger wrote about. He is the hero of the unending American saga of rags to riches. He is the man who symbolizes competitive free enterprise."

Music Biz Regrets Bloom's Passing; Herman Greenberg Seeks Democrat Nomination

NEW YORK, March 12.—Death of Rep. Sol Bloom Monday (7) in U. S. Naval Hospital of a heart attack drew expressions of regret from the music industry and also led to interesting

speculation as to a possible successor for the role of unofficial guardian of the rights of publishers and composers. It could be Herman Greenberg, who recently retired from the upper echelon of the American Society of Composers, Authors and Publishers (ASCAP).

Bloom, who was vitally interested in matters of copyright and all legislation affecting the music industry, was a protege of Nathan Burkan, founder of ASCAP. Burkan, it will be recalled, was Tammany district leader in mid-Harlem. When he died in 1936 the legal firm of Schwartz & Frolich succeeded him as ASCAP general counsel.

Now it's known that Herman Greenberg, who recently left ASCAP brass to devote more time to his family and himself, is seeking the Democratic nomination for the Bloom vacancy. It's known that at this point, however, Tammany prefers Isidore Greenberg, Herman's brother. Isidore is Democratic leader of Manhattan's Fifth Assembly District—Middle. Isidore Greenberg, who is assistant to Council President Vincent Impellitiere at City Hall, is understood to be not very keen for the nomination. The special election, to decide who will fill the Bloom vacancy, is scheduled to be held some time in April.

Bloom had been in Congress since 1923. Before going there he was distributor for Victor Records in the metropolitan area. He had been chairman of the George Washington Bicentennial Exposition in New York in 1932 and of the Philadelphia Sesquicentennial a few years earlier.

In the 1930's it was Bloom who sponsored the bill which awarded a Congressional Medal to George M. Cohan in recognition of his patriotic songs.

ASCAP this week, in a message signed by President Fred Ahlert, took cognizance of Bloom's death in these terms: "ASCAP announced with profound sorrow the death in Washington, D. C., March 7, of its distinguished friend and loyal supporter. We shall ever gratefully cherish the memory of his timeless efforts in the halls of Congress for the welfare of the creators of music."

Barton Posts 34½¢ To Pay Tunersmiths Off

NEW YORK, March 12.—Ben Barton deposited \$34,500 with U. S. District Court Thursday (10), the money to be paid to Barton Music creditors upon final confirmation of his plan. Federal Referee Herbert Lowenthal set a meeting for Monday (14) at which he is expected to issue a formal order confirming the plan. Song-writer creditors will receive 65 cents on the dollar immediately on confirmation, and an additional 10 cents on the dollar within 90 days. General creditors will get 20 cents on the dollar plus 10 cents on the dollar within 90 days.

Of the \$34,500 deposited by Barton, some \$18,000 was turned over to him by Harry Fox, who had been holding accrued mechanical royalties in escrow. The balance is fresh capital.

At the Thursday meeting with the referee, approval of payment of legal fees was also made. A. Halsey Cowan, Barton's counsel, will receive \$2,500; Hyman Salmonson, attorney for the creditors' committee, will get \$500.

Supreme Files 16G Action Vs. Black & White

Gets Restraining Order

NEW YORK, March 12.—Supreme Records has started an action against Black & White Records, asking \$15,969.57 allegedly due for disks manufactured and distributed. Supreme sought a temporary restraining order this week in the Superior Court of the County of Los Angeles, enjoining Black & White and its affiliated pressing and distributing outlets from pressing, distributing and selling Supreme disks. A temporary order was issued, pending a hearing for a preliminary injunction.

Supreme entered into an agreement with Black & White in April, 1948, whereby, according to a former Black & White exec, the latter firm pressed and distributed diskings from Supreme masters.

On February 21, 1949, Supreme sent out a notice of cancellation to Black & White and its pressing plants and distributors, stating that the agreement had been breached by virtue of Black & White's alleged failure to fulfill the contract. Eight points were specified, among them one-sidedness of the contract, delegation of responsibilities to other parties, failure to pay in the manner and amounts specified and understatements in the accountings. The notice stated that Black & White and its affiliates were no longer to press, distribute or sell Supreme platters. According to Guy Ward, national sales manager for Supreme, Black & White nevertheless continued operations as before, whereupon Supreme secured a temporary restraining order.

Supreme's Distrib

The exec pointed out that Supreme's New York and Coast offices are continuing to service distributors with platters and that Supreme wants it definitely known that these offices are the only legal sources of service for its platters.

Larry Newton, who left as New York sales manager for Black & White last week, has been replaced by Moe Asch. Black & White meanwhile has turned over distribution here to Milton Schiff Distributors. Lines being handled by Schiff for Black & White include Comet, Manhattan, Cub, Fine Arts, Arlington, Menagerie and Prize and Solo, in addition to the Black & White label itself.

Newton this week joined the new Peak Record firm as general manager.

Paul Reiner, Black & White chief, queried on the Coast, had no comment on the case.

Arnold Joins Lawrence Ork

DETROIT, March 12.—Sam Arnold, one-night booker for the Delbridge & Gorrell Office here, is leaving today to join the Elliot Lawrence band as advance man, specializing in road promotion. Arnold has handled several dates for Lawrence in recent months. Lawrence is also switching flacks, signing up with the Alpers Agency in place of George Evans.



DECCA NEW RELEASES

- | | |
|---|--|
| SAVE YOUR SORROW (For Tomorrow)
BING CROSBY and
EDDIE HEYWOOD and his orchestra
ONE SWEET LETTER FROM YOU
BING CROSBY
with John Scott Trotter and his
orchestra Decca 24595 | (There'll Never Be) SOMEONE SO
SWEET AS YOU
PULLAMO BUDDY JOHNSON
and his orchestra Decca 24596
YES SIR, THAT'S MY BABY
ALABAMA BOUND EDDIE CANTOR
Decca 24597 |
| DON'T ROB ANOTHER MAN'S CASTLE
I'M BITIN' MY FINGERNAILS AND
THINKING OF YOU
ANDREWS SISTERS
and ERNEST TUBB Decca 24592 | GO DOWN TO THE GRAVEYARD
FORTY MILES AT SEA
HAPPY WILSON
and the Golden River Boys
Decca 46153 |
| MY DREAM IS YOURS
I'M BEGINNING TO MISS YOU
GORDON JENKINS
and his orchestra Decca 24593 | THAT'S THE WAY MY BABY CLOSSES
HER EYES
DON'T ASK ME WHY
ERNIE ANDREWS
with Eddie Beal
and his orchestra Decca 48096 |
| GRAN'MA PLAYS THE NUMBERS
JUST IN CASE SY OLIVER
and his orchestra Decca 24594 | BIG JOE
PLUCKIN' THAT THING SAM PRICE
and his Rockin' Rhythms Decca 48097 |

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- | | |
|--|---|
| CRUISING DOWN THE RIVER
SUNFLOWER RUSS MORGAN
Decca 24568 | DOWN BY THE STATION
SWEET GEORGIA BROWN
GUY LOMBARDO
Decca 24555 |
| GALWAY BAY
MY GIRL'S AN
IRISH GIRL BING CROSBY
Decca 24295 | SO IN LOVE GUY LOMBARDO
HERE I'LL STAY Decca 24572 |
| YOU, YOU, YOU ARE THE ONE
FOREVER AND EVER
RUSS MORGAN
Decca 24569 | BEWILDERED
NO ORCHIDS FOR MY LADY
INK SPOTS
Decca 24566 |
| SO TIRED
I HEAR MUSIC RUSS MORGAN
Decca 24521 | UNDERNEATH THE LINDEN TREE
ANDREWS SISTERS |
| I'VE GOT MY LOVE TO KEEP ME WARM
I LOVE YOU SO MUCH
IT HURTS MILLS BROTHERS
Decca 24550 | YOU WAS PATTY ANDREWS and
BOB CROSBY Decca 24560 |
| A LITTLE BIRD TOLD ME
BRUSH THOSE TEARS FROM
YOUR EYES EVELYN KNIGHT
Decca 24514 | HAVE YOU GOT THE GUMPTION
ROAMIN' BLUES LOUIS JORDAN
Decca 24571 |
| FAR AWAY PLACES
TARRA TA-LARA TA-LAR
BING CROSBY
Decca 24532 | A BLUEBIRD SINGING IN MY HEART
LILI MARLENE BING CROSBY
Decca 24508 |
| POWDER YOUR FACE WITH SUNSHINE
ONE SUNDAY AFTERNOON
EVELYN KNIGHT
Decca 24530 | DADDY, WHEN IS MOMMY COMING
HOME
TILL THE END OF ERNEST TUBB
THE WORLD Decca 46150 |
| RED ROSES FOR A BLUE LADY
EVERYWHERE YOU GO
GUY LOMBARDO
Decca 24549 | BLUES IN MY HEART
TENNESSEE SATURDAY NIGHT
RED FOLEY
Decca 46136 |
| | MONEY, MARBLES AND CHALK
TENNESSEE TEARS
STUBBY AND THE BUCCANEERS
Decca 46149 |

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VOX JOX

A National Accounting of Disk Jockey Activities

PHILLY PHADDLE . . . University Motors, Inc., local Ford dealer, renewed its three quarter hours weekly on **Stu Wayne's** "Musical Clock" on KYW. The contract was placed thru Gresh & Kramer Ad Agency. . . . **Johnny Deegan** joins the deejay ranks, the staff announcer at KYW getting the call to spin the waxes on a new station seg, "Midday Revue," spinning from 12:05 to 1:30 at noontime. And to make a nighttime record session, since **Stu Wayne** already has the morning spinning, staffer **Tom Rodgers** becomes a platter personality with an 11:15 p.m. spot tagged, "As You Like It." Rodgers is also the disk annotator for a Sunday night "Music Box" on KYW at 10:30 p.m. . . . **Stu Wayne**, conductor of the "Musical Clock" at KYW is set to return to his spinning Monday (14), after recovering at Wills Eye Hospital from an eye infection. . . . With the opening Tuesday (15) of the Golden Slipper, the town's first all-Jewish nitery, **Jennie Goldstein** will do a disk jockey remote from the room every night via WDAS. The former Yiddish stage star will stick strictly to Jewish platters.

STRICTLY FROM DIXIE . . . **Jerry Strong**, WINX, Washington, was selected by the bedside network at Walter Reed Hospital to have his jock show piped into the hospital's wattery, WRGH, AFRS, feeding out thru 1,000 headsets and 200 wall speakers. . . . **Grady M. Reeves**, WFUN, Huntsville, Ala., writes: "The Billboard has been my music vane for every release, and so far I have had amazing success." . . . **Harry Nigocia**, WJBW, New Orleans, played host to Doodles Weaver of the **Spike Jones** ork recently, and reports that Doodles really broke up the show with his madcap antics. . . . **Bill Frey**, KATL, Houston, had **Ole Olsen** and **Dave Gould**, choreographer for the Olsen-Johnson show, as guests last week. . . . **Chuck Breezy**, KDLK, Del Rio, Tex., cuts in on his platters with home-made verses, and the report is that the listeners eat it up. . . . **Tom Perryman** has changed venue from KEBE, Jacksonville, Tex., to KSIJ, Gladewater, Tex., as jock and program director. . . . **Bill Wells**, veteran jock in various parts of the country, now is at KLEE, Houston, with a daily three-hour show, "Wells Bells." He is also set for a video show over KLEE-TV next month. . . . **Bill Wells**, formerly with WNEW, New York, and KIXL, Dallas, is now with KLEE, Houston, with a video show in the works in addition to his platter chores. . . . **Zenas Sears** is now spinning 'em at WGST, Atlanta. . . . **Jim Anderson**, WIRK, West Palm Beach, Fla., is expanding, adding an afternoon show to his morning shot. . . . **Roger Nash** was switched from WEAR, Pensacola, Fla., to WJMR, New Orleans. . . . **Louis Armstrong** did a 30-minute guest shot with **Bill Frey**, KATL, Houston, recently. . . . **Wally Luce** has moved to WJAX, Jacksonville, Fla., from WWPF, Palatka, Fla. . . . **Eddie Zirkle**, WHAR, Clarksburg, W. Va., has been educating the citizenry to the virtues of bop. . . . **Greg Gregory**, KERP, El Paso, Tex., wants everybody to know that **Billy Eckstine** is the big man down thataway right now.

GIMMIX . . . **Frank Allan**, WREN, Topeka, Kan., does a song-of-the-week thing, choosing the most-requested tune of the preceding week and plugging it daily. . . . **Tom Edwards**, KICD, Spencer, Ia., who met and made friends with up-and-coming English warbler **Benny Lee** during the war, is running a **Benny Lee** contest. He spins a set of seven of the singer's London platters nightly. Listeners write in telling what they like or dislike about Lee's singing, with the best communique winning an album of his platters. All entries will be forwarded to Lee in London to give him a sample of American opinion of his work. . . . **Bob Harvie**, CJAD, Montreal, plays **Art Mooney's** "Doode Doo" daily, inviting audience comment as to why he should or shouldn't break the disk. Kazoos are sent to listeners who send the best reasons, pro or con. "Intend to run the contest till everybody gets tired of the thing," he writes. . . . **KGGM**, Albuquerque, N. M., throws down the gantlet with the claim that the station's **Bob Donnelly**, 24 years old, 5 feet 11, 165 pounds, blond hair and green eyes, is radio's handsomest jock. "Will anyone in radio dispute this claim?" A KGGM staff man (not Donnelly) challenges. . . . **Pat Herson**, WKOW, and **Bob Larsen**, same station, Madison, Wis., are sponsoring a talent quest at the Parkway Theater weekly, with winners going on up thru State eliminations and finals at Gauman's Chinese in Hollywood, with elegant awards to the lucky winners. . . . **Graeme Zimmer**, WCSI, Columbus, Ind., and **Bob Williams**, WWNI, Wabash, Ind., recently pulled a new switch in dual broadcasting. The two conducted their programs jointly, each at his own station, taking turns in spinning records. Listeners at both watteries could hear both ends of the jocks' conversation as well as the alternating platters. . . . **Harry Lee**, WBAB Atlantic City, does a music appreciation show one day a week, beamed at a local high school. . . . **Jay Giles**, WCNT, Centralia, Ill., has his daily platter schedule printed in advance on the menu at a local cafe by arrangement with the owner. "It's paying off in listener response," Giles writes, "and if any diners have special requests they drop them in a box at the cashier's desk, and I pick up the box each morning. Simple gimmick, but good."

EASTERN BEAT . . . **John Brubaker**, Syracuse U. student, has joined the staff at WOLF, Syracuse. . . . **Budd Hulick**, formerly of Stoopnagle and Budd, is doing a daily Mr. and Mrs. Show at WJLL, Niagara Falls. . . . **Jim Strong**, WKNB, New Britain, Conn., drawing plenty favorable comment for his scatting a la **Frankie Laine** on **Al De Caro's** piano show, "Keyboard Capers." . . . **Kay Balfe** has transferred to WESA, Charleroi, Pa., from WPGH, Pittsburgh. . . . **Nancy Coleman**, 15-year-old daughter of Hartford's (Conn.) mayor, fulfilled a cherished ambition when she was invited by WDRC Manager **Walter Haase** to do a 15-minute jock show on the station. . . . **Florence Gordon**, of Bridgeport, Conn., has gone south to join the staff at WHHT, Durham, N. C. . . . **WROW**, Albany, ran an all-night benefit show for **Ed Walker**, formerly with the station. Walker is seriously ill in Memorial Hospital, New York, and the show was run to help him defray medical expenses. . . . **Bob Shields**, formerly at WLCR, Torrington, Conn., is now on staff at WHTT, Hartford. . . . **Joe Girard**, WCCC, Hartford, offered prizes donated by local merchants for best Valentine caricatures of him sent in by listeners. . . . **Hal Berg**, WILK, Wilkes-Barre, Pa., has landed **Wise potato chips** as the new sponsor for his "Club Swingtime." . . . **Gary Lesters** is doing a morning show over WIBX, Utica, N. Y. . . . **Bernie Moore** has been upped to program director at WKNB and WKNB's FM affiliate, WFHA, in New Britain, Conn. . . . **Vern Cook**, WGY, Schenectady, N. Y., cut an interview with **Tommy Dorsey** recently, then used the disk on his a.m. show. . . . **Pedro Albani**, L-A orkster in his 18th month at the Mayflower Hotel, Atlantic City, is doing a disk show over WMID there.

It's titled "Latin-American Serenade," six days a week. . . . **Bob Wallace**, WSNY, Schenectady, wrote a jingle for the Red Cross drive, set it to the music of the Yale "Bulldog" song, had it waxed by a local barbershop quartet, and now uses it during station breaks. . . . **Bob (Beau Brummel) Moore**, WLAW, Lawrence, Mass., is developing a sideline, just in case, He's posing as a model for men's clothes, with the Paparella Bros. clothing firm featuring a big picture of Bob and his mike in a series of newspaper ads. . . . **Ivor Hugh**, music director at WCCC, Hartford, Conn., has a new classical music show across the board. . . . **Ray Mercier**, WPOR, Portland, Me., opens his daily "Matinee Frolic" to any worthy public service cause. Teen-agers, clubs and fraternities take advantage of the offer to raise funds for local and national charities. . . . **Ed Carter**, WACE, Chicopee, Mass., received a commendation from the New England Heart Association for his work in the recent fund drive. . . . **Ken Rowland**, WTUX, Wilmington, Del., and his wife **Phyllis**, recently had twin girls, **Kathleen Jean** and **Karen Ann**.

ROCKS AND ROSES . . . **Cal Carter**, program director at KAMD, Camden, Ark; writes: "Get loads of requests for religious quartet music, but can't find any platters. If anyone can help, my listeners will be very glad, I know." . . . **Jim O'Brien**, KWVL, Waterloo, Ia., "would like to see more personal-manager co-operation. For example, how about some dope from **Charlie Barnet's** personal manager? Been trying to build Barnet in the Midwest, but he has no rep there, as he does on either Coast." . . . **Howard Swanson**, WJPD, Ishpeming, Mich., is "mighty happy about the co-operation from both Capitol and National records." . . . **Stew McDonnell**, WIMS, Michigan City, Ind., threatens he's "going to drop all Victor and Columbia records from my show if the co-operation doesn't improve. Other companies just as large do right by us." . . . **Bob Wolfe**, Tucumcari, N. M., has no sympathy for "those poor unfortunate souls who find records that they just know were addressed to them reposing in the station library. That's a shame, especially at a 250-watter. Where would us hotshots be if we had records but no station to spin 'em over. I'm happy to donate all platters mailed to me at the station—we're supposed to be working together, not against each other." . . . **Herb Marks**, WGAP, Maryville, Tenn.,

writes: "Being a small, obscure station, WGAP doesn't receive the vast quantity of gift records that are sent to other stations. Occasional Columbias are sent to us, but no Deccas or Victors come in."

GOTHAM GOSSIP . . . **Larry Lawrence**, formerly with Worcester (Mass.), San Diego and Dallas watteries, is now spinning 'em at WKBS, Oyster Bay, L. I. . . . **Hal Tunis** recently ran an impromptu "What's my name?" contest over WVNJ for Pat Terry's Spotlite platter of the same name. . . . **Vi Prosser** is now doing the WVNJ nightly remote from the Versailles alone since **Tedd Lawrence's** exit from the station. . . . **WMCA's Symphony Sid** is on the cultural kick these nights, playing modern classical music (Stravinsky, Ravel, etc.) in with the moppin' and boppin'. . . . **Jack Lacey**, WINS, is starting a "Portrait of Jennie" contest in connection with the King Cole Capitol disk. Girls are asked to send in photos, with Lacey and Cole selecting the prettiest "portrait." . . . **Raeburn and Finch**, WNEW, have skedded a press conference Saturday (12), with aspiring journalists from some 50 schools in the metropolitan area.

FOREIGN EXCHANGE DEPT. . . . **Ed Manning**, CKCR, Kitchener, Ont., and **Jim Walsh**, WSL, Roanoke, Va., are exchanging recorded versions of their shows. Both specialize in the recorded music and comedy of a generation ago. . . . **Bob Goerner**, KQW, San Francisco, and **Bill McColl**, 2KY, Sydney, are in the second year of exchanging e. t.'s of their shows. Goerner recently played a cutting featuring the adventures of the **Graham Bell Jazz Band** of Melbourne on their recent world tour, plus records cut in Czechoslovakia, France and England.

WESTERN WAX WHIRL . . . **Don Pablo** and **Sugar Chile Robinson** were recent guests on **Larry Drake's** "Record Review" at WIBM, Jackson, Mich. . . . **Jack Melvin** and **Johnny Ryken**, pilots of "El Rancho Chuck Wagon Time" at KLAS, Las Vegas, Nev., report requests from far flung locales like New Zealand, Hawaii and, of course, Brooklyn. . . . **Bob Wolfe**, KTNM, Tucumcari, N. M., did a variety turn to great plaudits at the recent annual minstrel show of the Tucumcari Lions Club.



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HERE ARE THE MUSICAL TREASURES

Drawing from its breathtaking wealth of master recordings representing over 20,000 of the greatest classics as recorded by Europe's great soloists, orchestras, instrumentalists and choirs . . . and its own American contemporary artists . . . Mercury presents the first of its Long Playing Records. Here is truly great music at its greatest, with all the economy of both money and space which Long Playing Records provide.

NOW AVAILABLE

- KHACHATURIAN** Concerto For Violin and Orchestra, David Oistrakh, soloist with the Russian Symphony Orchestra.
One 12" Non-breakable Record — \$4.85 MG-10000
- ERNA SACK** Strauss, Lehar and Popular Favorites.
One 12" Non-breakable Record — \$4.85 MG-10001
- TCHAIKOVSKY** 1812 Overture.
- RICHARD STRAUSS** Don Juan Symphonic Poem, Amsterdam Concertgebouw Orchestra, Willem Mengelberg, Conductor.
One 10" Non-breakable Record — \$3.85 MG-15000

Watch For New

LONG PLAYING
 **MERCURY**
CLASSICS

MUSIC—AS WRITTEN

New York:

Tunesmith-warbler **Ray Gilbert**, recently signed with Columbia Records, cut his own ditty, "Pin Striped Pants," as one of his initial sides for the waxery. . . . **Artie McCoy** joined the E. B. Marks pubbery to do contact work. . . . **Sylvan Spiro** was named New York rep for **Les Brown's** pubbery, Crystal Music, to work on the tune "You Was." . . . **Herbie Fields**, currently at the Flame Club in St. Paul, Minn., has appointed **Bob Wandt** as road manager for the ork. . . . Remington Records opened its own Chicago distributing office for its Lenox label, whose top sellers have been the **Eddie (Lockjaw) Davis** and **Morris Lane** waxings. . . . Tunesmith-accordionist **Irving Siegel** appearing at the Hotel Witter Lounge, Wisconsin Rapids.

Jimmy Dorsey's opening date at the Hotel Statler here is March 21. . . . **Frankie Carle's** band is booked for 14 weeks of theaters in the first six months of the year. Band is also set for a one-week date at Frank Dailey's Meadowbrook beginning May 17. . . . **Woody Herman's** ork and **Nellie Lucher** are being packaged by General Artists Corporation (GAC) for a theater tour. . . . Decca Prexy **Jack Kapp** was the subject of an editorial in *Life* magazine recently. . . . **Johnny Bond's** five-piece crew, featuring songstress **Rosemary Calvin**, was inked to an MGM recording pact and already has sliced a date for the firm. . . . Decca Records inked singer **Bob Marshall** to a waxing pact. . . . Same diskery also cut some wax with a jazz combo headed by drummer **Cozy Cole**.

Tommy Dorsey played to 3,600 at a one-nighter at the State Armory, Schenectady, N. Y., Saturday (5). Admission to the affair, sponsored by the Turbine Division Association of General Electric, was \$2 per person. . . . **Charlie Ventura** at the Mid-City Ballroom, Albany, N. Y., drew 986 people Thursday (3). Tickets for the dance, sponsored by Marty Ross, WPTR deejay, were \$1.75 at the door and \$1.50 on advance sales.

Southern Connecticut's newest territorial band, directed by **Paul Pascal**, who doubles on sax and clarinet, started its tour this week at the Ritz Ballroom, Bridgeport, Conn. The band features **Sunny Delmar**, trumpet; **Dan De Fala**, jazz tenor; **Tony Masters**, vocals, and **Four Slicks** and a **Chick**, singing group. . . . **Lyle Carlyle**, maestro at the London Chop House, Detroit, has been elected president of the Alumaroil of Detroit, Inc., operating an awning assembly plant.

Connie Haines will open at the Copacabana nitery here March 24. . . . Purdue University made an unusual band purchase for a college when it procured the **Billy Bishop** ork for a five-day period, June 7-11, last week. . . . **Marty Mills** this week joined the professional department of the Ameri-

can Academy of Music, Mills Music subsidiary firm. . . . **Count Basie's** ork will follow its current Cotton Club, Hollywood, run with one week at the Million-Dollar Theater, Los Angeles, and with two weeks at the Barbary Coast, San Francisco, beginning March 29.

Decca Records' exec **Milton Rackmil**, who last week returned from a trip to England, took off for a trip to the Coast March 13. . . . Billing of the King Cole Trio now becomes **Nat (King) Cole** and His Trio with the addition of bongo player **Jack Contanza**. . . . Capitol records' chief flack, **Dick Linke**, heads for the South March 13 to set up the diskery's contemplated hillbilly jamboree in Charlotte, N. C. (The Billboard, March 12).

Patti Page, Mercury recording thrush, who recently pulled out of the William Morris stable, will now be booked by the General Artists Corporation (GAC). . . . **Timme Rosenkrantz**, "The Barrel-House Baron" from Denmark, is here to line up talent for "Chocolate Stars," all-Negro revue to open in Copenhagen May 1. The show is set to play Stockholm, Sweden, from May 20. . . . **Joe (I'm Glad for Your Sake) Medlin**, Atlantic artist, just completed two weeks at the Club Bali, Washington. . . . **Lil Beth** will handle disk-flack chores for **Jordan-Rich Associates** out of San Francisco. The outfit is now handling disk promotion for **Vic Damone**, who waxes for Mercury.

Charles Delaunay, French jazz impresario and critic, left for France Saturday (12) after a four-week stay. He has set a deal with booker **Billy Shaw** to have the **Charlie Parker** and **Sidney Bechet** jazz combos appear in Paris for the annual jazz week sponsored by the Hot Club of Paris. . . . **Apollo Records'** sales manager, **Irv Katz**, appointed two new distributors last week: **Delson & Stoken**, of Los Angeles, for Southern California, and **Balmont Record Distributors**, of Newark, for Northern New Jersey. . . . **Mahalia (Move On Up a Little Higher) Jackson**, Apollo religious singer, tees off a six-month tour of one-nighters at the Norfolk City Auditorium March 13. **Harry Lenetska** is booking. . . . **Rainbow's** general manager, **Eddie Heller**, on a business trip to Chicago last week. . . . **Leonard Feather** produced a jazz disk date last week with a group of bop stars under the direction of **Serge Chaloff**. Sides will be sold to one of the major diskeries. . . . **Tony Ravel** has organized Arc Records, with his first release an album of on-location recordings from the Little Casino, Greenwich Village nitery.

Arnold Shaw, of Leeds Music Corporation, has arranged an orchid promotion in connection with the Leeds tune, "No Orchids for My Lady." In a tie-up with Thomas Young Orchids, Inc., Shaw is sending orchids to top talent thruout the country. He's also set a deal with Revlon's, and is sending to disk jocks the Revlon "Orchids to You" set. . . . **Enoch Light** and his ork are set for Manhattan College, March 19; Fordham University,

(See Music As Written on page 28)

THE TOP HILLBILLY SONG OF THE YEAR

SWEETER THAN THE FLOWERS

JUST RELEASED BY **ROY ACUFF** COLUMBIA RECORD 20551

BACKED BY THE WALTZ SENSATION OF THE YEAR

TENNESSEE MOON

OTHER RECORDINGS OF "SWEETER THAN THE FLOWERS"

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ESCO HANKINS — KING 730

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ANDY REYNOLDS — COLUMBIA 20474

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for the
Push!*

THE GODS WERE ANGRY WITH ME

CENTURY
SONGS
INC.

CAPITOL No. 15176

*Turn
the Gods
over!*

YOU SWEET LITTLE YOU

SOUTHERN
MUSIC
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On the Stand

Carmen Cavallaro

(Reviewed at Coconut Grove, Hotel Ambassador, Los Angeles, March 3. Booked thru Music Corporation of America.)

STRINGS: Tony Maratea, Ed Koaki, Bob Lido, Sol Nathan and Bill Spear.

TRUMPETS: Jack Hansen, Sid Feller and Dale Cornell.

SAXES: Augie Aucaraz, Ted Duane, Frank Langone and Ed Litten.

RHYTHM: George Harris, guitar; Norm Etkin, drums; Frank Carroll, bass.

LEADER AND PIANO: Carmen Cavallaro.

VOCALS: Bob Lido and Cavaliers Quartet.

ARRANGERS: Sid Feller and Ted Duane.

Saleswise, there's rhyme and reason to the poet of the piano. His winning formula has held the Carmen Cavallaro name on the top rungs of the dance-band ladder for years and has kept his Decca records spinning at a strong clip. He embodies that happy combination of showmanship and musicianship and his articulate phrasing, crisp technique and well-rounded tone is far above the standards usually found in the dance field. Not only can he play, but he can sell what he plays.

A baby spot picks out the piano from the other instruments. A mike beneath the sounding board amplifies its tone to where it can cover the rest of the band in volume. Arrangements are such as to make the piano the major voice in the instrumental blending. Strongest section in the band is the string wing, which serves to give the over-all orchestral sound exceptional roundness and fullness. Reeds and muted brass blend to provide body to the instrumentation which in itself serves as a plush cloak that wraps around the Cavallaro Steinway.

Tune selections are varied and prudently picked. For the show, he dazzles the listener with a brilliant display of pianistic pyrotechnics ranging from a synco adaptation of a fast-flying Carl Czerny finger ex-

Music—As Written

(Continued from page 26)

March 23; Lawrenceville Academy, Rutgers University, May 13, and Seton Hall, May 14.

Detroit:

Don Pablo, recording band leader who opened the new Copa Club here, has signed a management contract with Music Corporation of America (MCA). Pablo has just leased six masters of his recordings, formerly handled by Latin-American Records, to Rondo Records for release. . . . **William E. Scripps II**, Philco television distributor, is taking over local distribution of Tower Records. The deal was negotiated by Fran Wood, of Chicago.

David Broekman, composer-conductor, has signed a personal management pact with **Paul Kapp**. . . . **Jean Paul Morel**, who conducts the RCA Victor Orchestra on a number of operatic disks, will head the Juilliard school's orchestra department during the 1949-'50 academic year. . . . **Bob Doyle** has been named Detroit representative for Joe Davis's Beacon Music and record firms.

Philadelphia:

When **Artie Shaw** comes to the Academy of Music April 4, he'll play Mozart's Clarinet Concerto with his arranger, **Hershy Kay**, conducting the ensemble of Philadelphia ork players for the accomps. . . . **Drury Lane Inn** strings in a WJMJ remote radio wire to air the Musical Bar talent on tap. . . . Biggest buzz around radio row is that KYW, local NBC outlet which uses its studio band only on Sundays, will be the next local air outlet to drop its band—which would leave only WCAU (CBS) and WFIL (ABC) with live music staffs.

Cincinnati:

Art Jarrett, vocalist and ex-band leader, is a new disk jock on the staff of WCPO here. . . . **Dottie Barlow**, canary, has been pacted by **Larry Vincent**, of Pearl Records, with her first cutting for the firm on "Mama Won't Let Me Go Fishing With You," by **Tade and Frances Dolen** and **Anna Pearl Vincent**, slated for this week. . . . Pianist-warbler **Manuel DeSilva** is back at the 19th Hole for an indefinite stand. . . . **Horace Heidt** and "Youth Opportunity" show, on a one-nighter at the new Cincinnati Garden March 2, pulled 7,881 payers, with ducats slugged from \$1 to \$3. . . . **Rose (Chee-Chee) Murphy**, torrid pianist, heads the new show at the Latin Quarter, Newport, Ky.

ercise to a Brahms Hungarian Dance (No. 4) to the more popularly appreciated *Jalousie*. For the dancing between shows, ork delivers a smooth-as-silk product that has the patrons filling the floor. An occasional Latin

number is used or a novelty tune to spark the dance dish. Bob Lido doubles from strings to carry the vocal chores with the aid of singing sidemen tagged the Cavaliers Quartet. *Lee Zhitto.*

99 1/8 R.P.M. Disks

PHILADELPHIA, March 12.—With all the claims being ballied by the waxing works anent the variety of record speeds, Lesco Distributors, local indie disk distributing firm, figured it was time to give the retailers something to really cheer about—or at least keep 'em cheerful — by good-naturedly offering the trade a "Lesco long-playing, loud, long-life record" at 99 1/8 r.p.m.

Enclosing a cardboard sample with his sales letter, Ed Cohn, Lesco head, described the enclosure as: "Triangular shape voted by experts most likely to succeed. No center hole. 1,001 different colors. Record driven from the outside by jet propulsion. Won't work on any player yet invented."

"MPA Bulletin" Released

NEW YORK, March 12.—The Music Publishers' Association (MPA) this week released the first copy of its *MPA Bulletin*. A four-page sheet, *Bulletin* is published in the interest of better relations between dealers and publishers. The policy of the sheet is to effect greater co-operation among MPA members via stories on different phases of publisher and dealer activity.

Strudler for MCA Flack

NEW YORK, March 12.—Leonard Strudler this week was appointed director of publicity for the Music Corporation of America (MCA). He replaced **Sammy Roen**, who resigned several weeks ago to move to Orlando, Fla., where he went into the fruit-growing business as well as becoming a local dance promoter.

ATTENTION

ALL DISK JOCKEYS OPERATORS RECORD BUYERS

WE NOW FIND THAT

3 COMING AL TRACE FEATURES ON
ANOTHER LABEL
ARE ON THE FLIP SIDE OF

DAMON

EXCLUSIVE AL TRACE
FLAME THROWERS RECORDINGS

AVAILABLE
NOW
SEE YOUR
DAMON
DISTRIBUTOR

- D-11216 "I COULDN'T BELIEVE MY EYES"
"I'M THRU CALLIN' EVERYBODY DARLIN'"
- D-11217 "EVERY TIME YOU'RE STEPPIN' OUT"
"YOUR TEARS CAME TOO LATE"
- D-11218 "DOWNHEARTED"
"IT TOOK A DREAM TO WAKE ME UP"

What could be Sweeter...

CANDY KISSES

(Words and Music by GEORGE MORGAN)

AND

EDDY HOWARD

ON

A SMASH HIT—ORDER TODAY
Record No. 5272



MERCURY
RECORDS



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

**CRUISING DOWN THE RIVER
POWDER YOUR FACE
WITH SUNSHINE**
BLUE BARRON and his Orchestra
M-G-M 10346

**DOO DE DOO
ON AN OLD KAZOO
BEAUTIFUL EYES**
ART MOONEY and his Orchestra
M-G-M 10357

**I THOUGHT I WAS DREAMING
TENNESSEE TANGO**

FRANCIS CRAIG
and his Orchestra
M-G-M 10378

**CARAVAN
A SENORITA'S BOUQUET**

BILLY ECKSTINE
M-G-M 10368

**PEGGY DEAR
WHILE THE ANGELUS WAS RINGING**

JOHNNY DESMOND
M-G-M 10358

**SO IN LOVE
ALWAYS TRUE TO YOU IN MY FASHION**

JANE HARVEY
M-G-M 10359

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

THE BUDDY KAYE QUINTET
M-G-M 10310

**YOU WASI
GET A LITTLE SUMMER IN YOUR KISSES**

ART LUND
M-G-M 10365

**THE HUMPHREY BOGART RHUMBA
JOHNNY GET YOUR GIRL**

BETTY GARRETT
M-G-M 10367

**BEWILDERED
NO ORCHIDS FOR MY LADY**

BILLY ECKSTINE
M-G-M 10340

**JUST ONCE MORE
HOW MANY TEARS MUST FALL**

FRANKIE MASTERS
and his Orchestra
M-G-M 10371

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

HELEN FORREST
M-G-M 10373

**AS YOU DESIRE ME
I'LL REMEMBER APRIL**

DERRY FALLIGANT
M-G-M 10308

**IT'S A BIG WIDE WONDERFUL WORLD
JUST REMINISCING**

JACK FINA
and his Orchestra
M-G-M 10372

**YOU'RE SO UNDERSTANDING
MISSISSIPPI FLYER**

BLUE BARRON
and his Orchestra
M-G-M 10369

**SUNFLOWER
BRUSH THOSE TEARS FROM YOUR EYES**

JACK KILTY
M-G-M 10339

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

ART LUND
M-G-M 10348

**CARELESS HANDS
THESE WILL BE THE BEST YEARS OF OUR LIVES**

JOHNNY DESMOND
M-G-M 10349

**A ROSEWOOD SPINET
FAR AWAY PLACES**

KATE SMITH
M-G-M 10356

FOLK and WESTERN

**LOVESICK BLUES
NEVER AGAIN**

HANK WILLIAMS
M-G-M 10352

**LADY OF SPAIN
CARELESS HANDS**

ARTHUR (Guitar Boogie) SMITH
M-G-M 10380

**FOOLISH QUESTIONS
RAIN DROPS AND TEAR DROPS**

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

**CANDY KISSES
TENNESSEE BORDER**

BUD HOBBS
M-G-M 10366

EBONY SERIES

**DOWN BY THE STATION
A GHOST OF A CHANCE**

SLIM GAILLARD
M-G-M 10309

**KEEP YOUR BIG MOUTH SHUT
MISS LUCY**

BULLMOOSE JACKSON
M-G-M 10318

**LAZY MORNIN'
KEYBOARD KAPERS**

EARL (FATHA') HINES SWINGTETTE
M-G-M 10382

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending March 11

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week Last Week

- 1. CRUISING DOWN THE RIVER** By Beadell and Tollerton
Published by Henry Spitzer (ASCAP)
Records available: B Barron Ork, MGM 10346; Jack Smith The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H Carroll, Mercury 5249; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035; The Riddlers-The Hi-Tonians, Hi-Tone 104.
Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated. **1**
- 2. FAR AWAY PLACES** By Whitney and Kramer
Published by Laurel (ASCAP)
Record available: Bing Crosby, Decca 24530; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 6198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H Rene Ork, Victor 20-3318; Ames Brothers, Coral 60016; O. Tucker, Double Feature 2002; Smith-J. Miller, MGM 10358; E. Baird, Hi-Tone 104.
Electrical transcription libraries: Stanley Black Ork, London; Kaye Armen, Associated; Waltz Festival Ork, NBC Thesaurus. **2**
- 3. POWDER YOUR FACE WITH SUNSHINE** By Lombardo and Rochinski
Published by Lombardo (ASCAP)
Records available: D. Bryon-T Black Ork Dana 2031; E Knight-The Stardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B Barron, MGM 10346; D Martin-P Weston Ork, Capitol 15351; Doris Day-Buddy Clark Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000; A. Vincent-J. Laurenz, Mercury 5247; Phyllis Marshall-Norm Alexander Quartet, Monogram 104; E. Baird-The Hi-Tonians, Hi-Tone 103.
Electrical transcription libraries: Blue Barron, Lang-Worth; Sammy Kaye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus; Lawrence Welk, Standard. **3**
- 4. GALWAY BAY** By Dr. Arthur Colahan
Published by Leeds (ASCAP)
Records available: Bing Crosby, Decca 24295; B. Johnson, Columbia 38279; B. Lester, Rainbow 10015; J McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3238; A. Sheiton London 487; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddie Ballantine Ork, Rondo R-184; C. Dennis-B. Cole Ork, Capitol 15403; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101.
Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork, London. **6**
- 5. I'VE GOT MY LOVE TO KEEP ME WARM** By Irving Berlin
Published by Berlin (ASCAP)
Records available: Mills Brothers, Decca 24550; L. Brown Ork, Columbia 38324; R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330; A. Lund, MGM 10348; H. Brooks Trio, Modern 20-649; E. Baird-The Hi-Tonians, Hi-Tone 101.
Electrical transcription libraries: Hank D'Amico, Associated; Sal Franzella, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Dick Haymes, World; Kay Starr, Standard. **5**
- 6. RED ROSES FOR A BLUE LADY** By Sid Tepper and Roy Brodsky
Published by Mills (ASCAP)
Records available: J. Laurenz, Mercury 5201; G. Lombardo, Decca 24549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 302; L. Douglas & Hi-Tone Serenaders, Hi-Tone 103.
Electrical transcription libraries: Charlie Spivak, World. **9**
- 7. A LITTLE BIRD TOLD ME** By Harvey O. Brooks
Published by Bourne (ASCAP)
Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Starduster, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326; Varsity 121; J. Wayne-J. Davis, Columbia 38388; Rose Murphy, Victor 20-3320; The Wayfarers, London 389; P. Watson, Monogram 101.
Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBO Thesaurus. **4**
- 8. SO TIRED** By Russ Morgan and Jack Stuart
Published by Glenmore (ASCAP)
Records available: N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; R. Moran Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, King 4263; F. Martin Ork, Victor 20-3350; Reggie Goff, London 354.
(No information on electrical transcription libraries available as The Billboard goes to press.) **8**
- 9. LAVENDER BLUE (Dilly, Dilly)** By Elliot Daniel and Larry Morey
Published by Santly-Joy (ASCAP)
From the Walt Disney Film "So Dear to My Heart."
Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225; Varsity 124; B. Ives-Capt. Stubby & the Buccaneers, Decca 24547; H. Cameron-B. Adlam Ork, Crystal 185; Double Feature, 2000; A. Vincent, Mercury 5248; The Riddlers-C. Desmond, Hi-Tone 102.
Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; David LeWinter-Curt Massey, Standard; Cyril Stapleton Ork, London; Sammy Kaye, NBC Thesaurus; George Wright, NBC Thesaurus; Bob Eberly-Mack Stewart Ork, World. **7**
- 10. SUNFLOWER** By Mack David
Published by Famous (ASCAP)
Records available: D. "Two-Ton" Baker, Mercury 5239; E. Browne-The Squadronaires-J. Miller, London 394; J. Fulton-E. Ballantine, Tower 1454; J. Kilty, MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24568; Frank Sinatra, Columbia 38391; J. Smith-Crew Chiefs, Capitol 15394; Decca Spriggins-T. Williams Ork, Capitol 15405.
Electrical transcription libraries: Charlie Spivak, World; The Swingtones-The Jumpin' Jacks, NBC Thesaurus. **10**

Thanks Deejays

FOR YOUR HELP IN MAKING

"LOUIE DROP THE GUN!"

A SMASH HIT FROM
COAST TO COAST!

WINCHELL SAYS IT'S A HIT TOO!



THEY ALL WANT
the ORIGINAL version by
ART KASSEL
AND
GLORIA HART
ON
Mercury
5260

JUST A FEW OF THE MANY DEEJAYS SPINNING ART KASSEL'S
ORIGINAL VERSION OF "LOUIE" ON MERCURY RECORDS



BILL ANSON
KFWB, Hollywood



MARTIN BLOCK
WNEW, N.Y.



AL JARVIS
KLAC, Hollywood



JERRY SAXON
WIND, Chicago



LINN BURTON
WIND, Chicago



RAY MANNING
WIL, St. Louis



EDDIE HUBBARD
WIND, Chicago



JACK THE BELLBOY
WJBK, Detroit



ROSEMARY WAYNE
WJJD, Chicago



CLINTON BUEHLMAN
WBEN, Buffalo



IRWIN JOHNSON
WBNS, Columbus



JOE GRADY
WPEN, Phila.



ED HURST
WPEN, Phila.



ART TACKER
WTAO, Cambridge



SHERMAN BOEN
WDGY, Minn.



MARTY HOGAN
WIND, Chicago



PAUL DIXON
WCPO, Cincinnati



MERLE EDWARDS
WMIN, St. Paul



JACK THAYER
WLOL, Minn.



JIM HAMILTON
WIND, Chicago



LES FOX
WNAF, Prov., R. I.



PAUL BARTELL
WFOX, Milwaukee



PAUL BRENNER
WAAT, Newark



KURT WEBSTER
WBT, Charlotte, N. C.

— AND SO MANY, MANY MORE WHOSE PICS WERE NOT AVAILABLE AT PRESS TIME!



...adds these
GREAT NEW ARTISTS

-TO JUMP YOUR SALES!

SANDY SIMS

NEED YOU

and
ANGEL FACE
(You've Got The Devil in Your Big Blue Eyes)
CORAL 60043

ETHEL DAVENPORT
(The Terrific Gospel Singer) with
JIMMY BLYTHE, JR., TRIO

EACH DAY
and
LOVE LIKE A RIVER

BEST SELLERS! CORAL 65005

- DOO-DE-DOO ON AN OLD KAZOO
- CALM SEAS AND PALM TREES
THE BLUE JAYS Coral 60003
- MY DEAR
- A BEAUTIFUL LADY IN BLUE
JAN GARBER Coral 60008
- PINO PANTALONI (The Salami And Sausage Man)
- WOULD IT MAKE ANY DIFFERENCE TO YOU
FRANK PETTY TRIO Coral 60012
- YOU, YOU, YOU ARE THE ONE
- MORE BEER
AMES BROTHERS Coral 60015
- FAR AWAY PLACES
- LORELEI
AMES BROTHERS Coral 60016

- Jivin' The MISSOURI WALTZ
- CHOCOLATE
ERSKINE BUTTERFIELD Coral 60026
- CRUISING DOWN THE RIVER
- CLANCY LOWERED THE BOOM!
AMES BROTHERS Coral 60035
- IT ONLY HAPPENS ONCE
- YOU CAN'T BUY HAPPINESS
AMES BROTHERS Coral 60036
- OLD PAL WHY DON'T YOU ANSWER ME
- BEAUTIFUL OHIO
TONY MARTIN Coral 60030
- YOU CAN'T BREAK THE CHAINS OF LOVE
- I'M SENDING YOU RED ROSES
JIMMY WAKELY Coral 64002

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| CINCINNATI, OHIO
Hit Record Distributing Co. | NEW YORK, N. Y.
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Single Records
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The **Billboard** MUSIC POPULARITY CHARTS
Sheet Music
PART II

Based on reports received last three days of Week Ending March 1;

BEST-SELLING SHEET MUSIC

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

POSITION	Weeks to date	Last Week	This Week	Song	Publisher
6	2	1	1	CRUISING DOWN THE RIVER (R)	Spitzer
13	1	2	2	FAR AWAY PLACES (R)	Laurel
10	3	3	3	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
14	4	3	4	GALWAY BAY (R)	Leeds
15	5	5	5	LAVENDER BLUE (DILLY, DILLY) (F) (R)	Santly-Joy
2	6	6	6	SUNFLOWER (R)	Famous
7	7	7	7	RED ROSES FOR A BLUE LADY (R)	Mills
4	7	8	8	SO IN LOVE (M) (R)	T. B. Harms
2	12	9	9	FOREVER AND EVER (R)	Robbins
25	11	10	10	BUTTONS AND BOWS (F) (R)	Famous
9	9	11	11	I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
16	10	12	12	A LITTLE BIRD TOLD ME (R)	Bourne
5	14	13	13	DOWN BY THE STATION (R)	American Academy
20	—	14	14	ON A SLOW BOAT TO CHINA (R)	Melrose
1	—	15	15	A ROSEWOOD SPINET (R)	Shapiro-Bernstein

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Song	English	American
10	1	1	1	ON A SLOW BOAT TO CHINA	Morris	Melrose
11	2	2	2	HEART OF LOCH LOMOND	Unit	*
23	2	3	3	BUTTONS AND BOWS	Victoria	Famous
13	5	4	4	CUCKOO WALTZ	Keith Prowse	Criterion
4	5	5	5	FAR AWAY PLACES	Leeds	Laurel Music
24	3	6	6	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
3	10	7	7	ON THE FIVE FORTY-FIVE	Strauss Miller	*
7	7	7	7	MAHARAJAH OF MAGADOR	Chappell	Mutual
27	7	9	9	MY HAPPINESS	Chappell	Blasco
13	9	10	10	CUANTO LE GUSTA	Southern	Peer
4	12	11	11	IT'S MAGIC	Campbell-Connelly	Witmark
44	11	12	12	DREAM OF OLWEN	Lawrence Wright	Mills
2	15	13	13	FOR YOU	Feldman	Witmark Shapiro-
1	—	14	14	TWELFTH STREET RAG	Chappell	Bernstein
6	14	15	15	PERHAPS	Southern	Caribbean Music, Inc.
1	—	16	16	CRYSTAL GAZER	Daah	*
9	13	17	17	A LITTLE BIRD TOLD ME	Noel Gay	Bourne
7	17	18	18	SUVLA BAY	Box and Cox	*
6	18	19	19	UNTIL	Kassner	Dorsey Bros.
9	16	20	20	LITTLE GIRL	Campbell-Connelly	Leeds

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

POSITION	Weeks to date	Last Week	This Week	Song
5	1	1	1	CRUISING DOWN THE RIVER
11	1	2	2	FAR AWAY PLACES
17	3	3	3	GALWAY BAY
9	5	4	4	POWDER YOUR FACE WITH SUNSHINE
14	4	5	5	LAVENDER BLUE (DILLY, DILLY)
13	7	6	6	A LITTLE BIRD TOLD ME
21	6	7	7	BUTTONS AND BOWS
4	10	8	8	RED ROSES FOR A BLUE LADY
10	13	8	8	BRUSH THOSE TEARS FROM YOUR EYES
2	8	5	5	CLANCY LOWERED THE BOOM
4	11	11	11	I'VE GOT MY LOVE TO KEEP ME WARM
2	13	12	12	DOWN BY THE STATION
1	—	13	13	A ROSEWOOD SPINET
5	12	13	13	SO TIRED
4	9	13	13	TARA TALARA TALA
1	—	13	13	TEDDY BEAR'S PICNIC

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
Based on reports received last three days of Week Ending March 11



RECORDS MOST PLAYED BY DISK JOCKEYS

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

POSITION	Weeks Last Week	This Week	Title	Label	By
7	1	1	CRUISING DOWN THE RIVER	Blue Barron	Ork.
12	3	2	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown	Ork. MGM 10348-ASCAP
16	2	3	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Columbia 38324-ASCAP
7	6	4	SO TIRED	R. Morgan	Capitol 15278-ASCAP
11	8	5	FAR AWAY PLACES	P. Como-H. Rene	Ork. Decca 24521-ASCAP
11	7	6	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Victor 20-3316-ASCAP
3	14	7	CRUISING DOWN THE RIVER	R. Morgan	Ork. Decca 24530-ASCAP
4	8	8	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De- Vol	Ork. Capitol 15372-ASCAP
17	4	9	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
7	9	10	SO TIRED	K. Starr	Ork. Capitol 15314-ASCAP
3	12	11	CARELESS HANDS	M. Torne-S. Burke	Ork. Capitol 15379-ASCAP
3	21	12	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532-ASCAP

(Continued on page 121)

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

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

Week of March 4-10

SI—Sustaining Instrumental
 SV—Sustaining Vocal

CI—Commercial Instrumental
 CV—Commercial Vocal

Songs	Pub.	Heard N.Y.	Heard Chi.	Heard Calif.	Sur. Tot.	Add.
		SI SV CI CV	SI SV CI CV	SI SV CI CV	SI SV CI CV	Pts. Pts.
A Bluebird Singing in My Heart	Advanced	7 11 0 5	1 5 3 6	4 0 0 5	4 122	
A Little Bird Told Me	Bourne	0 3 2 4	1 11 5 4	1 4 2 4	2 119	
A Rosewood Spinet	Shapiro-Bernstein	3 15 0 4	4 9 5 3	2 6 0 3	124	
Bouquet of Roses	Hill & Range	2 3 0 2	1 7 1 3	0 3 0 2	40	
Cruising Down the River	Spitzer	2 5 0 5	0 2 0 3	1 2 0 5	81	
Down by the Station	American Academy	0 5 0 4	0 2 0 4	0 3 0 4	3 71	
Far Away Places	Laurel	0 4 0 4	0 0 0 4	2 5 0 4	92	
Forever and Ever	Robbins	0 0 0 4	0 0 0 4	0 0 0 4	3 59	
Galway Bay	Leeds	0 3 0 3	2 1 2 4	1 0 0 3	57	

(Continued on page 121)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, March 4, 8 a.m., and ending Friday, March 11, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's 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. The music checked is preponderantly (over 60 per cent) alive. (P) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Bluebird Singing in My Heart (R)	Advanced-ASCAP
A Little Bird Told Me (F) (R)	Bourne-ASCAP
A Rosewood Spinet (R)	Shapiro-Bernstein-ASCAP
"A" You're Adorable (R)	Laurel-ASCAP
Brush Those Tears From Your Eyes (R)	Peter Maurice-ASCAP
Buttons and Bows (R) (F)	Famous-ASCAP
Careless Hands (R)	Melrose-ASCAP
Cruising Down the River (R)	Henry Spitzer-ASCAP
Down by the Station (R)	American Academy-ASCAP
Far Away Places (R)	Laurel-ASCAP
Galway Bay (R)	Leeds-ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP
I Got Up Ev'ry Morning (R)	Leeds-ASCAP
I Got Lucky in the Rain (M) (R)	Sam Fox-ASCAP
I Love You So Much It Hurts (R)	Melody Lane-BMI
I'm Beginning to Miss You (R)	Berlin-ASCAP
It's a Big, Wide, Wonderful World (R)	BMI-BMI
I've Got My Love to Keep Me Warm (R)	Berlin-ASCAP
Lavender Blue (Dilly, Dilly) (F) (R)	Santly-Joy-ASCAP
My Dream Is Yours (R)	Witmark-ASCAP
Once in Love With Amy (M) (R)	E. H. Morris-ASCAP
Powder Your Face With Sunshine (R)	Lombardo-ASCAP
Red Roses for a Blue Lady (R)	Mills-ASCAP

(Continued on page 37)

BING CROSBY SINGS THE HIT SONGS!!!

from the New Paramount Picture...

"A CONNECTICUT YANKEE"

(in King Arthur's Court)

Lyrics by JOHNNY BURKE • Music by JAMES VAN HEUSEN

"ONCE AND FOR ALWAYS"

recorded by

BING CROSBY ALBUM...Decca
 VIC DAMONE...Mercury
 TONY MARTIN...Victor

ART MOONEY...M.G.M.
 DINAH SHORE...Columbia
 JO STAFFORD...Capitol

Transcriptions by

VIC DAMONE...Associated
 EARL SHELDON...Muzak
 CHARLIE SPIVAK...Ziv

"IF YOU STUB YOUR TOE ON THE MOON"

recorded by

NAT KING COLE...Capitol
 BING CROSBY ALBUM...Decca
 HORACE HEIDT...Columbia

JOHN LAURENZ...Mercury
 TONY MARTIN...Victor
 FRANK SINATRA...Columbia

Transcriptions by

VIC DAMONE...Associated
 EARL SHELDON...Muzak
 HORACE HEIDT...Standard

"WHEN IS SOMETIME"

recorded by

PERRY COMO...Victor
 BING CROSBY ALBUM...Decca
 VIC DAMONE...Mercury

JACK FINA...M.G.M.
 FRANK SINATRA...Columbia
 MEL TORME...Musicraft

MARGARET WHITING, Capitol

Transcriptions by

CHARLIE SPIVAK...Ziv
 GEORGE TOWNE...Associated
 DAVID STREET and LUCILLE NORMAN, Standard

"BUSY DOING NOTHING"

recorded by

BING CROSBY-SIR CEDRIC
 HARDWICKE-WM. BENDIX
 (Crosby Album)
 JACK SMITH

JACK EDWARDS...M.G.M.
 MODERNAIRES...Columbia
 VAUGHN MONROE...Victor

Transcriptions by

PHIL BRITO...Associated

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on
RCA Victor

DENNIS DAY

RECORDING OF

"CLANCY

LOWERED THE BOOM"

VICTOR No. 20-2810

Published by

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PATMAR MUSIC CO., INC.

HOLLYWOOD 28, CALIF.

PUBLISHERS OF CURRENT HIT
"LOOK UP"

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending March 11

Billboard
TRADE
SERVICE
FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION		RECORD	ARTIST	LABEL
Weeks to Date	This Week			
6	1	1. CRUISING DOWN THE RIVER	B. Barron Ork	MGM 10346—ASCAP
		<i>Powder Your Face With Sunshine</i>		
4	4	2. CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568—ASCAP
		<i>Sunflower</i>		
9	3	3. GALWAY BAY	B. Crosby	Decca 24295—ASCAP
		<i>My Girl's an Irish Girl</i>		
11	2	4. FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532—ASCAP
		<i>Tarra Ta-Larra Ta-Lar</i>		
12	6	5. POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530—ASCAP
		<i>One Sunday Afternoon</i>		
9	8	6. RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-3319—ASCAP
		<i>Melancholy Minstrel</i>		
16	7	7. SO TIRED	R. Morgan	Decca 24521—ASCAP
		<i>I Hear Music</i>		
8	5	8. A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514—ASCAP
		<i>Brush Those Tears From Your Eyes</i>		
6	14	9. CARELESS HANDS	S. Kaye Ork	Victor 20-3321—ASCAP
		<i>Powder Your Face With Sunshine</i>		
		(Bob & Jean, Decca 24563; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Mercury 5245; Shorty Long & Santa Fe Rangers, Victor 21-0007; M. Torme-S. Burke Ork, Capitol 15379; E. Dean, Mercury 6170; L. McAulliffe and His Western Swing Band, Columbia 20546; A. Smith & His Cracker Jacks, MGM 10380)		
12	10	10. I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork	Columbia 38324—ASCAP
		<i>I'm A-Tellin' You</i>		
10	13	11. FAR AWAY PLACES	P. Como-H. Rene Ork	Victor 20-3316—ASCAP
		<i>Missouri Waltz</i>		
5	12	12. I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros.	Decca 24550—ASCAP
		<i>I Love You So Much It Hurts</i>		

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

6	9	13. I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550—BMI
		<i>I've Got My Love To Keep Me Warm</i>		
		(J. Wakely & Cowboy Band, Capitol 15243; The Frontieramen, Victor 20-3188; R. Goff, London 312; P. Tillman, Columbia 20430; Smokey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. Hagen, Columbia 38406; V. Damone-G. Osser Ork, Mercury 5261)		
1	—	14. FOREVER AND EVER	R. Morgan Ork	Decca 24569
		<i>You, You, You Are the One</i>		
		(G. Fields, London 362; H. Carroll & Carolers, Mercury 5252; D. Shore-H. Zimmerman Ork, Columbia 38410; P. Como-M. Ayres, Victor 20-3347; M. Whiting, Capitol 15386)		
1	—	15. FOREVER AND EVER	P. Como-M. Ayres	Victor 20-3347
		<i>I Don't See Me In Your Eyes Anymore</i>		
4	25	16. RED ROSES FOR A BLUE LADY	G. Lombardo	Decca 24549—ASCAP
		<i>Everywhere You Go</i>		
15	15	17. LAVENDER BLUE	Sammy Kaye Ork	Victor 20-3100—ASCAP
		<i>Down Among the Sheltering Palms</i>		
7	24	18. POWDER YOUR FACE WITH SUNSHINE	S. Kaye	Victor 20-3321—ASCAP
		<i>Careless Hands</i>		
15	19	19. SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempo 652—ASCAP; Monogram 106—ASCAP
		<i>Margie</i>		
		(C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Liggins Honeytrippers, Exclusive 271; Whistling Mr. Jones, National 9063)		
5	11	20. DOWN BY THE STATION	T. Dorsey-D. Dennis	Victor 20-3317—ASCAP
		<i>How Many Tears Must Fall</i>		
		(R. Noble-The Noblemen, Columbia 38404; G. Lombardo Ork, Decca 24555; C. Deamond, Mercury 5225; S. Galliard & His Trio, MGM 10309; The Starlighters-P. Weston Ork, Capitol 15389)		
2	27	20. SUNFLOWER	R. Morgan	Decca 24568—ASCAP
		<i>Cruising Down the River</i>		
12	16	22. FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278—ASCAP
		<i>My Own True Love</i>		
1	—	23. SO IN LOVE	D. Shore-H. Zimmerman Ork	Columbia 38399—ASCAP
		<i>Always True to You In My Fashion</i>		
		(P. Page, Mercury 5230; B. Crosby-V. Shoen Ork, Decca 24559; G. Mac Rae Ork, Capitol 15357; A. Drake-L. Engel Ork, Victor 20-3352; J. Harvey-H. Winterhalter, MGM 10359; G. Lombardo Ork, Decca 24572; T. Dorsey Ork, Victor 20-3331)		
2	17	24. CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De- Vol Ork	Capitol 15372—ASCAP
		<i>Coca Roca</i>		
4	23	25. SO TIRED	K. Starr	Capitol 15314—ASCAP
		<i>Steady Daddy</i>		
3	—	25. LADY OF SPAIN	R. Noble Ork	Victor 20-3302—ASCAP
		<i>I've Got My Love To Keep Me Warm</i>		
		(A. Smith & His Cracker Jacks, MGM 10380; M. Herth-J. Green, Decca 25420; Philharmonica Trio, Capitol 15346)		
3	20	27. SO IN LOVE	G. MacRae Ork	Capitol 15357—ASCAP
		<i>The Rosewood Spinnet</i>		
4	20	28. DOWN BY THE STATION	G. Lombardo	Decca 24555—ASCAP
		<i>Sweet Sue</i>		
2	—	29. AGAIN	V. Lynn	London 310
		<i>Lavender Blue</i>		
		(V. Damone-G. Osser Ork, Mercury 5261)		
1	—	30. CARELESS HANDS	M. Torme-S. Burke Ork	Capitol 15379—ASCAP
		<i>Always True to You In My Fashion</i>		

Sometimes women have to carry the banners

PERHAPS you'll see the story of Joan of Arc, as portrayed on the screen by Miss Ingrid Bergman.

It's a thrilling episode in the world's history, proving that sometimes a *woman* must take the lead in the fight she believes in.

Modern women, too, must often pick up the banners . . . in *their* struggle for the security and well-being of their family.

Though earning the necessities of life is primarily a man's job, sometimes it takes a *woman* to *insure* her family's future by setting them on the *only sure road* to security . . . through adequate, regular savings.

For the modern woman, there is one foolproof method of winning her fight for savings. It's United States Savings Bonds—an investment with the soundest backing in the world . . . an investment that pays back *four* dollars for every *three*.

And there are two foolproof savings plans, too. One is the Payroll Savings Plan, for those on a company payroll. The other is the Bond-A-Month Plan, for those not on a payroll, whereby bonds are purchased through the checking account.

If your home is your career, urge your husband, and all other working members of your family, to start now—today—on the bond-saving plan for which they are eligible.

If you are working, sign up yourself at your firm or bank, and influence the other working members of your family to do the same.

Soon the bonds will start piling up.

Soon you'll know that confidence in the future which only comes through saving.

It's a wonderful feeling for anyone. And for a woman—how doubly wonderful!

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THE RECORD THAT'S SETTING ALL
HOLLYWOOD SMACK ON ITS EARS!

FRANCE'S GREAT NEW SINGING STAR

ROBERT CLARY

musically laments the location
of his seat 'way up in

"The 88th Row of the
HOLLYWOOD BOWL!"

**Backed by Still Another
Song Smasher That's
Certain To Equal the
Brilliance of its Star-Mate!**

"I'LL SLIP AROUND AND DO IT!"
(IN MY DREAMS TONIGHT)

[BOTH ON TEMPO'S TERRIFICO TR# **688**]

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by TEMPO on your initial order—anytime within
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The **Billboard** MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Based on reports received last three days of Week Ending March 11

BEST-SELLING CHILDREN'S RECORDS

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

POSITION			
Weeks to date	Last Week	This Week	
40	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80
40	2	2	BOZO AT THE CIRCUS (Two Records) Billy May With Ork-Vance "Pinto" Colvig.....Capitol BBX-34
7	3	3	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, director...Capitol DD-124—Capitol DD-109
25	4	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig, Billy May Ork.....Capitol DBX-89
29	5	5	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....Capitol DBX-93
32	6	6	BOZO SINGS (Two Records) Billy May With Ork-Vance "Pinto" Colvig.....Capitol DBS-84
31	15	7	BOZO AND HIS ROCKET SHIP (Two Records) Billy May With Ork-Vance "Pinto" Colvig.....Capitol BBX-65
24	12	8	GENIE THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102
2	—	9	NURSERY RHYMES ALBUM (Two Records) K. Carson-B. May.....Capitol DBS-90
40	8	10	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-84
29	9	11	NURSERY RHYMES (Two Records) Frank Luther.....Decca CS-5
33	—	12	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....Capitol CC-40
22	—	12	JOHNNY APPLESEED Dennis Day.....Victor P-368
6	9	13	MOTHER GOOSE (One Record) F. Luther.....Decca CU-100
20	11	13	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith; director.....Victor Y-395

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION			
Weeks to date	Last Week	This Week	
176	2	1	Clair de Lune Jose Iturbi.....Victor 11-8851
169	1	2	Chopin's Polonaise Jose Iturbi.....Victor 11-8848
120	5	3	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist.....Victor 11-8863
2	—	3	Waltz Serenade Boston Symphony.....Victor 11-8727
1	—	3	Liszt: Liberstraum Artur Schnabel.....Victor 36337
134	3	4	Jalousie Boston Pops Ork; Arthur Fiedler, conductor.....Victor 12180
1	—	4	Faithfully Yours Sigmund Romberg.....Victor 11-9222
1	—	5	Blue Danube Leopold Stokowski.....Victor 15425

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION			
Weeks to date	Last Week	This Week	
4	3	1	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork.....Victor DM-352
1	—	1	Gaite Parisienne Boston Pops Ork.....Victor 12160
14	1	2	I Can Hear It Now (Five Records) Edward R. Murrow, Narrator.....Columbia MM-800
87	2	2	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, Conductor Philadelphia Ork.....Victor 1020
3	—	2	Chopin's Favorites (Three Records) First Piano Quartet.....Victor MO-1227
1	—	3	Rhapsody in Blue Oscar Levant.....Columbia MX-251
1	—	3	Pictures on Exhibition Vladimir Horowitz.....Victor 1249
1	—	4	Franz Lehar Waltzes London Symphony.....London LA-10
1	—	5	Emperor Concerto Schnabel & Stock.....Victor DM-939
1	—	5	Rachmaninoff: Piano Concerto (Four Records) RCA Victor Ork; Sanroma, Conductor.....Victor DM-818

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION			
Weeks to date	Last Week	This Week	
4	2	1	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....Columbia C-200
9	1	2	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothorn-L. Hayton Ork.....MGM 37
5	3	3	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy.....Capitol CC-113
4	5	4	ST. PATRICK DAY Bing Crosby.....Decca A-495
10	4	5	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork.....Victor P-234
11	9	6	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow.....Columbia MM-800
17	6	7	ROSES IN RHYTHM (Four Records) F. Carle.....Columbia C-174
3	7	8	SEQUENCE IN JAZZ (Three Records) W. Herman.....Columbia C-177
2	10	9	SUPPER CLUB FAVORITES (Three Records) P. Como-R. Case-The Satisfiers-L. Shaffer Ork.....Victor P-237
37	—	10	THEME SONGS (Four Records) S. Kaye-T. Dorsey-T. Benete-Larry Green-V. Monroe-F. Martin-W. King-Three Suns.....Victor P-217

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
 PART V
 Based on reports received last three days of Week Ending March 11

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks Last Week	This Week	Title	Artist	Label
7	1	1.	CRUISING DOWN THE RIVER	Blue Barron Ork	MGM 10346-ASCAP
11	4	2.	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532-ASCAP
4	5	3.	CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568-ASCAP
17	2	4.	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
12	3	5.	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP
15	6	6.	SO TIRED	R. Morgan	Decca 24521-ASCAP
7	9	7.	GALWAY BAY	B. Crosby	Decca 24295-ASCAP
10	15	8.	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-3319-ASCAP
11	10	9.	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
5	12	10.	I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros.	Decca 24550-ASCAP
10	7	11.	FAR AWAY PLACES	P. Como-H. Rene Ork	Victor 20-3316-ASCAP
4	17	12.	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550-BMI

(The Frontiersmen, Victor 20-3188; R. Goff, London 312; F. Tillman, Columbia 20430; Mills Bros., Decca 24550; Smokey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. Hagen, Columbia 38406; V. Damone-G. Osser Ork, Mercury 5261)

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

6	13	13.	CARELESS HANDS	S. Kaye Ork	Victor 20-3321-ASCAP
				(Bob & Jean, Decca 24563; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Mercury 5245; Shorty Long & Santa Fe Rangers, Victor 21-0007; M. Torme-S. Burke Ork, Capitol 15379; E. Dean, Mercury 6170; A. Smith & His Cracker Jacks, MGM 10380)	
14	8	14.	LAVENDER BLUE	Sammy Kaye	Victor 20-3100-ASCAP
9	11	15.	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork	Columbia 38324-ASCAP
7	14	16.	POWDER YOUR FACE WITH SUNSHINE	S. Kaye Ork	Victor 20-3321-ASCAP
6	26	17.	RED ROSES FOR A BLUE LADY	G. Lombardo Ork	Decca 24549-ASCAP
3	29	18.	POWDER YOUR FACE WITH SUNSHINE	B. Barron Ork	MGM 10346-ASCAP
4	21	19.	SUNFLOWER	R. Morgan	Decca 24568-ASCAP
3	24	20.	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. Doo	Vol Ork..Capitol 15372-ASCAP
2	21	21.	DOO DE DOO ON AN OLD KAZOO	A. Mooney Ork	MGM 10357-BMI
1		22.	BOUQUET OF ROSES	D. Haymes-The Troubadours	Decca 24506-BMI
				(E. Arnold, the Tennessee Plowboy & His Guitar, Victor 20-2806; R. Turner & Westerners, Varsity 8001; J. Wakely, Capitol 40107; Jackie Brown Quartet, MGM 10336)	
1		23.	DON'T ROB ANOTHER MAN'S CASTLE	E. Arnold	Victor 21-0002-BMI
				(E. Tubb-Andrews Sisters-Texas Troubadours, Decca 24592)	
3	19	23.	LADY OF SPAIN	R. Noble	Victor 20-3302-ASCAP
				(M. Hersh-J. Green, Decca 25420; Philharmonica Trio, Capitol 15346; A. Smith & His Cracker Jacks, MGM 10380)	
1		25.	BE MINE	A. Shelton	Columbia 38299-ASCAP
				(D. Palligant-H. Winterhalter, MGM 10375; G. Lombardo & His Royal Canadians, Decca 24578; J. Pickens-H. Rens, Victor 20-3380; J. Laurens-J. Carroll Ork, Mercury 5241)	
7	30	26.	LAVENDER BLUE	D. Shore-H. Zimmerman Ork	Columbia 38299-ASCAP
4	18	27.	BEAUTIFUL EYES	A. Mooney Ork	MGM 10357-BMI
				(B. Hayes, De Luxe 1185; The Rangers, Regent 136)	
2	19	28.	FAR AWAY PLACES	D. Shore	Columbia 38356-ASCAP
16	30	28.	A LITTLE BIRD TOLD ME	P. Watson	Supreme 5-1507-ASCAP
1		28.	FOREVER AND EVER	R. Morgan Ork	Decca 24569
				(G. Fields, London 362; H. Carroll & Carolers, Mercury 5252; D. Shore-H. Zimmerman Ork, Columbia 38420; P. Como-M. Ayers, Victor 20-3347; M. Whiting, Capitol 15386)	

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 33)

So in Love (M) (R)	T. B. Harms-ASCAP
So Tired (R)	Glenmore-ASCAP
Someone Like You (R)	Harms, Inc.-ASCAP
Sunflower (R)	Paramount-ASCAP
Underneath the Linden Tree (R)	La Salle-ASCAP
When You're in Love (R)	Crawford-ASCAP
You Broke Your Promise (R)	Preview-ASCAP
You Was (R)	Crystal-ASCAP

Due to a typographical error, Candy Kisses was credited to Leeds Music last week. The publisher should have been Hill & Range Songs. The Billboard regrets this error.



DINAH SHORE'S
'ALWAYS TRUE TO YOU
IN MY FASHION'
 AND
'SO IN LOVE'
 (BOTH FROM "KISS ME KATE")

COLUMBIA 38399
 (1-111*)

I'VE GOT MY LOVE TO KEEP ME WARM
 I'm A-Tellin' You, Sam
 Les Brown 38324

CANDY KISSES
 George Morgan 20547
 (2-138*)

PLEASE DON'T LET ME LOVE YOU
 Charlie Was A Boxer
 F. Yankovic 12394-F

BLUE SKIRT WALTZ (The Original Record)
 Frankie Carle 38411
 (1-135*)

CRUISING DOWN THE RIVER
 Mississippi Flyer
 Arthur Godfrey 38390
 (1-105*)

I'M A LONELY LITTLE PETUNIA
 Little Guy

*Columbia 7-inch Microgrooves Records

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



Mercury Presents



JERRY BYRD

(King of the Steel)

Mercury Presents



REX ALLEN

Mercury Presents



EDDIE DEAN

Mercury Presents



TEX WATSON

Playing...

"STEELIN' THE BLUES"

ON MERCURY 6175

Singing...

"SONG OF THE HILLS"

ON MERCURY 6171

Singing...

"DON'T TELL ME STORIES"

ON MERCURY 6170

Singing...

"WHY PRETEND"

ON MERCURY 6155

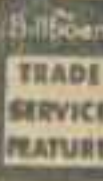
The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Based on reports received last three days of Week Ending March 11



BEST-SELLING RETAIL FOLK RECORDS

Records listed are hillbilly records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores...

Table with 3 columns: Position, Weeks Last, This Week, Record Title, Artist, Label. Lists top 7 records like 'DON'T ROB ANOTHER MAN'S CASTLE' and 'CANDY KISSES'.

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...

Continuation of the best-selling records table, listing records 8 through 15.

ADVANCE FOLK RECORD RELEASES

- List of upcoming folk records including 'Blue Grass Breakdown', 'I'm Hating Myself', 'In a Swiss Chalet', etc.

NOTE: Order from your record distributor WE DO NOT SELL RECORDS Sheet Music Available

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3510 FRANKLIN ROAD NASHVILLE 4, TENNESSEE

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VI
TRADE SERVICES AVAILABLE

Based on reports received last three days of Week Ending March 11

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION		RECORD	ARTIST	LABEL
Weeks to date	Last Week			
20	5	1. TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
4	2	2. DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
4	6	3. THERE'S NOT A THING TILL THE END OF THE WORLD	E. Arnold	Victor 21-0002—BMI
1	—	4. I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
20	1	5. ONE HAS MY NAME	J. Wakely	Capitol 15162—BMI

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

29	10	6. JUST A LITTLE 'LOVIN'	Eddy Arnold, the Tennessee Flaw-boy and His Guitar	Victor 20-3013—BMI
5	11	8. CANDY KISSES	Cowboy Copas	King 777—BMI
17	11	8. THEN I TURNED AND WALKED SLOWLY AWAY	E. Arnold	Victor 20-3174—BMI
7	9	10. LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144—BMI
3	11	11. LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
2	—	12. MANSION ON THE HILL	H. Williams	MGM 10328—ASCAP
1	—	12. CANDY KISSES	E. Kirk	Capitol 15391—BMI
18	4	14. A HEART FULL OF LOVE	Eddy Arnold	Victor 20-3174—BMI
13	8	14. HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144—ASCAP

FOLK TALENT AND TUNES

By Johnny Sippel

Capitol Records is holding its South and Southwest sectional folk talent championship finals at Charlotte, N. C., March 28. . . . Hank Thompson is doing several weeks of personals on the Coast, before returning to Dallas early in April, where he'll cut another series of sides. Following the session, he does one-nighters in West Texas and New Mexico. . . . Jimmie Skinner, WPFB, Middletown, O., cut his first sides for Radio Artists, Cincinnati label. First release is "Tennessee Border," the Jimmy Work hit.

Chubby Chuck Roe is looking for gueststars for his "Saturday Night Jamboree," aired sustaining via NBC regional out of New York. . . . Lee Penny, songwriter associated with Edlee Music, Hollywood BMI firm, has dropped his "Country Carnival," Saturday night live and aired folk music show, until radio time can be cleared again. . . . Danny Dedmon, formerly with Bill Nettles and Jerry Elliott and His Singing Cowboys, KALB, Alexandria, La., is working with Cliff Maddox and the Dixieland Playboys, KTRB, Modesto, Calif.

Roy Hogged Trio (Capitol), who have put in almost two years at the College Inn, San Diego, Calif., is getting ready for a tour with Tex Ritter. . . . Leon McAuliffe and his band, heard on KVOO, Tulsa, Okla., were accepted en masse as members of the Tulsa Chamber of Commerce. . . . Gabby Hayes, Western pic comedian, is dickering with a major recording firm for a series of sides. . . . Castle Records, owned by former filmstar Bebe Daniels, will enter the folk music field soon. Bobby Worth, a. and r. rep for the firm, is scouting talent. . . . Jimmie Swan and His Sons of the South, who are airing via WFOR, Hattiesburg, Miss., over a three-station net, have collected over \$1,500 for the March of Dimes campaign thru their radio shows. . . . Earl Scruggs and the Foggy Mountain Boys (Mercury), who are heard from WCYB, Bristol, Va., include: Lester Flatt, guitar; Earl Scruggs, five-string banjo; Art Wooten, violin; Mac Wiseman, guitar, and Cedric Rainwater, bass and comedy. . . . Mickie Evans's Dixie Melody Boys, WHOO, Orlando, Fla., have been inked by Melody Trail label, with "The Answer to One Has My Name" as their first release.

Ford Lewis (4 Star) has switched from KGER, Los Angeles, to KXLA, Pasadena, Calif. . . . Chuck Rogers has formed the Smoky Mountain Music pubbery in Knoxville. . . . Tex Watson's Melody Rangers (Mercury), who air on MBS's "Dixie Barn Dance" from WJHP, Jacksonville, Fla., include Cliff Austin, steel guitar; Dave Shannon, fiddle; Russell Rowling, bass; Watson, guitar, and Jack Boyer, comedy. . . . Jimmy Wakely (Capitol) is having a comic book, named after him, published by National Comics Publications. Book is set for a June debut. . . . Tex Daniels, WSID, Baltimore, has cut five more sides for CoMar records. . . . Slim Williams has left WTRH, Houston, and is working on WKMH, Dearborn, Mich.

Lew Platt and Cliff Rodgers are presenting folk music names at the Akron Armory Sundays. They offered Jimmy Wakely, Pappy Howard and the Connecticut Kernels, Pie Plant Pete and Bashful Harmonica Joe, Smoky Smith and the Gold Coast Boys March 6. . . . Eddie Ruton, op of Hillbilly Park, Newark, O., reports that he and

(Continued on page 48)

CASH IN! on these MERCURY HILLBILLIES



(MARCH RELEASES)

- 6166 'WHISPERING HOPE' JAKE TAYLOR and the Radio Ranch Hands
- 'SOFTLY AND TENDERLY'
- 6172 'I'VE JUST TOLD MAMA GOODBYE' SUNSHINE SLIM SWEET and the Georgia Farmhands
- 'MOTHER'S FIRST ROSE'
- 6174 'DYING LOVER' CHARLES LUNDY and the Virginia Valley Boys
- 'DOUBLE MEASURE OF DOUBLE TROUBLE'
- 6176 'NO ONE RAN TO MEET ME' ARCHIE CAMPBELL and the Old Timers
- 'JUST A CLOSER WALK WITH THEE'
- 6177 'HE IS COMING' THE HERRINGTON SISTERS
- 'I'M GONNA RISE AND SHINE'
- 6178 'THAT'S WHY I'M NOBODY'S DARLING' BUFFALO JOHNSON
- 'COME BACK TO ME'
- 6179 'THIRTY PIECES OF SILVER' MAC ODELL and his Alabama Jubileers
- 'WILD ROSE OF THE MOUNTAINS'

REX ALLEN'S Latest
 with THE ARIZONA WRANGLERS and JERRY BYRD
"Tennessee Tears"
 and
"Song Of The Hills"
 MERCURY No. 6171



THE GREATEST STEEL GUITAR IN THE WORLD!
JERRY BYRD
 AND THE STRING DUSTERS
"STEELIN' THE BLUES"
 AND
"DROWSY WATERS"
 MERCURY No. 6175

Kream of the Krop

- 'I'M HONGRY'
- 'DOGWOOD BLOSSOM TIME' 6160
- OLD BROTHER CHARLIE
- 'TENNESSEE BORDER'
- 'I WATCHED YOU WALK AWAY' 6165
- CARL STORY and the Rambling Mountaineers
- 'CARELESS HANDS'
- 'DON'T TELL ME STORIES' 6170
- EDDIE DEAN

ALL ON MERCURY RECORDS



REGENT'S 2 GREAT HITS!



recorded by **GEORGE TOWNE**

and his orchestra

on **REGENT No. 148**

IT'S A CRUEL CRUEL WORLD

Vocals by **SONNY HAYES-PATTI CHAPMAN**

SHUFFLE BOOGIE

A good jump instrumental
Published by **Laurel Music**

Disk Jockeys Predict: **THE NEXT No. 1 HIT**
In The Country



REGENT
RECORDS, INC.

**58 MARKET ST.
NEWARK 1, N. J.**

OUR HIT PARADE

★ **SAVOY is #1**
★ **COAST to COAST**
In
**JUKE BOXES &
at RETAIL STORES**

#3 #682 **BENSON'S GROOVE**
WILD WIG
Big Jay McNeely's
Blue Jays

#5 #687 **GRIEVING FOR YOU**
BUZZIN' AROUND
Vocal
3 B's and a Honey

#7 #681 **I'LL ALWAYS BE IN**
LOVE WITH YOU
TEDD'S DREAM
The X-Rays

#9 #679 **BLUE MONDAY CARAVAN**
COOKING WITH COOKIE
Sir Charles Thompson's
All Stars

#1 #683 **THE HUCKLE-BUCK**
HOPPIN' JOHN
Paul Williams &
His Huckelbuckers

#2 #685 **THE DEACON'S HOP**
ARTIE'S JUMP
Big Jay McNeely's
Blue Jays

#4 #684 **BONGO BLUES**
DEE'S BOOGIE
Dee Williams Sextette

#6 #688 **I COVER THE WATER-**
FRONT
PENTHOUSE SERENADE
Errol Garner

#8 #680 **PARADISE VALLEY WALK**
WALKIN' AROUND
Paul Williams "35-30"
Sextette

#10 #671 **CORN BREAD**
PLUG FOR CLIFF
Hal Singer

SAVOY CREATES — OUR COMPETITORS FOLLOW

Savoy

RECORD CO., INC.

58 Market St., Newark 1, N. J.

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Race Records

Based on reports received last three days of Week Ending March 11



BEST-SELLING RETAIL RACE RECORDS

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

POSITION	Weeks Last to date	This Week	Record	Artist	Label
5	2	1	HUCKLEBUCK	P. Williams	Savoy 683
			<i>Hoppin' John</i>		
8	3	2	WRAPPED UP IN A DREAM	Do, Ray and Me	Commodore C-7505—ASCAP
			<i>The Wise Old Man</i>		
9	6	3	BOOGIE CHILLEN	J. L. Hooker	Modern 627
			<i>Sally Mae</i>		
15	6	4	BEWILDERED	A. Milburn	Aladdin 3018—ASCAP
			<i>A & M Blues</i>		Monogram 105—ASCAP
17	1	4	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014—ASCAP
			<i>It Took a Long, Long Time</i>		Monogram 105—ASCAP
15	—	6	BEWILDERED	R. Miller Trio	Bullet 295—ASCAP
			<i>Nobility Boogie</i>		
3	8	7	BEWILDERED	B. Eckstine	MGM 10340—ASCAP
			<i>No Orchids for My Lady</i>		
2	—	7	GRANDMA PLAYS THE	W. Harris	King 4276
			<i>I Feel That Old Age</i>		
			<i>Creeping On</i>		
16	9	9	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
			<i>Sportree's Jump</i>		
1	—	10	I'LL ALWAYS BE IN LOVE	Ray-o-Vacs	Coleman C-100—ASCAP
			WITH YOU		
			<i>Grooving Love</i>		
8	5	11	DEACON'S HOP	Big Jay McNeely	Savoy 685—BMI
			<i>Artie's Jump</i>		
5	10	11	RAINY WEATHER BLUES	R. Brown	De Luxe 3198—BMI
			<i>Fore Day in the Morning</i>		
1	—	11	BEEF STEW	Hal Singer Sextette	Savoy 686
			<i>One for Willie</i>		
1	—	14	EMPTY BEDROOM BLUES	Saunders King	Modern 20-859
1	—	15	I DIDN'T LIKE IT THE	Julia Lee	Capitol 15367
			FIRST TIME		
			<i>Sit Down and Drink It</i>		

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MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION	Weeks Last to date	This Week	Record	Artist	Label
13	5	1	BEWILDERED	A. Milburn	Aladdin 3018—ASCAP; Monogram 105—ASCAP
6	1	2	HUCKLEBUCK	P. Williams	Savoy 683
7	3	3	BOOGIE CHILLEN	J. L. Hooker	Modern 627
3	6	4	AIN'T NOBODY'S BUSINESS	J. Witherspoon	Supreme 1505—ASCAP
			(Parts I and II)		
17	2	5	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014—ASCAP; Monogram 105—ASCAP
8	4	6	DEACON'S HOP	Big Jay McNeely	Savoy 685—BMI
15	9	7	BEWILDERED	Red Miller Trio	Bullet 295—ASCAP
1	—	8	ROCKIN' AT MIDNIGHT	R. Brown	Deluxe 3212
1	—	9	SO TIRED	L. Johnson	King 4263—ASCAP
1	—	9	T-BONE SHUFFLE	T-Bone Walker	Comet T-53
1	—	11	LONG TIME	Charlie Brown	Aladdin 3021
11	6	12	WRAPPED UP IN A	Do, Ray & Me	Commodore C-7505—ASCAP
			DREAM		
2	13	12	HOT BISCUITS	J. McShann	Downbeat 164
1	—	14	47TH STREET JIVE	Andy Kirk Ork-J. Richmond	Coral 60021
3	—	14	STAY GONE BLUES	Saunders King	Modern
3	—	14	PETTIN' & POKIN'	L. Jordan & His Tympany Five	Decca 24257—ASCAP
13	—	14	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—ASCAP
4	—	14	UP ABOVE MY HEAD	S. R. Tharpe-M. Knight-S. Price Trio	Decca 48090—BMI

ADVANCE RACE RECORD RELEASES

- Annie's Blues
A. Laurie-P. Gayten Ork (Waiting for)
De Luxe 3211
- Baby, I Can't Forget You
J. Liggins (Lookin' for) Specialty SP 322
- Big City Blues
Big Maceo (Do You) Specialty SP 320
- Blue Mixture
Stick McGhee (Drinkin' Wine) Atlantic 873
- Casey Brown Blues
P. Franklin (Down Behind) V 22-0012
- Chicken Shack Boogie
The Five Scamps (Gone Home) Col 30157
- Do You Remember?
Big Maceo (Big City) Specialty SP 320
- Don't Bring Your Troubles to Me
E. Coleman (I Hadn't) Atlantic 873
- Down Behind the Rise
P. Franklin (Casey Brown) Victor 21-0012
- Drinkin' Wine, Spo-Dee-o-Dee
Stick McGhee (Blue Mixture) Atlantic 873
- First Love Blues
T-Bone Walker Ork (T-Bone Shuffle)
Comet T-53
- Gone Home
The Five Scamps (Chicken Shack) Col 30157
- I Hadn't Anyone Till You
E. Coleman (Don't Bring) Atlantic 872
- Jackson's Blues
D. Johnson Band (State Street) Specialty SP 323
- Lookin' for My Baby
J. Liggins (Baby, I) Specialty SP 322
- Please Give My Heart a Break
B. Matthews-The Balladlers-S. Evans
Combo (Rock and) Arlington 201
- Red Hot
The Five Scamps (With All) Col 30158
- Rock and Roll
B. Matthews-The Balladlers-S. Evans
Combo (Please Give) Arlington 201
- State Street Boogie
D. Johnson Band-Smitlin' Smokey Lynn
(Jackson's Blues) Specialty SP 323
- T-Bone Shuffle
T-Bone Walker Ork (First Love) Comet T-53
- Waiting for You
A. Laurie-P. Gayten Ork (Annie's Blues)
De Luxe 3211
- With All My Heart
The Five Scamps (Red Hot) Col 30158

The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII

Based on reports received last three days of Week Ending March 11

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

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

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

There's GOLD in these... GOLD MEDAL RECORDS!



PAT RAINEY

The HOTTEST record of the year!
GOTTA LOVE YOU 'TIL I DIE
HEADIN' FOR A HEARTACHE
 Pat Rainey and the Four Notes of Rhythm
GOLD METAL #949
 (Thanks, Art Tacker, WTAO, Cambridge, for introducing and plugging this smash hit!)



RAY DOREY

IT ISN'T FAIR
TOO MANY KISSES
GOLD MEDAL #943

C'EST FINI
I WISH SOMEBODY CARED ENOUGH TO CRY
GOLD MEDAL #948
 Two great new records by the former Majestic Record star.



JACK GOLD

ANY TIME AT ALL*
I'M IN LOVE WITH A CHARACTER
GOLD MEDAL #945
 *First American recording of this tune featured on the English Hit Parade for 16 weeks! Featuring the composer, Jack "LILLETTE" Gold himself—America's newest singer-composer!



NESS COULON

IT'S A BIG, WIDE, WONDERFUL WORLD
OLD FASHIONED SONG
GOLD MEDAL #946

MORE THAN ANYTHING IN THE WORLD
WIND IN MY SAILS
GOLD MEDAL #947
 Ness Coulon with Preston Sandiford Orchestra



DON DENNIS

TU SEI BELLE, SIGNORINA
DO YOU STILL LOVE ME
GOLD MEDAL #950
 Don Dennis, sensational new discovery, assisted by The Men of Melody. Already selected by Cleveland Ops as RECORD OF THE MONTH.

COMING! New releases of THE JONES BROTHERS, LARRY COOPER SEXTETTE, THE MEN OF MELODY, and other new discs starring Pat Rainey, Don Dennis, Marie Killeen!

ORDER FROM YOUR NEAREST DISTRIBUTOR

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VIRGINIA AND WEST VIRGINIA	SCHWARTZ BROTHERS 3623 12th St., N. E. Washington, D. C.
OHIO	F. & M. DISTRIBUTORS 1239 W. 9th Street Cleveland, Ohio
MICHIGAN	MORRY KAPLAN MUSIC SALES 8346 Lynwood Detroit 6, Mich.
WESTERN PA.	SPECIALTY DIST. CO. 1030 Forbes Street Pittsburgh, Pa.

OR ORDER DIRECT FROM
GOLD MEDAL RECORDS, Inc. 140 BOYLSTON ST. BOSTON 16, MASS.
DISTRIBS: We are growing fast! Choice Territories Open! Write, Wire or Phone.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR
POPULAR				
EARLE SPENCER ORK (Black & White 871)	Oh, You Beautiful Doll	69--72--68--68	This might have been a more effective etching hadn't a vibrant recording studio garbled up the second half's ensemble vocal. Opens in Kenton-like fashion and segues into satiric waltz in second half of disk.	
	Jazzbo	62--64--62--60	Shades of Thornhill and Kenton show in this rather confused tho well executed instrumental.	
JOHNNY HARTMAN (Regent 142)	Just a Wearyin' for You	48--48--46--50	Just a wearyin' schmaltz opus with no special direction. Blame the conception rather than the singer.	
	Tormented	68--68--68--68	Hartman sings the pretty ballad with style and relaxed charm.	
JACK BERCH-CHARLIE MAGNANTE TRIO (Regent 144)	The Letter I Forgot To Mail	70--70--70--70	Berch's warm, pleasant voice projects strongly on a sentimentalizer that falls between a pop and a folk type.	
	Kemo Kimo	68--68--68--68	Placid rendition of a traditional ballad with a nonsense refrain.	
ROBERT CLARY (Tempo 688)	Hollywood Bowl	70--74--69--68	Clary is a French singer of some distinction. He has a different sort of sound and an accent which could draw some attention. But this song is on the weak side.	
	Slip Around and Do It (In My Dreams Tonight)	81--75--82--85	Clary's style is particularly effective with this bounce ballad. He is ably supported by a good ork. Lyric of this tune is somewhat on the blue side. Some stations may object.	
DICK PEIRCE ORK (Supreme 1513)	An Old Piano Plays the Blues	73--78--73--70	Gloria Grey chirps the effective torcher pleasingly. Moody orking is especially well-conceived.	
	Peirce Arrow	63--68--60--68	Modern instrumental is well-recorded, but offers nothing unusual in this "progressive jazz" age.	

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR
POPULAR				
GENE WILLIAMS ORK (Mercury 5258)	Just Goofin' (Buddy Arnold)	75--80--75--70	This new band gets a big sound in its debut recording. It's a clean, boppish instrumental in the "Robbin's Nest" vein which spots Buddy Arnold's tenor sax.	
	I'll Do the Same for You	73--75--72--72	The band again sounds big (it's only 11-strong) in support of the maestro's rhythmic vocal with a spritely little new ditty.	
CLARK DENNIS (Capitol 15403)	Galway Bay	76--74--75--78	Altho Dennis reveals a fine set of pipes here, his rendition of the sentimental hit is somewhat colorless.	
	O'Leary Is Leery of Fallin' in Love	61--62--60--62	Lilting pseudo-Irish tune is warbled in hearty style. Could go where fans like anything that's Irish.	
DOLLY DAWN (Danny Mendelsohn Ork) (Regent 143)	Cielito Lindo	71--72--70--70	Dolly slices a pleasant etching of the evergreen, doing a slow chorus in Italian and doubling time for English lyric.	
	Summertime	72--74--72--70	The chirp turns in a satisfying job with the Gershwin standard.	
FRED MEADOWS (Regent 147)	When Your Old Wedding Ring Was New	57--50--55-66	Meadows, "The Singing Walter," cuts a nostalgic bit which should do its best biz in bar juke.	
	Once Upon a Time	50--45--45--60	This one's a barroom weeper of no particular quality.	
BOTTOMS UP QUARTET (20th Century TC-20-82)	Come, Wet Your Mustache With Me	43--40--40--50	This is a drinking song of very slight consequence both in content and performance.	
	Charlie the Boxer (Mac Ceppos Ork)	55--50--55-60	There are many other better recorded and performed versions of this standard polka.	

(Continued on page 42)

THANKS,
TUTTI CAMARATA

for selecting
and recording
Alec Wilder's
Great Waltz
"WHILE WE'RE YOUNG"
as your first
post-ban record.
The Unitones
first is a great
rendition
and introduces
a new sound!

HARRY GOODMAN
Regent Music Corp.

THE UNITONES
backed by
"It's A Big Wide Wonderful World"
London Record No. 413

LONDON RECORDS
FULL RANGE RECORDING

Record Reviews

(Continued from page 41)

RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT



ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR
JAN GARBER ORK
(Capitol 15402)
Love Me! Love Me! 78--77--77--79
Love Me!
Ernie Mathias does the passable vocal chorus here. Dancey version could pick up a fair share of the coin if this infectious pop catches on.
I Don't See Me in Your Eyes Any More 80--79--79--81
Ditto for this tune. Tim Reardon turns in the warm warbling job.

SPIKE JONES & HIS CITY SLICKERS
(Victor 20-3359)
Ya Wanna Buy a Bunny? 84--86--83--84
George Rock, he of the wistful little boy voice of "Two Front Teeth" fame, is featured on a novelty ditty here. It won't be a smash of "Teeth" stature, but a strong juke and jock piece nevertheless.
Knock Knock 79--79--78--80
The old punning game is given a typical Spike Jones "musical" treatment. Good for scattered yocks.

JO STAFFORD-GORDON MacRAE
(Paul Weston Ork)
(Capitol 15393)
"A" You're Adorable 82--82--82--82
A pert rendition of the fast coming novelty tune, this Stafford-MacRae cutie should get plenty play.
Need You 88--89--88--90
The harmony couldn't be closer as the duo gets off a sentimentalizer that has earmarks of becoming another "My Happiness."

MARGARET WHITING-JACK SMITH
(The Crew Chiefs-Frank DeVol Ork)
(Capitol 15394)
It's a Big, Wide, Wonderful World 83--83--83--83
This fine show tune is finally getting its due via a slew of okay waxings after kicking around 'or some years. The Whiting-Smith job is light and joyous, and augurs good action.
Sunflower 87--87--87--87
Smith does this one with the Crew Chiefs and DeVol ork, and his tonsils never exuded more gurgling happiness. A strong matching of tune and performer, this side figures across the board.

GUY LOMBARDO & HIS ROYAL CANADIANS
(Decca 24575)
I Get Up Every Morning (What Do I Do, What Do I Do, What Do I Do?) 72--72--72--72
Kenny Gardner, the Trio, and band sail thru a typical Lombardo bounce treatment of that kind of a tune.
The Little Old Church Near Leicester Square 82--82--82--82
One of those pubber-plugs that tells a story. This one has the usual ingredients, and could be pushed up. Lombardo gives it a good send-off here.

POPULAR
JAN GARBER ORK
(Tim Reardon)
(Capitol 15397)
Everywhere You Go 74--74--74--74
Sweet-bounce treatment of a ballad that's been getting some attention, with good enough boy vocal.
No Orchids for My Lady 72--72--72--72
Super-simple and saccharine, with emphasis on the melody all the way.

DANNY KAYE
Coca Roca 74--76--73--73
One of those L-A flavored fast novelty ditties. Kaye does as well as the material permits, band support is good, out the result is fuss and feathers with no special kick.
Oh By Jingo! 81--82--79--82
Oldie gets a rousing workout, with one of Kaye's scat specials to round it off. Should get good juke and jock attention.

PETER LIND HAYES
(The Regalaires-V. Schoen Ork)
(Decca 24576)
Johnny, Get Your Girl 74--74--74--74
The versatile performer sings a plug song with smooth competence.
I Got a Gal in Galveston 78--78--78--78
Hayes sparkles in a rhythmic rendition of the bright, folk-flavored novelty ditty.

THE STARDUSTERS
(Gordon Jenkins Ork)
(Decca 24576)
I Don't See Me in Your Eyes Anymore 91--93--90--90
This is a superb record. Key is the simple, effective Jenkins arrangement and the perfect tempo. The Stardusters turn in a stellar job under these conditions.
Because You Love Me 77--77--76--78
Good taste again prevails but the tune just hasn't got the quality of the topside.

THE RIDDLERS-THE HI-TONIANS
(Hi-Tone 104)
Cruising Down the River 75--68--79--79
Unison vocal clefting, whistling, etc., approximates name versions and offers a good buy.
EUGENIE BAIRD-THE HI-TONIANS
Far Away Places 77--70--82--79
Gal gives adequate coverage to the top ballad of the day.

THE JUNGLETOWN TOOTERS
(Menagerie 101)
The Jungle Jingle 42--44--42--40
Trick recording gives voices a silly kid sound, in fact, the total effort is childish.
The Animal Song 48--52--52--40
Some kids may go for the animal sounds here.

LARRY DOUGLAS-THE HI-TONE SERENADERS
(Hi-Tone 102)
My Darling, My Darling 63--60--60--70
Version is late and lightweight.

(Continued on page 47)

Willard Robison's
"THE MISSOURI
WALKING PREACHER"

is on
RCA VICTOR RECORDS
20-3377

with

RAY MCKINLEY

and his Orchestra



The Billboard MUSIC POPULARITY CHARTS

PART IX

Record Possibilities



Based on reports received last three days of Week Ending March 11

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 Charts

ALL RIGHT, LOUIE, DROP THE GUN... Weason Brothers.....National 9070
Either this zany novelty is going to sweep the country in "Open the Door, Richard" style or it's going to lay an egg. This comparatively small record company's etching of the novelty is clearly superior to the more conventional rendition of such performers as Arthur Godfrey (Columbia), Art Kassel and Dick (Two Ton) Baker (both of Mercury) and Cass Daley (Decca). Dick and Gene Weason, veteran vaude team, employ their own special material, funny cracks, impersonation of Humphrey Bogart, etc., to make for a genuinely funny and catchy novelty. Particularly for big city situations, this should make the juke boxes work overtime, wear out plenty of jockey copies and generally have the thousand of "Richard"-happy victims go slap-happy over "Louie."

IT'S A CRUEL, CRUEL WORLD... Tony Pastor Ork.....Columbia 38449
George Towne Ork.....Regent 148
Here's a novelty tune with an easily retained catch-phrase. Pastor's etching, with his ork ensemble, the Clooney Sisters and himself singing the extra clever lyrics is set in a lilting 6/8 time and boasts plenty of spark and crackle. Flip is "A' Your Adorable." Towne's version, the first disk out on the tune, is a smooth rendition with Sonny Hayes, Patti Chapman and the ensemble turning in the vocals.

THE RIGHT GIRL FOR ME... Gordon MacRae.....Capitol 15396
MacRae sings magnificently on this etching of a beautiful new ballad from the score of the "Take Me Out to the Ball Game" pic by Roger Edens, Adolph Green and Betty Comden. It's a class interpretation which is simple, feelingful and tasteful. Frank Sinatra does it in the picture, and Sammy Kaye, with Tony Alamo singing, also have the etchings on the song due out shortly on Columbia and Victor respectively.

SHE'S A HOME GIRL... Michael Douglas With Four Hits and a Miss and Sonny Burke Ork.....Decca 24584
A new singer of considerable promise, charm and poise is Michael Douglas, who on this, his first wax, makes a wonderful impression with the pretty homespun simplicity of a new ballad by Abner Silver and Benny Davis. Set in a perfect tempo, Douglas's superb job is ably blended with the voices of the Four Hits and a Miss and the orking of Sonny Burke.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. DREAMER WITH A PENNYMargaret Whiting.....Capitol 15386
2. NEED YOUJo Stafford-Gordon MacRae.....Capitol 15393
3. SUNFLOWERRay McKinley.....Victor 20-3334
4. JUST REMINISCINGJo Stafford.....Capitol 15375
5. DON'T ASK ME WHYJo Stafford
6. I DON'T SEE ME IN YOUR EYES ANYMOREPerry Como.....Victor 20-3347
7. DREAMER WITH A PENNYBill Lawrence.....Victor 20-3355
8. FOREVER AND EVERPerry Como.....Victor 20-3347
9. PORTRAIT OF JENNYKing Cole Trio.....Capitol 15385
10. CARAVANBilly Eckstine.....MGM 10368

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them the record retailers think tomorrow's hits will be:

1. NEED YOUJo Stafford-Gordon MacRae.....Capitol 15393
2. FOREVER AND EVERMargaret Whiting.....Capitol 15386
3. YA WANNA BUY A BUNNY?.....Spike Jones.....Victor 20-3359
4. ALWAYS TRUE TO YOU IN MY FASHIONDinah Shore.....Columbia 38599
5. "A"—YOU'RE ADORABLEGordon MacRae-Jo Stafford.....Capitol 15393
6. A DREAMER WITH A PENNYMargaret Whiting.....Capitol 15386
7. I DON'T SEE ME IN YOUR EYES ANYMOREStardusters-Gordon Jenkins.....Decca 24576
8. A DREAMER WITH A PENNYBill Lawrence.....Victor 20-3356
9. FIVE FOOT TWO, EYES OF BLUE.....Benny Strong.....Tower 1456
10. CARAVANBilly Eckstine.....MGM 10368

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,558 of them the juke box operators think tomorrow's hits will be:

1. FOREVER AND EVERPerry Como.....Victor 20-3347
2. EVERYWHERE YOU GOGuy Lombardo.....Decca 24549
3. "A"—YOU'RE ADORABLEJo Stafford-Gordon MacRae.....Capitol 15393
4. BLUEBIRD SINGING IN MY HEART.....Bing Crosby
5. FOREVER AND EVERGracie Fields.....London 362
6. FOREVER AND EVERDinah Shore.....Columbia 38420
7. LOVE ME! LOVE ME! LOVE ME!.....Eddy Howard.....Mercury 5238
8. MONEY, MARBLES AND CHALK.....Patti Page.....Mercury 5251
9. YOU, YOU, YOU ARE THE ONE.....Ken Griffin.....Rondo R-180

FOLK TALENT AND TUNES

(Continued from page 39)

wife have finished their dog act tour and are back in Newark setting up the summer season of name attractions. . . Jim Stanton, op of Rich-R-Tone, Johnson City, Tenn., folk music label, reports he is setting up national distribution. Firm just signed the Crusader Quartette, headed by Earl Young, who air from WMIK, Middlesboro, Ky. Stanton has also purchased sides from Ramblin' Tommy Scott for April release.

Don Adams and his Sunset Rangers, who last aired via WPPA, Pottsville, Pa., have completed a series of lounge dates for Spotlight Attractions, New York. Personnel includes Slim Carson, bass; Blacky Weidner, fiddle; Butch Juanis, accordion; Snowy Adams, vocalist, and Don Adams, guitar and vocalist. . . Jack Patton, formerly with Gold Tone label, has made his first sides for Crystal records.

Please address all communications to Johnny Sippel, The Billboard, 155 North Clark St. Chicago 1, Ill.



She wants to be alone with Perry Como's RCA Victor of "Forever and Ever"!

HURRY! HURRY! HURRY!

(BACK TO ME)

Recorded by
CORAL — BOB EBERLY
DANA — FRANK WOJNAROWSKI
M.G.M. — JOHNNY BOND ORCH.
PEAK — DON REID
VICTOR — THREE SUNS & FONTAINE SISTERS

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NO. 9070



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by the originators
The WESSON BROS.

(Dick and Gene)

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The Billboard MUSIC POPULARITY CHARTS

PART X

Advance Information

Based on reports received last three days of Week Ending March 11



ADVANCE RECORD RELEASES

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

POPULAR

- A Cottage in Old Donegal
The Charloeters (A Kiss) Col 38438
- A Dreamer With a Penny
C. La Vere-Four Hits & a Miss (Have a) Dec 24599
- A Kiss and a Rose
The Charloeters (A Cottage) Col 38438
- A Wonderful Guy
F. Warren-H. Rene Ork (I'm Gonna) V 20-3403
- Again
M. Torme (Blue Moon) Cap 15425
- Ain't It Grand to Be Bloomin' Well Dead
P. Scala Ork-The Keynotes (Joshu-Ah) London 411
- All Right, Louis, Drop the Gun
Two Ton Baker (Put Your) Mer 5266
- All Right, Louis, Drop the Gun
A. Godfrey (Could I?) Col 38447
- Always True to You in My Fashion
P. Cavanaugh Trio-E. Young (Bianca) V 20-3407
- An Old Piapo Plays the Blues
D. Peirce Ork (Peirce Arrow) Supreme 1513
- Ball Ha'l
P. Como-M. Ayres Ork (Some Enchanted) V 20-3402
- Ball Ha'l
F. Sinatra (Some Enchanted) Col 38448
- Because You Love Me
J. Wayne & The Dell Trio (You're So) Col 38437
- Betty Be at Your Best
Ambrose Ork (Let's All) V 20-3401
- Bianca
P. Cavanaugh Trio (Always True) V 20-3407
- Bippity Be Bop Pony
T. Harper-E. Beal Ork (Miss in Between) Col 38430
- Blue Moon
M. Torme (Again) Cap 15428
- Blue Rhumba
L. Green Ork-R. Dorey (You're So) V 20-3405
- Blue Skirt Waltz
H. Harding (Oh That) Grand G-25013
- Brown Eyes Why Are You Blue
Hum & Strum (Just a) Stellar SR-1019
- Can't Sleep
D. Grissom-B. Harper Ork (Like a) Jewel ON-2010
- Clarinet Polka & Trouble Polka
Polkats-J. Carter (Jenny Lind) Double Feature DF-2012
- Coca-Roca
J. Morand Ork (Walter Thornton) V 20-3397
- Consternation
The G. Shearing Trio (I Only) London 412
- Coquette
E. Heywood Ork (Pom Pom) Dec 24604
- Could I Certainly Could
A. Godfrey (All Right) Col 38447
- Cry and You Cry Alone
Deep River Boys (No One) V 22-0013
- Don't Cry, Cry Baby
King Cole Trio (If You) Cap 15418
- Don't Cry, Cry Baby
H. James Ork (Hurry Hurry) Col 38428
- Don't Have to Tell Nobody
The Pied Pipers (Little Lost) V 20-3404
- Don't Wanna Let You Go
J. Costa (I Knew) Bullet 303
- Elmer and the Bear
P. Harris Ork (The Mountaineer) V 20-3393
- Everywhere You Go
W. King Ork (When You're) V 20-3394
- Farewell Blues
P. DeVol Ork (The Teddy) Cap 15420
- Five Foot Two
K. Griffin (You, You) Rondo R-186
- Froggy Went A-Courtin'
L. Fotine Ork (Teddy Bear's) Dec 24608
- Gee, I Wonder What the Trouble Can Be
R. Murphy (Rosetta) V 20-3409
- Have a Little Sympathy
C. La Vere-Four Hits & a Miss (A Dreamer) Dec 24599
- Heart of Loch Lomond
A. Shelton (Put Your) London 414
- How It Lies, How It Lies, How It Lies
K. Starr-F. DeVol Ork (Wabash Cannonball) Cap 15419
- Hurry, Hurry, Hurry
H. James Ork (Don't Cry) Col 38428
- I Got Plenty o' Nuttin'
B. Crosby (It Ain't) Dec 254009
- I Knew It Was Gonna Be Love
J. Costa (Don't Wanna) Bullet 303
- I Only Have Eyes for You
A. Jolson (That Wonderful) Dec 24601
- I Only Have Eyes for You
The G. Shearing Trio (Consternation) London 412
- I Won't Go Home
B. Hayes (I'm Afraid) De Luxe 1192
- If You Stub Your Toe on the Moon
King Cole Trio (Don't Cry) Cap 15418
- I'll Be There
The Three Riffs (Pluto-You) Atlantic 871
- I'll Do the Same for You
F. Warren-B. Lawrence-H. Rene Ork (Younger Than) V 20-3400
- I'm Afraid of the Dark
B. Hayes (I Won't) De Luxe 1192
- It Ain't Necessarily So
B. Crosby (I Got) Dec 25409
- I'm Gonna Sash That Man (Right Out-a My Hair)
F. Warren-H. Rene Ork (A Wonderful) V 20-3403
- In the Hills of Old Wyoming
The King's Jesters (It's Noisy) Sullivan 504
- It's Noisy Out in Boise, Idaho
The King's Jesters (In the) Sullivan 504
- Jenny Lind & Blue Skirt Waltz
Polkats-J. Carter (Clarinet Polka) Double Feature DF-2012
- Joshu-Ah
P. Scala Ork-The Keynotes (Ain't It) London 411
- Just a Girl That Men Forget
Hum & Strum (Brown Eyes) Stellar SR-1019
- Kiss Me, Kate Hits, Pts. I & II
A. Goodman Ork . . . V 20-3434
- 1. So in Love; 2. Bianca; 3. Were Thine That Special Face
1. Wunderbar; 2. Always True to You in My Fashion; 3. Why Can't You Behave
- Kiss Me, Kate Album—J. Stafford-G. MacRae-P. Weston Ork (4-10")
Cap CD-144
- Always True to You in My Fashion . . . Cap 10209
- Bianca . . . Cap 10209
- I Hate Men . . . Cap 10208
- So in Love . . . Cap 10210
- Too Darn Hot . . . Cap 10207
- Were Thine That Special Face . . . Cap 10208
- Why Can't You Behave . . . Cap 10210
- Wunderbar . . . Cap 10207
- Let's All Sing Like the Birdies Sing
Ambrose Ork (Betty Be) V 20-3101
- Like a Ship at Sea
D. Grissom-B. Harper Ork (Can't Sleep) Jewel ON-2010
- Little Lost Dream
The Pied Pipers (Don't Have) V 20-3404
- Manhattan Hop
J. Viviano-RCA Victor Accordion Ork (N.B.C. Polka) V 20-3338
- Midnight Serenade
T. Bencke Ork (Pin-Stripe) Victor 20-3395
- Miss in Between Blues
T. Harper-E. Beal Ork (Bippity Be) Col 38430
- Mississippi Flyer
L. Fotine Ork (Tell Tale) Dec 24603
- My Bashful Nashville Gal From Tennessee
B. Moreno Ork (Thank You) V 20-3405
- N.B.C. Polka
J. Viviano-RCA Accordion Ork (Manhattan Hop) V 20-3338
- No One, No Sweeter Than You
Deep River-Boys (Cry and) V 22-0013
- Oh That Girl Amelia
H. Harding (Blue Skirt) Grand G-25013
- Outdoor Waltz
Six Fat Dutchmen-H. Loeffelmacher (Upside Down) V 20-3387
- Over Three Hills
E. Benedict & His Polkateers (Red Lips) V 20-3389
- Peirce Arrow
D. Peirce Ork (An Old) Supreme 1513
- Pin-Striped Pants (and Cutaway Coat)
T. Bencke Ork (Midnight Serenade) V 20-3395
- Pluto-You Dog!
The Three Riffs (I'll Be) Atlantic 871
- Pom Pom
E. Heywood Ork (Coquette) Dec 24604
- Put Your Shoes on, Lucy
Two Ton Baker (All Right) Mer 5266
- Put Your Shoes on, Lucy
A. Shelton-The Keynotes (Heart of) London 414
- Red Lips and Red Wine
E. Benedict & His Polkateers (Over Three) V 20-3389
- Rosetta
R. Murphy (Gee, I) V 20-3409
- St. Patrick's Day on the River Nile
Hum & Strum (The Family) Stellar SR-1020
- Sault Ste. Marie
F. Carle Ork-B. Loehen (The Little) Col 38429
- Similar
P. Lee-D. Barbour's Afro-Cubans (White We're) Cap 15416
- Some Enchanted Evening
P. Como-M. Ayres Ork (Ball Ha'l) V 20-3402
- Some Enchanted Evening
F. Sinatra (Ball Ha'l) Col 38446
- South Pacific Hits, Pts. I & II
A. Goodman Ork . . . V 20-0435
- 1. Some Enchanted Evening; 2. I'm Gonna Wash That Man Right Out-a My Hair; 3. Loveliness of Evening
- 1. Ball Ha'l; 2. A Wonderful Guy; 3. Younger Than Springtime
- Tell Tale
L. Fotine Ork (Mississippi Flyer) Dec 24603
- Thank You
B. Moreno Ork (My Bashful) V 20-3405
- That Wonderful Girl of Mine
A. Jolson (I Only) Dec 24601

(Continued on page 132)

KING and DE LUXE RECORDED HITS

<p style="text-align: center;">—COWBOY COPAS— I LOVE YOU SO MUCH IT HURTS <i>Backed By</i> DOWN IN NASHVILLE, TENNESSEE KING 767 FOLK</p>	<p style="text-align: center;">—TODD RHODES & HIS ORCHESTRA— RED BOY AT THE MARDI GRAS <i>Backed By</i> POT LIKKER KING 4287 SEPIA</p>
<p style="text-align: center;">—HAWKSHAW HAWKINS— LIFE LOST ITS COLOR (WHEN I LOST MY LOVE) <i>Backed By</i> ALL BECAUSE OF MY JEALOUS HEART KING 776 FOLK</p>	<p style="text-align: center;">—ZIGGY LANE— AFTER WHAT YOU SAID LAST NIGHT <i>Backed By</i> LAMENT TO LOVE DE LUXE 1191 POPULAR</p>
<p style="text-align: center;">—YORK BROTHERS— A PACKAGE OF OLD LETTERS <i>Backed By</i> NEW MISSISSIPPI RIVER BLUES KING 766 FOLK</p>	<p style="text-align: center;">—DANTE & HIS MAGICAL MUSIC— JUNGLE RHUMBA <i>Backed By</i> MEXICAN HAT DANCE DE LUXE 1190 POPULAR</p>
<p style="text-align: center;">—MEL COX & HIS FLYING X RANCHBOYS— I'LL GONNA BE GONE, GONE, GONE <i>Backed By</i> HONOLULU LOU KING 764 FOLK</p>	<p style="text-align: center;">—ANNIE LAURIE— WAITING FOR YOU <i>Backed By</i> ANNIE'S BLUES DE LUXE 3211 SEPIA</p>
<p style="text-align: center;">—MEMPHIS SLIM— CHEATIN' AROUND <i>Backed By</i> NOW I GOT THE BLUES KING 4284 SEPIA</p>	<p style="text-align: center;">—ROY BROWN— ROCKIN' AT MIDNIGHT <i>Backed By</i> JUDGMENT DAY BLUES DE LUXE 3212 SEPIA</p>
<p style="text-align: center;">—GEORGE HUDSON & HIS "MODERN" MUSIC— APPLEJACK BOOGIE <i>Backed By</i> NO ONE NO SWEETER THAN YOU KING 4285 SEPIA</p>	<p style="text-align: center;">—EARL BOSTIC— BLIP BOOGIE <i>Backed By</i> WATCH WHERE YOU WALK, BOY KING 4277 SEPIA</p>

KING RECORDS INC. DISTRIBUTORS OF
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The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album Reviews

Based on reports received last three days of Week Ending March 11

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS
(100 points—the maximum)

90-100	tops
80-89	excellent
70-79	good
40-69	satisfactory
0-39	poor

THE CATEGORIES

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

PLEASURE TIME ALBUM—**73**
FRED WARING & HIS PENNSYLVANIANS (4-10")
Victor A-496

A Cigarette; Sweet Music and You; So Beats My Heart for You; Day In—Day Out; Remember; Besame Mucho; Marcheta; My Ideal; Beyond the Blue Horizon. This is a reissue of a Waring package of several years ago. It's one of the leader's tastier collections both in choice of material and in execution. The Waring chorus is prominently spotted thruout the package as are soloists Jack Wilson and Gordon Goodman. Tunes are all of class-filled evergreen variety.

JUKES A little lolly for most locations.
JOCKS Ideal for any spin show.

TELEPHONE SONGS ALBUM—**68**
THE JESTERS (4-10")
Decca A-611

This is the latest in Decca's "Songs of Our Times." It's a departure from the format so far used in the series, being a collection according to topic rather than chronology. The topic is the telephone—with songs ranging from the ancient "Hello, Frisco" to Irving Berlin's "All Alone." Many of the numbers, however, are relatively unfamiliar—and familiarity was the strength of the earlier albums in the series. Another point of difference is the rendition—these tunes are sung, by The Jesters trio, with small-group accompaniment. They deliver well enough, but it seems dubious whether this presentation can pull like the succession of familiar hits played instrumentally in the earlier "Our Times" sets.

JUKES Not likely box stuff.
JOCKS Can use.

IRISH FOLK SONGS (3-10")**73**
Michael Tobin
Capitol CC-142

I Met Her in the Garden Where the Praties Grow; A Ballynure Ballad; Molly Brannigan; Kitty of Coleraine; Mother Machree; Rory O'Moore. Here's an album to warm the cockles of every Irish heart—or any heart that responds to honest folk music, for that matter. Baritone Michael Tobin sings them with the zest and sincerity that's the sine qua non of the folk balladeer. What's more, there's a brogue to the boy's singing that itself is a sheer delight.

JUKES Sure-fire wherever the Bush-mill flows.
JOCKS Fine for either Irish or folk shows.

JUST JAZZ (2-10")**78**
Modern—Volume 2

The third in Gene Norman's session series, this album showcases the modern, imaginative 88-ing of the brilliant young pianist and film composer and conductor, Andre Previn. He plays one slow, lyrical piece in "All the Things You Are," and three jump sides in "Lady Be Good," "Indiana" and "Air Mail Special," smoking up a hot breeze on the latter. Put Previn in the top rank of progressive pianists off his work here.

JUKES Excellent in progressive jazz locales.
JOCKS Fine.

MAGGIE TEYTE ALBUM—**MAGGIE TEYTE (4-10") 74**
London LA 66

I'll Follow My Secret Heart; Never More; What Is Done, You Can Never Undo; Deep In My Heart; Sweet Mistress Prue; Carefree; Songs My Mother Taught Me; Christina's Lament. Maggie Teyte has enjoyed a large American following via her imported diskings for many years. She has won many friends on her several appearances here and recently sold out a New York concert. Her fine soprano voice is best reputed for her singing of French art songs. Here, also in a light vein, is a collection of Teyte cut in the thirties of light songs and operetta pieces to which she lends her own good taste and fine sound. Tho these are just teasers compared to her full abilities, her many admirers will probably enjoy this sort of mischief.

JUKES Not suitable.
JOCKS FM and longhairs will go for these sides.

BARBERSHOP BALLADS ALBUM—**THE BARTLESVILLE BARFLIES-NEW YORK POLICE DEPT. QUARTET-KANSAS CITY POLICE QUARTET—THE BEACON FOUR—THE COMMUTERS (4-10") 82**
Decca A-703

There's a fine spirit, as well as lots of good old-fashioned harmonizing here. The performers are all amateurs, but amateurs of the highest caliber, being winners of various barbershop quartet contests—regional and national. The fact that these people are singing for the pure fun of it is evident on all the sides, and along with that spontaneity and good feeling, real musical talent is manifested. Attractively packaged in a box-type album, with excellent liner notes by Sigmund Spaeth, this collection should fare very well.

JUKES Singles should score in saloon jukes.
JOCKS Can use to advantage.

JUST JAZZ (2-10")**80**
Modern—Volume 2

Number 2 in Gene Norman's West Coast jazz concert series is four sides of "One o'Clock Jump," jam session style, with a stellar group of sidemen pouring it on. Wardell Gray leaps right in after a brief Errol Garner piano opener, and plays more than a full side of exciting bop tenor, followed by a ditto trumpet go by Howard McGhee. Garner, Vic Dickenson on trombone, and a scintillating alto jump by Benny Carter, and Irving Ashby on guitar round out the individual performance; with a sock all-in on the traditional "One o'Clock" closing riff winding it up. This is one of the best concert waxings to date, musically speaking, in that everybody is really creating and pushing all the way, without relying on ostentatious one-note solos, honks, squeals or taxi whistles. It deserves the widest possible circulation among jazz fans.

JUKES Where bop goes.
JOCKS Very worthwhile.

Bud Kaye Inks For MGM Anew

NEW YORK, March 12. — Buddy Kaye this week renewed his contract with MGM Records for another year under a special deal whereby he writes and records his own material. The tunesmith-orkster leads the Buddy Kaye Quintet, whose diskings of "A"—You're Adorable (the tune was penned by Kaye) some months back paved the way for the current rash of name waxings of the ditty. The song, pubbed by Laurel Music, shows indications of breaking for a hit, with diskings by Perry Como for Victor, Tony Pastor for Columbia, and Jo Stafford and Gordon MacRae for Capitol evoking strong trade interest.

Big Bally Pushes Mooney

BRIDGEPORT, Conn., March 12.—The season's record was broken here as a result of one of the most extensive promotional campaigns ever held in this territory for an orchestra engagement. Ray Colonari, of the Ritz Ballroom, plugged the one-nighter of Art Mooney, last Sunday (6), with the aid of the Loew-Poli Theaters, MGM record stores and disk jockeys. The tally showed 2,122 persons bought tickets at \$1.50 each.

Kaye, who has to his credit such other clicks as *Till the End of Time* and *Full Moon and Empty Arms*, gives his own diskings of his tunes on MGM a four-to-six-week jump on waxings by other labels, as part of his arrangement with MGM.

A New Label "KAYBEE" Means New Profits!

2 Sensational NEW HITS Back-to-Back for RECORD JOBBERS—RETAILERS JUKE BOX OWNERS!

GINGER PRINCE
Sensational New 6-yr.-old Screen Star Sings these HIT SONGS OF "The LAWTON STORY" Coming to Every Theatre Soon
"DOWN IN OKLAHOMA"
PLAYED BY EDDIE KAY'S GREAT HOLLYWOOD MOVIE BAND
"RIGHT UNDER MY NOSE"

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HALLMARK BLDG., WILMINGTON, OHIO
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ANOTHER ONE!
"WALTZ of the ALAMO"
Recorded by PEE WEE KING
VICTOR NO. 20-0015
IT'S ANOTHER "TENNESSEE WALTZ" HIT!

RADIO ARTIST GIVES YOU SIX HILLBILLY WINNERS

- RA 245 Matthew 24 Precious Memories Turner Bros.
- RA 246 On the Wrong Side of the Track You've Been a Little Careless Jimmie Skinner
- RA 247 Will You Be Satisfied That Way There Won't Be Much More Time Jimmie Skinner
- RA 244 Tennessee Border Don't Give Your Heart to a Rambler Jimmie Skinner
- RA 243 Honky Tonk Mama Beautiful Rose Turner Bros.

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The
Billboard

MUSIC POPULARITY CHARTS

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XIIBillboard
TRADE
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NO. 13—FRED FISHER

By Jack Burton

Tin Pan Alley has known many eccentric characters, but Fred Fisher was really something out of this world—a candidate for Ripley's Believe It or Not.

He had the thick, English-murdering dialect of a German burlesque comedian. This he came by naturally, being a native of Cologne where he was born on September 3, 1875. He was the son of Max Breitenbach, a traveling representative of the Adler Glove Company, and Theodora Nassauer Breitenbach, a writer for *The Kolnischer Staats-Zeitung* and a founder of the Baron de Hirsch Institute of Cologne.

Fred walked with the rolling gait of a sailor, which he acquired in the Imperial German Navy. He joined up at the age of 13 after running away from home. His lantern-jawed face bore a deep saber scar on the left cheek, a grim reminder of the years he had spent in the French Foreign Legion. And while his hair was cut tonsure-style like a medieval monk's, the invectives that flashed from his sharp tongue were never heard in a friar's cell.

Right Off the Boat

When Fred Fisher landed in Chicago around 1900 there was no question about how he had crossed the Atlantic. He brought the smell of the cattle boat with him to "that toddlin' town" he was to immortalize 20 years later and where he learned to play the piano in one easy lesson from a Negro entertainer in a South State Street saloon. Then and there he became a songwriter, and a remarkably successful one from the start.

His first big hit, *If the Man in the Moon Were a Coon (Loon)*, sold 2,500,000 copies in 1906 and started him on a most auspicious career as a music publisher whose annual profits flirted with the million-dollar mark during those pre-radio years when there was important money to be had in sheet music sales.

Fisher preferred to write comedy

songs, but if the market was begging for a ballad he could turn on the schmaltz with equal facility. His success formula ran something like this:

"Songwriting is a question of zounds not zense. If you create new zounds you make money. If you can't get new zounds, den you must write mit passion."

At least this was the advice he gave Billy Rose when the "mighty midget" of show business decided to relinquish his title as the world's fastest shorthand writer to seek new laurels in Tin Pan Alley. It paid off, too, for the author of *Barney Google* and *I Found a Million-Dollar Baby at a Five-and-Ten-Cent Store*.

A Magic Touch

Fred Fisher could smell a song success when a prospective seller knocked on his office door, and knew just what to do to a melody or a lyric to change a sure "dog" into a smash hit. He applied this magic touch to *Dardanella* in 1919. It was submitted to him as an instrumental fox trot. He added lyrics, made a song of it and the results were terrific, for the "girl with the harem eyes" became one of the biggest selling recordings of all time—6,500,000 platters without a single radio or motion picture plug.

When radio wrecked the sheet-music business in the 1920s, Fred Fisher went to Hollywood to write musical settings for the silent films—melodies that would put real and not glycerin tears on the cheeks of Mary Pickford and arouse Theda Bara to fresh heights of vampire fury. He told one producer:

"Ven you buy me you're buying Chopin, Liszt and Mozart. You're getting der very best!"

And before the conference was concluded and the contract signed, Fisher had torn 10 \$5 bills into bits. He always changed greenbacks into confetti when he got excited.

Fisher had the same contempt for money as he had for the economic

Brief biographies of the great writers of popular music, complete with . . .

- . . . CHRONOLOGICAL LIST OF THEIR GREATEST SONGS
- . . . PUBLISHERS (Where no publisher listed, song is in Public Domain)
- . . . BACKGROUND DATA ON SELECTED SONGS
- . . . MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

This anthology of American popular music, which covers mainly a 60-year period from 1890 to the present day, is based on 20 years of research by the author, a former newspaper magazine and advertising copy writer who has made the study of popular music his hobby.

This anthology does not attempt to list the complete output of these writers. Instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields, however, the complete scores will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion picture songs.

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

All songs that have attained a sheet music sale of a million or more copies, according to the most authentic and unbiased records available 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 the public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In the listing of song recordings, no so-called collector's items are given, and while such a list is representative, it makes no pretensions of being complete.

theories of Karl Marx and other radicals whom he attacked in searing letters to the editor of *The New York Times*. He had a standing offer of \$50 for anyone who could make him laugh, and always paid off even when a visitor to his office accepted the challenge and threw a typewriter out the window to pocket a fast half-century note.

Loved an Argument

He also loved an argument over politics, economics, philosophy or any other controversial subject, and he was hard to beat since he had traveled extensively and spent his leisure hours poring over books. He regarded himself as an authority on geography, and if the discussion was about Cairo, for example, he would ask:

"Vat do you know about Cairo? Vas you der?," a question with which Jack Pearl stopped many arguments on the radio several years later.

A rabid baseball fan and a Yankee rooter, Fred Fisher struck up a close friendship with Lou Gehrig, his diamond idol, and shortly before the death of the "Iron Horse" he collaborated with Mrs. Gehrig on two ballads, *We Wrote Our Love Song Together, Now I'm Singing It All by Myself* and *I Can't Get to First Base Without You*, which were introduced on the radio.

Racked by the pains of an incurable disease during the last three years of his life, Fisher wrote his own

obituary shortly before his death on January 14, 1942. It was a song, of course, and the chorus ran:

"There's a ranch 'way up in heaven that's where I'll soon be bound;

Never to roam, I'll be headin' home to my happy huntin' ground.

In that ranch 'way up in heaven there'll be sagebrush all around

In God's corral, where I'll meet my pal in my happy huntin' ground.

Round-up days are over for my doggie and me,

Soon we'll be in clover on the lone prairie,

In my ranch 'way up in heaven, with the old gang around,

Just the promised land for an old cowhand in my happy huntin' ground."

Fred Fisher's talents have been inherited by his three children, Marvin, Dan and Doris. Marvin had two songs on the 1947 Hit Parade, *For Once in Your Life* and *You Don't Learn That in School*; Dan has written two special numbers that Billie Holiday recorded, *Good Morning, Heartache* and *No Good Man*, while Doris is credited with *You Always Hurt the One You Love*; *Good, Good, Good*; *You Can't See the Sun When You're Crying*, *Tired* and *That's Good Enough for Me*, the latter two among two of Mildred Bailey's biggest hits, and *Please, Don't Kiss Me* and *Put the Blame on Mame*, introduced in two of Rita Hayworth's starring pictures.

★ ★ ★ FRED FISHER'S GREATEST SONGS AND RECORDINGS AVAILABLE ★ ★ ★

Unless otherwise noted, all of Fred Fisher's songs now are published by the Fred Fisher Music Company, Inc.

1904—EVERY LITTLE BIT HELPS
Lyrics by George Whiting.

1905—LET ME SEE YOU SMILE
I'VE SAID MY LAST FAREWELL, TOOT, TOOT, GOOD-BYE
With J. Fred Helf. Denton & Haskins, Inc.

1906—WHEN YOU KNOW YOU'RE NOT FORGOTTEN BY THE GIRL YOU CAN'T FORGET
With J. Fred Helf. Lyrics by Ed Gardener.

When this song originally was published, no credits was given to Fred Fisher for collaborating on it, but according to Mrs. Fred Fisher, who now controls the copyright, this was one of the early songs her husband sold to Helf's publishing firm.
*IF THE MAN IN THE MOON WERE A COON (LOON)

1907—AND A LITTLE BIT MORE
Lyrics by Alfred Bryan.
WHEN THE MOON PLAYS PEEK-A-BOO
Lyrics by Ed Gardener.
THE MEANEST MAN IN TOWN
Lyrics by Alfred Bryan.

1908—UNDER THE MATZOH TREE
MY BRUDDA, SYLVES
Lyrics by Jesse Oakley, who then was a New York booking agent. Fred Fisher Music Company, Inc.-Jerry Vogel Music Company.
HAPPINESS
Lyrics by Joe Jordan. Fred Fisher Music Company, Inc.-Jerry Vogel Music Company.

1910—*ANY LITTLE GIRL THAT'S A NICE LITTLE GIRL IS THE RIGHT LITTLE GIRL FOR ME
Lyrics by Thomas Gray. Shapfro-Bernstein & Company, Inc.

*COME JOSEPHINE, IN MY FLYING MACHINE
Lyrics by Alfred Bryan. Shapfro-Bernstein & Company, Inc.

GOOD-BYE, BECKIE COHN
Lyrics by Harry Breen. Fred Fisher Music Company, Inc.-Jerry Vogel Music Company.

This song was introduced in the Ziegfeld Follies of 1910.

1911—MAKE ME LOVE YOU LIKE I NEVER LOVED BEFORE
Lyrics by Alfred Bryan.

1912—WHEN I GET YOU ALONE TONIGHT
Leo Feist, Inc.

ROLL ME AROUND LIKE A HOOP, MY DEAR
Lyrics by Alfred Bryan.

1913—*PEG O' MY HEART
Lyrics by Alfred Bryan. Leo Feist, Inc. This song was inspired by the play of the same title in which Laurette Taylor starred.

(Available on the following records: Columbia No. 37392, Buddy Clark and orchestra; Decca No. 3399, Eddie Howard Orchestra; Decca No. 23075, Glenn Miller Orchestra; Decca No. 25076, Phil Regan and orchestra; Decca No. 3597, Phil Regan and orchestra; Capitol No. 346, Clark Dennis and orchestra; RCA Victor No. 26-2272, The Three Suns.)
*ZIS' FOR YOU, *ZAT' FOR YOU
Lyrics by Andy Rice.
*I'M ON MY WAY TO MANDALAY
Lyrics by Alfred Bryan. Leo Feist, Inc.

THAT LITTLE GERMAN BAND
Lyrics by Joseph McCarthy and Joe Goodwin.
This song was introduced and popularized by Al Jolson.

1914—*THERE'S A SPARK OF LOVE STILL BURNING
Lyrics by Joseph McCarthy. Leo Feist, Inc.

WHO PAID THE RENT FOR MRS. RIP VAN WINKLE WHEN RIP VAN WINKLE WENT AWAY?
Lyrics by Alfred Bryan.

This was another highly popular song in the Al Jolson repertoire.

DANCING THE BLUES AWAY
Lyrics by Joseph McCarthy and Harold Johnson.

WHEN IT'S MOONLIGHT ON THE ALAMO
Lyrics by Alfred Bryan.

I WANT TO GO TO TOKIO
Lyrics by Joseph McCarthy.

1915—NORWAY, THE LAND OF THE MIDNIGHT SUN
Lyrics by Joseph McCarthy.

SIAM
Lyrics by Howard Johnson.

THERE'S A BROKEN HEART FOR EVERY LIGHT ON BROADWAY
Lyrics by Howard Johnson.

1916—*IRELAND MUST BE HEAVEN FOR MY MOTHER CAME FROM THERE
Lyrics by Joseph McCarthy and Howard Johnson. Leo Feist, Inc.

This song stemmed from the reply McCarthy's mother gave a census taker when he asked her where she was born: "I came from Ireland, and it's heaven to me!"

THERE'S A LITTLE BIT OF BAD IN EVERY GOOD LITTLE GIRL
Lyrics by Grant Clarke.
YOU CAN'T GET ALONG WITH 'EM ON WITHOUT 'EM
Lyrics by Grant Clarke.

1917—IN THE LAND OF YAMO YAMO
Lyrics by Joseph McCarthy.
LORRAINE, MY BEAUTIFUL ALSACE LORRAINE
Lyrics by Alfred Bryan.

This was one of Marion Sunshine's biggest hits.

WHEN IT'S NIGHT TIME IN LITTLE ITALY
Lyrics by Alfred Bryan.

THEY GO WILD, SIMPLY WILD, OVER ME
Lyrics by Joseph McCarthy.

(Available on Decca record No. 24001 in Album 8-1917, Bob Grant and orchestra.)

1918—OUI, OUI, MARIE
Lyrics by Alfred Bryan and Joseph McCarthy. Fred Fisher Music Co., Inc.-Robbins Music Corporation.

This song was given a rousing revival by Betty Grable in the recent musical film, "When My Baby Smiles at Me."

(Available on Decca record No. 24004 in Album 8-1918, Ray Benson Orchestra.)

1919—*DARDANELLA
Music by Johnny Black and Felix Bernard.

Johnny Black, who wrote the original melody for this song, was something of an eccentric, who was killed in 1930 during a roadhouse brawl over 25 cents. In 1924, he cornered Edward B. Marks in his office late one afternoon and

SONGWRITERS COMING UP!

March 26, Issue
GUSTAV KERKER

In issues subsequent to March 26
The Billboard will present

- GUS EDWARDS
- HARRY VON TILZER
- ALBERT VON TILZER
- GEORGE M. COHAN
- JEAN SCHWARTZ
- ERNEST BALL
- J. ROSAMUND JOHNSON
- IRVING BERLIN
- CHRIS SMITH
- AL PIANTADOSI
- GUSTAV LUDERS
- THEODORE MORSE
- EGBERT VAN ALSTYNE
- SILVIO HEIN

... And others

starved him into buying "Paper Doll," which Black played for hours on a violin with a trained canary perched on his shoulder chirping the hymn. (Available on the following records: Decca No. 18367, Borrah Minneville and His Harmonica Rascals; Decca No. 24888 in Album A-1919, Ted Straeter Orchestra; RCA Victor No. 20-2274, Herbie Fields' Quintet.)

1920—DADDY, YOU'VE BEEN MORE THAN A MOTHER TO ME
Available on Decca record No. 24013 in Album A-1920, Nat Brandwynne Orchestra.

1920—I FOUND A ROSE IN THE DEVIL'S GARDEN
Lyrics by Willie Raskin. (Available on Decca record No. 24016 in Album A-1921, Carmen Cavallaro and His Piano.)

1921—WHEN THE HONEYMOON WAS OVER
1922—CHICAGO (THAT TODDLIN' TOWN)
(Available on Decca record No. 24023 in Album A-1922, Bob Graut Orchestra)
THAT RED HEAD GIRL
Lyrics by Henry Lodge.

1927—FIFTY MILLION FRENCHMEN CAN'T BE WRONG
Lyrics by Billy Rose and Willie Raskin. Shapiro-Bernstein & Co., Inc.

1929—BONES AND TAMBOURINES STRIKE UP THE BAND
TABLEAUX OF JEWELS
The above three numbers were incorporated in the score of Metro-Goldwyn-Mayer's first musical picture, "Hollywood Revue on '929."

ICH LIEBE DICH
Lyrics by Martin Broones. Robbins Music Corp. This song was introduced in the MGM picture, "Wonder of Women," in which Lewis Stone, Peggy Wood and Lella Haymes were featured.

1930—BLUE IS THE NIGHT
Robbins Music Corporation. Written for the MGM picture, "Their Own Desire," starring Norma Shearer.

1940—WHISPERING GRASS, DON'T TELL THE TREES
Music by Doris Fisher; Mills Music, Inc. This novelty number, which Fred Fisher wrote in collaboration with his daughter, was the No. 1 song on the BBC Hit Parade during the early months of 1941. (Available on Decca record No. 23632 in Album A-477, The Ink Spots.)

ALBEN ALBUMS REPPED

DETROIT, March 12.—Alben Record Company, headed by Ben Okum, who just retired as acting president of the Michigan Automatic Phonograph Owners' Association, is making its first venture into the album field by leasing masters for a group of six special-material numbers by Nan Blakstone.

The series will be released nationally by Okum under the Hush-Hush label.

PHILADELPHIA, March 12.—A new platter label, Organ Records, specializing in organ music, is to be put out by Bernard Weinberg, one of the owners of the Scott-Crosse Company. Scott-Crosse distributes music machines, vending machines and a number of independent record labels. Weinberg is listed as the sole owner of the record company, which will operate out of the Scott-Crosse headquarters.

Record Reviews

(Continued from page 42)

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

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

POPULAR
LARRY GREEN ORK
(Ray Dorey)
(Victor 20-3358)
A Bluebird Singing in My Heart 68--68--68--68
Dorey does a forthright, pleasant vocal on the "La La La" novelty, but the ork cleffing is unimaginative.
It's a Big, Wide, Wonderful World 81--81--81--81
Gay sweeping treatment of the pretty waltz, with Dorey and vocal group from the ork getting a fine hit. Instrumental work and Green's piano spot enhance.

LARRY DOUGLAS-THE HIL-TONE SERENADERS
(71-Tone 103)
Red Roses for a Blue Lady 71--62--78--72
Altho this straightforward, undistinctive rendition is unlikely to catch the Monroe disk-ing, it's a fair buy at 35 cents (plus tax).
Powder Your Face With Sunshine 74--70--78--74
Things pick up after a slow start here. Okay chirping by gal is supplemented by bright piano and tenor jazz solos, and band chanting a la the E. Knight waxing.

THE PIED PIPERS
(Skip Martin Ork)
(Victor 20-3360)
Tennessee Saturday Night 76--77--75--77
Tune, a folk nit via a Red Foley disk-ing, gets a hotcha Piper pop treatment, with same type orking. Could get good pop response.

IRVING FIELDS TRIO
(Victor 20-3369)
St. Louis Blues 81--84--80--79
Imaginative etching of the Handy evergreen 's well executed by Fields at the piano while the rhythm fills in an attractive bass figure.
Beautiful Eyes 80--80--80--80
Good Victor coverage for the hit stirred by the Art Mooney record. Vocal group supplements the trio.

EMILE JONES
(Alben 3002)
Tonight You Belong to Me 59--58--60--60
Jones does a stylized selling job on the Billy Rose oldie, but metallic mike sound doesn't help.
They Didn't Believe Me 56--57--56--55
Jerome Kern doesn't get writer billing here, but it's his fine standard that's subjected to a melange of mannerisms here.

MARLEN DIETRICH
(Decca 24582)
Black Market 80--82--80--78
There are few women who would be capable of filling a tune about a black market with sex and la Dietrich is one of the more proficient. She did this tune in her "Foreign Affair" flick.
Illusions 72--75--72--68
The other tune from her film lacks the punch of the topside.

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

POPULAR
GEORGE TOWNE ORK
(Regent 148)
It's a Cruel, Cruel World 87--87--86--88
(Sonny Hayes-Patti Chapman)
Plenty of appeal in this new novelty which is exploited right up to the hilt by the Towne crew and singers Hayes and Chapman.
Shuffle Boogie 67--70--64--67
Rather ordinary boogie instrumental is well played by the band.

MARGARET WHITING
(Frank DeVol Ork)
(Capitol 15401)
Comme Ci Comme Ca 72--72--72--72
The mood suggested by the title evades Miss Whiting here, and the orking suddenly goes wild in a hodge-podge side.
Great Guns 72--76--72--70
Cute pie-type tune by Mercer and Warren is effectively chirped and orked here, but side is unlikely to step out.

BUDDY MORENO ORK
Doo Dee Doo on an Old Kazoo 75--73--74--78
(Victor 20-3357)
Effort to emulate unison-vocal string band renditions, but also to showcase a soloist, fails to measure up to earlier cuttings of the novelty.
Johnny, Get Your Girl 69--70--68--68
Warbler Moreno and his ork try hard, with moderately effective results on this bouncy benign plug.

WAYNE KING ORK
(Billy Leech-The King's Jesters)
(Victor 20-3368)
Susy 80--82--80--78
Leech warbles the plaintive tune in outstanding fashion as the King ork fills in a tasteful backing.
Don't Gamble With Romance 70--70--70--70
(Nancy Evans-The King's Jesters)
Good rendition of some mediocre waltz fare.

MARTHA RAYE-PHIL MOORE ORK
(Discovery 503)
After You've Gone 77--80--75--75
Miss Raye hits her stride of some years ago when she was one of our very best singers with the oldie and is given able Moore support.
Ooh, Doctor Kinsey! 86--NS--85--86
The subject matter and lyric may be too delicate to meet radio censors' approvals but there's nothing to be no stopping 'tike box ons from cleaning up with this clever hunk of Phil Moore material.

RAY GILBERT
(Columbia 38420)
Coca-Roca 80--80--80--81
Songwriter Gilbert debuts on wax with his own ditty and gives it plenty of vim, vigor and spirit. Fine Johnny Richards orking helps.
Pin-Striped Pants 75--78--74--73
Another Gilbert tune serves as the backing. It's a clever song but the writer somehow doesn't completely exploit its possibilities.

(Continued on page 126)

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Needle Industry Gets Hypo Via New-Type Players; Annual Take Over 10 Mil; See Stabilization

By Bill Simon

NEW YORK, March 12. — After several years of material shortages, forced tie-in deals, phony claims and unrestricted price-cutting, the phonograph needle industry—with an annual take of over \$10,000,000—shows signs of stabilizing. More than that, it even shows signs of expanding with the introduction of new-type players.

The new micro-groove disks introduced by Columbia and RCA Victor require new needles with a .001 radius point, while regular 78 r.p.m. shellac platters play best with a .003 point. Set manufacturers, now in the process of developing players to work at three speeds (33 1/3, 45 and 78) are placing large orders with the leading needle makers for the smaller synthetic-jewel points. In most cases sets will have to be supplied with two inter-changeable needles of different radii. Altho light-weight pick-up arms and smoother vinylite disks would theoretically increase the longevity of these points, manufacturers expect a normal replacement sale. They point out that most needle trouble comes from dropping and chipping, not wear—a point that incidentally belies many manufacturers' special longevity claims in the past.

It is understood that the industry today is dominated by four companies who do as much as 90 per cent of the total business. (Some of these manufacture points that are packaged and sold under other trade names by record and phono manufacturers.) These leaders are Recoton, Permo (Fidelitone), Pfanstiehl and Duotone.

War Shortages

During the war, the shortage of cheap steel forced most manufacturers into the precious metal and jewel-tip field. High-priced products were pushed, and any indie who would get his hands on a hunk of metal or "colored glass" suddenly became a needle-maker. All sorts of gaudy packages were dreamed up, and fantastic guarantees were made. When records became hard to get, many distributors weighed deliveries of hit disks on the size of expensive needle orders. Tie-in sales were a constant plague to dealers. Some major label distributors, with their hold on demand disk items, took the edge away from indie accessory jobbers. This balance of power remains firm today with major line disk distributors.

The end of the war found "permanent" type needles widely accepted, and standard equipment in most new players—but it also found the dealers heavily stocked with a wide variety of types and makes. Renewed flow of materials brought steel needles back in the picture, and also knocked the bottom out of the fancy-price lines. Dealers and distributors both were forced to unload, and \$5 needles began to go for as low as 50 cents. Most of the war-baby indies did a fast fold, and the quality types gradually strengthened their positions and established new low prices.

Three Types

Three basic types of needles are prevalent today: The ordinary steel, precious metal, and jewel tips. Steel represents about 25 per cent of the total business dollarwise, with many of these going into non-electric machines, kiddie phonos and the export market. Most are sold thru the 5 and 10-cent chains. Most of the quality steels are imported from Switzerland via Recoton, headed here by Herbert Borchard, altho Duotone and Victor's red seal brands are also a must for most dealers.

The biggest increase during the

past year has been in the precious metal, or osmium-tip field in which the leaders are Permo Products, who produce Fidelitone brand, and Pfanstiehl, the juke box leader. This type accounts for about 50 per cent of the annual gross. The increase here is credited to the renewed availability of osmium. Most manufacturers held back production of this type when only inferior materials were available. Since the biggest market for these is the jukes, manufacturers opine that steel, rather than osmium points will feel the effect of LP innovations. The big osmium shortages were most prevalent between 1942 and 1946.

Jewel Tips in Good Spot

During the postwar price-cutting spell, the biggest victim was the jewel tip. Price standards for a time were too low to warrant profitable production, but now the new machines insure this type approximately 25 per cent of the annual gross. Duotone, who claims to use a genuine sapphire tip, is considered the topper in this category. William A. Boeger, Duotone sales manager, points out that the company's business is about 35 per cent jewel-tip, as against 15 per cent steel, with the balance in precious metal tip, but with a nylon elbow that is claimed to reduce surface noise. Several other manufacturers using nylon shafts use either metal or jewel tips.

Stabilization of prices finds steel needles available generally in 10 and 25-cent packages. Osmium tips, with Fidelitone prominent as the home seller, and Pfanstiehl leading with the jukes, are priced from 50 cents to \$1.50. Jewel tips range generally from \$1.00 to \$5.00, with the average set at \$1.50. With discounts back to normal, the dealer gets his 50 per cent, and the distributor upward of 25 per cent. The manufacturers granting approximately 66 2/3 per cent of the retail price to the trade, naturally ends up with the shortest end.

A large portion of the manufacturer's end goes into packaging, which, according to Boeger, is one of the biggest factors determining the success of a needle. Heavy advertising and frequent introductory deals are also borne by the manufacturer and cut into his take. These factors make the juke and export fields more desirable outlets. Duotone, up to now a consumer specialist, is currently experimenting with new juke needles, and also reports that foreign markets are starting to accept the more permanent tips.

Principal outlets for the four leading brands are the Victor, Columbia and Decca distributors, many of whom carry several, or all four, pushing one special brand only when a promotion deal is offered, and otherwise leaving the choice with the dealer. In a recent tie-up, indie distributors handling Decca's subsidiary Coral disk line have taken on the Aeropoint Long-Life line.

Garod Names Five Distributors

NEW YORK, March 12. — The Garod Electronics Corporation has appointed five new territorial distributors for its line of Garod Tele-Zoom television receivers. Included are General Distributors, Wheeling, W. Va.; Hargis Company, Austin, Tex.; Monitor Distributing Company, East Providence, R. I.; Silkworth Distributors, Inc., Ypsilanti, Mich., and W. E. Titus Wholesale Company, Oklahoma City.



A REAL MONEY MAKER!

ORDER FROM YOUR DISTRIBUTOR



MIRACLE 500 E. 63rd St. Chicago 37, Ill.

5c ABOVE WHOLESALE COST PER RECORD

ALBUMS — LESS 33 1/3% FROM FULL PRICE TO MUSIC DEALERS, JUKE BOX OPERATORS, ETC.

ALL HIT RECORDS OR ALBUMS ON ALL MAJOR AND INDEPENDENT LABELS
And all other hits listed in The Billboard. Pop Hit — Folk — Race Hits.

We Carry a Full Stock of Classical and Popular Albums. All Your Record Needs From One Source Saves Time. No order too small or too large — Terms: C. O. D.

IMMEDIATE DELIVERY!

ORDER YOUR NEEDS NOW!
WE ALSO EXPORT!

ALLIED RECORD DISTRIBUTING CO.
625 10th Ave. New York 19, N. Y.
Phone: PLaza 7-1755

HITS!

HITS!

HITS!

Just 5c over wholesale. You name the Record Label. All the records you want.

IN STOCK

EDDY ARNOLD'S LATEST ALBUM (P-239)

"TO MOTHER"

6 Sides for Mother—All with Eddy Arnold and His Tennessee Plowboys.

RETAILS \$3.25. YOUR COST, \$2.28.

LESLIE DISTRIBUTORS CORP.

(RECORD WHOLESALE)
419 W. 48th St. New York 19, N. Y.
Phone 7-1977, B-9
Cable Address: EXPORCORD

**THE ORIGINAL!
"KEEP A TWINKLE
IN YOUR EYE"**

APOLLO 1142

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE

APOLLO RECORDS, INC.
457 West 45th Street New York

Radio in Every Room Bally Set

OMAHA, March 12.—Radio distributors in Nebraska will conduct a radio in every room campaign for a two-week period, starting March 20. A similar campaign was recently carried on in Iowa. The Nebraska drive, backed by local distributors, will be conducted under the sponsorship of the Nebraska-Iowa Electrical Council.

The Nebraska drive will stress catching the spring trade, and advertising will show the silhouette of a house with a radio in every room. Distributors will provide retailers with kits containing window display material and suggestions for tie-in advertising.

Chairman of the Nebraska planning committee is Rudy Mueller, president of the Mueller & Selby Company, distributor for Motorola. Other committeemen are C. P. Helgesen, appliance sales manager, Sidles Company (Radio Corporation of America); Milton Livingston, president, Major Appliances (Zenith); Daniel Kelly, merchandise manager, General Electric Supply Company (GE); Morris Levey, president, General Appliance Company (Philco) and Stanley Stephenson, merchandise manager, Westinghouse Electrical Supply Company. James Dore, of the Nebraska-Iowa Electrical Council, is in charge of co-ordinating all activities.

RCA Has New 16-Inch TV Tube

NEW YORK, March 12. — Radio Corporation of America (RCA) is demonstrating its new 16-inch, direct-view, metal cone kinescope tube at the convention of the Institute of Engineers, now in session at Grand Central Palace. The tube is the result of 13 years of research. According to L. W. Teegarden, vice-president in charge of technical productions, RCA Victor division, the tube is being accepted by leading manufacturers as providing an ideal picture size between that supplied by the 10-inch kinescope and the large screen of projection models.

According to Teegarden, use of metal for the envelop of a large-size television picture tube was based on various factors, notably, the plentiful supply of chrome steel; the ease with which the metal can be shaped, its substantially less weight, greater durability and lower cost.

RCA, of course, is continuing all-out production of 10-inch all-glass television picture tubes which are at present the most popular size for TV receivers.

How They're Selling Them

(As advertised in the nation's press.)
Billboard staffers glean newspapers for radio-tele-phono advertisements from coast to coast. No results of sales as yet reported.

10 DAYS HOME TRIAL FOR RCA VICTOR Television Receiver at \$325. Pay only the minimum federal regulation down payment (15 per cent). Up to 21 months to pay; no interest charge on six-month payment plan. Also matching mahogany case for \$16.95. Same store offers \$50 trade-in allowance for your old radio against \$199.50 RCA Victor console radio-phonograph with FM and record changer.—Keenan's, Boston.

RENT A NATIONALLY FAMOUS TELEVISION set for only \$1 a day. Order by mail or phone—Summerfield's, Boston.

"TELE-ZOOM" AT NO EXTRA COST IS advertised by the Boston area Garod distributor for 69 listed dealers. Glimick "zooms" rectangular picture into double-sized circular close-up, by pressing remote control button.—Merchants Distributors, Inc., Boston.

SALE! 30 TO 50 PER CENT OFF ON thousands of classical and popular albums, folk music, foreign and domestic. Each purchase guaranteed. Mail orders welcomed. Limited time only. Chesterfield Music Shops, Inc., New York.

BUY THE RADIO CUSTOM-BUILT TO your specifications (television can be included). Component parts found in most expensive sets, including Browning AM-FM tuner, Scott dynamic noise suppressor, Webster dual-speed record changer, General Electric 12-inch speaker, rayon tweeter (parts illustrated in ad). Also wide choice of cabinet styles. For people "tired of mass factory designed and built sets." at \$298, claiming to save buyer up to \$400.—LaFayette Radio, Boston.

60 AUTHORIZED "PHILCO TELEVISION dealers advertise "wide-screen" television in a solid block of identical two-inch ads. No models or prices.—Boston.

SAVE \$109.50 ON "EMERSON PHONO- radio-television ensemble, Models 605 and 606 at \$399.95 (plus tax). Separately would cost \$509.45. Free trial in the home offered.—Tioga Electric & Furniture Company, Philadelphia.

CROSLY TELEVISION PLUS FM RADIO at a \$40 saving. AC table model with 52 square-inch screen, usually \$339.95, now \$299.95 (plus \$1.80 tax). This is regular factory-authorized reduction, \$6.80 down, and payments of \$3.10 per week. Gilchrist's Boston, Waltham, Framingham, Quincy and Brockton (Mass.) stores.

TOP-FLIGHT DECORATORS HELP YOU pick the Magnavox television set that best fits your room. Traditional and modern cabinet models available. W. & J. Sloan, Washington.

A NEW LOW PRICE FOR RECORD AL-bums. Store has 10-inch, 10-pocket jobs at 59 cents, or two for \$1. Also 12-inch size at 19 cents, or two for \$1.50. Choice of colors: Maroon, brown, blue.—Electrical Center, Washington.

MATCHING CABINETS HOUSE THE Magnavox "Berkely" television set with 60 square-inch picture, and the "Berkely" radio-phonograph with FM and dual-speed changer. Plays LP and conventional 78 disks using a single tone arm. TV unit has record storage space.—Frank P. Mulgannan, Washington.

NO BRAND NAME MENTIONED, BUT store offers a "famous make" table television set regularly selling at \$299.50 for \$188 (plus installation and service). Delivered in factory-sealed carton. Also five-way radio-phonograph-television combination, regular price, \$595, now \$395, including FM, dual-speed changer.—Phillip's, Washington.

"TAKE IT HOME WITH YOU" IS THE eye-catcher and line on a full-page spread featuring the Motorola portable television model 11. Price \$199.95, with nothing else to buy. Portable indoor aerial included. "No landlord's consent needed."—George's Radio & Television Company, six stores in Washington and vicinity.

"EXPECTED CHANGES IN WAVE lengths will not obsolete Zenith television." Claims Zenith is the only TV receiver today with specially designed built-in turret tuner for receiving the proposed new ultra high frequency channels on the present standards.—V. J. McGranahan Distributing Co., Toledo.

BUYERS OF PHILCO TELEVISION COM-binations, with dual-speed phonos, are offered (1) free installation, (2) free service for 90 days, (3) regular one-year guarantee on all parts and tubes, (4) trade-in allowance for old radio.—Weinrich's, Akron.

A REBATE OF \$40 IS OFFERED TO CUS-tomers who bought Crosley television sets Model No. 9-43M after March 1, because of price reductions effective March 6.—Sokol Furniture Company, Akron.

A \$239 VALUE FOR ONLY \$169, WITH 52 weeks to pay. Includes an RCA Victor radio-phonograph valued at \$199.50, plus 100 Victor "recordings" (actually 50 double-faced records).—Reichert's, Youngstown, O.

SPECIAL CLEARANCE ON 1948 MODELS of nationally known radios and combinations. Reductions of one-fourth to one-half off. Wilkins-Leonard Hardware Company, Youngstown, O.

CLARINET FACTORY

FOR SALE
Building, Stock, Tools and Equipment
Now in Operation. Good reason for selling. For appointment address
BOX 212 Marengo, Indiana

A BILLBOARD PICK

BENNY'S NEW CHICK

"FIVE FOOT TWO, EYES OF BLUE"

PLAYED BY
BENNY STRONG
TOWER RECORD 1456
540 N. Michigan Ave., Chicago
519 W. Washington Blvd., Los Angeles

RONDO HIT

OF THE WEEK!
Chicago's Newest Hit!
R-190—"WHOSE GIRL ARE YOU"
Now a smash in Chicago.
A sure-fire Hit Parader.
Vocal, Lloyd Webb
backed with
"Westphalia Waltz"—Gene Heier's Ork

Rondo

RECORDS
329 S. WOOD ST. CHICAGO 12

Free Professional Copies

Piano—B. M. I.—Songs of Appealing Beauty

1. Daddy	7. I Have Dawn in My Heart
2. Now	8. Angel of Love
3. Believe	9. Gone
4. Somebody	10. For Better or for Wors.
5. In a Crowded Bus	11. Starlight
6. When We Walk By	12. Lovely To Love

CLAUDIO LOPEZ
Montefiore Hospital Bronx, N. Y.

10 INCH RECORD PRESSINGS

Shellac or Vinylite
Fast Service—High Quality
Small or Large Quantity.
Labels — Processing — Masters
SONGCRAFT, INC.
1650 Broadway New York 19, N. Y.

Wagner To Bow Instant Recorder

NEW YORK, March 12.—A portable instantaneous recording machine that records a half hour of music on a 4 1/4-inch vinylite disk will make its market debut next week. The Wagner-Nichols sound embosser is 11 1/2 inches wide, 14 1/2 inches long and 9 3/4 inches high, weighs 30 pounds and cuts at 33 1/3 r.p.m., with 320 lines per inch. Commercial 33 1/3 long playing platters are usually cut at 250 lines per inch. The "embossing" method cuts and plays back the disks with the same arm and needle, but the disks can also be played on any LP player. Larger-size commercial disks will not fit on the embosser, however.

The disks, made of transparent vinylite, will market at 20 cents, with advertising touting each disk as capable of rendering the equivalent of a \$4.50 four-record classical album.

Bothwell Bop Combo Signed by National

NEW YORK, March 12.—National Records signed Johnny Bothwell and his bop combo to a recording contract this week, with the first waxing session set for today. The group is a six-piece sweet bop combo plus a girl voice. National hopes to build the Bothwell outfit into a commercial bop replacement for the Charlie Ventura ork, which achieved wide popularity under the national aegis before going with RCA Victor recently.

Bothwell, an alto saxophonist, is known to jazz fans for his progressive arrangements and instrumental work with such crews as Boyd Raeburn's.

Golden Joins Gale Sales

NEW YORK, March 12.—Birney Golden this week joined the one-night band sales department of the Gale Agency, where he joins booker Frank Sands, the only remaining member of the agency's original department which contained Billy Shaw (now in his own business) and Irving Siders (now working for Willard Alexander). Golden formerly was a flack for the United Artists picture firm and was also advance man and road manager for several name orks.

IT STARTED IN CHICAGO!

James H. Martin, our distributor, is the cause of it all.
Dottie Barlow's first recording of
Pearl Records #0014
"MAMA WON'T LET ME GO FISHING WITH YOU"
(in our popular series)
Looks like a hit!
Watch it! The juke boxes are crying for it.

The Pearl Line for '49

P. S.: If you like real down to earth Ballads, listen to Larry Vincent's recording of Sunny Skylar's new song, "I've Come Back To Say I'm Sorry," backed by "When Your Old Wedding Ring Was New," #23.

We could use a few more good distributors

PEARL RECORDS
BOX 229, COVINGTON, KY.

The Pearl Line for '49

Another
BMI Pin-up Hit
YOU, YOU, YOU ARE THE ONE
Published by
CAMPBELL MUSIC, INC.
★ ★ ★
Performance Rights
Licensed Through
BMI
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19

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Used Only in Funeral Home. Like New.
Available Immediate Delivery.

EMERSON PIANO HOUSE

142 N. Main DECATUR, ILL.

UNLIMITED PRESSING FACILITIES

For Shellac or Vinylite
In All Colors

For Prices and Service write to:
WEBSTER
RECORD CORPORATION
263 West 54th St., New York 19, N. Y.

AGVA Shakes Up Indoors, Out New Fuss Rises On TA Authority For Benefit P. A.

Top Brass of 2 Coasts and Chi Shuffled

Flo Bale, Eddie Rio Involved

By Bill Smith

(Continued from page 3)

ferred to the national office in some undetermined capacity and Eddie Rio, national board member (who will presumably resign from the board), will become the West Coast topper.

The New York picture will also undergo a change. Jimmy Lyons, another national board member, will become the Eastern regional rep and, like Rio, will resign from the board. Lyons will replace Vito Melfi, who held the job under a temporary appointment. The status of Melfi is ambiguous, tho it was indicated he would be transferred to the outdoor field.

Another board member, Ralph Morgan, of Boston, will become the head of that area, taking over from Cliff Barnes. Jack Edwards will replace Morgan on the board.

The case of Philadelphia brought immediate repercussions from two agent orgs, Variety Bookers' Association (VBA) and Entertainment Managers' Association (EMA). This was brought about by first reports of Dick Jones's appointment as AGVA rep, later confirmed by AGVA. Joel Charles, of EMA, and Bob Bennett, of VBA, notified AGVA national they would "not be responsible if Jones got the job."

There is also a resolution on record signed by the Associated Actors and Artistes of America (Four A's) AGVA committee to the effect that Jones could never work again for AGVA. If Jones's name ever should be presented, the Four A's asked permission to be heard on the subject. So far as is known, neither the resolution nor the Four A's was brought into the matter.

Irving Heads Outdoors

Chicago is another special development. Jack Irving, Midwest regional rep, has been lifted to the assistant executive secretaryship of AGVA and was made head of the entire outdoor field. National board members, asked what Irving's duties as assistant director would be, said the office was honorary, carried no authority and was a reward for a good job.

There is a 1941 report in AGVA files made by Vito Melfi, then attached to outdoors, which said in effect that the quickest way to put outdoor showbiz into unscrupulous hands was to leave it in Chicago. Dewey Barto, present AGVA topper, was then on AGVA's board. Subsequently outdoor was shifted to New York. AGVA had no comment on why it is now being moved back to Chicago.

Lowe To Top in East

Incidentally, Emil Lowe, formerly in AGVA's indoor division, will become Eastern regional director for outdoor. To further strengthen the outdoor division, Don Francisco, a national board member, will become a member of AGVA's national executive board.

In the New York zone, Lyons's shift from the board to Eastern regional director has made Jackie Bright a member of the national board.

AGVA hasn't named any specific date for all these transfers. It indicated, however, that they would be-

Ladeez 'n' Gennulmen! In Dis Corner -- Berle the Corn-er!

NEW YORK, March 12.—The Friars' first venture as fight promoters in the East Wednesday (9) night may not scare Mike Jacobs or the Tournament of Champions, but it will take a pretty smart combo of promoters to come up with a funnier fight than was put on by Milton Berle (199½) and Buddy Baer (240).

Berle came in first, preceded by a couple of cops and a corp of handlers equipped with spray guns filled with Chanel 5, assorted seltzer bottles and cotton swabs. Baer, looking like a behemoth, came next.

Solly Violinsky, wandering around ringside, was telling everybody: "Don't bet this—I know something."

Barney Ross Ref

The ref, Barney Ross, called the two pugs into the center. Berle was busy shedding a half dozen vari-colored robes and told the ref to shut up. When he finished de-robing, he stood in a pair of red trunks that stretched from his knees to his neck. From underneath the trunks, beribboned and laced panties peeped shyly. The fight began, with Don Dunphy doing the announcing.

Round One:

Berle led with a right, then ad-libbed a left and caught a chop on his doctored schnozz. The Morris office got pale. The gong—and Berle said the fix was in, the ref was lousy, and anyway he didn't like him because at gin rummy he always knocked with two. So Ross took a powder and Jerry Bergen took over. The seconds in Berle's corner were busy spraying everybody ringside while their man was taking bows.

Berle Grabs Bat

Round Two:

Berle let loose a terrific uppercut and Baer's nicely slicked hair-do came down around his eyes. Bergen stepped in to separate the sluggers and caught two in the fanny. Berle stepped back to his corner grabbed a bat and came charging out. His handlers disarmed him and Berle tried to jump out of the ring with Baer in hot pursuit. The gong.

Round Three:

Berle tried to follow his seconds

Clique To Alter Policy for Rand

NEW YORK, March 12.—Sally Rand will completely change the policy at the Clique, which recently started with a bop policy. Miss Rand will open at the Clique March 17 for two weeks and four two-week options.

The Raad show will carry an eight-girl line, show girls, comedy groups and acts. The package costs \$4,000.

The Clique policy will be the same it inaugurated when it switched to bop. The club will have no dancing and will be divided up into a bull pen and a section with table service. Admission will range from 90 cents to \$1.20, with three shows skedded nightly.

come effective before the end of March.

The board began meeting in New York March 7 and will probably remain in session until at least March 13. It still has to decide on whether or not to postpone the annual convention, what to do about a rapprochement with the American Federation of Musicians and what to do about TV jurisdiction.

out of the ring and got caught between the ropes. He untangled himself, grabbed a seltzer bottle and let fly at Bergen. Baer grabbed Bergen and held him in one hand while Berle emptied the bottle. Baer dropped Bergen. Berle dropped the bottle, then Baer dropped Berle, who screamed: "Foul!" Bergen started counting, yawned and almost toppled over fast asleep. He awoke with a start and took up the count from 20, but Berle jumped up, hit Baer with two straight lines, a piece of business that involved the knee, and some fast thumb work, and Baer went down for the full count.

Before the big fight there were a number of Golden Gloves bouts, some fair, some good and some ludicrous. Then came a show with the Crosby Sisters, Bud Sweeny, Al Kelly, Red Buttons, Sonny King, Patsy Flick, Phil Regan and Jack Carter, each for one number and off.

Oh, yes—the take, the Friars say, was about \$8,500.

D. C. Warner Plays 1-Shot Vaude, But Not Regular Policy

WASHINGTON, March 12.—Breaking a four-year vaudeville drought, the Warner brought in last week a stagershow featuring Jack Carson, Robert Alda and Marion Hutton. Added to the show were George Mann, the Emerald Sisters, June Carroll, and Sweeny and March. For the one-week performance the Warner lured back Jo Lombardi to lead the orchestra. Lombardi was the regular orkster at the theater when it was known as the Earle.

Warner execs say the stagershow is just a short one-shot and doesn't mean that the theater plans to run vaude as a permanent house policy. At present only Loew's Capitol is on a regular stage-screen schedule in the nation's capital.

Montreal's Ritz

Intros Acts Apr. 16

NEW YORK, March 12.—The Ritz-Carlton, Montreal, will start using acts April 16 for the first time. Up to now the hotel has used only orks.

The first act will be Suzy Solidor, in for two weeks and options. The idea is to use singles with some name appeal, particularly to a French-speaking public. The May Johnson office, which books the room, set the deal.

Havana Niteries Demand Gambling

HAVANA, March 12.—A delegation of catering workers, musicians, tourist guides and bellboys last week presented a petition to the President, Dr. Carlos Prío Socarras, for gambling to be permitted in the three Havana night clubs, Montmartre, Tropicana and Sans Souci. They claimed that they would otherwise be forced to shutter.

The workers said they meant to intensify their campaign for authorization of gambling, and threatened a sitdown strike if the owners tried to close down before the campaign was finished.

NEW YORK, March 12.—Alan Corelli, head of Theater Authority (TA), has preferred charges against Henry Dunn, treasurer of the American Guild of Variety Artists (AGVA), for ordering an AGVA employee to refuse to turn certain records over to TA. Charges have been placed before the Associated Actors and Artistes of America (Four A's).

The charges are an outgrowth of benefit difficulties which came to a head in Miami a few weeks ago. Miami AGVA rep Jerry Hirsch, who doubles as TA rep, okayed various benefits in his area, among them the March of Dimes. Some \$600 odd, TA's cut, was collected by Hirsch and subsequently sent to New York AGVA's Welfare Fund. Dunn said this money was to pay hospital expenses of Miami members.

Corelli, also in Miami, asked for an accounting for TA, and Dunn ordered Hirsch to refuse it. Subsequently, the matter was brought to New York and as a result AGVA, thru its president, wired TA it was opposed to all benefits, and if in the future TA okayed a benefit and AGVA refused, the AGVA ruling would stand.

The question has arisen of what AGVA's police powers were if its members appear on a benefit, disapproved by AGVA but cleared by TA. In many cases AGVA members are cardholders in other unions of the Four A's and if brought up on charges before AGVA can say they worked the benefit as members of other unions.

Louis Simons, Equity topper and TA board member, said, "In my opinion AGVA cannot penalize one of its members if the member claims he did not do the benefit as an AGVA member but as an Equity or an American Federation of Radio Artists (AFRA) member. It seems to me that in the future all performers appearing on benefits will have to declare under what card they're appearing."

L. A. Grove Sets Musical Montage

CHICAGO, March 12.—Another prominent niteriy will start using the musical montage, semi-dramatic type of show originated a few months ago at the Hotel Sherman here, Sherman Marks, originator and producer of the hotel's show, said this week. Marks said that the Coconut Grove of the Los Angeles Ambassador Hotel would book his life of Gershwin production starting May 24. Initially the Grove has booked the Gershwin opus, the first Marks put on at the Sherman, for a six-week run. There is a possibility, Marks said, that other shows of the same type would follow at the hotel.

Possibility that other niteries will soon be using this new-type show was also indicated by Marks when he said that plans are being discussed for 20-week tours of his productions among a chain of West Coast hotels and night clubs.

Jack Fina's orchestra will be used for the Grove show.

Peg Loeb Quits CRA To Open Own Office

NEW YORK, March 12.—Peggy Loeb has pulled out of Consolidated Radio Artists (CRA) and will open her own office April 1. Miss Loeb has been with CRA as head of its cafe and theater department for the past three years.

For the first two years her deal with CRA was a 50 per cent split. During the past year it was cut to 40 per cent.

Strand, New York

(Tuesday, March 8)

Capacity, 2,700. Price range, 75 cents-\$1.50. Five shows daily. Harry Mayer, chain booker. Show played by Desi Arnaz ork.

Return of the Warner flag house to presentation policy after a two-week hiatus brought a pleasant show to the stage. Desi Arnaz's ork (18), all togged out in typical colorful rumba blouses, made an excellent impression even if the routines were limited to the dated numbers that every Latin band gives out today. The band's biggest, *Malaguena*, the Cuban classic, got only so-so hands here.

Arnaz got his best results from the personality stuff he dished out so well. Using a hand mike, he strolled down into the aisle to the gleeful squeals of small groups of bobby-soxers. One song ending in a lyrical statement that his marriage to Lucille Ball was the result of shotgun persuasion was in poor taste. His *Strawhat Song* had a catchy melody. Lyrics, however, were a silly dissertation on hiding troubles by pulling a hat over the eyes and ears.

Leo de Lyon

In the act department Leo de Lyon was a big hit. The short comic's material, vocal knockabout work, is made to order for a theater, tho it's doubtful if it would go in a cafe. His funny impressions, trumpet mouthing bits and incongruous switches brought yocks time and again.

The Garcias, Latin dance team, did the usual things expected of such teams: different tempo dances ending with the inevitable glass-on-head spin coming off to nice hands.

Reggie Raymal showed an interesting novelty act. The slim, well built, personable chap uses the paddle ball to get all sorts of things out of it. While the routine is eye-catching, he needs better chatter to go with it.

Terri Stevens Warbles

Terri Stevens, an attractive, tall brunette, did an okay job as the band girl singer. In her own spot her two songs were well done. In a *Pussy Cat* duet with Arnaz the effect was better than expected. Lift came from Arnaz's acting. He gave the tired lyrics a funny twist that brought some hefty yocks.

Pic, South of St. Louis.

Bill Smith.

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AMERICA'S FOREMOST COMEDY UNIT
Currently Breaking All Records on Their
4TH RETURN ENGAGEMENT
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America's Foremost Comedy-Musical
Cocktail Lounge
Personal Direction **ALLAN RUPERT AGENCY** 263 S. 11th St. Philadelphia, Pa.

VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, March 9)

Capacity, 3,654. Price, 55 cents to \$1.50. Number of shows, five daily. House and chain booker, Harry Levine. Show played by ork on bill.

Following the by-now-accepted Paramount vaude pattern, whereby the co-featured name ork is virtually relegated to pit band duties, the new bill at the theater, tho it has high-lights in the antics of comic Larry Storch, dance team Helene and Howard, and the spritely presentation of the King Cole Trio, lacks cohesion and over-all impact. Young Elliot Lowrance's ork rounds out the show.

It's Storch who walks away with top honors on the show. He's a mimic and im-pr-ionist of considerable inventiveness, intelligence and wit. His impersonations are built into extremely clever miniature situation monologs which are loaded with gags and conclude with mitt-attracting punches. Storch had to beg off at the show caught.

Helene and Howard, a satiric acrobatic comic dance team, drew a fine reception for their slapstick terps. Opening the act in a straight (and good) ballroom bit, the team suddenly breaks into a series of funny and well-timed acrobatic knockabouts. Their encore spots the twosome doing a fast and yock-provoking jitterbug bit, decked out in exaggerated and amusing hipster dress.

Cole in Finale

Cole, who closes the show, has added a bongo player, Jack Constanza, to his unit to make it four strong for this show. He ran down (See **PARAMOUNT** on page 53)

RKO-Boston, Boston

(Thursday, March 19)

Capacity, 3,200. Prices, 40 to 85 cents. Number of shows, four daily. Chain booker, Danny Friendly. Show played by name band on bill and house band under Larry Flint.

RKO Boston marks the return of stage shows, for as long as the talent holds out, with a double-threat stage and screen bill which is sure to draw.

Art Mooney and band back up the bill with some expertly performed music and a brand of showmanship not often found these days among band units. The flicker, *Tarzan's Magic Fountain*, has a new Tarzan, Lex Barker, product of toney New England schools, who is also featured on the stage.

Youngman Topper

Henny Youngman is really the top act. He had trouble at the opening show with the juvenile delinquents in the audience. But Youngman is a comic who can cross words and still emerge from the fray intact. He laddled the kids the same way—with patience and a sledge hammer, which effectively silenced them. His material is familiar, with only a few fresh touches, but it goes over good with those who haven't heard it before.

The Art Mooney outfit is notable for the way it combines music and entertainment. The music is well played—such pieces as *Beautiful Eyes*, *Doo De Doo on an Old Kazoo*, a banjo specialty; *Baby Face*, and the inevitable finale, *Four Leaf Clover*. (See **RKO-BOSTON** on page 54)

Radio City Music Hall, New York

(Thursday, March 10)

Capacity, 6,200. Price range, 80 cents-\$2.40. Number of shows daily, four. House booker, Leon Leonidoff. Show played by Alexander Smallens' Symphony Ork.

A completely delightful ballet is the leading motif of the new show here, with the house using it to lead off its stagershow. The presentation closes with the always satisfactory Rockettes in a blues number, backed by the lavish production Russell Markert knows how to do so well.

The show started with Robert Mills in a clown costume doing a competent job on excerpts from *I, Pagliacci* in a prolog that seemed overlong. Next came the ballet in an imaginatively conceived terp story of a flock of schoolgirls, including teacher's fa- (See **RADIO CITY** on page 53)

RKO Albee, Cincinnati

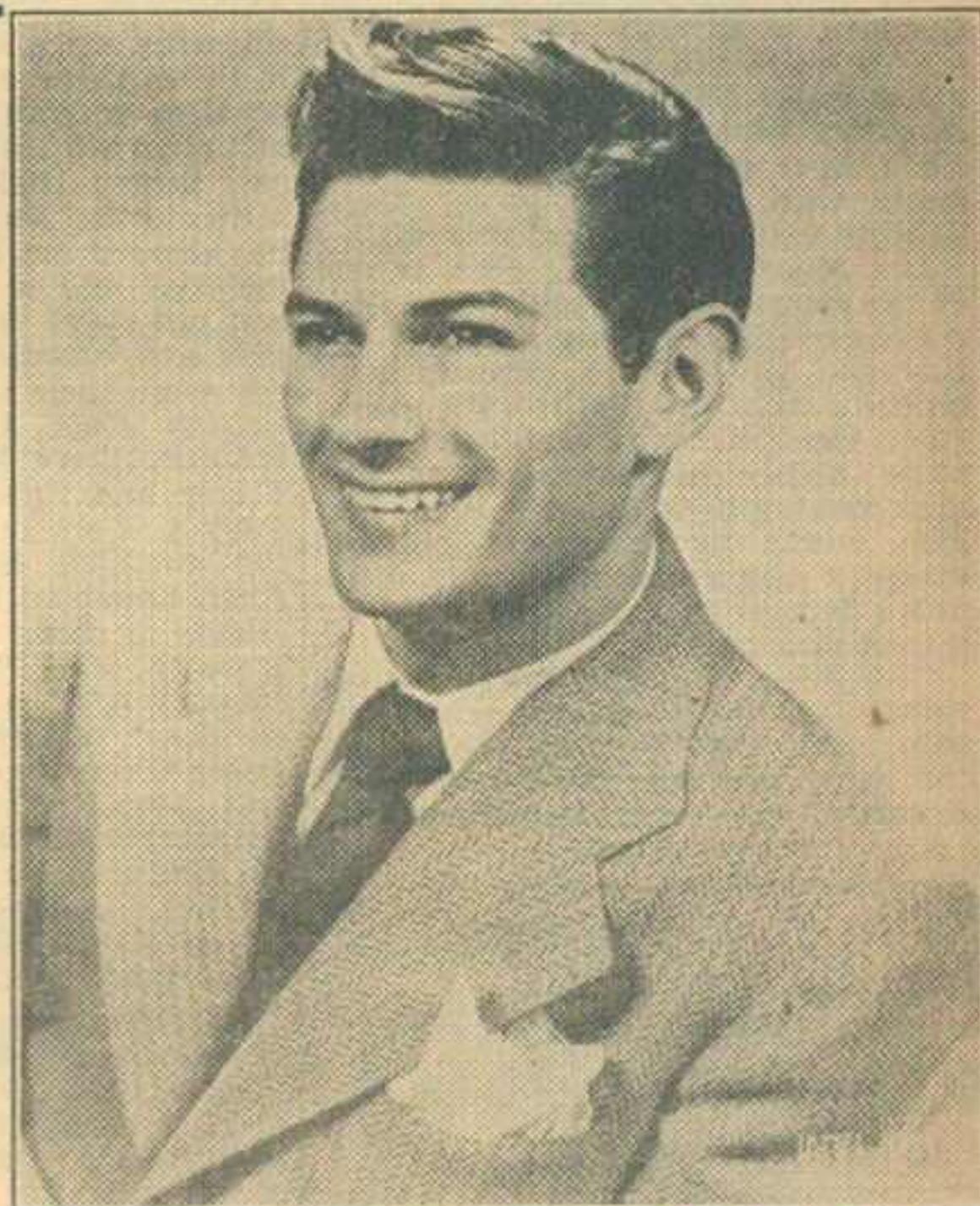
(Thursday, March 10)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Shows played by band on bill.

Eddy Duchin combo is a solid and sensibly styled musical aggregation. Band's chief assets stem from versatility of arrangements and brilliant execution. Its book provides wide range and Duchin's standout key-boarding is a foremost factor in all renditions.

Ork offers a medley, including *My Darling, I Still Get a Thrill* and *You're Nobody's Sweetheart Now*, all of which receive plush treatment via the maestro's deft fingering. The sugary starter wins loud and long mitts. Duchin's Steinwaying is further exemplified at the wind-up when he applies his pianistic wizardry to *So Tired, Body and Soul* and a fast scoring of *Stormy Weather*, which brings tremendous hands. The maestro dis- (See **RKO-ALBEE** on page 55)

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Lookout House, Covington, Kentucky

(Thursday, March 10)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Publicity, Harry Martin. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

With Jack Herbert, magus-funster, directing activities, current show moves speedily and smoothly to garner audience approval all the way. Herbert works in easy elegance and his slick legerdemain and solid laugh material woos payers from the start. He offers a clever assortment of small magic, including sleights with coins and cards, and intersperses it all with fun situations that bring consistent belly chuckles. Bowed to a smash hand and forced back twice.

Ann La Motte, petite brunet songstress, packs plenty of polish into her three numbers to pull big palms. Displays a smartly controlled and rangey voice and goes commercial in a big way. Does her best on *Tabu*. A sultry piping of *Smoke Gets in Your Eyes* in support of the line's finale was all to the good. Good lighting further enhanced this one.

Los Montes De Oca's turn is one of the smartest perch and trampoline routines ogled here in a long time. Boy and gal turn in expertly presented acro nifties that run the gamut from straight leaps and catches to some highly intricate gainers and neck-risking back twists and catches. Duo works tirelessly and punches across a number of extremely difficult offerings in whirlwind style for a sock closer.

The June Taylor Dancers (8), as usual, won audience favor with three gay turns. Bob Snyder's ork backed the show and cut the dance chores expertly.

Bob Doepker.

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NIGHT CLUB REVIEWS

Cocoanut Grove, Hotel Ambassador, Los Angeles

(Wednesday, March 2)

Capacity, 800. Prices, \$1.50 cover week nights, \$2 Saturdays. Shows at 9:30 and 12. Owner, Hotel Ambassador. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Press, A. V. Tozzi. Estimated budget, this show, \$5,500. Estimated budget last show, \$5,500.

Customers here know what to expect from Carmen Cavallero—polished pianistics set off by a smart backdrop of dance music. It's the Modernaires, the vocal group sharing the bill, who leave ringsiders shouting for more. The voice blenders offer more than what meets the ear, proving themselves a sock visual act. They pack the spark and spontaneity of a Kay Thompson troupe, but instead of cold-steel precision, inject a warmth and personality of their own.

Show-wise, the act has grown considerably since this reviewer caught it three years ago. Then, the Modernaires capitalized on their former affiliation with the Glenn Miller band and turned back the song clock to Miller hits. Now, the vocal corps has stepped out on its own with new material and a fresh singing style, and can stand on its reputation built disk and air-wise. An eye-ear winner were their song take-offs on the Golden Gate Quartet, Ink Spots, Mills Brothers, Vaughn Monroe, Mel Torme and Robert Clary. Each was introed as a request by a movie star, the gimmick allowing the group's Allan Copeland to display his mimic talents in doing Clark Gable, Jimmy Stewart and Peter Lorre. Singing commercials are often landing on vocalists' talents. To prove it, the group wipped up a novelty on Campbell Soups (their *Club 15* airshow sponsor) to the tune of *Old MacDonald Had a Farm*. It left ringsiders in stitches. Another favorite was take-off on Kay Thompson and the Williams Brothers doing *Jubilee*.

Cavallero's sparkling keyboarding was at its usual quality. An amplified Steinway brought him above the ork, making each selection sound like a concerto for piano and ork. Cleverest of all was the Carl Czerny finger exercise, which Cavallero executes flawlessly at break-neck speed with the ork coming in lightly on a syn-copated beat. Other show-pieces included Brahms' *Hungarian Dance No. 4* and *Jalousy*, each displaying Cavallero's crisp phrasing and fine sense of keyboard interpretation. The string-heavy ork helped give selections a concert ring. Lee Zhito.

Ciro's Hollywood

(Friday, March 4)

Capacity, 400. Prices, no cover. Booking policy, non-exclusive. Owner-operator, H. D. Hover. Publicity, Charlotte Rogers. Estimated budget, this show, \$3,000. Estimated budget last show, \$3,000.

The Chilean chantoosey, Malu Gatica, vocally wooed and won her opening-night audience with grace and ease. Tastefully attired in a black gown, the raven tressed songstress wrapped herself around the mike to charm ringsiders with her torchy lyric stylings. Her vocal register is somewhat unusual in that she can reach out for the high notes available only to a soprano but then dip into the contralto depths of a Gertrude Niesen. It is here that her voice takes on a husky, throaty quality that befits her sultry appearance. Selections are shaped in an ear-holding manner, the phrasing is slurred and sustained. She injects rhythmic fire into such Latin-paced selections as *Siboney*, *Tabu* and *Babalu* while her song personality can become gentle and tender for *I'll Be Seeing You*, *So in Love* or *Tenderly*. She gets to exercise her full torchy treatment on songs of the *My Man* type.

She was capably backed by the Jack Nye ork, which also provided

Garden Terrace, Benjamin Franklin Hotel, Philadelphia

(Tuesday, March 8)

Capacity, 300. Price policy, no cover. Shows at 7:30 and 11:30. Managing director, Joseph E. Mears. Publicity, Ralph W. Temple. Show producers, Rube Yocum and Gladys Lamb.

It's seven years now that Rube Yocum and Gladys Lamb (Mr. and Mrs.) have been staging ice shows in this class hotel room. It speaks well for the popularity of the entertainment design here and the ability of the show producers to design a frozen floor creation that keeps drawing the cash customers year after year.

For their newest creation, called *Palais De Glace*, Yocum and Lamb have whipped together a colorful and fast-moving show that runs high in entertainment quality. Skedded to run down to late June, it's an ice spectacle with a fresh sparkle that should build on every repeat ring-siding.

There's a lot of show packed into a 37-minute package. It's most significant that there is no padding. The nine skaters exhibit pace and talent that is both breath-taking and eye-taking.

The principals provide a line of four girls for a can-can opener, a ballet and a Broadway rhythm finale, for a full production aura on ice. The gals are young and pretty while the male members sport the same qualities in a masculine sense, and all are seasoned skaters. All register equally high in their individual and collective efforts.

Socko Singles

Claire Dalton, a vivacious blonde, has her best moments with hoof and torso turns to torrid Latin rhythms. Just as pert and pretty is Patti Kerrigan for her sweet rhythm spinning. And making for another sock single is Martha Oib, who polishes the iced floor with equal eclat. The bolero ballet dancing of John Curtin makes for a real breath-taker, as well as the ease and grace in the glidings of John McKinny.

In the pairings, it's the ballroom-ology of (Bobby) Duffy and (Clair) Simone who make their *Rhapsody in Blue* a delightful bit of ice-poetry in motion, with contrasting thrillers in their airplane spin steps. Christine Linden and June Campbell team with the solo males to provide full measures of delight, with rhythmic interludes in the Latin Quarter flavor so well provided by the costuming and music.

For the announcements, and adding some voice to the musical backgrounds is the straight-forward emceeing of Phil Sheridan.

No small measure for the show's smooth running can be credited to the fine musical background by Earl Denny (9), whose easy-styled melodies make the wooden floor that covers the ice rink just as inviting for the dancing. Maurie Orodener.

POLKA PARTIES

LANSING, Mich., March 12.—The Coral Gables, combined night club and ballroom here, has inaugurated a series of polka parties on Sunday afternoons, with music by Bob Schaar and His Polka Jacks. The parties run from 3 to 7 p.m. and are broadcast over WILS from 5 to 5:30.

Whelan to MCA N. Y. Office

NEW YORK, March 12.—Dave Whelan, head of Music Corporation of America's (MCA) Boston office, has been transferred to New York and will assist Johnny Dugan, New York exec. Dick Mascot, assistant to Whelan, will head the Boston office.

dance music, while the Rene Touzset rumba group offered tempi for Latin-minded patrons. Lee Zhito.

Slapsy Maxie's, Hollywood

(Tuesday, March 8)

Capacity, 550. Price policy, \$3-\$3.50 minimum. Owners, Charles and Sy Devore. Booking policy, non-exclusive. Publicity, Marie Dyches. Estimated budget this show, \$3,000. Estimated budget last show, \$2,000.

Without advance ballyhoo, the Devore brothers have come up with a talent layout which proved to be a genuine sleeper, one which can stack up with most any bill the spot has offered. With vet vaude-film comic Sammy Cohen headlining, the show includes the Mercer Brothers, terp team; Franklin D'Amore and Anita, a line of gals, and for a clincher, a tabloid ice show which was tops. The budget for this offering is far below Slapsy's normal expenditure.

The capsule *Ice Classics of 1949* scored tremendously. Running over a half hour, the troupe presented a polished, well-paced production, replete with intricate, well-executed routines, thrills and gorgeous costumes. With Buddy Schroff (former Ballet Russe dancer) in the top spot, ringsiders were given a generous helping of skating excellence and showmanship. Schroff's solo work was exciting and graceful. The troupe included Rulon Roland and six gals, all easy on the eyes and excellent skaters. Peggy Monroe, Maxine Bland, Iris Gordon and Diola were among featured performers, each scoring. After a bit of trimming, *Classics* can head for big-time hotel niteries.

For Sammy Cohen, the date at Slapsy's is more a lark than a serious bid for return to showbiz. Now a successful business man, he showed plenty of his old time agility and broad comedy timing. Material hasn't been brought up to current standards, but his pratt falls, pantomime and burly routines proved sure winners. Delivery and showmanship are equal to that of any top performer as proved by his ability to sell corn.

The Acro-comedy team of Franklin D'Amore and Anita tore down the house with their familiar yet always amazing feats of balance and muscular co-ordination. Duo began dressed as drunks and changed in mid-act to a costumed team to run thru a series of amazing lifting and balancing turns, spiced with comedy and showmanship. The team could have stayed on twice as long.

Rounding out the bill are the Mercer Brothers, comedy terp team, and the Five Cover Girls. Gals are lookers and handsomely gowned. They were spotted twice in routines. Nils Thor Granlund handled emcee chores with his usual ease, warming up ringsiders from the start and sustaining the pace. His comedy bit with showgirl Laura Bruce served its purpose, altho its old hat. Chuck Gould's ork played for dancing and cut the show.

Slapsy's bears watching, since the bill is an experiment in this area. In place of high-priced and often unfunny comedy headliners, the Devores are aiming at family trade, plugging the show via the airwaves.

Alan Fischler.

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RKO M.C. Firing Bodes New Split Between Unions

NEW YORK, March 12.—A new situation involving emsees who are members of the American Guild of Variety Artists (AGVA) and musicians who are members of the American Federation of Musicians (AFM) who double as emsees, arose last week out of the firing of Charlie Banks at the RKO Regal, a Harlem one-nighter. The situation became threatening enough to have the police in front of the theater and now threatens to become still more complicated by a possibility of exploding the simmering feud between AFM and AGVA.

Banks, a house emcee working the Regent for the past two years, was given his notice, and Lee Norman, house ork fronter, was made emcee instead. Banks, a member of AGVA's New York executive board, notified the management there might be trouble because emsees had to hold AGVA cards. Lee, thereupon applied for AGVA membership and was accepted. Subsequently the membership committee turned Lee down because it felt that permitting an emcee to double from the band would set up a precedent in the other one-nighters, about 70 in New York alone, where regular emsees might be replaced by musicians.

Barto Okays Lee

Later that same day (8) Dewey Barto, AGVA topper, okayed the Lee application, and the New York membership brought the whole matter to the floor of the National Board now in session at the Park Sheraton. Subsequently, Barto said that he had made an arrangement with the RKO brass that no musician would emcee, an act on the bill would do it, until RKO and AGVA worked out a new deal.

Tuesday night (8) a police squad commanded by Lt. Alfred Eldridge was in front of the theater. Eldridge was not available, but Patrolman Lefkovich, of the West 123d Street Station, said the police were there "because the manager told us that Bank threatened the theater." An AGVA rep who called at the theater the same night was refused admission, and later Banks was notified the police wanted him.

Banks contacted the police and denied he threatened trouble, that it was union complications that were involved. An AGVA rep had previously warned the house that if a non-AGVA emcee went on, the show would be yanked.

Paul Tonarelli, Regent manager, said he called the police to prevent trouble.

The AFM has consistently taken the position that its cardholders need not join AGVA, and all contracts must be on AFM forms. AGVA maintains it will not permit musicians to encroach on its jurisdiction.

PARAMOUNT

(Continued from page 51)

a series of his newer Capitol disks (*Little Girl, Portrait of Jenny, Flo and Joe and Rex Rhumba*) before closing with a medley of his best known works, including *Nature Boy* and *Sentimental Reasons*. For a finale the Cole unit worked with the Lawrence band to turn in a fast, tho not too impressive, bop instrumental. Cole's warm intimacy in both his singing and his group's delicate musical styling met with good audience reception.

Lawrence's crew opened with a concertized arrangement of De Falla's *Ritual Fire Dance*, which spotted the pianist-maestro at the keyboard most of the way. The other ork number, *Malaguena*, also spotted his piano Law: ...singers, Rosalyn Patton and Jack Hunter, turned in a couple of weak novelty items as a team, *My How the Time Goes By* and *Be a Clown*, the lat' with Lawrence him-

Fox Asks Vacation Pay From AGVA

NEW YORK, March 12.—Dave Fox, former American Guild of Variety Artists (AGVA) assistant director, has started legal action against the union for accumulated vacation pay that he said the org owed him.

Fox resigned a few months ago and became an agent. Before quitting, he asked AGVA for back dough and was told the national board would rule on it. The board decided there was nothing in the AGVA constitution to warrant such payment. There is an old resolution in AGVA that if a vacation is not taken in any calendar year it becomes forfeit. Fox argued that he was ready and able to take his vacations, but was prevented by official duties.

Allan Saunders, attorney, will represent Fox. The latter is asking for interest on the accrued vacation pay, legal fees and other damages totalling approximately \$5,000.

RADIO CITY

(Continued from page 51)

vorite with the customary red apple, playing hookey in a street scene with a cop, street cleaners and soldiers on parade, with the whole thing tied up into a sock sight act that had pace, charm and understandable dancing. Patricia Bowman, as the schoolgirl flirt, never did a better job. Paul Haakon, as the military officer, was properly gallant and went thru his leaps with marked efficiency. Frank Seabolt, as the policeman, did his acro bits with sly humor. The two street cleaners, Anna Gay and Patricia Drylie added their bits to the over-all effect. The Florence Rogge choreography was brilliant. The whole thing received enthusiastic applause.

Sydell's Dogs

Paul Sydell, who worked in between the ballet and the final number, did an outstanding dog act. His control of the dogs, using them for rigid front and back paw stands, pulled hands time and again. His final bit, a comedy thing, was hilarious. Sydell, who is usually sock, suffers somewhat by the distance from the audience. Sydell works in one and probably is seen quite well by the first few rows in the orchestra. From the upper floors, however, his humorous bits of business were almost lost.

In the last number, built around the *Birth of the Blues*, the Glee Club went thru blues numbers that were practically meaningless. Dressing the boys up in tails and white ties seemed incongruous, even if the singing had been outstanding, which it wasn't. The lift came from the Rockettes who entered from upstage using lowered stairs, which subsequently were raised to build up the production for added sight values. The kids, costumed in sexy fringed gowns, sequin toppers and pink gloves, went thru very decorous bumps and precision hoofing bits in centipede fashion, winding up to walloping mitts.

Picture, *Little Women*.

Bill Smith.

Northern Ky. Latin Quarter Sold for Reported \$100,000

CINCINNATI, March 12.—Ernest A. (Buck) Brady, for many years identified with night club operation in Northern Kentucky, yesterday sold his Latin Quarter at Wilder, Ky., just across the Ohio River from here, to Sam Gutterman, of Cincinnati, fronting for the syndicate which already operates Beverly Hills Country Club, Merchants' Club and the York-shire, all in Campbell County.

Altho the sale price was not revealed, the transfer deed bore stamps listing it at \$100,000. Brady said that he would retire and move to Florida.

self joining the duo with funny hats in a baton-twirling effort. The band cut a good show. Pic, *Alias Nick Beal*.

Hal Webman.

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New York

Stem Racks Poor 347G; Para 50, Strand 65, MH 113

NEW YORK, March 12.—Business continued so-so at Stem vaude-flesh houses, with a poor \$347,000 last week as against a \$349,000 gross the week before. The houses have new shows coming in this week, and a third shifted its program in mid-week after a short stay.

Radio City Music Hall (6,200 seats; average \$115,000) went below its weekly average to \$113,000 for the second and last week, with a bill of Paul Haakon, June Winters, Alan Carney, Renald and Rudy and Family Honeymoon. The receipts the week previous were \$125,000. The new presentation (reviewed this issue) has Patricia Bowman, Paul Haakon, Paul Sydel and Little Women.

Paramount (3,654 seats; average \$76,000) went down to \$50,000 the third and final week with Henny Youngman, Mel Torme, the DeCastro Sisters, Buddy Rich and his ork and

Whispering Smith. The previous week was \$60,000. The new bill (reviewed this issue) has the King Cole Trio, Ellis Laurence's band, Larry Storch and Alias Nick Beal.

Roxy Sags to 55G

Roxy (6,000 seats; average \$89,000) slipped to \$55,000 the second and last stanza with its show. The gross for the first seven days was \$92,000. The presentation consisted of Rudy Vallee, Morey Amsterdam, Maurice Rocco, the Ice Show starring Cecilia College and Down to the Sea. The new attraction (caught this issue) is Phil Baker, Cab Calloway, Marion Harris Jr., Stubby Kaye, the Goetschis and Mother Was a Freshman.

Capitol (4,627 seats; average \$66,000) collected \$64,000 its first seven days with this bill. The attraction is Harvey Stone; Sammy Kaye, So You Want To Lead a Band, and Three Godfathers.

Strand (2,700 seats; average \$45,000) took in \$65,000 at the b. o. the first few days with the new bill. The presentation is Desi Arnaz and his ork and South of St. Louis. The former bill, dropped on Saturday (5), was two old films.

Davis's Miami Cafe Installs L-A Policy

MIAMI, March 12.—Danny Davis's Romanian theater restaurant will change its present all-Yiddish policy to a Latin-American policy after the current show winds up.

The reason is that after the Miami season, the heavy tourist trade comes largely from Cuba and other Latin countries.

RKO-BOSTON

(Continued from page 51)

There's one guy in the band who does a believable drunk act, and another, Billy Dee, whose comedy is worthy of a better presentation, altho the off-hand manner in which he and Mooney put it on is part of the attraction. Johnny Martin, a husky singer, did well by a couple of vocals. So did Kerwin Somerville.

Manuel Viera, a recent importation who does a musical act with monkeys, is clever, but needs routining for American audiences. Lex Barker, the new Tarzan, showed up handsomely, physically and otherwise. His stage presence is easier than that of most film players, even tho his material was terrible. Marilyn Greene, a pretty local number, assisted nicely with a vocal of You Made Me Love You. Bill Riley.

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'48 Nitery Tax Is Off 20 Million

WASHINGTON, March 12.—The Federal government collected \$276,358,824.76 from the cabaret tax over the last seven years, the 20 per cent Cabaret Tax Committee disclosed last week. Taken directly from Internal Revenue Bureau files, the statistics show that totals last year were off nearly \$20,000,000 from 1946.

The 20 per cent advocates are expected to stress this drop at hearing on proposals to reduce the bite to five per cent, due to be conducted later in the session by the House Ways and Means Committee.

Altho the excise is now four times higher than in 1943, last year's collections of \$53,527,145 were only about three times the 1943 collections. Tax receipts in 1943 were 16 per cent less than the \$63,349,838 collected by the bureau in 1947, which in turn brought in 12 per cent less than the \$72,076,898 taken in during 1946. In all three years, the government's bite was 20 per cent.

30 Per Cent Bite a Failure

In 1944, when the tax was a whopping 30 per cent, the bureau's receipts were actually less than half of what was collected the next year when the levy was reduced to its present 20 per cent.

In a State-by-State breakdown, it was shown that last year, New York, California and Illinois were way ahead in cabaret taxes paid. New York anteed up some \$10,000,000, California about \$8,500,000, Illinois about \$5,000,000. The three States contributed almost half of the U. S. total.

Compared with 1947, New York payments were down about 18 per cent, California off 17 per cent, Illinois off 8 per cent. The decline from 1947 tax collections was general around the country last year. Only Arizona, Kansas and Missouri registered gains. The other States paid anywhere from 2 per cent to 56 per cent less than in 1947.

Cabaret Tax Collections

1942 (5%)	\$ 7,399,542.53
1943 (5%)	16,396,829.44
1944 (30%)	26,726,331.47
1945 (20%)	56,877,239.29
1946 (20%)	72,076,898.35
1947 (20%)	63,349,838.46
1948 (20%)	53,527,145.22
	\$296,353,824.76

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Magic

By Bill Sachs

DELL O'DELL and **Charles Carrer** open at Glenn Rendezvous, Newport, Ky., March 18 for a week only, as they have made a deal to play two dates for a week's salary, one in St. Louis, March 26, and the other in Chicago, March 30. Dell and Charles have recently purchased three lots in Trailer City, Biscayne and 138th Street, Miami, an exclusive site for trailer owners. . . . **Lieutenant Lee Allen Estes**, Safety First Magician of the Kentucky State Police, and **Katherine (Kay) Million** were married Monday (14) at their new home on LaFayette Parkway, Lexington, Ky., with **Harry Blackstone** serving as best man. . . . **Doc Weiss**, escapologist, appeared on the "Experience Speaks" program over WOR, New York, March 4, assisted by Mrs. Weiss. . . . **William Weaver** posts that he's keeping busy with his magic on club and college dates in the Macon, Ga., area. . . . **Walter B. Gibson** was in Cincinnati on business for a few days last week, having made the jump in from Norfolk, Va., where he visited the Blackstone show March 4-5. In a phone call to the Magic Desk, Gibson reported that **Litzka Raymond**, after a private show for the Girl Scouts at Shillito's, Cincinnati department store, March 7, has returned to New York where she will continue on private club and kid dates, while a deal pends to put her on the road for a lecture bureau. . . . **O. K. Professor Maguire**, the Irish Hindu magish, who put in the past summer in the Pacific Northwest and Canada, is currently playing schools and auditoriums in Florida. . . . **Harry Blackstone** and members of his company, during their engagement at the Center Theater, Norfolk, Va., March 4-5, were entertained by local magi and members of the Magicians' Guild of New York who were in town, including **Lerno** and **Karland**. On Sunday morning (6), **Blackstone**, **Betty Stolle**, and **Pete** and **Millie Bouton** were guests of **Colonels Henry** and **Smith**, of the Armed Force College on the yacht which Colonel Henry is outfitting for a world tour after his retirement. While in Norfolk, Blackstone also visited the quarters of **Dr. C. S. Karland Frischkorn**, of Karland's Magic Circus, to look over the illusions which he built for the Karland org.

GENE PRONK reports that he has signed a three-year personal-management contract, with options, with **Bob Bundy**, of the Associated Booking Corporation, New York. Under the deal, Associated will play the Pronk show, using 14 people, in picture houses on a 50-minute program. Pronk's full-evening show will be offered to legit houses and auditoriums. Pronk also stated that he has purchased all magical equipment of the late **L. Raymond Cox**. He also reports that he has received an annulment of his marriage to **Arlene Pickering** and that his new leading lady is **Diane Forest**, of the Cox and Calvert shows. . . . **Sir Edwards** and **Connie** have finished their tour for the International Harvester Company, and are back home at the Roosevelt Hotel, Indianapolis, where Connie is resting after a recent visit from the long-legged bird. She presented her husband with another son March 8. . . . **Lucille** and **Eddie Roberts** return to the Flame Room of the Radisson Hotel, Minneapolis, April 1 for another two-week engagement. . . . **Jack Herbert**, after a fortnight's stand at

What's This? Read Billboard And Ya Get a Shrunk Head!

(Continued from page 3)

that should have started me to think that it was a phony announcement—his (the announcer's) ad lib, 'Get one for Junior so he can knock it around.' Lopota wrote that he had planned to use such a head as a prize at his fraternity's booth at the Tech spring carnival, and if nobody happened to win the head "it would have taken a place in our trophy case down in the cellar where we have a drinking bar."

Reed replied to the student: "Now that you have explained to us the announcement you heard, we are able to shed further light on it. Les Sand, who conducted our all-night show and who did quite a bit of ad libbing between musical numbers, happened to run across an ad published in *The Billboard* magazine, in which shrunken heads were offered for sale by Tate's Curiosity Shop, 5240 East Van Buren Street, Phoenix, Ariz."

Reed explained that Sand "was so amazed at the ad that he commented about it and suggested that these shrunken heads should make ideal gifts for children to play with" and Sand even went "to the extent of offering to order them (shrunken heads) if anybody wanted to send in for one." Reed pointed out further that the station had neither solicited for nor been paid for the ad and that the mention of the shrunken heads "created quite a lot of comment locally."

RKO ALBEE

(Continued from page 51)

plays extreme relish for his chores, as do the remaining band members, a fact which tends to compensate for Duchin's sometimes corny emcee routines.

Tommy Mercer, band's tonsilor, punches over solid barying of *On a Slow Boat to China*, *Faraway Places* and *Don't Blame Me*. Lad boasts strong pipes, gets under a song well, and his diction is letter perfect. Earned all-out attention and palms.

Gary Morton supplies the comedy and has pewsitters howling at the blow-off after a slow start. Material is fresh and well projected and includes a smart-running burlesque of radio and pic names, best of which are hilarious impressions of **Bette Davis** and **Sam Spade**. Outstanding, too, are his zany and maniacal sound effects picture script mutterings. A bit of trumpet shenanigans a la **Harry James** brought down the house.

"There's nothing counterfeit about what I got," part of the lyrics of one of the songs she sings, is apt description of blond, vivacious **Marilyn Maxwell**. Altho handicapped by a warped larynx, sustained in a quick plane trip in here from Miami, the comely, well-stacked **Miss Miller** successfully chants *Powder Your Face With Sunshine*, *A Little Bird* and a cutie tabbed, *What Are These?* Audience loved her.

Pic, *My Dear Secretary*.

Bob Doepler.

Lookout House, Covington, Ky., has returned to his native Chicago where he is set on four weeks of private club and convention dates before hitting out on more nitery engagements, including an early return to Las Vegas, Nev. During his Lookout House engagement, **Herbert** doubled on a date for the Cincinnati Shriners, set by **Alvin Plough** and **John Braun**, local magic lads. We had the pleasure of catching **Herbert's** turn at the Lookout House, where we found Manager **Sam Alex** as enthused as the patrons over the lad's work. **Herbert** uses his magic to bolster his emcee routine. He does a slick job on a well-selected assortment of small magic and his chatter material is fresh and sharp and loaded with laughs.

Reed then added:

"However, we can restore your faith in radio by assuring you that such an ad was actually published in *The Billboard* magazine, and we are clipping and enclosing herewith the actual ad. If you wish to communicate with Tate's Curiosity Shop, I feel sure they will be glad to give you all the information you want and will probably try to convince you that 'every college man should have a shrunken head.'"

Com'dore Gets Rights On Samson 'Similau'

NEW YORK, March 12.—Commodore Records this week purchased the King Samson and His Calypso Three master of *Similau* from publisher **Nick Campbell**. The waxing was the first of the tune, which has since been cut by **Ray McKinley** for **Victor**, **Edmondo Ros** for **London**, and **Gene Krupa** for **Columbia**, with another skidded by **Peggy Lee** for **Capitol**.

Campbell first got the master as a demonstration record when he bought publication rights to the tune. It's a chant to the West Indian god of fertility, composed by **Arden Clar** and **Harry Coleman**, members of the **Samson** trio. The performance on the demonstration record aroused trade interest, and **Campbell** and the group cut their version over, then turned the disk over to **Commodore**. The latter is speeding production to get it out under its label some time next week.

Campbell also turned over the group's dinking of *Shaker Shake*, another original by **Clar** and **Coleman**, which will serve as the reverse of *Similau*.

1st Out-of-Season Show for Atl. City

ATLANTIC CITY, March 12.—The long-held hope of legit's returning to this resort during the out-of-season months finally is being fulfilled. The **Warner Theater** on the Boardwalk, which has successfully brought in vaude shows for the Saturday nights, will turn legit late in April to house the Broadway stage success, *Harvey*. The booking signposts the first legit stage show here in years.

The **Warner playhouse**, operating as a movie-de luxer during the summer, was refurbished several months ago to make stage and orchestra pit suitable for live presentations. Success of *Harvey* for its one-week stand here will largely determine the lot of future attractions.

Liability Ins. Proposed

HARRISBURG, Pa., March 12.—A bill to make it mandatory that operators of public amusement places where admission is charged take out at least \$10,000 liability insurance to protect the public against loss, damage or death has been introduced in the Pennsylvania House of Representatives by **Rep. H. G. Andrews**.

Pa. Sunday Ice Sought

HARRISBURGH, Pa., March 12.—Another bill to legalize Sunday ice follies by local option vote has been introduced in the Pennsylvania House of Representatives by **Rep. Edward T. Gallagher**.

Burlesque

By UNO

SALLY LANE, after 20 weeks in Chicago recently made her Eastern debut at the Crawford House, Boston, and is now at the FEI Club, Providence. . . . **Rosita Royce** and her doves opened for **Mickey Owens** at the 19th Hole, New York, March 18 for four weeks. . . . **Jimmie Method**, emcee; **Connie Milan**, **Helen Kays**, **Isis**, **Connie Hoppie**, **Dick Winans**, **Les Zahorik** and **Bill Bloom** are in the new show at **Frank Franda** and **Nino Costarello's** remodeled **La Conga Club**, Milwaukee. . . . **Marty Knopf**, treasurer of the Hudson, Union City, N. J., will attend the **Bar Mitzvah** of his nephew, **Norton Barnett Knopf**, at the **Congregation Emanu-El**, Philadelphia, March 26. . . . **Embassy**, Rochester, N. Y., spoke in the **Jack Kane** circuit, reopened last week with **Jay McGee** as manager, and **Frank X. Silk** heading the first unit in. . . . **Oscar Markovich** is partnered with **Abe Ellis** and **George Sutton** in the operation of four boats that will make daily trips up the Hudson River as far as **Poughkeepsie**, N. Y., beginning **Decoration Day**.

NATE TASH is in his fourth season as concession manager at the **Gayety**, Washington. . . . **Mike Sachs's** nephew, **Douglas**, celebrated a 10th wedding anniversary in Providence recently with **Uncle Mike** and **Alice Kennedy** as star guests. Another, **Don Sachs**, is a vocalist in the new **Parisian Follies** at the **Latin Quarter**, Manhattan. . . . **Natalie Carter** is the new line producer, and **Bob Ridley**, the new house singer, at the **Empire**, Newark, N. J. The latter changed places with **Murray Green**, who went to the **Hudson**, Union City, N. J., where **Eddie Lynch** remains as ensemble chief. . . . **Darleen Graves**, formerly of the **Hudson's** chorus in **Union City**, N. J., is now a show girl at the **Latin Quarter**, Philadelphia.

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Barn Troupes Must Use 70% Equity Casts

Council Amends Rules

NEW YORK, March 12.—Several new rulings on strawhat regulations were recommended by the Summer Stock Committee, Alan Heitt, chairman, and adopted by Actors' Equity Council at its meeting Tuesday (8). There will be no change this year in the rule calling for a minimum of six Equity members at all times in barn casts. However, an amendment calls for a ratio of 70 per cent Equityites in all summer troupes with two exceptions: (1) Where the cast numbers 15 or more, and (2) for any one week in any one season.

To eliminate the racketeering by managers who have held out Equity memberships as bait to aspiring apprentices and students, a new ruling goes into effect that no apprentice, student or non-Equity jobber can qualify for Equity membership during a first season of summer stock, no matter how many times he plays. He must play at least three weeks in any succeeding season in order to qualify. Thereafter, if not qualified in a second season he must join immediately.

Safeguard for Managers

On the side of protection for summer stock managers, a recommendation was adopted prohibiting any jobber from canceling an obligation to a manager less than three weeks prior to his opening date except by mutual consent. However, if he cancels more than three weeks in advance, the actor must forfeit the amount which would have been due him if the contract had been fulfilled. The council refused the request by managers that a star canceling such a contract should be financially responsible for withdrawals by supporting players engaged at his insistence. Also summer managements wanted to eliminate rehearsal pay wherever a percentage agreement was involved. This was turned down and it was pointed out that a whole cast might be engaged on a percentage basis if this had been granted.

Other items covered by the meeting was an increase of Chorus Equity representation on the council from five members serving five years each to nine members serving three-year terms. Council also elected Matt Briggs, Edith Meiser and Mady Christians to serve as its representatives on the nominating committee. On Friday (25) the quarterly meeting will select six membership representatives to fill out the nominating committee of nine which will prepare a regular ticket for submission to the annual meeting at the end of May. The committee must ready a ticket for complete slate of officers to serve three years; 10 councilors to serve five years, one replacement to serve one year and one replacement to serve two years.

Nat'l Theater for New Zealand

WELLINGTON, N. Z., March 12.—A company is being formed here to take over the Paramount Theater for conversion into a National Theater to provide a permanent home for amateur orgs. The government is very favorably disposed toward a National Theater and is expected to assist the running of such an outfit with an annual subsidy. The Paramount seats 1,400 and the company being formed is to have a capital of \$40,000. Up to now the theater has been a second-run double-feature pic house run by G. L. Johnston, who obtained the Pix Industry Inquiry that he could not get first releases from exchanges.

Broadway Opening

AT WAR WITH THE ARMY

(Opened Tuesday, March 8, 1949)
BOOTH THEATER

A farce by James B. Allardice. Staged by Ezra Stone. Setting by Donald Oenslager. Company manager, Edward Scanlon. Stage manager, Lamar Caselli. Press representatives, Michael Mok and Helen Hoerle. Presented by Henry May and Jerome E. Rosenfeld in association with Charles Ray McCallum.

Captain Ernest Caldwell	William Mendrek
Second Lieutenant Davenport	Kenneth Forbes
T/S Corporal Clark	Mitchell Agrus
Corporal Di Ruccio	Ernest Sarracino
Staff Sergeant Krieger	Jerry Jarrett
A Soldier	Alfred Leberfeld
Another Soldier	Joseph Keen
First Sergeant Robert Johnson	Gary Merrill
Staff Sergeant McVay	Mike Kellin
A Lost Private	Tad Mosel
Private Jack Edwards	Bernard Kates
First Lieutenant William Terray	Ty Perry
Millie	Maxine Stuart
Mrs. Caldwell	Sara Seegar
Private First Class Alvin Hawkins	William Lanteau
Colonel Davies	John Shellie
Helen Palmer	Sally Gracie

At War With the Army will win no dramaturgy prizes—nor is it likely that its young author from the Yale campus figured it would. It is loud, raucous, with a thread of plot gagged-up to the nth degree with frankly contrived slapstick situations. But in spots it is enormously funny—funny enough, when the word gets round, to keep plenty of customers amused at the Booth. And with a farce, that's really all that matters.

Army is strictly of the Brother Rat, Room Service school of thought, with a locale this time in an army training camp in Kentucky. What central plot line there is concerns the efforts of a bored top sergeant to get overseas for real fighting instead of his daily battle with pap work. Also there is a little matter of his involvement with a pleasant trollop from the camp PX who has become slightly pregnant. Around this swirls a mighty battle with the brass to the accompaniment of slamming doors and split-second escapes from discipline—with the boys obviously coming out topside in all encounters. George Abbott graduate Ezra Stone has staged this nonsense at a headlong pace which covers its more obvious deficiencies—and a reporter suspects a personal Stone hypo in most of the gag situations. Be that as it may, and allowing for the fact that author James Allardice has come closer to scripting individual vaude material than a play, Army still adds up to a pretty fair three-ring circus in an orderly room.

There are first-class performances from some of the 17 actors involved in these daffy proceedings. Gary Merrill does excellently by the badgered top sergeant whose amours and paper-work have him in a tailspin. Jerry Jarrett is fine as a gold-bricking supply sergeant and Mike Kellin and William Lanteau both add tremendous to the laugh spots as a dumb non-com and the company sad sack. Bernard Kates makes the smart lad who knows the angles for a bit of army blackmail properly unpleasant and there is a top-flight brand of pantomime from Tad Mosel as a private who has lost his way in the intricacies of red tape. On the brass-and-fem side, William Mendrek proves he still knows his farce as a hen-pecked company commander and Sara Seegar is amusing as a know-it-all army wife. Maxine Stuart gives an excellent account of herself as the somewhat reformed, still dizzy camp tramp, and Sally Gracie does well in a brief bit with another of the top sergeant's sex entanglements.

One of the prime laugh-getters, however, of an evening at the Booth is one of the most erratic Coca-Cola machines on record. Its antics really deserve billing. This reporter is going to insist that The Billboard's local vending machine pooh-bah, Is Horowitz, stop in some night soon and give the trade an expert opinion on its performance. Bob Francis.

Hart'd Zoning Board To Hear Legit Plea

HARTFORD, Conn., March 12.—An attempt is being made to reverse the decision of the suburban Farmington Plan and Zoning Commission to permit a change in zone from "Residence A" to "Business" for a legitimate theater on Farmington Avenue.

Robert E. Parsons, chairman of the Zoning Board of Appeals, announced that the board will hold a public hearing March 17 to hear and act upon the petition of four residents of the town to review and reverse the decision. The eight-acre plot involved is bounded on the east by property of the metropolitan District and on the north by the highway known as Farmington Road.

The theater would be designed by Frank Lloyd Wright. Paton Price, Morgan O'Brien, James and Sam Capuano, of Hartford, would erect the project.

"Lil" Relights March 21

NEW YORK, March 12.—Unless the unexpected happens, Diamond Lil will relight at the Coronet a week from Monday (21). Star Mae West, who suffered a multiple ankle fracture causing the show's suspension since February 26, is up and walking and doctors expect to remove the cast tomorrow (13). Producer Al Rosen reports that while 24G in ticket refunds was made last week, an advance of almost \$26,000 was taken in via mail order and window sales during the same period.

BROADWAY SHOWLOG
Performances Thru March 12, 1949

Dramas

Title	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12-8-'48	110
A Streetcar Named Desire (Barrimore)	12-3-'47	503
Big Knife, The (National)	2-24-'49	20
Born Yesterday (Henry Miller)	2-4-'46	1,304
City of Kings (Blackfriars Guild)	2-17-'49	23
Death of a Salesman (Morosco)	2-10-'49	36
Diamond Lil (Coronet)	2-5-'49	32
Edward, My Son (Martin Beck)	9-29-'48	188
Goodbye My Fancy (Fulton)	11-17-'48	133
Life With Mother (Empire)	10-28-'48	165
Light Up the Sky (Royale)	11-18-'48	173
Madwoman of Chailot (Belasco)	12-27-'48	89
Mister Roberts (Alvin)	2-13-'48	448
Private Lives (Plymouth)	10-4-'48	184
Silver Whistle, The (Biltmore)	11-4-'48	127
They Knew What They Wanted (Music Box)	2-16-'49	29
Two Blind Mice (Cort)	3-2-'49	13

Musicals

Title	Opened	Perfs.
All for Love (Mark Hellinger)	1-22-'49	57
Along Fifth Avenue (Imperial)	1-13-'49	68
As the Girls Go (Winter Garden)	11-13-'49	137
High Button Shoes (Broadway)	10-9-'47	599
Kiss Me, Kate (Century)	12-30-'48	82
Lend an Ear (Broadhurst)	12-16-'48	100
Love Life (46th Street)	10-7-'48	180
Where's Charley? (St. James)	10-11-'48	176

ICE SHOWS

Title	Opened	Perfs.
Howdy, Mr. Ice (Center)	6-22-'48	248

OPENINGS

Title	Opened	Perfs.
At War With the Army (Booth)	3-8-'49	6

CLOSING

Title	Perfs.
Red Gloves (Mansfield) Saturday (12)	113

Off-Broadway

A HIGHLAND FLING

(Opened Monday, March 7)

JOAN OF ARC COMMUNITY CENTER

A comedy by Margaret Curtis. Staged by John McQuade. Designed by Anthony Billotto. Produced by Michael Grace.

Ghost	John McQuade
Jamie	Michael Kelly
Sandy	Jerry Hachaday
Angel	Joan Wetmore
Laird	John Cromwell
Silly	Ann Donaldson
Rabble	Richard Hamilton
Lizzie	Judy Lambert
Bessie	Mary Gray
Malcolm Graham	Phyllis Adams
Lila Graham	Phyllis Adams
Hamish	Patricia Davis
Alicetrina	Patricia Robbins
The Minister	Vaughn Taylor
Mrs. McGill	Linette Landry

Back in the spring of 1944 George Abbott presented Margaret Curtis's phantasy-comedy, A Highland Fling, for some 27 performances at the Plymouth. Now Equity Library Theater has elected to revive it—and with none too successful results. However, it must be reported in all fairness that Fling got off to a tough start, unveiling a week late because of the loss of Wesley Addy from the cast to take up a Broadway commitment. Director John McQuade was forced to step into the lead slot on a week's notice and two other last-minute withdrawals had one actor reading direct from the script.

For memory refreshment, the rather spineless little Curtis fable is predicated on the notion that children and daffies can see ghosts. The genial spectre of laird Charlie MacKenzie refuses to join his wife in heaven in order to carry on an affair with one of the latter. When, however, his angelic spouse convinces him that there are some pretty snappy celestials, too, the ghost sets about reforming the local village bad boy as a ticket of admission. Other trimmings give his four-times great grandson and an American cousin something to do in the matter of shipping the "scone stone," concealed in the castle for years, to America.

The ghostly laird almost makes the heavenly grade, until his protego backslides and tweaks a lady's behind at the last minute. Meanwhile the daffy gal can't see old Charlie anymore and conveniently regains her wits to fall in love with his descendant. The most amusing part of the whole matter is Charlie's final bamboozlement into celestial bliss by his angel wife.

The chief defect of this revival is an almost complete lack of phantasy atmosphere. It is obvious that ELT productions must work on the slimmest of budgets, but the crude backgrounds and props of Anthony Billotto show no imagination whatever—(See A Highland Fling, opposite page)

New Strawhat Guide Off Presses April 1

NEW YORK, March 12.—A 1949 Supplement to Blueprint for Summer Theater, strawhat operation guide published last year by John Effral and Richard Beckhard, will be off the press April 1. The new book contains articles on barn theaters by Richard Aldrich, Willard Swire and Vernon Rice. Other features are a detailed budget for summer professional stock production, lists of revivals and new plays with names of stars playing in both during the 1948 dog-day season and Sunday advertising rates in New York City newspapers. A highlight is a 1949 list of 200 strawhatters covering 26 States and Canada, together with information on producers, with their contact addresses and phone numbers.

The books may be purchased separately, or in combination at a reduced price. They are sponsored by the American National Theater and Academy and may be obtained from the John Richard Press at 139 West 44th Street, New York.

Foreign Opening

THE SCHOOL FOR SCANDAL and KING RICHARD III

PARCE by Richard Brinsley Sheridan and tragedy by William Shakespeare. "School" directed by Laurence Olivier, with sets and costumes by Cecil Beaton. "Richard" directed by John Burrell, with sets by Morris Keestelman and costumes by Doris Zinkelsen. Both productions presented by arrangement with Bronson Albery by the Joint Council of the National Theater and the Old Vic in association with the Arts Council of Great Britain.

THE SCHOOL FOR SCANDAL

First Servant at Lady Sneerwell's..... Anthony Gavin
 Second Servant at Lady Sneerwell's..... Robert Beaumont
 Lady Sneerwell..... Mercia Swinburne
 Snobs..... Oliver Hunter
 Joseph Surface..... Peter Cushing
 Maria..... Peggy Simpson
 Mrs. Candour..... Eileen Beldon
 Crabtree..... Derrick Penley
 Sir Benjamin Backbite..... Dan Cunningham
 Sir Peter Teazle..... Laurence Olivier
 Rowley..... Hugh Stewart
 First Servant at the Teazles..... Thomas Heathcote
 Second Servant at the Teazles..... George Cooper
 Lady Teazle's Maid..... Meg Maxwell
 Lady Teazle..... Vivien Leigh
 Sir Oliver Surface..... George Relph
 Moses..... Bernard Merefield
 Trip, Servant at Charles Surface's..... Robert Beaumont
 Second Servant at Charles Surface's..... Oliver Hunter
 Charles Surface..... Terence Morgan
 Sir Harry Bumper..... Anthony Gavin
 Careless..... Thomas Heathcote
 Sir Toby..... George Cooper
 William, Servant at Joseph Surface's..... George Cooper

KING RICHARD III

King Edward IV..... Bernard Merefield
 Queen Elizabeth..... Mercia Swinburne
 George, Duke of Clarence..... Peter Cushing
 Richard, Duke of Gloucester..... Laurence Olivier
 Duchess of York..... Meg Maxwell
 Lord Hastings..... Terence Morgan
 Jane Shore..... Georgina Jumel
 Prince of Wales..... Anne McGrath
 Duke of York..... Peggy Simpson
 Lady Anne..... Vivien Leigh
 Margaret of Anjou..... Eileen Beldon
 Duke of Buckingham..... George Relph
 Sir William Cateby..... Robert Beaumont
 Sir Richard Ratcliffe..... Oliver Hunter
 Lord Lovel..... Douglas Murchie
 Lord Rivers..... Derrick Penley
 Marquis of Dorset..... Anthony Gavin
 Lord Grey..... Denis Lehrer
 Lord Stanley..... Hugh Stewart
 Cardinal Bouchier..... Peter Cushing
 John Morton..... Bernard Merefield
 Lord Mayor of London..... Thomas Heathcote
 Brackenbury..... George Cooper
 Two Murderers..... Oliver Hunter, Thomas Heathcote
 A Messenger..... Denis Lehrer
 A Priest..... Dan Cunningham
 Sir James Tyrrell..... Derrick Penley
 Earl of Richmond..... Dan Cunningham
 Captain Blount..... Bernard Merefield
 Sir William Brandon..... Thomas Heathcote
 Earl of Oxford..... Anthony Gavin
 Citizens, Monks, Attendants, Guards, Messengers, Soldiers, etc.

The big event of the London season, both theatrical as well as social, is the return of Sir Laurence Olivier and the Old Vic repertory company from their tour of Australia and New Zealand.

Olivier has directed the Sheridan satire with impeccable taste, and played against Cecil Beaton's sumptuous sets and costumes the result is as enchanting visually as it is entertaining. The acting is stylized, often using a sort of ballet technique. Even some of the make-up is in this exaggerated make-believe vein.

Vivien Leigh, costumed like an exquisite Gainsborough painting come to life, plays a completely beguiling Lady Teazle. She does enough justice to Lady Teazle to convince us that Sheridan could well have written the role especially for her.

Also he might have written Sir Peter Teazle especially for Olivier. This likable, crusty, helpless old ex-bachelor is played with an uncommon sensitivity and melancholy wistfulness. George Relph is a lusty old codger with a heart of a Santa Claus, Mercia Swinburne is a tart Lady

Hartford Pic House To Revise for Legit

HARTFORD, Conn., March 12.—Downtown Hartford will soon have another location for legit attractions. The Continental Theater circuit of New York, which operates the 1,200-seat Center Theater, film house, has announced a change in operating policy, effective immediately, with foreign motion pictures and occasional stage attractions set for presentations. The overseas film product will show regularly, with the motion picture policy to be interrupted from time to time, according to present plans, for presentation of legit attractions. Further details will be announced soon concerning the legit aspects. The theater manager is Michael E. Piccirillo, former movie house manager in New York.

ROUTES Dramatic and Musical

Allegro (Metropolitan) Seattle.
 Annie Get Your Gun (Center) Norfolk, Va.
 Blackstone (Ryman Auditorium) Nashville, 16; (Auditorium) Memphis 18-19.
 Born Yesterday (Mayfair) Portland, Ore., 15-17; (Temple) Tacoma, Wash., 18-19.
 Brigadoon (Hanna) Cleveland.
 Detective Story (Locust St.) Philadelphia.
 Desert Song (Blackstone) Chicago.
 Emerald Staircase (Walnut) Philadelphia.
 Favorite Stranger, with Kay Francis (Poche) New Orleans.
 Finian's Rainbow (Shubert) Chicago.
 High Button Shoes (Murat) Indianapolis, 14-17; (Purdue University) La Fayette 18-19.
 Harvey (Shubert Lafayette) Detroit.
 Harvey (WRVA Radio Theater) Richmond, Va.
 Helress, The (Playhouse) Wilmington, Del., 14-17; (Hershey) Hershey, Pa., 18-19.
 Ivy Green (Plymouth) Boston.
 Inside U. S. A. (Shubert) Philadelphia.
 Mr. Adams (Curran) San Francisco.
 Medea, with Judith Anderson (Forrest) Philadelphia.
 Man and Superman, with Maurice Evans (Billmore) Los Angeles.
 Mr. Roberts (Erlanger) Chicago.
 Oklahoma (Municipal Auditorium) Macon, Ga., 16-17; (Municipal Aud.) Savannah 18-19.
 Oklahoma (Colonial) Boston.

A HIGHLAND FLING

(Continued from opposite page) and if a fragile matter like *Fling* needs anything it is imaginative framing.

On the good side of the ledger, John McQuade registers solidly as the ghost as well as accomplishing a competent job of staging despite last-minute snags. The brightest spot, however, is the contribution of Ann Donaldson. She puts real quality into her portrait of the daffy gal. This reporter would like to see her in Saroyan's *The Beautiful People*, if ELT can ever get around to doing it. There is a good performance from Joan Wetmore, substituting for Phylla Bevans, as Charlie's angelic spouse, and Richard Hamilton gets an adequate amount of brash comedy into his assignment as the local rascal. **Bob Francis.**

Sneerwell and Eileen Beldon an avid Mrs. Candour. Sir Thomas Beecham has added discreet assistance with his arrangement of Handal's music, giving a roundness and rightness to the whole production.

More recently added to the current rep is Olivier in his unforgettable portrait of *Richard III*. Almost entirely a tour de force, the star dominates, delights and dumfounds with his kaleidoscopic characterization.

Two of his stage pictures are worthy to be hung beside the greatest. The first is when he accepts the throne, flings his prayer book out of the church window, and leaps out to extend a royal hand to the astonished Buckingham to be kissed. The second, his writhing, serpent-like death.

Vivien Leigh is cold and lovely but insipid in her only scene where she is wooed and won beside her husband's corpse. George Relph is an ambitious Buckingham, and Peter Cushing and Terence Morgan are convincing as Clarence and Hastings, respectively.

John Burrell's direction, particularly in the mob scenes, is excellent. **Jean White.**

OUT-OF-TOWN OPENINGS

SOUTH PACIFIC

(Opened Monday, March 7)

SHUBERT THEATER, NEW HAVEN, CONN.

A new musical play. Music by Richard Rodgers. Lyrics by Oscar Hammerstein II. Book by Hammerstein and Joshua Logan. Adapted from James A. Michener's "Tales of the South Pacific." Book and musical numbers staged by Joshua Logan. Scenery and lighting by Jo Mielziner. Costumes by Motley. Musical director, Salvatore Dell'Isola. Orchestration by Robert Russell Bennett. General manager, Morris Jacobs. Company manager, Maurice E. Winters. General press representative, Michel Mok. General stage manager, Charles Atkin. Presented by Richard Rodgers and Oscar Hammerstein II in association with Leland Hayward and Joshua Logan.

Ngana..... Barbara Luna
 Jerome..... Michael DeLeon, Noel DeLeon
 Henry..... Richard Silvers
 Ensign Nellie Forbush..... Mary Martin
 Emile de Becque..... Elio Pinza
 Bloody Mary..... Juanita Hall
 Bloody Mary's Assistant..... Musa William
 Lil' Abner..... Archie Savage
 Stewpot..... Henry Slate
 Luther Billis..... Myron McCormick
 Professor..... Fred Sadoff
 Lieut. Joseph Cable..... Bill Tabbert
 Capt. George Bracket..... Martin Wolfson
 Comm. William Harbison..... Harvey Stephens
 Yeoman Herbert Quayle..... Alan Gilbert
 Sgt. Herbert Tutwiler..... Thomas Gleason
 Seabee Richard West..... Dickinson Eastman
 Seabee Morton Wise..... Henry Michel
 Seaman Tom O'Brien..... Bill Dwyer
 Radio Operator Bob McCaffrey..... Biff McGuire
 Marine Cpl. Hamilton Steeves.....
 Staff Sgt. Thomas Hassinger..... Jack Fontan
 Seaman James Hayes..... Beau Tilden
 Lieut. Genevieve Marshall..... Jacqueline Fisher
 Ensign Dinah Murphy..... Roslyn Lowe
 Ensign Janet MacGregor..... Sandra Deel
 Ensign Cora MacRae..... Bernice Saunders
 Ensign Sue Yaeger..... Pat Northrop
 Ensign Lisa Minelli..... Gloria Mell
 Ensign Connie Walewska..... Mardi Bayne
 Ensign Pamela Whitmore..... Evelyn Colby
 Ensign Beale Noonan..... Helena Schurgot
 Lia..... Betta Striegler
 Marcel, Henry's Assistant..... Richard Loo
 Lieut. Buz Adams..... Don Fellows
 Islanders, Sailors, Marines: Mary Ann Reeve, Chin Yu, Alex Nicol, Eugene Smith, Richard Loo.

That the Messrs. Rodgers and Hammerstein have dug themselves a gold mine with *South Pacific* is almost a foregone conclusion. With all due respect to *Oklahoma!* now a cherished American folk play, this opus should make history in the annals of the theater's long-run masterpieces. This newest bright addition to the "smash" class has everything in the way of exciting theater. The music, the lyrics, the book, the humor and the drama and the superbly chosen cast make up a production that's tops.

All the magic of previous Rodgers and Hammerstein hits is magnified and there is an abundance of new material. Not alone is it a moving dramatic production, but it is highly colorful in every respect, with great music, lovely girls and lavish staging.

Rodgers has composed the score and has also introduced singing numbers that are intrinsic parts of the play. Of the 17 songs, only three can be lightly dismissed as strictly "show tunes." Any one of the others is a likely candidate for the *Honor Roll of Hits*.

There is variety galore in the songs, and Hammerstein, a past master at rhyming, has added lyrics that should be remembered for the poetic swing of the words.

Enzio Pinza, the Met's top basso, makes his legit bow a sensational event. His rendition of three numbers, *Some Enchanted Evening*, *Now Is the Time*, and *This Nearly Was Mine*, completely captured the customers. He shows a distinct flair for comedy, as well as a capacity for playing the more tender and romantic parts.

Mary Martin again resumes a type of role that won her acclaim, and her vivaciousness in singing and dancing her way thru an arduous chore is contagious. Three comedy numbers, *I'm Gonna Wash That Man Right Out of My Hair*, *I'm in Love With a Wonderful Guy*, and *One Hundred and One Pounds of Fun*, should be pouring out of the juke boxes and radios before long.

In handing out the laurel wreaths, no one must overlook Juanita Hall, who plays the picturesque role of *Bloody Mary*. Miss Hall is a talented

DETECTIVE STORY

(Opened Thursday, March 10)

LOCUST STREET THEATER, PHILADELPHIA

A new play by Sidney Kingsley. Directed by the author, setting by Boris Aronson, press representative, Leo Freedman. Presented by Howard Lindsay and Russel Crouse.

CAST—Ralph Bellamy, Meg Mundy, James Westerfield, Horace McMahon, Lou Gilbert, Jean Adair, Warren Stevens, Joan Copeland, Edgar Stehl, Alexander Scourby, Lee Grant, Joseph Wiseman, Patrick McVey, Edward Binna, Robert Strauss, Harry Worth, Michael Strong, John Boyd, Maureen Stapleton, Garry Wilson, Byron C. Halstead, Michael Lewin, Earl Snyder, I. Whitelock Griscom, James Maloney, Les Tremayne, Michele Burani and Joe Roberts.

This stage setting of a detective squad room in a New York precinct police station is the meeting ground for Pulitzer Prize winners. Sidney Kingsley directs his own worded battle against crime, and the producers are Lindsay and Crouse, who wrote *State of the Union* which starred the detective in this case, Ralph Bellamy. But while this detective story, which is essentially a detective story without a whodunnit, is hardly prize-winning timber, it is basically good theater. As such it augurs well for hitting a good measure of pay dirt when it hits its native locale after the preem pitch here.

A melodrama that strikes every theatrical note for the tragic overtones tempered with humor, *Detective Story* is still rich in training its sights on the human values of the multiplicity of characters paraded before the pew-holders. Even the dregs of humanity—and it's literally a rouges gallery—all add up in this human equation. It is in this crucible that Bellamy presents a panorama of his ruthless and headstrong, almost dictatorial, battle against crime. With a mania for maintenance to the last letter of the law and an obsession of inbred hate against the wrongdoer, detective McLeod is marked for self-doom when his own self-righteous household is caught in a wrong pursuit and persecution of an abortion-minded medic reveals that his own wife is the patient. And Meg Mundy gives the portrait of the overwrought wife complete pathos without sacrifice either of dignity or attractiveness.

Nor are Bellamy and Meg Mundy alone responsible for what is a highly exciting and absorbing play. The large cast, which takes in every police station character from the newspaper reporter to the shoplifter, are all hand-picked and add much to the shading of the pattern. Also out of the top-drawer is the playwright's direction, and his players oblige with complete integrity. And after being out of stage circulation for so long a period, *Detective Story* puts Kingsley right back in the dramatic groove. **Maurie Orodener.**

actress and possesses a lovely voice. Her two songs, *Ball Hai* and *Happy Talk*, are great. The second one, sung in conjunction with a deft ballet danced by Betta Striegler, is one of the great moments of the play.

Bill Tabbert, in the juvenile role, again exhibits a glorious set of pipes in three ballads, *Younger Than Springtime*, *My Girl Back Home*, and *You've Got To Be Taught*, all of which can be marked with a big plus sign.

There is no chorus or ballet in *South Pacific*, but the dancing is lively and never serious.

With Joshua Logan staging the book and musical numbers, and scenery and lighting by Jo Mielziner, the show is in extremely capable hands. The preem was as smooth and finished as a Broadway show.

However, as it stands now, the show runs over three hours and someone will have to do some cutting. This is not as simple as it might be, for it's hard to find a spot that could accept the scalpel.

You don't need a crystal ball to forecast the fate of this show. It's the kind of entertainment that invites the audience to see it more than once. **Sidney Golly.**

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Lawson Paints Optimistic Picture for School Shows; Points Up Bureau Failures

See Clamp Lifting in Bible Belt

CHATTANOOGA, March 12.—Independent school-show operators, who in the past have been wont to head south with the birds and escape the icicles and snow flurries and whose styles since the war have been cramped below the Mason-Dixon line because so many bureaus had signed so many schools, may find easier pickings in the Bible Belt next year. That's the contention of Everett B. Lawson, who bases his predictions on the fact that vast numbers of the schools already are canceling their next year's bookings with the bureaus on a wholesale basis.

Lawson came in here recently after covering some 4,000 miles between

Atlanta and Baltimore for the purpose of observing conditions in schools. He found that almost every place now holding contracts with the bureaus for next year have either already canceled or that cancellation processes are in the immediate offing.

In most cases where he took time to ascertain the reasons for this he found that the schools just cannot survive the big \$200 dig for the year. Most of them were complaining of losing money on the numbers. Lawson said they also said that the standard of quality of the various numbers on the whole was far below par and expectations.

"So the indies who have found cause to be discouraged and whose income in the South has been tried beyond profit," Lawson said, "will find that next year things will sled easier and there will be welcome among the school systems which have finally realized that it is easier to make money pleasantly by booking an independent than it is to lose money by tying themselves up for the year.

"It is my opinion there are just three types of school shows which have any direct appeal to (for example) grammar-school-age children, and they are the magician, the animal show and the puppet or marionette show. Children of the lower elementary grades simply cannot hold still for glass-blowers, lecturers and authors. In fact, few high-school students enjoy an assembly number of this type, but will sit thru it if it means getting out of class for a period. It is pathetic to see the laxity that has until now been so evident in the taste of some of our educators who pay good money (children's money) and force them to sit thru some of these monstrosities called educational lyceum numbers.

"Since the publication of my article some weeks ago in which I discussed bureau monopoly and in which I tried to encourage the independents to keep plugging despite the apparent unfairness of their (the bureaus') tactics, I have received many letters from various shows, sincerely lauding my effort at attempting to lift the indie from despair and desperation and keeping him plugging. This week I crossed paths with a magician who was using that article in his press-book as booking material."

Rep Ripples

BIRD'S SHOW will put in the summer in Northern New York and Vermont. Unit has a new outfit of 16mm. pix and will solicit some dates for religious pic booking. . . . Fred and Maud Small are playing schools and halls with their assembly show in Nevada. . . . Edward Weldon, old-time rep performer, has a one-man show playing Western Kansas schools and halls to fair business. . . . Clayton, hypnotist, has been playing to poor business and much inclement weather on Idaho school and hall dates. He plans to move into Eastern Washington for the summer. . . . Felton Players, five-person unit, are a new group for Milwaukee. They plan to play sponsored dates. . . . Henry Wood is operating a 16mm. pic outfit in Worcester County, Massachusetts. . . . Chet Wright is mulling a tent show operation for Central New Hampshire. Outfit is stored at Bradford, N. H.

Irresistible Marm!

CAPE COD, March 12.—Veteran Tommers must have had a sharp twinge of the great big toe over the controversy of recent weeks about the last Tom Show and how it ended. The Tomming industry tapered off during the depression years of the 1930's, according to Harry Birdoff, author of *The World's Greatest Hit*, a history of Tom Shows. "But the acting profession as a whole has not been the same ever since," he commented this week.

"Perhaps Art (Doc) Miller has innocently stumbled over a possibility whereby troupes could operate successfully in a revival of the play," went on Birdoff. "In a recent issue of *The Billboard* he recalled the Tomming boom year of 1929 as the one during which he dated 'the irresistible school teacher.' This is most significant, as Doc may have discovered. Our famous folkplay has a particular appeal to teachers, and when given in the high schools finds them eager to co-operate, especially when the playbills carry, *A Lesson in American History*."

Bartok Readies Plans for May Opener in Ohio

SARASOTA, Fla., March 12.—Dr. Milton M. (Curley) Bartok is readying plans for his Bardex Minstrels 1949 tour of Ohio, Pennsylvania and West Virginia in that order, with the bow date set for early in May. New canvas has been ordered from O'Henry Tent & Awning Company and an orange and blue color scheme will be followed thruout.

Bartok says that negotiations for a 10-piece band are under way. Syd Carter, who wintered in Los Angeles, will join Bartok here after which both will head north to arrange for show's inaugural.

Current plans call for the unit to carry about eight comedians, the same number as in the past, with most of the old talent returning for the jaunt, Bartok said. Already on the roster are Rastus Smith, Eight-Rock White, Puddin' Head Rutledge, Bill Mayo, Art Rideout, Snow Williams, Buck Abel, Eddie Baker, Bobby Grant and James Cornell.

Bartok said he again will book outside name attractions thru talent agencies for personal appearances to stimulate attendance, thus following a long-established policy on the show.

Sloan Joins Lee; N. C. Tour Winner

LAURINBURG, N. C., March 12.—Frank Sloan, who managed Winstead's Mighty Minstrels for 16 years, recently joined Lee's Colored Minstrel Show, in the same capacity, it was announced this week by Leon Long, who is handling show's routing.

Long said that the show, which opened in North Carolina February 1 has been playing to successful business on its current tour. Line-up includes Willie Jones and Kid Sparrow, comedians; Virginia Jones, singer; Dink Ray, dancer, and Leon DeLeon, magician.

BARDEX RADIO MINSTRELS WANT

COLORED Musicians, Comedians and Performers for coming season. Singing and Dancing Comedians, and all other useful people. This is an Outdoor Free Platform Med. Show making 2 and 3-week stands in larger cities in Ohio, Pennsylvania and West Virginia. Largest, cleanest, finest equipped Show of its type on road today, and reputation is tops among public and showfolks everywhere. We furnish silk and satin costumes (for Male Performers), and pay fare after joining. Top salary. Show opens in May. Write, stating salary expected, experience, etc., to:

DR. MILTON BARTOK

P. O. BOX 2047

SARASOTA, FLORIDA

Slout Inks Leigh; '49 Line-Up Set

Missouri Opener Planned

VERMONTVILLE, Mich., March 12.—Casting for the Toby and Ora Slout Players Tent Show was completed here Friday (4) with the signing for the second season of Andrew Leigh. Others under contract include David and Frieda Clive, Lucille and Rai Baillie, Ralph Blackwell, Marilyn Reed, Ted Derringer, Walter Lukas and Klink and Francis Lemmon, with Ora and Toby Slout completing the cast.

Mr. and Mrs. L. Verne Slout, owners of the show, are engaged in managing and producing for the Women's clubs of Lansing, Mich., a combined Antique and Hobby Show and Exposition. Show will have over 55 exhibitors and runs for four days. The tent season will start as soon as the outfit can be readied after they finish the Hobby Show.

Opening is slated for Missouri, with the route leading back into Illinois and taking the swing which brings the company into Michigan for dates in July and August.

Opening show will be from pen of L. Verne Slout, entitled *Almost Married!* Other shows selected or tentatively listed include Schaffner's *Once in a Blue Moon*; Toby, *Get Your Gun*; Harrison's *The Only Road*; Clark's *Not Tonight, Toby*, and Slout's *Whitlin*.

Bill Slout, who has been connected with the show for the past three summers, will not be with the outfit this year because of finishing his four years at Michigan State College and the necessity of being there for graduation. He is planning to enter the television field upon graduation.

Rotnour Preps Unit For Wis. Journey

RICHMOND, Ill., March 12.—J. B. Rotnour and Flora DeVoss returned to quarters of the J. B. Rotnour Players here last week from Mexico where they looked after Mrs. Rotnour's property. Rotnour is readying his unit for the spring circle and tent season.

He reports excellent business for last season's run over the Wisconsin territory and current plans call for the unit to make the extreme Northern Wisconsin sector this summer.

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THE FINAL CURTAIN

ALBRIGHT—Ernest H. (Deacon), 69, veteran calliope player, last season with the King Bros.' Circus, March 9 at his home in Evansville, Ind., of cancer. Albright was with the Gentry Bros.' Dog and Pony Show for many years, and in 1941, with Lew Belmont as a partner, headed a company of his own, *The Showboat Review*, playing halls and under canvas. He was an honorary member of the Circus Historical Society. Survived by two sons, Austin, Evansville, Charles, Chicago, and a brother, Mark. Burial in Oak Hill Cemetery, Evansville, March 11.

ANGELL—Dr. James R., 79, president emeritus of Yale University, New Haven, Conn., and public service counselor to the National Broadcasting Company (NBC), March 4 in New York. Assuming the presidency of Yale in 1921, Angell left that post in 1937 to join NBC as educational counselor and later became public service counselor. He coined the phrase "public service programing" and outlined the entire field with all its encompassing aspects as a complement to the classroom. One of his foremost projects was the *NBC University of the Air*, where such programs as *Land of the Free*, *The American Story*, *Your United Nations*, *The Story of Music*, *World's Great Novels* and *Our Foreign Policy* were heard. He was a member of the network board. Burial in the private Grove Street Cemetery, New Haven.

ARTHUR—George Milton, 50, assistant director and film supervisor, in Hollywood March 8. A native of Brooklyn, he went to Hollywood 36 years ago to work for Vitagraph, first in the laboratory and then as cameraman. Survived by his widow, Edna; his parents, a sister and two brothers.

BERNARD—Al, 61, radio singer, songwriter and one of the last of the old minstrels, March 6 in New York. He made his radio debut in 1922 over WEA, New York, and was said to have been one of the first persons to make a phonograph record in the United States, cutting *St. Louis Blues* for Thomas A. Edison in 1919. Subsequently he recorded 4,000 songs. Among the 125 Bernard wrote was *Let Me Be the First To Kiss You Good Morning*. His widow, father, brother and two daughters survive.

BRENNAN—Joseph H., 65, former theater manager and ballroom owner and operator, February 28 in Brighton, Mass. Besides his theater activities, Brennan owned and operated the State Ballroom in Brighton and held an interest in the State Ballroom, Revere, Mass.

BRUSH—Charles R. (Baffles), former pro magician, recently at his home in Los Angeles. Brush was also a former president of the Weber Dental Manufacturing Company, Canton, O. He leaves his wife, Grace; a daughter, Jane, and a sister in Youngstown, O. Burial in Los Angeles.

CASE—Mrs. Jeannette Ludlow Gray, 80, mother of the former Met-opera singer, Anna Case (Mrs. Clarence H. MacKay), March 9 in Plainfield, N. J. A son also survives.

CASTRO—Claude B. Sr., 69, associated with Thearle-Duffield Fireworks Company, Chicago, since 1904, and prior to that with Pains' Fireworks Company, March 6 in Columbus Memorial Hospital, Chicago, of a heart attack. He was a member of the San Francisco chapter of Show Folks of America. Survived by two daughters, Mrs. R. J. Kelly, Chicago, and Mrs. Frank Harris, San Francisco, and two sons, Claude Jr. and Milo, both of Chicago. Services in Chicago March 8, with burial March 11 in Holy Cross Cemetery, San Francisco.

CHAUVENET—Virginia, 65, legit actress and an executive of the American Theater Wing Hospital Committee, March 6 in New York. Her debut in 1908 in *The Devil* was followed by a long career. Her last appearance, in 1939, was in *I Know What I Like*. She supported Nance O'Neill, Constance Collier, Ethel Barrymore, Margaret Illington, Minnie Maddern Fiske, Margaret Anglin, Laura Hope Crews and Lynn Fon-

tanne in such shows as *Declasse*, *The Twelve Pound Look*, *A Royal Fandango* and *The Laughing Lady*. Her brother, William, survives.

CHESWORTH—George, 64, midget dancer, strongman and at one time in charge of the Side Show on the Mighty Sheesley Midway, recently in Santa Monica, Calif. In late years Chesworth had operated an astrology and numerology concession at the Venice (Calif.) Pier. Survived by his widow, Ida, and son, Cecil. Burial in Holy Cross Cemetery, Santa Monica, March 1.

CURTIS—Mitchell A., 34, night radio news editor of the Associated Press (AP), March 10 in New York. After early training with newspapers, he served for two years as news editor of Station WCLS, Joliet, Ill. He had been with the AP for 12 years. His widow and two children, by a former marriage, survive.

CZETTEL—Ladislas, 55, fashion and theatrical costume designer, March 5 in New York. He was selected by the Max Reinhardt theaters, the Salzburg Festival and Paris theaters as head designer. After working in England for the stage and films, Czettel came to the United States. Besides designing for the Metropolitan Opera Company, he designed costumes for several Broadway shows, including *Helen Goes to Troy* and *Rosalinda*.

ELLIS—Frank J., 59, musician and former orchestra leader, March 4 in San Francisco. He was a pianist with Art Hickman's band, and from 1930 until the start of the war he led the orchestra on the Matson liner *Lurline*. He was on the executive board of San Francisco Local 6 musicians' union. Survived by two sisters. Burial in Holy Cross Cemetery, San Francisco.

Crosby Gaige

Crosby Gaige, 66, theatrical producer and authority on wines and food, died March 8 in Peekskill, N. Y.

He began in the legit field immediately after his graduation from Columbia University when he met the English playwright, Henry Arthur Jones, and became his American representative. Selling Jones's plays to Archibald and Edgar Selwyn, Gaige was in the business. Later, as a member of Selwyn & Company, he directed the financing of several Broadway theaters and then bought into the company for \$5,000. He also managed the Hanna Theater in Cleveland with the Shuberts.

With the Selwyns he brought forth such successes as *Within the Law*, *Lilac Time*, *Twin Beds*, *Smilin' Thru* and many others. In association with Jed Harris he produced *Coquette*, *Broadway* and *Accent on Youth*. A producer of 150 plays, Gaige listed under his own banner from 1926 to 1941 such hits as *Silence*, *The Butter-and-Egg Man*, *The Enemy*, *The House Beautiful*, *Field of Ermine* and *Othello* with Philip Merivale. Aside from his theatrical activities he was the author of a number of books including *Footlights and Highlights*, *The New York World's Fair Cookbook* and *Crosby Gaige's Cocktail Guide and Ladies' Companion*.

Other activities included a column on food and wine, department editor of *Country Life*, establishment of his own printing press and sponsorship of many theatrical organizations. His widow, son and sister survive. Burial in Nelson, N. Y., March 11.

GARAI—Norbert, 48, Austrian playwright and scenarist, March 1 in Tel Aviv. His widow survives.

GHERARDI—Gherardo, 57, journalist, novelist and playwright, March 10 in Rome. Besides 12 novels and several screen plays, he wrote some 50 legit comedies, including *Questi Ragazzi*, *I Figli Del Marchese Lucera* and *Lettere d'Amore*.

GRINAGER—Alexander, 84, theatrical scenarist and painter, March 8 in Briarcliff Manor, N. Y. He was associated for a long time with David Belasco, turning out scenic effects for many productions, including *Ben-Hur* and *Chanticleer*. He was also associated at various times with Ernest Albert and Castle & Harvey. His greatest recognition came, however, from his murals. His widow, two sons, two stepsons and a brother survive.

In Memory

of our loyal friend and associate

WILLIAM T. JESSUP

who passed away
March 18, 1947

WEST COAST SHOWS

by

Mike Krekos

General Manager

JONES—Thomas Gwynn, 78, poet, playwright and authority on Welsh literature, March 7 in Aberystwyth, Wales.

KEAY—Melville, 49, legit producer and director, March 2 in Toronto. He formerly managed the Hart House and directed the Toronto Repertory Theater. His latest production was *Ritzin' the Blitz*. Recently he conducted the Keay Costume Company and ran a drama school. His widow, Arden Keay, stage and radio actress, and a son survive.

KIRBY-Kleve, 33, actor-announcer over the National Broadcasting Company (NBC), Chicago, in an auto crash March 5 near Wauconda, Ill. He started in radio as a singer in 1932 in Miami and joined the Chicago staff in 1940. His widow and two children survive.

LEAT—Harry, 75, English magic manufacturer and writer of a number of books on conjuring, recently in London. Leat was associated with George Munro and with the latter opened Ornum's Magical Mart in London in the '90s. He also contributed to various magic magazines, including *The Magician* and *Goldston's Magazine*. Survived by a son, Harry, of London.

MURRAY—William B., 59, head of the radio and television department of the William Morris Agency since 1932, March 10 in New York. Between 1923 and 1928, when Murray was with the Baldwin Piano Company, he brought to this country many outstanding musicians, including Walter Gieseking, Jose Iturbi, Joseph Szigeri and Ottorino Respighi. From 1928 to 1930 he was with the Judson Radio Corporation. Leaving there he became director of the artists' booking service of the National Broadcasting Company. During his career with the William Morris Agency he

brought many leading radio performers to the air, including Eddie Cantor, Amos 'n' Andy and George Burns and Gracie Allen.

NELSON—Harry, 71, before the turn of the century a member of the Flying Nelsons, formerly with Barnum & Bailey Circus, recently at his home in Washington of a heart ailment.

NIBLICK—Roy, 46, former dancer and circus acrobat, recently in Salt Lake City of a coronary occlusion. He and his late twin brother were in vaude and later were acrobats with Ringling Bros. and Barnum & Bailey Circus. Survived by his mother, a sister and three brothers.

NICOL—Don, one of the most popular comedy men on the Aussie stage, February 17 in Melbourne. Aside from straight comedy he often played "dame" parts in pantomimes with J. C. Williamson Theaters, Ltd., his most prominent being a "dame" in *Jack and the Beanstalk*.

O'NEIL—W. C. (Cookie), 65, circus and carnival trouper, recently at his home in Buffalo of a stroke. In late years he had operated his own Wild Life exhibit thruout the East. Survived by his widow, Florence; a sister, Mary, and two brothers, Frank and Leo. Burial in Mount Calvary Cemetery, Buffalo.

We Mourn the Loss of JEAN (JANOS) PALFI

A beloved associate, a real friend
and a valiant soul

Departed this life
March 2, 1949

He did not live in vain. His
memory will remain with us
ever green.

Mrs. Ike Rose and
The Rose Midgets

POOLE—Buddy, trouper with the Big State Amusement Company, March 6 in Abilene, Tex., while en route to his home in Post, Tex. Survivors include two sons.

POTTBECKER—William, 60, proprietor of the Paradise Inn and Arlington Restaurant, Ansonia, Conn., niterby, March 5 in Griffin Hospital, Derby, Conn. Survived by his widow, Ann; two sons, Edward, of Danbury, and Luther, of Ansonia, and two brothers and sisters in Germany. Burial in Pine Grove Cemetery, Ansonia, March 8.

POWERS—Mrs. Larry A. (Nellie Dewes Wood), 65, formerly with such stock and rep companies as Jack Brooks, Hutton-Bailey, Fontinelle, Tilton-Guthrie and the Gould Players, March 4 at her home in Clinton, N. C. She had also appeared in permanent stock in Pittsburgh, Chicago and Buffalo. Survived by her husband, a news commentator at Station WRRZ, Clinton; a son, Cyril; her mother, Mrs. Catherine Lionel, and a sister, Mrs. Stella Gould, of Buffalo.

SCHLESINGER—Isadore W., 78, prominent South Africa amusement enterprise operator, March 11 at his home in Johannesburg, South Africa. A native of New York, Schlesinger went to South Africa in 1894 as an insurance agent, eventually obtaining interests in theater chains, parks and radio operation. He founded the African Consolidated Theaters, Ltd., and at one time owned every picture house from Rhodesia to Cape Horn.

SCHILLING—William A., 60, former legit and movie producer, March 6 at Pinckney, Mich., of a heart attack. He had produced a number of plays on Broadway. Survived by his widow and three children. Interment at Pinckney.

SETLER—George (Shrimp), monkey and dog trainer, February 22 in Levi Hospital, Hot Springs. Setler had been with the old Morris & Rowe Monkey, Dog and Pony Circus, the Doc Ziegler Shows, Buttons Grantham's Monkey and Dog Circus and Hennies Bros.' Shows. Burial in the showmen's plot in Hot Springs.

Eva Davenport Out of Dailey

Hammil Buys Half of Show For \$100,000

Lower Admissions for 1949

LOCKHART, Tex., March 12.—Ben Davenport today confirmed the report that his wife, Eva Davenport, has sold her interest in Dailey Bros.' Circus to Harry Hammil, Texas oil operator and former owner of Austin Bros.' Circus.

Hammil will not be active in or have any official title but will travel with the show part time. The sale price was \$100,000.

The 10-car Austin show went on the road in 1945 and lasted one year. Hammil, along with another Texas millionaire, tried to buy the Dailey show last December, but the deal didn't materialize. At that time Davenport was asking \$250,000 for the entire show, excluding the elephants.

GONZALES, Tex., March 12.—Admission prices to Dailey Bros.' Circus this year will be lower than last year, Owner Ben Davenport said here in winter quarters this week. He declined to announce the price schedule.

"We are going to go after business this year," Davenport said. "The boom is over and we know it. We intend to draw customers with lower prices and a fast show."

Platters Cut

Davenport said plans perfected by William Moore, the org's general agent, call for a heavy schedule of radio time for each date. Recordings already have been made, Davenport said, one of which is a dialog between Gene and Doug Autry. The latter will be featured with the Dailey show this year.

In connection with Autry, Davenport said painters are busy lettering the train and wagons with "Autry in Person." Wagon color scheme will be red, yellow and blue.

Dailey will open here April 16. (See Eva Davenport on page 71)

Clay Buys Zeiter Interest in Akron's Midget Racing Plant

AKRON, March 12.—Earl Clay, an associate of Zeiter Speedways since 1940, will be the new midget racing promoter at Sportsman Park, banked dirt quarter-mile track on the Summit-Cuyahoga county line, near here. Clay has bought out the interests of Don Zeiter, who built the park into a paying proposition.

Zeiter, a veteran of 29 years in auto racing promotion, has retired to his farm in Northern Michigan. He promoted midget auto racing at the Rubber Bowl here from 1941, when the stadium was opened to the midgets, thru last season.

Clay has been on the promotional side of auto racing since 1935 and formerly was connected with tracks in Monongahela and New Kensington, Pa., and the Sharon Speedway, Hartford, O.

Clay will be aided by his son, Art. The track will continue to run on Sundays, opening April 10 and switching to night racing later.



WALTER K. SIBLEY

Walter K. Sibley, NSA Secretary, Pioneer, Dies

NEW YORK, March 12.—Walter K. Sibley, executive secretary of the National Showmen's Association (NSA) and a pioneer in outdoor showbiz, died Wednesday night (9) at Poly-clinic Hospital, which he had entered that morning. For about a week he had been confined to the Hotel Belvedere, where he lived, after a hospital check-up, one of several he had undergone since he suffered a general collapse about a year ago while en route home from a trip to Florida. He was 75 years old.

Surviving Sibley are his widow, Mamie, who resides here; Ruth Glenn and Doris Newman, nieces, and Harold Ross, a nephew, all of Boston. Funeral services will be held Sunday afternoon (13) at Riverside Memorial Chapel. Burial will be in the NSA plot in Ferncliffe Cemetery.

Sibley was one of the best known individuals in the outdoor field, having spent all but his formative years in show business. His appointment as executive secretary of the NSA in 1942 climaxed a lengthy career that took him thruout the United States and Canada, and into Europe, Mexico (See Walter K. Sibley on page 78)

Manchester Rejects Outdoor Show Ban

MANCHESTER, Conn., March 12.—In a special referendum Thursday (3) electors voted to permit circuses and carnivals to continue showing here.

Only 1,081 of the town's more than 17,000 voters balloted on the question. The final count showed 752 favored shows while 329 opposed them.

Close-Ups:

Big-Hearted Bennie Weiss, Corn Game Op, Binged Early in Life

By Jim McHugh

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

THIS FALL, when the raucous voice of the bingo caller reverberates thruout some 40 fairgrounds, thousands of creatures of habit imbued with the spirit of taking a chance will head for one of the six corn games operating under the banner of Big Hearted Bennie Weiss—just as they have been doing for the past 15 years. The youngish-looking Bennie, who has difficulty convincing acquaintances of his admitted 52 years, adopted bingo exclusively after dabbling with various other concessions for more than a quarter of a century. He stepped into the ownership class, and last worked for another person, at the age of 14—just five years after he crawled unharmed from beneath the toppled chimney of his boyhood home in San Francisco, seconds after the disastrous quake of April 18, 1906.

"There wasn't an upright building within three miles of our home," Bennie recalls. "Our family moved to Branford, Conn., for a new start and it was there I saw my first fair and learned a lasting lesson in human relations. The fair was really a horse auction and I was hired to ring a huge bell to attract buyers. After three or four hours of back-breaking work, when it was difficult to tell whether I was swinging the bell or it was tossing me around, I went to get my promised pay—a nickel. Well I didn't get it. I was sent from one person to another with no results and I was a mighty disillusioned boy.

Must Keep Promises

"As a result my employees know that a child must get whatever is promised. I carry that axiom thruout my business dealings and it has paid off. I contract most of my fairs without a deposit. You rarely find that you can't rely on a fellow human. The occasions in my experience when this rule didn't hold true are few."

Environment and ambition combined to send Bennie on his way to becoming king-size in the concession business. The family moved to Flatbush, on the fringes of Coney Island, and it was there that Bennie spent most of his waking hours. He first went to work for Leo and Joe Gordon picking (See Big-Hearted Bennie, page 74)



BENNIE WEISS

Huge Animal Cargo Planed To Trefflich

Six Baby Bulls Get Ride

NEW YORK, March 12.—One of the largest air shipments of animals ever made arrived at Idlewild Airport from Singapore Tuesday (8) when the DC-4 Singapore Trader of Seaboard & Western Airlines glided onto the runway with 133 animals weighing 13,000 pounds.

The shipment was consigned to Trefflich's Bird & Animal Company, Inc., New York. The animals were chaperoned on the trip by James C. Hart, air line official, and Genevieve Cuprys, of Yonkers, N. Y., a Trefflich representative, who had rounded them up in the jungles of India. Miss Cuprys has been with the firm three years as animal scout. This was her fifth trip, others having been via steamship.

Heading the cargo were six baby elephants weighing about 1,500 pounds each. In addition there were two adult leopards and two cubs, two golden jungle cats, four gibbons, 118 Java monkeys and a 23-foot python weighing 140 pounds. All animals, except the pachyderms, were taken to Trefflich quarters on Fulton Street.

The elephants have temporary quarters at Prospect Park Zoo, Brooklyn. Negotiations are under way for sale of three to Biller Bros.' Circus, whose winter quarters are in Mobile, Ala., and two to the St. Louis Zoo.

The 12,000-mile trip from Bangkok and Singapore was made in four days, but it required more than six hours to load the elephants at Bangkok and nearly four hours to persuade them to traverse a gangplank linking the plane with a truck waiting to carry them to the zoo. Capt. Joseph Halmer, pilot of the plane, several times found it necessary to halt the playful antics of the bulky babes by shooting his plane to high altitude, which deprived the elephants of oxygen and made them sleepy.

Facelifting Slated For Pamlico Plant; Plan Varied Events

WASHINGTON, N. C., March 12.—Work of reconditioning Pamlico Race Track near here in preparation for racing and other outdoor attractions is to be started soon by Beaufort County Rural Exposition, Inc., the track owner, according to Joseph C. Buckman, assistant secretary.

Among the attractions planned are running, harness, auto and motorcycle races and thrill shows. The management also plans to stage for a week this spring a Farmers' and Merchants' Festival and Bazaar, to be an annual event.

Reseeding of the grounds will get under way soon, along with installation of additional lighting facilities. The grandstand is to be improved and decorated with flags of friendly nations and a new public address system is to be installed. Officials also have under consideration a plan to illuminate the half-mile track. An arch will be built at the entrance and two ticket windows will be installed to facilitate the handling of auto traffic.

Track officials for 1949 are Wade Waters, president; Russel McKinley and Earl Robbins, vice-presidents, and Thad R. Taylor, secretary-treasurer.



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Mr. McHenry, of the Crescent Amusement Co., writes: "Dear Mr. Parker: Now that we have had the New Baby 'Q' in operation 12 weeks, thought you might be interested in knowing how the ride is doing. We operate 8 modern rides and this New Baby 'Q' has in most weeks topped all our other rides. As you probably know, I have had several Merry-Go-Rounds in the past 20 years, most every make, but the New Baby 'Q' is positively the most beautiful ride I have ever had, it's light to handle, loads on one semi trailer, two men can handle and is well lighted. Thanking you for this nice ride and with best wishes for your continued success, I remain with kind personal regards. Most sincerely yours, L. C. McHenry, Manager."

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Talent Topics

Don Dorsey, aerialist, is fully recovered from injuries received when he fell in Vancouver last year. He is working out and will play nitery dates in Boston starting Saturday (19). Dorsey will open with the Garden Bros.' Circus in Toronto April 18. . . . **Chai and Somay**, Chinese contortionist-tumbling act, now on the Polack Western Unit in Chicago, will play the Sports Show in Grand Rapids, Mich., April 4, and the Sports Show in Minneapolis, April 16. . . . **Boyle Woolfolk**, booking agent, reports forming a new tumbling act, **Jerry and Bobbie Duray**. The attraction is booked for the Ice Show in the Stevens Hotel, Chicago, starting April 15. Besides putting on their tumbling act on a stage, the pair do a stunt in the skating portion of the show.

writes from Laredo, Tex., that he has completed the third date of the season. The org did two shows in Eagle Pass, Tex., and one in Carrizo Springs, Tex. **Ray Stinnett**, who does the bus leap, suffered a cracked shoulder recently. With the show, besides Stinnett and the Captain, are **Jack Le Day**, **Ed (Flash) Davis**, **Lona Davis** and **Otto Vaughn**.

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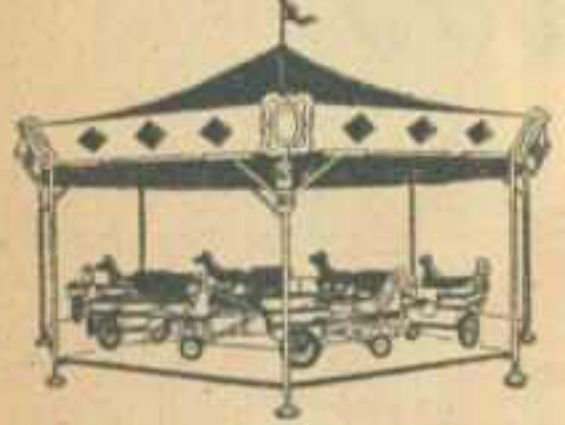


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The Mandos Sisters, aerialists, after playing the year-end holiday season at Belle Vue Circus, Manchester, England, followed by a visit to their home in Belgium, are rejoining the Ringling circus for its opening in New York. . . . **Krista and Krystel**, Danish twin trapezists who played last year's royal command performance in London, have been signed for America, following their current tour of Australia. . . . **Gaston Palmer**, European juggler, opened at the Latin Quarter, Boston, last week.

Lillian Wittmack, Danish high school rider who played the Olympia, London, season of the Bertram Mills Circus, arrived in New York recently with her three horses to join the Ringling circus. . . . **Cap. Jack O' Diamonds**, thrill show operator,

Vancouver Hears PNE Coliseum Plans

VANCOUVER, B. C., March 12.—Plans of the Pacific National Exhibition (PNE) to erect a coliseum at Exhibition Park were revealed at a recent meeting of the city council when the city's plans for a downtown combination auditorium-library building were discussed, with Alderman Wilson springing the PNE plans as a surprise.

The mayor's plan, fully endorsed by aldermen and library representatives, is for a small-sized aud-library building which will in no way interfere with PNE's plans for a larger building at its plant.

Gardena, Calif., Hot Rod Races Attract 4,500 Fans

GARDENA, Calif., March 12.—Hot-rod races at Carrell Speedway here Sunday (6) drew 4,500 fans. Red Amick took the 25-lap feature. Bob Denney and Lou Figaro were the runners-up.

Big car racing under the 3-A banner returns next week.

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Out in the Open

Original Hollywood Daredevil Aces opened the season at Fort Duncan Race Track, Eagle Pass, Tex., with two performances, February 6 and 13. Program featured Capt. Jack O' Diamonds, Lucky Ray Stinnett and Smiley Jay Le Beaux. . . . Walter T. Savidge, former owner of the Savidge Amusement Company, now retired and living in Wayne, Neb., recently was the subject of a feature story in The Sioux City (Ia.) Sunday Journal.

Harold D. Kreft, owner of Kreft Flying Service, Mountain Grove, Mo., infos he plans to attend the Midwest Fair Circuit meeting March 23 in Kansas City, Mo. A booklet detailing Kreft's services to fairs was placed into distribution recently. . . . H. A. (Kid) Morrison reports that Miami billers have been busy all winter and prospects for the spring and summer are good. Red Goehmann and J. B. Schiefer are handling the billing for most touring attractions. Lee Conarre left to join the Ringling advance in New York. Duke Brownell and Jack Rogers will tour with carnivals. Besides billing Morrison operates a used car business.

Norman Biehler, who formerly had a bear act on Mills Bros.' Circus, visited the Chicago office of The Billboard last week. He reported he has a dog act and is lining up night club and theater dates. While in Chicago Biehler caught the Polack Bros.' Western Unit at Medinah Temple.

The Goetschis, bike act formerly with the Ringling circus, are currently playing the stagershow at the Roxy, New York. The cycling Mathis Duo, teamed with the Goetschis on the Big Show, also are playing New

York at the Apollo, Harlem vaude house. . . . Clem Bellings, his comedy pooches and Coco, Steve and Eddy, acro knock-abouts, are playing Loew's nabe houses in New York. . . . Palermo's Canines are making the rounds of RKO houses in New York. . . . Paul Sydell and his clever pooch are featured in the stagershow at New York's Radio City Music Hall. . . . Sally Rand opens at the Clique, New York, March 17. . . . Bill Finch, baton twirling artist, represented by Seymour Shapiro, is booked into the Bowery, Detroit nitery, by the Amusement Booking Service.

Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), left Chicago Friday (11) to attend the NAAPPB's annual insurance committee meeting in New York. From New York, Huedepohl will go to Boston to attend the New England Association of Amusements Parks meeting. . . . Charles (Kid) Koster, old-time advance agent of the Buffalo Bill, Barnum & Bailey, Walter L. Main, Cole Bros. and Hagenbeck-Wallace circuses, as well as having been associated with various other outdoor amusement enterprises, has just finished a stretch in advance of the Bob Hope Show and is back at his home on the Coast.

Vernon D. Platt, manager, Somerton Springs (Pa.) Pool, infos that preparations for the season are nearly complete. Spot has a ballroom and caters to picnic groups. . . . Charles Bochert, manager, Minneola (N. Y.) Fair, reports that the annual 1949 annual will feature three new exhibition classes. They are a 4-H Club live stock division; knitting and crocheting by men, and an exhibition of golden hamsters.



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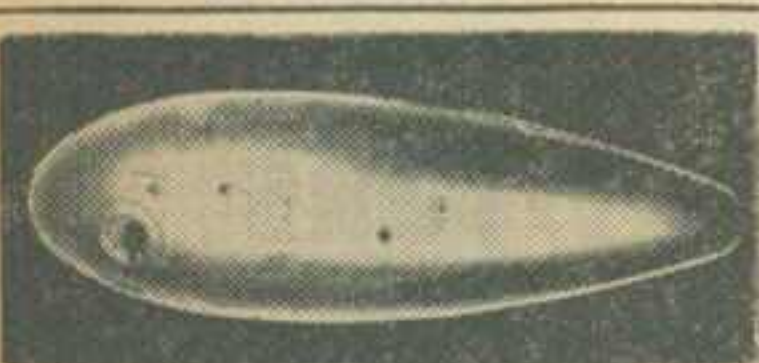
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Recent Lawsuits Reviewed:

Vital Outdoor Showbiz Cases Briefed as Guide to Executives

By Leo T. Parker

Recently, the higher courts rendered several outstanding decisions likely to assist owners and officials of circuses, carnivals, traveling shows, amusement parks, fairs and other places of amusement to avoid legal controversies. Not a few of these citations may be used advantageously to win unavoidable lawsuits.

To provide an easy-to-understand briefing of these decisions, "The Billboard," as a trade service to outdoor show business, engaged Leo T. Parker, an attorney at law specializing in the briefing of outdoor show biz cases to compile a review of recent important cases. This is the second of a series of three reviews.

IN THE United States the law is established that the right of a purchaser of a ticket to enter and remain in a place of amusement as a theater, circus, race track, private park, etc., is a mere revocable license. Hence, the proprietor of an amusement enterprise may deny admission to anyone, and a person having entered may be forced to depart on request, and if he refuses to depart, he may be removed with such force as is necessary to overcome his resistance. This is the law in all States where no special laws regulate these rights of patrons. For example, in *Terrell Wells Swimming Pool v. Rodriguez*, 182 S. W. (2d) 824, it was shown that the proprietor of a swim pool in Texas refused to admit certain persons to the pool because of their Hispanic or Mexican descent. They sued the proprietor.

The higher court held that in Texas, where it is not lawful for a proprietor to refuse admission to any and all persons whom he does not want to enter, persons who are refused admission cannot recover damages. This court said:

"The law in this State is well settled that the proprietor of a place of amusement, which is privately operated, can refuse to sell a ticket to and may thereby exclude any person he desires from the use of his facilities for any reason sufficient to him, or for no reason whatever. If a ticket has been purchased by a person whom the proprietor desires to eject from the premises, this may be done by refunding the price of the ticket and not using unnecessary force to make the ejection. A ticket . . . is merely a revocable license."

Also, see *Madden v. Queens*, 72 N. E. (2d) 697. Here a man named Madden was refused admittance to a place of amusement in New York. He filed suit, but the higher court refused to hold in favor of Madden, saying:

"Proprietors of private enterprises, such as places of amusement and resorts, are under no such obligation,

enjoying an absolute power to serve whom they please . . . The common-law power of exclusion continues until changed by legislative enactment."

Trainer Suspended

Modern higher courts consistently hold that horse racing is affected with a public interest and is subject to reasonable governmental regulations and control. Hence a State law is valid which places responsibility on a racing horse trainer to know that his horse has not been fed any narcotic, stimulant, chemical or drug.

See *State v. Baldwin*, 30 So. (2d) 361. Here a State law was litigated which provides that a racing horse trainer is an "insurer" of the condition of a horse entered in a race.

The higher court held that the commission could legally suspend the trainer and in addition the foreman, in charge of the horse, the groom and any other person who had the care of the horse entered in a race when stimulated with any narcotic, drug or chemical of any kind.

Spectator Injured

Considerable discussion has arisen from time to time over the legal question: If a spectator at a sporting event gets injured is the proprietor liable in damages?

In the late case of *Dusck v. Carter*, 52 Atl. (2d) 788, the higher court held that a patron does not assume the risk of ordinary dangers. In this case the testimony showed that one of the wrestlers in a match threw the other thru the ropes onto a spectator who received severe injuries. He sued the promoter of the wrestling match for damages. The jury awarded the spectator \$150 damages. The higher court held that the damage allowance was inadequate, saying:

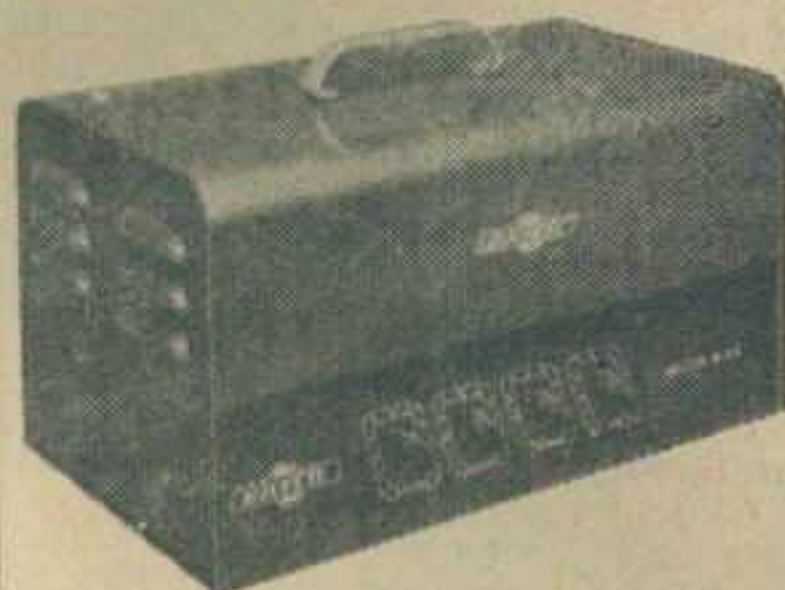
"It cannot be held as a matter of law that the plaintiff (Dusck) assumed the risks of the danger which resulted in his injury. . . . If it is true that one of the objects of wrestling is to throw a wrestler as far as possible from the ring, such purpose can be said to be a matter of common knowledge, and we so hold. . . . That \$150 is grossly inadequate to compensate the plaintiff for the damages he sustained is self-evident."

\$87,575 Damages

Modern higher courts consistently hold that if the proprietor of a place of amusement proves that he made reasonably frequent inspections of the premises he exercised an "ordinary" degree of care to discover and remedy dangerous or defective condi-

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tions and no liability exists for injuries to patrons. Otherwise, the proprietor is liable.

In Johnson v. Long, 180 Pac. (2d) 31, the testimony showed facts, as follows: One Johnson was injured when an overhead door fell on him. He proved that the carpenter who installed the door did not tie the end of the wire cable securely to prevent it from unwinding. Also, Johnson proved that the proprietor had not inspected the door before putting it in use.

The lower court granted Johnson \$87,575 damages. The case was appealed but the higher court approved the verdict.

This court explained that this proprietor could have avoided liability if he had proved that he used ordinary care and inspected the door. Altho he may not have discovered the defect, yet he would not have been liable because a proprietor who regularly inspects premises is not expected by law to discover and repair hidden defects.

No Admission

Modern higher courts consistently hold that the proprietor of a park into which no admission charge is made is not liable for negligence of his employees.

For illustration, in Pohland v. Sheboygan, 27 N. W. (2d) 736, it was shown that a patron was injured when a toboggan on a slide ran into an obstacle.

The higher court refused to hold the proprietor liable because the testimony showed that no admission was paid by patrons who used the park and various amusement devices.

For comparison, see Gorsuch v. City of Springfield, 61 N. E. (2d)

898. Here it was shown that a park superintendent carelessly applied a lighted match to the pilot light of a water heater, with the result that there was immediately a terrific explosion of escaped gas which inflicted serious injuries upon patrons in the building. These persons sued for damages for serious injuries sustained.

The higher court held the proprietor liable because admission was charged for admittance to the park, saying:

"Under the evidence, the jury was amply warranted in finding that the park superintendent was negligent in attempting to relight the automatic water heater without complying with the instructions relating thereto."

Not for Charity

Contracts to operate a place of amusement for charity will not always relieve the proprietor for taxation payments.

In Forehand v. Moody, 36 S. E. (2d) 321, a State law prohibits operation of places of amusement on the "Lord's day unless for necessity or charity."

A man named Rogers leased an amusement place for Sunday only of each week. The lease went into considerable detail stating that Rogers intended to operate the amusement on Sundays for "charity" and Rogers paid the building owner \$20 per Sunday plus 25 per cent of the gross receipts.

The higher court promptly granted an injunction against Rogers operating the amusement on Sundays, and said that the apparent purpose of the lease contract was to escape the State law.

Sacramento School Stadium Is Sought By Midget Race Ops

SACRAMENTO, March 12.—Plans to hold midget races at the Hughes Memorial Stadium are up for consideration before the city board of education. Three race promoters have offered bids for the use of the Stadium. Joe Gomez offered 30 per cent of the gross, and William G. Hunefeld, Stockton, and Joe Williams both offered 21 per cent of the gross.

Hunefeld promoted races at the stadium last year and built a crash wall at his own expense. The school board's cut in '48 was \$24,000.

Owners of property adjacent to the stadium have petitioned the board to reject all proposals for holding races there this year. They claim the noise and dust constitute a nuisance.

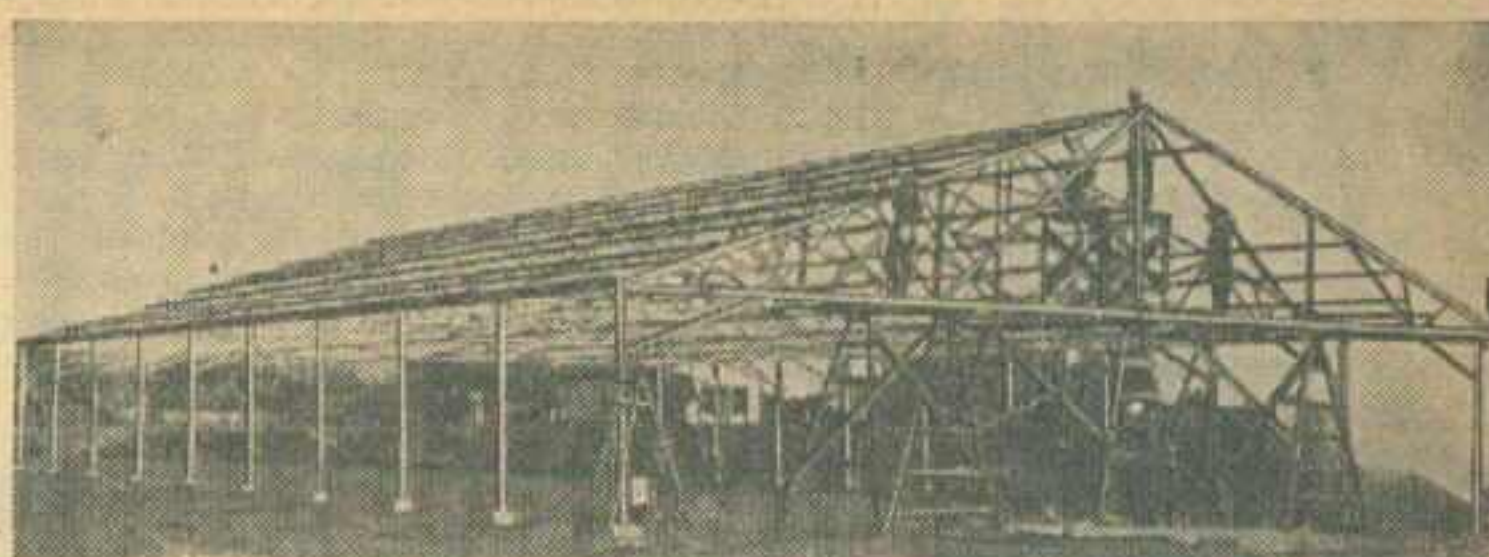
Kentuckiana Expo Plans Under Way

LOUISVILLE, March 12.—Plans for the third annual Kentuckiana National Home Show and Exposition in the Jefferson County Armory here April 22-May 1 are well under way, Joseph Brooks, managing director, announced this week. He said that a deal is pending with John Leer, of the Horace Heidt Productions, Inc., to bring in the Dick Contino Unit to make two appearances daily for the 10-day event.

Each night of the run a new car will be given away, while the prize each afternoon will be a television set. A new home, completely furnished, will be awarded at the wind-up of the event, which will be sponsored by the Associated Home Builders of Louisville, Inc.

Abel Gets Park Job

BIRMINGHAM, March 12.—A. W. (Fess) Abel, long-time YMCA physical director, has been appointed picnic and recreation director for Kid-dieland and Fair Park.



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Birmingham Concessions Bids Will Be Let March 23

BIRMINGHAM, March 12.—Concession privileges for the city-owned East Lake, North Birmingham and Woodward parks and swim pools will be let Wednesday (23) by the Birmingham Park and Recreation Board. F. G. Swaim, board secretary, said sealed bids for sale of peanuts, pop-

corn, candy, souvenirs, and other confectioneries" will be received up to 10 a.m. March 23. Bids will be considered on a flat basis or on gross receipts basis. Successful bidder must pay the usual city licenses. Swaim said all bidders should enclose references as to character and ability. Beer and liquor may not be sold at the city pools and a city ordinance prohibits sale of frozen custard.

Bock Beer Festival With Alfresco Units Nets Red Cross 50G

NEW YORK, March 12.—The Red Cross fund drive hit the jackpot thru the 70th anniversary Bock Festival put on at the 165th Regiment Armory Wednesday (9) night by the New York Brewers' Board of Trade, Inc., and the New Jersey Brewers' Association, with all proceeds going to the Red Cross.

While there was plenty to criticize by the trade in regard to the advance ballyhoo and the actual staging of the affair, it drew attendance that really was astronomical and raked in a take conservatively estimated at \$50,000, all of which will go to the Red Cross.

Less than two hours after the doors opened at six o'clock the influx was such that it was necessary to set up wooden barriers along the sidewalks, establish one-way traffic and call out additional police to handle the crowd, which fortunately was extremely well-behaved. At eight o'clock it was estimated that 17,000 persons were jammed into the big armory, and the total attendance for the festival, winding up at four in the morning, was estimated at 30,000. Admish was a buck, tax included.

Armory Midway

Under the supervision of Norman Bel Geddes, the armory had been given a county fair setting with thousands of electric lights festooned under the high arched ceiling and a realistic midway occupying the drill floor. Balcony railings were covered with a continuous strip of wide canvas on which top-drawer cartoonists had drawn murals of comic strip characters.

The Vivona brothers furnished the carnival equipment, with their brilliantly lighted Ferris Wheel set up at the rear of the hall. The Vivonas also had seven games and concessions set up, all sponsored by some firm or group affiliated with the brewing industry, and gross takes went into Red Cross barrels.

Harry Nelson, Coney Island manufacturer of high strikers, had one of his strength testers on the floor, but winners instead of getting a cheap bit of swag were permitted to choose a dance partner from among a bevy of extremely attractive models and Wally Wanger girls who were perched on a series of huge steps at the rear of the striker.

Music Offered

On a big platform in the center of the drill floor top bands, stage, screen and radio stars, plus choirs, barber shop quartets, bagpipers and other musical groups, put on a continuous performance, but above the din of the huge crowd, little of the entertainment could be heard. Despite this, everybody appeared to be happy and enjoying themselves.

It would be foolish to point out how this huge affair could have been handled more satisfactorily, because it attained its main objectives well—the Red Cross hit a real bonanza, the brewers and their bock beer were given generous plugs in practically all metropolitan papers and those patronizing the affair appeared definitely happy about it all.

The festival is to be staged in Newark next year, with proceeds going to New Jersey units of the Red Cross.

Stories about managers and their building superintendents getting down to brass tacks in winter quarters makes one wonder how the new equipment will be nailed together.

Ayres and Kathryn Davies Move Outdoors April 20

GREENUP, Ill., March 12.—Ayres and Kathryn Davies Circus, which showed indoors here Friday (11), opens its outdoor season April 20 in Dixon, Ill., for a two-day stand. Ayres Davies announced. Org will continue indoors until then.

Show is presented under a 70 with one 30. New this season are a 30 by 70 Side Show, cookhouse and six sections of seven-high blues.

Staff includes Ayres Davies, manager; E. C. Stowell, general agent; Raymond Duke, brigade; Walter Roudenbush, boss canvasman; Harry Rawls, Side Show manager; O. O. Burns, cookhouse, and Ollie Heerdink, concessions.

TENTS FOR SALE

These tents are okay for one year's service if a man who knows canvas will take care of them. They have seen considerable use and are consequently for sale at cheap prices. Prices include top only, no wall, poles or stakes. All hand-roped, rim, ridge and corners, fully leathered holes and have lanyards for 8-ft. poles. As the list shows they will be sold in a hurry and we suggest prompt action.

30x60 Tents

P-62	Round End, Orange-White and Narrow Blue Stripe	\$167.00
P-79	Hip Roof, 8-oz. Olive Drab Duck	180.00
P-94	Hip Roof, Woven Duck Orange and Blue	180.00
P-96	Hip Roof, Woven Duck Brown and Khaki	180.00
P-97	Hip Roof, Woven Duck Brown and Khaki	180.00

30x50 Tents

J-50	Hip Roof, 10-oz. Khaki	\$150.00
N-55	Round End, 8-oz. W. P. Khaki Drill	120.00
N-57	Round End, 8-oz. W. P. Khaki Drill	120.00
L-5	Hip Roof	150.00
L-6	Hip Roof	150.00
B1-56	1-End Gable, 8-oz. Black Duck	180.00

16x24 Tent

1609	Hip Roof, Army Khaki Duck	\$ 39.00
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16x64 Tent

1637	1-End Hip 1-End Gable } 12.4-oz. Khaki	\$105.00
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20x40 Tents

I-125	Hip Roof, 12-oz. White	\$ 80.00
J-2	Hip Roof, 12-oz. White	80.00
J-6	Hip Roof, 12-oz. White	80.00
J-8	Hip Roof, 12-oz. White	80.00

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J-13	Hip Roof, 4-Bar Brown on White Painted	\$ 75.80
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Pass Bond Bill In Nebraska

\$1,500 performance bond asked of carnivals, agencies and shows inking fairs

LINCOLN, Neb. March 12.—All carnivals, booking agencies or shows contracted by the Nebraska State Fair or any county fair in Nebraska are required to post a \$1,500 performance bond with the secretary of the Nebraska Department of Agriculture as a result of a recent bill enacted by the State Legislature.

Effective February 21, the bill provides that such bond be filed within 30 days after the execution of a contract. Such bond will not only cover the performance of the initial contract signed by a carnival, booking agency or show with a fair but all other contracts made in Nebraska with fairs during the period the bond is in force.

The bill provides that any fair may bring suit under such bond to recover damages sustained by reason of breach of contract. Penalty for the failure of a carnival, booking agency or show to comply with the bill is a fine of not less than \$50, nor more than \$200.

The bill stemmed largely from scattered contract defaults, principally by smaller carnivals, which canceled out shortly before their scheduled appearances at some of the State's smallest fairs.

Sol Bloom, Success In Showbiz, Politics, Dies of Heart Attack

WASHINGTON, March 12.—Rep. Sol Bloom, 78, of New York, succumbed to a heart attack Monday (7) night at the Naval Hospital, Bethesda, Md.

Bloom, who held the chairmanship of the House Foreign Affairs Committee, rounded out 26 years as congressman from the 20th Congressional District of Manhattan. Prior to his political career he had made a fortune, principally thru amusement and real estate enterprises.

Starting from scratch, he achieved success at an early age in various fields of amusement, including acting, songwriting, publicity, promoter of exhibitions, music distribution, theater building, and booker of midway attractions.

Starting work at the age of 10 in a

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 12.—The association is interested in prospects for the passage of H. R. 3245, introduced March 4 in the House of Representatives by Congressman Keating that has for its purpose, among other things, the elimination of the federal admissions tax on tickets selling for \$1 or less. Further information on the subject will be sent to the membership within the near future in the first general bulletin of the year, which also will cover activities of the Public Relations Fund.

Latest information from Washington indicates that the prospects for increased taxes are rapidly fading and are virtually nil. Interest is being indicated in excise tax reduction at the present time, and such reductions have a fairly good chance.

Statistical information on file at the association's offices indicates that, although personal income and corporate profits have dropped thus far in 1949 and are expected to recede further during the remainder of the year, unemployment during the next year and a half will not exceed a total of 4,000,000, and this figure is not considered alarming as there were in excess of two million unemployed persons during the latter part of 1948.

P. S. Kingman Elected Prexy Of Miami IABP&D Group

MIAMI, March 12.—Post Script Kingman was recently elected president of Local 89, International Alliance Bill Posters, Billers & Distributors (IABP&D). H. A. (Kid) Morrison was named vice-president; C. W. (Red) Goehmann, business agent; J. B. Schleifer, recorder; Fred Kessler, treasurer, and Joe Behoff, sergeant at arms.

Others attending the meeting were Lee Conarre, Duke Brownell, Jack Rogers, C. Stanley Fulton, Charley Cohen, Bobby Burns, George (Kaiser) Haines, Harry Marion and Phil Graham.

San Francisco brush factory, he doubled at night as an actor in local theaters. At 13 he went to work for *The San Francisco Chronicle* and also had charge of the box office at the Alcazar Theater. Later he switched to producing plays. When 17 he built his first theater and had an interest in a furniture enterprise which netted him enough money in two years to retire.

'93 Chicago Fair

Joining the promoters of the Midway Plaisance of the Chicago World's Fair of 1893 as secretary, he had charge of several shows, including the famous Little Egypt, for which show he arranged the weird hootchy kootchy melody which for a score of years was heard wherever crotch shows held forth. In addition he composed a number of popular songs, including *Coon, Coon, Coon* and *The Heroes Who Sank With the Maine*—which sold in the millions—and wound up with a chain of 80 music stores and established a leading music publishing firm in Chicago.

In addition to his exploits at the Chicago fair, Bloom served as chairman of the George Washington Bicentennial Exposition of 1932, in New York, and of the Philadelphia Sesquicentennial Exposition, which preceded it.

In 1897 Bloom married Evelyn Heckheimer and in 1903 they moved to New York where he devoted his time to building theaters and apartment houses, retiring from business in 1920 to go into politics. He was elected to Congress in 1923.

Bloom is survived by his daughter, Vera, who had charge of his Washington home, his wife having died in 1941.

Wash. To Seek Federal Funds For Sesquicent.

WASHINGTON, March 12.—Federal funds are soon to be requested for the mammoth Sesquicentennial Celebration planned here for next year, it was disclosed this week. Preliminary plans for acquiring exhibit buildings were sent to congressional district committees this week by Carter T. Barron, local head of Loew's Theaters and vice-chairman of the National Capital Sesquicentennial Commission (NCSC).

NCSC has considered plans either to erect temporary buildings in the vicinity of the Washington Monument or to alter temporary federal office buildings already located near the monument. Final decision on this matter will be made by Congress.

The commission also will request money to build an outdoor theater for the purpose of putting on a gigantic pageant depicting development of the city. Plays and other dramatic productions are also contemplated.

Despite needing funds to get started, NCSC figures the celebration will result in no loss to the Treasury. Revenue from the sale of exhibit space, admissions money and contributions from business men will go to the Treasury to take care of federal money advanced.

New Tax Proposal Would Aid Outdoor Showbiz Under \$1

WASHINGTON, March 12.—A federal excise bill calling for elimination of taxes on all tickets selling for \$1 or less was introduced in the House Friday (4) by Congressman Kenneth B. Keating (R), of New York.

If passed, the bill will benefit nearly all alfresco units, including carnivals, parks, fairs and some circuses. The bill also provides for the dropping of federal sales taxes on luggage, cosmetics, electric light bulbs, and the excise tax on local and long-distance telephone calls.

Max Cohen, secretary-counsel of the American Carnivals Association, which maintains offices in Rochester, N. Y., where Congressman Keating resides, said the carnival industry would approve the bill.

The bill, known officially as H. R. 3245, was referred, upon introduction, to the House Ways and Means Committee.

In introducing the bill, Keating

said, "There are forms of entertainment in the theater, on the concert stage, or in night clubs where those attending suffer no particular hardship thru this contribution to the cost of government. . . . My proposal is to exempt from an admissions tax all tickets costing \$1 or less. The estimated loss of revenue resulting therefrom, I am informed, is about \$350,000,000. Here again fiscal considerations may require some modification in the plan I proposed. I strongly urge, however, that particular consideration be accorded those who pay a few cents, rather than several dollars, for admission tickets."

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6132, 6136, 6140, 6144, 6148, 6152, 6156, 6160, 6164, 6168, 6172, 6176, 6180, 6184, 6188, 6192, 6196, 6200, 6204, 6208, 6212, 6216, 6220, 6224, 6228, 6232, 6236, 6240, 6244, 6248, 6252, 6256, 6260, 6264, 6268, 627

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Tucson—March 24-25, Mrs. Leonard Wixson, Box 2622.

DISTRICT OF COLUMBIA

Washington—March 20, Foley, 2009 Ranstead St., Philadelphia.

ILLINOIS

Chicago—March 25-27, Foley, 2009 Ranstead St., Philadelphia.

KANSAS

Topeka—March 20, Mrs. Glen A. Pennington, Emporia, Kan.
Wichita—March 22, Mrs. H. G. Norton, 421 S. Roosevelt Ave.

MICHIGAN

Flint—March 20, Jane Griffin

MINNESOTA

Minneapolis—March 20, Mrs. Laura J. Montank, 1516 E. River Terrace.

MISSOURI

St. Joseph—March 17, Charles Schaff.
St. Louis—March 19, Francis Gerstner, 7205 E. Lindberg St.

St. Louis—March 20, H. P. Hock, Webster Groves, Mo.

NEW HAMPSHIRE

Manchester—March 19, Foley, 2009 Ranstead St., Philadelphia.

OKLAHOMA

Lawton—March 20, Mrs. Mildred D. Chrisman
Oklahoma City—March 26, Paul B. Berlowitz, R. R. 2, Box 93.
Oklahoma City—March 27, Mrs. Raymond L. Dickens, 4310 N. W. 39th St.

PENNSYLVANIA

Harrisburg—March 19, Oscar P. R. Treder Jr., New Cumberland, Pa.

RHODE ISLAND

Providence—March 20, Foley, 2009 Ranstead St., Philadelphia.

TEXAS

El Paso—March 27, Mrs. Lester L. Jones, 3710 Oxford St.
Odessa—March 30, Aletha M. Conner.



Coming Events

CALIFORNIA

Calexico—International Cavalry's, March 17-19
Oakland Natl Home Show, March 12-20, 1 W. Curry, 1011 Humboldt Bank Bldg San Francisco
San Francisco N Calif Sportsmen's Show March 25-April 3 Mel R Morrison.

FLORIDA

Bradenton—DeSoto Festival March 22-25
Jacksonville Boat & Sportsmen's Show March 30-April 3
Miami-Flower & Garden Show March 9-19
Miami—Miami Home Expo, March 17-29.

GEORGIA

Macon—Pat Cattle Show & Sale, March 22-23 Clark Gaines Chamber of Commerce

KANSAS

Wichita—Police Circus March 14-20, Ben C. Truex, 217 S. Water St.

LOUISIANA

New Orleans-Spring Fiesta, March 13-28 Catherine B. Dillon, 548 St. Peter St.

MASSACHUSETTS

Boston—New England Flower Show, March 13-19, Arno H. Nehrling, 300 Mass. Ave.

MICHIGAN

Detroit—Detroit Flower & Garden Show March 26-31 W. M. Hoy, 4484 Cass Ave
Lansing Antiques & Hobby Show, Women's Clubhouse, March 29-April 1, Slout Service.

MINNESOTA

Minneapolis—Builders' Show March 26-April 3
H. H. Cory, 601 Thorpe Bldg
St. Paul Shrine Circus March 14-20, Walter T. King, Masonic Temple

MISSISSIPPI

Forest Southeast Miss Livestock Show March 17-19 O. S. Redden
Port Gibson S. W. Miss. Pat Stock Show March 21-23 E. C. Newman
West Point N. E. Miss Livestock Show March 31-April 2 Evans & Wooten.

MISSOURI

St. Louis Flower & Garden Show, March 13-24, Lucy T. Kelly, 404 Arcade Bldg.

NEW YORK

Buffalo—Buffalo Sportsmen's Show March 26-April 3 S. Fairbanks, 929 Park Sq Bldg Boston
New York—American Toy Fair, March 7-18 H. D. Clark, 200 Fifth Ave.

OHIO

Cleveland—American & Canadian Sportsmen's Show, March 18-27 A. W. Newman, Public Hall
Columbus Farm & Home Week, March 22-25 G. E. Crane, State University, Columbus
Columbus Grotto Circus, Week of March 28, Frank Wirth

OKLAHOMA

Oklahoma City Oklahoma Sports & Travel Show, March 12-20 James E. Keenan, Mun. Auditorium
Oklahoma City—Okla. 4-H & PFA Livestock Show, March 14-18 E. A. Deming.

PENNSYLVANIA

Philadelphia—Flower Show March 21-26 B. B. Starkey, 1116 Packard Bldg
Philadelphia—Philadelphia Gift Show, March 21-25, George P. Little, 220 5th Ave., New York

RHODE ISLAND

Providence—Farm & Home Congress, March 15-18, Wm. H. Cotter Jr., 310 State House

SOUTH CAROLINA

Florence—S. C. Livestock Show & Sale, March 23-25, J. T. Lazar

TEXAS

Dallas—Dallas Home Show, March 19-26 G. A. Godfrey, 1101 Commerce St.
El Paso—Southwestern Championship Rodeo March 15-20, W. W. Wilson, 310 San Francisco St.

WISCONSIN

Milwaukee—Milwaukee Home Show, March 19-24, John J. Roache, 806 W. Wisconsin Ave.

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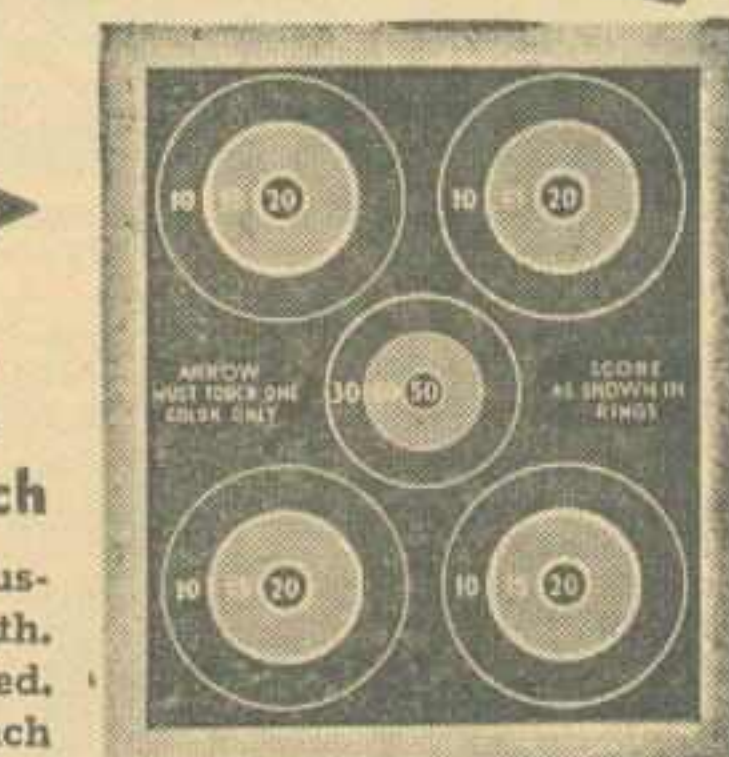
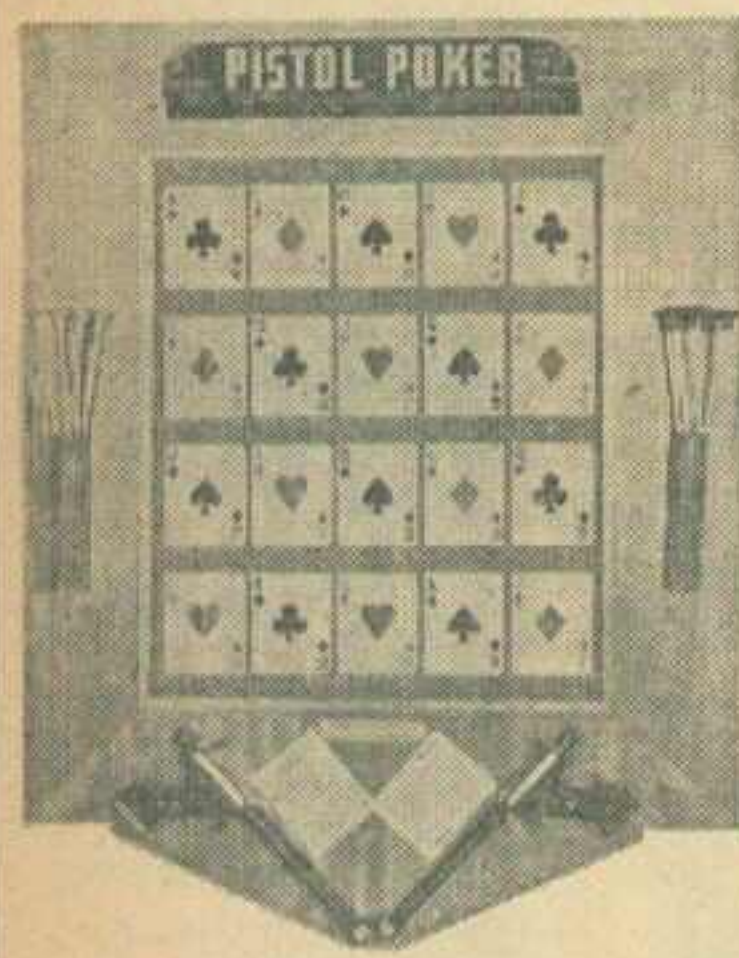
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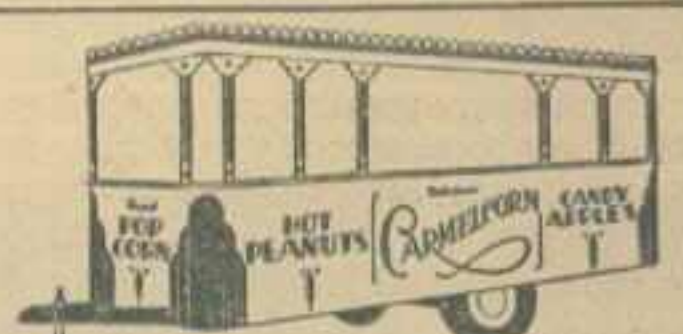
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As evidence of the increase in interest, Waltrip has sold a 48-page program this year as against a 40-page program last year. There is also a heavy advance sale thru the mails.

To pep up interest recently, wives of Shriners, given a sight of valuable prizes given for sale of tickets, have joined with their husbands in furthering sales of advance books. In all, it is estimated that 2,700 men and women are acting as advance salesmen for the event.



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Greater Tampa Showmen's Association

Tampa, Fla.

Ladies' Auxiliary

Social was held February 28. The penny parade grossed \$11.76 and the dark horse, \$11.75.

Mrs. Dolly Young, second vice-president of the Miami Ladies' Auxiliary, presented the club with a satin panel of the picture emblem of the Greater Tampa Showmen's Association and the Ladies' Auxiliary.

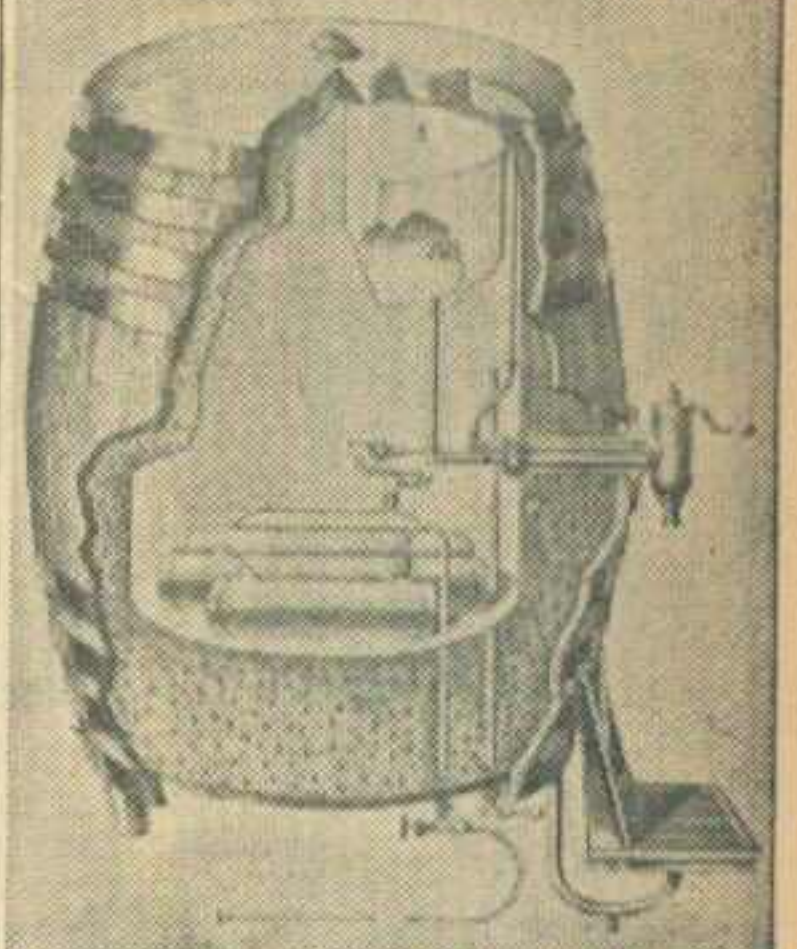
On the entertainment were Beryl Perrot and Esther Young. Lois Sedlmayr won the quiz game and President Jeri Ringlin won the door prize.

A Japanese jacket, donated by Margie Crosby, was won by Loletta Kemp. Auction brought \$34.35.

Refreshments were served by Dena Berni, June Boyles and Polly Pelak.

Nobody objects to a day of dampness more than a woman concessionaire who had to stay at home in her house trailer after having been invited to attend a meeting to weep over high privileges.

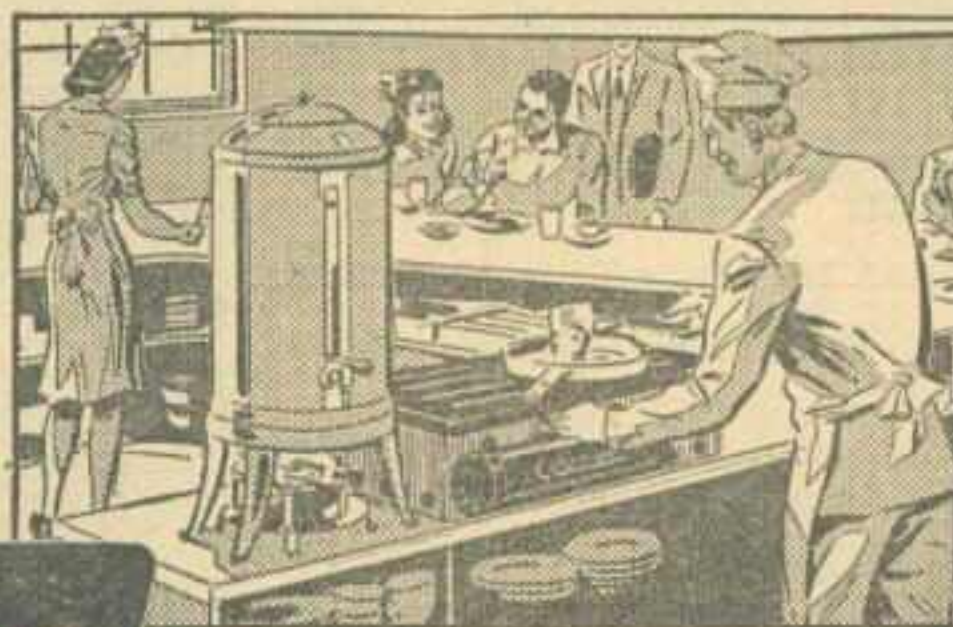
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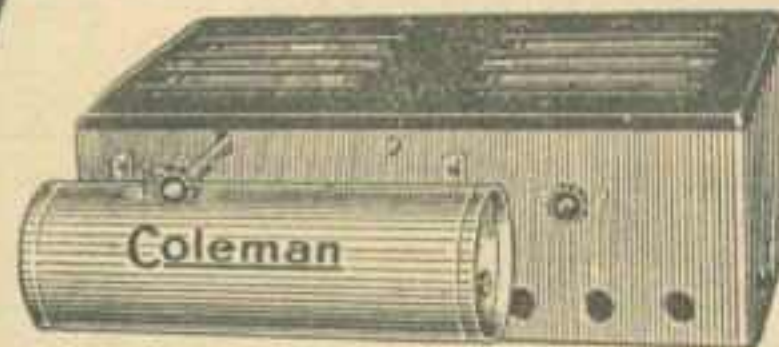
Draws any size drink without turning off handle. 15 drinks per minute. Especially made for fast service at amusement parks, skating rinks, drive-in stands, fairs, carnivals. Automatically mixes perfect drink. A complete soda fountain built into a barrel. 4-cent profit on each 5-cent sale. Write now for prices and literature.

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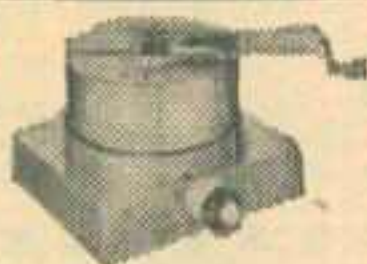
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(Routes are for current week when no dates are given in some instances possibly mailing points are listed.)

- All-American Midway: Robstown, Tex.
- American Eagle: Sumner, Miss.
- American Midway: Fremont, Tex.
- B. & H.: Orangeburg, S. C.
- Big State Am. Co.: Waco, Tex.
- Bistany, Leo: Punta Gorda, Fla.
- Bohn & Sons: Cullen, Ia.
- Burke, Harry: Port Allen, La.
- Burkhart: Strong, Ark.
- Capital City: Carrollton, Ga.
- C. & B. Am. Co.: Poplarville, Miss.; Waynesboro 21-26.
- Craig's Heart of Texas: Brownwood, Tex.
- Crafts 20 Big: (Orange Show) San Bernardino, Calif.
- Crescent Am. Co.: Carthage, Tex.; Kilgore 21-27.
- Crystal Expo.: Fernandina, Fla., 21-26.
- Dickerson: Hortense, Ga.
- Dixieland: DeValls Bluff, Ark.
- Dumont: Jacksonville, N. C., 17-28.
- Dupree & Keller United: LaMesa, N. M.
- Florida Am. Co.: Waycross, Ga.
- Franklin, Don: New Braunfels, Tex.; El Campo 21-26.
- Gentsch, J. A.: Forest, Miss.; Port Gibson 21-26.
- Groves Greater: Lake Charles, La.
- Harrison Greater: Laurens, S. C.
- Hottle, Buff: Marrero, La., 19-26.
- Kaus, W. C.: Clanton, Ala.
- Kentucky State: Rochelle, Ga.
- Kirkwood, Joseph J.: Thomasville, N. C., 21-26.
- Lawrence Greater: Savannah, Ga., 21-26.
- Magic Empire: Laurel, Miss.
- Midway Attrs.: Edison, Ga.
- Midwestern Expo.: Nacogdoches, Tex.
- Model: Texarkana, Tex., 17-26.
- Moore's Modern: Victoria, Tex.
- Myers Rides: Rochelle, Ga.
- Palace Amusements: Eufaula, Okla.
- Palmetto Expo.: Lockhart, S. C.
- Paul's Am. Co.: Pine Bluff, Ark.
- Pine State: Macon, Ga., 14-26.
- Raftery, James: Southport, N. C.; Charlotte 21-26.
- Rain-Bo: Zebulon, Ga.
- Royal Crown: (Fair) Eustis, Fla.; (Fair) Sanford 21-26.
- Royal Expo.: Bainbridge, Ga.
- Sam's Funland: McBee, S. C.
- Smith Am. Co.: San Saba, Tex.
- Southern Valley: Monroe, La.
- Sparks, J. A.: Bessemer, Ala.
- Starr, Joe: Quitman, Tex.
- Stellar Greater: Dunbarton, S. C.
- Stephens, C. A.: Chester, S. C., 19-26.
- Strates, James E.: Fort Lauderdale, Fla.
- Tassell, Barney: Pahokee, Fla.
- Tivoli Expo.: Batesville, Ark., 17-26.
- United Expo.: Kilgore, Tex.
- Utah Expo.: Bisbee, Ariz.
- Vogt's Southern: Freer, Tex.
- Wallace & Murray: Cordale, Ga., 19-26.
- West Coast: Fresno, Calif., 21-27.
- White Star Attrs.: Tifton, Ga.; Cuthbert 21-26.
- Wolfe Am. Co.: Tryon, N. C., 19-26.

Circus Routes

Send to
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- Beatty, Clyde: El Monte, Calif., 24.
- Davenport, Orrin: St. Paul, Minn., 14-20;
- Sioux Falls, S. D., 21-26.
- Gran Circo Americano: San Juan, Puerto Rico thru March 26.
- Hamid-Morton: Wichita, Kan., 14-20.
- Hoxie Bros.: Citra, Fla., 15; Archer 16;
- Cedar Keys 17; Otter Creek 18; Trenton 19.
- Kelly-Morris: Lincoln, Ill., 15; Fremont, O., 16-17; Sandusky 18-19.
- Lisogar, Roy: (Ashley) Ashley, Ill., 16; (Tamaroa) Tamaroa 17; (Farmington) Farmington, Mo., 18; (Flat River) Flat River 19; (Leadwood) Leadwood 20-21; (Bonne Terre) Bonne Terre 22-23.
- Polack Bros. (Eastern): (Armory) Akron, O., 18-26.
- Polack Bros. (Western): (Medinah Temple) Chicago, Ill., 14-20; (Coliseum) Dayton, O., 23-April 2.
- Rogers Bros.: Clearwater, Fla., 15; Bartow 16; Arcadia 17; Fort Myers 18; Belle Glade 19; Key West 21-22.
- Sparton Bros.: Poulan, Ga., 15; Dakota 16; Arabi 17; Leslie 18; Plains 19; Preston 20-21.

Misc. Routes

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- Henderson-Swank Karston Show: (Gem) Kannapolis, N. C., 16; (Center) Hickory 17; (Royal) Paintsville, Ky., 18; (Cinderella) Williamson, W. Va., 19; (Martin) Martin, Ky., 20; (Ritz) Anniston, Ala., 22; (Ritz) Tuscaloosa 23.
- Herbers & Ragan Exhibit: Memphis, Tenn., 14-19.
- Ice Follies of 1949: (Cincinnati Garden) Cincinnati, O., 16-23.
- Lee's Colored Minstrels: (High School) Weidon, N. C., 21; (James) Goldsboro 25.
- Pan-American Animal Exhibit: Chattahoochee, Fla., 16-17; Quincy 18-19; Blountstown 20; Wewahitchka 21-22; Panama City 23-27.
- Plunkett's Stage Show: Devine, Tex., 14-16;
- Dilley 17-19; Carrizo Springs 21-23.
- Skating Vanities of 1949: (Armory) Rock Island, Ill., 15-20; (Auditorium) Grand Rapids, Mich., 22-26.

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ONE DRUM OF THE NEW IMPROVED

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Pasteurized FREEZING MIX
JUST ADD WATER

ENOUGH FOR \$65.00 WORTH OF BUSINESS

Here's what you do: Send us your check for \$72.50 for One Barrel of 250 Lbs. Net TOTO-MIX, enough for over \$800.00 worth of business. With this order we will send you absolutely free, one 20 Lb. Drum of TOTO-MIX. Act now. This offer is good until May 1, 1949, and we will ship to you at any time up to that date. For references ask old TOTO-MIX users like:

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\$5 to \$50 daily earnings!

Get in the BIG PROFIT popcorn business with this popper—does work of \$500 machine. Can pay for itself in a few days because of its low price, FULLY GUARANTEED. New Gray

Metallic finish, gleaming nickel trim, electric lighted, beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.

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GIVE TO THE DAMON RUNYON CANCER FUND

R-B GOTHAM PREEM APRIL 6

3-Day Stand Skedded for Biller's Bow

Show Opens April 8

MOBILE, Ala., March 12.—Work of building Biller Bros.' Circus at Lakeview Park, nine miles northwest of here, is heading into the home stretch and everything will be ready for the opening April 8 at the Fulton Road circus lot in Mobile, Arthur Stahlman, general manager, announces.

Show, skedded for a three-day stand in Mobile, giving six performances, will move from Lakeview Wednesday (30) into Mobile and stage final rehearsals under the big top. Equestrian acts, directed by Roy Bible, have been working daily and are set to go.

Doc Hall, org's superintendent, reported all seats, with the exception of reserves, are being constructed on the lot here. Hall recently spent a few days in near-by Mississippi forests buying main tent poles and other lumber.

Prince Ki-Fors, Williamsport, Pa., who will have the wild animal act, arrived in quarters and is putting his animals thru their paces daily.

Eva Davenport Sells Her End Of Dailey Show

(Continued from page 60)

According to Davenport, Gonzales business men are going all out for the opening. Plans include a parade of floats and vehicles. Gov. Beauford Jester, along with 25 Texas mayors, will be on hand for the opening.

Convert Army Trailer

An army personnel trailer-coach is being converted into a supply truck for the Dailey advance, said Davenport. Moore said he will leave the railroad advance car in Gonzales or turn it into a show car. "Billposters lose too much time riding trains," he said.

The advance crew will ride seven station wagons and five passenger cars, with trailer coach to be used as a supply train.

The Dailey show this year will go to 28 cars, Davenport reported. Last year the show had 24 cars, plus the advance car.

Minneapolis Shrine Circus Attendance Figure Hits 102,350

MINNEAPOLIS, March 12.—A total of 102,350 persons saw the 13 performances of the Zuhrah Temple Shrine Circus in the Minneapolis Auditorium, March 7-12, L. F. (Bud) Johnson, general circus chairman, announced. The figure, he said, bettered by over 7,000 the 1948 mark of 95,000 persons.

Altho final figure, will not be available until the April meeting of the temple, Johnson said gross receipts will be about 5 per cent higher than last year. Concessions alone, he said, showed an increase in the neighborhood of 20 per cent.

Bob Morton Beefs About Tulsa Weather, Snow and Rain, But Admits H-M Biz Surprising

TULSA, Okla., March 12.—When Bob Morton signed the Hamid-Morton Circus to play the livestock show here he figured the show would have to overcome a lot of obstacles, but that the weather wouldn't be one of them.

The show opened here Tuesday (8) to the accompaniment of a snowstorm. Result was a light house. Wednesday it was cold and the house, while a bit better than Wednesday, still wasn't satisfactory to Morton.

With Thursday came moderate weather and the show played to almost a full one. Friday it warmed considerably and the show sold out Friday night. Given a weather break today and Sunday, the H-M org should have full ones both days.

Housed in the fairgrounds pavilion, which seats 6,500, the show created much favorable comment. And with the advent of good weather, even Morton was forced to smile.

"This was a new venture for us, this playing as one of the features of a livestock show," Bob said, "and I don't mind telling you that Wednesday night, after the light houses we had, I was downhearted. However, with the better weather and the way the ticket sale picked up, this is going to prove a surprising stand."

The show plays a matinee here Sunday, then moves by special train in order to reach Wichita, Kan., Monday (14).

This marked the first appearance of the Hamid-Morton org here in two years. The last time the show played

here it was under auspices of the Tulsa police. Howard Y. Bary handled the date here this year.

Morton said the stand in Kansas City, Mo., the previous week, proved "very good." He reported he inked a three-year contract with the Kansas City police extending thru 1952.

Morton and Omer Kenyon, member of the H-M promotion staff, will vacate next week in Florida.

Polack's Chi Week-End Biz Is a Sell-Out

Good Weather Holds

CHICAGO, March 12.—The story of Polack Bros.' Western Unit in Chicago this year is the same as previous years—big business, especially on week-ends.

Show, which opened Friday (4), had a sellout assured for this week-end. As early as Thursday (10), Shrine officials reported all tickets sold for Friday night (11), Saturday afternoon and night (12) and for the two matinees Sunday (13). Night show Sunday night was expected to be sold out before opening time.

During the week nights business was better than steady. Weather thru tonight proved excellent. Only one night was it on the bad side. That was Tuesday (8) when the rains came. It didn't hurt attendance, however, because of the block seat sales.

The Robertas' mule and the Four Bennies, the Bogino family's second act, were omitted from night performances to speed up the program.

As was the case last year, Polack officials arranged the dates here so that three week-ends were included.

Back Home Again

CHICAGO, March 12.—The Atwell Luncheon Club, mecca for outdoor showfolks when in Chicago, is back home again at the Hotel Sherman Coffee Shop. Harry A. Atwell, president, said this week the club, which had moved from the Sherman to Gibby's for its noon luncheons, henceforth will meet in the Sherman.

Fernandez Show Enjoys Top Biz On Island Tour

HILO, T. H., March 12.—The E. K. Fernandez Circus, featuring Clyde Beatty and the Cristianis, wound up a successful nine-day stand here Friday (11). Opening day, Thursday (3), show had a three-quarter matinee, but it was sellout business the rest of the stand. Matinees were heavily attended, the schools closing thruout the country districts. Kids came from Kohala and Kona, 100 and 130 miles away, respectively.

The org's first stand was in Honolulu where, according to Fernandez, sellout business was the rule. The show then jumped to Maui for a five-day stand. Business there was excellent.

Beatty, following the stand here, returned to El Monte, Calif., for the opening of his show Thursday (24).

Report Says Dan Dailey To Show for Week With Cole

CHICAGO, March 12.—Jack Tavlin, general manager of Cole Bros., who has made no secret that he has been—and still is—trying to sign a "name" performer to appear on the Cole show this year, evidently has decided this year he will use various "names" in the show.

That is the conclusion drawn from the announcement out of Hollywood this week that Dan Dailey, movie

star, will join the Cole org for a week this summer, appearing as a tap dancer on a platform atop an elephant. Tavlin could not be reached to verify the story.

A few weeks ago, Tavlin told *The Billboard* that he had engaged Mitchell Hamilburg, of the Hamilburg Agency, Beverly Hills, Calif., to ink a "name" attraction or attractions for the show.

Prices Again Scaled to \$6

33-day run ends May 8—new specs to highlight birthdays, gold rush

NEW YORK, March 12.—Ringling Bros. and Barnum & Bailey Circus will preem Wednesday night, April 6, in Madison Square Garden here for a 33-day (65 performances) run ending Sunday night, May 8. The length and timing of the engagement is similar to the 1948 date, when the Big Show racked up a record gross estimated at over \$1,800,000.

Business outlook for the date, as seen by circus and Garden execs, apparently is on the bright side, since the record high price level in effect for the Gotham run during recent years is being continued. Asking price for the best pews is \$6, with the eagle perches in the third tier scaled at the minimum \$1.20. In between prices are \$2.50, \$3, \$3.50, \$4.50 and \$5. Moppets under 12 rate half-price ducats for all matinees except those on Saturday and Sunday. The advance sale, originally skedded to begin Monday (14), has been postponed to Monday (21) because of delay in printing.

Spec in Production

This year's principal spec reportedly will feature birthdays, with floats to represent each month and their birthstones. Other floats will depict the seasons of the year. Production is being handled by J. Murray Anderson and Pat Valdo with a corps of assistants.

The menage display this year will be a take-off on California's '49 gold rush. Theme offers unlimited staging possibilities with stage coaches, the pony express and other historical tableaux of the exciting era. It is planned to work all of the Ringling equine stock in this display.

Caged acts, featuring Damoo Dhotre with a mixed group, and Rudolf Mathies's tigers, will again be used. Lillian Wittmark, Danish equestrian, has arrived in Sarasota quarters with three high school and jumping horses. She will have a featured spot.

Merle Evans, musical director, and Henry Sullivan are working on the musical score for the specs and the rest of the performance.

36 Seat Wagons

The Big Show will tour with 36 seat wagons. Two of these are now being used by the Boston Red Sox at their training camp. New menagerie wagons have been constructed on surplus army ammunition trailers. (See R-B GOTHAM BOW page 77)

Macon Shrine Show May Go Outdoor

MACON, Ga., March 12.—Al Sihah Shrine Temple's annual circus may go outdoors this year.

J. P. Kennington, past potentate, chairman of the Shrine activities committee, said Porter Stadium, football field, is being considered for an early fall date. For 16 years the Shrine circus has been held in the Macon Auditorium in November.

Recently a new floor was installed in the auditorium which will eliminate use of circus rings on the main floor and Kennington says the next show must be confined to the stage or go outdoors.

THE ROUGH RIDERS RODEO AND WILD WEST SHOW

Fair Secretaries, Parks, Vets' Committees, Carnival Operators, contact us for good, clean, lively entertainment. Several Spring and Summer dates open for Eastern States only.

Can use general Rodeo Help in all departments; prefer men who can do more than one job and work for salary. Need few more Animal Acts, Musicians, Clowns, etc. Want late model Sound Truck. Will buy or trade for late model Buick.

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General Delivery San Antonio, Tex.

CIRCUS BOOKKEEPER WANTED

Must be thoroughly experienced; understand Government withholding forms, etc. Prefer man who has been with R. R. Show, but not essential. State full qualifications, age, experience, etc. Do not misrepresent. Address:

CIRCUS AUDITOR

Care THE BILLBOARD
2160 Patterson St. Cincinnati 22, O.

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DRESSING ROOM GOSSIP

Clyde Bros.

The weather warmed up while we were in Evansville, Ind., but the accident jinx was terrific. At the opening performance, Del Graham, flier, pulled the catcher from the bar and both hit the net. It collapsed, landing them on the wood floor. Neither was badly hurt and both were back the next day. Tommy Bentley fell from his foot-slide the next day, but saved himself by grabbing the rope. That night Laraine Marvel, in doing her double forward in the teeterboard act, missed and landed on the floor. She suffered severe bruises.

The jump to Owensboro, Ky., was short. It rained the last day and nearly everyone had to be towed from the parking places.

Nana Hanneford celebrated her birthday in Owensboro. At the conclusion of the riding act the band played *Happy Birthday* and she was presented with two bouquets and presents.

Gracie Hanneford is assisting Tommy Bentley in his wire act. The new wardrobe for the aerial ballet arrived. Julian West continues to smile thru all his difficult situations. His wife, Clara, seems to be guardian of the troupe. Roy Atkinson has added a cap pistol to the safe gag. Happy Johnson never fails to get the big semi in on time so that Shorty Lynn's men will have time to unload and set the show.

Visitors included Chuck Satejo and Mr. and Mrs. Eddie Parkinson.—**LAURENCE CROSS.**

Hamid-Morton

Joe Basile is playing the latest hit tunes. Sa-So's new gag is one of the hits of the program. He is the mail man and *The Billboard* sales agent. Caldonia is doing a good job in the elephant act. Assisting Joe Hanson are Patsy Knight and Sherry Sumner of the aerial ballet. Bob Morton is doing a swell announcement of the passing leap in the Flying Romas act. Picture of the Flying Hartzells appears in the March issue of *Coronet*. Mike Malos and Fingers Castle are the prop bosses. Karl Erickson recently went to Windsor, Ont., to get

Polack Bros.' Eastern

New York was the center of a shopping spree by show's personnel. Irene Lafferty and Marsha Lewis went wild on the women's side, with Al Hyman, Nate Lewis, Gene Randow, Hubert Castle and Henry Kyes holding their own. Night life also was hit hard, with *Kiss Me Kate*, *Private Lives* and *Howdy, Mr. Ice* grabbing top honors.

Because of the small stage in Brooklyn, the Aerial Charltons, Flying Wards, aerial ballet and Ernie Wiswell were omitted from the bill. All went ahead to Lansing, Mich.

When Adolph Delbosq came down with pneumonia, his daughter, Clara, worked *Serenade II* alone. Delbosq skipped Lansing, but will open in Akron.

Visitors included Mike Berosini and family, Mr. and Mrs. Frank Cromwell, La Broc and Bernice, Lois and Dexter Kluge, Nate Lewis' father and niece and Harold Barnes with his father and mother.

Dennis Stevens, spying a place off Broadway selling live turtles, promptly bought one, had his name written on its back, and mailed it to Kinko, the present bug man.

There were gay festivities at Greenwich Village's 181 Club. Participating were Edythe Boyd, Mrs. Randow, Gene Randow, Al Hyman, Irene Lafferty, Whitey Boyd, Nate and Marsha Lewis, Fred and Betty Proper and Dennis Stevens.

Betty Brasno made a trip to Florida and back before the show opened in Brooklyn. Zenko Malikova added two new capes to her wardrobe.—**BILLY BARTON.**

his visa. He will be a citizen in two years. On the sick list recently were A. Gautier, Willard Bitting, Mr. Walkmir, Francis Valente and Roland Erickson. Recent visitors were Lew Dufour, Jack Bray, Micky Blue, Vivian Nelson; Ken Miller, of Miller Bros.' Circus, and family of Mary Romas. Mary's brother, Johnny, has joined the Romas troupe. Johnny Welde bought a new 1949 two-ton truck.—**PEACHES O'NEILL and CONCHITA.**

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Blue Shirt, Fla.
March 12, 1949.

Dear Editor:

Upon our arrival at Penny Pitch, Ga., last Monday, the lot was filled with trucks and house trailers. The trucks carried no show title but from the unpainted lumber and from two chambermaids we learned that they were the property of Pitch & Win's Combine of Fun Booths and Midway Amusements. One of the maids said that she had resigned as queen of pets to take an active part in a Hawaiian production, billed as Lizzy Schmidt's *Blonde South Sea Islanders*, and that the shows were booked to open Tuesday on the same lot.

Several carnival trucks had to be pulled off the lot to make room for our circus to set up. However, a woman living in one trailer refused to move or to let us move her jungle-up-buggy, because she was the carnival's featured dancer and tassel twirler and her uncle was a constable over at the county seat. To avoid a political rumble the combined dressing room and menagerie top was put up over her trailer, which made this the first circus to combine tassel twirling and ladder swinging in one dressing room.

When the parade left the lot everything was serene, but when it returned there were 10 grease and juice booths erected along the street's curb. Our legal adjuster rushed to the city hall to get them sloughed, but the

mayor advised him that the midway had paid a six-day license. That made them legal.

Returning from parade our bull, Crumbwell, was staked in his usual location in the combined menagerie and dressing room tent. The tassel twirler raised hell because the elephant's rear was at her door and, according to her, the bull insisted on scratching his rear by rubbing against her trailer. The boss refused to move the elephant, claiming that he did not recognize squatter's rights. Suddenly the twirler's constable uncle appeared bringing a writ from the county seat to force us to move Crumbwell. Our legal adjuster was one jump ahead of him. He had a member of a humane club on hand to back up the bull by saying that to refuse an animal the right to scratch his rear was an act of cruelty to a dumb animal, and so it stood.

That day the Side Show, the med show concert, the Big Show and Track Swing's Merry-Go-Round (located in the center ring) and Geek Show grossed heavily. At teardown the carnival manager flashed a contract signed by Track Swing, which read, "Party of the second part agrees to book Merry-Go-Round and Geek Show at 50 per cent starting March 7 at the opening stand of the Pitch & Win Shows."

While the train was being loaded, Manager Upp argued pro and con, and as the train slowly pulled off the siding, headed for Florida, the boss

Polack Bros. Western

Everyone is enjoying the stay in Chicago. Most of the folks are staying at the Berkshire Hotel, located across the street from the Medinah Temple. Otto Griebbling joined here and will be with us from now on.

Detroit has its 29 Club but Chicago has the King's Palace, a clown's paradise. Harry Dann, the Sherman brothers, Griebbling, Bobo Barnett, Billy Griffin, Arlen Beecher and the writer have been kept more than busy with television, radio and hospital shows. The writer made two radio broadcasts in one day.

Sudden thoughts: When it comes to making wardrobe and whipping it up in a hurry, Betty Bell is the champ for my money. . . . Wonder what happened to Griebbling's chicken? Maybe Josephine Madison could tell us.

The writer visited Eddie and Dottie Ward in their trailer and after hospitality received I am going to do an encore, not only to the Ward trailer but all the rest of 'em. Looks like a big season!

Visitors have been more than numerous. Here is a partial list: Carl Marks, Mr. and Mrs. George Hanneford, Kay, Tommy and George Hanneford Jr., Hilda Kurt and Erick Oranto, the Wong Troupe, Mr. and Mrs. Bob Behee, Mr. and Mrs. Herm Linden, Dr. W. H. Conley, Jack Klein, Nat Green, Omer Kenyon, Baline Cristiani, son of Lucio; Nick Frances, Ab Johnson, Jack Bray, Ruth Christensen, Roy Allen, Pat and Tommy Adkins, Ethel Robinson, Mr. and Mrs. Sam Levy, Earl and Hattie Shipley, Buddy and Jean Peterson, Emil and Evelyn, Bert and Corrinne Dearo, Bozo Harrell, Harris Reynolds, the Wallenda Troupe, Mr. and Mrs. Charles Zemater, Billy Senior, Arthur and Dorita Konyot, Phil Bonta, Mike Gasca, Francisco and Delores, the Arwoods, Howard and Wanda Bell, the Shyrettos, Roger Littleford Jr., Hank Hurley and John Joyce, of *The Billboard*; Toni Liu, Homer Hobson and Paul Geyer.—**FRÉDDIE FREEMAN.**

Polack Eastern Unit

Opens Big in Lansing

LANSING, Mich., March 12. — Polack Bros.' Eastern Unit ends a successful four-day stand here tonight. Show was sponsored by Lansing Commandery No. 25, Knights Templar. Show this year played the Boys' Vocational School Fieldhouse, instead of the Lansing Prudden Auditorium site for the show last year. Because of the larger seating capacity of the fieldhouse, run this year was cut from six to four days.

Opening matinee performance Wednesday (9) drew an overflow crowd. Night show drew capacity. Attendance the rest of the week was capacity and near-capacity.

Adolph Delbosq was unable to perform here because of illness.

Personnel overlooked in the naming of persons with the show in an earlier story in *The Billboard* included Terrance Peers and Benny Schweitzer, candy floss; Al Hyman, Harry Johnson and Ernest (English) Hitchcock, popcorn; Fred Proper, concession manager; Joe Easten, assistant; Darby Hicks, ice cream and programs; Al Langford and Ted Zeigler, candy and juice stand; Mr. and Mrs. Mickey Rose and Robert (Pee Wee) Penson, novelties; Skip Manley, box property man; Irish Donovan, Bobby Harrison, Russell Skags, Oscar Jordan, Phillip Shields, Bob Hakes and Boyd Kimes, property men; Eddie Trees, superintendent; William Walden, assistant; Mabel Stark, tigers; Vern Henry, assistant to Francis Hogan; Edythe Boyd, organizer, and Whitey Boyd, drummer in Henry Kyes' band.

swung onto the last car leaving both of Track Swing's attractions on the lot and the grosses of both in litigation in our office's safe. We may henceforth have nothing to show in the center ring thru the loss of the ride, but the show again is strictly a circus.

CIRCUS WINTER QUARTERS

King Bros.

ROSENBERG, Tex., March 12.—With the opening scheduled Thursday (31), finishing touches are being rushed here in quarters. A feature this year will be an extensive wild animal display. Two additional shipments of cage and hay-eating animals arrived this week from New York.

The show will move on 33 company-owned trucks and semis. M. J. McIntyre, assistant mechanic, returned from a visit to Hot Springs, J. P. (Rags) Pugh, who wintered in New York, arrived to assume his duties as boss animal man.

Thomas W. McGee, transportation department, arrived from his home in Greensboro, N. C., for his second season with the org. D. M. Summers, boss carpenter, has built eight wagons and cages. Bennie Wells, boss painter, has almost finished decorating and lettering the vehicles.

Special lithographed paper, heralding the Cristiani family of riders and acrobats, is ready.

Floyd King returned from a trip to New York. Don Beal is a recent arrival from his home in Sarasota, Fla. He brought a truckload of horses. E. H. Rouse, animal man, returned from a trip to New Orleans.

Charles Cohn, treasurer of Dailey Bros., and Jack Knight, banner man with the same show, visited, as did Mr. and Mrs. Bud Anderson, owners of Seal Bros.

Mills Bros.

CIRCLEVILLE, O., March 12.—With opening day, April 16, only a month away, quarters activity hit new speed this week. Return of Jack and Jake Mills from Florida found them in conference with quarters officials, discussing further plans for enlarging the 1949 show, adding newly acquired equipment. The writer conferred in Cleveland with Jack Mills, lining up press material.

Three agents were named to press staff: Martin Whitmyer, Albuquerque, N. M.; Elaine Ford, Tulsa, Okla., and Larry Moss, Dayton.

The press banquet will be given between shows on opening day.—FRED W. STAFFORD JR.

Diamond O Ranch

CANTON, O., March 12.—Owner Tony Diano and Billy Young returned from a combined business and pleasure trip. While away they visited the quarters of King Bros., Rosenberg, Tex.; Bailey Bros., Pine Bluff, Ark.; Biller Bros., Mobile, Ala.; Ringling-Barnum, Sarasota, Fla., and Mills Bros., Circleville, O.

Several big show-type cage wagons are scheduled to arrive within a few days, along with several animals purchased while Diano was in Sarasota. Additional wardrobe also was purchased in Sarasota.

Jimmy Kaaro is putting 16 head of horses thru routines. — BETTY KAARO.

Dales Bros.

UNION, S. C., March 12.—Little Beaver, costarred in Red Ryder pictures, will be the feature attraction on the Dales program this year. Contracts were completed thru T. D. Kemp, of Southern Attractions, Charlotte, N. C. Little Beaver will be surrounded by cowboys, cowgirls and Indians. His part of the show will run 40 minutes.

Other acts will be Dutton's riding act, Willy's jugglers, Bedell acrobatic troupe; Frank Doyle, aerialist; Wolcott's dogs and ponies, Dales' elephants, Bert Pettue's Liberty Horses, and Marie Murry, Lois Dillon, Marion Quinotte, Rozella Wallace and Jane Mosher, track specialties. An innovation will be a six-horse drill with all-girl riders. New costumes have been purchased for an eight-girl aerial ballet. Six clowns will comprise clown alley, produced by Laurence Cross. Charlie Cuthbert again will direct the band of eight pieces.

Tommie Arenz will be in charge of the Side Show. Attractions will include Tommy Thompson, impalement and sword swallowing; Lucille Arenz, big snakes; Madam Geisha, mentalist; La Royale, magic and Punch, and Hambone and his seven-piece Minstrel Show. Mert Morris will have his Wild Life exhibit on the midway. Leo Dales again will manage all concessions.

Harry Boardman will be legal adjuster; William Tumber, secretary and treasurer; Charlie Smith, superintendent; Ralph Mosher, Side Show boss canvasman; Bessie Dales, in charge of front door, and Louie Welford, reserve ticket sales.

Show is being repainted in red, white, blue and gold scroll by Lee Hinkley. Five new trucks have been added—a 33-foot big show sleeper, working men's sleeper, horse truck and two bill trucks.—DORY E. MILLER.



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Koford's Miniature Circus—Sixty-five Wagons, 1/4-inch scale, R. R. Cars, Flats, Tops, Seats, Ring and Draft Stock, etc., fully equipped. Freak Show and Wild West included; 400 personnel and animals. Fine Carnival Attraction, \$700.00 F. O. B.

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SELLES BROS.' CIRCUS
General Agent with car. Clowns and 1 more Act doing 2 or more. Working Men and Chevrolet Mechanic. Will buy 50 ft. Round Top with two or three 20 or 30 ft. Middies. State condition and lowest price.
SELLES BROS.' CIRCUS, Box 117, Etta, Ohio

UNDER THE MARQUEE

E. W. (Red) Lake, retired circus trombone player, who has been with the William J. Burns Detective Agency, Cleveland, for several years, has been transferred to Columbus, O. . . . Earle Caldwell is readying banners for the Clyde Beatty Circus, Pete Kortez Side Show and the A. J. Budd Attractions.

What's going to happen next in circus biz will henceforth be labeled speculation.

Billy Barton was visited by Mr. and Mrs. Herbert A. Douglas, of West Chester, Pa., when Polack Bros. Eastern Unit played Convention Hall, Camden, N. J., recently. . . . Paul M. Conaway, Macon, Ga., attorney and former circus press agent, has been appointed a lieutenant colonel on Gov. Herman Tammadge's staff. Conaway was active in the State political campaign.

The bosses who never stopped to ask a workman, "Are you willing?" are what made the shows of the past.

Eddie Shearer again will handle concessions on Stevens Bros. this year. His brother, Oklahoma Shorty and wife, Beulah, again will have the concert and pit show. . . . Bob Grubbs has his six-horse liberty act working out daily. Act will be booked on Stevens Bros. . . . Ione Stevens has plenty of stories about the various sized fish she caught at Aransas Pass, Tex. . . . Mrs. John Grady, of Stevens Bros., visited her father in Oklahoma City.

Showbiz will be on its way when show people stop fearing that every innovation is going to spoil show business.

Ethel (Mickey) Freeman, wife of Freddie Freeman, clown on Polack Bros. Western Unit, is working in the loop number on the show. . . . Cole Bros. steam calliope was featured in The Louisville Courier-Journal magazine section Sunday (6). Story was written by Joe Creason. One picture showed Bev Kelley, Mr. and Mrs. Zack Terrell and Jack Tavlin standing in front of the steam organ. . . . Beers-Barnes Circus has added an electric organ to its equipment.

An old-time manager said that he never had any trouble handling workmen. He failed to add, however, that it was seldom that he left the office wagon.

King Bros. has been contracted at Gladewater, Tex., for April 8, auspices of Junior Chamber of Commerce. Tom W. Patrick and William Randolph handled details for the auspices and M. M. Fleming represented the circus. . . . Bob Dickman recently called on his old friend, Bill Van Eten, who has a broken kneecap and is resting at Mary Berka's home, Montgomery, N. Y. . . . Clyde Carlton, No. 2 Car manager for R-B, stopped in Chicago for a few days last week en route to New York from the West Coast.

When we were kids the old folks at home told us about the bear and the ground hog, but not how a trouper spends the winter.

Walter L. Main, who is vacationing in Havana, drops a line to say he caught the "Gran Ballet Espanol" in the theater operated by Santos and Artigas. . . . Doc Waddell reports he held remembrance services for Eddie Spring, candy floss concessionaire, who was killed in an auto accident in Texas, and Billy Watson, who died in Lake Worth, Tex. . . . Paul Hubbard writes he will have the Side Show on Burling Bros. this season. Side Show will have five cages of wild animals and Hubbard and his wife will present four acts. At present the Hubbards are playing schools in West Virginia with their magic show.

You can always tell a beginner by the way he looks at the faucets in a berth-car washroom to see if they're marked Hot or Cold.

Mr. and Mrs. Herb Walters are back home in Hugo, Okla., after wintering in California. . . . Mrs. Overt Miller is vacationing in California. . . . Mr. and Mrs. Mel Lewis were recent Hugo, Okla., visitors. They will have their Side Show on Kelly-Miller Circus this year. Lewis says he has several new platform acts contracted. . . . Mr. and Mrs. Don (See Under the Marquee on page 77)

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FOR COOKHOUSE—Steward, Cook, Waiters.
BOSS PROPS, also Property Men. **HEAD USHERS**, also Ushers. **FRONT DOOR MAN**. **SIDE SHOW BOSS CANVASMAN**, Assistant Boss Canvasman for Big Show. Seat Men, Riggers, Sallmaker, Workmen, **COME ON**.
CHEVROLET MECHANIC with tools; must be ready to start now.
WRITE, stating lowest salary, to
JACK MILLS, 1726 Coventry Road, Cleveland Heights, Ohio

Gotham Spots Score Big in Mild Weather

Food Stands Caught Short

NEW YORK, March 12.—With the temperature hitting a high of 53 degrees last Sunday (6), New York enjoyed a brief preview of spring which resulted in big turnouts at Coney Island, Rockaway Beach and the Bronx Zoo.

Coney Island drew the biggest crowd, with good biz for all rides, eateries and concessions which operated. Rockaway Beach also attracted a crowd of Boardwalk addicts but few rides or concessions were open. The Bronx Zoo registered exceptionally high attendance for this time of the year, with a gate of 30,000.

Coney Island caterers were caught unprepared for the early season crowd and several large lunch stands were forced to close around mid-afternoon when their supplies had

Big-Hearted Bennie Weiss, Corn Game Op, Bingoed Early in Life

(Continued from page 60)

up hoops in a Hoopla. Later he graduated to work a Japanese roll-down for Joe Wagner.

Bennie got his education the hard way by attending school in the off-season. At 18 he had pyramided enough points to graduate from a Brooklyn high school with, for the times, a good education. Since then, because of an alert mind, he has greatly embellished his store of knowledge in a wide range of subjects to put him on an apparent par with the average collegiate.

40-Year Spots

Eddie Kojaw, operator of a line of concessions and girl shows, first took Bennie on the road. Since then he has tramped without interruption

been cleaned out. Even Feltman's big eatery ran out of milk and cream prior to 5 o'clock.

Covered Spots Get Biz

While the turnout at Coney Island was no record-breaker, a chill breeze drove the crowd from the boardwalk to the more sheltered spots, such as Feltman's, penny arcades, rides under roof, and enclosed eat and drink spots, which all registered brisk business.

Feltman's drew the largest crowd, with all of its Surf Avenue eat and drink units, candy stands and big Merry-Go-Round getting big play. Miniature golf course and speedy Miniature Railway at Feltman's were also operating and drawing good business.

Boardwalk section at Feltman's is getting a new set-up, with big pony ride track taking over former parking space and several kiddie rides being installed along Boardwalk frontage formerly used for pony track and private parking. Main dining room at Feltman's is skedded to open May 15, with indications that a new policy more in line with Coney Island spending level will be given a trial.

50G Allotted for Bear Pits at Vancouver Zoo

VANCOUVER, Wash., March 19.—First section of a nurseryland zoo will be built this year as part of a \$400,000 park board improvement program in Stanley Park.

P. B. Stroyan, superintendent, said animals will be housed in as natural an environment as possible. This year's plan is to spend \$50,000 on new bear pits of the barless cage variety. Their new site will be finished in cement and rocks. In future years lions and tigers will be similarly housed.

A. C. Luxury Levy Take In Jan. Off 9G From 1948

ATLANTIC CITY, March 12.—Luxury tax collections, this resort's indicator of business conditions, fell off \$9,295.82 for January, as compared with the same month a year ago.

Allen Weisenthal, luxury tax administrator, announced that during January the resort received \$51,340.65 in taxes on hotel rooms, amusements and liquor, and \$15,086 in taxes on cigarettes.

Plan Centennial Cele For Fair Oaks, Calif.

FAIR OAKS, Calif., March 12.—The Fair Oaks swimming pool committee is mulling plans to stage a centennial festival this spring to finance a local plunge. Robert Massey, chairman, has called a meeting of civic and business organizations to discuss the project.

Tentative dates are May 20-22.

to chalk up the noteworthy record of playing Allentown, Reading, Bloomsburg and York, Pennsylvania's big four among fairs, for 40 years. Spartanburg and Orangeburg, South Carolina, have harbored him for 38 years.

"I played Columbia, S. C., for 25 consecutive years up to 15 years ago when the bingo was first sold exclusively to the carnival. The only fair I ever lost was Hagerstown, Md., after 37 years of operation. It happened when Harold Bestor, the president, died and Charles Wolf, the secretary, quit. I'm naturally quite proud of my record," Bennie says with becoming modesty.

Bennie was tagged "Big Hearted" 30 years ago by Senator Mills, then secretary of the Athens, Pa., Fair. One of the senator's acquaintances won a blanket and chose one with an unusual design displayed at the very top of Bennie's 30-foot jam store. Bennie stopped the play long enough to get a ladder to reach the prize and hand it down and for this he was awarded the much prized monicker. "My competitors say I got the name because of an enlarged heart," Bennie quips.

Missed Few Shows

The list of shows with which Bennie has had concessions gives a pretty good picture of the time and territory he has covered to date. Among the orgs he can call from memory are Walter K. Sibley, Benson & Berger, Cook's Victory, Leon W. Washburn, Zeidman & Polly, Endy Bros. (with both the father and sons), Ben Williams, George Travers, Otis L. Smith, William Glick, World of Mirth, Oscar Bloom, Cetlin & Wilson, Harry Heller, Mighty Sheesley Midway, Rubin & Cherry Exposition and the Conklins in Canada. He had the entire midway with the last two. Currently he has units with Hennie Bros. and Dodson's Imperial shows.

Once from necessity Bennie had to form his own shows to have a place to light with his concessions. He had as partners at different times P. S. McLaughlin, of Forty Fort, Pa., and Howard Renard, Everett, Pa., both of whom owned rides. After operating from 1926 thru 1939 Bennie quit.

"My first and last love is the concession business," Bennie says. "I've had many offers to cut in on shows, but I'm going to stick to the concession end. And I operate bingos exclusively because I find that people regard the game with the greatest favor."

Invades Cuba

In 1938 Bennie invaded Cuba with the Endys. Since he couldn't speak the language he used Jewish youngsters as interpreters. They taught him words and phrases phonetically and he spouted them hopefully, and apparently correctly, since the bingo alone got money while the three shows and six rides were turning in daily grosses of 20 cents to \$1.

"There was one time I didn't need an interpreter," Bennie recalls. "The Johnny J. Jones Exposition had preceded us and left a big hole used for a diving act right behind my location. A benedaled general approached me one day and threatened to deposit me and the bingo in the hole on a permanent basis unless I paid off \$50,000. Well business wasn't that good and we had to leave.

"We ran out of merchandise soon after opening there. Suitable merchandise at the right prices wasn't available so I hit on the idea of offering lottery tickets, which are legal there, to the winners. When I had to close I had about \$200 worth of tickets left over. In the drawing I missed by one number winning about \$60,000."

Flash Important

Bennie has always sought merchandise with the maximum appeal

Olympic Sports Kiddie Train

IRVINGTON, N. J., March 12.—Spring overhauling at Henry Guenther's Olympic Park is well under way, with rides and buildings being renovated and redecored.

Mild winter resulted in only minor damage to the park's picnic grove. As the entire grounds were raised and leveled off prior to last season's opening, little work will be required to put the park in top form this spring.

Principal new ride to be installed at Olympic this season will be one of the National Amusement Device Company's streamlined Miniature Railways, which will be located on a large plot to the rear of the park's Kiddieland, which was formerly occupied by a Funhouse.

Another new installation will be a golf driving range, which has a driving depth of about 30 feet, with balls being driven into targets on a canvas back-drop.

Ex-Op To Pay 94G Garden Pier Tax

ATLANTIC CITY, March 12.—Garden Pier will return to private ownership when the city receives a net payment of \$94,265.35 for it. This arrangement was approved this week by Superior Court Judge Vincent S. Hazeman. The amount represents delinquent taxes of \$120,893.99 due on the pier property since 1943, minus a credit of \$28,628.64 collected in rents by the city since acquiring title thru foreclosure in 1944. Under the transaction, penalties and interest of \$85,109 on back taxes are canceled.

Mrs. Miriam Richman Levin, of Bala-Cynwyd, Pa., who will obtain possession of the pier, was given 60 days by Haneman to pay the net amount and make redemption. After court, her attorney said it was anticipated that Mrs. Levin would make redemption before the maximum 60-day period expired. He added it was her plan to make extensive repairs costing nearly \$200,000 to the property.

for players. In the postwar period, noted both for its shortages of merchandise and big grosses, Bennie stocked up heavily on nylons and later cigarettes only to have the market break in each instance. He learned the importance of flash from John W. Moore, an early operator of big indoor bazaars.

The carnival business is on the upgrade, Bennie believes. "We are now looked up to, instead of down on and the operator is regarded as a legitimate business man."

Principal fault, as Bennie sees it, is the alleged bidding for spots after they are already signed. Competition prior to contracting naturally rates his approval. In this phase of activity he is rated as a pretty strong competitor.

Son in Footsteps

Son Jackie, now in Miami University Law School, is following Bennie's footsteps by getting his education in the off season since he handles the bingo on the Imperial Shows. His wife, Martha, travels with Bennie and he is loud in his praise of her as a real helpmate—a fact soon discerned by even casual acquaintances.

Bennie is a life member of the Elks. He helped found the National Showmen's Association and is a life member and assistant treasurer. He is a member of the board of governors of both the Miami Showmen's Association and the Showmen's League of America.

Just how well Bennie has done may be gauged by the fact that he owns several race horses, all trained by Merrit Puxton. One of them, Felt Hat, won six out of eight starts. His home at 5205 Alton Road, Miami Beach, is luxurious.

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Mich. Gov. Takes Second Round Of Bout With State Fair Board; Freezes Hiring and Contracting

LANSING, Mich., March 12.—A campaign of harassing the Republican-controlled Michigan State Fair board and Republican-appointed fair Manager Hazen Funk—or a move for a better fair (you can take your pick)—is now on by Democratic Gov. G. Mennen Williams, over the State fair operations at Detroit.

The Governor Thursday (10) slapped on a "freeze order" on the hiring of personnel or the signing of contracts by the fair. The order was in the form of a letter from the Civil Service Commission to Funk, in which the commission stated that "all personnel transactions, including persons hired on contracts, would be withheld until further notice," at the request of the Governor.

At the same time, the budget office also was asked not to approve expenditures for the fair until the Governor's office had acted.

Make-Ready at "Standstill"

Commenting, Funk said: "This brings the whole State fair operation to a standstill at a point when time is money." He pointed out that it will take three months to print the premium books for the fair and that unless the Governor modifies his order, copy cannot even be prepared.

The "freeze order" does not affect contracts previously awarded. Included among these are the carnival contract to the Gooding Amusement Company, Columbus, O., and the exhibit and food and drink space-selling contract to Arthur J. Beer, Detroit.

The freeze order was issued thru Lawrence L. Farrell, executive secretary to the Governor. Farrell told *The Billboard* that a study of the entire fair situation is now being made by the Governor. This study, he said, is intended to result in "a plan for operation that will insure future (State or gubernatorial) administrations that untenable conditions as to today will not exist."

Early Contracts Hold

The Governor, three weeks ago, expressed a lack of confidence in Funk, fair manager for the past two years. Funk was supported by the board members, who are appointed on a staggered basis, with half of their terms running longer than that of Governor. Legally, Funk's position is unassailable for the next year or two, but the Governor's freeze order is construed in some circles as a concerted campaign of harassment.

Discussing the specific grounds for the Governor's verbal blast at Funk three weeks ago, Farrell said it was based both upon the Governor's personal contact and upon "information received from persons interested in the success of our Centennial Fair."

Seek Plant for City

Other developments in the State fair picture this week included the introduction of a bill to turn the State fairgrounds over to Detroit, between fairs, for park and recreation purposes.

"There is no sense in letting the property go unused except for specific

functions approved by the State Department of Agriculture," Sen. Harold M. Ryan, Detroit, author of the bill contended, pointing out that "people in Detroit need the grounds for recreational purposes."

Iowa Legislature Ups Aid Limit to Fairs From \$2,000 to \$2,200

DES MOINES, March 12.—The Iowa Legislature this week completed action on a bill appropriating \$175,000 annually for State aid to county and district fairs and sent the measure to the governor for his signature. The Senate approved the bill 48 to 0 after it had been previously approved by the House.

The amount is the same as approved by the Legislature two years ago but the new act provides that the maximum amount that can be paid is \$2,200 to a fair instead of the previous \$2,000 limit.

Mission, B. C., Sets Dates

MISSION, B. C., March 12.—Mission's 56th annual fair will be held August 19-20, it was voted at the annual meeting of the Mission Agricultural Association here recently. Dave Mercer was elected president, Peter Grant and Elmer Beharrel, vice-presidents; Len Turner, secretary, and W. R. Addison, treasurer.

Traer, Ia., Dates Set

TRAER, Ia., March 12.—The Tama County 4-H Fair will be held here August 10-13. The fair was held here for the first time last year in conjunction with the Traer Diamond Jubilee. Because of its success it was decided to hold it here again.

WFA Regional Meetings Set To Discuss Proposed Changes In California Aid to Annuals

SACRAMENTO, March 12.—Regional meetings of the Western Fairs Association will be held this month to discuss proposed legislation to change the formula of allocating State money to major, district and county fairs. The proposal is contained in a bill by Rep. Ernest R. Geddes, Pomona, chairman of the legislative interim committee, which has been studying fairs and expositions. It will be considered at the current session of the California State Legislature. At present each fair, regardless of its size, gets a minimum of \$65,000 a year. Under the Geddes bill (with proposed amendments) some fairs would get more, some less, with all grants geared to their size, population area and other factors.

Would Up Some Aid

The California State Fair would receive a maximum of \$500,000 yearly instead of \$125,000, while the Los Angeles County Fair at Pomona would be upped to \$500,000 from \$125,000, and the San Francisco Cow Palace increased to \$200,000.

However, the bill would provide that these amounts, and all other fair grants could be reduced according to economic conditions. At present the grants are fixed minimums.

At a recent meeting in Sacramento, secretary-managers belonging to Western Fairs Association voted in favor of the basic Geddes bill to change the present formula, but took no action on the exact amounts that should be in the measure.

The regional meetings, set for Fresno, Pleasanton, Orland and Los Angeles between March 14 and March 21, will be held to discuss these amounts, according to J. H. Hindley, (See WFA Meet Set, opposite page)



HENRY J. WHITE, new manager of the Illinois State Fair, Springfield, is no newcomer to the fair field, having long been associated with the county fair at Sandwich, Ill.

Site Acquisition For Sacramento Fair Shelved

SACRAMENTO, March 12.—Acquisition of a new site for the State fair has been temporarily shelved following a meeting of the Assembly ways and means committee this week. Rep. Augustus F. Hawkins, introduced a motion which would instruct the State Finance Department and public works board to delay negotiations for the new site. Committee members passed the resolution which would halt negotiations authorized by the State Legislature in 1947.

In commenting on his motion, Hawkins said: "It seems to me that in view of the financial condition of the State we should reconsider the State fair project." He further stressed the importance of re-examining the (See Sacramento Site on page 103)

Michigan School On Management Set for April 7-8

LANSING, Mich., March 12.—The third annual fair managers and directors school sponsored by the Michigan Association of Fairs has been scheduled for April 7-8 at the Hotel Olds here, Harry B. Kelley, association secretary, announced. Hordon Schlubatis, association president, will preside.

Following the past pattern, the program will cover a wide range of subjects. Chief among the new topics to be discussed is parking automobiles, house trailers and commercial vehicles, with Clinton D. Buell scheduled to lead the discussion.

Other subjects and the discussion leaders include uniformity of classification in premium lists, Carl Mantey; entries and payment of premiums of 4-H classes, H. D. Parish; legislation affecting fairs, Arnell Engstrom; issuing and honoring passes at gate and grandstand, Harold G. Sellers; suggestions for arrangement and supervision of exhibits and the midway, L. R. Schrader, and analyzing contracts between fairs and concessions, R. M. Ossewaarde.

Also sanitation and health supervision, J. H. Snow; stimulating attendance by special days, drawings and prizes, Harold P. Lindsay; how to increase interest in the women's department and women's activities, Moxie Mulrooney; planning fairgrounds improvements, G. R. Lewis; special services to fair patrons by home organizations, Jack Beresma; importance of harness racing, Irving L. Pratt; improving our attractions, Clarence Harnden, and publicity for our fairs, Rose Sarlow.

Taxes May Shutter 4 ESE State Buildings

SPRINGFIELD, Mass., March 12.—State buildings on the grounds of Eastern States Exposition, erected by Maine, Vermont, Connecticut and New Hampshire, probably will be abandoned if West Springfield insists on taxing the structures, it was learned here this week after a meeting of the attorney generals representing the States and town assessors in a closed session.

The attorneys, it was disclosed, said their States had come to the exposition upon invitation of Massachusetts, which had enacted a law making the buildings tax free. They reportedly declared that assessors have no legal right to impose taxes on the buildings, and characterized the move as "grossly unfair."

Fred C. Steele, chairman of the board of assessors, said the arguments presented would be taken under advisement and a decision given later.

Deficit at Amherst, N. S.

AMHERST, N. S., March 12.—Maritime Winter Fair Commission has reported a deficit of \$3,200 from operations in 1948. Renovations to the buildings are necessary before the holding of the annual fair in November.

Warrener Calistoga Manager

CALISTOGA, Calif., March 12.—Edmund Warrener, Sacramento, has been named manager of the Napa County Fair and Horse Show, succeeding Samuel Kellett, resigned.

Midget Autos Draw 1,700

ALBUQUERQUE, N. M., March 12.—The opening of the midget auto racing season in the Rio Grande Sports Bowl here Sunday (6) drew a crowd of 1,700.

Westchester County Skeds Giveaway of Model Home

HARRISON, N. Y., March 12.—A completely furnished model home will be given away at the Westchester County Fair, officials announced this week. The promotion will be tied into the staging of a home show: a planned free feature of the fair.

Altho reservations for exhibit space in the home show were opened only two weeks ago, more than 50 per cent of the space has been sold to date, according to Fred Pittera, managing director.

Wheatland, Calif., Cent. Cele Directors Are Named

WHEATLAND, Calif., March 12.—A board of directors to handle the Wheatland 1949 Centennial Celebration, May 6-8, has been appointed.

Officials include Forrest Pinkerman, chairman; John Furneaux, director at large, and Willis A. Chesley, secretary.

B. C. Association Sets Dates; E. M. Whyte Re-Elected President

MISSION, B. C., March 12.—Dates for fall fairs thruout the province this year were set and officers elected at the annual meeting of the British Columbia Fairs' Association.

E. M. Whyte, Victoria, was renamed president. Other officers named were A. H. Pepper, Ioco, first vice-president; Amos Gibbard, Mission, second vice-president; R. H. Martin, Abbotsford, third vice-president; W. H. Mearns, Victoria, secretary-treasurer, and L. W. Johnson, Victoria, secretary.

Directors named included T. W. Currie, New Westminster; George Brandon, Telkwa; A. B. Ritchie, Salmon Arm; George C. Hay, Kamloops; H. G. Bridle, South Burnaby; C. F. Leslie, Port Alberni; W. V. Mufford, Langley; Rev. C. McDiamird, Ladysmith; N. C. Jorgenson, Lillooet; J. W. Wardrop, West Vancouver; Ian Hepburn, Chilliwack; T. E. Gerhardt, Fort Fraser, and A. H. Dunn, Peace River.

Fraser Valley dates are Abbotsford, August 17-18; Mission, August 19-20; Chilliwack, September 2-9; Cloverdale, September 16-17; Aldergrove, November 2; Agassiz, September 16; Haney, September 8-9; Langley Prairie, September 13-14; Port Moody, September 16.

Lower Mainland fairs: Vancouver Rose Show, June 16-18; Gibson, August 19-20; Vancouver Horticultural Society, October 7-8.

Interior dates: Armstrong, September 12-15; Kamloops, September 20-22; Salmon Arm, September 22-23; Lillooet, September 15-16.

R-B GOTHAM BOW

(Continued from page 71)

They have slanting glass fronts which, it is believed, will afford patrons a better view of the animals. The new cage wagons are short-coupled so that four can be hauled at one time.

Joe Steinmetz, well-known photographer, has been shooting pictures for a planned layout in *Holiday* magazine. Bob Garland, Lou Levinson, Lou Gardner and Dick Simpson have also been taking photos for the program and publicity purposes.

Dennis McMahon, chief field deputy of the Bureau of Internal Revenue, third district, announced Friday (11) an agreement by which price gouging on lower-bracket ducats for Ringling circus performances, during the Madison Square Garden run, would be eliminated.

Conferences between the Garden management, tax bureau officials and representatives of the Treasurers and Ticket Sellers' Union, Local 571, resulted in an agreement to limit the sale of all circus tickets priced at less than \$4.50 to the Garden ticket windows. All of the cheaper tickets have been printed with the warning: "This ticket, sold at the box office, is valueless if resold by brokers or ticket speculators."

Calif. State Fair To Have Kiddieland

SACRAMENTO, March 12.—Kid rides will be separated completely from the adult carnival area in 1949. State fair directors decided at a recent meeting. Midland will occupy an area which formerly housed the Centennial Villa, just inside the main entrance gates on Stockton Boulevard.

A ban against Girl Shows and the sale of beer in the carnival area was also voted by the directors.

UNDER THE MARQUEE

(Continued from page 73)

Whitney are in Hugo getting their giraffe attraction ready for the season. . . . Chief Thunder Cloud and family will be with Stevens Bros. concert. . . . W. M. Powell, well known in outdoor show business, writes from Honolulu that he caught the E. K. Fernandez show there and says business was excellent. Powell left Honolulu for Manila and Leyte to "look things over."

The value of a circus lot's beauty may be judged by the number of retired troupers who go to look at one when there's no show in town.

Al Butler, press agent for Ringling-Barnum, and A. E. (Buck) Waltrip, of Polack Bros. promotion department, were featured in a full-page feature in *The Dayton Daily News* recently. Story was written by Staffer Margaret Sander. Butler, along with John Brassil, was flacking the stage hit, "Annie Get Your Gun," while Waltrip was in Dayton to ready the town for the Polack shows there March 24-April 2. . . . Jack Smith, former Cole Bros. biller, will be back on the road this season with Biller Bros. . . . Eugene M. Haerlin, Dayton city engineer and well known to circus performers and fans, recently returned home from a Florida vacation nursing an injured foot. . . . William J. Lester, Cole Bros. contracting agent, was a recent Dayton, O., visitor.

Raccoon coats were the favorite garb of yesteryear clowns and, according to this winter's weather, indoor circus funsters think they still should be.

Douglas Riggs will furnish two of the feature acts on Stevens Bros. this year. . . . Mr. and Mrs. Don Whitney, of the Kelly-Miller show, are back in Hugo, Okla., after wintering in Texas and Mexico. . . . Billy Snodgrass, auditor for Howard Suez's Clyde Bros.' Circus, was in Hugo, Okla., for a short visit, en route to Riverside, Calif. . . . John Thompson, Canton, Mo., will have the pony ride on Stevens Bros. this season. . . . Vernon Pratt, owner of Hugo Bros.' Circus, reports he is readying several new acts for fall fairs. . . . Mary Thorn is whipping her new dog act into shape for the Kelly-Miller show. . . . Gus Kanerva reports he's repairing and rebuilding his props. . . . Side Show acts booked with Stevens Bros. include Harold Leonard, magician; Chief Barnhill, knife thrower; Jean Brewer, big snakes; Barney Thompson, cartoonist.

Rogers Bros. had two full houses at Pensacola, Fla., March 2, under Shrine auspices. W. T. Richards visited the org at Milton, Fla., and Steve Fanning and Al Hemminway, of Biller Bros., were recent visitors. Jim Stutz was in Pensacola and Brownville, Fla., arranging dates for the Pan-American Exhibit. . . . Billy

Utah Bill Legalizing Pari-Mutuels Passes Sen., Goes to House

SALT LAKE CITY, March 12.—A bill to legalize pari-mutuel betting on horse races in Utah, has passed the State Senate and is up for consideration by the House of Representatives. The bill was designed mainly to aid county fairs and celebrations and the Utah State Fair.

It would allow 5-day meetings in any single county, plus a 10-day meeting in connection with the Utah State Fair here. Control would rest in a State racing commission and the State would profit by a 12 per cent cut on all mutuel pools plus the break on the dime.

If the bill gets by the Legislature, it will undoubtedly be signed by Gov. J. Bracken Lee, who invited consideration of the move in a number of public pronouncements. He pointed out that mutuels are operated already in many locations and that unless they have public approval by their legalization, he will move to halt their wildcat use.

WFA MEET SET

(Continued from opposite page)

Eureka, president of the Western Fairs Association.

Take Stand on Bills

At its Sacramento meeting the WFA went on record favoring a bill to allow night harness racing at fairgrounds, despite opposition from Hollywood Park race track.

The WFA voted against several bills before the Legislature which would affect the race money set-up. Two bills, introduced by legislative finance leaders of Gov. Earl Warren, would put the pari-mutuel betting take which now provides State aid into the State's general fund.

Other bills would increase the State's percentage from the major race tracks and earmark the money for pensions, academies for delinquent children, and several other purposes. The WFA voted disapproval of all these bills.

It also voted against a bill which would allow the San Francisco Cow Palace to be used for professional sports all year 'round, on grounds that if it approved this one it would have to approve the same idea for all fairs. WFA is against this as a general policy, holding fairgrounds are constructed for the primary purpose of showing agriculture, livestock and industry.

Louis Merrill, WFA general manager, was on hand at the State legislative sessions, which reconvened Monday (7) after a month's constitutional recess, to watch all fair bills closely.

Pape and partner, Renee, were married on the "Bride and Groom" radio program February 2. Following a reception at the bride's home in Los Angeles, they honeymooned at Apple Valley, Calif. . . . Dr. R. A. Dean, head of the Nicollet County Fair, St. Peter, Minn., and Milt and Johnnie Herriott were guests of Noel Van Tilburg at the recent Minneapolis Shrine Circus. . . . Harry W. Mason, after visiting Ray Garrison at Owensboro, Ky., and Biller Bros.' Circus in Mobile, Ala., is touring California before leaving for Australia and New Zealand. He will open his summer season in the Midwest. . . . Jack and Ruby Landrus, midget clowns, will appear at the Grotto Circus, Columbus, O., week of March 28, and later at the St. Louis Police Circus.

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SUNNY BERNET

(GENERAL MANAGER)

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LEHIGHTON FAIR

FRANK R. DIEHL, SECY. LEHIGHTON, PENNA.

Walter K. Sibley, NSA Secretary, Pioneer, Dies

(Continued from page 60)

and South America. On several occasions he amassed enough wealth to retire and once did, at the age of 46, with \$250,000. However his unbridled exuberance and enthusiasm for work impelled him always to return to activity in the business.

Started as Usher

A first taste of show business was acquired in Boston, his birthplace, when he left grade school to work as an usher for B. F. Keith. Later he worked as a super in fireworks productions and played bit parts in legit.

He married in 1893 and shortly afterward bought a two-headed baby in partnership with Bill Hicks, then sports editor of *The New York Evening World*. He named the show, the first of its kind, *Taka-Tama*, rented space from the Tilyous at Coney Island and made a killing. The next season he bought out the Karn boys, Cliff and Eddie, who remained with him until their maturity before framing their own Fat Shows, which they still operate. He also built a Snake and a Monkey Show, all of which were presented at Revere Beach, Mass.

With Mrs. Sibley he branched out to play fairs. Because of the difficulty in obtaining enough space for his many units he grouped the attractions in one top to originate the 10-in-1. One of his most ambitious undertakings was the framing of a Water Show at a cost of \$60,000. He made enough money at fairs and with Herber Kline and the Con T. Kennedy Shows to form his own rail org, Sibley's Superb Shows, in 1916.

Retired in 1919

In 1919 he sold his equipment to Frank West and retired with \$250,000. He couldn't stand idleness after a few months and opened a Broadway service bureau. He formed a carnival unit which he sent to Peru. It made considerable money. A later South American venture in association with Eddie Arlington was disastrous.

Sibley successfully operated shows and rides at the Chicago World's fair. Harry Traver persuaded him to go to Brussels for the exhibition there and it, too, was a successful venture. Using snakes financed by Lew Dufour and Joe Rogers, he was one of 12 showmen to last out the 1936 season at the Fort Worth Exposition which was promoted by Billy Rose. He also operated at Dallas. In 1938 he was brought to the Golden Gate Exposition, San Francisco, by Fred Weddleman as assistant director of concessions.

He also served for a short time as manager of Rockaway's Playland, owned by A. Joseph Geist, and was instrumental in the planning of Playland, Rye, N. Y.

Sibley's physical appearance belied his age and his ambitions for the NSA were boundless. Two years ago he raised \$10,000 for a monument which was erected on the club's cemetery plot. At the time of his death he was actively working for the promotion of a fund that would enable the association to buy its own home.

Buddy Bernstel's Girl Show To Open With Kirkwood Org

HARRISBURG, Pa., March 12.—Buddy Bernstel has signed his Girl Show for the Joseph J. Kirkwood Shows. The line-up will include Happy Lindquist, manager-talker, and will feature Jean Foster, strip, who returns to the midway from a winter tour of niteries and theaters. Show will open the season in Thomasville, N. C.

Bernstel, who had the *New Look Revue* on the King Reid Shows last season, again will present a midway show on that org.

Walter D. Nealand Named Head P. A. For John H. Marks

RICHMOND, Va., March 12.—Walter D. Nealand, veteran outdoor press agent, has been named head press agent for the John H. Marks Shows this season. Nealand arrived here from Houston last week and has begun his campaign. Nealand last year was with King Bros.' Circus, and before that was with the Sparks Circus. He was with Marks from 1938 to 1943.

John H. Marks, owner of the org, is well on the road to recovery after undergoing an operation here for the removal of cataracts from his eye.

Best and Wanous Put Three Shows On Jones, Endy

ST. LOUIS, March 12.—Dick Best and Walter Wanous, veteran Side Show operators, have formed a partnership and have signed contracts to furnish three attractions on the midways of the Johnny J. Jones Exposition and Endy Bros. Shows.

Best will manage a Side Show, Snake Show and a South Sea Island Exhibit on the Jones show and Wanous will handle a Side Show, Snake Show and Unborn Show on Endy's org.

Prell To Bow In Fayetteville

FAYETTEVILLE, N. C., March 12.—Prell's Broadway Shows gets its regular season under way here March 31 when it opens a nine-day run. The date is tied in with the annual Flower Show sponsored by the American Legion.

Fairs inked for the org, as announced by Allan A. Travers, general representative, include Butler, Indiana; Somerset and Ebensburg, Pennsylvania; Covington, South Boston, Virginia; Cumberland, Maryland; Greenville, Rocky Mount, Henderson, Monroe, North Carolina; Greenville, Greenwood, Union, Camden, Columbia (colored), South Carolina.

Owner Prell will again be aided by his sons, Joe, Ben and Abe. Patty Finnerty is business manager. Charlie Powell has rejoined the org after an absence of four years as assistant to Owner Prell.

Travers said the org's winter dates in Florida were more than satisfactory and announced plans for a more extensive route next year. Travers also said that this season's still dates will be routed thru entirely new territory.

The building program, under the direction of Abe Prell, will be completed in time for the opening.

Capell Gets Okla. Celes; Sigrest Act Contracted

McALESTER, Okla., March 12.—Capell Bros. Shows have been awarded exclusive midway rights for the annual celebrations to be held in Stillwell and Westville, Okla., R. C. (Bob) Capell announced this week.

He also stated that Charles Sigrest's flying act has been contracted with the shows for the season.

A Happy Correction

S. W. Brundage, an original member of the Showmen's League of America, recently was not listed among the surviving members of the original group which founded the SLA. Mr. Brundage, we are happy to point out, is living, making his home at Miami, where he has resided since his retirement from the carnival field.

Harrison Tabs Healthy Opener

NEWBERRY, S. C., March 12.—An estimated 5,000 jammed the preem showing of the Harrison Greater Shows here Saturday (5). Crowds thruout the rest of the engagement, which ends tonight, have been good with warm weather prevailing.

Org bowed with 13 rides, including kiddie units; 7 shows and 50 concessions. Rides and their foremen are: Merry-Go-Round, Mackie Wilson; Spitfire, Charlie Hellman; Rolloplane, Tony Gasperilli; Octopus, Gene Compton; Caterpillar, Red Kindley; Twin Ferris Wheels, Buck Hellman and kiddie rides, Fred Stovall.

A new Diesel plant was in operation here for the first time. Several new show fronts were presented and all units were freshly painted.

Staff Listed

Staff includes Frank Harrison, general manager; Stan Reed, general agent; Mrs. Frances Harrison, secretary-treasurer; A. L. Whiteside, concession manager; Doc Burns, 48-hour and publicity man; Maxie Sharp, business manager; Leslie Kindley, electrician; J. T. Rice, painter; J. C. Boldrin carpenter, and Chuck Thelt, mechanic.

The date here was well publicized in advance under the direction of Reed with the help of the sponsoring Veterans of Foreign Wars.

Billy Milton's *Circus Side Show* featured the Human Trolley, electrical novelty; Dick Hilbium, quarter boy; Mel Von, magic; Scotty McNeal, ventriloquist, and Betty Adams, half and half, in the annex.

Kid Drifty's *Brownskin Follies* was well peopled and included a band. Unit is housed in a new top with new scenery. Monti Navarra's *Streets of Cairo* is featuring Marie DeVon from the Jersey bistro circuit. Dick Martin has *The Sultan's Harem*, a posing show. Leroy Bros. are presenting a one-ring circus and Wild West and J. F. Salisbury has the *Den of Death*. Fearless Stars are the free act.

Concessions Line-Up

Dutch Whitesides' units and personnel includes: Bingo, Nancy Whiteside, Stanley Jones, U. F. Reeves, Bill Smith Jr., James Whalin; Roll-down, Sammy Ansher, Barney Colt, Irving Goldberg; Clothes Pins, Buddy Fisher, J. Young, Harry Whittle; Bear Wheel, Mae Winnerman; Slum Skillos, Russell Heaton, Harry Devine, James Neil, Al Edwards, Sam Borden; Toys, Al Gernad, Joe Brown, Mike Sullivan; Cat Rack, Mary Allen; Wheel, Joe Carrey; Spindle, Ben Segal; Pan Game, Virginia Sharp; Beat the Dealer, Barbara Brafte; Over and Under, Winnie Edwards; One Ball Color, Al Bradsky; Penny Pitch, Mrs. Stanley Jones.

Independent concessionaires include: Bill Harrington, French fries; Gene Compton, gallery; ball game and penny pitch; Charlie Miller, glass store; J. C. Osteen, grab, cookhouse; W. W. McClenton, penny pitch; Irving Goldberg, apples, fishpond; Jack Kellow, custard; Robert Salisbury, ball game; Frank Wozniak, ball game; Mike O'Shaunessey, fishpond.

American-Canadian Celes Set for July in Me., N. B.

ST. STEPHENS, N. B., March 12.—The American Legion and the Veterans of Foreign Wars of Calais, Me., and the Canadian Legion of St. Stephens, N. B., are planning an Old Home Week celebration to include July 4 (Independence Day) and July 1 (Dominion Day). The celebration will cover Washington County, Me., and Charlotte County, N. B.

Parades are planned for both main dates across the international bridge over the St. Croix River. The program will include a carnival for both sides of the river, sports events and a beauty contest.

Prell in Contract Tangle in Miami

MIAMI, March 12.—The management of Prell's Broadway Shows was forced to curtail activities at a recent stand here in the Little River section after protests against possible noise and traffic congestion brought city officials on the scene.

Sponsored by the Little River Youth Council, which is attempting to raise \$20,000 to complete its building program, the Prell organization reportedly brought in a full-size carnival in place of the few rides and concession stands which had been contracted and licensed. When city officials told the youth council it would either have to eliminate some attractions or pay the full license fee, the midway was reduced to the size called for in the contract. Prell's organization has now concluded its Florida dates and is heading north.

Down River Pact Free Act; Will Hold To Cuffo Gate Policy

DETROIT, March 12.—Contract with the Teeter Sisters, high act, has been signed by Bill Postelwaitte, general agent for the Down River Amusement Company, giving the latter the distinction of being probably the first Detroit org to carry its own free act thruout the season. Show will continue to operate with a free-gate policy, which prevails generally thruout the Detroit area.

The Down River opening has moved up two weeks to April 1, with the show bowing at River Rouge. Advancing of the opening will enable the show to play Ecorse the week following the stand at River Rouge, where it winters.

Back in from a business trip to St. Louis, Owner Severin Hilo and Omar Hansen announced the purchase there of a new caterpillar Diesel light plant.

Winter quarters activities are being supervised by George Schimber.

Perry Opener Set For Camden, S. C.

CAMDEN, S. C., March 12.—Preparations are nearly complete for the skedded March 26 kick-off of the Jack J. Perry Shows under the joint sponsorship of the Red Fez Club and the Kiwanis Club. The engagement is for eight days.

Advance promotion has been aided considerably by the fact that the org winters here. Ben Braunstein, assistant manager, has skedded two kids days, with bicycle giveaways as lures.

Perry has inked the Flying Siegrists (Billy and Rosalie) as the free attraction.

Russell Harms, brother of George Harms, concession manager, is supervising the repair of front end units.

Pan American Animal Exhibit Bows in Fla.

CHIPLEY, Fla., March 12.—The Pan American Animal Exhibit opened the season here Sunday (6).

Personnel includes W. F. Duggan Sr., owner-manager; W. F. Duggan Jr., assistant manager; Jim Stutz, general agent; Leo Cogozzo, Monkey Show; Slim Moore, lot superintendent; Happy Jack Darling, clown, and S. L. Ma' Jr., inside lecturer. Show will play Florida for three weeks and then Alabama on the way north.

Fort Recovery Uses Talent

FORT RECOVERY, O., March 12.—Free attractions and concessions are being lined up for this city's annual Harvest Jubilee July 16-23. Event, as usual, will be held on the streets, with Burleigh Burke in charge of activities.

Lone Star State Leads Nation As Winter Base for Carnivals, Haven for Off-Season Showfolk

By Frank B. Joerling

ST. LOUIS, March 12.—After an extended trip thru Texas, one is convinced that Texans have much to shout about. Not the least is that the Lone Star State is the home of more showmen and the winter quarters of more carnivals than any other State in the nation. The trip thru Texas took your correspondent to many cities, one of which was San Antonio, the winter base of the Alamo Exposition Shows. And the Alamo's set-up was a beehive of activity, an oft used phrase but an apropos one here. Under the direction of Owner-General Manager Jack Ruback, Bill Williams was found at work on a new 60-foot front for the Hawaiian Village; Bill Carr and Jack Oliver supervising a crew in the redecking of three 28-foot trailers; Jimmy Lukens at work on the Diesels; Bob Mays and his crew rebuilding the office wagon, and Bill Clay painting several new fronts.

Alamo Exposition

At the time, Gordon Cizon, nephew of Jack Ruback, also was a visitor. He cut quite a figure in his natty uniform on a day off from school, San Antonio Academy. Also on the scene was Joe Murphy, operator of the Alamo's Girl and Posing shows, who was accompanied by his five-year-old daughter.

Roland Smith, Smith Amusement Company owner, was setting up on a lot in Floresville, a San Antonio suburb, in preparation for an early opening. His trucks were moving equipment from the San Antonio quarters to the lot.

One of the most active showmen noted in San Antonio was A. (Booby) Obadal, in daily attendance at River-view Park, winter quarters of his Texas Exposition Shows. Nights found him at his recently opened night club in downtown San Antonio, where his all-female impersonators were pulling splendid biz.

Gerety in Real Estate

B. S. (Barney) Gerety, retired owner of the Beckmann & Gerety World's Best Shows, was found to be extremely active in the real estate business he entered since his withdrawal from outdoor show business. Gerety is subdividing a large tract he owns in Kerrville, about 25 miles from San Antonio. There he is building and selling ranch-type houses.

At Eagle Pass, Alvin and Lowell Vandike, owners-operators of the Victory Exposition Shows, were making ready to leave their quarters to open the season.

James (Jimmy) Johnson was supervising many improvements at his Playland Park, preparatory to a St. Patrick's Day opening. Operator for many years of the Western Equipment Company, Chicago coin machine manufacturers, Johnson is established in the park business after five years at the San Antonio fun spot.

Mrs. Wortham III

Dave and Sally Stevens, concession operators at both San Antonio parks, were up and around after serious sick spells. Mrs. Belle Wortham, tho, is still confined to her home with a serious illness.

Among other outdoor showfolk your correspondent noted in San Antonio were Ben and Alice Block, C. A. (Pug) Stoltze, Charley Schubb, C. (Stix) Westmoreland, Charles Aaronson and Eddie Boothman. Herman Reynolds, owner-general manager of the All-American Midway Shows, and Louis (Blackie) Ringold, the org's general agent, were found overseeing last minute work on equipment preparatory to their opening at Alice, Tex.

During the Laredo stay, your observer enjoyed visiting J. George Loos, owner of the Greater United Shows, which opened its '49 stand there at the George Washington Birthday celebration. Affectionately known as "the old master," Loos has been a resident of Laredo for the past 20 years and owns his home there. His son George Jr., a senior

at the Texas Military Institute, was in Laredo to visit his parents during the celebration, after which Mrs. Loos left for San Antonio with him to spend several weeks there.

Silver States on Move

James D. Carpenter and Harry Richman, co-owners, and Eddie Davis, general agent, of the Silver States Shows, expressed pride over their fair and celebration route when met while they were en route to Kerrville, Tex., with a fleet of show trucks. The Carpenter-Richman org is to play fairs and celebrations in Colorado, Nebraska, Wyoming, Kansas, Missouri and Arkansas, with its spring dates in Texas and Oklahoma.

On the Loos' midway at Laredo, Joe and Ethel Rosen again had their concessions in operation. Their plastic bird wheel is one of the most eye-catching concessions on the road. The Rosens this season again will be with the Alamo Exposition Shows, making it their third straight with that org. Visitors in Laredo during the cele included Mr. and Mrs. J. L. (Tex) Chambers, bingo and concession operators for the past 20 years with various carnivals and also at the State Fair of Texas in Dallas. They infoed that this year they will operate their concessions on Hill's Greater Shows.

Dip Into Old Mexico

Art Briese and Jim Trevor were at Laredo in behalf of the Thearle-Duffield Fireworks Company, Chicago, which again had the fireworks contract. Briese and Trevor spent considerable time in Nueva Laredo in Old Mexico, with Briese really "savvyng" the Spanish language. From Laredo, Trevor headed back to Chicago, Briese to Florida, thence to the same city.

Hank Gowdy, with the Snappy Greater Shows the past few years, looked after the outside business on the Loos midway at Laredo, while Roy DeLano took care of the office wagon. W. Jack Moore, owner of Moore's Modern Midway, brought in three rides from the shows' Searcy, Ark., winter quarters and they did a good biz during the 16-day Laredo stand.

Shifts to Mexican Caller

Sam Caldwell, who had his Motordrome at Laredo, has contracted to go out with the Alamo Exposition Shows this season. Mr. and Mrs. Vaughn Richardson, who were in charge of Bob Parker's derby game, journeyed to Monterey, Mex., for several days before the Laredo opening, with Vaughn returning with a prize Panama straw hat which he sported daily on the midway. Inasmuch as 80 per cent of the midway patronage was composed of Mexicans, Richardson finally obtained a Mexican to announce the races.

Brownsville, Southwestern border city, is extremely popular with showmen. The weather there is ideal for wintering a show, as it enables only a two-month lay-off between seasons.

Brashear Inks 'Em

Don B. ashear, owner of the American Midway Shows, is top man in the Brownsville area. It is his org which plays the Mid-Winter Fair in Harlingen and which supplied the mid- (See Lone Star State on page 88)

WALLACE BROS.' SHOWS

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CAN ALSO PLACE legitimate Concessions of all kinds. No exclusive except Cookhouse, Pop Corn, Frozen Custard. Will sell exclusive on Basket Ball, High Striker, Photo Gallery and Miff Camp to reliable person who can operate same and get money. Will book any new Ride and furnish wagons to load on.

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MIDWAY CONFAB

Doral Deshon, with his "Follies Show," joined Capital City Shows for the opening of the season in Fitzgerald, Ga. Flossie White and Margie Flynn are featured, with Dominic Marconi handling the front. . . . George, Joseph and Aloysius Geisler bought a new Dodgem and plan to locate it in a park in the near-by Detroit resort area this season.

Lot layout men spend the winter gazing at their feet, noticing how they look without blisters.

E. J. McCown has booked his bingo, coke bottle and glass pitch with Keystone Exposition Shows whose season is slated to get under way in Saluda, S. C., April 2. . . . Lillian Harris writes from Alexandria, La., that she and a group of performers have been playing night spots and theaters in that area this winter. Line-up includes Fannie Binn, James and Rosie Evans, Kid Louis Bardton, Jack Jackson, Barbara Hays and Joe Bass.

A short railroad move is one which comes within a short distance of covering the short expense.

Billie-Lou Timberlake, annex attraction, and James (LeRoy) Hatfield, mentalist, have signed with Glen and Wanda Gibson's Side Show on the 20th Century Shows, which open their season March 28 at Fort Smith, Ark. . . . J. Lee (Buck) Smiles has signed with the Cavalcade of Amusements for 1949. . . . Following a Florida vacation, Mr. and Mrs. James Cyr, concessionaires with Marion Greater Shows, and Mr. and Mrs. R. S. Buffington, bingo operators on Mighty Page Shows, have returned to their Columbia, S. C., quarters.

The number of press agents in showbiz is due to the fact that it is possible to operate a typewriter with two fingers.

J. C. Admire, contracting agent for Wallace & Murray Shows, reports that the city fathers of Marion, Va., have decided there will be no more carnivals on the city-owned lot, the only one in town. Org will not make its Asheville, N. C., stand skedded for April 11. According to Admire, shows will bow at Cordele, Ga.,

March 19 and then play Augusta, Ga., Anderson, S. C., and Forest City, N. C. Shows will enter Virginia the first week in May. . . . Ed Riley, owner of the shows bearing his name, reports all equipment is ready. . . . Dan and Babe Sherwin are readying their show for the season. . . . Casey Smith plans to open his Smith's Greater Shows about April 5.

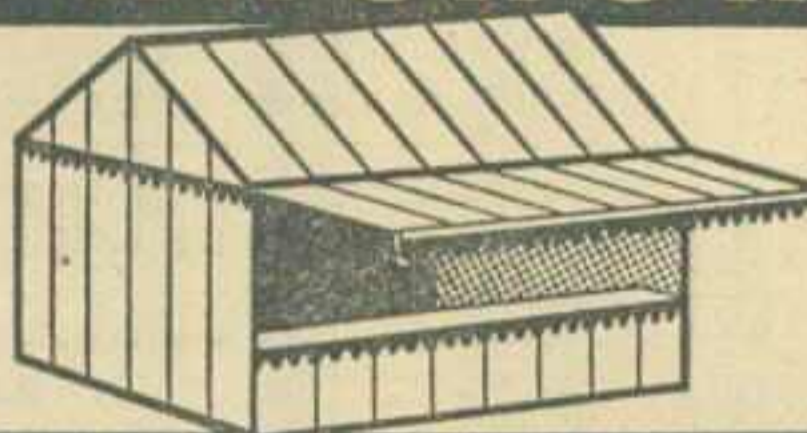
In the good old days the stuff stored in show baggage cars wasn't worth, in dollars and cents, what is now left on lots.

Roy Gries, concessionaire, is confined in Glenridge Sanitarium, Schenectady, N. Y. . . . J. L. Machamer, Salisbury, N. C., has signed as secretary with Rogers Greater Shows. . . . Mr. and Mrs. Chester Levin, of the Midwest Merchandise Company, Kansas City, Mo., attended the New York Toy Fair. . . . John T. Hutchens, owner of Hutchens Museum, will be with Jack Ruback's Alamo Shows. . . . Happy Kiddieland Shows will be in New Haven, Conn., April 26-May 1 and in Waterbury, Conn., May 5-8. Will feature the Hermine Midget Revue on center stage; have four kiddie rides — Merry-Go-Round, Ferris Wheel, pony and train rides, and exposition booths around the barrier of the main floor in the New Haven Arena and Waterbury Armory. Shows will be operated by Cottler & Dargan Expositions.

No show train looks complete on its arrival in a town unless there is a pair of stockings and a pink slip hanging in a coach vestibule.

Bert Fireman, Phoenix (Ariz.) Gazette columnist, recently devoted almost his entire column to a youthful yen to travel with a carnival, how this desire sparked a visit by him recently to the Siebrand Bros.' Shows' winter quarters in Phoenix and the colorful activity he found there. All of which was good publicity for the Siebrand Bros.' Shows, which has been getting a strong advance newspaper build-up for their opening March 21 in Phoenix. . . . Owner-Manager Mickey Stark, General Agent Mickey Rankin and Press Agent Al Gorde, of the Gold Bond Shows, recently spent several days in St. Louis on a buying expedition,

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CORUNNA, MICHIGAN
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MASON, MICHIGAN
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Sanilac Co. 4-H Free Fair
SANDUSKY, MICHIGAN
August 23 to 27

Huron County Fair
BAD AXE, MICHIGAN
Aug. 29 to Sept. 3

Lapeer County Fair
IMLAY CITY, MICHIGAN
September 5 to 9

Emmet County Fair
PETOSKEY, MICHIGAN
September 12 to 17

Western Michigan Fair
LUDINGTON, MICHIGAN
September 20 to 24

Kalamazoo County Free Fair
KALAMAZOO, MICHIGAN
Sept. 26 to Oct. 1

Lagrange County Corn School
LAGRANGE, INDIANA
October 4 to 8

Bronson Street Fair
BRONSON, MICHIGAN
October 11 to 15

RIDE and SHOW CONTRACTS now being let for the above FAIR ROUTE and STILL DATE SEASON, starting at Pontiac, Mich., Tuesday, April 26—CONTACT NOW!

W. G. WADE SHOWS

G. P. O. Box 1488
Detroit 31, Michigan

WANTED

Steam Table Short Order Man, Waiters.

C. FLOYD MELLEN

c/o ROYAL CROWN SHOWS

Sanford, Fla., week March 21.

WANT BINGO HELP

Clerks who can drive semis. Must be neat, clean, sober. Robert (Whitie) Ashbrook, contact; good proposition. All replies:

BOB BUFFINGTON

This week, General Delivery, Ellmore, S. C.; next week, c/o Coffey's Trailer Sales, W. Columbia, S. C. No collect wires. No phone calls.

WANTED

3 Agents for Raffle. Also 3 Agents for Roll Down. Opening April 2 in Athens, Ga., with Shan Bros.' Shows. Write or wire:

SAM BERK

c/o N. S. A., 1564 Broadway, New York City

FOR SALE

Airplane Park-Type Swing. Ride up, ready to operate. 12-Car Mangels Whip, cars, motor, cable, new bull wheel last August, good condition. These Rides must be moved off location. Piecemeal Whip. Real bargains. Address:

TURNER SCOTT

166 S. Ocean Ave. Daytona Beach, Fla.

J. M. McCURDY

Wants for United Exposition Show, Caller for new Bingo; must understand Jackpot. Also Counter Men who know what it is all about, Agents for Alley. If you drink on the job, don't answer; you won't last. Can always place capable Concession Help. All Help who worked for me in former years, get in touch. Don't misrepresent, I don't. Kilgore, Texas, this week; then as per route.

J. M. McCURDY

c/o United Exposition Show, Kilgore, Texas

FOR SALE

Small Carnival #12 Ell Wheel, Smith & Smith Chairplane, 36-ft. Spillman Merry-Go-Round, two 20 Kw. Light Plants, 10 Concession Tops and Frames; will sell all or part. Full information upon request. Want Ride Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Caterpillar; top wages. Prefer men who drive.

PRUDENT'S

AMUSEMENT SHOWS
124 Cedar Ave. Patchogue, L. I., N. Y.
Telephone 315

FOR SALE

Two Smith & Smith Chairplanes with transportation, two sets of Venetian Swings, two 20 Kw Light Plants, four Evans Automatic Roll Downs complete, one Show Front and lot of other Carnival Equipment. Want Ride Foremen for Tilt-a-Whirl, Caterpillar, Merry-Go-Round and Ferris Wheel, top wages.

PRUDENT'S

AMUSEMENT SHOWS
124 Cedar Ave. Patchogue, L. I., N. Y.
Telephone 315

RIDES

Will lease or book 5 Major and 2 or 3 Kiddie Rides.
22 weeks' best Celebrations and Special Events in this vicinity. Mileage about 1000 miles for the season.

Large Bazaar Unit.

Eastern Bazaar Units

c/o The Billboard, 1564 Broadway, N. Y. C.

VOGT'S SOUTHERN AMUSEMENTS

STRAWBERRY FESTIVAL
Poteet, Tex., March 28-April 2
Want Concessions—All Merchandise Concessions open; come on, will place you. Shows—Fun House, Mechanical, Animal. Ride Help—Man to handle Mix-Up; Second Man on No. 5 Ell, must drive semis; other useful Show People. Contact A. B. VOGT, Mgr. Freer, Tex., March 14-19.

then went to Sikeston, Mo., where they took delivery on two new Diesel light plants from the John Fabick Tractor Company. . . . Sam Golden has booked his 10-in-One with Down River Amusement Company. . . . W. M. (Billy) Breese, general agent for John H. Marks Shows, is in St. Elizabeth's Hospital, Richmond, Va., suffering with pneumonia.

When a visiting showman starts talking to do you some good, but is saying the wrong thing. It proves that a showman is always at the mercy of his friends.

James N. Morgan has returned to the W. C. Kaus Shows' quarters in Clanton, Ala., following a trip which took him to East Petersburg, Va., Washington, Philadelphia and Bridgeton, N. J. This is Morgan's third consecutive season with Kaus. . . . The Great Jarvis and Ludeen, illusionists, are features of the "Cavalcade of Magic" attraction managed by Harry E. Lewis on the J. J. Kirkwood Shows this season. Also in the line-up are Anita Von Speck, mentalist, and Red the Wizard. D. Forrest Hawthorne will handle the front, with Otto Hendricks on the No. 1 ticket box.

Even after one has mastered the art of seeing he must learn that the most important line ever uttered from a gal show stage is, "The next dance takes place behind the curtain."

Gene and Betty Mead are celebrating the arrival of a son born recently. Betty was assistant secretary, and Gene, concession manager, with the Mighty Hoosier State Shows last season. Gene is currently operating a filling station but will return to the road this season. . . . Nora Ritchie, wife of Kenny Ritchie, ride superintendent on Mighty Hoosier State Shows, is in Noblesville, Ind., recuperating from a recent operation. . . . Essie and Lester Tate, concessionaires with the John H. Marks Shows, became grandparents recently with the birth of a daughter to their daughter Mrs. Lucille Wilkinson.

FOR SALE

Eight-Tub Octopus, electric motor, cost over \$10,000 \$ 6,950
Fly-O-Plane, electric motor, cost over \$12,000 8,500
Moon Rocket, cost approximately \$16,000 10,000
One Boomerang, cost \$13,000 5,000

All rides used only one season.

Call or write:

KEN GARFF

STATE AT 5TH SO.

SALT LAKE CITY, UTAH

Last Call—CAPELL BROS.' SHOWS—Last Call

Those contracted come in.

OPENING SATURDAY, MARCH 26, McALESTER, OKLA.

10 Rides, 10 Shows, and Charles Siegrist Troupe Free Act.
Real Spring Route under strong auspices. 15 Fairs and Celebrations.

WANT—Stock Concessions, Ball Games, etc. Will sell "EX" on Photos. Help for Twin #5 Wheels, sober Mechanic. Capable Carnival People in all departments, contact. Address:
H. N. CAPELL, Box 725 (Phone 1984) McAlester, Okla.

DON FRANKLIN SHOWS, INC.

WANT JIG SHOW WANT

Due to disappointment, can place Organized Jig Show; have complete Show ready for capable Manager with Performers. (Alex Tolliver, contact.) Others who wrote, also.
CONCESSIONS: Can place Age, Bumper, Clothes Pins, Coke Bottles, String, Duck Pond, Novelties, Buckley Buck. No gift. Address:
DON FRANKLIN, Mgr., New Braunfels, Tex., this week; El Campo, next week.

LAST CALL—IMPERIAL SHOWS—LAST CALL

OPENING GALESBURG, ILLINOIS, APRIL 1ST.

WANT—RIDE FOREMAN and SECOND MEN; must drive Semis, be sober. What do you operate.
CONCESSIONS—Want well framed Cook House that will cater to Show People, Shooting Gallery, Lead Air Clothes Pin or Peg Pitch, Bumper; must be in keeping with Show equipment. E. L. Winrod wants Agents; join at Pacific, Mo.
Show operates 10 Rides, Twin Wheels, playing ten Illinois proven Fairs and six bona fide Celebrations. Write Winter Quarters, CARROLLTON, ILLINOIS.

BILL GULLETTE, Mgr.

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS SKATING RINK.
Beautiful Colors—Individually Designed.

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST

(Phone: Harrison 6867)

KANSAS CITY 6, MO.

DOUGLAS GREATER SHOWS

EARL O. DOUGLAS, Owner-Mgr.

BOX 1770, ROUTE 5 — KENT, WASH.

WANT SHOWS CONCESSIONS HELP

GIRL SHOW OPERATOR WITH GIRLS.
ATHLETIC SHOW MANAGER (Must take care of Equipment)
FUN HOUSE-GLASS HOUSE
HANKY PANKS
RIDE HELP—MUST DRIVE SEMI SPECIAL AGENT
1ST CLASS MECHANIC WITH TOOLS—Must understand GMC Diesels

TEX STATION — Write Immediately

DRUNKS — Save my time and yours.

OPENING MID-APRIL—FULL SEASON

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Featuring

★ ★ **SID ALCIDO'S SKY ROCKETS** ★ ★

"The Most Sensational Free Attraction in America"

WANT

FOR BIG SPRING OPENING GREENVILLE, S. C., MARCH 26th

WANT

SIDE SHOW—We play an excellent route for Side Show and will give attractive proposition. Can also place Monkey Circus, Midget Show, Mechanical City or any high-class attraction not conflicting. **CONCESSIONS**—The following are sold: Bingo, Cookhouse, Grab, Pop Corn, Candy Apples, Cotton Candy, French Fries, Novelties. Can place Scales, Age, Long and Short Range Galleries, Photos, Nut Bars, Hanky Panks of all kinds. Sorry, no racket. **CONCESSION AGENTS** for Bingo, contact Danny Dorso; for Hanky Panks contact John S. Scott, Willie Hewitt and John Cappello. **MOTOR DROME TALKER** contact Speedy Mullins.

All Others Address:

JOHNNY T. TINSLEY SHOWS

22-A E. COURT STREET

GREENVILLE, S. C.

WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

WANT—10-in-1, must have own equipment and transportation, or will frame above Show for any reliable Showman. Also want Midget Show, must have at least three Midgets. Have necessary equipment and transportation. Will book Mickey Mouse and Fat Show or any Show that does not conflict with what we have.

WANT—Foremen and Second Men for Tilt-a-Whirl, Spitfire, Pretzel, and man for Towers, Front Entrance Arch and Searchlight.

WM. T. COLLINS SHOWS

406 ERIE STREET

ST. PAUL, MINNESOTA

P.S.: For Sale, a 147 Wurlitzer Merry-Go-Round Organ. Just rebuilt. Best offer takes it.

PIONEER SHOWS

high class midway attractions

OPENING APRIL 22

Will book Shows of all kinds. Concessions—Custard, Photos, Diggers, Rotaries, Novelties, legitimate stock Concessions, Penny Arcade. Help—Octopus, Whip, Wheel, Chairplane, Semi Drivers preferred. Foreman and Second Man. Ball Game Agents.

FOR SALE—20x20 Marquee, Kiddie Ferris Wheel, Kiddie Aeroplane and eight car Mangels Whip. Address

MICKEY PERCELL, Waverly, N. Y.
Phone 198

BEAM'S ATTRACTIONS

25 Weeks of Community Celebrations and Fairs
OPEN JOHNSTOWN, PA., APRIL 28

WANT SHOW PAINTER AND BUILDER TO REPORT IMMEDIATELY

CONCESSION AGENTS for Ball Games, Pitches, Balloon Darts, Water Games and Striker. **COUPLE** for Popcorn and Candy Apples, also for French Fries. **COOKHOUSE HELP**. **WILL BOOK** Cigarette Shooting Gallery, Hoop-La, Photos, Novelties, Arcade, Glass Pitches, Scales and Basketball. **HELP**: Experienced **JENNY FOREMAN**, capable Man to take charge **KIDDIE RIDES**, Chairplane Foreman, also Second Men for other Rides.

This 10-Ride Show plays the cream of Pennsylvania Celebrations with parades every week plus other special promotions to bring out crowds. Booking arranged so as to hit pay days. Route includes 3 Firemen's Conventions, several of the biggest Celebrations in the EAST, and a list of good FAIRS. **SHOW DOES NOT TOLERATE BOOZERS OR CHASERS.**

WRITE OR WIRE M. A. BEAM, MGR., WINDBER, PA.

WINTER QUARTERS

Blue Grass

AUGUSTA, Ga., March 12.—Owner C. C. (Specs) Groscurth is supervising renovation work at quarters here. Plenty of paint is being used in preparation for the March 26 opening in Augusta. Twin Ferris Wheels will be carried this year. Capt. Jack Hamilton has been signed as high free act. Mr. and Mrs. M. G. Stokes were recent arrivals with their new Prairie Schooner to assist the management in putting the show in order. A new front entrance has been built and new lighting equipment will be carried. Bill Rabon has been engaged as electrician. Howard Atkinson will be back as shop superintendent.

Among concessionaires who will be with the show are Mr. and Mrs. Thomas, Penny Arcade; L. J. Stout, custard and diggers; Roy Duffy; Mr. and Mrs. C. D. Davis, bingo; Frank Rupp, kiddie rides, and Russell Groscurth, long range shooting gallery. Recent arrivals were Slim and Marie Knodell and their son from Texas with a new trailer. Mr. and Mrs. Scotty Logan were visitors.—M. G. STOKES.

Page Bros.

SPRINGFIELD, Tenn., March 12.—All rides and trucks have been painted and are ready for the opening here April 9. Ellis Roberts, electrician, is readying the electrical equipment. George Gaines has his kiddie auto ride freshly painted. Johnny Butler is giving things the final touches, including the repainting of all show fronts and banners. Manager W. E. Page and his wife returned from a trip thru Kentucky and Indiana and spent the week-end with Mr. and Mrs. Arthur (Crip) Carroll on their farm near Albany, Ky. Carroll has his four joints booked with the show.

Paul Pittman, concession manager, was released from the Veterans Hospital, Memphis, after a two-week check-up. L. R. Page, brother of Manager Page, will be with the org for the first time in two years. He was connected with the Harrison Motor Company, Russellville, Ky. He will be superintendent of transportation.

Crystal

CRYSTAL RIVER, Fla., March 12.—Org is slated to open last week in March. New rides include the Dixie Flyer, Kiddie Airplane and Kiddie Train. Capt. Billie Shaeffer again will be the free attraction. He has added 8 feet to the sway pole and 24 feet to the rigging. Trucks have been painted orange and black and trailers red. A new proscenium has been made for the Minstrel Show out of red velvet and a new top has been ordered. Front gate has been rebuilt, being made of aluminum. It is 24 feet high and lighted indirectly. A new cook-house, mounted on a 34-foot trailer, has been added.—W. E. BUNTS.

WANT CARNIVAL

RIDES—SHOWS—CONCESSIONS

GOOD REPUTATION

Annual 5 Days

OR RIDES ONLY

Gay Ninties Celebration

JULY 1-2-3-4-5

J. W. CARDEN Raymond, Wash.

FOR SALE

KIDDIE FERRIS WHEEL

Brand new, portable, complete in every detail. 12 ft. high, 8 seats, cable drive, 3/4 h.p. motor.

CAMERA EXCHANGE

194-196 S. Main Street

Wilkes-Barre, Pa.

Phone: 2-8837

WANTED CARNIVAL MANAGER

For our #2 Show. This man must be thoroughly experienced and capable of accepting all responsibility. Also able to book this Unit when necessary. One who can stand to be bonded. Must have car. Positively no racket on this Show and not interested in promoters.

Fidler's United Shows

390 Arcade Bldg. St. Louis, Mo.

Wants—RIDE HELP—Wants

May 28 to Sept. 15, ATLANTIC CITY, N. J.

Foremen for Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl, Caterpillar, Looper, Moon Rocket, also Kiddie Rides. No tearing down or setting up worries. These Rides are no junk, but all new delivered from factory. BEN CHEEKS, JOE PARSONS, GEO. COLLINS and others, write. Herman (Hymie) Jacobson, formerly secy. Prell's Broadway Shows, COASTAL AMUSEMENT CO. OF N. J., Room 815, 1201 Chestnut St., Philadelphia 7, Pa.

SPECIAL AGENT WANTED

Must be able to contract for merchant trips. Securing merchandise to be given away each night. We expect 20 to 25 stores weekly. Capable handling advance press, also promoting Kiddie Matinee. No banners, no heat. State salary and capabilities first letter for season's work.

Fidler's United Shows

390 Arcade Bldg. St. Louis, Mo.

Now Booking for 1949

Rides, Shows and Concessions

HAPPYLAND SHOWS

3633 Seyburn Detroit 14, Mich.

Phone: WALnut 1-7924

FOR SALE

A complete Mug Outfit, used only one season. Hassan factory built double unit Camera, 2 1/2 by 1 1/2, with fluorescent lights and a beautiful mahogany booth. It has to be seen to be appreciated. 1 Concession Top, 8 by 6, 2 rolls of paper, one case chemicals. Must be sold. First offer will buy it.

FRANK JOHNS

GEN. DEL. AUGUSTA, GA.

FOR SALE

TRUCK AND CONCESSIONS

Chevrolet, 1935, van type 17-ft. body, Olson chassis extension. 60,000 miles actual mileage. 12-foot Bottles Concession. 10-foot Hit and Miss. 10x12 Cigarette Gallery. 12x12 Penny Pitch. 12x12 Hoop-La. 4 P.C. Tables, ready to go, with canvas, complete. Evans 3-Horse Outfit, Stringers, Stakes, Trunks and many Miscellaneous Concession Items. Truck has good rubber and in good shape, ready to go. Price \$1,600.00. ROY O. MARR, c/o J. R. Leeright Shows, Herington, Kansas.

A. G. (Heinie) Heinickel WANTS

Magician, Sword Swallower, Tattoo Man, good Freak to feature, Armax Attraction, useful Sideshow People. State lowest salary. 616 4th Ave., West Seattle 99, Wash.

CARNIVAL WANTED

AUGUST 5TH AND 6TH

ANNUAL TURKEY FESTIVAL CELEBRATION

Outstanding Annual Frolic In

Island County

Reply now to:

VERN YOAKUM, Carnival Chairman

Oak Harbor, Washington

(Home of large Naval Air Station)

FOR SALE

Rides--Trucks--Trailers--Railroad Cars--Equipment

REASON FOR SELLING IS DUE TO THE FACT THAT WE INTENDED TO TAKE OUT A BRAND NEW TRUCK SHOW THIS SEASON, BUT WE ARE AGAIN TAKING OUR SHOW OUT ON RAILS

Following is all in good condition, some absolutely brand new and never been used for even a single minute.

RAILROAD CARS—2 FLAT CARS, 1 STOCK CAR. ALL STEEL, 70 FEET LONG.

TRUCKS—12 CHEVROLET TRUCKS, 2 TON CAPACITY, BRAND NEW, NEVER USED. Will take a loss on these and sell each \$400.00 less than list price.

TRAILERS—HOBBS TRAILERS, 30 FEET LONG, BRAND NEW, NEVER USED. Will sell at a loss also.

TRANSFORMERS—50's and 30's. BRAND NEW. ALSO HAVE SOME USED TRANSFORMERS.

TENTS—40x70 and other sizes. Many brand new, never used; also some used.

RIDES—OCTOPUS, used. CATERPILLAR—Either a brand new one, never used, or a used CATERPILLAR. MERRY-GO-ROUND—Either a brand new one, never used, or a used MERRY-GO-ROUND.

LOT OF OTHER BRAND NEW AND USED CARNIVAL EQUIPMENT.. All address:

BILL HAMES, BILL HAMES SHOWS, INC.

P. O. BOX 1377, FORT WORTH, TEXAS

FOR SALE

ISLAND MANOR SHOWS, INC.

WANTS Custard, Guess Your Age, Pan Game, Dart Balloon, Coca-Cola Bottles. Also Agent for Swinger. RIDE HELP—Ferris Wheel, Caterpillar, Rolloplane, and Chairplane. Concession Agents. For Sale—Ridee-O Sidewall, like new; two new Evans 7-11 Tally Boards, cheap.

Lawrence Tamargo, 128 Franklin St., Elmont, N. Y.

SUNSET AMUSEMENT COMPANY

WILL BOOK FUN HOUSE, IRON LUNG, MECHANICAL SHOW, GLASS HOUSE, SNAKE OR UNBORN SHOW. HAVE OPENING FOR FIRST CLASS COOK HOUSE.

Address: Box 350, Excelsior Springs, Mo.

LAST CALL

PIKE AMUSEMENT SHOWS

All contracted with this Show, report or let us hear from you at once. Opening town has been changed. Okmulgee, Okla., March 26th. Ride Help, report to Mulberry, Ark., between now and March 22d. Exceptionally good proposition to Shows. Want Stock Concessions. This Show carries eight (8) Rides. Playing all new territory, with outstanding Spring Route, Fairs and Celebrations. Address: **BILL PIKE, 201 N. 6th St., Ft. Smith, Ark., until March 22; then as per route.**

LAST CALL

RAYON PLUSH

Fine quality Rayon Plush for Backdrop. Any color: Red, royal blue, black, yellow, pink, etc. (54" width.)

Less than five yards cost is \$3.00 per yd. Over 5 yards cost is \$2.50 per yd.

Plenty of flash for concession booths, carnival show stage backdrops. Dress your show or booth with this attention-getting, flashy, economical material.

GLADYS SUPPLY CO.

Manufacturers of Stuffed Toys

Catalog now available.

951 Walnut St. Allentown, Pa.

Phone: 2-6553

DROME RIDERS WANTED

MALE TRICK RIDER OR STRAIGHT

RIDER FOR RACE.

Wire:

G. W. MURRAY

Ft. Lauderdale, Fla., till March 19;

Washington, D. C., March 22 to April 10.

FOR SALE

Several Shetland Ponies, \$100.00 and up. Chairplane, A-1 condition, complete with motor, fence, light stringer, ticket box, ready to go, \$750.00. Complete Ball Game, canvas fair, punks, bottles, balls, etc., \$100.00. 14x14 ft. Four-Way Concession, Top and Frame, canvas fair, \$125.00. 8x6 ft. Concession Top and Wall only, very good condition, \$40.00. Stock Trunks, \$5.00 each.

HARRY H. ZIMDARS

BOX 69 HOT SPRINGS, ARK.

(Phone 3530-W)

ROY DUFFY

WANTS AGENTS

For Six Cats, Balloon Darts, Buckets, Wheel and Beat the Dealer. Opening with Blue Grass Shows, March 25, Augusta, Ga.

FOR SALE

No 12 Ell, A-1 condition, new power unit, 1946 Chevrolet Tractor, 1946 Andrews Trailer, A-1 condition; all for \$6,000.00.

JOHN KREIS

Tamaroa, Ill.

JOE E. KAUS

WANTS CONCESSION AGENTS

Ball Game, Photo, Glass Pitch, Penny Pitch, Popcorn, Candy Apples, Long and Short Range Gallery, Percentage Dealers; also Help for Kiddie Rides, semi drivers preferred. Write **JOE E. KAUS, Box 822, New Bern, N. C.**

WANT

Side Shows, Kiddie Rides and Concessions. Contact at once.

DILLON'S SHOWS

620 S. E. Jenne Road PORTLAND, ORE.

WANT

TWO SIX-CAT AGENTS

Opening March 19th

Whitie Gordon, Jimmie Davis, anyone working for me before, get in contact.

J. W. JERNIGAN

c/o Wolfe Amuse. Landrum, S. C.

CARNIVAL WANTED

ANNUAL FIREMEN'S HOMECOMING

August 27-28, Wilsonville, Ill.

We will have Free Acts. Contact

LOUIS PELLEGRINI

(Phone: 360K2) Wilsonville, Ill.

Frozen Custard Machine

EZE-WAY

Used 4 months, owner will guarantee. Must sell. First \$1,000.00 takes it.

JOHN MORANKO

9577 Woodmont DETROIT 27, MICH.

FOR SALE

One Jitter Bug Glass House, one Army Search Light and Generator.

N. L. CRESON

P. O. Box 1763 Montgomery, Ala.

WANTED

RIDE HELP

On all Rides. Top salaries and good treatment.

ERNE MAROHL

New Douglas, Ill.

CONCESSION TRAILER

12-ft. CRAB OUTFIT. Equipment includes 45-bal. Root Beer Barrel, with Temprite electric Cooler-Carbonator, 5 cu. ft. Deep Freeze, Hot Dog Steamer, Cash Register, 7,000 Paper Cups and 8,000 Napkins.

Excellent for POPCORN, etc. All new last season. READY TO ROLL. Good reason for selling. Cost over \$2,400.00.

Price \$1,400.00 Cash

H. L. ANDERSON

654 W. Alexandrine, Detroit 1, Mich. Phone: TEmple 1-5623

FOR SALE

Allan Herschell Little Beauty Merry-Go-Round with 125 Wurlitzer Organ, complete with metal fence, ticket box. This Ride is in absolute A-1 condition, with 1947 2-ton G.M.C. Tractor and 24-ft. Fruehauf Van with side door. Mileage 5,000. One Manley Counter Model 1948 Popcorn Machine, used 3 months; 1-20x40 flameproof Top with poles and stakes, complete, used 5 times; 1 26-ft. Trailmobile Van, 1947 model, mileage 5,000, side door, 900 rubber. The above equipment is positively in A-1 condition, as we do not misrepresent.

FRANCIS J. KELLY

97 Washington Ave. North Haven, Conn. Telephone 2-5004

WANT—VAN DE LUXE SHOWS—WANT

"Banner Man," "Patch," Concessions, Bingo, Mitt Camp, Jewelry, Sno, Floss, Apples, any Outfits working for stock. "One Med Show Comedian." Flats and Grind Stores, set in touch. Some P. C. open with Line Outfits. Agents for Weight, Age, Nail Outfit, Mug-Hit and Miss. P.C. Agents, write or come on. Opening April 11th.

C. H. TERRY, Concession Mgr. H. "DUTCH" VAN DEE, Owner P. O. Box 151 Gainesville, Texas

Thomas Joyland Shows

NOW BOOKING

SHOWS—RIDES—CONCESSIONS OPENING APRIL 1

Want Ride Help on all Rides. Agents for Concessions. Good opening for Penny Arcade. Address:

L. I. THOMAS, Mgr.

Box 1953, Riverside Station Miami, Fla.

FOR SALE

20x30-ft. Bingo, complete with top and frame, sound system, plenty of stock, ready to operate. Also 20-ft. trailer and International tractor with new motor and transmission. Priced to sell.

MRS. HELEN WASON

Box 148 Culpeper, Va.

FOR SALE

One 25 Horse Power Le-Roi Gasoline Engine Used one season only. Mail inquiries to

N. LA ROCQUE

500 Britton Street Fairview, Mass.

NOW AVAILABLE

1948 EDITION OF OFFICIAL CONCESSIONAIRE'S GUIDEBOOK

Jam-packed with money-making ideas, games formulas, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.

Concessionaire's Guidebook

3818 Secor Road, Toledo 6, Ohio

RIDE BARGAINS & WANTED

For Sale—2 Eli #5; 2-Abreast Flying Jenny, new top; Ride-O, fair condition; Streamline Whip, big size Whip, Kid Ferris Wheel and Kid Auto Ride. Will trade any above for or buy Tilt, Octopus, Double Loop, Rolloplane, Kid Rides, Flying Skooter, Moon Rocket, Arcade Equipment, 100x40 Portable Rink Floor, regulation Alleys.

F. SHAFER, Washington, Ind. Ph. 1278-R.

OPENS APRIL 6

Want Fish Pond, Bumper, Balloon Darts, Basket Ball, Ball Games, Short Range, String Game, Scales, Nails, Hi Striker, Glass Pitch, Custard, Six Cats, Coke Bottles, Arcade, Kid Rides, Ferris Wheel Foreman, Shows. Address: HAROLD BARLOW, 529 E. 52d St., E. St. Louis, Ill.

WANTED — WANTED —AGENTS—

Set and Stock Store. Freddie and Smithie, come on. Model Shows, March 17-26, Texarkana, Tex. Capt. Tex Scrivener, owner. Col. H. G. Coffey, Secy.

T OVER LAZY S CONCESSIONS

ROBERT REBEL MARCHETTE

Would like to hear from following people: Hunkie Joe, of Mayfield, Ky.; Wm. Walker Wesley and other capable people. Charlie McCarthy, wire. Address all answers to 110 Hillwood Circle, Country Club Village, Spring Hill, Ala. All wires c/o W. U., Mobile, Ala.

Mighty Page

WENDELL, N. C., March 12.—Quarters work is in full swing. Head Electrician Pete Hendrix, Ride Superintendent Jessie Lauley and Head Mechanic Shorty Simmons have their departments under control.

Geechie Harrell is pinch-hitting as chef and mail man. E. J. Langley, in charge of quarters, reports that the shows will be ready at least 10 days before the April 2 opening.

Pocket Book Harris again will produce and manage the Minstrel Show. Scottie McNeil and Dick Hilburn will have the Side Show. Rosa Lee and Eddie Woods are in quarters getting their grind show ready. Harry Morris and Ray Price have arrived to begin work on their concessions. Bob Buffington, Bill Thompson and Miller's Frozen Custard are expected soon.

The staff, practically the same as last year, includes Bill Scandlin, general agent; Coy Smith, billposter; Mack House, business manager, and Mrs. E. J. Langley, secretary. Roland Page, the owner's son, is attending school at University of North Carolina where he is studying law.—MRS. E. J. LANGLEY.

Scotland Rides

ELLOREE, S. C., March 12.—Much activity prevails in quarters. Rides have been set up and the kiddie ride has been repaired and repainted and new scenery has been added.

Org will play New York, Pennsylvania, Maryland, North Carolina, South Carolina and Virginia. A Roto Whip will be carried in addition to the Ferris Wheel and two kiddie rides. Management recently purchased a new tractor and trailer. All transportation will come out with yellow wheels and red bodies. Org will leave for the North late in March. —JAMES UNGER.

D. S. Dudley

MANKINS, Tex., March 12.—Much work has been completed at local quarters. New canvas for all games and shows has been ordered. D. S. Dudley and Martin Purdy returned last week from a successful booking tour in West Texas.

Season is scheduled to get under way April 1. Sonny Strafford, of Harry Craig Shows, has been a guest at the Dudley home here for several days. Other visitors included Mr. and Mrs. W. E. Kilgore, Mack McClain, Bill Starr, Boone Brown, Frank Hunt and Joe Wheeler.—MRS. MICKEY MCCOY.

WANTED — WANTED FOR 3 OUTSTANDING COLORED REVUES

Chorus Girls — Send age, height and color. Chorus Boys, Dancers; Singers, male and female. Band Men. 3 Boss Canvasmen.

Write MIDWAY PRODUCTIONS, INC. 64 W. Randolph St. Chicago 1, Ill. Suite 505

RIDES . . . RIDES At Liberty

FOR FAIRS and SPONSORED EVENTS

For Sale—#12 Eli Wheel in first-class condition good as new. \$6,500.00.

Write

THOMPSON BROS.

2905 4th Ave. ALTOONA, PA.

BLUE GRASS SHOWS

Now Booking

SHOWS — RIDES CONCESSIONS

For 1949 Season

ADDRESS: BOX 621, OWENSBORO, KY.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

LAST CALL LAST CALL

Opening Saturday, March 26, in Augusta, Ga., in City—

First Show In

MOVING FAST TO KENTUCKY AND INDIANA

All showmen and concessionaires booked. Lot will be laid out on Thursday, March 24. Be here this date or wire space required.

Can place legitimate concessions, Hanky Panks of all kinds. Have openings for first class shows with own transportation and equipment. Can use man for front gate. Also first class carpenter with own tools. Can use good Chairplane Foreman and Ride Help of all kinds in all departments and must be licensed semi drivers. Will lease No. 5 Wheel to dual with ours.

Want to buy a good used 75 or 100 kw. Transformer. All address C. C. GROSCURTH P. O. Box 303, Augusta, Ga.

ROSS MANNING

GENERAL MANAGER

HARRY PARKER

ASSISTANT MANAGER

ROSS MANNING SHOWS

OPENING APRIL 16TH, BURLINGTON, N. J.

RIDES: Will book or buy Tilt in good condition. Can place Roll-o-Plane and Pony Ride.

CONCESSIONS: Penny Arcade, Photo, Guess Weight and Age, Novelties. Can place one Merchandise Wheel; only two on Show. All other Concessions booked. All Concessionaires contracted please acknowledge.

CAN PLACE: Billposter with transportation. Top salary. SHOWS: Monkey, Wild Life or Animal Show, Mechanical City or Farm Show. I have Tops (new), Fronts, Sound and Transportation (1949 G. M. C. Tractors). Good spot for Fun House.

SIDE SHOW: Earl Meyer wants Fire Eater, Pin Cushion, Mental Act and Tattoo Man, Ticket Sellers. All Shows address EARL MEYER, 2351 N. W. 46 St., Miami, Fla.

RIDE HELP: Can place Ferris Wheel Foreman, Second Men on Merry-Go-Round, Octopus, Spitfire, Chairplane, Whip and Kiddie Rides; top salary and bonus. Men who can drive 1948, 1949 G. M. C. Tractors given preference.

Winter Quarters open April 1, Fairgrounds, Trenton, N. J.

HAVE FOR SALE: Two 50 Kw. Transformers mounted on International Truck, Pole, Panel Board. Ready for use, \$550.00. All address:

ROSS MANNING

100 W. 88 ST.

Phone: TR 3-7501

NEW YORK CITY

FIDLIERS United Shows

Opening April 18

HAVE 15 OFFICE OWNED RIDES

WANT: Cannon Act for season. Sensational Free Acts, Circus Acts that do two or more. State lowest in first letter for season's work.

CONCESSIONS: Want Legitimate Stock Concessions of all kinds for long season.

SHOWS: With own equipment, we offer special proposition.

RIDE HELP: Capable Foremen and Second Men for all types of Rides. Must be sober and able to drive Semi Tractors. Winter Quarters now open.

FIDLER'S UNITED SHOWS

390 ARCADE BLDG.

ST. LOUIS, MO.

LAST CALL

LAST CALL

KEYSTONE EXPOSITION SHOWS

OPENING APRIL 2 TO APRIL 9

Two Saturdays SALUDA, S. C. Two Saturdays

ALL HOLDING CONTRACTS ACKNOWLEDGE THIS CALL.

Want Concessions: French Fries, Jewelry Stand, Bumper, High Striker, any Hanky Panks that work for strictly stock, Balloon Darts, Basket Ball, Coke Bottle. Can place two Mitt Camps. Ride Help who can drive trucks; must have licenses. Bob Mahan wants Stock Store Agents. Have 36 weeks of Still Dates and Celebrations, and 10 Florida Fairs. Will be here in Winter Quarters until March 22; then SALUDA, S. C. Address all mail and wires to:

KEYSTONE EXPOSITION SHOWS, Oldsmar, Fla.

P.S.: After March 22, SALUDA, S. C.

LAST CALL

LAST CALL

17-FAIRS AND CELEBRATIONS-17

JAMES H. DREW SHOWS

OPENS SATURDAY, MARCH 6, AT GAFFNEY, S. C.—LEGION SPRING FESTIVAL

Mills working full time. Catching five big pay days. Followed by choice first in route in busy industrial centers.

Legitimate Concessions wanted—Balloon Darts, Cat Racks, Hoop-La, Frozen Custard, etc. Special opening for Age and Weight and Photos. Have good opening for two Grind Shows. Can place sober Second Man who knows his business on new Eli Ferris Wheel. Help on new Streamlined Herschell Merry-Go-Round. Our spring, summer and fall route is the best. Time is short. Don't write. Everybody wire.

JAMES H. DREW SHOWS, SHELBY, N. C.

DOWN RIVER AMUSEMENT CO.

LAST CALL — LAST CALL

OPENING APRIL 1, RIVER ROUGE, MICH.

Followed by Ecorse, Mich. 7 Office-Owned Rides. 4 Light Plants. WANT TILT or OCTOPUS or any Feature Ride. PENNY ARCADE—Have good proposition. Want 1 or 2 SMALL GRIND SHOWS. Have 10-in-1 booked.

Will Carry Free Act—No Gate

We are booked solid until Oct. 9. RIDE HELP who can drive Semis. No Grift or Gypsies. 10138 WEST JEFFERSON, RIVER ROUGE, MICH.

JAMES E. STRATES SHOWS

A Midway Unsurpassed

OFFICIAL OPENING

WASHINGTON, D. C.

MARCH 31 TO APRIL 9

CAN USE MERCHANDISE CONCESSIONS OF ALL KINDS.
NO EXCLUSIVES AT THIS DATE.

WANT—HELP ON ALL RIDES; MUST BE EXPERIENCED.

USE EXPERIENCED SHOW PAINTER AND ARTIST.

WIRE; DON'T WRITE.

THIS WEEK, FT. LAUDERDALE, FLA., MARCH 14 TO 20.

OPENING APRIL 25

WANT FOR FOLLOWING SHOWS

HAPPY ATTRACTIONS 10-RIDE SHOW

POWELSON GREATER 6-RIDE SHOW

POWELSON EXPOSITION 5-RIDE SHOW

Motordrome, Penny Arcade, Shows of all kinds.

Concessions of all kinds. X sold on Pop Corn, Floss, Apples, Bingo on all shows. No grift or gypsies.

Ride Help for 25 office-owned Rides.

HAPPY ATTRACTIONS

COSHOCKTON, OHIO

Everybody's Favorite Show

JACK J. PERRY SHOWS

OPENS SATURDAY, MARCH 26, CAMDEN, S. C.

BOOKING—Stock Concessions. X on Novelties, Hi-Striker, Long Range, Jewelry.

SHOWS—Animal or Monkey Show, Drome, Funhouse, Illusion. (Johnnie Ryan wants 3 more girls for beautifully framed Girl Show.)

RIDES—Caterpillar, Tilt, Rollo-Plane, Spitfire and others not conflicting. Ride Men who can drive semis. Foremen for Merry-Go-Round and Kiddie Auto.

Experienced Lot Man. Eddie Owens, wire. Man for front gate and towers. All people contracted answer this ad. Locations Thursday, March 24th. All replies to

JACK PERRY, General Manager, Camden, S. C.

LAST CALL ROGERS GREATER SHOWS LAST CALL

Opening Union City, Tennessee April 1 to 9, 1949

WANT . . . CONCESSIONS

FOR SALE—Frozen Custard, Jewelry, Coke Bottles, Sno Balls, Candy Floss.

WANT—Side Show, will furnish 20x100 Ft. Top, and all equipment for same. ALFREDO, WIRE.

WANT—Fun House and Shows with own transportation.

HAVE Week of August 15th open for contract.

WANT—Penny Arcade and Grind Shows of every description.

WANT—RIDE HELP OF ALL KINDS. ALSO TRUCK DRIVERS.

ROGERS GREATER SHOWS

H. V. Rogers, Owner

Box 647, Jackson, Tennessee

BODART SHOWS WANT TO BOOK

One or two Shows, opening May 15. Want Merry-Go-Round starting July 15. We will have two units for Wisconsin Fairs, all booked solid. A few Concessions, must be clean. No Mitt Camps.

CORRECTION

Our fairs start June 27 at Grand Forks State Fair, North Dakota; then three more Dakota Fairs. Our Wisconsin Fairs start July 27 at Portage, Wisconsin; then all Wisconsin Fairs thru September 18.

BODART SHOWS, 148 N. Maple, Green Bay, Wis.

WINTER QUARTERS

Marks

RICHMOND, Va., March 12.—Preparations for the 22d annual tour are well under way. Trucks have been overhauled under the direction of Eddie Lang, master mechanic.

Carl Holsapple, master carpenter, and his crew are building new fronts. Thomas J. Heath, veteran electrician, has the light plants ready.

T. W. (Slim) Kelley, Side Show impresario, again will present the Human Oddities on the midway. Dell and Dorothy Crouch are here from Houston. They will have the Motordrome and kiddieland. Johnny Ornalas will manage the Girl Show and Rumba attraction.

Jimmy Simpson is lining up talent for his colored revue, which will carry 30 persons including a band. Paul Lane, now in Miami, is expected soon and again will have his concessions.

Joe Decker is in quarters building his new dining hall. Buster Morgan has booked his concessions. Henry Halder again will be in the office wagon and T. A. (Red) Schultz will handle the main entrance gates. Al Palmer is in quarters.

The downtown offices are in charge of Mrs. Elizabeth Marks. Walter D. Nealand arrived from Houston and is directing publicity. Present plans are to open here in April.

Baker United

SEYMOUR, Ind., March 12. — A full crew of painters and builders is assembled here in quarters, and everything will be ready for the opening April 15.

Bud Jackson, co-owner of rides, is back from Florida.

Tom Mehl, show manager, has reported. Chester Pierce, chief mechanic, is overhauling trucks and ride motors. Bill Fike, who again will have the cookhouse, has established the commissary in quarters.

Work at the Indianapolis barn also is under way. A new bingo, operated by Whitey Woods, who is expected soon, is under construction, as are several rides and show fronts.

Vern Tarpenning is here from California with his miniature cattle. Jack Applegate is building a new sound truck.

Standard

DOUGLAS, Wyo., March 12. — Work is under way here in quarters. Opening is set May 1.

Several office-owned concessions are under construction. Rides will get a complete overhauling and repainting.

V. C. Johns, owner-manager, signed W. T. Niehart as general representative. Niehart, in retirement the last two years, was last with C. F. Ziegler's United Shows.

Recent visitors here included Mr. and Mrs. H. L. Rains, of the Casper Fair; Sen. F. W. Barton, Mr. and Mrs. Paul McCalvin, Mr. and Mrs. Lewis Atherton and family, who will have three concessions on the show, and Arthur Hutchinson, concession operator with Northern Exposition.

Org will play its usual route in Wyoming, Montana, South Dakota and Nebraska. A new biller truck has been added which will carry a full line of lithograph and block work.

Jack J. Perry

CAMDEN, S. C., March 12.—Mrs. Jack Perry and Mrs. Benjamin Braunstein visited quarters for a few days while en route to Miami, where Mrs. Perry will close up the family home in preparation for touring.

Visitors included Eddie Goldman and his son-in-law, Nat, who were en route with their custard truck to join the B & V Shows, and Herb Shive, general representative of the Lawrence Greater Shows, who was en route to that org's winter quarters in Savannah, Ga.

L. B. Lamb

DOTHAN, Ala., March 12.—The new Minstrel Show front, built on a semi-trailer and opening to 80 feet in length, is almost completed. Pictorial work was done by Jack Starkey. The show, staged and operated by Billy Cornell, will carry 14 persons.

The new semi-trailer front for the Florida Flames All-Girl Revue will be completed by opening and will be another 80-foot panel front. Show will be operated by Bernice Jackson.

Barney Lamb has built a new aluminum banner line for the Side Show, which will be managed by Al Alfredo. Joe Collier again will have his Motordrome. Buster Hayes will have his big snakes, chimpanzees and a new Wild Life Exhibit.

Owner Lamb has placed an order for a new ride to be delivered soon. Master Mechanic Andrew Knight has overhauled the motors in most of the trucks and in all of the rides. Dunbar and Fivecoat are building a new cookhouse. Ross Sinderson, with the help of Bob Hill and Pewee, has his three kiddie rides newly painted and in tip-top shape. Capt. Joseph Bell and Marion will have the arcade.

Bob Jackson took delivery on a new bingo, built on a semi-trailer by the Lewis Engineering Company, of Memphis.

Concessionaires on hand include Joe Sparks, stores; Fred Sklenar, long-range gallery; Maury Broad, pan game; Bob La Rue and Andy Knight, short-range gallery; Estelle and Mary Barr, two stores; George Hyman, age and scales; Fingers Randolph, Stanley Stirk, Blackie Adams, the Coutherns, and Jerry Vasulka, country store.

The staff will be the same as last year, with L. B. (Barney) Lamb, owner; Imo Lamb, treasurer; Frank Vasulka, general agent; Whitey Gavitt, electrician; Russell Lowe, front gate and searchlights, and Ernie Murphy, lot superintendent and publicity director.

Org opens Monday (28) in Geneva, Ala.

New equipment includes three tractors and two new semis for the rides.

J. L. (JIMMIE) HENSON SHOWS WANT

Can place Custard, Photo, Scales, Cookhouse, Fish Pond, Bowling Alley, Cigarette Gallery, Hoop-La, Darts, Clothespin, Watch-La, Bumper, String, Coke Bottle, Ball Games, Long or Short Range Gallery, any Legitimate Concession that works for stock, No racket or gypsies wanted. Place clean Shows, with or without equipment.

Long season Fairs and Celebrations in Arkansas, Louisiana and Illinois. Open April 2, Shreveport, La. All reply:

J. L. HENSON
FOREST HILL, LA.

AAA LOCATION

For Kiddieland, 100x100, on Boardwalk. Long Island location, close in. Will lease or consider proposition. Long season. Must be good equipment.

BOX 397, THE BILLBOARD, NEW YORK CITY

WANT CARNIVAL

For 4th July to the 9th at Sandy Valley Park, on Routes 21 and 56, 25 miles from Parkersburg. Write

Eugene Mace, Sandyville, W. Va.

Rides With First-Class Equipment for County Fair

August 29th to September 3rd

Few Concessions

E. D. WOODS, County Agent, Grundy, Va.

GOLDEN GATE SHOWS

Will open Pembroke, Ky., middle of April. Want Ball Games, Penny Pitch, Hoop-La, Bowling Alley, Fish Pond, Hoop-La, any Stock Concession, Pop Corn, Snow Balls, Scales, Mitt Camp, Pan Joint, Cook House, Bingo, Want Agents, Kid Rides, Ride Help that drive trucks, Grind Shows with outfits.

FRANK OWENS, Mgr., Pembroke, Ky.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, March 12.—News of the death of Walter K. Sibley cast a gloom over the meeting Thursday (10). He was one of the original founders of the League. A moment of silent prayer was offered in his memory.

Still on the sick list are Irving Malitz, Teddy Underwood, H. B. Shive, Harry Mamsch, W. C. Deneke and Tom Vollmer.

Visitors during the week included Patty Conklin, Joe Backman, Joe Dubin, E. W. Wells, W. Rinaldo Reinhart, Dave Picard, Milton Day, Al Kaufman, Muscles Miller, Cecil Meyers, William Meyers, Ray Oakes, Harry Bernstein, Mel Harris, Sam Pers, Henry Polk, Ben Orloff, Leo Berrington, Chick Schloss, Joe Shapiro, Chester Barker, George W. Johnson, M. K. Brody, Frank McDermott, Andre Dumont, Sammy Beyers, Robert Hughey, Rev. Marcel La Voy and Leo Sennett.

Ladies' Auxiliary

Regular meeting was held Thursday (3), with Mrs. Robert H. Miller presiding. Other officers present were Mrs. Cora Yeldham, first vice-president pro tem; Mrs. Louise Rollo, second vice-president pro tem; Viola Blake Parker, treasurer, and Mrs. M. Richard Horan, secretary. The invocation was given by Blanche Latto, chaplain pro tem.

Mrs. Margaret and Evelyn Hock returned from a Florida vacation. Lena Schlossberg is okay again after a prolonged illness.

New members are Mrs. Frances Shean, Elizabeth Warning and Marguerite Shapiro.

The Auxiliary made a donation to the American Hospital. Mrs. Margaret Hock and Mrs. Marie Brown, past presidents, will present the check to Dr. Max Thorek on behalf of the club.

Edith Streibich won a Revlon set donated by Louise Rollo.

M. A. SRADER SHOWS

—WANT.—

Book an up-to-date Cook House, one that caters to show people. Shows—Good proposition to operators with own equipment. Especially want Circus Side Show; will furnish 80-foot top and new front. We carry 30 Concessions and 9 office-owned Rides. Show opens April 14th, Liberal, Kansas.

SRADER SHOWS

Liberal, Kansas

Merriam's Midway Shows

OPENING MAY 2, DOWN TOWN LOT BOONE, IOWA

Want Mechanical Show and Fun House. Can use Photo, Cook House, Age, Scales, etc. Can place two good Ride Men. "You've tried the rest, now try the best." Permanent Headquarters: Ogden, Iowa.

FOR SALE

Greyhound Game and location in Keansburg, N. J. \$5500. Excellent deal. Top-notch location in Coney Island for Popcorn, Candy Floss and Jelly Apples for rent. \$1400. WANTED TO BUY—Big 6 and 10, 12 and 14-foot Tops and Frames. State condition, size and price.

HARRY BERK

2044 80th St., Brooklyn, N. Y. BE 2-7984

COMMITTEES, ATTENTION!!

Will supply 7 or more first-class Games and Equipment for your celebration, bazaar, homecoming, etc., within 200-mile radius. Flat rental or percentage basis.

HARRY BERK

2044 80th St., Brooklyn, N. Y. BE 2-7984

WOULD LIKE TO HEAR FROM AGENTS

Who can book bazaars, celebrations and church doings within 200-mile radius. Will book games only.

HARRY BERK

2044 80th St., Brooklyn, N. Y. BE 2-7984

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, March 12.—The club was saddened by the death of Executive Secretary Walter K. Sibley Wednesday night (9). Funeral services Sunday (13) at Riverside Memorial Chapel. Burial in the NSA plot at Ferncliff Cemetery, Hartsdale, N. Y.

Leo Lasalle's father died March 3. Morris Saul, who was in an auto accident in the West, has returned home and is much improved. Still on the sick list are Robert Allen, Millard Fillmore Hospital, Buffalo; Larry Falco, Queens General Hospital, Jamaica, and Irving Sherman, University Hospital, Philadelphia.

Vice-President Ross Manning has been at home with a cold. Chaplain Fred Murray recently flew to Memphis on business. Louis G. King is leaving for winter quarters of the Granite State Shows, to take over as general agent. Henry Finneral, of the Merit Shows, is in town for a few days. Bucky Allen is back from Florida with plenty of tan.

Congratulations to Counselor Max Hofmann on the marriage of his daughter, Ileana, to David Miller Sunday (13). Sam Rothstein sends greetings from Miami, where he is vacationing with Mrs. Rothstein. A card has been received from Carl Manthey, who is at Lake Charles, La. We are holding mail for several members whose addresses we do not have. Advise if you want letters forwarded.

The entertainment committee is completing details for the barn dance in the clubrooms Saturday night (19). It's a sellout.

Among recent visitors were George Rector, Julius Roth, Morris Gustow, Lee Lewis, Frank Carlton, C. D. Sullivan, Charles Cingolo, Jack Cherry, Joseph Spivak, Joseph Hughes, William Miller and William Gottlieb.

Have you forgotten to pay your dues? Meeting Wednesday (23).

Ladies' Auxiliary

Last Wednesday's meeting was saddened by President Queenie Van Vliet's announcement of the death of Walter K. Sibley, executive secretary of the NSA. Words fail to express what his friendship and loyalty meant to all members of the auxiliary. His devotion to his wife, Mammie, who is seriously ill, and to the NSA was outstanding.

On the sick list are Midge Cohen, Leah Greenspoon and Rose End, who is in St. Luke's Hospital.

Orchids to Mildred Ford and Ann Brown for entertaining the boys at the Brooklyn Naval Receiving Station. Edna Unger is welcomed back from a Miami vacation. Mollie Spitz is away on vacation.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, March 12.—Euby Cobb presided at the meeting with Leo Lang, treasurer, and Dave Keiffer, acting secretary, also on the rostrum. Invocation was given by Cobb. Chaplain Roscoe Wakup is ill. Ralph Hoffman was awarded a gold card for obtaining the most members for the 1948-'49 season.

Mort Silvers promised a 16-act floorshow for the St. Patrick's Day party. Carrol Craemer will provide a five-piece band. Dave Kieffer spoke on the sale of tickets for the affair. Short talks were given by J. P. Murphy, Eddie Campbell and Frank Grimm.

Bob Dwyer has been released from the hospital. He is recuperating at home.

Correspondence was read from Alex Lewis, Bill Ruler and Phemie Henderson, the latter on a tour of Europe.

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, March 12.—Regular meeting was held Tuesday (1). In the absence of Carl J. Sedlmayr, Leo Bistany presided. Bill Bryant filled in as chaplain for Phil Cook.

A jamboree was held Thursday (10) on the James E. Strates Shows at the Dade County Fair.

With the Strates Shows and Proll's Broadway Shows in town, the club is visited every day by many showfolks.

President Carl J. Sedlmayr stopped in before leaving for Tampa and Chicago. Joe Arrons returned here after being away for three weeks. He left again for Philadelphia for a few weeks, and then goes on to Lexington, Ky., to join the Thomas Joyland Shows.

Sam Palitz is at General Pratt Hospital, Coral Gables, Fla. Al Rossman returned here after visiting Tampa and the Royal American Shows.

The first annual basket picnic was held February 27 at Crandon Park and Beach. More than 450 members, showfolks and their families attended. Eddie Edwards was chairman of the committee, assisted by Mike Roman and Frechy Schwacha.

Michigan Showmen's Association

3153 Case Avenue, Detroit

DETROIT, March 12.—Regular meeting Monday (7) saw President Jack Gallagher, Treasurer Louis Rosenthal and Secretary Bernhard Robbins on the rostrum. Rudy Moyar, James Stone and Sam Sullins are on the sick list.

Robert Morrison, Nick Thomas and Douglas Brown have returned from Florida vacations, and Don Wish is in from California. George M. Hull was admitted to membership.

Harry Lewiston and Fred Silber announced the television set will be awarded July 15.

Ladies' Auxiliary

Meeting was held in the new clubrooms. On the rostrum were President Bessie Gallagher, First Vice-President Grace Ziegler, Second Vice-President Ann Borker, Third Vice-President Laura Baker, Treasurer Charlotte Richardson and Secretary Dorothy Gold.

The Auxiliary now occupies the first floor of the MSA home.

New members are Betty Maltin, Violet Kraft and Ruth Anderson. Pins that were given by Clairman Joe Quinn for obtaining a member last year may now be purchased by club members.

MEEKER'S SHOWS

In the West It's the Best

The finest line of rides in the Northwest. A strong line of Fairs and Celebrations for '49

Have SIDE SHOW equipment complete with transportation. Will consider any kind of Show you have to offer, Side Show or otherwise.

WANT GRIND SHOWS with or without equipment. WANT RIDE HELP Foreman for EU #5 Wheel. Allan Herschell Merry-Go-Round and Kid Rides. MUST BE SOBER and semi drivers. WANT Electrician and Mechanic.

RALPH MEEKER

3305 EAST JAY STREET

TACOMA 4, WASH.

JOHN R. WARD SHOWS

RAILROAD SHOW

OPENING BATON ROUGE, LA., APRIL 2

WANT RIDES

Spitfire
Roll-o-Plane
Pretzel
Tilt-a-Whirl
Will Furnish Wagons.

WANT SHOWS

Girl Show, Side Show, Animal or Wild Life.
Want Managers for Motor Drome and Monkey Show, Snake Show, Fun House.
Riders for Drome.

WANT HELP

Ride Foremen and Second Men for Merry-Go-Round, Fly-o-Plane, Rocket, Trainmaster, Poles and Working Men, Scenic Artist.

O. J. (Whitey) Weiss can place Stock Concessions. Want man and wife for Custard.

For Sale—One Private Car, two staterooms, one large living room, kitchen with Butane gas, bath and toilet. All furnished. One Neon Plant on Wagon. 8-Car Whip, stored at Louisville, Ky. Bargain.

Address JOHN R. WARD, Gentilly Station, New Orleans, La.



"HONESTY IS OUR POLICY"

Opening April 2 at Athens, Ala., for 10 days, with some of the best Still Dates in Tennessee following. Opening in Indiana with Corydon, Ind., Homecoming, with Paoli, Ind., Street Celebration following.

Concessions Wanted: Will sell X on Custard, Sno Cone, Jewelry, Novelty, Ice Cream, Glass Pitch, Long Range, Scale and Age. Mr. Van Horn, contact me. Will book Fish Pond, Clothes Pin Pitch, Sium Spindle, Cork Gallery, Coke Bottle, Hoop-La, Milk Bottle, Cat Rack, Duck Pond, String Game, High Striker, Basket Ball and Short Range. Shows: Will book or buy Monkey or Snake Show. Want capable, experienced man to handle Fun House.

Rides: Book, buy or lease Octopus due to disappointment. Will book Spitfire or Roll-o-Plane.

Send all replies to JOHN PORTEMONT, Box #503, Athens, Ala.

TIVOLI EXPOSITION SHOWS

WANT—FOR BATESVILLE, ARK., BEGINNING MARCH 17 FOR 10 DAYS—WANT CONCESSIONS—Legitimate Stock Stores of all kinds, Custard, Bumper, High Striker and Novelties.

SHOWS—Can place any Show that has something to show except Girl Show and Motor Drome. Can place Glass House, Funhouse, Animal Show, Monkey and Side Show. Want to book Dark Ride.

Contact H. V. PETERSEN, Mgr., or C. S. NOELL, Gen. Agent, Batesville, Ark., until March 26

BROWNE AMUSEMENTS

OPENING THE SECOND OF APRIL

Want Ride Help on all Rides. Merry-Go-Round Foreman that can keep one up. Second Men on Merry-Go-Round, Ferris Wheel and Mixup. Man to take charge of 2 Kid Rides. Shows—Can place 2 more Shows with own transportation. Concessions—Have opening for the following: Cork Gallery, String Game, Fish Pond, Pop Corn, Ball Games, Add-Em-Up Darts, Cook House that can feed a six-ride show, must be good. We have 17 Fairs and Celebrations booked now—4 pending, with the best spring route in Oklahoma. Jack Egen, write again.

Address: BROWNE AMUSEMENTS or C. W. ADKINS, MGR., BOX 158, MOUNDS, OKLA. P.S.: Larry Nolan and Larry Barnes, contact Lee Haywood here.

MARION GREATER SHOWS

OPENING MARCH 19 THROUGH SATURDAY, 26—TWO SATURDAYS

Now booking legitimate Concessions of all kinds for the season. We will book high class Bingo for the season.

ATTENTION SHOWMEN—Showman to take charge of complete Side Show. We can use show people in all departments. Attention, Minstrel Show Performers and Musicians—Join at once. High salaries or will book a complete Minstrel Show unit. We have complete show for same. **Attention, Ride Men**—We can use Ride Help for our six Rides. All replies Marion Greater Shows, Elloree, South Carolina.

MARION H. SPILLERS, Owner; F. E. SPAIN, Business Manager

C. A. STEPHENS SHOWS

Opening March 19, Chester, S. C., Two Saturdays

Concessions—Novelties, American Palmistry, Long or Short Range Gallery, Glass Pitch, Center Hoop-La, Pitch-Till-You-Win, Custard, High Striker, String Game. John Terry, Bill Hunter and Joe Permenter can use Agents. Rides—Can place Merry-Go-Round and Second Men. Shows—Man to operate Snake Show, or will book. Will book any worth while Grind Shows.

H. B. ROSEN SHOWS

WANT LAST CALL WANT

SHOW OPENS MARCH 26, MOULTON, ALA. 2 SATURDAYS. AMERICAN LEGION SPRING FESTIVAL.

SHOWS—SIDE SHOW (will furnish 20x30 ton complete). What have you for inside? WILL GIVE GOOD PROPOSITION TO MOTORDROME AND PENNY ARCADE. WITH OR WITHOUT TRANSPORTATION. WILL BOOK FUN HOUSE OR GLASS HOUSE. CONCESSIONS—Have good opening for Short Range Gallery, High Striker, Candy Floss, Novelties, Frozen Custard, or any 10¢ Stock Concessions. Want Agents for Roll Downs, Slum Skill'o, Razzle Dazzle, and Swinger. All replies to H. B. ROSEN, P. O. Box 309, Courtland, Ala.

GRACELAND GREATER SHOWS

Opening in April, playing Indiana, Illinois, Iowa. 5 Fairs, 7 Homecomings, none less than 10 years old.

RIDES—Will book Tilt-a-Whirl and Kiddie Ride. Roy Crabbie, answer. HELP—James McBride wants First and Second Men for new Ferris Wheel, First and Second Men for Chairplane; also a Man to run new Rollowhirl delivered this month. Have Girl Show with own wardrobe. Have tops and fronts for other Shows. Will build more if you are capable of getting money. Lee Mize, fun house, and A. W. Brown, answer. CONCESSIONS—Cookhouse, Popcorn, Bingo, Diggers, Penny Arcade, Long and Short Range Gallery, High Striker and Novelty. Can use legitimate Concessions, no flats. Bob Steve, answer. All replies:

HARRY ALKON
WINTERQUARTERS, DECKER, IND.

Harrison Greater Shows

WANT FOR SPARTANBURG, S. C., MARCH 21 TO 26

Due to disappointment, can place for season Popcorn, Candy Apples, Custard, Long Range Gallery, Candy Floss. All Slum Concessions open. Want sober, reliable Ride Help. Good proposition to Motordrome, Penny Arcade or any Grind Show. All Mail and Wires to

FRANK HARRISON, Laurens, S. C., this week.

★ RAYMOND A. WALTON'S WAX EXHIBIT ★

Want one combination Truck Driver who can drive semi-trailer bus and run and repair 10 kw. Light Generator; must have some electrical and mechanical experience. No ups and no downs, no sass, no brass. This is a traveling exhibit showing on the streets of metropolitan cities. Must be sober and reliable. Positively no drinking on or off the jobs. Drunks, save your time and mine, as you won't last if you drink. State experience and who you worked for last season, and what salary you expect. Prefer a man at least forty years of age and single.

FOR SALE—Thirty by sixty Tent with nine foot walls, no poles, hip roof or stakes, top and wall only, royal blue, good condition, with de luxe red trimming. Price \$275 complete, with chaffing bags.

RAYMOND A. WALTON, 906 West Fairchild St., Danville, Illinois

GOLD CROWN EXPOSITION

OPENING—RED SPRINGS, N. C.—OPENING VETERANS OF FOREIGN WARS CELEBRATION

SATURDAY—MARCH 26, THRU APRIL 2—SATURDAY

Can place Custard, Age and Scales, Hanky Panks. Good opening for two Grind Stores. SHOWS with own equipment. One more Free Act. Ride Help, must have license and drive semis. Address: K. F. SMITH, Owner, or HARRY E. WILSON, Gen. Mgr., Route 7, Box 185, Fayetteville, N. C.

GOLDEN RULE SHOW

Opening April 18 in New Jersey. Playing New Jersey and Pennsylvania Celebrations. Can use Grab due to disappointment. Concessions—Pitch Till You Win, Long Range and Short Range Shooting Galleries, Fish Pond, Ball Games and Merchandise Concessions. People that wrote before and did not hear from me, please write again. Ride Help on all major Rides. Can use Shows with own equipment.

A. L. BLACKMON
Phone: Camden 4-2947

818 N. 32ND ST.

CAMDEN, N. J.

WALLACE & MURRAY SHOWS

WANT WANT WANT WANT

FOR CORDELE, GA., OPENING MARCH 19, FOLLOWED BY PAY-ROLL CITIES, CELEBRATIONS AND FAIRS.

A-1 MECHANIC WHO UNDERSTANDS RIDES. CHAIRPLANE FOREMAN, SECOND MAN FOR TILT, NATHANIEL GRAY WANTS PERFORMERS FOR MINSTREL SHOW. WILL BOOK HANKY PANKS OF ALL KINDS (\$25.00 PER WEEK).

All Reply to AL WALLACE, MGR., CORDELE, GA.

CLUB ACTIVITIES

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 12.—Two Red Cross workers, Mrs. Willis and Mrs. Williams, introduced by Vice-President Lillian Schue, highlighted the Monday meeting (7) at which the proposed blood bank for PCSA members was discussed.

Sammy Dolman raised the question as to whether a member on the road could obtain blood from the nearest blood bank in case of an emergency. Under the present set-up this was thought to be impossible but both Mrs. Willis and Mrs. Williams agreed to offer all possible assistance. By July the Red Cross will have more blood banks in operation and it was thought some sort of reciprocal agreement could be worked out.

Vice-President Joe Krug, presided at the meeting, with Mike Doolan, third vice-president; Al Weber, treasurer, and Louis Manley, secretary, also on the rostrum.

It was agreed that effective September 1, 1949, annual dues will be increased from \$10 to \$12.

Joe Mead and Ray Rosard were added to the house committee for the remainder of the year. Harry LaMack addressed the meeting.

Ladies' Auxiliary

Monday's (7) meeting was called to order by First Vice-President Lille Schue in the absence of President May Taylor. She turned over the gavel to Third Vice-President Opal Manley, who will officiate during the summer. Guests were Ester Reader, Dorothy Evans, Rose Fern and Daisy La Deau.

Trudi De Santi is ill. Helen Henn and Stella Linton, who had been on the sick list, attended. Jennie Rawlings and Vivian Horton were present after absences. Correspondence was read from Ida Chase and Ann Stuart. Mrs. Williams and Mrs. Wylis, of the Red Cross, spoke.

Bank award went to Stella Linton. Door prizes, donated by Vivian Horton, Betty G. Coe and Lillabelle Williams, were won by Gertrude Mathews, Babe Miller and Jetta Clancy. Rosemary Crosby won a bracelet donated by Rose Ann Jones. Donating to the bazaar were Vivian Horton and Stella Linton.

Called on for short talks were Stella Linton, Vivian Horton, Freda Brown, Jennie Rawlings, Helen Henn, Jennie Perry and Vivian Jacobi. Attending their final meeting before going on the road were Nina Rogers, Margaret Farmer, Babe Miller, Daisy Marion, Lille and Jane Schue, Virginia Lee and Marie La Deau. Lunch was served by Estelle Wampler, Lucille Dolman and Rose Rosard.

Arizona Showmen's Assn.

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., March 12.—Meeting was called to order March 8 by President Paul Pesicka and 40 members were in attendance. This will be the last meeting until fall. Don Hanna, treasurer, was voted a life membership. Ed Knapp and Ed Bahner visited the club. They are members of the Tampa Showmen's Club. Joe Exler, PCSA, also visited. Ed Smithson left to enter the General Hospital, Los Angeles. Doc and Clara Zeiger are Phoenix visitors. They again will be with Siebrand Bros.' Shows. James Rittenhouse is out of hospital and feeling okay. Hollywood Towers soon will leave to join Victory United Shows. He will have the cookhouse and recently purchased two small rides to place them on the show. Eric J. Kelly is at the Veterans Hospital, Papago Park. Harold Dwyer and Mrs. J. M. Stone were hosts to the club, serving a buffet lunch. Hollywood Towers won the pot of gold.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, March 12.—The club war entertained Thursday (3) by several members of the Los Angeles Society of Magicians. Pete Steinkellner, a member of the Society, arranged the show. Thomas Stack was emcee and entertained with a ventriloquist act. On the bill were Herman Sherman, president of the Society; Henry Dagaman, Dave Swift, Jay Owens and Frank Fewins. The show ended with Pete Steinkellner doing some sleight-of-hand, assisted by Past President Marie Bailey and First Vice-President Emily Bailey. Lucille King, house committee chairman, served refreshments.

Daisy Marrion was reported ill, and Spot Ragland is doing better. Rose Fitzgerald returned from a visit to St. Louis. Ethel Krug phoned greetings from Detroit. Clara Zeiger left to join her husband on the Siebrand Shows. Bill Meyer visited en route to the Orange Show at San Bernardino.

Royal Crown Shows

WANT

Attractive Girls for Posing Shows. Talker for Posing Show. Experienced Candy Pitchman. All answers

J. SCIORTINO

Royal Crown Shows, Eustis, Fla.; next week, Sanford, Fla.

White Star Attractions, Inc.

WANT

For Tifton, Ga., March 14 to 19; Cuthbert, Ga., March 21 to 26. Can place Fish Pond, Clothes Pin, Bowling Alley, Coke Bottle, Pop Corn, Candy Floss and Darts, any other Slum Store that does not conflict with what we have. We carry no flats. Want Monkey, Snake and 10-in-1 Shows. Doersam wants Binno Help. All Replies: A. O. COFFMAN.

KENTUCKY STATE SHOWS

WANT

Concessions of all kind: Glass Pitch, Pitch-Till-U-Win, Long or Short Range, Duck Pond, Cork Gallery, Milk Bottles, Hanky Panks, \$16.00.

William "Bill" Meyers, Mgr.
Rochelle, Ga., March 14-19

PLASTER

Free illustrated circular

We Ship

GILBERT'S PLASTER SHOP

Route 2 Florence, Alabama

OPENING THIS WEEK IN STRONG, ARK.

All legitimate Concessions open. All people with me last year report.

BURKHART SHOWS

FOR SALE

50 Kw. Transformer

HARRY ALKON

GRACELAND GREATER SHOWS
P. O. Box 842 Detroit 31, Michigan

MIDWAY OF MIRTH SHOWS

OPENING MARCH 31, MADISON, ILL.

WANT

STOCK CONCESSIONS OF ALL KINDS, COKE BOTTLES and OTHERS.

Write, Wire or Phone
TRENTON, ILL.

IOWA FAIR SECRETARIES

Have a few open dates. Carry 6 office-owned Rides and 3 Shows.

GRACELAND GREATER SHOWS

Harry Alkon, Mgr. Decker, Indiana

**HERE IS THE BIG ONE
DEMONSTRATORS!
PITCHMEN!**

**ANNUAL
So. St. Paul Sports Show
3 Big Days—Nites
APRIL 29-30-MAY 1, 1949**

Exclusive space going fast.
Wire—Phone

CONSOLIDATED SPORTS SHOWS

641 University Ave., St. Paul, Minn.
Phone Elkhurst 9207.
All space is exed.

**Show Folks of America
San Francisco**

SAN FRANCISCO, March 12.—Regular meeting was called to order February 28 by President Eddie Burke.

A letter of thanks was read from George A. Beveridge, manager of the Thespians. A card was received from Tillie Palmateer, Los Angeles. New members are Ruth Oberhand-sli, Paul Richelle and Philip Donald Quinn.

Guests of honor, new members and long-absent members presented by Eddie Burke included H. Shoemaker, H. C. Baker, F. R. Hamilton, Mr. and Mrs. Jack Lee, Mr. and Mrs. Charles Fagin, Mr. and Mrs. Don Oberhand-sli, Teddy and Mary Texeira, Mrs. Wood, Carl Davis, Dr. Andrew W. Morton, Dr. and Mrs. Joseph Seiff, Dr. C. T. Maul, Albert T. Roche, Lee Hahn, Red Hamilton and Johnny Melnicoff.

Those reported ill were Mr. and Mrs. Otto Boehm, Billie Hodges and Mrs. Parsons. Mrs. Hardwick is in Lane Hospital. Fred Weidmann is okay again. Carl Davis visited Spot Ragland in Behrens Hospital, Los Angeles.

Bill Coles was co-chairman of the '49 Camp and Going Away Party Monday (7) in the clubrooms. After a short business meeting there was entertainment, games, dancing and a Dutch lunch.

At the bingo, February 26, a spaghetti dinner was served, followed by entertainment, bingo and card games. A substantial sum was realized. The affair was managed by Marie Burke.

James McCaffery won the Pot of Gold which amounted to \$21.

**Heart of America
Showmen's Club**

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 12.—The regular weekly meeting was presided over by L. K. Carter, in the absence of President E. D. McCrary. Treasurer George Carpenter and Secretary Al C. Wilson also were on the rostrum.

Toney Martone's father passed away in Waterbury, Conn., Wednesday (2).

Raymond Clayton and George Sargent left with the Clayton concessions for Georgia.

Ladies' Auxiliary

Regular meeting was called to order by President Billie Grimes with Hattie Howk, treasurer, and Loretta Ryan, secretary, on the rostrum. Thirty-three members were present. Rosalie Elliott was appointed warden. New members present were Corky Thompson and Dot Corey.

The entertainment committee announced that the pot luck dinner would be held in the clubrooms March 18 at 7:00 p.m. The men are invited. A standing vote of thanks was given Ruth Rand, chairman for the bake sale, held March 4. Word was received from Hot Springs that Blanche Francis was improving. Flowers were sent to Ruth Martone, who is home at the Milnor Hotel, convalescing. Happy Birthday was sung to Rex Heron. Nellie Weber was present after her recent illness.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, March 12.—At the afternoon bridge party Wednesday (2) the hostesses were Lee Belmont, Norma Riaff, Vera Jensen and Estella Regan. A buffet lunch was served. Minnie Quilliam won first prize for her piano playing and singing.

The attendance prize was won by Norma Lang, and Lotis Francis was first in the drawing.

The picture of President Truman, donated by Kathleen Gawle, has been hung behind the officers' rostrum.

A corned beef and cabbage dinner will be held Saturday (19) in the clubrooms.

RALPH DECKER presents **JOSEPH J. KIRKWOOD SHOWS** **AMERICA'S BEST ADVERTISED MIDWAY**

**PRESENTING THE ONE AND ONLY
EMANUEL ZACCHINI
SHOT OVER TWO FERRIS WHEELS
LAST CALL**

WILL OPEN MONDAY, MARCH 21ST THOMASVILLE, N. C.

Lot located Route 29 between Thomasville and High Point, opposite Drive-In Theatre.

RIDES Place set Kiddie Rides except Train.

SHOWS Want to hear from Mot'r Drome; this show really plays Drome territory. Real proposition to right party. Can place Glass House, Monkey Show—have A-1 outfit. Will buy stock for Animal Men, Life Show, any novel Show with or without equipment.

CONCESSIONS Place Arcade, Photos, Age, Scale, Novelties, Jewelry, Water Games, Ball Games, Penny Pitch, G.ass Pitch, any and all Hanky Panks.

HELP Ride Men, Semi Drivers, Canvas Men, Ticket Sellers, Chorus Girls, Specialty Dancers, Posing Girls; salary office guaranteed. Can always place useful Carnival People. JIM EDWARDS, let me hear from you. All address:

RALPH DECKER

THOMASVILLE, N. C., OR SHERATON HOTEL, HIGH POINT, N. C.

ROYAL EXPOSITION SHOWS

Bainbridge, Ga., this week, followed by several weeks of best industrial towns in Georgia, then 8 weeks in the cream of Alabama towns. We play 9 weeks of Georgia County Fairs beginning week of September 5th.

Want to book NEW Tilt-a-Whirl for the season and will pay cash for 8-car Octopus, Roto-Whip and Glass House. Must be first class and reasonable. No junk, no transportation wanted except Tilt. Wire your lowest price and where can be seen set up. We can use several legitimate Concessions not conflicting. What have you?

FOR SALE FOR SALE FOR SALE

We still have for sale the 49 1/2 k.v.a. Fairbanks-Morse Diesel Light Plant at \$1500.00. This plant mounted on a 1933 Ford Truck with special body, excellent tires and ready to go. This plant is 60 cycle, single and 3 phase, voltage 110, 220 and 440 volts A.C. This outfit a give-away at this price, and it will easily carry four to five Rides and 15 to 20 Concessions. One Cutler-Hammer 37 1/2 Kw. Transformer, bought new and used one short season. If sold separate, Transformer is \$250.00; if Transformer, GMC 1937 Truck, Body and 16-foot Tower complete is wanted, the total price is \$700.00. One 7 1/2 Kw. 110 Volt A.C. Onan Plant, 60 cycles and single phase. This plant like brand new, \$350.00. All can be seen and demonstrated here on this show. Address:

This week, Bainbridge, Ga.; then as per route.
J. P. BOLT, Manager

B & V SHOWS

Opening April 14 within 10 miles of New York City

Can place all Concessions except Custard, Pop Corn, Floss, French Fries, Cook House and Bingo. All Hanky Panks open. All those booking a few stores can have privilege on p.c.

RIDES WANTED: Tilt, Rolloplane, Rocket, No. 5 Ferris Wheel and all Kiddie Rides except Kiddie Airplane.

SHOWS WANTED: Have outfits for all Side Shows, Girl Shows and any other shows with or without outfits. Will book Fun House and Glass House.

WANT Ride Foremen and Help for all major rides . . . Semi Drivers preferred. Want p. c. Agents for office-owned Concessions. All contact Eddie Elkins, business manager.

J. VAN VLIET, Gen. Mgr.

404 Garibaldi Avenue, Lodi, New Jersey

LONE STAR SHOWS

OPENING APRIL 8, HEART OF TOWN—ELIZABETHTOWN, KY.

With best route in Middle West to follow. Fairs start last week in June. One big July 4th Celebration ending Monday night, July 4th, with big Fair and Race Meet starting July 5th.

WATCH BILLBOARD FOR BIG ROUTE AD IN NEAR FUTURE

Want A-1 sensational Free Act. Must be sensational. Want legitimate Gaming Concessions all kinds except Bingo. Get in on the big spring route. Want Shows with own equipment and transportation except Girl Shows, which are contracted. Want Fun House, Penny Arcade, capable Billposter that can do second work with car. Don't need Rides; we have 15, all office owned. Harry Harris, write. Also R. E. Savage. Want first-class Agents for Pin Store, Bowling Alley, Count Stores. Must be sober. Want capable Man to take care of Concessions and drive truck. Top salary. All address:

MANAGER LONE STAR SHOWS, Elizabethtown, Ky.

FIREMEN'S JUBILEE

Saxonburg Volunteer Fire Company & Relief Assn.

Saxonburg, Penna., July 18th to 23rd.

Western Pennsylvania's Largest Fireman's Carnival.
Want Concessions and Shows. Wire or Write

BEN LASSINGER

Secretary

ANNUAL FIELD DAY CELEBRATION

MAY 19 THRU 31

Hundreds of Gifts Given Away. Television Sets, Washers, Radios and many other items.
GOOD SHOWS, HIGH ACT, MOTOR DROME, ETC., WANTED.

Sponsored by Third Ward Men's Club of Salina. Write:

C. F. GRAY

P. O. Box 26, Salina Station, Syracuse 8, N. Y. Phone: Syr. 3-5869.

ANNUAL

**Du Quoin Lions' Carnival
JUNE 15, 16, 17, 18, 1949**

Want Carnival with Rides and Concessions or just Rides alone.
Free ground rent middle of town.

WRITE G. H. KENT

116 E. Main St.

Du Quoin Illinois

AT LIBERTY

EXPERIENCED CARNIVAL SECRETARY

Reference—Mrs. J. J. Page, owner J. J. Page Shows. If you are interested state best salary when contacting. Address:

MRS. LARKIE SAVAGE

336 East Chestnut St. Louisville, Ky.
Phone: Jackson 1487

WANTED

A good, clean Carnival—no gyp outfits—for American Legion Annual Street Fair. Date—Thursday, Friday, Saturday, July 28, 29, 30, Aug. 4, 5, 6 or 11, 12, 13. If interested contact

J. L. BOOTS, Chm.

Coffax, Ind.

CARNIVAL WANTED

JULY 7, 8 & 9

**65TH CELEBRATION
BIG 3 DAY RODEO**

Estimated 5,000 people each day.

Contact James H. Pitts
ATTICA LIONS' CLUB, ATTICA, KANSAS

CARNIVAL WANTED

Still Date Week of May 23-28.

AMERICAN LEGION POST 221

Huntingburg, Indiana

WANTED

**BY COMMUNITY HOSE CO.
OF CLINTON HEIGHTS, N. Y., INC.**

Carnivals for weeks of June 19th and August 14th. Main highway location. 200,000 population radius of 3 miles.

L. E. SCHREIBER, Chairman
230 Maryland Ave. (Hampton Manor)
Rensselaer, N. Y.

CARNIVAL WANTED

by the Military Order of the Purple Heart for State Convention at Greensburg, June 20-25.
Contact at Once

COMMANDER FRANK CANTELLA
Chapter 271 Greensburg, Pa.

Want Three or Four Rides

JULY 1, 2, 3 AND 4

ANNUAL RODEO & 4TH OF JULY CELEBRATION

Contact TERRA ALTA VOLUNTEER FIRE DEPT., INC., Terra Alta, W. Va.

Opening Early in April—See Next Ad PEERLESS CELEBRATION AMUSEMENTS

Winter Quarters Now Open

Ride Help, come on. Merry-Go-Round and Ferris Wheel, First and Second Men who drive tractors. No drunks tolerated. WANT Tilt, Octopus, Rolloplane, Fun House, any good Ride book, buy or lease. Reliable Show Operators and Acts, with or without tops and equipment, contact. Ten-in-One, Snake, Monkey, Girl Show, Walk Through or Illusion. Animal or family entertainment will do O.K. Can use few more Concessions—some percentage, no flats. What have you? Those who wrote before, write again. Route to parties interested in joining. Address:

WM. J. MESPELT, Owner & Manager
Box 242, Mount Airy, N. C.

WANTED

Any Type of Free Act for One Week
ONLY — Week of April 11.

WANT NOW — Fun House, Glass House, Monkey Show, Motordrome, or Any Shows Not Conflicting.

W. C. KAUS SHOWS

Clanton, Ala., this week.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WORLD OF PLEASURE SHOWS

Now contracting for 1949 season
Rides—Shows—Concessions
Open in April—vicinity of Detroit
JOHN QUINN, Manager
3550 Cass Ave. Detroit 1, Mich.

FLOYD O. KILE SHOWS

Opening in Louisiana April 2nd
Will book a few more Stock Concessions: POP-CORN open; Caluson, answer. We have one of a kind ONLY. NO GATE, NO GRIFF. Want A-1 Ferris Wheel Man; must be sober, drive semi Write FLOYD O. KILE, P. O. Box 85, Baton Rouge, La. 7 Fairs, 2 Celebrations. Watch next week's ad for last call.

NO REASONABLE OFFERS REFUSED

(Have no place to store) Original Value
Ace Coin Counter, Automatic \$137.50
Trailer Awning, 18', green, new 80.00
P.A. Set (Amplifier, Mike, 10" Speaker) .. 137.50
Webster Automatic Record Player 40.00
Samples of following on request:
Sheet Premium or Ding Paper, Per Sheet ... 5¢
Talking Bugs Bunnies, 4 Gross Ea. 16¢
Jet Plastic Boats, 86 only Ea. 17½¢
Wiggle Fish, 84 only Ea. 17½¢
(The prices listed here are Original Values only and items will be sold to highest and first bids.)

JOHN F. KLEIN

RTE 2, ROBSTOWN, TEX.
c/o S. E. Barbeque, Phone 256

WANT SHOWS

Silo Drome, Monkey Drome, Wild Life, Big Snakes, Monkey Circus, Mickey Mouse, Acts and Manager for Side Show; we have complete outfit. Doc Cactus, contact. Concessions: Novelty Jewelry, Novelties, Snow, Ice Cream, Scales, High Striker, Basket Ball, Cigarette Gallery, Custard, Second Men on Rides. Open West Helena, Ark., April 1-9—8 big days, a big pay days. For Sale: Dodge truck, Buick car, Light Towers, 26-ft. Semi, Concession Tents. Address:

DYER'S GREATER SHOWS

BOX 128, WEST HELENA, ARK.

CONCESSION MANAGER

Experienced man capable of managing and keeping in repair 10 office owned Concessions. No grift. Salary plus percentage. Unusually good opportunity. Write or wire:

BEAM'S ATTRACTIONS

WINDBER, PA.

OHIO VALLEY SHOWS

Opening in April—Playing Ohio, Ind. & South. Want Concessions, Girl Show with or without outfit. Can use Tilt, Rolloplane, also Penny Arcade, Athletic Show. Ex. on Jewelry and Custard open.

ROXIE HARRIS, P. O. Box 142, Findlay, Ohio.

WANTED

Traveling Arcade Mechanic, also Assistant Mechanic on large Railroad Show. Must understand all type machines. Can also use General Help for same, preferably one who understands Canvas.

BOX D-149

c/o The Billboard, Cincinnati 22, O.

Lone Star State Leads Nation As Winter Base for Carnivals, Haven for Off-Season Showfolk

(Continued from page 79)
way attractions at the recent Charro Days Fiesta.

Brashear had a show on his own for the first time in 1948, but before that he was able to book both choice events in the Brownsville sector. And, now as show owner, he is booked to play the Harlingen annual each year thru '52. His '49 schedule includes some excellent spring celebration dates, the most outstanding of which are the Rio Grande Valley Spring Livestock Show, Mercedes, April 5-9, and the Willacy County Onion Festival, Raymondville, April 14-19.

Clyde Davis booked his Nudist Colony in for the Charro Days for the third straight year, bringing it in from Kansas City. Roy Rosier and Dick Hyland both closed the '48 season at Harlingen and opened the '49 season at Brownsville. In between, each fished in the gulf.

Special Trailer for Hyder

Among showfolk noted during the Charro Days was R. L. (Red) Bishop, general agent, who came in off the road to be on hand for the big day which, it so happened, was rained out. . . Vess (Blackie) Lemore, new business manager for the American Midway Shows, headed the welcoming squad.

Glenn Hyder, secretary for the show, entered the beard-growing contest along with Brownsville natives and wound up with a consolation prize, a mustache cup. Hyder, incidentally, had his house trailer built especially for his extreme height so that he could stand erect in it. Mrs. Hyder also advised that her husband's bed is a nine-footer.

Corky Zimmerman, veteran cook-house operator, credited with providing some of the best food on the road, spent his first winter in Corpus Christi, coming to Brownsville for the opening. Eugene Haddad, like Zimmerman, up until this year had wintered in Louisiana but shifted this winter to Texas. Besides his Caterpillar ride, Haddad has his concessions booked on Hill's Greater Shows for the season.

Brisk Biz for Miller

Ralph R. Miller, former owner of the Ralph Miller Shows, now in the glassware business, sold much glassware to concessionaires during the Brownsville fiesta, doing his selling from two large trailers parked on downtown streets. Miller checked in from Sapulpa, Okla., where he resides and is the proprietor of a three-story building in which he stores his glassware. This building, he reports, has its own railroad siding, and it is from it that he directs his business, all with the concession trade.

Cary Blasig, secretary-manager of the Rio Grande Livestock Show, Mercedes, was one of the visiting fairmen at the Brownsville fiesta.

Fishing Is Lure

At Corpus Christi and Aransas Pass the fishing has made both cities a winter haven for showfolk, the Gulf waters and the bay at Corpus Christi and Aransas being particularly fruitful to rod and reel devotees.

In Corpus, the North Beach Amusement Park owned by Bill Hames and Theo Ledell, co-managers of the Bill Hames Shows, is the only amusement park along the beach. The spot is due to open March 18 and will run until late November.

Ledell is manager of the park and is assisted by Ralph V. (Kaintuck) Ray, for many years a leading concession operator with various railroad carnivals. Ray settled in Corpus five years ago, when he became associated with the park and now he

owns an apartment house and other property, including his home.

The North Beach Amusement Park has some activity thruout the entire year, with the roller rink and huge bingo operating year around. Assisting Ray is George Poper, his secretary, who formerly worked in the offices of various shows.

Dinty Moore Active

A. L. (Dinty) Moore, of Penny Arcade and digger fame, owns considerable farm land and his home in Corpus. He also operates a popcorn concession in the heart of the downtown district and has booked his diggers and Penny Arcade on the American Midway Shows for the season.

Mr. and Mrs. Maple Williams, old-time concessionaires, who for the last 20 years have been with J. George Loos' Greater United Shows, also own their home in Corpus, with son, Joe, currently managing his father's concessions. The Byers brothers, Carl and Jim, former owners of the Byers Bros.' Shows, who in recent years have operated independent rides and concessions, also live in Corpus Christi but spend 90 per cent of their time in their speedboats or fishing around Aransas Pass.

Schafer Flies Own Plane

Mr. and Mrs. Jack Edwards moved into their new home in Aransas Pass last fall and are awaiting the arrival of the stork. Edwards, formerly general agent with various shows playing in Texas, has been operating concessions, and last season was with the Schafer Just for Fun Shows. W. A. (Junior) Schafer, owner-manager of that show, frequently flies in his own plane to Aransas Pass from his Dallas home to fish.

Aransas Pass can boast of having more shows winter there than any other city of like size. Hill's Greater Shows, Howard Deason's Borderland Shows, W. W. Moser's Central States Shows and Cecil Goree's Sunflower State Shows all have winter quarters there.

Hills Plug Aransas Pass

Cecil Goree is in Hillsboro, Tex., where he has been since January, following the purchase of the Hill Hotel, which he is operating. One of the nearest winter quarters your correspondent has visited in recent months is that of Hill's Greater Shows. There, about a dozen workmen were building fronts and readying other equipment for the season. The winter quarters' building, while not providing sufficient space to house all the equipment, is so arranged that trucks and trailers can be hauled thru large doors on all sides.

The show owners, H. P. and Clyde O. Hill, advertise their home base. All their trucks and trailers are decorated with large fish and with sizable letters spelling out "Hill's Greater Shows, Winter Quarters in Aransas Pass, Tex., Where the Fish Bite Every Day."

The Hill brothers and their spouses are ardent fishing enthusiasts and almost daily they are out in either the bay or gulf in their speedboats. Mrs. Clyde Hill's father, C. L. Jones, was a guest at their home during January and February.

Operates Tourist Court

Leonard McLemore, for many years with various shows both as a show and concession operator, settled down in Aransas in '43 and is successfully operating the Texas Model Tourists Courts with Mrs. McLemore. Their tourist cabins are popular with showfolk. Just prior to your correspondent's arrival, Art and Hazel Martin, concessionaires, who had been staying there, left for Houston. Others who sojourned until recently at the McLemores were W. Jack Moore,

owner of Moore's Mighty Midway, and Whitey Dixon, legal adjuster, and Mr. and Mrs. Vess (Blackie) McLemore.

At Houston your correspondent noted Bob Hammond moving his equipment on one of the lots, with his opening set for today. Mr. and Mrs. Joe Gamble, operators of the Lyn Midway Attractions, who winter here, plan to open their season early next month. Don Franklin, who resides here every winter, left several weeks ago for his shows' winter quarters in Boerne, Tex., to ready his equipment for the opening today in New Braunfels.

McFarland Sells Glassware

Tobe McFarland, for many years operator of his own carnival, who is in and out of this city, reported selling many light plants. He is with Steward & Stevenson, Inc., distributors of G.M. light plants for the State of Texas. Mr. and Mrs. McFarland are the grandparents of another girl, born to Mrs. Joe Gamble several months ago. The Gambles named their show, the Lyn Midway Attractions, in honor of their oldest daughter, Lyn.

By way of indicating the extent to which Texas serves as a winter quarters State, a list of other shows that winter here include T. J. Tidwell Shows, Sweetwater; C. A. Vernon's United Exposition Shows, Port Arthur; Ted Woodward's Midwestern Exposition Shows, Orange; Leon Broughton Shows, Sugarland; D. S. Dudley, D. S. Dudley Shows, Mankins; Frank Burke Shows, El Paso; Mervin Barackman's Starlight Amusement Company, Lytle; Mrs. C. H. Haywood's Haywood Shows, Beaumont; Harry Craig, Heart of Texas Shows, Brownwood; Shugart & Son Shows, Paris; W. E. Kilgore, Tyler; Frank Preste, P. & P. Amusement Company, Laredo; John L. (Jack) Robinson's Model Shows, Texarkana, and L. C. McHenry, Crescent Amusement Company, Jacksonville.

PIONEER SHOWS

WANT

Rides and Shows, Concessions—Custard, Race Horse, French Fries, Photos, Hanky Panks, Diggers and Rotaries. Will buy Kiddie Rides and Fun House.

MICKEY PERCELL

Waverly, N. Y.

Phone 198

WANT LEGITIMATE CONCESSIONS

Monday, April 4th, Mule Day. One Day Only

Chamber of Commerce

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FOR SALE

LARGE OUTDOOR SEARCH LIGHTS, WIRE RUBBER COVERED, ALL SIZES GENERATORS, OUTDOOR FLOOD LIGHTS, ALL TYPES OF LIGHTING EQUIPMENT.

CIRCLE STAGE LIGHTING CO.

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For Immediate Service Phone COLUMBUS 5-8818

CARNIVAL WANTED

Fireman's Carnival and Big Centennial Celebration, July 4-9. Must have Merry-Go-Round, Ferris Wheel and Kiddie Rides. No Concessions necessary.

S. R. MORTON

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Mechanical Circus For Sale

3 rings, neatly mounted on trailer. Everything to set up on the lot and start operating. A bargain for cash.

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WANT DROME RIDERS

Trick and Straight, male or female. Opening middle April.

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7612 Sweet Briar Road Richmond, Virginia

HELP WANTED

Agents for Hanky Panks, also good all-around man to drive truck and work Concessions part time, for season's work with Penn Premier Shows.

F. W. PAULI

c/o Trailer Village, 11650 Nebraska, Tampa, Fla.

"WORLD'S CLEANEST MIDWAY" KING REID SHOWS SEASON OF 1949

We Open May 2 for 20 Big Weeks in New York and New England

We will present again the finest Show of its size in America. We will carry 11 thrilling Rides, 10 real Shows, 5 Giant Light Towers, 40 Legitimate Concessions, all transported on our magnificent fleet of 35 brand new trucks and trailers. We have already contracted the finest route of Still Dates, Celebrations and Fairs in the East.

CAN PLACE THE FOLLOWING:

REAL COOKHOUSE: We are interested only in a large, first-class unit. Must be capable of satisfying the public and feeding the finest Show People on earth.

CONCESSIONS: A few Legitimate Concessions still open. All those already contracted, please acknowledge this ad.

WANT MANAGERS FOR

GIRL SHOWS: We have magnificent new outfits. Want Capable Manager with Organized Unit of not less than 3 or 4 Girls.

MONKEY SPEEDWAY: Want reliable hard worker to handle this established money maker. **FUN HOUSE:** We have a brand new 2-story Fun House. Want steady plugger who can stand success.

SIDE SHOW: We have a beautiful outfit, completely new. What have you to offer us in the way of worth while Attractions?

KIDDIELAND: Real proposition for the right party. We have three new Kiddie Rides. Liberal deal if you are a producer.

NOTICE! All former Show Folks returning this season, please communicate at once. We want to give you proper preference.

KING REID — Winter Quarters — Manchester Center, Vermont

GOLD BOND SHOWS

9 RIDES

NEW AMPHITHEATRE MIDWAY AND EXPOSITION
OPENING APRIL 16 IN ILLINOIS PAY ROLL TOWNS

5 SHOWS

6 Neon Light Towers, Searchlight, Twin Diesel Light Plants, 2 Sound Trucks

WANT HIGH POLE ACT OR SENSATIONAL FREE ACT

CONCESSIONS: Cookhouse, Ball Games, Balloon Darts, String Game, Coke Bottles, Duck or Fish Pond, Watch-La, Hoop-La, Penny Pitch, Cigarette Pitch, Glass Pitch, Basket Ball, High Striker, Bowling Alley, Airplanes, Jewelry, Custard.

SHOWS: Want Small Motordrome, Animal, Wild Life, Illusion, Snake, Hillbilly, Glass House, Mechanical. Can furnish some new Canvas and Transportation. Can use useful, capable carnival people.

WIRE OR WRITE (No Phone Calls, Please)
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TURNER BROS. Shows

WANT—OPENING APRIL 19, SPRINGFIELD, ILL.—WANT

SHOWS: Penny Arcade, Fun House, Mechanical Show, Snake Show, or any Show not conflicting, with own equipment and transportation.

RIDES: Will book Caterpillar, Dark Ride, or any Ride not conflicting.

CONCESSIONS: Jewelry, Bumper, String Game, Clothes Pin and Short Range Gallery.

RIDE HELP: Foremen and Second Men. Must drive Semis.

FOR SALE: Complete Cookhouse. Will book for season. Also Bowling Alley, Fish Pond, Blower, Lucky Duck, Hassen 3-Way Photo Machine.

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HILL'S Greater SHOWS

WANT

FOREMEN FOR MERRY-GO-ROUND AND STREAMLINED CATERPILLAR, SECOND MEN FOR BOTH RIDES. ALSO WANT THREE MEN FOR KIDDIELAND, SECOND MEN ON ALL RIDES. WANT FIGHTERS AND WRESTLERS FOR ATHLETIC SHOW.

Opening Aransas Pass, Tex., March 21. Don't wire, come to Quarters.

ADDRESS: ARANSAS PASS, TEXAS

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Wants **GLOBE** and **DROME RIDERS** for the season. **GLOBE RIDERS** for Coney Island, opening April 10th till close in September; then Fairs. **DROME RIDERS** for Endy Bros.' Shows with the best string of Fairs, including **SPRINGFIELD, ILL.** Also **DROME RIDERS** for **NO. 2 DROME**. Riders with Managerial ability given preference.

ADDRESS: ALWAYS "THE BILLBOARD" ALWAYS
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ATTENTION

FUN HOUSE AND ARCADE OWNERS

If you have not completed your plans for this season and are looking for a profitable and pleasant connection we would be glad to have you consider the following: We can offer a proven money route on a Show with an outstanding reputation for fair dealing. A Show that caters to and positively gets the type of attendance that patronizes your type of attraction. A Show famous for retaining Concession and Attraction People year after year. There has to be a reason. A Show wide open to the strictest investigation of its operating policies. We solicit your inquiries.

BAKER UNITED SHOWS

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PRELL'S BROADWAY SHOWS

WANT FOR OPENING OF 1949 SEASON

MARCH 19 TO 26

CHICORA HIGH SCHOOL GROUNDS, NORTH CHARLESTON, S. C.

THEN THE BIG ONE

3RD ANNUAL FLOWER FESTIVAL, FAYETTEVILLE, N. C.

40 WEEKS OF STILL DATES, CELEBRATIONS AND FAIRS TO FOLLOW

WANT—Due to disappointment, Girl Show and Posing Show; must be clean and high class. We have complete outfit for both Shows.

WANT—Wild Life, Midget Show, Penny Arcade, or any new and novel Show ideas.

WANT—Concessions: Ball Games, Hanky Panks, Photo. Will sell Ex on American Palmistry.

WANT—Foreman on Rides, Second Men on all Rides; ones who drive Semis preferred.

All Answer:

SAMUEL E. PRELL

CHARLESTON HOTEL

CHARLESTON, S. C.

PENN PREMIER SHOWS
worlds • cleanest • midway

LAST CALL ★ 14 FAIRS ★ LAST CALL

CONCESSIONS—Can place Ball Games, Age, Scales, Novelties, Fish Ponds, Short Range Gallery, Hi-Striker or any other legitimate Concessions. **SHOWS—**Want Wild Life, Arcade, Glass House or Animal Show. Also Man to take over Fun House. (Wild Stuttering Bill, answer.) **RIDES—**Can place Fly-o-Plane, Caterpillar or Looper. Also Live Pony Ride. Will lease, book or buy good Super Rolloplane, no junk. Can also place good Ride Men who drive semi. Red McGee wants to hear from Bill Meade, Cowboy, Wally Acres, Buzz Palmer, Red Foreman, and Doc Morgan. We are booked solid with 14 Fairs, 8 Celebrations and 9 Still Dates. We open Saturday, April 9, Chester, Penna. All people contracted report. Fair Committees and Celebrations, we are booked solid for 1949. Sorry, no open dates. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS

CARTHAGE, N. C.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

Opening April 8 at Cynthiana, Ky.

AMERICAN LEGION SPRING CARNIVAL

Have four weeks in Kentucky, then Indiana's choice spots to follow, Indiana's largest 4th of July Celebration, Linton, with eight straight Fairs and five Celebrations to follow.

WANT SHOWS—Motor Drome, Fun House, Arcade, Side Show, Snake, Monkey, Wild Life, Glass House, Girl Shows, War or any Walk-Through Shows. I have 20x80 Side Show Top complete, also two 20x40 Tops with banner lines and semi to transport same. **CONCESSIONS—**Stock Stores, \$25.50 per spot. Concessions open: Flashy Photo Gallery, Custard, Long Range, Short Range, Derby Racer, Coke Bottle, Ball Games, Fish Pond, Pitch-Till-Win, String, Jewelry, High Striker, Bumper, Novelties. Write what you have. **RIDE HELP—**Foremen and Second Men, report to Winter Quarters April 1st. Show will move out of quarters April 4th. **WANT Billposter,** I furnish truck. Wire. Want Man to handle Front Gate and Towers. **AGENTS—**Stock Store, also Grind Stores, contact. All letters will be answered.

Replies to
W. R. GEREN, P. O. Box 29, Greensburg, Indiana

L. O. WEAVER & SONS

GRAND AMERICAN SHOWS

WANT FOR IOWA'S TOP STILL DATES

25 PROVEN EVENTS AND CELEBRATIONS TO FOLLOW.

WANT—Arcade, Wild Life, Monkey Circus. **SHOWS—**Snake, Fun House, any Novel Show. **WANT CONCESSIONS—**Games that work for stock, Glass Pitch, Penny Pitch, Hoop-La, Basket Ball, String Game, Fish Pond, Scales, Age, other Hanky Panks. Cook House, Photos, Custard, Carmel Corn, Root Beer, Snow Cone, Novelties.

WANT RIDE HELP—Foremen for new Tilt and Rock-o-Plane, Second Help on all Rides.

Write: L. O. WEAVER, Fairbank, Iowa

CONCESSIONS WANTED

Want String Game, Jewelry, Novelties, Six Cats, Clothes Pin, Basket Ball, Add 'Em Up Darts, Fish Pond, Candy Floss, Glass Pitch or any legitimate Merchandise Concessions. **WANT SHOWS—**Mechanical, Geek Show, or what have you? Opening May 1 in Iowa and playing bona fide Celebrations in North Dakota and Montana. **RIDES—**Will buy or book #5 Ell Wheel for season. All replies to

NORMAN OLSON, Owner

OLSON'S GREATER SHOWS

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RIDES FOR LEASE

No. 5 Ell Ferris Wheel, Smith & Smith Chairplane (adult); also two Kiddie Rides, Auto and Blue Goose or Duck Ride. Want to buy Center, complete with gears and motor sweeps and rods for Allan Herschell Auto Ride. For Sale: One Smith & Smith 24-seat 18-foot Tower Adult Chairplane. Price cash, \$1,000.00.

ADDRESS: P. O. BOX 513, NASHVILLE, TENN.

AN EXTRA PROFIT FOR YOUR RINK



RINKS WRITE FOR WHOLESALE PRICE LIST

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SKATE LITE - Small For 1.25 pair

- CLIPS ON INSTANTLY TO SKATE PLATE
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SKATE CASES AT A NEW LOW

- STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.
- ALL ALUMINUM CASE — "The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$39.60 Doz. Sample \$3.30.

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Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.

Write for Price List

WANT TO RENT

Pavilion or building suitable for summer Roller Skating Rink. Have all Chicago skates, in top condition; also have Hammond organ, large neon skate sign, skate counter and concession counter. If interested write to

ARMORY ROLLER RINK
Rural Rt. 3 Manitowoc, Wisconsin

PORTABLE WANTED

Would like to rent or lease Portable Rink with option to buy by a reliable operator. Portable would be fully insured and protected by me.

HURON ROLLER RINK
Roy Welcher, Mgr., Box 329, Huron, S. D.

WANT TO BUY

Established permanent Roller Skating Rink showing good return for cash, or trade beautiful home near Broadmoot as part payment.

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1815 Ridgeway, Colorado Springs, Colo.

FOR SALE

Complete Portable Rink, 50x120, used less than 6 weeks. 100 or skates, electric collar grinder, sound system, School bus for storage. \$7,650 cash.

LOUIS HANK, Henry, III.

FOR SALE

340 pair Richardson skates, 3 yrs.; Chicago skate grinder, new; sound system, make, speaker amplifier, record player. Skates in California, parts here. F.O.B., C.O.D. Best price takes all.

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Milam Named Pennsy RSROA Prexy at Roundtable Meet

HARRISBURG, Pa., March 12.—At what was called one of the best conclaves ever held by the group, Cecil Milam, of Washington, was elected president of the Pennsylvania chapter, Roller Skating Rink Operators' Association, at a meeting held March 7 in the Harrisburger Hotel here. Milam succeeds Walter J. Wolfe, Pottstown.

Along with Milam, Anthony Bardaro, Philadelphia, was named vice-president, and K. D. Strayer, Johnstown, was re-elected secretary-treasurer.

Attending operators were enthusiastic over the amount of business transacted at the meeting and the information they absorbed from roundtable discussions on operator problems. President Milam announced that the program committee is arranging to have a prominent speaker address the next meeting to be held in April. The committee also was instructed to allocate some time for additional discussion of operating problems. The meeting will be followed by entertainment.

Lake Lansing Reopens After Face-Lifting

LAKE LANSING, Mich., March 12.—Lake Lansing Rollerdrome reopened Friday (4) after being closed for two weeks for redecorating and construction of a new floor. The Rollerdrome is under the management of Mr. and Mrs. F. W. Gardner.

The rink, which is affiliated with Lake Lansing Amusement Corporation, formerly operated under the title of Lake Lansing Roller Rink. Along with the new floor and decorations, an entirely new program has been added with Bob Cosselmon, Lansing, as emcee and organist.

Friday's opening featured a drawing with lucky ticket holders getting passes and a guess at the amount of beans in jar in a showcase. In the showcase were a number of skating accessories. The persons coming closest to guessing the correct number of beans won the prizes. Saturday night's program was similar with a balloon shower added.

Skating will be offered five days a week instead of the previous four. Sunday afternoon and evening have been added to the schedule. Previously the rink had been open Wednesday thru Saturday evenings.

Gardner reported good crowds since the rink reopened. One change in policy is a small admission fee charged to onlookers. Previously no charge had been made.

Hillside Draws 'Em With Video Giveaway

NEW YORK, March 12.—Eddie O'Neill, new live-wire manager-professional at Hillside Rollerdrome in the Richmond Hill section of Queens, reports that a \$350 television set giveaway scheme is proving a biz builder.

During March skaters are getting free chances on the video outfit every time they skate, with bonus chances thrown in on traditional off nights. A business bonanza should come on the night of drawing because the winner must be present.

So far, according to O'Neill, March, 1949, is running well ahead of March, '48—probably due to the television gimmick.

Martin Talks

Principal talk was made by Fred A. Martin, national secretary of the RSROA. His address on unity and co-operation among rink men was well received. Martin cited the experiences of other chapters in building their treasuries, and stressed the fact that roller skating is big business today.

Martin also told members that rink operators in the State must be approved by the chapter before they may be admitted in the national body. He cautioned, however, that "we should be tolerant of all those who desire to join our organization. After all, if they have put up their check for \$100 to join, they should have all the consideration possible."

Brown on Publicity

Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., and past president of the national body, also was present to give a resume of what the national publicity campaign is accomplishing. He cited figures to show the far-reaching effect of this campaign on all roller rinks. Brown also mentioned some of the magazines which have carried news and pictures of roller skating.

During the meeting members voted two new members into the chapter, Robert Gosnell, Latrobe, and James Figari, Lancaster.

The by-laws committee presented a set of regulations to the membership. After some alterations, the by-laws were adopted. William H. Wood, Harrisburg, chapter attorney, was present at the meeting to make several suggestions as to legal phases of the by-laws.

Round-Table Talks

President Milam led a discussion on rink insurance and the liability of the operator that brought out some interesting experiences by various operators. Other discussions were held on the booking of parties and the experiences of operators with plastic flooring.

Representatives of several skate, shoe and supply firms were present, along with the following members: Anthony Bardaro, Elmwood Rink, Philadelphia; Arthur E. Litzenger and Mary K. Haller, Crystal Palace Rink, Philadelphia; A. L. Runk, Capitol Rink, Harrisburg; James Hoare, Rainbow Roller Rink, Mechanicsburg; James Cicero, Cicero's Crystal Ball Rink, Ebensburg; K. D. Strayer, Skateland, Johnstown; Walter J. and Walter H. Wolfe, Ringing Rocks Park Rink, Pottstown; Cecil Milam, Arena Recreation Center, Washington; August Karst, Forest Park Rink, Hanover; Robert Gosnell, Latrobe Roller Garden, Latrobe; A. H. Weakland, Coliseum, Greensburg, and David Sternbergh, Playland, York.

H. D. Ruhlman, whose Lexington Skating Palace, Pittsburgh, has been selected as site for the 1949 State championships, May 1-3, missed the meeting. On a Florida vacation, he sent his greetings to members and expressed his regret at being unable to attend.

Carolina Hypes Biz Via Jockey Stanzas

COLUMBIA, S. C., March 12.—Unseasonably warm weather has hyped biz at Carolina Roller Rink here, according to Bill Riser, manager. Riser says the rink is sponsoring a nighttime disk jockey show on a local station thrice weekly, and the response has been gratifying.

Civilian trade at the rink is up, Riser says, but soldier customers from nearby Fort Jackson are off, probably because of the recent drain on the camp.

Preliminary roller hockey matches have been staged at the rink between local teams in preparation for the proposed Tri-State Hockey League which rink owners have planned.

"Vacation Previews" Draws Hefty Crowds To Dreamland Arena

NEWARK, N. J., March 12.—Vacation Previews, annual show of Dreamland Skating and Social Club, played to audiences of approximately 900 spectators Wednesday evening (9) and 1,300 Thursday (10) at Vic Brown's New Dreamland Arena here.

Idea of the hour-long, elaborately costumed extravaganza was to take the audience on a tour of the United States with stops, via production numbers, in Texas, Hollywood, Idaho, Indiana, Cape Cod, New York City, Atlantic City and, finally, back to New Dreamland. Top number was a First Nighter sophisticated trio featuring professionals Betty Lytle and Bob Ringwald and amateur Alwyn Baumann.

Costumes and scenery were designed and made by club members. Ray Boughner was at the organ, and Ruth Toye did vocals. Emcee Art Wagner, of Madison Square and Boston Garden roller show note, gave the production the professional touch most amateur revues lack.

Hartford (Conn.) Skating Palace Monday (7) started a class for beginners under the direction of Ed McLaughlin, rink pro.

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Established 1884
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The Best Skate Today

MIDWEST FLOORS & RINKS
Manufacturers of
Portable Roller Rink Floors
and
Complete Portable Rinks

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FOR SALE

Three complete Rinks with new tents, shoe skates, clamps, 40'x80'—100'—130'.

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Beggs, Okla.

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THE PLASTIC RINK SURFACE

Write
PERRY B. GILES Pres.
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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. ap16

A BEAUTIFUL NEW WALTZ SONG—"EVERY Cloud Would Wear a Rainbow If I Had You, Dear, Only You"; 50¢ per copy, no stamps accepted. Alva Schoenberger, Music Publisher, P. O. Box 164, Hampton, Va.

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$1; add \$1 for four gag-packed issues. Emcee, 1508-B South Homan, Chicago 23.

LATEST PARODY HIT—"BABY SITTER'S Lament," socko blackout "My Pants," list saga, monologue, assorted comedy material, all for \$2. Writers Mart, Box 309, Culver City, Calif. mh19

LAUGH LINES #3 OFF PRESS (M. C. COMEDY Bits, Intro, Patter, Heckler Stuff for jerks); 24 few left; mail dollar for each book. Jimmie Mulr, 6185 Buena Vista Ave., Oakland 18, Calif. np

OUR PARTY LINES—64 PAGES COMEDY Material; acts, minstrel, etc.; eight Novelty Songs, Words and Music; price \$1. Dawson Music, 1650 Broadway, N.Y.C. 19.

QUIET! M. C. AT WORK!—GAG-ATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keyes To Comedy," Box 421, Venice, Calif. mh26

SENSATIONAL SONG PARODIES—DIF- ferent situations, original material, socko endings; lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 5, Wis. jy16

AGENTS & DISTRIBUTORS

A-1 SPECIAL—POCKETTE CIGARETTE LIGHT- er; only \$1.50 dozen. Leo's Novelty, 2162 76 St., Brooklyn, N. Y.

AMAZING OFFER—\$50 IS YOURS FOR SELL- ing only 100 boxes entirely different, new DeLuxe All-Occasion Cards; patented feature television card included; each box sells for \$1, your profit 50¢; surprise items; it costs nothing to try; write today for samples. Cheerful Card Co., 561 White Plains, N. Y. mh26

AMAZING PROFITS—SELLING COLORFUL New Changeable Signs, 12"x24," floored background with die cut letters. Lists at \$3.95; up to 50% discounts given. If you sell retail stores, taverns, etc., or have active organization in field, investigate. (Salable sample, \$2.50 postpaid.) Rush order. Exclusive territory and distributorships open. Sign-Crafts, 107 East Fifth, Waterloo, Iowa.

AUTO KEY CHAIN FLASHLIGHT—COMPLETE with Battery; no more trouble finding key hole at night; \$5.50 dozen; sample \$1. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ap2

BEAUTIFULLY PACKAGED, FIRST QUALITY, full fashioned 51 gauge Nylons, \$9 dozen; sample, 3 pairs, \$2.50; heat competition; satisfaction guaranteed. Variety Merchandisers, 2511 Broad, Chattanooga, Tenn.

BIG PROFITS MADE SELLING—BE HAPPY with Happy Novelty Key Chains, sample 35¢ each; dozen prepaid, \$2. United Joke, 49 Hanover St., Boston 13, Mass. mh26

HIGHER INCOME FOR YOU! SELL POPULAR priced, quality shirts direct; big advance commissions; bonus; steady repeats; permanent profitable business opportunity. Also profit-making companion line. Write today. Free outfit. Bostonian Mfg. Co., Dept. 31, Boston, Mass.

BUY THOUSANDS OF NATIONALLY ADVER- tised products direct from manufacturers; write for "Buy Direct and Save." Consumers Assn., 218-D Investment Bldg., Pittsburgh 22, Pa. mh19

CASH IN ON COLORED EASTER CHICKS— Hot seller; cost 10¢, sell 25¢. Elite Chicks, Cedar Rapids, Ia. ap16

CLOSE-OUTS—SPRINT GAME MADE TO SELL for 59¢, our price, \$1.20 dozen; Ferris Wheel Pull Toy made to sell \$1.59, our price, \$4.80 dozen; sample of both 75¢; good item for prizes. Rayline Sales, 373 Connecticut St., Buffalo 13, N. Y.

CUPS, NAPKINS, BAGS—BUY HERE CHEAP! Big profits! Sell easily from car or truck to restaurants, concessions, grocers; wholesale catalogue, American Paper Co., Washington 2-E, B. C. my7

"ESKY" COINS — FASTEST SELLER; \$11 gross, \$1.50 dozen, sample 25¢; give an "Esky" instead of a tip. Lewis, 1108-B East 42nd Place, Chicago 15, Ill. mh26

FOR GOOD PRIZES, GOOD GIFTS, GOOD PRE- miums, Sweet Gardenia Dri-Perfume Sachet in attractive jar; retails for 35¢. Your price only \$10 gross. Nelson Mfg. Co., Inc., Richmond 19, Va. mh26

FOUNTAIN PENS, REGULAR \$13 WATERMAN sets, \$5 each; net cash in quantities. Hollywood Pens, 160 5th Ave., New York 10, N. Y. mh19

FASTEST SELLING JOKER'S ITEM YET!— "Doctor's Orders"; \$1 dozen, \$9.80 gross; sells faster than Strip-Tease. Ariane, 4462-D Germantown, Philadelphia. ap2

FRESH NYLONS—FULL FASHION THAT WILL repeat; our No. 1's clear legs, \$6 per dozen; No. 2's, \$3.50, fancy packed; mill rejects, \$1.25 per dozen; sample order, 3 pair No. 1, 3 pair No. 2, 6 pair rejects, \$3.75 postpaid; 1/3 deposit on all orders; satisfaction guaranteed. Mary Lee Hosiery Co., 416 Tremont St., N. Chattanooga 5, Tenn.

FULL FASHION NYLON NATURAL BRINGS them in; values that satisfy jobbers; make your buck cost \$2.75; any store gladly pays \$3.75 dozen; packed 6 pr. to box; same quality as our US-51; popular shades, but highly assorted to box; correct one size to box; sample dozen, \$3 postpaid. United Sales Co., 118 West Main, Chattanooga, Tenn.

GET 500 MONEY MAKING PLANS—AMAZING Formulas, Ideas, Secrets; wholesale supply sources; folio free. Formico-Ka, Box 572, Dayton, O. mh19

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. ap2

IT'S EASIER TO SELL NYLONS WITH PRICE- appeal; 51 gauge, full fashioned, individually wrapped three pairs to box; mill rejects, \$3.50 doz.; sample box, \$1. Hillbilly Sales, Unlucky 13, Rocksprings, Ga.

LOOK!—10 DAY FREE EXAMINATION OF fer starts you in easy, profit-making greeting card business; profits to 100%; bonus; special offers; request All Occasion samples on approval for 10 day free examination and free Name Imprinted and Floral Stationery samples. New England Art Publishers, North Abington 343, Mass. np

MAKE BIG MONEY HANDLING POPULAR, fast selling books from your own home by mail; everything furnished; unusual opportunity; details free. Romax, Box 4654, Kansas City 3, Mo. mh19

MANUFACTURERS' LUGGAGE SPECIALS; specially priced for fast turnover and promotions. Write Behm-Luggage, 3635D Roosevelt, Chicago 24. ap2

NEW LEGAL PREMIUM DEAL YOU PLACE IN consignment to all retail stores; small capital required; profits unlimited. Jarl, 7244 So. 16, Omaha, Neb.

NYLON HOSE — FULL FASHION, BEAUTI- fully packed, 3 pair per box; our A-1, absolutely no junk; sample dozen \$7; No. 2 grade, sample dozen, \$5; Rejects, sample dozen, \$3; Men's fancy Socks, sample dozen, \$2. J. A. Thomas, 1724 Read Ave., Chattanooga, Tenn.

NYLONS—LOWEST PRICES, BEST SERVICE, most dependable quality. United Sales, Hosiery Division, 118 W. Main, Chattanooga, Tenn.

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get 100 newest products before opening open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. mh26

"PEEKABOO" KEY CHAINS, ALSO TELE- scopes, 2 dozen \$5; 4 dozen \$9; three samples \$1. Lewis, 1108B East 42nd Place, Chicago 15, Ill. mh26

PERFUME — WHOLESALE, FINEST FRENCH Odors; pint, \$8; trial ounce, \$1. Fischborn Laboratories, 350 Lincoln Road, Miami Beach, Fla. mh26

PERFUME BEAD ROSARIES, NECKLACES— Fast sellers, big demand; low jobbers' prices. Mission, 2328B West Pico, Los Angeles 6, Calif. ap16

PIC-TEASE, BAROMETERS, PHOTO-FINISH Races; 20 to box; dozen boxes, \$5.40; 3 dozen, \$15; 20 samples, \$1. Lewis, 1108B East 42nd Place, Chicago 15, Ill. mh26

PITCHMEN — MAKE \$50 DAY UP WITH Pedaling Pete, the new wonder toy; \$4.80 dozen, or one dollar for 2 samples. Western Arts Co., Box 2124, Reno, Nev. mh26

PLASTIC NON-ELECTRIC, NEON-EFFECT Signs; new as tomorrow; tremendous earnings; overnight delivery. Write, wire United Plastic Signs, Starke, Fla.

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. je25

SCATTER PINS—30 NEW NUMBERS, \$4.50 dozen, boxed; sample, 50 cents. Kip Novelty, 1732 Arapahoe St., Denver, Colo.

SELL OUR NEW VEST-POCKET ILLUSTRATED Comic, Joke Booklets; proven sellers by mail and locally; wholesale list and sample doz., \$1.50. Eastern Sales Co., 263 State St., Watertown, N. Y. mh26

SELL HOSTESS ENSEMBLES — CONTAINS Napkins, Coasters, Matches; name in gold; dollar seller; samples free. Elizabeth Dunbar, Sanford 11, Fla.

SOMETHING NEW—FAST SELLER; SMALL, Gold Plated Baby Shoes; can be worn as good luck charm on key chain; sample pair, 25¢; ask for quantity prices. Bogner, 441 Ocean Ave., Brooklyn.

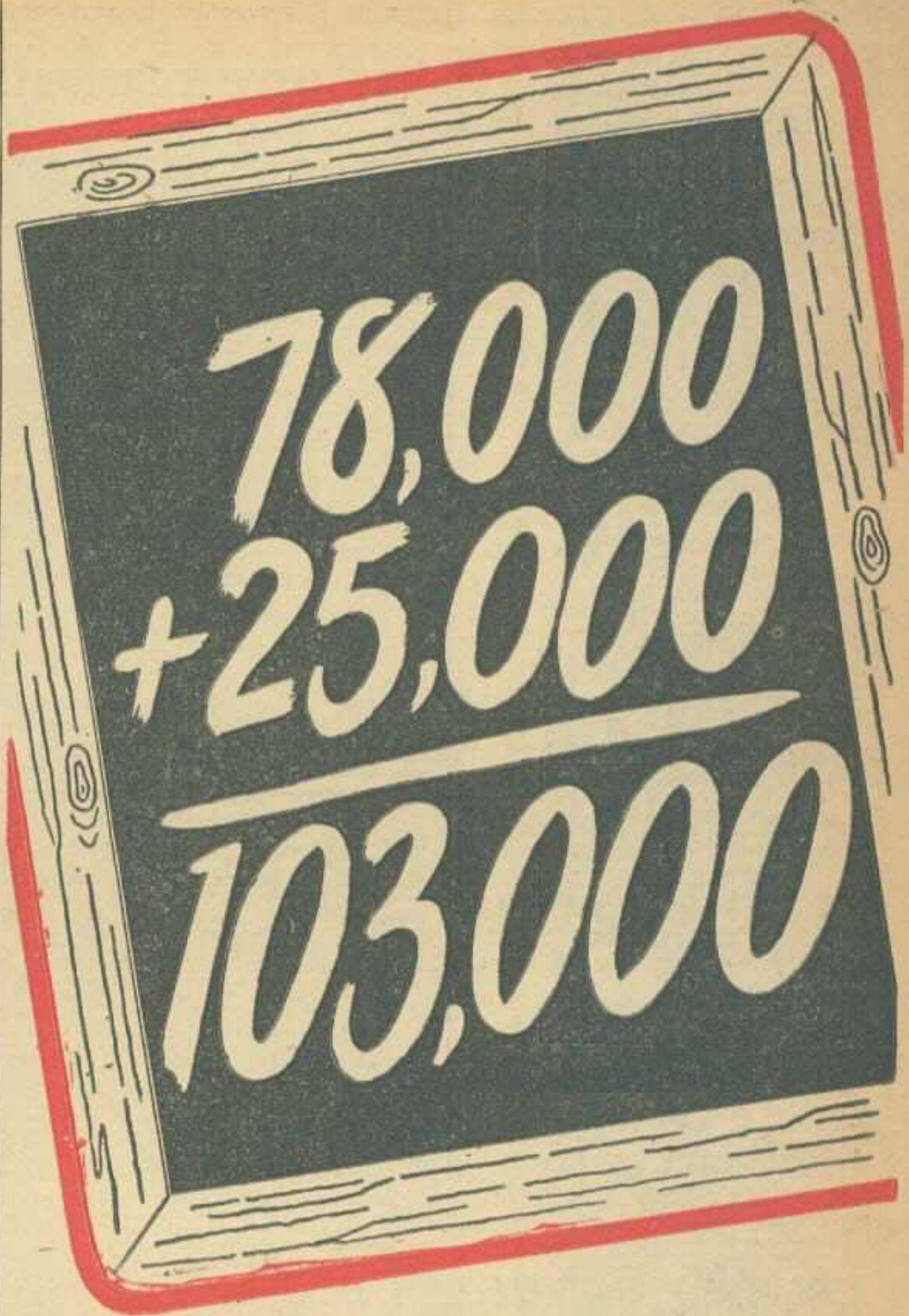
WHOLESALE LOTS—CACTUS; RESURREC- tion Plants, small, 3" across, field run, med. & large. Axtec Cactus, Presidio, Tex. mh19

\$3 DOZEN PLASTIC APRONS — OTHER quick-selling quality buys including matching Tablecloth-Apron Sets, \$12 dozen; sample set, \$1.25; free catalog. Jole Fashions, 251B East 119th St., New York, N. Y. mh26

100 BLUE SUPERFINE RAZOR BLADES WITH one Ballpoint Pen free, only \$1 prepaid; money back guarantee; agents wanted. Berco Mfg. Co., 246 Fifth Ave., New York 1.

PORTABLE TYPE BINGO EQUIPMENT FLASHBOARDS & BLOWERS
"Priced so low, you can own both."
Jobbers, Agents invited.

LIPKA MFG. CO., 703 E. 12 St., New York 9, N. Y.
Springs 7-2327



IT ADDS UP TO

a real advertising
BUY

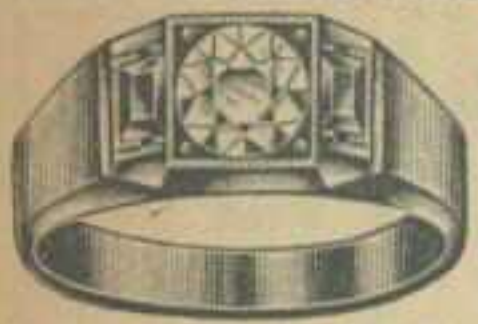
It sounds as tho we are tossing pretty big figures around, but with the print order for The Billboard SPRING SPECIAL tabbed at 78,000 and the circulation of the new Popular Items Catalog for merchandise advertisers set at 25,000, the combination of these two make up the best advertising buy The Billboard has ever offered customers.

The SPRING SPECIAL, in itself, is the issue that merchandise buyers use as their guide for spring and summer purchasing—the kick-off issue of the outdoor season! The Popular Items Catalog (available to advertisers in the SPRING SPECIAL at a very slight additional cost) will have a special distribution to over 25,000 major jobbers, novelty and souvenir shops, variety stores, tobacco jobbers, drugstores, toy stores and chain 5 and 10 buying headquarters.

WIRE YOUR COPY IMMEDIATELY

copy deadline is March 30!

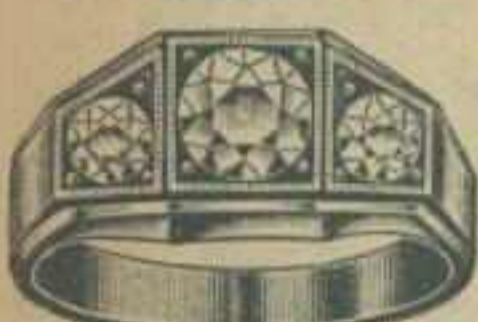
All Extra Heavy Mountings
10 days' money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only.



#8515 PER DOZ. \$16.00
1/20 12K Gold Filled. Large white center. Red sides. Without side stones.
#8910 \$14.00 Dz.



#8608 PER DOZ. \$22.50
14K RGP. White center. Red sides.



#8510 PER DOZ. \$20.00
1/20 12K Gold Filled. Extra Heavy. Ruby color center.



#8925 PER DOZ. \$21.00
1/20 12K Gold Filled. Large white stones. Small red.



#8426 PER DOZ. \$21.00
14K RGP. White center. Ruby colored side stones.



#8922 PER DOZ. \$18.00
1/20 12K Gold Filled. All white stones. Without side stones.
#8915 \$14.00 Dz.



#8606 PER DOZ. \$22.50
14K RGP. White center. Red side stones.



#8918 PER DOZ. \$21.00
1/20 12K Gold Filled. Ruby color side or all white. Without side stones.
#8908 \$18.00 Dz.



#8937 PER DOZ. \$20.00
1/20 12K Gold Filled. White center. Ruby red sides.

SAMPLES—Dozen or Half Dozen Your Choice—Regular Price. Order the Sizes You Need. All Orders Shipped Same Day.

DISPLAY CASES
Imitation leather-bound and velvet-lined.
24 Ring Size—\$5 48 Ring Size—\$6
RING BOXES
Paper—for 1 or 2 Rings, 75¢ Doz.
Very Fancy Heart-Shaped Plastic, \$3.00 Doz.
Boxes sold only with rings.
\$1 Per Doz. Deposit on All C. O. D. Orders.
DES MOINES RING CO.
1155 24th St. DES MOINES, IOWA

ANIMALS, BIRDS, PETS

AAA ATTENTION! AFRICAN LIONS, MALE and female, 3 years old, \$150 each; Black Bears, 2 years, \$85 each. Ross Allen, Silver Springs, Fla. mh26

AGOUTIS, PACAS, COATI MUNDIS, MEXICAN Orange-Silver and Black Squirrels; Rattlers, South American Boas; immediate shipment. Snake King, Brownsville, Tex. ap9

ALL KINDS OF WILD ANIMALS—MONKEYS, Kinkajous, Sloths, Agoutis, Pacas, Coati-Mundis; jungle shipments arriving twice a month; animals on hand, Skunks, Civit, Armadillos, Wildcats, Opossums, Raccoons, Monkeys, etc.; write for list. Ross Allen, Silver Springs, Fla. mh19

ASSORTED HARMLESS SNAKE DENS—Mixed Poisonous Snakes, fixed, ready to go; spring customers get priority this summer. Phone 1092-black; wire Ocala; mail Ross Allen's, Silver Springs, Fla. ap16

BABOONS, PUMA CUBS (THREE MONTHS), Vervet Monkeys, Rhesus Monkeys, Pigtail Monkeys, Badgers, Raccoons, Foxes, Squirrels, Bear Cubs, Chase Wild Animal Farm, Egypt, Mass. mh26

GIANT RATS (COYPU) — REAL BIG RATS with long bare tails; immediate delivery. Rex Ingham, Ruffin, N. C.

OSTRICHES FOR SALE—PLACE ORDER NOW for delivery; 2 year old Ostriches, \$400 each, 3 year old, \$500; six feet Alligators, \$70; trained male Ostriches with sulky cart and harness, with cage, ready to drive, \$3,000 each, complete outfit; six foot Crocodile, \$150; all see F. O. B., St. Augustine, Fla., cash. Casper's Gator Jungle, P. O. Box 266, St. Augustine, Fla. ap16

SHOWMEN!—LARGE HEALTHY RATTLETS, Blue Bulls, Coachwhips, Boas, Iguanas, Poisonous Lizards; fair prices, prompt shipment; Dens, Reptile Gardens, Washington Park, El Paso, Tex. mh19

BUSINESS OPPORTUNITIES

AMUSEMENT PARLOR POKERINO ARCADE—Sacrifice to quick buyer; open all year; located in Convent Hall block, 2201 Boardwalk, Atlantic City, N. J.

ANALYZE HANDWRITING FOR PROFIT—Complete outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB 971, Philadelphia. ap2

AT LAST A GOOD BALL GUM!—RITE GUM will increase your sales; write today for samples. Rite Gum Co., 1441 S. Bellevue, Memphis 6, Tenn.

"CONCESSIONAIRES GUIDE BOOK" NOW ready; how to make money operating games, refreshment stands, shows, etc.; hundreds of plans, schemes, secrets; big season just ahead; price, \$1; satisfaction guaranteed. Raymond Schenck, West Penn St., Butler, Pa. mh19

DISTRIBUTOR AND AGENTS WANTED—FOR tremendous profits, sell my Cosmetics; protected territory; 150% to 200% profits assured; high quality merchandise, nationally advertised; write today for distributors and agents proposition and details regarding extra commission offer. Cosmetics by Sylvia, 6411 Hollywood Blvd., Suite 219, Hollywood, Calif. mh19

FOR SALE—SACRIFICE: 60,000 AIRCRAFT Kits, ten different numbers; all attractively boxed; very good "throw out" prize; must sell; samples on request. Write Bert Amusement Co., Box 208, Willow Grove, Pa. mh19

FOR SALE—65 STATION MODERN WIRED Music Studio, downtown Los Angeles; 52 pieces on location, mostly mirror cabinets; can be partly financed. Los Angeles Phonotel Co., 832 W. 5th St., Los Angeles, Calif. Phone: MUTUAL 7988.

FROZEN WHIP CONCESSIONAIRES: ELIMINATE mix problems; our non-perishable Ultra-Mix is readily dissolved in cold water; freezes smooth delicious frozen whip; terrific profits, no headaches; write today. Fountain Socialities, Inc., Dept. B-2, 1736 W. 25th St., Cleveland, Ohio. np

GET 500 MONEY MAKING DEALS—FORMULAS, Schemes, Plans, Secrets; wholesale supply sources; folio free. Formico Mart, Box 572, Dayton, O. mh19

IDEAL PARK, JOHNSTOWN, PA., ONE OF the finest amusement centers in Pennsylvania, is for sale; Rides, Roller Rink, Arcade, Ball Park, Pavilion; Swimming Pool 185x680, spring fed; 20 acres of parking space; heavy picnic booking for '49; showing to interested parties, afternoons March 18, 19, 20; low price, excellent terms. F. S. Moran, The Roving Realtor, 505 Mellon National Bank Bldg., New Kensington, Pa.

INFORMATION — WHOLESALE SUPPLY sources and money-making Plans will increase your income. Write Reynard Research Bldg., Smithfield 3, Ohio. mh26

MAKE MONEY SELLING NEW GREASELESS Doughnuts at home on electric machine; wholesale in groceries and cafes; free reviews and plans. N. Ray Co., Minneapolis 7, Minn. my28

MAKE YOUR OWN PLASTER—REGULAR TEN dollar gallon latex rubber mold making kits complete, now five dollars; instructions; make 15 to 20 molds. Farrell Brothers, 4170 Hamilton Ave., Cincinnati, O. mh19

MAKE EXTRA MONEY SPARE TIME—\$5 to \$10 cash first day; money making plan; samples sent 3 dimes; worth it. Nickerson, Sta. A, Box 179, Dept. B, Boston 18, Mass.

NOTICE, POP CORN VENDING OPERATORS, distributors, theater owners: We pop it as you need it; Hybrid Golden Yellow Corn; 50 bushel lots, \$1 C. O. D. delivered; 100 bushel lots, 90¢; freight charges prepaid. National Pop Corn Co., 107 Commonwealth Ave., Buffalo 16, N. Y.

OWN YOUR MAIL ORDER BUSINESS—SELL Envelopes, Bags, Boxes; big profits; no investment. Omaha Envelope Service, 4721K California, Omaha 3, Neb.

PUSH CARD OPERATORS WHO WANT TO make \$200 a week without investing a penny, contact Mammouth Sales, 1311 Widener Bldg., Philadelphia 7, Pa.

TESTED MONEYMAKERS — 68 - PAGE BOOK, 25 cents postpaid; Business Secrets, Plans, Formulas; wholesale supply sources; book contains no ads; meat only; money back if dissatisfied; send now. L. Clay Co., Box 1154, Wichita, Kan. mh19

SIDELINE—VALUED PHOTOS COPIED, EN-larged, restored and colored; for details write Acorn, Box 37, West New York, N. J. mh25

SUMMER RESORT — \$50,000; NEAR PITTS-burgh; swimming pool, skating rink, large night club, living quarters, boating lake, shelters, 10 acres picnic groves; terms. Write Willow Beach Park, Box 31, Houston, Pa.

TRADE AND CLASS MAGAZINES — KEEP posted; latest single copies; over 1,000 covering every trade, business and interest; price list free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

YOU MAKE THEM, WE SELL THEM!—NEW Liquid Plastic makes many items; terrific demand; make big money at home easily! No experience or machinery required; we supply raw materials and instructions. Travaco Laboratories, P.O. Box 1883, Boston 5, Mass. ap9

1,000 ASSORTED SEQUINS, MATCHING Beads, 40¢; free jewelry instructions, supplies list; fast service. Betty Kay, Box 274-BB, Ridgewood, N. J. ap16

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 104 in this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leis, \$7.50; Satin Bras, \$1; Combination Oriental and Strip Costumes, \$10; Satin Bally Capes, \$7.50. C. Guyette, 346 West 45th St., New York City 19. Tel. Circle 6-4137.

BALLY CAPES, \$7.50; STRAW HULAS, \$2.50; Chorus or Strip Net Pant, \$1; elastic net Opera Hose, \$4.95; sheer black nylon Opera Hose, \$4.95; Theatrical Eyelashes, \$1.50; Rhinestone G-Strings, \$6.50; Bras, \$1.50. E. Rowe, P.O. Box 233, Radio City Sta., New York 19.

CLOWNS' AND BURLESE COMICS' PROPS, Wigs, Accessories; free list (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. ap2

MINSTREL SUITS, WIGS; COMEDY CLOWN Outfits; Red Wigs, Caps, Band Coats; Chorus Wardrobe, Orchestra Coats; Velour Curtain (blue) (7½x33), \$50; another (18x15), \$25. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ap30

FOR SALE SECONDHAND GOODS

PEERLESS PORTABLE POPPER, ALUMINUM geared kettles caramelcorn, candy copper kettles; all-electric units, peanut roasters; griddles, hamburger, gasoline bottle gas, natural gas, burners, tank repairs. Northside Co., Indianapolis, Iowa. ap23

SEWING MACHINE—PORTABLE, ELECTRIC, complete with carrying case; 1 year written guarantee; every machine a perfect stitcher; ready to do your sewing in comfort. Beverator Co., Cambridge, Ohio.

1 HERMS ENGRAVING MACHINE, 3 COM-plete Sets Type, also Numerals; total cost new, \$565; excellent condition, sacrifice \$250. Contact F. A. Stubbs, Lakeview, Ohio.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 PHOTO OUTFIT—CUSTOM-BUILT BOOTH, fluorescent; 3 Cameras: 1½x2, 1½x2 and 2½x3½ double, 2½x3½ Street Camera; Comic Foregrounds, Enlarger, Paper, Chemicals, Frames, etc; 10x12 Tent and Frame; also '41 1-ton Ford Panel, clean, good motor, new tires. H. Deacon, 669 Bergen Ave., Jersey City, N.J.

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ap2

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., N. Y. 19. np mh26

COMPLETE BINGO OUTFIT—READY TO DO business; seats 72, Tent, Frame, Counters, Stools, etc.; thirty foot Fruehauf Van, Chev. Tractor, some Prizes; no reasonable offer refused. Jack Garrahan, 845 Anthracite Ave., Kingston, Pa.

COMPLETE EQUIPMENT FOR 500 SEAT movie theater; excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. mh19

CONCESSION TRAILER, 7x30 FT., READY TO go, very clean; windows all around, 13 fluorescent lights, bottle gas. Creator's Twin Poppers and complete Candy Apple Equipment, \$1,900. Food Supply, Winona, Minn.

D.P. PHOTO GALLERY—BEAUTIFUL BOOTH; Double Camera takes 2½x3½ and 1½x2; best fast Lens; excellent condition, with 10 Rolls of Paper, 6-1½" and 4-2½"; all for \$150. Reed, 831 Pearl St., Boulder, Colo.

FOR SALE—SWINGAROO, NEW IN 1947, seats 16 adults; loads on 25 ft. semi and 1940 Diamond T Tractor or will trade for Spit-Fire. Clarence Aldrich, 183 Rockwell Ave., Pontiac, Mich. mh19

FOR SALE—KIDDE AIRPLANE SWING, M. G. Lynam, 332 N. Belsen, Glassboro, N.J.

FOR SALE—20x30 TENT AND SIDE WALL, 12 oz. khaki; ropes, stakes, poles, \$125; complete fireproof, waterproof; guaranteed like new; 1/3 deposit, balance C.O.D.; also 30x50, complete, like new, \$165. Sandy Tamargo, Charlestown, Md. ap9

FOR SALE—OTTOWAY MINIATURE STEAM Train (used 1 yr.) and Kiddie Auto Ride on location in beautiful park in Southeast Texas; for information and price write or wire Mel Wheeler, 1806 E. Kellogg, Wichita, Kan.

FOR SALE—FIRST CLASS ROLLER RINK, Tent 40 by 90, 150 pair Chicago Skates, P.A. System, Portable Skate House; sell at bargain. Jimmy Lawton, Central City, Ky. Phone 277.

FROZEN CUSTARD MACHINE—MOUNTED IN Trailer, ready to operate; low cash price for quick sale. 249 E. 10th, Traverse City, Mich. ap2

GET OUR PRICE FIRST—YOUR POPCORN machine requirements this season; state model, make desired. P.K. Sales Co., 507 Wheeling, Cambridge, Ohio. mh26

FOR SALE—1948 KIDDE ELECTRIC TRAIN, \$1,000; 1½-ton 1941 Chevrolet Truck, \$700. Ida Belle Wines, Box 515, State College, Las Cruces, N. M.

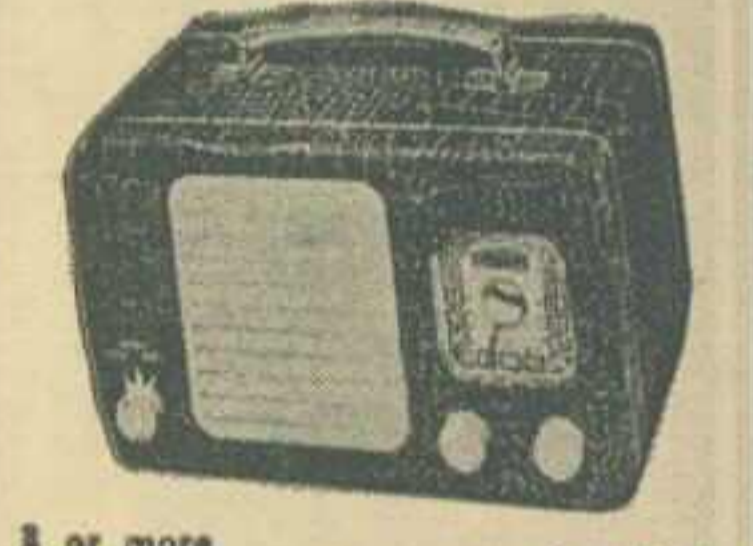
CLOSE OUTS

Novelties • Souvenirs • Wood Jewelry

10¢ Traffic Sign Pins, assorted \$3.00 Gr.
10¢ Shipping Label Pins, assorted 3.00 "
29¢ Mahogany Shield Mailers With Oil Painted Indian Head, Fish, Deer, Horse, Peasant, Duck, Tropical Scene, Flamingo, Pelican, Teepee & Totem Pole 7.50 "
10¢ 6" Plastic Ruler 3.00 "
10¢ Doll Milk Bottle, With Nipple .. 3.00 "
19¢ Hand Made Indian Papoose Plaque 4.00 "
39¢ Cedar Double Heart With Arrow Pin75 Dz.
39¢ Cedar Sweetheart Pin75 "
59¢ Cedar Lovebird Pin75 "
59¢ Cedar Double Heart Necklace75 "
39¢ Cedar Butterfly Pin75 "
39¢ Cedar Night Mare Pin75 "
39¢ Cedar Maple Leaf Mother Pin75 "
39¢ Cedar Elephant Pin75 "
39¢ Cedar English Bull Dog Pin75 "
39¢ Cedar Boston Terrier Pin75 "
39¢ Cedar Double Heart & Bow Pin75 "
39¢ Cedar Laughing Horse Pin75 "
39¢ Cedar Spitz Dog Pin75 "
59¢ Cedar Motorboat Fob Pin75 "
59¢ Cedar Cross Necklace, Large or Small75 "
39¢ Cedar Western Boot Pin75 "
98¢ Cedar Jockey Cap & Boots Pin .. 1.00 "
98¢ Cedar Boots & Saddle Pin 1.00 "
98¢ Cedar Western Hat & Boots Pin .. 1.00 "
98¢ Cedar Cross Necklace With Rose, Large or Small 1.00 "
98¢ Cedar Cross With Rose Fob Pin .. 1.00 "
39¢ Girls' Cutout Name Pin75 "
59¢ Cutout Mahogany Oil Painted Indian Head Plaque 1.00 "
\$1.29 Mahogany Scrap Book With Cutout Cover Design 3.50 "
98¢ Mahogany Photo Album With Cutout Cover Design 2.50 "
79¢ Plastic Plant Table With Pot ... 1.80 "
59¢ Indian Bead Moccasins & Sombrio Pin 1.00 "
49¢ Birch Bark Teepee 1.00 "

CASH WITH ORDER
NO CATALOG NO C. O. D.'s
Send \$4.00 for 85 different samples with close-out price tags attached.
CHARLES DEMEE MFG. CO.
108-116 E. Walnut St.
Milwaukee 12, Wis.

THE NEW TRAV-LER 3 WAY PORTABLE RADIO



3 or more \$14.25 EA.
1/3 deposit on order, balance C. O. D.
Sample Postpaid \$15.00
IRWIN DISTRIBUTING CO.
106 S. GROVE ST.
WICHITA 7, KANSAS
State your business.

AUCTIONEER MUST LIQUIDATE AT ONCE

GOLD FINISHED 4-LEAF CLOVER "GOOD LUCK" & "KEY TO MY HEART" CHAIN BRACELETS
Orig. price, \$1.00
12 dz. lots, \$2.50 dz.
Sample dz., \$3.00
In many languages.

JEWELRY 100,000 Pcs. (Mostly Boxed)
PINS • NECKLACES • BRACELETS • EARRINGS • IDENT'S • ETC.
Retail Value up to \$5.00 ea.
1,000 Pc. Ass't. ... 15¢ ea.
500 Pc. Ass't. ... 20¢ ea.
100 Pc. Ass't. ... 25¢ ea.

WALLETS 5,000 Ass't. Reptile Skin, All Colors. Cowhide, All Colors.
Originally retailed for \$5.00 ea.
\$6.00 Doz. in 6-Doz. Lots
Sample Doz., \$7.00
25% Deposit, Balance C. O. D.
LOUIS H. GINSBURG Auctioneer
19 E. 16 ST. NEW YORK 3, N. Y.

BIG MONEY MAKERS ALWAYS IN DEMAND

Glass Cutter-Knife Sharpener \$14.00 Gr.
3-Piece Comb Set on Cards 8.50 Gr.
Needle Book, Incl. Threader 8.75 Gr.
Shoe Laces, Mercerized (6 Dz. Prs.) 1.35
Strong Pocket Combs, Ass't. Colors 1.50 Gr.
Ball Point Pens, Pencil Shape 1.65 Dz.
Small Flash Light With Keychain .. 3.00 Dz.
Nifty Plastic Towel Rack 1.75 Dz.
Samples at wholesale, postage extra.
1/4 Deposit on C. O. D. Orders.
Prompt shipments.
CHARLES UFERT
Our 36th Year
16 E. 17th St. New York 3, N. Y.

SENSATIONAL VALUES!
WATCHES ★ DIAMONDS ★ JEWELRY

New and re-conditioned ladies' and gent's **NATIONALLY KNOWN GUARANTEED** wrist and pocket watches.

Eigen
Waltham
Hamilton
Bulova
Gruen
Swiss

Prices from **\$4.95**

Send for our **FREE WHOLESALE CATALOGUE** immediately.

ARPEL JEWELERS
318 Washington Square Bldg., Dept. B
7th and Chestnut Sts. Philadelphia 6, Pa.

QUALITY ~ LOWEST PRICES ~ SERVICE



No.	Ht.	Milw.	N. Y.
4622	27	\$33.25	\$28.75
4623	33	44.00	38.00
Per Dozen			

No.	Ht.	Milw.	N. Y.
4511	Gibson, Lge.	\$48.00	\$41.40
4512	Gibson, Sm.	37.50	32.75
Per Dozen			

No.	Ht.	Milw.	N. Y.
4659	26	\$44.00	\$38.00
4663	24	40.50	35.00
Per Dozen			

No.	Ht.	Milw.	N. Y.
4657	26	\$44.00	\$38.00
4661	26	38.00	33.00
Per Dozen			

No.	Ht.	Milw.	N. Y.
4634	Lge. Wh.	\$80.00	\$70.00
4635	Lge. Br.	80.00	70.00
Per Dozen			

Please note that we have SPECIAL PRICES on direct shipment from our NEW YORK WAREHOUSES. All orders shipped from New York must be in full cartons as packed, 1-Dozen to a Carton. We have added only a small handling charge, therefore all orders must be accompanied by at least a 25% Deposit and the Balance C. O. D. Write for complete list of Plush Toys, Fur Toys and Dolls.



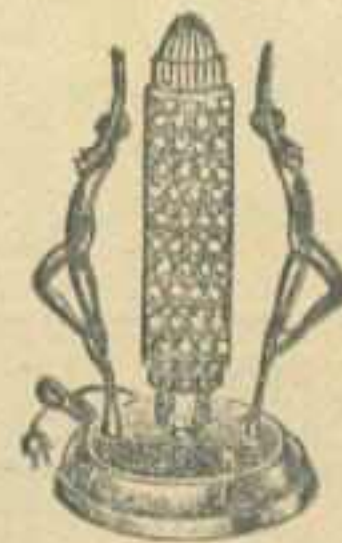
No. 1014
Doz. \$42.40
Write for Eastern Price



No. 1029
Doz. \$37.00



No. 1050
Doz. \$24.00



No. 1005
Doz. \$44.00
Also 1 and 3 Figure



No. 1038
Ea. \$5.95



No. 981
Doz. \$12.00

NOVELTY SPECIALS

Hats, Canes, Monks, Cell. Dolls, Rubber Toys, Squirt Guns, Parasols, Flying Birds, Pin Wheels, Leis, All Counter Items, Tails, Comic Buttons, Charms and Badge Board Specials.

TROMBONES, BALLOONS
OPERA GLASSES

ALUMINUM WARE

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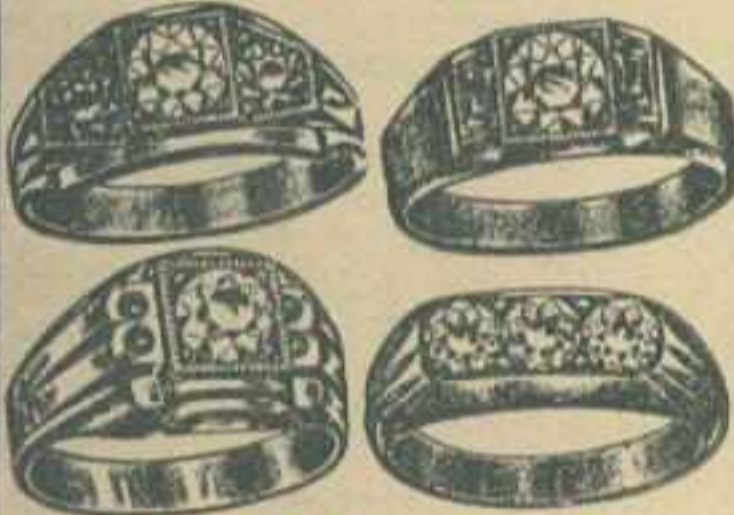
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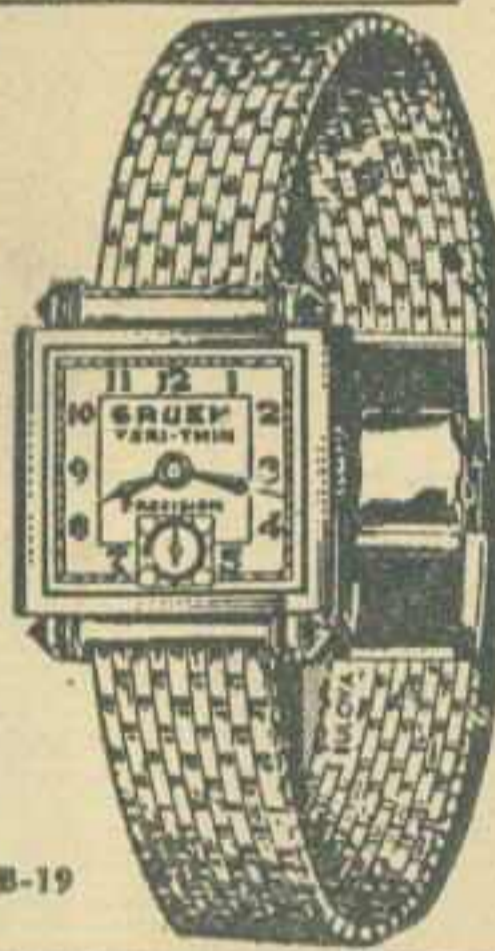
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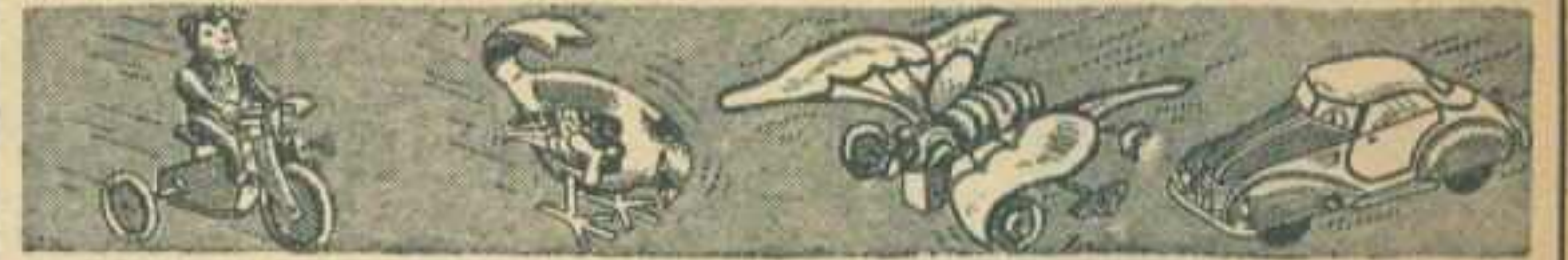
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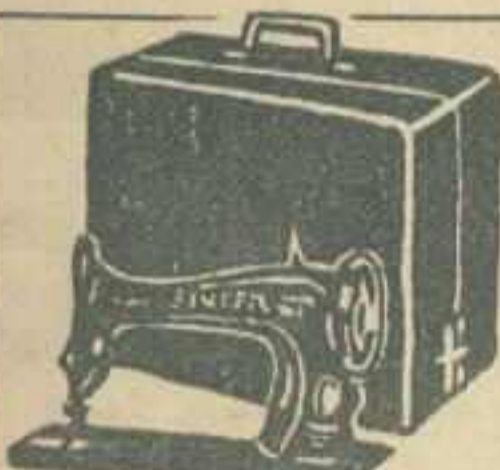
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New! P.D.Q. AUTOMATIC PHOTO MACHINE! Today's Big Money Maker! TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE

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NYLONS NEW COLORS AND PRICES First Quality Guaranteed 54 gauge, 15 denier \$13.75 per dozen

BIG MONEY FOR YOU! Just Tell Property Owners about ZONE Heavy-Duty ROOF COATING

Extra Fancy Decorated GLASSES (Packed 6 Doz. to Case) 5 oz., 3 1/2; 9 to 10 oz., 4; 15 to 18 oz., \$4.

SCENERY AND BANNERS

EARLE CALDWELL STUDIO—SHOW BANNERS, Scenics; artistic, colorful, best quality; priced right. 121 1/2 South Broadway, Los Angeles 12, Calif.

TATTOOING SUPPLIES

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3, ap2

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. mh19

HELP WANTED—ADVERTISEMENTS RATE—12c a Word Minimum \$2 Remittance in full must accompany all ads for publication in this column.

GIRL OR LADY (AGE MAKES NO DIFFERENCE) to travel with magician and wife and assist in care of three small girls; live in trailer; steady work year around; 15 dollars per week. Address Paul Hubbard, Gen. Del., St. Albans, W. Va.

WANTED — DEPENDABLE, ATTRACTIVE girl assistant for magic act; prefer dancer or acrobat; steady work with reliable man and wife; state age, size, etc. Lippincott, the Magician, Gen. Del., Brashear, Mo.

AT LIBERTY—ADVERTISEMENTS 5c a Word, Minimum \$1 Remittance in full must accompany all ads for publication in this column.

AGENTS AND MANAGERS

AT LIBERTY — ATTENTION, MANAGERS, bookers; Can furnish fine small Gypsy combo, Hungarian Cimbalom included; for summer engagement; play dinner and dance music, tango, rumbas, etc.; no be-bop; good deals only. Paul Igreny, 1553 Orchard St., Chicago.

BANDS AND ORCHESTRAS

MODERN EIGHT PIECE COLLEGE DANCE band; special arrangements, vocals; seeks summer location. Contact Johnny Phillips, Florida State University, 623 W. Pensacola, Tallahassee, Fla.

CIRCUS AND CARNIVAL

FANNIE BLAIS, THE DIFFERENT HALF AND Half and over forty; new style banner, life size photo; can make annex openings. Jack Bragdon, 755 O'Farrell St., San Francisco, Calif. mh26

MAGICIANS

FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation; salary for act; percentage on private readings. Yose, care Kneeland, 75 1/2 W. Chippewa, Buffalo, N. Y.

FREE! FREE! 500 RAZOR BLADES!! Introductory offer. We will ship you 500 of our DOUBLE EDGE GUARANTEED blades free with each order for 500 at \$5.00!

AT LIBERTY — OLDTIMER; BLACK FACE, singing, talking, banjo comedian for med. radio, vaudeville or what have you? Change for 2 weeks or longer; make good on any show; name your best first letter. Burt (Smoky) Leslie, Gen. Del., New Orleans, La.

MISCELLANEOUS

ATTENTION, THEATER, AUDITORIUMS, Fairs, Fair Managers and Bookers; International Mystery Show; 59 minutes to 2 1/2 hour production; available now; will travel anywhere; show is motorized; direct from Europe; Mighty Kara-Kum presents; Any lady from audience will float in mid-air; head of anyone will be cut off and thrown to the audience; any drinks called for will be produced from water, rum, gin, Martini, whisky, zombie, etc.; spooks, skeletons will leave the stage and sit with audience; Kara-Kum will be in two different places at the same time on stage; have special design window cards, posters, handbills, sheets and 24 sheet billboards, also handbills, recar speakers, screen trailers, cuts, mats, recorded radio spot announcements, etc.; suitable for midnight shows; show is highly entertaining, exactly as advertised; eighteen years of stage experience; March 15 and 16 playing at Civic Theatre, Portsmouth, N. H. Write or phone Kara-Kum, care Hotel Statler, Boston, Mass.

IRISH SINGER AVAILABLE FOR SAINT Patrick's Day, also week ends; also studio with piano for rent by hour. 355 W. 34th St., rear, N. Y. Call after 3 p.m.

MUSICIANS

ALTO, TENOR CLARINET—AVAILABLE FOR travel or locations; also steamship cruises and resort jobs. Musician, 204 Marion Ave., Punxsutawney, Pa. Phone 298-M.

AT LIBERTY—BASSMAN; READ AND FAKE; 14 years' experience. Cliff West, 801 So. Campbell, Springfield, Mo. mh26

AT LIBERTY — HUNGARIAN CIMBALOM player for summer engagement; experienced, good reader, fake; age 43, neat, sober, reliable, married; double society style bass; have Gypsy arrangements for small combos; now engaged fine Chicago spot; good deals only. Paul Igreny, 1553 Orchard, Chicago.

AVAILABLE MARCH 10TH—EXPERIENCED tenor man, double clarinet, read, transpose, take off; age 26; neat appearance; for small combos, also double piano and accordion, some vocals. Contact Cal Nicci, 7386 Patton, Detroit 28, Mich. mh19

NOVELTIES

Table listing various novelty items like BB-220 Comic Hat Bands, BB-221 Small Comic Buttons, BB-222 46 L. Comic Buttons, etc. with prices per 100 and per 1000.

BONGO TOM-TOM All metal red cylinder with reinforcing rings. Heavy rubber chosen for strength and tone quality. Brightly colored. EYELETS—BANDS FEATHERS—CORDS Beat Out a NEW —SALES Rhythm

CHAIRS FOLDING—NON-FOLDING WOOD OR STEEL IMMEDIATE DELIVERY DIRECT FACTORY PRICES WRITE FOR CATALOG J. P. REDINGTON & CO.

MOTHER'S DAY CARNATIONS Made of Lustrous Cellophane on Green Wrapped Stem with Foliage. An outstanding novelty item for Stores, Streetmen and Huslers. Thousands sold last year; hand made; supply is limited. Pink or White, packed 100 of a color to box. Specify color wanted.

\$1 STARTS YOU IN BUSINESS TIES LINED ON BOTH ENDS 100% WOOL INTERLINING LAMER CREATIONS. Large assortment of patterns. RAPID FIRM \$1.00 each. Come see \$7.00 per doz. You make \$5.00 per doz. SEND \$1.00 FOR SPECIAL INTRODUCTORY COPIES OF 2 lined ties. PHILIP'S SEWING 20 WEST 22nd STREET, Dept. B-96, NEW YORK 14, N. Y.

**Gleaming Gold Plated
WESTERN SADDLE HORSES!**
NEW—AUTHENTIC REPRODUCTIONS



**Act Quick and
Cash In on This Line**
"THERE'S GOLD
IN THEM
THAR HOSSES"

Highly polished—each with Gold Plated Bridle Reins. Packed each in a carton. Made in the following sizes:

Number	Size	Each	Per Doz.
8081	4 1/2" x 5"	\$.65	\$ 7.50
8080	5 1/2" x 7"	.95	10.80
8079	6 1/2" x 7 1/2"	1.25	14.40
8067	7 1/4" x 8"	1.80	21.00

The following Gold Plated Horses have Silver Plated Saddles:

Number	Size	Each	Per Doz.
8076	8" x 11"	\$2.65	\$30.00
8068	11 1/2" x 9 1/2"	3.35	39.00
8069	10" x 11 1/2"	4.75	54.00
8078	11 1/4" x 14 1/4"	6.25	72.00
8083	14" x 17 1/2"	15.00	175.00

Orders shipped immediately. Terms: 25% Deposit—Balance C. O. D., unless rated. Orders under \$10.00 must be paid in full.

GOLDFARB NOVELTY COMPANY

HARBORSIDE BUILDING

JERSEY CITY 2, N. J.

Earn Big Money

WITH ONE OF THE FASTEST SELLING, MOST PROFITABLE ITEMS ON THE MARKET! IDEAL FOR DOOR-TO-DOOR SELLING!

**VELVO
"WELCOME" RUBBER
DOOR MAT**



Patents Pending
More than 4,000 rubber "Fingers"—25 to the square inch—scrape all dirt off shoes quickly and cleanly. Self draining.

Cash in Now on Seasonal Business. Get Complete Information.

Here's a unique type door mat from a company that sells more than a million mats yearly! Of heavy duty construction, "Welcome" mats wear like iron, will not tear, last for years, yet are flexible and soft as velvet. Positive non-skid tread on bottom. The remarkable rubber "finger" feature alone makes these mats sell on sight!

Mats cost you only \$1.00. You sell them for \$2.49! Packed 40 to a lot, shipping wt. 120 lbs. Color: Black.

Mail \$1.00 Today for Postpaid Sample

R. L. Mitchell Rubber Co.

Dept. B-10
2120 San Fernando Road, Los Angeles 41, Cal.

Attention—JOBBER, DISTRIBUTORS

**HOLLYWOOD
PICTURE
PORTFOLIOS**

12 photos to each set. 4x5 glossy prints. 40 different, gorgeous models.

"SELLS LIKE WILDFIRE"

**DOZEN \$7.20
SETS**
100 Sets, \$50.00.

**ORIGINAL
PEEK-A-BOO
KEY CHAIN**

New selection of the most gorgeous models. 4 dozen to counter display box.

"HOTTEST CONSUMER DEMAND"

**PER GROSS \$12.00
IN 5 GROSS LOTS**
Single Gross—\$13.50
4 Doz. Min.—\$1.50 Doz.

**KEY CHAIN
PHOTO
KNIVES**

12 knives on attractive card with lovely Hollywood models.

"TERRIFIC VALUE"
**PER \$3.00
DOZEN**
Gross Knives, \$33.00.

25% DEPOSIT WITH ORDER, BALANCE C. O. D.

GEM SALES CO.

533 WOODWARD AVE.
DETROIT 26, MICH.

**AUCTIONEER SELLS
BY ORDER OF LARGE MFR. OF
COSTUME & NOVELTY JEWELRY**

50,000 LBS.

Findings consist of—Pins, Rings, Bracelets, Earrings, Chains, etc.

\$1.50 Lb. in 5 Lb. Lots

\$1.25 Lb. in 10 Lb. Lots

\$1.00 Lb. in 25 Lb. Lots

Sample Lb. \$2.00

Beads—Imported, all colors, sizes, shapes, etc.

8 Lb. Lots \$4.00. Sample Lb. \$1.00.

25% Deposit—Balance C. O. D.

FINDINGS & UN-FINISHED JEWELRY

IMPORTED & DOMESTIC STONES & BEADS

Stones—Imported, Cut, Different Sizes, Shapes, etc.

1,000 Stones \$15.00

2,000 Stones \$20.00

5,000 Stones \$37.50

Sample Lot 500—\$5.00

Your chance to make Jewelry and Novelties at practically no cost.

LOUIS GINSBURG, AUCTIONEER, 19 E. 16TH STREET, NEW YORK 3, N. Y.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

**MODERN
FIREPLACE
CLOCK**

#220—13 1/2" Long,
7 3/4" High

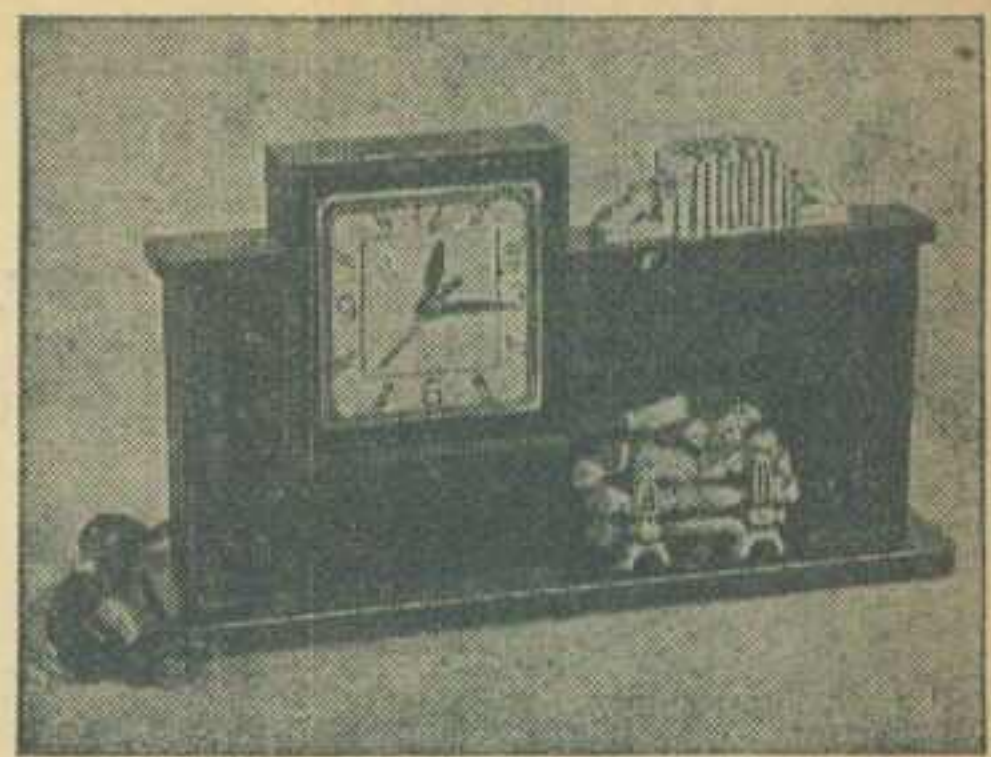
Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license.

Choice of Two Brilliant Wood Finishes: Blond or Mahogany.

New, modernistic, square clock face.

Books and Bookends, Logs and Andirons of attractive metal construction.

FIREPLACE LIGHTS UP! Controlled by separate switch



\$6.10 Ea. in Doz. Lots
Samples, \$7.00 Ea.

**"UNITED'S"
COACH
CLOCK**

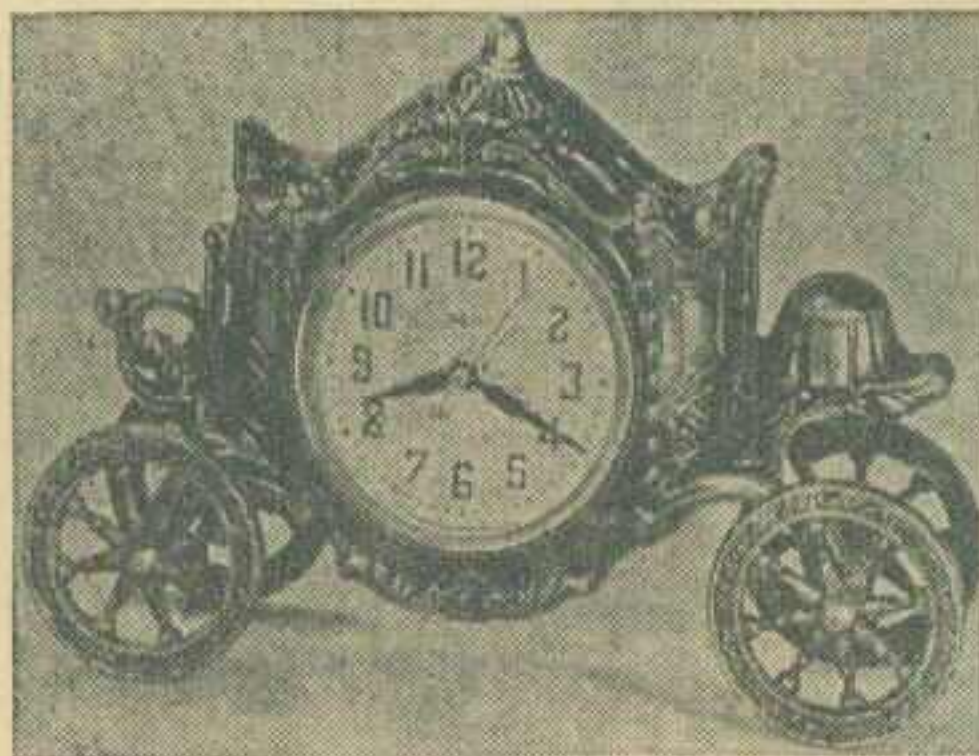
Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license.

#205—13" Wide,
9" High.

All-metal electric clock in rich-looking two-tone bronze finish. Looks like expensive antique. An eye catcher and sure-fire attraction built for sales appeal!

\$5.65 Ea. in Doz. Lots
Samples \$6.50 Ea.

25% Dep., Bal. C. O. D.



• WRITE FOR NEW EASTER CIRCULAR •

CUTTLE & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

ATTENTION! CARNIVAL & CONCESSION MEN!

Save 25 to 30%! Buy Direct From Manufacturer!

Before you buy your Stuffed Toys, see the 1949 ACE TOY CATALOG. This season we are coming out with NEW EXCLUSIVE EXTRA LARGE CARNIVAL AND CONCESSION NUMBERS.

Place your order EARLY. A deposit will hold your order 60 days!

MONEY-BACK GUARANTEE!

If not satisfied, return merchandise within 3 days and we will gladly refund your money!

We have REAL FUR FUZZY WUZZY GRIZZLY and POLAR BEARS... also LIONS, MONKEYS and SPITZES. Large Black or Colored SCOTTY DOGS with beautiful red plastic and leatherette harnesses!

MR. JOBBER & DISTRIBUTOR

We have a Special Arrangement for you! Prices so LOW that you can sell BELOW our retail price! Terms to rated concerns or if satisfactory references given, 25% dep. req. if not rated.

Salesmen: Territories open. Ask for details.
SPECIAL: #244 30" Rayon Plush Bear, black or asstd. colors, cotton-stuffed, embroidered nose \$30.00 dz.
6 DZ. LOTS ONLY \$27.00 DZ. I
#252 30" Real Fur and Plush Combination Grizzly Bear \$42.00 dz.
6 DZ. LOTS ONLY \$36.00 DZ. I



ACE TOY MANUFACTURING CO.

122 WEST 27TH STREET
NEW YORK 1, NEW YORK

CUTIE SLIDES

Sharp, double-frame, 2'x2', natural color pictures of Hollywood's most glamorous models.

OVER 500 DIFFERENT POSES

Most Poses Are New and Exclusive

SEND \$1 FOR SAMPLE ORDER OF 3

20 for \$ 5.00 | Write for our special jobber discount.
50 for 10.00
300 for 90.00

Free picture folder with each order.

R. J. ROSS

141 N. LA BREA
HOLLYWOOD 36, CALIF.



New Look for GREATER SALES in PLAY BALLS and TOY BALLOONS

By
EAGLE

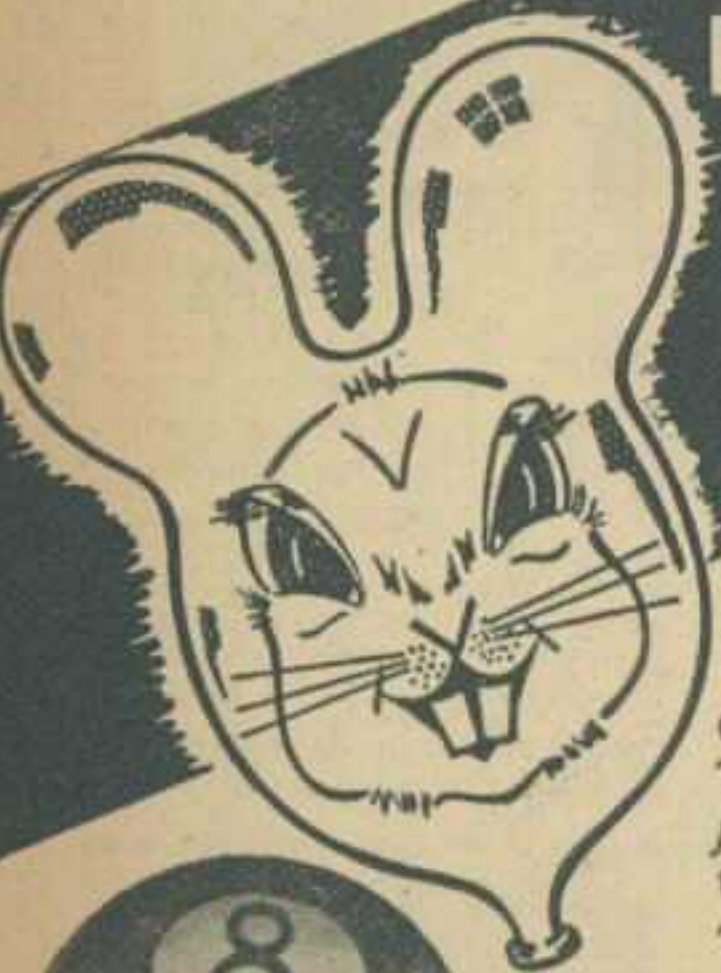


No. 928
RABBIT
TOSS-UP

No. 9
RABBIT
HEAD

Cleverly designed Head Balloons and Toss-ups with inflatable ears give you feature attractions that result in fast turnover and larger profits.

The new Eagle "8" Ball is a high-bouncing, fun-provoking novelty that will immediately catch the fancy of your trade. This is one time that getting behind the "8" ball will be profitable for you.



No. 8
BALL

Write, wire or phone for further information.

EAGLE RUBBER CO., INC. Ashland, Ohio

ATTENTION

All Crew Hat Operators From Coast to Coast
We will not be undersold

Our prices on Crew Hats made of twill and gabardine
SPECIAL — \$55.00 Per Gross

Guaranteed first quality and the best made hat in the country. Gabardine hats flocked with any resort, beach, fair or carnival — Special, \$67.50 per gross. In March 12 issue of Billboard we quoted incorrect price for "Plain White Top Crew Hats with Colored Brims" and "Crew Hats Flocked with Any Park, Carnival, etc.". The correct prices are \$55.00 and \$67.50 per gross, respectively.

PRICES

Two-Tone Combination Tops. Gross	\$63.00
Felt Crew Hats—beautiful assorted colors. Gross	36.00
Yacht Caps with any resort, beach. Gross	33.00
Kiddies' Felt Crew Hats. Gross	24.00
Cowboy Hats, beautifully faced with cord in all beautiful colors. Dozen, \$8.00. Gr	95.00
Baseball Caps in heavy twill and gabardine—the best baseball cap on the market. Your choice with or without eyelets. Gross	54.00

We advise all Crew Hat Operators to buy early as the demand will be the biggest in the country this season. Don't be shut out as you all know what happened last season.

IMMEDIATE DELIVERY. JOBBERS AND DISTRIBUTORS, WRITE OR PHONE.

25% Deposit — Money Order or Cash — Balance C. O. D.

HARRIS NOVELTY CO.

1102 ARCH ST.

Phone: MArket 7-9848

PHILADELPHIA 7, PA.

BUY DIRECT—COSTUME JEWELRY HANDSET STONES THAT SPARKLE LIKE DIAMONDS BETTER GRADE JEWELRY

NECKLACE (2 and 3 Piece)	\$12, \$18, \$20, \$24, \$36
PENDANT AND EARRINGS	\$12, \$18, \$20
PINS	\$ 6, \$ 8, \$10, \$18, \$24
BRACELETS AND EARRINGS	\$12, \$18, \$20
EARRINGS	\$ 4, \$ 6
SCATTER PINS	\$4.75, \$7.20
SPECIAL SAMPLE ASSORTMENT	\$10, \$25, \$50

NO CATALOGS.

All Merchandise Individually Boxed—Special Price for Gross Lots

JOHNSON'S SPECIALTY CO.

1503 Webb, Detroit 6, Michigan

Phone: TOWNSEND 9-4467

SATISFACTION GUARANTEED OR MONEY REFUNDED

MUSICIANS

AVAILABLE WEEK'S NOTICE — BASS MAN; vocal, comedy, impressionist; "Eight Years Club Hollywood"; also other Cin's best clubs and from Pittsburgh to Miami; require advance, bass and transportation; hotel, any sweet combo; no boy work; kicks only; go anywhere, any country, location only, for substantial salary; age 30, Union Local 1. Johnny Borders, care Hill Top Casino, E. Dubuque, Ill.

BASS MAN—READ, FAKE, SOBER, UNION, reliable; age 21, single; novelty vocals; prefer combo; others write. "Chuck" Patterson, 2304 Salina Ave., Wichita 4, Kan.

DICK BISSETT'S QUINTET DESIRES SUMMER location; sweet, danceable music; available June 15 until Sept. 15. A12W Highland Ave., Athens, Ohio.

DRUMMER—SOBER, RELIABLE, LOCAL 66; have family responsibilities; location only. Irving Rockowitz, 102 Rauber St., Rochester 5, N.Y.

DRUMMER — SOLID, A-1 EXPERIENCE, equipment; prefer jam combo; own car; go anywhere; plus all essentials. Box 1001, Salina, Kan.

GUITARIST—RHYTHM, SOLO; LOUNGE UNIT or small band; sing some; guarantee satisfaction. Box C-275, Billboard, Cincinnati, Ohio. mh26

LEAD ALTO, CLARINET, FLUTE—CUT OR NO notice; available immediately. Fred Burgi, 1212 Sunset Drive, Sioux Falls, S. D. mh26

LEAD TENOR—EXPERIENCED INTONATION and tone good; read and transpose well; double clarinet; no character. Box C-276, Billboard, Cincinnati, Ohio.

MELLOW MOON'S DUO AVAILABLE—ORGAN and drums, no organ. M. C. Owings, 679 N. Dearborn St., Chicago, Ill.

ORGANIST—WITH OWN NEW HAMMOND OR- gan and Vibrachord and 9 years' night club and cocktail experience, would like to hear from reliable bookers in any part of the U.S.; also resorts, clubs and lounges interested in booking for summer engagements; union, highly dependable, age, 27, no drinking play popular and semi-classical and all requests; now working, available soon. Box 424, Springfield, Ill.

ORGANIST WISHES TO JOIN A-1 WORKING trio band, New York; own Hammond, Vibratone speaker; will sell microphone. Box 109, Billboard, New York.

PIANIST, ARRANGER—CAVALLARO STYLE; heavy experience society orchestras; formerly staff pianist Mutual, ABC affiliates; now working, desire change; naturally read anything, 25, union, fine appearance, car; state minimum weekly guarantee; locations preferred. Write Box C-278, Billboard, Cincinnati, Ohio.

PIANIST — AVAILABLE IMMEDIATELY, young, sober, reliable, union; all around; fast butterfly style; prefer society or tenor bands; experienced. Joe DeGregory, 534 Linden Ave., Steubenville, Ohio. mh26

PIANO, IMMEDIATELY—FOR SMALL UNIT or as single; entertainer, well experienced, appearance, union, sober. Phone Sharon, Pa., 2-3604. mh19

TENOR, ALTO, CLAR. AND FLUTE—EXP. all styles; prefer Fla. or Southeast. Musician, 120 W. 7th St., Charlotte, N. C.

TROMBONE — RELIABLE, UNION; SHOWS, commercial bands; consider anything; cut or else. Roy Carpenter, 446 Oakley Ave., Lynchburg, Va. mh19

TROMBONE—READ, FAKE, TRANPOSE ANY parts; semi-name combo and commercial experience; cut any style band or no notice. Howard Cooper, 409 2nd St., Orange, Tex. Phone 2021.

TRUMPET, VOCALS — SINGLE, RELIABLE, name and combo experience; fake, transpose and etc. Musician, 1025 W. Washington St., New Castle, Pa.

TRUMPET—AVAILABLE IMMEDIATELY; EX- periented section and combo; good reader and jazz; scat vocals; age 21, married. David Joel, Myers Hotel, Oceanview Ave., Norfolk, Va.

TRUMPET — STRONG LEAD OR SECOND, takeoff, fake, do novelties, large or small combo; union, will travel. Box C-262, Billboard, Cincinnati, Ohio.

TUBA—AVAILABLE AFTER JUNE 15; SOBER, reliable, experienced, no habits; will join on wire. Write Thomas Murphy, Old Bennington, Vt.

TWO TROMBONE MEN—AVAILABLE IMMEDIATELY; ages 19 and 21; university music majors; road exp.; want work together to preserve section; read well, fake; contact Bill Smiley and Tom Rays, 761 No. Harvard Ave., Provo, Utah. mh26

WESTERN HOT FIDDLE AND GIRL GUITAR, bass and vocalist team; do comedy bits and violin specialties; just finished International Harvester tour; tailored Western wardrobe; young, union and reliable; all offers considered with salary guarantee; state all first letter; go anywhere. Phone 3174. Freddie Stone, Millville, Pa., Columbia County. mh12

PARKS AND FAIRS

A CREATION OF SENSATIONAL ACROBATIC and balancing; 3 marvelous girls, 1 man; beautiful stage setting display; now booking parks and early celebrations. Lehmsbecks, 4 people family act, 2015 Oliver St., Fort Wayne 5, Ind.

BALLOON ASCENSIONS—PARACHUTE JUMP- ing; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap16

HIGH ACT AVAILABLE FOR CELEBRATIONS and fairs. Write High Act, Adel, Iowa. mh19

NOW BOOKING 1949 FAIRS—RUBE CLOWN, Hlum the Juggling Fool, mingles with grandstand and midway crowd, creating fun; does sock Juggling Act in Grandstand Show. Address Eddie Doyle, Worthington, Ind. ap2

OUTSTANDING PLATFORM TRAPEZE ACT— Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

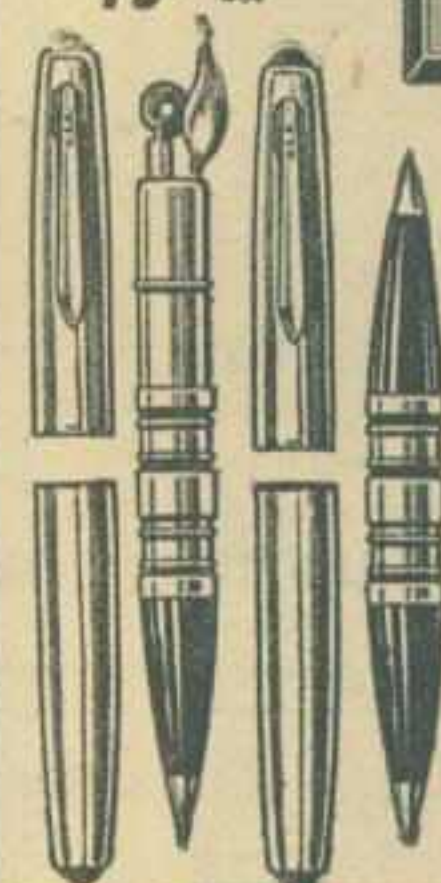
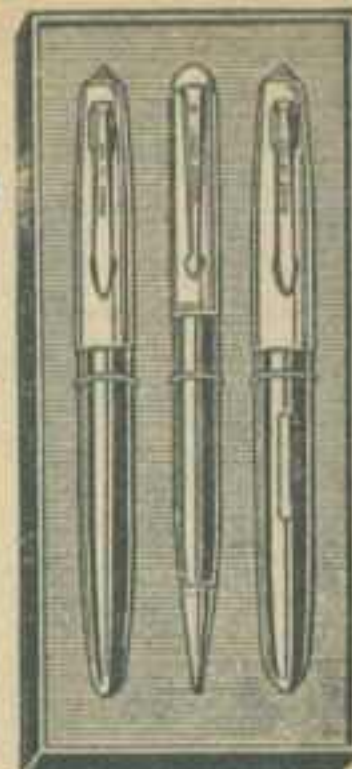
VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR OPEN FOR NITE club booking—Sing and strip too; fringe; can send photos; salary, \$125 net; transportation one way. Wesley Davis, 620 S. State St., Chicago, Ill. Webster 2-2449. mh26

DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

**SPECIAL PRICE
75¢ Per Set**



These Pens Sell Like Wildfire!
Combination ball pen and lighter.

50¢ Ea.

Two-color pen writes in red and blue.

40¢ Ea.

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

**ORDER NOW!
H. EPSTEIN
27 East 22nd St.
New York 10, N.Y.**

SOMETHING NEW, DIFFERENT

No. D1025—Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, bars, etc. A two-in-one deal, as numbers 1 to 40 sell for 10¢ and bring in \$4.00; numbers 41 to 80 sell for 25¢ and bring in \$10.00; total take-in \$14.00. You thus have a double appeal, some customers want to spend 10¢, others 25¢, this deal satisfies both. No blanks, not a gamble.



Costs you only \$6.95; 10 deals, \$67.50
SPORS CO., 3-49 Lamont, Le Center, Minn.

MAKE BIG MONEY FULL OF SPARE TIME

Every Business and Profession uses
BUSINESS CARDS

WHITE, BUFF OR BLUE **2000 for \$345**

POSTPAID ANYWHERE IN U.S.A. **COMMISSION \$100**

TEAR-OFF CARDS with beautiful leather pocket case **500 for \$345**
Postpaid—Commission \$1 Based on letter printing Extra fine quality

RAISED LETTER BUSINESS CARDS 1000 for \$345

POSTPAID—COMMISSION \$1
CHOICE OF BLACK OR BLUE INK
WRITE FOR FREE SALES OUTFIT!

QUALITY BUSINESS CARD CO.

Dept. G-118 N. Jefferson St., Chicago 3, Ill.

ATTENTION! GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all gauges and qualities • Stone-set and plain bangles as follows • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls • 3-stone ring top or beaded stock • Beaded band wire • Plain findings such as crosses • anchors • bowknot pins • springrings • jumpings • swivels • chains • plate and twisted loops • arwires • earcrows, etc. • Hoop earrings • earrings for pierced and unpierced ears • Hand-made adjustable bangle bracelets • Wire knot rings of rolled gold plate • Pearl plates of shell • Cameos, etc.

Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D.

EMROW JEWELRY CO.
Box 95, North Station, Providence R. I.
Buy Direct From Manufacturer and Save.

CONCESSION SUPPLIES

- BB 1521—Daisy Cork Guns, Ea. \$ 5.50
- BB 1522—Cork Gun Corks, 1000 2.75
- BB 1523—Aluminum Milk Bottles, Ea. 1.10
- BB 1524—Wood Milk Bottles, Ea. .65
- BB 1525—Hoop-La Rings, 4 in. to 7 in. Doz. .70
- BB 1526—Hoop-La Rings, 8 in. Doz. .85
- BB 831—Worth Special Base Balls, Doz. 2.25
- Case of 15 Doz. \$2.25
- BB 83L—Latex Covered Base Balls, Doz. 2.40
- Case of 15 Doz. \$2.75
- BB 1527—French Weighted Darts, Doz. 1.20
- BB 1528—Dart Balloons, Gr. 10 Gr. for 9.00
- BB 1529—Add N Win Dart Boards, Ea. .80
- BB 1528—Knife Rack Rings, 100 4.50
- BB 1529—Cane Rack Rings, 100 4.50
- BB 1534—Spring Clothes Pins, Gr. 10 Gr. for 8.50
- BB 1530—Penny Pitch Charts, Ea. 4.95
- BB 1531—No. 5 Satin Ribbon (all colors), 50 yd. Spools, Ea. 1.35
- BB 1532—Medium Bingo Cards, 100 1.85
- 1000 17.50
- BB 1533—Professional Bingo Cards, 100 4.25
- 1000 40.00
- BB 1534—Rubber Covered Bingo Shaker, Complete, Ea. 9.00
- BB 1535—Plastic Bingo Covers, 1000 Prices FOB Indianapolis 2.00

KIPP BROTHERS

Wholesalers since 1880
240-42 South Meridian Street
Indianapolis 4, Indiana

FAST SELLERS

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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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2160 Patterson St.
Cincinnati 22, O.

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- Kennedy, J. B. Wade, Violet O. 82c
- McClendon, J. H. 38c

- Aberle, Mrs. Duckie
- Adams, Dewey P.
- Adameck, Mike
- Adkinson, Gordon
- Aeros, Lou
- Ahrhart, H. W. Jr.
- Aldorf, J. A.
- Aldrich, Wm.
- Aldridge, Jack & Geraldine
- Allen, Charlie & Mrs.
- Allen, Earnest (c/o H. Fisher)
- Allen, Harry
- Allen, Leo
- Alzedia, Dr. G. E.
- Anderson, Mrs.
- Anderson, Wm. Paul
- Andrew, Russell B.
- Andrews, Jack
- Annin, Jimmy
- Arbogast, John R.
- Archer, Mrs. H. L.
- Archer, Willard R.
- Arthur, Wm.
- Ashburne, Marshall
- Asher, Mrs. Hester
- Ashworth, L. S.
- Aston, Tom
- Atkinson, Ralph
- Bacon, Glen H.
- Balley, Mrs. Dolly
- Balley, Charlie
- Balley, Max
- Baker, Freddie
- Baldwin, Edna
- Baldwin, James
- Banks, Libby
- Barb, O. G.
- Bard, Edw. Calvin
- Barlow, Wm.
- Baron, Henry F.
- Barton, Geo.
- Barrickman, Betty
- Rates, A. "Frenchy"
- Ratte, John Henry
- Baugh, Albert Boso
- Baugh, Elmer
- Beard, A. Jack
- Beauchamp, Carl
- Beem, John
- Bell, Forrest W.
- Benjamin, W.
- Bennett, Bryce
- Bentley, Harry
- Best, Dick
- Ribbie, O. R.
- Hishop, Mrs. Marie
- Blanchard, Roy
- Blasingame, Wm.
- Bockus, Mrs. Ethel
- Boden, I. W.
- Bogals, Johnnie A.
- Bona, Raymond
- Booker, Donald M.
- Borden, Sammy
- Bosse, Jack
- Bramson, Johnny
- Brandan, Ray M.
- Branley, Joe
- Braun, Eric (The Great)
- Brett, Howard
- Brewer, Roy
- Brices, Mrs. R. E.
- Broniliet, Albert
- Brown, Pat
- Brown, Wendell B.
- Browning, J. J.
- Bruce, Chris
- Buck, Frank
- Buck, Jack
- Buckingham, Robt.
- Buckminster, A. B.
- Bulley, Jolanie
- Bundy, E. J.
- Burdige, Carolyn
- Burge, Miles
- Burgess, Ed.
- Burleson, Madam
- Burns, Kathleen
- Burton, Jack
- Butler, Michael
- Byers, L. A.
- C. & B. Amuse Co.
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- Calhwell, Geo.
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- Campbell, Dorothy
- Campbell, Horto
- Cannon, Frank
- Cannon, Otis, & Jewel
- Caraccio, Guido
- Carpenter, Norman
- Carrell, Bud & Rose
- Carr, Marvin C.
- Carrejo, Joe
- Cassandra
- Catanzarite, Rocky
- Cavello, Don
- Cearley, Gordon
- Chapman, Gene
- Chapman, Rex
- Christensen, Geo.
- Clancey, Foghorn
- Clark, Penley
- Clark, Mary
- Clark, Wm. Allen
- Clay, W. N.
- Clayton, C. C.
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- Coleman, James P.
- Coleman, Geo.
- Coleman, Mrs. Leo
- Coleman, Sgt. Noah D.
- Collins, Carlton A.
- Congress of Hollywood Daredevils
- Connors, Bob
- Conrad, Sylvia Ellen
- Conyer, Harry
- Copeland, Curley
- Copeland, Norman
- Costello, Louis
- Crandall, Mrs. L. C.
- Crisler, Robt.
- Cristler, P. L.
- Cross, Skeets
- Crull, R. N.
- Crus, Edw.
- Custer, R. P.
- Dagenhart, Chas. H.
- Daniels, Mrs. G. P.
- Darragh, Jack
- Davidson, A. F.
- Davidson, Mrs. Bill
- Davidson, Robt. F.
- Davis, Earl
- Davis, Jack
- Day, Mrs. June
- DeClerck, Al
- DeLue, Frank
- Decker, Otis
- Demetrio, Walter
- Dentinger, Austin I.
- DeVito, Mrs. Joe.
- DeWitt, Bert
- DeWolf, Harold
- Dean, Albert & B.
- Deard, Huddleston
- Dead, Aloha Bobbie
- Denson, Ike
- Dickerson, Katherine K.
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- Dorothea B.
- Dodson, Ernest L. & Patricia
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- Doulin, Richard D. & Ann
- Donofrio, Frank
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- Dunn, James R.
- Dunlap, Slim
- Dyer, Eddie & Gerlie
- Edgar, Horan
- Edwards, Harry
- Eklund, Erik
- Elzey, Wm.
- Emoud, Geo. C.
- Esobar, Jim
- Falger, John
- Fain, Sheet
- Ferens, Jimmy
- Fennell, F. E.
- Filler, O.
- Finch, Marton
- Fitzpatrick, Louie
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- Fisher, Richard
- Fivel, Sam
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- Flannigan, Walter
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- Gerber, Joe
- Gibbons, Arthur M.
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- Gibson, Tiny Lee
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- Gilmore, Johnnie
- Gilmore, James J.
- Girouard, Anthony
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- Goss, Chas.
- Gordon, John D.
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- Granger, Mrs. J. O.
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- Heck, Robt. A.
- Helton, Walter
- Henry, Mel
- Hodges, Glenn
- Hoff, Earl
- Holt, Blackie
- Homer, Lois
- Homes, Pete (Tattoos)
- Honiz, F.
- Hood, Tommy
- Houston, Lee
- Hundstetter Stanley
- Hunter, Bill
- Hunter, Harry Tex.
- Hughes, Marie
- Hunter, Harry
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- Irish, Walter L.
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- Jackson, Jerry
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- Johnson, Harry L.
- Johnson, Pete T.
- Johnson, W. H.
- Jones, Harry
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- Kabate, Richard
- Kamakua, Duke
- Kaniz, Joe
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- Kerler, John
- Kelleholokai, D. V.
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- Kelly, Jack P.
- Kennedy, Boyd
- Kepley, Jesse R.
- Keup, Carliss E.
- Keyes, James B.
- Kibel, Harry
- Kirby, Elaine
- Kiine, Bobby
- Knier, Laurine
- Knodel, Emil
- Knott, Dorothy
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- Largo, Tony
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- Leheny, Hazel
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- LeBlond, Richard E.
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- McRae, Tex.
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- Magic, John
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- Malone, Spike
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- March, Curley
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- Miller, Mrs. Wesley
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- Milton, Ace
- Mitchell, Lawrence
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- Moon, Willie
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- Moore, Wm. & Irene
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- Murray, James R.
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- Neese, Henry C.
- Newberry, Sherman
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- O'Dell, Jess
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- O'Hara, Tim
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- O'Reilly, Jerry
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- Ohavaney, Jim
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- Osenbaugh, Winona S.
- Oversly, Buddy
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- Pander, Samuel
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- Pennington, Chas.
- Peters, Frank E.
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- Phillips, Russell (Cookhouse)
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- Porter, Northan
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- Putney, Earl
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- Rammage, Vera
- Randolph, J. Y.
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- Rapuano, Pat
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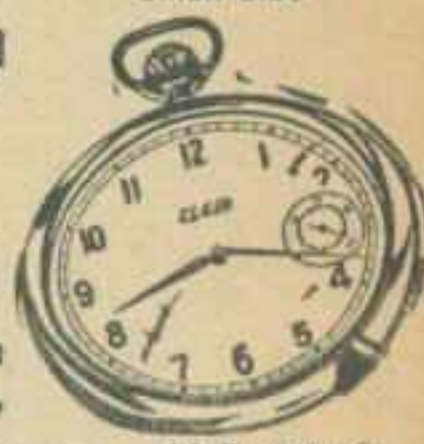
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SEE THIS
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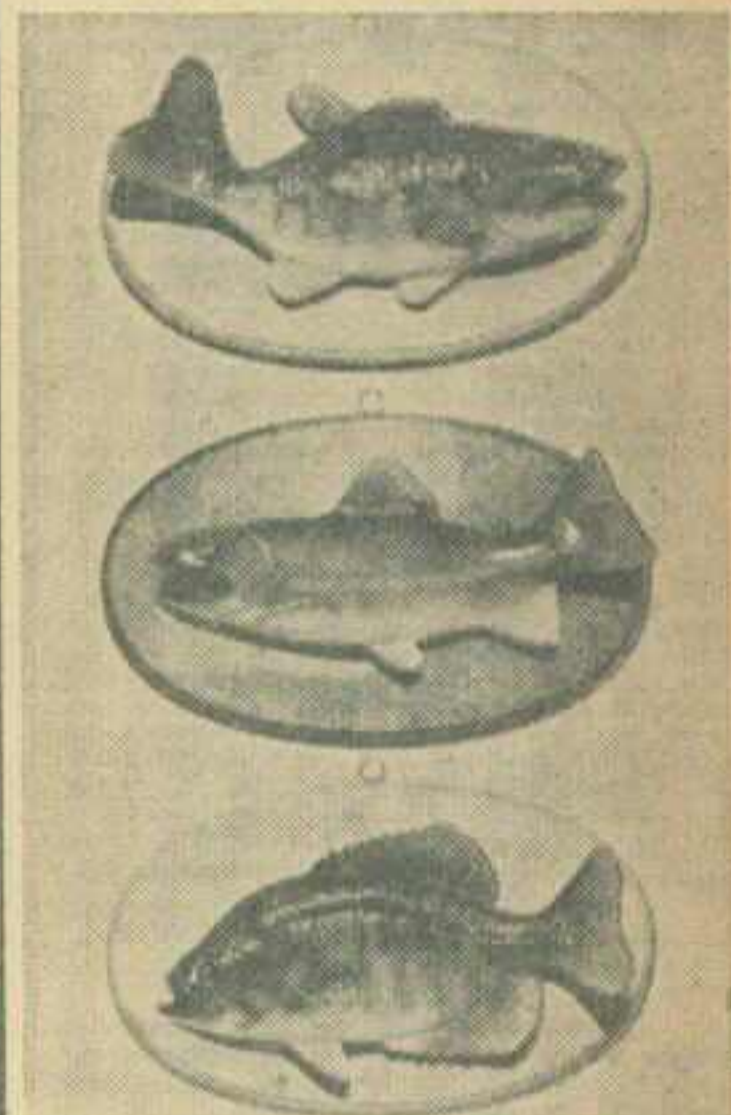
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Sculptured and hand painted in natural life-like colors. Size 10".
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Made of all pink or blue plush with white nose and chest pieces. Movable eyes. Hand embroidered nose and moustache. Silk ribbon tied in a bow around the neck. 6 1/2" and 20" tall.



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Samples Postpaid.. 2.00

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(Have no place to store) Original Value
Ace Coin Counter, Automatic \$137.50
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Samples of following on request:
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FURNITURE ← 4 in.
CO. ← 2 in.
TELEVISION ← Base or Shelf Sign

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FAMOUS FOR FINE FOOD ← Top and Bottom Frame

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Tried and proven a tremendous success in Miami, Fla.; Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million dollar baby is only 5 months old and has never been out of its own front yard. Fluorescent Neolite signs are being sold to stores, salarooms, garages, restorers, hotels, theatres, business trucks and autos or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days. In New York they are being used by such stores, firms and chains as Kroger, Philco, General Electric, General Motors, Frigidaire, Janizer, Leighton's, Mohawk Carpets, and many other coast to coast chains and nationwide advertisers.

More attractive than Neon at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns, no batteries. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents. Fifty dollars a day without risking a penny. You can be your own boss and make \$10 an hour selling the most fascinating and decorative product ever produced. No investment required. One-half of each sale is yours. No such chance has ever before been presented in such a sure-fire product. You can't miss. It sells on sight.

AGENTS AND SUB-AGENTS
You can appoint sub-agents on commission, pay them 25 or 33 1/3% and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory. Letters come in 2, 4 & 6-inch & 8-inch sizes. All signs are completely assembled.

PRICE LIST
2-inch Letters 49 1/2¢
4-inch Letters 74¢
6-inch Letters 99¢
8-inch Letters \$1.46
Above prices include luminous crystal-clear plastic frame. Orders shipped same day received. Instant service.

SALESMEN'S SAMPLES
We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

SECURITY DEPOSIT \$10
We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples; you may return them for refund at any time. Act now. Be the first to introduce these sure winners in your town or city.

SECURITY DEPOSIT \$25
This sample layout consists of one 10-letter 6-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely, **TELEVISION** (6-inch letters), **OFFICE SHOP** (4-inch letters) and **FAMOUS FOR FINE FOOD** (2-inch letters). This is by far the best sales producing sample layout. Your deposit is refundable any time.

TERMS:
SALESMEN'S SAMPLES, cash with the order. Remit by postal money order. Checks must be certified.
We ship to agents only. You are in business or yourself, put your telephone number on each sign for big repeat business. You make your own deliveries.
Money-back guarantee on all orders. Over 20,000 satisfied Billboard customers have bought our products with a money-back guarantee since 1940.

Manufactured by
J. A. WYTHE & SONS

Send All Mail Orders to 1422 Wisconsin Ave., Wash., D. C. Your Order Will Be Shipped from Nearest Point.

FACTORIES
Arlington, Va. Plant #1, 4411 Lee Hwy.
Plant #2, 5726 So 1st St.
Washington, D. C. 1732 Wisconsin Ave.
Detroit, Mich., Western Division,
20410 Mark Twain Ave.
Canadian Factory: King Show Print
Bldg., Estevan, Sask., Canada.
Cable Address **NEOLITE**
ABC—5th Edition and Bentley's
Telephone: North 9082

Pipes for Pitchmen

By Bill Baker

EDDIE GILLESPIE . . . is working five and dimers in Indiana with combs and mice to reported good geedus hauls.

Only the pitchman can say more by talking less.

ERVIN BAKER . . . is working his foot powder in Elkhart and South Bend, Ind., and other Indiana towns to good results. He says that South Bend is open, as is Mishawauka, Ind., which is a good Saturday spot. He adds that it can be worked free on a vet's reader and that there are several big shops in South Bend which are okay.

MARIE VINSON . . . has a diffure layout clicking in Woolworth's downtown Los Angeles store.

He's successful because he has the ability to use in the right manner his talents and possessions.

"A NUMBER . . . of the boys were sighted working the Trade Day doings here," cards Tommie Crowley from Forest City, N. C. "Reportin' big d'ays on the sheet were Brazil, Partee, Harvey and Lunsford. Also on hand was Doc Blanton, with jewelry. The Doc has retired to his farm at Rutherford, N. C., for the rest of the winter, where he says the latch-string is ever out for any of the boys hitting that sector. I'm going into Norfolk to put on a demonstration."

PLANS . . . for the annual Berger County Food Show, under direction of the New Jersey Expositions and sponsored by the Pascack Valley Hospita. Association, are nearing completion, according to NJE's managing director, A. C. Maurell. Event to be held at the Teaneck Armory, Hackensack, N. J., May 16-21 is expected to be a good location for pitchmen and demonstrators purveying products closely allied to the edible field. Included in the list are peeler, rad, decorators and gadget workers.

Keep shooting and you'll wind up a big shot. That's how little shots become big ones.

BIG AL WILSON . . . worked the Sarasota, Fla., Fair to okay pickings and plans to remain in that sector of the country until spring because business there and in Tampa stores has been satisfactory. Al has his astrology charts booked into the Mass Bros. store, Tampa, and he'll also play a one-day stand at the Plant City, Fla., Fair. Al's brother, Duke, will be with the Gypsy Rose Lee attraction on Royal American Shows this season.

SPEED ASKINS . . . is working Los Angeles parking lots with magic tricks to reported good returns.

When things go wrong the pitchman can be counted on to rise up and take a new grip.

BILL POTTERS . . . is still working balloons to good returns in New York. Writing from Brooklyn, Bill says: "I'm always glad when I see a pitchman become an outstanding success and was exceptionally pleased when I saw Dr. Rexford L. North, former astrology pitchman, doing his hypnotic act for the Knights of Pythias here. Dr. North recently returned from a seven-month vaude tour and is the smoothest hyp— (See PIPES on page 104)

LOOK! Hand Painted Zipper Wallets
Here's Today's Sizzling Seller—
DIRECT FROM MANUFACTURER



MAKE EASY PROFITS—OVER 200%
PROFIT-WINNING 95¢ Sellers YOUR NEW LOW COST
\$6.50 per doz.
6.25 per doz.
In 3 doz. lots \$5.75 per doz.
In 6 doz. lots \$5.40 per doz.
In gross lots

Latest styles! Newest multi-colored designs—12 in all! All-around zipper, 4 cellophane windows, large snap change purse or non-spill coin holder. Big gift demand. Send 25¢ deposit, balance C. O. D. **SELL STORES AND DIRECT.** Write today for **FREE ILLUSTRATED NEW CATALOG** big value 2-in-1 "Shop-Hand" bag, leather goods, advertising novelties, watches, costume jewelry, ball point pens. Items for all the family.
GOLDEN NOVELTY CO.
648 Broadway, Dept. B-33, New York 12, N. Y.

'BELLA' MIRROR-TINSEL DECORATED FRAMES
Homeside Frame Illustrated is 6" x 8" (retails 49¢) in four prices \$2.40 dot Heavy concentration on other popular number—allows 33 1/3% reflecting. Send for free. Write or telegraph orders to:
BELLA PRODUCTS CO.
Established 1935
61 Union Sq New York City

Looks Like Expensive Gift Watch
7 Big Features for only \$3.50
Imagine all this for \$3.50. Guaranteed movement, shock and water resistant, all chrome case, radium dial and hands (see in the dark), sweep-second hand, stretch band fits all wrists and smart modern design dial. Unbelievable profits soar over 400%. Write now for Free Illustrated Sales Literature.
MARVEL WHOLESALE WATCH CO., 501 Pine, St. Louis 2, Mo.

COWBOY TIES
12 Colors Painted Ties \$7.50 dz.
Autographed with Gene Autry's signature \$8.00 dz.
Send \$1 for sample tie. Full line of men's neckwear on hand, \$4.50, \$6, \$7.50, \$10.50 Doz.
25¢ Dep., Bal. C. O. D.
HARRY N. LEINKRAM
(Established 1907)
915 Broadway New York 10

NEW CATALOGUE
Twenty-four 6x9 pages of theatrical Yard Goods, Trimmings and Accessories. Send 10¢ for handling.
LESTER, LTD.
14 W. Lake St. Chicago 1, Ill.

LADIES TO TRAIN FOR DEMONSTRATORS
MRS. CUMMING'S HOME RUG BRAIDER
IN S. S. KRESGE 5¢ & 10¢ STORES
GOOD STORES NOW AVAILABLE • GET WITH US FOR BIG MONEY
You can be trained in St. Louis, Detroit, Chicago, Minneapolis, New York City and New England.
FRED (SIZZ) CUMMINGS
3123 Boardman St. (Phone: Sidney 2385) St. Louis 9, Mo.
Airmail, Wire, Phone—50 Stores Now Operating.
I HAVE THE FLASH—YES, I SELL TO THE BIG OPERATORS ONLY.

PITCHMEN, ATTENTION
SKYRO-PLANE, the latest, sensational flying toy, will make you a lot of money. A toy airplane that really flies by means of **REVOLVING WINGS.** Motor-like sound puzzles everyone. Easily flown and demonstrated in a mild wind from a specially built rod and reel. Made of bright red plastic, it sells for \$1.47, complete.
Send \$1.50 for sample and wholesale price list.
SKYCRAFT MANUFACTURING CORPORATION
1336 Canal Avenue Long Beach 13, Calif.

New OAK-HYTEX
Ringtailed
MONKEY

Squawky Doll
Put on a Crowd Stopping "Show" — Take in Big Money.
\$2.30
Squeaks when Squeezed
The new "ring tail" adds appeal — peeps up demonstration. Buy from your jobber at \$2.30 per dozen. Plus shipping charge.
Sold Through Jobbers Only
OAK-HYTEX OF TOY BALLOONS

The OAK RUBBER CO.
RAVENNA, OHIO.

IMMEDIATE SHIPMENT
ON ALL OAK PRODUCTS
25% Dep. with order, bal. C. O. D.
Catalog free upon request.
M. K. BRODY
1116 S. Halsted St. Chicago, Ill.

SPECIALISTS
IN PRINTED BALLOONS
Immediate Shipment on OAK Balloons
HOUSE OF STAPLETON
3509 14th St. DETROIT 8, MICH.

LEVIN BROS.
DISTRIBUTOR FOR
OAK HYTEX BALLOONS
6TH & OHIO STS., TERRE HAUTE, IND.

IMMEDIATE SHIPMENTS
On OAK Products.
25% with C.O.D. orders.
KIPP BROTHERS
240-42 S. Meridian St., Indianapolis 4, Ind.

Authorized Distributor for
ALL OAK HYTEX BALLOONS
25% With Order, Balance C.O.D.
CASEY COMPANY, Inc.
1132 S. WABASH AVE. CHICAGO 5, ILL.

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, saline, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are **Manufacturers Pharmacists** established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
101 E. COLLEGE ST. Dept. N. COLUMBUS 5, OHIO

SALESBOARD SIDELIGHTS

Peerless Products, Chicago, is set to introduce its new board line within the next few days. Marshall Maltz, firm official, predicts good things sales and punch-wise for the new numbers; he's holding up details until the boards are actually rolling off the line. . . . Thomas A. Walsh Manufacturing Company, Omaha, will put out a number of new items within the next few weeks. Firm's D. L. Gruhn reports that major donor Thomas A. Walsh Jr. is still busy stirring up road dust on the various business jaunts.

A report comes in from Ernest Marley, much-traveled salesboard representative in the Midwestern States, of a request from a jobber for a very unusual board. Marley said that the jobber's story went thusly: A rancher, worried by the drop in cattle prices, decided to put out some steers on salesboards. He called (the jobber) to see if there was a board he could use for that purpose. . . . finding there was nothing made up to satisfy the rancher's purpose, he had a blank board worked out for him. On each of the boards, the cattleman is going to give a "900-pound corn-fed steer" as the grand prize, four 200-pound hogs, six calves and 100 chickens as a consolation prize.

Container Manufacturing Company, St. Louis, has upped production on its Silver Top boards repeatedly during the last several weeks. With demand for the show-introduced numbers high on the sales ladder, Vice-President Jack Morley continues to point up his earlier predictions of their success. Container's All Winners—No Losers line is also edging up the sales scale to record levels, he adds. . . . Wertz Novelty Company, Inc., Muncie Ind., continues to hum on the production front with its line of ticket games, Robert G. McNabb, president, reports. Demand for this type of game

is "way up" McNabb says, and backs his statement with firm's record output.

Harlich Manufacturing Company, Chicago, welcomed back sales director Manny Gutterman Monday (7) from his Eastern and Southeastern tour; Manny plans to start off again this week-end, this time for a two-weeker thru the South. . . . Irwin Secore, Secore & Secore, Chicago, was on the losing end of a bout with the sick-bug last week and retired to his home. Should be back in harness within a day or two, tho.

Rake Coin Machine Exchange, Philadelphia, has its salesboard showroom in top form these days, and is offering "on the spot" delivery of Harlich and Bee-Jay numbers. Firm boasts one of the finest board displays, comparing with those of major manufacturers, and has set up an elaborate method of presentation. The McNamara Company, Chicago, is lining up additional sales talent in anticipation of an expansion of its sales force. Walter McNamara, production head, says orders are keeping output on a steady plane and that "things are looking up in general."

Muncie Novelty Company, Muncie, Ind., ensconced in its new quarters here, is ready to turn out a hypoed amount of its Fair Play Deals, firm's H. M. Shoemaker reports. Because of streamlined production facilities, and special layout of equipment, material will flow "in and out with the least possible handling," officials state.

Gardner & Company sales representatives continue to report, order-wise, that customer acceptance of firm's new board line is keeping their production line busy. With the new girl board line ready, Gardner is confident that they will break par and hit a new sales peak for 1949. Charles B. Leedy, sales manager, is concentrating on ground work out West, abandoning his plane trips for the time being. Maury Kaye, field manager, was in and out of the Chicago office like a jack-in-the-box last week and is renewing acquaintances and spreading good will in neighboring Midwestern States. Both Leedy and Kaye report mounting interest in firm's new numbers, better territory conditions and are confident of more of the same during coming months.

SACRAMENTO SITE

(Continued from page 76)
"necessity for going into a project which would cost \$30,000,000."

\$2,000,000 Appropriated
The Legislature appropriated \$2,000,000 for the proposed site two years ago."

Other members of the committee indicated the legislative action approving a new fair site was not in keeping with new tax problems which have risen since 1947.

A dozen sites in the Sacramento area have been proposed during the past two years. At the last meeting of the board the choice had been narrowed down to three possible locations.

James S. Dean, State finance director and chairman of the public works board, approved the decision to postpone selection of the proposed site.

COLOR-ADO

THE PELLET BOARD

Permanent Metal LIGHT-UP Frames with replaceable boards



COLOR-ADO has proven successful to its many friends. The McNamara Company is interested in finding ambitious salesmen capable of giving COLOR-ADO the distribution it demands in the territories not already covered.

IF INTERESTED, CONTACT, WITH FULL PARTICULARS

THE McNAMARA CO.

5729-31 W. LAKE ST. CHICAGO 44, ILLINOIS

GARDNER

for **40** years

THE LEADING PUNCHBOARD MANUFACTURER

- QUALITY
- IDEAS
- SERVICE

THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED.

WRITE FOR CATALOG

GARDNER & CO.

2222 S. MICH. AVE. CHICAGO, 16, ILL.

WANT—PUNCHBOARD SALESMAN

To sell novelties, premiums and made-up deals. Many good territories available. Good commissions, monthly settlements.

P. O. BOX 807 Los Angeles 35, California

A Winner . . .

"JUMBO AWARD"

A MERCHANDISE BOARD WITH CIGARETTE CONSOLATIONS

MAY ALSO BE HAD WITH CASH CONSOLATIONS

FORM No. 13141-C (CIGARETTE PAYOUT) Takes in \$90.00 P. O. (ave.) 40 packs PROFIT . . . \$76.51 (less cost of premium)	FORM No. 13141 (CASH PAYOUT) Takes in \$90.00 P. O. (ave.) 14.49 PROFIT . . . \$75.51 (less cost of premium)
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HARLICH MFG. CO.

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

SALESBOARDS — All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25c	J.P. Charley, Thick	Avg. 51.85	1.40
1200	25c	Texas Charley, Thick	Avg. 102.88	1.75
98L	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
98B	5c	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5c	Pick a Cherry, Thick, Seat Board	Avg. 30.04	2.50
300	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.75	2.95
220	25c	Kwick Fin, Giant Holes, 6 for 25c	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Glass
1000-1200-1290

in a hurry..

WE ARE NOW TAKING ORDERS FOR

MERCURY'S AMAZING NEW FIN and SAWBUCK PELLET BOARD

Come in and see this marvelous board today! Sample on display. Be first in your territory. Sold to operators and jobbers only.

Rake

609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Distributors of Coin-Operated Machines and Salesboards

COIN MACHINE EXCHANGE



BARGAINS IN SALESBOARDS

WHILE THEY LAST

All Boards Purchased Before Price Increase	Name	Profit	Price
1000 25¢	Jackpot Charley, N. P., X. Tk.	A. \$51.98	\$1.00
1000 25¢	Jackpot Charley, Pro., X. Tk.	A. \$1.98	1.20
1200 25¢	Texas Charley, Pro., X. Tk.	A. 102.28	1.45
100 25¢	Pocket Play	A. 10.10	.50
120 25¢	E-Z Pickin' Junior	A. 12.08	.70
800 10¢	Looks Good	A. 39.00	1.95
1000 10¢	St. Louis Sadie	A. 44.30	2.15
1000 to			
1200 5¢	Boards, X. Tk., Girlie or otherwise, Double Jackpot, 25 Different Numbers	A. \$30.00	\$2.25
300 25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 33.15	2.50
400 25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 44.20	2.75
400 25¢	Double Sawbuck, 5 Nos. on 1 Ticket	A. 48.10	2.75
100 25¢	Fin and Sawbuck Jr., 5 Nos. on 1 Ticket	A. 10.78	1.10
240 25¢	Kwik Fin, 6 for 25¢	A. 30.00	2.25
1000	Plain Boards		.60
1000	Cigarette Boards, 1¢ or Nickel Special		.65
1000	Bingos on Sticks		.60
1260	Bingos on Sticks		.75
74	Sewed Seal Bingo Jackpot Cards		.60
74	Die-Cut Bingo Jackpot Cards		.31
100	Bingo Jackpot Board		.58
2170	Red, White and Blue Tickets, Per Doz.		15.00
1000	Grab-A-Fin Pads, 5 for 25¢	A. \$24.00	1.40
	Large Stock of Combination Jar Tickets and Prize Boards.		

Wire or Write, Don't Phone. 25% Deposit with order, balance C. O. D.

SPENCER SALES COMPANY

MURRAYVILLE ILLINOIS

A REAL MONEY MAKING PUSH CARD DEAL!!

OPERATORS WRITE

FOR CIRCULAR GIVING FULL DETAILS

STEINBERG & CO.

105 W. 9th St. Kansas City, Mo.

WANTED—SALESBOARDS

Will buy any quantity—any type Salesboards—What have you to dispose of?

Write full details, listing name, quantity, price—

BELL SALES COMPANY

500 W. ST. CLAIR

CLEVELAND, OHIO

SALESBOARDS

FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN" for NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS. 10th year giving immediate delivery on finest boards.

LEGALSHARE SALES

P. O. BOX 86-F Phone 2842 HUNTINGTON BEACH, CALIF 222 2nd St.

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 BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. mh19

A-1 BUYS—ANDREWS VARIETYS, LIKE NEW, \$25 each; Ball Gum, Peanut, Sanitary Stamp Machines. U.S.P., Waterbury 5, Conn. mh19

A. B. T. CHALLENGERS, RECONDITIONED, \$16.50 each, 5 for \$75. Standard Scale Co., 4333 Duncan Ave., St. Louis 10, Mo. mh19

ADVANCE ROLLS WANTED—WILL PAY \$35 each; good condition. Empire Corp, 799 Coney Island Ave., Brooklyn 18, N. Y.

ADVANCE NORTHWESTERN COLUMBUS OR Silver King, with 5 lbs. Peanuts or 1,000 Balls Gum, \$8; booklet, "Dollars From Pennies" free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. mh19

A FEW TWIN BOWL TWO IN ONE DOUBLE 5¢ coin chute Hot Nut Vendors equipped with cup dispensers; these are demonstrators in new condition being sold as used at low clearance price. Write Cecco, Peoria, Ill. mh19

BARGAIN—PENNY CANDY AND NUT VENDING Machines; have 100 five-compartment "Variety Shops" on stands; used 2 months; cost \$85.50 each; any number for sale, no reasonable offer turned down. A. Talley, Haddon Heights, N.J.

COIN OPERATED TYPEWRITERS — DEMONSTRATORS; like new; standard make machines; ideal for hotels, YMCA's, army camps, etc.; \$89.50 each; F.O.B. Chicago. Howard Machine Products Co., 2754 W. Diversey Blvd., Chicago 47, Ill.

CONSOLES—3 JENNINGS SILVER MOONS, free play; 1 Jennings Fast Time, free play; 2 Jennings Bob Talls, pay out, \$27.50 each. Joseph Potoski, R.D. 1, Pittston, Pa.

DIGGERS GETTING SCARCE—EXHIBIT MER- chantmen, Iron Claws, Erie Diggers, Motorscopes, Electro-Holists, Buckleys, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers, rotary. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—WILCOX-GAY COIN OPERATED Recordio; excellent condition; \$395. 3602 Carrollton Ave., Indianapolis, Ind.

FOR SALE—100 PENNY-NICKEL COMBINA- tion Northwesterns with Plastic Globes, \$6.95 each. Al Hoff, 1918 Rose, Baltimore 13, Md.

FOR SALE—3 KEENEY BONUS SUPER BELLS, 5¢, 25¢, \$375 each; 2 Keene Pastimes, 9 coin head, \$124.50 each; 1 1942 Galloping Domino, \$225; 1 1942 Evans Bangtalls, \$225; 1 Bally Draw Bell MB, \$175; like new. Seashore Music Co., 523 South Front St., Wilmington, N. C.

FOR SALE—5 LIKE NEW RCA COIN RADIOS, two hour play, \$159. John Ginochio, Box 286, New Castle, Dela.

FOR SALE—SEVENTY USED MODEL 100-B Postage Stamp Machines, all good condition, ten dollars each. R. H. Preston, 635 23rd Ave. North, St. Petersburg, Fla.

FOR SALE—10 BARTENDER RAY GUNS, \$75 each; 8 Amusement Baseballs, \$95 each; 3 Amusement Jack Rabbits, \$100 each; 20 5¢ Almond Trays, \$9 each; machines in A-1 condition. Victory Coin Machine, 4059 Sheridan, Chicago, LA 5-6346.

FOR SALE—25 JERGENS LOTION VENDING Machines; cost \$1,150; sacrifice \$495; ship anywhere; owner leaving. Fitze, Box 4054, Miami, Fla.

FREE STAMP MACHINE, FOLDERS (WITH national advertising). Write K. Fiatio, 17 West 60th St., New York City.

FREE MULTIPLE STAMP FOLDERS WITH national advertising given with each order; immediate delivery; write for details. University Press, 655 6th Ave., N. Y. 10, N. Y. mh19

IOWA MUSIC AND GAME ROUTE FOR SALE— Extra good one man route; 22 music; includes '46, '47, '48 models and prewar, mainly Seeburg; 20 games; reason for selling, health; includes many records and parts and junkers; priced to sell, \$7,900. Write Box C-200, Billboard, Cincinnati, Ohio.

JUKE BOX AND PIN BALL ROUTE—53 machines on location; pay roll Colorado city about 85,000 population; latest Wurlitzers; \$45,000, 1/2 down. Ross & Co., 528 18th St., Denver 2, Colo. mh19

PHOTOMATICS—SOME READY FOR LOCA- tion, others need work. Raspbury, 112 Henry, River Rouge, Mich. ap2

RAY GUN OPERATORS — CONVERT WITH our new type extra moving target conversions; complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 85th St., Chicago, Ill. ap2

ROLL TYPE STAMP MACHINES WANTED— State manufacturer, quantity, price. Box BB 1492, 221 W. 41 St., N. Y. ap2

SCALES—GUARANTEED; EXCELLENT CON- dition; 9 Rock-Ola Lo-Boys, \$52.50; 3 Watling Juniors, \$67.50; 5 Mills Lo-Boys, \$62.50. Stevens, 4225 Gilbert, Dallas, Tex.

SHOE SHINERS — FIVE "SHINE EASY" demonstrators, regular \$289, to clear, \$189, in crates for immediate shipment. Arnold C. Kennedy Enterprises, San Bernardino, Calif. mh19

THREE MERCHANTMEN DIGGERS—PERFECT shape and operation; will return investment in less than 2 months; net \$100 per week; beat any machine on market; irrespective of price; \$150 each, \$400 all 3 FOB. Jesse's, 404 E. Douglas Ave., Wichita, Kan.

THREE WILCOX GAY COIN RECORDIOS— Like new, \$325 each, or will trade; need late Flipper Games and Stoners Turf Champs. P. O. Box 533, Dayton, Ohio.

WANTED—EXHIBIT ROTARY MERCHANDIS- ers, pusher type. Biallo Recreation Center, 1481 Broadway, New York City. ap2

WURLITZER PHONOGRAPHS AND COLUM- bia Bells for sale; Counter Model Wurlitzer 71 only \$49; 61 only \$39; mechanically perfect, cabinets refinished; Deluxe Stands \$10; Columbia Bells, good shape, refinished, only \$39; any coin; 25% deposit. Lloyd Thompson, 412 Seminole, Stuart, Fla.

2 LIKE NEW 1949 BAKER'S RACES—PLAYED 10 days only; both goes \$985, single \$550; 1/3 deposit. Bob Orphal, Call 8255, Wapakoneta, Ohio.

PIPES

(Continued from page 102)

notist I've ever seen. He walked in cold (it was a private club affair and had not been advertised, with few of the members knowing that North had been booked for a show) and in a few minutes he had several members hypnotized. He really clicked."

The pithman is one person who enriches those who receive without making poor those who buy his wares.

SPORTS SHOW . . .

at Detroit, which came to a successful close Sunday (13), proved a red one for the pitchfork making the event. Red Woods, who took his shooting gallery into the Motor City for the event but was unable to work because of lack of space, reports that many pitchers were on hand for the show and all came away with geedus. Willie White, who couldn't work either because of the space shortage, recounts that the crowds were huge thruout the run.

JIMMY KARE . . .

known as "the Man With the X-ray Eyes," worked the Fort Worth Stock Show with kitchen gadgets to solid returns and then rambled into Laredo, Tex., for the Washington Birthday Celebration.

There are plenty of special dates and celebrations that the spring parade will bring your way. Get on the bandwagon.

AFTER WORKING . . .

the Pom Pom Days at Matamoras, Mexico, to successful takes, Dough-oy McDonald planed back to Edmonton, Alta., to open in a department store.

THE FORMER . . .

Coffee Sisters, June Hartman and Marcia Hosberg, are reported to have made some terrific passouts on the cookie press at the recent Washington Birthday Celebration in Laredo, Tpx. The girls speak Spanish fluently, a fact which helped them turn many a tip during their stay. June and Marcia also turned in crack grosses at the Charro Days Celebration, Brownsville, Tex.

The old-timer long since has stopped popping off about the size of his tips. It's the repeat ones he's concerned about.

WHAT SHOULD . . .

shape up as a good location for the boys and girls interested in making the event is the third annual Kentuckian National Home Show & Exposition at the Jefferson County Armory, Louisville, which gets under way April 22 and continues thru May 1.



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Hole	Name	Profit	Price
1000 25¢	Charley	Def \$50.00	\$.85
1440 5¢	Barrel Board	Def. 18.00	1.35
1440 10¢	Barrel, X Tk.	Def. 36.00	1.69
1800 5¢	Lulu Board, X Tk.	Def. 18.00	1.69
1000 25¢	Jack Pot Charley	Avr. \$52.08	\$.95
1000 25¢	J.P. Charley, X Tk.	Avr. 52.08	1.25
1000 10¢	Ready Money	Avr. 50.70	1.59
1200 25¢	J.P. Texas Charley	Avr. 102.28	1.59
600 25¢	Jumbo Q.T., X Tk.	Avr. 65.00	2.10
1020 25¢	Block Buster, X Tk.	Avr. 81.58	2.48
1200 5¢	Win A-Fin	Avr. 34.40	2.48
1000 5¢	J.P. Assl. Boards	Avr. 29.00	2.59

NEW 6 TICKETS PER HOLE BOARDS

Hole	Name	Max	Avr.	Price
200 25¢	Kwik Fin	Max	Avr. \$39.50	\$2.48
300 25¢	Lucky Fives	Max	Avr. 73.50	2.98

2170 5¢ Red Wh. Bl. Tks. Def. \$36.00 \$1.80
2170 Red, White, Blue 5 Fold 1.49
120 Tip Ticket Bks. Gr. \$18.75; Def. 1.89

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CMI PRESIDENT ANSWERS CCC

Maine Ops Elect G. Bean Prez at First Formal Meet

PORTLAND, Me., March 12.—Officers and members of the newly formed Maine Coin Machine Operators' Association (MCMOA) held their first official dinner and meeting in the Hotel Worster, Hallowell, last week. George C. Bean, of Brunswick, was elected president.

In addition to Bean, the membership elected Charles Stillman, Augusta, vice-president; E. S. Libby, Portland, treasurer, and Mrs. Donald

I. McNeil, Cape Elizabeth, secretary. A committee elected to round out the board of directors includes Frank Howe, Wells; Joseph B. Glazier, Bangor, and Martin Oliver, Portland.

An official statement from the Maine operators set forth that the purpose of the group "should be to foster good will with the public, to further the mutual interests of the Maine coin machine operators, and to stimulate public interest in automatic service."

Charter members of the association, in addition to the officers and board members, are Donald Conroy, Bath; Wilfred E. Benoit, Auburn; Roy and Donald Estes, Rockland; Gordon Thurston, Scarborough; Amory P. McLellan, Gardiner; Clarence Ratcliff, Gardiner; M. H. Drew, Winthrop; Edford Campagna, Springvale, and M. H. Donovan, South Portland.

Guests at the dinner meeting included Mrs. M. H. Donovan, Mrs. Campagna, Mrs. Lamontagne, Mrs. Oliver and Donald I. McNeil.

Official headquarters of the MCMOA have been established in Portland at 33 Exchange Street.

Exhibit Signs To Use Comics On Card Machs.

CHICAGO, March 12.—Exhibit Supply Company and King Features Syndicate have entered into a contract agreement in which Exhibit will use, under license, several of the syndicate's comic caricatures as subjects for their post card venders, Frank Mencuri, Exhibit's arcade division manager, announced this week. Chester Weil handled King Features' end of the contract.

Mencuri explained that the comic series will include 32 different characters, including those from the following strips: *Blondie*, *Bringing Up Father*, the *Katzenjammer Kids*, *Barney Baxter* and *Snuffy Smith*. The price for the series will be \$3.85 per thousand, which is the same list price Exhibit carries on its standard card series. First deliveries are scheduled to begin within two weeks, a move made possible by the fact that the firm is throwing as many of its card producing machines into the making of this new line as is possible without hurting regularly scheduled card output.

Mencuri stated that the comic line should become one of the firm's most popular items within a short time. Since the comic characters produced by King are popular with young and old, not only in English speaking countries but in countries thruout the world, he thought that the new line eventually would find a following in foreign countries, export conditions permitting.

Texas To Permit Corporations in Coin Mach. Field

AUSTIN, Tex., March 12.—Gov. Beauford Jester has signed into law a bill which would permit the formation of corporations to conduct coin-operated machine businesses. The bill declares that "it should be the policy of the State to encourage such business by granting it corporate privileges."

The new section of the law provides:

"Corporations may be created for the purpose of owning, selling, repairing, leasing or renting for hire and/or any other lawful purpose, phonographs, electrical music machines and coin-operating vending machines used to dispense or vend merchandise, commodities, confections or music."

Cat With Cents

LAS VEGAS, Nev., March 12.—Tommie, a bell machine loving cat, made the news wires this week with a story that has flooded his owner's store ever since the item appeared. Tommie's owner has a grocery here, and in the store are located several bell machines. Tommie lounges near the units whenever someone starts to play. When a customer hits a jackpot, Tommie dips a paw into the cup, scoops out coins onto the table, then runs away with as much of the loot as he can stuff in his month. Stewart hasn't been able to find where the money is hidden by Tommie, but figures he has a nice few bucks stashed away.

Stewart thought the trick was a cute one until he found out that Tommie was using the same approach on the cash register whenever it is left open. Now Stewart's not so sure the increased business, as a result of the publicity, makes up for the financial loss he's suffering thru Tommie's sudden "desire for social security."

Commission Is Asked To View Assn. Records

Outlines Org's Functions

CHICAGO, March 12.—A syndicated news story which broke late yesterday (11) concerning a report by the California Crime Commission about "slot" machines, the headquarters and the personalities involved, brought the following answer from Harry Williams, president of the Coin Machine Institute (CMI):

"The charge of the California commission on organized crime that Coin Machine Institute is engaged in a program to corrupt public officials in California or anywhere else is a reckless, unwarranted and unsupported attack on the businessmen who make up the board of directors of this institute.

"We demand that the California commission immediately investigate the books, records and minutes of the meetings of the board of this Institute, which will disclose all dues paid and disbursements as well as this Institute's policies.

Demand Retraction

"We demand that this be done without delay and that the California commission's reckless and unfounded charges be retracted.

"Coin Machine Institute was organized for the purpose of an exchange of information between its members, to promote a high standard of business ethics of those engaged in the coin machine and allied industries and to promote the welfare of its members in accordance with the laws of this land.

"The California commission reports that at the CMI convention here, held for the purpose of displaying new coin machines of every description, (See CMI PRESIDENT on page 122)

Legislative Round-Up:

Favorable Coin Measures Pending in Four States

CHICAGO, March 12.—In Arkansas, the governor Monday (7) signed into law the bill which exempts stamp vending machines from the State coin machine tax of 1947. The same day, Minnesota operators of bottle vending machines were threatened with a 1-cent stamp tax on drinks plus a \$10 per machine license fee.

New Mexico's legislators appeared fairly certain to pass a measure which would allow bell machines to operate in certain types of clubs. And in South Carolina (as predicted in *The*

Billboard of March 12) Rep. Claude Sapp introduced a measure which would return novelty and free play pinballs to the State. Pin games have been prohibited there since last fall when a federal court ruling sustained the State's right to outlaw them.

Assembly Doings

A brief summary of other legislative activities follows:

Indiana—The Legislature adjourned Tuesday (9).

Montana—Senate Bill 61, which calls for a referendum on bell machines (See *Legislative Round-Up*, page 122)

Nat. Rejectors May License Use of Coin-Block Patent

NEW YORK, March 12.—National Rejectors, Inc., which last November acquired the patent said to be basic for blocking coins in dispensing devices by electro-magnetic means, is now mulling the issuing of licenses to other manufacturers of coin mechanisms using this principle, it was learned this week.

The patent, filed in 1935 by the investors, Francis Jonneret and Alexandre Schoch, describes an automatic method for blocking and returning coins when the machine is empty or inoperative. National Rejector executives claim that most mechanisms in use today are based on this method.

John Cleary, assistant to the vice-president, pointed out that "there is no infringement on the patent until and unless the electro-magnetic means is used in a vending machine." Thus, manufacture of a coin mechanism using the principle is permis-

sible, with purchasers who actually place the assembly in a machine subject to license restrictions, he explained.

Cleary declared that this company bought the patent from its European owners to protect National customers from possible infringement suits.

"It has been our intention," he said, "that we would then charge a small fee of 25 cents on each assembly to help defray the cost of this purchase. But," he added, "we have found a way to avoid charging this fee and will license our customers who purchase complete assemblies from us, including a slug rejector and electro-magnetic assembly, to be used in their own machines."

Altho National has not yet taken steps toward enforcing its patent rights, manufacturers are involved, and it was indicated that other producers would soon be offered license arrangements.

Over and Under Idea Set on Six New Mills Bells

CHICAGO, March 12.—Vince Shay, president of Bell-o-Matic Corporation, announced this week that the over-and-under bell principle developed for Mills bells is now available on six of the firm's latest models. Those listed were Token, Blue Bell, Black Beauty, Black Gold, Club Royale and Jewel. Bell-o-Matic is national distributor for Mills bell products.

Shay stated that the over-and-under idea is simple enough for players to understand once they have tried Mills bells with the innovation. Despite its simplicity, he added, the idea has proven a source of added interest for players, with the result that tests have shown that over-and-under models have increased play 30 to 50 per cent.

The principle works as follows: When three bars are aligned over or under the arrow in the center of the reel window, player receives an automatic award of 18. Thus the player who almost wins the top award is compensated by the 18 payout.

BALL GUM PRICE STEADY

Ops Cut Back Inventories; Buy Oftener

Mfrs. To Up '49 Output

CHICAGO, March 12.—Operators of ball gum venders, noting the changing price picture in recent weeks on merchandise for other confection-vending equipment, have been eying their costs in an attempt to determine what the future holds, price-wise, for them. While most operators are, as they have been for the past few months, buying in smaller quantities, they are ordering at more frequent intervals, with the result that overall vender sales thru ball gum venders are slightly over the 1948 level for this period. The smaller orders are due (except in the case of Pacific Coast operations, where continued buying in large quantities saves on freight bills) to a desire to reduce spoilage due to humid weather conditions. (See BALL GUM PRICE, page 112)

FTC, Canteen Move To End 6-Year Case

Decision Seen Shortly

WASHINGTON, March 12.—Automatic Canteen Company last week waived further agency proceedings in its six-year-old case before the Federal Trade Commission (FTC), paving the way for a final FTC decision. Canteen, however, reserved the right to appeal an adverse decision to the courts. In line with the waiver, the oral arguments on rulings of the hearing examiner set for Thursday (3) were called off.

According to Canteen counsel, Louis Gravelle, the move "eliminates a lot of oral argument before the Commission." FTC trial attorney Austin Forkner said that this "is a stipulation as to a mode of settlement to be carried out in the next few weeks by means of findings."

Amid a tangle of legalistic terminology, it became apparent that a final agency settlement is rapidly approaching. (See FTC, Canteen on page 112)

10 Cents a Call

NEWARK, N. J., March 12.—The 5-cent phone call from public pay booths may be on the way out, according to O. W. Tuthill, telephone engineer. Testifying before a Public Utilities Commission here recently, he stated that phone researchers are working on a dime coin box. Tuthill appeared in connection with a New Jersey Bell Company petition to raise rates by \$16,026,000.

Discounting any early switch to 10-cent phone operation, however, he said that even if the upped rate was approved it would take several years to "perfect a fool-proof dime coin box" and effect universal installation.

Vender Patents Being Granted On Increase, Survey Shows

By Ben Atlas

WASHINGTON, March 12.—Patents for vender designs are being granted in increasing numbers, a survey of Patent Office files disclosed. In the first two months of this year, a total of nine had been granted, as compared with 1948's entire total of 17 such patents granted. The average for the preceding eight years was about five, with a low of two in 1942 and a high of 12 in 1941.

The grand total of vender design patents, labeled "coin-operated measuring instrument casing designs" by the Patent Office, is 325. The first such patent was granted in 1890 to a C. H. Thompson, of Detroit, who designed a vender cabinet entirely of wood, according to the Patent Office files.

First Patent

The first vender designed for a specific commodity was patented in 1891. This was a perfume vender shaped like a jack-in-the-pulpit. Since design patents do not have to show the method of operation, it was not explained how the vender was supposed to work, but apparently the patron was to drop in a coin and wait to be squirted by a jet of perfume from the flower.

While shoeshine machines have only recently come into wide use, the first design was patented back in 1908 by E. F. Stratton, of New York. Stratton's drawing was of a simple cabinet with a coin-chute at the top and two openings for the feet at the bottom.

A most utilitarian vender was designed in 1921 by a wily Philadelphia inventor. He received a patent on a combination newspaper vender and

trash receptacle. Apparently the idea was for a customer to throw his paper into the trash can after buying and reading it on the spot. Unfortunately there is no way of telling whether or not it was necessary to drop in another coin to use the trash can.

Trends

Tracing the vender design patents thru the years, it is possible to get a sort of bird's-eye picture of changing trends in the vender industry. Around the turn of the century the most popular type of patent was on bulk venders. Between 1905 and 1914 most design patents were a little on the weird side, showing venders in various odd shapes, vending nothing in particular and looking exactly that way. During the years of World War I, designs for stamp venders were plentiful. Ball gum and nut venders began to show up in numerous fashion in the early '20s. The first real cigarette machines started showing up around 1925, although a vender in the shape of a cigar was designed in 1910. Around 1930, claw machine designs appeared.

Cig Patent

In 1935, the first of the modern-type cigarette dispensers was designed. The patent was granted to William Rowe and assigned to the Rowe Manufacturing Company of New York. This vender looked almost identical with those in use today. Bottle venders started turning up about the same time, being followed by cup dispensers in the early '40s. In the middle and late '40s several (See Vender Patents on page 109)

Frozen Food Men Move To Unite Industry at Chi Meeting

CHICAGO, March 12.—In a move that may have a hyped effect on the development of coin-operated frozen food venders, the various segments of the frozen food industry meeting in a five-day convention at the Stevens Hotel here this week (6-10) agreed to set up a committee to work out problems of product uniformity, improved merchandising, growing and packing. If carried out, the plan would remove the main hold-back of the industry, that grew out of the split groups (packers, distributors, brokers, suppliers, warehousemen) each following individual paths after the disassociation of the frozen food business with the canning industry in 1946.

Co-ordination of all groups in the field, the convention sessions brought out, was a prime objective to be achieved as soon as possible, with all agreeing that the time for concrete, concerted action was at hand if the frozen food industry was to prosper. Along this line, a united industry program aimed at educating both retailers and public on the potential benefits in frozen foods was advanced by William M. Walsh, president of the National Wholesale Frozen Food Distributors Association (NWFEDA). T. M. St. Hill, president of the National Preservers Association (NPA), declared that standard labeling and grading requirements, needed in any industry, national in scope, could be accomplished effectively thru a co-operative effort.

Need for an increased line of standard frozen foods was stressed.

Such items as various pre-cooked foods, bakery goods and French fried potatoes could be regularly accepted frozen foods as a result of developments resulting from more intensive research, it was brought out. With the marketing of such items, venders would receive increased attention from the industry, spokesmen held.

An example of the former hit-or-miss development in the frozen food field, both from the general retailing and automatic merchandising angles, is seen in the non-follow-up on experiments by two food chains in Chicago three years ago. In February, 1946, both the National Tea Company and Jewel Tea Company set up non-coin venders in two of their Chicago stores, using a Freeze-O-Mat refrigerated unit. Use of these units, clerk in the Jewel Tea store declared, resulted in a 400 per cent increase in frozen food sales during a two-month period (December thru January). With addition of coin mechanisms, sales would have been even higher, it was felt.

In view of the outcome of such early experiments with vending of frozen foods, the absence of coin-operated venders at the convention indicated the lack of progress within the frozen foods industry itself, which in turn was caused by its unorganized state. However, if the move toward organization of all phases of the industry, as was undertaken during the convention this week, is successful then predictions of the vender's importance in this field should be borne out at an early date.

Introduce New Drink, Vender Tax in Minn.

Counter Sales Exempted

ST. PAUL, March 12.—A bill placing a 1-cent tax on all soft drink beverages, sold either by bottle or cup, thru an automatic vending machine and a \$10 per year State license on every automatic vending machine in the State was introduced Thursday (10) in the Minnesota State Senate.

Authorized by Sen. Karl G. Neumeier, of Stillwater, and Sen. A. R. Johnson, of Wheaton, powerful members of the majority organization, the bill comes less than a week after the Senate Liquor Control Committee killed off a measure to permit municipalities to levy a 1-cent tax on all bottled soft drinks and beer.

Neumeier, chairman of the Senate Tax Committee to which the new bill was referred, has so drawn his proposal that venders would not be able to pass the tax or the license fee on to the consumer as an added cost but would have to absorb it. He admitted (See New Vender Tax on page 111)

Nylon Venders Set for Debut In Baltimore

BALTIMORE, March 12.—Baltimore women will have the opportunity to purchase their nylon hosiery from attractive vending machines within the next month.

Jack Frank, of Baltimore Cigarette Service, announced company plans to expand its operations by placing 15 of the newly converted Rowe cigarette machines as a starter in girls' colleges, hotels, bus terminals, industrial plants and hospitals. The machines to be used in the experiment will be 8 and 10-column models, each column bearing the size and color, including white for hospital nurses.

The hosiery, in packets shaped like cigarette packages and supplied by Rowe, will sell for four quarters, said to be less than the price charged for the same brand in stores.

Sked Hearing On Sub Specs

NEW YORK, March 12.—The first positive step toward placing cup venders now in the subway on a permanent operating basis was taken this week as the Board of Transportation set the date for an open hearing on contract specifications.

The hearing, to acquaint operating firms with the terms worked out by board engineers and legal experts, will be held at board headquarters, 250 Hudson Street, at 11 a.m., March 23. Bidding on long-term contracts to operate in the underground locations will follow shortly after the hearing, according to a board spokesman.

About 110 cup venders, including soft drink, coffee and hot chocolate units, are now being operated by seven firms in New York subway stations. With initial placements dating back to last spring, the machines are still considered on test; current contracts (See Schedule Hearing on page 112)

Penn Soft Drink Tax Proposal Meets With Renewed Opposition

HARRISBURG, Pa., March 12.—Pennsylvania's controversial tax on soft drinks may be the crucial feature in making or breaking the whole administrative program of Gov. James H. Duff for the next two years.

The storm centering around this bill has reached a new velocity as the \$440,000,000 tax program is being considered by a subcommittee of the Senate finance committee.

Without prior announcement, Chairman James A. Geltz, of the Senate finance committee, threw a portion of a committee meeting open to the public recently for testimony on the measures. Bottlers, glass makers and union officials were there to battle against continuation of the levy.

After the committee heard objections to the tax, Senator Geltz said another source of revenue is being sought to replace this bill. He declared that it was not only the pleas of soft drink bottlers but also those of crown makers, glass manufacturers and labor unions which made the committee hesitate.

"We are looking for any other taxes that might be used," he explained, pointing out that Gov. Duff in his message to the General Assembly said that if any taxes were dropped, other sources of revenue should be proposed in their place.

Estimate Low

The Allegheny Republican also pointed out that House amendments have reduced the estimated yield from the soft drink levy from \$37,000,000 in the budget to \$22,000,000. This, he said, may be cut further by "any further decline in the business."

The soft drink levy, first enacted in

1947, imposes a tax of 1 cent on every 12 ounces of bottled soft drinks and ½ cent an ounce on sirups used for fountain drinks.

The 1947 law was amended in the House to exempt from the tax simple sirups (water and sugar mixtures), cordials and carbonated water. Geltz said the budget office has estimated these changes will reduce the yield by \$5,000,000 in the next two years.

The carbonated beverage crown business of the Armstrong Cork Company in Pennsylvania has fallen off sharply since the 1947 soft drink tax was enacted, the State Senate finance committee was told.

Joseph C. Feagley, vice-president and general manager of the Armstrong Cork Company, of Lancaster, told the committee that Pennsylvania bottlers bought only 50.6 per cent of the crowns in 1948 that they purchased in 1946.

At the same time, he said Armstrong's sales on carbonated beverage crowns in the nation totaled 142 per cent in 1948 of those in 1946.

"As we see it, the worst is ahead and if the State switches over to tax stamps incorporated into the bottle caps, our troubles will be pyramided," he told the senators.

Feagley explained that 30,000 gross of crowns will have a tax value of \$40,000 and that if a "truckload of them goes over a bank" in shipment to a customer, "we will probably have to pay for it."

As a result, he said, this will mean special expensive insurance to cover such losses, while it will also mean "we will have to do a policing job on our employees to guard against any discrepancies."

"We don't like being horsed into the taxing business," he added.

Feagley also told the committee there are now 200 separate crown decorations for Pennsylvania bottlers but that this number will be increased to 700 different types with the addition of tax stamps. This will mean, he added, an expenditure of \$30,000 alone for new lithographic plates.

He said he spoke from the company's experience in manufacturing tax crowns for the malt beverage business.

However, Feagley asserted the making of carbonated beverage crowns with tax stamps will be more difficult "because the crown on soft drink bottles is part of the label. Beer bottles have printed labels."

Lose Biz

Another witness, Morris Levin, a Philadelphia bottler, told the committee: "We have lost our nickel trade as a result of this tax."

Levin scattered two large bags of candy bars on the table of the committee room.

"This is nickel stuff, gentlemen," Levin said, "this is our nickel competition. First of all, it is made primarily by out-of-State interests. It is taking nickels from our industry. We are being persecuted as a benefit for all nickel competition out of the State."

When children are unable to buy soft drinks for a nickel, he said, they spend their nickels for other things, such as the candy bars he exhibited.

The committee heard other protests against the tax from Joseph Friedman, Philadelphia bottler; Fred Sobolsky, Pittsburgh soft drink manufacturer, and Z. H. Confair, Williamsport, another bottler.

"We will give what you had to say very serious and sincere consideration and do the best we can," Geltz told the bottlers at the conclusion of the hearing.

S. B. Myers, of the Glenshaw Glass Company, of Allegheny County, told the senators the tax has reduced sharply the bottles his firm makes for soft drink business in Pennsyl-

vania.

"We have only a small business and we deal with small independent bottlers," he said, adding that sales of bottles in Pennsylvania amounted to only 7.3 per cent of sales in 1948 whereas it was 18.4 per cent two years ago.

George W. Kilger, president of the glass bottle makers union in Allegheny County, said the decline in bottle sales due to "the soda pop tax law" is "taking bread and butter off our tables." He added the loss of employment "is causing our members to go into other fields."

George Derry, Philadelphia Coca-Cola bottler, told the committee that small bottlers have been using up bottle crowns they had on hand before the tax went into effect in 1947 and "many are unable to produce the cash" for tax-paid crowns in advance.

"If they can't buy crowns, they will be out of business," he added.

Dr. Leonard Fox, secretary of the Pennsylvania State Chamber of Commerce, also appeared before the committee, but at a closed session.

Lehigh in New Gotham Office

NEW YORK, March 12.—The PX Vendors Sales Division of Lehigh Foundries yesterday moved into offices at 608 Fifth Avenue, the new headquarters of Julius A. Levy, district representative of the firm for New York and New Jersey. Showroom facilities at Levy's headquarters will be used for permanent display of Lehigh's electric and manual cigarette venders.

With deliveries of the electric unit now being made, Levy said that he will soon hold a formal showing of the Lehigh line for the trade in this area. The date of the showing, to be held in a hotel, will be announced shortly, he said.

The offices will also be used as base of operations for Levy's route of nylon venders.

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Phone: MQnroe 6-7533

Kelner To Head Cancer \$ Drive

CHICAGO, March 12.—The appointment of Jack Kelner, head of Kelner Vendors Company here, to head a trades and industries solicitation section in the American Cancer Society's fund drive was announced this week by Marion Timmers, public relations director of the Illinois division of the Society.

Kelner will contact all tobacco firms in the Society's \$750,000 Chicago area fund solicitation.

Detroit Op Boosts Venders in Feature Newspaper Article

DETROIT, March 12.—Henry C. Lemke, pioneer Detroit operator, was the principal source of information for the feature front page story on the automatic merchandising industry that appeared in the Sunday (6) magazine section of *The Detroit Free Press*. Complete with a two-column photo, the article depicted in a semi-humorous vein the unusual, as well as the standard, types of venders now on location.

Story went into detail on a machine that, cast in the form of a hen, "laid" a hard-boiled egg. After depositing a dime, the customer is treated to a resounding cackle followed by the delivery of the egg. Tales of similar venders have appeared in the press from time to time since 1939; one such account stated that the units sold up to 72 eggs per day, especially when installed in taverns. Location commission averaged 25 per cent for such venders.

Describing the more common types of venders, the article stated such equipment was now part and parcel of the national trend to better living conditions. Using details provided by Lemke, the story devoted paragraphs to soft drink, food, candy and gum venders, with service type units also coming in for mention.



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- National 9-50, 350 Pack Cap. 90.00
- NATIONAL 9-30, 270 Pack Cap. 75.00
- ROWE ROYAL, 10 Col., 400 Pack Cap. 100.00
- ROWE ROYAL, 8 Col., 320 Pack Cap.. 85.00
- Rowe, 6 Col., 150 Pack Cap. 35.00
- Uneeda Model 500, 9 Col. 115.00
- Uneeda Model E, 15 Col., 350 Pack Cap. 62.50
- Uneeda Model E, 8 Col., 240 Pack Cap. 57.50
- DuGrenier, 9 Cols., Model W. 270 Pack Cap. 62.50
- DuGrenier, 6 Cols., 150 Pack Cap. . 32.50
- Special! 4 Col. VENDOR, 80 Pack Cap. 20.00

CANDY MACHINES

- National 9-18 \$100.00
- U-NEED-A-PAK 75.00
- Vend-It 55.00
- U-Select-It 35.00
- Advance Candy Machines 27.50
- Shipman Candy Vendor 22.50
- 5¢ & 1¢ GUM VENDORS 17.85

- SPECIAL**
Rowe Imperial, 8 col. Cigarette Machine
240 Pack \$70.00
6 Col., 180 Pack Cap. 60.00

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

ORDER THESE CLOSE-OUTS TODAY!



NOVELTY CARD VENDOR

Brand New in Original Cartons. Original Price, \$29.50.

\$12.50 EA.

Capacity 500 cards . . . 250 cards in each column. A steady money maker. Exhibit Cards, all series, \$4.00 per M. 1/3 With Order—Balance C. O. D.



DAVAL POSTMASTER

Vends Stamps from Standard Post Office Rolls. No fillers necessary or other expenses involved. Can be adjusted to vend from 2 to 5 stamps in any chamber for any coin. Equipped With A.B.T. Coin Chutes.

\$45.00 EA.

J. SCHOENBACH

DISTRIBUTOR OF ADVANCE VENDING MACHINES
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SPECIAL!

REFINISHED—READY FOR LOCATION
20 JR. STONER 6 COL. CANDY MACHINES **\$72.50** Ea.



BRAND NEW HOT NUT MACHINES

Dispenses all types of bulk merchandise for 5¢, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More.
\$11.50 Lots of 5
\$12.50 Sample

PARTS GUARANTEED 1 YEAR

15 MINIT POP MACHINES—Automatic Pop Corn Machine
1/3 Deposit. Balance C. O. D.—Write for Our Catalog. \$225.00 EA.



VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE

Non-Coin Operated OPERATOR MAKES

\$4.20 Per Week

On Sale of 2 Lbs.

WRITE FOR DETAILS

YOU COLLECT PROFIT IN ADVANCE

VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone) LOcust 7-1448

PHILADELPHIA 3, PA.

Coldrinx Develops Conversion Kit for Drink-o-Mat Vender

NEW YORK, March 12.—A kit to convert the Drink-o-Mat cup vender to three or four-flavor operation has been developed here by Coldrinx, Inc., local operating firm, it was learned here this week. Altho the conversion kit was developed primarily for its own use, Coldrinx will make it available to other Drink-o-Mat operators, with deliveries to start in about 30 days, according to Buddy Rosenthal, president.

The three-drink model will list at "under \$200," it was said. The four-drink kit will be pegged at about \$250.

Feature of the conversion will be to permit mixing of flavors by the patron. All necessary parts and attachments to complete the conversions are included in the kits which will be provided, together with a detailed instruction brochure. Rosenthal declared a mechanic could complete the conversion in a day and a half.

Several converted Drink-o-Mats are now being operated by Coldrinx in the metropolitan area. Income from these machines runs about 25 per cent above that of the one-flavor units previously operated in the same locations, he claimed. Capacity of the converted venders still remains 1,000 cups. It is estimated that approximately 1,800 one-flavor Drink-o-Mats are now being operated thruout the country.



ACORN Bulk Merchandise VENDOR THE BEST MACHINE TODAY THE BETTER MACHINE TOMORROW

Write for Details and Prices
OAK MANUFACTURING CO., INC.
1025 SO. GRAND AVE.
LOS ANGELES 15, CALIFORNIA

Sensational NEW WAY TO PACK ATLAS CANDY TO KEEP IT FRESH

We pack all Atlas Vendor Brand Candy in air tight tins to guarantee that only fresh merchandise reaches your customer. This exclusive method of packing eliminates broken candy which takes away from your profits. Write for FREE SAMPLES and FREE Profit Charts which make it easy to earn top profit. Do it now.
Atlas Mfg. & Sales Corp.
Dept. BC-319, 12220 Triskett Rd.
Cleveland 11, Ohio
Profitable Vending Machines and Merchandise for 24 Years

C. Scully New Head Of Williamson Candy

CHICAGO, March 12.—Charles F. Scully was elected president of the George H. Williamson Candy Company last week, it was announced by George H. Williamson, former president, who was named chairman of the board.

Scully, who has been with the firm 28 years, also became head of the General Candy Corporation, the Williamson parent concern. He joined the firm in 1921, two years after its incorporation, as a bookkeeper, becoming chief accountant in 1923 and later office manager. He was elected vice-president and comptroller in 1932.

California Vending Almonds

Per Lb. Case Lots F.O.B. Los Angeles **65¢** Per Lb. 5 LB. vacuum tins, 8 to a case, 400 count, **80¢** 600 Count

We Manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your

ACORN BULK VENDORS
MERCHANDISE

from . . .
Operators Vending Machine Supply Co.
1023 S. Grand Ave. Los Angeles 15, Calif.

GIVE TO THE RUNYON CANCER FUND

Auerbach Appointed Sales Director for Practical Products

NEW YORK, March 12.—Maury J. Auerbach, active in the vending machine business for the past 14 years, has been named director of sales for Practical Products Corporation, it was announced here this week by Sam Kresberg, vice-president. The new sales head was formerly associated with National Vendors and Lehigh Foundries.

With production of the firm's soft drink vander, Refresh-o-Mat, due to begin next week, according to Kresberg, and its cigarette machine, Smoke Shop, scheduled to start April 1, Auerbach will devote much of his time in the immediate future to rounding out Practical's distribution organization. Distributors are now being appointed.

Kresberg said that limited deliveries of both machines would be made in April, with quantity shipments to operators promised within 60 days.

Drive Against State Cig Tax Evaders in Springfield Begins

HARTFORD, Conn., March 12.—Ralph H. Caspole, cigarette tax director of Springfield, Mass., said Monday (7) that a city-wide drive would be launched next week against dealers who try to dodge the Massachusetts State cigarette tax. His announcement followed his second seizure of cigarettes in several days.

Monday afternoon (7), Caspole confiscated 23 cartons of cigarettes from a Springfield store whose proprietor, Caspole said, had not paid the State.

The tax chief declared that every store in Springfield would be covered in his investigation. He said that where violations are found dealers will lose their licenses.

Vender Patents Getting Okays

(Continued from page 106)
coin changers were patented. Bar candy vender designs appeared sporadically thru the years with seldom more than one such patent being granted in any one year.

Cutest vender design spotted was designed by J. H. Birdwell and patented in 1939. Evidently supposed to be a nut vender, it was shaped like a squirrel, with the midsection containing the nuts. A coin was supposed to be dropped in a chute in the squirrel's head. Cranking his tail produced the nuts for the patron.

Designs

Every so often thru the years, a designer has come up with an idea for a functional-shaped vender. In 1930, a patent was granted on a design for a razor blade vender shaped like a safety razor. In the mid-'20s several patents were granted for vender designs representing chickens, golf clubs, baseball gloves and human heads.

One peculiar vender design depicted a buffalo on a stand. When a coin was deposited, the buffalo apparently produced the merchandise thru its mouth.

Designs patented so far this year include two bulk venders (completing the cycle started around 1900), two cup dispensers, a coin changer, a cigarette vender, an unspecified vender and a bell machine, which apparently got in the file by mistake.

Bastian Blessing Intros Drink Mach.

CHICAGO, March 12.—Bastian Blessing Company introduced a new manual soft drink dispenser during the Frozen Foods convention at the Stevens Hotel here, Monday (7) thru Thursday (10). S. D. Levings, general manager, said the unit is designed both to process fruit pulp, such as orange, for a non-carbonated drink and to dispense such drinks. Unit employs a tank of CO₂ gas to maintain proper condition of the fruit juice and also to deliver the mixed drink into cups. Vender is 13 inches wide, 18 inches deep and 52 inches high. A pilot model will be shown at the convention, with trade reaction determining future production plans, Levings said.

Unit employs a tank of CO₂ gas to maintain proper condition of the fruit juice and also to deliver the mixed drink into cups. Vender is 13 inches wide, 18 inches deep and 52 inches high. A pilot model will be shown at the convention, with trade reaction determining future production plans, Levings said.

Blevins Office in Dallas

DALLAS, March 12.—Blevins Popcorn Company, Inc., with home offices in Nashville, announces the opening of a Southwest regional office and showroom at 205 Interstate-Trinity Warehouse Building, 301 North Market street. Miss Billie Robinson is manager. Blevins operates other offices in Atlanta and Arcanum, O.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW VENDING MACHINES

- N.W. Model 49, either 1c or 3c \$17.55
- N.W. Dual Vendor, comb. 1c or 3c 45.00
- N.W. Deluxe, comb. 1c and 3c 27.00
- Silver King, either 1c or 3c 13.95
- Silver King Charm King, 1c 13.95
- Columbus Model 46Z, 1c 13.00
- Columbus Model 46ZB, 3c 13.75
- Master 1c All Purpose 13.95
- Master No. 2, comb. 1c & 3c 17.50
- Master No. 4, 3c, two turn 17.50
- SHIPMAN Triplex, 1c, 3c and air mail. 39.50
- N.W. Nat'l Postage, roll type 69.50
- Postmaster Stamp, Roll Type 69.50
- Advance #21, 3/32c match fold pack.. 25.00
- Advance Sanitary Napkin, 10c 20.00
- SANITARY NAPKINS, 250 in carton, Ea. #1
- Adams Gum, Model GV, 6 col. 22.50
- Match Box Machine 4.75
- Cash Tray Almond, 3c 4.95

RECONDITIONED VENDORS

- 1c Variety Shops With Stands \$14.50
- 1c Snacks With Stands 14.50
- 1c You Chu Ball Gum 6.50
- Silver Kings Either 1c or 3c 8.00
- Cash Tray, 5c (New) 5.95
- N. Y. Stamp Vendors, 1c and 3c 12.50
- Shipman Duplex, 1c and 3c Stamps 19.50
- Adams Gum Vendors, 1c, 4 Col. 12.50
- Adams Gum Vendors, 1c, 6 Col. 14.50
- Adams Gum Write
- Columbus Tri-Mor 3 Comp. 29.50
- Columbus, 5c, Model 46ZB 8.00
- Columbus, 1c, Model 46Z 7.50
- Columbus Blimor, 1c 22.50

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

WANTED

VICTOR GLOBE AND CABINET TYPES—MASTER'S SILVER KINGS—COLUMBUS—N. W. DE LUXE—COUNTER GAMES—SEND LIST!

NEW COUNTER GAMES

- ABT Challengers \$39.50
- ABT Model F Targets 42.50
- ABT Strikaltes 42.50
- Gottlieb Grip Scales 24.50
- Exhibit Card Vendors 19.50
- Steeplechase, 1c 35.00
- Target Kings 1c 45.00
- Imp, 1c or 5c 16.50
- Test Quest, 1c 29.50
- Hunter, 1c 45.00
- Electric Shockers 18.75
- Whirl-a-Ball 19.50
- Camera Chief, 1c 19.95
- Kicker & Catcher, 1c 34.50

NEW SLOTS

- Mills Vest Pockets . . \$ 65.00
- Mills O.T., 5c 115.00
- Col. Bell, Double Jackpot, Interchangeable, 5, 10 or 25c 145.00

USED COUNTER GAMES

- Camera Chief, 1c \$14.50
- Marvel 1c Token 22.50
- American Eagle, 1c 19.50
- Vest Pocket, 5c 44.50
- Imp, 1c 10.00
- Yankee, 1c 14.50
- Cubs, 1c 10.00
- Windmills, 1c 4.95
- Star Card Vendors 9.95
- Daval Ace 10.00
- Kicker & Catcher 22.50

COLUMBIA BELLS SLIGHTLY USED \$85.00

Genuine LEAF RAIN-BLO GUM at Factory Prices 3/4 SIZE, 26c Lb., 120 and 170 Ct., 27c Lb.

DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL Send for our Complete List of Coin-Operated Machines and Supplies. 1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE

2 SPRING GARDEN STREET

Lombard 3-2676

PHILADELPHIA 23, PA.

INDIAN NUTS



FOR GREATER PROFITS IN VENDING MACHINES AND CELLOPHANE PACKAGES ask for

ZALOOM'S GOLDEN NUGGETS

Finest Quality—Deliciously Roasted—Crisp—Highly Polished—Spotless. The Fastest Selling Grade of Indian Nuts on the Market.

Packed in 5-Lb. Moisture-Proof Bags—12 5-Lb. Bags to a Carton. Also Available in 25-Lb. Cartons and 100-Lb. Bags.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

103. A
ZALOOM & CO.
8 Jay St., New York 13, N. Y.
BEekman 3-7646

America's Original Masters in Roasting and Salting of Pistachio & Indian Nuts

Northwestern

MODEL **49**

\$17.55 EACH

- ALSO IN STOCK
- Dual Nut \$45.00
 - DeLuxe 27.00
 - Model 33 12.60
 - Model 39 14.40
 - Model 40 11.00
 - 33 Ball Gum 11.55

Write for Quantity Prices

CHARMS Metal \$7.50 per M
Plastic 4.00 per M

IDEAL NOVELTY CO.
2523 LOCUST ST. ST. LOUIS 3, MO.

NEW PROFITS! UNLIMITED LOCATIONS!

VENDOR for KLEENEX POCKET-PACK TISSUES

\$50 ea.

Size: 10"x5"x35"
Shipping Wt. App. 25 lbs.

NOW DELIVERING

FULLY GUARANTEED!

Full remittance must accompany order. Shipped F. O. B. our plant. Terms, quantity discount available. *T.M. Reg. U.S. Pat. Off. I.C.P. Co.

E. B. METAL PRODUCTS CO.

229 East 144 Street

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ATTENTION, OPERATORS of Merchandise Vending Machines

You can increase earnings in your present stops with nationally advertised DENTYNE, BEEMAN'S PEPSIN and CHICLETS GUM in THE FAMOUS MILLS VENDER. Red or Blue Hammerfold baked finish (limited number in Satin finish Stainless Steel), slug proof with coin return; 6 columns, 300 piece capacity; 16" high, 4 1/2" deep, 10" wide; weight, 20 lbs. Has rubber feet for easy counter installation or may be mounted on wall, pedestal stand or by bracket to side of any merchandise vending machine. Brackets and pedestal stands available at slight additional cost.

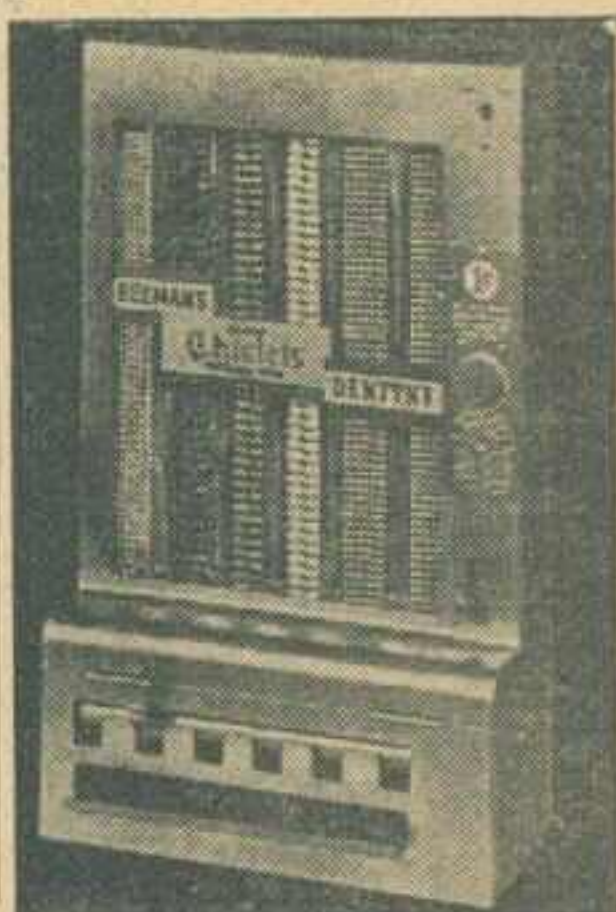
YOUR SALES CAN BE INCREASED BY 20% and your net profits 25%

IMMEDIATE DELIVERY

Factory Reconditioned Mills Venders cannot be told from new in appearance or operation and carry standard new machine guarantee at new low prices.

HAL R. MEEKS

National Distributor
55 W. 42d St. NEW YORK 18, N. Y.





VICTOR'S MODEL "V"

The original Ball Gum and Charm Vender . . . and still the best, say thousands of successful operators.

VICTOR'S UNIVERSAL

Tops for modern design and efficiency . . . truly a worthy rival for the Model V as an all-purpose vender.

HOT-POP

Victor's New Sensational POPCORN VENDOR

Only \$47.50

Write for Descriptive Matter and Prices

VICTOR VENDING CORP.

5701-5713 W. Grand Ave. CHICAGO 39, ILL.

ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 20 weekly payments

WRITE FOR DETAILS

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lbs. to Carton

3/4th 170c

140c 210c

25 to 475 lbs. 27c lb. 29c lb.

500 lbs. or over 26c lb. 28c lb.

Freight paid on 100 lbs. or over FULL CASH WITH ORDER

For better cash returns try

TORR DeLUXE SALTED NUT MIX

Made up of Cashews, Pecans, Filberts, Virginia and Spanish. Packed 30 lbs. to carton.

47c PER LB.—\$14.10 PER CTN.

Cash with order—F. O. B. Philadelphia.

ROY TORR LANSDOWNE, PENNA.

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 or \$50.00 Weekly or Location

TROPICAL TRADING CO. 549 W. Washington St., Chicago 6, Illinois

Lyceum Shows Cream Polish Shine Machine

NEW YORK, March 12. — Lyceum Manufacturing, Inc., has introduced its new model shoeshine machine which automatically applies a neutral "cream" polish to the shining brush. The machine uses a brush and buffer rotated by a common shaft.

A cylinder in the machine is filled with the polish which is then uniformly squeezed on the brush thru means of a gear reduction system working off the main shaft. Charles Gondolfo, head of the company, said that the cylinder holds three-fourths of a pound of a polish, sufficient for more than 1,000 shines. The cylinder may be filled with a standard five-pound grease gun.

Lyceum has produced a shoeshine machine for the past year for use by its operating subsidiary. The improved model will be made available to the trade at a list price of \$225, according to Gondolfo. First units are to be placed on location here next week.

Lyceum, which has its offices at 2303 Westchester Avenue here, is also readying a coffee machine for early introduction.

Soft Drink Tax Proposal Killed By N. C. Solons

RALEIGH, N. C., March 12.—A proposed tax on soft drinks met defeat at the hands of the House finance committee Wednesday (2). The measure would have levied a 20 per cent tax on bottled and fountain soft drinks, and would have produced "a minimum of \$4,000,000 a year" according to its sponsor, Rep. W. C. Taylor, of Caswell.

The finance committee voted unanimously to postpone consideration of the bill indefinitely. It also killed another Taylor bill that would have upped the license tax on some venders and placed new levies on others.

The soft drink tax measure, approved by Governor Scott, would have imposed a sales tax on bottles or containers. It would have levied a 1-cent tax on nickel drinks and placed a graduated tax up to 5 cents on other drinks selling for over 21 cents.

Two Vending Firms Chartered in Penna.

HARRISBURG, Pa., March 12.—Two new corporations have been chartered in Pennsylvania to manufacture and deal in vending machines.

Uniontown Cigarette Service Company, 1123 Penn Avenue, Wilkensburg, Pa., was authorized to capitalize at \$25,000. It will handle cigarette, cigar and candy vending machines. Incorporators were listed as Leo Pillar, Irving P. Berelson and Russell S. Knapp, all of 285 Madison Avenue, New York City.

Mil-Bar Vending Machine Corporation, Suite 2410, 12 South 12th St., Philadelphia, received a certificate to capitalize at \$5,000 to handle machines for the vending of beverages, foodstuffs and confections. Incorporators were listed as Sylvia Adlin, Charlotte Steiner and Michael Maicher, all of Philadelphia.

SAVANNAH, Ga., March 12.—A new self-service laundry, the 40th Street Laundermatt, was opened here this week. James L. Davis, operator, stressed that latest model Bendix washers and Ace driers composed the equipment.

Supplies In Brief

NCWA Committee

WASHINGTON, March 12. — Unsanitary conditions in establishments wholesaling or retailing candy goods are now subject to action under the Federal Food and Drug Act, National Candy Wholesalers' Association (NCWA) has pointed out in announcing formation of a committee to work with the Food and Drug Administration (FDA).

According to William Quinlan, legalist for NCWA, a recent Supreme Court decision held that once a product has been in interstate commerce, the food act follows it. Anyone who does anything to cause it to be "adulterated" or "misbranded" is in violation of the federal legislation, Quinlan pointed out.

The term "adulterated," said Quinlan, encompasses the preparing, handling or holding of products under unsanitary conditions, regardless of whether the commodity is actually contaminated.

Quinlan and lawyers for the National Association of Food Chains (NAFC) and the National Association of Retail Grocers (NARG) have formed a three-man committee to meet with FDA on the advisability of exemptions of retailers on such items as unwrapped stick candy and other confectionery.

Cig Consumption

WASHINGTON, March 12.—Cigarette consumption during 1949 is expected to hit 390,000,000,000, Agriculture Department has estimated. Cigar consumption will be around the 5,780,000,000, it was predicted.

If the expected cigarette total is reached, it will represent an increase of about 2 per cent over the record high reached last year and a jump of some 125 per cent over consumption in 1939.

While cigarette smoking has been hitting record levels in recent years, cigar consumption has been spotty, Agriculture reported. Last year consumption was 5,775,000,000—an increase of 2.5 per cent over 1947, but below 1941, 1942 and 1946. The peak year was 1941 when sales totaled 6,207,000,000.

Cig, Cigar Sales Drop

WASHINGTON, March 12.—December consumption of cigarettes was the lowest in more than a year, while cigar consumption was also below normal, according to the Commerce Department. Cigarette consumption totaled 24,675,000,000, while cigar sales amounted to 440,267,000. These figures represent a decline of 4,400,000,000 in ciggie sales and a drop of 113,488,000 in the sale of stogies from November.

1948 Cocoa Price

WASHINGTON, March 12. — The average price of cocoa on the New York Cocoa Exchange dropped nearly 12 cents a pound during 1948, Commerce Department reported. Prevailing price during December was 31.7 cents a pound as compared with 43 cents in December, 1947. The price drop from last November was .074 cents a pound, representing the fifth successive monthly decline.

Pa. Sales Tax

HARRISBURG, Pa., March 12.—Legislation seeking a 2 per cent sales tax in Pennsylvania has been introduced in the General Assembly by Rep. Warner M. Depuy, Milford Republican.

The bill would put into effect a recommendation of the Legislature's Interim Tax Study Commission, but the findings of the study group were not concurred in by the governor nor the majority of Republicans in the Assembly.

ALL PURPOSE VENDER



VICTOR DELUXE UNIVERSAL

3/4 140 Count

COLORED BUBBLE BALL GUM

25 lb. cartons

26c LB.

(Prepaid in lots of 100 lbs. or more)

FULL CASH WITH ORDER.

PISTACHIOS

25 lb. Carton

Large, 74c lb.

Small, 49c lb.

Full Cash With Order.

1c Model

\$14.95 Ea.

5c Model

\$15.45 Ea.

Plastic Charms

\$2.75 Per M

Spanish Peanuts

30 Lb. Carton

\$6.60

Write for details on

SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.

Orders Under \$10.00, Money in Full.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N.-Y.

461 BACMAN ST., BROOKLYN 12, N. Y.

Phone: Dickens 2-7992

A MONEY-MAKER ON EVERY LOCATION!

Northwestern

DUAL VENDER

1c AND 5c

OR

5c AND 10c

Less Than 25

\$45.00

Less Than 100

\$44.50

100 or More

\$44.00

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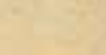
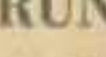
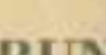
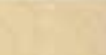
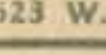
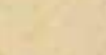
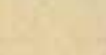
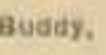
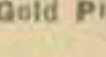
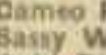
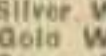
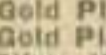
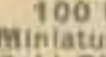
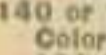
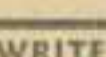
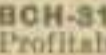
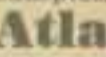
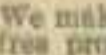
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Free Profit Charts Show You How to Do It

We make sure you earn top profits by sending you free profit charts which make it easy to double your sales. Write at once for prices and free samples.

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Profitable Vending Machines and Merchandise for 24 Years

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.

BUBBLE BALL GUM

140 or 170 Size, Crown Jack Brand with Colored Centers, 25-lb. Carton . . . 5 8.85

100 lbs. or more 21.90

Miniature Pen Knives, 5 Gross 5.95

Gold Plated "George" Pins, 1 Gross . . . 3.95

Gold Plated Bracelets in Capsules, 100 . . 5.95

Silver Wedding Rings, 1000 5.50

Gold Wedding Rings, 1000 5.95

Game Rings, 1 Gross 2.50

Sassy Wise Crack Buttons, 1000 6.50

Gold Plated Basketballs, 1 Gross 3.75

NEW COUNTER GAMES

Buddy, \$19.50 Hunter, 1c, \$45.00

Target Kings, 1c, \$45.00

Electric Shockers, \$18.75

Exhibit Card Vendors, \$19.50

PARKWAY

MACHINE CORP.

623 W. North Ave. Baltimore 17, Md.


GIVE TO THE RUNYON CANCER FUND

Welch Promotes 72c Price for Bar Goods

NEW YORK, March 12.—The 72 cents per 24-count candy price was advocated by Robert Welch Jr., vice-president of James O. Welch Company, Cambridge, Mass., during a recent regional council meeting of the National Candy Wholesalers' Association (NCWA) here. Talking on the current price problem tossed into the laps of the candy makers, Welch stated that the "correct and best" price was the 72-cent figure, which should be universally adopted for the ultimate benefit of the industry.

In concluding his address Welch declared that the candy industry has either "too many jobbers or too much competition." The industry's status would be improved if candy were distributed thru a somewhat smaller number of wholesale operators, he pointed out.

Earn BIG Profits
ALKUNO
5c GUM AND CANDY VENDOR



Capacity: 328 Packages of Gum or 216 Packages of Candy or Any Combination of Both.

MODEL 500
Metal Cabinet and Base Ht. on Base 60"x18" Wt. on Base 64 Lbs.
Price \$69.50
Base 15.00

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
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NEW YORK 54, N. Y.
Melrose 5-7757

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITES INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

REAL LOW PRICES
U-SELECT-IT
CANDY MACHINES

54 Bar Capacity \$22.50 ea. Lots of 10 \$20 ea.
VEND IT, 150 Bar Cap Each \$40.00

Cigarette Machines

DU GRENIER 7 Col. 8	540.00
DU GRENIER VD 7 Col.	40.00
DU GRENIER W, 8 Col.	40.00
DU GRENIER CHAMPION	50.00
UNLEDA MONARCH, 8 Col., Like New	70.00
UNLEDA 8 Col.	40.00
NATIONAL 3-30	50.00
ROWE ARISTOCRAT, 8 Col.	22.50

Half Deposit.
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 4-0808

OUR NYLON PROMOTION!

1	THE MACHINE—guaranteed the best conversion.
2	THE HOSE—no one else offers 31 Gauge, 15 Denier Nylons for \$1.00.
3	THE PRICE—the lowest for both machines and hose.

WRITE TODAY FOR COMPLETE INFORMATION
STEINER MANUFACTURING CO.
822 Atlantic Avenue Brooklyn, N. Y.
Phone: Triangle 6-0835

N. C. Ops Required To Report Location Of Individual Units

RALEIGH, N. C., March 12.—State revenue department Wednesday (2) asked and received the joint finance committee's approval of an amendment to the revenue bill requiring that operators of all types of vending machines inform the department where their machines are located. Such reports are to be filed on a quarterly basis, with the first report due June 1.

Revenue Commissioner Edwin Gill, in asking such aid in keeping tab on venders in operation in the State, said, "It is hard for the department to keep track of the vending machines . . . The whole business has grown up since the war . . ." Sen. J. C. Pittman, a bottler, said that there were at least 17,000 soft drink venders in the State.

New Vender Tax Introed in Minn.

(Continued from page 106)
frankly that he got the idea for the proposal from a national magazine article, stating that vending machines are "not carrying their full share of the tax burden." Asked if he thought the bill was discriminatory in that it provides for a tax on soft drinks sold thru vending machines and exempts such products sold over the counter, Neumeier said he "wasn't too sure about that."

"We just have to get some money for our huge program of State activities as proposed by Governor Youngdahl and for a veterans' bonus which the State electorate approved last November," Neumeier said. "We must scour every field in an effort to find new sources of revenue. If the automatic vending machine industry isn't already carrying its fair share of the load, as claimed in the article I read, such a tax should be imposed. If it is, and they make a fair showing before the tax committee, then this bill should not be passed. My mind is open on the subject."

The Neumeier-Johnson proposal came as a shock to members of the vending machine industry who were just getting over the earlier action of Senate members in killing off the other 1-cent tax proposal on bottled soft drinks. There were claims that if the new measure was enacted it would force many operators of cup and bottled soft drinks to abandon their business.

High Costs

"Our costs in this business already are high and we work on so small a margin that another cent added to our expense, with no way of getting it back, will practically mean ruin," one large operator declared.

The proposal to levy a \$10 per machine tax, to be collected by the State tax commissioner, also was assailed as unfair, especially in view of the fact that a number of municipalities already collect license fees for such equipment.

There was every indication that when the tax committee of the Senate goes into public hearings on the subject, committee rooms will be jammed by operators who will voice strenuous objections to the proposal.

Record Earnings Reported By American Tobacco Co.

NEW YORK, March 12.—A new high for American Tobacco Company's dollar value and unit volume during 1948 was reported this week. Firm declared that net income of \$43,912,20 was \$10,067,183 over that of 1947. Sales in 1948 amounted to \$873,466,917, compared with \$819,631,122 in 1947.

Deecee Is Set For Sales Tax Action Mar. 14

Soft Drinks Included

WASHINGTON, March 12.—Sponsors of a 2 per cent local sales tax bill plan to bring it up in the House for action Monday (14). Following two weeks of hearings on D. C. tax legislation, the most stringent measure yet proposed was introduced in both houses of Congress this week by members of the two district committees.

The bill would tax all retail commodities with the exception of food for home consumption. Reversing earlier plans, the committees decided to include candy among commodities taxed. Soft drinks, beer and restaurant meals are also taxed under the measure. Among a handful of items exempt are tickets to theaters, sporting events and other amusement places.

Originally the levy was designed to start on items selling at 14 cents or more. In the bill, commodities or services costing between 13 and 50 cents would be taxed one penny. A 2-cent fee would be levied on items retailing between 50 cents and \$1, with a straight 2 per cent tax being imposed on items above \$1.

Lead Price Cut

WASHINGTON, March 12.—The first price decrease for any major non-ferrous metal since the end of the war was the announcement of the American Smelting & Refining Company that it had dropped its lead price 2 cents a pound from the record high of 21½ cents. Lead is used for coating wires wherever soldering is necessary in coin machine manufacture.

In establishing the new price, American Smelting officials explained that it was directly attributed to the sharp drop in demand from storage battery makers, a major lead user.

EPHY CHARMS
New round prizes suitable for Advance and Columbus Machines. Vend in all other machines, too.

Fortune Balls With Precious Stones	Per M \$10.00
Fortune Balls With 1 Dice	12.50
Fortune Balls With Key Chains	18.50
Fortune Balls With Balloons	14.00
Fortune Balls With Bracelets	
Per Gross	6.00

LOWER PRICES ON CHARMS, SKULLS AND RINGS

Plastic Charms, Famous Series #1	Per M \$ 3.00
Plastic Charms, Big Series #2	4.00
Plastic Skulls	3.50
Plastic Rings, 20 Styles	3.00
Metal Plated Charms, Series #1	6.00
Metal Plated Charms, Series #2	7.50
Metal Plated Skulls	6.50
Metal Plated Skulls With Rhinestone Eyes	15.00
Metal Plated Rings, 20 Styles	5.50

Samuel Eppy & Co., Inc.
World's Largest Charm Manufacturer
113-08 101st AVE.
Richmond Hill 19, L. I., N. Y.

CHARMS

COPPER PLATED SKULLS	\$8.00 per M
COPPER PLATED BASKETBALLS	8.00 per M
PLASTIC SKULLS	4.50 per M
LUMINOUS SKULLS	6.00 per M


WRITE FOR FREE SAMPLES
PENNY KING CO.
415 NEPTUNE STREET
PITTSBURGH 20, PA.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS..

Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.

BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

Brand New "CHARM KING" Ball Gum + Charms = \$\$\$ The Kids Really go for THIS one because it DISPENSES BOTH GUM AND CHARMS!



Only \$13.95*
F.O.B. Aurora, Ill.

All kids go for Gum Balls. And they go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

*Others as low as \$10.55 in quantities. "Hot Nut", Nut and Ball Gum Venders 1c, 5c; 2 for 1c. U.S. and Foreign Coins.

... and Here's ANOTHER WINNER! The New "HUNTER" Nets up to 75c of EVERY DOLLAR You Take in!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter". But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75c out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

SILVER-KING CORP. 622 Diversey Parkway CHICAGO 14, ILLINOIS



Only \$45.00
F.O.B. Aurora

ALL SILVER KING MODELS
Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.
ROY TORR, Lansdowne, Pa.

FOR SALE
FOLLOWING SURPLUS EQUIPMENT:
13 Landis Aristocrat Automatic Popcorn Vendors, \$75 each; 1 TC Theatre Model 30 Popcorn Machine, \$250; 50 TC Model 10 Automatic Popcorn Vendors, \$75 each; priced crated F.O.B. Phoenix; all equipment first-class condition and appearance.

AUTOMATIC VENDORS OF ARIZONA
4402 E. WASHINGTON PHOENIX, ARIZONA



MODEL
"46Z"

SPEEDY PROFIT MAKER

Put fool-proof "Columbus" vendors in every spot to make money quicker. Easy to service... no tools required to completely dismantle, service and clean. Model "46Z"... penny, general purpose for vending candies, charms and nuts. Base and top in a choice of eye-catching colors. Model "46G" for ball gum. Write for facts.

The **COLUMBUS** Vending Co.
2007 East Main Street
Columbus 9, Ohio

Your "Columbus" distributor for Ga., Fla., S. Car., East Tenn. Also Charms, Hard Shell Candies, Chicle and Bubble Gum.

R. R. WHITEHEAD
947 Alloway Place Atlanta, Ga.

NEW!
REVOLUTIONARY!

Northwestern

MODEL **49**

1c OR 5c
LESS THAN 25
\$17.55
LESS THAN 100
\$17.25
100 OR MORE
\$16.95

Write — Wire
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For
VENDING MACHINES AND SUPPLIES
WRITE, WIRE OR PHONE
TO
O. THOMAS CO.
PADUCAH, KY.

MAIL COUPON NOW
IF YOU WANT
Bigger Profits

**ATLAS
BANTAM 5c VENDOR**

A wonderful counter tray vendor which slides from customer to customer along counter. Vends candies, pistachios, nuts, almonds without breaking them. A real profit maker in bars. Covered by largest insurance in vending industry to protect you against liabilities. Designed by operators to give you most profit. Get facts on Bantam Vendor and Location Chart. Mail coupon.

ATLAS MFG. & SALES CORP., Dept. BB-319
12220 Triskett Rd., Cleveland 11, Ohio
Rush facts on Bantam Vendor plus Location Chart. No obligation.
NAME _____
ADDRESS _____
CITY _____ STATE _____



Ball Gum Price Steady; Ops Cutting Back Inventories

(Continued from page 106)

tions (in the Southeast) and to a desire of ops to take advantage of any downward trend in ball gum prices. Such a trend, however, leading ball gum manufacturers told *The Billboard* this week, is unlikely, as list prices are pared pretty much to the bone now, and the price cut of about a year ago will not be repeated "in the foreseeable future."

Production Steady

With the average ball gum maker claiming present production on a par with that of last year, most predict that output will be upped within the next 12 months. Too, they state that while price reductions will not take place, neither will price increases be undertaken. The average 3 to 5 cents

per pound cut last year, bringing the price to between 23 and 33 cents per pound, will hold.

The question of what effect rising sugar prices will have on ball gum need not worry operators, gum makers declare. Compensating for the upped sugar peg, a downward trend in gum base (pologa) during the past 60 days has removed any possibility of hiked gum prices. Peppermint flavoring, which is one of the highest-priced gum flavoring ingredients, now sells for 55 cents a pound against its 70-cent level two months ago. Current average price of gum base is 51 1/4 cents per pound for the soft variety and 42 cents per pound for the hard, manufacturers state.

No Price Cuts

Indicative of other major ball gum makers' programs, Leaf Gum Company, Chicago, stated that today's per pound cost of its 5/8-inch ball gum is 26 cents, and 170 and 210-count is 27 cents. Firm's price cuts of 3 cents per pound in August, 1948, will not be repeated, officials say. While quantity purchases in many instances mean reduced prices to operators (usually a penny a pound when over certain quantities are ordered), Leaf continues to offer a 2 per cent cash discount instead. Like most other manufacturers the 100-pound rule also holds as the minimum order required to include prepaid freight.

Ford Gum & Machine Corporation, an important factor in the ball gum vending field, also reported much the same findings in its sphere of operations. Altho not catering to the open market, firm found its operators were following the same general tack, order-wise, as that taken by the average operator. Firm reduced its gum price 5 cents a pound early last year, according to George Doherty, director of public relations. Speaking for his firm, and for the general field, he stated that further price cuts were not possible at this time because the manufacturers' margin, on a quality product, was "too close already."

Echoing upped output predictions of other gum makers, Doherty said that the next year would see greater per machine sales and, in the case of the Ford firm, extensive public relations work to make increased gum production and sales possible.

Minn. Cig Levy Set For House; To Face General Opposition

ST. PAUL, March 12.—After being kicked around for several weeks, a proposal for a cigarette tax increase (from 3 to 5 cents per package) was finally thrown into the hopper of the Minnesota House of Representatives last week.

The measure was urged by Gov. Luther Youngdahl as a means of raising sufficient revenue for a greatly expanded State activities program. Now that it is in the mill, the bill is heading for tough sledding, top majority leaders in the House indicated privately. Some said that they "couldn't see a cigarette tax increase now." The original tax was voted by the 1947 State Legislature and has been in force since July 1 of that year.

Chief author of the tax increase proposal is Rep. Leonard Dickinson, with Reps. Fred Schwanke, chairman of the House Tax Committee (which will consider the measure), and Howard Rundquist, co-authors.

Industrial Vending Formed in Detroit

DETROIT, March 12.—The Industrial Vending Company has been formed here by Victor Krafcsik, who has taken over a route of 100 nickel candy vendors from Max Fishman, who recently moved to Chicago. Machines were formerly operated by the Automatic Merchandising Company of Chicago, headed by Bill Fishman, a son of Max Fishman, for whom Krafcsik worked for a short time.

Krafcsik operated a route of penny vending machines for a time before the war, and then worked for the Mechanical Candy Sales Company in various capacities for about three years before going back into business for himself. He specializes in industrial locations. Headquarters are being established at 6110 Toledo Avenue.

FTC, CANTEEN

(Continued from page 106)

proaching on the FTC charges that Canteen "knowingly induced and received" discriminatory prices from manufacturers of confectionery. In what has become an almost ignored issue, Canteen was also originally charged with maintaining "restrictive" clauses in its contracts with distributors.

The cancelled hearing had been arranged to permit Canteen to appeal to the full commission rulings by the trial examiner which admitted to the record numerous letters and statements from manufacturers dealing mainly with prices paid for merchandise by Canteen.

Desert Scene in Movie Causes Run On Drink Vender

DETROIT, March 12.—Vending machine operators may find a new outlet for business promotion thru a tie-up with current motion picture releases, according to Charles C. Perry, managing director of the Adams and Downtown theaters. Both houses operate on a first-run policy, shared by only five other theaters in Detroit, so that they are among the leading Motor City houses.

Perry was showing the Metro-Goldwyn-Mayer picture, *The Three Godfathers*, in which there is a long travel scene as the characters move over the desert looking for water.

The totally unexpected psychological result was a literal run on the Spacarb vender in the lobby. According to Perry, the vender dispensed 3,000 drinks in two days over the week-end—the previous week-end record had been 500 drinks—or an increase of 500 per cent. Three times it was necessary to have refills placed in the machine because of the unprecedented demand for drinks.

The machine is of the three-flavor type. No special advertising or even on-location sign was used in this instance to build business, but the possibilities wherever this picture plays, as well as suggestions for watching for tie-ins in other films, are obvious, Perry pointed out.

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Cuts Service Time
in Half.

\$17.55

SAMPLE

Write for Quantity
Discount.

Other Popular North-
western Vendors
\$10.35 and Up

Contact us for
• BULK MACHINE
CHARMS
• MERCHANDISE
• BALL GUM

Parts and Supplies
1c-5c and Foreign
Coins.

Write for Circulars and Price List.
BADGER SALES CO., Inc.
2251 W. Pico Blvd. Los Angeles 6, Calif.



Pacific Gum Co. Ups Production 100 Pct.

SAN FRANCISCO, March 12.—Pacific Gum Company here, upon moving into a new plant this month, will increase its production of stick gum 100 per cent, according to Ellis Harvey, firm head.

Firm has abandoned former plans for producing candy coated gum, and will concentrate instead on stick gum in all flavors.

SCHEDULE HEARING

(Continued from page 106)

tracts have been negotiated on a temporary basis.

Test Extension

The test period, originally scheduled to end last November, was extended twice, each time to allow more time for contract specifications to be drawn. The latest extension is due to expire March 31.

But with the open hearing crowding the expiration date, it was indicated by the board that the test period may have to be extended again. Since objections to the contract specifications voiced by operators at the hearing may result in their alteration, a board official stated the test will probably remain in effect until **April or May.**

NOW HI-HO'S

BASEBALL PLAYER CHARMS

90% Luminous

BASEBALL SEASON COMING

THIS WILL BE A WINNER

\$1.50 Gr.

Positively No Samples.



Write E. LaRue, Sales Mgr.
LEON "HI-HO" SILVER 540-542 Hayes St.
San Francisco, Calif.

ATTENTION POPCORN MACHINE DISTRIBUTORS and OPERATORS

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. Can furnish excellent reconditioned POP CORN SEZ machines.

Wire or write for prices.

Dwight Hamlin Company
5958 Baum Blvd. Pittsburgh 6, Pa.

Set Plans for 5-State Meeting

Improve Disks MGA Tells All Man'facturers

Complete 2-Month Survey

NEWARK, N. J., March 12.—The physical quality of records must be improved if producers expect to sustain volume sales to phonograph operators, the Music Guild of America (MGA) has cautioned 100 record manufacturers.

Circular letters, signed by D. M. Steinberg, MGA executive director, stated that a two-month survey of operators had shown they are now carefully shopping different labels for wearing qualities and juke suitability wherever two or more recordings of the same tune are available. "Where there is a choice, and there generally is, the better made record gets the business," he pointed out.

Steinberg said that reduced income from juke boxes, plus inflated operating costs, have made the operator extremely sensitive to the wearing qualities of records he buys. Some on the market today have to be replaced after about 25 plays, he claims, while others will last for several hundred. Manufacturers should compare the qualities of their records to others available today in the current "buyer's market," he said.

Decibel Rate

Steinberg, who is also secretary of the Music Operators of America, urged that manufacturers keep the decibel rating of their records constant. This, it was said, would avoid the need for "constant manipulation of the volume control to keep the sound even," as well as to help reduce service calls.

Other suggestions made to manufacturers by the association's executive were to improve the "start and cut-off groove" of records and to place on the market a two-minute disk with a single chorus. The latter would increase the operating potential to 30 plays an hour, he claimed. (See IMPROVE DISKS on page 116)

It's No Gag, Son

CARSON CITY, Nev., March 12.—Nevada Assemblyman C. C. Boak has dreamed up a Rube Goldberg type of coin operated machine which he believes will help promote the State's already liberal divorce mill. He has introduced a bill to boom Nevada silver as well as juke boxes and bell machines. And here's how it works:

The divorce seeker would register with a \$5 fee. That would buy him or her a special key to a combination juke box, time clock and bell machine. Each day during the required six weeks' residence they would use their individual key on the machine, thus establishing their legal status.

Then on the final day 200 silver dollars would go into the bell machine, the juke box would play America, and a special vender would deliver the final decree, signed and officially sealed.

To date there has been no further comment on Representative Boak's proposal.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

NEW PLAYERS HYPO NEEDLE INDUSTRY. Phono needle manufacturers see field opening for product.

HEIDT FORMS MAGNOLIA DISK FIRM. Orkster Horace Heidt bows his own record label, with sales aimed directly to stores.

CLINTON BACK IN RCA FOLD. Larry Clinton signs contract with Victor, where he made success in the 1930's.

CORAL SIGNS ARTISTS. The diskery adds names in an expansion move on recording activities and catalog.

SUPREME FILES 16G ACTION VS. BLACK & WHITE. Suit is started over Black & White's continuing manufacture and distribution of Supreme.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

South Dakota Ops in Annual Meet; Re-Elect Imig, Gefke

MITCHELL, S. D., March 12.—The South Dakota Phonograph Operators' Association (SDPOA) held a three-day meeting here this week and re-elected Mike Imig to a second term as president. Also re-elected to office was Norman Gefke, Sioux Falls, a secretary-treasurer. Meeting, which opened Sunday (6) and closed with a banquet Tuesday night (8), was attended by more than 50 operators. It was stated that the association is practically 100 per cent completed, with only about four operators thruout the territory still unsigned.

Special business sessions held Monday and Tuesday were devoted to the elections, a discussion of legal problems and several long sessions devoted to direct-to-location sales which have plagued local operators during recent months. Altho this phase of the meetings was confined to members only, it was learned that the situation is now in hand, due to the work done

by the president and secretary during the past nine months.

H. Fuller, a South Dakota attorney, who was retained by the association to represent it during the recently concluded session of the Legislature, reported that activity in the capitol had not affected the coin machine industry this session.

Name Directors

Following the re-election of Imig and Gefke, members re-elected Mel Pederson, Huron, and Harold Scott, of Mobridge, as directors. Five new directors elected were: Harry Johnson, Mitchell; Tony Trucno, Deadwood; Arnold Bredik, Watertown; Al Rels, also of Watertown, and Bob Shea, Wessington.

Imig announced that the SDPOA would shortly issue an invitation to the officers and directors of the associations holding the five-State meet to gather in Minneapolis sometime during the April 25-26 convention to discuss mutual problems.

Iowa Ops Support 7½-Cent Coin; Air Legal Problems

DES MOINES, March 12.—Iowa juke box operators came out in support of the proposed 7½-cent coin bill at a meeting of the Iowa Automatic Music Operators' Association (IAMOA) held in Des Moines March 6.

The 7½-cent coin proposal was one of many subjects discussed by the Iowa operators.

Leo Miller, of Cedar Rapids, president of the Iowa association, declared the 7½-cent coin would go a long way toward helping out the operator at the present time.

Propose New Juke Tax

BRUNSWICK, Ga., March 12.—The county commission here has received a proposal to tax music and pinball machines. Edward B. Liles, county attorney, and F. J. Torras, executive clerk, were instructed to study the legality of the proposed levies and to estimate the revenue which could be derived.

In mentioning the possibility of taxing juke boxes Alton H. Perry, chairman of the county commission, emphasized that the tax would be paid by the operator of the equipment rather than by the location owner.

"Try and buy a nickel cigar," Miller said. "The juke box operators are still getting the same revenue while all of their costs have skyrocketed."

The Iowa association made final plans for attending the five-State meeting at St. Paul April 25-26 and will establish an Iowa headquarters at Hotel Raddison.

Legislation

The association also discussed legislative problems, including the proposed Minnesota anti-gambling bill which is in the House of the Iowa Legislature. Altho reported out for indefinite postponement by the police regulation committee, it was re-referred to another committee and given a new lease on life. Members of the association are also interested in a bill which would make cigarette vending machines legal in the State. Iowa is one of the few States in which the machines are not legal.

The operators also discussed and approved promotion deals by name band leaders to furnish the operators new records which are labeled as possible hit tunes. The operators maintained that if the band leaders furnished them with the records during visits to ballrooms in their area (See Iowa Ops Support on page 133)

Juke Makers To Display at 2-Day Exhibit

Suppliers To Co-Operate

MINNEAPOLIS, March 12.—With all major juke box manufacturers, along with music machine suppliers (parts, accessory, needle, record, etc.) preparing to show their wares at the five-State music meet to be held at the Radisson Hotel here April 25-26, the industry appeared assured of a hyped interest, both from within and by the general public, that should do much to bring about the anticipated upturn in operating conditions.

General feeling among officials of the five State-wide associations of music operators was that the event would mark the beginning of a new (See 5-State Meet Plans, page 133)

Wurlitzer Names New Distributor In Chicago Area

NORTH TONAWANDA, N. Y., March 12.—Continuing its program to strengthen and solidify its distributor network (The Billboard, March 12), the Rudolph Wurlitzer Company this week confirmed the appointment of the Coven Distributing Company, Inc., as authorized distributors of the firm's commercial phonographs and auxiliary equipment. Coven, who replaces the Illinois Simplex Company, will represent Wurlitzer in the Chicago area, it was stated by E. R. Wurgler, general sales manager for the manufacturing firm.

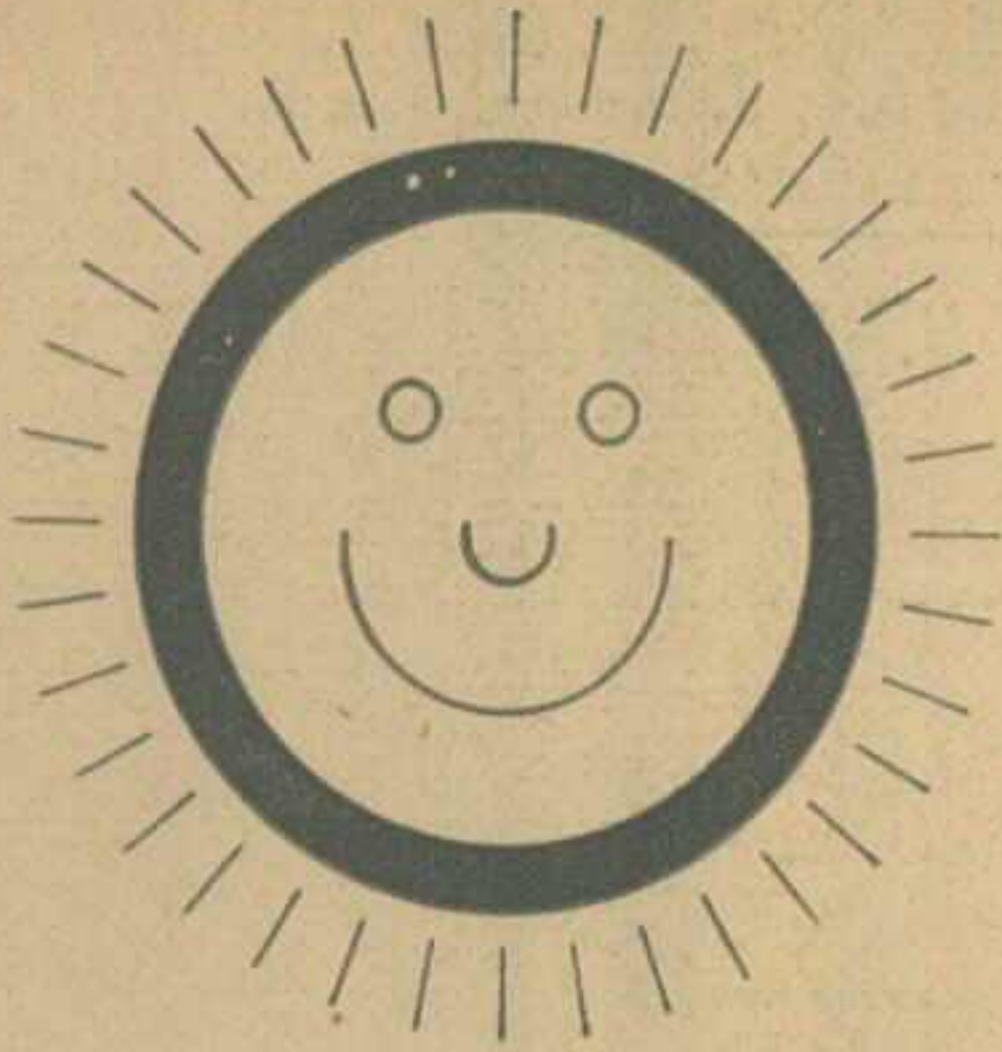
Coven Distributing is headed by Benjamin I. Coven and maintains its headquarters at 3181 North Elston Avenue. Complete sales and service personnel and facilities will be maintained at that location. A complete parts department also has been set up. Coven has spent many years in the coin machine field, both as an operator and a distributor. At the present time the firm also is an exclusive distributor for Bally and (See Wurlitzer Names on page 116)

Salem Operators Try New Prom'tion Stunt To Up Juke Box Play

SALEM, Ore., March 12.—The city council was shown a new amusement device here Saturday (5). It was designed to increase juke box play.

The innovation—for Salem—combines music with a month-end prize for the lucky guesser. Players insert a nickel on each of five numbers during a 30-day period. Then he guesses the name of each of the records his nickels will produce. If he's guessed all correctly at the end of 30 days, he gets \$100.

The city has been mulling a new tax on music machines for some time, and J. L. Franzen, city manager, recently introduced in the city council a licensing bill to tax such devices \$60 for one coin chute. For each added chute \$6 would be assessed. The council has, as yet, taken no definite action on the proposal.



"AMI, Serial No. 6162 shows 135,540 plays with only EIGHT service calls!"

SERVICE REPORT



AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILL.

Gillespie Joins Williams Novelty As Full Partner

HOUSTON, March 12.—A deal has been closed by which T. J. (Joe) Gillespie became a full partner with Tom Williams in the ownership of Williams Novelty Company. He has already assumed charge of the Houston branch of the firm and Williams has taken over the East Texas territory.

Gillespie, while a comparative stranger to the South Texas coin machine trade, is widely known in other sections of the Southwest, particularly in the Austin and San Antonio

areas. He has had several years experience dealing in coin machine equipment. Prior to his present connection he was regional sales manager for Solotone Music Corporation.

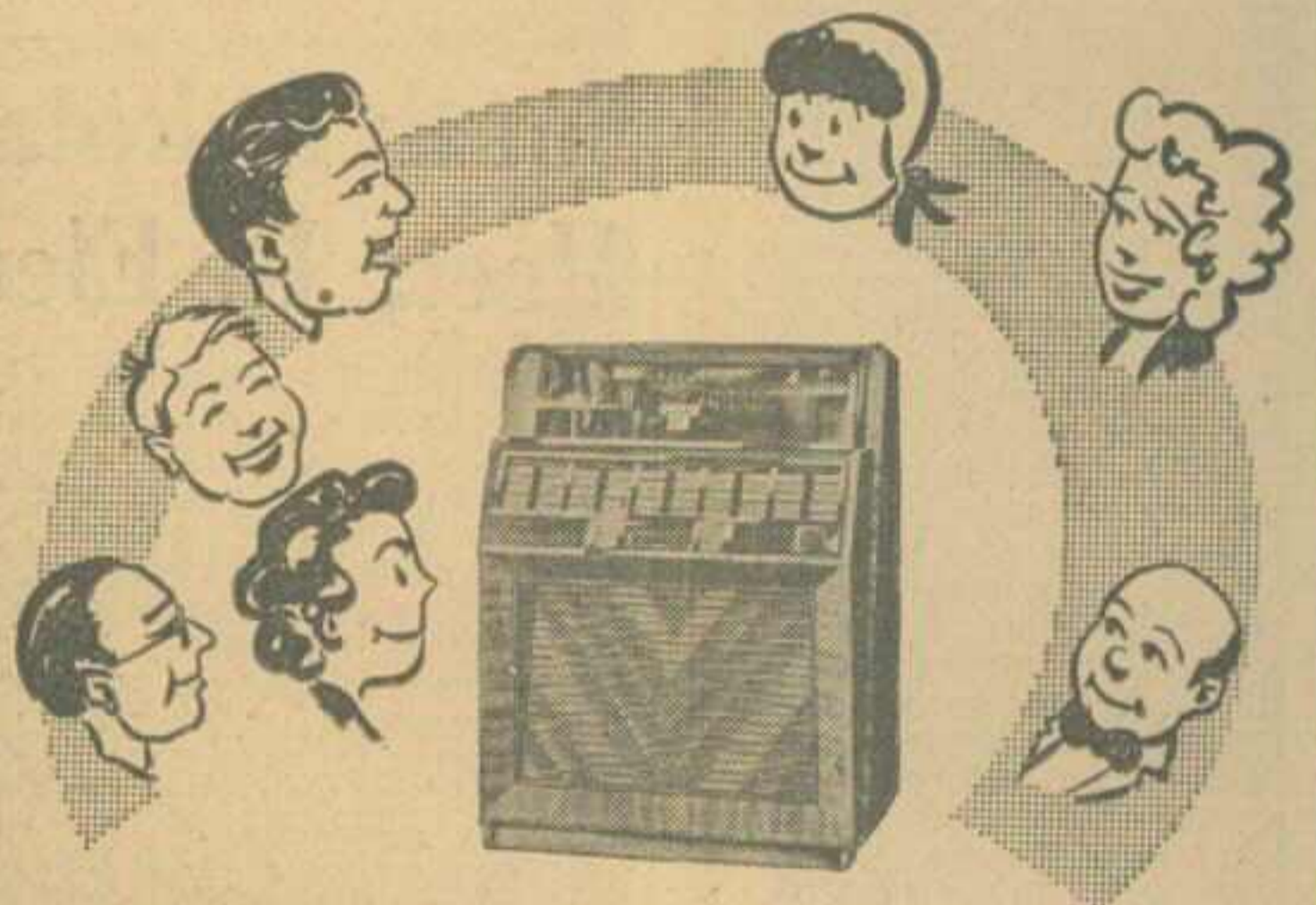
Williams Novelty Company, an amusement game and music distributing firm, was formerly the Houston branch of General Distributing Company. Less than a year ago Williams bought, separately, the entire holdings of the branch, including South Texas sales rights, and incorporated as Williams Novelty Company.

Deaths

A. T. Capehart, 82, father of Homer E. Capehart, in Washington.

G. E. Norris, 74, founder and president of Norris Manufacturing Company, Columbus, O.

SEEBURG SELECT-O-MATIC 100—



the machine that appeals to everybody

To Operators:

Because it pulls in greater profits—Because it requires less servicing, reduces record breakage.

To Location Owners:

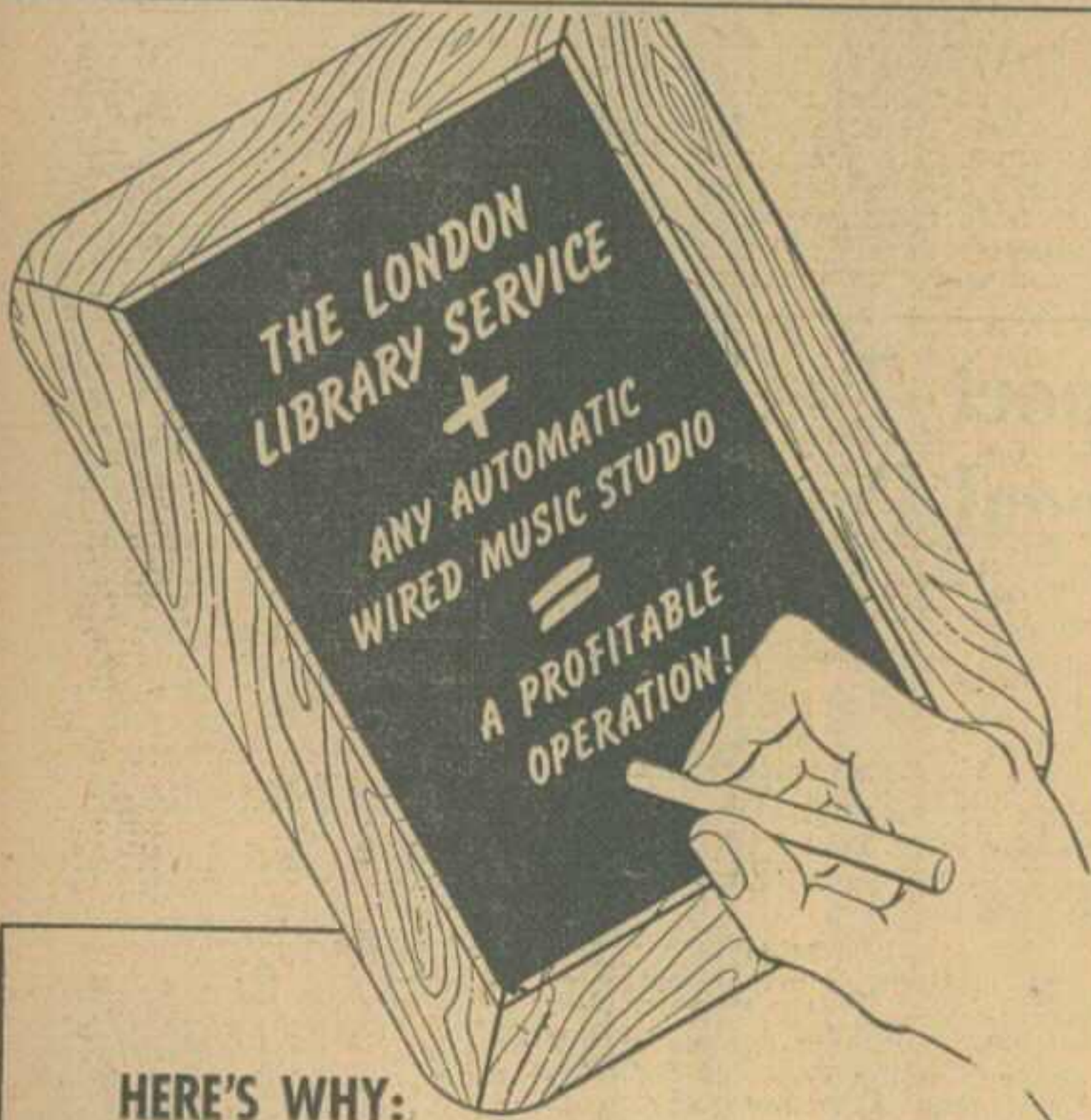
Because it increases their income—Because their customers are better satisfied—Because it improves the looks and popularity of their locations.

To Customers:

Because it has 100 varied selections from which to choose—Because the Select-O-Matic 100 mechanism is fascinating to watch as it plays either 10" or 12" records vertically, on either side—Because scientific sound distribution makes listening more pleasant—Because there are nickel, dime and quarter plays—6 plays for a quarter. All in all, the new Seeburg Select-O-Matic 100 is the best money maker on the market. Give it a test and see for yourself!

SHAFER MUSIC CO.

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802 South High St.
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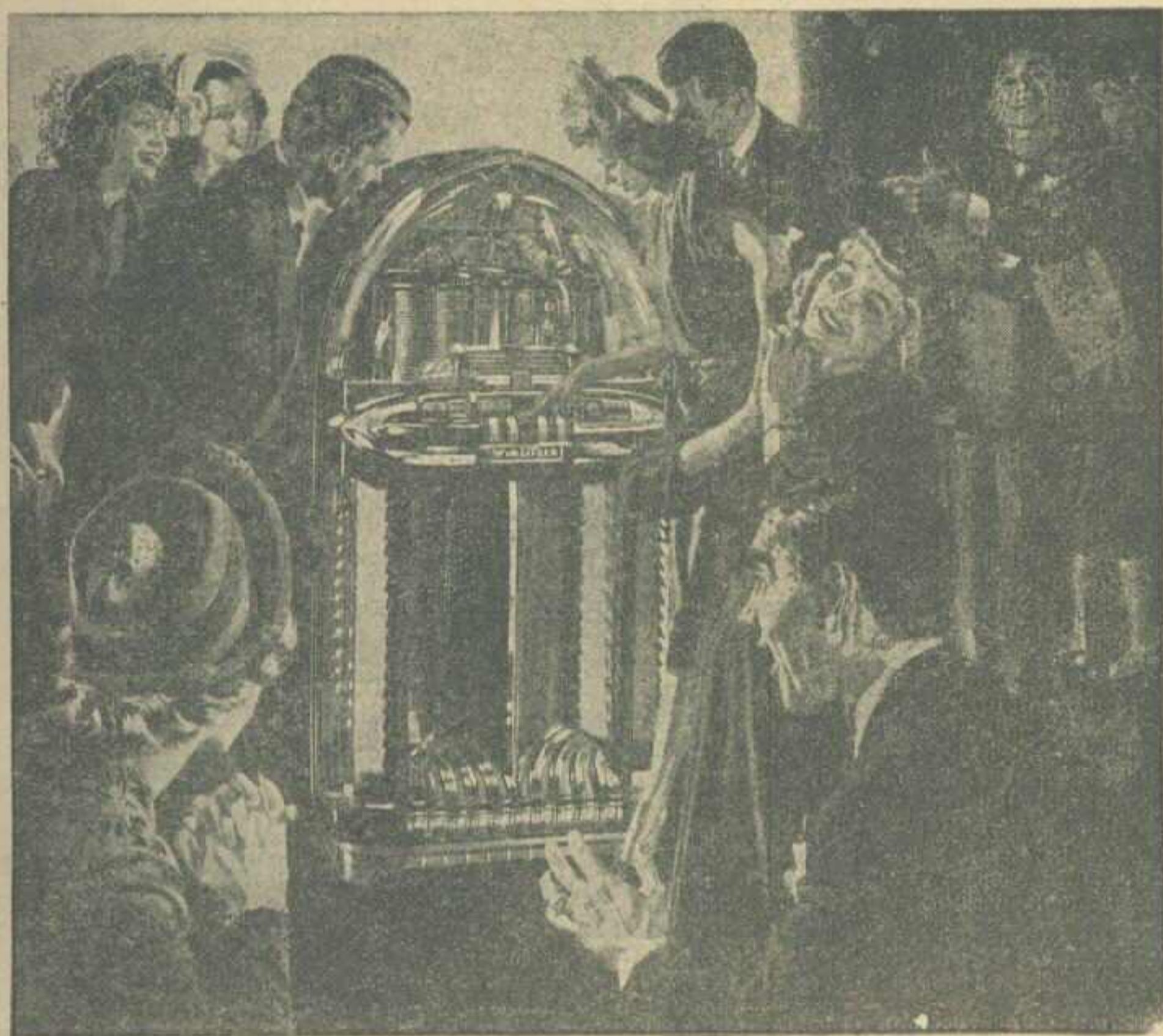
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Head and Shoulders Above Any Other Commercial Phonograph on the Market

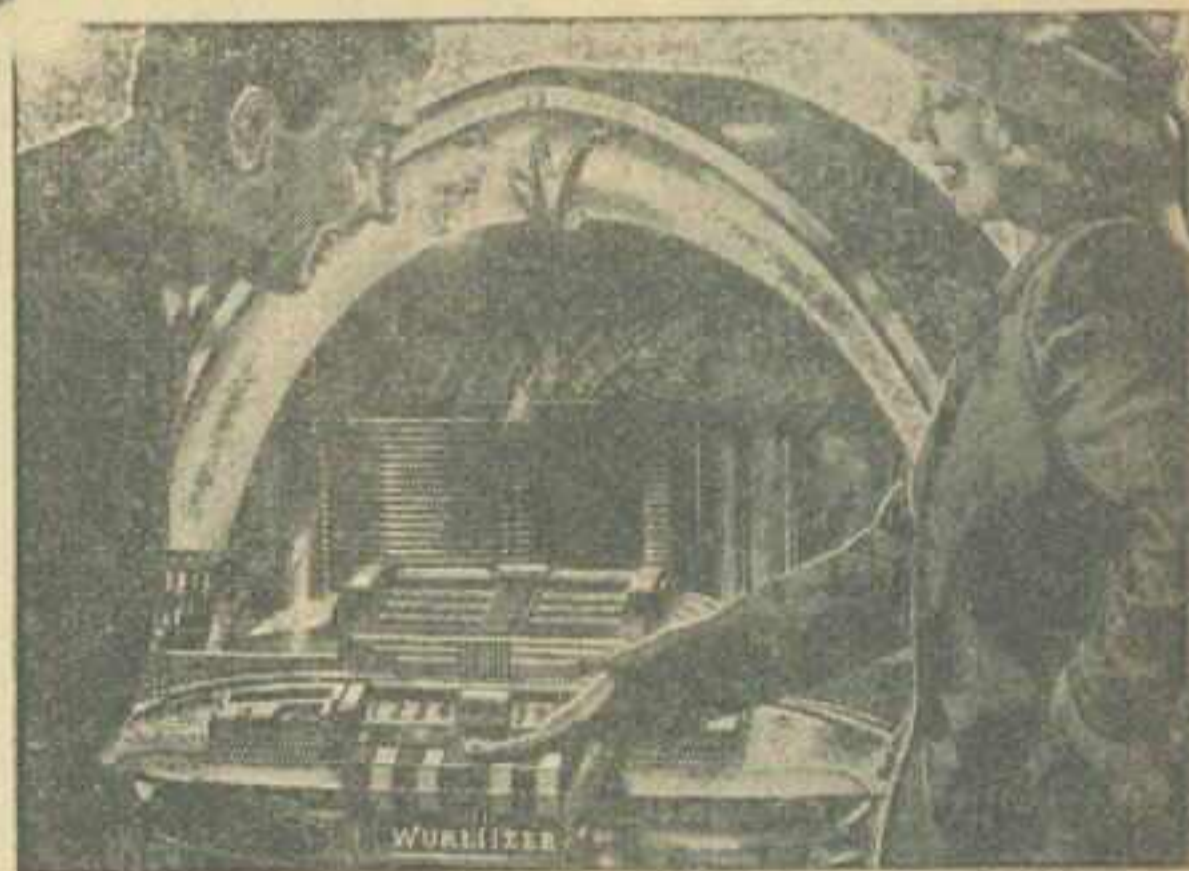


The
WURLITZER
Model 1100

*The most beautiful
phonograph
ever built...*

...with the greatest
play appeal and earning power...

...and the right number of records
for practical selection,
economy and play appeal...



...at a price that makes
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 DISTRIBUTORS WANTED

WURLITZER NAMES
 (Continued from page 113)
 Como products, among others.
 According to Coven, the firm plans to start remodeling its showrooms in the near future and will probably increase its personnel.
 Meanwhile no replacement for the Indianapolis territory has been announced as yet by Wurlitzer. Simplex of Indiana, headed by Gordon Sutton (as is Illinois Simplex), has been the representative in that area. Wurlitzer is expected to set his new distributor in that area within the next week.

Evans Appoints 2 to Distribute Constellations

CHICAGO, March 12.—Augmenting its steadily growing distributor network, H. C. Evans Company thru Lester Reick, music division sales manager, announced the appointment of two more firms to handle its Constellation music machines.
 Those named were:
 Brooklyn Amusement Machine Company, Brooklyn, headed by Charlie Aronson and Willie Alberg, for the metropolitan New York area.
 Pedicord and Moore, Spokane, headed by R. J. Moore, for Eastern Washington and Northern Idaho.
 Reick also disclosed that distributors will begin receiving showroom samples of the Constellation within the next two weeks.

Ala. Town Halts Jukes in Taverns

HOMEWOOD, Ala., March 12.—Mayor H. C. Crelly cracked down on coin-operated music boxes in clubs, taverns and restaurants where liquor or beer is sold.
 The city council also issued a warning to night club operators against serving mixed drinks. Several night spots may be affected by the nix on mixed beverages. The ban on juke box-and-alcohol combines does not affect spots using live music. But the State liquor law prohibits serving of mixed drinks in any public place.
 Joe Robinox, operator of Hollywood Country Club, has asked the Home-wood city council for permission to convert part of the club property into a 22-room hotel. Robinox has nightly dances and operates a swim pool. Hotel would be a music and vending machine location.

Hold APOA Monthly Meet; To Elect New Officers April 12

CINCINNATI, March 12.—The regular monthly meeting of the Automatic Phonograph Owners' Association (APOA) was held here Tuesday (8) in the Hotel Gibson. Principal business was a discussion of legislative activities in the capitol and plans for the annual election of officers and board members.
 The association will meet again Tuesday, April 12, at the Gibson to nominate and elect officers and directors who will serve for a year.
 At this week's meeting were Sam Chester, Harry Hester, Leonard Kanter, Lou Schoenlaub, Frank Michaels, Bill Harris, Philip Bussard, Phil Ostand, Frank Galardo, James Drivakis, Max Moeckel, Tom Reuwein, Bernard Stillmaker, Bill Trau and Joe Weinberger.

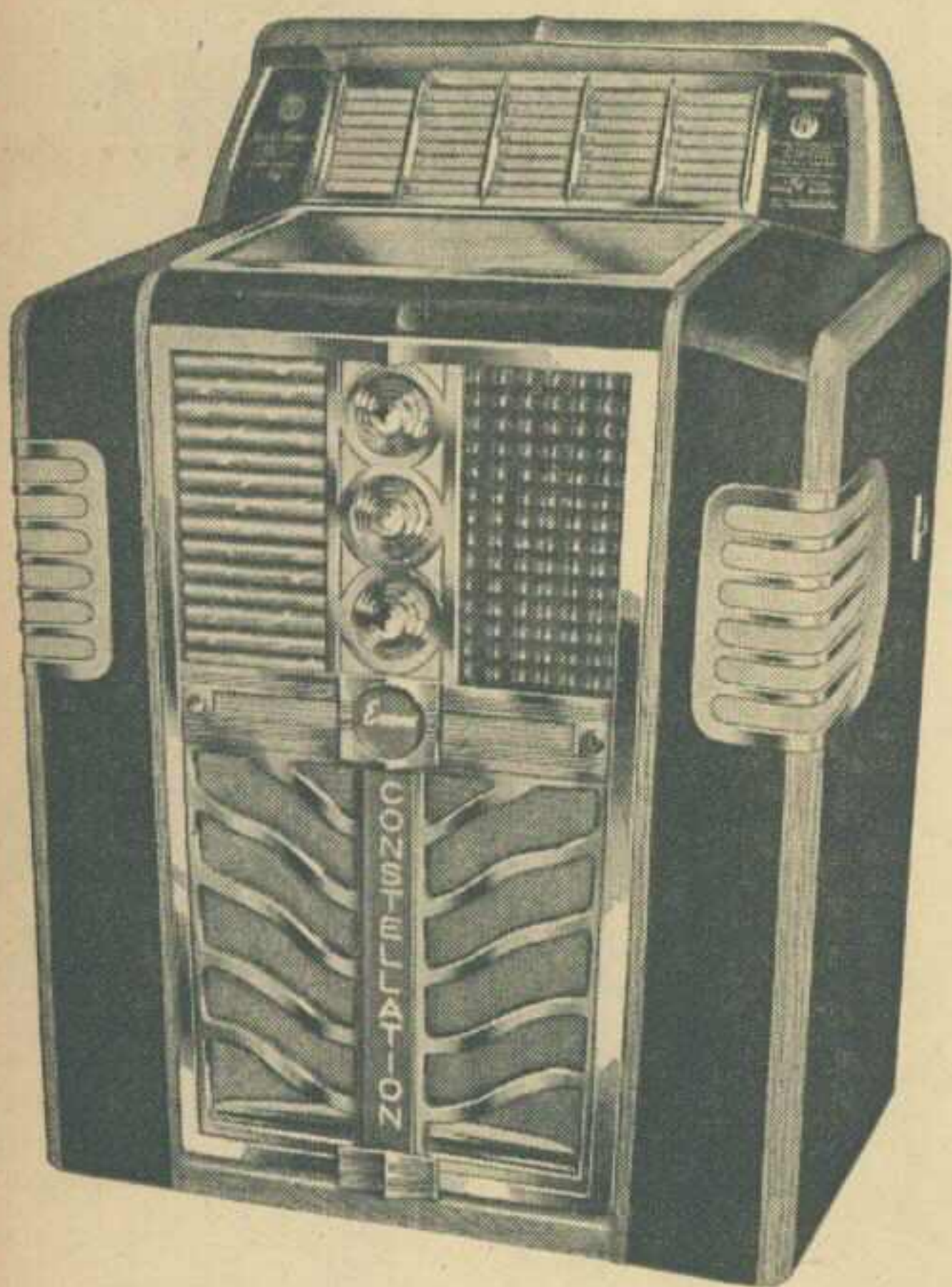
IMPROVE DISKS
 (Continued from page 113)
 partially making up for competitive inroads by free television.
 Steinberg, who claimed the opinions in his letter are shared by leading music operators thruout the country, told the manufacturers that juke box owners "will continue to buy the standard 78 r.p.m. record" and are not mulling a change to other turntable speeds.

Paster Reported Recovering From Auto-Truck Crash

LA FAYETTE, Ind., March 12.—Altho he will remain hospitalized for an indefinite period here, doctors attending Herman Paster, president of the Mayflower and Paster distributing companies, said this week that he was on the road to recovery from the injuries he suffered in an auto-truck collision while driving from St. Paul to Miami Beach Tuesday (1) (The Billboard, March 12).
 Since the accident, in which Paster suffered head injuries, a broken arm, broken leg and broken rib, he has had a series of blood transfusions which have aided his recovery, the doctors explained. His wife, Celia, who received head injuries and a dislocated hip, and Mrs. Diane Taran, wife of Sam Taran, Florida and Cuba distributor, who also sustained head injuries, are expected to leave the hospital later this week.

Sam Taran, who had flown from Florida to La Fayette to take charge of affairs for the injured, returned to his Miami headquarters after a stopover in Chicago.

WOOD...
Material of the Masters...
Makes a Masterpiece of
EVANS'
CONSTELLATION



Amati, Stradivari, Guarneri—the masters of violin craftsmanship—chose wood for their instruments. Carefully selected, painstakingly worked and fitted, wood proved to be the material unique for expressive, varied and rich tone quality. Now, hundreds of years later, those same violins are treasured for sonority and refinement of tone. Wood, too, is the material of the sounding board, foundation of the fine tone you hear in your piano.

Yes, where truly faithful, vivid and mellow tone is desired, there you will find wood... as in the cabinet of the New Evans' Constellation. A designer's dream for beauty—a marvel of acoustical engineering—a masterpiece for tone quality, Evans' custom-designed cabinetry is a prime reason why Operators are placing Constellation at the top of the "must have" list!

Talk it over with your Distributor. It will pay you to reserve "America's Brilliantly New Phonograph" for near-future delivery!

H. C. EVANS & CO.

1328 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE EVANS' CONSOLE AD ON PAGE 136

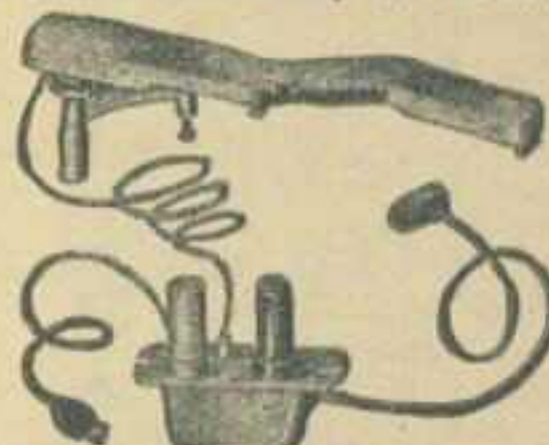
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USED 7c Each
Race or Hillbilly RECORDS
 F. O. B. Chicago
 Packed 100 to carton. All broken, cracked, chipped and badly worn records eliminated. Excellent assortment assured.
 1/3 Deposit, Balance C. O. D.

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For All Wurlitzer and Seeburgs
 Perfect Tone—Easy on Records



Nothing to change—just plug it in.
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For the Finest in Record Reproduction Use the New G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer Seeburg Rock-Ola AMI
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 Also other makes
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TIMER MECHANISM, LIGHT CORD AND FITTINGS.....\$2.83

(5c for 10 minutes) or (25c for 1 or 2 hours)

MULTIPLE COIN MECHANISM, TIMER CLOCKS FOR POWER OR UTILITY OUTLETS, FOR TELEVISION SETS AND RADIOS, WASHING MACHINES, IRONS, FANS, AIR CONDITIONING, REFRIGERATORS, HEATERS, ICEMAKERS, ETC. ALSO FOR COIN MACHINE OPERATION.

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COINMEN YOU KNOW

New York:

Lester Paul, one of the old-timers in the cigarette vending business, last week took over supervision of C-Eight Electro sales at the Atlantic New York Corporation. The Seeburg outlet was recently appointed C-Eight distrib in this area. During past years Paul has been associated with a number of major equipment producers and distributors.

Sam Kresberg, vice-president of Practical Products, returned to his office last week after an extended stay in Florida. He has named Maury J. Auerbach to head up his sales org. The new director of Practical Product sales has been in the coin machine biz for 14 years. He was formerly associated with National Vendors and Lehigh Foundries.

Bert Lane, Genco factory representative, is away on a three-week biz trip covering his Southern ter- (See NEW YORK on page 120)

Washington:

To date over \$12,000 has been contributed by coinmen to the Metropolitan Police Boys Club fund drive which ended February 28, according to Harold Klein, of Silent Sales System, who headed ops committee. With some returns still not reported, he estimated a total of about \$16,000 would be collected from the trade.

Silent Sales last week moved its Washington office from 625 D Street N. W. to 1771 Columbia Road N. W. The new location is larger, more modern, and more conveniently located. The better display facilities and greater parking area should stimulate sales, Klein said. Incidentally, this section of the District is fast acquiring the title of Coin Machine Row. Just around the corner from the new Silent Sales Building Pioneer Novelty Company and Phillips Novelty Company stand side by side on 18th Street. Alco Amuse- (See WASHINGTON on page 119)

Cincinnati:

Ray and Mrs. Bigner returned last week from a trip to New Orleans where they attended the Mardi Gras. . . . After a three weeks' sojourn, Charles Kanter came back from Miami Beach. . . . Members of the Cincinnati Automatic Phonograph Owners' Association are getting ready for their annual election of officers (see separate story in the music machine department for full details). The association held its regular meeting here Tuesday (8).

Los Angeles:

Paul A. Laymon reports he's getting a good play on Bally's Spot-Bell. His talents don't stop at coin machines, however. He's just finished painting his kitchen and it's said to be a "technicolor" wonder. . . . Al Cicero dropped down from Santa Maria to take a look at some new equipment.

John McGehee, whom the boys called "One Round McGehee" when he operated in near-by Ontario, is doing business in Odessa, Tex. . . . Gilbert Licia, Mexico City operator, crossed the border to see what we have in coin machines.

Jack Simon, of Sicking Distributors, headed for Arizona last week to set some deals. While he's gone Jack Ryan is busy taking care of local business. . . . Nat Smith was in town from his Barstow headquarters. The Trojan Novelty Company is (See LOS ANGELES on page 118)

Baltimore:

The Amusement Machine Operators' Association of Greater Baltimore (AMO) welcomes non-pinball coinmen into its ranks. Jerry Benesch, of Music Box Service, is a charter member of the organization yet is exclusively in the juke box field. Newest AMO members are Pimlico Vending, Broadway Music and Castora Amusement.

Dixie Vending Service, Inc., 2420 Greenmount Avenue, is a newcomer to the local coin-vending field. Operators of soft drink cup dispensing machines, the firm plans eventually to expand into other phases of automatic merchandising. J. W. Chapman is president, Robert G. Leetch, vice-president and treasurer. (See BALTIMORE on page 120)

Indianapolis:

Indiana Simplex Distributing Corporation, distributors of Wurlitzer phonographs and other coin-operated devices manufactured by the company, will cease operations here March 31. Supplies and other accessories will be furnished by the Chicago office. . . . Paul Jock, distributor of AMI phonographs, has closed his warehouse and office here. The AMI juke boxes will be sold from the Chicago office, according to notices sent operators by Michael Spagnola, manager of the concern.

Betty Lewis, who heads the record department at the Janes Music Company here, is reported suffering from (See INDIANAPOLIS on page 119)

Chicago:

Bell-o-Matic's Charlie Zender played host last week to Frank Havercamp, Clinton, Ia., but in reverse for Frank provided the duck dinner for his Chicago friends. Guests were offered a choice of domestic or wild duck or a portion of each plus all the trimmings. Vince Shay, Bell-o-Matic president, helped Havercamp along by providing the complete appointments of the Owl Room including his ace chef. . . . Joe Caldron, AMI's assistant manager of general sales, flew back from Mitchell, S. D., where he attended the three-day South Dakota Phonograph Association's annual meet.

Gil Kitt, Empire Coin, had a busy week supervising the refurbishing and distribution of two trailer loads of used pins that came in from Oklahoma, 93 games in all. His partner, Ralph Sheffield, is back from a business trip thru the firm's northern territory where he reports business on the upswing. . . . Lane Jasper, Lake Geneva, Ill., announced last week his re-entry into the coin machine business. He will buy used (See CHICAGO on page 118)

Detroit:

The J. and P. Music Company, operated by Leo Janc and Stanley Prawda, is now located at 2245 Adele Avenue. . . . The Melton Music Company, juke box operator, headed by Vincent A. Meli, has moved to 4900 Courville Avenue. Meli advises that the Meli-Dy Enterprises, companion firm which was manufacturing a line of small record players, has been discontinued.

George Koosis has dropped his cigarette vending route, formerly operated under the names of Dynamic Vending Company and Hellenic Vending Company, and gone into partnership with George Toul, under the name of the American Foods Company. The new partnership has (See DETROIT on page 120)

Houston:

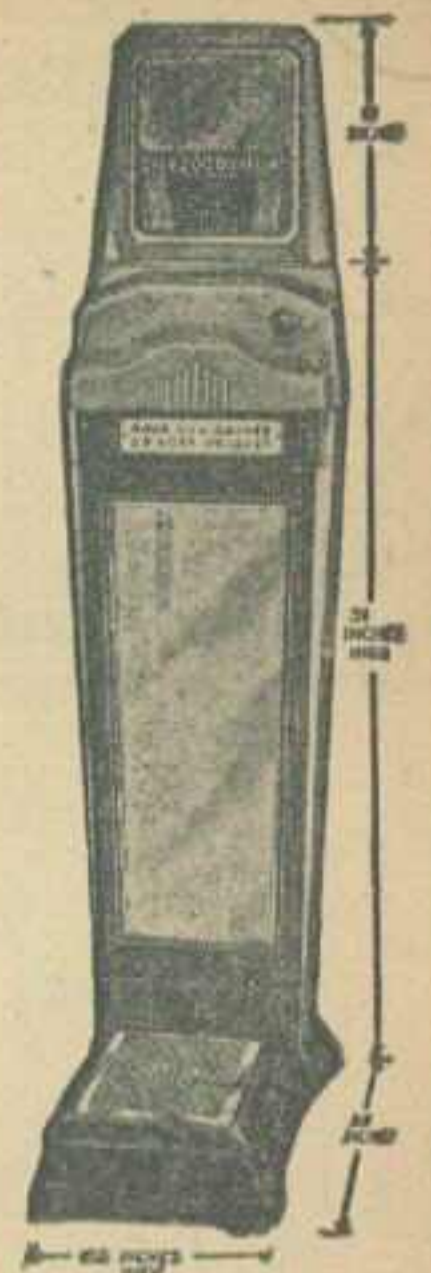
Bill Williams, owner of Texan Shuffleboard Manufacturing Company, has launched an ambitious expansion program. Additional salesmen, more territory and a larger plant to handle increased production are included. Williams said he was able to deliver many more Texan shuffleboards now because certain materials used in the machines were becoming plentiful.

The Texan Shuffleboard Manufacturing Company was started five months ago with a mere handful of employees and a few power machines. Now the plant is operating at top capacity on an assembly line basis with each workman doing a specialized job. It was announced that plans were about complete for moving into a larger building where production would be more than doubled.

Columbia, S. C.:

S. L. Shanks, distributor for Snively's Dispens-o-Lator, juice vender, in the Carolinas says business has been slower than expected with the new machine but is now picking up. Shanks says 20 machines are operating profitably in Charlotte, N. C. A machine was set up in Fort Bragg last week on trial. If army authorities are pleased, Shanks says, they will install more in the near future. No new machines are operating in South Carolina at present but some will go out this month.

Columbia's 1,220 parking meters brought in \$8,948.79 during February, according to Councilman Lester L. Bates. The main street meters were responsible for \$2,922.54 of this amount, and the manually operated meters on side streets collected \$6,026.25. In January, the meters brought in \$8,600.35.



\$25

DOWN
Balance \$10 Monthly

NO. 200
PENNY
FORTUNE SCALE
NO SPRINGS

Height, 51 in. Width, 13 in.
without sign
Depth, 25 in. Sign, 15 in.
Net Weight 185 Lbs.
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LARGE CASH BOX HOLDS
\$85.00 IN PENNIES

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on
COAL TOWN
EVANS WINTER BOOK AND
ALL NEW MILLS SLOTS
6000 RECONDITIONED SLOTS
Ramona, Bowling Champ, Majors '49, Dallas, Swanee, Big Top.
Want 500 Late Flipper Games and Close Outs
PALISADES SPECIALTY CO.
498 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2892
Only One Mile South of the George Washington Bridge on 9 W, New Jersey.

CHICAGO COIN'S
MAJORS '49

CALL OR WRITE FOR PRICE

LEHIGH SPECIALTY CO.
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EDDY DUCHIN (left), with Jack Rosenfeld and Mrs. Rosenfeld, greeted the more than 250 guests who attended the recent two-day opening ceremonies of the new J. Rosenfeld Company headquarters in St. Louis. The company took over an entire building, more than 38,000 square feet of space, from which it will conduct its coin machine distributing activities in the future. In addition to Eddy Duchin, Milt Herth and other recording stars appeared at the celebration.

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READY FOR LOCATION!

Photomatics \$295.00	Panorams \$149.50
ABT Chal'gers 12.50	Pan. W. Boxes 7.50
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Ex. O'd Vend. 24.50	Tex. Leaguers 24.50
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MAJOR LEAGUE	59.50
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CONTACT	109.50
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WRITE FOR PRICES ON ALL NEW GAMES

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Now Delivering—Exhibit's DALE GUN

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412 9th Street, N. W. • DI-1625
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HEADQUARTERS FOR CHAMPIONSHIP "SLICK" SHUFFLEBOARD WAX & WEIGHTS



Sold Thru Dealers Only! Slick Shine specialty waxes and cleaners for Shuffleboard assures smooth, fast, accurate play. Contain no plastics or other injurious ingredients. Guaranteed not to pit, scratch or harm any make of board. Approved by leading shuffleboard makers.

- "Slick" Shuffleboard Powdered Wax
- "Slick" Shuffleboard Quick Drying Cleaner
- "Slick" Liquid Shuffleboard Polishing Wax & Cleaner
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Territories Open! Write for Price List. Manufactured by

THE SLICK SHINE CO. Established 1901

207-15 ASTOR ST., NEWARK 5, N. J.

Mills Bells are the Meats!

BELL-O-MATIC Chicago 39

COINMEN YOU KNOW

Los Angeles:

(Continued from page 117)

sporting a brand new Chevy panel delivery truck. . . . Long Beach coinman L. Bellen was taking a looksee in Pico Street last week.

Walter (Solly) Solomon, local manager of the E. T. Mape Company, returned from San Diego on Filben business. . . . Charlie Petticord dropped operations in Anaheim long enough to make the rounds on coin machine row. . . . Ditto for W. O. Adkins and Clyde Truss who came up from Oceanside. . . . William Bradley, of Covina, was another recent visitor on the street.

H. G. Sherry, of Local 1052, IBEW, is in the midst of his bee sting treatment for arthritis. His many friends on Pico Street are hoping it does the trick. . . . Perry Irwin made one of his frequent visits to Smogville last week. He was giving the eye to several new shuffleboards.

Bill Leuenhagen reports that he's going to handle the new Jade Shuffleboard on an exclusive deal. Mary Solle, of Leuenhagen's Record Bar, is predicting a hit in Russ Morgan's new waxing of "Forever and Ever." Incidentally, one of her old friends, Jack Palmer, is doing the vocal with Jack Fina's band on that new platter "Reminisce."

Clyde Denlinger left his Balboa headquarters to do some business on Pico Street. He's getting ready for the summer season on his beach route. Frank Conte, who operates in the San Joaquin Valley, was in from his Fresno office.

Whitey Ludden, who formerly headed the Whiteway Music Company, is back in business with headquarters in suburban Van Nuys. . . . E. L. Simpson, Alhambra operator, paid a visit to the boys on coin machine row.

William R. Happel Jr., of Badger Sales, is heading Palm Springs way this week-end to get some sun that has been strangely missing from Los Angeles this winter. While picking up a tan he'll also complete several business deals that have been pending. . . . John Gordon dropped down from Bakersfield to pick up some new equipment. . . . Another Bakersfield operator, Woody Matthews, also was in town on business.

Bud Parr, who heads up System Amusement Exchange, has just added 10,000 square feet to his plant. Increased orders for Olympic Shuffleboards was the reason for the annex, he reports. . . . D. D. Brymer, Palos Verdes coinman, was seen on Pico Street last week.

Phil Robinson, Chicago Coin's Western rep, says the firm's Shuffle-King board is going into some of the choice local spots. . . . E. R. Rippee was in from his Compton coin route to see the newest equipment shipped in from the East.

Aubrey Stemler reports that business in used music machines has taken a sharp upturn, which is good news to Pico Street. Jack Millsbaugh, of the Western Shuffleboard Company, is going to ditch plans to open a San Francisco office, and instead will have headquarters in Portland and Seattle to handle the Northern business. Mary Sims may take over the Portland office temporarily. Incidentally, Millsbaugh is still experimenting with a new type of material for a playing field.

George Bucknam, of San Diego Music Company, is reported doing all right with his stable of horses. . . . Jean O'Leary, of Western Music Company, San Diego, says business is picking up in the border town. . . . Don Bylesby, of the ABC Coin Machine, of the same city, echoes her sentiments.

Chicago:

(Continued from page 117)

games and recondition them for resale. Lane formerly was in the coin biz in Los Angeles. . . . Dick Wiggins, head of Standard Coin Machine Company, is working out final details on his coin changer for outdoor locations. It will be used for city transportation terminals such as subways, bus depots and will bear an advertisement of either a national or local product.

Al Stern, World Wide chieftain, is an extra proud father these days, Wally Finke reports, since his son Buddy was elected president of the sophomore class at Senn High School. Al claims that the honor also makes him realize the years are moving by fast as many operators dropping into Stern's headquarters during the past several years probably remember Buddy as a youngster. . . . John Haddock, AMI president, and Sam Taran, head of the Florida distributing firm bearing his name, were callers last week at AMI's Loop sales offices. Sam was giving Haddock and Lindy Force the lowdown on the accident in which Sam's wife Diane and Mr. and Mrs. Herman Paster were injured.

Mike Munves made a trip to Exhibit Supply last week from his New York headquarters. Frank Mencuri is putting the finishing touches on the firm's 1949 card catalog. . . . During their annual national convention at the Stevens Hotel last week frozen food packers gave special attention to setting up completely packaged meals and plans for setting up coin-operated food venders for large apartment buildings.

Herb Oettinger, United Manufacturing Company exec, and Stanley Jerawski, a member of the firm's staff, received some publicity in The Chicago Tribune Thursday (10). A feature story in the South Side metropolitan section explained how Herb and Jerawski "averaged" a new pinball machine. Lyn Durant, United's president, and Billy De Selm and Ray Riehl report the firm's latest game, Ramona, has been meeting with a reception above their expectations. The simplified playfield has caught the fancy of players.

H. F. Denny Dennison, president of Dennison Sales, is entrenched in his new Chicago headquarters on West Adams Street. Denny, who plans to spend much of his time on the road, is staying here for a few weeks to get several new projects under way. Mary Herbert, who has joined the firm as office manager, will hold down the fort while Denny is away. Joe Cudd, who was formerly assigned to the Chicago office, is regional manager for Dennison Sales in Florida, Georgia and the Carolinas. He will work closely with Sam Taran, Florida and Georgia distributor for Dennison Sales.

With little better than one month to go, the Five States Music Operators' Convention, to be held in Minneapolis at the Radisson Hotel April 25-26, shapes up as the major music gathering of the season. Practically all manufacturers will be represented in the exhibits, with coin television also scheduled to be displayed. Ari Weinand, Rock-Ola general sales manager, plans to attend the convention, as do many other officials of the various firms servicing the music operator.

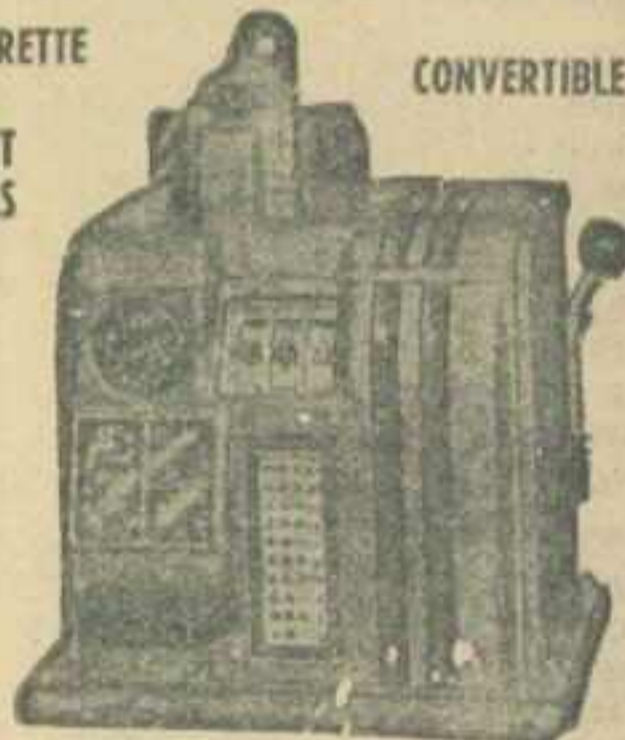
Walter Ashton, general manager of Searles Welding & Manufacturing Company, reports excellent results from the initial test operation of firm's new all-carton vender. Machine, designed to handle the square type carton preferred by dairies and operators for public type locations, is being eyed by those interested in expansion of existing milk vending routes. Price, production, construction details, with the name of the

unit, will be announced shortly, Ashton promises. Meanwhile, Searles is putting the production bee on its Kalva 3-Way '49-er after effecting some final improvements as a result of intensive on-location testing.

J. H. Keeney & Company took on added production line activity this week when the Super Bell run was begun. W. J. Ryan, president, looks for a continuance of this activity, basing his prediction on the first hot-off-the-press demand evidenced for the games. . . . Perry Rose, head of Robot Sales, Maywood, is beginning to eye his truck cooling equipment for use this summer. Use of the dry-ice coolers results in a hypoed candy gross during the mid-summer months of July thru September, he says.

COLUMBIA DOUBLE JACKPOT BELL

CIGARETTE OR FRUIT REELS CONVERTIBLE



Changeable right on location in a few moments! Time to 1-5-10c play.

IMP CIGARETTE OR FRUIT REELS



WRITE FOR PRICES

GROETCHEN TOOL & MFG. CO.

126 N. Union Ave. Chicago 9, Ill. Phone: RAndolph 6-2807

Mills new Bells are blue ribbon winners

BELL-O-MATIC Chicago 39

PHONOGRAPH and PIN GAME ROUTE FOR SALE

Located in one of Florida's leading cities, and consisting of 50 Phonographs, 64 Bar Boxes and 35 Pin Games, ALL ON LOCATION, including Truck, Shop and Records. Selling due to other business interests. Will take a reasonable price, with 1/3 down, balance on monthly payments. Address: BOX 122, c/o THE BILLBOARD 390 Arcade Bldg. St. Louis 1, Mo.

FOR SALE

JUKE BOX ROUTE, netting \$250.00 weekly. PIN GAME ROUTE, netting \$110.00 weekly. MIAMI, FLORIDA. Owner has urgent Northern interests. Priced right for quick sale. Address:

BOX D-148

c/o The Billboard Cincinnati 22, O.

Washington:

(Continued from page 117)
ment Company on T Street is only a pinball's toss away. Tenth Avenue in New York will soon have a competitor, John Phillips prophesied.

Phillips announced he had bought out Acme Amusement Company. His purchase covers name, routes, and all equipment. While he plans to move the new acquisition up to his 18th Street location eventually, he said the outfit would remain on 20th Street for the time being with Vincent Lowman still in charge of operations. This is Phillips Novelty Company's second expansion in 1949. Early in January it took over the P. B. Novelty Company.

Horace Biederman, of Hub Enterprises, made another quick trip to Florida to bring back his family. He had spent two weeks vacationing with them in Miami last month.

G. Rex Byington, of Triangle Sales, who has been conducting much of his business from his home, has had his phone moved out to his office at Silver Hill, Md. Byington finds his business picking up somewhat after several slow months. His pinball machines and his small vending machine route are going comparatively better than juke box receipts, in his opinion.

The Washington Heart Association fund campaign, originally slated to close at the end of February, has been extended for a month, John H. Wilkins Jr., general chairman, announced. By its scheduled completion date the drive had netted only one-third of its \$75,000 goal. Coinmen have been sparking the campaign by placing plastic heart-

Indianapolis:

(Continued from page 117)
a slight throat infection. . . The Indiana Automatic Sales Company has added another truck to its service department. It is large enough to make shuffleboard deliveries. . . Peter Stone, distributor for Rock-Ola phonographs, reports an increasing demand for 1946-'47 phonographs, at a figure which makes operating profitable and attractive to new route operators.

Shuffleboard operators are being supplied with new "Red-I-Tip" pencils by the Indiana Automatic Sales Company. . . Charles Crowley, of the C. C. C. Music Company, Greencastle, Ind., was a shopper on coin row, buying parts and looking at new merchandise. . . Despite the many idle workmen here and some working on part time for the present, collections from juke boxes in taverns and other spots are slightly lower.

shaped containers in taverns throughout the greater Washington area. Disk jockey Eddie Gallaher has also been plugging the campaign with spot announcements asking listeners to contribute to the heart fund and to drop a nickel in the juke box when they visit their favorite tavern.

Two bills now pending before the Maryland General Assembly at Annapolis would increase business possibilities for Free State coinmen. St. Marys County would have the time for wine and beer sales extended by an hour and Caroline County is seeking to legalize the sale of these drinks.

Also of interest to Maryland ops is the bill introduced in the Legislature by State Sen. James B. Monroe providing for a referendum in Charles County June 21 to legalize console machines there. If the measure is adopted, Charles will be the fourth Maryland county to permit bell machines. While neither Senator Monroe nor other backers of the bill will forecast the attitude of county voters, opposition is expected from church and civic groups. Proponents, tho, are pointing to the \$80,000 collected in taxes last year from the bell machines in St. Marys County. A special session of the assembly had legalized them subject to referendum.

Legality of operating parking meters in Washington on Saturday afternoon was challenged by William P. Doing, a District lawyer, who left his car next to a meter with a red flag February 26. Charged with illegal parking, Doing contended that Saturday afternoon is a legal holiday in the District. He cited a negotiable instruments section of the District code to prove his point. Assistant Corporation Counsel Joseph Lowther, however, countered with the argument that the provision applies only to transportation of "negotiable instruments" such as bank checks. Traffic regulations, he maintained, specify that free parking is permissible only before 8 a.m. and after 6 p.m. Saturdays. Municipal Court Judge Armond W. Scott on Saturday (5) ruled against the motorist. If Doing's contentions are upheld, "it would revolutionize the laws of the District," he declared. A \$3 fine was collected from the lawyer who announced he would appeal the case.

A new parliamentary procedure was instituted by the Washington Music Guild (WVG) at its March meeting held last Tuesday (8). President Hirsh de la Vieux handed the gavel over to Jack Kaplan, of Music Supply Company, who conducted the session. WVG's current plan is to have a different co-chairman at each meeting so that every member will have an opportunity to "run the show." The idea is expected to encourage everyone to participate rather than just to sit back in silence.

A \$594.21 refund on the 1947 income tax was given to Spacarb of Washington, Inc., according to the Bureau of Internal Revenue.

Operators everywhere report...
"GREATEST BELL IMPROVEMENT IN YEARS!"



NEW 1949 DOLLAR BELLS

with revolutionary new
ESCALATOR!

5 LATEST MODELS AVAILABLE

- BLACK GOLD
- BONUS BELL
- BLACK BEAUTY
- BLUE BELL
- JEWEL BELL

Here's an amazing new type escalator that's actually been proven far more efficient than any other and yet has only 14 parts in place of the average 45! Simple lever device lifts coins simultaneously into advanced positions. Practically fool-proof... no clogging, no jamming, no need to kick coins out with an icepick.

This beautiful 1949 Dollar Bell is completely new... no used parts. Boasts play-stimulating hand load jackpot that can be set to dump jackpot or be cut off to pay guaranteed amount. Fast action... surveys show average of 789 plays per hour. New enlarged payout tube holds 95 coins.

*Escalator patent applied for.

Mills Bells bring bluebirds of happiness



BELL-O-MATIC Chicago 39

GOLDEN GLIDE WAX

SUPER-SPEED AND FAST

WORLD'S FINEST FOR ANY AND ALL SHUFFLEBOARDS!

The perfect formula for Maple, Plastic and Formica tops! Improves performance, will not injure any finish!

OPERATORS-JOBBERS, WRITE FOR PRICES

COIN MACHINE SERVICE CO.

1847 N. Fairfield Ave. Chicago 22, Ill.

fill your cup of profits with new Mills Bells



BELL-O-MATIC Chicago 39

These brand-new machines originally built by Mills Industries, Inc., Chicago 39, Ill., were rebuilt by Mills Sales Co., Ltd., and adapted to dollar play.

Wire! Write! Phone! FOR PRICES AND ILLUSTRATED CIRCULARS

Exclusive Bell-O-Matic distributor for California, Oregon, Nevada, Arizona

MILLS SALES CO., LTD.

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RECONDITIONED 5-BALL FLIPPER-TYPE GAMES

Buccaneer	160.00
Barnacle Bill	150.00
All Baba	150.00
Carnival	149.00
Screw Ball	145.00
Sally	145.00
Jack and Jill	130.00
Thrill	135.00
Mardi Gras	135.00
Merry Widow	135.00
Trade Winds	130.00
Crazy Ball	125.00
Triple Action	125.00
Cinderella	124.00
Monterrey	124.00
Shanghai	124.00
Wisconsin	124.00
Robin Hood	120.00
Banjo	120.00
Catalina	119.00
Spinball	119.00
Humpty Dumpty	115.00
Yanks	115.00
Rio	110.00
Havana	45.00
Kilroy	30.00

NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY

Gottlieb BOWLING CHAMP	Genco BIG TOP
United RAMONA	Chicoin MAJORS '49
Exhibit SWANER	
Bally CARNIVAL	

SPECIAL OFFER!

25 WURLITZER 1015's... \$365.00 EACH

EXCELLENT MECHANICAL CONDITION—CABINETS REFINISHED.

NATIONAL GUARANTEED!

75 DuGRENIER CIG. MACHINES, 9-Col. . . \$ 95.00 ea.
10 USED BAKERS RACES with J. P. & D. D. 150.00 ea.

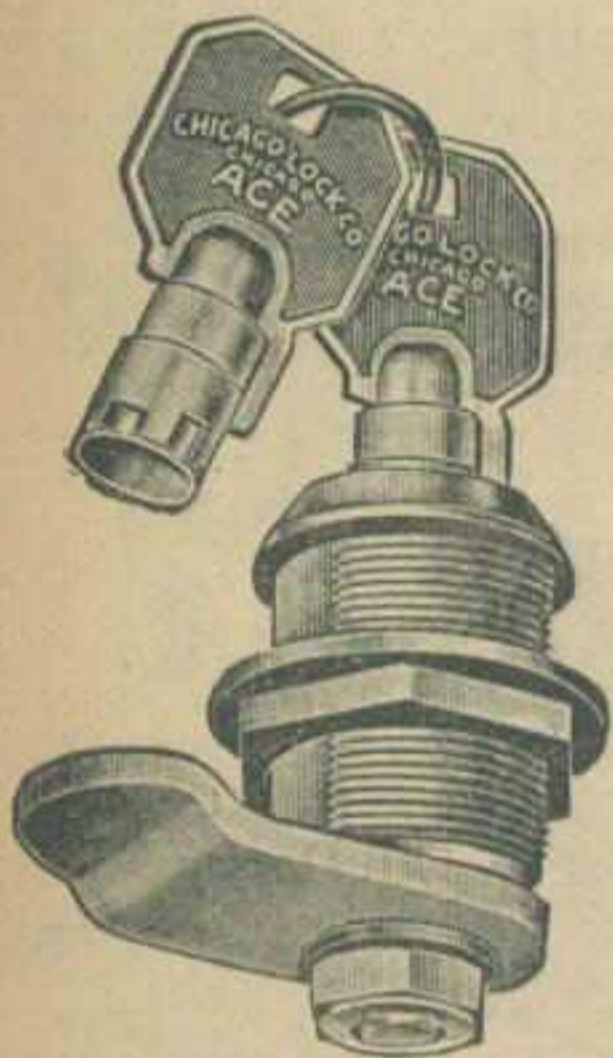
WANT TO BUY—Bally Gold Cups, Barnacle Bill, Buccaneer, Round Up, 1-2-3, Merry Widow, Trade Winds, Puddinhead, Screwball, Alice in Wonderland, All Baba. State prices and quantity available.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

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Protect Your Take with Chicago ACE Locks



● ACE Locks have what it takes to do a real job of protecting your cash and equipment.

Unique 7 pin-tumbler ACE mechanism permits over 80,000 key changes. Your changes may be registered for your exclusive use. The patented ACE round key protects you against fraudulent duplication because blanks are never sold to anyone, and cannot be cut on key cutting machines. Duplicate keys available only from the factory on receipt of your proper authorization.

So protect your take, fight operating hazards by installing Chicago ACE locks on all your equipment. Ask your distributor, or write for Folder B.

Chicago Lock Co.

2024 NORTH RACINE AVENUE
CHICAGO 14, ILLINOIS

COINMEN YOU KNOW

New York:

(Continued from page 117)

ritory. . . Victor Trad, president of Tradio and Trad Television, left early last week for Chicago where he will supervise the installation of Tradiovision commercial sets.

Frank O. Doyle, Alco-Deree sales chief, met here this week with his regional sales reps, Lee Doble and George Young. Several prospective distribs called at Doyle's Hotel Sheraton headquarters for an informal showing of the Alco-Deree line. . . Dick Steinberg, executive director of the Music Guild of America, reports that his association's membership list is still increasing. Several independent ops joined recently.

Ed Barnett, of Cameo Vending Service, is performing an extra service around Coin Row this month filling out income tax returns for business neighbors. He is a trained accountant. . . Teddy (Champ) Seidel and Dave Lowy divide honors as high scorers on the baseball game at the latter's Avenue outlet. Ops out to buy equipment often drop in for a game.

Herb Sacker, of Allied Record Distributors, who handles all platter labels for music ops, started a new service this week. He now delivers records by truck within a 25-mile radius of Manhattan. . . Phil Mason, of Mason Distributing Company, has just leased additional warehouse space. The new facilities will be used largely for reconditioning phonographs.

George Holtzman, of Levey and Holtzman, left for a Florida vacation this week. When he returns, his partner, Willie Levey, will head south. . . Harry Berger, of West Side Distributors, plans to drive to Miami next week. . . Hymie Rosenberg, who recently returned from a four-week sales junket, reports that he has signed up some new distribs for the American Shuffleboard Company. He is area representative for the manufacturer.

Local music ops who have returned to their routes from Florida vacations include Bill Ferber, of Ferber Automatic Music; Arthur Herman, of Boro Automatic Music, and Herman Silver, of Empire Music. . . Nash Gordon, office manager of the Automatic Music Operators' Association, is working out details for the next general membership meet of the org at the Park Sheraton Hotel, March 29.

Detroit:

(Continued from page 117)

taken over the operations of the Rohr Sales Company, founded by the late L. V. Rohr, president of the Greater Detroit Vending Machine Operators' Association, and will continue the candy and peanut routes only, operating under the Rohr name.

Howard M. Grant, formerly with a Canadian vending manufacturing firm and also known in the Detroit industrial manufacturing field, is readying a new type vender to be built here. . . Henry C. Lemke advises that the new Chicago Coin pistol target and the Bola-Ray gun have been okayed for Detroit use by the police department. . . Joseph Chlebus, Jackson, Mich., is planning to move to a drier climate on account of his health and will probably settle at Petoskey.

Major C. Brown and John P. Brown are opening Brown Brothers Speedee Launderette, at 2538 Ellery Street. . . Joe Pullen, of the Arden Record Company, has just returned from a business trip to the West Coast. . . Ben Liddon has moved permanently to Pittsburgh, where he will continue to operate the Advance Service Company, doing a national business in the sanitary products vending field. Firm specializes in hotel locations.

Baltimore:

(Continued from page 117)

Roy McGinnis is vacationing in Florida.

Burglars looted a restaurant in the 3000 block in West North Avenue of approximately \$30 after breaking into several wall boxes and a large floor-model juke box. . . Barry Cohan, four-month-old son of Daniel Cohan, Danco, is already training to be a coinman since his dad bought him a miniature coin machine penny bank.

Dick Gluck, of the Rowe Manufacturing Company, was in from New York to see Lou Bogash, of Baltimore Cigarette Service. . . A specially revamped Esco pinball machine drew curious throngs to the Gulf Oil Corporation's exhibit at the Pennsylvania and Atlantic Seaboard Hardware Association's show held in the Fifth Regiment Armory last week. Play was free, and as the score lit up on the backboard after each ball (it was a five-ball model) pictures of various Gulf products were simultaneously flashed. The result was added advertising for Gulf. At end of the show's run the person with the highest score was awarded a book of coupons redeemable for Gulf products.

After playing a pinball machine in a tavern and restaurant in the 1800 block in East North Avenue, a youth suddenly produced a gun and took \$50 from the cash register. . . Frank T. Lang, sales manager for the Coin Recordio Division, Wilcox-Gay Corporation of Charlotte, Mich., visited the Roy McGinnis Company.

A local weekly paper, the "Home News," carried a photograph showing Leonard Rosen, of ABC venders, presenting a Teletone television set to Bernard Dowgiello, who won it on the "ABC Movie Quiz" radio broadcast on WITH. . . Bank clearings here for the week ended March 2 totaled \$219,437, a decrease of 4 per cent from the same period last year.

The Baltimore Sunday Sun's rotogravure section of February 27 carried a feature story titled "Nuts to You," which described how pigeons gather at the peanut vending machine located on the track level at Pennsylvania Station, cadging nuts from purchasers.

Unsuccessful in his attempt to open an iron safe in the Baltimore Towel Company, 1100 Riverside Avenue, an intruder smashed a candy vending machine, making off with several bars of sweets. . . The Roy McGinnis Company, exclusive distributor in this area of the H. C. Evans line, is awaiting delivery of the new Constellation music box.

Chemist Reports: "... Tests showed Wax-Ola less abrasive than ... competitive brands ... (and) to be a superior Shuffleboard Wax in all respects. ..."



Waxola Chemical Co.
510 Franklin Ave.
Nutley, N. J.

Regent Chemical Prods.
4238 Pimlico Road
Baltimore 15, Md.

September 8, 1948

Gentlemen:

This is to advise you of our findings as a result of abrasive tests conducted with your powdered shuffleboard wax, Wax-Ola, in comparison with five other leading brands of similar products.

Our tests showed conclusively that Wax-Ola is considerably less abrasive than two of the competitive brands; the other three brands and Wax-Ola were very close, with Wax-Ola testing just a trifle less abrasive if anything.

Wax-Ola, in laving properties, speed and stability under varying weather conditions, showed marked superiority to the other tested brands.

A poll of preference among top tournament and league shuffleboard players showed approximately 93% favoring Wax-Ola over any other powdered shuffleboard wax used.

In summary, our tests and observations show Wax-Ola to be a superior Shuffleboard Wax in all respects with a minimum of unfavorable effects on the Shuffleboard.

Very truly yours,

S. P. LAZARUS,

Chief Chemist, Regent Chemical Products.

THE FINEST
POWDERED
WAX FOR
SHUFFLEBOARDS
ON THE MARKET

SOME DISTRIBUTORSHIPS AVAILABLE; WRITE FOR INFORMATION

WAX-OLA CHEMICAL CO.

510 FRANKLIN AVE.

NUTLEY, N. J.

Telephone Nutley 2-4084

We also manufacture Shuffleboard Paste Wax, Shuffleboard Cleaner, Shuffleboard Covers and other allied products

SHOOT THE BEAR RAY GUN

Completely reconditioned and repainted. Money-back guarantee. Terms 1/5 Deposit with order.

\$124.50

★ ★ ★ ★ ★

Special!

- Muto Ace Bomber \$95.00
- Drive-Mobile 95.00
- Chicago Coin Hockey 49.50
- Keeney Air Raider 79.50

SEEBURG RAY GUN

Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts. Write for List.

1346 Roscoe Street, Chicago 13, Ill.
GRaceland 2-0317



GIVE TO THE DAMON RUNYON CANCER FUND

You Can't Go Wrong With COVEN!

CITATION SPOT-BELL
HOLLYCRANE

EXHIBIT DALE GUN

- VICTORY SPECIAL \$ 99.50
- VICTORY DERBY 89.50
- SPECIAL ENTRY 165.00
- TRIPLE BELL 429.00
- MILLS 3-BELLS '48 (Like New) . . 275.00
- COTT MAISIE 39.00
- MILLS PUNCHING BAG 79.50
- ROCK-OLA PHONO '39 DELUXE . . 79.00
- BALLERINA 129.50
- GENCO 1-2-3 174.50
- BALLY CARNIVAL 139.50
- MELODY 99.50
- RANCHO 139.50
- CHI COIN GOLD BALL 39.50
- KEENEY SUPER BONUS BELL, 5-25¢ 429.00
- BALLY MULTI-BELL, 5¢ MODEL . . . Write

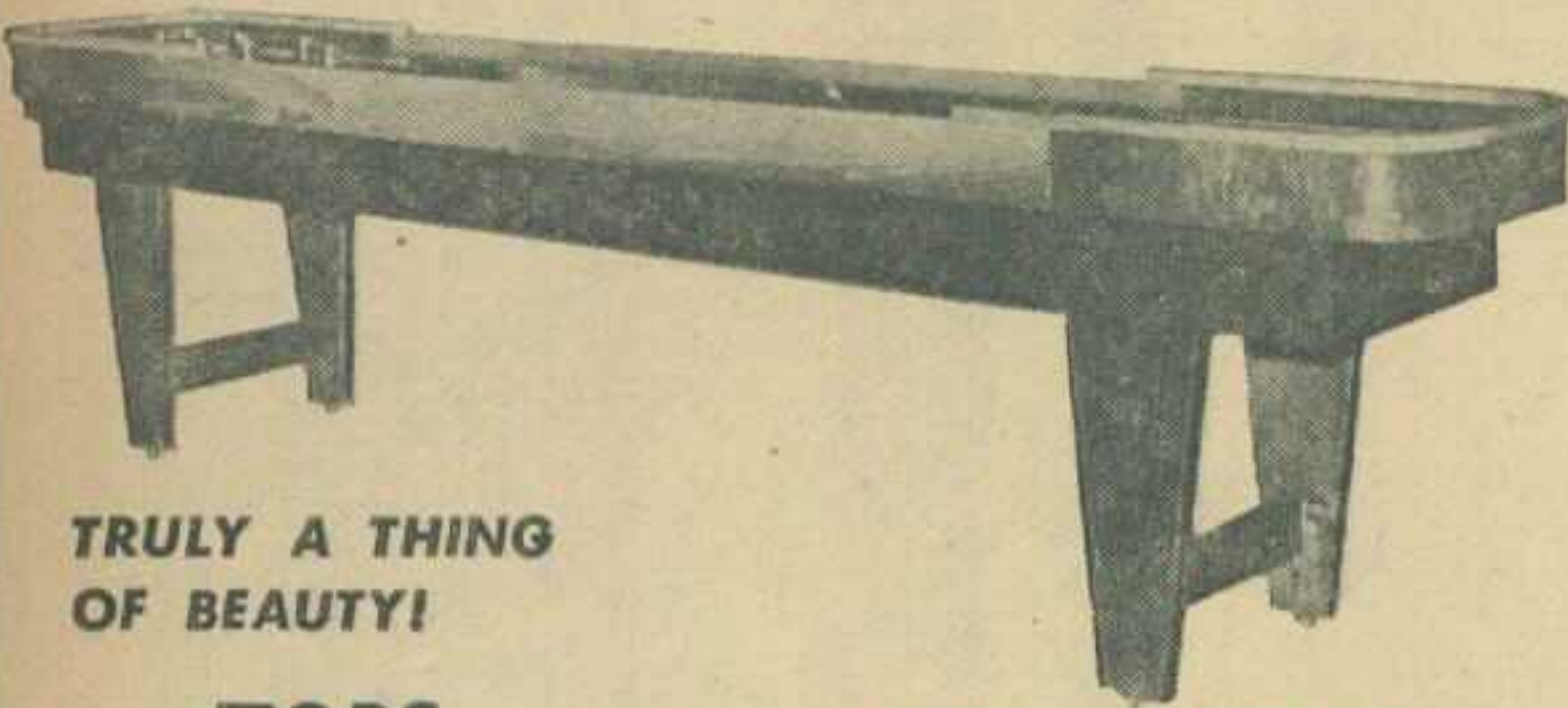
COIN MACHINE PARTS FOR ALL EQUIPMENT AT LOWEST PRICES

Bally Regional Distributor
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Wurlitzer Distributors for Northern Illinois

COVEN DISTRIBUTING CO.

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At Last! THE AMERO SHUFFLEBOARD



TRULY A THING OF BEAUTY!

TOPS IN PLAYER APPEAL!

GENUINE FORMICA (TOP & BOTTOM) PLAYING FIELD

GUARANTEED
 • WARP-PROOF • BURN-PROOF • STAIN-PROOF
 SENSATIONALLY LOW PRICED \$249.50
 10 FT. PLAYING FIELD
 11 FT. IN LENGTH. ONLY...

Compare this board with others on the market selling at much higher prices. Here's a board that combines all an operator or location would ever want in a Shuffleboard. Also available in 13 ft., 15 ft., 18 ft. and 22 ft. lengths. Priced proportionately higher but still sensationally low priced.

Colorful plastic and cast metal combined to make the slickest, fastest disc for shuffleboards or SHUF-L-BOWL BOWLING PINS. Winning lag easily distinguished from the opposite end of the board. Send for sample set.

Big Discounts to Distributors
 Write, Wire, Phone for Territory

SENSATIONAL NEW COLORED DISCS
 NEW LOW PRICES

\$15.00	\$12.50	\$10.00
Set	Set in Lots of 5	Set in Lots of 10

AMERO SHUFFLEBOARD CO.

766 Milwaukee Avenue Phone: MOntroee 6-1166 Chicago 22, Illinois

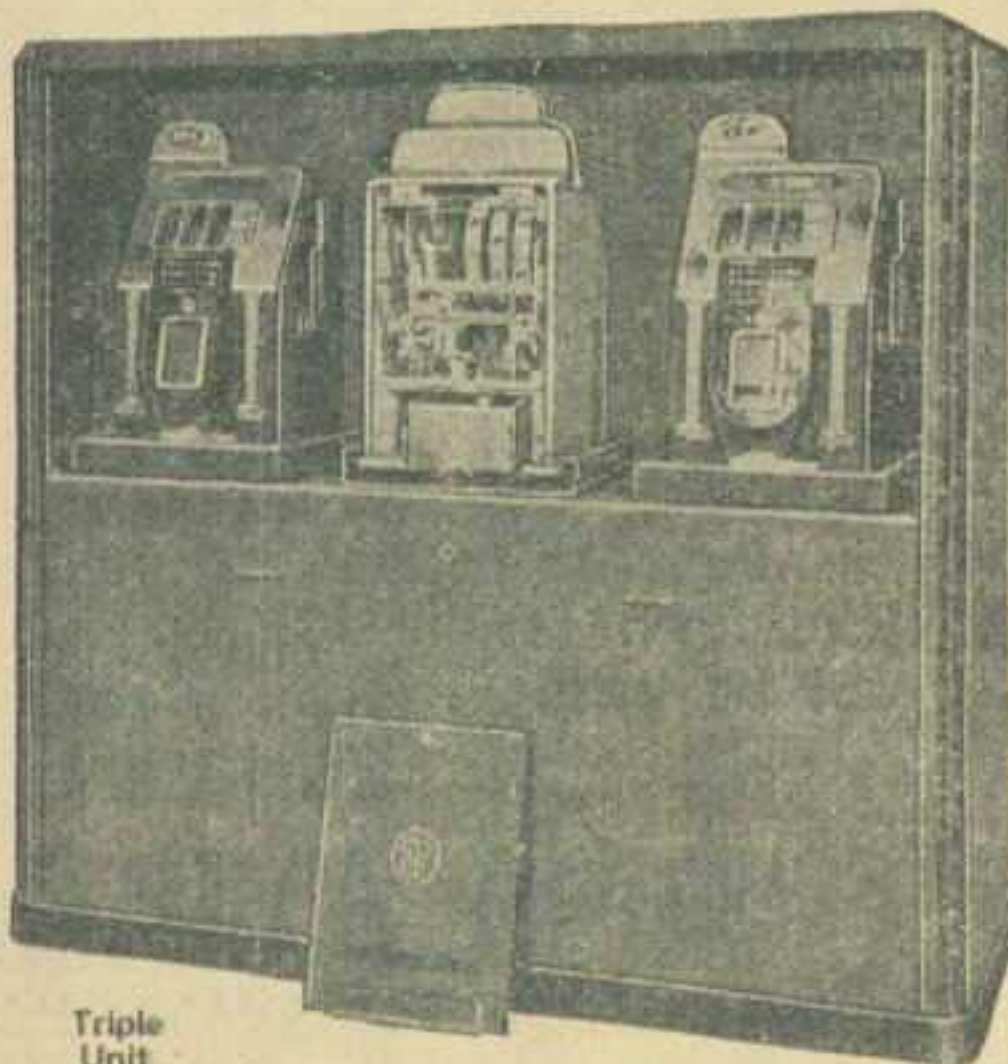
Get Ready for Spring and Summer Resorts NOW! with De Luxe and Universal Cabinets and Stands



Double Unit

Just the thing to protect and display your equipment in remote areas. They harmonize with any interior, are equipped with Revolv-a-Round (except Universal Stand) that cuts servicing time. Single, Double and Triple Units.

Protected by U. S. Patents



Triple Unit

IMMEDIATE DELIVERY

Write for Name of Nearest Distributor.

ORDER YOURS TODAY!

CHICAGO METAL MFG. COMPANY
 3724 SOUTH ROCKWELL
 Chicago 32, Illinois
 Tel.: LaFayette 3-5754

Legislative Round-Up:

Favorable Coin Measures Pending in Four States

(Continued from page 105)
 chines, has been signed into law. In November, 1950, at the general elections, citizens of Montana will vote on the question of outlawing bell machines or licensing them.

Nevada—Assembly Bill 262, now in the House Judiciary Committee, would prevent any law enforcement officers from having an interest in a gaming establishment or an interest in any business which leases, sells, buys or exchanges bell machines.

Study Bells

New Mexico—The House is studying a Senate proposal to legalize bell machines in fraternal, religious and charitable clubs. Late last week, the Senate amended the bill to provide

for a \$100 per machine license fee. The amendment also inserted an enabling clause which would permit cities and counties to levy an additional \$25 per machine tax.

New York—Operators of coin-operated parcel lockers would be required to keep an adult attendant in constant attendance at the location in which such lockers are installed.

Oregon—The House is studying a bill to increase taxes on games. Proposal calls for hiking the \$50 per machine tax on free-play pinball to \$100 per machine. The same measure would allow incorporated cities in the State to enact their own taxes on free-play games. Other fees exacted of coin machine operators would remain unchanged. Since its introduction, there has been no action on this measure.

CMI President Answers CCC

(Continued from page 105)
 a meeting occurred at which there was 'frank discussion of corruption' of public officials.

"CMI sponsored no such meeting, it would not condone such a meeting nor does any member of the board, including myself, know of such a meeting.

Asks for Names

"If the California commission will furnish me the name or names of any CMI member who attended or participated in the alleged meetings, they will be immediately expelled from this trade association.

"Coin Machine Institute will not tolerate the practices alleged by the California Crime Commission. This industry includes every type of coin-controlled machines from amusement to merchandising devices.

"Its membership is made up of men who manufacture or distribute legitimate coin-controlled machines from peanut venders to bowling alleys.

"As president of this association and a manufacturer of novelty pinball games which are legal amusements in almost every State in the union, I have yet to meet my first racketeer and do not know of any such ilk that are members of CMI.

"I and every member of CMI's board resent the slur cast upon our characters by this unfounded charge and we demand that steps be taken immediately by the California commission to clear this association of the foul and unwarranted charge that it has broadcast over the United States." (signed) HARRY E. WILLIAMS, President.

Voice Opposition to Railroads' Proposal Hiking Freight Rate

WASHINGTON, March 12.—Opposition to the railroads' request for a 13 per cent permanent freight rate increase was voiced before the Interstate Commerce Commission (ICC) this week by Allen Kline, head of the American Farm Bureau Federation (AFBF). Kline also asked the ICC to rescind the interim 5 per cent hike granted the first of the year.

Pointing out that farm income is on the decline, Kline told the ICC that higher freight rates would put the farmer in a bad position. He suggested that the railroads could solve their financial problems by increasing operating efficiency.

"If the railroads do not price themselves out of the market, they can look forward confidently to receiving a great volume of gains in 1949 and a carry-over which will beneficially affect their transportation situation well into 1950," Kline asserted.



BELL-O-MATIC Chicago 39

READY FOR LOCATION

Wurlitzer 800	\$129.50
Wurlitzer 780	119.50
Wurlitzer 850	119.50
Mills Gold Vest Pocket	29.50
Wurlitzer 500-600, A-1 Motors	595.00
Wurlitzer 600 Hideaway, Complete	69.50

Reconditioned and Refinished. Crating Included. 1/3 Deposit, Balance C. O. D.

Gaycoin DISTRIBUTORS

4866 Woodward Detroit 1, Mich.
 Telephone: TEmple 2-7300



BELL-O-MATIC Chicago 39

PARTS NOW IN STOCK

FOR PONSER'S Roll Down Game PRO-SCORE

EMPIRE COIN MACHINE EXCH.
 1012 MILWAUKEE AVE.
 CHICAGO 22, ILL.

A PAIR OF "ACES"



**IT'S YOUR LOSS
IF YOU DON'T OPERATE
CRISS CROSS
and BONANZA**

CRISS CROSS or BONANZA cabinet sets sold complete or Inner Kits sold separately.

**LIKE NEW REBUILT
CRISS CROSS & BONANZA SLOTS**

We also have available completely rebuilt machines done by experts in our factory. These machines have been stripped and rebuilt from bottom up... all used parts removed and replaced, replated and retinished. All denomination play and payout in stock for immediate delivery.

**WRITE, WIRE OR PHONE
FOR FULL INFORMATION
SOLD ON A MONEY BACK GUARANTEE**

**AMUSEMENT
SALES CORP.**

164 E. GRAND AVE., CHICAGO 11, ILL.
Phone: WHitehall 4-4370

**Voters Okay
Club Bells
In Spokane**

Pin Ops Get Reverse

SPOKANE, March 12.—Spokane's 100 pinball operators were victims this week of an election battle over bell machines in private clubs. As one pinball operator, Harvey Anderson, put it, members of the Spokane Restaurant Association who started the fight to oust the bell machines "went out to get an elephant and shot a rabbit."

As a result of the voting, city commissioners may act against nearly 600 pinball machines on location in Spokane but allow the club-owned units to continue.

Some cafe owners who have pinballs said they would try to install bell machines if the city fathers outlaw pinballs and not bells. They said they felt the city could not legally discriminate in favor of clubs.

G. T. Miller, president of the Eastern Washington Amusement Association, to which most of the pinball ops belong, said he would have no comment until after a meeting of the association.

At the municipal election Tuesday (8), Spokane voters balloted on two questions: Shall bell machines be permitted in private clubs? Shall pinballs be permitted in the city?

Election Results

The bells won by more than 3,000 votes but the pinballs lost by more than 5,000.

Both issues were placed on the ballot by the city commissioners after the controlling faction of the Spokane chapter of the Washington Restaurant Owners' Association presented a resolution requesting that bell machines be outlawed in private clubs. Since this action both sides began telling their stories in the news columns, in big display advertisements, in leaflets distributed to doors and over the air.

The fraternal and patriotic organizations and the non-profit clubs operating the bells pointed out that most of the gross goes for taxes and gifts to charitable and civic enterprises.

The restaurant owners' association belittled these claimed benefits to the public, contending they were too big a price to pay for the "demoralizing atmosphere this operation creates" and for the "loss of these dollars from local payrolls and other channels of legitimate business."

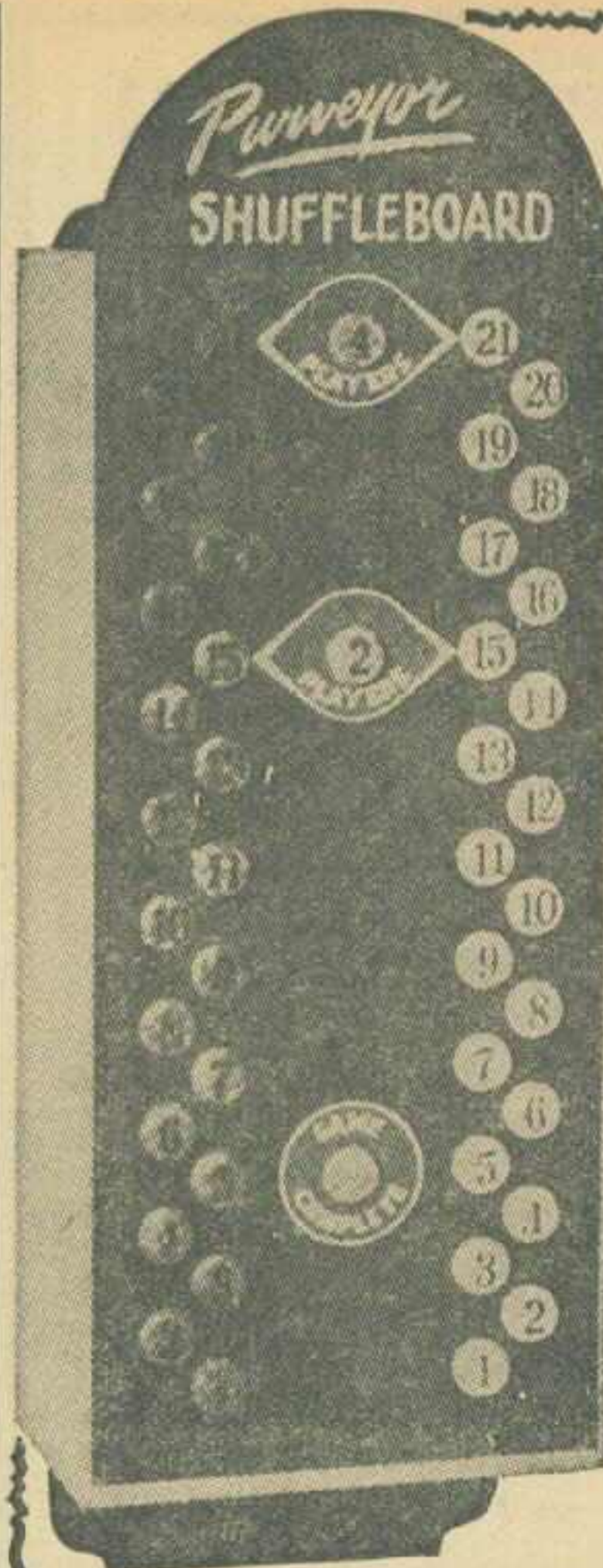
The clubs charged that the restaurant owners really wanted bell machines banned to eliminate competition from food and drink-serving non-profit clubs now that they are ready to start operating under the State's new liquor-by-the-drink law.

Pinball machine operators and location owners put on an aggressive campaign of their own, pointing out that many small businesses might have to close if pinball revenues are taken away.

"What beat us," said Anderson, "was the group of restaurant men who gave the public the idea they could tell club members whether or not they could have private clubs. The club people thought the restaurant men were trying to put the clubs out of business, so they decided to clip their ears and take away the pinballs."

Sugar Distrib Up

WASHINGTON, March 12.—Sugar distribution for the first seven weeks of the year was well above the same period last year, Agriculture Department reported. Domestic distribution amounted to 908,992 tons as compared with 621,305 tons for the first seven weeks of 1948.



**PURVEYOR
SCOREBOARD**

Sensationally Low Priced at

\$149.50

F. O. B. Chicago

1/2 Deposit, Balance C. O. D.

Easy to install, the Purveyor Scoreboard pays for itself because it avoids the embarrassment of mistakes in collection. Metered mechanism does all the work of keeping count on plays. Lightweight, rich natural wood cabinet, mounts on board or wall. No glass, no glare, three-way visibility. **EQUIPPED WITH SCORING BUTTONS ON BOTH ENDS OF THE BOARD.**

Coin Operated or Remote Control Models. Both Metered for Counting Games Played.

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\$395.00 F. O. B. CHICAGO

"CLAMP-ON" SHUFFLEBOARD
FLUORESCENT LIGHTS
SINGLE, \$19.50 | PAIR, \$35.00

PURVEYOR SHUFFLEBOARD CO.

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24 39.50	Vogue 89.50
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800 169.50	Lo Tone, RC. 129.50
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MACHINES**

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America's Bell Machine Center**

Exclusive Authorized Distributor for Mills Bell Products

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GUARANTEED RECONDITIONED SLOTS	
MILLS 5c, 10c or 25c BLACK	\$129.50
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BRAND NEW MILLS
5c Q.T. with stand \$125.00
25c Q.T. with stand 149.50

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COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS!
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Terms: 1/3
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WITH A NEW ELECTRIC COIN-OPERATED "FRAME-SCORING" UNIT!

Here's the Shuffleboard Score Board that excites extra player interest, meets location requirements, speeds up play and increases profits! Scores 15 points or allows 8 frames for 2 players; scores 21 points or allows 12 frames for 4 players. Game is over when either necessary points are scored or all frames are played. Adds incentive for skill play!

AVAILABLE IN WALL, FLOOR, CENTER-OVERHEAD MODELS
 or SPECIAL CONVERSION ATTACHMENT
 FOR YOUR PRESENT MONARCH SCORE BOARDS
 Easy to Attach—Takes Only a Few Minutes!
 SEND AT ONCE FOR COMPLETE INFORMATION!



MONARCH FLOOR MODEL SCORE BOARDS

Complete unit includes modern design stand of highly polished chrome steel tubing. Stand will give years of service. Fitted with crutch-type rubber feet for greater stability. Comes knocked down, can be assembled in minutes with simple bolt arrangement. Floor models available in all

MONARCH SCORE BOARDS FOR ALL SHUFFLEBOARDS AND ALL TYPES OF PLAY

Including Monarch's All-Round SCORE BOARD for "HORSE COLLAR" or "BASEBALL"
 Provides perfect scoring action to 50 points for "Horse Collar" or "Baseball"; adjusts to 15 points for 2 players and 21 points for 4 players. Wall and center-overhead models also.

ALL MONARCH SCOREBOARDS AVAILABLE IN WALL, FLOOR, CENTER-OVERHEAD MODELS. All Equipped with National Slug Rejector and Monarch's New Giant Size Cash Box—Holds up to \$200.00 in Coins.

The Ideal for Shuffleboard Operators Who Want More Play and Profits— MONARCH DELUXE SHUFFLEBOARDS

Get more of everything you need for better operating without headaches! Made by men who know your problems and how to solve them! Quality throughout. Easier to set up, stays on location longer. Every Monarch Shuffleboard complete, ready to operate. Available in 22 Ft. Regulation and 18 Ft. Junior Models with solid Maple tops. 22 Ft. Boards also available with combination hard Walnut and solid Maple tops.



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

Turning Back the Clock

15 Years Ago This Week

CHICAGO, March 10, 1934.—Moving to effect better co-operation between coin machine manufacturers and operators, the Automatic Merchandisers' Association of America (AMAA), newly formed organization for operators and jobbers, held a meeting here to discuss ways and means to accomplish such co-operation. The highly competitive amusement situation in New York was cited as an example of situations demanding a solution, and manufacturers were to be invited to suggest plans of action.

Manufacturers participating in the session included Sam Wolberg, Chicago Coin Machine Company; Dave Gensburg, Inc., and Walter Tratsch, A. B. T. Manufacturing Company.

S. Capaldi & Company, Ltd., Scotland, announced it would handle Bally products exclusively and keep complete stocks of "those types suited to the British market." Firm had been concentrating on Bally's Rocket and Blue Ribbon tables and Airway machines.

King Equipment Corporation, Benton Harbor, Mich., announced new penny and nickel play bell machines, called the New King. Units featured twin jackpots and a coin top which permitted the location to open the top and remove coins clogging the machine without giving access to the coin box.

Nat Cohn, of Modern Vending Company, Chicago, who had recently been elected treasurer of the Skill Games Board of Trade of New York, initiated a good-will movement with his tournament play plan. Meeting with a group of pin game manufacturers, Cohn described plans for a public tournament to be held in Madison Square Garden which would be widely publicized. Pin makers approved the plan, offering to aid the movement by furnishing their newest models. Eastern jobbers promptly made arrangements to absorb all such machines as soon as the tournament was over. Proceeds of the tournament were to be contributed to the New York City milk fund.

With the opening of the first annual Pacific Coin Machine Exposition March 12, over 45 new machines would be introduced to the trade, show officials stated. Over 3,000 Western operators were expected to attend the three-day meet, which was set for the Clark Hotel in Los Angeles.

10 Years Ago This Week

CHICAGO, March 11, 1939.—Writing to the coin machine editor of *The Billboard*, Roy Torr, Philadelphia, elaborated upon a previous story about "the granddaddy of coin machines." Said Torr: "I operated bicycle machines on my route in 1904. My operation, consisting of about 100 machines, included the bicycle machines, with their lead tires, card machines made by Caille Brothers, of Detroit, and peanut venders with wooden cabinets. The bicycle machine was my money-maker, cost \$15 and was manufactured by the Sun Manufacturing Company on McKinley Avenue in Columbus, O." (The bicycle machines were first made in 1896.)

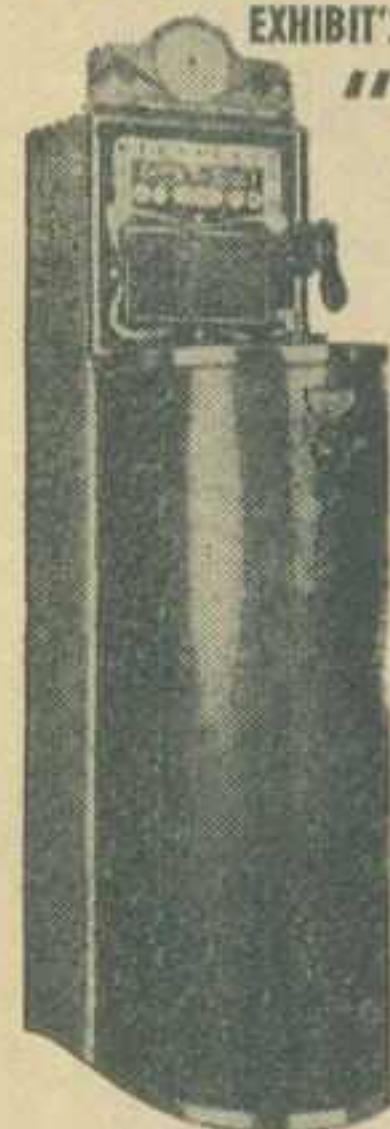
Homer E. Capehart's announcement of a free trip aboard the *Ille de France* for Wurlitzer operators brought inquiries from music men from all parts of the nation the Rudolph Wurlitzer Company announced. The special cruise, to Bermuda and back, was designed to outshadow Capehart's plant party of 1937 and the transcontinental tour of 1938. Details of the cruise, applications for passage were received by the plant daily, officials reported. The cruise, scheduled to start from New York September 30 and end October 4, was to be hosted by Capehart.

A Philadelphia newspaper, marveling at the coin machine age, carried a story suggesting, as a follow-up to publicity on the placing of a coin-

operated box on street corners thru which to "send telegrams," the use of "television on coin machines." . . . Another Philadelphia news note centered about the placing of gum venders on the platforms of all subway stations. "Surprising that nobody made use of this idea before," the newspapers pointed out.

Mills Novelty Company went all-out in plugging its new small-sized completely automatic Smoker Jackpot Bell, listing for \$57.50. Machine was nickel play; the payout cup holding \$5 in nickels and housed in a console drawer, did not display the coins. Unit was also stated to have extra fast play—played five times for every three plays of the large bells. Machine stood 15 inches high and weighed 35 pounds. William Rabkin, International Mutoscope president, announced plans for building "the most modernistic Penny Arcade ever attempted." It would be set up at the New York World's Fair.

IMMEDIATE DELIVERY EXHIBIT'S—THE ORIGINAL "DALE" GUN



(ALL ELECTRIC) SHOOTING GALLERY

The sensation of the coin machine show. An apparent 50-foot target range, though it takes less than 5 square feet of floor space. A PROVEN MONEYMAKER.

\$289.50

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Complete Line of All the Latest Exhibit Machines on Display in Our Showrooms.

FREE! 8 Page, 52 Illustrations, Catalog
 New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.



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- 7 Wurlitzer 1100 WRITE
- 3 Wurlitzer 1015 350.00
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- 2 Melodys, R. D. 89.50
- 5 Singapores, R. D. 34.50

Terms: 1/2 with order, balance C. O. D. or Sight Draft.

Add \$5.00 each machine for crating. For any phonographs not listed call or write

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SMASHING PRICES TO A NEW LOW! AS IS

	Each		Each
Wurlitzer 2 Model 950	\$125.00	Seeburg 1 Seeburg 9800	\$35.00
" 1 Model 850	125.00	" 4 Regal	25.00
" 1 Model 750E	125.00	" 1 Mayfair	25.00
" 2 Model 800	150.00	" 2 Plaza	25.00
" 2 Model 700	150.00	" 1 Royal	25.00
" 2 Model 780	125.00	" 1 K20	25.00
" 21 Model 500	40.00	" 3 8200 Conversion	25.00
" 5 Model 600K	40.00	" 2 M. H. 20	10.00
" 10 Model 600R	35.00	Rock-Ola 5 39 Deluxe	\$35.00
" 2 Model 24	30.00	" 4 1940 Master	40.00
" 4 Model 61	25.00	" 6 39 Standard	35.00
" 1 Model 616	25.00	" 1 Super 40	40.00
" 1 Model 412	25.00	Mills 1 Mills Throne	\$25.00

Working order or reconditioned and crated extra, F. O. B. Chicago

ILLINOIS SIMPLEX CO. 831 S. WABASH AVE. CHICAGO 5, ILLINOIS

Trade Directory

New Equipment

Big Top (five-ball) by Genco, Chicago.
 Bowling Champ (five-ball) by D. Gottlieb & Company, Chicago.
 Clock (coin-operated) by Dime-a-Wake Corporation, Las Vegas, Nev.
 Dallas (five-ball) by Williams Manufacturing Company, Chicago.
 Handkerchief vender by E. Boettcher & Sons, Bridgeport, Mich.
 Herculoock (pick-proof lock) by Independent Lock Company, Fitchburg, Mass.
 Majors '49 (five-ball) by Chicago Coin Machine Company, Chicago.
 Bottle Vender (Model BV-240) by

Electric Appliance Division of the Westinghouse Electric Corporation, East Springfield, Mass.

Change of Address

Auto Vend, Inc., moved to 5210 Bonita, Dallas.
 Webb Distributing Company moved to 4958 West Chicago Avenue, Chicago.

New Firms

Ray R. Powers Company, Los Angeles, opened a branch office in Sacramento.
 Premier Coin Machine Distributors, Inc., 214 S. Howard Street, Baltimore.

Personal Notices

Lewis P. Gruber, sales manager of P. Lorillard Company, was appointed chairman of the NAMA Tobacco Suppliers Division 1949 convention set for November 27-29 in Atlantic City.
 Frank Murphy and Al Thvelke, formerly with J. H. Keeney Company, were appointed to engineering staff of the Universal Industries, Chicago.
 Officers of Premier Coin Machine Distributors, Inc., Baltimore: George S. Lang, president; John W. Wood, vice-president; George W. Elder, secretary-treasurer.
 A. E. Tregenza was elected president and Ralph J. Mills as chairman of the board of Mills Automatic Merchandising Corporation, Chicago.

Distributors

Aireon Manufacturing Corporation, Kansas City, Kan., appointed Central Sales and Distributing Company, Rochester, N. Y., for the Rochester area.
 Alco-Deree, Chicago, appointed: E. T. Mape Company, Los Angeles; Jack R. Moore, Portland, Ore.; Badger Sales, Los Angeles.
 Alkuno & Company, New York, appointed U. S. Automatic Stores, Los Angeles, for Arizona and New Mexico; A. & B. Distributing Corporation, Portland, for Oregon and Washington and Bert Farmer, Seattle, for Idaho and Montana.
 AMI, Inc., Chicago, appointed Atlas Distributors, Boston, for the New England territory.
 Chicago Coin Machine Company, Chicago, appointed Lieberman Music Company, Minneapolis, as exclusive distributor for Shuffle-King & Rebound shuffleboard, for Minnesota, North and South Dakota.
 Dennison Sales Company, Chicago, appointed Taran Distributors, Inc., Miami Beach, Fla., for Eastern Florida and Southern Georgia.
 H. C. Evans Company, Chicago, appointed B & W Distributing Company, Knoxville, for Eastern Tennessee territory; Simplex Distributing, Jacksonville, Fla., for Florida territory and the Star Sound Service, Hastings, Neb., for the State of Nebraska.

Falcon Distributing Company, Detroit, appointed: Arthur Hermann Company, Inc., Albany, N. Y.; Musical Sales Company, Baltimore, and the Atlas Distributing Company, Boston.
 J. F. Frantz Manufacturing Company, Chicago, appointed: General Scale Distributors, Louisville, for Kentucky; Parkway Sales, Baltimore, for Maryland and Virginia, and Vee-Co. Sales, Philadelphia, for Pennsylvania.

Nagel Manufacturing Company, Long Beach, Calif., appointed Badger Sales, Los Angeles, as national distributor.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed: United Coin Machine Company, Inc., Milwaukee, for the Wisconsin and upper Michigan territory to replace the Mayflower Distributing Company, Milwaukee; Sicking Distributing Company, for the Cincinnati area; Emarey Distributing Company, San Francisco, and Angott Distributing Company, for the Michigan area.

NEW GAMES
 RAMONA BOWLING CHAMP
 SWANEE BIG TOP
 CARNIVAL MAJORS OF '49
EXHIBIT DALE GUN
 CITATION (1-BALL FREE PLAY)
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SHUFFLEBOARDS!
 At last! A top quality board at a low price! New Dura-Top playboard GUARANTEED! No servicing required! 18 and 22 ft. models.
\$495.00
 FAST SHUFFLEBOARD WAX
 1-LB. CAN 50¢ CASE OF 12 \$5.50

EXHIBIT DALE GUN
BIGGEST BANG ON LOCATION!
MAUSER TYPE PISTOL-ANIMAL TARGETS!
 Presents
ILLUSION OF 50-FOOT RANGE
BUT
REQUIRES ONLY 5 SQ. FT. OF FLOOR SPACE!
OPERATORS REPORT AMAZING EARNINGS! GET YOUR SHARE!
IMMEDIATE DELIVERY!

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 SEEBURG 146.....\$350.00
 SEEBURG 147..... 450.00
 ROCK-OLA 1422..... 295.00
 WURLITZER 1015..... 350.00

MILLS SLOTS
 Rebuilt and Refinished
 All With Club Handles
 5¢ Blue Fronts \$ 85.00
 10¢ Blue Fronts 90.00
 25¢ Blue Fronts 95.00
 5¢ Brown Fronts 95.00
 10¢ Brown Fronts 100.00
 25¢ Brown Fronts 105.00
Guaranteed 100% Perfect
 New Weighted Box Stands\$27.50

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DON'T ACCEPT SUBSTITUTES!
 Insist on the *Mercury '49-er*
Finest Black Die-Stock Playing Field
ACCLAIMED
 by Dealers, Operators and Players Everywhere as "Truly the Finest Shuffleboard Ever Made."
Some Distributorships Still Available
 ● Fastest Top Made ● Ebony Plastic Finish
 ● Will Not Warp ● Will Not Dent
 ● Needs Less Attention ● Four Times Stronger Than Wood
 ● Strongest Construction
ONLY CONVERTIBLE SHUFFLEBOARD. Can be converted into two rebound Shuffleboards in a few minutes' time at nominal cost.

The Amazing Astrology Miracle
ZODI
 Types, sells horoscopes automatically while they watch . . . while they wait. Like new at a fraction of original cost.
 Write for descriptive literature and price.

Exhibit's Dale
SHOOTING GALLERY
 Realism that thrills everyone. Looks like a 50-ft. shooting gallery. Requires less than 5 sq. ft. of floor space.
 Write or phone for further information.

Electric, Coin-Operated
SCOREBOARDS
 Regular Model or "Horse-Collar"
 Model. Immediate Delivery.

NEW FIVE-BALLS
 Williams DALLAS
 United RAMONA
 Genco BIG TOP
 Gottlieb BOWLING CHAMP
 Chicago Coin MAJORS OF '49
 Exclusive Williams Distributor in Northern Illinois and Northwestern Indiana.

WORLD WIDE DISTRIBUTORS, Inc.
 Phone: EVerglado 4-2300
 Chicago 47
 2330 N. Western Ave.

climb to greater profits with Mills Bells
BELL-O-MATIC · Chicago 39

100%
 Return privilege within 10 days if not satisfied with our reconditioned equipment.
WURLITZER 616
 Fully repainted. Perfect condition. Ready for location.
\$79.50 (Crated)
 1/8 With Order, Balance C. O. D. Send for Complete List.
DAVID ROSEN, INC.
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star performers anywhere
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BELL-O-MATIC · Chicago 39

You Can Now Bowl on Your Shuffleboard With . . .
SHUF-L-BOWL
 A \$35.00 INVESTMENT. WILL EARN HUNDREDS IN EXTRA PROFITS.
U. S. SHUFFLEBOARD EXCHANGE
 60 E. 42nd St., New York 17, N. Y.
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ALBENA ALWAYS GIVES YOU MORE FOR YOUR MONEY
ALL MACHINES MECHANICALLY OVERHAULED—CABINETS BEAUTIFIED—
MODERNISTIC GRILLES.

WURLITZER		SEEBURG LO TONES.....\$145.00	
500-600	\$ 65.00	Remodeled and modernized cabinets. Gorgeous Looking Machines. Can take the place of new machines. Entire mechanism, entirely and completely overhauled.	
850-950	115.00		
SEEBURGS		SEEBURG R. C. BOXES	
Cadets-Casino	\$ 60.00	A-1 condition. LOWEST PRICES for any model Wall Box (used).	
Majors-Vogues-Classics	85.00		
Envoys-Colonels	100.00		
Seeburg 146M	375.00		

GRILLE CLOTH 22"x25"
Same as used in New Wurlitzers. **60c ea.**
\$2.50 Value

Parts and Accessories for All Makes and Models Coin-Operated Phonographs
SEND FOR FREE CATALOG. DEPOSIT REQUIRED ON ALL ORDERS.

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A fine product — made by a company with 48 years experience in the manufacture of successful coin operated equipment.

Don't be left out. Get those choice locations now. It's a positive sensation. The greatest money maker to come along in many, many years.

Occupies less than 5 square feet of floor space. **\$289.50**

Opens up thousands of choice locations because it requires such little room. Order yours now. It's the BIG HIT of the industry. Immediate delivery. \$50.00 deposit required on C. O. D. orders.

JACK NELSON & CO.
2320 MILWAUKEE AVE. Tel.: Dickens 2-3020. CHICAGO 47, ILL.

Big Top, New Genco 5-Ball In Production

CHICAGO, March 12. — Genco's new five-ball Big Top is in full production, according to firm officials Meyer and Lou Gensburg. Game features progressive scoring, combination rollover button and rollover switch action and a wide open bottom half of the playfield to permit cross ball flipper action.

Top of the Big Top playfield has six rollover buttons, each bearing one letter of the game's name, and either the first three or second three must be hit in rotation to register points and take advantage of the game's progressive scoring action. Player may also make these score objectives by hitting the letters B I G as they appear on the left side of the playfield surrounded by stretch rubber bumpers or similarly hit T O P bumpers which line the right side of the playfield.

Progressive Scoring

Progressive scoring of Big Top comes into its own in several ways. When ball hits either bumper B or rollover button B, two rollover scoring lanes at the bottom of the playfield advance in value from 30,000 to 50,000 points. If either of the two I's (bumper or rollover button) is contacted, the bottom lanes score 100,000 points automatically. When either G is hit the bottom lanes change to a point value of 150,000. T O P series of buttons and bumpers work identically to the B I G combinations, advance bottom lanes in same stages to same point values. Other ways of scoring blocks on the progressive scoring system, include dropping a ball in a kickout pocket just under the rollover buttons B I G after contacting one or more of the B I G series. This pocket is marked big bonus. Another kickout pocket under T O P works in the same way.

Free plays may be won on Genco's new game by dropping a ball in either of two side kickout pockets which are near the bumpers I and O, after the respective series connected with these middle letters have contacted in rotation. An extra special kickout in the middle of the playfield also lights up after both B I G and T O P have been made. This pocket gives multiple free p'ays when lit up.

Intro Combination Shuffleboard - Roll Down Game in L. A.

LOS ANGELES, March 12.—A new combination shuffleboard and roll-down game is being manufactured by the Phillips & Newbole Company here. The board is 1 feet long and 32 inches wide. The top is made of magnolia wood. Rails and trimming are mahogany.

The game is played with shuffleboard pucks. Object is to get the pucks into 10 holes at the far end of the board. The holes are numbered 1 to 10, eliminating the number 6. Instead of 6 the number 15 has been substituted. The company claims this gives a high score for the player to shoot at. Carom shots can be made off rubber rails.

The disks fall thru the holes and h' a hopper, then drop into a V which rights them so they can roll down to the bin. The player receives eight pucks for a nickel.

The legs and frame of the board are painted black with gold trim. A manual scorer, mounted on the rear of the board is being used on the pilot models. The company is working on an automatic scorer for future models.

The game is called the Newbole Glamor Club Table. It is being handled locally by the Paul A. Laymon Company.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

SUNNY	\$ 74.50
YANKS	79.50
ROBIN HOOD	84.50
STORMY	84.50
CRAZY BALL	89.50
MELODY	89.50
TENNESSEE	89.50
TRIPLE ACTION	99.50
TRADE WINDS	109.50
DEW WA DIITY	129.50
SPEEDWAY	139.50
SARATOGA	159.50

1/3 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
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Rittenhouse 6-7712

OPERATORS INFORMATION ON REQUEST

KEENEY CONSOLES
Single Bonus
Super Bell ..\$175.00
Twin Bonus
Super Bell,
5¢-5¢ or 5¢-25¢ 337.50

NOW DELIVERING NEW EQUIPMENT

Citation, Big Top, Majors 1949, Ramona, Swance and Dallas
KEENEY'S ELECTRIC CIGARETTE VENDOR, KEENEY'S TWIN
BONUS SUPER BELL, MILLS BONUS BELL, MILLS JEWEL BELL,
MILLS Q.T. BELL, MILLS VEST POCKET BELL, MILLS NEW BLUE
BELL AND BLACK BEAUTY.

ROY MCGINNIS CO.

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RECONDITIONED PIN GAMES READY FOR LOCATION

Ballerina	\$ 90.00	Marjorie	\$ 28.00
Blue Skies	140.00	Manhattan	45.00
Contact	130.00	Melody	85.00
Flying Trapeze	30.00	Moon Glow	140.00
Gizmo	133.00	Serenade	162.50
Hi Ride	25.00	Short Stop	72.50
Kilroy	15.00	Spin Ball	85.00
Lucky Star	27.50	Stage Door	
Major League		Canteen	25.00
Baseball	87.50	Surf Queen	15.00
		Yanks	70.00

BEST BUY IN TOWN!

SEEBURG

WALL-O-MATICS

MODEL W1-L56, 5¢, WIRELESS

\$37.50
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Record Reviews

(Continued from page 48)

RATINGS
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90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD

40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

AL TRACE ORK
(Columbia 38431)
I'm Through Calling Everybody Darling 76--75--75--78
The most obvious follow-up of the year is this effort for Trace to cash in on his "You Call Everybody Darling." Same formula but better recorded than any earlier Trace may make a few bucks.

I Had My Heart Set on You 71--71--70--72
This one's a lot like "Near You" with Bob Vincent doing the lyrics handsomely and Lee Pines making like Francis Craig at the keyboard.

TOMMY DORSEY ORK
(Denny Dennis)
(Victor 20-3348)
Someone Like You 72--74--70--72
This rendition of the rhythm picture does little to bolster either Dorsey's or Dennis' stock.

Where Is the One?
(Stuart Foster-The Clark Sisters) 80--80--80--80
On the other hand, this pre-ban waxing in the T. D. ballad formula makes for effective listening and dancing. Tune's an Alec Wilder ballad lent the Dorsey commercial touch.

THE THREE SUNS
(Victor 20-3349)
Cruising Down the River 82--82--82--82
The Suns (with outside vocal aid) offer up Victor's coverage on the hit tune with the proper vim, vigor and spirit.

Allah's Holiday 83--84--83--82
The Suns cavort in their usual effective fashion thru the oldie. The group's fans will like this.

FREDDY MARTIN
(Victor 20-3350)
So Tired 79--79--78--80
Late issue of the Russ Morgan hit song, done pleasantly by Merv Griffin and the Martin tenor sax and ork.

The Humphrey Bogart Rhumba 84--84--82--86
(The Martin Men)
The Martin Men pounce on the silly movie-name-parade-in-rumba - time-tune and they help to give it some credence particularly for juke trade.

THE UNITONES
(George Mitchell, Dir.)
(London 413)
It's a Big, Wide, Wonderful World 79--81--79--77
A 10-voice chorus deals out a handsome and swirling rendition of the spirited waltz.

While We're Young 78--80--78--77
The group turns in another spirited job with a very beautiful waltz written by Alec Wilder and Morty Palitz.

JIMMY ATKINS
(Regent 145)
Why Did I Go to My Wedding? 59--59--58--60
Intriguing title materializes into an inconsequential dishing.

You're My Sensation 56--55--57--57
Not much happens on this side either.

THE RIDDLERS-CONNIE DESMOND
Lavender Blue 76--70--79--76
Gal, vocal group and orking turn in an effective side.

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

SAMMY KAYE
(Victor 20-3366)
Love Me! Love Me! Love Me! (Or Leave Me Alone) 84--84--83--85
One of those persuasive, silky Kaye renditions of a simple, attractive plug tune. Vocal by the Kay-dets is a smoothie.

The Right Girl for Me 82--82--81--83
(Tony Alamo)
Fine new ballad from the "Take Me Out to the Ball Game" flick warbled warmly by Kaye's new vocalist, Tony Alamo. Sounds a lot like Como.

GORDON MacRAE-THE STARLIGHTERS
(Paul Weston Ork)
(Capitol 15396)
I Get Up Ev'ry Morning 79--79--78--80
MacRae and the Starlighters bounce nicely thru a new rhythm tune.

The Right Girl for Me 89--90--89--88
Gordon's in fine voice for this new ballad from the "Take Me Out to the Ball Game" pic score; fine Weston support here.

MICHAEL DOUGLAS
(Four Hits and a Miss)
(Decca 24584)
She's a Home Girl 87--89--85--87
Douglas makes an impressive wax debut with a tasteful, good sounding job on a new and home-spun ballad. Good Sonny Burke background spotting the Hits and a Miss is the singer's support.

Without a Friend 74--75--73--74
Douglas does the best he can with this ballad and again turns in an impressive job.

LARRY FOTINE ORK
(Decca 24583)
Don't Call Me Sweet-heart Anymore 75--75--71--78
Pleasant bouncy dishing of an ordinary sort of song with ensemble vocals and clean, good ork sound.

Really and Truly in Love 73--75--72--71
The Fotine ork does a nice job with a pleasing new ballad. Johnny Goodfellow handles the lyric engagingly.

HENRI RENE ORK
(Victor 20-3371)
(You May Not Be an Angel But) I'll String Along With You 70--70--72--68
Tranquil, pretty instrumental version of the standard getting a revival push via the "My Dream Is Yours" flick.

Bon Soir, Paris 66--69--66--63
More okay orchestral work on a quality melody that won't make a commercial ripple. It's a Vill-Lobos song from the "Magdalena" musical with a too-subtle lyricism.

TONY MARTIN
(Earle Hagen Ork-The Jud Conion Singers)
(Victor 20-3367)
Comme Ci, Comme Ca 88--88--88--88
Martin in top voice does a handsome rendition of the lovely ballad plug adapted from a French pop tune.

The Bells in Her Earrings 83--83--83--88
Crooner applies his tenderest ministrations to a likely new romantic ballad.

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40-69 SATISFACTORY • 0-39 POOR

**ARTIST
TUNES
LABEL AND NO.
COMMENT**



POPULAR

GAY CROSSE ORK
(Capitol 15399)

Light Up and Relax 62--60--60--65
A Coast outfit in the Louis Jordan vein tries but falls way short of the master's standards. Both band and tune are on the weak side.

If You Want Me To Come Home 62--60--60--65

Long, dull intro leads into typical Jordan-type material of some substance but which is done only mediocre well.

DEAN MARTIN
(Paul Weston Ork)
(Capitol 15395)

Have a Little Sympathy 79--80--78--79
Martin throws off the shackles of schmaltz and comes up with a relaxed twin-tempo effort that is his best wax to date; tune is a new and pleasant rhythm item.

Johnny, Get Your Girl 71--71--70--72
Martin's okay again as he tackles the new rhythm ditty.

PERRY COMO
(Mitchell Ayres Ork)
(Victor 20-3347)

Forever and Ever 86--86--86--86
The German waltz adaptation seems to be well on the way, and Como's rendition would be a cinch to move into the high income class.

I Don't See Me in Your Eyes Anymore 85--84--85--85

Altho this isn't one of Como's best efforts, the tune shows promise and Perry's name should pull plenty of weight.

VIC DAMONE
(Glenn Osser Ork)
(Mercury 6263)

Comme Ci, Comme Ca 83--83--84--83
Damone's easy, casual approach to the French adaptation makes this version one of the better entries on the tune.

The Little Old Church Near Leicester Square 74--74--74--74

The crooner is developing a more expressive delivery that serves him in good stead with this lavender and old lace concoction.

TED WEEMS ORK
(Mercury 6255)

Singing With a Band 67--70--68--60
(Shirley Richards)

Gal sells a piece of special material here about the trials and tribulations of a band chirp. It's amusing, but has little pop potential.

My Little Girl 64--63--64--67
(Danny Ryan-Shirley Richards)

The "Heartaches" man decides to become just another modern band here. Two-tempo boy-girl switch is used on the oldie, but it dies before the tempo picks up.

FOLK

LEON McAULIFFE
(Western Swing Band)
(Columbia 20548)

Panhandle Rag 66--66--66--68
Western jazz instrumental, unlikely to start any sagebrush fires, does provide a rhythmic dance side for country locations.

Careless Hands 76--74--76--76
Jimmy Hall's straightforward interpretation of the promising tune

a dreamy tempo, could win a fair-sized juke following.

**ARTIST
TUNES
LABEL AND NO.
COMMENT**



FOLK

JIMMY WAKELY
(Coral 64002)

You Can't Break the Chains of Love 78--78--78--79
The high-riding warbler made these sides several years back. The Sunshine Girls help him out on this heart-warming side.

I'm Sending You Red Roses 77--77--76--78

At a bouncier tempo, Wakely gives the florists still another boost among folk buyers, but it doesn't make a "Bouquet."

JACK RIVERS
(G His River Boys)
(Coral 64004)

Watch Your Heart 68--68--68--68
Pleasing warbler draws a routine hunk of material here.

Draggin' the Steel 68--68--66--70

Tommy Sargent's steel guitar shares solo honors here with a good fiddle and accordion. Instrumental should get a fair play on country juke.

JAD DEUS
(The Frontiersmen)
(Crystal 117)

Sui Sin Fa 59--60--60--58
Western chanter is extolling the talents of a Burmese girl here, but fails to make us share his enthusiasm.

The Gun That Killed Jesse James 57--59--57--55

Advice of an old-timer to the new sheriff is unconvincing in lyrics and performance.

BOB WILLS
(His Texas Playboys)
(MGM 10370)

Playboy Chimes 75--76--74--76
Lively instrumental packs plenty of appeal for country dancers. Steel guitarist turns in some fancy high notes in a chime effect.

Dog House Blues 77--78--77--76
Amusing blues is chanted with humorous feeling. Strong, beautiful orking is a big help.

BUD HOBBS
(MGM 10366)

Tennessee Border 78--78--78--79
Western warbler and his snappy instrumental combo turn in a bright and breezy rendition of the up-and-coming folk tune.

Candy Kisses 78--77--76--80

Many Western fans may prefer this snappier version to the already established hit versions by Morgan, Copas and Britt, but it's unlikely to overtake the leaders.

JACK RIVERS
(G His River Boys)
(Coral 64005)

A Letter Asking for My Broken Heart 62--62--60--64

Routine weeper, sung and played cleanly but without much force.

I'm Just Living With My Sorrow 61--61--60--62

Like filp, sentimentalizer here is done pleasantly but without conviction.

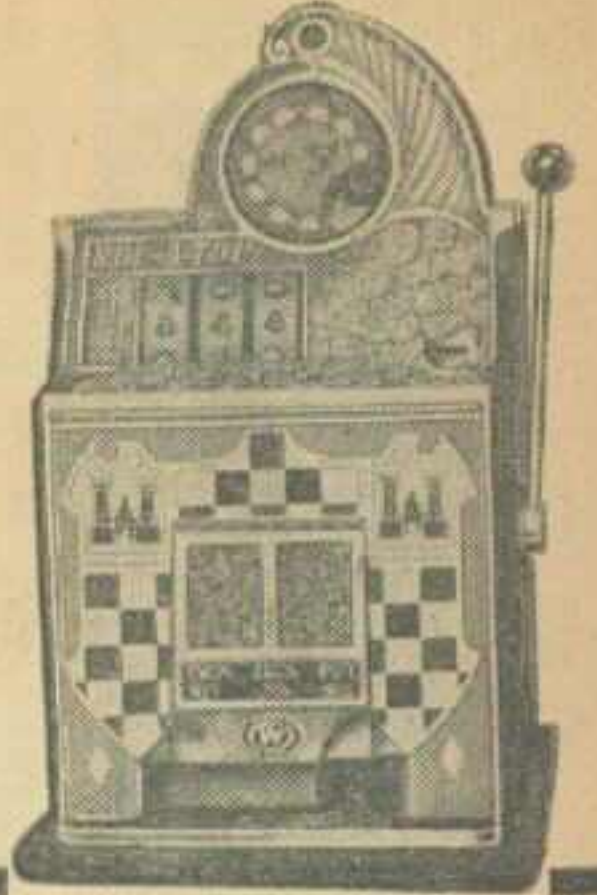
PETE CASSELL
(Mercury 6168M)

The Letter Edged in Black 76--76--74--77

The traditional folk tune gets a new lease on life via the Blind Minstrel's rich, penetrating rendition.

Just a Message 68--68--70--67

Cassell's distinctive sob-in-the-throat delivery adds weight to a run-of-the-mill Western.



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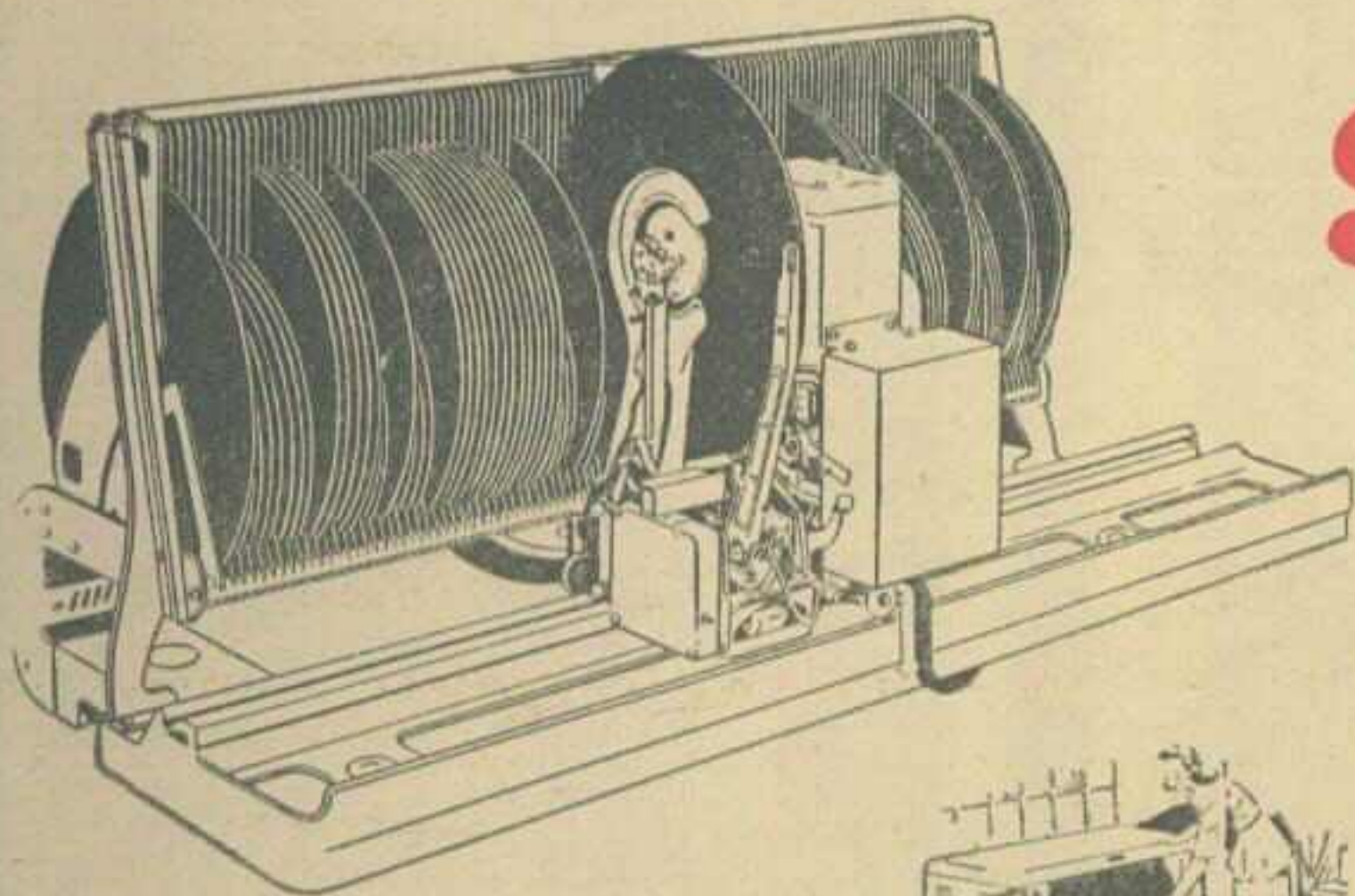
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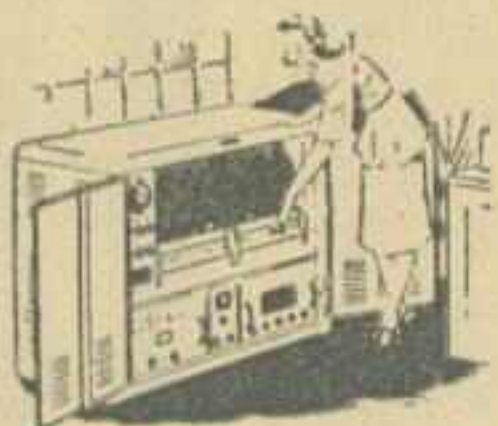
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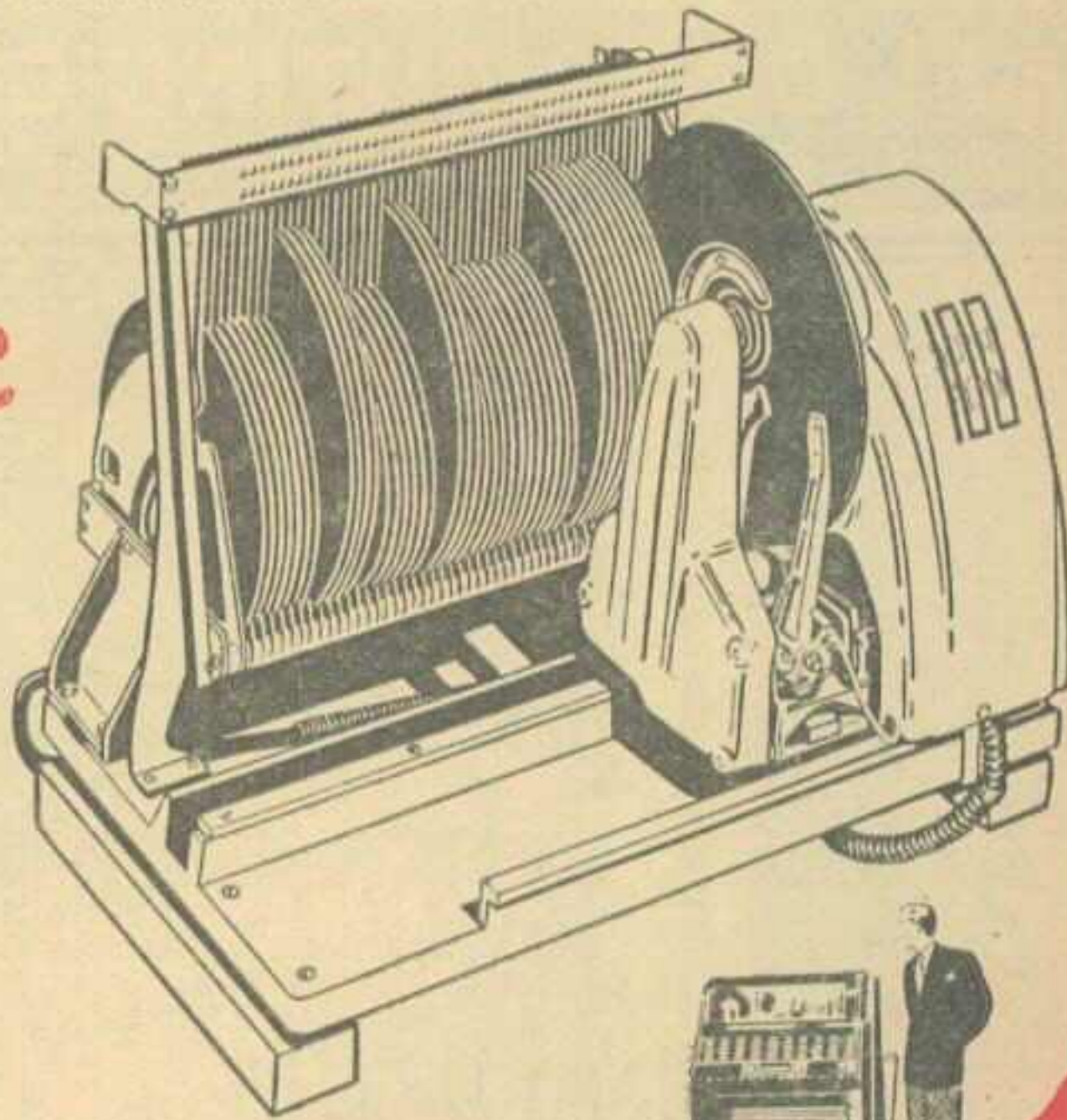
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Louisville, Kentucky
S. L. Stiebel Company
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S. L. Stiebel Company
Evansville, Indiana
Trimont Automatic Sales Corp.
Boston, Mass.
W. B. Distributors, Inc.
St. Louis, Missouri
W. B. Music Company, Inc.
Kansas City, Missouri

CANADA—Baldwin Distributing Co., Ltd., Toronto, Canada

EXPORT—American Steel Export Company, New York, New York

SLOTS FOR SALE—SLOTS—SLOTS

MILLS:

Jewel Bell, 50¢	\$225.00
Golden Falls, Hand-load, 5¢, 10¢	135.00
Black Cherry, 5¢	120.00
10¢	125.00
25¢	135.00
50¢	190.00
Cherry Bell, 5¢, 10¢	85.00
Q.T.'s, 1¢	35.00
5¢	45.00
10¢	70.00
Q.T.'s, '49, 5¢	115.00
25¢	145.00
Bonus, '49, 5¢	225.00
10¢	230.00
25¢	235.00
Brown Front, 5¢-10¢	85.00
25¢	90.00
(DAVAL 5¢ Free Play—\$15.00)	

MILLS:

Chrome, 5¢	\$105.00
Hand Load, 5¢	115.00
Chrome, 10¢	110.00
Chrome, 25¢	115.00

MILLS:

Gold Chrome, 5¢	\$ 80.00
10¢	80.00
25¢	90.00
Blue Front, 5¢	75.00
10¢	75.00
25¢	85.00
Bonus, 5¢	100.00

JENNINGS:

Dixie Bell, 5¢	\$ 50.00
Black Hawk, 5¢	75.00
Silver Chief, 5¢	60.00
Chief, 5¢ & 10¢	50.00
Chief, 25¢	60.00
Bronze Chief, 5¢	48.00
Bronze Chief, 10¢	75.00
Standard Chief, '48, 5¢	135.00
Standard Chief, '48, 10¢	135.00
Standard Chief, '48, 25¢	135.00
5¢ Console Club, 5¢, 10¢	125.00
25¢ Console Club Slot	130.00



"LEN"

PACE:

5¢ Comet	\$ 45.00
1947 Model, 5¢	80.00

WATLING:

Rollatop, 25¢	\$ 60.00
---------------	----------

COLUMBIA:

New Gold Chrome	\$145.00
Gold Chrome, 1948	100.00
Twin Jackpot, 5-10-25¢	45.00
Silver Chrome, '47, T.J.P.	80.00

CONSOLES

Keeney Super Bonus Bell, 5¢-25¢	\$385.00
Keeney Super Bonus Bell, 5¢	250.00
Keeney Gold Nugget, 5-25¢	315.00
Bally Triple Bell, 5-5-25¢	395.00
Bally Drawballs, Red Buttons	200.00
Bally Reserve Bell, 5¢	340.00
Mills Jumbo, Free Play, 5¢	43.00
Jennings 10¢ Cigarola	100.00

PHONOGRAPHS

1946 Rock-Ola	\$250.00
Super Rock-Ola	85.00
Deluxe Rock-Ola	85.00
#800 Wurlitzer	127.00
#750K Wurlitzer	190.00
#500 Wurlitzer	85.00
Mayfair, Seeburg	85.00

SHUFFLEBOARDS

New Chl. Coin REBOUND Boards	\$320.00
Used Chl. Coin REBOUND Boards	240.00
(Above boards are coin operated)	
20' & 22' Shuffleboards installed within 100 miles of Cincinnati	\$525.00

PIN GAMES

Williams YANKS	\$ 80.00
Williams SUNNY	78.00
Chicago Coin BERMUDA	80.00
Chicago Coin SPINBALL	80.00
United MAJOR LEAGUE	95.00
United RONDEVOUS	120.00
Gottlieb HUMPTY DUMPTY	90.00
Bally CARNIVAL	150.00
Exhibit CONTACT	105.00

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Showgirl, Suspense, Frisco, Superliner, Surf Queen	
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ONLY \$27.00 EACH

Longacre, 1-ball; Cyclone, Tornado, Flying Trapeze	
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ONLY \$39.00 EACH

Gold Ball, Super Score, Maisie—w/flippers; Havana, with electric motor.	
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ARCADE

Williams ALL STARS	\$195.00
Bally HEAVY HITTER	70.00

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ADVANCE RECORD RELEASES

POPULAR

(Continued from page 44)

- Swing Low, Sweet Chariot Album—P. Robinson-L. Brown (4-10")
Col MM-819
- Dere's a Man Goin' Round; 2. I Know De Lord . . . Col 17578-D
 - Get on Board Little Chillen; 2. Lil' David . . . Col 17575-D
 - Hear De Lam's A-Crying; 2. Goin' To Ride Up in De Chariot . . . Col 17578-D
 - I Got a Home in Dat Rock; 2. O Gimme Your Han' . . . Col 17578-D
 - I'll Hear De Trumpet; 2. Ezekiel Saw De Wheel . . . Col 17578-D
 - No More Auction Block; 2. Great Gittin' Up Morning . . . Col 17577-D
 - Poor Wayfarin' Stranger; 2. Hammer Song . . . Col 17577-D
 - Swing Low, Sweet Chariot; 2. Ev'ry Time I Feel the Spirit . . . Col 17578-D
- The Animal Song**
The Jungletown Tooter (The Jungle) Menagerie 101
- The Family Overhead**
Hum & Strum (St. Patrick's) Stellar SR-1020
- The Jungle Jingle**
The Jungletown Tooters (The Animal) Menagerie 101
- The Little Old Church Near Leicester Square**
P. Carle Ork-M. Hughes (Sault Ste.) Col 38429
- The Miller's Daughter**
K. Griffin (You're My) Rondo R-187
- The Mountaineer and the Jaberwock**
P. Harris Ork (Elmer and) V 20-3393
- The Parrot**
E. Ros Rumba Ork (The Walter) London 345
- The Teddy Bears' Picnic**
F. DeVol Ork (Farewell Blues) Cap 15420
- The Teddy Bears' Picnic**
L. Follie Ork (Froggy Went) Dec 24598
- The Walter Thornton Rumba**
J. Morand Ork (Coca-Roca) V 20-3397
- The Walter Thornton Rumba**
E. Ros Rumba Ork (The Parrot) London 345
- They Didn't Believe Me**
E. Jones (Tonight You) Alben 2002
- This Joint's Too Hip for Me**
B. H. Jones (Why Can't) Cap 15422
- Tonight You Belong to Me**
E. Jones (They Didn't) Alben 2002
- Upside Down Polka**
Six Fat Dutchmen-H. Loeffel Macher (Outdoor Waltz) V 20-3387
- Wabash Cannonball**
K. Starr-M. Travis Ork (How It) Cap 15419
- When You're in Love**
W. King Ork (Everywhere You) Victor 20-3394
- While We're Young**
P. Lee-D. Barbour Ork (Similiau) Cap 15416
- Why Can't You Love That Way**
B. H. Jones (This Joint's) Cap 15422
- Women! Women! Women!**
D. Jurgens Ork (You Red) Col 38436
- You Red Head**
D. Jurgens Ork (Women! Women!) Col 38436
- You, You, You Are the One**
K. Griffin (Five Foot) Rondo R-186
- Younger Than Springtime**
F. Warren-B. Lawrence-H. Rene Ork (I'll Do) V 20-3400
- You're My Love Song**
K. Griffin (The Miller's) Rondo R-187
- You're So Understanding**
L. Green Ork-R. Dorey (Blue Rumba) V 20-3405
- You're So Understanding**
J. Wayne & The Dell Trio (Because You) Col 38437

LATIN-AMERICAN

- Al Ladito Tuyo**
Trio Vegabajeno (Un Solo) V 23-1169
- Asia Minor**
Machito Ork (Un Poquito) Mercury 8256
- Ausencia**
Los Plateados De Nicandro (El Viejo) V 23-1161
- Camioncito Flecha Roja**
Ray & Laurita-Los Jumileros De Taxso (Trajeion Ranchera) V 23-1160
- Candio**
O. Guerra (Majadera) V 23-1167
- Dos Sonderos**
H. M. GHI-M. A. Pazos Ork (Oye) V 23-1174
- Dulce Reina**
E. Peguero-A. Socarras (Sin Nombre) V 23-1165
- El Emascarado**
M. Y. P. Hernandez (El Prisionero) V 23-1159
- El Huerfano**
Los Plateados De Nicandro Castilla (Plegaria Huasteca) V 23-1170
- El Prisionero**
M. Y. P. Hernandez (El Emascarado) V 23-1159
- El Viejo Alegre**
Los Plateados De Nicandro (Ausencia) V 23-1161
- En Mi Casa e En La Rumba**
Conjunto Matamoras (Mario Miguel) V 23-1166
- Lo Importante Es Bober**
M. Y. P. Hernandez (Obregon Y) V 23-1172
- Majadera**
O. Guerra (Candio) V 23-1167
- Mario Miguel**
Conjunto Matamoras (En Mi) V 23-1166
- Mi Patria Es Asi**
P. Guzan-Los Trovadores De Mexico (Noches De) V 23-1162
- Noches De Xochimilco**
P. Guzan-Los Trovadores De Mexico (Mi Patria) V 23-1162
- Obregon Y Pancho Villa**
M. Y. P. Hernandez (Lo Importante) V 23-1172
- Un Poquito de Tu Amor**
Machito Ork (Asia Minor) Mercury 8256
- Oye**
H. M. GHI-M. A. Pazos Ork (Dos Sonderos) V 23-1174
- Plegaria Huasteca**
Los Plateados De Nicandro Castillo (El Huerfano) V 23-1170
- Preguntando Se Va a Roma**
Conjunto Casino-Faz-Expi-Ribot (Vive Cofazon) V 23-1168
- Que Ando Haciendo**
E. Riestra Ork (Riestra Torero) V 23-1173
- Riestra Torero**
E. Riestra Ork (Que Ando) V 23-1173
- Si Me Pica Me Rasco**
D. Santos y Su Conjunto (Tres Colores) V 23-1163
- Sin Nombre**
E. Peguero-A. Socarras Ork (Dulce Reina) V 23-1165
- Trajeion Ranchera**
Ray & Laurita-Los Jumileros De Taxso (Camioncito Flecha) V 23-1160
- Tres Colores**
D. Santos y Su Conjunto (Si Me) V 23-1163
- Un Solo Corazon**
Trio Vegabajeno (Al Ladito) V 23-1169
- Vive Corazon**
Conjunto Casino-R. Expi (Preguntando Se) V 23-1168

INTERNATIONAL

- Al Tir'a**
H. Kipnis (Kinaret) V 25-5093
- Au Printemps Dans Les Squar's a Paris**
M. Chevalier-R. LeGrand Ork (La Symphonie) V 26-7035
- Barcarola Fiorentina**
P. Salviati (C'e Una) V 25-7109
- C'e Una Madonna**
P. Salviati (Barcarola Fiorentina) V 25-7109
- Ena KI' Ena Kanoun Dyo**
Soteria Bellou-Stellekis (Katsivela) V 26-8211
- Erin's Green Shore**
P. Dolan (The Snowy-Breasted) V 26-7511
- Katsivela**
Soteria Bellou-Stellekis (Ena KI') V 26-8211
- Kinaret**
H. Kipnis (Al Tir'a) V 25-5093
- La Symphonie Des Semelles de Bois**
M. Chevalier-R. LeGrand Ork (Au Printemps) V 26-7035
- The Snowy-Breasted Pearl**
W. Kennedy (Erin's Green) V 26-7511

RELIGIOUS

- Clinging to the Lord**
W. Bell & The Watkins Bell Singers (No. 1) Arlington 301
- Gospel Talking Song**
J. Giese & The Gospel Music Makers (The Story) Dec 46155
- He Is Coming Again So Soon**
The Dixie-Aires (Time's Winding) Exclusive 87X
- He Is My Rock, My Sword, My Shield**
The Silvertones (Just Like) Solo SO 10-006
- He Watches Me**
Sister R. Tharpe-M. Knight-S. Price Trio (He's All) Dec 48098
- He's All I Need**
Sister R. Tharpe-M. Knight-Sam Price Trio (He Watches) Dec 48098
- I Don't Feel at Home in This World Anymore**
Two Gospel Keys (You've Got) Solo SO 10-007
- Just Like the Tree of Lebanon**
The Silvertones (He Is) Solo SO 10-006
- Look for Me in Heaven**
Deep South Boys (Why Should) Columbia 30155
- No, I Won't Feel Satisfied**
Watkins-Bell Singers (Clinging to) Arlington 301
- The Story of Noah**
J. Giese & The Gospel Music Makers (Gospel Talking) Dec 46155
- Time's Winding Up**
The Dixie-Aires (He Is) Exclusive 87X
- Why Should I Worry?**
Deep South Boys (Look for) Columbia 30155
- You've Got To Move (When the Lord Gets Ready)**
Two Gospel Keys (I Don't) Solo SO 10-007

HOT JAZZ

- Body and Soul**
C. Ventura & His Bop for the People (Whatta Ya) V 20-3396
- Bopin' Bop—Pts. I & II**
H. McGhee & Others . . . Black & White BW 151
- Charlie's Other Aunt**
C. Barnett Ork (Lonely Street) Cap 15417
- Dear Mary**
B. Tate Ork (Swinging Away) Supreme 1514
- Jazzbo**
E. Spencer Ork (Oh, You) Black & White 871
- Lonely Street**
C. Barnett Ork (Charlie's Other) Cap 15417
- Oh, You Beautiful Gull**
E. Spencer Ork (Jazzbo) Black & White 871
- Swinging Away With Willie and Ray**
B. Tate Ork (Dear Mary) Supreme 1514
- Whatta Ya Say We Go**
C. Ventura & His Bop for the People (Body and) V 20-3396

CLASSICAL

Beethoven: Fantasia in G Minor, Op. 77... Beethoven: Sonata No. 24 in F-Sharp Major, Op. 78... Mendelssohn: Song Without Words in G Major, Op. 62, No. 1 Album (3-12")

CHILDREN

Happy Birthday Album (1-10") J. Boley-The Bellaires-W. & I. Martens-A. Rocky Ork... Kiddle Land KL 4 Health Can Be Fun-Pts. I & II Album (1-10")

5-STATE MEET PLANS

(Continued from page 113) period of better business and operator co-operation and inter-industry relations. Iowa Automatic Music Operators' president, Leo C. Miller, stated that the multiple-association get-together should advance the cause of phonograph operators in general.

In addition to the various equipment displays, entertainment will be provided by talent from the record companies, both on the convention floor and at the annual banquet. Too, talent booking offices have advised they are bringing top names into local theaters and clubs, which will be made available for the meet's banquet show.

IOWA OPS SUPPORT

(Continued from page 113) it would help stimulate business, not only for the juke box operators but for the ballroom operators and the band leaders. Several operators pointed out that in recent cases the band leaders supplied only a small amount of records to be placed in their machines.

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES GOTTLIEB BOWL'G CHAMP UNITED RAMONA GENCO BIG TOP CHICOIN MAJOR, '48 BALLY CARNIVAL

NEW ONE BALLS BALLY CITATION, F.P. 5045 BALLY LEXINGTON, P.O. 645

New Phono Specials Wurl. 1080 475.00

NEW SKILL GAMES EXH. DALE GUN \$280.50 EV. BAT-A-SCORE 850.00 FLASH HOCKEY 79.50 CHICOIN PISTOL 325.00

NEW COUNTER GAMES S. K. HUNTER \$ 45.00 UN. 30TH INNING 129.50 IDEAL CD. VEND. 29.50 ABY MODEL F 47.50

NEW SLOTS MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE BELL, MELON BELL, BONUS BELL, JEWEL BELL, JENNINGS SUN CHIEF, STD. CHIEF LITE-UP CHIEF.

SLOT SAFES, STANDS, ETC. CHICAGO METAL REVOLVING SAFES - DE LUXE Single-\$132.00 Double-\$192.00 Triple-\$258.00

NEW CONSOLES BALLY SPOT-BELL \$749.50 MILLS 3-BELLS \$800.00 KEEN. GOLD NUG. WRITE EVANS RACES \$895.00

NEW VENDORS ATLAS DE LUXE 1 1/2 NUT & B.G. VEND. \$ 14.50 ATLAS 5 1/2 BANTAM TRAY VENDOR 14.50

UNIVERSAL ARROW BELL Exclusive Factory Distributors for Ill., Mich., Wisc., Iowa, N. Ind. Write for Prices.

TELEQUIZ Sensational Question and Answer Game \$660

WANTED ROCK-OLA STANDARDS, DELUXES, SUPERS, MASTERS, LATE FLIPPER-TYPE PIN GAMES, COLUMBIAS AND SLOTS, BALLY CONSOLES AND ONE-BALL

FLIPPER TYPE 5 BALLS Speedway \$144.50 Screwball 149.50 Jack n' Jill 139.50

SAVE 3 WAYS! No. 1 Guaranteed Non-Flipper 5-Balls. No. 2 With Flipper Kit Installed. No. 3 With 11 Contact Kickers Installed.

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ONE BALLS GOLD CUP, F.P. \$325.00 JOCKEY SPECIAL, F.P. 225.00 JOCKEY CLUB, P.O., '47 MOD. 249.50

ARCADE TELEQUIZ, F. 8. WRITE WMS. ALL-STAR \$219.50 CHICOIN BASKETBALL CHAMP 249.50

CONSOLES 5¢ EV. RACES, CONV., NEW \$595.00 25¢ EV. RACES, P.O., USED 1 WK 495.00

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- A.B.T. Challenger 42.50
- A.B.T. Model F 44.50
- Kicker & Catcher 35.00
- Acme Electric Shocker 19.50
- Duck Hunter 45.00
- Target King 45.00
- Shipman 3/4 View-a-Scope 49.50
- Silver King Grip View 25.00
- Special prices for 10 or more Whirl-a-Ball \$19.50

MUSIC

- Packard Wall Boxes, new \$ 32.50
- Buckley Wall Boxes, new 29.50
- Packard Brackets 3.00
- Wurlitzer 850E 195.00
- Wurlitzer 780 175.00
- 30-Wire Coded Cable, 100 feet, Per ft. .20
- 15 Pre-War Rock-Ola Wall Boxes 12.50
- 5 Pre-War Rock-Ola Bar Boxes 12.50
- 6 Wurlitzer Victrolas 100.00
- 2 Wurlitzer 500 125.00
- 3 Like New Packard Hiddaways 295.00
- 10 New Solotone 5/8-10/8 Wall Boxes 19.50
- 1 '39 Rock-Ola Counter Model 95.00
- 4 Wurlitzer 750 185.00

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- 4 Uneda Pak, 15 Col., 500 \$ 85.00
- 4 Uneda Pak, 9 Col., 500 80.00
- 4 Uneda Pak, 8 Col., E 75.00
- 2 Rowe Royal, 10 Col. 85.00
- 2 Rowe Royal, 8 Col. 80.00
- 5 Rowe Imperial, 8 Col. 60.00
- 5 Rowe Imperial, 6 Col. 50.00
- 3 National 930 65.00
- 3 National 950 85.00
- 2 C-8 Electric 185.00
- 25 PX-8 125.00

POPCORN VENDERS

- 20 Like New Kunkel 10c Pop Corn Vendors \$ 89.20
- 10 Pop Sez 10c Pop Corn Vendors 89.50
- Brand New Star 50-P Theater or Location Pop Corn Machine. 247.30

WANTED TO BUY BALLY ONE BALL EUREKAS AND GOLD CUPS

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- 1 Set of 5c-10c-25c Mills Club Bells. All for \$425.00
- Mills Black Cherry Originals, 5c 125.00
- 10c 135.00
- 25c 145.00
- 10c Watling Treasury 50.00
- 25c Watling Roll-a-Top 69.50
- Blue Fronts, 5c 75.00
- 10c 85.00
- 25c 95.00
- Brown Fronts, 5c 75.00
- 10c 85.00
- 25c 95.00

CONSOLES

- 2 Keeney Super Bonus Bells, 5c-25c \$335.00
- 4 Baker's Pacers, D.D. 150.00
- 3 Mills 3 Bells, F.S. 295.00
- 2 Keeney Super Bells, 5c-5c-25c 125.00
- 1 Balls, 25c, Hi Boy 195.00
- 3 Keeney Single Super Bonus Bells. 240.00
- 2 DeLuxe Draw Bells 250.00
- 1 Bally Double Up .. 300.00
- 20 Keeney 5c Super Ball, Comb. 65.00

USED VENDORS

- 200 N.W. 1/4 #33 Ball Gum Vendors with Plastic Globes \$ 8.50
- 50 N.W. 1/4 #39 Peanut Vendors 8.50
- 25 Silver King 1/2 Ball Gum Vendors 8.50
- 25 Silver King Nut Vendors 8.50
- 10 Shipman Duo Stamp Vendors, like new 15.00
- 12 Northwestern, 1c-5c DeLuxe 18.50
- 6 Automatic Distributor Postage Stamp Vendors, like new 12.50
- 150 Late, Like New Model D Advance 1/2 Ball Gum Vendors 8.50
- 20 Columbus 1/2 Ball Gum Vendors 8.50
- Bubble Ball Gum, all sizes, 25 lb. cartons. 7.50

BRAND NEW

- Exhibit's Dale Gun \$289.50
- Belgium Pool Table 289.50
- Lynco's Wurl-a-Ball. 399.50
- Mills Vest Pockets, new 64.50
- Gushers, new 22.50
- Universal Arrow Bell 800.00

ROLL DOWNS

- Brand New Pro-Scores \$175.00
- Tri-Scores 60.00
- Tally Tolls 60.00
- Sportsmen Rolls 60.00
- Big City 60.00
- Super Score 60.00
- One World 60.00
- Total Rolls 60.00
- Steel Ball Roll Downs 50.00
- X-Ray Pokers 85.00
- Esso Arrows 75.00
- Arrow Roll 85.00
- Advance Rolls 85.00

ARCADE EQUIPMENT

- Brand New Atomic Bomber \$165.00
- 25 Exhibit Merchants 85.00
- 2 Strikes & Spares 295.00
- 1 Super Bomber 150.00
- 1 Pitchem & Ketchum 75.00
- 1 Scientific Baseball. 75.00
- 5 Ten Strikes 69.50
- 2 Baffing Practices 75.00
- 5 Ten Strikes 75.00
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- 3 Chicken Sams 95.00
- 3 Keeney Air Raiders 95.00
- 3 Bowl-a-Scores 95.00
- Keeney Submarine 95.00
- 2 Western Baseballs. 95.00
- 2 Goalees 100.00
- 8 Boomerangs 50.00
- Jack Rabbit 135.00
- Hoot Mon Golf 75.00
- 1 Under Sea Raider 115.00
- 1 Exhibit Vitalizer 95.00
- 2 Bat-a-Ball Srs. 39.50
- Groet, Metal Typer 195.00
- 1 Paces Le Boy Scale 50.00
- 6 Late Model Photomats 595.00
- Panorams 195.00
- Brand New Quizzers, Write Heavy Hitters 75.00
- Chicago Coin Basketball 285.00
- Roovers Metal Typer 150.00

USED COUNTER GAMES

- Pop Ups \$ 14.00
- Penny Pistol Shots .. 12.50

TERMS: 1/2 Deposit, Balance C. O. D.



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SCOREBOARD FOR ALL SHUFFLEBOARDS \$149.50

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MANUALLY OPERATED SCOREBOARD

No coin chute, metered for play. Same as above. \$119.50

Location tested to perfection. Illuminated mirror face lights into 5 brilliant colors. Gives extra flash, draws attention to board. Has metered cash box, eliminates embarrassment on collections. Installed easily on any shuffleboard. THE OPERATORS SCOREBOARD BUILT BY OPERATORS . . . FOR OPERATORS

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Play on a Hardwood Alley For Perfect Bowling and Shuffle

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Combination Shuffle Board and Bowling is sweeping the country. This is a great opportunity to cash in. Get on the 2 n 1 band wagon.

LOW COST \$199.50

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LOUISVILLE 2, KENTUCKY

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- 6 Bally Triple Bells, 5-5-25c \$375.00 ea.
- 12 Evans Winter Books 250.00 ea.
- 4 Buckley Track Odds, '47, late model 475.00 ea.
- 4 Longshots, late model 475.00 ea.
- 1 Jennings Challenger, 5-25c 275.00
- 7 Evans Races, 5c, F. P., P. O. 375.00 ea.
- 10 5c Super Bells, F. P., P. O. 50.00 ea.
- 1 5c Watling Big Game 30.00
- 1 5c Sun Ray 30.00
- 2 5c Club Bells 35.00 ea.
- 4 5c High Hands 35.00
- 15 5c Silver Moons 27.50 ea.
- 2 5c Galloping Dominoes, Light Cabinets 35.00 ea.
- 1 Mills 3 Bells 50.00
- 1 Mills 4 Bells, 5-5-25c 50.00
- 1 Mills 4 Bells, 5-5-5c 40.00

Universal Arrow Bell . . . WRITE

Complete stock of parts for Bally Super Bells, glasses, mixer, spinner and sequence motors, etc.

SLOTS

- 20 5c Mills Blue and Brown Fronts, reconditioned \$ 75.00 ea.
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BALLY TRIPLE BELLS, 5-10-25	475.00	KEENEY BONUS 2-WAY, 5-3	425.00
BALLY TRIPLE BELLS, 5-5-25	465.00	KEENEY GOLD NUGGET	395.00
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KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, P.O.	39.50
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NEW BALLY RESERVE BELL	Write	NEW EVANS BANGTAILS	Write
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NEW BALLY SPOT-BELL	Write	NEW BALLY TRIPLE BELLS	Write

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NEW WURLITZER MODEL 1100	Write	SEEBURG MODEL 1-48	Write
NEW WURLITZER MODEL 1015	Write	SEEBURG MODEL 1-47	\$425.00
NEW WURLITZER MODEL 1080	Write	SEEBURG MODEL 1-46	350.00
WURLITZER MODEL 1015	\$365.00	ROCK OLA MODEL 1428 (1948)	Write
A.M.I. MODEL B	Write	ROCK OLA MODEL 1456 (1947)	350.00
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PACE 1948 CHROME, \$1.00	\$275.00	MILLS JEWEL BELL	Write
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NEW MILLS VEST POCKET	59.50	1948 STANDARD CHIEF, 50¢	275.00

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KEENEY FAVORITE	89.50	EXHIBIT'S DALE GUN, NEW	209.50
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Keeneey Super Bell (Cash), 5¢-25¢	99.50
Bally Double Up (Comb.), 5¢	849.50
Bally Reserve Bell (Comb.), 5¢	399.50
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Bally Triple Bell (Comb.), 5¢-5¢-25	424.50
Bally Draw Bell, R.B. (Comb.), 5¢	229.50
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Jackpot, 5¢	689.50
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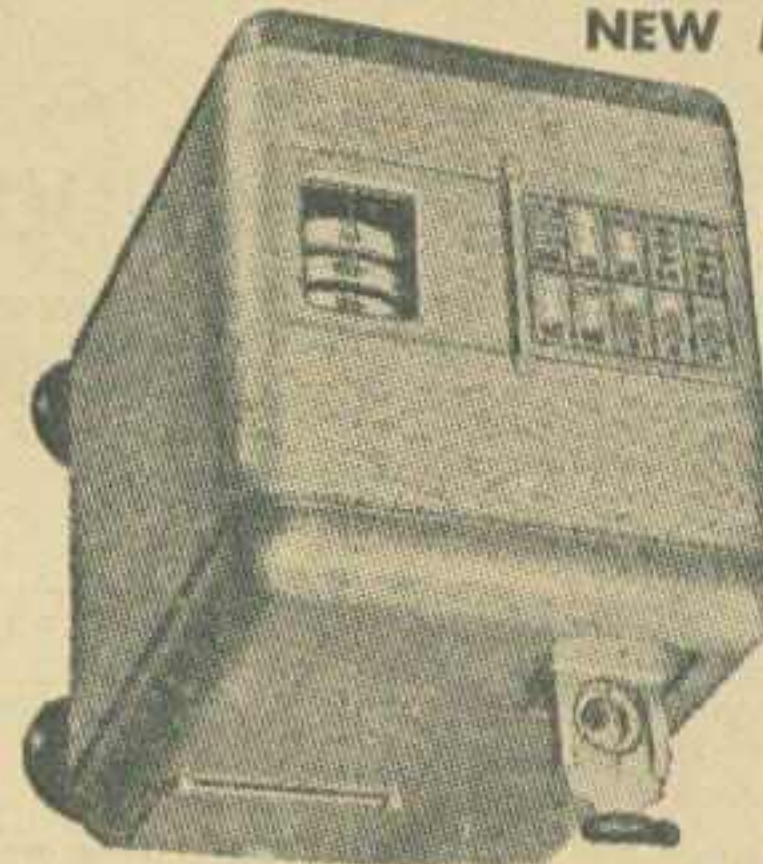
Singapore	\$ 84.50
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1 Catalina	1 Hi Ride	3 Rocket	4 Suspense
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MILLS 3 BELLS	WRITE

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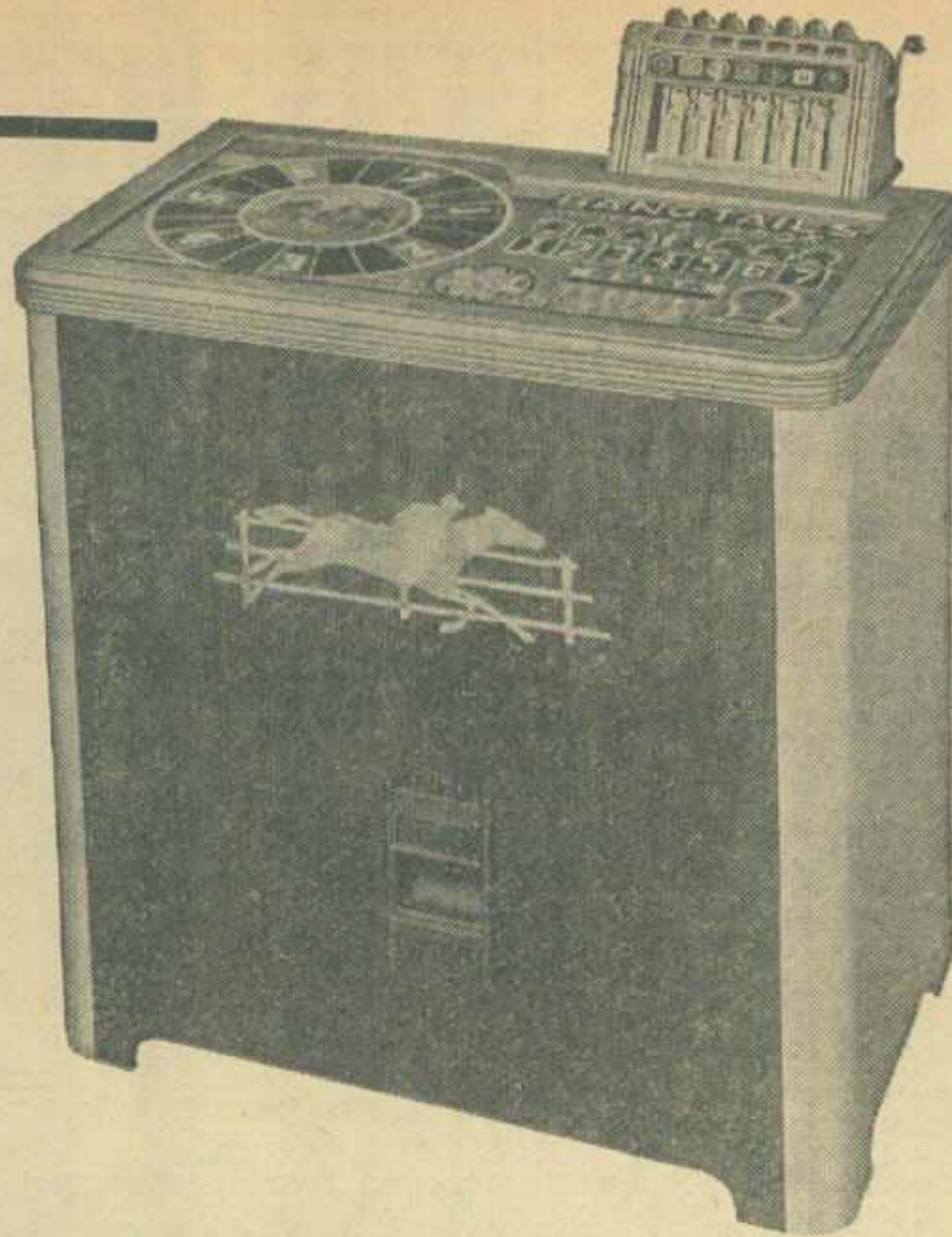
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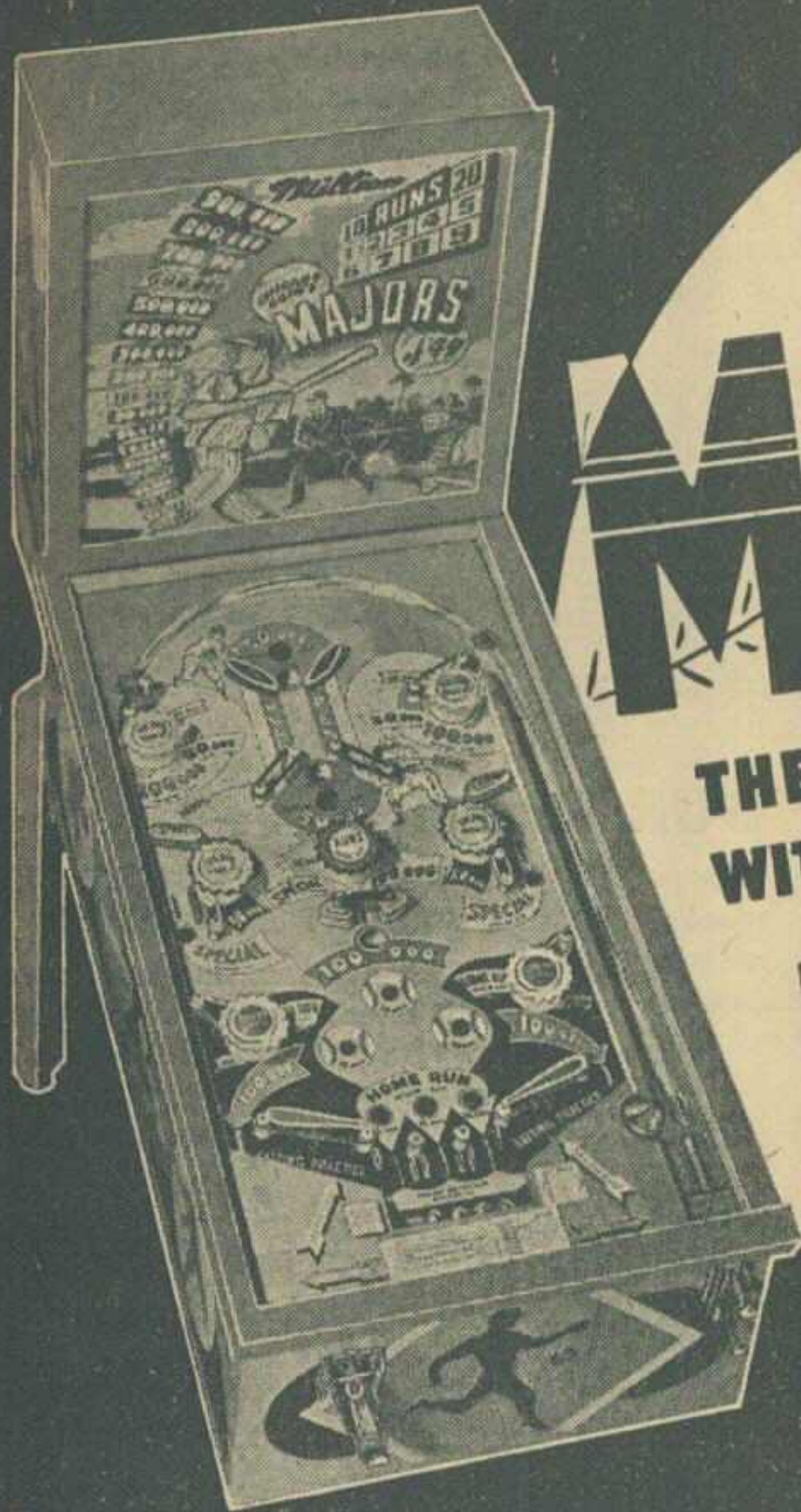
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TO SERVICE

TROUBLE FREE
AIMING AND FIRING
MECHANISM
PATS. PENDING

SHUFFLE-KING

RE-BOUND NOW IN ITS 16TH WEEK

Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

BUY DIRECT FROM MANUFACTURER AND SAVE

**SHUFFLEBOARD
PUCKS \$12.00**
Per Set

PERFECTLY BALANCED

Made by Shuffleboard
PUCK EXPERTS

1/3 deposit, balance C. O. D.
F. O. B. Chicago, Ill.

**IMMEDIATE
DELIVERY**

PRECISION PUCK CO.

1100 S. NINTH AVE. MAYWOOD ILL.

SPRING CLEARANCE SALE!

ALL GAMES LISTED ARE IN TIP TOP SHAPE AND READY FOR LOCATION

Immediate delivery on all new 3 balls.
WE ARE EXCLUSIVE GENCO DISTRIBUTORS



FLIPPER GAMES!

United Blue Skies.....@ \$140.00	Gottlieb Buccaneer.....\$154.50
United Baby Face.....169.50	Gottlieb Roundup.....164.50
United Monterrey.....99.50	Chi Coin Crazyball.....109.50
United Moonglow.....154.50	Chi Coin Spinball.....79.50
United Major League.....69.50	Chi Coin Holiday.....159.50
United Paradise.....125.00	Chi Coin Trinidad.....89.50
United Summertime.....134.50	Chi Coin Catalina.....84.50
United Serenade.....159.50	Chi Coin Thrill.....134.50
United Wisconsin.....94.50	Exhibit Circus.....129.50
Bally Ballerina.....90.00	Exhibit Contact.....134.50
Genco Trade Winds.....94.50	Exhibit Morocco.....149.50
Genco Mardi Gras.....99.50	Williams Gizmo.....127.50
Genco Merry Widow.....105.00	Williams Speedway.....137.50
Genco Screwball.....125.00	Williams Rainbow.....147.50
Genco Puddin' Head.....135.00	Williams Saratoga.....159.50
Genco 1-2-3.....155.00	Williams El Paso.....169.50
Genco Floating Power.....169.50	Williams Tucson.....179.50

NON-FLIPPER GAMES

Genco Step-Up.....\$17.50	United Mexico.....\$27.50
Genco Honey.....25.00	United Nevada.....32.50
Genco Broncho.....30.00	United Tropicana.....39.50
Keeney Hi-Ride (with flippers).....35.00	United Havana.....15.00
Keeney Caroussel.....20.00	United Havana (with flippers).....25.00
Exhibit Mamselle.....25.00	United Manhattan.....54.50
Exhibit Ranger.....25.00	Gottlieb Flying Trapeze.....30.00
Exhibit Star Life.....44.50	Gottlieb Stage Door Canteen.....25.00
Exhibit Tally-Ho.....37.50	Gottlieb Lucky Star (with flippers).....39.50
Exhibit Crossfire (with flippers).....35.00	Gottlieb Marjorie (with flippers).....39.50
Exhibit Sky Chief.....17.50	Chi-Coin Spellbound (with flippers).....20.00
Williams Flamingo (with flippers).....35.00	Chi-Coin Sea Isle.....44.50

Kindly send one-third deposit in cash, money order or cashiers' check and always state method of shipment preferred.

SERVICE OUR WATCHWORD

Morris Novelty Co., Inc.

3007/4020 LIVE ST. PHONE BROYA/ST. LOUIS 3, MO.

GIVE TO THE DAMON RUNYON CANCER FUND



EXHIBIT'S
 - ORIGINAL "DALE" GUN -
SHOOTING GALLERY
 (ALL ELECTRIC)

AN APPARENT
 50 FOOT
 TARGET RANGE

BIG BUSINESS AHEAD FOR OPERATORS

Join the Smart Operators who are out for Big Earnings. Reports are Sensational. Proving daily the most profitable Coin Machine offered today. Install anywhere in your territory. Will earn big for you all year round. Contact your "EXHIBIT" DISTRIBUTOR NOW... to be assured of earliest possible deliveries.

THE EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET • CHICAGO 24, ILL.

(ESTABLISHED) 1901



AT YOUR
EXHIBIT DISTRIBUTOR

See that Great
 5 Ball



IN BIGGER
DEMAND THAN EVER

REDD'S BARGAINS — SATISFACTION GUARANTEED OR MONEY REFUNDED

RECONDITIONED PHONOGRAPHS

WURLITZER 1015	WRITE
WURLITZER 1080	WRITE
WURLITZER 750	\$210.00
WURLITZER 850	175.00
WURLITZER 700	175.00
WURLITZER 800	175.00
WURLITZER 780	175.00
WURLITZER 950	145.00
WURLITZER 500 & 600	95.00
ROCK-OLA 1422	\$265.00
ROCK-OLA 1426	295.00
ROCK-OLA COMMANDO	85.00
ROCK-OLA SUPER	75.00
ROCK-OLA MASTER	75.00
ROCK-OLA STANDARD	75.00
ROCK-OLA DELUXE	75.00

RECONDITIONED PHONOGRAPHS

SEEBURG 146M & 147M	WRITE
SEEBURG LOWTONE	\$175.00
SEEBURG 8200 R. C.	150.00
SEEBURG 9800 R. C.	140.00
SEEBURG 8800 R. C.	140.00
SEEBURG ENVOY R. C.	95.00
SEEBURG CLASSIC	80.00
SEEBURG VOGUE	80.00
SEEBURG GEMS	80.00

NEW ENGLAND OPERATORS!!
 WE HAVE A SPECIAL DEAL ON
 BRAND NEW WURLITZER PHONOS,
 MODELS 1015-1080 — ACT QUICK.

IN STOCK—EXHIBIT DALE GUN—WRITE.
 BALLY DRAW BELL, \$215—BALLY LEMON BELL, like new, \$315
 New Featherweight Tone Arm for all Wurlitzer and Seeburg
 Records. Lasts two to three thousand plays. Change needle
 15,000 plays. Guaranteed satisfaction or money refunded after
 90 days' trial.
 WANTED: Flipper Games, Slot Machines, Arcade Machines, Wur-
 litzer 700, 750 and Seeburg Gems.
 LARGE SUPPLY OF BANG BUMPERS, PARTS AND SUPPLIES.

PHONE-5T 2-3320

REDD DISTRIBUTING CO., INC.

298 LINCOLN ST., ALLSTON, MASS.



JOE ASH

ACTIVE
 COMPLETELY
 RECONDITIONED GAMES
 READY FOR LOCATION
 'NUFF SAID

CROSSFIRE	\$22.50	MYSTERY	\$22.50
CO-ED	29.50	MANHATTAN	44.50
MEXICO	29.50	TALLY HO	29.50
ORIGINAL FLIPPER GAMES			
YANKS	\$ 84.50	CINDERELLA	\$104.50
WISCONSIN	104.50	MERRY WIDOW	129.50

1/3 With Order—Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

656 N. Broad St.
 Philadelphia 30, Pa.
 Fremont 7-4495

98 Clinton Ave.
 Newark 5, N. J.
 Mitchell 2-8527

1120 Wyoming Ave.
 Scranton, Pa.
 Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

FREE! CHOICE OF ONE PIN GAME LISTED WITH THE PURCHASE OF ANY GAME BELOW.
FREE! ALL FLIPPER EQUIPPED!
FREE! TWO FOR \$35.00 • \$35.00 FOR TWO!
 Marjorie . . . Step Up . . . Miss America . . . Canteen . . . Suspense . . . Rio . . .
 Crossfire . . . Maisie . . . Sea Breeze . . . Spellbound . . . Mystery . . . Soft Ball
 Queens . . . Superliner.

1/2 Deposit or full payment.
OLSHEIN DISTRIBUTING CO.
 1100 BROADWAY ALBANY 4, N. Y.

FOR SALE—USED CONSOLES

10 MILLS FOUR BELLS, 4-5	\$39.50	1 BALLY TRIPLE BELL	\$375.00
6 KEENEY SUPER TRACK TIMES	75.00	1 VICTORY DERBY, P.O.	65.00
5 MILLS JUMBO PARADES, P.O.	39.50	1 MUTOSCOPE SKY FIGHTER	69.50
1 5¢ BAKER'S PACERS, D.D., J.P.	75.00		

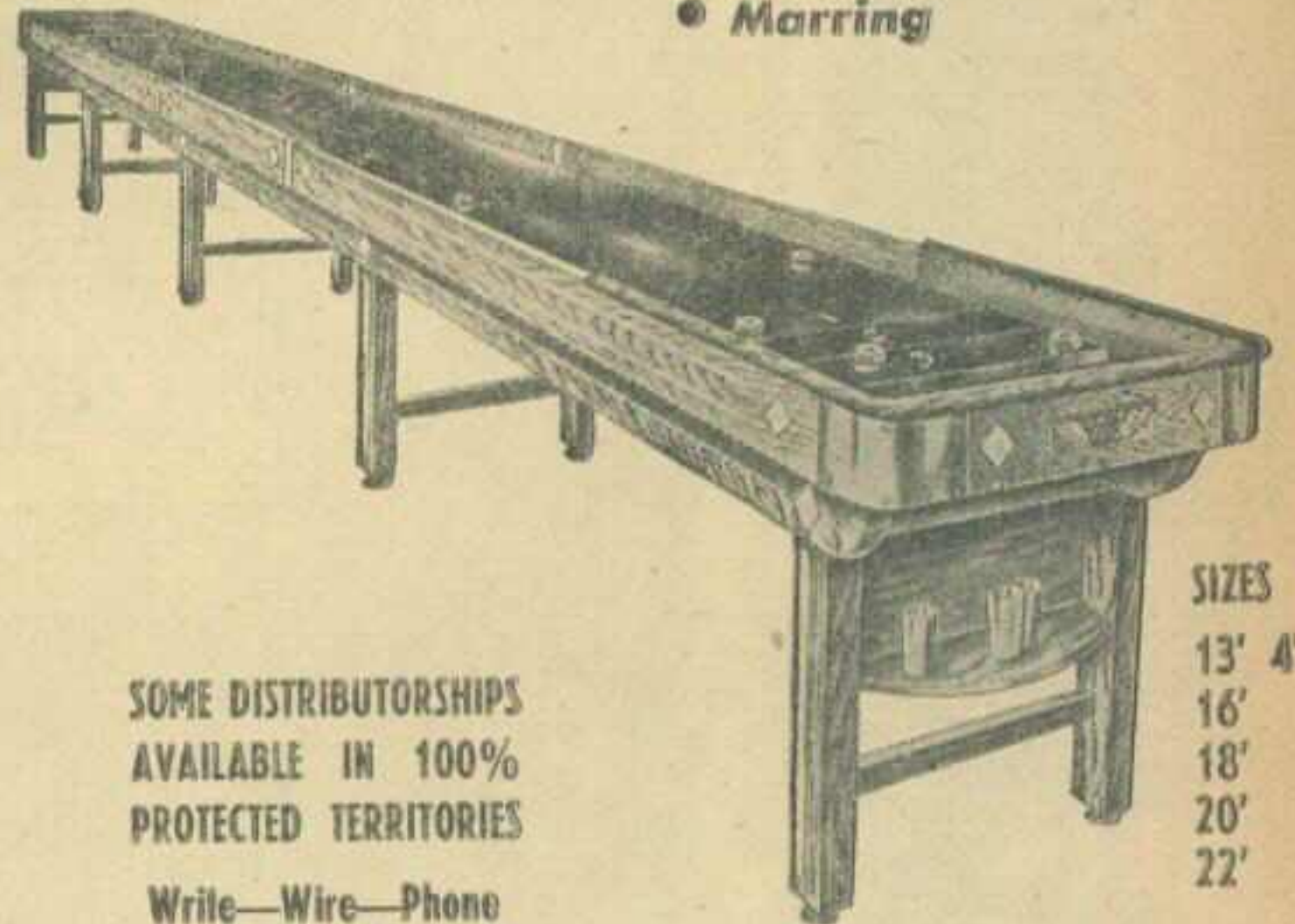
1/2 Deposit With Order, Balance C. O. D.

Arundel Amusement Co., 418 Third St., Eastport, Md.

**THE BOARD EXPERIENCE BUILT!!!
ADJUSTABLE "EBONIZED-COSOLITE" (Pat. Pending)
PLAY FIELD**

Designed to Eliminate:

- *Warping*
- *Splitting*
- *Resurfacing*
- *Chipping*
- *Marring*



SIZES
13' 4"
16'
18'
20'
22'

**SOME DISTRIBUTORSHIPS
AVAILABLE IN 100%
PROTECTED TERRITORIES**

Write—Wire—Phone



**PENN'S
Black Beauty
SHUFFLEBOARD**

THE LOWDOWN...

NO MIRRORS NECESSARY

"Mr. Shuffleboard" is not a forecaster, nor is he a magician, **BUT**, he stoutly maintains that the use of mirrors was never necessary to convince business men of logic that the "Ebonized Cosolite" shuffleboard playfield, featured on Penn's "Black Beauty" is the most revolutionary and superior innovation since the game's inception.

Consider well the truer-faster play top "Cosolite" affords. And don't overlook the exclusive pat. pending adjustment that not only practically eliminates warpage, but quickly remedies such a condition should it occur. Also bear in mind "Cosolite's" immunity to splitting, chipping, marring.

Last, but not least, a saving of from two to three hundred dollars may be realized every two years in costly, inconvenient, re-surfacing costs. "Cosolite" might well need such attention but once during the same period maple play-tops usually require five or six such treatments at an expenditure of fifty dollars upward.

*Signed: "MR. SHUFFLEBOARD"
Jackson Downs*

P. S.: Penn also manufactures as fine a maple top as ever made.



PENN SHUFFLEBOARD CO.

DIVISION OF
COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.

PHONE 2940

Cabinet Makers Since 1888



**WHY TAKE LESS IN A WEEK THAN UNIVERSAL'S
"ARROW BELL" CAN EARN IN A SINGLE DAY?**



**UNIVERSAL'S
"Arrow Bell"**

TWIN MULTIPLE COIN HEAD (5c, 10c and 25c play).

FEATURES THAT PULL HEAVY PLAY:

- **WILD ARROWS** make every symbol "wild"!
- **POSITIVE ADVANCING ODDS** with each coin!
- **BIG JUMBO MOTOR-DRIVEN REELS** sustain everlasting suspense!

PROSPEROUS OPERATORS ARE

Replacing

**ALL MECHANICAL AND ELECTRICAL
EQUIPMENT WITH UNIVERSAL'S SENSATIONAL
NEW "ARROW BELL" CONSOLE**

These operators report unbelievable earnings in much less time with "Arrow Bell" and back up their statements with facts and figures. Where old and brand new equipment produced only average weekly incomes, their "Arrow Bells" are now overloading cash boxes in a single day! Why delay!

TIME TO SWITCH—AND STRIKE IT RICH!

ORDER **"Arrow Bell"** TODAY... Write—Wire—Phone—See Your Distributor NOW!

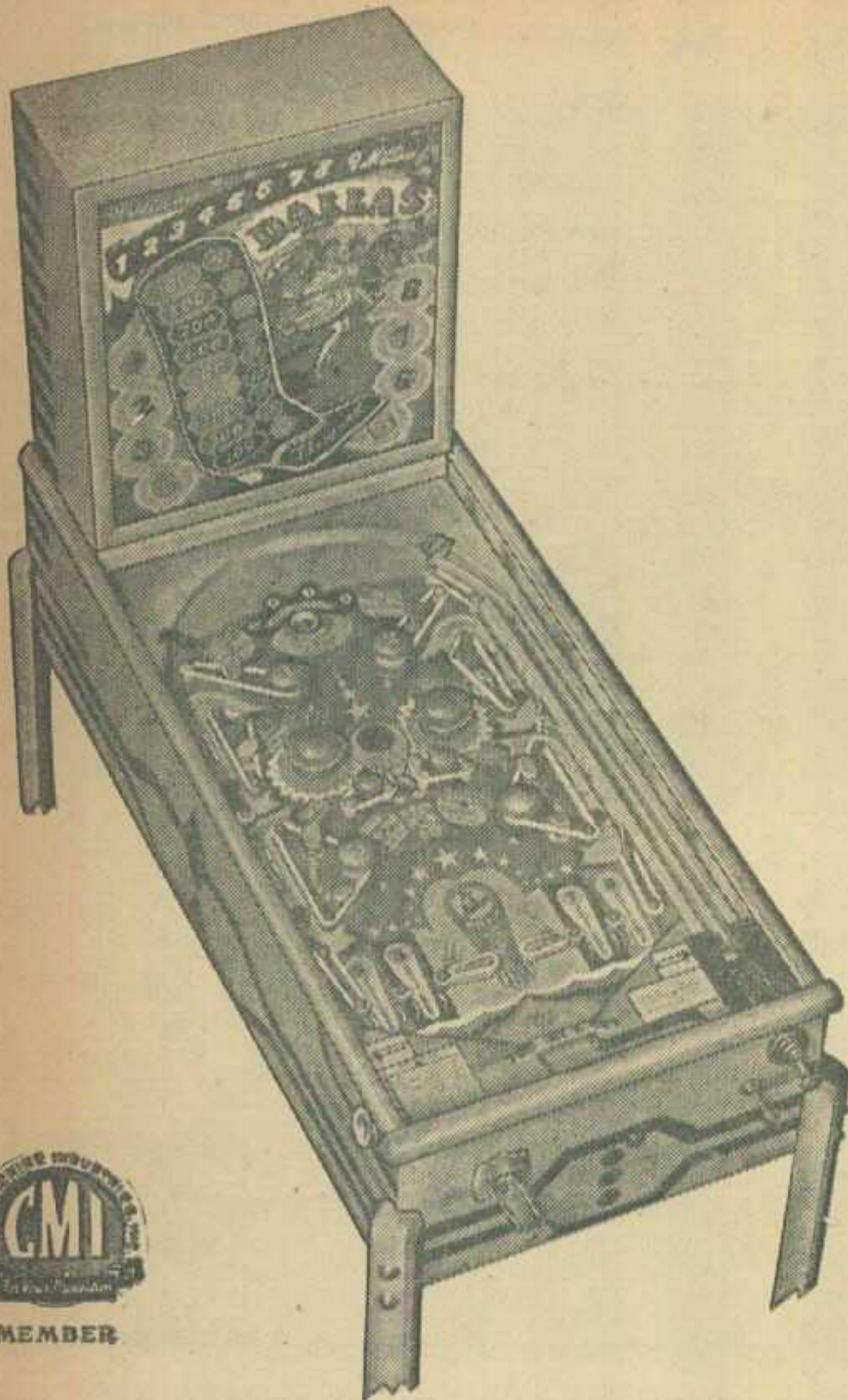
UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

8737 NORTH BROADWAY • Telephone UPTown 8-2345 • CHICAGO 40, ILLINOIS

INSTANTLY CONVERTING
AUTOMATIC or FREE PLAY





Williams
DALLAS

Sensationally Popular
CONTROLLED SCORING

ORIGINAL
THUMPER BUMPERS!

HIGHEST RATING FOR
SERVICE-FREE PERFORMANCE
AND PROFITABLE PLAY!

SEE IT—BUY IT AT YOUR DISTRIBUTOR TODAY!

Williams
MANUFACTURING
COMPANY

161 W. HURON ST.

CHICAGO 10, ILL.

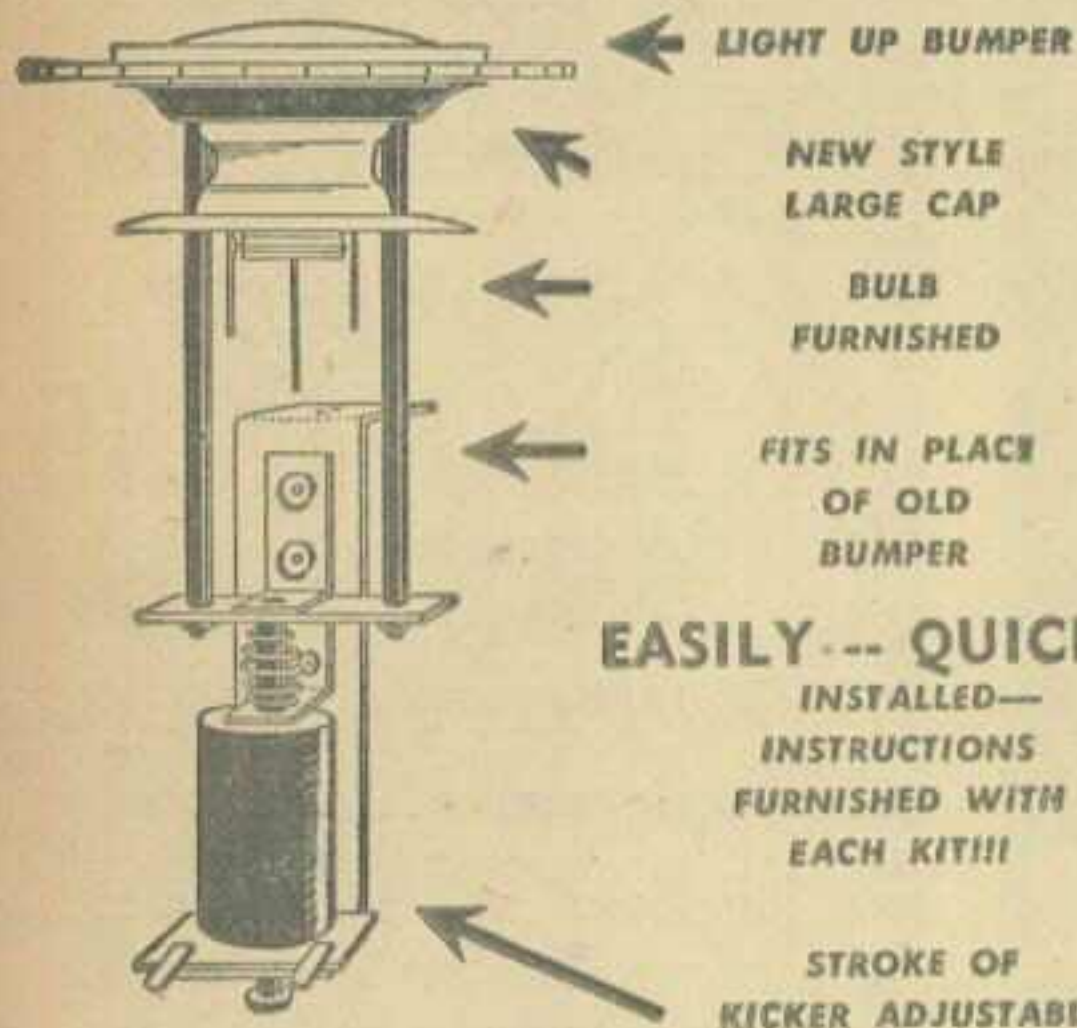
Creators of Dependable Play Appeal



MODERNIZE YOUR OLD GAMES

HEATH'S
"THUMPER-BUMPER"
KITS

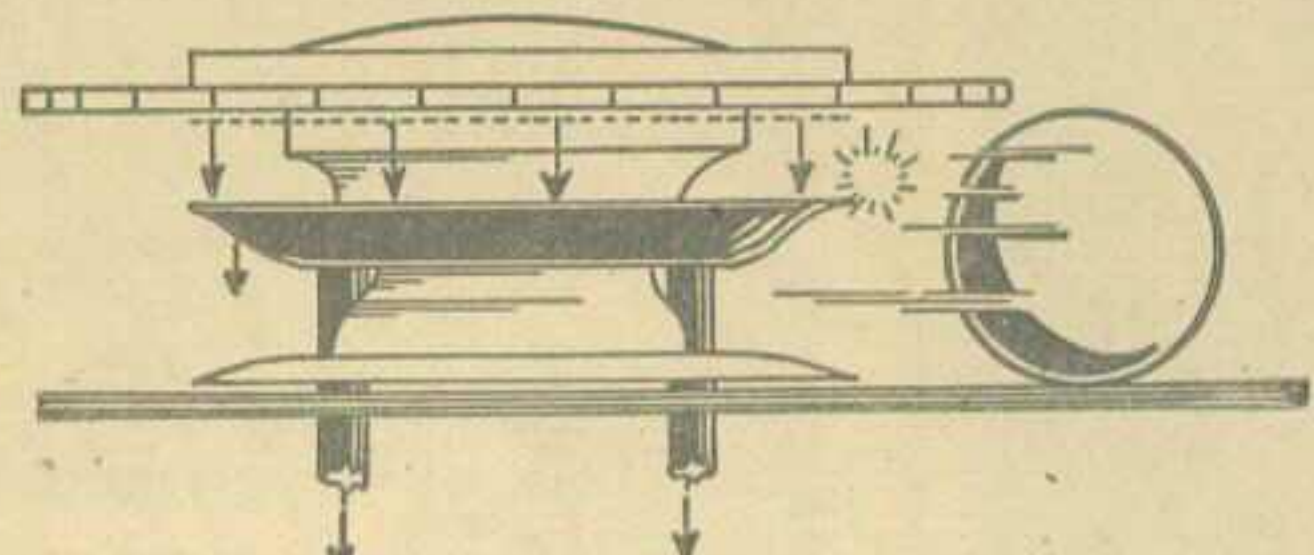
for any make or model pin game!



- ← LIGHT UP BUMPER
- ← NEW STYLE LARGE CAP
- ← BULB FURNISHED
- ← FITS IN PLACE OF OLD BUMPER
- EASILY—QUICKLY**
INSTALLED—
INSTRUCTIONS FURNISHED WITH EACH KIT!!!
- ← STROKE OF KICKER ADJUSTABLE

ONLY **\$3.95** EACH COMPLETE
" **3.50** EA. IN DOZEN LOTS

SPECIFY MAKE GAME



KICKS BALL FROM ANY ANGLE
(Floating Ring Thumper)

Heath's own make—Distributors, write for Special Deal!

HEATH DISTRIBUTING CO.

217 THIRD ST.

PHONES
2681-2682

MACON, GEORGIA

**NEVER IN THE HISTORY OF "COIN OPERATION"
HAS ANY PRODUCT CAUGHT ON AS DID THE
"TELEVISION COIN-A-MATIC TIMER"**

- Plenty of good territories available for the new "Gold Rush of '49"
"Tomorrow It Is Television in Every Hotel Room"
As the "Juke Box" TAKE gets LOWER and LOWER and LOWER???
The Television Take gets HIGHER and HIGHER — and the REAL
GOOD DAYS ARE AHEAD

Look at the Additional Outlets

- Hotel Rooms — Luncheonettes — Barber Shops — Hospitals — Motels
— Beauty Parlors — Club Rooms — Boarding Houses — Bowling Alleys
— Fraternities — etc.

We Are Pleased To Oblige

- To let you get started and see for yourself — We will ship five or ten
units — Attach to your favorite Television Set, \$37.50 net, FOB N.Y.C.

With Franchise — \$37.50 — 20% Discount

- Never was the OUTLAY so SMALL — the TAKE OUT so BIG —
and GETTING BIGGER

READ THE FACTS

It took over 1500 hours of continuous, trouble-free operation to convince us that we could ABSOLUTELY AND FULLY GUARANTEE you the FIRST REALLY PERFECT Coin Operated Hotel Room Television Receiver. The ANSWER is in the PROVEN PERFECT "Television Coin-A-Matic Timer." The ONE and ONLY electric time clock that ACTUALLY WORKS and ASSURES YOU No Blown Out Tubes, No Distorted Pictures, No Shadows . . . AND . . . Beautiful Tone Quality AT ALL TIMES. The "Television Coin-A-Matic Timer" is COMPLETELY ADJUSTABLE. With the simple turn of only one screw you can adjust it to operate anywhere from 5 to 60 minutes for 25c. A red light bulb burns brightly and consistently while the set is in operation. And this is one feature NO ONE HAS EVER BEFORE BEEN ABLE TO ACCOMPLISH — the "Television Coin-A-Matic Timer" CUTS OFF AUTOMATICALLY when time is up. THIS IS IT!! This is the FIRST REALLY PERFECT coin operated television receiver for hotel rooms, clubs, beauty shops and hundreds of other locations. You can COMPLETELY and UNQUALIFIEDLY DEPEND on the "Television Coin-A-Matic Timer"—IT'S FULLY GUARANTEED! Be first in your territory! Cash in and continue to earn bigger and bigger PROFITS as television grows greater and greater every day! Write! Wire! Phone TODAY!! Act QUICK!!

- Plenty of good territories available for franchise — Franchises available for either cities or states —
— ONE and ONLY ONE distributor to any given territory
- Just picture the cinch for servicing — with 50-100 or 300 units in one hotel: We doubt if there is a hotel in the U. S. that will not let you operate Television Units in their suites (where television is available)

There Is No Other—There Is Only One "TELEVISION COIN-A-MATIC TIMER"

"TELEVISION"—THE COIN BUSINESS OF TODAY AND TOMORROW

THIS IS IT—A FORTUNE IN THE MAKING



SET UP FIVE OR TEN UNITS IN HOTEL SUITES AND SEE FOR YOURSELF

"Tomorrow It Is Television in Every Hotel Room"

Do not wait until all choice hotels and locations are taken

ACT TODAY



TELEVISION COIN-A-MATIC COMPANY

1451 BROADWAY, NEW YORK CITY

LONGACRE 5-9104

GENCO'S BIG TOP



★
**STEP THIS WAY
 AND GET A LOAD OF
 THIS TERRIFIC GAME!
 IT'S BIG • IT'S GREAT**

★ ★
**YES, SIR—"EVERY DAY
 WILL BE A BIG DAY
 WITH 'BIG TOP'"**



2621 N. ASHLAND AVE., CHICAGO 14, ILL.



ORDER FROM YOUR NEAREST DISTRIBUTOR

**THERE'S
NOTHING
BETTER!**

X

**Bowling
CHAMP**



**BE A CHAMPION TO YOUR
LOCATIONS WITH THESE
NEW FEATURES:**

- X BUMPER "TEN-PINS"!
- X AUTOMATIC "PIN" RE-SET!
- X PERCUSSION BUMPERS!
- X SPECIAL "STRIKE" ROLLOVERS!
- X NEW TYPE TROUBLE-FREE BUMPER CONTACTS!
- X HIGH SCORE! FLIPPERS!

**ORDER FROM YOUR
DISTRIBUTOR
TODAY!**

**THE MOST REALISTIC
BOWLING THEME
EVER BUILT INTO A
PIN GAME!**

*"There is no substitute for
Quality!"*

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

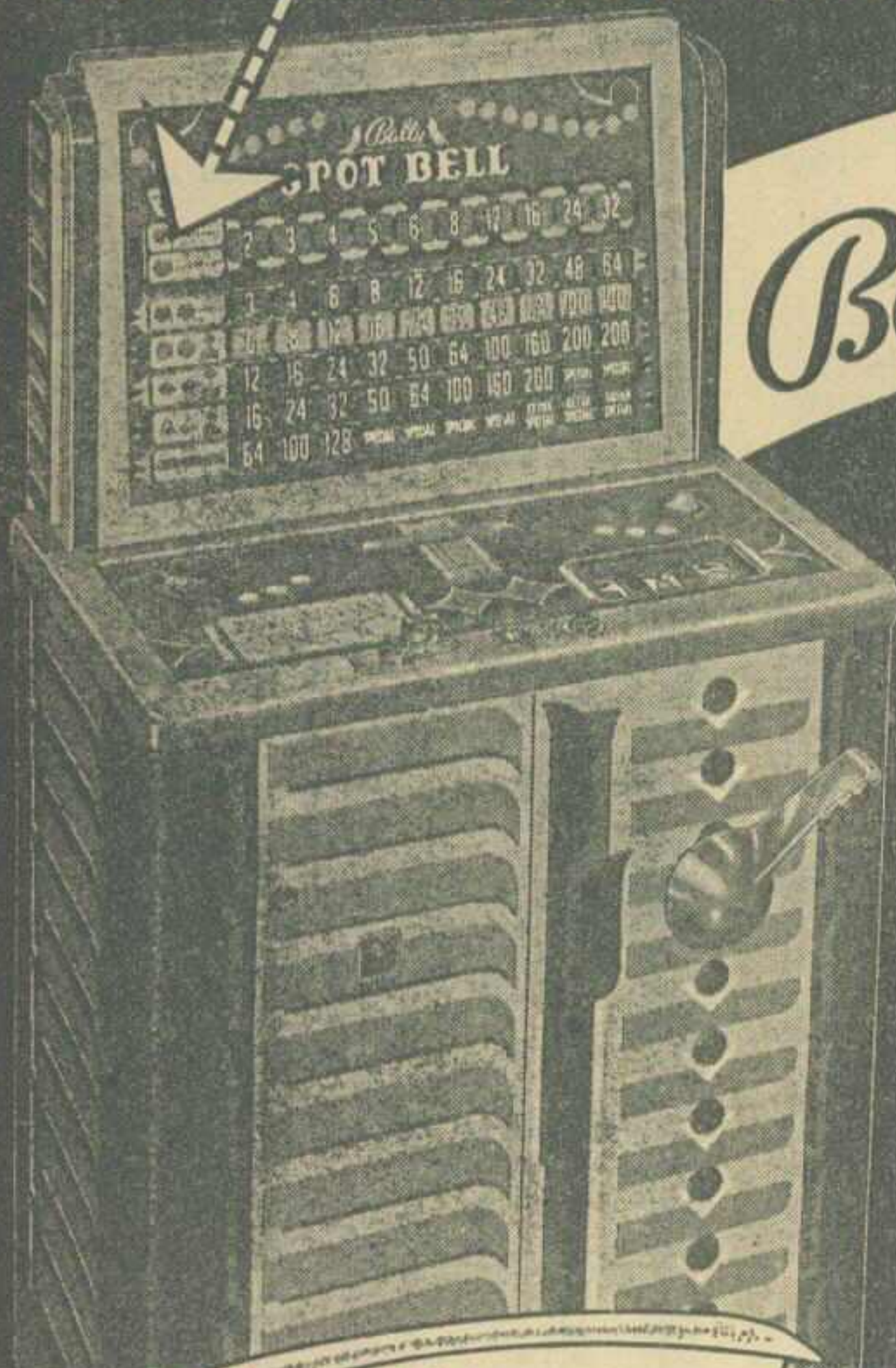


TWENTY-TWO YEARS OF LEADERSHIP!

NEW "SPOTTED" SYMBOLS FEATURE AND "CITATION" ODDS BOOST BELL PROFITS

Bally SPOT-BELL

Fast MULTIPLE COIN Play



SINGLE CHERRY WINNERS



SINGLE ORANGE WINNERS



*Greatest
Coin-Coaxer
in
Bell
History*

SINGLE-CHERRY and SINGLE-ORANGE flash for each coin deposited . . . just like Selections on a one-ball game. When Single-Cherry or Single-Orange remains lit, after flash, symbol remains lit during entire game. Both single-symbols may light . . . giving player two EXTRA EASY WINNERS. Extra coins advance Odds from 2 up to the big juicy Special, Extra Special and Super-Special. Odds either advance or remain as high as on previous coin . . . NEVER DROP BACK TO A LOWER BRACKET. Players actually play 10, 12 or more coins before spinning reels! Get your share of the SPOT-BELL profits . . . order today!

Bally
CITATION
ONE-BALL FREE PLAY

Bally
LEXINGTON
ONE-BALL AUTOMATIC

GREATEST ONE-BALLS EVER BUILT

The new MYSTERY "MULTIPLE" and GUARANTEED ODDS built into CITATION and LEXINGTON keep players pouring in coins by the hour. Odds "multiply" on a mystery basis . . . AND NEVER DROP BACK TO A LOWER BRACKET . . . always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. Month after month, CITATION and LEXINGTON have been piling up the fattest profits one-ball operators have ever known . . . and profits are greater than ever today. Order from your Bally distributor now.

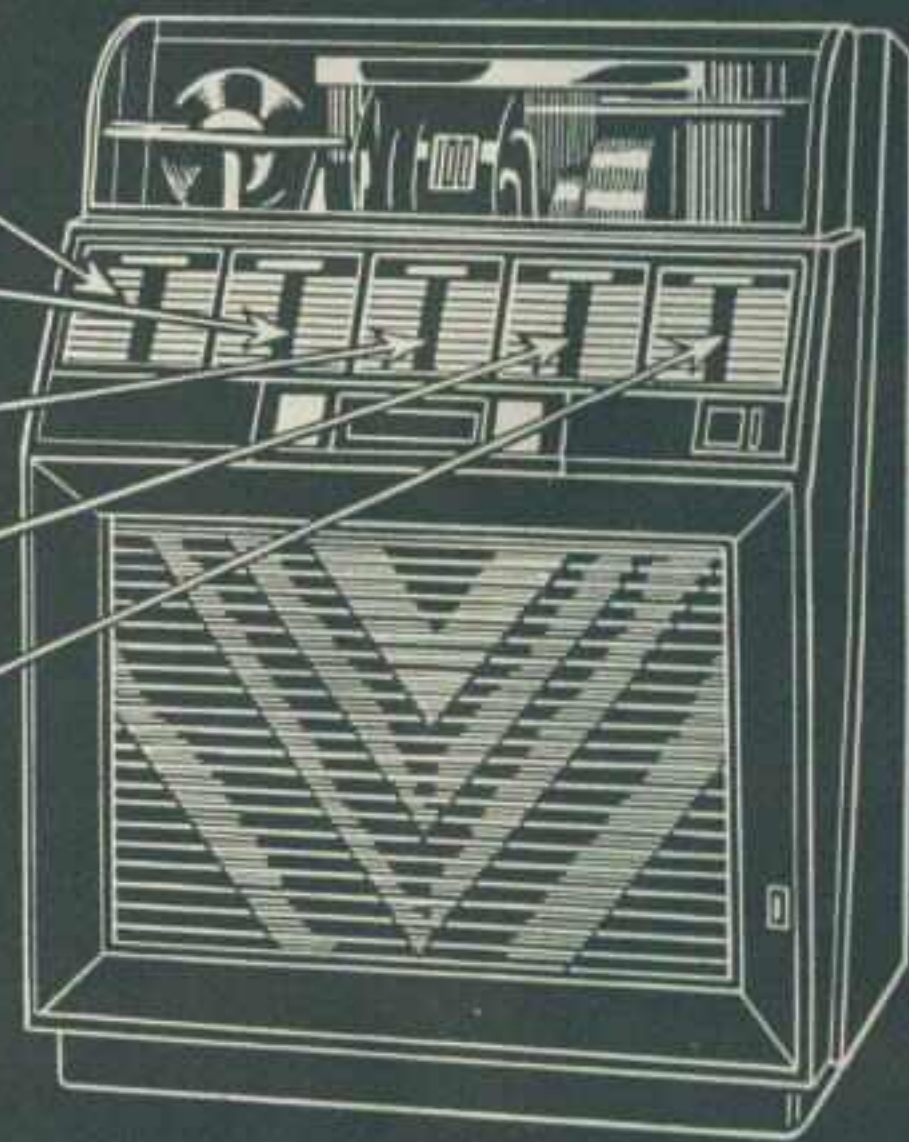


Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

THE Select-O-matic ¹⁰⁰ ADDS UP to more-and Better-Music for everyone

+ 20
+ 20
+ 20
+ 20
+ 20

- HIT TUNES
- OLD FAVORITES
- WALTZS & POLKAS
- FOX TROTS & RUMBAS
- CLASSICAL SELECTIONS



100 SELECTIONS

*...and this is the Mechanism
that makes it possible*

The public wants better music! This is a proved fact—proved by the performance record of the new Seeburg Select-O-Matic "100" in location after location.

And there's a reason for this immediate and sweeping acceptance. The Select-O-Matic "100" offers 100 selections—all visible at one time—including the better music recorded on both 10 and 12-inch discs. The Select-O-Matic "100" with its revolutionary mechanism creates unprecedented public interest. The Select-O-Matic "100" is more than "just another phonograph"—it is a complete music system, equipped for Scientific Sound Distribution and Remote Control.

If you have still to see the new Select-O-Matic "100", see your Seeburg Distributor at your first opportunity. He will demonstrate to your complete satisfaction how the Select-O-Matic "100" answers the need for modern music systems in top locations.



THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Illinois

SEE YOUR SEEBURG DISTRIBUTOR FOR THE FULL STORY ON THE NEW SELECT-O-MATIC "100"