

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 22, 1950



Band leader Artie Shaw, latest addition to the "new era" talent plunge of RCA's THESAURUS, and top execs of RCA Recorded Program Services got together for an initial listen to the first disk of the THESAURUS "Spotlight on Shaw" series. Heading into Room 512, which incidentally is THESAURUS'S suite number at the Stevens Hotel, Chicago, during the current NAB convention, are Bert Wood, program manager and producer of the show; Shaw; Jim Davis, manager of RCA Victor Custom Record Sales Division, and Don Merger, manager of Recorded Program Services.

WHAT MORE COULD WE SAY?

ELEANOR & HARRY SMYTHE
BUCK LAKE RANCH

ANGOLA, IND.
 Telephone 198

October 4, 1949

KIDS
 ADMITTED
FREE

Mr. Earl Kurtze
 WLS Artist Bureau
 1230 Washington Blvd.
 Chicago, Illinois

Dear Earl:

Just a line to inform you that we really had a beautiful Sunday for our last one of the 1949 season.

As you know, Lulu Belle & Scotty have played our Ranch each year for the past three years. Last year their appearance was our third highest in attendance for the season. However, this year they broke our three year old record with over 23,000 people in our Park on Sunday, October 2.

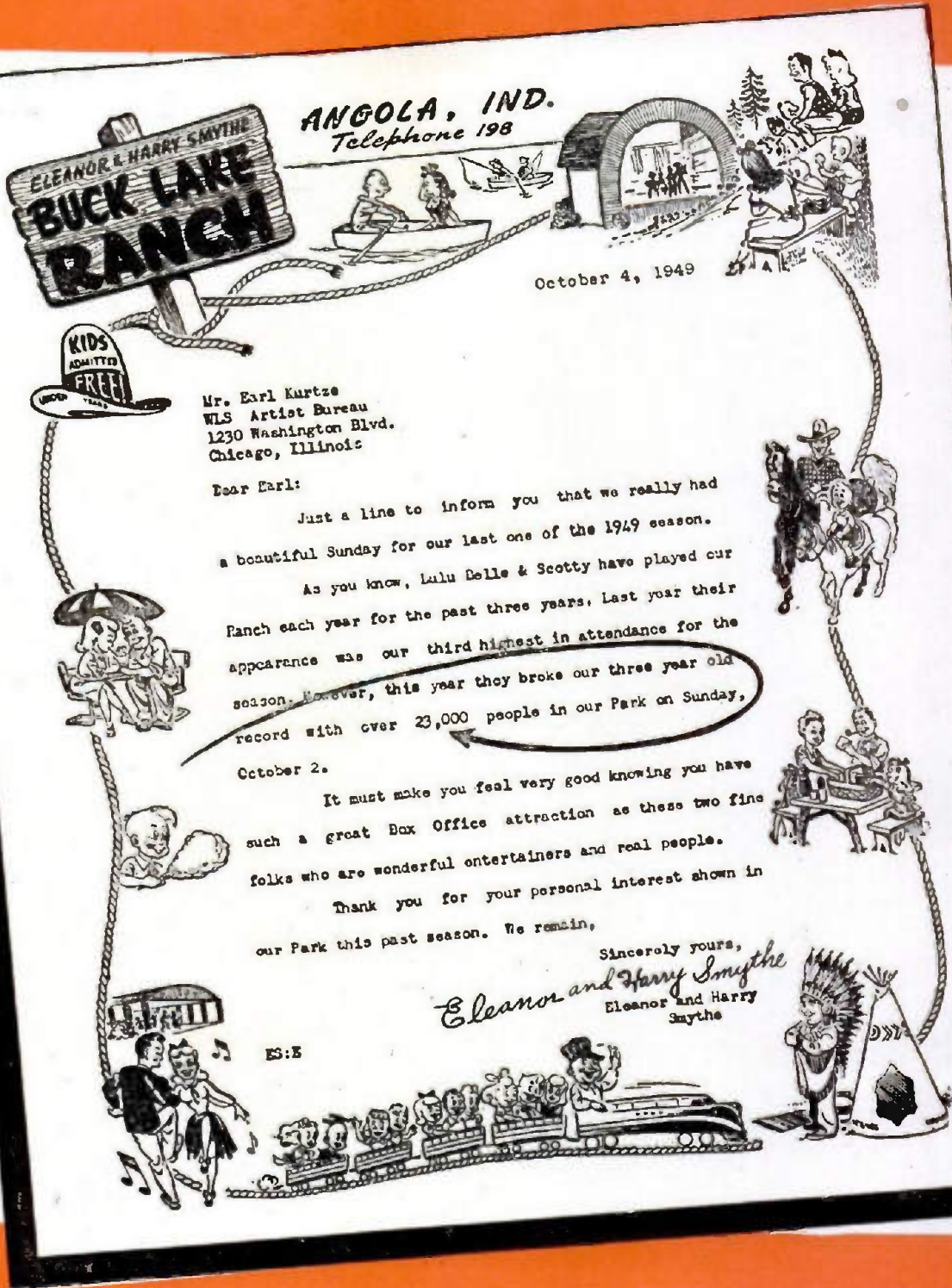
It must make you feel very good knowing you have such a great Box Office attraction as these two fine folks who are wonderful entertainers and real people.

Thank you for your personal interest shown in our Park this past season. We remain,

Sincerely yours,

Eleanor and Harry Smythe
 Eleanor and Harry Smythe

ES:E



LULU BELLE & SCOTTY
 Those Blue Ridge Sweethearts

WLS ARTIST
 BUREAU
 1230 W. Washington Blvd.
 Chicago, Ill.

WEBS "BOYCOTT" NAB MEET

Diskeries Vie for Juke Box Biz With Direct Sales Tack

NEW YORK, April 15.—In a move to cash in on the juke box business as a vital economic and promotional factor to the disk industry, the major record manufacturers have acted by taking to a direct sales tack with coin phono operators. With some 400,000 boxes on location owned and operated

by some 5,550 operators who buy in the neighborhood of 46,000,000 records annually, the diskeries are finding that the juke box business is building in its most prominent position since the end of the war.

The diskeries, paced by Decca, Victor and Capitol, are vying for the operators' trade with variations of direct sales tactics. The fundamental source for diskier contact under the new pattern is the local juke box operator associations. Decca has a traveling coin phono representative, Bobby Arkin, whose function is to cement relationships with the diskeries' national and local distrib sales offices. Victor has designed a special juke box on advance records package (*The Billboard*, April 8), which is being sent to 150 associations and 500 leading ops. Capitol, for several months, has been taking steps to sell its products thru local juke associations. Columbia and Mercury, pressured into taking competitive steps, also have designed

(See *Diskeries Vie* on page 24)

NLRB Ruling Hits Strikes In Showbiz

60-Day Notice Required

WASHINGTON, April 15.—Showbiz unions are bound by an interpretation of the Taft-Hartley law made by the National Labor Relations Board (NLRB) this week requiring that 60 days notice be given before a strike to modify a contract. The interpretation came in a 3-2 decision by the board, with minority members contending that the cooling-off period applies only to bargaining situations arising at the expiration of a contract.

NLRB officials said that the case, which involved a labor dispute in the meat-packing industry, will serve as a precedent for every union in the nation. It marked the first direct interpretation by NLRB of Section 8 (D) of the T-H law.

The ruling means that showbiz unions or managements desiring to modify an existing contract must give

(See *NLRB Ruling* on page 53)

Coast Niteries Join Revolt Vs. MCA Bookings

HOLLYWOOD, April 15.—Following swiftly on the heels of five Pittsburgh niteries' boycott against Music Corporation of America (MCA) acts. Ciro's op. H. D. Hnver, declared that henceforth he will not book MCA talent. Last act booked into the Sunset Strip swankery by MCA was Liberace last October. Janet Blair,

(See *PITT FLARE-UP* on page 48)

Ringling Biz Paces Record 1949 Take; 'Howdy' Hats Score

NEW YORK, April 15.—With the Ringling-Barnum circus halfway thru the second full week of its run at Madison Square Garden here, business was reported a bit better than the same period in 1949, which saw a take of \$900,000, including a record advance sale of \$425,000. Easter week, this year, with kids free from school, found near-sellouts daily, a situation which would probably continue thru Sunday (16).

Hats and balloons being pitched in conjunction with the appearance of Howdy Doody, TV puppet character, with the circus, were reported getting a good play. Sales inducement for

(See *Ringling Biz* on page 58)

AGVA Nixes Club Dates' Agent Splits

Cnt Limited to 10%

NEW YORK, April 15.—A move that will put all local club-date agents and bookers on a straight 10 per cent basis and bar virtually all free shows was set in motion by the American Guild of Variety Artists (AGVA) at its executive board meeting Tuesday (11).

The move was started for various reasons, among which was an effort to increase club-date jobs for AGVA

(See *Club Date Cuts* on page 48)

Stations Burn At Brush-Off From Netw'ks

No Top CBS, NBC Brass

By Jerry Franken

CHICAGO, April 17.—A convention which to all intents and purposes is being boycotted to a major degree by the national networks got under way here over the week-end. It is the 28th annual meeting of the National Association of Broadcasters (NAB) and it is the first one, since either the NAB or the networks themselves have been organizations of consequence, that the webs have brushed it off so markedly and so extensively. Network officials may say that their slough-off of the NAB's

(See *Webs "Boycott"* on page 5)

Fairbanks Sets Top Star-Laden Telepic Sked

HOLLYWOOD, April 15.—Jerry Fairbanks will film one of the largest, name-laden telepic series yet skedded for video when he kicks off Oldsmobile's Rocket to the Stars 30-minute show. Pic will be lensed at homes of screen and stage celebs,

(See *Fairbanks Sets* on page 53)

TV Meggers in Authority War

HOLLYWOOD, April 15.—Clash between the screen and broadcast unions over video spilled over into the directors' ranks, with the Screen Directors' Guild (SDG) last week copping two Los Angeles outlets, Paramount's KTLA and Times-CBS's KTTV. Radio and Television Directors' Guild (RTDG) has launched an aggressive membership drive in an effort to hold its ground. RTDG controls membership at NBC's KNBH and ABC's KECA-TV. At KTLA, SDG has five directors and two assistants and a staff of 10 at KTTV.

Interesting angle is that both stations either have or plan pic affiliation. KTLA is a subsid of Paramount Pictures, while KTTV plans to produce its own tele films after establishing itself on the Nassour Studios lot.

Excise Tax Cuts Given Hope

50% Reduction Across Board Seen in Wash.

Would Aid Outdoor, Pix

WASHINGTON, April 15.—After a 10-day breather from closed-door sessions on excise taxes, the House Ways and Means Committee renews its deliberations starting Tuesday (18) with attention centering around a proposal for a flat 50 per cent cut in most wartime excise rates, including the admissions levy. The compromise proposal, backed by a bi-partisan bloc, would leave intact the war rates imposed on cabarets, liquor, gasoline and tobacco.

Despite the desire of the administration to keep admissions rate at its present 20 per cent, several Democrats, and most of the Republicans on the committee, are ready to bow

Then There's TV

WASHINGTON, April 15.—The current issue of the *National Naval Medical Center News*, house organ for the Naval Medical Center at suburban Bethesda, Md., carries the following instructions to staff members and patients on using the radio sets in the hospital:

"All programs now heard on Channel C will be plugged thru Channel A in the future. Channel B actually has no outlet, but it makes a nice panel. *Portia Faces the Doctor* is being replaced by *Life Sure Is a Mess*. Taps will be sounded and the station will go off the air during the third quarter of the second night basketball game."

to the flood of mail demanding an admissions-tax cut. A flat cut in a majority of the excises would keep in line those Democrats who might bolt the party line on excises affecting industries in their districts.

(See *Another Plan Urges* on page 58)

Elimination On \$1 Tix Is Urged in N. Y.

But Uncertainty Prevails

NEW YORK, April 15.—The House Ways and Means Committee is seriously considering the elimination of all excise taxes on admissions costing \$1 or less, and halving the tax on higher-priced duets, Rep. Walter A. Lynch, Bronx Democrat and committee member, said here this week. The committee will resume its deliberations next Tuesday (18).

While the tax cut is by no means certain, it is conceded a fair chance of passage by July 1 and, in any event, will probably be greater than possible cuts in any of the other wartime taxes, according to Lynch.

(See *Step To Aid* on page 58)

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U. S. Supports N. Y. Ruling: Most Actors Are Employees

WASHINGTON, April 15.—The New York State ruling that entertainers are employees and not independent contractors (*The Billboard*, April 15) is in line with the national policy, federal officials say. Taking the same stand are Federal Security Agency (FSA), Internal Revenue Bureau and Labor Department. The consensus is that the only entertainers who qualify as independent contrac-

tors are headliners who can choose without direction what material goes into their acts, set their own rehearsal time, and pick their own time and place for performances.

FSA, which administers the Social Security Act, has had a great deal of trouble with the employee-independent contractors situation, especially in the case of salesmen. The agency has an established form whereby a worker who is considered by his boss to be an independent contractor can appeal this arbitrary designation and get a ruling from FSA. In the majority of cases brought before it, FSA has ruled that the appealing worker is actually an employee and should have Social Security rights and be subjected to the Social Security deductions.

The same thing is true of the Labor Department, which administers the wage-hour law. Independent contractors are exempt from the over-

(See U. S. Supports on page 58)

Mercury Signs 2 TV Warblers

NEW YORK, April 15.—The diskers pursuit of wax talent in the video field resulted this week in the inking of TV faces by the Mercury and Decca waxeries. Mercury took on Roberta Quinlan, who is on NBC-TV three days a week on a five-year contract with the Mohawk Carpet Company, and Betty Chappell, a regular thrush on the Dave Garroway Show. Decca signed and recorded an album of mother's recitations, with Dennis James, an eminent TV announcer and emcee.

Nostalgic Parade Spangles Circus Musical Program

NEW YORK, April 15. — Music-wise the 1950 edition of the Ringling-Barnum circus is loaded with nostalgia. Of the more than 230 songs and fanfares played by Merle Evans's band, four are original tunes penned by Henry Sullivan and John Ringling North, with lyrics by John Murray Anderson. The most recent plug songs used in the Big Show are *Maria* and *Wedding Samba*, with the rest of the music ranging from classical to country. The four originals have been acquired by World Music.

Evans disclosed that several diskeries have been bidding for the services of the band to record both the four originals and an album of "circus music."

Standards used this year include *Ain't She Sweet?*, *Tiger Rag*, *Deep* (See *Ringling's '50 Music* on page 28)

D. C. Amusement Biz Hit 20-Million for '48

WASHINGTON, April 15. — The amusement business in the nation's capital grossed \$20,182,000 in 1948, according to a preliminary report from the 1948 business census issued by the Census Bureau this week. A total of 201 separate amusement establishments were operating that year, and they employed a total of 3,241 workers.

Of the amusement gross, about 90 per cent represented movie business. Also included in the category by census are bowling alleys, commercial bands, roller rinks, circuses, and carnivals. Night clubs and coin machine arcades are not included.

Watercade Meager \$20,440 in Cincy

CINCINNATI, April 15. — *Watercade of 1950*, starring Johnny Weissmuller, which had its premiere here at Cincinnati Garden last Saturday (8), chalked a meager \$20,440 in five days and six performances ended Wednesday (12).

Total paid attendance was 13,245 including 2,630 75-cent pass tickets. Regular price scale was \$1 to \$2.50.

From here the show moved to Duquesne Gardens, Pittsburgh.

Review

Johnny Weissmuller in Watercade of 1950

(Saturday, April 8)

CINCINNATI GARDEN, CINC.

Produced by S. A. R. Enterprises, Inc. Executive director, Bo. Che. Ross. Production director and general manager, Noel Sherman. Assistants to Sherman, Honey Johnson and Ann Necomb. Company manager, Lincoln Wilder. Press representative, Wilson Heller. Musical director, Marty Beck. Musical score and arrangements, Steve Childs. Costumes by Mlle. Marie and Variety Costume Company. Chief carpenter, Tom Hamilton. Superintendents of construction, Joe Sabal and Paul Buckner. Art construction and layouts, Harry Hochfeld.

Starring Johnny Weissmuller. Aqua features, Norma Dean, Charles DeSil, Marco and Birgit, Stan Dudek, Bill Lewis, Whitey Hart, the Three Dolphins (Ann Newcomb, Bob Kennedy, Jane Grogan) and Johnny Emission. Specialty acts: Jack Merlin, narrator and mimic; Ben Yost's Ambassadors; Alton, hand and one-finger balancer; Frank Cook, high wire; Sie and Al Lynn, dance team; the Four LeVerries, Harold and Lola, cabaret dancers; and Edwards and Hart, trampolin.

Swimming and dancing girls: Marcella DeRoche, Cindy Jewell, Joyce Levinson, Pat Foster, Louise Vogel, Janet Malin, Aetene Donaldson, Matha Schwab, Eleanor Thomas, Bobbie White, Helen Dymak, Ruth Gillen, Mary Ann Stahke, Lorraine John, Kay Kendall, Honey Johnson, Reba Kennedy, Jane Grogan, Carol Lee, Sheila Fintheer, Joan Bernar, Pat Gowan, Mary Clifford, Ann Newcomb, Jeanne Rogers, Irish Bright, Bobby White.

This new aqua-vaude combo, starring Johnny Weissmuller, which preemed its road tour with a five-day stand here (8-12), packs everything needed for a show of this kind—tasty wardrobe, good lighting, gobs of few pulchritude, excellent water talent and a solid array of supporting specialty turns—but when it's all wrapped up into a 2½-hour package it stacks up only as average fare.

Allowing for first-show fluffs, the initial showing suffered from lethargic pacing that was especially noticeable in the last half. What water sequences there are well done and entertaining but consensus among

(See Weissmuller Water on page 53)

Growing Disk Biz Got Triple Hyp From 3 New Speeds, Census Shows

WASHINGTON, April 15.—Census Bureau officials expect the 1953 manufacturing census to disclose a continuing expansion in the disk business, the nothing like the phenomenal five-fold growth which occurred between the manufacturing counts taken in 1939 and 1947. Final figures on the latter census now being printed in book form by the Government Printing Office (GPO) show that the factory value of disks shipped in 1947 amounted to \$102,015,000, as com-

'Delayed' Richards Hearing On Again, Reopens on May 15

WASHINGTON, April 15. — Benedict Cottone, general counsel of Federal Communications Commission (FCC), won his fight to prevent further extensive delays in the G. A. Richards case when hearing examiner J. Fred Johnson this week set May 15, 1950, as the date for hearings to resume in Los Angeles.

Earlier, Johnson had set September 6 for further airing of news-slanting charges involving Richards and KMPC, WGAR and WJR. But Cottone filed a vigorous protest with FCC, requesting that the recess last no longer than a month.

Meanwhile FCC turned down the bid by WGAR for special temporary authority to operate an FM station in Cleveland. WGAR was given an FM grant in a proposed decision which is being held up pending a decision in the general Richards docket.

75,000 Flock to Milw'kee Preem

MILWAUKEE, April 15. — The Arena, new 12,750-seat annex to the Auditorium, bowed to approximately 75,000 paid admissions during the first week of a series of different star-studded shows each night. Opening of the Arena is the first of three projects which will make available new sites for entertainment dates here within the next 18 months. The Civic Progress Commission (CPC), a Milwaukee civic leaders org., will probably break ground for a 40,000-seat stadium to be located in Wood, Wis., a southwest suburb. Later plans call for a lake-front war memorial, which

(See 75,000 FLOCK on page 61)

Meet the Winner, It's Sam Levenson

NEW YORK, April 15. — First round in the battle to fight piracy of comedy material (*The Billboard*, April 1) was won this week by comic Sam Levenson. His attorneys, Roseman & Mandel, obtained a consent decree signed by Federal Judge Harold R. Medina permanently enjoining the defendants, band-leaders Jack Ramon and Bert Wayne, from infringing on material from Levenson's book, *Meet the Folks*. An agreement was entered for damages. The defendants surrendered leaflets containing the material, then destroyed the plates from which the printing was done.

Levenson's attorneys this week said there were seven or eight other musical aggregations which have issued similar leaflets, containing material swiped first from Levenson and then from each other. These outfits are being notified of the court decision and warned to end the practice.

Sarnoff Word To Climax TV Color Hearing

To Answer Tough Query

WASHINGTON, April 15.—The color TV hearing will reach a major climax late this month when David Sarnoff, chairman of the board of directors of Radio Corporation of America (RCA), will appear before the Federal Communications Commission (FCC) to deliver what is heralded in informed quarters as a "brass tacks" declaration for the record. Sarnoff, in his first formal testimony in the current proceedings, is expected to tell the Commission that RCA is ahead of any other color TV system, even the more development work needs to be done with RCA's tri-color tube before mass output can be undertaken and sets sold to the public.

The RCA chief, who personally stepped into the arena here a few weeks ago to make a gloves-off pitch for RCA's color TV at a press debut for the corporation's new tri-color tube, is ready to emphasize to the FCC that compatibility must be a primary consideration in setting standards for color TV, and he will urge that the FCC set "broad" standards, including 525 lines and six-megacycles width band.

Interest in Sarnoff's appearance is keyed up at FCC, particularly since Harry Plotkin, assistant general counsel of FCC, is prepared to ask Sarnoff whether RCA would put color adapters in sets if CBS's color system were adopted. Plotkin has been putting this question to a number of industry witnesses in rounding out the hearing record, and the FCC has concluded that RCA's position ought to be stated by none other than the corporation's biggest gun.

More Delay Ahead

Sarnoff's appearance is figured tentatively for sometime during the week of April 24, but there is a chance that it may be delayed until (See *Sarnoff's Word* on page 10)

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WEBS "BOYCOTT" NAB MEET

Kobak Cites Need for NAB To Improve AM-TV Services

CHICAGO, April 17.—The National Association of Broadcasters (NAB) came in for some sharp criticism yesterday (Sunday) when Edgar Kobak, former president of Mutual and now a business consultant, outlined specific spheres wherein he sees need for improvement. Kobak was the principal speaker at the Independents Day session of the NAB. His own recommendations, he added, may not be the best answers, but if they provoke discussion and encourage study of the problems they will serve a function.

The question of improving NAB services to its members deserves consideration, Kobak declared, and recommended a thorough study of various NAB functions. He urged a return to a more controversial type of annual

convention, stating that while sectional meetings may deal with operating problems, national problems can only be dealt with at national meetings. Among these he listed a code and self-policing of both radio and television, research, relations with other associations, a real program clinic, forums, discussions on editorializing and *How To Be Better Broadcasters*.

The NAB members should consider moving association headquarters from Washington to New York, the industry's "real center." As a trade association, Kobak said, the NAB should be closer to the hub, with a branch office in Washington. Too close proximity to Washington often causes the thinking of the leaders, and New York or Chicago would be better and more convenient, he said.

Expressing the hope that NAB can serve both sound and sight, he said that if NAB fails after trial as a federated service, then two associations will have to be built to meet the respective needs. A fair trial of the present system, however, is urgent. Kobak, recently elected a director of NAB, pledged his own efforts to furthering its growth.

The former Mutual president also made a strong pitch in behalf of sound broadcasting. It's still the greatest buy in advertising, he said, and should not be stamped by "rate pressure blocs." Its power, he added, needs a more intelligent job of presentation and modernization of antiquated rate structures—following an intra-industry study—will do more to increase sales than simply cutting rates.

Kobak praised the industry's trade papers, but added that they, as well as radio, should be able to provide sales and research data. "What grieves me," he said, "is that practically none of them are members of the Audit Bureau of Circulation." (Editor's note: *The Billboard* is and has been an ABC member for years.) Kobak also noted that *The Billboard* is a member of ABC.

FM Resignations, Deletions Knife NAB's '49 Report

CHICAGO, April 17.—What resignations and deletions of FM stations have meant to the National Association of Broadcasters (NAB) was graphically demonstrated over the week-end in the annual report made by C. E. (Bee) Arney Jr., secretary-treasurer of the association. Membership of NAB as of March 1, 1949, was 1,904; a year later it was down to 1,726.

On the dues-paying level, the greatest loss was suffered in the network affiliate category, with 708 members this year as compared to 783 a year ago. This is 82 per cent of the total number of licensed network affiliates. Non-network station members this year total 431, down 13 from last year's total of 444.

TV memberships have skyrocketed from four last year to 37 this year, while FM is down from 600 to 476. The number of FM licensees and grantees total was 951 last year; it is now off to 762.

NAB dues from members also declined for the calendar year of 1949 compared to the preceding year. Dues in 1948 came to \$602,000; in 1949 to \$748,000. Salaries paid increased from \$397,000 to \$439,000; general expenses from \$99,000 to \$135,000. Total expenses went up around \$36,000.

Survey Shows Auto Listeners Prefer AM Indies

CHICAGO, April 17.—Independent radio stations get the lion's share of out of home listeners, in contrast with the at-home pattern favoring web outlets. This was disclosed yesterday by Sidney Roslow, director of The Pulse, Inc., in an address delivered at the unaffiliated stations' meeting of the National Association of Broadcasters (NAB). Roslow concluded that this audience is important enough and big enough to no longer warrant its being labelled a "plus" factor or bonus, but should be permitted "to stand on its own feet."

Roslow noted that a Boston automobile listening survey made in 1948 showed 76.8 per cent of sets tuned to indies. A like survey made this February in New York gave 68.3 per cent listenership to indies, while an auto study in Los Angeles last year showed 59 per cent of listeners tuned to indies. Only in a Chicago study, made in January and February, did the web outlets make a better showing, with 55.3 per cent against 44.7 for the indies. A 1944 study in New York, made in taverns and restaurants, showed 86.7 per cent dialing the indies.

The current New York study also showed that 18.4 per cent of persons five years old or better, representing 35.3 per cent of homes, listened to the radio at some time during the day, last August, between the hours of 3 and 4 p.m., out-of-home listening hit a peak of listenership equivalent to 58.6 per cent of those tuned in at home, according to Roslow. This, however, reflected the baseball excitement at that time, and a February survey showed a peak of 17.6 per cent out-of-home between 2 and 3 p.m.

Sets in use outside the home also shows a strong audience factor, according to Roslow's figures. The Boston auto survey showed a range

Stations Burn At Brush-Off From Netw'ks

No Top CBS, NBC Brass

(Continued from page 3)

annual meeting isn't deliberate. A more accurate description, however, would be to say that it is no accident.

Neither NBC nor CBS is represented here by any top level, policy-making brass. It is the first time in years that these two webs have not had their owned-and-operated stations represented in full strength. NBC, for example, while sending its customary delegation of station relations execs, will not have one manager of any of its 11 owned-or-operated stations here. Not one of the top three execs either of CBS or NBC is due to attend.

ABC, one of the two networks which has admitted it has withdrawal from NAB under consideration—CBS is the other—has most of its key officials in Chicago. The main purpose, however, of their visit is an ABC business meeting, and the same applies to Mutual. The presence of so many affiliates makes the business meetings convenient to the networks.

It is also significant that only one commissioner of seven from the Federal Communications Commission (FCC) will attend. He is the chairman Wayne Coy. Last year five attended; the other two were out of the country. Of 1,130 AM station members of NAB, 708 are network affiliates. They want NAB. It's possible they may indirectly censure the networks for their anti-NAB attitude via a resolution, worded from a positive rather than a negative angle, urging full network participation. The web's attitude, at least in part, represents a rebuff to NAB President Justin Miller and may be indicative of a showdown to come soon. It also indicates a desire by the webs to regain full NAB membership and a vote on the board of directors. Networks now are associate members and have been since they withdrew as full members in 1947. They now pay \$5,000 annual dues, as compared to the \$60,000 or so they used to pay.

Failure of the networks to participate has evoked considerable criticism from both NAB execs and affiliates. It is claimed the network attitude is short-sighted. NAB membership involves more than a pay-off in dollars and cents, it is claimed. The industry has broad national problems, such as the threat of regulation as a public utility, which can only be met by a solid front. Failure to meet an obligation of which other broadcasters, who have resigned in recent years, are equally guilty.

The course of this convention may also determine the pattern of future meetings. This one is keyed to the theme of radio's responsibility; business problems are secondary. Reaction of those attending probably will key future conventions. Registration is expected to range between 1,500 and 2,000, and total attendance around 3,000, roughly the same as last year.

from 20.8 to 34.8 per cent in use at various rush hour time periods, while the New York figures ranged from 35.9 to 39.5. In Los Angeles, from 30 to 35.1 was the range.

Lane in Plea For Unity In Industry

CHICAGO, April 17.—Howard Lane, of WJJD, Chicago, chairman of the NAB's convention sites and policy committee, today warned broadcasters that industry unity was more urgent today than ever before. His remarks were interpreted as directed toward several of the national networks, execs of which have been considering withdrawing as members of NAB.

Broadcasters, Lane declared, cannot reduce their perspective to the dimensions solely of their own operations and end there. Radio's majority problem is to resolve its differences and then abide by the decisions made as to NAB-industry policy and program. Lane did not mention networks either by name or by inference, but the intent of his remarks was implicit nevertheless.

Lane also pointed out that throughout the years radio has suffered growing pains, but that its growth has resulted in an industry that is immeasurably larger than that of any other nation, adding that the U. S. has more receivers than the rest of the world combined. This growth carries with it, Lane said, a dual responsibility to listeners in the present world political situation and responsibility to radio itself.

Wayne Coy To TV Mag Publishing?

CHICAGO, April 17.—Wayne Coy, chairman of the Federal Communications Commission (FCC), may return to the publishing field some time in the future, it was reported here as radio men gathered for the annual NAB convention. Coy is said to be interested in publishing a television trade magazine in conjunction with Martin Codel. Codel now publishes a weekly TV news letter, *Television Digest*.

Coy has a long background in publishing, having been with small-town papers and *The Washington Post* before joining the FCC. Codel was one-half owner of *Broadcasting* magazine, selling his interest some years ago to Sol Talshoff, present editor and publisher of the trade weekly, for a reported \$250,000.

Ryan Manager Of NAB; Reinsch Slated for KFI?

CHICAGO, April 17.—The board of directors of the National Association of Broadcasters (NAB) Saturday (15) confirmed the appointment of William B. Ryan as the association's new manager. Ryan is now general manager of KFI, Los Angeles.

Ryan's confirmation had been regarded for some time as a foregone conclusion, he having been the choice of NAB President Justin Miller. Leading candidate to succeed him at KFI is Leonard Reinsch, now radio director for former Ohio governor, James E. Cox.

Ryan has a three-year contract at \$25,000 a year and reports May 1.

Good News

CHICAGO, April 15.—On the eve of the opening of the annual NAB convention here tomorrow (16) the association got one good piece of news. It was the sale of the NAB's old headquarters, across the street from the present "N" Street office in Washington. Property is said to have been sold for about \$60,000.

AM Rate-Slash Counter-Attack

BAB Plotting Bally To Stem Tide of Cuts

Time To Lick It Now

CHICAGO, April 17.—A counter-offensive against the pressure on radio stations to reduce their rate structure was in the process of organization this week by the Broadcast Advertising Bureau (BAB) division of the National Association of Broadcasters (NAB). Stations were warned sharply by BAB Director Maurice B. Mitchell that the "time to lick this movement and set the pattern for future years is right now."

Mitchell pointed out that under the claim that TV's growth in audiences has been made at radio's expense, radio managements are being "urged and warned to cut rates soon" and that this already has had results with two stations. Organized voicing of such demands have come from recent meetings of the Association of National Advertisers (ANA), the American Association of Advertising Agencies (Four A's) and the Canadian Association of Broadcasters (CAB).

A strong counter-campaign is suggested as one means of battling the tide. Foremost here, Mitchell said, is for each outlet to arm itself with coverage figures. A potent story must be made out for statistics on increasing audience, growing sets-in-use and hyped out-of-home listening. These, he suggested, should be charted, with the station's rate trend charted beside them.

Early Action Needed

Comparison of radio rates with those of local newspapers, billboards and transit outfits also might prove a revelation to advertisers and agencies. Few time buyers, it was noted in BAB's news letter, Pith, comprehended how radio rates really are established. However, reference to the most recent Broadcast Measurement Bureau (BMB) study "can be used to justify rate increases in literally dozens of radio stations. . . . BAB believes such adjustments can still be made to stick if action is taken soon."

Rate card discount structure study also is urged by the BAB, which noted that in many cases it is merely a bonus to time buyers "who don't understand it in the first place." An example was cited of a group of web-owned outlets which recently dropped all dollar volume discounts, upping its take by many thousands with no complaint.

BAB Backed Up

Support is expected to be rallied behind the BAB position at the NAB Chicago sessions. Indications that such support is present, if latent at the moment, comes from reaction of the webs at the time WFIL, Philadelphia, cut rates late last month. Both NBC and CBS indicated they will resist rate cuts, as did ABC, with which WFIL is affiliated.

The situation in concrete form, according to Mitchell, is that "all stations have a common obligation to the medium—to keep it from being sold short by rumor mongers, ill-informed outsiders, foolishly frightened broadcasters, short-sighted time buyers, etc." This can best be done, he said, by offensive rather than defensive action on the part of station management.

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

Heavy April Sales May Match WPIX's March Record

With a batch of new advertisers lined up for April, "The New York Daily News" video outlet, WPIX, may match last month's sales record, which more than doubled that of March, 1949. Winston Television Stores has signed to sponsor "Batter Up," a half-hour quiz show, preceding the New York Giant baseball games. Red Cross Shoes takes over the Sunday night "All Star Theater" at 10:30 p.m. New sales to advertisers buying spots on participating sponsorship basis include Reid's Ice Cream, a Borden subsidiary; Westchester Racing Association; Bohack's Stores, Metro washing machines; Capitol TV Corporation, American Home Center, the Royal Crest Sales Company, Tyler Metropolitan Sales Corporation, New York State Department of Commerce, Nash Motors, Polaroid Corporation, Buick, Simon Fur Center, Home Test Products, The Hood Rubber Company, Esquire Novelty Company and the Radio Offers Company.

WOR Hunts for Another Vallee

Rudy Vallee's mid-morning disk show over WOR, New York, has been so successful that the station is hunting a name of like calibre to feature in a similar across-the-board series during the afternoon. WOR programming execs are also scouting for a big name disk jockey to take over a Saturday afternoon program.

Cooper's "Stage 13" To Replace Yanked "Faye's Frolics"

A Wyllis Cooper mystery adventure series titled "Stage 13" has been selected to replace the recently yanked "Joey Faye's Frolics" in the Wednesday evening 9:30-10 spot on CBS-TV beginning April 13. Because of the hasty call to action Cooper will start off the series with two stanzas aired on his earlier series. The accent will be on horror or the unusual.

MGM To Spend 500C on 2d 26-Week Air Shows

A half-million dollars will go into the production of the second 26-week cycle of Metro-Goldwyn-Mayer radio attractions. The first cycle has established the success of the venture by its acceptance of 200 radio stations in 45 States. WMGM, New York, is the film firm's key outlet here.

Hollywood KFI, L. A. Mirror Set Plug Tie-Up

KFI, Hollywood, last week-end consummated a promotional tie-up with The Los Angeles Mirror, with the paper, in turn, canceling out on its current affiliation with KMPC. Deal will give Mirror reciprocal air plugs in exchange for free editorial advertising and other printed plugs. Feature of the radio-dress hook-up will be introduction of L. A. Mirror bulletins, which KFI will use as station breaks. Mirror Publisher Virgil Pinkley will be given free air time for weekly broadcasts. Deal is effective June 15.

"Kraft Television Theater" Resumes Over KNBH

NBC's "Kraft Television Theater" will resume telecasting April 19 over KNBH, Hollywood NBC outlet, after a blackout of several months. Show was axed without notice sometime back after being aired in Hollywood for many weeks, with explanation that lack of sufficient clearance on kinescoped airings prevented network syndication. Skain has now stored up a backlog of properties with full line rights.

WLW-T Sponsors Leap 37 Per Cent in March

The recent upward trend of business has been reflected in the number of sponsors on WLW-T, with a March increase of 37 per cent over February reported by William McCluskey, station sales manager. Of the 148 advertisers using the station during March, 35 were national network accounts as contrasted to 16 locally sponsored programs. Of the remainder, 50 used participations in WLW-T-originated programs and 47 used spot announcements. The number of advertisers currently using WLW-T time represents a 160 per cent increase over the same period last year.

Armbruster's Chandu Set for Overhaul

Cyril Armbruster's radio package, "Chandu, the Magician," after a lengthy career as a whodunit adventure series, seems slated for a drastic overhaul. Execs at ABC have requested the show to be examined for possible revision into a science fiction format.

French Has Play Version of CBS's "Crime Photographer"

Samuel French is offering a play version of "Crime Photographer" for performance by summer and amateur theater groups. The play script was written by Steven Bristol. The radio package is owned by CBS, which will get a royalty each time it is performed on the boards.

"Popsicle Parade" To Feature Stars, Berle First

Milton Berle will lead off the "Popsicle Parade of Stars" on Monday, May 15, 7:45-8 p.m., over CBS-TV. The show, aired live, will feature top showbiz names. Berle will be followed in succeeding weeks by Dick Haymes, Arthur Godfrey, Tony Martin, Fanny Brice, Borrah Minneville and His Rascals, Martha Raye, Paul Winchell, Margaret Whiting and Groucho Marx. The series will mark the video debut of Miss Brice and Marx. John Wray will direct. Blaine, Thompson is the agency.

Maggie McNellis' "Private Wire" Now on TV

"Maggie's Private Wire," starring Maggie McNellis, will make its debut on WCBS-TV beginning Wednesday, May 3, in the 11-11:15 p.m. slot for Sunset Appliances. This program replaces a projected show which was to have featured Milton Berle's former wife, Joyce Mathews, and was canceled. Gunn-Mears is the agency.

Light the Candles

CINCINNATI, April 15.—Jim Shouse and Bob Dunville, heads of Crosley Broadcasting Corporation here (WLW and WINS, New York), and other WLW radio and TV execs, floored Bill Sachs, *The Billboard's* executive news editor in Cincinnati yesterday (14), when they "trun the guy" a shindig to mark his 25th anniversary with this publication. Shouse and Dunville are otherwise men of good judgment; Sachs' anniversary merely proves the patience of *The Billboard* management. Other staffers on the paper still figure Sachs is strictly an apprentice.

NAB Glad Hand Given Pubbers At Chi Confab

CHICAGO, April 15. — Twenty-eighth annual convention of the National Association of Broadcasters (NAB) opening here tomorrow is believed to be the first one ever to attract music publishers. Standard practice at NAB confabs for years was to exorcise both publishers and the American Society of Composers, Authors and Publishers.

This year's turnout of publishers is part of the tribute being paid by radio to Broadcast Music, Inc. (BMI) which celebrates its 10th anniversary this year. BMI's board of directors will be guests of honor at Monday's luncheon and the publishers will be denizens at Tuesday's luncheon. They'll be introduced by Bob Burton, BMI's veepee in charge of publisher relations. At Sunday's non-network session, Carl Haverlin, BMI's president, will demonstrate practical program aid accorded broadcasters via BMI's publications, news letter, script service and the like.

Publishers attending will include Fred Rose, Acuff-Rose; Joe Davis, Beacon Music; Julie Sterns, BMI Publications; Nick Campbell, Campbell Music; Maurice Cole, M. M. Cole; Dave Dreyer, Arnold Shaw, Dutcher Music; Harry Geday; Gene Aberbach, Hill & Range; Jack Johnston, J. Johnston-Monte; Herbert Marks, F. B. Marks & Company; Eddy Melton; Bob Gilmore, Peer Enterprises; Joe Merand, Memora Music; Al Perrie; Harry Goodman, Regent Music; Dave Kreppel, Republic Music; Hazz Spitzer, Spitzer Songs, and Nat Tannen, Tannen Music.

WGN-TV Gets Ex On Chisox Tilts

CHICAGO, April 15.—After various stations here had tried for weeks to get TV rights to the home games of the American League White Sox baseball team, WGN-TV this week captured exclusive rights. Neither the Sox nor WGN-TV would reveal the price, but it is rumored to be in the neighborhood of \$2,000 per game for a schedule of 55 daytime tilts. Night games will not be telecast.

Veteran

CHICAGO, April 17.—Only one broadcaster attending this year's convention of the National Association of Broadcasters (NAB), the association's 28th such meeting, has a record of having attended every one. He is William S. Hedges, vice-president of NBC, and obviously a man of great durability. Hedges also has served as an NAB president.

RESEARCH GYPPING RADIO

Berle Sez No

NEW YORK, April 15.—Milton Berle this week vehemently denied that he will make any changes in the vaude format of the *Texaco Star Theater* next season. As producer, director and star of the top-rating video revue, the comedian has complete "say-so" on any format revisions.

And Berle says "No."

Eversharp Inks Paar for "Take"

HOLLYWOOD, April 15.—Comic Jack Paar was inked late Friday (14) to replace Eddie Cantor as emcee of *Take It or Leave It*, effective June 11. Deal is for 13 weeks only, with indication that Paar would be permanently slotted if the summer stint works out. Cantor bows out of the show at the end of the season to devote his time to lecture tours and video.

New show marks Paar's re-entry into radio after several seasons of inactivity. Paar's last regular stint was as summer replacement for Jack Benny in 1948. Inking of Paar also kills rumors that the Eversharp show was to be axed with Cantor's exit.

KNBH Throws Away NBC Crutches To Carry Ball on Own

HOLLYWOOD, April 15.—Operation of KNBH, local NBC tele outlet, will be converted into a completely autonomous unit, according to Tom McFadden, station's newly installed general manager. KNBH will set up its own sales org, promotion and publicity department and enlarge other units already established. Programming and engineering, currently working independently of radio or tele network, will remain as is.

In effect, KNBH will become a tenant of the parent network here, paying for any NBC facilities used in local tele operations and, by the same token, charging the network for services rendered the skein. Wherever economically feasible, interchange of facilities, personnel or equipment will be accomplished without actual book-keeping.

New plan is part of the web's divestment of owned-and-operated stations from other units and will give McFadden considerable more latitude and power in operating the local station.

WIKK Bingo-Styled Participator Preems

ERIE, Pa., April 15.—Clarence R. Cummins, veteran show promoter, is preeming a new bingo-styled audience participation show here over local station WIKK this week, which Cummins thinks is legal-proof. However, Erie's new city government is cracking down on everything but church bingo.

The Cummins' game operates on a two-team basis. The studio audience calls chart numbers by throwing darts, and radio listeners play the game at home, via a questions-and-answers routine. The airer will be filled out with variety acts. Cummins has a patent pending on the show and hopes to syndicate it for radio and TV thru the offices of Thomas Dempsey, of Erie.

KLAC-TV's 196G Sale Sets Mark

HOLLYWOOD, April 15.—KLAC-TV this week-end closed the biggest time sale in the station's history, selling a two-hour five-a-week morning layout to Ralph's Markets, local grocery chain. Deal for 52 weeks with options, represents \$196,000 in the station's till. Show will feature Joe Gravdon in a variety layout aimed at teen audiences, spotted at 10 to 12 noon daily.

New biz, coupled with the Al Jarvis afternoon disk jockey layout, gives KLAC-TV a virtual daytime sellout. Agency was Glaser-Gaily, with station's general sales manager, Dave Lundy, clinching the deal.

"T or C" to CBS Via Cig Coin?

NEW YORK, April 15.—Philip Morris Cigarettes is reported ready to pick up the tab on *Truth or Consequences* and move it from NBC to CBS. If Procter & Gamble drops it at the end of this season, as expected. The tobacco company recently shifted *This Is Your Life* to CBS in the 9:30-10 Tuesday spot.

However, the acquisition of *Truth*

Negro Bias on Air Gets WMCA Airing

NEW YORK, April 16.—A frank discussion on the status of Negroes in radio was skedded to be aired today (16) by WMCA, local indie, on the panel show, *Something Ought To Be Done*. Recorded earlier this week, the show stressed that only a handful of Negroes are employed in significant radio administrative or creative posts. The three Negro panelists also agreed that Negroes should exert pressure on webs, sponsors and agencies by writing protest letters when shows use stereotypes, and to refuse to buy products advertised on such shows.

With J. Raymond Walsh as moderator, the program participants reached no agreement on whether radio can be defended as "a business run only for profit" or a medium which must be operated in the public interest according to federal rules. S. W. Garlington, of *The Amsterdam News*, took the former position, while actress Fredi Washington and radio writer-director Ed Bouey held out for the latter.

might mean that *Life* would be dropped in its favor. Biow is the agency for Philip Morris.

Nosecounters Write Finis Bit Too Soon

Radox-Pulse Pic Bright

NEW YORK, April 15.—Evidence is now accumulating that radio has been getting a short count with respect to its strength generally, but especially in respect to its potency in TV homes, as well as its share of audience generally. In the light of growing pressure to reduce rates—a pressure many broadcasters still are failing to heed and act against—the fact that radio has consistently been under-rated is especially important.

The evidence is piling up in various ways. One major indication is contained in data reported by Radox (Albert Sindlinger & Company) in Philadelphia. The main point established by Radox is that radio-set use in TV homes increases to a major extent six months after the TV receiver is installed.

A secondary point reported by Radox—which tunes in to the actual sets, AM or TV (and both in double (See *Research Gypping* on page 20)

NIGHTTIME & DAYTIME	O	X
X	WOR HAS THE	O
X	O	LARGEST SINGLE STATION AUDIENCE IN AMERICA!

STANDARD BUREAU'S TV BOMB

Its Allocations Play, May Start Congress Fight

Uses Population Yardstick

WASHINGTON, April 15.—Federal Communications Commission's (FCC) forthcoming TV allocations hearings may be blown wide open when the National Bureau of Standards (NBS) presents its own allocations plan now being drawn up by Bureau engineers. Still incomplete the NBS plan is developing into such a variation from the FCC proposal that it appears likely to precipitate a tangle between the two agencies that could require congressional action to unravel.

The Bureau of Standards has taken an entirely new approach to the allocations problem by attempting to assign station locations on the basis of population maps rather than by cities. As a result the NBS allocations plan frequently assigns stations several miles outside of a city, particularly where two cities are close together.

Thoro Study Made

Before starting to draw up the plan, NBS made a comprehensive study of the rate at which TV service from a given station deteriorates with distance.

As a result of the studies, NBS set up a master formula as to what distance should do to coverage. Numerous checks have been made on the accuracy of the formula. So far, it has stood up. These checks are still continuing. The formula covers such factors as terrain, power, interference, and the like.

From Census Bureau—like NBS, an offshoot of Commerce Department—NBS obtained population maps. These were compared with present FCC allocations as well as with the shifts proposed by that agency. In many cases, especially east of the Mississippi, NBS shuffled the allo-

(See S.B.'s Allocation on page 20)

GLENN WARREN

Discoverer of Talent for:
Ted Mack's Original Amateur Hour and
Arthur Godfrey's Talent Scouts

'TOWERS OF TALENT'

NOW OPEN FOR BOOKINGS

Top talent variety review consisting of varied winners from national TV and radio amateur shows.

Ideal complete unit for young and old in Theaters, Organizations, etc.

GEORGE A. SUNDERLAND
Executive Representative
54 Church Street
Hartford, Conn.
Telephones: 2-9842, 32-6202

Glossy Professional 8x10 PHOTOS

Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 14th year of honorable court record, service. Reproductions as good or better than your original. Send today for price list. FREE samples, etc.

MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

Brief and Important

Last-Minute Digest of AM-TV News

General Foods Close to Bankrolling Dodgers on AM

The deal for General Foods to sponsor Brooklyn Dodger home games on Saturdays over the CBS radio web last week was reported virtually set. Starting date would be April 22. It is considered likely that the broadcasts will be picked up from WMGM, which airs Dodger games in New York, and thus would not go thru WCBS, key CBS station here. The number of web stations carrying the games likely would be about 75. The contests would not be broadcast in major league cities.

Robert Hull Clothes Earmarks 25G for TV Spot Trial

Robert Hull Clothes, one of the largest advertisers using radio on the indie stations in New York, last week earmarked \$25,000 for a trial TV spot campaign next fall. The clothing company has made intensive use of radio to build its business, almost to the exclusion of other advertising media. The possibility also is seen that TV campaign may be expanded to other cities in which the chain now uses radio.

Bert Lahr Show Too Costly as Sustainer for CBS

CBS-TV has decided not to program the Bert Lahr show as a sustainer because of its heavy cost. The program is already on kine and initial reception has been so good that a sale is expected soon. However, unless it comes thru, the program will not go on. The same treatment may be given the Ben Blue show, a kine of which CBS-TV also has on hand.

WNEW Names Dick Pack Program Director

Dick Pack last week was appointed director of programs of WNEW, New York, replacing the recently resigned Ted Cott, who goes to WNBC and WNET, here. Pack has been with the station since 1947 as director of publicity and special events.

FCC Sets Anti-Trust Huddle; Faces Industry, Justice Crix

WASHINGTON, April 15.—The Federal Communications Commission (FCC) heads into its hearing on anti-trust policy Monday (21) with staunch opposition from the radio-TV industry and the Department of Justice toward any FCC attempt to adopt a general rule concerning applicants involved in monopoly actions. A score of briefs filed this week, however, disclosed that animosity toward a general rule is the only agreement between the industry and the Department of Justice, which wants the FCC to give the nod in competing applications to the bidder "with the better record from an anti-trust standpoint."

Most of the industry briefs conceded that the FCC has the authority to consider anti-trust violations in the communications field when weighing grants and renewals, but contended that the agency has no right to consider such violations on the part of the applicant if they occur in a field outside of broadcasting. The National Association of Broadcasters (NAB) claimed that to take into account applicants' run-ins with laws other than the communications act would establish "a new licensing criterion never intended by Congress." The NAB view was also announced by the Yankee Network, CBS; Loew's, Inc.; Paramount Pictures; Warner Bros. and the Patroon Broadcasting Company.

Individual Exam

The Justice Department, however, contended that any anti-trust violations are "highly relevant" to an applicant's qualifications to operate in the public interest. The agency said, however, that anti-trust matters are so variable that no general policy can be adopted. It recommended that the FCC examine on an individual basis each anti-trust case involving an applicant. The Department of Justice said a history of "continuing disregard of anti-trust laws would indicate a callous disregard for legal obligation."

The Justice Department further advocated that the FCC take into ac-

count the use of false ads, boycotts, discriminations against customers and "predatory action against competitors" when weighing bids.

Philip Morris Eyes Heidt TV

NEW YORK, April 15.—Philip Morris Cigarettes this week was in the process of deciding whether to buy Horace Heidt for video. The band leader is on for the tobacco company in radio, but several prospective sponsors are interested in acquiring his services for television, notably Pontiac Motors.

Heidt goes to Europe shortly, but when he returns the Biow Agency, which handles the cigarette account, will huddle with him. Meanwhile, Pontiac will have to await the Philip Morris decision before going ahead with TV plans for next fall. The car company, however, is definite about entering the medium on a big time scale, come October.

FTC Pats Radio For Pure Plugs

WASHINGTON, April 15.—Radio continues to lead the competition with respect to purity of plugs, according to the Federal Trade Commission (FTC). Out of 64,167 radio continuities examined during February, the FTC set aside 1,095—about one out of 64—for investigation as being possibly false or misleading.

FTC checked 17,621 newspaper ads during the month and found 870 suspicious, about one out of 22. The ratio for magazine ads was approximately one suspicious ad for each 19 examined. The FTC looked over 1,190 magazine ads and set aside 416 for further investigation.

Two Coast TV Talent Deals Hearten Acts

P&G, DL Pact Give Hype

HOLLYWOOD, April 15.—Tele actors looked to two recent talent deals concluded this week as indication of better things to come in the employment field. One was the inking of three performers to exclusive pacts by the Compton Agency and Procter & Gamble (P&G) for services on P&G's Fireside Theater video series. Other was Don Lee's announcement that the web had inked Steve Dunne to an exclusive video acting contract.

Inked by P&G were Wilton Graff, Gertrude Michael and James Anderson. Dual contract is held jointly by the agency and sponsor and guarantees actors work in four tele pic years at undisclosed salaries. P&G spokesman said the move was made to insure bankroller of good talent in future films at fair price. For actors, however, the contract offered first security pact in local video history.

The Dunne deal, altho currently confined to local telecasting over KTVL, also has broader ramifications. Agreement calls for a straight 50 weeks' work, a two-week vacation and covers a five-year period, with salary based on a graduating scale similar to motion pic contracts. He will be spotted on live airers as well as figure in Don Lee's plans to produce his own video films.

Both deals, altho considered puny by Hollywood film standards, were seen as signs of a growing tendency to button up good video talent on an exclusive basis. Unlike radio, which depended to a great extent on top American Federation of Radio Artists' (AFRA) actors on a free-lance basis, tele may demand the same exclusive deals now firmly established in the film industry and which would afford security heretofore not available.

CBS Sets 100G Garden TV Sked

NEW YORK, April 15.—For \$100,000 CBS-TV this week acquired exclusive rights to 26 Saturday night sporting events from Madison Square Garden beginning October 7. The schedule includes the rodeo, pro and college basketball (including tournaments), the horse show and five track meets. The deal the Garden recently made with WPIX, New York, excluded all Saturday events.

No boxing bouts or hockey games will be covered by CBS-TV, which intends to begin programming from the arena at 9:30 Saturdays.

Off Her Back?

WASHINGTON, April 15.—Ruth Crane, who appears on a TV shopper program over WMAL-TV, here, has decided to tone down the clothes she wears on the show. Recently she wore a white linen blouse, and 11 viewers called up wanting to buy it.

According to the station, an average of two or three viewers per program have called up wanting to know if her clothes are for sale.

THIS IS **KFI's**
DEFINITION OF
GOOD RADIO
ADVERTISING:

- **76% INCREASE IN SALES!** This universally distributed grocery product had a 76% increase over its already hefty sales in 10 weeks due solely to Burrit Wheeler on KFI. A companion product, barely mentioned by Wheeler, had an 85% increase!
- **50% INCREASE IN SALES!** An appliance company, selling a \$175 machine door to door, had a 50% increase in business after only four weeks due solely to an audience participation program starring Stu Wilson—and in the Long Beach territory alone there is a backlog of 25,000 demonstration appointments.
- **19,000 WOMEN INTO GROCERY STORES!** In a four-week period 19,000 women went to the trouble to guess a melody, write their guess on a postcard, and go to a grocery store to pick up their prize—a 9¢ product. This was all due to 5-minute KFI program broadcast five mornings weekly.

Radio advertising is too often measured by inconclusive standards—a trade paper review, a rating, a cost-per-thousand study. The only valid definition of good radio advertising is—

**ADVERTISING THAT
PRODUCES SALES...**

immediate and unmistakable response.

That is the type of advertising
we attempt to sell you... *on*



Barle C. Anthony, Inc.
NBC for Los Angeles

50,000 Watts on 640 kc

Represented nationally by Edward Petty and Co.



PHONES JINGLE WPIX SALES

Orders Flock In as TV Gims Prove Clicks

New Technique Rings Bell

NEW YORK, April 15.—WPIX, indie tele outlet here, is banking in the successful sunlight of its TV operation as a "phone-order" sales medium. It is only three months since heavy advertising by mail order houses began on the video outlet, but in that time some sensational results have been achieved.

An outfit called Shop-by-Tele spent \$4,200 for a 15-day spot campaign to sell nylon hose. It received \$40,000 worth of orders. The House of Stearns made 200 sales of a \$5.95 stainless steel dinnerware set with the use of one \$150 spot on the station. The American Luggage Company also sold \$9,000 worth of china at \$29 a throw with one spot.

Great Value

In all cases the value is generally as good or better than could be had elsewhere, and there are bonuses thrown in for cash. Mail order houses, generally, make it simple for the buyer to get his goods. In this case, it takes only a phone call, received for the sponsor by an answering service. There is no need to write letters, a technique becoming old hat with TV's growth.

Fastest selling items are usually (See Phones Jingle on page 20)

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous WDSB, black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.

8"x10" 3c ea. in quantity postage paid, 2c ea. in quantity; blow-ups, 30"x40", 92.00 ea.; 30"x40" 63.00 ea., plus shipping, all states.

Write for free samples and price list 8-5



ATTENTION ENTERTAINERS!

100-8x10 PRINTS

\$ 7.50

There is no better salesman than a well-planned, clear cut, pleasingly attractive photograph to put your message across! Our photo reproductions will SELL YOU or YOUR PRODUCTS! Special customers from the Atlantic to the Pacific! FREE samples and price list upon request.

QUALITY PHOTO SERVICE

BERRING 52 2nd St. GALLI 702, CONN

GENUINE HIGH GLOSSY PHOTOS 5 1/2c EA.

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS

24 HOUR SERVICE ON REQUEST

8x10's: \$7.95 per 100, \$35 per 1000
 5x7's: \$5.95 per 100, \$29 per 1000
 Mounted Enlargements: 10x14's: \$3.95
 (No Negative Charge on 2 or more)

Made by J. J. Knegsmann, The Man Whose Photographs Grace Billboard's Covers

CopyART Photo-Engraving
 Plaza 7-0233
 165 West 46th St.
 New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE!

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

Landsberg Named Veepee of Para Tele Firm

Klaus Landsberg has been named veepee of Paramount Television Productions, Inc., Hollywood. Heretofore Landsberg held the title of KTLA general manager. New appointment makes him the only officer in the firm with the exception of Proxy Paul Raebourn. Latter holds dual posts of veepee of Paramount Pictures and the presidency of the flickery tele subsid. Landsberg will remain at the helm of KTLA. Appointment is believed to be in recognition of Landsberg's success in building KTLA into one of the area's top-rated video outlets.

Steele Adds WPIX Three-Hour Variety Series

Ted Steele made a strong bid for the "busiest man in radio and TV" title last week when he signed up to emcee a three-hour, Monday thru Saturday variety series, which preems over WPIX, New York, May 1, from 2:30 to 5:30 p.m. Added to his current radio stunts on WMCA and NBC "Cavalcade of America," the video series brings Steele's total broadcasting time to better than 32 hours a week. The new WPIX ailer will feature a musical trio, a vocal quartet, a sports announcer and various guest artists.

Journal-American Names O'Brien for AM-TV Pillar

With the selection of Jack O'Brien as its TV-radio editor, The New York Journal-American becomes the latest newspaper to employ a columnist for the booming sight-and-sound mediums. O'Brien is a veteran newspaperman, having been employed as amusement and drama editor of the Associated Press for six years before he left for The Journal-American. The only New York paper without a radio-TV column now is the Post.

Weintraub Zooms to Front With Glass Firm's TV Deal

NEW YORK, April 15.—Signing of the Anchor Hocking Glass Company TV deal this week (12) puts the William H. Weintraub outfit up in the top flight agency video ranks. The Anchor Hocking package, which preems over NBC May 15, calls for the purchase of five or six hours a week, 11 p.m. to midnight across-the-board, and will involve a total of about \$4,000,000 in billings thruout the year. It's also reported that an attempt will be made to snag Fred Allen as emcee for the hour-long revue, which NBC is packaging for the account.

In line with its current campaign to regain container dominance in the packaged-beer field, Anchor Hocking is setting up the video program as a co-operative deal with top U. S. brewers, thus giving the malters and hoppers access to a network TV show at greatly reduced rates. Show will be carried in 14 cities.

From the standpoint of hours, if not in billings, signing of the project also makes Weintraub one of video's lead-

ing agencies with a total of seven full hours a week on TV. In addition to the glass account, Weintraub buys an hour on Vanity Fair over CBS-TV, and has a weekly TV show in the works for Conner Zippers, which will bow over NBC in the near future.

Current Weintraub accounts include Kaiser-Frazer, whose over-all billings come to \$5,000,000 a year; Air Wick; Adams Hats, with Drew Pearson; Chippercraft with Stop the Music on AM; Maiden Form and Revlon.

At the present time the agency is setting up a regional and local spot campaign in connection with the debut of Kaiser-Frazer's new models, and plans to use TV heavily in the campaign. The firm also has commentators Marquis Childs and Joseph Harsch on the FM stations of the International Ladies Garment Workers' Union.

The agency was started in 1941 by Bill Weintraub, who had originally planned to retire after selling out as co-publisher of Esquire magazine.

Sarnoff's Word Awaited; FCC To Toss \$64 TV Query

(Continued from page 4)

May. The color TV hearing itself is now slated to run thru at least one week of May. The Commission is planning to let at least a week lapse after the color TV hearing wind-up, and will then stage a hearing on the question of whether the 470-500 mc. band should be set aside for multi-channel mobile radio operation instead of TV. This proceeding will be preparatory to the long-protracted hearing on TV allocations.

Badly mired in its hearing schedules, the Commission is not expected to get around to a final decision on its color TV findings for several months, and there is a strong chance that the Commission will seek to clear the air with some sort of "policy statement" on color a month or so after the hearing winds up. Such a state-

ment would be designed to settle any uncertainty in the TV market over fear of set obsolescence, but commissioners have ruled out any possibility of setting color standards in a rush. A "policy statement" would have little effect on the color TV race, since it would leave the major color rivals in the field to continue to prove their wares.

Complicating the issue and influencing the FCC against hasty action on either color TV or allocations is a growing problem of reception interference in present-day monochrome sets. Servicemen are at a loss to combat recurrent situations in which a TV receiver acts almost as a transmitter to foul up a neighboring TV screen. Since this sort of interference is figured to become even a greater hazard in ultra-high-

WOR-TV Inks First Foreign Tongue Deal

Italian Films Start April 29

NEW YORK, April 15.—Television's first fling at attracting a foreign-language audience is in the works at WOR-TV here. The station completed negotiations this week with Erberto Landi, Italian language advertising rep. to launch a weekly series of top Italian-made feature films with English sub titles, beginning Saturday (29) from 5:30 to 6:30 p.m.

Landi, who is a familiar voice to Manhattan radio listeners, due to his local radio ailer on WOV, will introduce each show, and his close contacts with Italian-language advertisers is expected to benefit the series sponsor-wise besides attracting a considerable Italian listening audience to WOR-TV.

The films, which feature leading Italian movie names, will be cut to run just one hour. In line with this policy WOR-TV has made co-operative tie-ups with most of New York's foreign-language theaters for cross plugs on the Italian flickers. The deal provides that the movie houses plug the WOR-TV series, while the station carries a pitch on the show itself, advising tele viewers to catch the picture in its entirety at their local theater.

WNBT Rides Daytime TV Gravy Train

NEW YORK, April 15. — When WNBT begins its daytime programming with the start of May, the station will be virtually in the black for the operation right from the start. Signing this week of Gimbel Bros. department store to bankroll the first 30 minutes of a new hour-long strip show, following on the heels of getting the Saks 34th Street Kathi Norris business from WABD, puts the station on the gravy train from the opening telecast. The Gimbel business was won by WNBT after negotiations between the store and several other local outlets.

The Gimbel signing, for a show featuring The Herald Tribune columnist, Ann Fringle, along with Carl Caruso, was set thru Adsel, Inc., agency which also handles the Saks account. Both department stores have the same corporate ownership and the Gimbel signing is noteworthy also because neither store ever made any use of radio. Both the Fringle-Caruso stanza and the Kathi Norris show are Wilbur Stark-Jerry Layton packages.

One concession was made to the separate operations of the stores. Miss Norris's show, originally skedded for the 11 to 12 period, was moved back to a 10 a.m. opening instead, with the Fringle-Caruso opus running from noon to 1 p.m. Both shows will be sold on a participating basis during their second 30 minutes. WNBT's sked will open at 9:30 a.m. with Dick Dudley, followed at 9:45 by Josephine McCarthy's cooking show. Date in Manhattan, a remote, will separate the two department store shows.

frequencies and in color TV, FCCers are anxious to encourage researching and testing for remedies on present black-white sets.

Star-Spangled Revue

Reviewed Sunday (9), 5:30-7 p.m. EST. Sponsored by Frigidaire Division of General Motors thru Foote, Cone & Belding over NBC-TV. Producer, Max Liebman; director, Hal Kelth; choreographer, James Starbuck; musical director, Charles Sanford; commercial announcer, Wendell Niles. Writers, Larry Gelbart, Larry Marks, Larry Fisher, Al Schwartz, Mort Lachman, Sy Rose, Norm Sullivan; lyrics, Mel Tolkin, Lucille Kallen, Irvin Graham. Cast: Bob Hope, Beatrice Lillie, Douglas Fairbanks Jr., Dinah Shore, Maurice Rocco, Hal Le Roy, Bill Hayes, Walter Graeza, David Burns, Carl Reiner, Don Liberto, Gloria Patrice, the Mexico City Boys Choir.

The long-awaited video bow of Bob Hope was something less than a smash success. This fact in itself may have more than a little influence on those TV execs and packagers who have been saying that the medium will not really reach maturity until some of radio's major comics hit the video road. They may yet be vindicated, but there was no evidence of Hope's foot-wetting that any drastic revolution in TV is in the offing with his entry.

Perhaps a good part of this is due to Hope's apparent lack of ease in front of the cameras, something which certainly would be remedied with regular appearances, but still hard to understand. But the larger question is whether application of his stand-up radio technique to the visual medium is apt to make him the powerhouse he has been in AM. The fact that this holiday show followed hard on Alan Young's TV bow on CBS seemed to point up this question, for Young's unquestionable tele smash was due largely to the adoption of TV techniques rather than a radio format transferred to tele.

Best in Sketches

Hope was at his best and easiest when participating in sketches, and at his poorest at the opening of the show when he leveled a five-minute (See Star-Spangled Revue, page 21)



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Jamboree

Reviewed Sunday (21), 9-10 p.m. EST. Sustaining on DuMont. Director, Dick Liezendahl; writer, Gerry Morrison. Cast: Donny O'Neill, Gloria Van, John Dolce, Bill Otto, Paula Ray, Harry Green, others.

This 60-minute variety show runs a little long; about an hour too long, to be exact. Produced in Chicago by WGN-TV and networked by DuMont, it is hoped that Jamboree is a poor example of TV quality in the Windy City. Almost any standard by which criticism could be applied finds this stanza lacking: Production, direction, pace, talent, camera work and a few miscellaneous other items.

The show originates, for the most part, from Rainbow Gardens, a North Side bistro. It uses a barn dance format and features tenor Danny O'Neill and chirper Gloria Van. O'Neill is the only piece of talent holding the show together, altho his emceeing is not the smoothest in the business. Miss Van is a comely lass. Apart from harmonica virtuoso Harry Green, who did a couple of passable numbers, less said about the rest of the talent the better.

One indication of the production standards is the fact that talent didn't even have lyrics of some songs memorized. O'Neill literally read them out of his hat, albeit fairly unobtrusively, but Miss Van studied the straw lid's

Gambling Documentary

Reviewed Monday (3), 8-8:30 p.m. Sustaining on DuMont. Produced by DuMont and Newsweek magazine. Director, Harry Shear; writer, Howard Merrill; production supervisor, Cornelius Ryan; moderator, John Daly. Guests: Sen. Estes Kefauver, Dr. Richard Hoffman, John Scarnie, Police Sgt. Dudley Walsh, John Lardner.

The TV documentary, still in its infancy, has been getting interesting treatment by Newsweek magazine in its DuMont series. Latest of the efforts, on gambling, was painstakingly and effectively done. Set was compactly split up to have all major gambling forms represented, within the over-all representation of a casino. Emcee John Daly wandered about the set, speaking with the various participants, with some fascinating demonstrations and explanations of odds-rigging and methods of crooked play.

Outstanding fact brought out by the show was that the American people spend more money annually to gamble—some \$30,000,000,000 per year, apart from expenditures for (See Gambling Document, page 21)

interior as tho she were taking a dandruff census. In all, best recommendation for improving this stanza would seem to be to destroy the mold and start over. Sam Chase.

Additional radio and television news may be found in this issue on pages 18 to 21.

What's My Line?

Reviewed 9-9:30 p.m., over CBS-TV network. Sponsor, Jules Montener, Inc. Agency, Earle Ludgin, Chicago. Packers, Mark Goodson and Bill Todman. Producer, Gil Fates. Director, Franklin Heller. Panel, Dorothy Kilgallen, Arlene Francis, Louis Untermeyer, Hal Block, Emsee, John Charles Daly.

What's My Line? is a low budget winner with a good gimmick, novelty and humor, and four hep minds serving on its panel. Gag is to identify people in a manner comparable to the old 20 questions parlor game, with a limit of 10 wrong questions placed on the panel, and an increasing payment to contestants of \$5 per wrong question. Show is slowed down somewhat by repetition, each time a participant is introduced, of having John Charles Daly explain procedure. It should be able to take after the first time.

Panel on the kick-off commercial show had Dorothy Kilgallen, Arlene Francis, Louis Untermeyer and gag writer Hal Block throwing questions. They were asked—and succeeded—to identify a chimp trainer with the Big Show; a chimney sweep and a fem lawyer. Also, while blindfolded, they had to identify the "mystery celebrity"—in this case Elsa Maxwell, who disguised her voice.

There's a large measure of unwitting comedy accruing from the questions asked, especially since both the studio and viewing audience are tipped off to the odd occupations.

Commercials for Stoptec deodorant present a problem. In view of TV and radio codes, but are handled reasonably well. One approach frankly confessed the problem, via an actor presented as a copywriter and asking the audience how to tell the story of the product and its squeezable bottle. Show should do well. Jerry Franken.

More Television Reviews on Page 21

Jerry Wayne

America's New

Song and Dance Man



Latest Columbia Release

"DON'T SAY GOODBYE"

and "NO, NO, NO"

Columbia 38719

Soon To Be Released

"YOU ARE MY LOVE"

and "LET'S GO TO CHURCH NEXT SUNDAY MORNING"

Columbia 38787

"YOU'RE IN LOVE WITH EVERYONE"

(But the One Who's in Love With You)

and "I'LL SEE YOU AFTER CHURCH"

(On Sunday)

EXCLUSIVELY ON



Personal Message from FRANK COOPER 821 Fifth Avenue New York, N. Y.

Booked by WILLIAM MORRIS, INC.

Just Concluded Smash Engagement at CIRO'S, Hollywood

"Jerry Wayne is loaded with talent and personality." Louella Parsons
"If you liked Dan Dalley and Dick Powell you'll love Jerry Wayne home altogether." George Jessel
"Wayne wins his audience easily... really gets them off their hands." Variety
"Crooner Jerry Wayne's fans started by his adept straw hat, soft shoe and buck-and-wing routines. Introduced at Ciro's in Hollywood." Danton Walker
"Jerry Wayne the crooner is a click on the Coast at Ciro's with his new song and dance routine." Dorothy Kilgallen
"Jerry Wayne clicking at Ciro's in Hollywood." Earl Wilson
"Jerry Wayne is a happy choice for a Ciro's ensemble... young and personable with a flexible beltone voice." Hollywood Reporter
"A warm and winning personality... easily sold his songs with a soothing voice and sincere approach." The Billboard

BROADCAST MUSIC INC.

it's **YOUR** anniversary,

22 NETWORKS

2082 AM RADIO STATIONS

394 FM RADIO STATIONS

94 TELEVISION STATIONS

150 CANADIAN RADIO STATIONS

1362 MUSIC PUBLISHERS and
their Composers and Authors

(as of April 1, 1950)

1950

too!

Copyright © 1950
Billboard Music Service, Inc.



“DID ANYONE EVER TELL YOU, MRS. MURPHY?”

PERRY

COMO



tells...

*In
a
way
that
Sells...*



45 rpm
47-3211

78 rpm
20-3684

RCA VICTOR Records

MICHAEL MUSIC SALUTES
BMI ON ITS TENTH
ANNIVERSARY WITH TWO
BIG HITS

“CHUG-A-LUG”

recorded by

- Country Washburne Cap 875
- Key Kyser Col 33751
- Dick Manning and His Gang Col 42302
- Victor Young and His Orch. Decca 20712
- Jimmy Barry and Ray Block Hi-Tone 287
- Tito Burns and His Sextette London 706
- Eddie “Piano” Miller Rainbow 60077
- Henry Rene and Merry Musette
Orch. Vic 25-1152



“TWO-FACED HEART”

recorded by

- Gordon MacRae Cap 924
- Dick Manning and His Gang Col 42803
- Homesteaders London 618
- Eddie “Piano” Miller Rainbow 90056

**MICHAEL MUSIC
COMPANY, INC.**

1619 BROADWAY

NEW YORK 19, N.Y.

BMI



MUSIC FOR CANADA

BMI means "Music for Canada." It also means that music by Canadians will at last attain a prominent place among the world's musical literature.

For it is through the combined resources of BMI CANADA LIMITED and BROADCAST MUSIC, INC., that the broadcasters of Canada today, *for the first time*, possess an international repertoire of music, which is, in effect, *Canada's own music*.

Today, BMI CANADA LIMITED represents hundreds of composers, authors and publishers throughout Canada and controls the largest repertoire of Canadian music in the world.

Not only does BMI CANADA LIMITED provide broadcasters with a vast source of performable music and give aid and services in the programming of music, but now *for the first time* Canada has an organization expressly designed to publish and develop the creative efforts of the nation's musical talent.

And because the management of BMI CANADA LIMITED is directed and guided by a board of directors consisting of representatives of the entire Canadian broadcasting industry, its activities and its objectives are those of the broadcasters themselves.

"WHEN IT'S BMI CANADA IT'S YOURS"

BMI CANADA LIMITED

TORONTO

MONTREAL

VANCOUVER

"JEALOUS HEART"



and

"CHATTANOOGIE
SHOE SHINE BOY"



Now...

"BONAPARTE'S RETREAT"

KAY STARR—Capitol 936

"HONKY
TONKIN"

and

TERESA BREWER
London 678

"I LOVE YOU
BECAUSE"

JAN GARBER—Capitol 983



Acuff-Rose
PUBLICATIONS

WE DO NOT SELL RECORDS
SHEET MUSIC AVAILABLE
2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE

Congratulations
B M I!

*We are Proud
to Have Been
a Member
from the
Beginning*

W S M

NASHVILLE, TENN.

Congratulations
to

B M I

on ten Years of Success



CENTURY SONGS, INC.

4527 Sunset Blvd.
HOLLYWOOD, CALIF.

7932 S. Chicago Ave.
CHICAGO, ILL.

Here she is - with her latest hit!

DINAH SHORE

Sings

NEVER HAD A WORRY IN THE WORLD

And

"Scottish Samba"

Columbia Record 38780

or 7-INCH Lp 1-599



HEARTY CONGRATULATIONS
to BROADCAST MUSIC, Inc.
on its 10th Anniversary!

COLUMBIA RECORDS

FIRST, FINEST, FOREMOST IN RECORDED MUSIC • ORIGINATOR OF LP RECORDS • FOR UNINTERRUPTED LISTENING PLEASURE

*4 great songs
4 more coming...*

1. **"SOMEBODY'S STEALIN' MY BABY'S SUGAR"**
words & music by: Vic J. McAlpin
Recorded by: DECCA—Bob Eaton
FOUR STAR—Bunny Leaders
LONDON—Casanova Boys
MERCURY—Doye O'Dell
TENNESSEE—Ricky Riddle

2. **"IF I HAD YOU ON A DESERT ISLAND"**
words & music by: Roberts Piller-Katz
Recorded by: COLUMBIA—Arthur Godfrey-Janelle Davis
VICTOR—Larry Green

3. **"I DIDN'T MEAN TO CRY"**
words & music by: Louis Imaizumi
Recorded by: CAPITOL—Oklahoma Sweethearts
MERCURY—Judy Perkins

4. **"SMOKE COMES OUT OF MY CHIMNEY JUST THE SAME"**
words & music by: Vic J. McAlpin
Recorded by: CAPITOL—Bob Archer
TENNESSEE—Ricky Riddle

MORE FOR MAY 1st RELEASE!
Jimmy Dickens (COLUMBIA) "F-O-O-L-I-S-H M-E M-E"
Hy-Lo Trio (LONDON) "HARD AS ROCK—COLD AS ICE"
Red Kirk (MERCURY) "IT'S RAININ' IN MY HEART"
Primo Scala (LONDON) "AN OLD FASHIONED MAY RIDE"

D. DREYER & CO., INC.
TENNESSEE MUSIC CORP. • BARNHILL MUSIC CORP.
1650 BROADWAY, N. Y. C.
NEW YORK • HOLLYWOOD • NASHVILLE • CHICAGO

**L. A. TV Set Owners
Pass 500,000 Mark**

HOLLYWOOD, April 15.—Los Angeles tele set ownership passed the half-million mark this week as sales swelled to a new high of one set for each 3.3 families in Los Angeles area. As of March 31 there were total of 496,453 sets officially tallied by Electric League of Los Angeles (ELLA),

with 47,716 sets being sold during March.

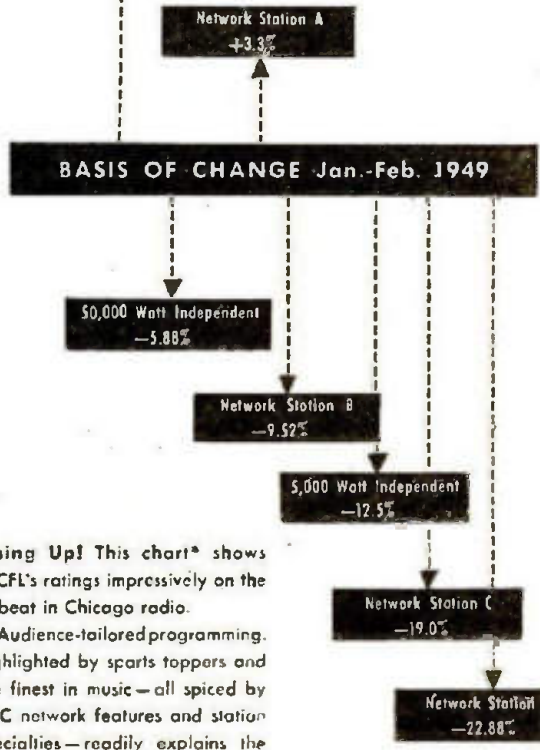
Interesting sidelight of the ELLA survey was the disclosure that the sale of small-screen receivers (three-inch thru 10-inch screens) has virtually come to a standstill. Only about 3,000 small-screen sets were sold during March, the remainder being 12-inch or larger sets.

Estimated local audience now totals over 3,500,000, adding up to an over-all outlay of \$125,000,000 in sales.

**WCFL's PULSE
IS BEATING FASTER!**

**WCFL
+15.29%**

*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations, Pulse Period of Jan.-Feb., 1950, as compared to Jan.-Feb., 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)



Going Up! This chart* shows WCFL's ratings impressively on the upbeat in Chicago radio.

Audience-tailored programming, highlighted by sports toppers and the finest in music—all spiced by ABC network features and station specialties—readily explains the gains. Time rates, moreover, are as inviting as the programs presented over WCFL.

WCFL
50,000 watts • 1000 on the dial
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.
An ABC Affiliate

**Congratulations
★ BMI**

on the phenomenal progress you have achieved in ten short years.

We are proud to be an affiliate.

**LOIS
PUBLISHING
COMPANY**

1540 Brawster Ave.
Cincinnati 7, Ohio

WHY DON'T YOU MA... OFF AND LOVE ME
BLUES STAY AWAY FROM ME
WE'LL BUILD A BUNGALOW
TROUBLES AIN'T NOTHIN' BUT THE BLUES
REGGESHOT EYES
WE SAIL MY SHIP ALO...
POSSIBLE MEAN... BRAY...
MONEY ON...
IS BETTER THAN THE NUMBERS
MONEY, MARBLES AND CHALK
SIGNED, SEALED AND DELIVERED

A Partial List of the Hits We Have Contributed to **BMI** in Ten Years

- I Gotta Have My Baby Back
- Slipping Around
- Second Hand Heart
- I'll Never Slip Around Again
- Unfaithful One
- Perfidia
- Frenesi
- Besame Mucho
- Amor
- Rockin' Chair
- Mul Skinner Blues
- Brazil
- Georgia On My Mind
- Some Other World
- Green Eyes
- You Belong To My Heart
- Tico Tico
- Baia
- Maria Elena
- Kentucky Waltz
- You Are My Sunshine
- Born To Love
- I Love You So Much It Hurts
- Live And Let Live
- Adios
- Thinking Tonight Of My Blue Eyes
- Makes No Difference
- Magic In The Moonlight
- Pan Handle Rag
- Utah Trail
- Treasure Untold
- My Adobe Hacienda
- Lazy River
- Night Train To Memphis
- My Daddy Is Only A Picture
- Columbus Stockade Blues
- Honey Bee My Honey Bee
- Sweethearts Or Strangers
- Keep On The Sunny Side
- W bash Cannon Ball
- I Hung My Head And Cried
- When My Blue Moon Turns To Gold
- No Letter Today
- I'll Keep On Lovin' You
- Shackles And Chains
- T llin' My Troubles To My Old Guitar
- Rosalita

PEER INTERNATIONAL CORP.
MELODY LANE PUBLICATIONS, Inc.



Research Gypping Radio; Radox-Pulse Pic Bright

(Continued from page 7) homes)—is that use by adults of secondary AM receivers in TV homes, between 4:30 and 7:30 p.m. when kids are monopolizing TV receivers, builds up to a considerable radio audience. Most survey procedures, especially telephone co-incidental, fails to adduce this information.

When Novelty's Over

The Radox data are especially important because little information, if any, is available on radio listening habits in TV homes months after TV has been acquired—that is, in the self-same homes. One of the major factors mitigating against radio has been that much TV research is based on new homes rather than those where the distortion resulting from novelty has had time to wear off.

The Radox sample, based only on Philadelphia homes, had an 18 per cent TV ownership in July, '49. In February, '50, TV ownership was up to 36 per cent. The important point is that the same 18 per cent was available for measurement, and now can be contrasted to the other, newer TV-set owners. Among the latter, radio falls off to a low of a 7 per cent

radio-sets-in-use figure. But families with TV sets since last July never go below a 21 per cent sets-in-use rating for radio receivers.

An hourly comparison, based on Radox figures for February, 1950, appears as follows:

Time	6-Month TV Homes; AM Sets In Use	New TV Homes; AM Sets In Use
4:00 p.m.	61	56
5:00 p.m.	59	48
6:00 p.m.	48	25
7:00 p.m.	34	7
8:00 p.m.	21	9
9:00 p.m.	29	15
10:00 p.m.	40	20
10:30 p.m.	45	35

Two conclusions are inescapable from these comparisons. One is that AM use declines much faster and to a far greater degree in new homes than in old. Second, AM recovery in new TV homes is much slower than in homes where TV no longer is a novelty. One thing is certain: That the tendency to write radio off completely in older TV homes is completely unwarranted, and the tendency of some researchers to "write

radio off" is not on solid statistical ground.

New Top Time

Another conclusion to be drawn from the Radox data, especially when the above figures are coupled with known family viewing habits, is that radio may be developing a new "Class A" time, from about 5:17 p.m. That is when kids are devoted to video, but adults, the hausfrau in the kitchen, and the guy home from work, are listening to radio.

On another score, an indication of the short count given radio stems from a Pulse survey made for November-December, '49. The technique was the simultaneous interview procedure—interviews with listeners around the radio clock, at the time of the broadcasts themselves. This technique covers not only "phone and non-phone homes, but enables research interviewers to check the actual program and station tuned in.

The WOR-Pulse figures, for a Monday thru Friday, 9 a.m. to 8 p.m. period, covered 16 counties with 1,000 calls per hour. The comparable Hooper data are based on seven counties only, in telephone homes only. Hooper reported a combined AM and TV sets-in-use of 15; WOR-Pulse a 20.5 sets-in-use figure per quarter hour. Thus, a more complete and accurate sampling and measurement technique reveals that actual receiver use is one third larger than reported by Hooper.

S. B.'s Allocation Play May Start Congress Fight

(Continued from page 8)

ations, applied its service formula, and came up with new proposed locations for stations.

The NBS's allocations when finished are expected to suggest ways of reaching a greater number of people with TV than under FCC proposals, FCC apparently took greater pains to protect present holders of construction permits from shifts than NBS. NBS allocations are based more upon mathematical process for reaching more viewers than upon the consideration of welding prospective stations into the pattern of those already authorized.

The fur, however, is likely to be flying in Congress when the NBS plan is released. On the basis of sheer political expediency it's expected to be hailed by legislators in States given a poor shuffle by FCC, and condemned by congressmen from States already nicely spotted with TV stations.

There are other political considerations. Sen. Edwin C. Johnson, chairman of the Senate Interstate Committee, has criticized FCC's handling of allocations and started the ball rolling at NBS by suggesting that agency take a gander at TV problems.

The allocations hearing are expected to get under way sometime next month, upon conclusion of the current color television phase of the proceedings.

Phones Jingle WPIX's Sales

(Continued from page 10)

cheap ones. A hair-vacuum which wanted to pre-test its market also got good results from one spot. This invention sold at \$12.50 and got 150 orders. The campaign was discontinued because the item isn't, as yet, in full production and the firm couldn't handle the business.

Video has overcome the major factor which usually stymies mail order sales. The customer ordering by catalog or ad must have faith in the mail order house, since he can't see the item. But when the customer can see what he is buying on TV he is much more inclined to part with his dough.

Mail order houses also benefit by getting lists of prospective customers from people who phone in. They then use the lists to sell items other than the one advertised.

A further development of this kind of selling has been that Aluminum-ware, an outfit which sells pots and pans, is going in for a new TV spot campaign. The firm charges about \$65 for the kitchen utensils; but, since it doesn't have to pay its door-to-door salesmen 33 per cent commission, the price to the TV audience will be \$44.90. For those customers who want to pay cash the price will be \$39.90, another reduction of \$5.

This "phone order" technique makes TV practically the final selling agent and is concrete evidence that, if the experiment clicks, sponsors will take their dough for TV advertising from selling budgets.

DL Drops 4, Picks Up 2 Hula Outlets

HOLLYWOOD, April 15.—Don Lee Broadcasting System (DLBS) will shake up its Hawaiian Islands affiliations July 4 by dropping four island stations and replacing them with two new outlets. Slated to leave the Don Lee net are KHON, Honolulu; KIPA, Hilo; KTOH, Lihue, and KMVI, Wailuku. New Don Lee outlets will be KPOA, Honolulu, and KOLU, Hilo, both owned by Elroy McCaw and Jack Keating.

To BMI on its 10th Birthday

a new HIT!

"GOD BLESS THE CHILD"

Watch for Mercury's FRANKIE LAINE show-stopping recording of this wonderful song

With a magnificent GORDON JENKINS background

NOT A LULLABY—NOT A SPIRITUAL—BUT A GREAT ALL-ROUND POPULAR SONG STUNNINGLY RECORDED BY

BILLIE HOLIDAY

On DECCA Record 24972

Also Available on KING (BOBBE CASTON) and REGAL (LARRY DARNELL)



FROM A PROUD AND CHARTER MEMBER OF YOUR FAMILY

EDWARD B. MARKS MUSIC CORPORATION

THE ORIGINAL "HOUSE OF HITS"

Publishers since 1894 of Popular, Standard, International, Concert, Novelty, Production, Swing, Latin-American, Folk, Children's, and innumerable other successes

Top the Experts

Reviewed Wednesday (12), 10:30-11 p.m. EST, over WLW-T, Cincinnati; piped to WLW-D, Dayton, O., and WLW-C, Columbus, O. Style—Sports quiz. Sponsored by George Wiedemann Brewing Company, thru Strauchen & McKim, Cincinnati. Cast: Bob Merryman, monitor; Paul Derringer, Lee Allen, John Wietha and a weekly guest.

This new sports quiz seg makes good sense and aside from the entertainment angle offers a liberal education for sports lovers. The beer sponsor, of course, is shooting toward the potential amber quaffer, hence the late hour makes little difference. However, with an earlier shot this quizzer could have strong appeal to the teen-agers and kids who take their sports seriously.

The general format is nothing new. Lookers-in are asked to send in questions to stump a formidable clique of sports experts comprising Paul Derringer, former big-league pitcher; Lee Allen, one of the nation's leading authorities on baseball, and John (Soko) Wietha, basketball coach at University of Cincinnati and former pro footballer. Bob Merryman, WLW-T staffer, is monitor. Guest on this look-in was Clay Gaddie, one of Cincy's leading golf pros.

Camera work is good thruout and program is handled in an easy, carefree manner that permits laughs to creep in. Merryman turns in a solid job as monitor, and his experts acquit themselves well in the ad lib department. Commercials, handled by Merryman, are held to a minimum, with selling of the Wiedemann name and product left largely to the background art. Opening introduction of the experts and between-query palaver should be tightened to allow for more questions to be answered.

The program misses on only one thing. The lookers-in who send in questions are not rewarded for stumping the experts nor are the latter penalized for missing. This lack of competitiveness makes the program's scoring system seem futile. Then, too, with nothing to shoot at, the looker-in is apt to chill on the idea of cooking up and sending in a question. Thus the experts in most instances are likely to find themselves faced with questions concocted by the station's staff. Lack of the giveaway angle is due to a ruling by the Ohio Liquor Control Board which forbids a beer or wine account to offer an award of any kind in a radio or tele show.

Bill Sachs.

The Triumphant Hour

Reviewed Sunday (9), 5-6 p.m. EST. Produced by the DuMont TV network. Production, Jerry Fairbanks Studios; producer, Rev. Patrick Peyton; script, James D. Roche; score, Max Terr; ork conducted by Edward Paul. Cast: Bing Crosby, Don Ameche, Alan Blyth, Pat Obrien, Ruth Hussey, Jack Haley, Morton Downey, Basil Tellou and others.

The Triumphant Hour was a blending of the story of Christ's resurrection and ascension with what might be an Easter church service, attended by a galaxy of stars from a more earthly firmament. These supplicants repeated prayers, and several of them offered hymns. Stars included Bing Crosby, Nan Merriman, Morton Downey, Thomas L. Thomas and Ann Blyth.

However, program's most imposing portion was the filmed story of Christ. This began with His initial resurrection, showed His command on the mountain to His followers to spread the gospel, and ended with Mary's death and her ascension into heaven. In between, audience was treated to the spectacle of Christ having to reconvert some of His unbelieving followers who doubted His resurrection.

Picture was done in a reverential and faithful manner. Basil Tellou's portrayal of Christ was imposing and gentle and he was aided considerably by fine acting from other cast members. Program ended with a plea

Laraine's Day

NEW YORK, April 15.—Leo (the Lip) Durocher's frau, Laraine Day, may have the last word on the New York Giant games this season. The movie actress, wife of the Giants' DLM (Dandy Little Manager), has been inked for a series of 15-minute television shows over WPIX here immediately preceding and following station's coverage of home games of the Giants.

The program will originate from the Polo Grounds, and Mrs. Durocher's mike mate will be ex-disk jockey Freddie Robbins, who'll dish out some bop-styled comments on the bat sets.

Starlit Time

Reviewed Sunday (9), 6-8 p.m. EST. Presented by the DuMont TV network. Produced by Bob Loewi; camera direction, Pat Fay; staged by Dick Rose, Emmes, Bill Williams, Phil Hanna. Talent, Bibi Osterwald, Sandra Lee, Sam Steen, Reggie Beane and Trio, Minnie Jo Curtis, Gordon Dilworth, Sylvia Meredith's puppets, Holly Harris, Elaine Stritch, Roberto and Alicia, Cy Coleman and Trio. Guests: Peggy Ann Garner, Tony Lavelli.

Working under its usual budget handicaps, DuMont has mounted two hours of interesting entertainment called Starlit Time. The program is actually two different hour presentations and their coupling remains somewhat of a mystery.

First hour, called Welcome Mat and emceed by Bill Williams, is directed at teen-agers. It offered entertainment ranging from poor to good. Show was too long and the talent not strong enough to stand the repeats they were called on to make. Then again formats of the shows were too similar—several singers, a trio and a dance act.

Strongest offering was Jane Harvey's singing of Bewitched, Bothered and Bewildered. Bibi Osterwald also registered in Oceana Roll but dance team, Sammy Steen and Sandra Lee, were only fair. Gordon Dilworth, folk singer, was another who was only so-so. Program got a strong musical assist from Reggi Beane, pianist, and his trio. Williams impressed as an emcee with considerable potentialities. He was at ease on screen and sang capably, altho he should work on it more.

Seg called Phil Hanna Sings gave the entire program a considerable hypo. There was a fine array of good, tho not name talent on hand. Hanna lent his show an air of relaxation. The entertainers—Elaine Stritch, Holly Harris, Roberto and Alicia, the Cy Coleman Trio and guest Tony Lavelli, of Yale basketball note, really made the hour fly by.

Roberto and Alicia, pint-size dance team, clicked strongly in Cuban Pete and a flamenco number. Miss Stritch socked over I Wish I Were in Love Again. Holly Harris's Here I'll Stay gave tired eyes and ears a lift and Cy Coleman's arrangement of Adios sparked. Hanna bulwarked the proceedings with his singing.

Programs were linked by telephone operator Minnie Jo Curtis, who seemed to be on a June Allyson kick. She had considerable style of her own when caught previously and might better be herself. Production and camera work were good.

Leon Morse.

from Father Patrick Peyton for more prayer.

Undoubtedly, the film's impact was great on those in the audience susceptible to the message of religion. It is also obvious that religious leaders will make much more use of TV than they have of radio because of the medium's added potentialities.

Leon Morse.

NBC Skeds Test Of 4 AM Shows

HOLLYWOOD, April 15.—NBC will audition four new AM shows featuring relatively new radio faces, including Ella Logan, Phil Foster, Academy Award winner Dean Jagger and screen actress Audrey Totter. Miss Logan will star in a situation comedy tagged *Daisy*, *Discovers America*, while comic Phil Foster will headline a new gag show. Both aires are written and packaged by Charles Isaacs.

Jagger will be featured in an adventure-mystery stanza tagged *Holland A. Stone*, packaged by Glen Hall Taylor. Miss Totter is being groomed for a daytime strip show called *The Man I Marry*, written by Fred Heider. La Totter, now a top film player, originally broke into the biz as radio actress. Properties are being repped by William Morris's radio chieftain, George Gruskin.

GAMBLING DOCUMENT

(Continued from page 11)

bribery and corruption—than on any other single item except food. Horse racing accounts for the biggest proportion of this, and Daly interviewed a beefy individual seated at a bar, supposedly a typical bookie, who expounded on this type of wagering. Cards and dice expert John Scerne proved the hand is faster than the eye by demonstrating crooked card dealing and dice rolling. A police official showed how magnetic roulette wheels and dice fleece many.

The "porter" of the establishment told how his dime a day is invested in playing numbers. Sports pools were discussed by sportswriter John Lardner, who disclosed how the odds strongly favor the bookie, and commented on the effect of all the wagering on the morality of sports. Finally, Sen. Estes Kefauver was piped in from Washington, telling how a Senate subcommittee would use a \$50,000 appropriation to investigate whether a national syndicate is in back of the entire operation.

Production was smooth, the various participants gave good accounts of themselves, and the program illuminated the question rather widely in the limited time, altho no cut and dried solutions were possible. Piano background was used effectively at intervals thruout.

Sam Chase.

STAR SPANGLED REVUE

(Continued from page 11)

barrage of typical Hope material. His only real nod to the visual during the opener was an occasional lifting of his eyes heavenward to accentuate his gags.

Bea Lillie, Dinah Shore and Doug Fairbanks Jr., all registered well, with Miss Lillie turning in a particularly sock job on her standard (but cleaned-up) rendition of *Parce*. Miss Shore sold strongly with *I Didn't Know What Time It Was*. Fairbanks had little to do, but did that well and showed a pleasant TV personality.

Altho there were only six commercials for Frigidaire products on the 90-minute show, they seemed like six dozen. Some were exceptionally lengthy and poorly edited, running on interminably. A running gag about a guy getting his shirt washed and pressed via the sponsor's products before the show was over may have seemed bright but came off dully. So many models of different products were shown that it's doubtful whether any one really rang a bell.

The revue as a whole lacked the smoothness and cohesiveness of other Max Liebman jobs, notably NBC's *Saturday Night Revue*. Some of the sketches were above par, however, particularly the take-off on a British version of Hopalong Cassidy. By the time the next holiday show rolls around, Hope and the NBC staffers should have gleaned considerable from the Easter experience. That's the best one can say of the show.

Sam Chase.

From Net to Net

NEW YORK, April 15.—As the NBC *Saturday Night Revue* goes, so it seems goes Faye Emerson. The fem-gabber recently left CBS-TV for the spot following NBC's *Revue*. Now that *Revue* is going off for the summer, Mis Emerson is considering switching back to CBS-TV. The CBS time considered likeliest is the Sunday night 9-9:15 slot, following *Toast of the Town*. The show probably will move when the Fred Waring program takes its summer hiatus. Miss Emerson is sponsored by Arnold Bread.

AFRA Arbitration Starts Over WMGM Disk Jockey Dough

NEW YORK, April 15.—The American Federation of Radio Artists (AFRA) this week instituted arbitration proceedings against WMGM here because of alleged short-changing of three recently hired disk jockeys—Hal Tunis, Ted Brown and Ken Roberts. The three were hired for \$200 per week each against the number of commercial fees accrued to them during the week.

AFRA says that the pacts signed with them reduced the commercial fee by one-fourth from the usual rate and thus they are owed the difference. Bert Lebbhar, manager of WMGM, will appear before the AFRA local board Wednesday (19) to plead his case. Ken Groot is handling the matter for the union.



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AHLERT THIRD TERM OPPOSED

Scribes Tab Campaign as Pub-Inspired

Seek ASCAP Safety

By Jerry Wexler

NEW YORK, April 15.—At a meeting Wednesday (12) night at the home of Oscar Hammerstein, the writer directorate of the American Society of Composers, Authors and Publishers (ASCAP) named several choices to succeed incumbent Fred Ahlert, whose term of office expires April 30.

According to a resolution last invoked in 1948 to retire Deems Taylor from the presidency, Ahlert may not serve again. The writer directorate agreed to press for the enforcement of the resolution and also to see to it that neither Ahlert nor any other member be placed in the proposed post of general manager or chairman of the board. The cleffers are very much for a general manager to carry on the type of managerial and public relations work performed by the late John Paine.

Implicit in the discussion and plan of action was a disapproval of Ahlert's silence on the subject of a third term for himself. It is understood that the move to retain Ahlert or place him in a super-managerial post is publisher-inspired.

Six Names Set

The writer directorate came up with this plan for the succession: Six men willing to serve were selected of the 12 writers on the board. They are John Tasker Howard, George W. Meyer, Edgar Leslie, Paul Cunningham, Walter Kramer and Stanley Adams. Their names will be submitted Monday (17) at a 1 o'clock meeting to the pubber directors, who will be asked to select three choices out of the six. One of the three will be elected at the monthly meeting April 27. Otto Harbach, Ray Henderson and Deems Taylor will serve as a liaison committee for the writers in presenting their six candidates.

It is reported that the publisher powers are interested in retaining Ahlert under the ostensible thesis of "don't change horses in midstream." The writers on the board read into this attempt to rescind the resolution regarding presidential tenure a misuse of power which might result in repercussions inimical to the preservation and welfare of the Society.

It is known that the Justice Department at one point during the recent consent decree negotiations suggested reducing the number of publisher members on the board to eight, while keeping the number of writers at 12. This was motivated by the department's feeling that publishers wield disproportionate power in ASCAP.

Fear DJ Crackdown

The writer directors opposed the reduction, not wishing to be put in the position of seeming to control themselves. Now, however, it is said that they fear that the DJ might regard a pubber-manipulated retention of Ahlert as just the sort of abuse of power which instigated the suggestion for pubber reduction in the first place.

Following the writer-pubber member meeting at 1 o'clock Monday, the entire board will review the final draft of suggested by-law amendments needed in order to conform to the requirements of the consent decree. At the general meeting Tuesday (25) the revisions will be offered for membership discussion and then

SPA Gives \$19,000 Of Defense Fund Back to Cleffers

NEW YORK, April 15.—Two hundred and thirty-eight songwriters received a pleasant surprise this week in the form of checks aggregating \$19,000, a refund of the unused portion of the defense fund set up for the songwriter intervenor in the Leibel decision. The refund was made by the Songwriters' Protective Association (SPA), which had collected a total of \$40,000 from 238 contributing members.

The intervenor was entered in the name of tunesmith Milton Ager upon Judge Leibel's first decision divesting ASCAP of film-performing rights—the writers wanted to make sure that they would have a say in the disposition of the rights. However, Judge Leibel subsequently removed the divestiture ruling in an amended decision, and the question was settled when ASCAP and the Justice Department entered into the recent consent decree, providing for retention of film-performing rights by ASCAP.

Two Cleffers Sued by Hoppy

HOLLYWOOD, April 15.—Bill (Hopalong Cassidy) Boyd, who earlier warned songwriters to keep pens off his Cassidy character, last week brought his legal guns into play to protect what he feels is his property. Boyd filed suit in Los Angeles Superior Court to enjoin cleffers Al Piantadosi and Charles Nields from releasing their disked ditty, "I'll Tell Hoppy on You." Tune was recorded on Piantadosi's label, Society Records.

Action states Boyd is seeking to save himself from "a disk jockey death," claiming "constant repetition would cause people rapidly to become sick and tired" of Hoppy. Furthermore, Boyd contended, ditty contains an implied threat which is inconsistent with Hoppy's "friend and hero" characterization. Boyd said he holds exclusive right to the use of the Cassidy character as granted him by its creator, Clarence E. Mulford.

On the heels of this, Boyd named Nacio Herb Brown as being given exclusive license to the Cassidy character in cleffings. Under this arrangement, all music using the Hopalong Cassidy tag must either be written by or under the supervision of Brown. Boyd's choice of Brown, it was said, is not based on any tunes submitted as yet by Brown, but such material is now in the works.

will be sent out in ballot form to be voted on by the entire membership. A two-third approval is needed, and is probably forthcoming; the membership is aware that the changes must be made.

ASCAP has had only four presidents to date: George Maxwell, 1914-1924; Gene Buck, 1924-1942; Deems Taylor, 1942-1948, and Ahlert, 1948-1950. Upon Taylor's re-election in 1946 the resolution limiting the presidency to two years was passed and with it the approval of a \$25,000 salary for the job.

The fear of ASCAP writers is that if the pubbers now reverse the stand they took in 1948 in executing the limitation against Taylor, and if Ahlert goes along for rescission of the very rule which enabled him to take the job, the whole affair may be subject to severe scrutiny by Uncle Sam.

Cap Quarterly Net Tripled; Decca Also Registers Gain

HOLLYWOOD, April 15.—Capitol Records' net income more than tripled during 1950's first quarter as compared to the same period last year, with this year's sales showing a \$200,000 increase over the same months in 1949, according to Cap Prexy Glenn E. Wallichs. First quarter this year shows diskery with a net income of approximately \$130,000 as against a \$40,000 net income for the corresponding period in 1949. Sales for 1950's first quarter are estimated at \$3,325,000.

Wallichs disclosed these figures prior to his departure for Europe. As announced earlier by *The Billboard*, Wallichs will spend approximately three weeks overseas huddling with execs of various diskeries affiliated with the Coast major. He will visit England, France, Italy, Germany, Holland, Switzerland, Norway and Sweden for a look-see at the Euro-

pean disk mart. This will be the first European trip for the Coast major's prexy.

New board of directors' election brought in Homer Crotty replacing John Griffin. Directors remaining include Wallichs, Buddy DeSylva, Johnny Mercer, Charles Driver, Jonathan Lovelace and Donald Royce, plus the newcomer, Crotty.

NEW YORK, April 15.—Decca Records' earnings for the first quarter of the current year are expected to be higher than those of 1949 while the sales accumulated in the same period will probably be about the same as those made in 1949. Net earnings in 1949 were \$280,098 or the equivalent of 36 cents per share on the 776,650 shares of outstanding capital stock. The rise in earnings is attributed to the tightening of the Decca internal organization and the subsequent lowering of the diskery's overhead.

This was disclosed at the company's annual stockholders' meeting this week. All directors of the company were re-elected for the coming year.

Pre-Trial Exam Asked by WM in Alexander Case

NEW YORK, April 15.—Attorneys for the William Morris Agency (WM) moved in New York Supreme Court this week for an order fixing a definite date for the examination of Willard Alexander before trial. WM also asked that, in the event Alexander fails to appear for examination as directed, all proceedings instituted by him in his \$53,000 breach-of-contract suit be stayed. (See *The Billboard*, November 5, 1949.)

Attorneys for WM, Wilzin and Halperin, also moved this week for an order directing that Alexander's reply to their counterclaim be stricken out and a direct judgment made in favor of WM. WM, in its counterclaim, has asked for \$26,100.

Alexander has charged the Morris office with failure to pay him from October, 1946, to January, 1947, in accordance with their contract of January, 1946. The contract allegedly called for the Morris office to pay Alexander \$250 a week as "termination salary" for one year. The pact marked the end of Alexander's term as head of the WM band department. Alexander opened his own booking office in October, 1946.

Alexander has also charged Morris with failure to pay him 35 per cent of commissions collected from the booking of Count Basie's ork and Vaughn Monroe's ork since January, 1946. This percentage is due him, Alexander alleged, as a result of their agreement of January, 1946.

Alexander further claimed that WM received a cut from General Artists Corporation (GAC) for inducing Count Basie to sign with them in January, 1949. Alexander claimed that this action deprived him of his percentage under the January, 1946, pact.

WM has denied they owe Alexander anything under the January, 1946, contract. They also charged that Alexander violated his pact with them during his employment with the Morris office.

The motion of WM's attorneys is scheduled for a hearing April 25.

Radio-Phono-TV Merchandising news, which formerly preceded the Music Section, will be found on pages 46 and 47.

Chi MCA Hypes One-Night Dept.

CHICAGO, April 15.—Music Corporation of America (MCA) here is seeking to bolster future operation of its one-night department by appointing an assistant to Joe Kayser, dean of the nation's one-night skedders. It was learned last week that Kayser, who has been in the one-night field over 25 years, both as one of the first one-night band leaders and later as a booker with Frederick Bros. and MCA, may go into radio and tele work for the office. Kayser is 57 years old and, under the MCA retirement plan, has three more years with the office.

It's reported that Kayser would probably remain as chief of the one-night department for one year while the new man is being groomed to take over. Newcomer Danny Cleary has been assisting Kayser for the past four months, but MCA is seeking a more experienced man to take over the top post should Kayser leave.

Thus far, MCA has approached Paul Bannister, one-night man with Associated Booking here, but Bannister told *The Billboard* that he has already told Jim Breyley, MCA band chief here, that he would not be interested. Henry Durst, McConkey Music Corporation band skedder, has been approached by MCA, but talk is only in the preliminary stage.

BVC Gets 5-Year Lease on Oldie

NEW YORK, April 15.—In a rather unusual deal, Bregman, Vocco & Conn (BVC) pubbery obtained a five-year lease on a 16-year-old copyright from the Famous music catalog. The tune involved is a Billy Rose-Johnny Green-Eddie Heyman ballad, "I Wanna Be Loved." BVC obtained the rights to the opus for five years on a lease to be paid off on a royalty basis. BVC, to obtain the rights, promised to hand the ballad number one plug treatment. The ballad has been recorded by the Andrews Sisters and Gordon Jenkins's ork for Decca, and will be done at Victor early next week with the Fontane Sisters and Hugo Winterhalter's ork.

RCA, Columbia Competish Hypoed

Victor Enters 33 Field in Full Strength

Continues All-Out on 45

NEW YORK, April 15.—The rivalry between RCA Victor and Columbia Records is slated to take a sharp upward turn as a result of two major developments revealed this week. These are (1) RCA Victor's decision to do an all-out selling and merchandising job in the 33½-r.p.m. classical field, and (2) Columbia's decision to strongly promote its seven-inch disk as against Victor's 45, with this promotion centering around a changer manufactured by V-M Corporation and designed to automatically handle 7, 10 and 12-inch LP's (see separate story).

Victor's decision to go full speed ahead on the regular 10 and 12-inch 33½ market was announced by Paul A. Barkmeier, vice-president and general manager of Victor's record department, at a press conference Wednesday (12). Barkmeier's statement, in a sense, indicates a policy change for the company. Heretofore RCA has held to the belief that its 45-r.p.m. disk rated tops not only as a medium for pop singles, but also for classical music. For those consumers who, nevertheless, wanted 33½, RCA would provide that, too. Now, however, RCA, while still holding to the belief that 45 is the best all-purpose record recognizes the existence of a large 33½ classical market. It is the company's intention, according to Barkmeier, to go after this market with all the power of the company's catalog, and the company's merchandising and promotional acumen.

Ads Plug Toscanini

A series of co-op ads in the daily press Friday (14), plugging the Toscanini releases in connection with the maestro's tour, appeared to emphasize 45 to the exclusion of 33½. This apparently did not jibe with the announced intention of a heavy 33½ drive and caused consternation among local distributors and dealers. Barkmeier, when queried, however, pointedly stated: "We are not kidding on the promotion of 33½. . . . We shall make available and aggressively promote such recordings as symphonies to satisfy those who wish continuous, uninterrupted classical music." He added that Victor has sold an "astounding" amount of Toscanini releases on 33½.

The Victor statement, given to the press, was by way of being an "assurance that RCA is in the 45 and 33½ business 'to stay.'" Barkmeier declared that "both speeds have revitalized the industry." He pointed out that 45 has taken hold in all record categories, including pops, children's, international, Red Seal singles, and albums. The exec claimed that, since the introduction of 45 March 31, 1949, Victor expanded the manufacture, sales and distribution of the 45 disks to "a going rate of 30,000,000 annually." One million turntables have been sold, he added.

Longhairs on 45, Too

George R. Marek, assistant to Barkmeier, also carried the ball for 45, claiming that 80 per cent of music falls into the pop category, which is best served by 45. "However, the 45-r.p.m. system has proven itself in one year equally welcome for classical music, as shown by the fact that the rate of sales between popular and classical music in 45-r.p.m. records is running about the same percentage

RCA Launches 33 Classic Projects With "Open Mind"

NEW YORK, April 15.—The overwhelming acceptance of RCA Victor's initial long-play classical release has set that diskery's Red Seal department off on several large-scale repertoire projects. It has also signaled a new "open mind-open door" policy toward the longhair critics and buying public.

Currently, the department is engaged in lengthy confabs to determine which items from the old 78 r.p.m. catalog should and could be transferred to long play and which should be re-recorded via new techniques. Admittedly, there have been battles between the company's sales and quality-control groups, with the former anxious to boost grosses thru issuance of popular titles on long play. The latter group, however, has retained rigid quality standards for the 33½ cuttings. According to George R. Marek, Red Seal assistant to Veece-General Manager Paul A. Barkmeier, Victor has been recording its Red Seal dates on tape since December, 1948. Twelve of the 32 titles listed on Victor's April long-play release were cut from tape.

In noting the size of this second release, Marek stated that the third release, skedded for May, would also be extensive, and that by July the long-play catalog will have "caught up." By that time it is expected that new releases will come out on all three speeds simultaneously. The end of the shellac market is foreseen within five years.

Marek pointed out that long-play recording has opened the way for recording large-scale musical works, including complete operas and masses. While medium-sized albums of operatic excerpts have always sold healthily, complete opera sets have apparently proved too cumbersome and expensive. Now long play makes them physically and economically attractive. In line with this, Victor will issue the new complete *Rigoletto* and the *Bach St. John Passion* in the near future. The former has already been cut with Jan Peerce, Leonard Warren, Erna Berger, Nan Merriman and Italo Tajo. *The Mass* will be cut under the direction of Robert Shaw. The second long-play release, which features six Toscanini sets, to tie in with his tour, also includes the debut performance of Charles Munch as conductor of the Boston Symphony. The work is Beethoven's *Symphony No. 7*. Igor Stravinsky is also featured as conductor of his own *Mass*. Beside these there will be 25 titles that have been issued before on 78 or 45 r.p.m. release.

It has been indicated by the Red Seal spokesmen that Victor is about to launch a ballot survey thru retail stores to determine which catalog items the public wants reissued on long play. Victor would list a large selection of titles to be voted on and guarantee to issue everything that

that is used to run when conventional speed records only were available.

But, as Marek continued, he gave an increasing nod to 33½, declaring, "there is room in our musical life for the long-playing record also. Both the 45 and 33½ are useful; both have captured the public's imagination." He further stated that Victor's plans for 33½ are "serious and ambitious" and that 33½ is the best medium for presentation of uninterrupted works.

Currently it appears that RCA is making a definite attempt to maintain an entente cordiale with the longhair field. It is also obvious that the diskery has by no means deviated from the position that 45 is the best all-purpose disk.

gets a "minimum demand." The diskery is also mulling the possibility of inaugurating a special "request" label for demand material that falls below the new quality par.

3-Way Stretch Puts MGM Into 35-RPM Groove

NEW YORK, April 15.—MGM Records, already producing long-playing 33½ r.p.m. and standard 78 r.p.m. disks, will begin production of 45 r.p.m. to make it the third major waxery to turn to three-speed production. MGM's initial 45's will be released for sale around May 1. First release will include the label's screen-track album from *Annie, Get Your Gun*, featuring Betty Hutton and Howard Keel, and the first of a pair of duets so-starring Billy Eckstine and Sarah Vaughan.

MGM intends to pursue a policy of making use of 45 r.p.m. only for select and unique recordings and for the choicer regular releases. The 45 line will lay heavy emphasis on the label's sound-track albums and its original east movie score recordings.

The MGM 45 line will be priced at 75 cents for the single disk and \$3.52 for the four-disk *Annie* album.

Dinah Romanced By RCA, Columbia

HOLLYWOOD, April 15.—Dinah Shore's forthcoming opening at Coconut Grove here May 2 will mark the opening of an intensive drive by RCA Victor to snag Dinah and an equally strong push by Columbia Records to keep the thrush. Both Manie Sacks, Victor-NBC talent topper, and Mitch Miller, Columbia a. and r. chief, are skedded to attend the opening, each coming to the Coast for that purpose.

From then on out it appears that Miss Shore, who is still queen of Columbia, will be a busy gal. Problem, so far as she is concerned, will be to decide where to go. Her contract with Columbia ends in December, and the plattery is hoping to snag enough hits to keep her happy. Victor is counting on Dinah's long friendship and respect for Manie Sacks to turn the trick.

Chi Blackhawk To Name Bands

CHICAGO, April 15.—The Blackhawk, Loop bistro which has been utilizing semi-name bands since Eddy Howard closed two months ago and last week started a new miniature legit musical type show, will return to name orks, at least for the summer. Owner Don Roth has booked Blue Barron's ork for the MGM recorder's first local visit in six years to open July 12 for two months. Presently Roth is thinking of using names only during the summer, because of the heavy tourist trade, but if Barron does big biz he may continue thru the fall. Sherman Hayes, currently at the spot, will be replaced May 3 by Teddy Powell's society type band. Ork is the first ever put into the Blackhawk by the Willard Alexander Agency.

Col 7-Incher Drive Keyed To V-M Unit

To Buck RCA's 45 Pops

NEW YORK, April 15.—Competitive situation between RCA Victor and Columbia on the small-disk level—the seven-inch microgroove and the 45 r.p.m.—is likely to become sharper in the near future. This is indicated by a number of developments, the latest of which is the news that Columbia will market an automatic changer, manufactured by V-M Corporation and designed to automatically handle 7, 10 and 12-inch LP's.

Both Columbia and V-M, queried on the changer, refused to comment. It is known, however, that it will (See Col 7-Incher on page 46)

King Shuffles Sales Division

CHICAGO, April 15.—Sid Nathan, prexy of King Records, the Cincinnati diskery, last week announced a re-organization of its sales department. Nathan and Jack Kelly, formerly an appliance and Majestic Record distributor in Cincinnati, will head the new set-up, with Mooney Marthaler, ex-Decca branch chief, in charge of sales promotion. Working with Marthaler will be Lee Stivers, ex-Louisville King manager, who will handle the road work, setting up new salesmen and strengthening King's 33 branches. Mrs. Helen Klein, ex-Charlotte, N. C. King distrib manager, will superintend branch personnel from the Cincinnati headquarters.

Nathan has inked Lucky Millinder, formerly with Decca and last with Victor. Millinder will cut within 10 days with a 15-piece band. The Trumpeters, spiritual group last on Score, also were inked. Shorty Long and the Santa Fe Rangers, Reading, Pa., h.b. group last with Victor, also have joined King. King has just released the first of a series of sides by Mill Delugg, accordionist, formerly with Capitol and Mercury.

Gay to Promoter Ranks With Big D. C. Folk Shows

CHICAGO, April 15.—Folk music disk jockey Connie B. Gay, heard on WRC, NBC Washington, affiliate, and WURL, Arlington, Va., this week will begin the biggest series of personal promotions ever attempted by a country music spinner.

Gay has contracted with execs of the National Guard Armory, which has a seating capacity of 16,500, to present h. b. and Western shows there every Saturday night and Sunday afternoon. He will present two square-dance parties with a show at intermission, on both days. Admission will be 83 cents for adults and 42 cents for kids (plus tax).

House cast will include: Grandpa Jones and Ramona, Pete Cassell, Don Patton's 12-piece ork and guests. Already set for appearances are Hank Snow, Lulu Belle and Scotty and Rosalie Allen and Elton Britt. Budget will be \$3,000 per week for the two shows.

DISKERS VIE FOR JUKE BOX BIZ

Direct Sales Tack Pursued By Most Firms

RCA, Decca, Cap Set Pace

(Continued from page 3)
direct sale methods for the juke box trade.

Key Reason

Key reason for the development of the fast-stepping competitive vying for the ops' favor is the finding that the ops buy the first available version of a tune with potential hit stamped on it. As a rule, the original diskings' competing versions have only a remote opportunity to draw operator business. Such an opportunity usually arises in the event of lax distributor merchandising.

The current disk drive accents speed. The manufacturers are battling to get to the ops with their potential hits first. This they are attempting to do by approaching op associations and individuals with "previews" of new etchings via acetate dubs or special pressings played for the juke men by salesmen or shipped to the ops by airmail express from the manufacturer's home office. In many instances the ops hear and order disks which the local distributor hasn't heard.

Victor's effort to grab coin op favor, the cuffs advance release disk package, is the most precedential tactic taken by the diskers. Victor is sending out weekly packages containing the recordings which the waxery feels will most interest the operator.

(See *Diskers Vie* on page 124)

Oldies Don't Die, They Go to China Via Vedex Catalog

NEW YORK, April 15.—While the life expectancy of a hit disk may be getting shorter all the time, the sales potential of old recordings never dies, according to Dave Stone, who operates the Vedex Company here. Vedex sells unused copies of old name-brand recordings (not considered collector's items) to dealers seeking promotional merchandise to hype regular disk sales.

In addition to sales to promotion-minded record dealers, Stone does a regular export business to all parts of the world, tho the shortage of dollars has cut into that end of the business considerably since the war. Hong Kong is still, however, a major buyer of old disks. For a reason unknown to Stone, Doris Day and Dinah Shore platters are much in demand in that part of the world. The Chinese importer has placed a standing order for all Shore and Day records.

While small retail record shops are Vedex's biggest customers, Stone numbers book shops, chain stores, barbershops, drugstores, novelty and gift shops, and men's furnishings stores among his regular customers. In the space of two months an Ohio haberdashery has purchased over 3,000 old records.

Radio stations, too, are heavy buyers of old records. New stations set up their music libraries thru Stone, and the older broadcasters keep filling in their collections from Vedex catalogs. While some of Vedex's records and albums go back six years, most are only six months old.

Kenton's College of Musical Knowledge To Emphasize 'New'

NEW YORK, April 15.—To carry thru the gospel of progressive contemporary music, Stan Kenton has plans for a music school devoted to the new idiom and the production of instructional short films. The orkster, in town last week-end for two sellout Carnegie Hall stands Saturday and Sunday (8 and 9), expatiated with characteristic articulateness and enthusiasm on the subject dearest to his heart—the propagation of the new music.

"Part of it can be done by concert presentation, but only part," he said. "In addition to reaching the fans by means of the concert tours, we have to groom the future creators of this kind of music—the arrangers, orchestrators and sidemen. I'm working on a plan for a music school, preferably on the Coast."

The jazz innovator would like to work out his film ideas with the Disney Studios. He envisions a series of shorts, utilizing the orchestra, with commentary devoted to such subjects as the basic differences between classical music and jazz, the inner workings of the progressive bands, the development and growth of arrangements and orchestrations.

His current tour winds up in Los Angeles May 22 and he hopes to begin working on the school and film projects then. His 1951 concert tour is already in the works and will kick off on January 15.

While in New York Kenton hoped to use his good offices with American Federation of Musicians' (AFM) Prexy James Petrillo in behalf of British orkster Vic Lewis. Lewis, a Kenton protege and leading purveyor of Kentonian music in England, is here to try to persuade Petrillo to relent on his refusal to permit foreign bands to appear here. While not officially representing the British Musicians' Union (BMU), Lewis has BMU's full approval on this mission. Relaxation of the ban would permit Kenton and others to appear in Eng-

land where, Lewis feels, there would be large audiences for him.

Petrillo has been approached on this subject many times in the past, however, and there's little reason to believe he'll change his mind at this juncture. Barring such an unexpected development, Kenton may go to England himself, perhaps with thrush Jume Christy and a key sideman or two. He would like to assemble a crew of top British tooltlers and a string section, perhaps the London Symphonys, for a concert tour there.

ASCAP Income For '50 Quarter Tops in 1½ Years

NEW YORK, April 15.—Income of the American Society of Composers, Authors and Publishers (ASCAP) for the first quarter of 1950 topped any quarter during the past year and a half, according to a statement by a Society exec. The gross figure was estimated by trade sources at close to \$3,000,000, indicating that despite the loss of revenue from films the general field held up very well.

Radio, as usual, was the top income-producing source. Tradesters stated that the amount derived from television, while comparatively small, showed great promise for the future. The TV figure was estimated at between \$200,000 and \$250,000.

ASCAP execs indicated that operational and administrative expenses have been held to a minimum in order to divide among the membership as much of the gross income as possible. There have been no personnel slashes.

"Faust and Devil" Latest Opera Film

NEW YORK, April 15.—The third in a series of operatic films produced for Columbia Pictures in Italy by Gregor Rabinowitch will be previewed locally prior to general release in May. The flick, *Faust and the Devil*, is based principally on Gounod's operata, *Faust*, which was inspired by the Goethe drama. It also interpolates some of the instrumental music composed by Boito for his opera, *Mephistopheles*, which is based on the same story.

Italo Tajo, bass of the Metopera, RCA Victor and Cetra-Sonia disks, is the star of the production, which also features Nelly Corradi and Gino Matterna.

Previous releases in the series were *The Lost One (La Traviata)* and *Her Wonderful Lie (La Boheme)*. If the project continues, *Tales of Hoffman* and *Aida* adaptations will follow, in that order.

Philly Diskery Incorporates

PHILADELPHIA, April 15.—Ivan Ballen, whose local record manufacturing concern issues Gotham and other local record labels, has incorporated his Gotham Record Corporation and a subsidiary, Andrea Music Company. Gotham label is distributed nationally. The articles of incorporation set up the Andrea firm for both recordings and music publishing. Petition for charter of incorporation was also filed by another local label, the Paramount Record Manufacturing Company.

Six Cap Execs Upped To Hypo Distribution

HOLLYWOOD, April 15.—In a move to fortify Capitol's sales and distribution system, Floyd Bittaker was appointed executive vicepres of Capitol Records Distributing Corporation, and its five regional managers were named vicepres of the distrib firm. Bittaker served as Cap's vicepres in charge of national sales for years. Capitol has expanded its Hollywood distrib facilities by an additional 8,000 square feet of office space in the Palmer Building, taking over the entire second floor of the Hollywood Boulevard structure. Diskery held the building's third and fourth floors; now, with the exception of the ground floor, it will occupy the entire building.

Cap's five regional managers promoted to officers in the distrib firm include Bill Hill, New York, elevated to vicepres in charge of the Eastern region; Max Callison, Cleveland, vicepres in charge of Eastern-Central region; Ray Marchbanks, Central region vicepres; Vic Blanchard, Southern region vicepres, and Paul Featherstone, Western vicepres. Realigned sales team will have as one of its primary purposes speed in marketing Cap's wares in addition to sales promotion and exploitation.

RCA To Re-Press Acuff-Rose Tune

NEW YORK, April 15.—Acuff-Rose, pubber of the click *Chattanooga Shoe Shine Boy*, got over its mad at Hill & Range when RCA Victor this week agreed to recut its diskling of the latter pubber's Rubber Knuckle Sam.

Acuff-Rose's beef was that the RCA waxing, cut by Texas Jim Robertson, virtually duplicated the melody of *Chattanooga*, plus a sound effect close to the popping of the shoeshine rag in that ditty. Hill & Range's stand was that their lead sheet on Sam differed considerably from *Chattanooga*, and that Robertson had varied from the lead sheet in cutting the tune. Victor agreed to rerecord the number and send out the new disk jockey pressings, a settlement agreeable to all parties.

TD Reneges on Sale Of Casino Gardens

HOLLYWOOD, April 15.—Tommy Dorsey, at the last minute, backed down on the sale of his Casino Gardens Ballroom to its former owner, Bernie Cohen. As exclusively reported by *The Billboard*, deal was hanging fire last week-end with TD's manager, Arthur Michaud personally taking Cohen's \$75,000 offer to Houston where Dorsey is playing the Shamrock. TD apparently agreed to the deal.

Michaud and Cohen met for final ironing out of details and contract inkling, but Dorsey phoned from Houston and nixed the deal. Neither Michaud nor Cohen can explain TD's action.

802 Fetes N. Y. Needy

NEW YORK, April 15.—Occupants of the New York City Family Shelter were entertained by a quartet of musicians provided by Local 802, American Federation of Musicians (AFM) Tuesday night (11). Shindig was arranged by Joseph A. Mannix, director of the Shelter, and Jerry Alexander, chairman of 802's relief department.

AFM, Broadway Houses Bury Axe

NEW YORK, April 15.—As forecast in last week's issue of *The Billboard*, the local American Federation of Musicians and the Broadway presentation houses buried the hatchet on the stand-by question this week. As detailed last week, the terms call for:

(1) Elimination of stand-by or stand-by pay.

(2) Guarantee of Local 802 bands during 50 per cent of the time the houses are on a name-band policy. This will almost certainly mean 28 weeks a year unless the houses make an about-face on name bands.

(3) Cash settlement of 25 per cent of the union's claim of \$240,000 for back stand-by money—about \$60,000.

Reps of the Capitol, Paramount and Strand wrapped up the deal with 802 execs late this week.

Moore's 3 Blazers To Billy Shaw Fold

NEW YORK, April 15.—Johnny Moore's Three Blazers last week obtained a management release from General Artists Corporation (GAC) and immediately inked a fresh booking deal with Billy Shaw's Shaw Artists Corporation (SAC).

The group remains under the personal management of Milton Ebbins.

GOV'T SEES DISK BIZ GROWING

Kid-Pic Pkg. 79c

NEW YORK, April 15.—The new Humpty-Dumpty kiddie-picture book packages, skeddled to debut at the National Association of Music Merchants' convention in July, will retail at 79 cents, not 97 cents as erroneously printed in last week's issue. The 79-cent figure sets a new low price for such combination packages.

London Issues "Mikado" on LP

NEW YORK, April 15.—The first complete long-playing version of Gilbert and Sullivan's *Mikado*, by the D'Oyly Carte Opera Company, will be released here this week by London Records. The work will take up two 12-inch long-playing disks and will be accompanied by a complete libretto. According to London, the work has been taped, using the most recently developed techniques in FRRR recording.

Shellac and 45 r.p.m. versions of the performance will follow in a few weeks, with the work taking 11 disks per set.

The D'Oyly Carte Company also cut the original complete diskings of the popular work, which was released here by Victor in 1937. This version, however, has not been made available on either of the new speeds.

London is currently engaged in a project to slice all of the Gilbert and Sullivan operettas with the D'Oyly Carte Company, British G-S repertoire company generally recognized as the definite interpreters of Savoyard fare. *Pinafore*, *Pirates of Penzance*, and *Trial By Jury* have already been released in this country, and *The Gondoliers* will be issued here within a few weeks.

Diskery To Plug Longhair Only

NEW YORK, April 15.—American-Elite, domestic affiliate of the Swiss Elite disk empire, has sold its entire pop-international catalog to the Europa Import Company here, prior to reorganization as a purely classical, long-play specialty line. The Elite label will be taken over with the masters, about 85 of which have already been released here.

Several longhair long playing sides previously released on Elite will now be switched over to the new Renaissance label (*The Billboard*, April 15). American-Elite has been operated by Michael Von Mandel and Emery Rosza, but Von Mandel is alone in the Renaissance set-up, and is currently negotiating to take over Rosza's Elite interests as well.

Rosza recently moved back to Austria to reacquire his prewar business. He was sales manager for Continental Records here for several years.

Von Mandel embarks for Europe April 30 for a six-week business trip.

Emanon Reopens Diskery

DETROIT, April 15.—Emanon Record Company, which virtually ceased activity a year ago, is resuming pressing following reorganization by Dave Usher, who will be active manager of the company. Raymond Glassman, who was a partner, has withdrawn. Four sides have been cut by Howard McGhee, trumpet artist, with his own 18-piece band, and are set as the first releases—*The Man I Love*, *Hot House*, *Blues and Fat Girl*.

Kaye Offers Uke Plan to MPPA; Pubbers Cool

NEW YORK, April 15.—In the interest of enlarging the dwindling market for sheet music, orkster Sammy Kaye appeared at a meeting of the Music Publishers' Protective Association (MPPA) this week to present a unique plan for pubber encouragement of the ukulele and ukulele music.

The plan—which MPPA execs did not warm to—is the creation of a non-profit co-operative publishing venture devoted to uke music and exploitation. Tunesmiths would be assigned to turn out uke type tunes and income would go toward uke music promotion. Tie-ups would be made with uke manufacturers, TV and radio programs and record companies. Kaye promised to record the commissioned tunes if they were good and said that he was sure other artists and waxeries would go along.

As to the ultimate disposition of any copyrights resulting from the venture, the participating pubbers could draw for them at the conclusion—if any—of the venture.

Altruistic Motives

The orkster told *The Billboard* that his only interest was as a member of the music business and that he sought no profit for himself or his small publishing firm. With the lessening of home interest in the piano, he sees the uke as the best potential medium for sheet music. "It's an amateur's instrument, and when uke players want to run down a pop tune they have to buy sheet music—the more players, the bigger the sales." He is disappointed with the failure of the MPPA pubbers to respond to his suggestion, but would like to carry on his idea with any publishers who might be interested.

MPPA spokesmen explained that it is against the association by-laws to form a corporation. They also pointed out that the organization had been encouraging all pubbers to include uke chords in copies for some time and to issue folios of music particularly suited to the instrument.

Felice, Paul Debut F&P Recording Firm

HOLLYWOOD, April 15.—Ernie Felice and Les Paul have formed a label of their own, F & P Records. Felice will record for his own company while Paul, under contract to Capitol, will limit his participation in the new firm to supervising diskings sessions and aiding in picking tunes.

F & P's first release features Felice and Mary Ford sharing vocals on a Western ditty, *No More Cryin'* and *Weepin' Over You*, backed by Felice's solo vocal on *I Love You Dearly*, an Italian ballad with new lyrics. The Ernie Felice Foursome, augmented by eight violins, two guitars and bass, provide accompaniment.

T. D. Added Starter In Astor Roof Lineup

NEW YORK, April 15.—Tommy Dorsey will be an added starter in the Hotel Astor Roof summer band line-up marking the first time in some years that the spot will divide its season in four segments. The hostelry will open the roof with Harry James's crew, May 22.

Following his three-week engagement, Carmen Cavallaro goes in for four, Dorsey follows for four and Xavier Cugat will close the season with a five-week date.

Cap Circus Wax

HOLLYWOOD, April 15.—Capitol has set a diskling deal with the Ringling-Barnum circus band leader, Merle Evans, to cut an album of standard circus tunes. Date of the session is still hanging fire. R-B band recorded a circus album for Columbia some years ago.

200G Fire Guts Old Philly Met

PHILADELPHIA, April 15.—A four-alarm blaze, which roared from the foot of the stage to its fifth-story roof, hit the old Metropolitan Opera House early Tuesday morning (11). The Met in recent years has been used as a ballroom, roller skating rink and sports arena. The night previous there was a dance in the hall.

Jimmy Toppi, owner of the building, recalled that a cloakroom girl smelled smoke at 11 p.m. and hand extinguishers were used to put out a tiny blaze in the flooring. He said he remained until 2:30 a.m. to make sure there would be no further outbreak. The fire broke out less than three hours later.

Second Big Fire

Toppi estimated damages at \$200,000 and the fire means the end of the last of the large spaces for major dance promotions. It was the second fire for the large hall. On February 5, 1948, fire caused \$165,000 damage to balconies in the building. Several name band dances, roller skating and sporting events are canceled as a result of the fire.

Originally built by Oscar Hammerstein Sr. as a showplace for Enrico Caruso and other of opera's great names, the Met originally opened in 1908. Despite Hammerstein's importation of great-name stars, opera at the Met passed out in 1912. For a long time it was used as a vaudeville house and housed such spectacles as *The Miracle* and *The Passion Play*.

Bob Byrne Ups Crew to 15 Men

NEW YORK, April 15.—Bobby Byrne has reorganized and enlarged his dance crew, preparatory to a build-up thru Joe Glaser's Associated Booking Corporation. The new 15-piece unit, with full brass complement, sports an entirely new book, the most of the scores continue to spotlight Byrne's own trombone and harp.

The band is currently breaking in on one-nighters and makes its main-line debut at the Arcadia Ballroom here on April 25. The booking is for four weeks.

Byrne is under the personal management of Frank Hanshaw.

B&B To Issue First Release

BUFFALO, April 15.—B & B Products Company, a new commercial record producing outfit, has been formed here by Bobby Nicholson and Bob Buchanan. The diskery's first album release, *Prayers and Poems of Hope and Inspiration*, will be shipped Monday (24). The package, including five 10-inch disks, features recitations by John Bernard Stinson, with organ background. Sales will be via direct mail thru radio stations, and also via music and religious stores.

Nicholson is production manager, and Buchanan is program director of R. H. Ullman, Inc., local transcription firm. The latter outfit originates the Jingle Library and Tune-O.

Believes New Speeds Halted Downward Dip

Census Office Gathers Data

(Continued on page 4)
Individual census forms for firms or persons.

Census officials are already thinking about collecting data on seven-inch disks in the next manufacturing census. In 1947, the break-down was made for 10-inchers and smaller and for disks larger than 10 inches. In 1939, the agency didn't bother to add up the value of the larger disks. The value of electrical transcriptions was computed in both censuses and will be in the next. Data for disks not otherwise classified—mainly home recording blanks—were collected in 1947 but not in 1939. The item will be kept in the 1953 census.

The final 1947 census figures which the GPO will publish in May or June show that \$81,417,000 worth of disks 10 inches and smaller were shipped that year as compared with only \$15,980,000 in 1939. The factory value of disks over 10 inches in 1947 was \$15,987,000. This was not included in the 1939 census, but, on the basis of the other figures, was around \$2,000,000. The value of transcriptions was \$4,406,000 in 1947 and \$2,024,000 in 1939. Other types had a factory value of \$205,000 in 1947 and were not figured in the earlier census.

Higher Factory Tabs

The large growth of the industry in terms of the value of product was due not only to increased sales but also to higher factory prices, for disks, according to the Census Bureau.

An examination of the census figures shows an increased emphasis on larger disks in the near-decade between 1939 and 1947. The factory value of all disks was more than quintupled, while the value of king-sized disks—almost entirely 12-inchers—increased around eight times. The value of 10-inchers and smaller is about five times larger in 1947 than in 1939, and the value of transcriptions doubled.

Taylor, Acquaviva Open New Rep Firm

NEW YORK, April 15.—Holiday Attractions, Inc., a new management, counseling and music publishing organization, has been set up here by Larry Taylor and Tony Acquaviva. Taylor has resigned as professional manager of Michael Music.

Among artists inked by the unit are Eddie (Piano) Miller, Rainbow disk star, who signed a five-year deal; warbler Bobby Haymes (Dick's brother), and thrushes Rita Constance and Margaret Manning.

Gordon Bentley, new bary, also is in the stable.

Eddie Miller Signs With Rainbow Again

NEW YORK, April 15.—Rainbow Records' Prexy Eddie Heller last week inked a renewal paper with Eddie (Piano) Miller. The new contract runs for two years.

Miller, whose ragtime-style piano efforts helped create the current trend, is a well-known Tin Pan Alley songwriter, Eddie Lisbona, who is responsible for such current tunes as *Symphony of Spring* and *Juke Box Annie*.

MUSIC—AS WRITTEN

Monroe Races 26C Over Indianapolis Moon

Vaughn Monroe went over the top for the Circle Theater in Indianapolis when he grossed \$26,000 the week ending April 10. It was the top for the season.

Beneke Ork Into Statler May 15

Tex Beneke's ork will follow Ray Anthony on the podium of the Cafe Rouge of the Hotel Statler, New York, May 15, for a four-week run. This will mark Beneke's first Gotham location appearance in some three years. Beneke's crew will be the first Music Corporation of America (MCA) managed crew to play the plum location in about a year.

Freddie Bartholomew Signed by Admiral

Freddie Bartholomew, erstwhile moppet film star, has signed with Admiral Records for a series of children's recordings. The material, being produced under the direction of Selma Rich, will emphasize classic fairy tales. Admiral recently reduced the price of its disks from 98 to 79 cents.

Hometown Songs Acquires "Birmingham Bounce"

The hillbilly sleeper, "Birmingham Bounce," published originally by Jim Bullet Music, has been acquired by Bill Burton's Hometown Songs Pubbery. The tune was written by Hard Rock Gunter, who cut the original waxing for Bama Records. Now it has been cut by Red Foley for Decca, Tex Williams for Capitol and Chuck Merrill for MGM.

Cap Inks MacRae, Lucille Norman for Operetta Albums

Capitol will team Gordon MacRae and soprano Lucille Norman for two operetta albums. Miss Norman was inked by Cap only for the two platter books. Albums include "New Moon" and "Vagabond King" and mark the diskery's first serious step into this field. They will be released on all three speeds and will be available back-to-back on 33 1/2.

Oops! "Painter" Is by Gillespie and Smith

In last week's "Honor Roll of Popular Songwriters," the authorship of "Old Master Music" was ascribed to Hoagy Carmichael. The Carmichael song is "Old Music Master." "Painter" was written by Haven Gillespie and Beasley Smith.

Caravan Releases Pops Aimed at Moppets

The increasing evidence that a number of new pop novelties are selling in the children's record field has prompted one indie kidisk producer to instigate a pop series aimed directly at the moppets. Caravan Records, releasing two pop couplings last week, has dressed them up in attractive four-color envelopes, after handing them productions that emphasize the rhythmic values of the tunes. The couplings, pressed on non-breakable material, back "Choo'n Gum" with "Juke Box Annie" and "I Found My Mama" with "Down the Lane." They retail at 79 cents per disk, as opposed to Caravan's regular kidisk price of 98 cents.

New York:

Twin Music Publishing Company has been formed here by Stan and Eddie Cooper. . . . Renata Tebaldi, Italian operatic soprano, has been engaged by the San Francisco Opera Company for next season as a result of her introduction here via London recordings. . . . Seco disk President Sidney Siegel set to leave April 21 for a month-long tour of the Caribbean countries. . . . Berle Adams was in town last week setting bookings for Louis Jordan. . . . Mickey Dee and Skinner, London and Command disk duo, open at Harry Altman's Glen Casino, outside Buffalo, when the spot is unshuttered May 13. . . . Admiral disk warbler Bobby Colt opens at the Chez Ami, Buffalo, April 24. . . . Hot Lips Page goes into Birdland for two weeks, starting April 20. . . . Coral vocalist Bill Darnel opens at the Esquire Club, Montreal, April 24 for a one-week stay.

Trudy Richards, former thrush with the Charlie Barnet band, is on the verge of completing a recording deal with MGM. . . . Milton Rackmil, Decca Records' proxy, will leave for California on April 19 for a 10-day to two-week business trip. . . . Louis Armstrong's all-star combo will headline the next bill at the Roxy Theater, beginning April 28. . . . Desi Arnaz and wife, Lucille Ball, will work as a team for dates at the Chicago Theater, Chicago, the week of June 2, and at the Roxy Theater here for two weeks, beginning June 9. . . . Capitol Records' musical director Paul Westron, is being submitted as top man of a musical radio seg for a summer replacement spot tabbed "These Are My Songs."

On the Sound Track . . . Pubber Tommy Valando sold "The Wind Is Green" to MGM pix last week. Tune will be the title song of a forthcoming flick. . . . Pubber Bobby Mellin acquired "Love Like Ours" from screen clobber Dmitri Tiomkin. The song is in the forthcoming United Artists flick, "The Men." . . . Thrush Dana Leslie goes into Birdland April 20. . . . Warbler Pat Terry opens at the Riviera April 25.

Jack Green, formerly with the William Morris Agency, last week went with Shaw Artists Corporation to head coast activity for the latter. . . . Songwriter Rube Bloom took off for the Coast to write a show score with Johnny Mercer. . . . Decca's Mike Conner and Eileen Wilson took a whirlwind Eastern jockey tour last week to push the thrush's etching of "I Didn't Know What Time It Was." . . . Country artist Shorty Long has switched to King Records after a term with RCA Victor. . . . Chill Willis, who did the sound tracking in the flick, recorded "Francis, the Talking Mule" for Capitol.

Warbler Dick Noel was pacted by MCA. . . . Pupi Campo has been set for the Riviera for the summer; Ralph Font ditto for Grossinger's. Leonard Green Agency set both deals. . . . King Records has signed

Shorty Long for country and Western etchings and Mabel Scott and Wild Bill Moore for the rhythm and blues series. . . . Charlie Ross Music took over "I'm Gonna Get Myself a Choo Choo Train" from Nedson Music. . . . Polka orkster Victor Zembruksi is back in his Connecticut stamping grounds after a swing around the country in which he appeared on nearly 300 deejay shows and six TV shows. . . . Pubber Howie Richmond has returned from a visit to the Coast. . . . Disney Music took over "Love Goes 'Round on a Merry-Go-Round" on the strength of a Lorry Raine etching. . . . Tunesmith Sammy Gallup leaves for a five-week visit on the Coast Thursday (20).

Bob Rolanix's Keys diskery has signed the Augustana Choir of Rock Island, Ill., conducted by Henry Veld. The group cut for Victor several years ago. . . . Jim Landay, general manager of London Gramophone Corporation of Canada, Ltd., arrived from Toronto Friday (7) for confabs with local London execs. . . . Atlantic Records has sliced an LP disk featuring pianist Joe Bushkin's Trio. The diskery is grouping five selections on each side of a 10-inch disk. . . . Orkster Freddy Mitchell has been re-signed by Derby Records. The new pact is for five years. . . . Misha Piatro cut 10 standard sides for Parade Records last week with a 20-piece string ork. They will be issued on a single 10-inch LP platter. . . . Johnny LeMar closed out his distributing company. Several other indies are expected to follow suit soon.

Thrush Claire Hogan, who left Jimmy Dorsey's band to try a single and thus far has landed a London record deal, inked a personal management paper with the Gabbe, Luis and Heller firm. . . . Next show at Bop City nitery, opening May 4, will include King Cole Trio, Count Basie ork and thrush Dinah Washington. . . . Cab Calloway and his foursome will play two weeks at the Club Rialto in Panama beginning May 1. . . . Jerry Cooper inked to do four sides for Abbey Records.

The Harmonica-Aires, former Regent disk artists, have signed a new pact with Rainbow Records. Their first Rainbow wax will be cut this week with Buddy Williams' Rhythmaires. . . . Caravan Records' proxy Larry Gould left April 15 on a 10-day vacation. . . . Alpha Distributing has taken over the New York territory for Jack Caiden's lyric kiddie line. . . . Decca Records' International Department, headed by Louis Sobok, has inked Phil Gilczewski and His Polka Band, of Buffalo, and cut the crew's first date recently at the Music House Studios there. Polish outfit was discovered by Buffalo branch manager Lew Klayman.

Chicago:

After a trial Christmas album, Columbia Records has inked the Johnson Family, who are heard daily on their dad's show over WBBM. The four girls and their parents will cut another album soon. . . . Station WLS and the Chicago Park District will stage the first international dance festival at the Stadium October 28. . . . Tim Gayle, veteran fack, has set up headquarters at the Hotel Sherman.

House and Garden will carry at least one musical feature per month. The July issue will feature music articles exclusively. . . . Rondo Records has moved into new headquarters at 220 West Locust. . . . Mercury Records has inked Robert Quinlan, NBC video pianist-warbler, to a four-disk deal. Jerry Murad's Harmonicals will cut a series of kidisks for Mercury. . . . Bullet Records has inked Roy Hall and His Cohutta Gang, now working in Detroit. . . . When a motor underneath the stage of the Carnival, Minneapolis, started belching smoke during Peggy Lee's opening there last week, she quelled the throng with a rendition of "Don't Smoke in Bed." . . . Jack Owens became a dad last week. The daughter was named Cynthia, after one of Owens' tunes, "Cynthia's in Love." . . . Several local distributors are threatening suits against disk manufacturers, whom they claim violated franchise agreements in sudden switches to rival local distributors.

Cincinnati:

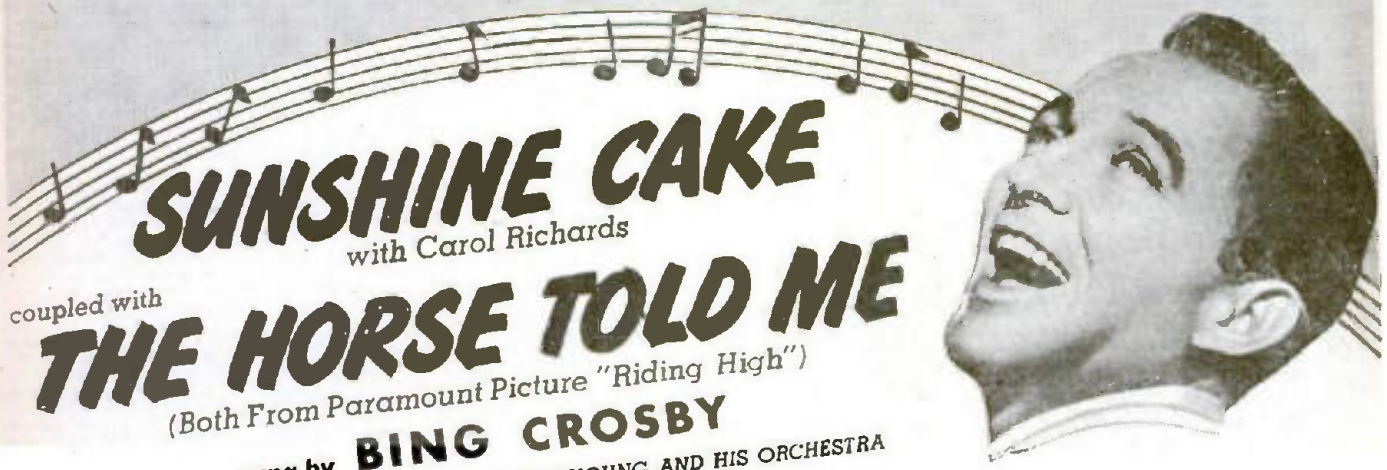
Danny Scholl, who got his start as a singer with Deke Moffitt's ork here and now appearing on Broadway in "Texas Lil Darlin'," has been pacted by National Records, with his first waxing, "Open, Parachute," slated for release this week. . . . Vaughn Monroe comes to Music Hall May 14 thru a promotion by Barney Rapp, local booker. A newspaper tie-up on a Mother's Day theme is being concocted to stimulate advance duet sales. . . . Music Corporation of America (MCA) reported to be dickering with the town's leading disk jock, Paul Dixon, of WCPO, to head up the network tele show, "Cavalcade of Bands," as a replacer for Warren Hull. . . . Gene Autry and troupe set for annual Marydale Fete of Good Samaritan Hospital to be held at Cincinnati Garden May 20-21.

Philadelphia:

Clarence Fuhrman again gets the call for daucing at Willow Grove Park's Danceland. . . . Bill Dowling for Rainbow Room rhythms at the Vernon House. . . . Davis Ballroom, formerly the Nixon, returns to the terp fold with Eddie Kane on the platform. . . . Charlie (Yardbird) Parker taking in a return trip at the Showboat. Dixzy Gillespie took his place in the Club 421 band parade. . . . Songbird Hotcha Drew getting her own musical unit together to record for Abbey. . . . Bobbie Roberts leaves to open the spring season at the Hotel President's Round-the-World Room in Atlantic City. . . . Lee Guber's Rendezvous, on the heels of the Sydney Bechet click, brings in an all-star Dixieland unit in Baby Dodds on drums, James P. Johnson at the 88, Sidney de Paris on clary and Conrad Janis on trombone. . . . Jules Helzner set for the summer at Poemot Lodge, Bushkill, Pa. . . . Lennie Herman, currently at the Hotel Warwick, again will summer in the Submarine Room of Atlantic City's Traymore Hotel. . . . Also leaving for Atlantic City is Joey Singer, who goes to the Hotel Chelsea.

Ross Raphael, Two-Four Club maestro, cut his own composition, "Rhumba Impromptu," for Regent Records. . . . Georgie Auld, Chubby Jackson and Buddy De Franco will be in the all-star combo slated to open May 15 at the 421 Club. . . . Philadelphia Orchestra and the local musicians' union, which usually only get together in time for the first rehearsal, have already set up a trade agreement for next season's contract. . . . Musicians' union presented \$500 checks to the families of the four local musicians injured (one died) when their auto overturned on the way to a
(See Music as Written on page 28)

You'll be **Riding High** with these
NEW great DECCA hits by BING!



SUNSHINE CAKE
 with Carol Richards

coupled with

THE HORSE TOLD ME
 (Both From Paramount Picture "Riding High")

sung by **BING CROSBY**

With JEFF ALEXANDER CHORUS And VICTOR YOUNG AND HIS ORCHESTRA
DECCA 24875

WE'VE GOT A SURE THING

coupled with

SOMEPLACE ON ANYWHERE ROAD
 (Both From Paramount Picture "Riding High")

sung by **BING CROSBY**

With JEFF ALEXANDER CHORUS And VICTOR YOUNG AND HIS ORCHESTRA
DECCA 24876

GOING STRONG!

- CHOO'N GUM
- I'M GONNA PAPER ALL MY WALLS
WITH YOUR LOVE LETTERS
- MUSKRAT RAMBLE
- WALK WITH A WIGGLE
- BEWITCHED
- WHERE IN THE WORLD
- I DIDN'T KNOW WHAT TIME IT WAS
NEVER HAVE I EVER FELT LIKE THIS BEFORE
- THE OLD PIANO ROLL BLUES
- STAY WITH THE HAPPY PEOPLE
- ON THE OUTGOING TIDE
- THE BREAD AND BUTTER SONG
- JOLLY FELLA TARANTELLA
(The Organ Grinder's Song)
- STARS ARE THE WINDOWS OF HEAVEN

- ANDREWS SISTERS
Decca 24998
- ANDREWS SISTERS
Decca 24991
- GORDON JENKINS
Decca 24983
- EILEEN WILSON
Decca 24978
- HOAGY CARMICHAEL and CASS DALEY
Decca 24977
- RUSS MORGAN
Decca 24966
- ANDREWS SISTERS and GUY LOMBARDO
Decca 24965

- ZING-A ZING-A ZING BOOM
- THE SCOTTISH SAMBA
- THE 3RD MAN THEME
- THE CAFE MOZART WALTZ
- DON'T DO SOMETHING TO SOMEONE ELSE
(That You Wouldn't Want Done to You)
- MY FOOLISH HEART

- ETHEL SMITH and GUY LOMBARDO
Decca 24957
- GUY LOMBARDO
Decca 24839
- GORDON JENKINS
Decca 24830

**AMERICA'S
 FASTEST
 SELLING
 RECORDS!**



M'Rae-Day Wax Marriage Pitch

HOLLYWOOD, April 15.—Century Artists topper Marty Melcher is attempting to work out an artist interchange between the Columbia and Capitol diskeries in order to wax a Tea for Two album with Doris Day and Gordon MacRae on Capitol. Melcher, who handles both singers, wants to tie in with the forthcoming Warner pic of the same title with a Day-MacRae book. It's understood Cap has okayed the deal, but Columbia is noncommittal.

If exchange is consummated, Miss Day will shift to Cap for the dueting, with MacRae to return the favor for Columbia sometime in the future. Columbia will be given the right to use MacRae with Miss Day on an equal number of sides so as to cash in on exploitation and promotion of the Day-MacRae pic combination. Deal would restrict Columbia from duplicating any Day-MacRae couplings cut by Capitol.

Cap Inks Brice To Kidisk Pact

HOLLYWOOD, April 15.—Capitol Records' Alan Livingston inked Fanny Brice to a diskling contract. Diskery's album veepee will use Miss Brice's Baby Snooks character for kidisks. She will be waxed at the earliest opportunity, with release skedded for fall. Other kid platterings include a new Hopalong Cassidy album and another in the Bozo series. All are being held for fall release as Livingston intends to withhold new kid fare from the summer market to permit diskery's sizable moppet catalog to reap vacation time sales.

THE LITTLE GENERAL
says . . .

"IF I LIVE TO BE A HUNDRED"
IS THE SONG OF THE CENTURY

Recorded by
BOB HANNON
Corona (Atlantic) #HT101
and more to come . . .

GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

WILHELMINA

For 20th Century-Fox's
"WABASH AVENUE"
recorded by

JAN GARDER	Capitol
EDDY HOWARD	Mercury
DANNY KAYE	Decca
KAY RYSER	Columbia
BENNY LEE	London
ART LUND	M-G-M
FREDDY MARTIN	RCA Victor

LEO FIRST INC.

MUSIC BOURNE TO LIVE

"ARE YOU LONESOME TONIGHT"
by
BLUE BARRON
MGM 10620

BOURNE, Inc. 108-14 A. N.Y. 10001

Circus Music Review

Ringling's '50 Music Spangled With Nostalgia and Circus Daze

(Continued from page 4)

Purple, Lady in Red, Green Eyes, Sunny Side of the Street and Did You Ever See a Dream Walking? Tunes like Sabre Dance, Galloping Comedians and E Cumbanchero also get a brassy going-over by the band. Despite the unusually bad acoustics and public address set-up at Madison Square Garden, the band's full sound still comes thru in typical circus fashion.

Four Smart Originals

Production-wise it's the four originals that get the best presentation. Each was written for one of the show's specs and each is sung by Bill Parker. Commercially the Sullivan-Anderson *Someday When Dreams Come True* impresses most. *Jungle Drums*, *Marimba* and *Come to Vienna* are the other three tunes.

This season marks Evans' 33d musical director of the Ringling show. According to the veteran fronter the current band, which includes a few new tootlers, is "as good a band as I've had in many years." Most of the sidemen have been with the Ringling band for 15 or 20 years, and it's getting progressively more difficult, says Evans, to find good musicians who want to tour.

Loved by Musicians

Long considered one of the toughest tootling jobs in the music business because of the long shows played twice each day, chairs in the circus band are held down by musicians who just

Keller, Blake, Camito Unveil Len-Art Music

NEW YORK, April 15.—Chicago music school proprietors Leonard and Arthur Keller, Chicago deejay Randy Blake and Lou Camito, veteran New York contact man, have launched Len-Art Music. Camito, who will serve as general manager, with offices here, is negotiating an affiliation with Broadcast Music, Inc. (BMI). The arrangement would have BMI match in advance guarantees a sum put up by the partners.

First plugs are *My Dream* and *Love Is Here To Stay*, both penned by Leonard Keller, an orkster of some stature several years back.

love the association with the Big Show. "You've got to be in love with this business," says Evans, "or you'd never stick with the job very long. Musicians are paid AFM scale, with transportation, room, board and wardrobe furnished by the circus.

Commenting on the selection of tunes used in the show, Evans said that it's been many years since song pluggers contacted him. "Years ago this used to be considered an important plug, but I guess the music business has changed radically. I never hear from a song plugger any more.

Joe Martin.

Billboard's Simon Snags Tyro's First With Nude Pitcha

NEW YORK, April 15.—Bill Simon, one-time recording director on obscure labels, erstwhile composer, currently a music critic and gatherer of rare and curious information for *The Billboard*, this week astounded his colleagues by winning first prize in the amateur division of the New York Newspaper Guild's second annual art show. Simon, a Don Juan type, took the top award with his *Grey Nude*, which the judges unanimously favored over a number of high class entries from such publications as *Standard and Poor's*, *The New York Post*, etc. The show includes 94 works by 61 artists of amateur and professional standing.

Simon's win, of course, clinched the cultural advantage which *The Billboard's* Music Department has long held over the radio-TV, legit and night clubs-vaude sections of the book. However, Bill Smith, NCV editor and bon vivant, claimed that his failure to enter the competition made Simon's success a foregone conclusion. Samuel N. Adler, Simon's art teacher—and incidentally a former first violinist in Broadway shows and quondam conductor of No. 10 *Nanette*—smirked at Smith's charges.

"Another unfulfilled dauber," he remarked knowingly.

Music—As Written

(Continued from page 26)

USO benefit at the Coatesville (Pa.) Veterans' Hospital. . . . Herbie Collins brings his band back to the Hotel Warwick. . . . Frank P. Liuzzi, president of Local 77, musicians' union, running for re-election, will be opposed by Charles McConnell Jr. A switch in the balloting will find Guy Scala, the incumbent secretary, up for re-election and opposed by Jimmy Perri, who is running on the Liuzzi ticket.

On the Sound Track:

Jonie Taps (Columbia) has completed shooting of his first production, "When You're Smiling," with the disk name-studded flicker to be readied for national release by July. Wax talent includes Frankie Laine, Kay Starr, Billy Daniels, Modernaires, Mills Brothers and Bob Crosby and His Bobcats. All selections soundtracked will include artists' click disk tunes. . . . Benny Carter is arranging five sequences for the background score of "Panic in the Streets" (20th Century-Fox), dramatic documentary. Alfred Newman is the musical director. . . . Adolph Deutsch, proxy of the Screen Composers' Association (SCA), is in Gotham huddling with counsel Leonard Zissu in an effort to untangle the ASCAP consent decree performance rights knot. . . . Hoagy Carmichael and Johnny Mercer were inked to team talents on at least six tunes in Paramount's Betty Hutton starrer, "Madcap Mabel." Cleffers have reported to the lot with pic production set for midsummer kickoff. . . . Morris Stoloff, Columbia music topper, is batoning George Dunning's background score for the Robert Cummings-Joan Caulfield technicolor musical, "The Petty Girl." Tunes were penned by Harold Arlen and Johnny Mercer. . . . Paramount has launched an all-out exploitation campaign on behalf of Bing Crosby's "Riding High," tieing in with 250 local disk dealers and distribus plus area's disk jockeys, utilizing dealer window displays and servicing deejays with special Decca packages containing Der Bingle's waxings of the flicker tunes. . . . Ann Ronell, who turned out the complete score for United Artists' "Love Happy," is visiting in New York.

Winchester Pub Set by Wakely

CHICAGO, April 15.—Jimmy Wakely, Capitol recording ace, last week rejoined music publishers' ranks when he formed Winchester Music Corporation, a BMI affiliate. Capitol will function as selling agent for the new Wakely pubbery thru its publishing adjunct. Wakely has taken over his current hit, *Let's Go to Church Next Sunday Morning*, from Beachwood Music a Capitol affiliate. Winchester also has taken over *Mr. Easter Bunny*, the flip side of *Peter Cottontail*.

Wakely formerly owned Fairway Music, which he sold to Fred Stryker 10 months ago, and Mono-Music, whose catalog was acquired by Lou Levy. Wakely will operate his pubbery from his new offices in the Crossroads of the World Building in Hollywood.

In another deal, Wakely inked with General Artists' Corporation (GAC) for booking. Thus far GAC's West Coast office is working on Coast one-nighters and will work Wakely thru the territory in May. He will do two days at Jerry Jones' Rainbow Randeveu Ballroom, Salt Lake City, May 5-6, working as a single with the house band.

Balt Picks Batoners For Five Muni Bands

BALTIMORE, April 15.—The appointments of conductors for Baltimore's five municipal bands for the 1950 summer season were announced Monday (10).

W. Llewellyn Wilson will conduct both the city's Concert Orchestra and Chorus, according to Earl F. Forman, superintendent of the Bureau of Music.

William Sebastian Hart will lead Municipal Band No. 1; Harrison M. Dodd, Municipal Band No. 2; Gerald Eyth, Park Band No. 1, and Charles E. Gwynn, Park Band No. 2.

Etiquette Taught In Philly Terpery

PHILADELPHIA, April 15.—"Don'ts" for dancers have been posted at Davls Ballroom, formerly the Nixon. Spotted around the dancery are these exhortations:

"Don't chew gum to the time of the music. Don't chew gum in your partner's ear. Maybe don't chew gum."

"Don't be grim—leave your business face at the office."

"Don't brag you never had a lesson in your life. You probably need a few."

"Don't use smelling hair tonic. A girl doesn't like to dance with a barbershop."

"The orchestra may have off nights, but remember you're not Fred Astaire or Ginger Rogers."

Pluggers' Dream

NEW YORK, April 15.—A song performance that would send any veteran song plugger into ecstatic flip-flops is given to the old public domain *La Golondrina* during a trapeze act at the Ringling-Barnum circus playing here. While the fem aerialist swings on the bar to the accompaniment of the Big Show's band, 40 (count 'em) gals climb ropes with mallets in hand and chime in with the band on 40 (count 'em) glockenspiels affixed to the top of the ropes. And it might have been a plug song.

HOT OFF THE PRESS!

HOOP-DEE-DOO

COUPLED WITH "A WOMAN LIKES TO BE TOLD" On 78 No. 980 • On 45 No. F980



featuring

Kay

Starr

with FRANK DEVOL
and His Orchestra



GOING STRONG!

"BONAPARTE'S RETREAT"

coupled with

"SOMEDAY SWEETHEART"

on 78
No. 936

on 45
No. F936

Riding High with CANDY and CAKE...

MINDY CARSON

comes up with a natural in...



"LITTLE DARLIN', LITTLE ANGEL"

BACKED BY

"BE MINE"

RCA VICTOR RECORDS

• 45 rpm, 47-3725
• 78 rpm, 20-3725

The Billboard MUSIC POPULARITY CHARTS PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending April 14

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

- | This Week | Last Week |
|--|-----------|
| 1. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | 1 |
| <p>By Al Hoffman, Bob Merrill and Clem Watts
Published by Robert (ASCAP)</p> <p>Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Karinsky's Dancers, Coral 60149; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; Fontane Sisters-M. Ayres Ork, Vi(78)20 3713, (45)47-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)30-0027, (45)54-0027; E. Young-The Homesteaders, London 658; I. Carlyn Ork, Rondo 5005.
Electrical transcription libraries: Al Trace, Long-Worth.</p> | |
| 2. MUSIC! MUSIC! MUSIC! | 2 |
| <p>By Steven Weiss and Bernie Baum
Published by Cromwell (ASCAP)</p> <p>Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V(78)21-0169, (45)49 0181; M. Ketz, Cap 862; F. Martin Ork, Vi(78)20-3693, (45)47-3217; H. Winterhalter-The Five Cents, Col(78)26704, (33)1-484; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369; K. Griffin, Rondo R-222; A. White, Varsity 254; E. Miller, Rainbow 90055.
Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World.</p> | |
| 3. IT ISN'T FAIR | 4 |
| <p>By Sylvester Spigata, Frank Warshawer and Richard Himber
Published by Words & Music (ASCAP)</p> <p>Records available: B. Goodman Ork; Cap 860; B. Harrington-3 Beaus and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, Vi(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Jory Nash, Happiness 105; D. Washington-T. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.
Electrical transcription libraries: Dick Jurgens, Associated.</p> | |
| 4. THIRD MAN THEME, THE | 7 |
| <p>By Anton Karas
Published by Chappell (ASCAP)</p> <p>From the Carol Reed film "The Third Man"</p> <p>Records available: D. Apollo, National 9104; Cole Vienna Quartet, Col(33)1-444; I. Fields Trio, Vi(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, Vi(78)20-3709, (45)47-3242; A. Rey Cap(78)820 (45)F820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pol-lack Ork, Modern 203.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated.</p> | |
| 5. DEARIE | 5 |
| <p>By Hillard and Mann
Published by Laurel (ASCAP)</p> <p>Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MGM 10654; H. Heidt Ork, Horace Heidt MM 122; M. Hughes-H. Zimmerman Ork, Col(78)38718, (33)1-543; L. Kirk-F. Warren, Vi(78)20-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609.
Electrical transcription libraries: Henry Jerome, Long-Worth.</p> | |
| 6. CHATTANOOGIE SHOE SHINE BOY | 3 |
| <p>By Stone and Slapp
Published by Acuff-Rose (BMI)</p> <p>Records available: Bradford & Romano, Vi(78)20-3685, (45)3208; B. Crosby V. Schoen Ork, Dec 24866; T. Duncan Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "The Texas Titer, 4 Star 1412; G. Towne Ork, London 609; B. Dorsey-R. Ross, Coral 60147; P. Harris, V 20-3697; F. Sinatra, Col 38708; L. McArthur, Col 20669; The Peppercorns-Horace Heidt, Horace Heidt MS 1022; Two-Ton Baker, Mer 5369.
Electrical transcription libraries: The Satisfiers, Associated; Jimmy Lytell-The Delta Eight, Thesaurus; Henry Jerome, Long-Worth; Texas Jim Lewis, Standard.</p> | |
| 7. MY FOOLISH HEART | 8 |
| <p>By Victor Young and Ned Washington
Published by Santly-Joy (ASCAP)</p> <p>From the Sam Goldwyn film, "My Foolish Heart"</p> <p>Records available: M. Carson, Vi(78)20-3681, (45)47-3204; B. Eckstine-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVal Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (33)1-478; G. Jenkins Ork, Dec 24830.
Electrical transcription libraries: Tommy Dorsey Ork, Standard.</p> | |
| 8. PETER COTTONTAIL | 6 |
| <p>By Steve Nelson and Jack Rollins
Published by Hill & Range (BMI)</p> <p>Records available: F. Allison-J. Fascinato Ork, V, 20-3727; G. Austry, Col(78)38750, (33)1-595; J. Day, Coral 64036; D. Falligan, MGM 10675; G. Lombardo, Dec 24953; F. Luther, Dec 88034; C. Massey, London 668; R. Rogers, Vi(78)21-0173, (45)48-0207; M. Shiner, Dec 46223; J. Wakely, Cap 929; J. Wells, Bullet 700; Two-Ton Baker, Mer 5367.
Electrical transcription libraries: Bob Crosby's Bobcats, Standard; George Wright, Thesaurus.</p> | |
| 9. DADDY'S LITTLE GIRL | 9 |
| <p>By Bobby Burke and Horace Gerlach
Published by Bracon (BMI)</p> <p>Records available: B. Eberly, Coral 60180; S. Henderson Ork, Cap 850; E. Howard, Mer 5371; D. Jurgens Ork, Col(78)38711, (33)1-500; Mills Brothers, Dec 24872; R. Smith, Col 20670; T. Preston, Four Star 1430; J. Desmond-T. Mostola Ork, MGM 10658; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, Vi(78)20-3550, (45)47-3043; C. Marrow, Varsity 297.
Electrical transcription libraries: The Pachelors, Standard; George Wright, Thesaurus; Dick Jurgens, Associated; Airlife Trio-Henry Jerome, Long-Worth.</p> | |
| 10. SENTIMENTAL ME | |
| <p>By Jim Morehead and Jimmy Cassia
Published by Knickerbocker (ASCAP)</p> <p>Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Deauville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vacs, Dec 48141.
(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | |

WARNING

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This week's

New Releases

... on **RCA Victor**

Release 50-16

POPULAR

PERRY COMO

Let's Go To Church (Next Sunday Morning)

If You Were Only Mine 20-3763—(47-3763)*

Here come the **DANCE BANDS** again!

TOMMY DORSEY

Comin' Thru the Rye

I Hadn't Anyone Till You 20-3757—(47-3757)*

Here come the **DANCE BANDS** again!

CLAUDE THORNHILL

Raindrop Serenade

Say Yes, My Love 20-3758—(47-3758)*

DICK LEIBERT

At the Roller Derby

The Bowling Song 20-3759—(47-3759)*

JUANITA HALL

Love Can Hurt You

Shangri-La 20-3760—(47-3760)*

THE HONEYDREAMERS

Rain

Sweetheart Semicolon 20-3761—(47-3761)*

Here come the **DANCE BANDS** again!

RALPH FLANAGAN

Stars and Stripes Forever

Giannina Mia 20-3762—(47-3762)*

POP-SPECIALTY

JOE BIVIANO

Can-Can Girl

Vino, Vino 25-1157—(51-0099)*

COUNTRY

SLIM WHITMAN AND DOLORES WATSON

Let's Go To Church (Next Sunday Morning)

SLIM WHITMAN

There's a Rainbow in Ev'ry Teardrop

21-0313—(48-0313)*

SACRED

JOHNNIE AND JACK

Jesus Hits Like the Atom Bomb

Too Much Sinning 21-0314—(48-0314)*

RHYTHM-BLUES

GENE GILBEAUX

Gold Ain't Everything

Up the Hill With "Jeep" 22-0070—(50-0070)*

*45 P.p.m. Catalog numbers.

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



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

7 . . . designates that record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sales charts (week of April 15). Obviously, sure things!

- \$** **Beyond the Sunset**
Three Suns—Rosalie Allen and Elton Britt 20-3599—(47-3105)*
- \$** **Candy and Cake**
Mindy Carson 20-3681—(47-3204)* **7**
- \$** **Dearie**
Fran Warren and Lisa Kirk 20-3680—(47-3204)*
- \$** **I Said My Pajamas**
Tony Martin and Fran Warren 20-3613—(47-3119)* **7**
- \$** **It Isn't Fair**
Sammy Kaye 20-3609—(47-3115)* **7**
- \$** **Little Angel With the Dirty Face**
Eddy Arnold 21-0300—(48-0300)* **7**
- \$** **Music! Music! Music!**
Freddy Martin 20-3693—(47-3217)* **7**
- \$** **Peter Cottontail**
Fran Allison 20-3727—(47-3727)*
Roy Rogers 21-0173—(48-0207)*
- \$** **Quicksilver**
Elton Britt and Rosalie Allen 20-0157—(48-0168)* **7**
- \$** **There's No Tomorrow**
Tony Martin 20-3582—(47-3078)* **7**
- \$** **Walking Blues**
Johnny Moore's Three Blazers 22-0042—(50-0026)*
- \$** **Wandering**
Sammy Kaye 20-3680—(47-3203)*



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

- ★** **Count Every Star**
Hugo Winterhalter 20-3699—(47-3221)*
No. 30 Most Played by Disk Jockeys, The Billboard, April 15.
- ★** **Roses**
Sammy Kaye 20-3764—(47-3754)*
"The Rose fever gets down to essentials here with just plain "Roses"—a fetchingly constructed ballad thrower. The smooth, ingratiating Kaye treatment should spell a roomful of nickels for this one." The Billboard Possibilities, April 15.
- ★** **Spaghetti Rag**
Frankie Carle 20-3719—(47-3719)*
No. 10 The Retailers Pick, No. 4 The Operators' Pick, Billboard, April 15.
- ★** **Stars Are the Windows of Heaven**
Fran Allison 20-3727—(47-3727)*
No. 7 The Retailers Pick, Billboard, April 15.
- ★** **Darn It, Baby, That's Love**
Tony Martin-Fran Warren 20-3710—(47-3243)*
No. 6 The Retailers Pick, Billboard, April 15.

TIPS

"Over and Over" by Vaughn Monroe—Big Disk Jockey plays on this tune coming up. "Let's Go to Church" by Perry Como—Initial Coast to Coast reaction presages big Como hit. "Hoop-Dee-Do" by Perry Como and "Chinese Male Train" by Spike Jones getting tremendous coin off play.

The stars who make the hits are on **RCA VICTOR Records**

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

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

NOTARY RECORDS

...cordially invites you to listen to their 1st release ...

"YOUR KISSES"
 Featuring **THE BOB HARTER SINGERS**
 with **BILLY MARTIN'S ORCHESTRA**

"THEY USED TO CALL HER MARY"
 Vocal by **GENE MARVEY**
 with **THE BOB HARTER SINGERS**
 and **BILLY MARTIN'S ORCHESTRA**

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The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days or Week Ending April 14



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; (R) indicates tune is a legit musical; (P) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week	Title	Publisher
6	2	1	1	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
11	1	1	1	MUSIC! MUSIC! MUSIC! (R)	Cornwell
7	3	3	3	DEARIE (R)	Laurel
7	5	4	4	MY FOOLISH HEART (F) (R)	Saintly-Joy
13	4	5	5	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
8	7	6	6	IT ISN'T FAIR (R)	Words & Music
4	10	7	7	THIRD MAN THEME, THE (F) (R)	Chappell
11	8	7	7	DADDY'S LITTLE GIRL (R)	Beacon
6	11	9	9	CANDY AND CAKE (R)	Oxford
12	9	10	10	I SAID PAJAMAS (R)	Leeds
8	22	11	11	ENJOY YOURSELF (R)	E. H. Morris
19	13	12	12	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
2	35	13	13	SENTIMENTAL ME (R)	Kriegerbocker
18	13	14	14	THERE'S NO TOMORROW (R)	Paxton
1	—	15	15	OLD PIANO ROLL BLUES, THE (R)	Leeds

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Title	English	American
6	1	1	1	MUSIC! MUSIC! MUSIC!	Leeds, Ltd.	Cornwell
13	2	2	2	JEALOUS HEART	E. H. Morris	Acuff-Rose
14	3	3	3	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
2	14	4	4	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	Chappell	Robert
4	8	5	5	CHATTANOOGIE SHOE SHINE BOY	Karsner	Acuff-Rose
13	4	6	6	DOWN IN THE GLEN	L. Wright	Hills Music
13	6	7	7	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell
5	6	7	7	FRENCH CANCAN POLKA	Connelly	Blossom Music
26	9	9	9	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
19	4	9	9	HARRY LIME THEME	Chappell	Chappell
10	11	11	11	BEST OF ALL	Connelly	—
11	10	12	12	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	—
1	—	13	13	MY FOOLISH HEART	Sun	Saintly-Joy
3	15	14	14	MY THANKS TO YOU	Noel Gay	—
9	13	15	15	IS IT TRUE WHAT THEY SAY ABOUT DIXIE?	Victoria	Irving Crosser
20	12	16	16	HOP SCOTCH POLKA	Leeds	Cornwell
5	17	17	17	OUT OF A CLEAR BLUE SKY	Karsner	Dreyer
20	16	17	17	I'LL STRING ALONG WITH YOU	Feldman	Wizmark
1	—	19	19	C'EST SI BON	Peter Maurice	Leeds
2	18	20	20	I SAID MY PAJAMAS	Leeds, Ltd.	Leeds

*Publisher not available as The Billboard goes to press.

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—22-PC

I'M FRANCIS

THE TALKING MULE



And I'd like to tell you about

LOUIS PRIMA'S

Latest Mercury Record

"FRANCIS"

(THE TALKING MULE)

IT'S ALL ABOUT ME AND BOY IT'S
A 'KILLER'... THE FLIP SIDE IS A
WINNER, TOO

"A GOOD TIME WAS HAD BY ALL"

MERCURY 5406 45 RPM 5406X45

...And while I've got
the floor, let me
bray about these

GREAT NEW
MERCURY RELEASES!

LAWRENCE WELK

And His Orchestra

"IF YOU CAN'T GET A DRUM
WITH A BOOM, BOOM, BOOM"

FLIP SIDE

"HOOP DEE DOO"

TWO HOT SIDES!

MERCURY 5419

45 RPM 5419X45

EDDY HOWARD

And His Orchestra

"ROSES"

FLIP SIDE

"CROSS YOUR HEART"

MERCURY 5414

45 RPM 4514X45

BILLY VALENTINE

And His Orchestra

"AIN'T GONNA CRY NO MORE"

FLIP SIDE

"I WANT YOU TO LOVE ME"

MERCURY 8177

45 RPM 8177X45

BOBBY SHERWOOD

And His Orchestra

"DIXIELAND BALL"

FLIP SIDE

"MUSKRAT RAMBLE"

MERCURY 5405

45 RPM 5405X45

ALFRED NEWMAN

And His Orchestra

"MIDNIGHT BELLS"

FLIP SIDE

"MALAGUENA"

MERCURY 5412

45 RPM 5412X45

RALPH MARTIERE

"VILIA"

FLIP SIDE

"YESTERDAYS"

MERCURY 5413

45 RPM 5413X45

Only *Mercury* has the hits on NON BREAKABLE RECORDS

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The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending April 14

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

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

Vox Jox

AD LIB CUTTINGS... The ban on the Arthur Godfrey-Mary Martin disking of "Go To Sleep" was a blow to Coley Cowan, WSON, Henderson, Ky., since his record dealer sponsor had been counting heavily on the platter to hypo sales.

CONGRATS... Frank Allen KECK, Odessa, Tex., is the father of a girl. Bill Sabo, ex-staffer at WCAE, Pittsburgh, has joined WWJ, Detroit.

PREEMS... Jerry Warren, WHAT, Philadelphia, and Cris Harwood, KYW, have joined forces to head a new show, "The Night Watch."

GIMMIX... Hal Morgan, WGAR, Cleveland, is staging a "Third Man" contest, with \$500 worth of prizes as listener incentive.

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, March 31, 8 a.m., and ending Friday, April 7, 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.

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

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

Table listing songs and artists such as Bewitched, Candy and Cake, C'est Si Bon, etc., with their respective ASCAP/BMI affiliations.

bum. Her list included Rayburn and Finch. WNEW; Charlie Stark, WINS; Ted Steele, WMCA; Jack Lacy, WINS; Jerry Marshall, WNEW; Bob Poole, Mutual, and Hal Tunis, WMGM.

GRAB BAG... Bob Kennedy, WHB, Kansas City, wants more songs like "If I Knew You Were Comin' I'd've Baked a Cake."

DEALER PROOF POLL... Gil Newsome, KWK, St. Louis, has evolved a "dealer-proof" record poll to keep tabs on how soon a record moves over the retail counter.



Ride!
Ride!
Ride!

WITH

BUFFALO BILLY

By

JOHN REDMOND
JAMES CAVANAUGH
FRANK WELDON

LAUREL

MUSIC CORPORATION

1619 BROADWAY, NEW YORK 19, N.Y.
HOLLYWOOD CHICAGO

Buffalo Billy
Moderato

Bil-ly
Boy are you com-ing out to-day? Bil-ly
Boy are you com-ing out to play?
cow-boys an' In-di-ans, cow-boys an' In-di-ans) Buf-fa-lo Bil-ly in a cow-boy suit
sure looks cute; sure can shoot; Buf-fa-lo Bil-ly, hey, how ya pard? You're
all fenced in in your own back yard (Cow-boys an' In-di-ans, Cow-boys an' In-di-ans)
Look-it him rid-in' on the front porch rail, mom-my's mop, hors-ie's tail.
Root-in'-est, foot-in'-est cow-poke known, pro-ject-ing ma'til his Pa comes home.
(Cow-boys an' In-di-ans, Cow-boys an' In-di-ans) Ride! Ride! Ride! The rust-lers hide. When
they come out he'll 'pop 'em. Bang! Bang! Bang! He'll get that gana, and
noth-in's gon-na stop him. Buf-fa-lo Bil-ly, when the day is thru,
he'll las-so a dream or two. Up in the morn-ing with the kids and then
Buf-fa-lo Bil-ly will ride a-gain. Bil-ly
Boy, are you com-in' out to-day? Bil-ly
Boy, are you com-in' out to play?
Cow-boys an' In-di-ans, Cow-boys an' In-di-ans, cow-boys an' In-di-ans.
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The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending April 14



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers...

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

CHILDREN'S RECORDS

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

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

CLASSICAL SINGLES

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

CLASSICAL ALBUMS

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

POP ALBUMS

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

Dealer Doings

MERCHANDISING TIPS . . . Jack Howley Jr., General Appliance Store, Jeffersonville, Ind., is another dealer who gives away a storage album with every 12 disks purchased.

ADVICE WANTED . . . "Our customers have been looking for a good way to file their LP's so that they can pick a certain selection without looking thru the whole bunch.

PERSONAL APPEARANCES . . . A. Harris department store, Dallas, gave zither-player Anton Karas the "full treatment" when he made a personal appearance in the record department.

TRADE-TALK . . . "Customers would like a more definite stand on whether Columbia, Decca and MGM plan to go 45."

NEWS AND CHATTER . . . Not a disk dealer, Video Service Corporation, Philadelphia, is offering a free three-speed record player valued at \$24.95 with every TV service and maintenance contract sold.

NOW ON SALE
The Disk Jockeys Are Raving About

NATIONAL'S
New Double Barreled Hits!!

NATIONAL #9109

EILEEN BARTON

The "Bake A Cake" Gal

"DIXIELAND BALL"

Backed by
"Honey Want You Honeymoon With Me"

ALSO ON 45 RPM

NATIONAL #9110

DANNY SCHOLL

Singing Star Of "Texas Lil Darlin'"

"OPEN, PARACHUTE!!"

Backed by
"Our Love Story"

ALSO ON 45 RPM



NATIONAL *Coast-to-Coast* **RECORDS**

GOING GREAT!

BURL I VES

I'VE GOT A FEVER
IN MY BONES

AND
THE DOUGHNUT SONG
WITH THE MEN OF SONG

COLUMBIA
38765
OR
7-INCH LP
1-583

BACHELOR'S LIFE
AND
RIVER OF SMOKE

COLUMBIA
38745
OR
7-INCH LP
1-570

GET 'EM FAST!

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originator of LP Records
For Uninterrupted Listening Pleasure

The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending April 14

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	RECORDS	
				Artist	Label
7	1	1	1	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Burton National 9103; Mercury 5392—ASCAP
10	2	2	2	MUSICI MUSICI MUSICI	T. Brewer London 604—ASCAP
13	1	3	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley Dec 46209—BMI
12	4	3	4	IT ISN'T FAIR	D. Cornell-S. Kaye Ork. V(78)20-3609; (45)47-3115—ASCAP
7	6	5	6	THIRD MAN THEME, THE	G. Lombardo Ork. Dec 24839—ASCAP
23	6	6	6	THERE'S NO TOMORROW	T. Martin V(78)20-3582; (45)47-3078—ASCAP (C. Ravaza, Dec 24782; C. Spivak Ork, London 954; A. Dale, Harmony 3078; M. Winterhalter, Col 38636)
7	6	7	6	DADDY'S LITTLE GIRL	Mills Brothers Dec 24872—BMI
5	7	8	7	DEARIE	G. Lombardo Ork. Dec 24899—ASCAP
13	11	9	11	QUICKSILVER	B. Crosby-Andrews Sisters Dec 24827—ASCAP (D. Day, Col(78)38638, (LP)1-407; E. Britt-R. Allen, V(78)21-0157, (45)48-0168; C. Marrow, Varsity 257)
9	9	10	9	SENTIMENTAL ME	Ames Brothers Coral 60140; Coral 60139—ASCAP
7	5	11	5	MUSICI MUSICI MUSICI	C. Cavalario Ork. Dec 24891—ASCAP
6	28	12	28	CANDY AND CAKE	M. Carson V(78)20-3681; (45)47-3204—ASCAP
11	13	13	13	CRY OF THE WILD GOOSE, THE	F. Laine Mercury 5363—BMI (A. Mooney Ork, MGM 10631; Tennessee Ernie, Cap(78)40280, (45) F400280; J. Gilkyson 4 Star 1430; B. Darnel, Coral 60146; J. Marine, Dec 24895; H. Ashley, Varsity 262)
5	14	13	14	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	G. Gibbs-M. Kaminska's Dixielanders Coral 60169—ASCAP
10	15	13	15	DADDY'S LITTLE GIRL	D. Todd Rainbow 80088—BMI
4	20	13	20	DEARIE	J. Stafford-G. MacRae Cap(78)858; (45)F-858—ASCAP
3	26	13	26	PETER COTTONTAIL	M. Shiner Dec 46221—BMI
1	—	13	—	LET'S GO TO CHURCH NEXT SUNDAY	M. Whiting-J. Wakely Cap(78)960; (45)F-960 (P. Como, V(78)20-3763; (45)47-3763)
9	13	19	13	ENJOY YOURSELF	G. Lombardo Ork. Dec 24825—ASCAP (H. Ashley, Varsity 258; E. Cantor, V(78)20-3705, (45)47-3238; J. Harvey, MGM 10650; D. Day, Col(83)1-497; (78)38709; L. Prima Ork, Mer 5361)
4	22	19	22	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	B. Strong Ork. Cap(78)916; (45)F-916—ASCAP
3	23	19	23	PETER COTTONTAIL	G. Austry Col(78)38750; (53)1-575—BMI
3	—	19	—	DEARIE	E. Meerman-R. Bolger Dec 24873—ASCAP
12	12	23	12	CHATTANOOGIE SHOE SHINE BOY	Ding Crosby-V. Schoen Ork. Dec 24863—BMI
5	—	23	—	MUSICI MUSICI MUSICI	Ames Brothers Coral 60153—ASCAP
11	—	23	—	RAG MOP	J. L. Willis Bullet 696—BMI (Foggy River Boys, Dec 47214; J. Dorsey, Col(78)38710, (53)1-499; J. James, 4 Star 1419; G. Daniels, 4 Star 1414; Bradford & Romano, V(78)20-3605, (45)47-3205; L. McCalliffe, Col 20669; Pee Wee King, V(78)21-0167, (45)48-0179; R. Hooped Trio, Cap 40286; J. Liggins, Specialty 350; The Sawligners-P. Weston Ork, Cap(78)844, (45)F-844; D. Sausage, Regal 3751; J. Bond Ork, MGM 10627; E. Howard, Mer 53713; D. Martin, Cap 931; L. Howard, National 9108; D. & L. Robertson, Coral 60184)
1	—	26	—	SENTIMENTAL ME	R. Morgan Ork. Dec 24904—ASCAP
1	—	26	—	OH-OH GUM	T. Brewer-J. Lytell-D. Ireland Ali Stars London 687 (D. Martin, Cap 981; L. Howard, National 9108; D. & L. Robertson, Coral 60184)
5	—	28	—	SWAMP GIRL	F. Lafine-C. Fischer-M. Geller Ork. Mercury (78)5390; (45)5390X49—BMI (H. Jeffries-M. Miller Ork, Col(78)38769, (53)1-599)
6	23	28	23	MUSICI MUSICI MUSICI	F. Martin Ork. V(78)20-3693; (45)47-3217—ASCAP
6	—	28	—	CANDY AND CAKE	A. Godfrey Col(78)30721; (53)1-347—ASCAP
1	—	28	—	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	A. Mooney Ork. MGM 10660—ASCAP
1	—	28	—	IT ISN'T FAIR	B. Farrell MGM 10637—ASCAP
1	—	28	—	MY FOOLISH HEART	G. Jenkins Ork. Dec 24850—ASCAP (M. Carson, V(78)20-3681, (45)47-3204; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVoll's Ork, Cap 933; B. Edolow-R. Case Ork, MGM 90623; M. Winterhalter Ork, Col(78)38697, (53)1-478)

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.

The Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VI

Based on reports received last three days of Week Ending April 14

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

Weeks to date	Last Week	This Week	Title	Artist	Label
13	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BM1
3	2	2	LONG GONE LONESOME BLUES	M. Williams	MGM 10648
6	2	3	I LOVE YOU BECAUSE	E. Tubb	Dec 46213-BM1
16	4	4	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V-78121-0310; (45)48-0150-BM1
5	7	5	SUGARFOOT RAG	R. Foley	Dec 46205
4	9	6	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BM1
1	—	7	PETER COTTONTAIL	G. Autry	Col-78138750; (33)1-575-BM1
1	—	7	WHY SHOULD I CRY?	E. Arnold	V-78121-0300; (45)48-0100-BM1
6	—	9	BLOODSHOT EYES	M. Penny	King 828-BM1
6	—	9	GODS WERE ANGRY WITH ME, THE	M. Whiting-J. Wakely	Cap-781800; (45)F-800-BM1

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

Weeks to date	Last Week	This Week	Title	Artist	Label
4	3	1	LONG GONE LONESOME BLUES	M. Williams	MGM 10648
14	1	2	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BM1
9	7	3	LETTERS HAVE NO ARMS	E. Tubb	Dec 46207-BM1
6	4	4	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830-BM1
20	2	5	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238-BM1
3	5	6	PETER COTTONTAIL	G. Autry	Col-78138750; (33)1-575-BM1
3	8	7	PETER COTTONTAIL	J. Wakely	Cap-781800; (45)F-800-BM1
1	—	8	LET'S GO TO CHURCH	J. Wakely-M. Whiting	Cap-781960; (45)F-960
2	—	9	I LOVE YOU BECAUSE	E. Tubb	Dec 46213-BM1
3	—	10	PETER COTTONTAIL	M. Shiner	Dec 46221-BM1

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Jim Denny, chief of WSM, Nashville, Talent Bureau, denies a previous report that the station advised its h. b. talent to cut their prices for personal appearances. Denny reports that business is even with 1949 and that the summer season looks even better because of the consistent disk hits reported for WSM artists. . . . Prices will remain consistent during the summer season appearances.

Steve Sholes, Victor h. b. chief, reports that Elton Britt and Montana Slim (Wilf Carter) will do dates in April thru Canada. . . . Eddy Arnold (Victor) will do the Chesterfield shows April 27 and 30. . . . Red Foley (Decca) is currently hospitalized in Nashville, recovering from a siege of bronchial trouble and Tennessee Ernie (Capitol) will pinch-hit for him on the NBC seg of the "Grand Ole Opry" till May 6. . . . Helen Carter, of the Carter Sisters (Victor), currently at KWTO, Springfield, Mo., and Glen Jones, nonp o. were married March 9. **Chet Atkins** (Victor), who does a single at the station, has purchased a new custom-made guitar. The Carters, along with Atkins, Eddy Arnold and a cast of h. b. celebs, will do a big jamboree April 15. In the new addition to the Milwaukee Auditorium.

Homer and Jethro (Victor) are at the Roosevelt Hotel, New Orleans, until May 1. . . . **Al Rogers** (MGM) has switched from WAVE, Louisville, to WSM, Nashville, where he is heard on the "Grand Ole Opry."

Arthur (Guitar) Smith (MGM) has taken on a new manager, Ben K. McKinnon, Charlotte ad exec. Smith and his Cracker-Jacks, heard daily on WBT, Charlotte, completed four months for International Harvester March 17. . . . **Pete Bingham**, WJOL, Florence, Ala., writes that Promoter Gil Mayer Jr. counted 1,500 admissions March 17 with a package starring Hank Williams and Cowboy Copas, the Duke of Paducah and Lazy Jim Day. . . . **Jimmy Wakely** (Capitol) has opened a business office at 1995 Cross Roads of the World, Hollywood. . . . **Tex Trace** and his Laristears, a veteran New York State band, are now at WIRY, Plattsburgh, N. Y. Others on the station are Johnny Barber and Betty Sherman and the Jesters. . . . **Dave Fox**, KTBS, Shreveport, La., program director, reports that the station is on a swing back to live h. b. talent. In addition to the Bailes brothers, the station has added Clude Baum and the Bayou Boys (4 Star) Paul Howard and the Arkansas Cotton Pickers (King) and Curly Fox and Texas Ruby (King). Station also has Sleepy Jeffers and the Davis Twins.

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

The Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VI

Based on reports received last three days of Week Ending April 14

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

Weeks to date	Last Week	This Week	Title	Artist	Label
14	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BM1
4	2	2	LONG GONE LONESOME BLUES	M. Williams	MGM 10648
3	3	3	PETER COTTONTAIL	G. Autry	Col-78138750; (33)1-575-BM1
6	3	4	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BM1
2	7	5	LITTLE ANGEL WITH THE DIRTY FACE	E. Arnold	V-78121-0300; (45)48-0100-BM1
9	5	6	I LOVE YOU BECAUSE	E. Tubb	Dec 46213-BM1
1	—	7	HILLBILLY FEVER	J. Dickens	Col-78120677; (45)2-563
8	7	8	LETTERS HAVE NO ARMS	E. Tubb	Dec 46207-BM1
6	—	9	GODS WERE ANGRY WITH ME, THE	M. Whiting-J. Wakely	Cap-781800; (45)F-800-BM1
1	—	9	WHY SHOULD I CRY?	E. Arnold	V-78121-0300; (45)48-0100-BM1

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Adventure of the Zebra Dun, An B. Dixon (Night-Herding) Admiral K-203
- Betcha I Catcha Carolina Cotton (You're Gettin') MGM 10392
- Blame It All on Nashville Pee Wee King (Kissing Dance) V-78121 0307; (45)48-0307
- Blues in the Moonlight Cowboy Copas (Heartbroken) King 855
- Bordertown Fiesta Seven Row Bros. (I Wouldn't) Col 20655
- Candy and Women The 101 Ranch Boys (Pickin' Cotton) Col 20667
- Chocolate Ice Cream Cone Maddox Brothers and Rose (Rose From) 4 Star 1458
- Colorful Colorado Colorado Buckaroos (Girl on) Dudley 500
- Cry of the Dying Duck in a Thunderstorm Carlin Pryor (Double Trouble) 4 Star 1457
- Double Trouble Carlin Pryor (Gay off) 4 Star 1459
- Empty Promise, An D. Heath (When Al) V-78121-0311; (45)48-0311
- Faithful Sailorboy, The Mickey and May Dalton Ork (Two Little) Dec 46232
- Fast Train Through Arkansas W. Roney (Under the) King 856
- Girl on the Matchbook Cover, The Colorado Buckaroos (Colorful Colorado) Dudley 500
- Heart of Stone Colorado Buckaroos (Please Come) Dudley 501
- Heart of Stone, A D. Evans (Lock Stock) V-78121-0310; (45)48-0310
- Heartbroken Cowboy Copas (Blues in) King 855
- Monkey Tonk! A. Williams (What Put the) Dec 46233
- I Ain't Gonna Work Tomorrow W. Lee S. Cooper (Message Come) Col 20660
- I Framed the Wrong Picture M. Daves (That's Texas) Kappa 125
- I Heard an Angel Weeping Lloyd Haynes (I Was) Rich-R-Tone 703
- I Was a Fool (To Fall in Love With You) Lloyd Haynes (I Heard) Rich-R-Tone 703
- I Wouldn't Doubt You Darling Seven Row Bros. (Bordertown Fiesta) Col 20655
- I'll Be No Stranger There Saucerman Brothers (We Shall) Rich-R-Tone 701
- I'm Coming Back Home To Stay Yank Brothers (Motor City) King 858
- I'm Gonna Leave This Darned Old Town Daffan and His Texans (I've Got) Col-78120679; (33)2-576
- I'm Painting the Town With Tears S. Carter (I'm Walkin') MGM 10688
- I'm Walking on a Rainbow S. Carter (I'm Painting) MGM 10688
- Let's Go to Church (Next Sunday Morning) R. Foley-J. Martin (Remember Me) Dec 46235



Hi! Ops, Retailers and D.J.'s

Just thought you would like to know that my current release, "AIN'T YOU ASHAMED," is really taking hold in the Chicago area . . . and the flip side, "SMOKE COMES OUT MY CHIMNEY" (on Capitol), is catching on fire in other areas. Take a Tip: Order Yours Today—

Sincerely,
Bob Atcher

**AMERICA'S OUTSTANDING
BLUES SINGER**

Now Exclusively

ON

IMPERIAL



**T-BONE
WALKER**

ON RECORD NO. 5071

"Glamour Girl"

"Strollin' With Bones"

DAVE BARTHOLOMEW

ON RECORD NO. 5069

"Ain't Gonna Do It"

"Country Boy Goes Home"

ARCHIBALD

ON RECORD NO. 5068

"Stack-a'lee" (Part 1)

"Stack-a'lee" (Part II)

Order Now From Your Nearest Distributor

IMPERIAL RECORD CO., INC.

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

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending April 14

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

Weeks to date	Last Week	This Week	Title	Artist	Label
12	1	1	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 31
			Back Alley Blues		
3	4	2	MISTRUSTIN' BLUES	Little Esther-J. Otis-M. Walker	Savoy 739
			Kissy		
4	2	3	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
			If I Give You My Love		
9	3	4	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
			Royal Hawk		
3	7	5	IT ISN'T FAIR	D. Washington	Mercury 8169-ASCAP
			Journey's End		
2	-	6	FAT MAN, THE	Fats Domino	Imperial 5058
			Detroit City Blues		
3	0	7	WALKING BLUES	J. Moore's Three Blazers	V(78)22-0042; (45)50-0026
			You Can Go Feed Yourself		
1	-	8	MY BABY'S GONE	C. Brown	Aladdin 3051
			I Wonder When My Baby's Coming Home		
4	0	9	CRY, CRY BABY	Ed Wiley	Sittin' In 545
			Blues After Blues		
1	-	9	I ALMOST LOST MY MIND	King Cole Trio	Cap(78)889; (45)F-659
			Baby Won't You Say You Love Me		

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

Weeks to date	Last Week	This Week	Title	Artist	Label
3	1	1	MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis Ork	Savoy 35
7	4	2	INFORMATION BLUES	R. Milton and His Solid Senders	Specialty SP-349-BMI
4	5	3	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 733
6	7	4	THREE TIMES SEVEN EQUALS	J. King	Imperial 5058
			TWENTY-ONE		
10	9	5	RAG MOP	L. Hampton Ork	Dec 24855-BMI
16	3	6	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
9	0	8	FAT MAN, THE	Fats Domino	Imperial 5058
9	2	8	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
10	-	0	FOR YOU MY LOVE	L. Darrell	Regal 3240-BMI
1	-	10	I ALMOST LOST MY MIND	King Cole Trio	Cap(78)889; (45)F-659-BMI

APOLLO RECORDS, INC. - NEW YORK

MASTERS WORKS IN JAZZ

APOLLO HITS AGAIN

#799

with

Bess's Boogie

backed by "DESERT NIGHT"

Superb Instrumentals by...

BOBBY SMITH

and his Orchestra

"A Real Nickel Grabber..."

"Solid Deejay Stuff..."

"A Fast Seller..."

It's an APOLLO HIT!!!

RHYTHM & BLUES RECORD REVIEWS

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

PEETE MARTIN Gotham G-229	I Guess I Was Born To Lose Warbler does an okay ballad in a shrill falsetto. Little feeling or tension in the performance.	53--53--53--53
HARRY CRAFTON Gotham G-227	Marie Novelty effect of man singing soprano doesn't salvage a tasteless performance of the Berlin classic.	51--52--51--50
HIMMIE McCRACKLIN Modern 20-741	Get Off, Mama Blues shouter sells an ordinary blues on the strength of his projection and sincerity of feeling.	72--72--71--73
JOHN LEE HOOKER Modern 20-745	I Can't Forget Another personable warbling job, but ballad here is strictly routine.	62--62--61--63
GENE PHILLIPS-JACK McVEA ORK Modern 20-742	Bad Health Blues Warbler gets off an impressive, sorrowful slow blues with indigo support from combo. Arresting material and treatment could win attention.	83--83--83--83
	Gotta Cut Out Jump blues of routine interest.	68--68--68--68
	No Friend Around J. L. and his glitter get off a blues in his characteristic Deep South style, but he's done better by far.	57--56--58--58
	Wednesday Evening Side is more in the blues mood—a slow, easy teaser.	66--66--66--66
	To Each His Own, Brother Phillips preaches a fly sermon in the Jivey Louis Jordan manner, with unison responses from ork. Amusing side.	74--74--74--74
	Wonder What the Poor Folks Are Doing Bounce boogie blues with a social-minded lyric. The message is effective, backed in easy-rock style.	71--71--71--71

(Continued on page 117)

R. & B. BLUE NOTES

Louis Jordan resumes activity May 19 after a five-month vacation with a date at the Paradise Theater, Detroit. Jordan follows that soon afterward with a New York Paramount engagement. . . . The Three Flames, newly inked to an MGM wax pact, were coupled with Milt Buckner's band for the group's first session on the label. . . . Ivory Joe Hunter, currently cleaning up on a Southern one-nighter tour for Promoter Ralph Weinberg, will hit New York for an Apollo Theater date beginning May 12. . . . The Dunbar House, a new rhythm and blues location, will open in Washington April 24, with the George Shearing Quintet serving as the initial attraction. . . . The Ravens, heading west to make a date in Honolulu, will stop for a date at the Thunderbird Hotel, Las Vegas, Nev., opening April 27 and running thru May 10. . . . The Orioles and the Amos Milburn crew, a pair of the hottest rhythm and blues disk producers, have been teamed for a Southern one-night tour which kicks off in Savannah, Ga., April 19.

Eleven additional theater booking days have been opened for rhythm and blues artists in Virginia. The new circuit, operated by the Rex Amusement Corporation, will include one day at the Gem Theater, Petersburg; three days at the Hippodrome, Richmond; three days at the Booker T, in Norfolk; single days at the Capitol, Portsmouth; Jefferson, Newport News; Harrison, Lynchburg, and the Virginia in Roanoke. Earl Bostic's band heads the first bill swinging thru the circuit.

ADVANCE RHYTHM & BLUES RECORD RELEASES

- Birmingham Bounce
- C. Merrill (They'll Do) MGM 10695
- Blues for the Whistler
- Sister Slocum (Red Hot) King 15041
- Brown Baby Blues
- E. Hawkins Ork (Fishtail) V(78)20-3742; (45)-47-3742
- Fishtail
- E. Hawkins Ork (Brown Baby) V(45)47-3742; (78)20-3742
- Fool Hasn't Got a Chance, A
- Big John Greer (I'll Never) V(78)22-0074; (45)40-0076
- Gold Ain't Everything
- G. Gilbeaux Ork (Up the) V(78)21-0314; (45)-50-0070
- Harlemica Blues
- The Harlemicas (Jump 'Til) Col 30201
- I Tried So Hard
- R. Perry (Worry, Worry) Dec 48149
- I'll Never Do That Again
- Big John Greer (Fool Hasn't) V(78)22-0076; (45)50-0076
- I've Got a Right To Be Blue
- J. Mitchell (There's Nothing) King 4351
- Jump 'Til Dawn
- The Harlemicas (Harlemica Blues) Col 30201
- Red Hot Mama
- Sister Slocum (Blues for) King 15041
- Up the Hill With "Jeep"
- G. Gilbeaux Ork (Gold Ain't) V(78)21-0314; (45)50-0070

- There's Nothing I Can Do
- J. Mitchell (I've Got) King 4321
- They'll Do It Every Time
- C. Merrill (Birmingham Bounce) MGM 10695
- You've Been Fiddlin' Around
- King Tut (Why Did I Sittin' In 5th
- Why Did You Leave Me, Baby?
- King Tut (You've Been) Sittin' In 5th
- Worry, Worry, Worry
- R. Perry (I Tried) Dec 48149

DIXIFIED
Jazz Is Here!!

BOBBY SMITH plays
"WHO'LL TAKE MY PLACE WHEN I'M GONE"

(Piano and Vocal by Ace Harns)

"DA DA STRAIN"
Apollo 802

Order from your nearest distributor or direct from

APOLLO RECORDS
457 W. 45th St. New York, N. Y.

SAVOY

HERE'S A
RED HOT TIP!

Watch this Sensational New Recording

By **BILLY WRIGHT**

Savoy 741

"AFTER DARK BLUES"

"HEAVY HEARTED BLUES"

SAVOY RECORD COMPANY, INC.
58 Market St. Newark, N. J.

KERN & SLOOP PLAY
"BESIDE A BABBLING BROOK?"
and
"ALABAMINY BOUND"
JUST THE WAY YOU LOVE TO HEAR 'EM PLAYED!
78 RPM #1074
45 RPM #4592

TEMPO RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

smash hit

INTRO "THIRD MAN BOOGIE"
"AT THE BALINESE ROOM"
NICK STUART and His Orchestra
INTRO 6001

ALADDIN'S BIG 3
AMOS MILBURN
"WALKING BLUES" 3049

CHARLES BROWN
"I WONDER WHEN MY BABY'S COMING HOME" 3051

THE TRUMPETEERS
"JOHN DE REVELATOR" SC5012

THE RAVENS ARE BACK AGAIN WITH A SMASH HIT!
(RELEASE DATE APRIL 20)

National #9111—COUNT EVERY STAR
I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS
(Available on 78 and 45 R.P.M.)

GOING STRONG:

- 9101—I DON'T HAVE TO RIDE ANYMORE
- 9073—RICKY'S BLUES
- 9085—THERE'S NOTHING LIKE A WOMAN IN LOVE
- 9053—ONCE IN AWHILE
- 9065—LEAVE MY GAL ALONE
- 9059—HOW COULD I KNOW
- 9045—SEND FOR ME IF YOU NEED ME
- 9038—SUMMERTIME—WRITE ME A LETTER
- 9040—FOOL THAT I AM
- 9035—OL' MAN RIVER

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO

NATIONAL RECORDS
1841 BROADWAY NEW YORK 23, N. Y.

Tremendous!



A Mooney Merry-Go-Round
ART MOONEY
 and his Orchestra
 LOVE ME A LITTLE, LITTLE BIT
 STAY WITH THE HAPPY PEOPLE
 M-G-M Non-Breakable 10676



Watch This Climb!
HELEN FORREST
 I WISH I COULD SHIMMY
 LIKE MY SISTER KATE
 MORE THAN I SHOULD
 M-G-M Non-Breakable 10680



The Original
HANK WILLIAMS
 Sock Rendition of
 HONKY TONKIN'
 I'll Be A Bachelor Till I Die
 M-G-M Non-Breakable 10171



Tabbed for The Big Play
BOB WILLS
 and his Texas Playboys
 JOLIE BLOND LIKES THE BOOGIE
 PASTIME BLUES
 M-G-M Non-Breakable 10681



M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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

M-G-M RECORDS ARE BETTER THAN EVER!

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

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 disc jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music now being conducted. N.S. indicates a record is not suitable for approval within the market.

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

RATINGS			
OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	72--73--72--71
JO STAFFORD (Paul Weston Ork) Capitol 927	Someone To Love A very pretty ballad is done with too-subtle charm. Tumbling Tumbleweeds (The Pied Pipers) Miss Stafford has a way with folk tunes and Westerns—she does a most evocative job with this good plidge.	77--78--77--76
THE MARINERS (Archie Bleyer Ork) Columbia 38781	Sometime A pretty standard is harmonized satisfactorily by this group from the Godfrey seg. Stars Another oldie, currently on a revival campaign, fares reasonably well in this polished barbershop harmony approach.	68--69--68--67 70--72--70--68
SHEP FIELDS ORK (Stuart Foster) MGM 30678	Today, Tomorrow and Forever Foster, choir and ork make a big, listless production on an arty ballad. Sun Showers (Thelma Graeen) Good enough ballad gets a mediocre production—too much indifferent orking before a 20-30 firm vocal is heard.	63--64--63--62 54--56--54--52

(Continued on page 124)

4 Great NEW Decca Releases!



Muffie Betty La Vern

THE ANDREWS SISTERS

with GUY LOMBARDO

STARS ARE THE WINDOWS OF HEAVEN
 JOLLY FELLA TARANTELLA

Decca 24965

with CARMEN MIRANDA

CA-ROOM PA PA ★ YIPSEE-I-O

Decca 24979

with VIC SCHOEN

MUSKRAT RAMBLE ★ WALK WITH A WIGGLE

Decca 24991

with VIC SCHOEN

CHOO'N GUM

I'M GONNA PAPER ALL MY WALLS

Decca 24998

Management—LOU LEVY • RKO Building • Radio City, New York

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

THE BILLBOARD PICKS:

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

I WANNA BE LOVED..... Andrews Sisters with Gordon Jenkins's Ork.....Decca 27007

Here's the sure-fire sequel to "I Can Dream, Can't I?," Patti Andrews's soulful first chorus and the sensitive Jenkins' orking create a pattern which will be difficult to resist on this slicing of a lovely Billy Rose-Eddie Heyman-Johnny Green olde.

CHOO'N GUM Andrews Sisters with Vic Schoen's Ork...Decca 24998

A second Andrews diskings scores mightily in the novelty-rhythm department. A muscular coverage of the novelty which is moving briskly via the London cliching of Theresa Brewer. A bright "I'm Gonna Paper All My Walls With Your Love Letters" lend added juke op appeal to the diskings.

DOWN THE LANE..... Russ Morgan Ork.....Decca 24986
Jo Stafford-Gordon Ma:Rae.....Capitol 969

An effervescent bit of nostalgia, with touches of "Dearie" and "Cruising Down the River," has drawn a pair of infectious and ear-attracting waxings. Morgan's it backed with "Hoop-Dee-Do," picked last week.

JUKE BOX ANNIE..... Eddie Cantor, Lisa Kirk, Sammy Kaye Ork.....RCA Victor 20-3751
Kitty Kallen.....Mercury 5417

The tune's nonsensically happy, with a theme and title that should get a fast assist from juke ops. The Victor version deploys a likely combination of performers for a catchy job; the Mercury disk is full of bounce and ginger. Flip of the Victor, by the way, is "Old Piano Roll Blues," a good turnover side for juke. Backing on Kitty's is an engaging coverage of "Choo'n Gum."

IF YOU WERE ONLY MINE
LET'S GO TO CHURCH NEXT SUNDAY MORNING. Perry Como.....RCA Victor 20-3763

The standard "Mine," shows Como at his heartfelt best, in a glowing performance. Flip, moving fast via the Whiling-Wobely pop-country version, is done in straight ballad style aimed at the crooner market.

THE DISK JOCKEYS PICK:

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

1. HOOP-DEE-DOO.....Perry Como.....Victor 20-3747
2. LET'S GO TO CHURCH.....Margaret Whiting-Jimmy Wakely...Capitol 960
3. I FOUND MY MAMA.....Rosemary Clooney.....Columbia 38766
4. JOSHUA.....Ralph Flanagan Ork.....Victor 20-3724
5. ON THE OUTGOING TIDE.....Perry Como.....Victor 20-3747
6. SENTIMENTAL ME.....Russ Morgan Ork.....Decca 24904
7. IF WE COULD BE A.L.D.N.E.....Vic Odamone.....Mercury 5402
8. SYMPHONY OF SPRING.....Hugo Winterhalter Ork.....Victor 20-3737
9. CHINESE MULE TRAIN.....Spike Jones.....Victor 20-3741
10. I DON'T CARE IF THE SUN DON'T SHINE.....Patti Page.....Mercury 5396

THE RETAILERS PICK:

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

1. COUNT EVERY STAR.....Hugo Winterhalter Ork.....Victor 20-3697
2. CHINESE MULE TRAIN.....Spike Jones.....Victor 20-3741
3. HOOP-DEE-DOO.....Perry Como.....Victor 20-3747
4. ON THE OUTGOING TIDE.....Jo Stafford.....Capitol 946
5. WHERE IN THE WORLD.....Gordon Jenkins.....Decca 24983
6. SPAGHETTI RAG.....Frankie Carle Ork.....Victor 20-3719
7. I'M GONNA PAPER ALL MY WALLS WITH YOUR LOVE LETTERS.....Patti Page.....Mercury 5396
8. I FOUND MY MAMA.....Russ Morgan Ork.....Decca 24904
9. SENTIMENTAL ME.....Russ Morgan Ork.....Decca 24904
10. DREAM PEDDLER'S SERENADE.....Margaret Whiting.....Capitol 1879

THE OPERATORS PICK:

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

1. RAIN.....Frank Petty Trio.....Dittie 1010
2. ON THE OUTGOING TIDE.....Russ Morgan Ork.....Decca 24986
3. JOSHUA.....Ralph Flanagan Ork.....Victor 20-3724
4. HOOP-DEE-DOO.....Perry Como.....Victor 20-3747
5. COUNT EVERY STAR.....Hugo Winterhalter Ork.....Victor 20-3697
6. SPAGHETTI RAG.....Frankie Carle Ork.....Victor 20-3719

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. ROSES.....Sons of the Pioneers.....Victor 21-0306
2. THEN I HAD TO TURN AROUND AND GET MARRIED.....Little Jimmy Dickens.....Columbia 20677
3. COYOTE BLUES.....Bob Willis.....Bullet 711
4. STEAL AWAY.....Red Foley.....Decca 14606
5. LOVE SONG IN 32 DARS.....Jimmy Bond.....Columbia 20671
6. WHY SHOULD I CRY.....Eddy Arnold.....Victor 21-0300

6 LONDON TOP HITS!

ANTON KARAS
"THE 3RD MAN THEME"
NO. 536-78R.P.M.
NO. 30005-45R.P.M.

SALTY HOLMES
"I FOUND MY MAMA"
NO. 663

AL MORGAN
"HEART OF GOLD"
NO. 675

TERESA BREWER
NO. 678

"CHOO'N GUM"

CLAIRE "Shanty" HOGAN
"JUKE BOX ANNIE"
NO. 681

CHARLIE SPIVAK
"LOVELESS LOVE"
NO. 619

All Records
73c plus tax

LONDON RECORDS

BILLBOARD... YOU'RE SO RIGHT!

THE BILLBOARD PICKS:

DON'T SAY GOODBYE Vic Damone Mercury 5391
This brooding rendition of a dramatic ballad of renunciation could be the disk Damone's best after since his big job on "You're Breaking My Heart." A moving, sincere performance of a good tune, well backed by Glen Oster's organs.



'DON'T SAY GOODBYE'

MERCURY 5391
45 RPM 5391X45

VIC DAMONE

Only
Mercury
has the hits on
NON BREAKABLE RECORDS

Available in Canada From MERCURY RECORDS OF CANADA, LTD.,
477 Yonge Street, Toronto, Canada

The Billboard MUSIC POPULARITY CHARTS PART X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- | | |
|--|--|
| <p>Arm With a Bow In It's Hand, An
E. Knight—8 hits and a Miss—1 Don't! Dec 2700</p> <p>At the Jazz Band Ball
J. Mercer-Skyarks-B. Pollak (She's Skinnylin')
Cap 982</p> <p>At the Roller Derby
D. Leibert (Bowling Song) V 78:20-3759; (45)-
47-3759</p> <p>Ay Marie
A. Shelton-Keynotes-R. Robertson Ork (When
the) London 350</p> <p>Baila
L. Baxter Trio (Carioca) Discovery 513</p> <p>Begin the Beguine
A. Hilt-M. Heldt Ork (Melancholy Rhapsody)
Horace Heidt MS 1023</p> <p>Bewitched
M. Torme-P. Rugolo Ork (Piccolino) Cap 1000</p> <p>Blue Prelude
Z. Elman Ork (I Hadn't) MGM 10686</p> <p>Bowling Song, The
D. Leibert (At the) V(78)20-3759; (45)47-
3759</p> <p>Can-Can Girl
J. Biviano (Vino, Vino) V 78:23-1157; (45)
51-0069</p> <p>Canasta Song, The
R. Clooney-P. Falch Ork (Good Time) Col
(78)38767; (33)1-585</p> | <p>Three Little Words
These Foolish Things</p> <p>Come Back to Me
J. Barber Ork-R. Cordell (I Love) Cap 983</p> <p>Crosby Classics Album—(Vol. 2) B. Crosby (1-10")
Col(33)CL6105</p> <p>Black Moonlight
Did You Ever See a Dream Walking?
Ghost of a Chance, A
I've Got To Pass Your Heart To Set to
My House
Let's Put Out the Lights
Moonstruck
Sweet Georgia Brown
Temptation</p> <p>Comin' Thru the Rye
T. Dorsey (I Hadn't) V 78:20-3759; (45)47-
3759</p> <p>Cowboy, The
B. Dixon (Railroad Corral) Agral 4-204</p> <p>Cry, Cry, Cry
L. Howard (Choo'n Gum) National 9109</p> <p>Daddy, You've Been a Mother to Me
F. Froba (Love Song) Dec 24984</p> <p>Dedicated to You
B. Edkins-S. Vaughan-J. Lipman Ork (You're
All) MGM 10690</p> <p>Dodger Polka, The
B. Huggins-S. Heriz Trio (Take One) Sixe 3006</p> <p>Don't What Comes Naturally
D. Shore (I Got) Col 36976</p> <p>Don't Say Goodbye
R. Case Ork (Night Wind) MGM 10684</p> <p>Tommy Dorsey's Dixieland for Dancing Album—
T. Dorsey Ork (3-10")
V(78)P-279; (45)WP-279</p> <p>Davenport Blues
Down Home Rag
Millerberg Joys (Parts 1 & 2)
Panama</p> <p>Washboard Blues
Down the Lane
Modernaires (Rubber Imackie) Su-0 Col(78)-
38791; (33)1-612</p> <p>Down the Lane
R. Morgan Ork (Hoop-Dee-Do) Dec 24986</p> <p>Elmer's Polka
J. Vadnal Ork (Girl-o) V(78)25-1156; (45)-
51-0068</p> <p>Fan Tan Fannie
Oleta Rhythm Boys (It's All) Dec 46148</p> <p>Francis the Talking Mule
M. Shiner (Me and) Dec 46231</p> <p>Giannina Mia
R. Flanagan (Stars and) V(78)20-3762; (45)-
47-3762</p> <p>Girl-o Boy-a Dream
J. Vadnal Ork (Elmer's Polka) V(78)25-1156;
(45)51-0068</p> <p>Girl That I Marry, The
F. Sinatra (They Say) Col 36975</p> <p>Good Time Was Had by All, A
R. Clooney-P. Falch Ork (Canasta Song) Col
(78)38767; (33)1-585</p> <p>Hasty Heart
B. Andrews-S. Donahue Ork (Remain Holiday)
Dona 2096</p> <p>Hereafter
Bachelors (Yesterday's Roses) Mer 8259</p> <p>Highway 75
B. Hayes Ork (I Want) Sittin' in 551</p> <p>Hoop-Dee-Do
Ames Bros. (Stars Are) Coral 60209</p> <p>Hoop-Dee-Do
R. Morgan (Down the) Dec 24986</p> <p>Hoop-Dee-Do
K. Starr-F. DeVol Ork (A Woman) Cap 980</p> <p>I Concentrate on You
A. Shaw Ork (Man I) Col(78)38766; (33)1-585</p> <p>I Cross My Fingers
M. Babbitt-The Heartbeats (Sometime) Coral
60188</p> <p>I Cross My Fingers
P. Falch Ork (Valencia) Col(78)38766; (33)1-
587</p> <p>I Don't Care If the Sun Don't Shine
G. Gibbs (I'll Get) Coral 60210</p> |
|--|--|

The following abbreviations are being used thruout the list of Advance Record Releases:
Cap—Capitol
Col—Columbia
Dec—Decca
Mer—Mercury
V—Victor
All other labels will continue to be spelled out.
Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V 78: 20-1941; (45) 47-2354, etc.

- Carioca**
L. Baxter Trio (Baila) Discovery 513
- Frankie Carle Plays Frank Loesser Album—F.**
Carle Ork (3-10")
V(78)P-280; (45)WP-280
- I Wish I Didn't Love You So**
Moon of Manakora
- My Darling, My Darling**
Once in Love With Amy
Spring Will Be a Little Late This Year
Two Sleepy People
- Frankie Carle's Sweethearts Album—F. Carle**
Ork (3-10")
V(78)P-283; (45)WP281
- Dinah**
Emaline
I Wonder What Become of Sally
Nola
- Oh, Marie**
Peg of My Heart
- Chansons Parisiennes Album—(Vol. 2) E. Piaf**
CL-10")
Col(33)FL9507
- C'est Pour Ça**
J'M'en Fous Pas Mal
Le Petit Homme
Les Trois Cloches
Mariage
Un Homme Comme Les Autres
- Chattahoochie Lullaby**
The Jubilaires (Twelve o'Clock) King 15040
- Choo'n Gum**
Andrews Sisters-V. Schoen Ork (I'm Comin')
Dec 24990
- Choo'n Gum**
L. Howard (Cry, Cry, Cry) National 9108
- Choo'n Gum**
D. & L. Robertson (Marriage Ties) Coral 60184
- King Cole at the Piano Album—King Cole**
Cap(33)M-156; (45)CCF-156; (78)CC-135
- Blues in My Shower**
Cole Capers
How High the Moon
I'll Never Be the Same

(Continued on page 114)

ONE STOP RECORD SERVICE
FOR JUKE BOX OPERATORS AND DEALERS
All Hits—All Labels—5c Above Wholesale Prices
GET ON OUR MAILING LIST, WE WILL SAVE YOU MONEY
UPTOWN MUSIC ONE-STOP SERVICE
4956 DELMAR ST. LOUIS 8, MO.
(PHONE: Forest 2602)

The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album and LP Record Reviews

The large boldface number in each review is the retail rating. This rating is based on nine key categories...

THE RATES

Table with 2 columns: Rating (e.g., 90-100, 80-89) and Description (e.g., top, excellent, good, satisfactory, poor).

THE CATEGORIES

- 1. Production Idea (grouping of selection continuity) 15
2. Name Value 15
3. Calendar of Material 18
4. Manufacturer's Distribution Power 10
5. Exploitation Aids 10
6. Information 15
7. Record Quality 5
8. Manufacturer's Production Efficiency 5
9. Packaging (art work, binding, wrapping) 10

GRIEG: PEER GYNT SUITE ONE & TWO 80

—London: Philharmonic Ork-B. Carnegie, Cond. (1-12")
London (33) LLP-153
The first Peer Gynt Suite is a sturdy, familiar warhorse. The second suite is far less familiar...

JUKES Not suitable. JOKES Longhair and "jops" segs can make ready use of this coupling.

GEMS OF JAZZ (1-10") 64

Decca (33) DL-5133
Decease Me, Downhearted Blues, Mildred Bailey; The World is Waiting for the Sunrise, Jess Stacy; Honey Tone Train Blues, Meade Lux Lewis...

JUKES Not suitable. JOKES Excellent for jazz shows.

THE MORMON TABERNACLE CHOIR OF SALT LAKE CITY—Vol. II—The Mormon Tabernacle Choir of Salt Lake City, Alexander Schreiner, J. Spencer Cornwall, Dir. (1-10") 71

Columbia (33) ML-2098
Let the Mountains Shout for Joy; Now the Day is Over; Jesus, Word of God Incarnate; Hall Bright About; Achieved in the Glorious Year; Hear My Supplication; Out of the Silence; Rise Up; Arise; Hallelujah Chorus...

JUKES Not suitable. JOKES Religious segs can use this disks.

BEETHOVEN: OCTET IN E FLAT MAJOR, OP. 103; RONDO IN E FLAT MAJOR, GRDYE 14—Little Orchestra Society, Thomas Scherman, Dir. (1-12") 70

EMS (33) 1
An early chamber work, unearthed posthumously, of Beethoven, the Octet or Parthia is a charming and witty item which shows decided Mozart and Haydn influence. It is written for two each of pipe, clarinet, horn and bassoon. The performance, done by members of the Little Orchestra Society and conducted by Thomas Scherman, is distinguished and lends added substance to this little known and lesser Beethoven opus...

JUKES Not suitable. JOKES Chamber segs should receive equal.

PEARL BAILEY ENTERTAINS—Pearl Bailey (Mitchell Ayres Ork) (1-10") 70

Columbia (33) CL-6099
Tired; That's Good Enough for Me; I Need Ya Like I Need a Hole in the Head; Get It Off Your Mind; Legalize My Name; It's a Woman's Prerogative; Fifteen Years; Mal He's Making Eyes at Me. The gifted delineator of humorous and character tunes delivers eight of her most attractive and characteristic numbers...

JUKES Not suitable. JOKES Good change-of-pace fare for most jocks anywhere.

RAVEL: SCHEHERAZADE MOUSSORGSKY: SONGS AND DANCES OF DEATH—Jennie Tourel-Leonard Bernstein, Dir. Columbia (33) CL-4289 77

Columbia (33) CL-4289
Bernstein makes his Columbia debut in a co-starring role with mezzo-soprano, Jennie Tourel to alternately conduct and play piano accompaniment thru two noteworthy song cycles. The Moussorgsky "Death" cycle is a strong group of four songs which is delivered with fire and strength by Miss Tourel while Bernstein plays the equally potent piano support spiritedly...

JUKES Not suitable. JOKES Esoteric and art song splinters will find these sides ideal.

LAND OF ISRAEL—Israel Folk Symphony Ork-Marc Lavry, Con. Israel Music Foundation (33) LP 1 60

Yerushalayim; Chanat; Song of Hegev; Kinneret; Emek; Horah Rhapsody. Six samples of the music being created in the land of Israel make the contents of this disk. The songs herein deal mainly with the land and determined spirit of its reborn nation, are purely nationalistic and are primarily Hebrew and Oriental in structure...

JUKES Not suitable. JOKES Folk segs and Jewish programs will find these selections make fetching listening.

BELA BARTOK: 4 VIOLIN DUETS—Victor Alloy-Michael Kuttner (2-12") 70

Period (33) SPLP 506
This disk, occupying four 12-inch LP sides, is outstanding in many respects. The recording is excellent, the playing ditto, and the presentation has class. The music, in Bartok's most accessible folk case style, is full of color, rhythm, drama and warm humanity...

JUKES Not suitable. JOKES Plenty of variety here for several shows.

(Continued on page 128)

The Billboard

MUSIC POPULARITY CHARTS

PART XII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 57—HARRY RUBY

Most songwriters like their own songs best. But not Harry Ruby. His favorite tune is Take Me Out to the Ball Game, with lyrics by Jack Norwood and music by Albert Von Tilzer.

When a boy in New York, where he was born January 17, 1895, he spent all his spare time from early spring to late fall on sandlot baseball diamonds. Christy Mathewson was his idol, the Polo Grounds were next door to heaven, and had his batting average matched his love for the national game, he would have been a big-league star.

But the calloused hands that dug grounders out of the dirt and snared hit liners had musical talent in them. And it is well for Harry Ruby that they did, for at the plate he was a sucker for a curve ball, and when not even a minor-league scout took notice of him, he had music to turn to for a livelihood and a brilliant musical career.

Altho he had only a few piano lessons as a child and was almost entirely self-educated in the technique of the keyboard, Harry Ruby knew his way around the 88s blindfolded, and after finishing high school and finding that a business career was dull and without glamour, he had little trouble in persuading Gus Edwards to hire him as a pianist in his music publishing house.

Restless by nature and frustrated in his ambition to become another Ty Cobb, Ruby worked for several music firms and also made frequent excursions into vaude as the piano-playing member of the Messenger Boys Trio and the Bootblack Trio. While playing the variety houses Ruby struck up an acquaintance with Bert Kalmar, who, in addition to traveling the vaude circuit, had a song-publishing firm in New York with Harry Puck, another two-a-day performer, as a partner. When Kalmar gave Ruby a job as a staff pianist, a friendship was formed that paid off handsomely later on Broadway and in Hollywood.

This pay-off began as the result of an accident, Kalmar suffering a knee injury in Boston while working as a dancing comic. This forced him to retire from the stage and, on Bert's return to New York, Harry suggested that he collaborate with him in writing some special material for Belle Baker.

Teamed With Kalmar

It proved an ideal and lasting partnership, not only in the writing of songs but in the preparation of stage librettos and film scenarios. Kalmar, who had run away from his home in New York at the age of 10 to become a juvenile magician with a tent show, knew the stage and all its tricks from the footlights to the back wall. His burlesque and vaude background taught him where to plant punch

lines and how to get laughs. In addition he was an established lyricist, and his song, In the Land of Harmony, written with Ted Snyder, had been one of the smash hits of 1911.

Their first song as a team, He Sits Around, kept Belle Baker encores happy. They segued from this initial success into When Those Sweet Hawaiian Babies Roll Their Eyes, So Long Oo-Long and My Sunny Tennessee, three top sellers of 30 years ago, before they made their Broadway debut with Helen of Troy, N. Y., in 1923. The successes scored by Clark and McCullough in The Ramblers, in 1926; Shaw and Lee in Five o'Clock Girl, in 1927, and the Marx Brothers in Animal Crackers, in 1930, brought Kalmar and Ruby two one-way tickets to Hollywood, where the sound tracks were begging for the whimsical and hilarious material they wrote.

Two guys with highly developed funny bones, Kalmar and Ruby were instrumental in making Wheeler and Woolsey Hollywood stars with Hips, Hips, Hooryay, packed the movie theaters where the Marx Brothers cut screen capers in Horse Feathers and Duck Soup, and saved the film debut of Amos 'n' Andy from being a total flop with Three Little Words, one of the few film songs that have sold better than 1,000,000 copies.

But despite these Broadway and Hollywood successes, music still is second in the affections of Harry Ruby, the sandlot ball player who never made the big leagues. He is far more interested in the standing of the clubs than he is of his royalty statements. When Dizzy Dean still had his fast one and the Gas House Gang brought pennants to St. Louis, Harry rated a locker and a uniform in the Cardinal clubhouse, and during the 1950 Pacific Coast League season he will be riding the bench of the Hollywood Stars.

That's why Take Me Out to the Ball Game is Harry Ruby's favorite song. And Three Little Words to him means "Safe at first!" when his favorite batter beats out an infield hit.

(To be continued next week)

SONGWRITERS COMING UP!

HARRY RUBY (Part II)

In Subsequent Issues The Billboard Will Present

- FATS WALLER
HARRY REVEL
JIMMY McHUGH
BILLY HILL
LOUIS ALTER
THE TOBIAS BROTHERS
MILTON AGER
FRED AHLER

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

3-SPEED PHONO SALES ZOOM

Player Mfrs. Claim Platter War Is Over

Diskers Think Differently

NEW YORK, April 15.—The pace-setting sales of three-speed record-playing equipment since last Christmas indicates that the disk-buying public has decided the "war of the speeds" is over and that the record industry has settled down to a three-speed business. That's the considered opinion of top executives of the phono industry who were queried on sales trends this week. While some manufacturers are still producing single-speed, 78-r.p.m. players, two-speed equipment is said to be "a thing of the past" and three speed machines are "taking over at a fast pace." This opinion, however, is at variance with that expressed by many record execs who feel that the disk business must eventually be a single-speed industry.

While RCA Victor continues to promote its 45-r.p.m. equipment and Columbia its LP players, the manufacturers of record players, attachments, portables and radio-phono sets are convinced that the business lies in either inexpensive 78-r.p.m. players or three-speed units. The V-M Corporation, which produces two-speed equipment for RCA and one-speed attachments for Columbia, is marketing three-speed players under its own name. Webster-Chicago last week announced a "whirlwind" promotion campaign on two new three-speed machines. W. S. Hartford, W-C sales manager, stated that the company was scheduling record-breaking production for the rest of the year.

Demand Exceeds Supply

Garrard's Leonard Carduner reported that demand for the company's new three-speed replacement unit was far greater than the supply of the imported equipment. Carduner also predicted excellent business to follow the seasonal slump. The company is now making only one model changer.

Aim Industries' sales manager, George H. Fass, reported that 13 of the company's 32 record players were three-speed models, ranging in price from \$13.95 for a non-automatic player, to \$84.50 for an automatic unit. The latter machines, as are most of the Aim players, are self-amplified units. The company will shortly introduce another three-speed unit to (See 3-Speed Phono on opp. page)

"CANASTA RHUMBA"

DON PABLO & Orch.

Latin-American Records
13317 Vaughan Detroit 23, Mich.

RECORD BIZ HEADACHES?

custom record sales

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

120 East 23rd Street, New York 10, N. Y., Chicago, Hollywood

People, Products and Prices Phono and AM-TV Receiver News Digest

Video Service Standards Proposed by BBB

The Better Business Bureau (BBB) of New York City reported this week that substantial progress had been made toward setting standards for the advertising, selling and handling of TV service contracts and work. More than 18 service firms attended a BBB meeting. Standards under consideration cover the definition and extent of advertised "service," what the advertised prices should include, "free" parts replacement claims and responsibility for converted sets.

Steelman Intros Travel-Styled 3-Speed Phono

Specially designed for travelers is a new three-speed portable phono announced last week by the Steelman Phonograph & Radio Company. The carrying case, in simulated rawhide, contains a removable, three-speed, a.c.-only phono, plus additional room for overnight travel necessities. When the phono is removed, the case is a travel bag complete with mirror and storage pockets. The list price for the set is \$49.95.

Ashbach Acquires Control of Wilcox-Gay Corp.

A previously announced deal for John Meck, John Meck Industries, and Bernard Lippin, Philharmonic Radio Corporation, to acquire stock in the Wilcox-Gay Corporation having fallen thru, Leonard Ashbach, president of the Leonard Ashbach Company, announced the acquisition of a "substantial equity interest" in W-G last week. The Leonard Ashbach Company is also the parent organization of the Garod and Majestic TV set manufacturing firms. While W-G facilities will be converted to the manufacture of Majestic video sets, Ashbach announced that the company will continue to produce the Wilcox-Gay line of home recorders. Ashbach will assume chairmanship of the W-G board.

Revenue Bureau Postpones Tax Bite on Loud Speakers

The U. S. Internal Revenue Bureau has postponed the effective date of a ruling applying the 10 per cent federal excise tax to loud speakers, whether or not they have coupling devices. The postponement was ordered by the bureau on the plea of radio which argued that hardship would be imposed on the industry unless such a deferment were made. The postponement is from October 26, when the ruling was announced, until next May 1, and affords time for speaker manufacturers to adjust their price lists and catalogs to cover the tax beginning in May.

Dallas TV Theater Springs With Novel Video Sales Points

DALLAS, April 15. — Television Theater, new local dealership handling RCA Victor, Philco, Hoffman and Motorola TV sets, has adopted a unique method of bringing merchandise to the attention of passers-by.

A display room at the corner of the building opens on two intersecting streets. Sets in view will be constantly tuned on all four Dallas-Fort Worth channels, giving viewers an opportunity to see programs of all stations on the air.

The dealership has four studios, each equipped with four video sets, to enable customers to make selection.

KRLD-TV presented a special program to mark dealer's opening Monday (10). Performers included Tommy Dix and Edith Fellows. The shop will give away four sets to advertise the opening, one set a week, starting Saturday (15). Hal Applegate manages the store.

Let RCA VICTOR

solve your problems in

- ... RECORDING
- ... PRESSING
- ... PROCESSING
- ... SHIPPING & HANDLING

AT COMPETITIVE PRICES

• CONTACT DEPT. 2A

Col 7-Incher Drive Keyed To V-M Unit

To Buck RCA's 45 Pops

(Continued from page 23)

be sold at a relatively low price and will be made available as soon as V-M has enough of a stockpile of the machines. Heretofore, Columbia's changers for LP disks have been manual. This was the case with the original Philco job, which sold for \$29.95 and the subsequent V-M jobs which sold for \$9.95 and \$12.95.

It's been recognized that the lack of an automatic changer constituted a major drawback to Columbia's promotion of the seven-inch disk. Too, the diskery put its major promotional efforts behind the regular 10 and 12-inch LP's, with the seven-inch receiving the short end of the promotional budget. The new Columbia promotion allocation, it has been stated, will heavily promote the seven-inch microgroove as well as the entire LP family.

Whether the Columbia seven-inch, given the benefit of a changer and hypod promotion, can ever catch RCA's 45, remains to be seen. The Victor small platter has been riding high and is shortly due for another promotional hypo.

RMA To Push Receivers With Phono Jacks

WASHINGTON, April 15.—The Radio Manufacturing Association (RMA) announced this week that it is setting in motion a "broad-gauge sales promotion campaign to interest the public in buying TV and radio receivers with phonograph combinations or modernizing their present phonographs for operation at three speeds."

Plans for the campaign were outlined at an RMA steering committee meeting Tuesday (11) in Chicago. Embracing all segments of the phonograph and record manufacturing industry, the committee, under Chairman J. A. Berman, sales manager of Shure Bros., will seek to enlist the co-operation of set manufacturers, distributors, dealers, servicemen and the trade press in promoting its program thru advertising, publicity, exhibits and other means.

A sub-committee headed by William J. Doyle, sales manager of the Astatic Corporation, was appointed by Berman to work out a definite program for the campaign and prepare a budget. Other members of the sub-committee are H. M. Durbin, of Electro-Voice, Inc., C. O. Caulton, of RCA Victor; Kenneth McAllister, of Columbia Records, and, as a guest member, A. S. Johnson, of Webster-Chicago.

Berman said that the campaign has two major objectives: (1) To increase sales of TV-radio-phonograph combination sets and to urge set manufacturers to attach phono jacks on all TV only receivers and (2) to persuade owners of single speed phonographs to modernize them by installing three-speed record playing equipment where they do not want to buy completely new combinations.

Coy To Speak at RMA Chicago Convention

WASHINGTON, April 15.—Wayne Coy, chairman of the Federal Communications Commission (FCC), will speak June 8 at an industry banquet winding up the 26th annual convention of the RMA at the Stevens Hotel, Chicago. It will be Coy's first appearance at an RMA conclave.

The RMA convention will begin June 5. Arrangements are under direction of Leslie F. Muter, RMA treasurer and chairman of the association's convention committee. Annual membership meetings of RMA's five divisions will be staged, and an election of officers and directors will be held.

TCA in Test Case On TV Tax Returns

PHILADELPHIA, April 15. — Al Haas, president of the newly organized Television Contractors' Association here, is fighting a test case with the Department of Internal Revenue in regard to income tax returns on TV service contracts. The government claims that all incomes are taxable regardless of when they're received in the calendar year. Contract monies prorated or held in escrow are therefore taxable, according to Internal Revenue men.

If the tax bureau wins the test it will mean rough going for scores of contractors and servicemen who will have to pay additional taxes for the last three years.

The BEST GET "BEWITCHED" by BILL SNYDER The ORIGINAL

Now Offices: **TOWER RECORDS** 100 E. Ohio Chicago

TOWER 1473

NEW VICTOR, COLUMBIA \$12.00 per 100

OTHER LABELS \$10.00 PER 100—\$45.00 PER 1,000 1/2 with order, balance C. O. D. Write for LATEST CATALOG. 500 Different Standard and Hit Tunes.

VEDEX COMPANY 674 10th Ave. New York 19, N. Y. PLaza 7-0636 COMPLETE INVENTORIES BOUGHT

Coming Up! **BLAINE SMITH** sings "BIG BLUE EYES (and Little White Lies)"

OR DOME 1014 "80" IN BILLBOARD

COUNTRY MUSIC 20 E. Jackson Chicago, Ill.

ROBBY COLT sings **RUSS CASE** plays **JEROME KERN'S IMMORTAL "OL' MAN RIVER"** #1004

ADMIRAL RECORDS INC. 700 SEVENTH AVE. NEW YORK 19, N. Y.

TWO PEARLS Recorded by LARRY VINCENT "The Tender Bartender" #900 "How's My Baby Tonite" #800

List price on these 79c

PEARL RECORDS BOX 229 COVINGTON, KY.

ARE WE LUCKY!! ORDERS ARE COMING IN FAST FOR OUR BEAUTIFUL WALTZ BALLAD— "I Still Remember When" For Your Mother's Day Program—or ANY day Ra-Mar Pub. Co.—Muse-Craft Records 11131 E. Raymond Ave., Los Angeles, Calif.

RECORD PRESSING AT LOWEST PRICES IN THE UNITED STATES New Material. Custom Quality. Banded Operation. Send us your recordings, we will do the rest—high and flex type records. **UNIVERSAL PLASTICS CORP.** (formerly Black & White Records) 2611 Wilshire Blvd. Los Angeles 8, Calif. Owned by Trumpet Collier & Associates Consulting engineers to the record industry

Merchandising Pays Off:

Tots Traipse 'Twixt Toys, Disks, Up Sales of Both

By Robert A. Latimer

ATLANTA, Ga., April 15.—Relocation of the children's record department to a position directly opposite the toy department has proved to be a traffic builder for two departments at Rich's Department Store here. Sales of records, record players and toys have increased steadily since the move which completely separated the kidisk section from the rest of the record department.

The new kiddie department occupies about 3,000 square feet of space, has four listening booths and three "telephone" booth listening sections. The latter involve no furnishings or doors; the youthful customers just step into the acoustically designed cubicles and stand up while listening to records.

To the right of the "telephone" booths stands a 20-foot slanting album merchandiser in which are displayed about 200 kid albums and envelopes. Above the merchandiser is a large mural, in cartoon style, featuring Walt Disney and comic strip characters. Close to the regular listening booths are three "gondola" type display stands, featuring the higher priced albums.

Up front in the new department is

a super-ultra-modern display case given over to children's phonographs in a wide variety of prices. The phonos are displayed and sold in the record section, rather than in the toy section, in order to take advantage of the more skillful salesmanship of the experienced record clerks. Records used for demonstrating the sets are carefully selected to bring out the best qualities of the record players and also to intrigue the potential customer. Small radios for nurseries and kid rooms are also sold in this section.

Both the toy and kidisk departments are schooled to promote each other. Clerks from one department very often start sales in the other department. Store officials state that the "feeding" of customers from one department to the other has been extremely profitable.

As an added service that pays off in both good will and sales, the store invites parents to "park" their youngsters in the listening booths while shopping on the same floor. Rarely, it is pointed out, does a "parked" child permit the parent to leave the store without making some record purchases.

3-Speed Phono Sales Zoom; Mrs. Say Platter War Over

(Continued from opp. page) retail "between \$24 and \$30." Business this coming fall season will be "tremendous" according to Fass, who predicts a possible shortage of certain models.

'50 Ahead of '49

Fred Boetsch, Boetsch Bros., also reported that 1950 business was far ahead of the previous year's and that the coming season should be still better. Of the 15-odd phonos being turned out by the company, five are now three-speed machines, with several more of the latter due within the next few months. The company will introduce a new three-speed machine to retail at \$24.75. One of the largest selling Boetsch players is an all-speed, automatic set priced at \$59.95. Boetsch attributed a large portion of the increased business to improved motors and pick-ups which give far better musical reproduction than previously available. The additional business in record players has caused a switch in company policy. Distributors are being used now in preference to direct-to-dealer sales.

Additional distributors are still being sought.

No one is willing to estimate the combined market for players and replacement units. Webster-Chicago has stated that there is a potential market for 15,000,000 replacement units for obsolete one and two-speed radio-phonos sets. Radio Manufacturers' Association (RMA) statistics for 1949 show that member manufacturers turned out 1,262,090 pieces of electronic equipment capable of handling phonograph records. Added to that production figure must be the units marketed by non-RMA manufacturers, including such large outfits as V-M, Aim, Boetsch, Garrard, Covrall and Hudson. Non-RMA TV and radio-phonos console manufacturers are also to be accounted for. It all points to an ever-increasing market for disks.

The only sad note in the picture is the possibility of an increase in record player prices because of the tightening steel supply and the possible increase in steel prices.

People, Products and Prices
Phono and AM-TV Receiver News Digest

Muntz Buys Chi Headquarters for \$250,000

Muntz Television, thru Thomas R. Courtney, president, announced last week the purchase of the building now housing the Chicago operation at 1731-35 Belmont Avenue. The plant formerly belonged to Howard Radio. Heretofore, Muntz has leased the building since moving its production headquarters to Chicago from the Pacific Coast one year ago. Deal was handled thru Finance Syndicate of Chicago. Purchase price was \$250,000.

Philco Intros New Portable, Table-Model Sets

Two new radios were announced last week by Philco. A "personal" portable operating on a.c., d.c. or batteries will retail at \$34.95 less batteries and is available in green, maroon, blue and red plastic cabinets. The table model set, priced at \$59.95, comes in a mahogany plastic cabinet and is an AM-FM receiver.

Low-Cost Multiple TV System Shown by Brach

A new low-cost multiple TV distribution system developed by the Brach manufacturing division of the General Bronze Corporation has been shown as suitable for apartments, restaurants and video dealers. The cost of a four-set system is listed at \$19.75. Production has begun on the device.

KING RECORDS

latest releases

POPULAR

- ★ JOHNNY LONG 15044 Calico Ball In the Evening by the Moonlight
- ★ FREDDY MILLER 15043 Tell Me That You Love Me Tonight I Used To Love You But It's All Over Now
- ★ SISTER SLOCUM 15041 Red Hot Mama Blues for the Whistler
- ★ THE JUBALAIRES 15040 Chattahoochie Lullaby Twelve o'Clock and All is Well
- ★ JOAN BROOKS 15042 Bloodshot Eyes Don't Take Your Love From Me

FOLK - WESTERN

- ★ COWBOY COPAS 855 Blues in the Moonlight Heartbroken
- ★ WAYNE RANEY 856 Fast Train Through Arkansas Under the Double Eagle
- ★ YORK BROTHERS 858 Motor City Boogie I'm Coming Back Home To Stay
- ★ MEL COX 857 Guitar Jump No Suhl
- ★ BROWN'S FERRY FOUR 854 I'll Meet You in the Morning Jesus, Hold My Hand

SOPIA - BLUES

- ★ EDDIE "Cleanhead" VINSON 4355 Ashes on My Pillow No Good Woman Blues
- ★ TINY BRADSHAW 4357 Well, Oh Well I Hate You
- ★ RED MILLER 4356 Bewildered and Confused I'm Eating My Heart Out Over You
- ★ WILD BILL MOORE 4361 Neck, Bonus and Collard Greens Rock Bottom
- ★ HENRY CLOVER 4359 I Love You, I Love You, I Do Baby, You've Been Wrong
- ★ SPIRIT OF MEMPHIS QUARTET 4358 Jesus, Jesus On the Battlefield
- ★ THE TRUMPETEERS 4360 Where Shall I Go? Trouble About My Soul

ROY BROWN
I Feel That Young Man's Rhythm End of My Journey DeLuxe 3302

KING Records

Club Date Cuts Tabu for Reps

Benefits Out In New AGVA Tough Stance

Fees Limited to 10%

(Continued from page 3) members; to replace the more than \$8,000 annually AGVA gets from Theater Authority. Latter is an eventuality AGVA is preparing for as a result of its withdrawal from Theater Authority last week.

To meet these problems, AGVA has decided to bar practically all benefits except those run for either the Cancer or the Heart Fund. In the future, it ordered, all other benefits are to become paid shows. Out of such paid shows AGVA will collect 2½ per cent of the gross for its Welfare Fund. Actors hired for such shows are to get one-seventh of their established salaries, with a minimum of \$25 for a single.

The main rub, however, will be its new edict regarding the practices used by club-date bookers.

At present club-date bookers charge one price for putting on a show and buy acts for another price to work the show. The difference between the two is pocketed as a profit by the booker. For example an organization may be charged \$5,000 for a show. The booker buys acts and pays \$2,500. The other \$2,500 is kept as a profit.

Henry Dunn, AGVA topper, said that all this will be changed—that in the future all bookers would be ordered to charge only 10 per cent of their show budgets and no more.

Dunn said that every booker will have to file his show contract with AGVA. The amount stated in this contract must tally with the totals paid to the actors. "If there's any swindling we can revoke the agent's franchise," said Dunn.

The first move to bring about this radical change is a meeting set for Monday (17) at AGVA's office, to which all agents' orgs and indies have been requested to appear.

AGVA also has announced that in the future it will pass on all benefits where its members are asked to appear. Any member who works without AGVA okay will be fined.

Bright Boner

NEW YORK, April 15.—Jackie Bright, mad auctioneer act, was home with a sick baby, resentful at phones and brusque to all callers, when the phone rang again.

"Hello? Jackie Bright? This is Bela Lugosi. Can you tell me—" "Lugosi, eh? Why doncha drown yourself." And hung up. A few minutes later the phone rang again. "Mr. Bright? This is Bela Lugosi. I was told to call you."

"Look, Lugosi," roared Bright I got news for you. I saw you in *Dracula* and you still stink. Now get off and stop bothering me."

Two days later Bright was told it wasn't a rib, that the caller was Bela Lugosi, who was referred to him for some information. Bright immediately sent off a letter of apology and explanation. He's now wondering what to say if he meets Lugosi.

Golden Floperoo

NEW YORK, April 15.—Dave Barry was working at the Paramount with Celeste Holm and Buddy Rogers, when an uncle he hadn't seen in years dropped backstage.

After the customary greetings, Barry asked his uncle why the gloomy expression.

"Dave," said the relative, dolefully shakin' his head, "you've been in show business all these years. I hoped by now you'd amount to something."

"Amount to something?" objected Barry "Look out front. See my billing. Look whom I'm on the bill with. Doesn't that amount to something?"

"So what—that's all nothing. How is it you're not at the Palace?"

Pitt Flare-Up Burns MCA Vs. Jackie Heller

(Continued from page 3)

an MCA act who played Ciro's later, was booked directly by Hover.

Hover did not reveal any specific beefs against the agency, but stated his action was prompted by a culmination of experiences arising from MCA's "pressure tactics." Hover, a former New York attorney, wrote to MCA Board Chairman Jules Stein and Prexy Lew Wasserman March 9, airing his beefs. Letter stated that he was aware of the government's interest in MCA for possible anti-trust action and that he was heartily in favor of it.

Five Pittsburgh spots allegedly boycotting MCA (*The Billboard*, April 15) are Carousell, Copa, Vogue Terrace, Bill Green's and the Monte Carlo.

NEW YORK, April 15.—The hassle that developed in Pittsburgh between cafe owners and Music Corporation of American (MCA) has the talent office resentful over what it charges is a double-cross.

According to MCA, it has an agreement with Denise Darcel to book her consecutively with no lay-offs. Her first cafe date was at the Boston Latin Quarter; her second at Jackie Heller's Carousell, Pittsburgh, where she was to open April 10.

MCA said that Heller okayed the date, then asked that it be pushed back. MCA tentatively agreed if it could come up with something else, tho it said it could have held Heller. In the meantime, the agency got the singer a week at the Vogue Terrace in near-by McKeesport, but before okaying it, asked Heller if he had any objections. Heller didn't have, said MCA, so the date was made.

"We don't know what Heller's beefing about," said an MCA spokesman. "He knew what we were doing; it was he who gave us the okay. If there's any complaining to do, we should do it. We don't intend to have any of our people lay off for a week to satisfy any buyer."

Flesh for Poli-Palace

BRIDGEPORT, Conn., April 15.—For the first time in about 20 years, the Poli-Palace Theater, Loew circuit's ace house here, will have a vaudeville show. Show in for a three-day run is Xavier Cugat's ork. Wally Brown, Abbe Lane, Tato and Julia, Otto Bolivar, Dulcinea and Otto Garcia. It is understood that if policy clicks, other stageshows will be spot-booked into house.

Bomb Bursts, Union Quits TA Org Again

Claims VCI Interference

NEW YORK, April 15.—The running skirmish which has been going on between Theater Authority (TA) and American Guild of Variety Artists (AGVA) for the past year exploded into another battle last week when AGVA pulled out of TA for the umpteenth time.

The cause for the latest incident was explained by AGVA's Henry Dunn. "We quit because the TA refused to give us veto power over benefits and because they were interfering with our relations with Variety Clubs International. From now on there'll be no more benefits; they'll all be paid shows."

Theater Authority spokesmen and Frank Reel, of the American Federation of Radio Artists and the TA, gave a different version. They claimed that the TA was set up for the purpose of passing on benefits and no participating org has a veto power. On the Variety Clubs International (VCI), Henry Dunn was accused of flouting TA instructions which he had promised to do. When Dunn made his deal with VCI, he was told AGVA could okay shows for that org only if these were held in their tents and for members only.

Instead, said the TA people, Dunn agreed to let the VCI do outside shows for fund raising purposes, thereby stepping into jurisdiction claimed by the TA.

New Pact

Bob O'Donnel, VCI head, was immediately notified by the TA that its contract with AGVA, expiring in August, if renegotiated, would have to be approved by the TA before it became effective.

It was on this note that Dunn laid down the gauntlet to the TA that it had no right to mix into AGVA affairs and followed that up with a letter, he had brought with him, formalizing his action and walked out.

Developments are being watched closely by showbiz because a quarrel between these two will mean continuous hassles for benefit clearances. If the TA approves, AGVA can (and said it will) countermand it, and vice-versa. It is quite likely that the mess created by such a situation will involve the Associated Actors and Artists of America, the parent org of all showbiz unions (except the musicians) to bring order back to the business.

Benny Pallad'm Date at 20G Per

HOLLYWOOD, April 15. — Jack Benny will get a reported \$20,000 per week for a three-week stand at the London Palladium, starting June 15, with the show to include Phil Harris and Rochester. Comic proved to be one of the theater's strongest attractions when he appeared there two years ago.

Benny, Harris and Rochester sail on the Queen Mary for London June 8, accompanied by their wives, Mary Livingstone, Alice Faye and Mame Anderson, who are going along on vacation and will not appear in the act. The Benny one-night stand tour winds up in Scranton, Pa., June 6, and the company will be disbanded.

Cops Chase Philly Hostesses; Ponies Prance Up to Bars

PHILADELPHIA, April 15.—Maybe it's because the gendarmes are getting tough about the hostesses hanging around the bars to help build bar business, but with the departure of the hostesses came the return of the line girls. Without fanfare, the local police inspector has served notice on all nitery ops that professional hostesses must go. Altho State liquor laws forbid professional hangers-on, both State agents and local police overlooked the fact until now that certain spots have certain gals sitting at bars all night every night.

With the warning to let the hostesses go, nitery ops have turned to the dancing chorus. The dancing ponies, almost forgotten in town, are back in full force. Every center-city spot now has a line of girls and even many of the nabe spots have bought lines. Even some musical bars and the intimate spots have brought in a dancing chorus. With a line of gals on the payroll, nitery ops can easily explain the girls hanging around the bar. In order to get the goods on the nitery ops employing hostesses, it is reported that the police inspector sent around his men disguised as sailors. And in other spots, to cramp the style of the gals fishing for drinks, a member of the squad would park himself at the bar for the night and take notes. That the line girls can't dance doesn't matter—at least, they're legal.

J. Carter Sued By Nick Agneta

NEW YORK, April 15. — Nick Agneta has brought a civil action against Jack Carter in Queens City Court charging a violation of contract and asking for back commissions of \$1,500.

Agneta said he signed Carter to an American Guild of Variety Artists (AGVA) contract in 1946 for three years with a three-year option. Subsequently a deal was made with Paul Small agreed to by all parties. Under this deal Agneta gave back to Carter his AGVA contract and signed him to a five-year civil contract as a personal manager charging him 5 per cent instead of the customary 10. Subsequently Carter paid Small \$1,000 for a release and Agneta turned Carter over to the Morris office to book him retaining his personal managership.

Agneta claims to have originated Carter's Capitol Theater dates, his TV and cafe dates. Early in January Carter asked Agneta to cut his commission to 2½ per cent, claiming "high expenses" according to Agneta. Agneta refused and subsequently instituted suit.

Under AGVA regulations no franchised agent may start court action against one of its members without first going thru arbitration proceedings. Carter as an AGVA member has brought the matter to AGVA. Agneta who holds an AGVA franchise said that his contract with Carter is a civil one and if AGVA wants to rule on the matter it should reinstate the old AGVA pact with full 10 per cent commissions retroactive to the abrogation of the old contract.

The showbiz law firm of Goldfrab, Mironberg and Vallon, representing Carter said that under AGVA's Rule B, Agneta must bring his charges to a joint AGVA-ARA (Artists Representatives Association) arbitration board.

Under AGVA's by-laws any franchised agent who by-passes its set-up may jeopardize his franchise.

Paramount, New York

(Tuesday, April 11)

Capacity, 3,854. Prices, 55 cents to \$1.50. First show daily. House and chain booker, Harry Levine. Show played by Pete Rugolo's ork.

With Billy Eckstine on the stage and Bing Crosby on the screen, the Paramount should enjoy as brisk a spell of business as can be had in the coming three or four weeks.

Eckstine, in the closing spot, is a winner from the first note of his opening *I'm in the Mood for Love*. Immaculately and handsomely clothed, he has acquired an extra poise and polish of delivery which preclude any but buff results for the stage presentation of his individual singing style. He scores resoundingly with such MGM-recorded items as *My Foolish Heart*, *Sitting By the Window*, *Body and Soul* and *Caravan*, these being spelled rhythmically with an exceptionally easy flowing conception of *Almost Like Being in Love*.

Eckstine is accompanied splendidly by a pick-up, 19-man crew fronted by Pete Rugolo, making his band leading debut after serving as a highly touted arranger for Stan Kenton and as a musical director for Capitol Records. Rugolo serves up an interesting opening *Love* and a modern Latin-styled conception of *Love for Sale* for his spots. The latter, more provocative than customary theatrical music offerings, met with fine audience response.

Youngman Scores

Henny Youngman, with a cluster of a new gags and plenty of old ones plus the perennial fiddle, does one of his most successful Stern turns. His trigger-fast delivery oftentimes results in losing many a yock. Youngman's cleverly turned material rarely has scored as heavily as it is doing this time around.

Bobby Lane and Claire open the bill with a charming and standard *terp* act. After running down a feather routine in stockings, the couple close strongly with some rapid-fire acrobatics.

Pic, *Riding High*. Hal Webman.

Olympia Theater, Miami

(Wednesday, April 12)

Capacity, 2,200. Prices policy, 65 cents-\$1.18. House booker, Harry Levine. Four shows daily. Show cut by Les Rohde house ork.

Bill here this week is a smooth, fast-moving affair, topped by Frank Faylen and Bonnie Baker. Faylen emcees in addition to doing a single for solid yocks. The Crawfords, tapsters team, open the show and get off to a good hand. Nathan Brother, musical acrobats, are on next to fair returns. Faylen, who does his bit at this point, includes juggling, magic and singing, all with a comedy touch that set him solidly.

Bonnie Baker, opening with a travesty on the spots she made for Traventyn gum, followed with a medley of past recordings brought up to date with special material on *You'd Be Surprised*, *Especially for Me*, *Billy*, and the inevitable *Oh! Johnny*. Got off to a great hand and came back with *Beating on His Bongos*, accompanied by Billy Rogers on the bongos. The girl really sells and bespeaks the experience gained since her Orrin Tucker days. Dave Barry closes the show, and its would have been difficult for anything on this bill to have followed him. Barry, who plays Mr. Ripple on the Jimmy Durante show, opens with that big and the ensuing imitations including one of Arthur Godfrey earned him a tremendous hand.

Pic, *Dear Wife*. Art Green.

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VAUDEVILLE REVIEWS

Palace, New York

(Thursday, April 13)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily. Five Saturdays. RKO booker, Dan Friendly. Producer, Dave Benin. Show played by Don Albert's house band.

This is far and away one of the best shows the theatre has had in a long time. The only possible exception is the No. 1 act, the Three Juggling Jewels, three girls, in sequined outfits, who worked too slowly for an opener. The gals juggled Indian clubs and rings, one set in black light, managing to eke out a fair exit miff. The No. 2 act was Norman Brown, a sharp looking kid with a fine hoofing routine. With it he's added a lengthy drum routine using a full set of traps, winding it all up with clever taps on the board covered bass drums. Tho his skin whacks show skill, it is his hoofology, clean, precise, fast and flashy, which made him a hit.

Solid Teams

Fred and Fae do an imaginative record act to plenty of yocks. The good looking boy and pretty gal do pantos to Bing Crosby and the Andrews Sisters records, winding up with the Spike Jones' *Tea for Two* for an exciting finish.

Dumarte and Denzer, a foreign act, working in tails and toppers performed with a skill which showed plenty of experience. Their short hoofology got them on then they went into a series of pantos with shadow effects, using props of various kinds. It was their black magic, however, which got solid results. Their shadow pantos could be dropped. They were meaningless and in bad taste for a present day Palace audience. But their black magic was outstanding. Using black light ghost costumes, the two men cavorted around in eerie fashion, jumping down into the aisles, swinging out over the heads of the first few rows and generally causing excitement.

Sock Singles

Mickey Deems, on next, was in a tough spot to follow. But once his slow comedy caught on, he was in by a mile. He built skillfully for solid yocks with a *Sunday at Home* routine and wound up a solid hit. Al Gordon's standard dog act was made to order for a kid audience. The deliberate fluffs and disobedience of the mutts brought squeals of delight from the moppets out front.

The Slate Brothers were probably the biggest hit of any comedy team caught here in a long time. Their weird comedy antics and sight stuff were as commercial as a \$5 bill. Some of their bits could be pruned for the family trade, and their precision hoofery of old numbers could be lightened by comedy, but as a whole they measured up big, with the audience yocking it up for all it was worth.

Wells and the Four Fays (Billy Wells died some weeks ago) did a solid five or six minutes. Their double leg twisters, paper hoop leaps and other bits were as fast and as commercial as ever.

Pic, *The Great Rupert*. Bill Smith

Palomar, Seattle

(Thursday, April 13)

Capacity, 1,200. Price scale, 50 cents to \$1.25. Shows played, four daily. Show played by Ray Watkins house ork.

Afternoon house only fair under tryout four-a-day policy, tho all acts got big miffs. Desi Arnaz, tops on his south of the border stuff, seemed a bit on the tired side, but picked up with a skillful patter segue into *Strawhat Song*. Using a hand mike Arnaz worked the front aisles, timing his stop-offs to healthy house lunging on *Caelito Lindo* come in. Follow-up was duo-lingual rendering of *Martha* and Cuban Pete. Babatu final was sock, with the drum and vocal of beg-off proportions.

Show was emceed by magi-comic Dick Newton who opened proceedings (See *Palomar, Seattle*, on page 51)

Chicago, Chicago

(Friday, April 14)

Capacity, 4,200. Five shows daily, six shows week-ends. Price policy, 50 to 98 cents. House booker, Harry Levine. Show played by Louis Basli's house band.

While this show lacks a real headline attractions, the compact four-act package runs smoothly. Siccardi and Brendaa, fresh from the *Chez Paree*, need a little more wardrobe to cover the bare spots for a family trade. Their Mongol warrior-dancer garb is swell for nteries, but their intimate adaglo work is a little strong for pewitters. Their original and smooth work pulled salvos.

Nip Nelson is back with several new bits, best of which is the parody on a radio mystery show. The Frankie Laine *Wild Goose* aping needs more rehearsal, for his impression of the Mercury star isn't authentic. He walked off to solid miffs.

Gall Gali broke up the house with his sleight of hand. The Oriental conjurer did his standard brass pots and baby chicks to open, later working in two pewitters for tricks with the birds. His act has fine continuity and he got attention thruout. He nabbed the biggest miff.

Edith Fellows and Tommy Dix offer refreshing ballad work. Dix sometimes forgets himself by bellowing in his baritone, completely drowning out Miss Fellows's soprano. Pair should do some harmony to break the monotony. They could also use a piece of original material in the comedy vein. Pair bowed to good mitting.

Pic, *Dear Wife*. Johnny Sippel.

Oriental, Chicago

(Thursday, March 6)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows week days, six shows week-ends. House booker, Charley Hogan. Show played by Carl Sandi's house band.

Altho house is utilizing a short show, combination of Lena Horne, George DeWitt and Condos and Brandow is hep all the way.

Lena Horne has reached a peak as a vocal dramatist. Working in a production, which features four harmony singers, she did a 10-minute narrative bit on *Frankie and Johnny*, which, tho heavy, stopped the show. The MGM disk chirp did just as well, with a lighter *The Lady Is a Tramp* and *Deed I Do*. Gal's provocative orbs and swaying chassis kept eyes glued. Had to beg off.

George DeWitt ran into a slightly square crowd, with the result that his fast delivery sagged during the first half. Good looking gagster had lots of new material, with even the old impresoes refurbished. After a solid last half, he walked off to salvos and was called back.

Steve Condos and Jerry Brandow have the best-paced rhythm cleating stint around. They've developed their Louis Armstrong aping and closing stair cleating stint into nice contrast for their great tapping to smart bob arrangements.

Carl Sands trotted out sections of his band to highlight various tunes in a good springtime medley. Will Harris's verdant backdrop helped the effect.

Johnny Sippel.

Senator Theater, Pittsburgh

Capacity, 1,800. Price range, 35 cents to 99 cents. Four shows daily—five on Saturday. House band, Johnny Marico. House Booker, Anton Cibilla.

Helping mark the return of vaude to Pittsburgh via the Senator Theater is Roy Acuff and his *Grand Ole Opry*. Acuff has moved his radio gang plus the Duke of Paducah to the stage with a real hillbilly show. Pace is slow and could stand more variety. However, for the type of show it is, it's good!

Opener is a hillbilly boogie number by Acuff and the gang, followed with chatter and introductions. Show then (See *Senator Theater* on page 51)

Orpheum, Los Angeles

(Wednesday, April 12)

Capacity, 2,200. Prices, 50, 65, 95 cents. Four shows daily. House booker, Bill McIwain. Shows played by Rene Williams' house ork.

Three pro attractions added to a 10-act Ted Mack amateur unit total plenty of entertainment. Pros are prudently placed to hypo the tyro talent. Mel Hall, in the kickoff slot, keeps 'em on seat's edge with unusual unicycle antics. Spotted midway on the bill, McFarland and Brown's knockabout material keeps the laughs rolling. Buster West and Lucille Page are strong in the closing spot with their yuck worthy *Sailor* and the *Maid* routine.

Mack show participants include Roger Hill's fast marimba work; the Woodside Sisters, 50-50 vocal trio; Harold Urbach's monoped dance routines; Lee Adams' pleasing song renditions; Carol Brickley, whose barnyard imitations make her a passable filler act; Wee Willie Smith, who knocks himself out selling his nimble tap routines; Ray Austin, promising ventriloquist, and Danny Drayson, who capably emcees the show, is equally competent as comic and dancer. Doris Martin, trumpeter-vocalist is in the so-what class.

Tops is Olympia Barone, whose bell-like soprano voice deserves opera attention.

Rene Williams' house ork provides okay backing, tho at times, tends to drown out soloists.

Pic, *The Vicious Years*

Lee Zitto.

Paramount, Hollywood

(Thursday, April 13)

Capacity, 1,480. Prices, 40, 50 and 80 cents. Four shows daily. Fanchon & Marco chain booker, Russ Stapleton. Shows played by Ben Pollack's combo.

Current stager gives top billing to Ben Pollack's Dixieland combo. Group, doubling from the Beverly Caverns, churns out a highly palatable brand of tailgate tootling. Limited stage space forces the combo into the left corner.

Pied Pipers hold up well, delivering a cycle of well-chosen yesteryear disk tunes with the Pollack group providing competent accompaniment.

Don Corey, who emcees, takes the final slot for a comedy stint. His gags and impersonations spur chuckles, but he would do well to save his blue material for the nitery circuits.

Chief attraction is on the screen. Bing Crosby's *Ridin' High*.

Lee Zitto.

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Biltmore Bowl, Biltmore Hotel, Los Angeles

(Monday, April 10)

Capacity, 1,000. Price policy, \$1 cover. Shows at 8:45 and 12. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Publicity, Maury Poladare. Estimated budget this show, \$2,000. Estimated budget last show, \$2,500.

Current bill is overbalanced with two terp teams and lacks comedy. Nick Lucas rates hefty hands all the way. Displays the sales savvy and ability which have served him in good stead thru the years. He's at home with pop tunes and novelties, but his oldies, like *Bye, Bye, Blackbird* and *Tip Toe Through the Tulips* found most favor with ringsiders.

Ballroomers Cabot and Dresden registered soundly in the closing slot. For twirls, lifts and exciting dance interpretations duo is hard to top.

Franks and Janyce's precision tapping round out the bill. Effect would have been more startling had not the ballroom team been on the same bill. Holdover Gali Gall, magician, continues to sock across his sly humor and skillful sleight-of-hand.

Paul Neighbors, ork fronter, emcees the show admirably and contributes a vocal or two for good results. Alan Fischler.

Deauville, Hollywood

(Wednesday, April 5)

Capacity, 110. Price policy, no cover or minimum. Continuous entertainment. Owners, John Walsh, Yves Le Put and Joe Clement. Operator-booker, John Walsh. Estimated budget this show, \$1,000.

John Walsh has tastefully converted Sherry's (formerly Dave's Blue Room) into a warm, intimate club. No new hand at Strip operation. Walsh ran the Gal until its sale in 1948. He retains Gala's format—a unique fem vocalist, competent piano duo and his own song stylings.

As vocalists go, Pat Stacy is unique. She can't sing, but creates a mood thru her husky voiced semi-recitative styling of old faves. Walsh satisfies the ear with his treatment of old and new show tunes. Twin Steinwayists Latimer and Green capably support the soloists and provide soothing keyboard interludes between shows. Lee Zhitto.

Ciro's, Hollywood

(Wednesday, April 12)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hoyer. Publicity, Jim Byron. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Streamlined Mae Williams takes a sure-footed step to the Strip. Songstress is minus considerable poundage since last caught at Billy Gray's Band Box, but has lost none of her solid salesmanship. She's versatile and equally convincing on a new ballad or an oldtimer. Her down-to-earth style is ideally suited for such faves as *Hello My Baby* and *Ace in the Hole*, which pull top palms.

Tico Robbins sets the Latin tempi with Dick Stable's crew providing the pop terp tunes. Lee Zhitto.

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NIGHT CLUB REVIEWS

Shelburne Lounge, New York

(Thursday, April 13)

Capacity, 200. Price policy, \$2.50-\$3.50 minimum. Operator, Hotel Shelburne. Booking, MCA. Publicity, Kurt Hofmann. Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

New bill shows a well-balanced booking of song, satire and comedy. Juanita Hall gets the top slot in the billing on a repeat stand, and again clicks. However, while her opening number, a blues sequence with words and music by Langston Hughes and David Martin, drew impressed respect, it is far too long and too heavy. Its lighter follow-ups *Am I Blue* and *Send My Man Back to Me* drew a heartier response, but it was not until she went into her sock ballad *Ha! Ha!* that she got 'em. Incidentally, with the mike dropped low, she has found the right stance to make a splendid voice most effective in a small room.

With the *South Pacific* songbird are featured Lucille and Eddie Roberts, and Louise Howard, ably backed by the Cy Coleman trio and Emsee Norman Wallace, who have become stand-by favorites of the Lounge. The Roberts duo are as amusing and amazing as ever with their sleight-of-hand intro and mind-reading wind-up. Eddie has throw-away salesmanship and his customer-participation routines are off the top shelf. Lucille's mind-reading gimmick is as deftly projected as anything to be seen about. Extremely deft, too, is Louise Howard's way with clowning up a song, not to mention warming up table-squatters. The lass builds a sharp opening with a broad satire of the *Whiffenpoof Song*, middles with a speak-easy burlesque which makes up in laughs what it lacks in subtlety, and finishes with a cleverly contrived song-jibe at psychoanalyzed chateaus. She is inclined to occasional over-mugging to make her points, but makes up for the lapses via sheer bounce and vigor.

It's easy to see why Cy Coleman and his team have become standard fare at the spot. Coleman has a keyboard zest which infects the whole room. The three of them package a splendid show-cutting job. Norman Wallace's emceeing is as pleasantly modest as his solo specialty of Parisian ditties. Bob Francis.

Chez Paree, Chicago

(Wednesday, April 12)

Capacity, 500. Shows at 8:30, 12 and 2. Price policy, \$3.50 minimum with \$1.10 cover charge. Operator, Dave Halper. Publicity, Bob Curley. Producer, Dorothy Dorben. Estimated budget last show, \$4,500. Estimated budget this show, \$4,200.

Current show is the weakest since Dave Halper took over late in 1949. Because of an immigration ruling the Asia Boys fell out and the house filled in with Lloyd and Susan Willis. Youthful dance satirists' routines lack power. A closing straight jitterbug boogie went over best.

Billy Vine needs punchier material to offset the many lulls in his work. Chubby funster's standard crying jag fell flat, as did the new movie stooge bit, which he's doing with Mack Pearson as the fall guy.

Gertrude Nielsen, introed as a comedienne, lacked enough comedy material to spice a long string of torch ballads. The slinky-chassed songstress did well, especially on a heavy *Temptation*, but her only comedy number, *Who Happened Baby*, registered only mildly.

Top feature is Dorothy Dorben's new line gimmick. She's replaced the four chorus boys replaced with a refreshing young dance team, Doran and France, who work with the eight ponies and four walkers. Nancy Doran, formerly of the Palmer House line, and Bob France, late of Sherman Hotel, are terrific looking youngsters and have a knowledge of progressive ballet that should make them a top team. Johnny Sippel.

Wedgwood Room, Waldorf-Astoria, New York

(Thursday, April 13)

Capacity, 282. Price policy, \$2 cover after 10:30. Shows at 12:30. Owners, Hilton Chain. Booking, Merriell Abbott. Publicity, Ted Saucier. Estimated budget this show, \$4,000. Estimated budget last show, \$3,500.

Morton Downey, still a top singer in the tenor class and probably the best showman in that category, does extremely well as a performer, tho it appeared that he doesn't do as well at the box office. On his opening night, the ring-side was jammed. The two wings, however, were only comfortably filled, with empty tables spoiled on both sides of the room. This decline in business may have been due to the \$2 cover, a policy that is rapidly taking its toll in class rooms all over town where the tariff is still in effect.

Downey, backed by his own rhythm section (bass, guitar, drums and piano), did 53 minutes, all of it wonderful stuff. The way he zoomed up to high notes with jet propulsion speed; his tender manner of caressing the low notes; segueing from one song to another, was spellbinding. Practically all of Downey's stuff consists of medlies, some with as many as seven songs, including oldies, Irish, pops, and novelties—the whole thing blended with a selling style that was the epitome of showmanship.

There were many amusing side-lights to the preem. At one point a voice with a Barry Fitzgerald brogue yelled a request for *Take Me Home Again, Kathleen*. What made this hilarious was that the voice was identified as belonging to a writer who's anything but Irish. Another high point was Ethel Merman's coming on to do *I Get a Kick Out of You* for an ovation.

Downey seemed to be suffering from a bad throat, evidenced at times by raspy notes. Eddie Duchin, back on the stand after a sick spell, did a couple of reprises with Downey of their old Central Park Casino faves.

Mischa Borr did the Latin dance with his customary skill.

Bill Smith.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Wednesday, April 12)

Capacity, 800. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner, Ambassador. Operator, J. E. Benton. Estimated budget this show, \$6,500. Estimated budget last show, \$5,000.

Phil Spitalny is wise in the ways of showbiz. For years he avoided niteries and stuck to the theater and concert stage. Reasons are glaringly obvious in his Grove bow. His talented and beautifully gowned 24-girl ork and chorus impress eye and ear, but the charm and magic holds no spell over a bistro crowd. Initial impact of the all-fem aggregation, so great in stage p.a.'s, loses its potency when patrons dance to its music. If another band could hold the dance stand, saving the gal ork for the show, the result would be more favorable. As it stands, the show has lost its edge.

Furthermore, the room and aggregation are not suited to each other. The Grove's bandstand can barely hold the ork, despite last-minute efforts to extend the platform. Spot's patrons have been nurtured too long on smart attractions to be moved by Spitalny's schmaltz—another factor underscoring his wisdom in avoiding niterie appearances. Offerings adhered closely to Spitalny standards: Evelyn's showy *Strad scraping of Hora Stacato*; Jeanette's triple-tongue trumpet solo; Louise Steinwaying *Rhapsody in Blue* with another gal taking a drum break. Jeannie displays a rich contralto voice and Gloria displays her sugar-coated soprano on a couple vocal solos. Chorus and ork open with *Pratse*

Lookout House, Covington, Kentucky

(Monday, April 10)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 11. Operator, Lookout House, Inc. Manager, Ben W. Brink. Booking policy, non-exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$5,000. Estimated budget last show, \$7,000.

Current show breaks with Johnny Bosworth, emcee-bary, providing a *Window Shopping in New York* background for the Arden-Fletcher Dancers (8) to good audience reaction. The girls' second effort, a pointless prance thru the room, slowed production, but they won patrons back with their finale.

Headliner Al Bernie, comic, displayed a commercial act but turn suffered in spots from poor pacing. Won immediate results with a smart "happiness" dialog but sloughed off with some sly, nonsensical bits that ringsiders either didn't pick up or didn't appreciate. Sharp take-offs on Churchill and Richman and some Brooklynes comedy proved a good mood switch and he soon had 'em back in his palm. Bernie's wife, Charlene Russell, striking redhead, showed impressive pipes and sock sales ability in a niftily concocted burlesque on *Babalu and Baby, It's Cold Outside*. It earned them a beg-off. Their Ink Spots impress got nothing, as it's been overworked here.

Louise Hoff, dynamic blonde canary, hollered thru an *Are You Having Any Fun?* for a sock opener and elicited yocks with softer treatment of *Nobody But You*. Her dancing school instructress offering sent her away to hefty mits. Turn is good but could be enhanced if gal worked in better lighting thruout. Subdued hues pall her attractiveness.

Altho setting up antics resulted in a stage wait, the Florida Trio (two lads and a gal) is a good sight presentation. Offering comprises the packing and unpacking from a trunk of one of the male members. His elasticity is such that his partners literally turn him into a pancake as they race thru varied double-jointed gyrations. Their grotesque costuming leads to additional yocks and strong palm-whacking.

Bob Snyder's ork gives smart backing to the show. Bob Doepker.

Cafe Society Downtown, New York

(Tuesday, April 11)

Capacity, 200. Price policy, \$3.50 minimum. Shows at 10, 12 and 2. Owner, Lou Louis. Booking, non-exclusive. Publicity, Dreyfus-Delyan. Estimated budget this show, \$3,000. Estimated budget last show, \$1,300.

Except for the polished performing of Josh White, the current Cafe Society bill is somewhat meager on entertainment. Featured acts are Dinah Washington, blues warbler, and George Kirby, mimic. J. C. Heard's four-piece rhythm outfit opens with a fast but undistinguished number, with Kirby following. Neither the boy's style nor material is sharp enough, and not until he is about finished, and does take-offs on Satchmo Armstrong and Joe Louis does he capture any sparkle. His presentation is routine, one character after another, and he fails to build interest or impact.

Miss Washington went thru three numbers in quick order and delivered them in so calm and impersonal a manner that results were negligible. There isn't a real punch in the show until White comes on with his guitar and inimitable style, surefire anyplace. Whether doing a double entendre of the *Jelly, Jelly* genre, or a gentle number like *Molly Malone*, he gives a finished, compelling performance. Jerry Franken.

to California, Southern Cal's alma mater, and *America the Beautiful* and wind up with *The National Emblem March*. All were done well, but would be better suited for a girls' school commencement program than a bistro show. Lee Zhitto.

17 Detroit Booking Agencies, 7 Up-State Sign New Licenses

DETROIT, April 15.—Despite the drop in night club business, this city still boasts 17 booking agencies who have paid their \$200 annual fee and renewed licenses for 1950, according to Mrs. Stella Lecznar, State superintendent of private employment agencies. The list includes all agencies licensed to book acts in Michigan.

Licensed local agencies, according to Mrs. Lecznar, are A. B. C., Amusement Book Service, Betty Bryden, Delbridge & Gorrell, Mabel Duggan, Gail Orchestras, the Empire Theatrical Agency, the Greene Booking Agency, Jules Klein, Music Corporation of America, Orchestra House, the Chester Rentle Agency, the Al Sparer Agency, Patricia Stevens's Casting Bureau, the Sun Sun Vaudeville Agency, the United Booking Association and Wright Ideas.

In addition, seven up-State agencies have been licensed, including virtual branch offices of major Chicago or other offices: Barnes-Carruthers, the Fair Booking Association, Ionis; the Ed Berry Agency, Lansing; the Gipsion Agency, East Detroit; Greiner & Steffens Enterprises, Pontiac; the Moore-Smith Booking Agency, Highland Park; Tommy Sacco, Benton Harbor, and the Theatrical Employment Bureau, Hamtramck.

Follow-Up Review

LATIN QUARTER, NEW YORK: Buddy Rogers in his first cafe date in town in a number of years showed himself to be a pleasant, ingratiating chap even though he didn't demonstrate any outstanding sock qualities. The socks came from the addition of Bobby Shields, a young man around town who's been caught frequently on Sunday night cuffo shows and various benefits. Shields, a short, dark, energetic youngster, comes on pretending it's an audition, coaching the band, even referring to a little note book for his proper key, etc. Does a couple of take offs with a nervous exuberance reminiscent of Frankie Laine. His basic style is staccato, beating 'em in a hit-'em-on-the-head fashion.

Buddy Rogers, tall and dignified, dashed thru, over and around the band as he took a whack at various instruments in competent fashion. He also had Phil Ellis on piano with him. For this date the club has two spinets replacing the grand. The audience obviously liked Rogers, giving him plenty of applause. The rest of the show holds over. *Bill Smith.*

PALOMAR, SEATTLE

(Continued from page 49) with a metal ring gag, and worked into an Andrews Sisters "sink" routine using two customers as Patsies. His timing had lots of flare.

Bolero duo Reyes and Castro were okay, with strongest mitts on their Gypsy Flamenco and the castanets. Combo need to work a bit more as a pair and not as two singles.

Don Zelaya ivoried well, opening with a Richard Strauss request and working into modern American pop classics. Zelaya's humorous patter (on the sauce side) preaching against American boogie woogie tastes could be made funnier, if he did not apologize for his longhair preferences. The house was with him anyway.

Pic, Captain China.

Wil Stevens.

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Pennsy Ops Get PFFSO Backing In Push for Longer Operation

READING, Pa., April 15.—Legislative aims of the nitery operators here and thruout the State to get the same opening and closing hours as the private clubs has won the endorsement of the Pennsylvania Fed-

eration of Fraternal and Social Organizations (PFFSO). The Retail Liquor Dealers of Pennsylvania have included such a plank in their five-point legislative program announced recently.

AGVA Franchise Pitch at OGTA

CHICAGO, April 15.—The Ohio Guild of Theatrical Agents (OGTA), comprising bookers and agents, is mulling a proposition made by the New York office of the American Guild of Variety Artists (AGVA) that the Ohio group take out the \$50 franchise fee with AGVA.

At a meeting held in Cleveland Tuesday (11), it was agreed that OGTA would probably meet with either Jack Irving, Midwest AGVA rep, or a Gotham rep of the actors' union before May 1. Dick Jackson, of the Frank Sennes office, Cleveland, secretary of OGTA, told *The Billboard* that the group has two alternatives: (1) To take out their \$50 franchises direct with AGVA or (2) to take them out thru the Entertainment Managers' Association, Midwest chapter of Artists' Representatives' Association, national agents' org.

If OGTA decides to go in via EMA-ARA, it would add approximately 35 memberships to the Midwest agents' groups. This would approximate the gain in EMA-ARA membership made when the Michigan Theatrical Agents' Association recently joined ARA. Jackson said that OGTA will probably contact ARA also regarding terms under which they might come into the agents' association.

Al Morgan Big 49G At Lookout House

CINCINNATI, April 15.—Al Morgan's two-week run at the Lookout House, Covington, Ky. (March 27-April 9) paid big dividends.

His initial week's stanza resulted in business totaling \$26,000. He wound up the engagement (Holy Week) with a \$23,000 week and on Good Friday 450 patrons were on hand for the dinner show, considered somewhat of a record in local night club circles.

Morgan's first-week figure ranks second to Cab Calloway, who holds the house record with a \$29,000 week runs up six years ago. Lookout House execs have paced Morgan for a return two-weeker in June, with Joe Higgins, local General Artists Corporation chief, handling the deal.

Easter Hypes N. Y. Biz With Egg Roll From 514G Shell

NEW YORK, April 15.—Hyped holiday prices and big Stem crowds gave the combo flesh-flicker houses one of their biggest weeks in months. The total for the Easter week was \$514,000 against the previous week's \$390,000.

The biggest grosser was Radio City Music Hall (6,200 seats; average \$128,000) which saw a juicy \$165,000 for its second week with its Easter show and *Daughter of Rosie O'Grady*. It's opener was \$144,000.

Roxy (6,000 seats; average \$76,000) jumped to a tremendous \$165,000 for Fran Warren, Sonny Howard and Cheaper by the Dozen from an opening of \$115,000.

Capitol (4,627 seats; average \$56,000) collected \$69,000 for its first frame with Nancy Walker, Sammy Kaye ork and *Reformer and Red-head*.

Paramount (3,654 seats; average \$73,000) moved out with only five days of its second and final week with Mel Torme, Ella Fitzgerald, Sam Donohue's ork with \$40,000. New show, reviewed this issue, has Billy Eckstein, Benny Youngman, Pete Rugulo band and *Riding High*.

Strand (2,700 seats; average \$49,000) drew a handsome \$65,000 for its initial week with Peter Lind Hayes, Mary Healy, Miguelito Valdez and *Damned Don't Cry*.

Palace (1,700 seats; average \$17,000) held at \$17,000 for bill of Buck and Bubbles, Lee Sullivan, six other acts and *Challenge to Lassie* as against the same figure the previous week. New bill, reviewed this issue, has the Slate Brothers, Wells and the Four Fays; six other acts and *Great Rupert*.

JUDY CANOVA



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IN SHORT

New York:
 Diane Adrian opens at the London Bagatelle for a four-weeker starting May 15 and then goes on a tour of the Continent. . . . Tony Martin, who opens at the Palladium April 24, will have the Mack Triplets on the bill with him.

Frank Sinatra's opening at the Chicago Chez Paree May 12 for a three-weeker, his first cafe date in that city, forces a postponement of Sophie Tucker who was set for the Chez for the same date. . . . Marty Saunders, a new indie, opened his office at 1674 Broadway. . . . In his Palace debut May 4, Jackie Bright will give away Dunhill lighters. . . . The annual Friar's frolic is set for March 23. . . . Bermuda is becoming a showbiz zone. Georgie Gibbs just finished a week at the Princess Hotel, and Harvey Stone followed. . . . Castle Harbour, another Bermuda hotel, is now running with Paul Sparr's band and uses amateur talent but may spread to pros.

Vince Travers, local band maestro, writes from Milan, Italy. . . . Gag-writers Institute is looking for performers who can do Eddie Cantor, Milton Berle, Sid Caesar and Martin and Lewis take-offs for TV and summer theaters. . . . Bill Miller's Riviera prem is set for April 25. . . . Tito Guizar is on a concert tour thru U. S., Havana, Puerto Rico, Mexico and Brazil. . . . Mary Francone is the new 88'er at Leone's. . . . Paul Benson and Ernest Brooks are a new press agent team. . . . A Boston AGVA group, represented by lawyer Arthur Cowan, is asking AGVA members to join it in a suit against the Associated Actors and Artists of America. Theatrical agents of New England elected Henry Cogert proxy, Harry Drake, veepee; Peg Norton, secretary, and Jacy Collier, treasurer.

Philadelphia:
 Ed Kite, who with his wife operated Kite's Barrel Cafe in the nabes for a spell, will take over the operation of Maggie's-on-the-Boulevard, with a full-week floorshow policy, starting this week.

Singer Bill Layne and comic Don Hines breaking in their new act as a team at the Glass Door, Kingston, N. Y.

Embassy Club, operated by Sam Silber and Herb Smiler, marked its 15th anniversary last week, while it was the first anniversary of Al Speer at his New Purple Derby. . . . Showboat changes hands with Phil Gubez and Ben Casrow selling out to Al Jenkins, whose brother, Manny, operates the Glass Door. . . . Lou Lantor, who originated the chain of Lou's Bars, musical cocktaileries here, will take over the operation of the Brighton Cafe.

Dallas News Hits Nitery Talent, Ads

DALLAS, April 15. — Local night club operators were scolded by columnist Nathan Wyll in a recent piece in *The Dallas Morning News*, with particular attention to talent and advertising.

In pointing out that Dallas nitery biz has been proportionately better than in other cities, all the slack for comparable periods in recent years, Wyll emphasized that operators must play fair with the public, lest the public makes its indignation known by not patronizing clubs.

"Why not bring in entertainers who have never performed in Dallas or have not been here in some time?" he queried. "New faces mean better business."

Wyll urges niteries to advertise the number of pieces in well-known dance orchestras brought in for limited engagements. He claims the public has a right to know what it is paying for ahead of time and that an ork cut down to a shadow of its former self "makes a whale of difference, especially to the dancer."

"Why not have the shows in good shape on opening night," he continued. "Some operators feel that they have a right to jell their bills before a paying audience. We disagree. The customer who sees a new show on opening night has the right to expect a reasonably smooth show as much as the patron who sees it on closing night. Rehearsals are wonderful things."

New Ops for Hartford House

HARTFORD, Conn., April 15. — Maurice Greenberg and the Connecticut Leather Company of Hartford, owners of the Center Theater Building, Hartford, have taken over the 1,200-seat Center Theater, downtown movie house, formerly operated by Continental Circuit of New York. The Continental interests lost the theater in bankruptcy proceedings filed recently in New York. At one time

Beth'hem Colonnade Shutters Voluntarily

BETHEHEM, Pa., April 15. — Owners of the Colonnade Cafe, one of the town's top nteries, shuttered voluntarily recently, it was announced by Northampton County District Attorney Jacob A. Raub, who was preparing to bring padlock proceedings against the cafe. The voluntary closing occurred when the body of a nitery hostess was found in the club. Her death was attributed to a fall.

Adam and Katharine Pinlers, owners of the place, had pleaded guilty to the liquor law violations and agreed to shut down voluntarily.

Club Shagure Sets Sunday Name Policy

CAMDEN, N. J., April 15.—In a move to woo Philadelphians across the river Sunday nights when the city cafes are shuttered because of the Sunday law, Club Shagure started a Sunday name policy April 16 with Myron Cohen, Sunday name is added to the regular floorshow working all week in the room. Bernie Landis, Philadelphia agent, is booking the Sunday dates as club dates.

Shamrock Pulls 86G With Dinah Shore

HOUSTON, April 15.—Dinah Shore wound up a two-weeker at the Shamrock Hotel, playing to sellout (850) audiences nightly. The spot grossed \$86,986 for the date. This figure was particularly outstanding because of the no-beverage regulations, plus the usual Lenten season drop. Miss Shore went in on a \$5,000 guarantee plus a percentage. the Center featured a vaudeville policy. Michael Piccirillo, manager under Continental, will remain in the same post.

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Burlesque

By UNO

HARRY CONLEY and **Jack Mann**, comics, and **Dick Dana**, straight, have been signed for **Mike Todd's "Peep Show"** which starts rehearsing April 25. . . . **Bud and Cece Robinson**, tapsters and singers, following their extra attraction dates in Hirst houses, opened April 13 at the Court Square Theater, Springfield, Mass., thru **Johnny Singer**. . . . **Dexter Maitland** has replaced **Parker Gee** as house singer at the Grand, St. Louis. . . . **Irving Harmon** and **Mary Anne** closed at the Palace, Buffalo, after two weeks of stock and opened April 20 at the Grand, St. Louis, with Pittsburgh and Boston to follow. . . . **Al LeRoy** has joined **Joey Cowan** at the Roxy, Cleveland. . . . **Denise Darnall** bowed in April 6 at the Show Club, Calumet City, Ill., for four weeks thru **Roy Dower**. . . . **Celebrity Night** at the Hudson, Union City, N. J., April 4 had **Joan Blondell**, **Mike Todd**, **Bobby Clark** and **Frank Hall** and **Max Gendel**. Todd's show supervisor and publicity chief, respectively, in the audience. **Gayety**, Cincinnati, which closed several weeks ago after two fat weeks with **Rose LaRose**, resumes with its burly policy Thursday (20). Manager **Morris Zaidins** plans to keep the house lighted as long as the cool weather holds up.

PEACHES, who plays a return at the Hudson, Union City, N. J., May 25, fills in between at the Lamp-lighter Club, Fall River, Mass.; Empire, Newark; Club Manhattan, Providence, and the Casino, Boston. . . . **Lucy Bender** is a new strip discovery of **Jack Wendroff**, producer. . . . **Garrick**, St. Louis, operating a flesh-flick policy, features **Nudena**, **Mitzi**, **Yvette** and **Fifi**. . . . **Slats Taylor**, after seven months at the Hollywood, San Diego, Calif., has moved to the Burbank, Los Angeles. . . . **Suzanne Day**, **Ann Marsh** and **Charles Robinson**, upon the winding up of their Hirst unit, switched to the Casino, Boston, for two weeks April 10, when **Robinson** and **Day** closed there to shift to the Rialto, Chicago, for April 28 opening. **Pamela Kupie Ward** has joined **Fredie Fulton's** company touring vet hospitals in and around New York, thru **Matty Levine**. . . . **Gloria Marlowe** has concluded three weeks at the Casino, Boston, to open thru **Lou Miller** at the Rialto, Chicago, April 14 for two weeks. . . . **Faye Handy**, mother of **Pat Dundee**, is singing on her own air program in Goodland, Kan., and slated to do recordings soon for a Denver diskery.

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Weissmuller Water Show in Cincy Bow

(Continued from page 4)

The first-nighters was that the two tanks were idle for too long a stretch at a time. At least two of the supporting sight acts, the **Four La Vernes**, a crackerjack apache rough-and-tumble turn, and **Athos**, European importation who balances himself on one finger, suffered from bad spotting.

First half moves in fair fashion. Show opens with a colorful **A Sunday Down at Battery Park**, which has virtually the entire cast on stage. **Sue** and **Al Lynn** offer a tasty bit of collegiate stepping to usher on the **Four La Vernes**, who were spotted too early to allow for their audience appreciation of their top-notch rough-house novelty. The **Aquanymphs** (26), shapely and lovely, appear here for their first of three swim rhythm sessions. Titled **Designs in Rippling Rhythm**, the routine was excellently presented and elicited heavy audience favor.

Then follows in order comedy diving, a bit of fancy tandem swimming by **Margot** and **Birgit**, an excellent balancing turn by **Athos**, and another number by the **Aquanymphs**, **Swan Ballet** a bit slow but highly effective. **Harold** and **Loia** take the next spot with their cobra dance, which pulled one of the best receptions of the show.

Johnny Weissmuller makes his first appearance to an ovation to demonstrate his championship swimming technique in interesting fashion. **Whitey Hart**, **Charlie Diehl**, **Bill Lewin**, **Norma Dean**, **Stan Dudek** and **Johnny Edmiston** combine for interesting exhibition of fancy diving. The line, led by **Al** and **Sue Lynn**, wind up the first half with a palatable session called **The Missouri Scrambler Rerue**. So far not so bad.

It's in the second half that rigor mortis sets in. **Aqua-Ballettes** get it away with a well-garbed and nicely done piece, **Tahitian Paradise**. Here **Weissmuller**, **Noel Sherman** and a rep from a local department store take the stage for 10 minutes to judge some 20 local girls in evening gowns in a contest which the audience knew little or nothing about and cared less. It's not entertainment and would have been better done in a hotel room. The **Aquanymphs** revive things with a black-light novelty called **Fantasy in Black Waters**. **Frank Cook** fared well in a high-wire featuring the usual tricks and was followed in an all-right but slow swim session by the **Three Dolphins**.

Jack Marlin, who narrates the show in good style, takes this spot for his own. A capable mimic for an intimate room or theater stage, he isn't strong enough to hold interest by himself in the center of an 11,000-seat arena with mimicry alone, especially with acoustical qualities none too good. The same fate befell the **Ben Yost** Ambassadors, who did a capable job of background singing with the band off stage but whose stint on the boards was marred severely by the huge arena's acoustical deficiencies. Two sight water acts here, say a log-rolling turn and a canoe-tilt, would have fitted much better.

Charlie Diehl and a gal engage in an interesting water bit which has **Diehl** trying to land the fem swimmer with an ordinary pole and reel. A trampoline bit by **Edwards** and **Hart** and more water horseplay by **Weissmuller**, **Diehl** and **Bill Lewin** leads up to the finale.

Marty Beck did a splendid job of piloting the orchestra thru some difficult show music. **Bill Sachs**.

Magic

By BILL SACHS

RANDOLPH THE MAGICIAN is in the midst of a two-weeker at the Nixon Restaurant, Pittsburgh, after which he moves into the Senator Theater there for a week's stand. After his recent engagement at the Willows, Wichita, Kan., **Randolph** made a 1,200-mile hop to Buffalo for a fortnight's engagement at **Chez Ami**. While in Buffalo he says he caught **DuBois** in an excellent show for the Buffalo Ad Club, and left half of his salary at **Gene Gordon's Magic Shop** before heading for the Smokey City. . . . **George Marquis** has finished six weeks in Pittsburgh at **Lenny Litman's Copa**. . . . **Billy Bishop**, with his wife **Anne** as the fem lure, moves into **Club Charles**, Baltimore, April 24 for a 10-day stand with his comedy hocus focusing. . . . **Loring Campbell** scribbles from Houston under date of April 8: "Have had a fine season so far. Opened September 9 in Nevada and toured Nevada, Utah, Idaho, Colorado and Wyoming until Christmas for the **Graham Lyceum Bureau**. Opened January 3 in Texas and have been there 14 weeks now, with about six more to go. Played only one date out of Texas, the State College at Tishomingo, Okla. I am playing the Texas circuit for the Southern School Assemblies of Dallas, and carrying **Joe Cooper**, who does a 15-minute mental routine during intermission. The magicians here have a fine round table that meets every Saturday noon at a local restaurant. Visiting magi should make **Howard's Magic and Fun Shop**, where the local magic fraternity hangs out. . . . **Danny Asbury**, currently at the **Monte Carlo**, downtown Pittsburgh spot, where the **Amazing Forston** was recently co-featured with **Guy Kibbee**.

NLRB RULING

(Continued from page 3)

60 days notice of such desire, during which period, no strike or lock-out may be called. All terms of the contract must also be adhered to during either the two-month period or until the expiration date of the contract, whichever ever occurs later. Voting to apply the cooling-off period to disputes involving modification of contracts as well as to new contracts were NLRB members **John Huston**, **James J. Reynolds Jr.**, and **Paul L. Styles**. Contending the period applies only to disputes over new contract were **Chairman Paul Herzog** and **Abe Murdock**, former Utah Senator.

Allan Jones Booked For European Tour

HOLLYWOOD, April 15. — **Allan Jones** was inked for a second European tour by **Manager Eddy Sherman**, opening at the **Empire Theater**, Swansea, England, May 29. **Jones**, who played Europe last year, has been set for 30 weeks of p. a.'s in Great Britain, with **Sherman** now completing negotiations for **Jones** concerts in Paris, Rome, Brussels and Copenhagen.

Tenor will star in his own unit while playing the **Lew and Leslie Grade Circuit** of the British Isles and houses in Scotland and Ireland. He leaves Hollywood May 5 and will embark on the **Queen Elizabeth** May 17.

FAIRBANKS SETS

(Continued from page 3)

featuring entertainment by guests and other showbiz names.

Two shows already have been completed by **Fairbanks** for **Olds**. First was shot at the home of **David Nivon** and includes **Mrs. Niven**, the **Modernaires**, and dancers **Veloz** and **Yolanda**. Second was lensed at the home of **Charles Laughton** and **Elsa Lanchester** and includes song numbers by **Martha Tilton**. The **Niven** program will be sneak previewed next month in San Francisco, Detroit, St. Louis, Philadelphia, Cincinnati and Albany, N. Y., to test format of the show. Viewers will be surveyed in each city and audience reaction will be studied in preparing the regular series for fall.

During filming of the shows **Fairbanks** used a lightweight multicam camera and lighting equipment, designed for working in small areas and to prevent damage to interiors.

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"Peep" Bow Extends Philly Legit Season

PHILADELPHIA, April 15.—The local legit season, expected to peter out this month, will at least limp along to June with the booking of the premiere of Mike Todd's new revue, *Peep Show*, at the Forrest Theater May 22. The Locust Street Theater is expected to call it quits after the pre-Broadway run of *House on the Cliff*, which opens Monday (17). The Shubert Theater, which was the only playhouse open Easter week, reportedly called it a season today (15) with the close of *Abi Gezunt*, the *Molly Picon* Yiddish musical. In former seasons, Easter Week would see all four legit temples in town in full bloom.

The Walnut Street Theater has nothing in sight for the remainder of this season, altho an effort is being made to raise enough money to put summer stock in the house. The Forrest lights up Monday (24) for the premiere of *The Liar*.

Silo Supplement

NEW YORK, April 15.—Richard Beckhard and John Effrat have processed a second annual supplement (John Richard Press, \$1.25) to their *Blueprint for Summer Theater*. This pithy little volume has become a veritable almanac for workers on or about the silo circuit from veteran to tyro, and the authors have been smart in bringing it annually up to date via supplementary data.

The original *Blueprint* plots practically every phase of straw-hat operation. Its 1950 follow-up adds timely commentaries by such commercial silo authorities as Milton Stiefel, Theron Bamberger, Harold Wise and campus showcase pundits F. Cowles Strickland and Paul Treichler. Inspirational as these may be to a potential or current summer stock operator, it seems to a reader, who will have nothing to do with it except as a pew-sitter, that the supplement is again most important when it keeps statistical. There are, for instance, comparative costs charts for silos seating from 100 to 750, tabulating the necessary backlogs for a 10-week season. Also computed are weekly operation costs and comparative income and expense balances, based on three brackets of admission scales. The authors have also devoted a page to the potential season gross of 115 straw-hat operations ranging from \$1,000 to \$50,000 capacity, and come up with the somewhat staggering total of \$7,108,650. Since their back-of-the-book listing includes the names of over 300 straw-hatters, the figure could grow astronomical if all were included.

Photos Added

Another excellent addition this year are small photographs of sets of 35 stock favorite plays. Larger copies of any selection may be obtained and should prove a time-saver to summer directors and technicians.

It is interesting to note that 111 new offerings got a show-casing last year as against only 81 the season previous and that 1949 saw 350 summer revivals. However, it is suggested that a future supplement carry such statistics a step further and classify the later in terms of financial returns. Such a list could be invaluable to managements in laying out their schedules.

Over-all, *Blueprint* and its supplements are the most valuable working guides which this department has come across for all straw-hat-minded. From manager to apprentice there is an abundance of silo mental fodder for all.

Bob Francis.

Monte Carlo Bows With Heavy Till, Heavier Production

NEW YORK, April 15.—Back from its 11th annual tour, the Ballet Russe De Monte Carlo opened a three-week spring season at the Metopera Sunday (9). Even at pop prices (top \$3.60, inc. tax) the Carlo tulle-and-tighters got off to an exceptional coin start, with a 75G advance in the till as of an opening night which had the old Met crawling with standees.

The Carloites this year are offering 21 ballets, the rep including two newies and two revivals. The premieres, *Mort Du Cygne* and *Romeo et Juliette* are additions for the show-casing of the troupe's guest ballerina, Yvette Chauvire, until recently of the Paris Opera Ballet. *Prince Igor* and *Les Elfees*, respectively absent from the rep for five and eight seasons, are the restorations. The troupe will play thru Sunday (30).

Sunday's opening program spotted the guest star in Giselle, and her projection can hardly be said to have been happy. The Carlo version of the Theophile Gautier classic is extraordinarily heavy-handed and mawkish. There were moments when la Chauvire showed flashes of her able technique, but mostly she was bogged down by inferior production. Such honors as the patterns boasted were captured by Frederic Franklin and Mary Ellen Moylan.

As if to add even further to the visitor's preem night discomfiture, Alexandra Danilova, of the home team, followed up with an all-out stepping chore in *Madronos*, a tour de force which had the house in an uproar. If it was the intent of the management to start the Parisian off to a salvo, it was certainly one which backfired. La Danilova and Leon Danileian, either duo or solo, snared all the major bows.

The wind-up of the evening was David Lichine's amusing *Graduation Ball*, with Danileian again scoring as the bashful cadet and Yvonne Chouteau and Ina Novak happily uninhibited as finishing school sub-debs. Paul Strauss batoned all three offerings.

Bob Francis.

Sides and Asides

New Musical Skeds Silo Tryout

A musical with Stem aspirations will likely get a show-casing during the summer at Al Jones's Theater-by-the-Sea, Matunuk, R. I. It is currently titled "Break It Up," and has a book by Charles Peck Jr., and tunes and lyrics by Mel Torme and Robert Wells. **Low Parker, Nancy Andrews, Kyle McDonnell** and **Byron Palmer** may have acting stints in the tryout proceedings.

Equity, CTP and Off-Broadwayites

Actors' Equity and the Committee of Theatrical Producers (CTP) are continuing debate of proposed reductions of actors' salaries during pre-Stem break-in periods. The latest conference was April 12; another is set for April 18. The deliberations are strictly hush-hush until the question is resolved. Rumors have some of the off-Broadway groups apprehensive of future operations. Their agreement with Equity expired March 31, and its renewal awaits council action by that body. It may be that the sudden mushroom growth on the part of the backstreet play-makers may spark fact-finding committee interest in renewal provisions.

Stem Theater-in-Round Projected

The Stem area may get a theater-in-the-round as and when the plans of David Heilwell and Derrick Lynn-Thomas mature for its installation in the ballroom of the Hotel Edison. The operation calls for a start in late May. The production set-up skeds each play to run three weeks with each staged by a different director. They are dicker-ing with Robert Lewis to put on their initial unveiling.

Chorus Equity Preps Election Slate

The main item on the agenda of the third quarterly meeting of Chorus Equity, held Friday (14) at the Hotel Astor, was the selection of six members to serve with three representatives of the executive committee in the preparation of a regular slate of nominations to be presented to membership before the annual meeting June 9. The new nominating committee will comprise Francis Rainer, Kathleen O'Brien and George Bockman from the executive committee; Jean Houloose, Edmund Hall, Prue Ward, Marcia Maier, Louis Yotter and Robert McFerrin from membership. The meeting reaffirmed the resolution passed last January making attendance of at least two of the org's four regular meetings compulsory. Paul Dulzell presided over an attend-

Equity Slate May Nix Need for Ind. Ticket

NEW YORK, April 15.—In the opinion of several individuals who should know, the regular slate submitted to Actor's Equity Council Tuesday (4) by Nomination Committee Chairman Dennis King and his associates is likely to obviate the chances of an independent ticket entering the field.

The list to be voted on by the membership at the annual meeting June 2 includes the names of several candidates rated as moderate liberals, and should preserve a sufficient balance to satisfy both liberal and conservative elements. However, it is significant that two staunch liberals have not been named for council re-election. The omission was at their own request according to a committee statement which declared: "The nominating committee, recognizing the long and able service of Philip Leeb and Sam Jaffe, regrets their decision not to run again."

The official ticket is as follows: For fourth vice-president, to serve until 1952, replacing Augustin Duncan, recently resigned, Matt Briggs; for re-election to five-year terms, Edwin Clay, Florida Friebus, Neil Hamilton, Jane Seymour and Jack Sheehan; for initial council service for five-year terms, Vicki Cummings, John C. Campbell, John Effrat, Maurice Evans and Emory Richardson; for replacements for two years, Beatrice Straight and Mark Dawson; for replacement for one year, Earl McDonald.

With Chairman King, the nominating committee included council representatives Barbara Robbins and Loring Smith, with Walter Hampden, Gene Lockhart, Lee Tracy, Conrad Nagel, Edith King and William Tabbert acting for membership.

Legiter for West Hartford

HARTFORD, Conn., April 15.—Backers of the proposed 1,000-seat Frank Lloyd Wright-designed legitimate theater for this area have taken an option on a plot at Sedgwick Road and South Main Street in West Hartford. They seek to have it rezoned from residential to business classification.

Out-of-Town Review

HOUSE ON THE CLIFF

(Opened Thursday, April 13)

SHUBERT THEATER, NEW HAVEN, CONN.

A play by Erik Martin and Charles Nolby. Staged by Leo Mittler. Scenery and costumes by PAUL MORRISON. General manager, Paul Vroom. Press representatives, George and Dorothy Ross. Production stage manager, Ernestine Pettie. Presented by Peggy Wood, Joseph F. Moon and Roger Stearns.

Sarah Clayton Fay Bainter
Carl Clayton Frank Overton
Albert Clayton Harry Bannister
Emily Clayton Peggy Cass
Inspector O'Shaughnessy Robert Lieb
Officer O'Donnell James Dobson
John Wicker Ernest Truax
Stanley Pappas Dorit Clark

House on the Cliff can be immediately forgotten. It hasn't a ghost of a chance and from the very cool reception accorded it on the bow-in performance it appears doubtful that it will ever be brought to the Stem. It is unbelievably bad in the writing. Its direction is extremely poor and every role is miscast. If the authors intended this as another *Arsenic and Old Lace* they completely missed the boat. The program lists *House* as a "spine tingling comedy"—but it hasn't any spine and couldn't tingle a wish-bone. It is merely a potpourri of impossible situations that never

(See *House on*, opp. page)

BROADWAY SHOWLOG

Performances Thru

April 15, 1950

DRAMA

	Opened	Perfs.
Armour of Light.....	2-23, '50	36
(Backstairs)		
As You Like It.....	1-26, '50	92
(Dart)		
Cesar and Cleopatra.....	12-21, '49	132
(National)		
Come Back, Little Sheba.....	2-15, '50	69
(Booth)		
Death of a Salesman.....	2-10, '49	492
(Vornado)		
Detective Story.....	3-23, '49	445
(Hudson)		
I Know My Love.....	1-12, '48	192
(Subway)		
Mister Roberts.....	2-18, '48	685
(Alvin)		
The Cocktail Party.....	1-21, '50	97
(Henry Miller)		
The Consul.....	3-15, '50	37
(Barrymore)		
The Devil's Disciple.....	2-20, '50	64
(Royale)		
The Happy Time.....	1-24, '50	95
(Plymouth)		
The Innocents.....	2- 1, '50	86
(Playhouse)		
The Member of the Wedding.....	1- 5, '50	116
(Empire)		
The Velvet Glove.....	12-26, '49	128
(Booth)		
The Wisteria Trees.....	3-29, '50	21
(Martin Beck)		
With a Silk Thread.....	4-12, '50	5
(Lycium)		

MUSICAL

Arm and the Girl.....	2- 2, '50	84
(Booth Street)		
Gentlemen Prefer Blondes.....	12- 8, '49	148
(Ziegfeld)		
Greet To Be Alive.....	3-23, '50	29
(Winter Garden)		
Kiss Me, Kate.....	12-30, '48	538
(Century)		
Lost in the Stars.....	10-30, '49	192
(Music Box)		
South Pacific.....	4- 7, '49	420
(Majestic)		
Texas, L'H Darling!.....	12-25, '49	164
(Mark Hellinger)		
Where's Charley?.....	10-11, '46	632
(St. James)		

CLOSED

Cre of the Peacock.....	4-11, '50	(2)
(Mansfield)		
	(April 12, 1950)	
Howdy Mr. Lee.....	5-16, '46	(431)
(Center)		
	(April 15, 1950)	
How I Lay Me Down To Sleep.....	3- 2, '50	(441)
(Broadhurst)		
	(April 8, 1950)	

COMING UP

	(week of April 17, 1950)	
Rhapsodic Carole.....	4-19, '50	
(Broadway)		

Library Theater

PRIMROSE PATH

(Opened Friday, April 3)

LENOX HILL PLAYHOUSE

A comedy by Robert Buckner and Walter Hart. Stage by Ella Gerber. Sets and lighting by David Bertram. Production manager, Sam Kasakoff. Stage manager, Walter Riemer. Press representative, Dorothy Storm. Presented by the Equity Library Theater.

Eve	Rosalie Alter
Grandma	Maud Scheerer
Homer	Robert Buckner
Davy	Richard Kenny
Clare	Jane Du Fresnoy
Maggie	Dorothy James
Emma	Katherine Anderson
Bayard	Logan Field
Cummings	Tom Reynolds
Natron	Joan Field

The Equity Library Theater's (ELT) revival of *Primrose Path* is a happy one. Tho certainly not a magnificent script, its comic characters and situations are ample for almost everyone concerned in this slick production to play to the hilt and have great fun doing it.

Emma is the bread-winner of her brood, since her husband, Homer, has long since taken to drink. She holds her family together by genteel prostitution, a profession she has learned from grandma. But gradually her family breaks up. When her two daughters marry, Emma faces the criticism of their husbands, and one of her daughters, Maggie, rejects her completely. Her son, Davy, is sent to live with his paternal grandparents, her husband's despair finally leads to suicide, and grandma, in order to free Emma from further responsibility, goes on a spree and gets arrested. But just as Emma is about to accept a gentleman friend's offer of marriage, her family re-assembles. Grandma is released from jail, Davy runs away from his grandparents and her daughter Clare, whose husband has been killed, also returns. So Emma gives up her chance to live like a lady and resumes her career.

Robert Buckner's and Walter Hart's blase attitude towards this primrose path existence results in pathos and laugh upon laugh. An actor's script the players relish in this Tobacco Road situation with its touch of refinement. But if Buckner understands in the writing what is a player's dream, his own acting belies that understanding.

Maud Scheerer's fine portrayal of bawdy grandma is the highlight of the play, and Katherine Anderson's perfected technique brings the right blend of humor and pathos to Emma. The children are all well played, and Tom Reynolds, as one of Emma's

ROUTES

Dramatic and Musical

Borscht Capades (Blackstone) Chicago.
 Bridgeport (Nixon) Pittsburgh.
 Cornell, Katherine (Ford) Baltimore.
 Death of a Salesman (American) St. Louis.
 Diamond Lili with Mae West (Shubert-Lafayette) Detroit.
 Harvey (Temple) Birmingham 19; (Tower) Atlanta 20-22.
 House on the Cliff (Locust St.) Philadelphia.
 Kiss Me, Kate (Shubert) Chicago.
 Lend an Ear (Great Northern) Chicago.
 Mad Woman of Chailot (Zianger) Chicago.
 Miss Liberty (Shubert) Boston.
 Mr. Roberts (Colonial) Boston.
 Man Who Came to Dinner (Davidson) Milwaukee 20-22.
 Oklahoma (Warman) Columbus, O.
 Pioneers, Molly (Court Square) Springfield, Mass. 19; (Auditorium) Worcester 20; (Opera House) Boston 21-22.
 Schwartz, Maurice (Harria) Chicago.
 Silver Whistle (Jr. College Auditorium) Sacramento, Calif. 22; (Fox) Bakersfield 19.
 Tickets: Please (Flymouth) Boston.

HOUSE ON THE CLIFF

(Continued from opp. page)

make sense and the authors never motivate or successfully solve any of their situations.

Miss Bainter is too good a performer to have risked her reputation in her role of a pixilated old lady (a part that could have been played just as readily by any stock character woman). And Ernest Truex was completely out of character in a tramp role. However, it can be said in Truex's defense that he apparently saw the handwriting and forced up the part in a manner that gave him personal satisfaction and some amusement to the audience. The rest of the cast can be dismissed and the greatest charity a reporter can render is to pretend they weren't there. Technically a bow can be given Paul Morrison on his excellent setting.

In sum *House* is very bad and the only word of advice that can be given its two authors who are former actors-turned-playwrights is "shoemaker stick to your last." *The House on the Cliff* will soon be vacant.
 Sidney Golly.

beaux, left nothing to be desired in a beautiful bit.

Ella Gerber's reputation as a good director is considerably substantiated. This reporter's first encounter with her direction was disappointing, but here she guides her players extremely well. If a few flaws show up in the show's pacing, the fault is not hers but the authors. As usual her casting selections are fine.

In sum, *Primrose* more than serves as the actor's showcase. It's written for them, and the ELT production gives them every opportunity to show what they can do, which is plenty.
 Dennis McDonald.

BROADWAY OPENINGS

CRY OF THE PEACOCK

(Opened Tuesday, April 11)

MANSFIELD THEATER

A comedy-drama by Jean Anouilh, adapted from "Ardele Ou La Marguerite" by Cecil Robson. Staged by Martin Ritt. Setting by Cecil Beaton. Lighting by Peggy Clark. General manager, Herbert Kneeter. Stage manager, Murray Queen. Press representative, Samuel Friedman. Presented by James Colligan and Donald McLeod.

The General	Raymond Lovell
Ada	Lucille Patton
Nathalie	Patricia Wheel
Toto	Clifford Sales
Count	Oscar Karlweis
Cousines	Marta Linden
Heciod De Villardieu	Philip Tonge
Nicolas	Peter Brandon
Mitie Christine	Mimi Strongin
Tutor	Richard A. Martin
General's Wife	Lili Darvas

Considering the fact Jean Anouilh's *Ardele Ou La Marguerite* has been considered hot stuff abroad, only two conclusions are possible as to current matters at the Mansfield. Either the French are indeed a funny race or something rather dreadful happened to Anouilh's comedy-drama by the time it left Cecil Robson's typewriter as *Cry of the Peacock*.

Anouilh says—or rather Robson says that Anouilh says—that true love is an ephemeral commodity and that its mixture into the sordid compromises of practical living winds up in a sorry spectacle. To prove the point, a really sorry crew of sophisticates have been assembled in a French chateau, circa 1912. There is an aging, retired general whose crazy wife keeps screaming like the peacock on the terrace outside, while he is engaged in bedroom experiments with the maid. There is a sister who has a sweet man and her husband who has a seamstress. There is a young daughter-in-law who has married the wrong son and the wrong son who is quite eager to put a pair of horns on his brother. In fact, the stench of the household is apparent even in a couple of precocious teenagers, dragged into the proceedings for no good reason at all. Everybody—with the possible exception of the maid and the brats—is very, very unhappy.

The reason for this unlovely family gathering has been the discovery that still another siser—a crippled spinster—has had the temerity to fall in love with a hunch-backed tutor. From what this reporter could gather, Anouilh—or Robson—is trying to get over the idea that warped bodies are more apt to open minds and hearts to the real meaning of unselfish love. At least, while one only appears in a momentary walk-on, it is evident that the cripples are the only decent pair in the whole menage, and when the family persists in keeping them apart, they kill themselves. Beyond meeting some incredible and tiresome people, there is little to be gained at the Mansfield.

Some highly competent players have seen fit to associate themselves with these proceedings. Oscar Karlweis gives a capable portrait of the tired, complacent husband who has turned to a seamstress for consolation, but it is a chore far below his talent rating. Raymond Lovell impresses in his Stem debut as the blustering, self-pitying old goat whose infidelities have driven his wife insane. There is solid support from Marta Linden and Phillip Tonge as the other two sides of a messy triangle and Patricia Wheel and Peter Brandon are sufficient to the young-love department. Lili Darvas gives the last act a yeoman lift in a single scene of all-out, Gallic histrionics.

Martin Ritt's staging for the most part is reasonably fluid for a play that calls for its actors to do a vast amount of sitting and listening. Cecil Beaton's background and decor for the hall of a chateau is off his top designing board. But Karlweis's second-act remark to the rest of them about sums up *Peacock*: "If we

WITH A SILK THREAD

(Opened Wednesday, April 12)

LYCEUM THEATER

A comedy by Elsa Shelley. Staged by the author. Setting and costumes by Watson Barratt. Company manager, Joseph Mena. Stage manager, Joseph Leon. Press representative, Maurice Tebri. Presented by Irving Kaye Davis.

Anon	Lilla Skala
Dr. Walter Lucas	Philip Huston
Barry Winters	Henry Hart
Rose Raymond	Claire Luce
George Lucas	William Duff
Tony Fern	Phil Arthur
Karen Jackson	Carole Mathews
Bucky	Mary MacLeod

Some years ago Elsa Shelley wrote a play about juvenile delinquency. It was a pretty sordid courtroom drama, called *Pick-Up Girl*, but it had the impact and ring of truth of good reporting. Its people were completely believable. It was a success. Now she has trained her typewriter on the complexities of middle-aged sex life at the seashore, with a theme which might intrigue the story editor of one of the corner women's mags. On a stage its characters are incredible, and what they are made to do and say is an even more incredible bore. With *A Silk Thread* is not a success.

Thread has to do with the emotional urges of a retired actress married to a dictatorial and somewhat jealous medico, who occasionally goes in for extra-marital bedroom calisthenics. She also has a grown son, who has a handsome college pal. Both arrive at the family seaside villa just as the lady is drafted for an appearance at the local silo theater. The ex-star picks *Candida* for a come-back, and having a yen for sonny's handsome pal, succeeds in booking him as her Marchbanks. The lad is strictly on the make and she has insomnia, so events take their obvious course—punctuated, of course, by discreet falls of the curtain. Anyway, when the show finally comes off, she is so much in love with the boy that he gets all the notices and a Broadway job. Also, he has developed younger entanglements and gives her the brush-off. Even to the last curtain she is a glutton for punishment and is ready to run after him again, but the now somewhat chastened doctor digs out a symbolic old shirt which she has mended in less opulent hours, and she settles down to her sewing kit. That is likely where the silk thread come in.

Even if a pew-sitter doesn't give a damn about these goings-on, they give Claire Luce a chance to be neurotically frustrated, bothered and bewildered in a variety of handsome outfits by Watson Barratt, ranging from sports togs to evening wear. If she sometimes seems faintly apologetic for the things she is called upon to say and do, it is only reasonable. Philip Huston has an equally bad time with her husband, who also doesn't get any believable breaks as to making sense. Phil Arthur is busily vigorous as the heel, and Carole Mathews and Mary MacLeod play an extraordinary pair of summer-theater appendages. However, it is not the players' fault that, with the exception of William Duff as the troubled son and the brief appearances of Henry Hart as the silo impresario, their efforts smack strictly of soap opera. Miss Shelley has written that kind of play, and directed it accordingly. *Thread's* future at the Lyceum is more fragile than its title.
 Bob Francis.

weren't so ridiculous, we'd be tragic." Nobody is tragic at the Mansfield. The Anouilh-Robson peacock has laid an egg.
 Bob Francis.

Insure Your Vote

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

Early in May, ballots and instructions are delivered by hand to the theaters to all players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that a ballot may be properly mailed to them.

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

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Bisbee Tabs Solid Tenn. Opening Date

Brasfield at Helm

KENTON, Tenn., April 15.—Despite a damp lot and cold winds, Bisbee's Comedians opened their engagement at Lexington, Tenn., to a packed house. Terry Tucker, who caught the show there, reports. Tucker said that Mr. and Mrs. Bisbee were on hand for the opening, but that Bisbee will return to his home in Memphis where he will recuperate from a recent operation.

The outfit will be managed by Boob Brasfield, show's comic for a number of years. Show is carrying about 25 people and is transported by a number of trucks and semis.

Line-up includes Neal Suddard, Trixie Maskew, Billy Choate, Leo and Maxine Lacey, Otis and Octavia Powell, Bob Fisher; Mahala, magician; Sybil Batts, Gibson Ivey, Johnnie Spaulding, Dolly Brece, Connie Cannon, Audrey and Virginia Hardy, and Mr. and Mrs. Cliff Malcolm.

Roy Garrett is boss canvasman, assisted by Blackey and Hatcher, mechanics. Show plays some three-day stands during the summer but makes week engagements in the fall. Show will follow its usual custom of playing established territory thru West Tennessee into Kentucky and then back into West Tennessee for the fall cotton dates. Bisbee winters the show at his Memphis home.

Smith's Group Buys Two Eastern Sites

BOSTON, April 15.—A group, headed by Philip Smith of this city, has purchased a 27-acre tract in Saddle River, N. J., to build a drive-in theater accommodating 1,000 cars. Landscaped and play areas for patrons will be included, according to Berk and Krungold, New York brokers who negotiated the sale. The same firm recently sold to the group a site in Rutherford, N. J., to be used for the construction of an open-air handling 1,200 cars and featuring a recreation section.

Kellems & Wells Minstrel Clicks

SALINA, Kan., April 15.—Minstrel show, staged here recently by the Kellems-Wells Producing Company under BPOE auspices, proved successful, with proceeds going to the Elks-sponsored Logopedics Hospital, Wichita, Kan.

Show obtained good newspaper and radio co-operation and production was held to the old-time minstrel idea, including an alto and after-piece.

Menomonee Spot to Delft

MILWAUKEE, April 15.—Opening of the newest addition to Delft Theaters, Inc., chain is set for the last week in April. Joseph Woodward, firm booker, said this week. Drive-in, which is nearing completion, is located in Menomonee. Woodward, who operates the Delft branch office here, also announced the shift by July 1 of office headquarters to this city from Marquette, Mich. Move is part of company's current expansion policy.

State Law Close-Up

JACKSON, Tenn., April 16.—Invoking a 1923 State law forbidding the showing of films outside the corporate limits of cities on Sundays, Sheriff E. O. Bruce has notified D. D. Spitzer, operator of the Star Theater, and Steve Stein, operator of the Met-N-Mo-V, a drive-in on Humboldt highway that their houses must cease operation on Sundays. Both theaters, located outside the city limits, have been drawing large Sunday night crowds.

Cambridge Drive-In Application Nixed

CAMBRIDGE, Mass., April 15.—A permit for a drive-in theater on the Concord Turnpike, sought by a group which bought the land for a reported \$34,000 from Metropolitan District Commission, was turned down here by Building Commissioner Stephen F. Spencer.

Spencer said the 11 acres, are in a section zoned for single and two-family houses. Prof. Frederick T. Adams, chairman of the Cambridge Planning Board said the MDC sale of the land was arbitrary and discourteous. He pointed out that the group violated a written promise to the Cambridge board in which MDC promised to give notice to the board if the land was to be sold or leased.

Rep Ripples

EDWARD L. ANGUS is readying a small trick to play platform dates in Central Texas. He will present a wax attraction in connection with his flesh layout and will make some celebration and fair dates along with his regular stops. . . . L. K. Logan is winding up dates for his sponsored pic show and will have a platform show in Western Missouri. . . . Fred Leopold writes from Brooklyn that he "got a big kick out of Charles May's roster of the DeRue Bros. Minstrels." . . . Clint and Arthur Howard have had a good season with 16mm. pix around Ottawa, Ont. . . . David Freeman, who is laying off in Waco, Tex., says that business has dropped off in small Texas towns and that small tent units will be scarce this summer. He's bidding for a wax show and if he's successful will open the show near Waco and he and his wife will work it. . . . The Crawford Show is working its way eastward after a lengthy trip along the Western Canadian coast. . . . R. L. Baker pens from Winchester, Idaho: "I've been going along the past winter to bad weather breaks and failing biz. Have been playing halls for the most part since schools have been overdone in this sector. Plan to spend the summer with a merchandising show, working from a platform." . . . Robert Harnish reports good business with his 16mm. pix from Northern Vermont. . . . Clayton Morehouse has a vaude-pix show operating around Virginia, Minn., to good returns. He and his brother operate the unit and they are readying a wax show for Northern Minnesota spots this summer. . . . Writing from Dallas, E. E. Redack says: "I have been trying to break in a school show, but have had little success because in many large centers in Texas it's next to impossible to get in. I was informed in one large city that traveling school shows had been banned there for many years. Can anyone explain the reasons for this?" . . . Harold (O'Lee) Carlstrom is in Room 109, Goo Samaritan Hospital, Los Angeles, where he's being treated for a broken hip sustained in a recent fall. He'd like to read letters from friends.

Leigh, Montrose And Kent Added To Slout Roster

VERMONTVILLE, Mich., April 15.—Toby and Ora Slout Players Tent Show this week concluded negotiations for the return of Andrew Leigh, character actor, marking his third consecutive season with the org. Monte Montrose also has been signed for the 1950 tour, as has Billy Kent, who returns after a number of years absence. All work in the dramatic cast, in addition to presenting vaudeville specialties.

Show execs said that the line-up is completed excepting for a dancing ingenue, who will be added soon. Charles Land and Bob Segar are in local quarters, working on equipment. Ora Slout is on a trip over established territory, linking dates and checking possible opposition on the stands.

Rai Ballie and wife, Lucille Clemmons, are filling time until opening by playing school dates in Michigan. Doug and Lola Couden are en route to the opening spot. Bill Lewis and wife, Blanche Rollins, are expected in quarters soon.

Bill Slout will join the company for the summer after he completes his school work June 2. Klink Lemmon will return to take charge of the orchestra, while Francis Lemmon will have charge of the concessions. Klink also is banner salesman. Opening has been set for May 9 in Michigan.

Delmar Spot Opens; Pocono Plans Made

PHILADELPHIA, April 15.—Two new drive-in theaters for the Eastern Pennsylvania-Southern New Jersey-Delaware territory were announced last week. Opening last week was the new Delmar Drive-In on Route 13, north of Delmar, N. J. The new opener features a large playground for kiddies. Fred Perry, managing director, held a "Get Acquainted Week" for a starter, during which admissions are \$1, plus tax, for "a car full of people."

Other new spot will be constructed in the Pocono Mountains—the first in that area. To be built on Route 611 near Bartonsville, Pa., it will be known as the Pocono Drive-In.

Joy Chain Adds La. Link

SHREVEPORT, La., April 15.—Joy Theaters, Inc., operators of the Joy Theater here, added another link to its chain thru the purchase of the Drive-In Theater on the Greenwood road about four miles from here for \$115,000 from the Richard-Ehrlich Enterprises, Inc.

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THE FINAL CURTAIN

ALTHOFF—Thelma Hoffmann, 77, wife of Harry Althoff, well-known circus rider, recently in Copenhagen, Denmark. She and her sister were widely known aerialists, having played most of the European circuses and music halls as the sister team of Thora and Thelma. The Althoffs retired in 1912 and made their home in Copenhagen.

BATCHELOR—Walter, 56, assistant director for 20th Century-Fox, April 13 in New York. He produced such Broadway shows as *The Little Show* and *Of All People* and has been theatrical agent for Fred Allen, Libby Holman, Clifton Webb, Rudy Valle and Helen Morgan. He joined the film company's New York casting and talent department last December. His widow and a daughter survive.

BODINE—Charles, 80, years ago a circus advance man, April 3 in Illini Hospital, Pittsfield, Ill. Survived by two sons, Paul and Charles, of Chicago, and two brothers, Dan, Pittsfield, and Will, St. Louis.

BORRE—Prof. Cesar, 70, choir and opera director, April 12 in Toronto. He had conducted the Leonidas Symphony in Belgium and the Royal Flemish Opera and had appeared with the Covent Garden Orchestra in London and New York's Metropolitan Opera Orchestra.

IN MEMORY
OF MY DEAR HUSBAND
LEON BOSTWICK
Who passed away March 21, 1949.
MRS. LOTTIE BOSTWICK

CAMPBELL—Ed, 89, one of the owners of the former Campbell Bros. Circus, April 8 Fairbury, Neb. The brothers began touring the Midwest with a wagon show in 1891, which eventually developed into the Campbell Bros. Consolidated. The circus, which they later formed, was considered one of the top shows of its time. It closed in 1912. Burial in Fairbury April 10.

CAPUTO—Domenico, 66, musician, April 4 in Pittsburgh. He had played with the old Pittsburgh Festival Orchestra, the Woodwind Ensemble, and the Pittsburgh Symphony.

EADIE—Noel, 49, Scottish soprano, April 11 in London. She scored a big success with the Chicago Opera Company in 1931 as queen of the night in the *Magie Flute*.

ERNST—Hugh (Bud), 39, top-flight radio producer and husband of radio, film and TV actress Betty Furness, a suicide April 11 in New York. A former West Coast announcer, he was the producer of *MBS's Queen for a Day*.

FLEMING—Harold S., 79 father of Doug Fleming, minstrel, vaude and burlesque comedian of the team Doug and Dot Fleming, April 6 at his home in Fairmont, Va., of a heart attack. Burial in Fleming Cemetery, Fairmont.

FONDA—Mrs. Frances Seymour Brokaw, 42, wife of actor Henry Fonda, April 14 in the Craig House Sanitarium near Beacon, N. Y. Burial April 14 in Ferncliff Cemetery, Hartsdale, N. Y.

GABLE—Al, 56, night club emcee and comedian, April 10 in Buffalo of a heart attack. He was chairman of the AGVA executive board for the past five years. Survived by his widow, Marian, and a sister. Burial April 12 in Forest Lawn Cemetery, Buffalo.

GARDEN—George, 72, vaude performer for 55 years, April 8 in San Francisco. For the past 38 years he and his wife, Lily, appeared in a xylophone act on the West Coast, playing the Bert Levy Circuit for the last 15 years. They had also appeared on the Keith, Loew's and Pantages circuits. Besides his widow, two brothers and a sister survive.

GERBER—Theodor D., 58, curator of the Bloemfontein (South Africa) Zoo for 24 years, killed April 10 by a wild beast.

GEHART—George W., 65, father of George S. Gebhart, manager of the Latin Quarter, Newport, Ky., nitery, April 9 in Good Samaritan Hospital, Cincinnati. Other survivors include

his widow, Mayme; another son, Melvin, and a daughter, Mrs. Margaret Adams. Burial in Evergreen Cemetery, Southgate, Ky., April 12.

HANSHER—Samuel, 63, former carnival operator, April 5 in St. Anthony's Hospital, Milwaukee. Hansher and his wife, Evelyn, began touring their shows in the early 1920s. Around 1935 Hansher went into partnership with his brother, Emil, and the org became known as the Hansher Bros. Attractions. They sold out in 1938. In late years he and his wife had operated concessions at fairs and celebrations. He also leaves two other brothers, Joseph and Harry, Milwaukee. Burial in Second Home Cemetery, Milwaukee, April 7.

HARTE—James W., transmitter technician at Station WCAU, Philadelphia, since 1929, March 30 in Fitzgerald-Mercy Hospital, that city. Survived by his widow, Frances; a son and three daughters.

HAYES—Max E., 67, former New York vaude producer, April 9 in Los Angeles. He had been active until 1935, when he retired to the West Coast. His widow, son, four sisters and a brother survive.

JOHNSON—Ray Bird, New York news editor of The Associated Press, April 11 in Farmingdale, L. I. N. Y. He had been with numerous dailies in Cleveland, Detroit and Philadelphia.

KANE—Thomas F., 72, president of the Century Play Company, Inc., for the past 33 years, April 6 in West Palm Beach, Fla. Formerly head of the Independent Poster Agency, suppliers of stage advertising posters, he founded and headed the Century firm, which represents playwrights on sale rights for stage, films, radio, TV and publications. His widow and a sister survive.

KING—Jay A. Sr., pioneer movie producer and former theater owner, April 10 at Temple University Hospital, Philadelphia. He owned theaters in the Northeast section of Philadelphia 35 years ago and was a producer with the old Lubin Picture Corporation in Philadelphia in the early 1900s. The past 32 years he was in the visual education department of a Philadelphia engineering and laboratory supplies firm. Survived by his widow, Irene, and three sons. Burial in Knights of Pithias Cemetery, Philadelphia, April 13.

LAVARRE—Paul G., former vaude performer in an act known as the Lavarre Brothers and Pingree, April 3 in Cranbury, N. J. He had appeared in the *Ziegfeld Follies of 1919*, *Streets of Paris* at the New York World's Fair, *Boys and Girls Together* and with the USO. His widow, who performed with him in vaude, a son and a brother survive.

Memory Is One Gift of God
That Death Cannot Destroy

LOVING TRIBUTE TO
CAMILLE LAVILLA
(FLECKLES)

Who passed away April 19, 1946.
Someday Dawn That Lonely Road
You'll Hear Me Call Your Name

ETHEL ROBINSON

LUCIANO—Joseph E., 48, pianist and radio performer, March 30 in Bridgeport, Conn. He had been playing in Bridgeport nightclubs in recent years. Survived by his widow, Angela, and three sons, Joseph Jr., Norman and David. Burial in St. Michael's Cemetery, Stratford, Conn., April 3.

MARTIN—Carl E., 81, talker on the Russell Bros. Circus and the Pete Korte Side Show, April 10 at his home in Santa Ana, Calif., of a heart attack. He also had been with the Crafts Exposition Shows for several years.

MAY—Edward J., Jr., 43, brother of Broadway's Marty May, and son of the late Edward J. May, vaude star, April 5 in Rockville Center, L. I., N. Y. His widow, a son, a daughter, his mother and a sister also survive.

MUELLER—Mrs. Lavina Amelia, 74, former theater pianist and at one time cello soloist with the Wapakoneta (O.) Symphony Orchestra, recently at her home in Columbus, O. Survived by two sons, Hans and Kurt. Crematory services in Columbus.

MILLER—Bob, 65, circus trouper, March 22 in Miami of cancer. Burial in Havana, O.

MOONEY—Joseph J., 81, former Toledo insurance executive and president of the Hambletonian Society in Goshen, N. Y., for many years, recently at his home in Detroit. Mooney also had promoted racing at the annual Sandusky County (Ohio) Fair. Survived by his widow, the former Adele Block, one-time prominent stage actress; a son, Jack, and a brother, James. Burial in Holy Sepulchre Church Cemetery, Detroit.

MORGAN—John R., 50, outdoor showman, April 1 in Temple, Tex., when he fell for his third-floor hotel room window. Survived by a sister, Vera Hancock, and a half-brother, J. D. Morgan, both of Tampa.

MORINI—Amalia, 82, pianist and mother of Erica, violinist; Albert, concert manager; Haydee, dancer, and Mrs. Alice Wolski, pianist, March 31 in New York. Another daughter and son also survive. Burial in Beth El Cemetery, Hackensack, N. J.

MURNAME—Ailan L., 67, retired professional actor and a director of amateur groups, April 2 in New Rochelle, N. Y. Before his retirement in 1930 he had appeared in such Broadway shows as *Dorothy Vernon of Haddon Hall*, *Mother Carey's Chickens* and *Sky Pilot* and guided various amateur groups. His widow, a daughter and a son survive.

NASH—Florence, 60, former Broadway comedienne, April 2 in Hollywood. After six years of acting she scored her first hit in *Within the Law*, followed by *The Land of the Free*, *The Mirage* and *Merton of the Movies*. Her first New York appearance was in *The Boys of Company B*; she played on tour and in Chicago in *The Pied Piper*, *The Lily*, *When Sweet Sixteen* and was last seen on Broadway in *Lady Clara*. Miss Nash took a brief flier in vaude, appearing with her sister in *A Lady's Virtue*. She retired from the stage in the 1930s to go into films. A book of her verse was published in 1918, called *June Dusk*.

NELSON—Donald A. (Swede Nelson), 40, former talker with the Ringling circus and Royal American and Hennies Bros. shows, April 10 at his home in Detroit of a heart attack. Survived by his widow, Evelyn; son, William, and two brothers, George and John. Burial in Grandlawn Cemetery, Detroit.

PEARSON—Carl, 56, former vaude performer in the act Pearson, Newport and Pearson, which later became the Pearson Brothers, recently in Seattle. The act also worked for Earl Carroll in New York and had appeared for two seasons with the Weaver Brothers and Elviry. Survivors include his brother, Earl, partner in the act. Burial in Logan, Ia.

PIERCE—Jack, former vaude performer and booker, March 28 at his home in Bristol, Tenn. Survived by his widow, the former Lois Murphy, of the Murphy Sisters, vocal team; a daughter, Sondra Lee, and his mother.

POOLE—Harry B., 66, former carnival owner-operator, March 21 in Hermann Hospital, Houston. In recent years Poole had operated a burlesque theater in Houston, and the past two seasons had worked at Playland Park there. Survived by his widow, Kittie, and a sister. Burial in Forest Park Cemetery, Houston.

POOR—Walter E., 64, chairman of the board and a director of Sylvania Electric Products, Inc., April 4 in New York. His widow, two sons and two brothers survive.

RITTER—Charles J., 70, retired musician, April 10 at his home in Philadelphia. He was one of the original members of the Philadelphia Orchestra, playing flute under the direction of Fritz Scheele. Survived by his widow, Ethel; a son, daughter, brother and three sisters. Burial in West Laurel Hill Cemetery Philadelphia, April 12.

SCHWARTZ—Dr. Walter, 42, son of Adolph Schwartz, former Bridgeport, Conn., nitery and restaurant operator, March 20 in that city. He also leaves a son, Richard, and a brother, Jack, owner-operator of the West End and Black Rock theaters in Bridgeport. Burial in Eintracht Cemetery, Fairfield, Conn., March 31.

SMITH—Andrew, 73, stagehand at the Paramount Theater, Youngstown, O., March 29 at his home in that city of a heart attack. Smith had also been with the old Opera House the Park and Palace theaters, in Youngstown, and was one of the founders of Local 70, International Association of Theatrical Stage Employees. Survived by his widow, Anna, and two daughters, Mrs. Carrie Louise Frye, Transfer, Pa., and Mrs. Irma Van Dyne, Youngstown.

SNOW—Ted, 68, booking agent and former vaude performer, March 24 in Chicago. He toured the vaude circuits in the team of Snow and Rudy and with the Criterion Quartet, before opening his own agency. Recently he published the Chicago Radio Checking Service. His widow and daughter survive.

STEVENS—Lynn (Franklyn Fee-ney), 52, actor, March 28 in Worcester, Mass. Seasons of stock preceded New York appearances in *Apple Blossoms* and *Amber Express*. He also appeared in films.

STUTTS—Mrs. Frank, mother of Harry (Irish) Gaughn, well-known outdoor showman, recently in Cleveland. Mrs. Stutts was connected with Luna Park, Cleveland, in the early 1920s. Survived by her husband, two other sons and two daughters. Burial in Knollwood Cemetery, Cleveland.

SULLAVAN—Cornelius Hancock, 72, father of Margaret Sullivan, stage and screen actress, April 11 in Norfolk. He was a retired produce broker. His widow, another daughter and a son survive. Burial in Norfolk April 13.

SULLIVAN—Peter A., 89, father of Ed Sullivan, Broadway columnist and TV performer, April 4 in Port Chester, N. Y. Three daughters and another son survive.

TOMPKINS—Mabel Hackney, wife of Charles H. Tompkins, March 29 in El Reno, Okla. A trick rider, she appeared with Buffalo Bill's and Tompkins Wild West shows and at the St. Louis World's Fair and MacCaddon International Show. In addition to her husband, he is survived by a brother, Herbert B. Hackney, and a sister, Mrs. W. D. Walker. Burial in El Reno. (Details in Circus Department.)

TURNER—Paul N., 80, lawyer and counsel for Actors' Equity Association since its founding in 1913, April 9 in Greenwich, Conn. He assisted the late Frank Gillmore and a group of other actors in the founding of the organization and devoted much of his time to the association. His efforts have resulted in the strengthening of the union, and he served as counsel until illness a few months ago forced his retirement. He founded the 12th Night Club. His widow and a daughter survive.

WHITE—Robert C., 56, former legal adjuster for Dailey Bros. Circus, April 3 near Midlothian, Tex., in an auto accident. White formerly owned the Plaza Club in El Paso, Tex. Survived by three brothers, Harold, Hugh and Al, and two sisters, Mrs. S. K. Pace and Mrs. W. A. Corbett. Burial in Ennis, Tex., April 7.

WILLIAMS—Harry, 87, songwriter known in private life as Christopher DeSwan, April 9 in San Diego, Calif. An army bandmaster for 20 years, he also conducted such road musicals as *Prince of Pilsen*, *Auction Block* and *No, No, Nanette*. One of his many popular song compositions was *In the Shade of the Old Apple Tree*. His widow survives.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Step To Aid Outdoor Biz, Pix Industry

Pressure Hits Excises

(Continued from page 3)

The admissions tax was increased in 1944 from 10 per cent to 20 per cent. Tax-free admissions up to \$1 would principally benefit the alfresco field, including circuses, carnivals, amusement parks and fairs—and the motion picture industry. An across-the-board reduction calling for the halving of all excise taxes, reportedly favored by some committee members, would provide new life for night clubs, hotels and other places featuring dancing and entertainment, as well as the liquor and tobacco industries. Hotel and nitery ops have been campaigning for a reduction in the cabaret tax to the prewar rate of 3 per cent.

An across-the-board cut of 50 per cent, excluding liquor, beer and tobacco, would result in an annual loss in revenue to the government of \$1,100,000,000, Lynch said. Of this amount, \$192,000,000 would represent savings to amusement patrons, sports fans and others paying admissions.

On the other hand, if taxes on duets costing up to \$1 are eliminated, the savings to patrons would amount to \$192,500,000 and loss of revenue to the government would reach \$1,212,500,000, Lynch estimated.

Apparently there has been no let-up on the pressure, constituents are bringing to bear on their representatives in urging tax cuts. All representative from this city reportedly favor excise cuts, including the admissions tax.

George Lambert Out as Manager At Louisville

LOUISVILLE, April 13.—George E. Lambert, manager of the Kentucky State Fair, resigned this week.

Lambert and the fair board announced that the move was made by common agreement.

No successor has been named, the board stating that its executive committee would take over management of the fair for the present.

Ringling Acts Pay AGVA 76 in Dues

NEW YORK, April 15.—A check for \$6,900 covering union dues for 260 performers with the Ringling-Barnum circus was paid to the American Guild of Variety Artists (AGVA) here yesterday (14).

Henry Dunn, administrative secretary of the labor group, said the payment of dues was the first step in union-management negotiations. Dunn said that he hoped for full agreement before the Big Show ends its Madison Square Garden run here May 7. If not, negotiators would travel with the show, he said.

A letter of agreement was signed by the circus management and the Guild March 26. At that time the union was recognized as the bargaining unit for performers.

Cole Show Forming for Bow; Billing Slowed by Dispute

CHICAGO, April 15.—Disagreement between Arthur M. Wirtz, co-owner of Cole Bros.' Circus, and billposters seeking settlement of last year's account, has stalled billing here for the show's opening Friday (21) in Chicago Stadium.

Reportedly, billers won't post the snipes until they are paid for 1949, and Wirtz states that new management of the Cole show is not responsible for old debts.

Only 24 sheets have been used so far. They went up Tuesday (11) and are of special design with treatment that makes the show's title and name of Hopalong Cassidy, top feature, glow at night.

Meanwhile the train left Ojus, Fla., quarters Wednesday (12) and is expected here tomorrow (16).

Roster Incomplete

Still unannounced was a complete staff roster, and reports were that some spots would be filled only after the show gets here. However, with

it will be Jack Tavlin, Frank Orman; J. A. Gephart, traffic manager; Lorne Russell, auditor; Karl Knudsen, 24-hour agent; Herb Leaman, timekeeper; Larry Davis, elephants, and P. M. McGrath, trainmaster.

Press staff is headed by Tommy King and Bill Horstman, Chi Stadium staffers. Edward Howe is contracting press. Present plans call for King and Howe to go on the road and for local press staffs at stadiums, controlled by Wirtz, to pitch in as story men.

No Bill Car

No advance car will be used and the old car has been rebuilt as a sleeper. Plans are to carry the full 30-car train thru the entire season, altho big top poles, canvas and seats presumably won't be used until after the end of the Brooklyn date, July 4.

Rail jump here is being touted as the longest in circus history—1,600 miles. No stopover will be made at Peru, Ind., to pick up wagons and cats at Terrell Jacobs's quarters. This equipment will be shipped separately.

Tentative arrangements have been made for a street parade here, but final okay of the State Street Council, merchants' group, hasn't been given. Steam calliope has been rebuilt, with top panels coming in for slight changes.

Boyd En Route

Details of Bill (Hopalong Cassidy) Boyd's part in the performance weren't made known here, pending arrival of his agent, John Daly, from the Coast. Boyd, himself, was en route and will have his horse and special sound truck with the show. Boyd's getting billing over the show title in most cases.

Talent line-up stands as listed previously. Clown alley will include Happy Kellams, Kenneth Waite, Jack Crippen and Tumbelty Brothers.

Carpenter Faces Trial

FARMINGTON, Conn., April 15.—John A. Carpenter, 36, local resident, was recently bound over for trial to Superior Court on a charge of embezzling \$10,000 from the American Racing Drivers' Club, Inc., of which he was treasurer. Carpenter is alleged to have admitted taking funds of the automobile race drivers' club which were on deposit at the West Hartford Branch of the Hartford-Connecticut Trust Company.

Another Plan Urges Halving Across Board

D. C. Situaash Wobbly

(Continued from page 3)

Whether GOP-ers, most of whom advocate a return to prewar rates on all excises except the one on liquor, will go along with the compromise proposal, remains to be seen.

In nearly a month of discussing excises in executive session, the committee has yet to take a single vote, and may not get down to real brass tacks for another two weeks. Discussions so far indicate a good chance for an admissions-tax reduction whether the proposal for an across-the-boards cut is approved or not. The outlook for cuts in other excises affecting the entertainment industry is not so bright.

It now appears likely that the committee will vote to include TV sets along with the radio-set tax, the (See Another Plan Urges on page 123)

U. S. Supports N. Y. Ruling: Most Actors Are Employees

(Continued from page 4)

time provisions of the law, but labor finds that few entertainers qualify. Internal Revenue Bureau gets into the act in two ways—thru the withholding provisions of the income tax law, and by collecting the Social Security tax. It takes the view that nearly all entertainers are employees, and should have deductions taken from their pay for both Social Security and income taxes. Since FSA is in the driver's seat for Social Security, the Bureau follows FSA's direction on Social Security taxes.

The tax boys have so far made little effort to make sure that locations have been withholding income taxes from entertainers' pay. But if Congress approves the extra employes requested in the pending appropriations bill, Internal Revenue will launch a drive on withholding taxes.

At the same time, it will move to enforce provisions of tax law calling for the filing of estimated tax forms and the paying of such taxes on a quarterly basis by persons not subject to withholding. Revenue Bureau officials say that many persons outside of withholding are ignoring the estimated tax procedure and paying up only at the time the final tax return is due.

All persons not having income taxes withheld, and those earning more than \$425 per month if single and \$475 if married, are required to file estimated tax declarations. The penalty for not filing is 5 per cent of each installment due, plus 1 per cent for each month the installment remains unpaid. A similar penalty is added if the declaration has been filed but one or more of the installments is not paid.

Ringling Biz Paces Record '49 Earnings

Howdy Doody Hats Go Fast

(Continued from page 3)

the hats, going at \$1, is an autograph from Clarabelle, live clown character from the video program who also is featured with the Howdy Doody presentation at the Garden. Howdy Doody novelties are being peddled directly by the Garden, with the profits being split between the circus, the Garden and Martin Stone Associates, NBC and Bob Smith, owners of Howdy Doody. The sale of Howdy Doody photos, which were being pitched during Side Show performances, has been eliminated. Charles Zern, Side Show lecturer, reported that sale of other novelties in connection with Side Show attractions was only fair.

Circus board of directors met here Wednesday (12) but did not discuss the Garden's demands for a \$320,000 rent tab next year.

George W. Smith Back as Dailey Supt.; Org Bows

GONZALES, Tex., April 15.—Dailey Bros.' Circus, owned by Ben Davenport and Harry Hammill, opens here today, with George Washington Smith back as general superintendent.

Four wild animal acts are spotted on this year's program. Capt. Joe Horwath works mixed lions and tigers, and Capt. Edward James presents polar bears. A black bear act with 14 animals and two tiger-phant riding combos complete the list.

C. C. Smith is treasurer and Milt Robbins again has the Dailey Side Show. Paul Nelson is equestrian director. C. M. Oliver is steward. Nelson directs swinging ladder and aerial ballet turns, with 20 girls participating. Hazel King has the high school, Liberty and menage horses.

Press staff is directed by R. B. Dean and includes Ear DeGlopper, Mel C. Miller Jr. and Dan Paine, the latter filling the contracting press post.

William Oliver is advance car manager. On the car are Walter Lawrence, boss billposter; Josh Billings, Sid Middleton, Hall Adams, Hank Mathews; Paul Gunnels, boss lithographer; Ray Shea, Jack Wilke, William Schmitt, Snicer Douglas and Frank Groves. Thomas Gunnels is brigade manager, assisted by Frank Coursol and James Hadden. On the No. 2 car are Jack Adams and Carlos Perryman.

Oliver's crew began work April 1 here and moved out to bill Austin, Tex., for show's stand there Monday (17).

Squires Sets Rogers & Clark Chicago Opener for April 29

CHICAGO, April 15.—Rogers & Clark Circus, owned and managed by Jack Squires, will open near local quarters Saturday (29). Show carries 25 people and moves on 10 trucks. Show plans to play towns of from 2,000 to 10,000 population under auspices.

Big top seats 800. Show will carry a Side Show, cookhouse and concession. Ted Stevens, general agent, started advance work April 7.

BRIGHTER than ever is the North Star---star of John Ringling North---in this 80th season of The Greatest Show on Earth.

Transcendent is the word for the monster mid-Century edition of the Big One, now in the middle of its 33-day engagement at Madison Square Garden and the most sensational circus run on record.

This year's mobilization of marvels has lavishness and laughter, novelty and nostalgia, incredible beauty and rhythmic precision. It is circus to the core --- and as always, it walks hand-in-hand with greatness.

Changeless and ever changing, the giant Ringling Bros. and Barnum & Bailey organization stands poised for 1950 and its annual nationwide tour.

Again the long rails gleam and the road beckons.



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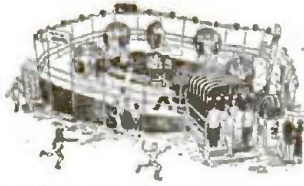
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Ferris Wheel, 40 ft. high, cable drive. Pulled by Allis-Chalmers engine. Delivered in 1000 miles for \$4500.

Close-Ups:

Rep Show Gave W. Lee Brandon Introduction Into Show Field

By Dean Owen

WHEN LEE BRANDON'S job as timekeeper on the Sherman Hill and Aspen Tunnel job for the Union Pacific Railroad in Wyoming was finished he didn't realize he would forsake the railroad and construction business for all time and turn to the theater. It was to help out his brother, Ray, who ran a rep show in Salt Lake City, that Lee Brandon turned thespian when the company ran short of actors. So well did he do with his part that Lee was asked to remain with the show. But it wasn't long until he abandoned the grease paint and turned to the managerial end of the field.

Born in 1878 in Centerville, Utah, Lee today is regarded as one of the top carnival general agents. Much of his early experience was gained in such romantic sounding places as the Klondyke. In Butte, Mont., he met Bill Bittner, who had just returned from a successful Alaskan engagement and painted a rosy picture of profits to be made in the gold rush country. At that time Lee had been acting as agent for the legit production of *The Parish Priest* but the box office had taken a tumble, for it was that year the Iroquois Theater was destroyed by fire in Chicago, with the loss of hundreds of lives, and the public in general wanted no part of indoor attractions.

Forms Players

After a good season in Alaska, Lee, with his brother, Ray, formed the Brandon Players, opening in Ogden, Utah. Then followed stands in Everett, Wash., and Vancouver, B. C.

The following year they leased a theater in Edmonton, Alta., and did so well that they moved deeper into Canada. They pioneered shows in Calgary.

The rigorous Canadian winters, however, left Lee with a desire for warmer climates, so he moved to Phoenix where he had the Shubert and Erlanger franchise. Lee recalls one of his most interesting experiences in Phoenix. A Mexican opera company, stranded in Arizona, was being forced to disband. Lee hurried to catch the final performance. The company impressed him so much that he took over as manager and booked the troupe thruout the West. Lee's judgment was borne out when Tina Paggi, prima donna with the troupe, was signed by the Chicago Opera Company.

Later he returned to rep shows until the competition of talking pictures so depleted the treasury as to make further bookings impractical.

Billboard Helps

New York in 1926 was a poor place for a rep show advance agent, but (See Rep Show Gave on page 80)



W. LEE BRANDON

Card Varied Events For Philly Stadium

PHILADELPHIA, April 15.—Promoter Al Gerber, of Yellow Jacket Speedway here, has announced that midget auto and stock car racing will start May 4 and continue every Thursday night thru the summer. The speedway will be associated with the American Racing Drivers' Club.

Stock car racing will begin a weekly Monday evening program, starting May 8, with Gerber contracting Bill France, director of the National Association of Stock Car Auto Racing, to furnish contestants. Dutch Schaeffer, of New York, is the first driver from the American Racing Drivers' Association to submit an entry for the May 4 inaugural midget meet.

The speedway also will introduce polo for Sunday afternoons, starting May 28. An eight-team circuit will operate, with line-ups from Philadelphia, Harrisburg, Media, Overbrook, Chester, Norristown, West Philadelphia and Rose Tree. Plans call for a field one-third the size of a regulation playing area. Al Fili, proxy of the Eastern United States Polo League, will conduct the contests. The Waterbury, Conn., polo team is slated for the opening game.

WANTED

3 or 4 small Kiddie Rides or one Double Loop-Plane or Splitfire. Rides must be in good condition. Have location 40 feet from Boardwalk at Jay Beach, Fla.

MABLE K. REID, Owner
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To be assured of having a BIG ELI Wheel in your Park or on your Midway for 1950 season your order should be placed soon.

We still have a limited number of BIG ELI Wheels available for 1950 delivery. Do not delay. To be sure of a money-getting BIG ELI Wheel inquire NOW.

Write for Price List A-50, which contains complete specifications and terms of purchase on all BIG ELI Wheels and Model D-140 ELI Power Units.

ELI BRIDGE COMPANY
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The New Kiddie Ride

Awarded trophy for most meritorious new ride at NAAPP&B Convention, Chicago 1949. . . Rides 16 kids—out-grossed all other kiddie rides at 1949 RR Fair. Cheap to operate—3 gallons a day. . . Can also be used as a sound truck with the two-faced removable sign (furnished) mounted between seats.

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GIVE TO THE DAMON RUNYON CANCER FUND

75,000 Flock to Milwaukee Preem of 12,750-Seat Arena

(Continued from page 4) will encompass at least two major concert halls.

The nightly string of lavish shows (a completely different cast each night) was accomplished by CPC, which lined up local and outside national firms to sponsor different pro-

grams each night. The CPC contributed \$40,000 for the week's entertainment, while the firms threw in approximately \$125,000 worth of talent. Directing force behind the shows was Harold J. Fitzgerald.

Typical of the different shows was the \$42,000 Monday night (10) show bankrolled by a local brewery, with Paul Whiteman Art Linkletter, Dick Haymes, Georgia Gibbs, the DeMarcos, the Don Craig Choir and a 42-piece orchestra. Smallest was the Thursday (13) which featured Connie Russell, Bill Lawrence, Captain Stubby and the Buccaneers, Jan August Trio and assorted talent at \$7,000, with a local bank paying the talent fee. The CPC arranged a standard token fee of 30 cents per duet for every seat for each night's performance during the week, which was dubbed "Milwaukee Progress Week."

The Arena represents a \$5,100,000 investment, including a \$700,000 land grant from the city council, plus a \$1,050,000 cash outlay by the council, \$2,750,000 in a revenue bond issue, with the remainder coming from the auditorium board. The 320-by-425-foot structure of reinforced concrete construction will seat a maximum of 12,750; for concerts, 11,706; for boxing, 12,267; for hockey, 9,358, and for basketball, 10,827. The Arena seating, plus the old auditorium next door, gives a total capacity of approximately 20,000.

The roof, which rises 100 feet, covers a floor 105 by 226 feet and a \$100,000 freezing plant which can ice most of that area. The Arena will get 28 games from a new Milwaukee entry in the U. S. hockey league, third largest league in the country. In addition, *Holiday on Ice* will work the Arena October 20-28, while *Ice Follies* is set for March 28-April 3. The Hamid-Morton Indoor circus has contracted to work the Arena yearly, with the 1951 date late in February.

127,830 Square Feet


The combined floor space of both the Arena and Auditorium is 127,830 square feet, putting Milwaukee's facilities in competition with major arenas and auditoriums across the country. Two connecting links, one large enough to use for truck passage, connect the two buildings. Currently, plans are being worked out for the completion of the first of a series of municipal parking lots, first of which will house 2,000 cars near the two buildings. Ten exit doors from the main floor and basement level have made it possible to empty the average 11,000 per night crowds opening week in eight minutes. There are 22 concession stands, ranging from 30 feet to a 110-foot basement bar. The Arena has contracted concessions for a 10-year period to Wisconsin Sports Service, Inc., a subsidiary of Jacobs Bros., Buffalo.

Same Management for Arena


The same management which handles the Auditorium will supervise the Arena operation. William C. Maas is manager, with Horace Strong assisting. Officers are Joseph U. Lademan, prexy; Walter Johnston, v.-p.; Virgil Hurlless, secretary; Joseph J. Krueger, treasurer; Frank Bruce, Frederic Sammond, Clyde Fuller, Mayor Frank Zeidler, Carl Dietz, Elmer Krahn and Walter J. Mattison make up the board of directors. At the present time, Alvin J. Monroe of the local Convention Bureau, has been handling flackery and advertising for the combined operation, but at a meeting Thursday (13) it was indicated that a full-time promotion man will be put on the pay roll. He will be selected within a month.

White still in the embryonic stage, Mayor Zeidler and other civic leaders are studying the possibility of an industrial fair to be staged during the winter. This point was one of the planks in Zeidler's 1948 campaign platform.


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TOM THUMB STREAMLINER
Portable



America's Finest Fastest Most Economical
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1919 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949
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An exciting and popular ride on any Midway . . . gives youngsters the thrill that only a roller coaster provides! Yet the Little Dipper is safe—even for tiny tots. Space within enclosure for other kiddie rides. Easy to erect, dismantle, transport. Write, wire or phone for literature.

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SAVE a Ton of Work . . . WE EX.
ORDER a TON TODAY . . .
PEET 'EM TO GO FAST!

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DON'T BE CAUGHT SHORT — CONSULT AN EXPERIENCED SHOW-MEN'S INSURANCE MAN . . .

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**McDougall-Butler Recreational Equipment Finishes
give colorful, lasting protection to show equipment**

R-E QUICK DRYING ENAMELS... for interior and exterior wood and metal surfaces. Cover in one coat, dry hard in four hours... producing a glossy, waterproof, lasting finish.

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POPCORN SPECIAL

POPCORN SPECIAL: Equipped with giant popper, stainless steel warming counter, cabinets, counters. Complete... \$1375

SANDWICH BAR: Equipped with large Grill, Orangeade (ice-cooled) dispenser, Ice Box. Complete... \$1180

DOUGHNUT HUT: Von Camp doughnut system with 50 lbs. doughnut mix \$1270

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Out in the Open

Monte Blue, star of silent films, will enscue the 11-act stage and pool performance at the Southwest Sports and Vacation Show skedded for the State Fair of Texas Recreation Building, Dallas, April 28-May 7. Log rollers, diving seals, table tennis, golf exhibits, roller skaters, punching bag artists and dog acts will make up the bill.

Frederic Shipman, a designer specializing in the creation of novel window displays for some of the nation's major department stores, has invented and patented a new arrangement of mirrors which he contemplates using in one or more show units in the alfresco field. . . . A feature yarn on B. Ward Beam, thrill show op, has been checked and is ready for publication in Reader's Digest.

Fracis B. Messmore, of Messmore & Damon, Inc., and Mrs. Messmore

are back in New York after a European vacation. Messmore reports that Luna Park in Paris, where he presented his firm's show, "The World a Million Years Ago," in 1935, has been razed and that there is little likelihood of its being revived as an amusement park. He last saw the funspot while serving with the army in the last war. Altho it was then shuttered and run down he thought at the time that it would be slated for reconstruction.

Fred C. Murray, general manager of International Fireworks Company, celebrated his 80th birthday Friday (14) by putting in a full day at his Jersey City offices, despite the fact that only two days before he had sustained two broken ribs when he slipped and fell in his bath tub.

A. J. Stephens

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40 Watt
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This "Super Light"
Brings You More
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Available in White or
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to Mount on Walls
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Buy Direct
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Increases ANY Outdoor Business
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RASPBERRY RED \$3.50 lb.
GREEN 5.00 lb.
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20-22 Span, Yellow Hvbis Popcorn, \$8.50
100 lb. Save on Oils, Boxes, etc., with us.
Prices solid until May 15, 1950. Will ship
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**CONCESSION SUPPLY CO. 3916 SECOR RD.
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**Sydney Royal Gets
Rain Insurance \$8;
Crowds Under '49**

SYDNEY, Australia, April 15.—The Sydney Royal Show bowed here Saturday (1), drawing a good crowd for the day session, with the show committee collecting \$3,400 for first-day rains. With rain falling continuously since opening day, the committee's luck ran out as their insurance policy covers only losses sustained from rain at fixed hours of the day. Another collection of \$2,250 was made by the committee on their policy Thursday (8).

Heavy rains and swollen rivers, resulting in floods, also have kept many rural residents from attending the show here, noticeably cutting receipts. Rural exhibitions may have to be abandoned since showgrounds are being used temporarily for persons displaced by floods.

Midway showmen complained that overall biz was not too good and that they had full houses only when people bought tickets to get in out of the rain. Railway Department's display of miniature trains, admission free, is reported to be one of the most popular exhibits in the show. Business picked up Saturday (8), with 242,000 attending, about 7,000 below the record 1949 figure.

**Strong H-M Sponsor
For Baltimore Date**

BALTIMORE, April 15.—Vernon L. McReavy, who with Mrs. McReavy is handling advance promotion for the June 28-July 1 showing of the Hamid Morton Circus in Memorial Stadium here under Tall Cedars of Lebanon auspices, expects the date to be one of the most successful on the H-M calendar, pointing out that membership in the Masonic organization numbers over 6,500. The sponsors will offer the show for the benefit of cerebral palsied children of Maryland. N. Chester Phillips is general chairman.

McReavy will again handle advance promotion for the Hamid-Morton date in Richmond, Va., June 19-25. To be staged under auspices of the Richmond Police Benevolent Association, Col. O. D. Garton, general chairman, the show will appear outdoors at the old fairgrounds.

Holland Settles 250G Suit

PHILADELPHIA, April 15.—Willard A. (Bill) Holland, auto race driver, has settled his \$250,000 damage suit against producers and distributors of the movie, The Big Wheel, attorneys for both sides told the U. S. District Court here Thursday (14). Holland charged that the film, which stars Mickey Rooney, belittled his skill as a race driver.

Talent Topics

Irah J. Watkins is recuperating at his Tampa home after undergoing two operations at Tampa Municipal Hospital. Watkins was stricken while working his chimps at Coney Island, Caracas, Venezuela. Sam Bakerman, one of the park owners, hired a special plane to fly Watkins and his simians to Miami. Watkins's illness necessitated his canceling dates with the Hamid-Morton Circus. He now plans to open his season June 5 at Palisades (N. J.) Amusement Park. . . . Joe Beach. of

Springfield, Mass., recently visited with a number of acts appearing in the Court Square Theater there. They included Don Cummings, Brick Brothers and Gloria, Billy Bishop, and Ann, Florida Trio, Billy Gilbert, Bobby Whaling and Yvette, Gonzales Sisters, Freda Wing, Yeoman Brothers and Frances and Jamae and Family. At the Valley Arena Gardens, Holyoke, Joe visited the Medini Troupe, Louis and Oliver Sisters and Homer Snow.

Capt. Jack O' Diamonds, thrill show op, infos from Artesia, N. M., that a second unit has been formed, and will feature Audrey Laster, triple boardwall crash; Al Kreuger, roll-over and buss leap; Harry (Flash) Barney, motorcycle stunts; Jim Speedy Bird and Bozo Myers, clowns. O' Diamonds is general agent, with Bob Alcott in charge of advertising and promotion.

Chico Dell and Company is a feature of the stage presentation at Capitol Theater, Yakima, Wash. Ira Millette, aerialist, formerly with the Ringling circus, is set to play park and fair dates with a double act in which his daughter, Penny Millette, will present her high pole number. Bookings are handled thru the Al Martin office. . . . Two Valors, novelty equilibrists, are headed for England where they open an extended tour at the Palace, Blackpool. . . . Eric Bartens, equilibrist, who appeared with Ringling-Barnum and Polack Bros. circuses, is working at the Lorry night club, Copenhagen, on a bill with the Two Millers, tumblers, and the Cardinals, acro musical novelty.

Hanna Gabin Rex, high act, will arrive from Germany to join Ward Bros.' Circus May 27. The three-people act was booked with Ward until August thru the Boyle Woolfolk Agency, Chicago. . . . The Juggling Jewels, Al Gordon and his dogs and Wells and the Four Fays, acros, appeared last week at the Palace Theater, New York.



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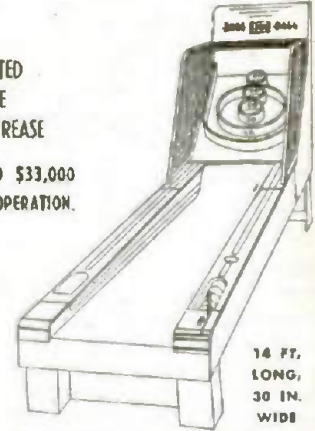
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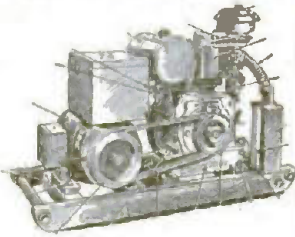
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**Late Arriving R-B Imports
Click in Big Show Preem**

NEW YORK, April 15.—Imported Ringling circus acts, which failed to appear at the Madison Square Garden opening because their props didn't arrive in time, made their initial appearance Tuesday (11).

The Freddi Troupe, five men and two fems, presents a top-notch teeterboard number making use of two springboards for cross-flying bits, and also features catapulting two members into the air simultaneously, and other unusual routines. Five members of the troupe appear later as the Reiffs and present a neat casting act combined with a trampoline—a type of act frequently seen in Europe, but not common in this country.

The Idnavis, better known in Europe as the Avantis, offer an unusual perch act, one man and four girls, with fems easily handling the perches. Final bit, with one girl spinning her partner around at dizzy speed, gets big hand.

Rodolphos in Neat Perch

The Rodolphos, one man and three girls, also present a classy perch number. Male member does the heavy work, balancing ladders and perches on his feet, doing a one-foot bit that is a standout.

Gran Pilona, tight wire, works over end ring and is at a disadvantage, working singly while other rings and stages are filled with perch, bike and casting acts. Pilona offers a neat wire routine climaxed by somersault to crotch.

The Chaludis, bike act which appeared at the opener, works in the melange display with the above new acts and still elicits solidly altho sharing the limelight. Head-to-head stands of the young girls while mounted on the shoulders of cycling male partner are standouts.

Working with the five-act aerial display, the Reins Duo failed to get the attention on opening night they would have received if working solo. Also, they work so nonchalantly that the merit of their daring routine is missed by part of the audience. Final bit, in which the girl member dives from cross bars high above the center ring and is caught by her partner hanging on trapeze, is a thriller, worked sans net, and is presented solo after other acts have bowed out.

Pat Valdo and his staff have pruned the bottlenecks and tightened up tempo of the show so that running time is down to normal.

Fem Contingent

Girls working in the various production numbers include Rose Alexander, Nina Ascard, Elsie and Minnie Davis, Hilda Pincemin, Dolores Baldwin, Flo Begin, Gretel Smude, Andli Bogino, Kay Burslem, Irene Burt, Emma Castro, Phylis Caruse, Charlotte Canestrelli, Esther Chaney, Dolly Copeland, Bobbie Dubriel, Dorothy Durbin, Rosemarie Schlichting, Sue Fox, Grace Genders, Barbara Graham, Ruth Hager, Maltha Henderson, Elizabeth and Rusti Johnson, Elsie Jung, Margie Lawson, Bonnie Kernan, Jeanne Krause, Joyce Lane, Jeanne Lalanne, Lislotte Lang, Henny and Margo Wiedemann, Agnes Matauch, Fannie McClosky, Laura Mae McKenzie, Mary Jane Miller, Gloria Morgan, Eugenia Lipkova, Dolores Murphy, Terry Nachamkin, Beverlee Page, Rusti Parent, Alberta Reed, Fay Romig, Christel Wrothe, Lorraine Russo, Patricia Scott, Rita Schroeder, Marlon Seifert, Dolores Seitz, Joan Sharkey, Ona Sirgida, Eloise Sleeter, Mary Tahmin, Peggy Thomas, Natalie

Tock, Anna Van Gulp, Maxie Walker, Jenny Zoppe, Patricia Warner, Sandra Watts, Rosa Wong, Norma Wright and Ruggera Zoppe.—Ted Wolfram.

**Two Baby Gorillas
Top R-B Menagerie**

NEW YORK, April 15.—Toto II and Gargantua II, baby gorillas a year and a year and a half old, respectively, were the principal attractions of the Ringling-Barnum circus menagerie when the show opened at Madison Square Garden here Wednesday night (5).

The two animals, handled by Martha Hunter, are expected to fill the gap left by the death of the famed Gargantua. They are kept in an air-conditioned cage set up in nursery style. Toto, Gargantua's much-publicized mate, is in a separate cage. Possible criticism of the attraction is that the height of the cage containing the smaller gorillas prevents the audience from getting a good look at the interior of the wagon in which are the animals' toys.

The recent death of a boy beneath the foot of Dolly, an elephant at the show's winter quarters in Sarasota, Fla., apparently did not bother the crowd, many of whom reached over the guard chain to toss the bulls peanuts.

The menagerie also includes the standard line-up of other animals: Gnu, lions, bengal tigers, ocelot, cheetah, black and spotted leopards, giraffe, zebra, sun and polar bears, hippopotamus, pigmy hippopotamus, rhinoceros, monkeys, chimpanzee, eland, anoa buffalo, nyas, reed buck, orangutans and cassowary. Menagerie manager is C. R. Montgomery, assisted by Jack O'Neill.

**H. B.'s Price Cut
Denied by Denny**

CHICAGO, April 15.—Jim Denny, chief of WSM's Artists' Service Bureau, Nashville, emphatically denied the previously published report in *The Billboard* that the station had ordered its h. b. talent to cut their prices on personal appearances.

Denny said that no such meeting had been held or was contemplated. He said that the first quarter business for 1950 indicated that artists' popularity at the station was at a peak because of the currently large number of top record releases by talent on the station. Denny said that the large number of summer park bookings already scheduled indicated that the heavy demand for WSM talent will extend thru the summer season.

France Sets Charlotte Meet

CHARLOTTE, N. C., April 15.—Stock car racing will be held every Saturday night at the Southern States Exposition half-mile track here, under direction of Promoter Bill France, starting about middle of May. Contest arrangements were completed recently between France and Dr. J. S. Dorton, director of the Southern States annual. Races will be sanctioned by the National Association for Stock Car Racing.

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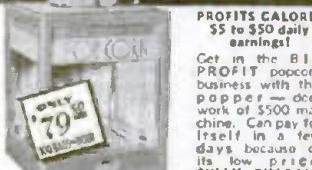
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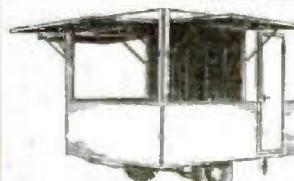


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Lynch Show Set To Play Pomona

POMONA, Calif., April 15.—Jimmie Lynch's Death Dodgers will make their first invasion of the Pacific Coast when the auto thrill show gives three Sunday matinee performances at Los Angeles County Fair here this year.

C. B. (Jack) Afflerbaugh, president-manager, signed for the annual. Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises, Chicago, presented the thrill unit in negotiations which will, for the first time, bring an auto stunt show to the fair here.

Earl Newberry will head the Lynch org on its Western trek. Performances are scheduled for September 17 and 24 and October 1.

Musketeers' Origin Is Straightened Out By One Who Knows

CHICAGO, April 15.—In recent months, The Billboard has carried several mentions of the Musketeers. One reader, who chooses to be known as "One Who Knows," takes exception to what he terms "vaugé expressions" regarding the origin "of this noble band of outdoor cavaliers." He provides the following "by way of putting the record straight":

Before the glorious season of 1940 three carefree youngsters—Ned E. (Gorgeous Ginny) Torti, Bernet (Sunny) Zinke and Bernie (The Face) Mendelson—roved the land in quest of business and pleasure, 'tis true, but never were they known as the Musketeers until one bright afternoon in the year of 1940, month of October, in the Jefferson Hotel in Dallas when they were in an important conference with Frank B. (Wooden Shoes) Joerling, Jack (Little Duffy) Duffield and Pat (Neon) Purcell.

Affairs of State

During that weighty meeting, in which many grave affairs of State were discussed, many fifths of stimulants, such as tea and coffee, and great quantities of food were devoured while one of the more august of the gathering attempted to get everyone even by picking a six-horse parlay, there was a sudden realization of the bond of friendship existing between these characters.

"We're just like the Musketeers—one for all, and all for one," exclaimed one, as he reached for the telephone and ordered a barber up to the room to shave each and every one so the resident of the room could have the privilege of paying for the shaves as well as for the food and beverage. It was with a gratified smile that Wooden Shoes picked up all checks.

"Yup"—Musketeers

"Yup," chimed in another, "we're the Musketeers." And that was truly the beginning of a fraternity, close knit with the highest of ideals (and morals), that is always greeted with open arms by all stalwart showmen, except those who are interested in making a buck as there is little work attempted when this sextette is abroad.

True, a great many fine characters have attempted to gain admission to this organization, because of its lofty precepts, no doubt, but the doors have remained closed. So far no one has ever succeeded in passing all membership tests.

Junior Members

Art (Glasses) Brieze, Al (Dimples) Sweeney and George (The Man) Ferguson have been accepted as junior members. They have made valiant efforts to qualify and are accepted as brothers-in-waiting. To attain full membership, it is said, is their burning ambition. But it seems an almost impossible achievement; witness the following dialog that took place at a recent meeting:

"How about taking those juniors and making full-fledged members out of them," Sunny demanded.

"I thought someone had to die before anyone could get in," retorted Wooden Shoes, with a baleful glare at Sunny.

"Waddya lookin' at me for," screamed the startled Sunny, so the subject of introducing new members has not been since mentioned.

Each of the sextet is proud of the social standing of the organization and treats with benign tolerance the invectives of those not fortunate enough to belong. Any of the six will fight, with swords at 90 paces, should a derogatory word be spoken of another. Each is so zealously proud of the standing of the organization that each contends it was his idea, and that is right, as it was formed with a spontaneity that could only be the result of six great minds working as a single unit.

Capital Sesqui Gets Send-Off From Truman

WASHINGTON, April 15.—In the wake of an official proclamation by President Truman inviting "citizens from every part of our country" to the capital's sesquicentennial celebration, the sesqui was slated to make its formal bow on the Capitol plaza today amid pageantry and fireworks displays. Stars from Broadway and Hollywood were on hand to usher in the season's events with a show on the Capitol steps this morning and a concert and fireworks display on the Washington Monument grounds tonight to be witnessed by thousands.

While officials of the National Capital Sesquicentennial Commission continued to plan for the 1951 Freedom Fair pending final arrangements for a corporate set-up to run the exposition, the sesqui commission centered efforts on today's inaugural event, "Salute to Freedom." Stars scheduled to appear on the program include Lanny Ross, Gladys Swarthout, Lucille Manners, Ira Petina, George Murphy, Edward Arnold, Ann Crowley and Muriel Rahn.

A night program will begin at 7:15 at the monument grounds, with the main feature to be a lengthy display of fireworks staged by Thearle-Duffield of Chicago. Tens of thousands are expected to attend the events, with Washington playing host this week to holiday visitors. Truman in his formal proclamation inviting the nation's populace to come to Washington this year for the sesqui observances requested the governors of the various States to issue proclamations similarly urging participation.

D. C. Combo Show Pulls Big Matinees But Nights Are Off

WASHINGTON, April 15.—The D. C. Variety Club's thrill show pulled near-capacity afternoon crowds this week but slumped at night performances when the small fry, at whom the circus-rodeo was aimed, were presumably home in bed. Top attraction was the Lone Ranger, whose stint consisted chiefly of poring on Silver and patting moppets on the head.

Second billing went to Emanuel Zaechini, who was shot from his cannon twice daily. Aerial acts by the Ortons and the X-Cellos finished up the non-cowboy part of the show. Rudynoff put his dancing horses thru their paces, and Cody and Cody wowed the kids with whip-cracking. Also on the bill were Janet's Circus, consisting of dogs, ponies and monkeys, and Jack Westcott, trick rider and roper. Cabbage-Head Red, clown, filled in the lulls with a trick Ford.

Prizes offered the cowboys at each performance added zest to the calf roping, steer wrestling and bronc riding.

Not a unit show, the acts were pulled together by Gordon Kibbler. Heading the Variety Club supervision was Hirsch de La Vez, veteran Washington coin machine operator, while Herb Glatfelter arranged the organ music accompanying the acts.



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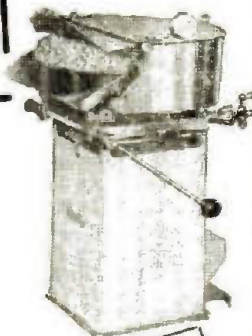
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- Alamo Expo.: San Antonio, Tex.
- All-American Midway: Frederick, Okla.
- American Beauty: Perryville, Mo.; De Soto 24-29.
- Am. Corp. Imperial Expo.: Alexandria, La.; Baton Rouge 24-29.
- American Eagle: Bolivar, Tenn.
- American Midway: Cleburne, Tex.
- Aprilia, A. J.: United: Pawtucket, R. I.
- Baker United: Kokomo, Ind. 21-29.
- Beam's Attrs.: Windsor, Pa., 27-May & Becht. Lee: (Spring Grove & Colerain) Cincinnati, O., 17-30.
- Belle City: (N. 29th & W. Capitol) Milwaukee, Wis., 20-30.
- B. & H.: Sumter, S. C.
- Big Four Am.: Du Quoin, Ill.; Ramsey 24-29.
- Big State: Crane, Tex.
- Blue Grass: Owensboro, Ky., 20-29.
- Boyle, F. C.: Pittsburg, Kan.; Carthage, Mo., 24-29.
- Bohn & Sons United: Chickasha, Okla.
- Borderland: Van Horn, Tex.; Alpine 24-29.
- Buck, O. C.: Menards, N. Y., 20-29.
- Burdick's Greater: Merbie Falls, Tex.
- Burke, Harry: Lutcher, La.
- Burkhardt: Pochontas, Ark.; Fredericktown, Mo., 24-29.
- California: Modesto, Calif.
- Capell Bros.: Cushing, Okla.
- Capital City: Carterville, Ga.; Dalton 24-29.
- Central States: Great Bend, Kan.
- Coleman Bros.: Middletown, Conn., 20-29.
- Colorado Expo.: Dumas, Tex.
- Columbia: Waterville, Me.
- Continental: Hudson, N. Y., 20-29.
- Craig's Heart of Texas: Abilene, Tex.
- Crescent Am. Co.: Eldorado, Ark.; Warren 24-29.
- Crescent Canadian: Vancouver, B. C., Can.
- Crystal: Valdosta, Ga., 22-29.
- De Luxe: Rockville, Conn., 21-29.
- Del-Mar: New Castle, Pa., 24-29.
- Dickson United: Woodward, Okla.
- Dixie Expo.: Gibsonville, N. C.; Gretna, Va., 24-29.
- Dobson's United: Willernie, Minn.
- Down River Am. Co.: River Rouge, Mich.
- Drew James H.: Ashland, Ky., 18-29.
- Dudley, D. B.: Jacksonville, Fla.
- Dumont: Winchester, Va.; Keyser, W. Va., 24-30.
- Dyers Greater: Batesville, Ark.
- Endy Bros.: Philadelphia, Pa., 20-29.
- Fair Am. Co.: Dunn, N. C.; Aberdeen 24-29.
- Fairway Am.: Garland, Tex.
- Ferris Greater: Riverside, Calif.
- Fidler United: Jacksonville, Ill.
- Fleming: Mad Cady: Brunswick, Ga., 22-29.
- Folk Celebration: Albuquerque, N. M.
- Francis, John: Belleville, Ill.
- Franklin, Don, No. 1: Coleman, Tex.; Breckenridge 24-29.
- Franklin, Don, No. 2: Boerne, Tex.
- G. & B. Riders: Parkersburg, W. Va., 21-30.
- Gem City: East St. Louis, Ill., 17-30.
- Geisach, J. A.: Oxford, Miss.
- Gold Bond: Creve Coeur, Ill.
- Gold Crown Expo.: Mebane, N. C.
- Gold Medal: Somerset, Ky.; Oak Ridge, Tenn., 24-29.
- Golden Rule: Runnemed, N. J.
- Golden West: Calusa, Calif.
- Grady, Kelly: Sheffield, Ala.; Huntsville 24-29.
- Grand American: Sikeston, Mo.; Cape Girardeau 24-29.
- Grand Union: Sulphur, Okla.; Velma 24-29; Marlow 27-29.
- Oranite: State Poughkeepsie, N. Y., 20-29.
- Oranland Greater: East St. Louis, Ill.
- Great Sutton: Flat River, Mo.
- Gulf Coast: Caruthersville, Mo.
- Hannum, Morris: Emmaus, Pa., 22-29.
- Happy Attrs.: Wellston, O.; Newark 24-29.
- Heller's Home: Bensenville, N. C.
- Hennies Bros.: Hot Springs, Ark., 22-29.
- Heth, L. J.: North Birmingham, Ala., 22-29.
- Hiawatha: Abilene, Mich., 22-29.
- Hills Greater: Brownfield, Tex.
- Imperial: Oakland, Ill.
- Imperial Expo.: Vallejo, Calif.
- Interstate: Athens, Tenn.
- Jack's Greater: Inman, S. C.; Kings Mountain, N. C., 24-29.
- J. & B.: Crawa, Va.; Farmville 24-29.
- Johnny's United: Pulaski, Tenn.

- Jollytime: Columbia, Pa., 21-29.
- Jones, Johnny J.: Expo.: Washington, D. C., 24-May 7.
- Kaus, W. C.: Richmond, Va.
- Keystone Attrs.: Milton, Pa., 22-29.
- Kile, Floyd O.: Jackson, La.
- Kinland Am.: Perry, Okla., 22-29.
- Kirkwood, Joseph J.: Fredericksburg, Va.
- La Cross: Northampton, Mass.
- Lamb, L. B.: Fayetteville, Tenn.; Bowling Green, Ky., 24-29.
- Lane, Sammy: Versailles, Mo., 24-29.
- Lawrence Greater: Maryville, Tenn.
- Lee United: Mt. Clemens, Mich.
- Lone Star: Columbia, Tenn.; Central City, Ky., 24-29.
- Magic Empire: Harrison, Tenn.
- Manning, Ross: Bristol, Pa., 22-29.
- Marion Greater: Laurinburg, N. C.
- Marks, John H.: Richmond, Va.
- McKee, John: Poplar Bluff, Mo.
- Midway Expo.: Lamar, Colo.
- Midway of North: Louisiana, Mo.; Pittsfield, Ill., 24-29.
- Midwestern Expo.: De Queen, Ark.; Dierks 24-29.
- Mighty Hooper State: Jeffersonville, Ind.
- Mighty Hog: Rogers, N. C.; Stateville 24-29.
- Misrably, Curly: Mendonville, Miss.
- Myers: (Simpson Road, Dixie Hill) Atlanta, Ga.
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- Nessler: Flor., Ill., 24-29.
- New England Am. Co.: Fitchburg, Mass., 21-29.
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- Pioneer: Waverly, N. Y., 21-29.
- Playtime, No. 1: Clinton, Mass.
- Public Am. Co.: Silver City, Miss.
- Royal Blue: Nitro, W. Va.
- Royal Crown: Nashville, Tenn., 17-27.
- Royal Expo.: Hartsboro, Tenn.
- Royal Midwest: Savannah, Tenn.
- Schafer Just for Fun: Denton, Tex.
- Shan Bros.: Atlanta, Ga.
- Siebrand Bros.: Las Cruces, N. M.
- Silver Slipper: Rockwood, Tenn.
- Smith Am.: Ranger, Tex.
- Smith's Funland: New Matamoros, O., 22-29.
- Snapp Greater: Chanute, Kan.
- Southern Valley: Bastrop, La.; Eldorado, Ark., 24-29.
- Spika, J. A.: Morrilstown, Tenn.; Appalachia, Va., 24-29.
- Star Am. Co.: Pangburn, Ark.
- State Fair: Oakley, Kan.
- Stephens, C. A.: Soder, Tenn.
- Stratton James E.: Wilmington, Del.
- Stumbo, Fred R.: Springdale, Ark.
- Sunset Am. Co.: Excelsior Springs, Mo., 20-29.
- Tassel, Barney: Brunswick, Ga.; Charleston, S. C., 24-29.
- Texas: Raymondville, Tex.
- Texas Kidd: Hico, Tex.; Hamilton 24-29.
- Thomas Joyland: Williamson, W. Va.
- Tinsley, Johnny: Greenville, S. C.
- Tivoli Expo.: Springfield, Mo.; Sedalia 24-29.
- Turner Bros.: Springfield, Ill., 19-29.
- 20th Century: Topeka, Kan.
- United Expo.: Herrin, Ill.
- United States: Marion, N. C.
- Victory Expo.: Snyder, Tex.
- Vivona Bros.: Perth Amboy, N. J.
- Vivona's Greater: Suffolk, Va.; Salisbury, Md., 24-29.
- Vogt's Southern Am.: San Antonio, Tex.
- Volunteer: Ashland City, Tenn.
- Wade, W. G.: Springfield, O., 20-29.
- Wallace Bros.: Jackson, Miss., 21-29.
- Wallace Bros. of Canada: Windsor, Ont., Can.
- Wallace & Murray: Spartanburg, S. C.; Woodruff, S. C., 24-29.
- West Coast: Sacramento, Calif.; Richmond 24-30.
- Wheeler, Eddie L.: Aragon, Oa.
- Wilson Famous: East Peoria, Ill., 27-May 6.
- Wolfe Am.: Mt. Holly, N. C.
- World of Pleasure: Wyandotte, Mich., 17-30.

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- Beatty, Clyde: Santa Ana, Calif., 18; Bellflower 19; Montebello 20; Torrance 21; Long Beach 22-23.
- Billar Bros.: Jeffersonville, Ind., 18; Evansville 19; Terre Haute 20; Crawfordsville 21; Frankfort 22.
- Capell Bros.: Waynoka, Okla., 18; Woodward 19; Buffalo 20; Hooker 21; Ouynton 22; Liberal, Kan., 24; Houghton 23; Olynes 28; Garden City 27; Seecost City 28; Oakley 29.
- Cole Bros.: (Stadium) Chicago, Ill., 21-May 7.
- Cole & Walters: Graham, Tex., 18; Throckmorton 19; Haskell 20; Seymour 21.
- Dales: South Boston, Va., 20.
- Gainesville Community: Gainesville, Tex., 19-21; Fort Worth 27-29.
- Hamid-Morton: (Stab Farm Bldg.) Harrisburg, Pa., 17-22; (Arena) Washington, D. C., 24-29.
- Kelly-Hier: Carthage, Tex., 18; Center 19; San Augustine 20; Gasper 21; Woodville 22; Silabee 23.
- King Bros.: Clarksville, Tenn., 18; Hopkinsville, Ky., 19; Bowling Green 20; Glasgow 21; Elizabethton 22; Danville 24.
- Miller Bros.: Oreadfield, O., 18; Wilmington 19; Kenia 20; London 21; Columbus 22; Bucyrus 23; Gallon 28; Mansfield 26; Massillon 27; Barberton 28; South Euclid 29.
- Polack Bros. (Eastern): (Rodeo Grounds) Fort Smith, Ark., 20-22; (Lobo Stadium) Longview, Tex., 24-25.
- Polack Bros. (Western): (Auditorium) Sacramento, Calif., 17-23; (Auditorium) Stockton 24-30.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, N.Y., May 7.
- Rogers Bros.: Athens, Ala., 18; Sherriff 19; Lawrenceburg, Tenn., 20; Nashville 21-23; Murfreesboro 24.

Dallas Fair Press Guns Boom 50G Bid For Flying Disk

DALLAS, April 15.—Opening barrage from the publicity guns of the State Fair of Texas was fired this week with the offer of a \$50,000 reward for the discovery, preservation and delivery to the fair of the first so-called flying disk of interplanetary origin.

The disk would be placed on exhibit in the big science show skedded to succeed the highly successful atomic energy show staged at the 1949 fair, R. L. Thornton, president, said.

Rules of the offer, which broke in newspapers Wednesday (12), are:

1. The State Fair of Texas will pay \$50,000 to the first person or group of persons who delivers to the State Fair Park in Dallas, an authentic flying disk of interplanetary origin in its original physical form.
2. The reward will be paid only if and when the authenticity of the flying disk as a vehicle, manifestation or thing of interplanetary origin has been determined and vouched for by a committee of scientists selected by the State Fair of Texas from leading universities in Texas.
3. There shall be no appeal from the decision of this committee of scientists.
4. The offer shall expire October 1, 1950.

Mrs. Tompkins' Funeral, Burial in El Reno, Okla.

EL RENO, Okla., April 15.—Funeral services for Mrs. Mabel Hackney Tompkins, wife of Charles H. Tompkins, were conducted here March 31. She was a rider with Wild West shows for 19 years.

Mrs. Tompkins was with the Buffalo Bill show from 1898 until 1902 and rode with Annie Oakley. After her marriage in 1903, she appeared with her husband's Tompkin's Famous Riders at St. Louis World's Fair in 1904 with Will Rogers. Later the couple toured Europe with MacCadden's International Show and in 1908 and 1909 they were featured on their own show, which played fairs. They appeared in an Erlanger stage show in 1912 and then operated their own show until 1917, when her husband entered automobile business here.

Ponoka Rodeo Adds Seats

PONOKA, Alta., April 15.—Ponoka Stamped here will have a total seating capacity this year of 10,000 with the addition of 4,000 permanent bleacher seats to cost \$4,000, Hector Labrie, president, announced. The annual, which will operate on a \$23,000 budget, will lower its admission price.

- Seal Bros.: Battle Mountain, Nev., 18; Elko 19; Wells 20; Buhl, Idaho, 21; Jerome 22.
- West Bros.: Polish, Mo., 18; Salem 19; Rolla 20; Washington 21-22; St. Charles 23.

Misc. Routes

Send to
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- Ice Capades (International Coliseum) Fort Worth, Tex., 21-25; (Coliseum) Houston 26-30.
- Ice Follies (The Arena) Minneapolis, Minn., thru May 8.
- Miller's, Irvin C., Brown-Skin Models (Lip-collin) Fort Arthur, Tex., 20; (Booker T.) Galveston 21-22; (Melba) Corpus Christi 23-24; (Cameo) San Antonio 25.
- Pan-American Animal Exhibit: Hohenwald, Tenn., 19-20.

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Tips on Picnics—

Tire Company's Recreational Director Views 'Em From Eyes Of Sponsoring Organizations

By W. H. Edmund

WEBSTER states the term "picnic" originally meant a fashionable social entertainment at which each person contributed food to a common table, but that the more modern conception is an excursion or pleasure party, the food for which usually is provided by members of the group and is eaten in the open air.

Fundamentally Webster is still correct, but if he were to drop in on some of America's beaches and amusement parks, which act as hosts to the thousands of organized picnics during the season, I am sure he would enlarge upon his definition. There is so much more than just the eating activity now. Add music, dancing, rides, contests for young and old, swimming and other events and you have the picnic pattern for 1950.

That amusement parks and beaches go hand in hand with picnics goes without saying. And now, with the lush years at an end, the beach, pool and amusement park operator makes no secret that he's interested in booking picnics, large and small.

It Takes Planning

Main purpose of this story is to outline some of the ramifications of planning a group picnic, because it does take planning, be it a one-couple affair or the annual family picnic staged by the Goodyear Tire & Rubber Company, Akron, when an average of 60,000 persons make a day of it once a year.

Operators of amusement spots looking for picnic business should realize that many concerns, large or small, are new at this picnic business and welcome advice. A park operator, in contacting an industrial organization, church or fraternal group to secure a picnic for his site, should know the problems that will be faced by the concern or group in trying to organize a picnic so that he may be of help in advising them. Too, the prospective picnicking organization should know the park or beach operator's problems in playing host to a group.

Here are some of the many details that go into making for a successful picnic, with a bit of advice to both the beach, pool and amusement park operator and the plant management or fraternal group's officers.

Don't Overorganize

The most important thing, I believe, is not to overorganize a picnic program. People still like to do things spontaneously and plenty of time

should be allowed them to do the things they want to do, such as just sitting around and watching.

Of all events in the leisure time programs of industries, stores, fraternal organizations and such, none rates higher in interest and participation than the annual picnic. At the same time, because the event has such universal appeal, every effort must be made to plan the day so it will come up to the expectations of everyone. The reason is simple. Many of the picnickers consider the annual outing their social highlight of the year and look forward and plan for it for weeks.

Furnish Proof

In approaching management about staging a picnic in your park, be ready to prove, with good answers, yes, and even some statistics, that:

(a) There is enough interest; (b) that you have the ideal spot in which to stage it; (c) the financing is easier than it looks and/or sounds; (d) you have a strong tentative program lined up, and (e) you have constructive ideas for publicizing and promoting the event.

Selection of a site is most important to management. He wants to know, for instance, how far will the group have to travel? Will the group want to try a new site this year? ... Are facilities adequate? ... How do costs compare, one site against the other? ... What kind of a plan can best be worked out on financing?

Competition Keen

Operators should know by now that picnics are a big business and that competition is keen. Above all, especially in bidding for larger picnics, be ready to assure management that you have the space to play host to a large crowd, one where people will be comfortable. Too, don't pass up the little things. Remember, it's the little things that count.

Stores and some organizations try to hold their outings on Sundays so that there is no interference with the work week, while other organizations may close down on a work day except for certain "crucial" departments. Other groups, made up of individuals who work in many walks of life, often choose late afternoon or evening. Park operators, of course, prefer to have large picnics on what they (the operators) call "off days." For the benefit of all, it is best for a group to plan on one of the "off days," if at all possible, because it relieves overcrowding of facilities and makes for a better day for everyone concerned.

Once a decision has been reached on a date for the picnic, thought must be given to the duration of the day's



V. H. EDMUND, author of this article is an expert on picnics. He is director of recreation for the Goodyear Tire & Rubber Company, Akron; president of the National Industrial Recreation Association, a member of the National Recreation policies committee and has had 13 years' experience as an administrator in public and industrial recreation.

program. The schedule should not be so long or so crammed with activities that the employees are tired before the climax of the day is reached.

Picnics just don't happen. Planning must start weeks ahead. Responsibilities and duties must be outlined and a fairly accurate time table worked out. Here again details are important. There should be a general chairman as the "big wheel." A nucleus of experienced planners should make up the committee. And remember, it's a good idea to break in a few new ones each year so the committee will operate each year without breaking the chain of efficient operation.

Park Employees Can Help

The site of the picnic has a lot to do with the number of committees needed. If a commercial park or recreational area is used, the employees of the park or area carry many of the duties for which committees might be needed. This is an important item for park owners and operators to stress, that they have the employees to take care of various items, leaving the company the necessity of furnishing only a few committees. If a smaller or less organized area is chosen, committees from the concern will be needed by the car full.

Basic committees include publicity, tickets, contests, games, prizes, entertainment, music, dancing, information. (See Tire Co.'s Recreational, page 76)

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King Scores Straw Houses At Macon Bow

Children's Show Draws

MACON, Ga., April 15.—The enlarged King Bros.' Circus, owned by Floyd King and Lucio Cristiani, opened its season here Saturday (8) with three shows and boff biz.

Expecting a large turn-out of kids, a special 10:30 a.m. children's show was advertised and drew better than a half house. But the regular matinee caught the show unprepared for such a big crowd and after strawing the customers over 100 were turned away.

The night show also drew capacity, with about 250 customers seated on the ground.

6C Big Show Cross

Being a winter quarters town, Macon had a heavy pass list, but King and Cristiani wore smiles for the heavy dollar receipts, announced as \$6,000, from big show alone. Firemen's Relief Fund, which sponsored the date, received about \$2,000 for its share and asked to repeat sponsorship next spring.

The heavy attendance curtailed acts on the track, but the show received enthusiastic ovations, even to the encore point.

Performance has been greatly strengthened this year, featuring the original Cristiani riding and aerobic acts; Massimiliano Truzzi, juggler; Freddie Canestrelli and troupe, unsupported ladders; Daviso, perch act, and Manuel Barragan's sensational cloud swing.

Giraffe Delayed

Even tho the opener was big in business, it had disappointments. The giraffe was delayed en route (See King Straws 'Em on page 71)

Capell Biz Off; Staffers Named

WAGONER, Okla., April 15.—Poor business dogged the new Capell Bros.' Circus during the first two weeks of the season, it was reported during its stand here. Performances are running smoothly, however.

H. N. (Doc) Capell is owner-manager; Paul Campion, agent; William Capell, superintendent; Myamie Capell, secretary-treasurer; Harry Fitch, legal adjuster; Hank Carlyle, assistant manager and assistant adjuster; Dale Madden, director of performance; Bob Stevens, concessions; Guy Smuck, ticket superintendent, and Ray Rogers, cookhouse.

Performers include the Clarkonians, Woods Family, Dale Petross, Liberty horses; Riding Fullers, bareback; Morris Troupe, teeterboard and trampoline; Joe Hogini, dogs, and Frank and Bernice Dean, concert.

No band is carried, music being supplied by Dale Madden's electric organ. Show moves on 12 semi-trailer trucks and has two more weeks in Oklahoma before heading west.

Program

Display 1—Tournament. 2—Cloud swing and web. 3—Musketeers. 4—Banner announcement. 5—Woods and Gutierrez, wire acts. 6—Madden, ponies. 7—Dogs. 8—Clowns. 9—Fuller, roly poly; Dean, rolling globe; Fuller, contortionist. 10—Petross and Madden, horses. 11—Concert announcements. 12—Madden, perch acts; Gutierrez. 13—Woods table rocking; Morris Troupe, comedy; Woods horses. 14—Pony Drill, Petross. 15—Madden's monkeys; Clarkonians, juggling, Hogini traps. 16—Riding Fullers. 17—Morris, teeterboard. 18—Concert announcements. 19—Ladders. 20—Morris Troupe, Clarks. 21—Elephants.

Not Hep on Hoppy

CHICAGO, April 15.—The new F. W. Woolworth emporium on State Street here had the right idea but got its show paper mixed when a circus window display was installed this week. The window designer set up a cardboard cutout showing Ringling wagon and animals, and with it several large portraits of Hopalong Cassidy, who opens here April 21 with the Cole show.

Seal Does Four Shows in Good Las Vegas Bow

LAS VAGAS, Nev., April 15.—Bud E. Anderson's Seal Bros.' Circus got off to a good start by giving four shows at the inaugural stand here Sunday (2). At Overton, Nev., the next day the show played to fair afternoon business and a straw house at night. St. George, Utah, Tuesday (3) produced straw houses afternoon and night, while Parawan, Utah, the following day, gave a good night house after a three-quarter matinee.

The jump here from Fontana, Calif., quarters was made in good time. All new canvas is being used by Anderson, who is billing the show heavily and using a special line of paper on Elmo Lincoln, "Original Tarzan of the Apes," who is featured in the concert along with Chief Keyes and his Choctaw tribe. Both attractions have been drawing well, as has the Side Show. The big show runs an hour and 40 minutes.

Program:

Display 1—Grand entry. 2—Bud E. Anderson, military ponies. 3—Everett Corriell, head slide. 4—Wells Trio, comedy acro. 5—Al Conners, balancing. 6—Misses Gutierrez, Novel and Gutierrez, aerial ballet. 7—Bud E. Anderson, Liberty horses. 8—Maurice Marlejo and Johnnie Gutierrez, slack wire. 9—Wells Trio, horizontal bar. 10—Concert announcement. 11—Virginia Ryan, chair balancing. 12—Clowns. 13—Misses Gutierrez, web. 14—Miss Novel, cloud swing, and Bud E. Anderson, elephants. 15—Artie Gutierrez, bounding rope. 16—Clowns. 17—Della Ryan, canine reeve. 18—Everett Corriell, head jumps. 19—Della Ryan, Novel Scharon and Joe Ryan, menage. 20—Gutierrez Sisters, tight wire. 21—Concert announcement. 22—Vern and Dottie Corriell, DeKohl Trio and Conners, juggling. 23—Gutierrez Trio, trampoline. 24—Banner announcement. Bud E. Anderson, Liberty horses.

Staff: Bud E. Anderson, owner-manager; Dorothy Anderson, treasurer; Joe Scharon, secretary and big show ticket wagon. Joe Webb, assistant manager and equitation show; Jack Turner, legal adjuster; Mr. and Mrs. Norman Anderson, privileges; Raymond Augilar, bandleader; Sweaters McFarland, boss carpenter; J. S. Jones, electrician; Claude Franklin and Johnny Johnson, mechanics; Edward Baker, front door; Dorothy Anderson and Clara Turner, reserved ticket sales; Louise and Jean Wells, reserved ticket takers; Happy Loter, manager of Wild Life Show; John D. Foss, general agent; L. A. Quinn, brigade agent with fire men; Buck Reager, bannerman, and A. J. McAdoo, school children's matinee tickets.

Side Show line-up includes Tommy and Sandra Thompson, impalement, sword swallowing and sword basket; Marie Forrest, mechanical doll; Professor DeKalo, Punch and Judy, and Ruth Nelson and Her Hawaiian Dancers, annex. Eddie Moore has inside concessions. Frank Forrest handles openers.

Kelly-Morris Bow Skedded for May 6

HAVANA, Ill., April 15.—Kelly & Morris Circus, with William G. Morris and Pat B. Kelly as managers, has completed plans in local quarters for a 20-week season in 1950 after which it will go indoor for a series of promotional tie-ups. Show will play sponsored dates for the most part and open in Central Illinois May 6 before moving into Indiana and Ohio.

Co-Manager Morris said that additional acts are being contracted for the show to replace the ones booked on the United Liberty Shows as the No. 2 Unit.

HM Buffalo Date Below Last Year

Lack of Easter vacation blamed for slow kid biz—strong week-end expected

BUFFALO, April 15.—The 16th annual Hamid-Morton Circus is falling below expectations here in its six-day stand, which closes tonight. Bob Morton said a 15 or 20 per cent drop from last year's record \$120,000 gross is anticipated despite a \$60,000 advance sale.

Gross is expected to near \$85,000 and attendance about 80,000. Better seats are selling ahead of cheap ones. Reason for the drop in b.o. take was the lack of school trade. The week is ordinarily a vacation period but classes were held to make up time lost during a coal strike shut-down. Ismailia Temple traditionally brings HM in here during Easter week.

House was three-quarters filled for shows the first two days and biz has been building for week-end capacities. Memorial Auditorium seats about 9,200.

Performance here is strong, with several of the turns being new to these parts.

Morton reported the Wichita, Kan., date was excellent, with a \$86,000 gross. Show moved in here early enough for plenty of p. a. work and television spots which helped last-minute sales.

He announced return contracts have been inked for Memphis; Kansas City, Mo.; Wichita and Milwaukee in 1951. At the latter spot H-M is skedded to open a \$5,000,000 civic building.

Syracuse Gives Wirth Okay Biz

SYRACUSE, N. Y., April 15.—Tigris Shrine Circus, produced by Frank Wirth, New York booking agent, opened Monday (10) here at Jefferson Street Armory for a stand which runs thru Sunday (18). Early reports indicated biz was fair.

Program featured Capt. Joe Walsh and his wild animal group; James M. Cole, elephants; George Hanneford and family, riding act; Great Arturo Family, high wire; Roberta's Comedy Animal Circus; Roland Tiebor, seal act; Flying Lamars and Winnie Colleano, flying trapeze.

Other acts were the Chambertys, casting act; Hip Raymond, midget ear; the Kayos, novelty balancing act; Jack and Jennie, unteyee juggling; Schaller Brothers, trampoline, and Chai and Somay, Chinese novelty.

Clowns included Smokey Rouse, Roy Barrett, Jeff Murphries, Bozo Lamont and Bert Turner. Mickey Sullivan's band provided the music.

Tower Unit Begins Season in Blackpool

LONDON, April 15.—The Tower Circus at Blackpool, England's top shore resort, opened its season last week Thursday (8) with a good program that will run thru October.

On the Tower bill are Gilbert Houcke, with his royal bengal tigers; Pierre Alizes and Jack and Maryse, flying trapeze; Seven Ashtons, foot jugglers and tumbling; Miss Hella, presenting Knie's sea lions; Franz Goetschis, bike act; Maurice Houcke, with Knie's (12) black horses; Charlie Caroli and Paul and Company, clowns; Baudy's greyhounds and monkeys, Three Peters, the Dorocinas, the Lacons, Annette's Circusettes, and Little Jimmy.

Finale is an aquatic spec, Ocean Fantasy, designed and produced by Alec Shanks.

McCarthy To Blow Opening Whistle At Gainesville

GAINESVILLE, Tex., April 15.—Glenn McCarthy, oil tycoon and builder of the famed Shamrock Hotel in Houston, will be honorary ringmaster for the opening of the 21st season of the Gainesville Community Circus here Wednesday, April 19.

McCarthy will address a joint meeting of four luncheon clubs at noon that day, lead a parade in the afternoon and blow a gold whistle to usher in the first of three night performances of the circus here.

Forty-one out-of-town photographers were on hand recently for the annual picture day. Publications and syndicates presented were NBC television, Acme Newspictures, Associated Press, Dallas News, Dallas Times-Herald, Fort Worth Press and Fort Worth Star-Telegram. Obert and Dorey Miller, of the Al G. Kelly-Miller Circus, also were present.

Beatty Biz Up; Weather Kills LA Record Hope

LOS ANGELES, April 15.—Clyde Beatty Circus hit the road here Sunday night (9) after giving 29 performances in a 13-day stand. Opening strong March 28, the box office dipped and then began to climb to what might have been a new attendance record for the org here.

A cold wave bringing thunder and lightning and plenty of rain moved in Friday night (7), after a capacity matinee crowd, and knocked the evening show off to a two-thirds house. The cold snap continued thru Saturday (8) with business off so much the scheduled extra matinee was canceled. Despite threatening weather three performances Sunday (9) were capacity.

Org got under way shortly after the closing performance here, opening (10) in Culver City, West Los Angeles (11), Anaheim (12), and Escondido (13). Show pitches in San Diego for a three-day run. Ora Parks, press head, lined up news breaks and radio coverage with Shirley and Norman Carroll. Advance ticket sale for the San Diego stand is 15 per cent over 1949, Parks said.

Newark Back On R-B Route

NEWARK, N. J., April 15.—For the first time in five years Ringling-Barnum will make a stand here, playing a June 6-7 date at the Prelinghuysen Avenue and McClellan Street lot, according to Waldo Tupper, general agent and traffic director for the Big One.

Tupper said the date was arranged after a conference here Tuesday (11) with Mayor Ralph A. Villian, and John B. Keenan, director of the Department of Public Safety.

Seal To Feature 1st Film "Tarzan"

FONTANA, Calif., April 15.—Bud Anderson's Seal Bros.' Circus will feature Elmo Lincoln, original Tarzan of the movies. Plans call for Lincoln to give the Tarzan cry, aerial swings and ride an elephant.

Pic performer Lincoln has been doing bit parts in motion pictures in recent years. He said recently that the circus engagement was arranged with help of Vern Coriell, wire performer with the show and publisher of a Tarzan fan mag.

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Dressing Room Gossip

Hamid-Morton

Our opening in Buffalo was marked with varied weather conditions. Altho we started out with light attendance, business has picked up to overflow capacity.

Arriving here three days before opening, most of the performers were making radio and television broadcasts. On Saturday clown alley made eight special presentations. The Four Angels, Amandis-Ricardys, Gareis and clowns did a show outdoors in the rain in front of Sattlers Department Store.

Mr. and Mrs. Berg and clowns made a broadcast from Laube's Old Spain Restaurant. Billy Rice, Ray Cosmo and Billy Hudson appeared at the egg hunt Easter Sunday at the Buffalo zoo. Helen Adams and her dogs, the Four Angels, Joe Basile, Gareis, Amandis-Ricardys, Len Humphries and clown alley did a show for the Buffalo Ad Club at the Statler Hotel. Dick Clemens, Pat Parrish, Triska and others made radio broadcasts at various times. Pla Dobritch is back working with Tascha again in their aerial act. Freddy Valentine and Jeep, Kirk Adams and Helen with their dogs and ponies, Buster Hayes with the Helen Haag chimps and Herb Taylor have been added to the show.

Dick Clemens broke four new cubs and now has 12 lions, with a new routine for his act. Harry Newell, of Buffalo, has been visiting Slim Collins while here.—**BILLY HUDSON.**

Clyde Beatty

The highlight of the week was when the Truth or Consequences radio program of Ralph Edwards was broadcast from the big top during the second matinee. Show was stopped during the broadcast and the show-folk participated in the program. Charles Hilderra, Arden Beecher and Little Butch Waters were a success on television shows. Harris (Pop) Harding was stricken with a heart attack and stayed in Los Angeles. Bernie Griggs has been out of the show for several days after meeting with the wrong side of a slapstick. Jean Evans was out for awhile after having four teeth pulled.

According to Harold Voise, Daisy Hill has at last been found.—Horace Laird please note. Art Acevedo entertained many of the personnel with a turkey dinner at his apartment after the show. Those attending were Reuben and Anita Olvera, Betty Acevedo, Bob Acevedo, Johnny and Milonga Cline, Yolanda Escalante, Herbie and Chatta Weber, Harold, Eileen, Jack and George Voise, Alex Tiers and Bobby Kay. Recent visitors were Dolly Jacobs, Howard and Thelma Bryant, Harry James, Betty Grable, Parley and Ernestine Baer, Elizabeth Clarke, Alex DeBeers, Manuel Velarde, Firman Oliva, Harold Ward, Francis and Elsie Kitzman, R. M. Harvey, and Bob and Ova Thornton.—**LAURENCE CROSS.**

Gran Circo Americano

Opening week's strong biz has continued thruout second week at San Juan, P. R. Matinees have been very successful. Julio Farias is catching on the trapeze for a few days while Mr. Wilson is recuperating from a very bad cold. Julie Allen again was on the sick list for several days. Jimmy Harrington required eight stitches in his hand. Accident occurred while opening a cold drink with a nut cracker instead of the traditional bottle opener.

Practice sessions are being had daily by the Flying Bears, the Bon-tas and Phil Bonta Jr., Don Floyd, the Olympic Rollers and the writer. Milton Smith has joined the animal department. Carlos Maxwell is playing the calliope under the marquee. A 5½-pound boy was born to Mrs. Wilson at Sarasota, Fla., March 28. Will be named Jerome Oliver Wilson Jr.—**EARL DEAN.**

Dales

Despite cold weather and zaired lots, show's tour thru the North Carolina mountains has been to good business. Louis Dales is getting the show up and down in good time. Hotels in Shelby, N. C., got heavy play from the personnel. Trudy Bruce and Marie Pettus were on the sick list with heavy colds. The Gregorays motored to their home in Charlotte, N. C., for a week-end there.

Whenever Eddie Harris goes into a restaurant he heads straight for the juke box. Marie Pettus is doing ladder in the show and Patti Milligan made the spec in Shelby. R. V. Lewis's minstrel band has its sleeper fixed up with all the trimmings. Barbara McLearn works out on web and ladder daily. Fancher Pierce acquired a new truck to pull his house trailer. Betty McCarthy holds a seven-day open house. The writer answers to the nickname of Stormy. Karl Woolrich is Tige Hale's official chauffeur. Teddy Milligan, Chuck Gabriel, Deanie and Johnnie Dales grab top honors as the show wolves. Recent visitors included Charlie Pettus and Bert Pettus's two sisters and their families; H. Kirby and son, Jack; Rube Wilbur and Ralph Mosier.—**BILLY BARTON.**

Frank Wirth

It was snowing when we arrived in Syracuse, but it didn't hurt attendance, as we played to big houses at every performance. Joe Walsh is working with one hand bandaged, the result of being bit by one of his cats. Roberta's monkey is still stopping the show. Pop Welch, of the local Shrine, did a fine job. If Roland Tiebor's seal continues to play the scale so well, he will have to join the musicians' union and sit with Mickey Sullivan. Mickey, incidentally, has been elected president of the F. B.'s and Smoky Rouse vice-president.

The feud is over between Roy Barrett and the Hannefords until George Hanneford delivers Barrett's trunk in Chicago. Then anything can happen. Tommy and Kaye are doing a fine rolly-polly number. Visitors: Yacopi Troupe; Harry Phillips, drummer and tuba player of the John Robinson Circus of 1916, and Peggy and Nancy Tanner, of the Think-a-Drink Hoffman act.

Clown alley consists of Smoky Rouse, Roy Barrett, Bert Turner, Bozo Lamont, Jeff Murphree and Hip Raymond.—**ROZO LAMONT.**

Rogers Bros.

Lot in Ft. Walton, Fla., turned out to be unsuitable. A last-minute change put the show on a small spot in town. Only a one-pole Side Show and a three-pole big top that day was erected. A heavy storm hit at night, but business was big. Promoter Walter Fleck had big days in Pensacola, Fla., and Mobile, Ala., with 80 and 129 banners respectively.

French Lebout has written special arrangements of The Johnson Rag and I Know That You Know for the trampoline display. The Wayne Newmans left in Jackson for their home. Most of the personnel of Horne Bros.' Circus visited in Demopolis, Ala. Don McCullough, who was Lou Stone's and one of the writer's bosses on the Eagles show, is taking special courses in Tusculossa, Ala., and spent the day on the lot.—**GEORGE HUBLER**

Stevens Bros.

The joys introduced their clown welding number last week. Helen Cross and Mildred Buck are recent additions to the org. Frank Laughhead has replaced Ed Burriged. Recent visitors were Vernon Pratt, Howard Suez, Fergy Stoltz, Shorty Lynn, Mr. and Mrs. George Hanlon, Harry Hennies and Clint Shuford. The clowns did a benefit show for the shut-ins at Murfreesboro, Ark.—**BILL DeAMENY**

Ringling-Barnum

Show is running smoothly Easter Sunday brought another packed house. Antoinette Concello treated the girls and wardrobe women to Easter chocolates. Howdy Doody is a big attraction here, and when Jimmy Armstrong plays the character in the spec the kids go for it. One old-timer who will be missed is Johnny Tripp. His place in the bell wagon has been taken over by Frank Ether-ton. Barbara and Dell Graham are in the Comet flying act. John Reilly is the mailman. Jimmy Armstrong is the bugler. Modern Camera and Popular Photography mags have circus spreads with pix and story. A forthcoming Collier's cover will carry a pic from the Big Show New book, Sandust in His Shoes, by Elops Jarvis McGraw, makes for good reading. Mrs. Merle Evans is on the sick list Grace Killian has recovered from a recent illness.

Visitors included Mr. and Mrs. Emil Pallenberg, Rev. Ed Sullivan, Janie and Maxie Tubis, Mickey and Freddy Freeman, Mr. and Mrs. Clint Barnes and Harold Barnes, Mrs. Carter, Jeanne Rockwell, Vince Orlando, Mary and Agnes Oliver, Louis Arley, Willie and Annie Robina, Edna and Frank Otaris, Virginia Thompson, Danny Pfeiffer, Mary Seifter and grandson, Tommy; Louis Russo, Don Naschiavo, Mrs. Charley Bell, Allee Fitch, Pat Purcell, Nat S. Green, Tom Parkinson, Madeline Parks, George Hanneford.

Paul Jerome enjoys his spot in the buggy during the menage number. Rose and Fay Alexander's dog, Ginger, now is a regular in the clown number with Lou Jacobs. Ernie Burch and Prince Paul are wowing 'em in Jungle Drums.—**MARY JANF MILLER.**

West Bros.

Org opened its outdoor season at Forrest City, Ark., April 10. A twister hit an hour before the matinee and everything went down. There was a packed house at night. Wallie Wallace has a new car.

Program includes Mrs. Beverly, dogs; Richard Lunsford and Alki Lik, trampoline; Knight Sisters, web, Richard and Roy Lunsford, menage; the Clairs, hand balancing and juggling; Little Joe, bear; Frank Doss, pony drill; Miss Monta, cloud swing; Roy Lunsford, Liberty horses; Hans Claire, chair balance; Clark's bears; Theodora, table rock; Beverly, comedy mule; Frank Doss, riding dogs and monkeys; Taffy, elephant; Aunt Sophie and Wallie Wallace, revolving ladder; Pat Knight Trio, tight wire.

Clowns include Wallie Wallace, Aunt Sophie, Roy Atkinson, Theodora, Vern Coriell and Frank DeRue. Mrs. West is in charge of concessions; Pat Knight is general superintendent, and Roy Adkinson, light superintendent. Roy Lunsford has the concert.—**FRANK DeRUE.**

Billie Bros.' clown alley had a guest clown, Hi-Le Merk, circus fan, who motored 200 miles from Chattanooga to perform at the opening date. Mark Smith, another Chattanooga fan, was on hand with his camera and made scores of pictures.

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Billers Heads For Old Cole Route in Ind.

Staff, Program Listed

ATHENS, Ga., April 15.—Arthur Sturmak's Biller Bros.' Circus is a bigger show than it was last year. There's more canvas, more seats, more employees, larger menagerie, enlarged Side Show and bigger advance.

After the two-day break-in engagement here, show jumped north to start playing the old Cole Bros.' Circus string of one-day stands thru Indiana, now that the Cole show has moved into stadiums and baseball parks. Present plans also call for the show to go into Eastern Canada in the summer.

While opening day's business was not capacity, officials were pleased by the turnout and show got the "nut" the first day, despite the many special religious exercises on Good Friday.

As generally is the case, the performance did not run smoothly at first, but all problems were ironed out and the public reaction was excellent.

Personnel

Arthur Sturmak, president-general manager; Hy Sturmak, treasurer-general counsel; Bernard Sturmak, vice-president; Win Partello, manager; Pete March, superintendent; Tripot Cristiani, assistant director; Clem Emerson, office treasurer; Paul Hall, assistant treasurer; William Cowan, legal adjuster; Joe Rossi, musical director; Jimmy Gallagher, banjo; Tommy Poplin, chief electrician; Dean Hernandez, superintendent of tickets; Leo Parker, superintendent reserved seat tickets; Charles C. Cox, announcer; Paul Hudson, transportation superintendent; Alec and David McIntosh, chief mechanics; Marvin Smith, Side Show manager; Guy Fridmore, steward; Joe Smeriga, concession auditor; George Wagner, assistant superintendent of concessions; Bobby Lorraine, producing clown; Felix Braunasaks, head usher; John Tallferro, front door superintendent; Gus Willis, head groom.

Advance: James M. Beach, general agent; Ben Thomas, contract agent; Pete Irving, public relations director; Charles Schuler, press; Virginia Shuler, radio; Jack Simpson, schools; Steve Kunicic, advertising car manager; James M. Saiter, 24-hour agent. Band: Joe Rossi, director, cornet; Betty Biller, prima donna; Clarence Swanger, solo trumpet; David Rowland, assistant solo trumpet; Robert Benky, alto sax-clarinets; Frank Tonar, tenor sax-clarinets; Joyce H. Pella, trombone; Bruce Eldredge, baritone; Larry Ganyard, bass; Fred Henn, double drums; Fred Meek, calliope. Clowns: Bobby Lorraine, producer; Jackie Lynn, Happy Linquist, Ira Casklin, Tommy Whiteside, Francesco and Italo Fornasari.

Shows

Side Show: Marvin Smith, manager; Charles Cox, outside openings; R. B. Robinson, tickets and second openings; Cherley Fridmore, tickets; Robert Coleman, inside lecturer; Slayman All door; Tommy Mitchell, boss canvasman; Madame Rose, mentalist; Boss Monkey man; Verma Mitchell, snakes; Pete Pierce and wife, impalee; Marvin Smith, anatomical wonder; Sue, indestructible girl; Wesley Upperman, half boy; Leahna, sword swallower; Paradise Hawaiian Revue, with Thelma Symph and Pearl Farris, dancers, and Ed Shearer, steel guitar; annex, Girls from Paris, Peggy Moore and Kay Francis, dancers; Hamda Ben Ali, flagolet; Lockwood Lewis's band and minstrel.

King People Visit

Visitors at opening included Ralph Holt, Henry L. Ollilla; Howard Y. Bary and Joe Haworth, en route to King Bros.' Circus where they will troupe this season; Lorin D. (Doc) Hall, general agent last season, who is spending a few weeks with the King show before joining Ringling-Bar-

King Straws 'Em at Macon Bow; Kiddie Show Clicks

(Continued from page 69) by cold weather and not expected until next day in Columbus, Ga. Wild West concert troupe did not arrive in time to perform at opening.

Tony Diano, Canton, O., contractor and circus fan, who bought the giraffe and has booked the animal as an extra attraction, said zoo officials advised against transporting the giraffe in cold weather, hence the delay. Weather immediately preceding the opening was in the 40's, but opening day was bright and warm. Night weather was perfect.

A crippled camel had to be left in the barns and a veterinarian was summoned to dispatch it. Before leaving town the show applied for use of the park as quarters next winter and city authorities expressed favor.

The Staff

Floyd King and Lucio Cristiani, owners; A. P. Maley, treasurer; Howard Y. Bary, legal adjuster; Paul M. Conway, general counsel; Charles (Butch) Cohn and Jean Alben, concession managers; A. Lee Hinckley, band leader; Dee Aldrich, Side Show manager; Carl Wyche, superintendent big show canvas; Pete Sadowski, chief mechanic; Walter Rice, chief electrician; Pete Lowry, equestrian director; Mugador Cristiani, superintendent inside tickets; Cheney Flomroy, superintendent of transportation; Napoleon Reed, steward; William J. Lippman, menagerie superintendent.

Advance: Malcolm M. Fleming and James De Forrest, contracting agents; C. Foster Bell, general press representative; Joseph Franklin, schools, radio and press; C. H. Shepherd, 24-hour agent; Charles Bruuk, manager No. 1 advertising car; Elmer Kaufman, boss billposter; Louis Ingelheim, boss lithographer; E. P. Gamble, Leo Loranger, Jack Wright, Sid Lovett, Buddy Cartwright and John O'Brien, billers; Jack Elliott, manager No. 2 advertising car; Henry Austin and Pat Malloy, billers.

Aldrich Heads Side Show

Side Show: Dee Aldrich, manager; Frank Sattro, boss canvasman; Goldie Hampton, assistant; Ed Wilson, Cecil Cooper and L. M. Nelson, tickets; Dick Loter, punch and magic; Mary Webb, fat girl; Prince Zaru, Wallace act; Frances Ward, snake enchantress; Albert Spork, rubber skin boy; Chief Watta, pin head; Franklin Zobedie, tattooed boy; Rub Thyer, sword box; Carolyn McIntosh, electric chair; Professor Tallard, iron-tongued marvel; Linda Loter, avow ladder; Leous Halligan, astrologer; Ki Ki La Rue, Cecilia Gomez and Cristine Zeno, dancing girls; J. Angus Harley, band leader and director; Gene Kingston, Joe Bramblett, trumpet; Gus Rolle, sax; Jack Larson, bass; Joseph Cannon, drums; Walter Merritt, comic; Bonnie Merritt and Bernice Davis, dancers.

Big Top: Jack (Scratchy) Neville, assistant; Charles Ryan, stake driver; Gordon (Tex) Lott, stake and chain wagon; Ted Smith, saw maker; Calvin Spike, superintendent of seats.

Mechanics: W. J. McIntyre and Harvey Foster. Electricians: Eugene Bolling and Russell Moore.

Promotional staff: Joe Sullivan, Ernie White, J. C. Adaire, Frank McClure, Carl Black, Charles Hegerman and Jack Madison. This department is new to King show which is going in for sponsored dates this year. Big show band: A. Lee Hinckley, leader; James Hurt, L. T. (Tubby) Burt, H. O. McClellan and Thomas Hart, cornets; Harold Stratton, Eddie Gordon and Carl Foesel, trombones; H. C. Miller, baritone; James B. McDonald, bass; Al Yoder, double drums, and William (Buddy) Greiss, calliope.

Program

Display No. 1—Tournament; 2—trampoline, Red Dingler and Company and Johnny Logan; 3—Hernandez Sasso, balancing; Freddie Canestrelli troupe, unsupported ladders, and

num in Baltimore in mid-May, and Paul M. Conway, Macon attorney.

Program

Display 1—Opening tournament. 2—Trained ponies with monkey riders. 3—Prince Ki-Gore with lions. 4—Swinging ladders (4). 5—Francisco Resoso, trapeze. 6—Clown bits and walk-around. 7—Carlos Rice, juggler. 8—George McIntosh, revolving trapeze. 9—McIntyre Sisters, rola bola; Loman Brothers, trampoline; Rafael Montilla, foot juggling. 10—Belmonts Florenz, foot slide; Staking Carlotta. 11—Introduction of Ken Maynard and first concert announcement. 12—Clowns. 13—Borio Duo and Great Florenz Wire act, with Belmonts Florenz, Flo McIntosh, Grace McIntosh and Jerry Pressly. 14—Menage. 15—Teresa Morales, hetcher. 16—Chita and Cosetta Cristiani, bareback riding. 17—Small elephant, Margie. 18—Aerial ballet, web (4). 19—Cristiani troupe of riders. 20—Fornasari Brothers, clown boxing bout. 21—Sammons and Hayes, iron saw. 22—Clown wedding. 23—Second concert announcement. 24—Elephant ballet, worked by Marion Knowlton. 25—Cristiani acrobatic and teeterboard number. 26—Leaps over elephants. 27—Hippodrome races.

Manuel Barragan, equilibrist. 4—Davito and La Louise, perch. 5—Clown bits. 6—Freddie Canestrelli, rola-bola; Billy Powell and Gee Gen Powell, wire, and Albert Trio, wire. 7—small elephants worked by Jane King, June Cristiani and Marion Cristiani. 8—Clown walk-around. 9—cloud swings with June Cristiani, Manuel Barragan and Jane King. 10—clown bits. 11—trained dogs and ponies. 12—Etzere Fachit and Powell troupes. 13—Ortons troupe, acrobatic teeterboard. 14—clown walk-around. 14—web number by Marion and June Cristiani, Mickey Lyons and Jane King. 15—La Louise, flying trapeze. 16—Massimiliano Truzzi, juggler. 17—big elephant act worked by June Cristiani. 18—clown bits. 19—Cristiani riding act with Lucio, Oscar, Belmonte, Muga-dor, Ortons, Louis, Corkey and June—all Cristianis. 20—George Cook and His Funny Act. 21—Leaps with Red Dingler, Belmont Cristiani. Freddie Canestrelli and Lucia Cristiani.

Metal Poles Used

Additions this year include four new trucks, new specially built top for giraffe, new aluminum center and quarter poles for big top, which is a 120 with two 40's and one 50 middle. Another cage of animals was added to menagerie, which has a 70-foot top with three 30's. Side Show is a 50 with three 30's. Aluminum poles caught public's fancy and were subject of feature stories in Macon papers.

Just before opening a photograph of the late Charles Sparks, famed Macon circus owner who died last year, was presented to Floyd King by Ilatie Wilder, Sparks's nurse for several years.

In clown alley are Frank Cain, producer; J. Bagonghi, dwarf clown; James Douglas, Cecil Eddington, James DeCoff, Happy Kelley and George Cook.

Visitors included Ralph Holt, Roy E. Fox and family, Colonel Woods, Charles Underwood, R. E. McAfee, Walter Fleck, Rogers Bros.' Circus; David Gobel and Bill Porter, Crystal Exposition Shows; Mayor Lewis Wilson, Alderman Mack Dodd and a throng of local officials.

● ROANOKE, Ala., April 15.—King Bros.' Circus here Tuesday (11) drew a full night house and, despite showers, a three-quarter matinee. The new giraffe was exhibited here. Columbus, Ga., gave full house at night and half house for matinee Monday (10).

SWIFT CURRENT, Sask., April 15.—Malcolm Fleming, general contracting agent for King Bros.' Circus, reported here recently that the show would return this year to several of the Saskatchewan points it visited last year on its first jaunt thru the Canadian West.

XMAS ATTRACTIONS WANTED

For toy department in large Eastern Dept. Store. Big or small. Send details: Size, space required, whether admission is charged.

BOX #D-357
c/o The Billboard,
Cincinnati 22, O.

WANTED TO BUY OR LEASE FOUR REINDEER

Alaskan type, must be young and healthy. Please quote prices delivered to Athens, Ga. Prices must be reasonable.

JACK MARTIN
698 Cobb St. Athens, Georgia

MUSICIANS WANTED

Due to illness, top flight Circus Double Drummer and Trumpet to join at once. No drunks, Terre Haute, Ind., April 20th; Crawfordsville, 21st; Frankfort, 22nd; Danville, 23rd; La Fayette, 24th.

JOE ROSSI
BILLER BROS.' CIRCUS

BIG SHOW MUSICIANS WANTED

••••• Bartone, Cornet and Trombone. Contact Lee Hinckley, band leader. Can place Outside Man for Concert Wrester. Address: •••••

KING BROS.' CIRCUS

••••• Bowling Green, Ky., April 20; Glasgow, Ky., 21; Elizabethtown, Ky., 22; Danville, Ky., 24. •••••

PROMOTIONAL MANAGERS WANTED

Must Be Able to Start at Once! Handle crews of Phone Salesmen on Banners, U.P.C.'s. Start immediately. Long season, strongest auspices. No drunks, loafers or limbers.

If you are broke and cannot finance self, please do not waste my time! Write or wire, giving phone number. JACK MILLS, Mills Bros.' Circus As Per Route

WANTED

Big Top Boss Canvasman, Seat Men and Electrician. Can also place promoters capable of producing Phone Men with ability to handle towns. We will make promoters of you.

WEST BROS.' CIRCUS

April 18, Potosi; 19, Salem; 20, Rolla; 21-22, Washington; 23, St. Charles; all Missouri.

FOR SALE

The comprehensive and exclusive HOLY CITY features at World Fairs, etc., is FOR SALE. Here is an opportunity for a capable showman to secure this highly popular exhibition. No attraction operating under auspices in any community commands more prestige than the HOLY CITY. Also, your choice of Committees is usually obtainable, therefore offering the advantages of successful advance ticket sales. Just think—no expensive acts to pay, no animals to buy or feed. Your promotions are operated on the same scale as the top indoor circus function with extreme low cost expense. Those who are sincerely interested, address:

THOS A. WOLFE

c/o The Mayflower, 15 Central Park, West, New York 23, N. Y.

CAPELL BROS.' CIRCUS WANTS

Side Show Manager, Talker, Magician, Punch, Ventriloquist, etc.; sober Mechanic, Dancer for Annex, Banner Men.

Address DOC CAPELL, Mgr. Woodward, April 19; Buffalo, 20; Hucker, 21; Diamond, 22; all Oklahoma

PHONE MEN WANTED

(MUST QUALIFY)

FOR SHRINE CIRCUS DEALS

Contact C. V. BADGER, WARD BROS.' SHRINE CIRCUS HEADQUARTERS U. S. GRANT HOTEL, SAN DIEGO, CALIF.

Freeze Hurt Biz

SOMERSET, Ky., April 15.—Freezing weather held Biller Bros.' Circus to half houses here Thursday (13). It was the same story at Middlesboro, Ky. (12). Night show at Johnson City, Tenn. (11), was two-thirds despite cold. Census takers visited the show at the latter spot.

Dallas Aims To Maintain Record Gate

To Hypo Non-Fair Events

DALLAS, April 15. — A greatly strengthened publicity program has been launched earlier than usual by the State Fair of Texas this year to maintain the all-time high attendance record of over 2,000,000 set last year. Flack also will accent summer mid-way promotions, the Texas Prison Rodeo in June, the five-day July 4 celebration and the summer operetta program.

Charles Yeager, publicity director for two years, has been made director of public relations and special events. Staff includes Ligon Smith, special events; Thad Ricks, fair publicity manager, and Julian Bowes, operetta publicity chief.

Circulating Film

Smith is touring the area within a radius of 100 miles of Dallas, showing a color movie of the 1949 fair to school groups, civic and luncheon clubs and farm youth gatherings. The film is one of seven prints, produced by Jamieson Film Company under Yeager's direction, at a cost of \$5,000. All prints are being kept in constant circulation.

Following his tour, Smith will concentrate on operetta promotion in area towns and cities and will seek to stimulate the sale of season tickets by offering clubs a 10 per cent commission on ducal sales.

Texas Prison Rodeo in June will receive the strongest build-up of any non-fair activity. While rodeos have heretofore failed here, the novel draw of convict participants is expected to prove successful.

The July 4 program runs five days and ends on the Fourth. It will feature fireworks by the Thearle-Duffield Fireworks Company, Chicago, plus a program of free acts.

No special promotion is planned for the summer midway which opened Saturday (8) except for special events and shows at State Fair Park.

The State fair will operate on a publicity budget of \$90,000 this year with additional appropriations for special promotions such as the rodeo and operettas.

\$14,000,000 British Cele Opens in May

LONDON, April 15. — England's first big post-war exposition, the Festival of Britain, is set to open here early in May. During 1949 \$2,279,200 was spent on preliminary details and the estimated total cost of laying out the exhibit area and amusement zone, in London, and special exhibitions in Glasgow and Poplar, is set at \$14,735,350.

The British government, in its Civil Estimates for 1950-'51, has earmarked \$1,408,400 for loans to the semi-official organization, Festival Gardens, Ltd., which is building the big fair's amusement section. Major portion of these loans are to be repaid out of midway revenue but the government is prepared for a deficit of around \$286,000 because of the short period of operation.

Breakdown of estimated expenditures follows: preparing site and laying out gardens, \$1,470,000; building construction, \$3,360,000; display, decorative treatment and maintenance, \$2,539,040; operating expenses, \$448,000; science exhibitions, South Kensington, \$711,900; Industrial Power Exhibition, Glasgow, \$398,060.

Also, the Architecture Exhibition, Poplar, \$420,000; the land traveling exhibition, \$248,360; sea traveling exhibition, \$557,200; street decorations and illuminations, \$280,000; loans to Festival Gardens group, \$1,408,400, and publicity, \$1,030,660.

Annuals Set Plans:

Rutland Prunes Horse Racing; Middletown, N. Y., Cuts 'Em Out

HARNESS racing will be dropped on Children's Day (Tuesday) at the Rutland (Vt.) Fair this year, Arthur B. Porter, secretary-manager, announced. B. Ward Beam's International Congress of Daredevils will replace the sulky races that day, giving the fair two afternoons of thrill shows. The annual this year also will have increased facilities for parking. An area outside the grounds has been developed for house trailers and trucks which in the past were spotted inside the grounds.

Orange County Fair, Middletown, N. Y., has tossed in the sponge on harness horse races. Motor speed events will replace them as afternoon attractions, Alan C. Madden, secretary, announced with stock car races on Wednesday and big car races by Sam Nunis on Saturday.

Radio shows will be featured attractions at Central Wyoming Fair, Casper, this year. Skedded for personal appearances are Mutual's "Queen for a Day," and ABC's "Bride and Groom," R. S. (Bob) Latta, manager, announced. The Voorhees-Flackles "Ice Varieties of 1950" will perform in front of the grandstand. Special events will include a State-wide liar's contest.

Kansas Free Fair, Topeka, continues to plow its surplus back into plant improvements. New this year will be a \$60,000 exhibit building, a new toilet and utility building, steel fences and additional paved roads, according to M. W. Jencks, secretary.

Some 75 couples who have celebrated golden wedding anniversaries will be guests of North Iowa Fair, Mason City, this year. Arrangements are also being made for a square dance contest with entries from 20 counties, M. C. Lawson, secretary announced. Plant improvements include addition of 180 feet of 10-tier steel bleachers, 1,000 feet of 10 and 12-foot fencing, new seats for the sales ring and a 1,500-square-foot addition to the stowine shed.

Steels County Fair, Owatonna, Minn., is readying its new 3,200-seat all-steel grandstand at a cost of \$50,000. Addition of portable bleachers will raise seating capacity to 6,000, Stan Muckle, secretary, announced. Also under construction is a \$15,000 cattle sales and show pavilion. Hot rods will replace harness racing this year and the grandstand will have a nightly program change.

Shelby County Fair, Shelbyville, Ind., will combine with Shelbyville's 100th anniversary and will run eight days instead of the usual six. Ralph S. Briggs, secretary, announced. . . . Christian County Fair, Taylorville, Ill., has skedded two kid days instead of one and has several new special events, including a State-wide drum majorette contest and a newsboy paper-throwing tourney, according to Secretary Cliff C. Hunter.

In a pitch to youth, Van Buren-Jefferson County Fair, Keosauqua, Ia., will hold a grade school essay contest, a baseball tournament, a review of bands and will expand 4-H contest facilities, Thaine Hogue, secretary announced. . . . Plans for a new 5,000-seat grandstand are being drawn up for Fond du Lac (Wis.) County Fair for 1951, R. J. Wiley, secretary, infos.

Carlisle Fair Association, Carlisle, Pa., has almost doubled its advertising in radio, newspapers and billboards for 1950, according to Secretary Beauford S. Swartz. . . . Newspaper publicity by Dakota County Fair, Farmington, Minn., will feature pictures of department heads in six newspapers, W. E. (Gene) Moher, secretary, said.

L. H. Hancock, secretary, Saline County Fair, has announced the annual will offer \$1,000 in home talent show prizes this year. Other events include a homecoming, dog show and auto races.

New at Great Hagerstown (Md.) Fair will be a fireman's parade and contest and a horse show, reports Secretary Clyde R. Stouffer. . . . Kenosha County Fair, Wilmot, Wis., will for the first time include prizes for draft and saddle horses in its premium lists this year. Annual has completed a comfort station and cattle barn at a cost of \$20,000. Secretary Henry S. Frank, announced.

Nicollet County Fair, St. Peter, Minn., has expanded its grandstand 500 seats due to an expected increase in attendance brought about by an enlarged attraction line-up, according to Dr. Roy A. Dean, secretary. . . . A daily radio advertising program will start three weeks in advance of Lawrence County Fair, Proctorville, O., Owen Griffith, secretary, announced, and will be followed by broadcasts from the grounds.

Decatur County Fair, Parsons, Tenn., is being sponsored this year by the Chamber of Commerce, Parsons; Civitan Club, Decaturville, and the Business Men's Club. Scott Hill County recently purchased a 70-acre tract of land and is building live- (See Rutland Prunes on page 16)

Presque Isle Event Changes Race Dates

PRESQUE ISLE, Me., April 15.—Presque Isle Fair Association was granted permission this week to stage pari-mutuel harness racing July 31-August 6, a week earlier than planned, by the Maine Racing Commission. Shift was made to assign one week of racing, August 4-12, for Bangor Fair racing.

The commission also approved a program of non-pari-mutuel racing, September 1, 2 and 4, at the Cornish Fair. The fair has been sold, the commission said, by the Cornish Agricultural Society to Charles and George Proctor, of Cornish, and a Boston man.

Lyme Execs Ask Tax Cut

LYME, Conn., April 15.—Members of the Grange Fair Association here have voted to write to Connecticut congressmen in Washington requesting them to vote for the repeal of the amusement tax on agricultural fairs. A copy of the group's motion was sent to Joseph C. Bartlett, North Haven, Conn., president, Association of Connecticut Fairs.

Antique Show at Conn. Expo

STRATFORD, Conn., April 15.—An antique show with an estimated value of about \$250,000 and conducted by Marion Cook Glaskowsky, antique dealer, will be part of the Connecticut State Exposition, it has been announced by the Disabled Veterans' Association, exposition sponsors.

Los Banos Event Confines Flack To Smaller Area

LOS BANOS, Calif., April 15.—Annual test for early spring shows in the San Joaquin Valley, its May Day in Los Banos, combined with Merced County Spring Fair and Livestock Show, is being hyped publicity-wise for the May 4-7 run, with several program innovations set.

Among major changes will be a two-day rodeo instead of one, and the reduction of dance admissions to \$1, including tax. These changes are expected to lure the same number of ticket buyers as 1949, Art Cramer, promotion head, said. There has been a slight drop in promotional funds, about 5 per cent, but this is due to coverage in a smaller area than in former years.

Crafts Exposition Shows have been signed for the midway with Lynn and Linda booked as the free act. Duggan's Concessions, Santa Monica, Calif., have eating and drinking stands on the same deal they had in 1949.

The two-day rodeo will be held in the 5,000-seat arena with tickets going for \$1.46, plus tax for adults, and 83 cents, plus tax for moppets. All seats will be reserved. Stock will be furnished by Christensen Bros., Eugene, Ore.

Celebration will open with the coronation banquet for the May Queen to be chosen in competition now in progress. Parades will be held May 5, 6 and 7 with the feature being the centennial historical procession, Sunday (7).

Following the Sunday parade will be a chuck wagon barbecue. Livestock show judging will start Friday (5), with \$15,000 in cash prizes to winners.

Dixon Diamond Fete To Honor Oldsters

DIXON, Calif., April 15.—Diamond jubilee celebration of Solano County Fair will highlight the 1950 showing, May 4-7, Fair Manager Patrick T. McCarthy announced.

Guest of honor will be Mrs. Mary Bloom, 86, who served as an attendant for the first fair queen. Mrs. Bloom and her brother, John 79, will be accorded special honors as the oldest "first nighters" still attending the fair.

This year's fair will be "for the customer's convenience," McCarthy said, pointing out the improvements that have been made on the grounds, include three new livestock barns, a refurbished grandstand revamped race track chutes, new inside rail for the race track and remodeled rest rooms.

More than \$20,000 has been spent to erect 44-foot light standards thru-out the grounds.

Crews are now grading the parking area and preparing the concourse walk between principal exhibition buildings.

Red Bluff State Aid Reduced to \$50,000

RED BLUFF, Calif., April 15.—An allocation of \$50,000 from State pari-mutuel funds will be made to the 13th District Agricultural Association Fair here. The money will be used to construct new grandstands, fair officials said.

The State public works board cut the association's requested budget from \$165,000 to \$50,000. A total of \$130,000 was asked for a grandstand and \$35,000 to build a bull sales ring. The board refused the ring request and cut seating capacity of the grandstand from 4,000 to 2,500.

D. Spear To Handle F. Winkley's Flack

MINNEAPOLIS, April 15.—Dave Spear, son of Ray Spear, director of publicity for Minnesota State Fair, has signed as publicity chief for Auto Racing, Inc., here, Frank Winkley, org's general manager announced.

A former sports writer for The Minneapolis Star-Journal, Spear is a student at the University of Minnesota and upon graduation in June will join the Winkley organization.

Over 100 days of racing are skedded by Winkley this season, including 15 100-mile stock car races, 30 stock sprint races and 57 car events, all under International Motor Contest Association banner.

Kickoff date is Springfield, Mo., with a 100-mile stock race under Ozark Empire District Fair auspices.

Other major dates include Minnesota State Fair, St. Paul; North Dakota State Fair, Minot; Sioux Empire Fair, Sioux Falls, S. D.; Kansas State Fair, Hutchinson; Kansas Free Fair, Topeka; Upper Peninsula State Fair, Escanaba, Mich.; Oklahoma Free State Fair, Muskogee; Clay County Fair, Spencer, Ia.; Steele County Free Fair and Southern Minnesota Exposition, Owatonna, and Oklahoma State Fair, Oklahoma City.

Austin's Annual Maps Opinion Poll

AUSTIN, Minn., April 15.—About 2,000 patrons of Mower County Fair here this year will be asked their opinion of the fair in a detailed survey to be conducted on the grounds, P. J. Holand, secretary, announced. By quizzing this number, a good cross-section of the 100,000 expected attendance will be reached, he said.

Included in the questions are: How did you first learn of the fair? Which of the buildings or areas did you visit? Where do you live? Why did you attend? Did you make a complete tour of the grounds? Do you think that as a result of seeing items at the fair that you will make purchases at a later date? How did you rate the fair this year as compared with last year? If you attended the carnival midway did you get your money's worth from the shows, rides or games played?

Are there enough resting places? What method of transportation did you use to get to the fair? How do you rate the fair's decorations, lighting and general appearance? How do you rate the eating facilities? Did you enjoy the fair sufficiently to want to attend next year?

SASKATOON, Sask., April 15.—Saskatoon Industrial Exhibition, Ltd., and the Rotary Club are investigating the possibility of setting up a wild animal park west of the fairgrounds here.



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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 14.
The complete List of Fair Dates was published in the issue dated April 8. A copy of that issue may be had by mailing 33 cents to the Circulation Department, The Billboard, 2100 Patterson Street, Cincinnati 22, O.
See each issue of The Billboard for corrections and additions.

COLORADO

Burlington—Kit Carson Co. Fair. Aug. 22-24. Reuben C. Anderson.
Calhan—El Paso Co. Fair. Sept. 15-17. Fred C. Wagener.
Castle Rock—Douglas Co. Fair Assn. Sept. 8-10. Charles E. Kirk.
Cortez—Montezuma Co. Fair Assn. Sept. 28-30. Paul J. Covey.
Del Norte—San Luis Valley Livestock Fair. Oct. 19-21. Dean Hammond.
Hugo—Lincoln Co. Free Fair. Aug. 17-19. Bob Isou.
Longmont—Boulder Co. Fair Assn. Aug. 24-26. T. O. Thompson.
Sterling—Logan Co. Overland Trail Round-Up Fair. Aug. 21-23. H. E. McKenrie.

CONNECTICUT

Chester—Chester Fair. Aug. 28-29. William G. Stark.
Gulford—Gulford Agr. Soc. Sept. 27 (if held). Marie E. Griswold.
Meriden—Meriden Orange Fair. Sept. 15-18. Bertha B. Tinkham, South Meriden.
Wallingford—Wallingford Orange Fair. Sept. 15. Flora E. Hough.

INDIANA

Angola—Town, Farm & Home Expo. July 31-Aug. 5. Robert B. White.
Paris—Jr. Chamber of Commerce Orange Co. Fair. Aug. 9-12. Jerome Bayke.
Roann—Roann Booster Club Fair. Sept. 28-30. D. L. Alger.
Scottsburg—Scott Co. Fair Assn. Aug. 1-4. J. T. West.

KANSAS

Big Springs—Douglas Co. Fair Assn. Aug. 30-Sept. 1. Carl Kampschroeder, Lecompton, Kan.
Clay Center—Clay Co. Free Fair. Sept. 4-7. C. M. Peterson.
Dodge City—Great Southwest Fair & Rodeo. Sept. 8-10. Ward Perkins.
Oreos—Laudie Co. Fair. Aug. 8-10. C. E. Williamson.
Ottawa—Franklin Co. Agr. Soc. Aug. 14-17. John L. O'Neill, Williamsburg, Kan.

KENTUCKY

Burlington—Boone Co. 4-H Fair. Aug. 11-12. Mrs. Vernon Pope.
Columbia—Adair Co. Fair Assn. July 26-29. Bob White.
Dry Ridge—Grant Co. Fair. Aug. 9-12. Fred Hunter.
Nicholasville—Jessemine Co. Lions' Club Fair. July 4-8. Charles L. Slaughter.
Russellville—Logan Co. Am. Legion Fair. Aug. 7-11. Richard E. Rife.
West Liberty—Morgan Co. Fair. Sept. 25-30. Marie Henry.
Whitley City—McCreary Co. Fair. Sept. 22-23 or Sept. 29-30. George D. Corder.

MAINE

Farmington—Franklin Co. Agr. Soc. Sept. 19-23. Frank E. Knowlton.
Litchfield—Litchfield Farmers' Club. Oct. 3-4. Chas. H. Harvey, Gardiner, Me.
Topham—Topham Fair. Oct. 9-14. Emery W. Booker, Brunswick, Me.
Union—Knox Co. Agr. Soc. Aug. 21-26. Floreman Calderwood.

MASSACHUSETTS

Southwick—Southwick Fair Assn. Sept. 9. Mrs. Fannie Paas.

MICHIGAN

Bay City—Bay Co. Fair. Aug. 21-27. Webster H. Ganser.
Berrien Springs—Berrien Co. Youth Fair. Sept. 13-17. Mrs. Ted Siekman, R.R. 1, Buchanan.
Corunna—Shiawassee Co. Agr. Soc. Aug. 8-12. Blair Woodman.
Eagle—Eagle Township Fair Assn. Sept. 7-9. Charles Higbee.
Harrison—Clare Co. Agr. Soc. Sept. 12-16. Ray Harold, Otadwin, Mich.

MINNESOTA

Cambridge—Isanti Co. Agr. Soc. Sept. 6-9. L. O. Carlson.
Clinton—Big Stone Co. Agr. Soc. Aug. 10-13. Robert L. Wells.

MISSOURI

Princeton—Mercer Co. Fair. Aug. 28-31. C. L. Taff.
Senath—Am. Legion Dunklin Co. Fair. Sept. 28-Oct. 1. Carl C. McCluney.

NEW JERSEY

New Brunswick—Middlesex Co. Fair Assn. Aug. 23-28. Fred C. Heyl.
Pomona—Atlantic Co. 4-H Fair Assn. Aug. 24-26. Mary Rocap, Mays Landing, N. J.
Preakness—Passaic Co. 4-H Fair Assn. Aug. 17-19. Robert R. Windeler, Paterson, N. J.

NEW YORK

Elmira—Chemung Co. Agr. Soc. Aug. 13-19. Robert S. Turner, Horseheads, N. Y.
Henrietta—Monroe Co. Fair. Aug. 16-18. Albert Lochner, North Greece, N. Y.
Watertown—Jefferson Co. Agr. Soc. Aug. 21-26. Karl J. Majady.
Westport—Essex Co. Agr. Soc. Aug. 16-19. L. H. Lobdell, Wadhams, N. Y.

NORTH DAKOTA

Forman—Sargent Co. Fair Assn. Sept. 4-9. Beth Wachterpennig.

(See Fair Dates on page 76)

Wirth Provides Bloomsburg Talent

BLOOMSBURG, Pa., April 15.—Grandstand talent contracts for the 1950 Bloomsburg Fair were awarded to the Frank Wirth Booking Agency at a meeting here Saturday (8).

Wirth will package the same type of show that he staged here last year, including a revue, acts and a band. Dates for the annual are September 25-30.

Goshen, Conn., Elects Vaill; '50 Event Set for Sept. 3-4

GOSHEN, Conn., April 15.—Named directors of the Goshen Fair Association recently were Raymond Perregeaux, Macdlin Cunningham, Mrs. Samuel Blakeslee, Herman Walther, Alfred H. Wright and Avery Vaill. Annual is to be held at the fairgrounds here September 3-4.

Newly elected officers are president, Clarence Vaill; vice-president, Samuel Blakeslee; secretary, Edward Randall, and treasurer, Frank Seaton.

Charlotte Plans 20G Club Building, 5G Cattle Barn

CHARLOTTE, Mich., April 15.—A \$20,000 4-H building and a \$5,000 cattle barn will be built for this year's Eaton County 4-H fair here, Hans Kardel, secretary, announced.

Toilet facilities are also to be improved, he said.

Estevan Maps Improvements

ESTEVAN, Sask., April 15.—Estevan Agricultural Society will relocate its race track this year and build a new exit road and gate at the fairgrounds here. Other improvements will include installation of demonstration crop plots, remodeling of one building as an exhibit hall, new fencing and the planting of additional trees. The projects are a part of the fair's 10-year improvement program.

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Dallas Midway Bow Spurred By Ball Game

55,000 in First Two Days

DALLAS, April 15.—Summer midway of State Fair of Texas, which opened Saturday (8), had an estimated 55,000 attendance for the first two days of its 22-week schedule.

Actual gross was low because of the large number of ride passes given to costume contest participants, press and radio visitors Saturday, but midway had a good, free-spending crowd Tuesday (11) as the result of the Texas League's baseball opener in Cotton Bowl Stadium.

The ball game crowd of more than 50,000 overflowed the midway before and after the game, giving operators one of the best nights, dollar-wise in years.

Midway Superintendent Fred E. Tennant Jr. considered the open house Saturday for press and radio people within 100-mile radius of Dallas the best public relations stunt the summer midway has had.

Press Fete Pays

Restaurant on grounds was taken over for the day and chicken, beer and soft drinks were served from 10 a.m. until midnight. Ride tickets were given news and radio people and families unstintingly. Over 100 registered and brought from two to eight relatives and friends. Publicity build-up and Sunday follow-up on midway opening was tons, including editorial in one paper on the value of amusement park to community.

Threatening weather and chill winds Saturday morning, plus competition of downtown kiddie shows, limited participation in children's strip costume contest to about 500. Late afternoon and night crowds were good, after skies cleared and weather warmed up. Over 12,000 ride passes were given away. Passes are redeemable by fair at five cents each, minus fair's percentage.

Midway opened earlier this year than previously, mainly to catch the ball game crowd.

Operetta Director Arrives

Mary Hunter arrived here Sunday (9) to confer with State Operetta Chief Charles R. Mecker Jr. on this summer's productions. Miss Hunter Starlight Operetta's first woman stage director, has just wound up the Vinton Freedley's Broadway musical, *Great To Be Alive*.

Operetta opens its ninth outdoor season June 12, with *High Button Shoes*, starring Eddie Foy Jr. Other musicals skedaddled are *Maytime*, *Desert Song*, *Roberta*, *Brigadoon*, and *Annie Get Your Gun*.

Old price scales have been retained. Prices range from 60 cents to \$2.70, and season tickets from \$7.20 to \$16.20. Julian Bowes has been named publicity director and Ray Beale advertising agent. Both are responsible to Charles Yeager, State Fair of Texas public relations director.

Big Payrolls Help Dedrick

FAYETTEVILLE, N. C., April 15.—T. L. Dedrick, general manager of American Legion Park here, reports excellent business is resulting from the recent kick-off of a \$10,000,000 housing project here and the monthly \$5,500,000 payroll at near-by Fort Bragg. All rides and concessions are reporting bumper business. Delivery of a Little Dipper is expected late this month. Advance details have been completed for the park-sponsored \$1,000 State-wide band contest which ends July 4.



H. L. WALTER, park and fair man, has been named general manager of New Toledo Beach, Inc., Toledo.

Riverside Tabs Big Easter Biz Despite Weather

AGAWAM, Mass., April 15.—Despite low temperatures and cloudy skies Easter week-end, Riverside Park here scored one of its best early season week-ends on record. Biz was boosted by special promotions, according to Harry Storin, park publicity director.

Stock car races were staged Saturday night (8), the feature going to Gene White, of Manchester, Conn. Annual kids' egg hunt came off early Sunday afternoon (9) and was followed by an Easter parade contest and a public wedding on the midway. Storin said all features clicked Sunday, and the park remained packed. Ed Carroll, park proxy, furnished more than \$200 in cash prizes for the egg hunt and parade. In addition to giving his former pin boy a plush wedding and reception.

Newspapers estimated Sunday crowds at 12,000 during the afternoon events and 8,000 at the wedding. Storin reported that stunts at the park scored heavily with the local press. Local department stores co-operated in staging the Easter parade, and Bettina Edwards, Conover model, was brought in from New York to head the fashion judges. Storin handled all promotion and insured special events. Riverside goes into daily operation May 1.

Big Turnout Greet Debut of Idle Hour

COLUMBUS, Ga., April 15.—Perfect weather and a huge crowd of people greeted the official Easter Sunday opening of Idle Hour Park here to give all attractions and concessions a big day's business, reported Manager Jesse L. Marlowe.

Helping to draw crowds was an egg hunt staged by the park. A gold egg was good for a \$5 award, with \$2.50 going to the finder of a silver egg. The Silver Condors aerial free act was offered in the late afternoon.

New this year is a miniature steam train for the kiddieland giving the park seven rides for the tots. Scheduled to arrive soon are a Rock-o-Plane, Fly-o-Plane and Looper. In addition the park has a Merry-Go-Round, Ferris Wheel, Sea Cruise, Moon Rocket Roll-a-Whirl.

250,000 See Easter Parade On Atlantic City Boardwalk

ATLANTIC CITY, April 15.—Despite chilly, threatening weather, the Easter Sunday Boardwalk parade pulled a crowd of 250,000.

George A. Hamid's Steel Pier got a big play, as did movie and night clubs. The Philadelphia Mummies' string band show staged at Convention Hall Saturday night (8) brought an estimated turnout of 9,000.

Walter Manages New Toledo Spot

Former Bascom, O., executive to operate rebuilt park—opening set for May 30

TOLEDO, April 15.—H. L. Walter, Monroeville, O., has been named general manager of New Toledo Beach, Inc. It was announced this week by Virgil Gladieux, president.

Walter has been secretary-treasurer and manager of the Meadowbrook Park Company at Bascom, O. He is treasurer of the Huron County Fair Board, Norwalk, O., and has been a director of that fair for six years.

New Toledo Beach, on Lake Erie between here and Monroe, Mich., opens May 30. Attractions include a new \$25,000 bathhouse, remodeled ballroom, roller rink, 18-hole miniature golf course, kiddieland, major rides, concessions and new beach and park equipment.

Nightly dance music will be provided by local and name bands. Industrial and organizational picnics are being booked.

Toledo Beach was in operation from the turn of the century until a few years ago. Renovation and reopening of the spot has aroused interest here and in surrounding territory.

Chill Winds Nix Coney's Easter

NEW YORK, April 15.—Stanley J. Reiben, new Coney Island Chamber of Commerce proxy, launched the first of a big chain of free entertainment productions programed for the season Easter Sunday, with a Fashion Parade on the Boardwalk, which proved to be a colorful event despite a meager turnout of visitors because of cold weather.

Three top women in the best dressed selection were awarded photo albums, modeling courses and candy. Others, totaling 50, were given corsages. Prior to the parade, the chamber in conjunction with the Department of Parks, staged an Easter egg hunt for children. The winners in this contest received balloons and other souvenirs. The reviewing stand for the awards was set up at the Atlantis, Boardwalk and Stillwell Avenue.

Complete details of the elaborate promotion list will be outlined at the 27th annual dinner and installation of the recently elected officers of the chamber, which will be held at the Hotel St. George, Brooklyn, Tuesday (18). George C. McCullough, chairman of arrangements, expects a large attendance of island operators and concessioners and a number of federal, State and city officials. There will be a reception before the dinner. Following dinner there will be a program of entertainment and dance music by Charles Turicanno and his ork.

Name Lubchansky, Chappell To Ocean Beach Board

NEW LONDON, Conn., April 15.—Attorney Morris Lubchansky and Laurence A. Chappell have been named by city council here to serve five-year terms on the Ocean Beach Park Board, which supervises the city-owned-and-operated fun-pot.

Lubchansky was appointed to replace Arthur H. Shurts, who declined another term. Chappell was reappointed. Headed by Chairman H. Fremont Alderson, board now includes Dr. C. John Satti, Richard I. Shefflot, Edward E. Baldini and Edward J. Bonville in addition to the new members.

Sked 50G Salvage Job for Rye Beach

WHITE PLAINS, N. Y., April 15.—A \$50,000 improvement program for the bathing beach at Rye Playland, owned by Westchester County, will get under way soon, according to county engineers, who are weighing contractors' bids.

Chester A. Garfield, public works engineer, said that sand in shallow water had changed composition since the beach was established in 1927. Near beach floats, he said, the sand was so fine that bathers were sinking into it and had been cut by clam shells. Original beach sand has washed over to adjacent Oakland Beach, he said.

Possible remedy for beach conditions would be to dredge the muddy sand into a deep hole that exists in a near-by part of Long Island Sound and then import new sand from Long Island.

Wichita's Fun Spots Get Weather Breaks Between Snow, Dust

WICHITA, Kan., April 15.—Weather breaks aided two major promotions at Wichita's two parks, Joyland Central and Joyland Hillside.

Season opened Sunday (2) with about 7,000 persons using special invitations and Joyland guest ribbons sent to local orgs and civic leaders. The next day two inches of snow fell.

Easter egg hunt was staged Sunday (9) with strong promotion by a local paper and the parks drew 4,000 moppets plus parents to search for eggs in Hillside's 25-acre picnic area. The next day Kansas experienced a severe dust storm.

Front page stories had plugged the egg hunt, and the paper requested promotion rights on an annual basis. Prizes were donated. Promotion Director Bob Langenwaller plans weekly events for season. Joyland Park's biz so far has been good but requires pushing, it was reported.

8 Funspots To Use International Pyro

NEW YORK, April 15.—Fred C. Murray, general manager of the International Fireworks Company, this week announced that his firm would fire weekly pyro shows at eight park and shore resorts this season.

Already contracted are Coney Island; Rockaway Beach and Playland; Rye, N. Y.; Olympic Park, Irvington, N. J.; Palisades (N. J.) Park; Seaside, Ocean View and Scaview, Norfolk, Va.

All contracts call for programs about on a par with those used last year and no evidence of curtailed spending was indicated, Murray said.

A. C. Convention Biz On

ATLANTIC CITY, April 15.—Spring convention business kicked off this week with a meeting of the Eastern States Ice Association starting Wednesday (12), the first of 104 confabs to be held before July 1. Twelve of the conventions, with attendance ranging from 1,000 to 6,000, will be held in Convention Hall. One of 2,500 will be held at the Warner Theater.

Leopard for Oklahoma Zoo

OKLAHOMA CITY, Okla., April 15.—Oklahoma City Zoo is getting a half-grown spotted leopard to replace its black leopard, killed recently after it escaped from the zoo. The new animal was bought from the Louis Goebel Animal Farm in Thousand Oaks, Calif.

Spokane Books Grand Ole Opry For Early Date

SPOKANE, April 15.—Natorium Amusement Park has booked the Grand Ole Opry hillbilly troupe for Saturday, May 6. Grand opening will be May 19-20, with week-end operations until then.

Charlie Barnett's ork will be the principal opening attraction, Manager Lloyd Vogel announced this week. Gene Krupa's ork has been inked for a later date.

The dance pavilion has been repainted along with rides, concessions and picnic tables, he said. The park uncovered the rides Sunday (8) for the pre-season, week-end sked, but business was light because of unfavorable weather.

Park's dance season is scheduled to open tonight, with the Dixie Kings, local ork, on the program. For the first time in 41 years, Louis Vogel, park owner, was not on hand for the pre-season bow. He is recovering from uremic poisoning at St. Mary Hospital, Long Beach, Calif., where he has been hospitalized for 11 weeks and has had 20 blood transfusions, his son, Lloyd, reports. He was stricken ill at Palm Springs, Calif.

Starr To Manage Midway, Concessions at Cedar Point

SANDUSKY, O., April 15.—E. S. Starr, Delaware, O., was named manager of midway and concessions at Cedar Point here, following formal signing of a 10-year lease for rental of the park to a syndicate headed by T. C. Melrose, veteran hotel man. Park will open June 10.

The ballroom will be operated on a park plan basis instead of on the heretofore general admission policy and name bands will be booked for one-night stands to supplement a house band.

Lust Kiddieland in Centralia

CENTRALIA, Ill., April 15.—A. P. Lust has formed the Lust Amusement Company to operate a kiddieland in City Park here, reports E. J. Sweeney, secretary of the firm. Three rides—a Chairplane, Kiddie Auto and miniature train—will be operated this year. Week-end operations begin today, with a Tuesday-thru-Sunday schedule to start May 2. If business warrants, a couple of rides will be added next year.

Hershey Adds 20 Monkeys

HERSHEY, Pa., April 15.—Twenty rhesus monkeys have been added to the Hershey Park Zoo, which is reopening this year for the first time since the end of the war. The animals were received from the Catskill Game Farm, N. Y.

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Off-Hours, Matinee Bargain Rates Urged by NAAPPB Sec.

CHICAGO, April 15.—Park patrons as well as grocery buyers shop for bargains, and fun spot operators would do well to schedule bargain prices for rides and attractions, Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), said here this week.

He suggested that parks which now operate only at night could start at 5 p.m. and use a reduced price schedule until regular gate time.

For parks which operate in the afternoons as well, he urged cut-rate matinee prices as a regular policy. "Park operators could take a tip from theaters. They have learned bargain prices will bring new profits and spread the peak load," Huedepohl said.

Bargains Build Biz

He cited promotion programs of merchants as tips for park operators. A national drug chain is spending \$100,000 to advertise the return of its one-cent sales, he said, and other stores use full-page newspaper ads to tell of bargains.

"Since the war many of us have failed to recognize that bargain days are just as applicable to parks," he stated. "People are shopping for reduced rates."

Park patrons will spend more if they get more for their money, Huedepohl pointed out. He quoted statistics from one park showing that the 65-cent per capita spending average which had prevailed was boosted to 96 cents on bargain days. Moreover, attendance increased sharply, too, multiplying the take, he added.

The bargain rates should be in effect on a consistent schedule, Huedepohl warned. Unless the lower scale is posted and made applicable to all

comers, the 20 per cent federal tax must be computed on the higher, regular ticket prices, Huedepohl pointed out.

Set Bargains Daily

"Why give bargain rates only to special groups? Play up to everyone. I mean schedule the lower prices every afternoon," he urged.

He explained that off-hours income from a Merry-Go-Round or other ride could be increased. The ride might have two customers at 14 cents each for a total of 28 cents at a given time he said, while with a 10-cent price tag on it, the ride might attract eight patrons for a total of 80 cents. It costs the same to operate the ride whether two or 52 persons are aboard, he pointed out, adding "So it's not the number of tickets but the gross that counts." Huedepohl said it's an illustration of the old theory, "Fast dimes are better than slow quarters."

The low-price plan works for night-operating parks which draw customers for pools in the afternoons, he said. While those people are waiting for the rides and attractions to open, they kill time but not much cash, according to Huedepohl. Opening early with a bargain rate would allow the park operator to add that extra business, and it, in turn, would build the take for other hours, he said. "We didn't have to do it during the war," Huedepohl recalled. "But the reported drop in cost of living hasn't been enough. People are shopping for bargains in amusements as well as other things. They are operating on a budget. Our best is to give 'the most for the littlest.'"

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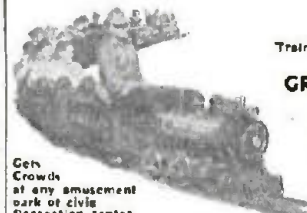
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A. C. Luxury Taxes

\$17,000 Ahead of '49

ATLANTIC CITY, April 15.—Luxury tax collections, accepted as a barometer of prosperity here indicate good business, with collections for the first two months of this year about \$17,000 ahead of 1949.

According to Allen Wisenthal, administrative head of the Luxury Tax Bureau, the city received \$68,837 in January and \$74,604.41 during February. Breakdown for February shows \$55,604.14 coming from the tax on hotel rooms, amusements and alcoholic beverages, while \$19,000 worth of cigarette stamps were sold.

Weather Nixes Easter Egg Hunt at Omaha's Kid Spot

OMAHA, April 15.—With the weather turning sour over the Easter week-end the planned egg hunt at Carter Lake Kiddieland here last Sunday (9) was canceled. Owner Jim Carpenter said that thousands of eggs were readied early in the week and many prizes were lined up to be awarded at the spot's preview.

Located in the center of this city's largest park, the Kiddieland will be open week-ends until May when it goes into daily operation. Formal opening is slated for Decoration Day when a full three-day program of special events is planned.

Detroit's Tashmoo Leases Concessions to Stapleton

DETROIT, April 15.—Concessions at Tashmoo Park here have been leased to Charles Stapleton, merchandise supply man, according to N. M. Constans, park head. Deal was closed this week.

Tashmoo will be revived as a regular amusement park this year for the first time in more than a decade. Constans plans to book rides on a concession or lease basis.

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Tire Company's Recreational Chief Gives Tips on Picnics

(Continued from page 68)

tion, lost and found, first aid, traffic
and safety and food. An organized
park can take over many of these.

When an amusement park is the
scene of the picnic, the owner or op-
erator works right with the commit-
tees and quite often he extends the
courtesies of the park to the commit-
tees and their families some night
previous to the picnic. This gives
the group a chance to get acclimated,
for one thing, and at the same time
have some of the fun they will miss
by working at the picnic. Believe me,
this is good park public relations.

No Badges Needed

Altho it may stroke the ego and be
psychologically recommended to put
badges on committee members, re-
member the badge serves as a magnet
all the picnic day, drawing the
"grippers" with their little "beefs"
to make life unpleasant for the commit-
teeman. These little "beefs" soon will
be forgotten if there is no placarded
shoulders to cry on. Goodyear, for
instance, does not use a picnic com-
mittee badge, and everyone, including
committee members, has fun.

Ways and means of picnic financ-
ing run the gamut from one extreme to
the other, with dozens of plans in
between. Some organizations pay the
complete cost from a budget set apart
for this purpose. Smaller groups work
up a plan wherein the picnickers pay
for everything themselves. The park
owner can go a long way in selling his
spot as a picnic paradise by coming
up with helpful hints. Most parks,
for instance, have ample table space
to handle crowds. This is a selling
point in itself, inasmuch as it allows
picnickers to bring their own lunch,
thereby cutting down food costs. And
don't worry, the picnickers still will
buy plenty of hot dogs, hamburgers,
soft drinks, popcorn, etc.

Have Something To Sell

Park operators are in a good posi-
tion to discuss many different types
of plans available in their amusement
zone for picnic groups as to rides,
shows, food and soft drinks. Inasmuch
as picnics usually are family affairs,
keeping the cost to the family as low
as possible is highly important.

Make a kid happy and you please
the parents. This well can be a
starting yardstick on the program for
the day. Make kiddie rides, attrac-
tions and contests easy to participate
in. But more important, have amuse-
ments for everyone. Some of the
picnickers will want to be active;
others will get their fun from watch-
ing. The day's schedule must offer a
full variety of attractions, another
selling point on the part of the park
owner, who is an expert on offering a
variety of entertainment. Too, the
committee always is looking for
something new in the way of con-
tests, prizes, etc. Mr. Park Owner,
always on the alert with new ideas,
can set himself in with ease by offer-
ing suggestions. The National In-
dustrial Recreation Association, 185
North Wabash Avenue, Chicago 1,
incidentally, has a very fine "Em-
ployee Picnics" handbook. It in-
cludes 98 picnic contests and rules.

Promotion, Flaek Important

The basic assignment of the pro-
motion and publicity committee, park
owner's should impress on committee
members, is to build interest and
attendance for the picnic. Most of
the work is done well in advance of
the event thru a carefully planned
series of messages and reminders
aimed to convince the potential cus-
tomers that the picnic is something
not to be missed. Here again the
park owner can lend assistance by
having his press agent if he has one,
help. Publicity can be done thru
local, company or organizational
newspapers and bulletins, a series of
posters, handbills, letters, phone calls
or by word-of-mouth. Nothing

spreads faster than a well-organized
word-of-mouth campaign. Displays
of the prizes draw attention to the
picnic, and preliminary plans on
beauty contests, largest family con-
tests or a "Mr. X" identification con-
test always arouse curiosity and
interest.

Plenty of Work

When the picnic is over there still
is work to be done. It may include
cleaning up certain areas, removing
obstructions and properties, taking
down decorations, returning bor-
rowed equipment, processing un-
claimed prizes and lost and found
property. Financially, there are
many clean-up items, such as paying
off professional entertainers and
agents, checking out with the man-
agement of the area if you have op-
erated on a contract basis, checking
damage or accidents in which there
might be liability, paying all bills
and preparing a complete financial
report.

Well-organized amusement parks
can take care of many of these items
themselves, such as policing the area,
thereby relieving the committee of
many tedious jobs. Sell that service
when selling your park as a picnic
center.

There's money in picnics for the
park, beach and pool operator. All he
has to do is sell his service, an easy
job if he goes about it correctly.

RUTLAND PRUNES

(Continued from page 72)

stock and exhibit buildings. S. S.
Houston, Parsons, is secretary.

Radio advertising will be used for
the first time this year by Jay County
Fair, Portland, Ind., Orsen S. Hols-
apple, secretary, announced. Rebuilding
by Marion County Fair, Knox-
ville, Ia., according to Secre-
tary Henry Heinz, includes booths
under the grandstand, hog and cattle
barns and fences.

Farm equipment and auto
shows will be added to Missis-
sippi-Alabama Fair and Dairy
Show, Tupelo, Miss., James M.
Savery, manager, announced.
New special events include mule
and horse pulling and a horse
show.

An outdoor 5,600-seat arena is be-
ing readied for South Texas State
Fair, Beaumont, Karl D. Schwartz,
secretary, reports. . . C. H. Jack-
son, secretary, North Alabama State
Fair, Florence, said parking space
would be doubled this year.

Advertising budget of Mid-South
Fair and Livestock Show, Memphis,
has been upped 20 per cent this year,
Manager L. B. Herring Jr., an-
nounced. A women's building and
livestock judging arena are under
construction.

Hamid Jr. Sells Beach Lot

MARGATE, N. J., April 15. —
George A. Hamid Jr., vice-president
of the Steel Pier Company, Atlantic
City, recently sold this city a large
beachfront lot he owned for \$6,500.
Authorization to acquire the lot for
a public bathing beach was made
possible thru an ordinance adopted
by the city commission. The city also
seeks a lot adjoining the newly pur-
chased one.

A. C. Tests Aluminum Rails

ATLANTIC CITY, April 15.—As an
experiment, Aluminum Company of
America has installed 75 feet of alu-
minium pipe railing along the ocean
side of the Boardwalk here. Director
William Casey, of the Department of
Public Works, said the firm had
asked the chance to test the railing
under salt air conditions.

75th Anniversary Fete at Cincy Zoo

CINCINNATI, April 15.—Plans for
a September 18 celebration to mark
the 75th anniversary of zoo operation
were announced Tuesday (11) at the
annual meeting of the Zoological So-
ciety. President James A. Reilly said
that a committee would be appointed
shortly to plan celebration details.
Reilly read old committee reports in-
dicating that altho the zoo began op-
eration in 1875, it actually was
founded in 1874, giving it undisputed
claim to being the oldest zoo in the
U. S.

It was also reported that with com-
pletion of \$750,000 in new construc-
tion by the end of next year the zoo
will be 75 per cent new. Last year
nearly \$100,000 was spent for new
animals and plant improvements. The
new lion house costing \$331,000 will
be completed by late fall.

To meet operating expenses, 1950
sights will be set on attracting at least
1,000,000 visitors, about 200,000 more
than in the best year, 1948 said E. W.
Townsend, treasurer. Secretary Ger-
ritt J. Fredriks reported that at mid-
August last year attendance was 50,-
000 ahead of any previous year to
that date, but that it dropped sharply
as a result of polio.

Fair Dates

(Continued from page 73)

OHIO

Fredericktown — Fredericktown Commun-
Fair, Sept. 27-30, 1st Willis.
Gallipolis—Gallia Co. Agrl. Soc. Sept. 18-23.
John N. McNearby

OREGON

Eugene—Lane Co. Fair Assn. Sept. 20-23. H.
P. Welch.
Heppner—Morrow Co. Fair & Rodeo. Sept. 7-
10. N. C. Anderson.
Hillsboro—Washington Co. Fair. Aug. 30-Sept.
2. Goldie M. Davis.
John Day—Grant Co. Fair. Sept. 21-23. Wil-
liam K. Farrell, Canyon City, Ore.
Ocell—Hood River Co. Fair. Aug. 15-16. A.
L. Marble, Hood River, Ore.
Ontario—Malheur Co. Fair. Aug. 30-Sept. 2.
Harry R. Sandquist.

PENNSYLVANIA

Holidaysburg—Holidaysburg Farm Show Assn.
Oct. 11-13. N. K. Hoover.
McConnellsville—Fulton Co. Fair Assn. Aug.
30-Sept. 2. Henry W. Danica.
Selinsgrove—Selinsgrove Fair. Week of July
17. Roland E. Fisher.
Towanda—Veterans' Foreign War Farm Fair.
Aug. 1-5. Lewis K. Tooker.
Youngsville — Youngsville Community Fair.
Sept. 6-9. Rose M. Aberg.

SOUTH DAKOTA

Roselud—Roselud Sioux Fair. Aug. 25-27.
Ernest C. Stewart.

TENNESSEE

Carthage—Carthage Agrl. Assn. Aug. 9-12.
Clinton Hunter.
Newport—Cocke Co. Fair Assn. Sept. 27-30.
Jack Vinson.
Woodbury—Cannon Co. Fair Assn. Sept. 14-
16. Mrs. James H. Cummings.

TEXAS

Delville—Austin Co. Fair Assn. Oct. 12-14.
Mrs. Anita Coker.
Richardson — Richardson Community Fair.
Aug. 23-25. Mrs. J. W. Belle.
Shamrock—State Line Free Fair. Sept. 13-15.
R. F. (Bob) Douglas.
Tomball—Harris Co. Fair Assn. Sept. 14-16.
L. L. Cox.

UTAH

Coalville—Summit Co. Fair. Aug. 24-26. Earl
Peterson.
Hurray—Salt Lake Co. Fair. Aug. 23-26. Mae
Bello, Salt Lake City.
Tooele—Tooele Co. Fair. Sept. 3-4. Oren
Probert.
Trenton—Box Elder Co. Fair Assn. Aug. 31-
Sept. 2. Edna Tanner, Brigham City, Utah.

VIRGINIA

Manassas—Manassas Fair Assn. Sept. 3-4. J.
M. Baucum.

WASHINGTON

Republic—Ferry Co. Orange Fair Assn. Sept.
8-10. G. M. Wilcox, Malo, Wash.

WEST VIRGINIA

Daybrook—Clay District Fair. Sept. 14-16.
Mrs. Scott Bunner, R.F.D. 2, Fairview,
W. Va.
Gassaway—Lions' Club Community Fair.
Aug. 14-19. Karl O. Skidmore.
Glennville—Glenn Co. Fair. Aug. 9-13. C. W.
Marsh.
Huntington—KYOWVA Fair Corp. Aug. 13-
15. James T. Hetzer.
Parkersburg—Wood Co. Fair Assn. Aug. 23-
26. J. Phil Cramer.

WISCONSIN

Crandon—Forest Co. Fair. Aug. 10-13. Lester
Grandin, Argonne, Wis.
Eau Claire—Eau Claire Co. Junior Agrl. Soc.
Aug. 7-10. Carl M. Johnson.

WYOMING

Powell—Park Co. Fair Assn. Aug. 20-22. Paul
McCalmon.

Hennies Staff Named; Bow Date April 22

2 Major, 3 Kid Rides Added

HOT SPRINGS, April 15.—Staff of Hennies Bros.' Shows was named this week by Owner Harry W. Hennies as workers pushed preparations in local quarters for the org's April 22 opening at Jaycee Park under auspices of the Hot Springs Junior Chamber of Commerce.

Al Kunz is office secretary; Chester Mays, concession secretary; Bob Purvis, assistant to Hennies; Jack Morgan, trainmaster; Jack Kaplan, social and advertising agent; Paul Olson, concession manager; Keith Chapman, assistant manager; George Powell, concession stock man; Frank Flannagan, electrician; Eddie Yager, cookhouse; William B. Naylor, press and radio, and Hugo Mallman, mailman and *The Billboard* sales agent. Bob Kane, former Chicago newspaperman, will handle a special press photograph department. J. C. McCafferty is general agent.

Bald New Entrance

A new 32-foot main entrance front, designed by Hennies and built by Flannagan, is nearing completion. Built on eight frames and boasting new-design fluorescent lighting, it is topped with eight 10-foot pylons illuminated thru frosted glass.

Two major and three kiddie rides have been added to the line-up. Major rides are a Whiz-Bang, which is a streamlined Hey-Dey, and a new Caterpillar.

Leer for Some Fairs

A new funhouse, Honey-moon Cruise, is completed. New fronts for the *Harlem Night Club Revue* and the new *Torrid Zone* are being finished. Org also is equipping 30 of its show wagons with pneumatic tires.

Ice Classics of 1950, which carries its own ice plant and 15 performers, joins at Illinois State Fair, Springfield. Paul Olson, Keith Chapman and George Powell have readied the concession stands. Jimmy Hodges, Side Show manager, is expected soon.

Weather Hits Easter Business in Detroit

DETROIT, April 15.—Easter weekend provided lean pickings for carnivals operating in the Detroit area, cold, snow, rain and mud hitting hard. Shows did little business.

Severin Hilo has opened with his Down River Shows on the old lot across from River Rouge. The Wades had a fourth show operating, with Glenn Wade Jr. opening his operation in near-by Garden City, while his father moved the No. 1 unit to Highland Park and No. 2 to the west side of Detroit at Plymouth and Grandview. Roscoe T. Wade, of the Joyland Midway Attractions, remained on his break-in lot on Michigan Avenue.

JJJ Set To Repeat At Keokuk Annual

BAINBRIDGE, Ga., April 15.—Contracts for midway attractions, including concessions, at the annual Keokuk (Ga.) Street Fair has been awarded to the Johnny J. Jones Exposition again this year, it was announced by show execs at their winter quarters here.

Event, sponsored by the Keokuk Junior Chamber of Commerce, will be held August 29 thru September 2. Al Beaty is president of the commerce group and Jim F. O'Brien is chairman of the fair committee.

Strates, Penn Premier Vie In Snow for Chester Dough

CHESTER, Pa., April 15.—James E. Strates Shows and Lloyd Serfass's rebuilt Penn Premier Shows battled it out for patronage here this week, and it might as well have been with snowballs, as unseasonal storms covered the Northeast with a blanket of snow yesterday. Temperatures throught the week have been low, but the prevailing icy atmosphere did not entirely nix crowds and per capita spending was good, Serfass reported.

Penn Premier had a two-day head start on the railroad org which did not get set up here until Wednesday (12). Strates remained at Washington to include Easter Monday and this accounted for his late arrival and start here.

Lots Mile Apart

Show lots used by the two orgs are only about a mile apart, with Penn Premier having the advantage of being closest to the population. Parking facilities adjacent to the Premier lot are also considered better.

Serfass rebuilt his present outfit in a little over 13 weeks after losing all of his equipment when his Sanford, N. C., quarters burned. The show presented here is slightly larger than its predecessor, Serfass said. It includes 15 rides, 10 shows, 6 light towers, 2 searchlights and about 50 concessions.

The 500-mile move here from Sanford was made on 46 tractor-trailer units, all supplied by the Berman agency, Pottstown, Pa. The canvas, all new, was built by the Dize Tent & Awning Company, Winston-Salem, N. C., and the light towers were furnished by the Downey Supply Company, St. Louis.

Personnel Listed

Staff includes Lloyd D. Serfass, general manager; Mrs. May B. Serfass, treasurer; Frank Long, secretary; Mark (Curley) Graham, business manager; Roy (Red) McGee, ride superintendent and *The Billboard*; Johnny Watkins, lot superintendent; Ralph Shaffer, billposter; Carl Reed, publicity; Doc Turney, chief electrician; Miles Detrick and Ted Comfort, building superintendents; Walter Roberts, scenic artist; Jack Belmar, grounds, and C. E. Brown, chief mechanic.

Shows and their managers include Side Show, Monkey Show and Snake Show, Joseph Hilton; Motordrome, Flash and Alverenna Williams; Sultan's Harem, Delorus and Manhattan Scandals, Jack Chiekerelli; grind show, Ray Marr, and Belmar's Life Show.

Concessionaires include Harry Stevens, custard, apples, popcorn and

Vivona Org Skeds Perth Amboy Bow

IRVINGTON, N. J., April 15.—Outdoor season for Vivona Bros.' Amusement Shows gets under way at Perth Amboy, N. J., Monday (17). Morris and John Vivona, co-managers, announced at headquarters here.

The Vivonas have kept much of their equipment working at indoor doings in and around New York throught the winter. Latest promotion using Vivona equipment, including rides and concessions, is a six-day charity affair staged in the Jamaica (L. I.) Armory which shutters tonight.

More units have been added for the 1950 tour, the Vivonas said. Last year org completed its first full route of fairs, having previously limited its engagements to still dates and celebrations. A similar fair route is carded for this year.

Promotion plans call for the use of an aerial free act, special paper and radio and newspaper advertising.

pea pool; Lew (Blinkey) Bernstein, 14; Joe Decker, cookhouse and grab; Hal Roberts, 4; Jerry Wright, 3; Joe Mikeloehic, 4; Mr. Goodrich, double cat rack; Dell Barfield diggers and rotaries; Tommy Allen, 2; Miles Detrick, 2; Ted Comfort 1; W. R. Powers, long range; Mr. Ties, novelties; Al Boxalls, bingo; Harry Langford, 3, and William Ellis, 2.

Visitors during the week were numerous, including Starr DeBelle, Roy Johnson, Curtis Bockus, Ann Yotus, Claude Bentley, among others from the Strates show; Jake Shapiro, Roxy Gatto, Simon Kraus, Ben Berni, Gene Cummings and Mr. and Mrs. Sam Burgdorf.

Serfass said his 1950 route would be practically the same as that played last year with only a few minor changes contemplated.

Marks Readies Richmond Bow

RICHMOND, Va., April 15.—With all equipment in fine shape, the John H. Marks Shows is ready for its season's opener here Monday (17) on the Petersburg Pike lot in South Richmond, a pay-dirt location used for years.

The short haul from quarters on the other side of town poses no problems and all units are expected to be in the air late tomorrow. Decorative features have been completed under the direction of Bennie Wells. Several new units, including two searchlights, are slated for presentation here.

Allan A. Travers, general agent serving his first term with this org, reports that the show will depart from its usual territory to include dates in Pennsylvania, New York and New England. Travers also reports the opening of Baltimore County, Maryland, with an engagement set for Essex.

Harry Schuelber is back as business manager.

Springfield Debut Best Yet for Page

SPRINGFIELD, Tenn., April 15.—Page Bros. opened here Saturday (8) to the best business in six seasons of Springfield debuts. W. E. Page, org's manager, announced.

Show bowed with six major rides and three kid rides. Majors were two Ferris Wheels, Shooting Star, Merry-Go-Round, Tilt-a-Whirl and a Chairplane. Org had five shows and Mickey Apple's Motordrome.

Staff, in addition to Manager Page, included Mrs. W. E. Page, secretary; V. L. Collier, assistant manager; James Edwards billposter; Ellis Roberts, electrician and sound truck; Horace Drennon, ride superintendent, and Bill Hayes, front gate.

Mr. and Mrs. Orval Miller have 6 concessions; Mr. and Mrs. Esau Bright, 2, and H. G. Wilerby, 4. Joe Edwards has framed another joint for a total of five. Mr. and Mrs. Blacky Ogelby joined with diggers and Don Fortner arrived from Tampa with his concessions. Mrs. Paul Pitman has a new top on her Coke joint. Peach's cookhouse is opening at 7 a.m.

Abe Frank, bingo op, was in an accident en route here from his home in Pascagoula, Miss., with considerable damage to his trailer.

Visitors: Mr. and Mrs. J. Bright, Nashville; J. Shelton, Hatch Show Print; Jimmie Green and C. C. Leasure.

WOM Slates April 28 Bow At Wilm'gton

Renovating Under Way

RICHMOND, Va., April 15.—Frank Bergen's World of Mirth Shows are nearly ready for the April 28 kick-off date in Wilmington, Del. Wagons, shows and rides are out of the sheltering barns on the grounds of the Atlantic Rural Exposition and necessary repairs and refurbishing are well under way.

As in the past several seasons, most of the planned new equipment, including decorative units, will be added before the org goes into its first fair. This plan of operation has worked well in the past, since the org is able to start on its route of annuals with the greatest possible concentration of fresh eye-appealing features, Bergen said.

Bucky Allen's concession unit are getting a complete overhauling. However, it is unlikely that the new canvas slated for these units will be used at least until the expected early-season rain and mud have been out-paced. Allen recently returned from a business trip to Canada.

Tommy Riggins will again have the cookhouse and grab joints after an absence of several years. Riggins will also operate independent units at several of the nation's major annuals, as has been his custom.

Gerald Snellens, contracting agent, is in New York rounding out plans for publication of a program. According to Snellens, a number of national advertisers have already contracted for space.

I. T., Carnival Bow in NY Area

JAMAICA, L. I., N. Y., April 15.—General Manager Phil Isser announced the recent debut and season's schedules of his two units, Carnival Shows, Inc., and I. T. Shows. The I. T. unit, beginning its 25th season, will operate in the New York City-Brooklyn area, with Isidore Trebish as manager and Harry Sussman secretary.

Isser and Al Crane, assistant manager, are piloting the newer Carnival Shows, Inc., which opened here recently for a season of Long Island dates under auspices until October 15. Included in the dates is Mineola Fair.

Others on the Carnival Shows' staff are Morris Brown, concession manager; Bill Al, superintendent of transportation; Mrs. Gratz, cookhouse and custard; Leo C. Jankin, electrician, and Louis Scherer, office. Rides include an Octopus, in charge of William Sallee; Rideo, L. Miller; kiddie devices, William Haaf; Merry-Go-Round Carl Arcaro; Ferris Wheel, Leon Green, and Chairplane, William Hubb.

Trebish will supervise the 12 I. T. rides which include a new Ferris Wheel and Octopus.

Cold Weather Hurts Gold Crown Expo

ROBBINS, N. C., April 15.—Despite cold weather and rain, Gold Crown Exposition opened here Saturday (1) under VFV post auspices to fair business. Opening day kiddie traffic drew a good crowd of children, but the weather was so bad they did not remain long.

The rest of the week saw the mercury dip as low as 26 degrees, but turnouts were not too far below average. Most concessions made the nut and a decent profit.



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THE WILD BOY
From the Jungles of Borneo
Shrunken Heads and Shrunken Bodies, Fish Girl, Devil Child, Two-Headed Baby, Dried Pigmy Bodies. Many other attractions. We sell the wonders of the world. Write for prices and descriptions.
LATE'S CURIOSITY SHOP
84 S. Grove St., Mesa, Ariz.

HUBERT'S MUSEUM
228 W. 42nd Street, New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

LESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
1920 Stewart Ave., E. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

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NEW LONDON, OHIO

CONCESSION SIGNS
Laydowns of all kinds, Charts, Bussle Dazzles, Hanky Panky Signs, Photo Booth Backgrounds, etc. Send for Circular.
BERT GEYERS STUDIO
ROSCOE, OHIO

WANTED
SMALL CARNIVAL OR RIDES AND CONCESSIONS
For Annual 4-H Club Celebration. Sponsored by Kiwanis Club, August 3, 4 and 5. Contact:
ROBERT BARNETT
EQUALITY, ILL.

SOUTHERN AMUSEMENT SHOWS WANT
Agents for Mall Game, Roll-down, Razzle Pet Show, Pin Store, and Skillo. Good Patch, plenty of action. Also Agents for Core Bottle and other Hanky Panky. Come on or correspond: B. H. BLACK or L. R. McNERCE, Abilene, Texas, April 17-22; Mason, Texas, April 24-29.

FORREST C. SWISHER
Five truck and trailer loads of deluxe Concession Equipment, booked with Parade Shows, Independence, Kans., April 15-22.
Permanent Address:
BOX 125, CANEY, KANS.

MIDWAY CONFAB

Mrs. Ivanell Goree has purchased a new Little Dipper from Allan Herschell Company and will book it on the Central States Shows this season. . . . Waller Lankford, former band leader, joined Page Bros.' Shows at their April 8 opening in Springfield, Tenn.

Opportunity knocks but once. It's different in the case of opposition agents.

Carl Barlow, independent concessionaire, looking fit after a series of operations a year ago, had four concessions with the James E. Strates Shows at shows' Washington date, Barlow reports that he will embark on his annual route of celebrations and fairs next month. . . . Jake Shapiro has several rides with Max Gruberg who is playing lots in Philadelphia. He will add a unit to the Endy Bros.' Shows when they open in Philly.

Statistics show that general agents sweat more during the winter than in summer.

Notes From Legion Park, Fayetteville, N. C.: Mr. and Mrs. Joe Kaus, who were hospitalized in Wilmington, N. C., following the wrecking of their car, have returned to take charge of their four rides and six concessions. . . . Harold Lloyd is the free aerial act. . . . Mr. and Mrs. Dick Moore have returned from their honeymoon. . . . Harry Wilson, manager of the Gold Crown Shows, and Charles Powell and Sam Prell, of the Prell Shows, were recent visitors. . . . Mr. and Mrs. T. L. Dedrick are sporting a new Liberty trailer.

Around midways everything has speeded up except summer, which simply refuses to be hurried.

Hattie Hoyt is with Eddie Young's Royal Crown Shows. . . . Marie Broughton, who has been in Washington for several weeks, will return to Chicago following a brief stopover in Columbus, O. . . . Edna O'Shea Stenson, who is visiting her sister, Elsie Aldrich, in San Antonio, plans to spend some time in Mexico.

Another sister, Evelyn Blakely, will tour with Sutton Shows. . . . Warren Murphy, with Penny Arcade, joined Alamo Exposition Shows in Killeen, Tex. . . . Minnie Meyers, Francene, Francis Lee and Jerry Vaughn have opened at the Garden of Allah, Oklahoma City.

Show owner: "According to my press agent we are doing a whole of a business but we're not making any money."

Robert and Pearl Martin are in St. Joseph Hospital, Albuquerque, N. M., with injuries sustained in a recent auto accident. Mrs. Martin suffered cuts and bruises and Martin, a broken leg. The Martins had the photo gallery on Leeright's Midway Exposition. They'd like to read letters from friends. . . . Sport Matthews and wife, Alice, free attraction on O. H. Allin's American United Shows, were the subject of an interesting piece in the Seattle Scene column written by Frank Lynch for The Seattle Post-Intelligencer, April 6. It was headed "Nice Work If You Live." . . . George V. Ice has taken over the front of Bob and Peggy Holmes's Side Show on the J. J. Kirkwood Shows. He was with Seal Aughtman's Side Show on Prell's Broadway Shows last season.

Well-to-do cookhouse operator is one who shows his wealth by serving hamburger three different ways on Monday.

Anderson's concessions will again operate at Fort Wayne (Ind.) Speedway with Pete Anderson, manager; Maude Anderson, cashier; Opal Houser and Helen Pohler, eating stands; Kate Roach, popcorn; Jack Dennis, novelties; Paul Brase, programs, and Tom Roach, snow cones. In addition to stock and midget car races, dates have been scheduled at the speedway by Mills Bros.' Circus; Allen County Fair; Sunny Bennett White Horse Troupe and the Chitwood thrill show. . . . Mike Komo, Al Keiser and John A. Fone have returned to East Liverpool, O., from a Florida vacation.

GET MORE FLASH — MORE ACTION with EVANS' STREAMLINED THUNDERBOLT BUMP RACER



The Finest! None Better Has Ever Been Offered to the Tooter!
Precision built, quality made for a lifetime of service. Brightly nickel-plated for outstanding flash and top attraction value! Ball-bearing wheels. No overhead wires. Indestructible. Weight, 18 lbs. Complete with bumper post. Send for details.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES
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TOP SALARIES SURE PAY DROME RIDERS

Due to disappointment can place for season Girl Riders, Betty O'Day, Cookie Ayres or any others who want to ride new walls and good machines for top pay and not promises, contact at once.

DEL CROUCH
CARE HENNIES SHOWS, HOT SPRING, ARK., UNTIL MAY 15.

CAVALCADE OF AMUSEMENTS

WANTS HIGH CLASS BILLPOSTER
Eddie Newcomer, wire at once.
Address: AL WAGNER, Mgr. (Fairgrounds), Box 66, Mobile, Ala.

RIDES FOR SALE

BARGAINS COMPLETE RIDE-O
Good condition, with electric motor, \$2,000.

TRACKLESS 5-CAR TRAIN
Streamlined, 40 passenger, kiddies and adults, gasoline operated, good condition—Cost \$8,000 to build, \$2,000.

Come and Get It.
DUDLEY COOPER
431 Granby St., Norfolk 5, Virginia

FOR SALE

BISCH-ROCCO 8-CAR FLYING SCOOTER
With 20 h.p. Elec. Motor, Ticket Booth and Fence. Used only two seasons. In excellent condition. Cost \$12,000.00. Will sell for \$5,000.00.

JOHN COMFORT
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KINLAND AMUSEMENT COMPANY

NO GATE NO FLATS
Will open this Saturday, April 22, Perry, Ga. Have openings for a few choice Concessions as we only carry one of a kind and previous is only \$17.50 on all Hanky Panky. We will play Georgia, North Carolina, South Carolina, Virginia and West Virginia. All up town locations. No R.F.D.'s. Ride—Book any non-conflicting Shows—Will book if you have own transportation. Manager, Kinland Amusement Co., Perry, Ga. April 22 thru 29, P.S.: Will book next Sit Down Grab and Candy Flats. Also want Foreman for new Sit Wheel.

WANTED

Concessions for World Championship Rodeo—Grab Outfits, Novelties, etc. on Ferris Wheel, Jerry Lee! call 63295, Rodeo Headquarters, Plant City, Florida. For contestants—four Major Ferris, \$15.00 day money. Sponsored by The Cattlemen's Association of Hillsborough County, Florida. Contact:
Bill Reese or Chip Morris
RODEO HEADQUARTERS, Plant City, Fla.

WANTED

Stock Concessions of all kinds. No gypsies. Low privilege. Second class on Ferris Wheel, Merry-go-round, Chairplane and two Kid Rides; must drive semi. Opening May 1. Office-owned Rides. Write, no wires.

MARVEL SHOWS
Low Reese Marion Fullerlove
MILAN, ILL.

SIDE SHOW WANTS

Tattooer who does Act, Belly Midget (Albert Rudiger, writer), Freaks, Working Acts, Urita, Ticket Box Man. 16th season. Only show at Boston's Revere Beach, opens Friday, May 19.
O'Brien Side Show Bldg.
REVERE BEACH, MASS.
Acts in NY City area, phone Room 907, President Hotel, until May 15.
Keep this ad for future reference.

CARNIVAL WANTED

3 Day August Standing
Benefit American Legion. Contact:
J. R. BOWER
Monroeville, Indiana, immediately.

WANT

FOR SOUTH JERSEY SPOTS OPENING APRIL 24
Concessions—Bingo, Grab, Custard, Hanky Panky. No graft. Everything open. Rides—Ferris Wheel, few more Eddy Rides, with or without transportation. Write
BOX 230, Rd. #1, Mays Landing, N. J.

BUCKET AGENTS

Agents who can work quarter and half, can get money six days a week. Will give man who is capable head of store. This Show has high class free act and first in EVERY week. Call me at once as this celebration is from April 20th to 24th. Marvin Wood, contact me.
JERRY DONDINEAU
c/o HARRY BURKE SHOWS, Litcher, La.

WANTED TO BOOK

Four Ride and New Grab Outfit on fairly large Carnival. Preferably in Middle West but will go any place. Also have two-headed Call with two tails for sale. Stuffed this winter.

CHARLES NOBLE
102 N. MAIN ST. FONO DU LAC, WIS.

MYERS & STEFFY SHOWS

HAVE OPEN DATES IN MAY
Want Help for Wheel and Merry. Address:
2180 CARFIELD AVE., WEST LAWN, PA.

IN PHILADELPHIA
HOTEL SENATOR
 915-17 WALNUT ST.
 HEADQUARTERS OF THE OUTDOOR SHOW WORLD
 NEWLY DECORATED FROM \$2.00 SPECIAL WEEKLY RATES
 RESTAURANT AND BAR
 LEE CUBER

INSURANCE
 IDA E. COHEN
 178 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

DONKEY BASEBALL GAME FOR SALE
 A real opportunity. Selling due to sickness. \$3,800.00 takes it. Consisting of Truck, eleven Donkeys, one 10 kw. Light Plant, Floodlights, Pole Wire, etc. P.A. System. All ready to operate, including bookings. First come, first served. Address: P.O. Box 1224 Plainfield, New Jersey

FOR SALE
 One 25 ft. 24 seat Smith & Smith Chair-o-Plane, completely rebuilt, painted and ready to go. Can be seen in operation. Bargain.
F. McDERMOTT
 8811 W. 63rd Pl. CHICAGO, ILL.
 Phone: PRespect 6-8046

WANTED
 A few more Hanky Pank Agents. Opening April 21st, Mobile, Alabama, with Cavalcade of Amusements.
CLIFF BAMELL

WANTED—GIRLS
 For Girl Show, 40 dollars weekly. Experience unnecessary. Wire. Open April 20. Coleman Shows, Middletown, Conn. A. L. Marlin, Whitely Rogers, contact
CLARENCE J. THAMES

Burdick's Greater Shows WANT
 Advance Agent who can handle legal adjust. ins. Place Ride Help who can drive semis. Place any major Ride not conflicting. Place Concessions. Use good Seal Agent. Marble Falls, Tex., April 16-22. Burdick's Greater Shows. Red Bishop, contact Ira Burdick.

AT LIBERTY CIRCUS BANNERMAN
 Phoneman-Promoter. Experienced in newspaper advertising—publicity.
BUFORD GAMBLE
 General Delivery DALLAS, TEXAS

WANT GOOD COUNT STORE MAN
 (David Kann, wire me)
SAM ANSHER
 c/o Siebrand Shows Las Cruces, New Mexico

LAST CALL—WANTED
 One more Flat Ride, Spitfire if possible, clean Concessions. Long route, good territory, open tent of May, Circus Side Show.
JAY GOULD CIRCUS
 OTTAWA, ILL.

PRINCESS TINY and STAN WRISLEY WANT
 Sica Show Acts, M.C., Working Acts that pitch. Annex Attraction.
TIVOLI EXPOSITION SHOWS
 Springfield, Mo., this week; Sedalia, Mo., next.

While in Tampa they were entertained daily by Joe Pearl, mail and The Billboard agent of the Johnny J. Jones Exposition. Komo, who has been off the road since 1941, plans to re-enter the carnival field. Mr. and Mrs. Fone, who have been with the Jones show since 1935, will rejoin that org when it plays Washington.

Mr. and Mrs. Max Levine, members of Hills' Greater Shows, narrowly escaped death during shows' jump from Corpus Christi to Brady, Tex., when their car and trailer overturned as the vehicle went out of control because of a blow-out. Both were pinned under their car and Mrs. Levine suffered severe shock. Max was uninjured. Car and trailer were demolished and Max took delivery on a new car and trailer Thursday (6). . . Lillian Allman left Inverness, Fla., last week to rejoin the F. E. Gooding Amusement Company at Columbus, O., quarters, marking her seventh consecutive year with that org.

Concessionaires have so many troubles that they couldn't possibly endure them if it wasn't for getting the privilege and hotel money.

J. Raymond Morris, billposter, infoes that he will miss starting his first season in more than 30 years on doctor's orders. Morris was to open with Al Wagner's Cavalcade of Amusements, on which he toured last season until he sustained injuries in an automobile accident in Wisconsin. He will remain at his Cambridge, Mass., home until his recuperation is complete.

Ability to sleep while sitting up in a chair under an office wagon owning may be an accompaniment of age. However, young staff members also have the ability.

Joseph Lehr pens that Mr. and Mrs. Charles Roth and daughter, Freda, motored from Miami to join Gruber's World Famous Shows in Philadelphia with their add 'em up darts and spot-the-spot store. Queen Robl dancer with the Clarence and Madge Thames Girl Revue, renewed acquaintances with Ray-Rayette during a visit to the Middletown, Conn., quarters of Coleman Bros.' Shows. . . F. O. (Tarsan) Banks has his Hell's Half-Acre, snake exhibit, erated and will ship it from Norfolk quarters to Cleveland for the American and Canadian Sport Show there April 20-29.

Clarence and Madge Thames have joined Coleman Bros.' Shows in quarters at Middletown, Conn., with their Tina and Burlesque shows. Tina attraction line-up includes Madge Thames, inside, and Harold King, tickets. Burlesque roster lists Sandra Berkley, Gingerd Cannra, Ann Ford and June Cook, dancers; Lesa Marlaine, Latin bombshell; Clarence Thames, talker; Ed S. Torbert, No. 1 box, and Larry Walker, No. 2 box. Al (Red) Cohn, concessionaire on Royal American Shows, is at his Los Angeles home recuperating from a spinal operation. Red says his hospitalization was brightened by many cheerful messages from showfolk friends.

Mr. and Mrs. Vince McCabe, concessionaires on Sunset Amusement Company, visited in Kansas City, Mo., last week. Tommy Cook joined Leeright Shows at their quarters last week. . . Mose Jacobs is recuperating at his home in Detroit following his recent release from a Motor City hospital. Mr. and Mrs. Kenneth H. Garman, owners Sunset Amusement Company, were in Kansas City, Mo., recently to visit Mr. and Mrs. Chester I. Levin and Mr. and Mrs. Edward (Slim) Johnson, of Midwest Merchandise Company. . . Sam Stone has returned to Detroit following a trip to the East. Earl Tauber has signed with Sunset Amusement Company for the coming season.

Johnny J. Jones Exposition
 OPENING APRIL 27TH
 WASHINGTON, D. C.
 Followed by Johnstown, Penna., Centennial Celebration and the JJJ route of top still dates and fairs!

FAIRS
 MUNCIE, IND.
 CEDAR RAPIDS, IOWA
 SEDALIA, MO.
 KEOKUK, IOWA
 KNOXVILLE, TENN.
 CHATTANOOGA, TENN.
 ATLANTA, GA.
 COLUMBUS, GA.
 PENSACOLA, FLA.
 DOTHAN, ALA.

FAIRS

WANT
 SKOOTER OR ROCK-O-PLANE RIDES
 MONKEY SHOW or any good Grind Show of merit.
 CONCESSIONS—Have openings for limited number Concessions of all kinds.
 DINING CAR MANAGER wanted, Good opportunity for couple.
 USEFUL HELP IN ALL DEPARTMENTS. SECRETARY for concession office—one who has knowledge of bookkeeping and has good references.

JOHNNY J. JONES EXPOSITION
 BAINBRIDGE, GEORGIA

WORLD OF PLEASURE SHOWS
 MICHIGAN'S FINEST MIDWAY
WYANDOTTE, MICH., APRIL 19-30
 WANT—Motor Drome, Unborn, Snake, Animal, Fat Show, and other attractions. Especially want Side Show.
 CAN PLACE—Penny Arcade, Photos, Ball Games, and other merchandise stands.
 A-1 Electrician who can handle transformers. Ride help on all rides who drive semis. Want Special Agent who can book towns if necessary.
 Good salary to capable man.
JOHN QUINN, Mgr.
 Wyandotte, Mich. (now)
 P. S.: Harry Fee, contact us now.

WM. T. COLLINS SHOWS
 OPEN MAY 15—AMERICAN LEGION SPRING FESTIVAL—WIMONA, MINN.

WANT WANT WANT
 SIDE SHOW AND MOTORDROME WITH YOUR OWN EQUIPMENT, SPITFIRE. MAN TO HANDLE FUN AND GLASS HOUSE COMBINATION. FOREMAN FOR FERRIS WHEEL, ROLL-O-PLANE, AND KIDDIE RIDES. MAN TO HANDLE LIGHT TOWERS AND SEARCHLIGHTS. RIDE HELP WHO WORKED FOR ME BEFORE, WRITE OR COME ON. WINTER-QUARTERS NOW OPEN. CAN PLACE A FEW MORE HANKY PANK CONCESSIONS.
All Address NOBLE C. FAIRLY, Business Manager
 WM. T. COLLINS SHOWS, 801 EAST 78TH ST., MINNEAPOLIS, MINN.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS
 Working stock only. Ride Help of all kinds. If a drinking man, don't answer. All apply:
SAM TASSELL SHOWS
 5839 WALNUT STREET Phone: Granite 2-5852 PHILADELPHIA, PA.

Used Everywhere for Over 35 Years
ROLL TICKETS
 PRINTED TO YOUR ORDER
Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
 Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

100,000	\$27.00
20,000	\$9.00
20,000	\$11.00
50,000	\$17.00

I am opening with Cavalcade Shows. Contact me for consecutive work. Opening MAY 2 through OCTOBER 23. Everyone must be in Mobile for rehearsal APRIL 24. Let me know immediately, c/o Sho-Bar, 228 Bourbon Street, New Orleans, La.

Frank Leggett
Charly (Gypsy) Pearson
Chickeo
Larry
and any of my old girls.

SALLY RAND

CARNIVAL
or Rides and Concessions
WANTED
4TH OF JULY WEEK
Under good auspices, on the streets.
Buchanan, Michigan.
Write—Wire—Phone
TOMMY SACCO
203 N. Wabash Chicago 1, Ill.
Phone ANdover 3-6112

ROSE CITY SHOWS
OPEN APRIL 30 NEAR HERE
CAN PLACE FOLLOWING: AGENTS FOR HANKY PANKS, MILK BOTTLES, CAT HACK CONCESSIONS, Clothes Pins, Cereals and Lead Gallery, Mug, Peanut, Popcorns, Bingo, Coke Bottles, Bumper, Slum Spindles, Scales, Age, Hoop-La, SHOWS: Monkey, Illusion, Snake, Mechanical. We have tops, what do you have? No grill, no drinks, etc. No collect calls or wires. W. E. KILGORE, Owner-Mgr., Box 343, Tyler, Tex. Ph. 4-7598.

WANT
COUNT AND PIN STORE AGENTS
L. BERGMAN
s/o Schaffer's Show, Denton, Texas

WANT—AT ONCE—WANT
Opening April 17th. One of a kind Stock Stores, flashy, neatly framed, such as Bowling Alley, Fish Pond, Clothespin, Coke Bottle, Balloon Dart, Duck Pond, Add a Dart, String, Post Office, Basket Ball, any not conflicting. Want one more ride. What have you? Want Athletic Show People and Manager, one or two more Grind Shows, Snake, Animal, Freaks. Also Long or Short Range Galleries.
Dickson United Shows
Opening Wynnewood, Okla., this week.

WANTED
First-Class Carnival for Mifflin County Fire-Police Association. For open dates, months of June, July or August. To be sponsored by Lewisport Fire Police. Write:
WILLIAM H. GREGG
Green Ave. & S. Brown St. Lewisport, Pa.

Rep Show Gave W. Lee Brandon Introduction Into Show Field

(Continued from page 60)
Lee was there and with no job. It was The Billboard, Lee recalls, that launched him into outdoor show business. Bert Rutherford, general agent for Christie Bros. Circus, advertised for a contracting agent familiar with the West. Altho having no experience with circuses, Lee felt his long contact with stock companies would furnish him with a suitable background to start a new career. He got the job and was asked to stay on for another season.

Brandon's circus career, however, was short lived, mainly because he happened to be visiting an old friend, Jim Dunn, at the Pacific Coast Showmen's Association (PCSA) clubrooms in Los Angeles. As Lee was planning a trip to San Francisco, Dunn suggested he look up E. M. Burk, of Foley & Burk Shows.
Altho nothing developed with the org at that time, Lee had decided to stay on the Coast at the suggestion of his brother. Again The Billboard supplied him with a job. This time it was an ad for an agent—the prospective employer, E. M. Burk.

Joins Foley-Burk

In San Francisco Lee renewed his acquaintance with Burk, and in 1927 took over as secretary of the Foley & Burk Shows. The depression hit the carnival business a telling blow, and at the conclusion of their stand at the California State Fair in 1932 Foley & Burk canceled the remaining dates for the season. Business was so bad that Lee took over as theater manager in Marysville, Calif. The following year he was upped to district manager, but the work was too confining to suit him.

It was a personal tragedy which returned Lee to the carnival business. He was attending the funeral of Joe Geisler, general manager for Foley & Burk, when Foley suggested they have a conference at a later date. Altho Lee admits he knew little of the duties pertaining to the manager's post of a carnival, Foley had complete confidence in his ability, and the following season, tiring of his role as district theater manager, Lee took over the job. It wasn't until Foley and Burk had died that Lee left the shows.

Then Brandon received an attractive offer from Orville Crafts, of Crafts 20 Big Shows, and the deal was completed at the Western Fairs Association (WFA) meeting at San Francisco's Palace Hotel in 1941. One of Lee's greatest thrills as general agent for Crafts, he recalls, was securing the California State Fair for the org after years of effort.

It wasn't until 1948 that Lee made, what was to him, one of the most important moves in a long and varied career. A general agent was needed by Bob Schoonover's California Shows, and Lee got the job. It was a perfect deal, for in addition to acting as general agent he was also able to bring in all the kiddie rides and a Tilt-a-Whirl. This appealed to him for it offered an opportunity to practically be in business for himself.

As the result of Lee's untiring efforts, California Shows have booked spots the org was never able to play before. He says 1950 will be a good season.

Outdoor Showbiz Assured

The future of outdoor show business is assured, Lee believes, if his own credo is followed: "To give people something new and entertaining and to give it to them clean." Patrons will amuse themselves on a carnival lot, Lee says, and be repeat customers if they are treated fairly. Too much stress cannot be laid on Kiddielands, Lee points out, because the moppets bring the parents. Give the customers "animation, lights and cleanliness," he advises.

"In this business," Lee says, "you never know what minor action today may have a lasting effect on the future." For example, he recalls, when the Brandon Brothers operated a rep show in Chilliwack, B. C., they had an actor named George Pratt signed for a Russian role. When Ray Brandon, in making up the program, saw the disadvantage, from a showmanship standpoint, of having a Russian named George Pratt, a conference was called. They cast about for a Russian-sounding name and finally decided on one. They conferred with George Pratt and he liked the new handle so much that he still uses it today. The name? Boris Kartoff.



GET WELL WITH PRELL
AMERICAN LEGION FLOWER FESTIVAL AND AUTO SHOW. GRAND OPENING, Friday, April 28-May 6 inclusive. 70,000 Soldiers, Pay Day Fort Bragg. Town Decorated; 5th Anniversary; Fayetteville, N. C., Fair Grounds.

WANTED—Grind Shows, must be new and novel. Al Mercy wants good looking Dancing Girls, office paid salaries. Jerry Buck wants Girls for Posing Show. Al Renon wants Side Show Attractions. Manager to take charge with Working Monkeys in conjunction with our Monkey Speedway. Talkers, Grinders, Ticket-Sellers.
WANT—Caterpillar, Whip, Tilt, High Ball Foremen, George Clark, get in touch with me. All kinds of Ride Help, Truck Drivers preferred. **ALL HELP** will leave Winter Quarters, Kissimmee, Fla., April 21. Ride Help, report to Charlie Gutermuth.

WANT **WANT** **WANT**
ARCADE—Short and Long Range Shooting Gallery, All Kinds of Grind Games, Age and Scales, Novelities, Ball Games, Glass Pitch, Rotories, Greyhound Races, P. C. Dealers, Penny Pitches. All address
SAM E. PRELL
Prince Charles Hotel, Fayetteville, N. C.

MERRY MIDWAY SHOWS
Big Spring Opening—May 30-4th—American Legion Celebration—Rutherford, Tenn.
Need Stock Concessions of all kinds—Lead Gallery, Pitch-Tilt-U-Win, Scales, Age, Cork, Dart, Popcorn, Ball Games, Bumper, Photos, Novelities. Need Flashy Bingo for the season. Want small Grind Show—Wild Life, Monkey, Walk-Thru or Penny Arcade, Ride Help—First Man for #8 Wheel or Jenny—must be able to drive same. Will book one Ride—Roll-a-Wheel, Roll-o-Plane, Loop or Octopus. Contact
R. J. MILLER
27 Frank St., Indianapolis, Ind., till April 19th; then Rutherford, Tenn.

LAST CALL

ALL PERSONS ENGAGED BY ME REPORT TO OPEN THURSDAY, APRIL 20, AT SPRINGFIELD, OHIO.

Still have openings for few more Novelty Acts, Torture, Fire, Pin Cushion, Sword Swallower. Mary Wehlin, wire me at once. Can use one more good Freak. Runis for Bally. Tommy Martin, come on. Want to hear from Norman Wall, Luddle Faith, Girls for Posing and Revus. All state salaries if answer expected. Reply:

RAY MARSH BRYDON
General Delivery Springfield, Ohio

WANTED

SHOWS, RIDES, CONCESSIONS, FREE ACTS FOR
THIRD ANNUAL DOUGLAS COUNTY TIMBER DAYS
SUTHERLIN, OREGON
JULY 1, 2, 3, & 4
Write "POP" WULF
DEL REY CAFE, WINCHESTER, OREGON

HELP! — HELP!

AGENTS WANTED
Minnesota and Iowa. Grind Store Agents for various Concessions, also Agents for various Hanky Panks.

GOOD ROUTE—GOOD PROPOSITION

Wire, write what you can do. Opening Webster City, Iowa, April 28. Contact C. J. GRAVES, 423 4th St. N.E., Minneapolis, Minn., or c/o Wolf Shows en route.

TEXAS' FIRST FAIR

45,000 PAID ADMISSIONS LAST YEAR
HUMBLE, TEX., APRIL 24TH TO 27TH
Concessions—Bingo, Ball Games, Balloon Darts, Coke Bottles, Lead Gallery, Cork Gallery, Glass Pitch, Popcorn, Games, Slum Spindles, Bumper, any others that work for stock. Shows—Snake Show, Wild Life, Pit Show, Girl Show or any others with own transportation, not conflicting with what we have. Wheel Foreman—Top salary. Don Tunnell, will place you on Wheel as Foreman. Your wife is here trying to locate you. Rides—Kiddie Auto Ride, Boat Ride, Pony Ride, Train, Airplanes, Racers or any other Kiddie Rides, come on. Address all replies to
BREWSTER'S UNITED SHOWS
1401 Congress St. Houston, Texas
or phone BE 1879

JOE SCIORTINO

WANTS
Talker for Posing Show, Girls for Posing Show and Girl Show. All answers:
J. SCIORTINO, Royal Crown Shows
Nashville, Tenn.

MIDWAY EXPOSITION SHOWS WANT
For choice spring route, 22 Celebrations and Fairs. Concessions—Hanky Panks, Long Range Photos, Novelities, Lead Gallery, Glass Pitch, Cork Gun, Fish-Duck Ponds, Hoop-La, String, Shows—Snake, Mechanical, Luns, any Grind Show, Girls for Girl Show, Girl Show Manager with talent, wardrobe. Will book one Major Ride not conflicting. Wire Lamar, Colorado, now then per route.
J. R. LEERIGHT, Mgr.

\$200 REWARD

For Studebaker 1 1/2-Ton Truck and King Pony Cart Ride, stolen from Fair Grounds, Caldwell, Michigan. Ride serial number 506, engine number 3M31274, model 1947, double deck stake rack, twelve feet.
R. C. McQUEEN
6311 North Boulevard TAMPA, FLA.
Phone 332481

Fred Meils and Jimmie or Mabel Arnold
CONTACT ME SOON
BABE FRANCIS
c/o SOLDIERS' HOME ST. JAMES, MISSOURI

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

BATTLE CREEK, MICH., MAY 5-13.

SHOWS—Unborn, Glass House, Animal, Motordrome, etc.

Good proposition with real territory for Side Show.

RIDES—Rolloplane, Spitfire, Dark Ride and others not conflicting.

CONCESSIONS—Penny Arcade, Photos, Ball Games and Merchandise Stands.

A-1 Electrician who can handle transformers. Mechanic for ride motors and trucks. Ride Help on all rides who drive semis. Foreman for new Boat Ride and Kiddie Autos. George Bronaugh, Hattie Brooks, F. W. Miller, contact.

JOHN QUINN
Wyandotte, Mich. (until May 1).

SUPERIOR SHOWS, INC.

OPENING MONDAY, APRIL 24, AUSPICES V. F. W. POST #2409 AT 150TH AND EAST 14TH ST., SAN LEANDRO, CALIF., NEAR THE OAKLAND STADIUM

This is California's newest and America's most elaborate show. Illuminated by mammoth Diesels and forty light towers, 800,000,000 candle power floodlights changing night into day. Together with the most modern fluorescent in color.

We are featuring some of the most exclusive Rides built and patented by us and to be seen nowhere else. There are seven established Fairs and Celebrations to follow our opening date, and 15 already contracted for the season. We are always interested in useful people who can produce. Can use legitimate Concessions that do not conflict and Ride Help who can qualify as drivers at all times. Showmen with originality and worthwhile ideas, contact us, as there is always an opening for you. Celebrations and Fairs with open dates, we invite you to investigate us. Address all communications to

SUPERIOR SHOWS, INC.
WYATT SHEPHERD, 8074 LORENA AVE., CASTRO VALLEY, CALIF.

MIGHTY PAGE SHOWS

FEATURING FREE ACTS AND SEARCHLIGHTS

12 BONA FIDE FAIRS STARTING JULY 17 IN PENNSYLVANIA

WANTED—CONCESSIONS. Few more Hunky Punks, reasonable privilege, Scales, Swinger, Buckols, Country Store and Photos. Good proposition to Motor Drome and Penny Arcade.

WANT Tilt Foreman and Second Man on all Rides. Must drive and have licenses. Erwin Eule wants Man and Wife to take charge of Milk Bottles and Cork Gallery. Good proposition.

All replies **Bill Page, Roxboro, N. C., this week;** followed by **Stateville, N. C.**

PENN PREMIER SHOWS

world's cleanest midway

CAN PLACE

CAN PLACE

CONCESSIONS: Ago, Scales, Photo, Patis, Jewelry, Novelties and any other legitimate Concessions. **SHOWS:** Can place Wild Life, Funhouse, Glass House or any other Shows not conflicting. Lou Simms, come on. Address all mail to:

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows
Burlington, N. J., this week; Runnemede, N. J., next. We have 12 Fairs and 9 Celebrations and play the best still date route in the East.

NORTH WESTERN FIREMEN'S CONVENTION

SHARPSVILLE, PA., AUG. 21 TO 26, INCLUSIVE.

Clean Rides and Concessions wanted.

RALPH SHAFFER, Rides

S. H. RILEY, Concessions

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

306 E. 9TH ST.

(Phone: Harrison 6847)

KANSAS CITY 6, MO.

LAST CALL

CRAFTS 20 BIG SHOWS

Opening May 4—Burbank, Calif.

★★★

CRAFTS EXPOSITION SHOWS

Opening May 3—Los Banos, Calif.

★★★

ROY SHEPHERD CAN USE NOW

in winter quarters and all season **FOREMEN** for . . . **SKOOTER, TILT, OCTOPUS** and **KIDDIE RIDES.**

ALL ABLE TO DRIVE SEMS

★★★

Also Other Useful Ride Men and Show People.

Top Salaries

Long Season

ROGER WARREN CAN USE

a few more legitimate Concessions that do not conflict.

★★★

CRAFTS CAN PLACE FUN HOUSE OR GRIND SHOWS

With or Without Own Outfit.

★★★

CRAFTS WILL BUY 8-Car WHIP in Good Condition

★★★

CRAFTS 20 BIG SHOWS

7283 Bellaire Ave.

North Hollywood, Calif.,

Phone: **SUnset 2-3131**

W.G. WADE

Shows

WGW

Opening Date of 1950 Season

SPRINGFIELD, OHIO, APRIL 20

All contract holders please report. Lot layout April 18th.

CAN PLACE

PENNY ARCADE

WILD LIFE

SHOWS

GLASS OR FUNHOUSE

MONKEY CIRCUS

CONCESSIONS: All legitimate merchandising privileges, out-and-out sales, games of skill, and catering always open. (Cookhouse, Diggers, Corn Came, Pop Corn sold for still dates.)

WRITE OR WIRE—NOW!

W. G. WADE SHOWS

C. P. O. BOX 1488

DETROIT 21, MICH.

JOHN FRANCIS SHOWS

WANT GOOD CLEAN CONCESSIONS THAT WORK FOR STOCK
No Flats, No Cypries, No Drunks, No Chasers.

SHOWING UPTOWN SPOTS IN HEART OF INDUSTRIAL DISTRICT

Belleville, Ill., uptown at 1st & Lincoln Sts. (two blocks from City Square), April 21-29.

East St. Louis, Ill. (Moose Lot at 17th & Summit), May 4-13.

Alton, Ill. (uptown lot), May 15-21. Granite City, Ill., May 22-27.

CELEBRATIONS IN NORTHERN ILLINOIS OR SOUTHERN WISCONSIN

We have July 4th week open. Contact us.

All Address **JOHN FRANCIS, Mgr.**

Per Route Above, or Phone During Daytime: CMeatnut 0593, St. Louis, Mo.

M.A.

SRADER SHOWS

OPENING APRIL 24, DODGE CITY, KANSAS.

Concessions: Add-Up Darts, Country Store, String Game Series, Cigarette Gallery, Fish Pond, Photo, Long Range, Soap-La, Clothes Pin, Novelties, privilege \$20.00. Good opening for Race Horse Derby and American Mill Camp. Shows: Manager for Girl Show with talent and wardrobe. Can place Funhouse, Motor Brooms. Good proposition for shows with own transportation. Help: Can place Tilt Foreman and Second Men on all Rides. Davis, wire. Want Man and Wife for Percentage. Bill Riding, come on.

All replies: **M. A. SRADER, General Delivery, Dodge City, Kan.**

International

Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, April 15.—Past-President John Francis wielded the gavel with Treasurer George Regan and Secretary Euby Cobb assisting him at the season's last regular meeting, April 6. Attendance was the year's largest. Pep talks were made by Dave Carroll and Euby Cobb.

A letter of thanks was received from J. F. Flannagan, who is ill in the Veterans' Hospital, Alexandria, La. Meyer Katz is ill at his home here. A substantial donation was made to the local fireside girls. Sam Hancher, a club member, died recently in Milwaukee.

Visitors included Ben (Blackie) Ramirez, Philip Gibson, Dave Carroll, John Shelley, A. B. (Red) Cunningham, John Bundy, Con Phillips, William Taylor, Bill Piggott, Jake Pasley, Kinney Voss and Tom Blinn.

Missouri Show Women's Club
415A Chestnut St., St. Louis

ST. LOUIS, April 15.—Attendance was large at the regular meeting which was turned into a social. Bingo was played, Estelle Regan and Florence Cobb donating the biggest part of the prizes. Marion Fulton, Lillian Eyer, Marjory and Mag Schantz donated 12 dozen eggs to the club. Nell Allen sent gifts to be used as prizes in the fall when meetings are resumed. After adjournment of the men's club meeting, a buffet lunch was prepared and served by Leonora Gydnia and Clara Campbell.

WANT FOR OUR FAIRS AND CELEBRATIONS
Crab, Bingo, Pop Corn, Glass Pitch, Ball Games, Balloon Darts, Slum Spindles, Scales, Cork Gallery, Short Hens, Summer, Coke Bottles, Mite Camp or any other Handy Park, Prewar privilege, Ride Help—Wheel Foreman, Split Fire Foreman; salary all you are worth. Downtown Latin-American Fiesta this week; Huddle, Tex., Fair and Stock Show, April 27-29; other big ones to follow. Permanent address:
BREWERS UNITED SHOWS
1601 Congress St. Houston, Texas
Phone: B.E. 1879

Merriam's Midway Shows
Opening May 1 in Boone, Iowa
Can place Cook House and other good Concessions. Shows other than Girl and Athletic. Want Ride Help. Will send route to interested parties.
ALVA MERRIAM
Ogden, Iowa

BLUE GRASS SHOWS
NOW BOOKING
SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

Producing America's Best SHOW BANNERS
SNAP WYATT STUDIOS
N. J. Box 1180 TAMPA, FLA.
(Phone: Y-42462)

WANTED BUTCH AND RUBY
Please contact me
BEE STANLEY
1140 E. 16 St. Long Beach, Calif.

NOTICE Public Amusement Co.
A Mississippi show playing Mississippi. Only unknown spots; short jumps. Can use two Kid Rides, some stock and P.C. Concessions. No racket. Contact me.
J. L. McNATT
Silver City, Miss., week April 17th.

OPENING MAY 22, WESTBROOK, ME. WANT
Scale and Age, String, X on Ball Games, Monkey Show. A few Stock Wheels, Cook House, Pop Corn, Grind Shows of all kinds.
JAMES YORK
80 REVERE ST. PORTLAND, ME.

WANT
MAN TO TAKE COMPLETE CHARGE OF BINGO. 50-50 after net. Must invest \$300.00 in stock and drive truck.
Wire C. A. GOREE
State Fair Shows Oakley, Kans.

National

Showmen's Association
1564 Broadway, New York

NEW YORK, April 15.—Wednesday (12) meeting found most members out of town. President Jack Perry phoned regrets from the South at being unable to attend. Vice-President Bucky Allen wired from Canada that he would not be able to make the meeting. On the dais were Secretary Phil Isser, Chaplain Fred Murray and Dr. J. Cohen. Both governors' and regular meetings were conducted, with L. D. King wielding the gavel.

The Ladies' Auxillary was granted permission to use the main assembly rooms for a bingo party to be held Wednesday night (19). Club regrets the passing of Matty Burns, who died Wednesday afternoon (12). Funeral services were held Thursday afternoon (13) at the Westminster Chapel, Brooklyn, with interment in family plot in Montefiore Cemetery. Ethel Weinberg attended funeral services. On the sick list are Charles Wertheimer, Peter Brigham Hospital, Boston, and Frank C. Miller and Robert Allen. Herman Cohen is at home with a cold.

Welcomed after long absences were Victor Weinberg, Jack F. Martin, Joseph Spivak, Harry Krasnow, Sid Roemer and Herman Robinson. Mr. and Mrs. Charles Lawrence are touring with the roadshow company of South Pacific. Larry Benn is the proud father of an eight-pound boy. Recent visitors included Irving Zaitchik, Thomas Williams, Morris Baltasky, John Weisman, John McCormick, Irving Pearlstone, Morris Black and A. J. Merrill. Last meeting will be Wednesday (26).

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 15.—Two more meetings ere we disband for the summer. Special meeting in cases of emergency will be the rule from May 1 to October 5. Attendance is favorable despite departure of many for their summer work. Past President Fred H. Kressmann presided at the Thursday (13) meeting. Charles S. Bolto is reported confined at Jefferson Tuberculosis Sanitarium, Birmingham. Joe Shapiro, Frank E. Downes, W. O. Perrot, William E. Saunders and W. C. Deneke are still confined. A letter from Perrot read at the meeting.

Lease committee is expected to have a final report by the 20th. Jack Kaplan is leaving for the Hennies Shows. Al Kaufman off for Wallace Bros.' Shows of Canada. Pete Norman advises he will work Chicago lots this year. Thomas N. Thompson, new member, was introduced. William Bloom visited. Mickey Humphreys is still in Maricopa County Hospital, Phoenix, Ariz. He advises his condition is serious but not critical. Callers at the rooms include Sam Beyers, Dave Goldfen, Charles Levine, Al Rossman, Al Kaufman, Ray Oakes, Robert Mautner, E. Courtemanche, William Ietlich, Charles Owens, Chester Chapp, Joe Haas, Ed Levinson, Mel Harris, Harry Simonds and Jack Hawthorne. Chick Schloss and Al Rossman will soon leave for the Royal American Shows.

MIDWAY OF MIRTH SHOWS

WANT
Second Men on Rides (must drive semi). CONCESSIONS — Balloon Darts, Basket Ball. W. B. Reese wants Agents. Come on. Louisiana, Mo., this week; then Pittsfield, Ill.

WANT FOR BIG ANNUAL JULY 4TH CELEBRATION
July 1-4, inclusive, Pana, Ill. MORE CONCESSIONS, AMUSEMENTS, ETC. to operate on large independent midway. What have you to offer? Contact **MORRIS MONTI**, Concession Chairman Kerr-Mize Post 2148, Pana, Ill.

GIVE TO THE RUNYON CANCER FUND

OPENING SATURDAY, APRIL 22
IN HEART OF PHOENIXVILLE, PA.

WANT all kinds of Legitimate Concessions—Ball Games, Fish and Duck Ponds, Stock Wheels, Cigarette Shooting Gallery, Long and Short Range Galleries, Scale and Age and any other kind of Slum Concessions. GOOD PROPOSITION FOR BINGO. Excellent opportunity for capable percentage Agents. Can place Wheel Foreman and other Ride Help. Write, wire or phone:

JAKE SHAPIRO, Mgr. HOTEL CHANCELLOR HALL
13th below Walnut Philadelphia, Pa.
ZIMMERMAN AMUSEMENT ENTERPRISES
LEE ZIMMERMAN, Owner

WOLFE amusement co.
HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS
The Show that gets up on Sundays
MT. HOLLY, N. C., ALL THIS WEEK.
AND FIRST IN every spot—Needed for the Smokstacks. Can place following: CONCESSIONS—Fish Pond, Bowling Alley, Heart Shape Pitch, Ball Game, Clothes Pins Pitch, Flaming Scales, Custard, Coke Bottles, Snow Balls, Arcade. Good opening for Diggers. SHOWS—Real territory for Side Shows, Freaks, Animal, Funhouse or any Walk-Thru. Very small percentage and tax. Wire at once. Lots are laid out every Saturday.
BEN WOLFE, MT. HOLLY, N. C.
P.S.: Uble and Curly Reynolds, get in touch with me.

ZIEGLER SHOWS

431 Broadway, Tacoma, Wash.

OPENS SATURDAY, APRIL 22—SEATTLE

WANT—Scales, Age, Jewelry Grab, Pitch, Goldfish, Hats, Fish Pond and other stock stores.
WANT SHOWS—Snake Show, Funhouse, Mickey Mouse and other shows not conflicting. Must have own transportation.
SOBER RIDE HELP—Must drive semi.
Play on Streets Spokane Lilac Festival First Week May,



OPENING APRIL 22, NINE DAYS, ALBION, MICH.

WANT a few legitimate Concessions, such as Photos, Ball Games, Glass Pitch, Fish Pond, Basketball, Novelty, and so forth. WANT Funhouse, Illusion, Magic, Monkey or Snake Show. WANT Electrician to take care of power plant and wiring on show. All contracted report not later than April 20, Jackson, Mich., Fairgrounds.
Glen D. Whyte or Joe Rackley, Blackstone Hotel, Jackson, Mich.

JACK'S GREATER SHOWS

WANT WANT WANT
FOR INMAN, S. C., WITH KINGS MOUNTAIN, N. C., TO FOLLOW.
Concessions of all kind open. All Hanky Panke, 116.00. Roll-down, Skillo and Razzle open. Due to disappointment will book Bingo, Popcorn, Candy Apples, Flusa, French Frite, Frozen Custard, Diggers, Ace and Scales. Have complete panel front: built on semi for Girl Show with 2 or more girls with wardrobes and P.A. sets. Good opportunity for Wild Life, Snake Show or any Grind Show. Liberal percentage. Want at once Electrician who can handle transformers. Have for Sale #10 Eli Ferris Wheel, complete with Freuhauf semi trailer, \$3,000 cash. Have for Sale #2-cent Caterpillar, suitable for park or carnival, with two 24-ft. Freuhauf trailers, \$2,000 cash. Must be sold at once, making room for new Rides.
All mail and wires to **FRANK HARRISON, Mgr., or JACK LANCE, Bus. Mgr., Inman, S. C., this week; then as per route.**

CRYSTAL SHOWS

OPENING VALDOSTA, GA., APRIL 22—TWO SATURDAYS

Can place Shows with own outfits. Want Fun House Operator, Agents for office-owned Concessions. Want Hanky Panks of all kinds. Bill Porter wants Agents to get in touch with him. Address all mail to
W. E. BUNTS, Valdosta, Ga.

KING REID SHOWS

PROUDLY ANNOUNCE

GALA OPENING OF THEIR 1950 TOUR AT GLENS FALLS, NEW YORK, MAY 1ST.
Show Leaves Winter Quarters Friday, April 28th.
KING REID, Manchester, Vermont

WANT—GRAND UNION SHOWS—WANT

CONCESSIONS of all kinds. Hanky Panks, \$21.50 a week. Playing 2 spots a week, starting April 24, 25 and 26, Velma, Okla.; April 27, 28 and 29, Marlow, Okla.; then into Kansas, Colorado and Wyoming, 3-day spots. Want Shows with own transportation and Rides not conflicting. Good proposition for Ferris Wheel. Will buy (for spot cash), lease or book a Wheel and guarantee you 28 more weeks of 3-day spots, Fairs and Celebrations. Help of all kinds that drive semi on all Rides. Want General Agent at once who knows Kansas, Colorado and Wyoming; top salary. All people who have worked for me, let me hear from you. Harry W. Lamson, legal adjuster.
Sulphur, Okla., this week; then we start playing 3-day spots until our Fairs start.
An answer TOMMIE HENDERSON.

CETLIN & WILSON SHOWS

25TH ANNUAL TOUR

LAST CALL LAST CALL LAST CALL

Opening Petersburg, Va., Saturday, April 29th
Fairs From July to November.

Can place Little Dipper and Fat Show or any other worthwhile Grind Show with own equipment.

Will place all Legitimate Merchandise Game Concessions. Positively no exclusives.

Joseph Kuswa and Les Moore, get in touch with Charles Sheesley immediately.

All address

CETLIN & WILSON SHOWS

P. O. BOX 787

PETERSBURG, VA.

SCHAFFER JUST FOR FUN SHOWS

WILL BOOK ANY TYPE SIDE SHOW AND ONE OR TWO MORE MERITORIOUS ATTRACTIONS.

WANT SENSATIONAL FREE ACT FOR SEASON.

CAN PLACE HANKY PANK CONCESSIONS OF ALL KINDS.

Will book Count Store with Hanky Panks. Have opening for several good Grind Store Agents.

WANT FERRIS WHEEL FOREMAN AND SECOND MEN ON ALL RIDES. All address:

W. A. SCHAFFER, Mgr., Denton, Tex., this week

TOP RIDES FOR SALE CHEAP

1 HI-BALL (BRAND NEW) \$4,000.00

1 BOOMERANG (LIKE NEW) \$3,500.00

Both Rides now in operation. Can be seen at Fair Park, Dallas. Selling these Rides account limited space to install other Rides.

LINDSEY-PUGH-MURPHY, c/o FAIR PARK, DALLAS, TEXAS

FLAX FESTIVAL

KENNEDY, TEXAS, May 2 to 6

Want non-conflicting legitimate Concessions. Any Ride not conflicting with Auto, Merry Go-Round, Wheels, Train and Tilt. Any Grind Show with own equipment.

Address GUS TUCKER, Don Franklin Show #2

BOERNE, TEXAS, THIS WEEK

NEED TO JOIN IMMEDIATELY

Tilt and Jerry Foreman who drive somis and have Texas driver's license. Drinkers, don't answer. Fun House Man, if drive, come on. Always place Concession Agents. Want first call Bingo Caller who drives. Pay your wires.

FAIRWAY AMUSEMENT

CARLAND, TEXAS

Last Call—TWIN CITY SHOWS—Last Call

OPEN APRIL 27, UNIONVILLE, MO.

CONCESSIONS—\$15.00. Will book Bingo, Hoop-Is, Glass Pitch, Photos, String Game, Water Derby, or what have! Will book Bingo with other Concessions. AGENTS for Ball Game, Short Range Gallery, Popcorn. RIDE HELP—Ferris Wheel Foreman, good pay, good treatment. Head drive eqmt. SHOWS—MANAGER for Girl Show. Must have girls. We are booked solid till Nov. 23. 17 bona fide Fairs and Celebrations starting June 2. Will play Missouri, Kansas and Arkansas. NO FLAT STORIES. NO MITT CAMPS. Arthur Bensen, contact me. Also Tuffy Barnett and Fred Lehr, Freek Hill and Emil H. Neisger. No phone calls.

FOR SALE—One 24-seat Chairplane, perfect condition, complete with motor, 4 cylinder Wisconsin motor. Ticket box tower can be loaded in one piece in 1 1/2 ton truck, \$700.00.

BAKER UNITED SHOWS

Want A-1 Bingo Manager to take over deluxe outfit. Stock on hand and bingo on lot ready to go. Wire. RIDE HELP—Want First Man for Octopus and Ferris Wheel. Opening April 21, Kokomo, Ind. Address:

TOM L. BAKER

EAST MARKLAND AVE.

KOKOMO, IND.

WANTED FIRST-CLASS CARNIVAL CIRCUS

Or independent Rides and Shows on percentage basis. Free ground. Central location in Duluth, Minn. City-wide celebration July 1, 2, 3 and 4. Sponsored by American Legion Post No. 30000 population within 75 mile radius. 100,000 population Duluth, Minn. Celebration will be constantly advertised 150 mile radius. Contact

R. E. BLACKWOOD, Adj., American Legion Post 585

3448 MINNESOTA AVE.

DULUTH, MINN.

FROM THE LOTS

Alamo Expo

KILLEEN, Tex., April 15.—Shows played Austin, Tex., under the Negro American Legion Post, before moving to its present location, two miles outside the city limits. Org. thru a deal with the Southwestern Transit Company, of Belton, Tex., is running free bus service to the lot. Local sponsor is the Veterans of Foreign Wars Post.

Mrs. Rosemary Ruback is in Nix Hospital, San Antonio, recovering from a recent operation. She expects to leave for her home soon. J. C. Davis, truck boss, made the trip here from Austin, Tex., without blowing a tire.

Jimmy Lukins has the light power plant in top shape. Bob Mays has done a good job with the office wagon. Jerry Moore has repainted the rides and shows. Frank Tappen and daughter, Louella, have the Side Show, and Bill and Bertha Williams are still getting top money with the Monkey Show. Sammy Sapson is back in the office again.

John Francis

ST. LOUIS, April 15.—Shows launched their 30th annual season at the 4300 North Broadway lot here to above-average business. All rides were up on schedule under direction of Les Henderson, chief mechanic.

The light towers, augmented by a couple of fluorescent tubes, were up and ready along with the two light towers on the Diesel truck which carries three Diesel engines.

Frank Curtis, free act, proved popular. Visitors opening night included George Regan and Dave Carroll, of Gem City Shows; Tom Flannagan, Helme Berger, Robert Brady, John Reese and Wes Schumacher. Major Amusement Company.

Concession line-up includes W. J. and F. W. Steinfeld, Raymond De-roven, Jerry Siguro, Earl Jewson, Woodrow Arnold, Sid Meyers, Dave Prevost, Sid Sidenberg, Don Donnelly, Frank Hanasaki, Edwin Schantz, Gene Woods, Joe Weaver, Mel Potter, R. Russell, L. Eimer, Lotis Francis, Pat Patterson and Sally Prevost.

L. B. Lamb

CARRVILLE, Ala., April 15.—Despite much rain business at Geneva, Ala., the end of the week was good. Kiddie matinee was well received. Run in here from Geneva was made in good time. White Vasulka is doing a good job with the paper.

Odell Middleton is framing a new Micky Mouse Show. Everyone is repairing and painting, getting everything in tip top shape for the celebration at Bowling Green, Ky. F. Matter has the cookhouse. Varner's photo gallery, with its big jail, is set up next to the city jail. The writer and Mrs. Murray took delivery from Ray Meyers on a new trailer.—ERNE MURRAY.

Gold Crown

ROBBINS, N. C., April 15.—Sound truck covered a 20-mile area around the town prior to April 1 bow here. Harry Franklin Jr., popcorn owner, gets a big kick out of watching equipment being erected. It's his first trip with the shows.

Mouk Rumley reported good results from his booking tour. Owner Brownie Smith and Manager Harry E. Wilson made several business trips this week. Red Barrett is electrician. David Fineman, bingo owner, and Charles Small, manager, are on the sick list.

Shows are expecting a visit next week at Randleman, N. C., from Peter Leavy, Charm magazine feature writer, who will spot the org in the publication's July issue. Visitors here included Don Jones, Mr. Meeks, Red Clayton and members of the Sanford Grotto. — HARRY E. WILSON.

Texas Kidd

WHITNEY, Tex., April 15.—Org. owned by Grafton and Reno Nuckels, opened here under auspices of firemen. Weather was good; biz fair. Ferris Wheel was bought from Bill Hames.

Concessions include corn crib, Mr. and Mrs. Jimmie Flake; photo gallery, Buzzy and Issy Almar; shooting gallery, Dagwood Childs; set Joint, Tex Scrivener; dart and glass pitch, Mr. and Mrs. Jones; slum spindle, Mrs. Joe Gaven; coke bottle, R. J. Martin; ball game, Flossy Knight. Genevieve Nuckels and Esco Collins have the Arcade. Ferris Wheel is operated by Joe Gaven; second man is Elza Curby. Joe Gaven Jr. has kiddie ride.

Gene Enix and Rocky Smith are on front gate and sound car is operated by Reno Nuckels. Grafton Nuckels is on the advance. Free act is a rodeo which includes Texas Kidd Jr., Gene Enix, R. J. Martin, Rocky Smith, Barney Gordon and Dan Keith. Elza Curby is electrician and Genevieve Nuckels secretary. The writer handles the mail and is The Billboard sales agent. Visitors were Herman Reynolds, Whitey Collins, Blackie Martin, Mr. and Mrs. George Baker, Gerald Nuckels and Tommy Nuckels. —ESCO COLLINS.

Hill's Greater

BRADY, Tex., April 15.—Unseasonal cold weather made for a poor start here under Veterans of Foreign Wars Post auspices. Two were added under management of Johnny Howard. Joe Rosen, of Pet Shop note, seen showing his grandson around the lot.

Auto dealer, George Clark, of Aransas Pass, Tex., combined business with pleasure and delivered a new truck. Saturday's Kiddie matinee features a bicycle giveaway.

KIDDIE RIDES FOR LEASE

Have one set of Two Kiddie Rides. One set of Three Kiddie Rides. Write your route and best proposition in first letter. Address

P. O. BOX 518
Nashville, Tennessee

DIXIE EXPO SHOWS

WANT FOR FIREMEN'S SPRING FESTIVAL, GRETHA, VA., WEEK OF APRIL 24

Can place Hanky Panks, Ride Help that drive, especially Wheel Man, Want Man and Wife for illusion show. Also Hanky Pank Agents. Address: This week, Oibenville, N. C.

WANTED TO BUY

Merry - Go - Round, Miniature Gas Train. State price, condition, make. Wire, phone, write

NORMAN DAME, DAME SIGN CO.
Plattsburg, N. Y. Phone 317

FOR SALE—NEW SHOOTING GALLERY TUBE MAKING DEVICES

Make your own galvanized tubes for one cent each. Sells for \$8.00.

F. C. BRINER

4618 S. Broadway St. Louis 11, Mo.

WANTED! GOOD CLEAN CARNIVAL

For Rich Hill's Annual Celebration, July 2-4, and balance of week of July 2-8 if desired. Write or wire

MARVIN HURST

RICH HILL, MISSOURI

ORGANIZATIONS

NEED MONEY—RAISE IT

By my big special promotional shows. Handle all details.

ELMER BROWN

310 ARCADE ST. LOUIS, MO.

ROSE CITY RIDES

"MISSOURI'S CLEANEST MIDWAY"
ATTENTION, Committees: Have low open dates in Missouri.
WANT Foreman for '49 25 Ell Wheel, top salary. Drunks and chasers, stay where you are.

FOR SALE—Mug Joint and High Striker, will book same.

Will book Monkey and Mechanical Show. Opening April 29—Two Saturdays. Firemen's Spring Festival, Forefall, Mo. P.S.: Cousins Charley, have opening for you. Winter Quarters: Rose City Rides, Bend Road, Cape Girardeau, Mo.
DUTCH I. SCHRADER & HAROLD C. MURPHY
Owners and Managers

TED COLE

WANTS BINGO AGENTS

Counter Men, Bingo Caller. No drunks or chasers. Opening April 22 in Columbia, Penna., with Jollytime Shows. All interested contact

MRS. GRACE COLE, Mgr.
Jollytime Shows Columbia, Penna.

PAUL'S AMUSEMENT CO.

Can use legitimate Stock Concessions. Come on, will place you. Have one of the best routes in Arkansas, Missouri and Oklahoma. Small Cookhouse or Sit-Down Grub. Can place Shows with own outfit: good proposition. This show carries 5 Rides, Gyps, drunks and chasers, save your time and mine. All reply to

P. A. SCHIMAGER
Subiaco, Ark., April 17-22; Booneville, 24-29.

Peppers All States Shows

Want A-1 Cookhouse. Must cater to show people. This week, Atlanta, Texas; Prescott, Arkansas, April 24-29. L. C. Williams, what happened? Will see you personally in about three weeks.

MONKEYS FOR SALE

3 females, 1 male; rhesus, healthy. Chain and collars. Good cages. For Sale—7-Car Auto Ride, like new, perfect, \$600.00. Can be booked on show if desired.

W. E. WEST
P. O. Box 37 Lucedale, Miss.

WANTED FERRIS WHEEL FOREMAN

Must be a sober and reliable man who can drive semi. If you meet these requirements, come on in. Can place Long Range Gallery.

PECK AMUSEMENTS
495 S. Yates Kankakee, Ill.

CARNIVAL WANTED

FOR THIRD OR FOURTH WEEK IN JULY. Five-day event, sponsored by North End Business Association and Metropolitan Club combined. Must be clean and have good number of rides and shows. For details write

Phil Woodworth, Chairman
U. S. 131 North, Route 213, Cadillac, Mich.

G & B RIDES

Opening Parkersburg, W. Va., April 21, in center of city. Shows: Monkey, Snake, Circus. Concessions: All open, no flats, no Gypsies, no Drunks. Free gate, long man playing West Virginia, Ohio, Kentucky and Pennsylvania. Want: 1st Man on Jenny, 1st Man on No. 8 Wheel, Long list of Celebrations and Fairs. Committees and Fair Boards, contact: Geo. Brown, 427 39th St., Parkersburg, W. Va., Owner, Phone 21254; J. Ward, 3018 Murdoch Ave., Parkersburg, W. Va., Manager, Phone 84198; R. Jackson, 4405 Fisher Ave., Parkersburg, W. Va., Bookers, Phone 85752.

WANT

AGENT FOR RAZZLE-DAZZLE
To work in Chicago for entire season. Open April 21. Contact:

PETE NORMAN
921 Eastwood Ave., Chicago, Ill.
Phone: 609beach 1-8900—Apr. 20

CARNIVAL WANTED

2nd or 4th week of August.
Benefit N. of P. Lodge 209.

Michael A. Ferraro, Chairman
KANE, PA.

FOR SALE

Merry-Go-Round, 2 abreast Ferris Wheel, 16' Kiddie Car Ride, Hand Car Ride, Root Bear Barrel, Pop Corn Machine, Arcade Machines.

R. T. WALKER
Oodges City, Kansas

W. R. GEREN presents

MIGHTY HOOSIER STATE Shows

WANT—Greensburg, Indiana, April 24-29—WANT

CONCESSIONS: Ball Games, Basketball, Coke Bottle, Long Range, Short Range, Cork, Duck Pond, Scales, Age, High Striker, American Camp, any legitimate Concessions. OPEN MIDWAY: Privilege \$22.50. SHOWS: Any Shows with own outfits and transportation, committee money plus tax from tickets. Will furnish transportation for Motor Drome. Get with the Show that knows this territory. Proof I hold more contracts on Indiana's Fairs and Celebrations than any other Show. "WHY?" Take one look at my Show: Ten Rides, Light Towers, Searchlights, the finest in transportation, pay gate which enables me to paper circus style and put my Show in towns others cannot afford to go with legitimate Concessions only.

This week all replies Jeffersonville, Indiana: April 24th to 29th, all replies to Greensburg, Indiana

W. R. GEREN

Percell's PIONEER SHOWS
high class midway attractions

Opening Waverly, N. Y., April 21—Two Saturdays WANT

Capable Operators for Girl Show, Posing Show, Snake Show. Have complete outfits. Concessions—Age, Scales, Jewelry, all Hunky Panks open. Buckets, a few Wheels open. Free Act, Ride Help—Octopus, Merry-Go-Round, Second Men on all Rides. Clerks for Bingo, useful Show People. For Sale—Airplane Ride, 8-Car Streamlined Whip, Double Loop-o-Plane, 20x40 Bingo Top, 12x12 Grab, complete, ready to operate. Two 20x30 Show Tops. One Merry-Go-Round Top for 32 ft. machine. All real cheap. Lew Farrell wants Agents for Pea Pool, Six Cars and Duck Pond. All replies to

MICKEY PERCELL, Eastern Offices, Waverly, N. Y.

Business CELEBRATION Amusements

WANT LAST CALL WANT

OPEN ELKIN, N. C., APRIL 28—TWO SATURDAYS

RIDES: Book two Rides, major or kiddie, other than Merry-Go-Round, Wheel, Chairplane or Kiddie Train, SHOWS, Monkey, Mechanical, Five-in-One, tops for capable people. CONCESSIONS: Fish or Duck Ponds, String Game, Slum Bowling Alley, Photos, Long or Short Range, American Palmistry, Age and Weight, High Striker, Jewelry, Derby Racer, Arcade or any others. No racket. Floss, French Fries, Custard open. Concession Agents and Ride Help, answer this call. Move on lot April 25th.

Address **WM. J. MESPELT, Owner, or TOMMY SCOTT, Business Mgr., Leaksville, N. C., Blvd. Branch**

DE LUXE SHOWS

OPENING ROCKVILLE, CONN., APRIL 21

FEATURING EMANUEL ZACCHINI

WANT WANT

Can place good, capable Ride Foreman for Ferris Wheel and Roll-o-Plane. Excellent wages. Can always use good extra Ride Help. Must drive.

All communications to DE LUXE SHOWS, ROCKVILLE, CONN.

J. A. SPARKS SHOWS

Will sell X on Popcorn, Long Range Gallery, Custard, Age and Scales, Six Cats, Candy Apples, Jewelry, Penny Arcade and Derby. Want Hunky Panks. Can place Rolloplains, Octopus, Flying Scooter, Roll-a-Whirl or any ride not conflicting. Want Shows with own outfits, such as Umborn, Wild Life, Glass House, Snakes and Monkey Show, Jimmy McKnight wants Girls for Girl Show and useful people for Side Show. All people formerly working for Jimmy McKnight please contact. Can use Working Men in all departments. Address:

J. A. SPARKS

Morrislown, Tenn., downtown, this week; Appalachia, Va., next week.

BEAM'S ATTRACTIONS

Opening Windbet Community Celebration, April 27.

WILL BOOK: Custard, Ball Games, Harts, Fitches, Photos, Dicees and any new Concessions. SHOWS: Book Monkey or any type Show for family trade. Operator for well framed Snake Show; also Manager with Girls for Hawaiian Village. HELP: Top wages experienced Spitfire Foreman, experienced Wheel Foreman, Second Men who can drive on all Rides. AGENTS for office-owned Game Concessions. EXCELLENT PROPOSITION BINGO MANAGER.

WRITE OR WIRE:

M. A. BEAM or STEVE DECKER
WINDBET, PA.

UNITED EXPOSITION SHOWS

WANT WANT

CONCESSIONS: Custard, Photos, Buckets, Six Cats, Coke, Strings, Basket Ball. Girls for Ball Games. Percentage Dealers. Two more Girls for Posing Show. Athletic Show talent (Buz Delaney, zet in touch with Curley Hutton).

Address **C. A. VERNON, Mgr., Herrin, Ill., this week**

GIRLS—WANTED—GIRLS STRIPPERS, ORIENTAL-HULA

For Girl Revue on the King Reid Shows, \$60.00 weekly salary. Open May 1st, near Albany, N. Y.

A-1 Canvasman wanted.

JAMES THOMPSON
Congress Hotel, 302 E St., N. W., Washington 1, D. C.

Crescent Amusement Co. WANTS

Concessions—Photo, Bumper, String Game, Custard, Derby Racer, Hunky Panks of all kinds, open midway. No Flats, no Gypsies. Rides—Live Pony, Boat, Rolloplane, Castor Pillar, Ride Help—For 10 modern Rides; must drive Semis and be sober. Committees in Missouri and Iowa, we have open dates in June and July.

L. C. McHENRY, Mgr.
J. C. WRIGLEY, General Agt.
El Dorado, Ark., this week; Warren, Ark., near.

MORRIS HANNUM SHOWS

LAST CALL—LAST CALL

Opening April 22, Emmaus, Pa., suburb of Allentown, Pa. Catch two Saturdays. Want any Flat Ride, Grand Shows, Concessions, Hunky Panks, etc. Good proposition for Wheel Foreman, Chairplane Man and Ride Help. Charles Harburo, Al Hubbard, wire. All replies: **MORRIS HANNUM, Owner** **MAXWELL KANE, Business Mgr., Americus Hotel, Allentown, Pa.**

Diamond Midway Shows

Now booking Fairs, Celebrations and Homecomings. So write or wire us now. We open May 12, Mt. Sterling, Ill. Can place Shows, more Rides and Concessions, so write here.

MT. STERLING, ILL.

FOR SALE (MANGELS) 12 CAR WHIP

Portable 15 M.P. Motor, A.C., self-starter, in good shape. Inquire

RUBEN & HARRIS
Boardwalk & First Ave., Asbury Park, N. J. Phone 2-4075

WANT CARNIVAL

for **Catholic Celebration**

July 27, 28, 29, 30. Over 100,000 people.
FRANK DAGOSTINO
142 John St. Syracuse 8, N. Y. Phone 2-4516

WANTED

For week of June 12 to 17, Old Home Week.

Write **TARENTUM VOL. FIRE DEPT.**
Tarentum, Pa.

FOR SALE

1 Electric Generator, 25 kw, 125 Volt D.C., good condition, cheap.

Noelke-Lyon Mfg. Co.
BURLINGTON, IOWA

FOR SALE SHORT-RANGE LEAD SHOOTING GALLERY

Built on two-wheel trailer. Can be hauled on back of any car. All steel. Can work anywhere. Priced for quick sale, \$250.00.

FURLONG
256 Strader Ave. Cincinnati, Ohio
Phone CO 4449

WANTED

A Protechnic Display for 4th of July. Write:

R. E. MAULSBY
P.O. Box 52, Maquette Sts., Bremerton, Wash.

ROYAL AMERICAN SHOWS

WORLD'S LARGEST
(AND MOST BRILLIANTLY ILLUMINATED MIDWAY)

Want for Memphis Cotton Carnival, Starting May 6
CONCESSIONS OF ALL KINDS

Games that will pass inspection by the city authorities. No Wheels or Coupon Stores, strictly games of skill. Also want Peanuts, Popcorn, Pitchmen, Photos or any new or novel items for straight sales. Can use Custard and small Hot Dog and Eating Stands.

Write or wire
SAM GORDON, Claridge Hotel, Memphis, Tenn.
(Will be at this address starting April 25)

GOLD MEDAL SHOWS

CAN PLACE CAN PLACE

Somerset, Ky., this week, followed by Oak Ridge, Tenn., inside gate.

CONCESSIONS—Sell "X" on Diggers, Photos, Candy Apples, Jewels, Buckets, Swinger, Over and Under. Must have Hanky Panks.

SHOWS—Good proposition for Motordrome, Penny Arcade, Wild Life and Snake Show.

RIDES—Good proposition for set of Kiddie Rides. Can place Foreman for Chalroplane.

All address
JOHNNY J. DENTON, Somerset, Ky., this week

BARNIE TASSIELL

UNIT SHOWS

WANT FOR CHARLESTON, S. C., COLORED ELKS' LODGE
FIRST SHOW IN, ON REGULAR COLORED LOT, RIGHT IN TOWN—WEEK OF APRIL 24

Minstrel Show, Monkey Show, Side Show or any other Show of merit.
CONCESSIONS—Ball Games, Photos, Guess Your Age and Scales, Long and Short Range Gallery, String Game, Bowling Alley, Glass Pitch, Rotary Diggers, Hoop-La, Cork Gallery, Clothes Pin Pitch or any and all strictly legitimate concessions.

Can place Merry-Go-Round, Kiddie Rides or any major rides not conflicting. **WANT** Sensational Free Act. State all in wire, giving positively lowest figures. Wire this week, Brunswick, Ga.

CAPITOL CITY SHOWS

WANT FOR LEGION SPRING FESTIVAL
DALTON, GA., APRIL 24-29

All mills working full time. Three big paydays.

CONCESSIONS—Age and Scales, Coke Bottles, Basketball, Hi-Striker or any Hanky Panks. No gypsies, please.

SHOWS—Mechanical, Funhouse, Glass House, Wild Life, Snake, **WANT** Side Show or Side Show Manager. Have 100 Ft. Banner Line and 20x80 Top. Must have something to go inside. No rides needed. We have ten.

All replies to **J. L. KEEF, Cartersville, Ga.**

P.S.: FOR SALE—36-foot Henschel-Spillman Merry-Go-Round. Can be seen in operation. Gruner Chalroplane, in use only one season, \$1,000.00.

PINE STATE SHOWS

V. F. W. SPRING CELEBRATION, NORTH CHARLESTON, S. C., DUAL HIGHWAY, THEN MONCK'S CORNER, S. C., WEEK OF MAY 1ST.

CONCESSIONS—Cookhouse, must be clean and cater to show people. Some tickets. **CONCESSIONS**—Scales and Age, Long and Short Range Gallery, Fish Pond, Duck Pond, all Hanky Panks open, strictly one of a kind. **RIDES**—One Flat Ride, two Kiddie Rides. **SHOWS**—Wild Life, Jig Show, Monkey Show and Big Snake, Jim Sherouse, Carl Weaver, contact; Important: Johnny Williams wants Hall Agents. Harro Zechert, contact.

All mail and wires: **PINE STATE SHOWS, N. Charleston, S. C.**
J. J. CARUSO, Mgr. **EARL MILLER, Gen. Agent**

FROM THE LOTS

Coleman Bros.

MIDDLETOWN, Conn., April 15.—Org will open here April 20. Concessionaires who have arrived include Mr. and Mrs. Emil Dyer, Mr. and Mrs. William Robinson; Mr. and Mrs. Paul Smith with ball games, frozen custard, Ferris Wheel and Roco Wheel, Smith's invention; Thomas Woods, popcorn, candy apples and cotton candy; Mr. and Mrs. Tim Coleman; Bam Storey, cookhouse. Mr. and Mrs. Mickey Donahue with Motordrome and kiddie boat ride also have arrived. Clarence Thames will have two Girl shows.

Jake Sealo Oughtman will have the Side Show with Ray Stevens, magic and inside lecturer; Shorty McFadden, sword box; Captain Nelson, sword swallower and tattoo; Madam Viola, mentalist; Jerry Mason, electric chair; Bobby, bulldog girl; Sealo, seal boy; George Roy Lee, two-headed baby; Flo Jackson, nurse; Billy Howard, fire manipulator; Ann Johnson, and Ray Rayette, with nurse Georgia Nelson; Blackie Weddle, Bill Johnson and Dwight Van Dyne on front. Fred Munn and his son, Howard, will have Monkey Show. Sealo Oughtman will have a Penny Arcade with Mac McFadden as manager. Johnny Pesecki will be ride superintendent. Sol Solomon, high diver, will be free attraction. Jim Sabriski is electrician and the writer will be foreman of the Merry-Go-Round. Owner Dick Coleman and sons, Francis and Bobby, have returned from Florida.—**DAVE ALTMAN.**

Dobson's United

WILLERNIE, Minn., April 15.—Opening has been set for May 10. Mr. and Mrs. Tex Roberts have arrived from Hot Springs. Ride includes Leslie Hill, Frankie Iron, Dick Polzin and Donald Mack.

Secretary Dorothy Pickering is taking care of the office. Recent visitors included Mr. and Mrs. W. J. Wolf, Charles Carroll, Jack McDonald, and Mr. and Mrs. F. C. O'Neill, who will have the cookhouse.

WANTED LARGE CARNIVAL

To play on 180-acre fairgrounds for dates July 3 to July 8 in connection with the Fair-Mutual Racing and 4th of July Celebration. Write

KEN SAUCK

American Legion, P. O. Box 1036
Aberdeen, South Dakota

WANT WANT SAM WEINTROUB

Agents for Slum Stores and P.C. Dealers. Also Truck Driver, Joe W. Scott, wire. Gilroy, Haverly, Charleston Shorty, can place you all. Care Music Empire Show, week of April 17th to 22nd, Harriman, Tenn.; then Nashville, Tenn.

W. E. ATTRACTIONS

Opening April 29, 2 Saturdays—2 downtown Lucedale, Miss.
Want experienced Man and Wife (preferred) for Photo Trailer. Agents for Ball Games, P.C., Pro Gam, Pitch Till You Win and other Slum Concessions.

W. E. WEST

P. O. Box 37, Winterquarters on Highway 15, east of Lucedale, Miss.

CHANGE APRONS

That are different, four pockets. Blue, Green and striped, \$2.00 each post paid. Money back if not satisfied.

POPLAR BLUFF TENT & AWNING CO.
Poplar Bluff, Mo.

LONE STAR SHOWS

10 RIDES

10 RIDES

Want for Central City, Ky., Downtown, Under Strong Auspices

WILL BOOK High Striker, French Fries, Cotton Candy, Frozen Custard, Novelties, Fish Pond, Duck Pond, Pitch-Till-You-Win, Hoop-La, Cig Gallery, Long Range Shooting Gallery, Short Range Gallery, Diggers, Penny Pitch, Glass Pitch, Balloon Darts, Coke Bottles, Ball Games, American Mitt Camp. All Hanky Panks open, \$16.50. Will book Six Cats, Buckets, Swingers. Will sell X on two Gypsy Mitt Camps. **AGENTS** for Grind Stores. Outside help. No drunks or agitators wanted.

SHOWS—Animal Show, Snake Show, Wild Life, Funhouse. Will book Girl Show with own equipment.

WANT RIDE HELP—First and Second Men on Merry-Go-Round, Ferris Wheel, Tilt, Roll-o-Plane, Chairplane, Octopus, Kiddie Rides.

All wire Columbia, Tenn., this week; Central City, Ky., next week.
J. R. McSPADDEN, Owner **JOHN REED, Business Manager**

RALPH DECKER presents JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

BEL AIR, MD., APRIL 24 TO 29, WITH BEST ROUTE, FIRST IN.
CARNIVAL DATES IN EAST TO FOLLOW

SHOWS—Place Drome, Glass House, Monkey Show, Wild Life or any novel Show, with or without equipment. Have complete Minstrel Show outfit, including bus, Scotty, wire. **RIDES**—Want Tilt, Cat, Hi-Ball. Good opening for Little Dipper. **CONCESSIONS**—Place Palmistry, Photos, Novelties, Custard, French Fries, Ball Games, Long and Short Range, Hoop-La, Water Joints, Cig. Gallery or any and all Hanky Panks at live and let live prices, \$25.00 week. Place Rat Game and new eight-color Block P.C. **HELP**—Place Agent for Spindia and Wheel, also Skillo and Razzle Agents. Will frame Pin Store for good man. Can always place good Ride Men who drive some. **WANT** Foremen for Wheels and Flying Scooter, Boys to up and down Grind Stores. All address:

Ralph Decker, Fredericksburg, Va., this week; then per route

A. (DUTCH) WILSON WANTS AGENTS FOR PEEK STORE AND COUNT STORE

Address: **A. WILSON, c/o SOUTHERN VALLEY SHOWS**
Bastrop, La., this week; El Dorado, Ark., next week.

P.S.: Phone or wire me c/o Hotel.

JOHN P. REID PRESENTS
Happyland Shows
 THE BEST IN OUTDOOR AMUSEMENTS

We Have 13 Weeks of MICHIGAN'S BEST FAIRS AND CELEBRATIONS

LOW PERCENTAGE TO INDEPENDENT SHOWS

CAN PLACE—CAN PLACE—CAN PLACE
 Monkey Show, Snake Show, Fat Show, Mechanical Show, Wax Show, Crime Show and other worth-while Attractions. WANT Foreman for Twin Wheels.

ESPECIALLY WANT
 10-IN-ONE
 SIDE SHOW

HAVE FOR SALE
 TWO NO. 5
 ELI WHEELS

PAUL D. SPRAGUE WANTS AGENTS FOR SCALES AND SIX CAT
 ADDRESS HAPPLYLAND SHOWS, PONTIAC, MICH.

FAIR AMUSEMENT & BAZAAR CO.

WANT FOR ABERDEEN, N. C., JR. CHAMBER COMMERCE SPRING FAIR IN THE HEART OF COMBINED ARMY AND AIR FORCE MANEUVERS—200,000 MEN—PAY DAY APRIL 24-29. Followed by 4TH ANNUAL V-E DAY CELEBRATION, MOORESVILLE, N. C., WEEK MAY 1ST.

Sponsored by American Legion, free gate, free acts, automobile giveaway, radios, Frigidaires, street dances, parades, with \$250,000 weekly payrolls. DON'T MISS THIS ONE. All Concessions open. Then Show moves into money proven Spots in Virginia with a tremendous 30th May Celebration in industrial Virginia City. Want Agents for office operated P. C. and Hanky Panke (Jeanne Brown, contact Nancy immediately). Hanky Panke all \$21.00; live and let live. Help. Want Farris Wheel Foreman. Want small neat Cookhouse that will cater to help. Will book Shows with own equipment. Can use one Girl Show. Want Frozen Custard, Cork Gallery, Spot Game, Bumper, Hi-Striker, Jewelry, Novelties, Long Range Gallery, Penny Arcade, Rotaries, Coke Bottles.

J. E. (JIMMIE) TIERNAN, Gen. Mgr. and Sole Owner
 Dunn, N. C., all this week

J.L. Jimmie HENSON SHOWS

CAN PLACE FOR THE
ARKANSAS STRAWBERRY FESTIVAL, BALD KNOB

Photos, Cookhouse, Ball Game, Hi Striker and legitimate Stock Concessions that work for stock only. No racket. Place any clean Grind Show with own equipment, 25%. Place capable Lot Man, other useful Help who drive. All reply:

J. L. HENSON EL DORADO, ARK., THIS WEEK

D. S. DUDLEY SHOWS

A Truck Show, 23 Trucks carrying ten modern Rides, six high-class Shows, forty Concessions. Showing Texas, New Mexico, Oklahoma, Colorado and Kansas. Concessions: Will book Mug, String Game, Coke Bottle, Hoop-La, Diggers. Shows: Want Man to take Monkey Show—Have complete Show; Girls for Girl Shows, Talker for Girl Show. Rides: Need Ferris Wheel Foreman, S. E. (Snake) Rugle, answer or come on. April 17 to 21, Jacksboro, Texas; then April 24 to 29, Mineral Wells, Texas.

Wire D. S. DUDLEY

SOUTHERN STATES SHOWS

Want for Long Beach Resort, Panama City, Fla., all summer, then Fairs in Georgia and Florida until December, sober, reliable Rides Help. Those who drive and have license will be given preference. All equipment will leave winter quarters Wednesday, April 26, and open at the Beach Sunday, April 30. Interested parties, contact:

JOHN B. DAVIS, Route 3, Box 1138, Tampa, Florida
 P.S.: We have for sale several Concession Tents and Frames; also 50 ft. Round Tent with several 30 ft. centers. Also Single Loop, 24 seat Chairplane, Kid Auto Ride and Kid Swing. All can be seen at winter quarters.

12 FAIRS—PAGE BROS.' SHOWS—12 FAIRS

MARTIN, TENN., 4TH OF JULY

Want Hanky Panke of all kinds, such as Lead Galleries, Long and Short Scales, Ball Games, Hoop-La, Penny Pitch, Bumper, Pitch To Win, Buckets, Swinger, & Cal. Arcade, Cork Gallery, Ride Help on all Rides; must drive. Side Show People—Operator for Monkey Show, Snake Show and Fun House.

Gallatin, Tenn., this week; Russellville, Ky., next week.
 P.S.: Paul Pittman wants Agents.

H. B. SPENCER & SON AMUSEMENTS

WANT WANT WANT

Due to disappointment, would like to book or lease #5 Eli for 26 weeks in and about Connecticut. Will furnish transportation and help. Will pick up and bring back within reasonable distance. Wire or phone.

Phone MIDDLETOWN 6-4344 Write MADDAM, CONN.

I. K. WALLACE ATTRACTIONS
 OPENING APRIL 24TH IN N. C.

Want 10-in-1, Working World, Funhouse, Monkey, Snake and Girl Show. Good proposition for showmen with own equipment, low percentage. Playing Firemen's Celebrations in Virginia, Maryland and Pennsylvania. Want Concessions—French Fries, Floss, Fish Pond, Pitch-Till-Win, Hoop-La, Ball Games, Long and Short Range, Glass and Penny Pitches. Can place Party with two Sirens, must have Hanky Panke and Adjuster for same, or any Concession not conflicting. Want Foremen and Second Men for Wheel, Plane and Kiddie Autos. Committees in Virginia, Maryland and Pennsylvania, contact, have a few open dates. Write or wire: I. K. WALLACE, Blotz, N. C. (Winter Quarters now open.)

WEST COAST EXPOSITION SHOWS

6 FAIRS OPENING LODI AMERICAN LEGION CELEBRATION, MAY 5-6-7 8 CELEBRATIONS

LINCOLN CELEBRATION, MAY 12-14
 CALAYERAS JUMPING FROG JUBILEE, ANGELS CAMP, MAY 18-21

WANT TILT-A-WHIRL or SKOOTER with own transportation for long seasons.

ALL PEOPLE BOOKED AND HOLDING CONTRACTS WITH THIS SHOW APPEAR LODI MAY 4 FOR LOCATION.

A few Concessions not conflicting still open.

WANT RIDE HELP IN ALL DEPARTMENTS. SEMI DRIVERS PREFERRED. ALL SHOWS WITH OWN TRANSPORTATION AND NOT CONFLICTING.

CONTACT THIS SHOW AS PER ROUTE
 * * * *

WEST COAST SHOWS

WILL SELL EXCLUSIVE TO RIGHT PARTY
 NOVELTIES FOR EUGENE, ORE., PAGEANT, JULY 24-30 INC.
 For the streets as well as showgrounds. Also KLAMATH FALLS JULY 4th CELEBRATION and MULTNOMAH COUNTY FAIR, GRESHAM.

For any information, contact
MIKE KREKOS, General Manager
 500 CLEMENT ST., SAN FRANCISCO, CALIF.

10 RIDES 6 SHOWS
CARL D. FERRIS SHOWS
 OPENING IN RIDGEWAY, PA., APRIL 29

Followed by the most outstanding route of Sponsored Dates, Celebrations and Fairs of any show in America.

CONCESSIONS—Cat Racks, Bottle Games, Short Range, Taffy, Duck Pond, Cigarette Gallery, American Palmistry. No Gypsies. Floats or Percentage. Rifle-Gleina, wire space needed. Tom Cooper waiting to hear from you.

SHOWS—Any Grind Show, Fun House. George Flagler, send us your address. Doc Warner can use man and wife for trained Chimpanzee Show. Mr. Cavanaugh, with Mechanical Circus, we are unable to use your show. Sent letter explaining same to Tampa address.

RIDES—None needed at present. Can use an Octopus or any non-conflicting ride starting in June on Celebrations and Fairs.

All Concessions and Shows, write immediately space needed.
 Moving on lot April 27.

CARL D. FERRIS SHOWS
 Phone Medina 1000, Medina, N. Y.

Harry's Greater Show

6 RIDES — FREE GATE — 6 RIDES
 Opening April 27, Plymouth, Ohio; New Philadelphia to follow

Want Sit Down Grab, small Accade, Photos, Bumper, Cork Gallery, or any legitimate concession not conflicting. Want Agents for Glass Pitch and Penny Pitch. Want two Bingo Countermen, must drive semis. Want Snake, Monkey or Animal Show. Want Second Men on all rides, must drive semis. Come at once to Saginaw, Michigan, Fairgrounds.

Address: General Delivery, Saginaw, Mich., until April 24th; then Plymouth, Ohio.

GEORGE CLYDE SMITH SHOWS
 OPENS CONEMAUGH, PA., APRIL 27

WANTED—Ball Games, Hoop-La, Pitch-Till-U-Win, String Game, Six Cats, Swinger, Photos, Novelties, Guess-Your-Age and Scales. WANTED—Monkey Show, Wild Life and Penny Arcade.

WANTED—Merry-Go-Round Foreman for two-abreast Allan Herschell, Truck and Semi Drivers, General Ride Help, and Grind Store Concession Agents. FATS USHER WANTS—Talkers, Ticket Sellers, Bally Girls, Maskers, and Amuse Attractions for Side Show, Billy Bell, Bobby Burns and Tim Ernie Hedgesworth, let me hear from you. Bobby Jones, contact at once. This Show carries its own Cookhouse and features food treatment. MITZIE USHER WANTS four Girls, experience unnecessary. Youth and looks essential. Tickets if I know you. All replies to: GEORGE CLYDE SMITH SHOWS, P.O. Box 311, Cumberland, Maryland, until April 24; then Conemaugh, Pa.

MID-WESTERN EXPOSITION
 "America's SHG Beautiful"

WANT WANT WANT

Rides—Account of disappointment will book Wheel all season, committee money. Also Loop, Tilt, Spitfire, Caterpillar, or any Major Ride not conflicting. No Kiddie Rides. Shows—Any Show with own equipment, low percentage. Also want Funhouse or Glass House, Have complete Girl, Foaming, Athletic and Snake Show open. Griffe owned. Need Talent for Sini-1. Concessions—Diggers, Palmistry, Bingo, Photos, Age and Weight, Floss, Snow, Cookhouse that caters to Show People. Midway open for Skillos, Country Stores, etc. Place any 10ft Slum Miscellaneous reasonable privileges. The war is over and we know it, but no panic here. Playing the heart of the strawberry country now, then 2 and 3 day Celebrations thru Oklahoma, Kansas, Missouri, Iowa, Illinois with 16 Fairs now booked for the fall. Free Act and Free Gate. Place Agent for Pan Game, Hoop-La and Ball Game. Foreman for Kiddie Land, Bob Myers, contact. All replies to Ted Woodward, Owner and General Manager, DeQueen, Ark., now with Clerks next week.

EDDIE L. WHEELER SHOWS
 Want for Aragon, Ga., week of April 17

Concessions—Good opening for small Bingo, Merchandise Concessions as String Game, Penny Pitch, Buckets, Six Cats, Lead Gallery. Bill Gerbil, answer. Want Agents for Roll-down, Skillo, Swinger, only Shows on show. Rides—Good opening for Kiddie Rides, low percentage. Will book Merry-Go-Round or Octopus for committee money. Shows—Wildlife, Monkey, Animal, Funhouse, Shows with own transportation. All replies to EDDIE L. WHEELER, Rockmart, Ga.

Giles Develops Built-Up Floor Using Masonite

MUSKEGON, Mich., April 15.—Perry B. Giles, president of Curvecrest, Inc., here, supplier of the Curvecrest Rink-Cote plastic for roller rink floors, announces the recent development of a built-up Rink-Cote floor using Masonite as a base.

"This was developed particularly for use over concrete as a substitute for the more expensive wood floors, and has proved quite satisfactory," said Giles. A number of floors of this type are now in use, including two at rinks which are under Giles' constant observation in Muskegon. In this method Masonite or other hardboard is cemented to the concrete, then treated with Rink-Cote.

The application of Rink-Cote directly to concrete is not recommended by Giles, as results are too uncertain due to variations in the concrete. It also has been found that the wearing qualities of plastic are not good when applied directly to concrete.

Giles says that traction and wearing qualities of Rink-Cote applied to Masonite have proved good. Maintenance is the same as on a treated floor—regular, thorough scrubbing and occasional recoats with plastic.

RSROA Empire State Honors Go To Eastern Parkway, Bay Ridge

NEW YORK, April 15.—The talent-packed Eastern Parkway Club of Brooklyn, trained by Roland and Margaret Cioni, emerged top team by a wide margin in artistic skating at the three-day RSROA New York State Championship meet, one of the nation's most important skating competitions, which was completed Wednesday evening (12) at Wal-Cliffe Roldrome, Elmont, L. I. Bay Ridge, winner of the recent "Speed Skating

League of Brooklyn" series, was first in racing. Attendance was generally estimated as fair.

Under the guidance of rink professionals Jack and Betty Cleary, the event-crowded program ran off without hitch and on schedule. A full program of freestyle, figure, pair, four and dance skating events in all divisions and for both sexes was contested. Also, for the first time in recent RSROA Empire State history, speed skating was included.

Here are senior division place winners:

Men's figures: Robert LaBriola, Eastern Parkway. Men's freestyle: Jerry Nista, Gay Blades; Ruby Goldmann, Queens; Robert Cawley, unattached. Ladies' figures: Joan Westenberg, Queens. Ladies' freestyle: Joan Westenberg, Queens; Grace D'Andrea, Eastern Parkway; Joanne Kueter, Queens. Pairs: Peter Gullo and Edna Grasso, Eastern Parkway; John Holshuh and Joan Westenberg, Queens; Jack Crichton and Merry Ann McSweeney, unattached. Dance: Roy Reynolds and Eleanor Reynolds, Wal-Cliffe; Bob Fitzgerald and Geraldine Badyna, Bay Ridge; Frank Newberry and Joy Brush, Albany. Fours: Gullo-Grasso-LaBriola-Trayer, Eastern Parkway; Dunn-Bury-Holshuh-Westenberg, Queens. Men's speed: Edward Ennis, Bay Ridge; Charles Brown, Eastern Parkway; Al Givens, Eastern Parkway. Ladies' speed: Peg O'Connell, Bay Ridge; Jane McQuage, Eastern Parkway; Rita Murphy, Empire.

Rinks represented in the big meet were Bay Ridge, Eastern Parkway, Empire and Park Circle of Brooklyn; Gay Blades, Manhattan; Fordham, the Bronx; Hillside, Queens and Wal-Cliffe, Long Island; Hoffman's Skateland, Albany, and New Skateland, Buffalo.

Deubacks' 13th Anniversary Party Is Successful

DAI TAS, April 15.—John and Victor Deuback, operators of Deuback Skating Rink here, termed the rink's 13th anniversary celebration, held March 24-April 1, one of the most successful affairs ever held at the rink. Friday night (1) set a record when a capacity crowd, estimated at about 500 persons, attended to see the annual floorshow. Another large turnout saw a repetition of the 10-act, 45-minute show Saturday night.

During anniversary week a variety of games, special events and prizes were offered. Winner of a rink sweetheart contest was awarded a four-month skating pass to the rink. Second-place winner received a two-month pass. Passes of varying values were awarded other place winners. Another event, an anniversary contest, offered a pair of shoe skates, electric clock, set of maple wheels and skating tickets as prizes. It was based on rink attendance during anniversary week and participation in various events.

AOW Plugs Racing Finals

ELIZABETH, N. J., April 15.—May 6 finals of the America on Wheels racing league in Twin City Arena here are being ballyhooed via an advertising campaign. AOW officials are posting 28 by 41-inch red, white and blue posters advertising the events which annually draw top crowds to the rink in which it is held. Receipts go to the chain's fund for use in sending skaters to the national championships of the United States Amateur Roller Skating Association. The 1950 nationals will be held July 17-22 in Moonlight Rollerway, Pasadena, Calif.

Medford Oldtimer Night Big

MEDFORD, Mass., April 15.—Given a heavy ballyhoo during the preceding six weeks, a reunion night at Fred H. Freeman's Bal-A-Roué Rollerway here March 21 produced a gratifying turnout despite rain. Skaters of the past 10 years joined present-day skaters in the successful party, and the management is making plans to hold another such event in the near future. Manager James Price took over the mike at 10 p.m., to introduce the old-timers who were then snapped by the rink photographer.

Arrow Appoints Jones Agent

PITTSBURGH, April 15.—Johnny Jones Jr. here, distributor of roller skates and rink equipment, has been named exclusive Arrow Skate Company agent for the U. S. Arrow Skate is manufacturing rink skates mounted on ladies' top grade white elk or men's top grade black elk shoes. All parts of Arrow skates are interchangeable with leading brands of skates.

Rollery for Pageland Resort

COLUMBIA, S. C., April 15.—Secretary of State has issued a charter to Pageland Beach, near Pageland, S. C., which proposes to build and operate a skating rink, theater, race track, cafe and swimming pool. Authorized capital stock is \$1,000, Lex B. Watts is president.

WANTED AT ONCE

A good Roller Skate Rink for an indefinite stay in town of 7000 population. A good location. Sponsored by Lions Club, Drew, Miss. Call or write:

TATE STOKELY
BOX 28 DREW, MISSISSIPPI

ATTENTION

Portable Rink Operators
Have an Ideal Spot in the Lake Michigan Resort District for your Portable Rink. You can place it here on a percentage basis during the months of May, June, July and August. Contact:
B. I. SAYLOR
415 W. Wayne St. South Bend, Ind.

Speedsters Get N. J. Limelight

ELIZABETH, N. J., April 15.—Speed skating was in the spotlight at the recent New Jersey skating championships of the United States Amateur Roller Skating Association, according to Jack Edwards, director of speed in the America on Wheels chain of rinks. Of the total 203 entries, 136 were in the speed skating division, the largest number of racers ever to enter a USARSA New Jersey competition.

As might be expected, America on Wheels skaters, who specialize in racing, took 22 of the 30 places in 10 events. Seven went to Florham Park Rink and one went to Passaic.

Results: Juvenile boys, Otto Erdman, Twin City; Elizabeth; Raymond Musser, Hackensack; Richie Stromolo, Passaic. Juvenile girls, Joyce Valle, Paterson Recreational Center; Adele Marsh, Paterson; Sue Parnell, Florham Park. Novice boys, Danny Gresco, Twin City; David Freitag, Hackensack; Louie Meyers, Capitot, Trenton. Novice girls, Ellen Valentin, Boulevard, Bayonne; Ellen Valentin, Paterson; Jo Ann Parnell, Florham Park. Intermediate boys, Edward Swenson, Hackensack; Don Phillips, Hackensack; Robert Van Dyke, Paterson. Intermediate girls, Sarah Zamataro, Florham Park; Betty Cunningham, Twin City; Ariene McKeon, Hackensack. Junior boys, Edward Horan, Twin City; Ted Freitag, Hackensack; Carmen Catalino, Florham Park. Junior girls, Eliza Krueck, Hackensack; Doris Ressler, Hackensack; Eleanor Scott, Paterson. Senior Ladies, Frances Olsen, Hackensack; Kathleen Thompson, Florham Park; Catherine Paterson, Twin City. Senior Men, Raymond Plump, Hackensack; William Tourjee, Florham Park; Joe Zamataro, Florham Park.

"Skating Vanities" in Europe

NEW YORK, April 15.—The 100-member Skating Vanities party, made up of cast members and production people, arrived in Zurich, Switzerland, Thursday (13) for an April 15-25 engagement. Stands in Paris, April 28-May 16, and London, May 19-July 15, are also booked. Last year the London showing proved one of the major hits on that city's theatrical calendar.

WANT PORTABLE SKATING RINK

Or What Have You, for PERMANENT LOCATION
Crooms State Line Kiddie Park on Route 31, 3 miles north of South Bend, Ind., now under construction. Good proposition to right party.

Write, Wire or Phone
TOMMY SACCO, Andover 3-6112
203 N. WABASH CHICAGO, ILL.

WE BUY AND SELL

New and Used Rink Roller Skates
Advice make, use, condition and quantity
Also best price

JOHNNY JONES SR.
Agents for Chicago Roller Skates
81 Chatham St. PITTSBURGH, PA.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment
BILT RITE FLOORS & RINKS
430 S. Vines, Tyler, Texas Phone 4-9585

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest Inc. Muskegon, Mich.
Originator and Sole Distributor

FOR LEASE

FIFTH ST. ROLLER RINK
(Lemoyne Harrisburg, Pa.)
For Sale—Entire Equipment. Direct all inquiries to above.

FOR SALE COMPLETE ROLLER SKATING EQUIPMENT

100 pair new "CHICAGO" roller Skates. Used only 2 months. Public address system complete. Priced reasonable. Call or write
J. W. DONALDSON
SUMNER, IOWA PHONE 62

OPEN AIR SKATING RINK

Only Rink serving many surrounding communities and Camp Pondition. Long lease with option to buy. Living quarters included. Owner must leave. \$3500.00 will handle, merchandise and equipment.

Oceanside Skating Rink
Box 486, Oceanside, Calif.

Midwest Floors and Rinks


Builders of Portable Rink Floors and Complete Portable Rinks
213 Pulaski St. Calumet City, Illinois

THE USERS of "CHICAGO" SKATES



Are Successful
There is a reason. Service and PROMPT DELIVERIES.
CHICAGO ROLLER SKATE CO.
4627 W. Lake St. Chicago, Ill.
No. 778
Manufacturers of all kinds of Roller Skates

"Fit-Factor" REMOVED!



EQUIP NOW WITH **KINGSTON**... and Eliminate Odd Size Rental Stock
ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES
WRITE FOR COMPLETE INFORMATION
KINGSTON PRODUCTS CORP., Mwd. Div., BB-5, Kokomo, Ind.

SKATE CASES



LOOK NO FURTHER!
Herculean
KINGSTON PRODUCTS CO., PLYMOUTH, MICH.

!! BIG FLASH !! NEW-BIG MONEY MAKERS

No. 400 LOVELY BRIDAL SET

14-K Gold Plate. Set with imported brilliant rhinestones



In artistic ivory plastic box. \$4.50 per doz. Sets boxed as illustrated.



No. 185 14-K Gold Plate \$3.50 Doz. \$39 per gr. All Stones Hand Set.

Heavy Mounting... 14-K Gold Plate \$2.65 Doz. \$29.50 gr.



Brilliant 3 All-White imported Gem-Cut Stones, at White Center With Ruby Red Sides. OUTSTANDING FOR SALES AND EYE APPEAL

PROVIDENCE RING CO.

49 WESTMINSTER ST. PROVIDENCE, RHODE ISLAND

SLUM GIVEAWAYS ALL USABLE ITEMS TOYS-GIFTS-NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. 3000 PCS., \$25.00 Lot. LUCKY PRIZE BOXES ASSORTED NOVELTIES OF ALL KINDS

HORSES-HORSES 2 1/2 inch. ds. \$1.75 Send \$5.00 for 1/2 Dozen Ass'd Samples Post-paid. Satisfaction or money back at once. All prices f.o.b. N. Y. For resale only.

Our first ad in Billboard May 10, 1947, started these horses off. Compare prices with what others are asking. All clean goods, no seconds, no rejects, every one guaranteed. Beautiful Bronze Finish. More new items, discussion. P.S.: Am now connected with the mfrs.

C. GAMEISER Box 1324 Church St. Station 8, N.Y.C. BINGO Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers RATE: 12¢ A WORD - MINIMUM \$2 All Classified Advertisements must be accompanied by remittance in full. FORMS CLOSE 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

"BLUE NOTES" - ANOTHER BOLD, NEW laugh routine for male singles, night club comic; A. Springer, 308 Wilklow, Hempstead, N. Y. ap29 "EMCEE" MAGAZINE - CONTAINING BAND Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South W. Madison, Chicago 23. ap28

AGENTS & DISTRIBUTORS

ABALONE, PEARL SEA SHELL JEWELRY. Italian inlaid mosaic jewelry, Chinese and Mexican jewelry, real Butterfly Wing Jewelry and Comets, All Pearls, Real Pictures, Carved Coconut Fans, Tropical Souvenirs and Novelties. Joseph Fleishman, 906 Tampa St., Tampa, Fla. ap28 ADULT BOOKS! UNUSUAL, REVEALING. Illustrated. 5, \$1; Art Models "Close-Up" Photos, 15, \$1. Steele, Box 4763-74, San Francisco. ap28

AMAZING OFFER - \$40 IS YOURS FOR SELLING only 50 boxes; also entirely different, new Deluxe All-Occasion assortment with feeling card; Little Pearls, Hamble Gift Creations, other surprise items; feature boxes on approval; free samples imprinted stationery, 1000 postpaid, most profit today; it costs nothing to try. Cheerful Card Co., 1246 White Plains, N. Y. ap29 ANAZING, NEW, PERMA-GLO CANDLES. Look like wax but burn lighter fluid; smokeless and odorless; permanent; economically safer and cleaner than wax; every family and institution a prospect; fast profit. Write Amaze Co., 4109, Pittsburgh 2, Pa. ap29

A NEW "WRITING SENSATION FOR FIFTY" - An Inter-Ad Fountain Pen. New hooded point holds more ink; rich-toned styling satin gold and silver caps; writes smoothly instantly; fully guaranteed; send one dollar for prepaid sample and wholesale prices. Shaffer Co., Box 723, Kansas City 10, Mo. ap29 A RED HOT NOVELTY - EVERYONE BUYS; sell laproons, bars, night clubs, pool halls, stores; it's different, send \$5 for prepaid sample. Shaffer Co., P. O. Box 723, Kansas City, Mo. ap29 BEAUTIFUL MODELS - GLOSSY PHOTOS, 4x5, sample assortment, \$1; \$5.60 dozen sets; big profit. Fotoart, Box 1341, Lawton, Okla. ap29

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218 F Investment Bldg., Pittsburgh 22, Pa. ap29 BUY THOUSANDS OF ARTICLES AT LOWEST possible prices; Distributor's Guide tells where, satisfaction guaranteed, \$1. Free information. Guide, Postal Box 1906, Fort Worth, Tex. ap29 BUY NYLONS DIRECT FROM MILL - WRITE for jobbers' prices. Joy Hosiery Mills, Delaware 6, N. J. ap29 CAN YOU SELL SHEER, CLEAR, FINE, fashioned Nylons packed in individual fancy envelopes, 3 pairs to box, that cost you \$5 dozen; hundreds of dozens ready to go; order samples C.O.D. or cash from the mfr. Sibert Jobbers, Chattanooga 4, Tenn. Phone 97949. ap29 CANADIAN GENUINE INDIAN BEADED MOCCASINS with fur trim, ladies' sizes, ideal gifts. Write Colonial Products, St. Catharines, Ontario, Can. ap29 CHANGE APRONS FOR CARNIVALS - Circus and carnivals; write for free sample; sanforized (with); \$1.50 each prepaid; cash or m.o.; very prompt service. Douglass Leather Products, Indiana, Penns. ap29

CLOSEOUT - BALL POINT PENS: WHILE THEY last, 6¢ each in 100 lots, postpaid; regular size; guaranteed; sample dozen, \$1. Crescent Sales Co., 150 Broadway, N. Y. C. ap29

COMIC CARTOON CARDS, 100 FOR \$1 - LIST free to dealers. Cheaters Fun House, 729 Poydras St., New Orleans 12, La. ap22

CONCESSIONAIRES IDEAL CHANGE APRONS. Three roomy pockets; denim, white, colors. \$1.50 each prepaid, M. E. Johns, 704 Fetter Ave., Louisville 1, Ky. ap28

COSTUME JEWELRY - CLOSEOUT OF EAR-Rings, Pins, Brooches, Bracelets, Necklaces, etc. \$10 gross; sample order, 25 pieces, \$3. Postage prepaid. Majestic Sales Co., 90 1/2 Pine, Seattle, Wash. ap28

DOCTOR'S ORDERS - JOKE PILLS, \$1.25 DOZ. \$10.50 gross. None free. C. Cusack, Box 6373, Pittsburgh 12, Pa. ap22

EARN \$12.50 WEEKLY GUARANTEED, sparetime; learn "Technique of Telephone Selling"; rush only \$25 (deposit) air mail; complete instructions. Science Syndicate, San Antonio, Tex. ap22

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automobiles and Sign Letters; free samples. "Ralco," KL-Boxbury, Boston 19, Mass. ap28

FLASHY SIGNS - 7511 FOR RESTAURANTS, stores, taverns, etc. with velvet emblems; letters in red, yellow and white; 85 per 100 sample signs, 14 for \$1. Fay's Sign Shop, 404 N. Florida, Atlanta, Ga. ap22

FREE SAMPLES - BIG PROFIT SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, refrigerator and metal-cup objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. ap22

FULL FASHIONED NYLONS - INDIVIDUALLY wrapped, packed one fourth dozen to box: Style 131, \$2.50 per doz.; Style 500, 25 dozen; Style 7300 \$3.50 dozen; Rejects, \$1 per dozen in 10 dozen lots or more; sample order consisting of 3 pairs; No. 131, 3 pairs \$5, 3 pairs \$3.00 and 12 pairs reject for \$3.50. McDonald Manufacturing Co., Ooltawah, Tenn. ap22

FULL FASHIONED DEPENDABLE NYLONS - Our select styles, \$2.50 per dozen; \$2 1/2, \$3.00, \$1.25 dozen; sample order sent postpaid for \$4, consisting of 12 pairs \$2 1/2, 3 pairs \$2 1/2 and 3 pairs of \$3; satisfaction guaranteed; money refunded. Lookout Hosiery Co., Box 1221, Phone 6-8326, Chattanooga, Tenn. ap22

HOLLYWOOD GIRLS PHOTOS - ONE, 25¢; 120 Photos for \$5; Automatic Flat, 100 for \$5; samples, \$12.00. Cash Co., 237 Harrington Hotel, Washington, D. C. No c.o.d. ap22

LAMPS - BEST BUY, MARBLIZED TABLE lamps direct from factory with Double Ruching Shades; blue, wine, green, 27" tall; complete, \$3.25; packed 6 to carton, Elite Lamp Co., Newark 8, N. J. ap22

LEATHER JACKETS - WATER REPELLENT Shearling Lined throughout. Sizes 10, 12, 14. New a real buy. While they last, sample, \$9.95; \$19.95 for 12. Write for catalog. Cash Co., 237 Harrington Hotel, Washington, D. C. No c.o.d. ap22

LEGSQUISITE LOVELIES THAT ARE TEARY on the eyes, 12 photographs \$1.45 for \$2. Terry Thorne, P.O. Box 15535, Dept. B, Crenshaw Station, Los Angeles 8, Calif. ap22

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; excellent profit; no experience necessary; no money refunded. Lookout Hosiery Co., Box 1221, Phone 6-8326, Chattanooga, Tenn. ap22

MEN'S AND BOYS' HOSE - FAST MONEY making easy to sell; best business bargain prices. Galtor Sales Co., 1555 W. Philadelphia, Detroit, Mich. ap22

MEN'S RAYON SOX - A-1 QUALITY, GENUINE Nylons, pairs per box, Ladies' 51 dozen; Nylons, pairs per box, \$1.50 dozen; sample dozen prepaid of both numbers, \$2.95. Prompt shipments. Galtor Sales, 218 E. Main, Chattanooga, Tenn. ap22

NEW BARGAIN BUYERS' GUIDE - 64-PAGE directory over 200 supply sources, where to buy novelties, carded goods, mail order specialties at rock bottom wholesale prices; send postal. Business Publications, Middleburg, Va. ap22

OFFER NEWEST ITEMS FIRST - MONTHLY Bulletin where to get newest products before reaching open market. Publishers, Garfieldville 3, N. Y. ap22

ORIGINAL KOEHLER SIGNS - LEADER SINCE 1890; 1000 to match 1200 for stores, taverns, etc. \$4 per 100; free catalog. Koehler, 335 Getz, LeMay 23, Mo. ap29

OVER 60 PROFIT EVERY TWO HOURS OR more; back to back; new, latest, best; fast; finalizing action clock for hotel register desks and for other counters everywhere. Dome Ad Clocks, 1000 N. Dearborn, Chicago 6, Ill. ap29

PISTOL LIGHTERS - ALL CHROME PLATE; immediate delivery, \$10.50, postage extra; sample assortment many flashy imported items, \$10.00 above assortment; 500; no catalogues; Japco, 57 West 8th St., N. Y. C. ap29

PLASTIC SCALLOPED TABLE CLOTHS, 64x84, \$3.50 up doz.; Shower, Curtain Sets, with Drawers to match, 12x12 doz. Aprons, ruffled on double-needle machine, \$1.75 up doz.; latest prints; free samples. Samuel Rosenberg Access. Co., 8 Herzl St., Brooklyn 12, N. Y. ap29

POCKET COMBS - 100 CARDS 12", \$15; Pocket Clip Combs, 100 cards 12", \$20; assorted colors; sample card, 25¢. Carleton House Distributors, 5555 Cass City, St. Louis 8, Mo. ap29

RURAL ROUTE MEN - MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; 1000 to match 1200 for stores, taverns, etc. Write Poultry Tribunes, Box 100, Morris, Ill. 3yl ap29

REDUCED PRICES ON ALL NATIONALLY ADVERTISED WATCHES

★ Elgin ★ Bulova ★ Gruen ★ Benrus ★ Waltham 7-Jewel \$8.65 Brand new 1050 model case for gent's and ladies. Rebuilt and guaranteed like new.

15-Jewel, \$10.65 17-Jewel, \$12.65 Rhinestone Dial, 75¢ additional. Gold Plated Steel Band, 25¢ additional. Leatherette Gift Box, 45¢ additional.

Above watch can be had in Swiss movements only. \$6.95 Guaranteed Watches Copies of the \$2.00 \$8.95 and \$300 watches. Re-built movements guaranteed like new. 7-Jewel, \$10.95. Rhinestone Dial 75¢ add. FREE! New 54-page free Catalog jammed with premium items. WHOLESALE ONLY!

25% Deposit With Order - Balance C.O.D. Open Account to Retail House. MIDWEST WATCH CO. 5 S. Wabash Av. Dept. B-22 Chicago 3, Ill.

CONCESSIONAIRES WELCOME! You are cordially invited to come in and view the Largest Display of Glassware for Carnivals, Promotions, etc., under one roof. Shipments made within 24 hours from date of order. Write for our illustrated circular. The Sendar Company 127 4th Ave. N. Y. C. 3 GRamery 7-4200

6000 Smash Hits - In 400 Page Wholesale Book Dealers, agents, salesmen and jobbers, you will find this book bulging with 75¢ a doz. Money Makers. Latest catalog shows average price reductions about 25% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. \$20 brings you this latest 1950 Wholesale Catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the book will not cost you any money. Get your copy now before supply is depleted. SPORS CO., 450 Lamont, Le Center, Minn.

Complete Supplies for Your Game BINGO Heavyweight Cards, \$3.50 per 100; Featherweights (3000 series), \$1.50 per 100; Regular Specials (11 color), \$1.00; Midsize (11 color) Specials (2000 Series), Cees (8 different models), Roll Tickets, BLOWERS & FLASHBOARDS, LAPBOARDS MADE TO SPECIFICATIONS. Write for FREE Catalog. H. A. SULLIVAN 104-22 BLVD., DEPT. O ROCKAWAY BEACH, N. Y.

(Continued on page 90)

OUR POLICY WAS, IS AND WILL BE A SQUARE DEAL TO ALL JOBBERS & DISTRIBUTORS
We are announcing a few of our specialties that we have in store for you. Get our samples and compare and convince yourself.

Our Davy Crockett 24" 181 Rubber Doll, Tall, slippy, has moving eyes with eye lashes, open mouth, rubber arm and legs, rubber pants, white shoes and stockings, silk dress pink or rayon one to \$6.00. Sample \$4.00 PPD.

Also same as Mama Doll, 24" Boy Doll, with pink or blue silk overalls, \$37.50 doz. Sample \$4.00.

17" Rubber Doll, looks like her sister but has nylon dress, pink, blue and maize. While they last \$21 doz. Sample \$2.50 PPD.

Fur Scoria, black or assorted colors, 15x22 inches, \$24.00 doz. Sample \$2.50 PPD.

Fur Cats, pink, blue, maize and white. Reg. \$19.50 size, \$14.50 doz. Sample \$1.75

24" Black and White Panther or spotted Bears, \$29.40 per doz. \$23.00 PPD. Sample of each of above (4 pieces) 16.00 PPD.

PUSH ITEMS:
Large Bampies, Dolls, Major, Clown, Jockeys, Standing Bear, \$28.00 doz. Sample \$3.75 PPD.

One of each of above (4 pieces) 20.00 PPD.
Large White Fur Bears, \$72.00. Sample \$7.00 PPD.

Sitting Fur Lion, \$42.00 doz. Sample \$4.00 PPD.

Baby Sitting Fur Lion, \$21.00 doz. Sample \$2.25 PPD.

Sample of each of above (3 pieces) 12.00 PPD.

For Carnivals, Concessionaires and Punchboard Operators.
We always have closeouts on hand. Ask for circulars and information. 25% deposit with order, balance C. O. D.

PHUNX Toy & Novelty Co., 231 FLORIDA ST., NEW YORK, N. Y.

LAMPS
SENSATIONAL VALUES
DIRECT FROM ONE OF AMERICA'S GREATEST LAMP FACTORIES
ALL PRICES ALL NEWEST STYLES
for Sales Boards for Jokes for Every Purpose
CLOSOUTS always on hand at the factory

ROART CO.
FACTORY 830 MONROE ST. HOBOKEN, N. J.
SHOW ROOMS: 61 W. 23 ST. NEW YORK 10, N. Y.

FISH BOWLS FOR GOLD FISH GAME
IMMEDIATE DELIVERY
Also Ping Pong Balls
Write for full particulars
We also carry a full line of BINGO MERCHANDISE GLASSWARE & SLUM BALL GAME ITEMS BALLOONS & NOVELTIES
Write for price list—mention games
Cleveland Merchandise & Novelty Co.
513 HURON RD., CLEVELAND, OHIO

TRICKS AND JOKES AT WHOLESALE
ATTENTION! DITCHMEN AND NOVELTY STORES
Rush \$100 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$2.50 retail value. Please Mention Line of Business.
D. ROBBINS & CO.
131-B W. 42nd St., N. Y. C. 18

T-SHIRTS
Silk screen process—fine quality white cotton shirts. One color. No. 100—\$2.50 doz. \$8.00 per doz., 4 to 6 doz. \$6.50 or more, \$7.50 per doz. Terms: Cash with order, or 50% deposit, balance C. O. D., F. O. B. Kokomo, Ind.
RALPH YATES
Kokomo, Indiana

COIN-OPERATED MACHINES, SECONDBAND
A Large List of Second Hand Coin Machine Bargains will be found on page 102 in this issue.

COSTUMES, UNIFORMS, WARDROBES

SINCE 1869—COSTUME BARGAINS CHORUS.
\$1.00 up! principal lines up to \$100.00
Jale Wanda, Guttenberg, 9 W. 18th St. New York 11, N. Y.

10 EXTRA STRONG FIBER TRUNKS FOR
packing, costumes, \$20 sizes vary. Lesser. Paw Paw, Mich.

FORMULAS & PLANS
MAKE YOUR OWN FAST SELLING PRODUCTS: 12 formulas for 81 special formulas on reduced list. Cash. Royal Products, Hialeah, town, N. J.

FOR SALE SECONDBAND GOODS
ABOUT ALL MAKES POPPERS AVAILABLE—
50 Complete Candy Corn Machines and Cookers, \$225 complete set, 50 all electric from \$155. Krissy Korn, 120 & Halsted, Chicago, Ill. m13

GRETTORS STAR LONG-BAKING POPPERS.
Peanut Roastors, General Kettles, Copper Caramel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianapolis, Iowa. m13

POPS 50 LBS PER HOUR—JUMBO GIANT
in complete display cabinet, electric or gas, we have all makes and models popcorn equipment below any competition; state your needs; also Frozen Custard and Flows Machines. Distributor Co., Cambridge, O.

200 PAIR CHICAGO RINK SKATES, ASSORTED
sizes, medium wheels, all ground ready for service, \$2 pair, \$300 takes lot. Electric Program Board, new 3000 watt electric plant. Write P. O. Box 2300, Crown Point, Ind.

3550 TAKES 2 3/4 MM. SUPERIOR SOUND PROJECTORS
with all equipment and features; excellent condition. A. Kellmar, 384 Dewey Ave., Buffalo 14, N. Y.

FOR SALE—SECONDBAND SHOW PROPERTY
A-1 CONDITION — 1920 FACEL DOUBLE Decker, FORD, Avenue oil, new Lakeview Park, 16 W. Fourth, Tulsa, Okla. m22

BARGAINS GALORE THEATER AND SOUND
Projectors, 8, 16 and 35mm. Aves. Recitators, Chairs, Trapes, Screens, S.O.S. Cinema Supply Corp., Dept. L, 602 W. 62nd St., New York 19, N. Y. m22

BINGO STOOLS — 150 LEATHERETTE
Covered BINGO stools, complete with pipe and floor flanges, \$1 each; Merry-Go-Round Top, like new, for 36 ft. Allan Herschell Machine, used one month in park. For information or above write Olcott Beach Amusement Park, Olcott, N. Y.

BLACK LIGHTS, ADMISSION CONTROL.
Black effects available in excellent colors. Etc. Glowpar Co., 601 S. Vermont, Los Angeles m13

BUS — SLEEPS 10 MEN, SINGLE BUNKS.
Wayne all steel body, 1949 Ford Notori heater, water, large clothes closet and storage space in rear, booster brakes, guaranteed clean A-1 shape, \$2,400. Jack Cole, Savannah, Ill.

CRUISE AND LOOPER—GOOD CONDITION
can be used in operation on Ocean Park Pier, with or without location, can be bought separately \$8. Golden, 206 3d Ave., Venice, Calif. m22

COMPLETE EQUIPMENT FOR 800 SEAT
Movie Theater; excellent condition; on request. Movie Supply Co., 1316 S. Wabash Ave., Chicago. m22

COMPLETE PORTABLE SKATING RINK—
Sectional Floor, Maple, 40-80 Tent, 130 Pr. Chicago Skates, 54 Record Writter, Blocking and lumber for floor, all for \$2,300; been in use about 10 months. A-1 condition. O. Alexander, 710 S. Berrien St., Nashville, Ga.

DR. CANN'S AUTO-CRUISER—A REAL SHOW-
man's trailer; oversized tires, running water, complete bath, fridgidaire, \$995; 1/3 down. Birmingham Concession, lots of extras, like new \$1,700. We at Phone or wire Sell, Born's, Sarasota, Fla. 50 other used trailer bargains.

FOR SALE — ORCHESTRA SLEEPER BUS;
flexible coach, Buick engine; excellent condition; details on request. Maj Darr, Morris Hotel, Omaha, Neb. m29

FOR SALE—NOVELTY STAND AND UNBREL-
la and plenty stock, half price. Already booked for eighteen weeks. L. F. Jyrra, 3445 Wood Ave., Indianapolis, Ind. 1516wood 3285.

FOR SALE AT NO SACRIFICE—PORTABLE
Skating Rink, 60"x120", with all equipment. L. Morrison, 2924 Brown St., Anderson, Ind. m22

FOR SALE—FORD BUS, REASONABLE; NEW
paint, 20,000 miles on motor. Dell Clayton, Box 278, Norfolk, Neb. m22

FOR SALE—HENRY SKATING RINK TENT
Top 50x120, good condition, with or without side walls. Phone 9-9113 or write Silver Star Roller Rink, 141 Portage St., Kalamazoo, Mich. m22

FOR SALE—ONE GENERAL MOTORS DIESEL-
3 phase 27.5 KW generator, bought for use on stand-by power source in 1942 but never used. Core-Coil Bottling Works, Inc., Columbus, Miss. m22

FOR SALE CHEAP—10 DODGEN CARS, 10 IN
operation at Jax Beach, Fla.; need work on; will take \$125 apiece for 10 cars and throw 7 in with the purchase for parts. Reason for selling: Getting new cars and have no storage space for these. Mabel K. Reid, Owner, Reids Plantation Park, P.O. Box 862, Jacksonville Beach, Fla. Phone 8504.

FOR SALE—MINIATURE TRAIN, G-12, COM-
plete good running condition. L. D. Whitler, 444 W. Genesee St., Lapeer, Mich. m29

MID STREET CAR, ROLLER COASTER, SU-
perior Roll-Plane, 7-Tub Tilt, cash or trade. E. Snider, Washington, Ind. m22

MINIATURE GASOLINE TRAINS (NEW), 12
passenger, 2 weeks' delivery, \$1,650; one used, \$650. Monmouth Neon Electric, Monmouth, Ill.

ROADSHOWMEN—WRITE FOR 1950 16
"ROADSHOWMEN" Equipment bargain line. Free! Mogull's, 112 W. 48th St., New York 19.

SENATIONAL "MISS ANATOMY" ANNEX.
No Show Illusion; live girl made "transparent" through invisible! Complete, \$100; deposit \$30 with order, balance c.o.d. W. E. Chilo, Box 340, Rushville, Ind. m22

SHORT RANGE TARGETS—20 KINDS, MANY
new ones free samples. Fine Arts Press, 115 Donald, Peoria, Ill. m22

STEEL TENT STAKES—BUNDLE OF 25
Assorted Car and Truck Axles (29 to 36 inches, steel, 5.0). Ramsey Enterprises, 1210 E. 83 St., Chicago. m22

SPECIAL SALE—16MM SOUND FEATURES;
many priced at \$95; no junk prints! Free! Paul M. Adair Co., 6926 Roosevelt, Oak Park, Ill. m13

PEARLS
Direct from manufacturer to you!
Attractively Boxed
EARRING SETS
\$7.10 per dozen
Attractively Boxed
NECKLACES
\$3.20 per dozen
Minimum order 2 dozen
Dep., Bal. C. O. D.
Send \$1.00 for sample of each item

SPENCER
NOVELTY MFG. CO.
141 Spencer St. Brooklyn 5, N. Y.

Genuine PHOTO REPRODUCTIONS!
Scan sell Sell! BIG BLACK AND WHITE PHOTO BARGAINS!
8x10's, postcard size, in quantities. Blowups, 20x30, 30x40, 50,000 photos per day, that's our special! And our price record is even more amazing.
ANNOUNCING NEW COLOR
PHOTOS in thousands at prices comparable to Black and White. Color-perfect photo postcards from KODACHROME or EKTACHROME transparencies. Thanks to our new WONDER REPRODUCTION PROCESS 8x10's, 11x14's, all photo sizes equally inexpensive in natural color. Write for FREE Price Lists 68 on Black and White and Color in All Sizes!
MOSS PHOTO
155 W. 46th STREET NEW YORK CITY 19
PLaza 7-3520

FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES
Most of women—many of men. You can earn extra income in full or part time. Every thing you need is furnished FREE and prepaid. Simply write orders for actual guaranteed Random reply hotly desired with actual samples. We will give free replacement if more tests or more trouble. Thousands of causes, without cost, tried up to 3 months. Complete line including guaranteed 30 days. Carries food handling. Guaranteed break which provides replacement of refund of money if not as advertised. Theria. Also 3 additional lines: (1) beautiful elegant (2) wonderful new of amazing direct to wear/pleat (3) complete line men's home warranted new but never replaced free. No money or experience needed to start your own business. We deliver and collect. Advance cash also huge bonus. Postcard will bring you sample nylon stockings, samples of hosiery, fabric and complete money-making outfit. Nothing to pay now or later. No obligation. Write:
KENDIX CO., BABYLON 77 N. Y.

ORIENTAL DESIGN RUGS
\$16.50 Each
Attn: Merchants, Dealers, Auction Sales. Buy Direct from Reliable New York Importer. Glowing Oriental reproduction extra-heavy. 8' x 10' room also RUGS! Perfect quality. Newest durable Rug to hit America! Woven of Rayon-Cotton Yarn, sturdy as Wool. Greatest Money Maker today! ALL SIZES, COLORS. 2x2 to 8x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% discount with order. balance C. O. D. AGENTS WANTED

LD-US TRADING CO.
Dept. P5, 20 W 37th St., New York 1, N. Y.
LOOK—NOVELTY AND TOY BUYERS—LOOK
Two dollars brings big sample assortment of Novelties for Jokers and other unique items. Sold through samples exclusively. No catalog. See what you buy. Plus money to your business. Look—Gold Plated 4" Race Horses, \$2.00 per doz. BLUE MOON CO., Dept. H, Ravenswood, W. Va.

FOR SPECIAL PROMOTIONS!
Men's and Ladies' Nationally Famous Watches
★ ELGIN ★ BENRUS ★ GRUEN ★ BULOVA ★ WALTHAM
Modern new designs. Reconditioned and rebuilt, guaranteed like new, complete with leather strap.
7-JEWEL \$8.75
15-Jewel, \$10.75
17-Jewel, \$12.75
21-Jewel, \$16.95
Cold Plated Expan. Band, 95¢ add.
RHINESTONE & FACET DIALS At No Extra Charge
Write for 56-Page New 1950 Catalog
Lord and Lady Scot
WRIST WATCHES \$6.59
10k. R.C.P. yellow case, late 12-J. ... \$8.95
models. Guaranteed like new. 17-J. ... 9.95
Wholesale Only! 6 Watches minimum. (\$1 additional for samples.) 25% with order—Balance C. O. D.
JOSEPH BROS.
Dept. B-22, Chicago 3, Ill.

BIG PROFITS SALESMEN...WRITE TODAY FOR NEW CATALOG...FREE

EXTRA SPECIAL!



LADIES' JEWELLED WATCH
\$3.95
With Sweep Second Hand
Brand New—Not Reconditioned

BEAUTIFULLY DESIGNED LADIES' JEWELLED WATCH with sweep second hand. Polished chrome case. Radium dial and hands. \$3.95 ea.

CHRONOGRAPH WRIST WATCH with 2 push button stop and start. Sweep second hand. Radium dial and hands. \$4.00 ea.

MAN'S WATCH—chrome case, radium dial, sweep second hand, stretch band. 6 or more Same as above with rhinestone dial. \$3.95 ea.

MAN'S 7 J. WATCH—sweep second hand, radium dial, stainless steel back, leather band. \$4.50 ea.

MAN'S 7 J. WATCH—6 or more Same as above with rhinestone dial. \$5.50 ea.

Every Watch brand new—not reconditioned. 10% Deposit—Balance C. O. D.

FREE Write Today for Free Catalog and Details

MARVEL WHOLESALE WATCH CO.
501 PINE ST. ST. LOUIS 2, MO.

Direct From Mfr.

PLUSH & FUR TOYS

Rock-bottom prices! We specialize in carnival merchandise.

Special
Doz. 7 1/2" x 9" Plush Scottie \$6.00 Doz.
sample \$1.00 Ppd.

25% Deposit, Balance C.O.D.

B. ISRAEL 220 E. 7th St., New York City

*** FIREWORKS and NOVELTIES!**

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog
Order Now • Lowest Prices

ACME SALES CO.
P. O. Box No. 1141, Atlanta, Ga.

MOTHER'S DAY CARNATIONS

Best Quality. Red and White. \$30.00 per 1,000. \$3.50 per 100. Send for complete list.

25% deposit, balance C. O. D.

FRANK GALLO
Importer & Manufacturer
1429 Lacust St.
St. Louis 8, Mo.

HEAT WAVE IS COMING

INSTRUCTIONS BOOKS & CARTOONS

ARTISTS' BIG SIZE CARTOON BOOKLETS. 10, 81; sample plus humorous cards. 25c. Kayo Harris, Box 550, Palm Springs, Calif. my6

OCCULT SCIENCE—INEXPENSIVE EDITIONS. 48c and unusual books and study courses; list free. Psychic Science Book Co., Box 7, Darby 8, Pa. ap22

SENSATIONAL—TIMELY FACTS ABOUT mail selling. Approved by experts. Write Rowland Plain, 1 Laurel Ave., Birmingham, N. Y.

MAGICAL APPARATUS

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscopes, pitch; each unit less than pound, easily concealed; brochure, specifications, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. ap22

MAGIC BEER BOTTLE PRODUCTION—PRO- duce a beer bottle from friend's pocket. A real looking rubber beer bottle that packs in palm; one dollar prepaid; order one now. Jack Eastwood, 684 1/2 Jefferson, Chillicothe, O. ap22

NEW #22 CATALOG MINDREADING, MEN- talism, Spirit Effects, Horoscopes, Forecasts, Crystal, Palmistry, Graphology. Books; 164-page illustrated catalog. 50c; wholesale Nelson Enterprises, 336-B S. High, Columbus, O. ap22

PITCHMEN—MAGIC PITCH PACKAGES AND Books; 8 items; \$4.50, 100; sample 25c. Beebe, Box 260, Pontiac 13, Mich. ap22

PUBLICITY—MINDREADING, ESCAPES, Chemicals, Books, Drawings; illustrated list 30c. Genoves, Dept. B, P.O. Box 217, New York 1, N. Y. my6

VENTRILOQUAL (845 UP); PUNCH FIGURES. \$12 each dressed with Eyes, Act, etc. Spencer, 3240 Columbia 7, Minneapolis, Minn. ap22

MISCELLANEOUS

BELLY TANKS, \$9.95; STEEL, SIX OR TEN foot size, free picture. Ruck's Auto Wrecking, 1625 "T," Merced, Calif. my6

CARNIVAL PLASTER ITEMS: WE HAVE them! Pay us a visit. Liquid molding rubber. \$2.95 per quart; \$7.95 a gallon postpaid. Plastercraft Supply Co., 3051 St. Clair Ave., Cleveland 14, O. je10

TIN GAME AND ARCADE EQUIPMENT MP- chandise over 18 years' experience; will travel. Arthur Pippin, 127 E. Roosevelt Blvd., Philadelphia, Pa.

SEWALL—WATERPROOF AND MILDEW proofed, complete with gummatel and Paper Green or Khaki, approximately 8 oz., 6x100, \$24.95; 7x100, \$63.04; 8x100, \$71.52; 9x100, \$80; 10x100, \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5091. my6

YOUR NAME IN BIG BLACK HEADLINES ON a standard newspaper page; make up your own headlines; three different 8 1/2" lines, 18 letters per line; headline blanks, \$20 per hundred postpaid. P.O. Box 1351, Dept. 14, Hartford, Conn. ap22

PERSONALS

KANSAS CITY POSTMARK—LETTERS RE- mailed and returned, 25c ea. Reservations, bookings, appointments \$2. Mutual Sales, Box 240, Kansas City 10, Mo. ap29

LOOKING FOR WORK? OUR EMPLOYMENT application blanks bring results by reaching the boss first. Seven for \$1; three for fifty cents. Young's, Box 7113, Portland, Parkrose 20, Ore. ap29

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACKGROUNDS—Photo Mounts and Supplies; Rings and Comic Cards for Small Photos. Miller Supplies, 1550 Franklin, St. Louis 6, Mo. my27

COMPLETE STOCK DIRECT POSITIVE SUP- plies, Direct and New Eastman Paper. Lone Star Photo Supply Co. 2405 Elm St., Dallas, Tex. ap22

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them! latest improvements, cash business. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap29

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FULL FIGURE LIGHTING STUDIES, FAST money makers; for dealers only, cash only; sample 25c. Box 241, Inwood, Long Island, N. Y. my6

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PHOTO COPY ENLARGEMENTS FROM ANY color, 100 to 400; coloring, 50c extra. Actors, Box 1633, Washington, D. C. my13

PHOTOMOUNTS—1c TO 10c EACH; WRITE for price list. Penn Photomounts, 333 Woodland Ave., Glenolden, Pa. ap22

THE NEW EASTMAN IMPROVED TYPE DI- rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Seo St., Rochester 4, N. Y. ap29

WANTED—16MM. MOVIES OF ANIMAL ACTS, Junglers, Acrobats, etc., suitable for children. Black and white or color, from 100 ft. to 400 ft., sound or silent. Need not be taken by professional, amateur pictures will do. Will pay \$100 or more for original film or duplicate, or we will make duplicate and return original. To be used only for children's toy projectors. Write to Dover Film Corporation, 151 Hallett St., Boston 24, Mass. my26

WHILE THEY LAST—GIRL NUMBERS, NAME bands musicals, 16mm, like new, \$1.50, guaranteed. Burlesque, art, sales, exchanges, rentals. Joe Umer, 103 W. 16, Jacksonville, Fla. ap29

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8x10 ENLARGEMENT FROM YOUR NEGAT- ive, hand lined, \$1; from enlargements 50c extra. Hammond Studios, 303 North Ash, Wichita 7, Kan. ap29

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Perfume Atomizer (close-out)	1.20 Doz.
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Needles, with threader	8.30 Doz.
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ATTRACTIVE PRINTING REASONABLE—1,000 business cards, \$2.50; bond letterheads or envelopes, \$5.25. Modern Print, Box 34, Hattiesville, Md. ap22

ATTRACTIVE 100 3x5-1/2 LETTERHEADS AND 500 ENVELOPES, Hammermill Bond, five lines copy, 62 postpaid; no a.e.d.'s; samples. Discover Printing, 5233 Cleveland, Kansas City 4, Mo. my6

BUSINESS CARDS—250 ONLY \$1.25 PREPAID Good quality; up to seven lines copy. Bronx Art Press, 552-D Courtland Ave., Bronx 51, New York.

LOWER WINDOW CARD PRICES! — FLASHY three-color 14-22 heavy cardboard posters, \$4.50 hundred. Tribune Press, Earl Park, Ind. ap29

NEGRAVURE EMBOSSO LETTERHEADS! Sparkling! Dynamic! Special illustrations: Circus, Highway, Concessions, Orchestras, Magicians, Acts, Bookers, Samplars 10¢, Solidays Co'orprint, Knox, Indiana.

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SPECIALS ON 20 LB. RAG BOND—7 1/2 (3 1/2 x 7 1/2) Envelopes, 100, \$1.25; 250, \$2.25; 500, \$3.75; 1,000, \$5.80. Farley Home Press, Farley, Iowa.

3x5 CIRCULARS, 5,000, 64; 1,000, 81; 6x9 CIR-culars, 5,000, \$17.50; 1,000, \$4 prepaid. What do you need? L & K Press, Crawfordville, Ind. ap22

14x22 TYPE WINDOW CARDS — THE BELL Press, Winton, Pa. my6

250 6x9 ENVELOPES AND 250 WHITEBOND Letterheads, 6 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. ap29

1,000 EMBOSSER BUSINESS CARDS, \$3.95 postpaid. Write for free sample and style chart. Dick's Card Sales, Box 33818, 8800e, Mart St., Chicago 64, Ill.

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIPS, Sox, Pants, Socks, Sweaters, Shoes, Undershirts, etc.) sales equipment free; experience unnecessary. Nimrod, 4922-DS, Lincoln, Chicago.

HAVE MERCHANTS EVERYWHERE WORKING for you! You do them a favor and in return commissions pour in to you every week! One tiny sale could make you hundreds of dollars in repeat commissions; every retail store wants what you have to offer; we take care of all details, one call completes your work; hurry reply for full information. Empire, 2222 Diversey, Dept. BB-5, Chicago 47, Ill. ap22

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NIMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Niman Studios, 1230 Halstead St., Chicago, CA 6-2544. my6

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SIDE SHOW BANNERS, 8x10 FEET, \$24.75, artistic, painted on good cloth; quick service. W. Courtney, Harboursville, W. Va. Phone 4301 ap29

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A-1 TATTOOING MACHINES, DESIGNS, COL-ors, Needles, Quills; genuine German Felitan Ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3 my20

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors, complete outfit; illustrated catalog free. Will Zels, 728 Lealey, Rockford, Ill. tu10

WANTED TO BUY

NOVELTIES, TRICKS, MAGIC FROM MANU-facturers for distributing. Apt. 2, 18 Pace St., Woonsocket, R. I.

USED 16MM. SOUND WESTERN FEATURE—1 pay. \$20. Herbert Dry, 922 9th St., N.E., Canton, O. my13

WANTED—LARGEST MALE GUINZEE IN captivity. Give details and price. Leo Curvill, Rt. 1, Box 154, Tampa, Fla.

WANTED—50 STEMPLEASE MACHINES manufactured by Keency about 1933. N. M. Welch, Parkersburg, W. Va.

WALKING CHARLIE, BASEBALL PITCHING Machine, Kid Rides, Spline, Arcade Equipment, Bowling and Rink Equipment, F. Shuter, Washington, Ind.

WANTED—SUN NOISE MAKERS, WHISTLES, Sirens, etc. send samples, prices. Shute Enterprises, 132 Lawnwood Ave., Longmeadow Mass.

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Forms Close Thursday for the Following Week's Issue

ARRIALISTS—EARLY OPENING, 25 WEEKS assured; age, height, experience first letter. Keebler, Box 814, New Britain, Conn. ap29

EXPERIENCED PAN GAME AGENTS wanted. Youngs Couple to take full charge; send photos, state experience open April 15. Clarence Harris, 214 N. Fulton St., Indianapolis, Ind.

HILLBILLY MUSICIANS WANTED FOR MID-way show playing Texas; amateurs considered; also talker; per diem basis. Haro Robinson, Reynoldsburg, O.

KINSEY PLAYERS WANT BOSS CANYONMAN for rep show, all one week stands, have power stake driver. H. E. Graf, 595 Greenlawn Ave., Columbus, O.

MUSICIANS—COMMERCIAL BAND EXPERI-ence, send name and doubles preferred; sleeper bus, salary. Buddy Bair, Box 313, Co.ame, S. D. my13

MUSICIANS—ALL INSTRUMENTS, FREE EM-ployment active for modern territory bands, with permanent headquarters in Minnesota and South Dakota. Write Iowa, 218 So. Main, Fairmont, Minn.

WANTED TO CONTACT "HUMAN CANNON Act" at once. This is a good deal, can make some good money next 3 months. Call or write me quick. Earl Powell, Lock Box 132, Hope, Ark. Night phone, 1456.

ORGANIST FOR LARGE SOUTHERN ROLLER rink; give full details and salary expected in first letter. G. V. Carraway, 1115 South Shores Rd., Jacksonville 7, Fla.

UNUSUAL ANNEX ATTRACTION — FIRE eater, musical act, Hudson girl, others. Carroll Miller Side Show, Continental Shows, Hudson, N. Y.

WANT AT ONCE—LOOP-O-PLANK FOREMAN and Kiddle Ride Help; must be sober and experienced; year around work. Floyd Stock, Rt. 2, Box 101, St. James, Mo.

WANTED—REPLACEMENTS FOR WELL ES-tablished, Midwest commercial and Dixieland band. "Red" Robertson, 412 S. Madison, Grand Island, Neb. ap29

WANTED—VOCALIST, ACCOMPANYING JAM-mond Organ African Tavern, 610 Sycamore St., Waterloo, Ia.

WANTED — ACCORDION PLAYER, ALSO Guitar Player; modern Trio prefer; doubles; eat; no notice. City Club, Carroll, Iowa.

WANTED—TWO ELEPHANT MEN; STEADY year around work, no lay offs. Wire me care Bill Duchhom, Cassville, Wis. Mac MacDonald, Tem Pocks Entertainment.

WANTED FOR PLATFORM MED. SHOW —People in all lines, sillibilities, novelty acts, people that know the med. business; state all in first letter; show opens the middle of May. Jerry Frantz, Birtington, Pa.



"GOLDEN NYMPH" ELECTRIC CLOCK

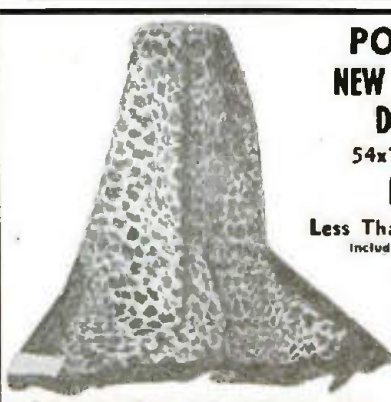
Handsomely sculptured figure of a nude bathing girl cast in yellow gold color metal with silver colored metal wave for base. Holds Sessions electric clock movement mounted in silver colored metal case. Felt bottom protects table surface. Overall height, 8 3/4 in.; width, 12 in. Shipping wt., 8 lbs. MA307.

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PRICES DO NOT INCLUDE POSTAGE

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LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA



POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case
Ea. \$2.90

Less Than Case Lots. \$3.00 Each
Include 24¢ Postage for Sample Order

Do You Have Our No. 59 Catalog Issued in 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter

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7-JEWEL SWISS WATCHES
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Genuine Swiss Movements
Precision Re-built and
GUARANTEED LIKE NEW!

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7-Jewel \$ 8.25
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7-Jewel 10.25
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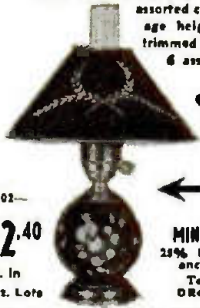
Gold Plated Expansion Band, 90¢ additional
Beautiful Rhinestone Dial, 75¢ additional

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American Vitreous China Base, 23 K. Gold-Fired Decorations and Floral Designs in four assorted comparable styles. Average height 24" with full 15" trimmed rayon shade. Packed 6 assorted per carton.



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\$2.60
Ea. in Doz. Lots
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Ea. in Doz. Lots

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3 PIECE PEN SET
\$4.50 DOZ.
\$51.00 GR.

"Original" 3 pc. Kince Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

STILL GOING OVER CHOKER SETS

NEW PRICE RANGES
3 pc. sets, \$42.00 dz.; 3 pc. sets, \$48.00 dz.; 4 pc. sets, \$54.00 dz. **LARGE ASSORTMENT OF STYLES IN ALL PRICE RANGES.** 24 Karat Gold Plated Choker Set, Necklaces, Earrings, and Bracelet to match. Finish Box, Silk lined, \$19.95 and \$29.95 price tags. Sample set, \$4.50 each.

FLOATING DOLL PENCIL
\$4.50 Dz. \$51.00 Gr.

3 pc. all gold pen sets. Guaranteed with \$7.50 gold embossed price tag, \$5.50 dz.; \$63.00 gr. 4 pc. pen set, including pencil, pen, ballpoint and pen knife, \$6.00 dz.; \$70.00 gr. (itchy Doss, single from, \$24.00 gr.; case lots (5 gr.), \$22.50 gr.)

1950 FREE CATALOG NOW READY, WRITE FOR SAME.

KIM & CIOFFI 912 Arch St., Philadelphia 7, Pa. Market 7-2283

Hot Item Sensationally Priced!

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- Cries • Sucks Thumb
- Moves Arms and Legs

GIANT 21" LIFE SIZE

Doll is costumed in baby's dress with diapers and undershirt. Like a new-born infant, she's wrapped in a baby blanket tied with a big bow! Samples, \$5.00 Ea. Two smaller sizes also available.

25% Deposit, Balance C. O. D.

JOE END & COMPANY, Inc.
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WALKER 5-8280

\$48.00 DOZ.

SEND FOR FREE COPY TODAY!

New 1950 Catalog

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5c a Word, Minimum \$1
Remittance in full must accompany all acts for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

BILL NOELLER'S SMALL UNION SOCIETY Orchestra would like location in New York State; reliable agent wanted. 63 Humason, Buffalo, N. Y.

DANCE ORCHESTRA—6 PIECES AND MALE Vocalist desire hotel or resort location. Special arrangements, including society, popular and Latin. Full soundbite band with saxophone, flugel and baritone sax. Vocal group within band. Available May 1. B. Holden, 916 Ogden St., Toledo, O.

HILLBILLY BAND—FIVE MEN, WANTS bookings after May 10; radio and stage experience. State all. Write Cecil Karber, Gen. Del., Salisbury, Md.

NATIONALLY KNOWN A-1 HILLBILLY BAND available all ensembles also radio, anywhere. Agents, contact 12 years' experience. Dick Carson, Baden, Pa. sp22

ROY SANDERS SOCIETIES—UNION, 9 TO 11 men, vocalists; commercial style band; available for summer location. 1017 N. 9th St., Reading, Pa.

TENOR BAND—TWO BEAT SOCIETY, ORGAN- ized four years available May 30. Book all specials, uniforms, sound system, vocalist, etc. Professional musicians, not kids. Sevan to special men with or without front; good agency with work welcome. All reasonable offers considered. Write or wire, Don Adams, 420 Oneida St., Joliet, Ill.

TRIO—HAMMOND ORGAN, SAX, DRUMS available May 23 for summer location in hotel, club or resort. Union. Armand de Beque, De Beque, Colo.

J TO 8 PIECE DANCE BAND—COLORED Union, available for summer location in or near New York. Write Ork Leader, 1463 Pacific St., Brooklyn 16, N. Y. sp22

GOOD GUITARIST—TAKE OFF AND BACK- and; good swing or straight prefer location. Write Kenneth B. Cox, 122 Granville Ave., Muncie, Ind.

HAMMOND ORGANIST WITH ORGAN—TOPS hotel, radio, bar; Farmanott; photos, records. Month's notice here. P. O. Box 208, Chicago, Ill. my13

HAMMOND ORGANIST—ATTRACTIVE BOND, outstanding musician for clubs or hotel lounge; available with or without organ. Serene Cole, 7100 South Shore Dr., Chicago 49, Ill. Phone Sasinaw 1-2790. sp29

HAMMOND ORGANIST—SMOOTH, SWEET and; essential; shows; desire able to meet people all social levels; do not have own organ; available May 1st. Box C-87, Billboard, Cincinnati, O.

HAMMOND ORGANIST WITH ORGAN OR play yours; union, good appearance, play all types; desire summer location. Organist, care Mrs. Sara Byrne, 1345 Envor St., Baltimore, Md. sp22

ORGANIST—ONE OF AMERICA'S TOP-NOTCH organists; available after April 22; 20 years' experience, unlimited repertoire. Write, wire, Organist, 30891 Grand River, Farmington, Mich.

PIANIST—UNION, EXPERIENCED, ABILITY; all essentials; shows. Box C-71, care Billboard, Cincinnati, O. sp29

STEEL GUITARIST—EXPERIENCED; AVAIL- able April 15 for small combo; play hillbilly, Hawaiian, Latin-American and popular; can travel. Dorothy Straub, Campbellport, Wis.

STRING BASS—DOUBLING VOCALS (BAL- lads); wide range; experienced; commercial, society and combo; pantomime, read and take; single, tober; locations. Box 524, The Billboard, N. Y. C.

TENOR ALTO, CLARINET—SEMI NAME AND combo experience; take and read well; good tone; locations only; age 36. Eusebio Regilio, 341 Keweenaw Drive, Hattiesburg, Louisiana. Phone 2585.

TENOR CLARINET, FLUTE—SOCIETY, VERY experienced; transpose well, intonation, tone excellent. Musician, 1208 So. 30th, St. Joseph, Mo. Phone 4-6528.

TENOR SAX CLARINET—YOUNG, EXTEN- sive commercial experience shows; desire big band; \$70, transportation, union. Fred Robson, 771 Lexington Ave., N. Y. C.

VIOLIN—WESTERN SWING; UNION, READ, 15 years' experience, single. Smokey, 2115 Erie. El Paso. Ph. 2-8318.

TROMBONE—YOUNG, SOBER, EXPERIENCED, schooled; prefer location but will travel; available June 1st. LaVelle Ormber, 538 Washington, Springfield, Mo. my6

TROMBONIST—WANTS JOB WITH DIXIE band, double vocals and trumpet; prefer location. Art Weiss, Wells, Minn. sp22

TRUMPET LEAD MAN, SOCIETY STYLE— Play shows and do novelties; also play (snoc and jazz. Contact me at Chelsea Hotel, Chicago 40, Room 328. Bennie Woodworth. sp22

TRUMPET—UNION, LEAD (AND JAZZ); small combo; read, fake, Dixie, commercial; all offers available. Box C-86, Billboard, 2180 Patterson St., Cincinnati 12, O. sp29

CIRCUS AND CARNIVAL

AVAILABLE FOR SEASON—3 MEN, 2 women's filling bands; fiddin, electric guitar, mandolin and novelty instruments, vocal solos, duets and the best in double jodeling; also hypnotist and magic change for 2 weeks, stage illusions and multiple subject featuring breaking a 200-lb. rock with a sledge hammer on the chest of a woman as she hangs suspended by head and feet in mid-air; large stage illusions and magic change for 2 weeks, 30 minutes each night; we can give complete show 10 days change each night; hillbilly shows, no nights, free acts, carnival or mid shows; no drinks; cut or no notice. Eliston the Magician, 1513 Dickerson Rd., Nashville, Tenn. sp29

BIG 5 PEOPLE ACROBATIC AND BALANCING act; beautiful stage display for illustrative literature, Lehmbek's Sisters Attractious, 2015 Oliver St., Fort Wayne, Ind.

GREAT CALVERT—RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 164 Averill Ave., Rochester, N. Y. 1618

INSURANCE COMPANY TURNED HIM DOWN, too hazardous. Capt. Earl MacDonald, number one Hollywood stunt man and now called the top in the high diving profession. Will prove to you this year that the claim of war. Gay is definitely the star act of today. Contact Sensational MacDonald and His High Wire Dives, Inc., etc.; dancing, singing and the New York Firm. Address 456 Lamplier Place, Warren, O. sp29

SHOWMAN DESIRES POSITION AS CLOWN— Appeared Montreal Square Garden. 520 E. 18th St., Charlotte N. C. 6-1766. sp22

DRAMATIC ARTISTS

LUCILLE STODDARD AVAILABLE MAY 1— Characters, comedy, general business, comedy monologues and musicals. Will send 1ste photo. 3715 Prospect Ave., Cleveland, O.

MISCELLANEOUS

DONNE DAWN—VERY BEAUTIFUL FEMALE impersonator; direct bookings in New York City week-ends; appeared at Zomba, Cleveland; Playhouse, Chicago; My O My, New Orleans, etc.; dancing, singing; arrive New York April 14. Address Don Dawn, Box 119, care Billboard, New York 19, N. Y.

MAN, AGE 27, WANTS JOB WITH SHOW business or circus or radio station. John Scordino, 2415 Cortland, Chicago 47. sp29

SITUATION WANTED—PUNCH BOARD MAN; experienced; will set locations and handle any deal through. Box 338, Billboard Pub., Chicago sp22

SITUATION WANTED AS PARTNER TO LADY in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject for ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

MUSICIANS

DRUMMER—EXPERIENCED VAUDEVILLE, floor shows; union; sight reader. Want summer job. L. Cook, 719 E. 2d Ave., Flint 3, Mich.

EXPERIENCED DRUMMER—JOIN IMMEDI- ately; any proposition considered; dance or show; new equipment; plenty rhythm, reliable voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

PARKS AND FAIRS

BALLOON ASCENSIONS, PARACHUTE JUMP- ing; modern equipment for fairs, parks, exhibitions; always reliable. Claude L. Shier, 1041 S. Dennison, Indianapolis 21, Ind. my8

FLASHY HIGH-CLASS TRAPEZE ACT—AVAIL- able for indoor and outdoor events; platform required outdoor. Address Charles McCrux, 1304 South Anthony, Fort Wayne, Indiana. sp22

HIGH SWAYING POLE ACT, FEATURING graceful routine and extreme feats. Tim Ogan, Box C-84, c/o The Billboard, Cincinnati 23, O. sp29

SITUATION WANTED AS PARTNER TO lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

VAUDEVILLE ARTISTS

JERRI LANE—FEMALE IMPERSONATOR, AL- so male attire dancer. Available beginning May 15, complete new wardrobe. Write Hotel Wagner, Sidney, O.

COLLECTORS' DOLLS
In Glass Stands

Height 5 1/2 inch; beautifully dressed; real Bisque; easy to display; easy to keep clean; 12 different models.

\$12.00 Per Dozen
FOB San Jose
Sample \$1.50

IDEAL SALESGROSS PREMIUM!

Write for lists of other lines, including colored set.

THERON FOX 1294 Yosemite San Jose 11, Calif.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or 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.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Kemper, Mrs. A. B., King, Ellen 20 18c Rumbough, Harold 35c

- Abell, Ben O. Adams, Dewey F. Aderton, Bob. Alford, Maurice Akchu, Edna Allen, Louis D. Allen, Leslie Amler, Miss Evonne (Holiday on Ice Show) Amok, Chief Anderson, Arthur (Chuck) Anderson, Lucille Ansh, Ralph J. Archer, Louis D. Armstrong, Jimmy Arnold, Woodrow Arrost, John K. & Fitzabeth Ashley, Blanche Aukling, Clarence Ayers, Bob Bailey, Shirley Baker, R. A. Baker, Louis Baldwin, Bill Ballard, Warren Barfield, John Barr, James Bauer, Geo. H. Bayless, Mrs. Ruth Beard, Elbert L. Beasler, Joe A. Bell, Fred Bell, Louis A. & Loretta Bellows, Alan C. Bennation, Bibie, O. R. (Gibbe Bros. Circus) Big Six & Tony Bingham, Fern Bixby, Mrs. M. Bixby, Mrs. M. (Scott) Black, Mrs. Frances Blair, Clarence Blair, Joe Bolins, Albert H. Bolins, Alvin Carter Bonifacio, Sammy Bone, Wm. A. Bouchard, E. J. Boudreau, John Boyd, Roger E. Boushamp, Paul Brady, John C. Bradley, Geo. Branch, Curtis Brannon, Mr. Pat Brantley, Joe Brewk, Frank J. Bright, J. C. Brodbeck, Betty (Fiction Only) Brody, Mrs. Edith Broutil, Barbara & Sonny Broutil, Corly Brown, H. E. Brown, Hal Browning, James J. Brunler, Whitely Bristol, Robt. Bark, Alice L. Bungeard, Arthur D. Burke, H. A. Burke, Geo. Burke, Patricia P. Burns, Larry E. Burton, J. C. Burton, Nola Bush, J. T. Rutter, Don Bottler, Willie Eaker Bybee, Jan H. & O. Caldwell, Geo. A. (Glass Blower) Cameron, Chas. A. Campbell, Geo. A. (Rubber) Campbell, Maude Candler, Al Candler, Warren Carden, Catherine Card, Mrs. Myrtle Fisher, Geo. Fletcher, Iramwell Flood, Chas. Folkard, Robt. (Oktawa) Ford, Dorthea Ford, Richard H. Foster, Merrill Lee Fox, Gerry Fox, Tommas Frick, Birdie Fulton, Louis G. Galtner, Woodie Galtner, Robt. Galtner, Woodie Galtner, Robt. Gallinger, Orville Gallo, Michael Gallup, Jack Garsz, Tom (Wood-Gatewood Addition) Ger, R. H. George, Barnaby Gies, Arnold Gieson, David J. Gilha, Sam Gilman, Mrs. Bittie Ginter, Jos. E. Ginter, Homer M. Glass, Irving Goble, James R. Goad, J. D. Gofas, Geo. Goldberg, Mrs. Louisa Gordon, Robt. T. Graber, Jack Gransay, Jack Gray Family (Ice Flowers) Green, Blaa (Minutal Show) Grever, Bob (R. W.) Grigg, Walter Gruber, Arnold Guertin, Jack Hala, Buster Haley, Patrick J. Hall, Maxine Hall, Ward M. (Hall & Leonard) Harlan, D. Halstead, Jack Harrison, Mrs. Ruth Hart, Daniel Harley, F. F. Hansen, Arnold Harney, Whitely Hawkins, Al & Marie Henley, Arvil E. Henry, O. P. Henry, Glen Hertz, Patricia Herington, Betty Hester, G. A. Hester, Harvey Hocter, Mrs. Irene Hicks, Cal Hildebrand, Frank Hill, Bob Hill, Eddie Rex Hill, Maxine Hill, Russell Hill, Warren Hine, Nathan E. Hirt, John Hirt, Anthony Hohn, Walter Holbrook, W. E. Holmes, "Chuck" W. Hooper, Caroline Hooper, Mrs. Wm. Howard, John Howells, John W. Huddell, Buck Hudrins, C. L. Hunt, John C. Hudon, Robt. E. Hudle, Thoa Hughes, Walter Hoyer, Bob Hunt, Mrs. Betty Hunt, Phil Hunt, John C. Hunting, Douglas Jackson, D. M. John, Miller Johnson, Geo. Johnson, Harry Lee Johnson, James J. Johnson, Mrs. Johnson, Pete Jones, Della Mae Jones, Robert E. Jones, Howard Jones, Mrs. C. Jones, Wilkey Karr, Joe Ann Keenan, Robert Moore, James & Esta L. Moore, W. J. Moorhead, Bill Moran, Marilyn Morgan, Mrs. Mary Morris, Allen A. Morris, Fay Morner, Edward Mullins, Jerry Mundy, Marvin Murphy, La'Tonne Murphy, Bernard Myron, Arthur Nasar, Mr. & Mrs. Neel, Ruby Nealand, Walter D. Nease, H. C. (Pet) Nehrt, Fred Nelson, L. M. Newman, Ernest Nicholas, Edwin Nichols, Tony Nirola, Fred P. Niederhauer, F. A. Noe, Edwin Norton, F. A. Nurney, Bill O'Hara, Clarence O'Haver, J. O. O'Leighin, R. J. O'Neal, D. S. O'Neal, George O. O'Neil, Wm. Paquin, Wm. Palmer, John Parker, John L. Parfory, Harry Pasternak, M. E. Patterson, Eddie Pease, Mrs. Penk, Mrs. Bobby Pelly, White Perry, Willie T. Peterson, Frank C. Peters, Sr. Wm. R. Phillips, Goodie Phillips, Jimmie Phipps, Charles E. Pierce, Mrs. M. & Jack Pike, Mrs. Estaline Pitzer, Bill Poter, P. Dee Powell, J. C. Powers, L. C. Prewy, Mrs. Frank Priddy, Francis Marion (Priddy's) Pryor, Jacob Purovick, Nellie Purovick, M. Mrs. PUNCH, Mrs. Junius PUNCH, Mrs. Irving PUNCH, M. Mrs. PUNCH, Gertrude (Jerry) Randall, Harry Rancier, L. S. Rawlings, Mrs. Ray, Yogi Redd, Curley Reed, Marcel Renton, Al Richards, Mr. & Mrs. R. R. Riehm, Mr. & Mrs. Carpenter, James Ritchey, C. G. D. Roach, Chas. J. Roberts, Calvin M. Roberts, Mr. & Mrs. Hal Roberts Nancy Robinson, Otis S. Roberman, Albert Rucera, Red (Girl Show) Rubin, Mike Rollins, Dennis S. Rose, Sarah Roer, Tommy Roas, Frank Rowland, G. A. & Ruddy, George Rumbough, Harold

GEM'S ALL-TIME BEST SELLERS FOR SPRING!

Table with 4 columns: Item Name, Doz., Gross, Doz., Gross. Includes items like Genuine FRENCH DARTS, Dart Balloons, Hawaiian Kiti, Dangling Skeletons, etc.

THOUSANDS OF OTHER ITEMS NOT LISTED!

25% DEPOSIT WITH ORDER, BAL. C. O. D. P. O. B. DETROIT.

WRITE FOR OUR BIG FREE CATALOG Hundreds of other bargains shown!

REGARDLESS OF PRICES SHOWN, WE SHIP AT LOWEST PREVAILING ADVERTISED PRICE!

GEM SALES CO. 533 WOODWARD AVENUE DETROIT 26, MICHIGAN

NEW LOW PRICE!!!



MR. BIG NOSE—All Plastic Frames and Nose—Original Big Beak—Immediate Delivery—Stock Up Now!

Dozen \$2.50 Gross \$27.00

(Minimum Order 4 Doz.) 25% Deposit With C. O. D. Orders.

BENGOR PRODUCTS New York 3, N. Y.

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We have 61 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLID-PURPOSE — BRIDAL SETS — CAMBOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS — They are just what you need for Department and Drug Store Dollar Ring Sales.



Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business. HARRY MAHREN RING CO. 302 8th Ave., N. Y. 16, N. Y. Red and White Stone Combination . . \$3.00 Doz.

Merchandise You Have Been Looking For Lamp, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Biscuits, Napkins, Hats, Plastic Stum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise.

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Form with fields for Name, Address, City, State, Profession or business, and checkboxes for \$10 enclosed and Bill me.



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DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, plain and stone-set bangles, such as hearts, stars, clovers, pendants, jewel sets, heart and arrow, crescents, crosses, soldered link chains, springings, jumpings, rolled gold plate wire, square and round. In all sizes and quantities to include pearl plates, hoops, ear wires, scatter pins and many other items. We also supply such items as piers, ring mandrels, size sets, etc. Illustrated in the Fashion Hand Made Gold Wire Ring in 1/20-1/2K Gold Filled, for which we are sole distributors. It comes in birthstone colors for men and women and makes a beautiful gift. Cosen lots, \$9 doz. & for \$6; less than 6—\$1.10 each.

Write for \$3 sample line, stating requirements—\$2 deposit required—bal. C. O. D. For Quality Merchandise, High Quality EMROW JEWELRY CO. 25 Danforth St., Providence 8, R.I. Buy Direct From the Manufacturer and SAVE!

GIVE TO THE DAMON RUNYON CANCER FUND

BIG FLASH
at
LOW PRICES!

All Jeweled Timed
and Tested Swiss
New Movements!

Never Before At This
Price!



Exclusive Square Shape, Ruby
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plated Goldite Case with hand-
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Band.
All This Only \$6.60



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A Copy of a
Thousand Col-
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3 1/4 Rhinestone
bow knot design,
with contrasting
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ONLY \$6.95



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505 Ruby and Rhinestone
Dial Small and
lovely yellow plated
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ing Goldite expansion
Band.
ONLY \$5.85
Handsomely Packaged
in attractive boxes,
with individual guar-
antee.

FOR RESALE ONLY! Prices are for lots of 6
or more. In smaller lots, add \$1.00 each to the
price. 25% with order, balance C. O. D.

Send for free catalog.

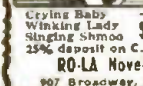
LANCYL WATCH CO.

580 Fifth Ave. New York 19, N. Y.

**LIVING
PICTURES**

Boudoir Girl
Double Boudoir Girl
Happy Birthday
Hula Girl
South Sea Beauty
Religious Picture
Madonna

\$7.20 DOZEN
(\$31.00 Gross)



Crying Baby
Winking Lady
Singing Shmoo
25% deposit on C.O.D.'s (Samples, 75¢ ea.)
RO-LA Novelty Co., Dept. BB
907 Broadway, N.Y.C. 10. OR 3-9060

"CALL ME TREASURE CHEST"!

WOW! A truly remarkable 5x7 (motion picture) picture of a "HONEY" framed in clear plastic, that really MOVES! See her as she fans the fire of the picture with her fan. When you see the terrific sales value this picture has — you'll see why they call it **"TREASURE CHEST."** Send \$1 for postpaid sample, \$7.20 per dozen. 25% deposit, bal. C. O. D. E. O. B. N. Y. C.



MARK SALES CORP., Dept. 1205
230 Grand Street New York, N. Y.

**AMERICAN EAGLE SHOWS
WANT**

HANKY PANKS OF ALL KINDS. COOK-
HOUSE SHOWS WITH OWN TRANS-
PORTATION. CHAIROPLANE OR ANY
FLAT RIDE. Tommy Mooney can use 2
Agents.

FOR SALE
SUNSHINE CHOO-CHOO TRAIN,
Like New.

Address:
DANNY ARNETT, Mgr.
Bellevue, Tenn. (downtown), this week; then
per route.

**HEAT WAVE
IS COMING**

FIREWORKS

ATTENTION, DEALERS AND JOBBERS
For Lowest Prices write Today
for complete Price List.
MID-WEST FIREWORKS
114 W. SECOND ST. SEALIA, MO.

MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column.

**New York:
SEEN IN THE BILLBOARD'S
SPRING SPECIAL:**

In the gadget market, a new make-up kit featuring day and night lipstick plus a push-button, beauty-beam flashlight, was offered by Susan B. Clark... A novel "Happy Birthday" card was marketed by Ro-La Novelty. Picture creates an illusion of movement... Normandie Sales Company displayed a table lighter that resembled a miniature lantern... Billed as the world's smallest cigarette lighter, a gold metal lighter for charm bracelets or watch chains was introduced by B & H Trading Company... Cooking tongs for lifting pots and pans were announced by the Page Company... Then there was "Squeeze-It" a coin purse that opens with a squeeze and shuts itself, sold by C. P. Rosen & Company... Many novelty items fall into a miscellaneous group because they apply to one or more novelty markets. For instance, souvenir decals of 1,000 different subjects were offered thru distributors of Lindgren-Turner

Company... Plastic combs built to stand rough treatment were introduced by Tamox Plastics Corporation... A \$7.95 retailer, Babe Ruth Wrist Watches packaged in plastic baseball, were presented by Wholesale Specialty Company... A new full-sized, imported electric portable sewing machine was introduced by Michie Goldman to sell for less than \$70... Gloveguard, to hold gloves securely until ready to wear, is marketed by M. Lane & Company.

There're many other values too numerous to mention in The Billboard's Spring Special. Readers should study their copies in order not to miss worth-while items.

American Silver Company has announced that it has available rolled gold plate, with a gold layer more than 10 times as thick as average gold electroplate, at a cost as low as 3 cents per square inch. This means that new fields are opened for gold plate, normally considered a jewelry metal... The Supreme Commander of the Allied Powers foreign trade office is exhibiting more than 1,000 Japanese items assembled by the Osaka Foreign Trade Institute. Variety store and Christmas novelties are featured. The sharp rise of Japanese imports reflects our rapidly expanding trade with Japan... It's reported that inexpensive calendar watches are gaining in favor... A 25-cent retailer by Chick-Penrod Enterprises, "Press-o-Matic" keyholder, allows the key to retract into the holder... Joe Dakas and Milton Cohen, of Universal Specialties, are offering "Nature Boy pencil... There're many store displays around town featuring Microlite's "Twinkie." "Pull the string, and the clown's nose and eyes light up," state attractive display signs for this 59-cent retailer... Point-of-Purchase Advertising Institute displayed its latest and best at the Waldorf-Astoria Hotel April 11 and 12. Of interest to novelty operators, Window Advertising, Inc., featured Sellite (light in motion). The ad sign features new electric lighting tubes of a new principle. The signs flicker rapidly to draw attention, but do not cause interference with neighboring electrical appliances. Colored light tubes are encased in a display container whereby the advertising message, silk-screened or lithographed on a glass plate, can be changed as often as desired with little expense. Maurice Bytall says the price of the entire sign compares favorably with any fluorescent or incandescent sign... Einson-Freeman Company exhibited an Admiral television display. With the tube of the TV set portraying a circus clown, a steady (See N.Y. Mdsc. Topics on page 100)

MEN'S WRIST WATCH

With Rhinestone in
DIAMOND SET DIAL

Don't confuse this watch with the ordinary Rhinestone dial. Brand new, not rebuilt, 7 jewel movement, \$9.25 each, three or more. Amazing replica of \$500 WATCH. This watch has distinction and class and must be seen to be appreciated. Gold filled expansion band, \$1.25 add. Plush box 70c, one year written guarantee. Sample \$1.00 extra; 25% deposit, balance C. O. D.

National Distributing Co.
Calumet Bldg. Miami, Florida

**NEW
Suction-Cup**

Auto Flag-Holder
for DECORATION DAY
For Autos, Windows, Cele-
brations, etc. Complete with
3 American Flags, 4 1/2" x 7".
Sensational seller. Sell for
50c each. Samples, 25c.
Dor. \$2.20
Gr. \$2.40
25% deposit
with order,
bal. C. O. D.
Write for List of Over 350 Popular Items.
GORDON MFG. CO.
110 E. 32 St., Dept. BF, New York 10, N. Y.

NEW LOW PRICES \$5.30 PER DOZ.
LIVING PHOTOGRAPHS 5x7 Plastic Frame
WINKING GIRL (a marvel)
BABY & CAT (top seller)
HULA GIRL (Shakes her hips)
SO. SEAS BEAUTY (Real Hawaiian)
The following are terrific sellers. \$8.75 per doz. MISS BUOIR OR OANCING FANNY (busiest girl in town). Has a mean pair of hips. Sensational. MISS CUTIE BEAUTY OR GIRL WITH PAN. The fan covers most of her but she lowers and raises the fan. All shipments are plus postage. 25% deposit with order, balance C.O.D. or send full amount plus 25% postage per doz. to save C. O. D. charges. We ship same day. Overcharge on postage refunded. Samples, \$1.00 each postpaid. 15 years same address.
EASTERN SALES CO., 411 So. Main St., Akron, Ohio

3 PIECE COSTUME JEWELRY SETS

EYE APPEAL — SALES APPEAL — PROFIT APPEAL
The Shorbert Fashion line of costume jewelry is an original, unusual and exciting line of glamorous necklaces, bracelets and earrings, all beautifully boxed and priced for volume selling. The creations in 24K gold plate or rhodium finish with their sparkling rhinestones and unique designs make alluring jewelry pieces that are distinctive. If fast moving 3-piece sets interest you as a premium jobber, write:
SHORBERT MANUFACTURING CO.
303 FIFTH AVENUE NEW YORK CITY, N. Y.

**STERLING VALUES
mean GREATER SALES**

No. 191-H
**MEN'S IMIT.
HEMATITE
with Gold
Flash Sides**

\$3.50 doz., \$39 per gr.

No. 191-C
**MEN'S IMIT.
DOUBLE
HEAD CAMEO
Gold Flash
Sides**

\$3.75 doz., \$42 gr.

Send for Free Catalog. Minimum order,
1 dozen. Send 25% with order,
balance C.O.D.
STERLING JEWELERS
44 East Long Street Columbus 15, Ohio

**Super Value!
WINDOW
CALENDAR
WATCH**

Jeweled Movement
Sweep Hand
\$3.75
Gross
Lots of 60 \$3.88
Lots of 12 3.95
Lots of 6 4.05
With 4 Sim.
Rotation a Min.
Diameters
Real TOUO STEAR-
ING ROOM VOLUME
NO ELECTRIC "PLUG-
INS" NEEDED! Size or shape — simple
and quick to hook up! CUSTOMER CAN
DO IT. 3-YEAR GUARANTEE — SELL
FOR AS LOW AS \$9.97 PER UNIT. SELL
75% OF EVERY STORE, GARAGE, WARE-
HOUSE, OFFICE WITH 3-MINUTE
DEMONSTRATION SELLING KIT FUR-
NISHED! IT'S A FACT. This is a red hot
never before offered, available only
from us. In demand everywhere. MANY
INTERESTING SALES IDEAS. A V.A.S. \$3
\$200.00 A WEEK AND WORK LESS THAN
40 HOURS! YOU CAN DO AS WELL! SEND
FOR FULL DETAILS TODAY or complete
new 1950 line of blow-up models to fill
EVERY need!
THE MIDWAY CO., Dept. B-4, Kearney, Neb.

Talk Anywhere—To Anyone!

Instantly With Inter-Talkie
JUST PUSH BUTTONS
AND TALK TO OR
FROM 1 to 7 different
places up to 1/2 mile
away! Not a phone
call! No long wait-
ing room volume.
NO ELECTRIC "PLUG-
INS" NEEDED! Size or shape — simple
and quick to hook up! CUSTOMER CAN
DO IT. 3-YEAR GUARANTEE — SELL
FOR AS LOW AS \$9.97 PER UNIT. SELL
75% OF EVERY STORE, GARAGE, WARE-
HOUSE, OFFICE WITH 3-MINUTE
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NISHED! IT'S A FACT. This is a red hot
never before offered, available only
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40 HOURS! YOU CAN DO AS WELL! SEND
FOR FULL DETAILS TODAY or complete
new 1950 line of blow-up models to fill
EVERY need!
THE MIDWAY CO., Dept. B-4, Kearney, Neb.

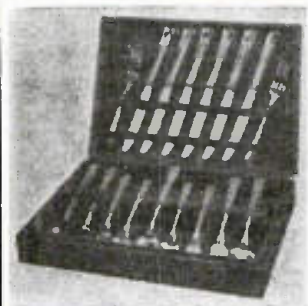
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FOUNTAIN PENS**

Direct From Manufacturer
Regular 24c Sellers! These
pen barrels are swaged
—not milled! They are
burned and polished
by hand with a high
1 1/2 c finish and
workmanship dupli-
cated only in ex-
pensive pens.
Gold-plated caps
to fill barrels.
Choice of
Maroon,
Grey, Black,
Free counter
display cards.
\$24.00 Sample
Pen, 25c
Gr.
We also manufacture
3-Pc. Pen & Pad Sets
at the right price!
1/2 Deposit, Bal. C. O. D.
unless well rated.
EMERSON PEN CO.
399 Broadway, New York 13, N. Y.

**ALL METAL!
NATURE BOY ON
ASHTRAY**

ALSO
DRUNK-ON-ASHTRAY
SELLS ON SIGHT!
REAL MONEY GETTER!
\$6.00 \$6.00
Dz. Dz.
25% Dep., Bal. C.O.D., F.O.B. New York
City. Rented Concerns, Terms.
Sorry, no catalogs.
SAMSON NOVELTY CO.
30 East 20th St. New York 3, N. Y.

**SILVER PLATED
32-Pc. SERVICE FOR SIX**



HEAVY COATINGS OF SILVER ON
NICKEL BASE INSURE LONG WEAR

1088 Per Set \$3.95 10 Sets or More \$3.85 Per Set

Display Chest Extra, \$1.00 Each.

ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

OXYGEN BREATHING SET

ORIGINALLY COST \$100—NOW ONLY \$7.95!

BRAND NEW SURPLUS. Ready to use. Portable with Automatic "Demand" type valve. The type set our Air Force depended on! A must for airmen, mountaineers, firemen, paint shop workers and others who on occasion need extra oxygen. This popular "demand" type oxygen outfit requires no technical knowledge for use—just breathe into the mask provided and the regulator automatically delivers the oxygen you need as you breathe into the mask! Complete set includes D-2 type shatter-proof steel bottle 6x24 inches; demand type regulator AN-6022-1; 0-500 lb. oxygen gauge and type A-10 demand oxygen mask with hose. Net weight, 7 lbs. Shipping weight, 10 lbs. Outfit as described above but with empty tank shipped parcel post each \$7.95. With oxygen filled tank (mailable by express only), \$9.95. Refiller hose, orifice and valve for charging tank with oxygen, \$2.00. 5 foot flexible extension hose with fittings, \$2.00 F. O. B. Houston.

SPECIAL DISCOUNT

Lots of 6—20%
Lots of 12—25%
Lots of 24—33 1/3%

Send check, money order.

AERO PARTS SUPPLY CO., Dept. 105
8102 Lockwood Houston, Texas

**HURRY! HURRY! HURRY!
CATCH THIS FEATURE
ATTRACTION**



3 PIECE CARRYING SET

showy black simulated strap handles. Full hollow ground blade in striking stainless steel. Based for eye-appeal in self-selling, individual display with \$3.00 price tag.

in lots of 12 Doz. \$1.00
in lots of 24 Doz. \$1.50

Sample, Cash with Order.

WRITE FOR CATALOG

ROBEL SALES CORP.
264 Canal St., Dept. C-2, New York, N. Y.

**BINGO SUPPLIES and
EQUIPMENT**

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC.
817-823 Broadway, Newark 4, N. J.

Sell Ultra-Blue Stock Signs

THANK YOU CALL AGAIN

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for home and general display. Make money on our fast selling signs.

COST 6¢—SELL 35¢

12 Samples Ultra-Blue Store Signs, 7x11, \$1.00
12 Samples Ultra-Blue Religious Signs, 7x11, 1.00
12 Samples Ultra-Blue Comedy Signs, 7x11, 1.00

Above Samples Mailed Postpaid.

100 Ultra-Blue Stock Signs, 7x11, \$6.00. No C.O.D.'s.

L. LOWY, 9 W. Broadway, N.Y. 7, N.Y., Dept. 842

ing Company offers a practical three-power field glass for over-the-counter mass market sales to retail for \$1.49. These expensive-looking glasses are molded from crystal-clear plastic material. They are said to be unbreakable, shatter-proof and set in a lightweight die-cast metal body with all the adjustments of more costly glasses. It's called the Super-Sight three-power field glass. . . . Harry Julius, Tampa Amusement Company, is enthusiastic over the way salesmen have received his novelty credit department sign.

Here and There:

Spuriscopes, a device that spots counterfeit bills in a matter of seconds, is offered for \$5 by Stanal Sales, New York. . . . Allied Radio Corporation, Chicago, announces publication of a dictionary of electronic terms. A quarter brings you a copy. . . . Fiatelle, Inc., New York, licensee for merchandise featuring the Ringling-Barnum circus, announces Libro Manufacturing Company as its exclusive manufacturer of scarfs and ties. National advertising of circus ties and scarfs will tie in with the forthcoming pic, "Greatest Show on Earth." . . . Hop-pity Hop balloons by Eagle Rubber Company, Inc., Ashland, O., will hop off a counter and travel 10 or 12 feet when dropped. Item is individually packaged in an attractive envelope to retail for 10 cents. . . . C. & F. Novelty Company, New York, has issued literature illustrating a variety of Western hats and beanies. The latter group includes Bobbing Birdie; Robin', Jumpin' Cowboy; Spinning Whirl-a-Gig and Koko the Clown. . . . A canasta card shuffler, which solves the problem of scientifically shuffling two decks of cards at the same time, has been introduced by Lea Industries, Oak Park, Ill.

Murray Roth and Dave Berk, of Gem Sales Company, Detroit, report that they have received so many favorable comments on their new catalog that they plan an enlarged second edition. . . . S. Klein, of International Importing Dept. & Novelty Company, Chicago, announces receipt of French Imports and Austrian rhinestones. . . . Morry Rothstein, of Louis L. Schaffer, Inc., Cleveland novelty manufacturer, was a visitor at The Billboard's Detroit office. Rothstein now visits Detroit every three weeks. . . . Dewey Cobb, of Cobb Canvas Company, Detroit, says that orders for tent rentals will keep his production capacity sewed up for several months. . . . Sperber Manufacturing Company, Detroit, is launching a promotional campaign for its Fold-a-Way tables, designed for home recreation use, according to Milton I. Kushnir. . . . David Redisch, of United News Company, Detroit, reports he has ordered foreign novelties that are expected to be big summer sellers.

CHRONOGRAPH \$3.50 Each

COMPLETE WITH STAINLESS STEEL BAND

Written One Year Guarantee, Radium 5 Swastika and Hand. Chrome Case, Unbreakable Crystal, Removable Push Pins.

GOLD PLATED CASE \$4.75
Rhinestone Dial \$5.75 extra
Boxed, 24 each extra

CALENDAR WATCH — Automatic 31 day window radium dial, anti-magnetic, sweep-second hand, steel band \$3.95 Ea.

Priced for 0 or more. Sample \$1.00 extra. 10% deposit, bal. C.O.D. Write for quantity prices.

EDWARD CO.
1235 S. California Ave. Chicago 8, Ill.

ILLUSTRATED COMIC BOOKLETS

THE KIND MEN LIKE!
(VEST POCKET SIZE)

They are loaded with rare cartoons. Full of Fun and Humor.

20 DIFFERENT booklets sent prepaid for \$1 in plain sealed wrapper. No C.O.D.'s.

CRAYCO, Dept. 1940, Box 520, G.P.O., N.Y.C. 1

SWEEPING THE COUNTRY!

"Dream Girl Pencil"

New sensational propol-pencil with gold-plated top and point, plastic barrel. PRESS THE TOP OF THE PENCIL AND THE BARREL LIGHTS UP! UNDER THE SPOTLIGHT APPEARS A RAVISHING BEAUTY IN EXCITING, NATURAL FULL COLOR! (Ass. Beauties) Sample \$1.50 Nothing Like this on the market!

\$9.00 Doz. \$90.00 Gr.

NEW!

PEN SHAPED POCKET LIGHTER

Featuring a visible Fuel Tank which will hold a six month's supply of fuel. Gold-plated cap, plastic section, extra long wick, thumb-clip lighter. A real money maker!

\$3.00 Doz. \$33.00 Gr.

PRICE CORRECTION!
Our April 15 ad in error for this item only.

LIPSTICK PEN

Ball pen and lipstick combination all in one. Brilliantly polished gold-plated casing. Swivel lipstick ejector. Lipstick comes in assorted popular shades. Easy to carry in purse or pocket.

\$3.50 Doz. \$39.00 Gr.

SAMPLE, \$1.00

ATTENTION OPERATORS!

4 PIECE SET

Pen, Pencil, Ball Pen and Flashlight. Highly polished gold-plated set in attractive display box. Made to retail at \$10.00.

\$9.00 Doz. Sets \$102.00 Gr. Sets

SAMPLE, \$1.00

GOLDEN BEAUTIES

#480 Twin 14K gold-plated, propol-pencil pen and pencil set with beautiful golden filigree, studded with simulated jewels. Comes complete with carrying case. Big demand for this \$1.00 retailer that fits snugly into purse or pocket.

\$6.00 Doz. \$66.00 Gr.

SAMPLE, \$1.00

Special! 4 COLOR LUXURY PEN OR PENCIL

Writes Green, Blue, Red or Black! Gold Finish — Retractable Point! Expensive Looking—Simple to Operate — Refills Available!

\$7.20 Doz. \$81.00 Gr.

Sample, \$1.00
Refills, \$1.50 Doz.

OUR PRICES DEFY COMPETITION!
Your tremendous response proves this item to be a red-hot seller!

FLOATING DOLL PENCIL

\$4.00 Doz. \$45.00 Gr.

(SAMPLE \$1)

25% Deposit—Money Order; Balance C. O. D. Allow for postage on prepaid orders. Write for list of Not Specials!

IMPERIAL MDSE. CO.
893 BROADWAY NEW YORK 3, N. Y.

3 PIECE COSTUME JEWELRY SETS

EYE APPEAL—SALES APPEAL—PROFIT APPEAL

The Shortert Fashion line of Costume Jewelry is an original, unusual and exciting line of glamorous Necklaces, Bracelets and Earrings, all beautifully boxed and priced for volume selling. These creations in 24K gold plate or rhodium finish with their sparkling rhinestones and unique designs make alluring jewelry pieces that are distinctive. If fast-moving 3-piece sets interest you as a premium jobber, write

SHORBERT MANUFACTURING CO.
503 FIFTH AVENUE NEW YORK CITY 16, N. Y.

FAIR AND CARNIVAL MEN

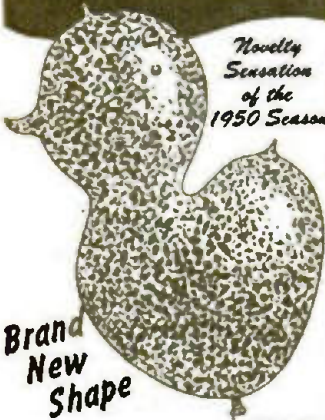
We have moved to our new building. Be sure to visit us when in San Antonio.

See our large stock of Novelties, Premiums, Glassware, Plaster, Metal Goods, Jewelry, Toys, Souvenirs, Balloons, Slum and hundreds of other items.

M. NOWOTNY AND CO.
907 ROOSEVELT SAN ANTONIO, TEXAS

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

New OAK-HYTEX CHICKADEE BALLOON



Brand New Shape

Novelty Sensation of the 1950 Season

GREAT for GASI

Big Money Getter
Speckled Finish
No. 1019 Chickadee
\$7.50 PER GROSS
plus shipping charges

Sold By Leading Jobbers



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 E. Halsted St. Chicago, Ill.



WRIST WATCH \$2.50 EA.

BRAND NEW—NOT RECONDITIONED
With Stainless Steel Expansion Band.
Radium dial and hands. Red sweep second hand. Chrome case. Biggest value on the market! Only \$2.50 each (6 or more)
10% Deposit—Balance C. O. D.
HURTON SALES CO.
Dept. 8-27
809 W. Madison St. Chicago 7, Ill.



PISTOL LIGHTER

A beautiful chrome finished reproduction of a real automatic. Lights when trigger is pulled. Price: \$11.40 doz., sample \$1.50. Free Pushcard with each two units. Profit: \$3.00. Terms: 25% with order, balance C.O.D.

MAMMOTH SALES

1811 Widener Bldg. Philadelphia 7, Pa.

Pipes for Pitchmen

By Bill Baker

H. E. RAINS . . . has his pitch layout clicking off good geedus counts around Albertville, Ala.

SOPHIA CURBY . . . is working around St. Petersburg, Fla., to reported good returns.

Many pitchmen always see the bright side of one of their contemporary's misfortunes.

A. L. CLARK . . . Sox worker of note, letters from Little Rock: "Most of the towns in Arkansas are open and readers range from \$1 to \$25 per day. Scottsboro, Ala., remains the best spot in the nation on the first Monday of each month. The reader is \$100 per week and one may park anywhere he cares to and you take your best hold. All sales must be legitimate, according to Mayor W. W. Gross. I've paid out plenty in readers there in the last few years, but I'm happy to pay more."

W. L. CLARK . . . continues to hold forth at Muskogee, Okla., where business is reported to be above average.

STRICTER ENFORCEMENT . . . of license requirements for pitchmen operating in the downtown business section of Baltimore was ordered by Mayor Thomas D'Alesandro March 31. He issued the edict following a complaint by the Retail Merchants' Association that unlicensed pitchmen are selling merchandise in competition with their stores. The merchants' principal gripe seemed to concern out-of-town vendors who move into the city for a week or two and sell their wares without bothering to obtain a license. William G. Ewald, executive vice-president of the Retail Merchants' Association, declared at a City Hall conference that "a considerable number of pitchmen selling merchandise are operating on the sidewalks in the business section. Merchants who are heavy taxpayers are opposed to illegal operation of such peddlers. Retail merchants do not want the sidewalks encumbered by these out-of-town peddlers. We recognize that certain sidewalk sales are permitted under the minor privilege ordinance. We desire that proper police action be taken so that the minor privilege law is neither abused nor violated." Police Commissioner Beverly Ober, who attended the meeting with Chief Inspector M. Joseph Wallace, promised an immediate check of all pitchmen operating in the city to determine if any of them are working unlicensed.

He's successful because he can do the small things in a great way.

FRED SMITH . . . is pitching his wares at Arkansas spots, working out of Conway.

MR. AND MRS. TOM BOMAN . . . are working Webbs, St. Petersburg, Fla., with card holders to good business.

ALVIN WEEKS . . . is reported ready to join Royal Crown Shows in Rome, Ga., with his jewelry layout.

JIM BROWN . . . the Circus Clown, closed his dye demonstration at the Grant store, Trenton, N. J., April 8. He also had a toy layout at the location and reports that business was good, but not up to last year's results.

ABE GILSTRAP . . . is working spots around Atlanta to fair counts.

PHIL BAKER . . . novelty worker, comes thru with the following from Corpus Christi: "The ex for novelties at the Buccaneer Days Celebration here has been sold to a local woman for the downtown streets. Bill Hames Shows will be on the midway."

JACK (BOTTLES) STOVER . . . cards from Harrisonburg, Va., that the valley there is still the ready-money territory for the knights of the leaf. "They will pay it around here," he continues. "Will be taking my departure for Oakland, Md., soon. The carnivals will be heading this way come May."

LET'S HAVE . . . some pipes from Walter Stoeffel and Mrs. (Billy the Kid) Dietrich.

"JUST COMPLETED . . . the stand at the H. L. Green store here," blasts Big Al Wilson from San Antonio. "Also worked the sports show here. Met Jack Tone Jr., one of the most finished pen workers I've ever seen. He uses a little jam pitch patter and sure holds a tip. He closes fast and makes a knockout turn for \$1 a head. Mr. Collins, of gadget note, had some beautiful passouts. He's another fine pitchman. Today the public wants fast pitches and action, not drawn-out details. I'm going into astrology the day the Fort Worth Sports Show ends and will open with the item in Dallas."

EDGAR WAHL . . . ace card worker, chalked up a good week's business at the San Antonio Sports Show.

RUTH CUMMINGS . . . is demonstrating Fred Cummings's new-type shuttle rug braider, with an attractive layout at the S. S. Kresge store, Evansville, Ind. Others working the same demonstration in other Kresge stores are Gussie Wanderer, Topeka, Kan.; Mildred Wernecke, Mason City, Ia., and Gertrude Klein, Champaign, Ill. Neva Saunders, (See Pipes on page 100)

90c PROFIT ON EVERY \$1 SALE!

Millions of prospects. Practically every home buys one, two or three. You can easily sell 40 daily, and make \$35.00 and more. You can easily carry 40 and deliver on the spot. No call backs, no cancellations. Agents, canvassers, hobnobbers, pitchmen, crew managers, stores, newsstands, department stores, novelty stores, promoters—can handle and make astonishing profits. Imagine a crew of five sub-agents will make you \$250.00 weekly even when you pay them 60c on each \$1 quick sale. Don't take our word for it—figure it out for yourself.

PRICES CASH WITH ORDER — Retailers \$1.00

- 5—only \$ 1
- 12— " \$ 2
- 40— " \$ 5
- 100— " \$ 10
- 200— " \$ 18
- 500— " \$ 40
- 1000— " \$ 75
- 2000— " \$ 140

We make only pennies so don't ask for free samples. Order from this advertisement. No better deal obtainable because we control this business. Curiosity seekers can send 25c for a prepaid sample, or send \$1 for 5 salable samples and convince yourself you can sell the 5 in 30 minutes. Your profit \$4.

All orders sent prepaid anywhere
Only 40 easy sales daily makes you \$35.

State sales rights given for 60 days on purchase of only 2000. County rights given for 30 days on purchase of only 500. How can you miss it? It sells. It repeats. It's easily carried. It sells on the spot. Takes about a minute to show it.

Orders shipped same day received. Wire your money via Western Union, or use airmail special delivery. Enclose certified check, bank check, money order, or cash by registered mail.

R. F. BURNS CO., 743 Luzerne St., Johnstown, Pa.

NEW ITEMS NUDIE PLAYING CARD

"THE WOLF PACK"
52 GORGEOUS HOLLYWOOD MODELS
FERRIFIC SELLER! Sample \$2.50 \$15.00 Doz.

FRANKSTER EXHAUST WHISTLE
New! Good Repeat Item!
\$2.00 Dozen—\$1.80 in 6 Dozen Lots

LITE-UP BRA—Good Seller! \$2.10 Ea.
OIL MAN CAROS 1.00 Doz.
NUDIE MATCHES!!! \$18.00
50 PACKS TO A BOX.
GOOD REPEAT! Dozen Boxes
"WANTED CAROS"—Something New in Comedy Cards . . . \$1.00 Doz.

REAL LIFE VIEWERS—Stereoscopic Viewer with 10 beautiful Hollywood model studies . . . \$3.00 Doz.

HUMAN FINGER.
Feels Real—Looks Real! . . \$2.50 Doz.

LITTLE SQUIRT—Siphon Squirt With Little Brush Boy. \$21.60 Doz.
—WRITE FOR CATALOG LIST—

Terms: 25% with the order
Balance C. D. D.

ST. PIERRE'S
HOLLYWOOD MAGIC CO.
6660 Hollywood Blvd., Hollywood 28, Calif.

RACE TRACK SPECIALS

	Doz.	Gross
15" Souvenir Checkered Flag	\$ 3.30	\$39.00
3" Plastic Racer	.40	4.50
4" Plastic Racer	.80	9.00
#1152 3 1/2" Metal Racer	1.20	
T-1549 4" Mechanical Metal Racer	2.75	
T-1760 7 1/2" Cast Metal, Silver and Red Racer	3.25	
T-1619 2" Mechanical Plastic Racer	4.00	
T-3225 5" Plastic Friction Racer	0.00	
T-3717 8" Mechanical Plastic Racer	6.00	
T-1626 4" Mechanical Silver Streak Racer	8.00	
T-3726 8" Mechanical Sparking Racer	8.00	
T-2687 8 1/2" Peluze Doodle Racer	11.40	

Prices F. O. B. Indianapolis, include postage with order. 25% deposit with C. O. D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

FLASH! FLASH! IT'S THE McCOY

The Much Wanted, FULLY AUTOMATIC POCKET PISTOL LIGHTER. Local Stores Retail for \$5.95. \$20.00 dozen, \$8.00 2 samples.

PISTOL LIGHTERS
Large size, highly polished, 3 1/4" x 2 1/4" \$5.00 2 samples; dozen \$18.00
Black Handled, highly polished, dozen 12.00
Black Handled, highly polished, 3" when open (medium size), dozen 14.00
Chrome Plated, precision made, dozen 11.00
Sample of each, all 3 styles, \$10.00

THIS WEEK'S SPECIAL:
Combination Pocket and Table Lighter, dozen \$2.50

Table Lighter Sets, Ash Tray and Lighter \$3.95 retailer, very fine quality, dozen \$11.00
Book Set, antimony, contents of lighter, ash and cigar tray, book and cigarette holder, sample \$3.00; dozen 30.00
Expansion Bands, all new attractive styles, very flexible. White \$2.50, \$4.00 and \$8.00 dozen. Yellow: \$4.50, \$6.00 and \$9.00 dozen. Sample of all 6 styles, \$5.00

25% deposit, balance C. O. D., plus postage. Orders under \$10.00—Send full remittance. We prepay with full remittance.

UNITED ENTERPRISES
178 FIFTH AVE. NEW YORK, N. Y.

JEWELRY ENGRAVERS

BIG DEAL coming up means money to you. I need more engravers, get in touch with me at once by mail ONLY. Let me know your permanent address or where you'll be for the next 30 days.

ROSEMARY HOLMAN
4711 Sheridan Road Chicago 40, Ill.

CORRECTION NOTICE!

The price of the 10 1/2" Bronze Horses was incorrectly quoted at \$19.95 dozen. It should have been:

10 1/2" BRONZE HORSES . . . \$18.00 Dz.

Sorry!
EAGLE SALES CO.
3442 W. Roosevelt Rd., Chicago, Ill.

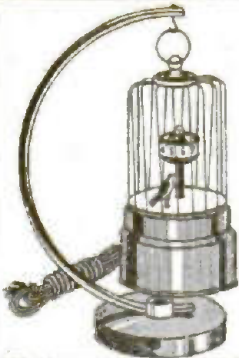
#4 DART BALLOONS

Easy to Blow Up. 10 to 50 Gross, 65¢ per gross; 5¢ to 300 gross, 60¢ per gross; 300 or more gross, 55¢ per gross.

TALTON DISTRIBUTORS
1925 Shaftesbury Rd. Dayton 6, Ohio
Tel. Taylor 8995

The New-
Fascinating

ELECTRIC
BIRD CAGE CLOCK



IT'S DIFFERENT!

All chrome construction, precision timed. An item of beauty and usefulness. Miniature Blue Bird dances a constant jig when clock is in operation. A sure seller for Premiums, Concessions, Pitchmen, Salesmen and Retailers! Operates on 110 volts AC current.

RUSH YOUR ORDERS NOW - BE FIRST IN YOUR TERRITORY! DON'T GET LEFT BEHIND!

ONLY \$4.50 each \$53.00 per dozen individually boxed

Special!

WESTERN SADDLE HORSES
ALL BRONZE PLAYED—PERMANENT SADDLE

Special!

10" High—11 1/2" Long (12 In Master Carton)	\$1.47 ea. in doz lots of 617.64	4 1/2" High—5" Long (72 In Master Carton)	32 1/2" ea. in doz lots of 21.00
9" High—11" Long (12 In Master Carton)	\$1.28 ea. in doz lots of 513.36	2 1/2" High—2 1/2" Long (12 In box (12 boxes—In Master Carton)	16c ea. in doz lots of 112.00
8 1/4" High—7" Long (18 In Master Carton)	50c ea. in doz lots of 65.00	MINIMUM ORDER: ONE MASTER CARTON.	

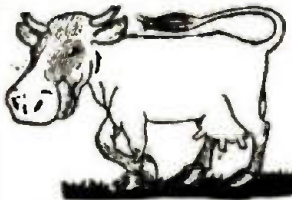
Now Ready!
Free Illustrated Catalog
Over 50 fast-selling items.

Coming Soon!
Sensational Animated
Units at Popular Prices.

STATE BUSINESS
WHEN ORDERING.

Rush Your Orders Today
Terms: 25% deposit, balance C.O.D., F.O.B. Chicago for resale only—if not for resale, add federal tax.

JAY-KAYE PRODUCTS CO.
1835 Milwaukee Ave. Chicago 47, Ill.
Phone: Humboldt 6-7021



MOO-COW
NOVELTY NOISEMAKER

Was the fastest selling novelty before the war and now we have it again—American made—best quality.

Packed one gross in shipping carton.
DOZEN \$2.40 GROSS \$27.00

25% cash with order, balance C. O. D.

THE MIDWEST MERCHANDISE COMPANY

1008 BROADWAY KANSAS CITY 6, MO.
Write for Our Carnival Catalog—Be Sure and Mention Line of Business

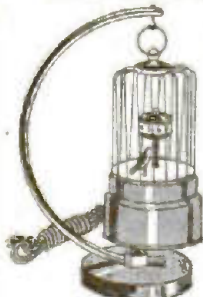
ANOTHER WINNER! NEW — RIG MONEY MAKER
IT'S SWEEPING THE COUNTRY
Selling Like Wildfire It's Terrific

Every hustler's dream. Just show this necklace and earring set and you have a customer. Salesboard operators, it's for you, too. Beautifully gift boxed, silk lined, with \$14.95 price tag. Really smart and expensive looking. Set with beautiful sparkling stones. Be first with this new number, everybody's buying. Makes every day pay day with this sight seller. Rush your order today. \$3.00 per doz. sets; sample \$3.50. Satisfaction guaranteed. Send full amount and we ship prepaid, or 25% deposit, balance C.O.D.

GANDURA JEWELRY CO.

1311 WIDENER BLDG. PHILADELPHIA 7, PA.

ELECTRIC
BIRD CAGE CLOCK



New!
fascinating!
Different!
ONLY \$4.50 ea.
Individually Boxed \$53.00 per doz.

All chrome construction, precision timed. An item of beauty and usefulness. Miniature Blue Bird dances a constant jig when clock is in operation. Operates on 110 Volt A.C. A Sure Hit for Premiums, Concessions, Pitchmen, Salesmen and Retailers!

BE FIRST! ORDER TODAY!

#195 CRYSTAL HURRICANE LAMP

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal at rim and 9 1/2" height 13 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

Each \$1.30
Per dozen \$15.00

Packed 2 to Carton (no loss sold)

TERMS: 25% deposit required on all orders—balance C.O.D.

Our new 44 page 1950 catalog just off the press. SEND FOR YOUR FREE COPY TODAY.

M. K. BRODY
1116 S. HALSTED ST. CHICAGO 7, ILL.
All Phones: MOntroe 6-9520
SERVING THE CARNIVAL TRADE FOR OVER 34 YEARS.

N. Y. MDSE. TOPICS

(Continued from page 96)

stream of bubbles emitted from the clown's mouth to attraction attention. . . . Vita Vision Corporation of America showed its three-dimensional ad photographs. . . . Perfo Mat displayed a line of rubber cash and floor mats which bear advertising messages.

Pat Moloney and Arthur Jacobson, of Jarco Distributing Corporation, originator of Jarcolite, the key chain flashlight, have introduced a new pipe that does not need breaking in. It employs a ceramic, replaceable bowl. . . . Ted Burke (Ted Burke Industries) reports that his firm is liquidating \$200,000 worth of merchandise due to changing over from novelties and sundries to giftware lines. They've prepared a catalog on this liquidation and their new lines. . . . Stephens Products is offering Miraculous Medals encased in plexiglas as \$1 retailers. . . . Another dollar retailer is "Pump-It," a plastic siphon pump that makes it easy to pour ketchup from the bottle. . . . Flo-Ball Pen Corporation, New York and Hollywood, is a new client of the New York office of the Joseph Katz ad agency. . . . C. Gameliser says there's still lots of untouched territory where he's moving large quantities of Western horses. Last week Gameliser introduced his bronze-finish Western buffalo to the trade. . . . Lou Samson, of Samson Novelty Company, wants all his customers to know that "he's with it." Lou was a scale man at Asbury Park years ago. . . . Shorbert Manufacturing is offering new, unusual design in a better line of gift-boxed three piece costume jewelry sets. . . . A S. number, Sanders Manufacturing is marketing a religious chinaware plate portraying the well-known painting "The Last Supper" by Leonardo Da Vinci. . . . Abe and Mrs. Menzlin, of Ace Toy Manufacturing, arrived from Israel by plane April 7. . . . They've been on vacation in Europe and Israel since January. . . . Mardo Sales is offering a 20 to 60X adjustable pocket microscope to retail at \$3.50.

West Coast:
Talk is current that Los Angeles will soon have another Merchandise Row. This is reported as being on West 11th Street. . . . Conventions scheduled for Los Angeles this year are expected to pour hundreds of thousands of dollars into circulation. . . . A new set-up in the organization of Normandie Sales Company, because of increased business, puts Philip Israel into the selling end with his brother, Ed, taking over the indoor work. . . . B. J. Rubloff, of Almar Sales, is greeting new and old friends at his store on Merchandise Row. Store is carrying a complete line of novelties. . . . George Rosa Jr., of the George Rosa firm, says he is expecting a good season. . . . Bob McDearmon and Harry Hesslein, of Pico Novelty, are pushing the Merry Molars item. Designed like dentures, the item can be used for a towel holder, a gag or even a substantial bottle opener. . . . Robert Goodman will be added to the staff at Wholesale Specialty when he is free from daily college duties. According to Gene Hoffman, of this firm, the hot item right now is the Babe Ruth watch in a plastic baseball. . . . Norman Twitchell, of Dodge, Inc., reports that his firm is getting behind its new premium item, the Mermaid Clock. In addition to having eye-appeal, the item features a Session's mechanism.

PIPES

(Continued from page 98)

Cummings's supervisor, is in Detroit still training girls for the new braider demonstrations for the road.

THE BLOCKS

Louis and Gladys, are preparing to open their shuttle rug braider layout at the Home Show in St. Louis.

JACK KAHN was sighted on the Boardwalk, Coney Island, N. Y., recently holding down a good location with his high pitch on health books.

"I WAS SORRY to learn of the passing of Dan O'Brien, the old Hobo Philosopher," letters Harry Greenfield from New York. "Dan was a well-known figure and for many years lectured on a soap box on Columbus Circle and street corners here. He was well liked for his wit and good humor by showmen and pitchmen. He was big hearted and always a good friend to down-and-outers. Many attractive gals were in the Easter Parade showing off the jewelry that they purchased from Sol Addis, who is still pitching for Paul and Danny's jewelry store on West 42d Street."

BEN (HOBBO) BENSON is in New York awaiting the annual Hobo convention to be held in Britt, Ia., in June. He plans to work his profile sketch at carnivals and celebrations as usual. "Pitchmen," he says, "are having a difficult time of it in New York. Times Square isn't what it used to be for the dollar, either."

INDIAN
TOM-TOMS

SAMPLE #100, \$1.00

HAND-MADE WITH GENUINE SKIN OVER METAL FRAMES.

HAND PAINTED.
DECORATED WITH COLORED FEATHERS.

12 SIZES TO RETAIL FROM \$5c TO \$10.00

WHOLESALE PRICES:

No.	Tom-Tom	Diem.	Height	Per Dz.
56	Tom-Tom	2 1/2"	1 1/2"	\$ 3.50
71	Tom-Tom	4"	2 1/2"	5.00
100-L	Tom-Tom	4"	3 1/2"	7.20
180	Tom-Tom	4"	3"	7.70
150	Tom-Tom	4"	3 1/4"	10.00
200	Tom-Tom	7"	3 1/2"	14.00
300	Tom-Tom	8"	4"	21.00
350	Tom-Tom	9"	4"	25.20
430	Tom-Tom	10"	5 1/2"	27.40
400	Tom-Tom	11"	3 1/2"	43.20
400	Tom-Tom	12"	6"	37.60
1000	Tom-Tom	12"	6"	72.00

43-B Headress, Ea. in Cello Bag . . . 3.24

25% Deposit on C.O.D. Orders

SPECIAL PRICE TO JOBBERS

Manufactured by:

INDIAN ARTCRAFT

4201 N.W. 17th Avenue Miami, Florida



Identification Bracelets!
Aluminum, nickel and nickel silver. Very large assortment of styles. Low prices, guarantee. Money refunded if they don't sell. Also Rings for grabbags from \$10.00 to \$12.00 a gross. That is our price on grab-bag Rings. Send \$2.00 for samples and see what really flashy merchandise we have. MILWAUKEE NOVELTY CO., 1812 N. 3rd St., Milwaukee 3, Wis.

Frisco Pete 604 WEST LAKE ST., CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE... CALL FRANKLIN 2-2567

\$7.20 GROSS & UP SAMPLE ASSORTMENT \$2.00

CRAB BAG MERCHANDISE ON HAND AT ALL TIMES 5c EACH
25% DEPOSIT REQUIRED ON C.O.D. ORDERS—PLEASE STATE YOUR BUSINESS

GIVE TO THE DAMON RUNYON CANCER FUND

**PLAN NOW TO ATTEND
THE GREATEST SHOW OF
THEM ALL!
PUNCHBOARD-TICKET-
NOVELTY
Exhibitors' Convention
SHERATON HOTEL
CHICAGO
MAY 22-23-24**

**DON'T MISS
THESE 3
BIG DAYS FOOD-DRINK-FUN**

**WRITE CONVENTION MANAGER
c/o SUPERIOR PRODUCTS, CHICAGO 12**

**SALESBOARDS—
CLOSEOUTS**

600	5¢ Diamond Dust, Prof.	\$11.00	\$.39
1000	35¢ Charley, Prof.	50.00	59
1440	5¢ Barrel Board, Prof.	18.00	39
1440	10¢ Barrel Board, X Thk.	36.00	59
2800	5¢ Lulu Board, X Thk.	18.00	1.10
2828	10¢ Barrel Jack, Profit	52.00	1.15
1000	5¢ J. P. Big Forty, Avr.	24.25	59
1000	25¢ J. P. Charley, Avr.	52.00	59
1200	25¢ Texas Charley Seal	182.28	1.10
1000	5¢ Assorted J. P. Bds., Seal	27.00	1.18
1000	5¢ J. P. Girlie Boards, Avr.	29.00	1.29
1000	25¢ J. P. Block Buster, Avr.	51.00	1.79
2400	5¢ J. P. Barrel, Average	41.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

SALESBOARDS

Tickets, Jar Deals, Premiums
Complete Line

STOP IN TO SEE US

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2674

**BLACKHAWK BOARDS
JAR DEALS**

Write for list
Galentine Novelty Co.
South Bend 24, Ind.

SALESBOARD SIDELIGHTS

Joseph Berkowitz, heading Universal Manufacturing Company, Kansas City, and Bee Jay Products, Inc., Chicago, is planning a Northwest and far Western trip to begin sometime in mid-April. In addition to his sales trip, he will make an inspection of the Universal-Bee Jay Products' branch office in Seattle, of which Morris Hitchcock is general manager. Berkowitz also will visit some of his accounts in Nebraska, Colorado, Wyoming, Utah, Idaho, Montana, Oregon and California.

Lowell Orr, Hi-Lo Sales Company, Litchfield, Ill., reports big things being planned for increasing the sale of Jar-O-Do ticket deals thru his firm. Joseph Berkowitz, Universal topper, recently spent a day with Orr outlining Hi-Lo's all-out sales campaign. Orr says his firm will feature Jar-O-Do pad, jar and pot deals and bingo refills.

Gardner & Company's (Chicago) newly named assistant sales manager, Dave Lande, is currently covering the East Coast and turning in word of excellent business. Gardner's new board releases, announced recently, will be released shortly.

Pioneer Manufacturing Company, Chicago, is planning on a bang-up exhibit at the Sheraton in May. To be included in the Grand Ballroom exhibit line-up, Pioneer has some

new numbers in readiness for its display. Vice-President Harold Boex, concluding his tour of the Southern States, has happy sales news to bring back to the home office.

A. C. Bindner, production manager for Bee Jay Products, Inc., Chicago, is keeping busy these days working up new ideas for the big board show next month. Slated for the Bee Jay exhibit in the Sheraton's Grand Ballroom are some different numbers to catch the operator and jobber's eye and player's punches. . . . Gardner & Company, Chicago, has put the wind-up touches on its plans for the three-day plant showing and open house entertainment program May 22-24. Joe Robinson says the Michigan Avenue offices, showroom and plant proper are being put in readiness to host a crowd of visitors.

Irwin Secore, Secore & Secore, Chicago, is off on a three-week Eastern tour, concentrating on Pennsylvania and Maryland. Brother Mort is covering Illinois on a two-week trip. Boys plan to be on hand during the Sheraton board show with a raft of new boards in their display. In spite of the fact that quarter play numbers have dropped off in demand during the past year, the 25-cent punch Ringer board is pulling top honors as hit in that

**Harlich Set for
Production Run
In New Quarters**

CHICAGO, April 15.—Harlich Corporation announced completion of its move to a new plant and offices last week, with production started Monday (10). Sam Feldman, sales manager, stated the shifting of production and office equipment to new quarters at 310 West Polk Street from former Division Street facilities was accomplished over a two-week period.

In the final planning stage is a complete line of new salesboards, which will be ready for introduction at show-time next month, Feldman declared.

price bracket, according to Irwin. He asserts repeat orders have come in from about 95 per cent of original buyers.

Word from Samuel J. George, Gam Sales Company, Peoria, Ill., tells of hypoped activity in the ticket field. Gam's sectional play bingo ticket, recently introduced as an entirely new idea in ticket games, is going over with a wallop, George says. . . . Echoing the "boost in business" sentiments is Dick Hitter, Carol Sales Company, Elmira, N. Y. Dick holds that with new customers upping his shipping activity and old-line buyers taking bigger deliveries, the sum total turns up a nice volume level.

Jerry Scanlan, Chicago, reports he will exhibit his ticket and counter game line at the Sheraton next month. Along with the new Triple Play counter game out this week, and the three other counter games already in production, Jerry will show a fifth counter number, yet to be named. Two ticket games also will be displayed.

Galentine Novelty Company, South Bend, Ind., comes up with a repeat comment on the country-wide acceptance of the Lucky Lulu jar deal. Roy Galentine states the item is a leader in firm's presentation. The envelope ticket deals are showing up as a good order item, he adds.

**Release First Exhibitor List
For '50 Salesboard Confab**

CHICAGO, April 15.—The first list of exhibitors at the Punchboard-Ticket-Novelty Industries annual convention, to be held at the Sheraton Hotel here May 22-24, was released this week. Unlike previous meetings, the 1950 confab will be centered in one area, occupying the main floor and the balcony floor of the Grand Ballroom.

According to the convention com-

mittee, there will be on-the-house buffet suppers and live musical entertainment. The exhibit floor will be open daily from 10 a.m. until "10 p.m. or later." With the displays held to a central area, officials expect attendance and resultant interest to be on a higher level than at the 1948-'49 meets. Elimination of scattered exhibits in suites on different floors will result in a greater congregation of visitors and make for easier coverage of all exhibits, it was stated. Physically, the display will be at least 50 per cent larger than in preceding shows, the committee announced.

Firms who have contracted for space to date are (Chicago companies) Superior Products, Inc.; Bee Jay Products, Inc.; Peerless Products, Inc.; Secore & Secore; Pioneer Manufacturing Co., and Jerry Scanlan. Also showing will be Universal Manufacturing Co., Kansas City, Mo.; Consolidated-Container Corp., St. Louis; Gam Sales Co., Peoria, Ill., and Thomas A. Walsh Manufacturing Co., Omaha.

Names of additional exhibitors will be announced shortly, the convention committee declared.

announcing the
"G" series
boards

**6 GREAT PUNCHBOARDS...
NEW and ORIGINAL...
JUST RELEASED!**

SUPERIOR PRODUCTS, INC.

2133-59 W. FULTON STREET

CHICAGO, ILLINOIS

**ATTRACTIVE
and UNUSUAL
PUSH
CARDS**
Designed and
Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

**SALESBOARDS
AND TICKET DEALS**
WRITE, WIRE, OR PHONE FOR
JOBBER'S AND OPERATORS PRICE LIST
B. F. PRODUCTS
390 PIEDMONT RD., CHARLESTON, W. VA.
PHONE 28-7791

FREE—SALESBOARDS—FREE

1000/54, Pr. 523-527	\$1.69
South Pacific, Pin-Up Girl, Hold That Line, Flaming Girl, Fat and Warmer, Silver Cargo.	
Buy 10 Assorted, Get One Free	\$16.90
1000/10¢ Voter's Choice, Pr. 532	\$3.49
1000/10¢ Sweater Girl, Pr. 535	1.49
1232/10¢ Fast Action, Pr. 537	1.79
Buy 2 10¢ Bds., Get 1 1000/10¢ Cig. Bd. Free.	
400/25¢ Mutual Jackpot, 5/1, Pr. 644	\$1.39
600/25¢ Daily Races, X Thk., Pr. 644	1.49
340/25¢ Quarter Special, Pr. 632	1.49
Buy 2 25¢ Bds., Get 1 1700/25¢ Professor Quiz, Pr. 570	\$7.00

TIP BOOKS

120 Tips, One Seal	\$14.50 Gr.
With 10 to 1 Wheel Jackpot	17.95 Gr.
28 or 120 Baseball Dailies—Write for prices and name quantity.	

FREE—PAD DEALS—FREE

1600 5/25¢ Bingo Deals	\$2.40
Baseball, Football, Derby, Basketball, Sluicer.	
Buy 10 Assorted, Get 1 Free.	
1000 5/25¢ Hand Stamped, 10 Pos. 93 Hits, WIN A PIN, GRAB A PIN	\$1.50
1000 5/25¢, 8 or 5 Possible 85 Hits, POK A SEAL, GRAB A PIN	1.53
Buy 10 Assorted, Get 1 Free.	
340 5/25¢ Bingo Pin, Grab a Pin Jr., Seven Eleven, Pok a Pin, Little Champ, Pig Skin, Kick Off, Pr. 59	99¢ Ea.
1 Dozen Assorted	\$11.44
340 5/25¢ Big Charley Pup, Pr. 511	11.00 Dz.
25 Close-Out Boards, 5¢-10¢-25¢, Guaranteed Value—Not Factory Specials, 540 Value	\$24.50 Cash

NEWS 1950 PRICE LIST AVAILABLE NOW!

GET ON OUR MAILING LIST NOW!

Ohio Jobbers and Distributors, come in. See the Yankee Trader's complete line of Boards, Tickets, Premiums, Deals. WE SHIP MAIL ORDERS PROMPTLY! MAIL 'EM IN.

Full Cash With Order, or 25% deposit, balance C. O. D., P. O. B. Columbus, O.

THE YANKEE TRADER
643 W. Broad St., Columbus 9, Ohio

ACMMA MAY SHOW SOLD OUT

Set Deadline For Exhibits At CMI Show

5 Game Firms in Fold

CHICAGO, April 15.—The show committee of Coin Machine Institute (CMI) has set May 1 as the deadline for the allocation of space for the annual convention scheduled for the Hotel Stevens June 28-29, Dave Gottlieb, chairman, announced this week. At the same time it was announced that five of the trade's major game manufacturers have signed contracts to exhibit at the CMI show.

Gottlieb said that the early deadline was made necessary "because of the flood of applications." Despite the fact the May 1 date is a month ahead of the usual completion of space distribution," Gottlieb asserted, "we found it necessary to set this deadline to avoid confusion and make (See Set Deadline on page 117)

Trade Unity Key to Conn. Assn. Meet

Begin Membership Drive

HARTFORD, Conn., April 15.—"An organization in any industry is only effective when all persons in that industry pull together," Abe Fish, of General Amusement Game Company of Hartford and president of Connecticut State Coin Association, Inc., told association members at their weekly meeting at Hotel Bond here last week.

Fish pointed out that the value of such an organization as the Connecticut State Coin Association cannot be overestimated.

"It's too bad," he told the 50 Connecticut colmen in attendance "that the only time there is unity in an industry is when it is in trouble." (See Trade Unity on page 108)

2 Court Cases To Decide Fate Of NY Arcades

NEW YORK, April 15.—Two court cases in the offing here may decide the legality of arcade games which have operated within city limits for many years without question. The latest action was brought by A. Joseph Geist, in the name of his Playland Arcades Corporation, who secured a temporary injunction against the city Thursday (13).

Justice James T. Hallinan, of Jamaica Supreme Court, issued the stay order and scheduled a hearing for next Thursday (20) before Justice C. F. Johnson. At the hearing, the license department will be asked to show cause why licenses should not be issued to arcades housing games approved in earlier years.

In a prior action, Herman Wolff, (See Court Cases on page 112)

ACMMA Banquet

CHICAGO, April 15.—Plans for the ACMMA banquet Tuesday evening, May 23 are moving ahead rapidly, Dick Hood, chairman of the banquet committee, announced. One of its highlights will be the giving away of a 1950 Cadillac to an operator who registers at the convention either May 22 or 23.

Hood said that the banquet will feature a top-flight floor-show and advised operators to make their reservations immediately as the Hotel Sherman's Grand Ballroom holds a maximum of 1,350 and requests will be handled in the order received. Checks, \$10 per reservation, should be mailed to chairman of the banquet committee, 1528 West Adams Street, Chicago.

61 Mfrs. To Exhibit All Types of Coin-Operated Equipment at Chi Meeting

Reports Indicate Near Record Op Attendance

By Tom McDonough

CHICAGO, April 15.—Exhibit space for the 1950 All-Industry Coin Machine Show at the Hotel Sherman here is sold out. The three-day convention, sponsored by the American Coin Machine Manufacturers' Association (ACMMA), does not start until May 22, the early sellout became official when director of exhibits Edward Bowman announced at an ACMMA board of directors meeting Tuesday (11) that the four remaining booths had been contracted. Also indicating the spontaneous interest in the event, chairman of the hospitality committee, that requests for hotel accommodations from all parts of the nation as well as several foreign countries indicated attendance might reach an all-

See Close Vote To Decide Basing Point Bill Outcome

WASHINGTON, April 15.—The ultimate fate of the controversial basing-point bill will be decided by a narrow margin, it was indicated this week in the single-vote margin by which the Senate refused to displace a pending flood control bill and take up the basing-point measure. Already approved by the House, the basing-point bill is riding a rough course in the Senate.

If enacted it would legalize the outlawed system of freight absorption and permit manufacturers to use "good faith" as a defense against Federal Trade Commission (FTC) charges of price differentials. Defeat of the bill by the Senate is likely to result in FTC's reopening of price discrimination charges against some 30 candy manufacturers—charges which were dropped because of errors in drawing up the complaints.

If the bill passes the Senate and is signed by the President, FTC would probably forget about the candy case, since nearly all of the candy-makers cited in the original case submitted statements that any price differentials which may have been granted were made in good faith to meet the practices of competitors.

36 to 35 Vote

With 25 senators not voting, a motion by Sen. Pat McCarran (D., Nev.), judiciary committee chairman, for immediate consideration of the bill was rejected on a vote of 36-35. Following the vote, Sen. Estes Kefauver, one of the chief opponents of the basing-point measure, informed the Senate that a poll of every FTC division chief listed each as opposing the measure.

Bell Bill Out of Committee; CMI's Position Is Clarified

WASHINGTON, April 15.—The first Senate floor test of a bill proposed by the Justice Department to restrict interstate shipment of gaming machines is expected to develop next week when the Senate is slated to call the consent calendar. The bill, introduced 10 days ago by Senate Interstate Commerce Committee Chairman Edwin C. Johnson (D., Colo.), was reported favorably by the committee this week without formal hearings after receiving an endorsement from Coin Machine Institute (CMI).

Under consent calendar proceedings, it is possible for the measure to pass the Senate without debate, providing no senator objects to its consideration. Should objection be raised by one senator, the bill would be passed over until scheduled for floor debate by Majority Leader Scott Lucas (D., Ill.) or until the next call of the calendar.

The committee report on the bill explained that it grew out of the attorney general's crime conference of representatives of State, local and federal law enforcement officials which met in the nation's capital

February 15. The report added that the legislation has been endorsed by the Justice Department, FBI Director J. Edgar Hoover and by CMI.

Endorsement of the bill by CMI was qualified by a statement that the trade group felt the definition of machines covered by the proposed legislation was too broad. In a letter to the committee signed by CMI's public relations director, John Pickering, it was asserted that "although the bill was drafted primarily to prohibit the interstate shipments of slot machines, the definition could possibly include many innocent games of both coin-operated and non-coin-operated variety." CMI said it was "fully in accord with the principles" of the bill and added that it "has been engaged in a militant and aggressive campaign thruout the United States against the slot machine and other coin-operated gambling devices." CMI declared it "is unalterably opposed to the manufacture, sale and operation of slot machines or any other coin-operated devices which are illegal in 43 of the 48 States."

The CMI letter informed the committee (See CMI's Position on page 117)



HERB JONES

time high for national trade gatherings.

In the final analysis 61 manufacturers or their national distributing representatives signed for equipment (See ACMMA on page 110)

Name Bradshaw 3-State Distrib For H. C. Evans

CHICAGO, April 15.—H. C. Evans & Company this week named the Denver Amusement Company to represent its entire line, including games, consoles and Constellation music machines in Colorado, Wyoming and New Mexico.

Headed by Gibson Bradshaw, Denver Amusement headquarters are at 1865 Arapahoe Street, Denver. It is one of the oldest distributing firms in the State. When formed in the '30s by Bradshaw, it was known as the Bradshaw & Griffin Company. In 1937 Bradshaw bought out the interest of Pete Griffin and changed the company's name. Since that time the firm has moved and expanded four times. Bradshaw, who pioneered music machines in Colorado, Wyoming, New Mexico, Utah and Western Kansas, also spent several years in the trade in Alabama.

Bradshaw has appointed Bob Linville as sales manager and Dorothy Linville office manager.

Juice Vending Interest Hypoed

Tomato, Grapefruit, Orange Lead in Six-Ounce Can Size; Citrus Fruit Supply Short

Canners Study Vender Market, Add Special Equipment

CHICAGO, April 15.—On operator and supplier levels, interest in canned fruit juice vending has resulted in new activity to examine the field carefully, product-wise, and initiate planning for volume sales thru machines. Operators have evidenced growing interest in the type of juice and in availability of proper can size (5½ and 6-ounce) for venders, while suppliers are not hesitant in expressing their willingness to devote a part of their facilities to turning out vender-size containers. Some are actively contacting vender manufacturers and operators to obtain information on sales potential and development.

A poll of fruit juice canners in various parts of the country by *The Billboard* revealed that five flavors are currently being offered the operator, with a sixth "out of pack" until July, and a seventh, a dairy drink, chocolate malt. Leading the juice field, as indicated by volume of sales thru venders, are tomato, grapefruit and orange juice. Other juices being moved thru machines include apple, a blend of orange and grapefruit, and lemon. They are available in both size cans, but the 6 ounce is proving a bigger vender item than the smaller 5½-ounce size.

Juice Prices

Prices differ, according to juice and canner, but this average cost to the operator, on the 6-ounce size, is 52½ cents per dozen for apple, 55 cents per dozen for tomato, 77 cents for orange and 80 cents for grapefruit juice. They come packed 48 cans to a carton. Canners and operators have discovered that the paper type label

Ohio Firm Rolls With Air Unit For Hotel Rooms

CAMBRIDGE, O., April 15.—Cool Sleep, Inc., is in production here on a coin-operated, self contained, air cooler designed for controlling the temperature in hotel and motel rooms and related locations.

The service vender operates on a c. and measures 24 by 24 by 17 inches. It has a shipping weight of about 30 pounds. Russell Craig, Cool Sleep sales manager, said that with the air cooler the temperature of the room stays around 73 degrees. The unit filters the air and removes pollen. It costs about one-seventh of a cent of electricity to keep the air cooler running for an hour.

Cool Sleep's air cooler is equipped with a quarter coin chute which can take up to 23 quarters in advance. For 25 cents, the hotel guest receives room cooling for an hour. The unit is designed to take care of rooms which have up to 2,000 cubic feet of space.

Craig said the firm has approximately 600 units on location, mostly in the South. Wherever feasible, the air coolers are being handled and serviced by operators.

Cool Sleep will feature the unit in Booth 53B at the All-Industry Coin Machine Show at the Hotel Sherman, Chicago, May 22-24.

comes loose in the vender due to moisture, and most now use lithographed cans instead.

Some operator resistance to the higher cost of orange and grapefruit juices has been noted, with the argument (See *Juice Vending* on page 109)

Bunte, Belvend Announce National Sales Program for Bulk Vender Candy Line

Intro New Pan Candy; Use Deals for Brand Promotion

CHICAGO, April 15.—Belvend Manufacturing Company, Inc., and Bunte Bros. this week jointly announced a trio of "firsts" in the penny bulk candy field, aimed at the

Uneeda Shiner Sets Rep; N. Y. Sales Manager

NEW YORK, April 15.—Sam Sacks, president of the Uneeda Shine Machine Company, announced this week the appointment of Tuzo (Kid) Portuguez as distributor of his coin-operated shine unit in Costa Rica.

Portuguez, a middleweight boxer, figured in the sports columns last week when another fighter impersonated him in a bout fought Wednesday (5) in Wichita, Kan. According to Sacks, he, an associate Harry Goodfriend, and the middleweight, were busy here that night looking over shine machine installations and discussing the distributor deal.

Sacks also announced the appointment of Henry Meyerson as sales manager of his distributing firm, Acme Sales. Acme is sole distributor of the Uneeda shiner in the United States.

NAMA Intros P-R Plan for Ops; Aids Charity Drives

CHICAGO, April 15.—A public relations program designed to generate a maximum of good will for vending machine operators was introduced today by the National Automatic Merchandising Association (NAMA). The program, suggested by Aaron Goldman, Washington, operator and chairman of the 1950 NAMA public relations committee, calls for co-operation on the part of operator members with the Community Chest or Red Feather program in 1,100 cities throughout the country.

Rochester, N. Y., was the first community in the U. S. to adopt the plan. Local member operators displayed the Red Feather campaign stickers and

Electro at Show

NEW YORK, April 15.—A C-Eight Electro cigarette machine was among the featured exhibits at the Point of Purchase Advertising Institute show at the Waldorf-Astoria Hotel this week. The vender, shown at the Flash-o-Graph Sales Company booth, was equipped with the company's animated sign assembly fitted above the selector panel.

In dotted letters the sign ticked off the message: "Electro Ten Column Model Now Ready." The vender on which the sign was displayed was the eight-column unit.

bulk vender operator. With its introduction of a new line of pan candies for "venders only," Bunte simultaneously announced the appointment of Belvend as national distributor of the line, with all sales direct from Chicago headquarters. First shipments by Belvend will be made Monday (17).

Third "first" is the use of brand promotion in the bulk field, with Belvend supplying operators with decals for each vender in operation. Oval in shape, in three colors, each will carry the message "genuine Bunte candies," with the name of Belvend as the national distributor.

Bel E. Hall, Belvend president, said prices on the new six-flavor line of Bunte pan candies will be competitive. Also, a minimum per pound count will be guaranteed. First types of pan candy offered are Boston baked beans, rainbow peanuts (varicolored candy coatings over peanut centers), licorice lozenges, assorted Imperials, French burnt peanuts, and a special Bunte mix of beans and peanuts. A seventy type milk chocolate draech, will be introduced later.

Shipments, of course, will be made to operators of all types of bulk equipment, Hall emphasized.

F. A. Bunte, president of Bunte Bros., declared that the need for brand promotion on a national scale in the bulk vender field brought about (See *Bunte, Belvend* on page 108)

dispensed specially imprinted cups and book matches thru about 3,000 machines.

Use Venders

Every vender, regardless of type, will carry the "Everybody Gives—Everybody Benefits" slogan in one form or another. In cigarette machines, book matches carrying a promotional message will be used. Candy venders, as well as all other types, will carry appropriate stickers bearing the Red Feather message. For beverage machines, cups with similar slogans will be made available by manufacturers at no change in price. (See *NAMA Intros* on page 109)

Century Milk Snares Pact For AAF Base

Includes 69 Venders

LOS ANGELES, April 15.—An exclusive contract calling for the installation and servicing of all coin-operated equipment at the Las Vegas, Nev., Air Force Base, has been signed between the post service officer and David Feldman, president of the Century Milk Dispensing Company.

Deal calling for 69 pieces of equipment, including vending machines, games and juke boxes, was handled by Al Silberman, associated with the Dagher Sales Company here. Included in the installation will be SuperVend multiple drink machines, Mills coffee bars, Keeney cigarette machines, Atlas candy machines, Refresh-o-Mat non-carbonated drink machines, Nix biscuit machines, Mercury grip scales and penny scales, sanitary napkins, toothbrush dispensers and Northwestern venders.

Century Milk Dispensing Company is also putting out 200 Dari Mart four-flavor machines in the Los Angeles territory, featuring milk, buttermilk, chocolate milk and an orange drink in a special carton.

A newcomer to the business, Feldman has been associated with brokerage firms for some years and only entered the vending field after making an 18 months survey of all facets of the business.

After completing the Feldman deal, Silberman left for his Palm Springs home for a week's vacation.

ACVA Studies Plan for Cig Mech. Coverage

Contact Insurance Firms

PHILADELPHIA, April 15.—A co-operative insurance plan covering the cigarette machines of the membership will be considered by the Automatic Cigarette Vendors' Association of Eastern Pennsylvania (ACVA). Norman H. Fuhrman, counsel for the association, revealed that there had been a form of co-operative insurance sponsored by the ACVA in the early days, and that there is renewed interest among the members to reinstate a similar insurance plan now.

Such a move, Fuhrman said, would cushion the many losses sustained by the membership as a result of the increasing wave of robberies in recent months. Virtually every newspaper story telling about a robbery in a movie house, a restaurant or a tavern always carries a line to the effect that the vending machines in the lobby were pushed over and the coins removed.

Since insurance is carried by every operator to cover every phase of his operation, a co-operative insurance plan covering the entire membership of the association, Fuhrman pointed out, would represent an appreciable saving to all. Contacts will be made with several insurance companies, and Fuhrman will report on the operation of such a co-operative plan at an early meeting of the association.

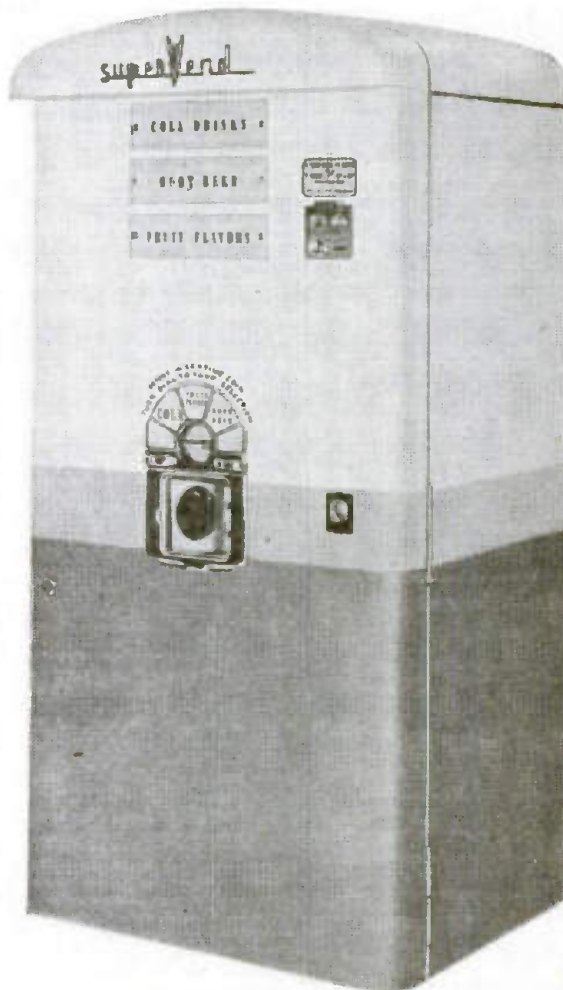
IT'S HERE!

The NEW IMPROVED
superVend

- Improved** design of vending door for eye-appeal, selection and access to cup.
- Improved** design insures closer temperature and carbonation control.
- Improved** speed of operation—due to better flow characteristics throughout the system—means faster drink delivery.
- Improved** efficiency of operation due to better cleaning and service facilities.

The Golden Days of automatic vending machines are here! The new, improved SuperVend 3-flavor cup-drink vendor will help you get your full share of the harvest of golden profits! Always the finest—the new SuperVend has been improved more than 20 ways . . . Includes all the most modern improvements . . . many of which are exclusive in the SuperVend.

The new, Improved SuperVend is now on display! Production lines are turning at top speed to meet the unusually big demand. Thousands of SuperVends are coming off the lines. Hurry . . . place your order now for immediate delivery.



Shown is the new, improved SuperVend 3-flavor cup-drink vendor. Also available with hot drink attachment and non-carbonated drink attachment

superVend SALES CORPORATION

134 N. La Salle Street, Chicago 2
ALIX HAMMERGREN, President

Subway Ops in Rush To Get Cup Venders Earning by May

NEW YORK, April 15.—Operators having cup venders in city subway stations are bending all efforts to get as many machines as possible placed and delivering drinks before the end of the month. Beginning in May they start paying the Board of Transportation the agreed-upon minimum monthly guarantees, if percentages on gross sales don't equal the minimums. The operators reason that the greater the number of machines working, the smaller the chance of having to make up the difference between the 30 per cent of gross going to the city and the guarantees, all over \$10,000 a month.

Effective last February the board awarded five-year operating franchises to Automatic Canteen, Cobbs Florida Orange and ABC Vending, each to have exclusive rights in one of the three lines in the city subway system. Since February only the 30 per cent of total sales has been paid

in commission, regardless of the volume done. The three-month period of grace was thought adequate to permit the companies to get equipment placed in quantity.

With contractors footing the costs of installation, all are running up sizable nuts that will have to be written off during the years the pacts are in force. One company alone estimates that it will have spent about \$50,000 before the year is out just to install water and current lines. And title to the lines reverts to the city when the contracts expire.

Cobbs, for instance, reports that it is paying \$3.75 a foot to install water lines in the underground locations. And a number of these lines have to be strung out more than 800 feet before venders in approved spots can be connected to a water source.

On the 125th Street station of the Independent line, Cobbs had to run a line 900 feet to feed a battery of six machines. And some electric lines installed at \$3.50 a foot, run almost as long, Chick Meehan, Cobbs president, reported. Water lines in many instances are insulated with heavy furring and wrapped with a double layer of canvas.

Cobbs had 88 cup venders in operation last week and, at its present installation rate, will reach a total of 160 within the next two weeks. The other contract holders are also actively placing equipment. During the year and a half the city permitted test operation of cup venders, no more than 115 units were working, divided among seven route owners.

Self-Service Laundry Shows Ultra-Violet Washers for Apts.

CHICAGO, April 15.—Self-Service Laundry, Inc., introduced a new idea in coin washers this week with its special showing of a machine featuring an ultra-violet ray attachment. The machine, a Whirlpool washer manufactured by the 1900 Corporation, St. Joseph, Mich., was displayed during the gathering of the associate members of the Chicago Real Estate Board here Wednesday (12). Idea was to demonstrate the new device to apartment house owners who attended the meeting and who control potential locations for this type unit.

Robert W. Soaper, of Self-Service Laundry, said the new ultra-violet ray machine, because of its higher price, would be installed in the deluxe-type apartment building where the 25-cent per load fee would be accepted. In addition to featuring the ultra-violet ray in its washing compartment, the machine also offers agitator instead of tumbler action.

Soaper stated that his firm, a distributor for the 1900 Corporation in this area, has outfitted six coin laundries in the city with the washer, and is in the process of outfitting several more.

Self-Service Laundry also operates a number of coin-operated hair-dryer units in addition to its washers.

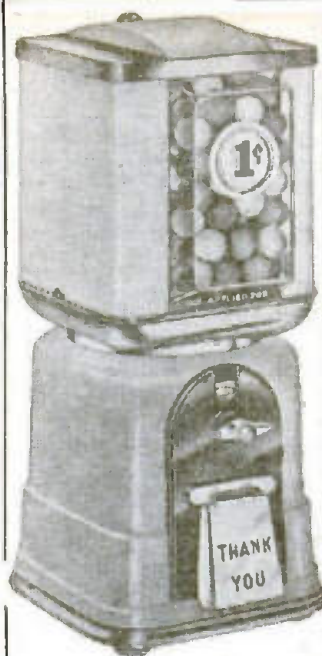
F. Gaskill New Sales Rep. At Pressed Steel Tank Co.

MILWAUKEE, April 15.—Pressed Steel Tank Company, manufacturer of Hackney CO² cylinders for cup venders, announced the appointment of Frank O. Gaskill as sales representative. He will assist Edward Elliot Jr., manager of the firm's New York office.

Gaskill, a graduate of the University of Illinois with a degree in mechanical engineering, was formerly associated with Linde Air Products as research and oxygen engineer and assistant plant superintendent.

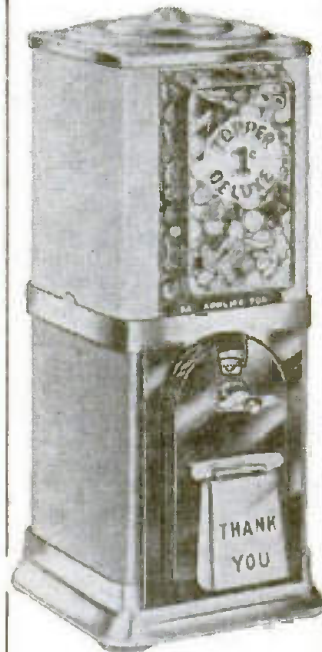
Re-Elect Pitney-Bowes Execs

STAMFORD, Conn., April 15.—All officers and members of the board of directors of Pitney-Bowes, Inc., manufacturers of postage meter machines here, were re-elected at the 30th annual meeting. Price, Waterhouse & Company, of New York, was again engaged to audit the company's books. The meeting also approved an expanded employees' stock purchase plan which will permit the company to issue stock under a formal plan ratified by stockholders, and at the same time enable supervisors and other employees to make proportionate purchases of stock.



The New JUMBO UNIVERSAL

Everyone likes JUMBO-SIZE Ball Gum. Thousands of locations are available and waiting for JUMBO UNIVERSAL for vending Jumbo-Size Ball Gum. This is the fastest selling piece of ball gum today and will be a sensation in thousands of locations. Also JUMBO UNIVERSAL SPECIAL for greater capacity... vending 160, 170 and 210 count ball gum and other bulk merchandises.



It's Here! TOPPER DE LUXE by VICTOR

The new streamline greatest in beauty and performance are sensational! Never before have there been so many new and practical ideas packed into a bulk vander as you will find in the new TOPPER DE LUXE. See these great venders now on display at all VICTOR distributors... or write for colored descriptive folder.

AMERICA'S FINEST VENDERS... THE INDUSTRY'S GREATEST VALUES!
VICTOR VENDING CORP.
3701-13 W. Grand Avenue
Chicago 39, Illinois

MILLS VEST POCKET BELL

Size: 8"x8"x8"
A 5¢ Pocket Size Slot with Automatic Pay-out System. Awards from 3 to 20 nickels.
Operators' price, \$45.00.
Reconditioned, \$44.50.

NEW COUNTER GAMES

B. K. Hunter	445.00
S. K. Target King	45.00
A. B. T. Model P	47.50
A. B. T. Skill Gun	49.50
Ricker & Catcher	34.50
Non-Coin Marvel	29.50
Groetchen Yankee, 1¢ or 5¢	34.50
Groetchen King, 1¢ or 5¢	34.50
Electric Shocker	29.50
A. B. T. Strikelite	47.50
Oval Ace, 1¢ or 5¢	21.00
Oval Cub, 1¢ or 5¢	21.00
Groetchen Imp, 1¢ or 5¢	21.00
Oval Marvel, 1¢ or 5¢	39.50
Oval Amer. Eagle, 1¢ or 5¢	39.50
Non-Coin Amer. Eagle, 1¢ or 5¢	39.50
Groetchen Wings, 1¢ or 5¢	34.50
Groetchen Pop-o-Reel, 1¢ or 5¢	34.50
Cont. Grip Scale	21.00
Oval Buddy	24.50

NEW VENDING MACHINES

N. W. Model 49, 1¢ or 5¢	\$12.75
N. W. DeLuxe Comb., 1¢ or 5¢	27.00
S. K. 1¢ or 5¢ Bulk or Charm King	as low as \$10.00 in quantity.
Adams Model 1, 1¢ Gum	22.50
N. W. Stamp, Rail Type	40.00
Marion Scale	19.50
Waiting Scales	Write
Shlomen Stamp, 3 Col.	39.50
Acorns, 1¢ or 5¢	13.50

GENUINE LEAF RAINBOW BUBBLE-BALL GUM

1/2" Size, 25¢ lb.—170 & 210 Ct., 25¢ per lb.
Packed 25 lb. Ctn. Orders of 100 lbs. or more shipped prepaid from factory less 2%.

Not only do you get factory prices, but fast pick-up service from 3 offices—Philadelphia and Pittsburgh—plenty of stock on hand.

RECONDITIONED VENDING MACHINES

Advance 1¢ Gum, 4 Col.	\$14.50
Master 1¢ or 5¢ Comb.	10.00
Master 3¢	7.95
Yu Chu Ball Gum, 1¢	5.95
Atlas Barfani, 5¢ (Like News)	7.95
N.W. DeLuxe, 1¢-5¢	15.00
Col. 5¢ Bulk	7.50
Lucky Roy Bulic, 1¢ Gum	7.75
Advance Mod. D. Ball Gum (New)	7.95
Exhibit Card Vendor (Like New)	15.00

RECONDITIONED COUNTER GAMES

A. B. T. Challenger, 1¢	\$19.50
Kicker & Catcher, 1¢	24.50
Imps., 1¢	10.00
Am. Eagle, 1¢	19.50
Marvels, 1¢, Clp. Tok. Pay.	22.50
Champion Basketball, 1¢	19.50
Whirlwinds, 1¢ (New)	19.50
Camera Chips, 1¢ (Eleg. Mod.)	19.00

"RAKE" 24 PAY PLAN

All Machines Listed Above Sold on Our 24 Pay Time Payment Plan.
WRITE FOR COMPLETE DETAILS
Specify What Machines You Are Interested in Purchasing.

Write for Circulars and Price List "V" on Complete Line. 1/3 Deposit, Bal. C. O. D.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
Lombard 3-2676

BRANCH OFFICE
2120 Fifth Ave. Pittsburgh, Pa.
Coun 1-3841

FTC Tells Cig Firms To Change Ad Pitch

WASHINGTON, April 15.—The Federal Trade Commission (FTC) last week ordered R. J. Reynolds Tobacco Company and P. Lorillard Company to cease advertising claims that their cigarettes contained less nicotine and throat irritants than competing brands. A warning was also given that similar action was under consideration against other leading cigarette makers, including American Tobacco Company, Philip Morris and American Cigarette & Cigar Company.

FTC declared all cigarettes contain varying amounts of nicotine and other throat irritants.

Officers of both R. J. Reynolds and P. Lorillard denied FTC charges.

It was declared by Reynolds that advertising themes on which the FTC objection was based were discontinued as long as five years ago. P. Lorillard stated that most of the allegations in the complaint, which was filed seven years ago, dealt with ad matter which the company had discontinued long ago.

Minute Maid To Increase Orange Juice Production

ONTARIO, Calif., April 15.—Minute Maid Corporation will start processing frozen orange juice concentrate at the Sunkist orange plant of the California Fruit Growers' Exchange here in July, officials of both firms have announced.

It was reported that Minute Maid will continue similar operations at plants of Damerall-Allison in Covena, and at the Mutual Orange Distributors in Redlands, Calif.

New Thatcher Glass Plant

ELMIRA, N. Y., April 15.—Thatcher Glass Manufacturing Company, Inc., announced this week that it would construct a new glass container plant at Lawrenceburg, Ind. Franklin B. Pollock, president, said the new facilities will employ about 150 workers. The company now has two plants, here and in Streator, Ill.

ADVANCE DUPLEX-E

SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE

Also Complete Advance Line Including
HERSHEY BAR VENDOR
IMMEDIATE DELIVERY
Order Sample Today!
Write for Quantity Prices!

LISTO SANITARY NAPKINS

Sample and Prices on Request.
Manufacturer and Distributor
J. SCHOENBACH
1642 Bedford Ave., Brooklyn 25, N. Y.

VICTOR'S AMAZING NEW TOPPER

Special April Offers

1 Case (6) Toppers PLUS 25¢ 310 Ball Gum or 25¢ Candy PLUS 1000 Charms All for **\$50.00** only (with oldest \$52.00)

1 Double Unit Topper with stand, plus 1 case globes, PLUS 25¢ 310 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms All for **\$36.00** only

1 Triple Unit Topper with stand, plus 1 case globes, PLUS 25¢ 310 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms All for **\$51.25** only

Samp. Topper, \$11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO. **\$14.95** EA. WRITE FOR INTRODUCTORY OFFER.

RAIN-BLO GUM 140, 170 or 210 count, in 25¢ cartons, 2 1/2 lb. in lots of 150 or more with freight prepaid, 75¢ lb., less 2%	PISTACHIOS 25 lb. carton Large 50¢ lb. Small 45¢ lb. Full Case With Order.
COLORED BALL GUM —All Sizes, 25¢ or 50¢ carton, 2 1/2 lb. with freight prepaid. FULL CASH WITH ORDER	Plastic Auto-graphed Baseballs, \$2.00 per M. Metal played, \$8.00 per M. Write for our FREE Complete Charm List.

173 Deposit, P. 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. 481 SACRAMENTO ST. BROOKLYN 17, N. Y. Phone: Dickens 2-7992

New Low Price KING OF VENDORS

Nut and Ball Gum Candy, Charms, Vendors, 1/3¢ U. S. and Foreign Coins. "Hot Nut" Vendors.

Bigger Profits from locations are a natural with **Silver Kings of "Charm King" Ball Gum Vendor**

Designed for sales compiling are equal as low as **\$10.00** in quantities!

At All the Best Dealers—or Write. Ask About the New "Hunter."

SILVER-KING CORP.
622 Diversy Parkway CHICAGO, ILL.

WRITE FOR CATALOG
On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM
140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65 100 lbs. or more 21.50

CHARMS
Plastic Charms, small, 1,000 \$2.25
Metal Colored Charms, small, 1,000 4.25
Plastic Charms, large, 1,000 2.85
Copper & Nickel, large, 1,000 8.60
Silver Wedding Rings, 1,000 3.95
Schmoed Buttons, 1,000 4.50
Tear Watches, 2 gross 2.50
Stress Set Rings, 1 gross 1.25
"Map Car" Buttons, 1,000 5.95
Plastic Colored Rings, 1,000 2.50

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

PARKWAY MACHINE CORPORATION
713 Ensor St. Baltimore 3, Md.

5 "Vendit" 2 Column—Rotary Candy Vending Machines with stands. Good condition—used only 60 days. \$100.00

2 "Aikuno," 3 Column—Gum Vending Machines with stands—tan—new... 30.00

2 "Aikuno," 4 Column—Life Saver Machines with stands—green—new... 30.00

E. A. HARPER & CO., INC.
Morrison, Virginia

Supplies in Brief

Crop Outlook

WASHINGTON, April 15.—Agriculture Department this week revealed farm crops of major interest to the vending industry will probably be produced at fairly good levels this year but will run below the peak-year figures of 1949 and 1932.

The outlook for peanut production this year, according to the Agriculture Department's latest forecast, is 1,464,230 pounds, which is under the 1949 total of 1,853,140 pounds. The peanut crop last year was among a rare few which bucked the trend of all-time highs, slipping below the 1,950,690 pound total of the previous year. The outlook for tobacco crops this year is 1,834,908 pounds compared with 1,990,129 pounds in 1949, and compared with 1,777,851 pounds the previous year.

An active demand for cigarette tobacco is expected this year, Agriculture Department's latest forecast, is 1,464,230 pounds, which is under the 1949 total of 1,853,140 pounds. The peanut crop last year was among a rare few which bucked the trend of all-time highs, slipping below the 1,950,690 pound total of the previous year. The outlook for tobacco crops this year is 1,834,908 pounds compared with 1,990,129 pounds in 1949, and compared with 1,777,851 pounds the previous year.

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Sugar Data

WASHINGTON, April 15.—The Department of Agriculture announced that January-February distribution of sugar this year by primary distributors totaled 1,010,045 short tons, as compared with 1,057,266 short tons for the corresponding period a year ago.

Stocks of sugar on hand at the end of February, according to the report, totaled 1,524,544 short tons compared with 1,401,305 short tons in the same

Location Reports

WASHINGTON, April 15.—The general retail business for the first two months of 1950 showed a pick-up of 3 per cent over January-February, 1949, most types of coin machine locations showed declines.

Receipts of the nation's filling stations were up 1 per cent, marking the only location typ. to show a 1950 gain. Business for candy, nut and confectionery stores was off 12 per cent; bars, taverns, restaurants and lunch counters were off 7 per cent; delicatessens were off 3 per cent, as were drugstores.

Gum Vending Corp. Offers Free Display Tray; Names New Rep

NEW YORK, April 15.—The Gum Vending Corporation has developed a flavor display tray for use with its Model "N" four-column gum venter and is planning to distribute them free of charge to all users of the small merchandiser, Miss A. Strong, executive, announced this week.

The five and a half inch tray holds four penny-size gum packs. It is designed for installation behind the display glass. Flanges, wedges into place behind the glass, hold the tray firmly.

Miss Strong said sample trays were going out to operators this week. A sufficient number to blanket any route can be obtained from Gum Vending headquarters here, she declared, by stating the required quantity.

Names Distrib

At the same time she announced that Bobby Klein, of 1739 Academy Lane, Havertown, Pa., has been appointed distributor for the firm in Pennsylvania and Southern New Jersey. Messrs. Parlin & Company, of San Francisco, which previously handled both the Motel "N" venter and Adams gum for gum vending on the West Coast, now will distribute the machine alone, Miss Strong disclosed. Gum orders for that territory will be handled by the home office.

Cigaromat Reports Stand Price Shifts

NEW YORK, April 15.—Martin M. Berger, Cigaromat Corporation of America, reported corrections this week in the reduced prices of firm's three and six-column venter stands. The small base, which sold originally for \$10, is now \$7, while the large stand now lists for \$8, down from \$15.

The stands are bonderized, same as the venter cabinet, to offer higher rust resistance. They are available in venter-matching colors of maroon, tobacco glow, buff and white.

Peter Paul Reports Earnings

NAUGATUCK, Conn., April 15.—Peter Paul, Inc., reported this week net income for 1949 of \$3,076,826, or \$4.51 per common share. Earnings compared with \$3,388,670, or \$4.97 per share in 1948.

NEW LOW PRICES U-SELECT-IT

CANDY MACHINES
U-Select-It, 7 1/2-Bar Size Each \$37.50

Cigarette Machines
Write for low prices all makes.

COUNTER MODEL \$17.50
Half Deposit Phone: BA. 9-0606

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

ACORN

CHROME PLATING AT NO EXTRA COST!
1¢ or 5¢ All Purpose Bulk Merchandisers

Order Yours Today!

ACORN IS THE ONLY ALL-PURPOSE BULK VENDOR BECAUSE . . .

- It vends all sizes of ball gum
- It vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts and Charms
- Features either 1¢ or 5¢ operation

WRITE FOR COMPLETE DETAILS TODAY!

IAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California

DISTRIBUTORS!
A Few Choice Territories Are Still Open. Write, Wire, Phone M. J. ABELSON Corp. Sales Mer. 1249 Fifth Ave. Pittsburgh, Pa. Ph. AT 4478

Pacific Coast Dist. Operators Vending Machine Supply Co. 1023 S. Grand Los Angeles 15, Cal.

7 REFRIGERATED CANDY VENDING MACHINES

400-Bar capacity. Original cost over \$500.00 each. Will sacrifice at any reasonable offer. These machines must be sold.

GOSSELIN CONFECTIONERY CO.
144 WATER ST. Phone: 5971
SKOWHEGAN, MAINE

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern

CUTS SERVICING TIME AND COSTS IN HALF

49

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwesterner . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH 1¢ or 5¢ MODEL

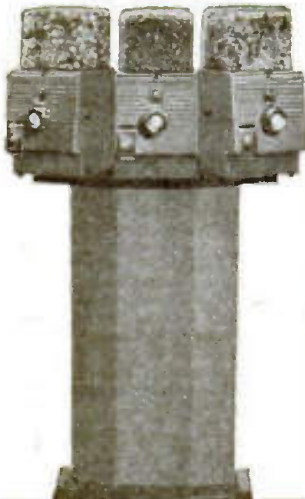
Lot of 3, \$28.75
Lot of 12, \$7.25

Nut and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOND MFG. CO.
VALLEY STATION, KY.

NOW!
Bigger Profit
 FROM EVERY LOCATION
 With the New
Northwestern
CABINET STAND
 FOR MODEL 49



WRITE FOR DETAILS
 OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
 829A ARMSTRONG STREET, MORRIS, ILL.

Immediate Delivery on the
NORTHWESTERN LINE
RAKE
 COIN MACHINE
 EXCHANGE
 409 Savino
 Garden Street
 Phila. 23, Pa.
 Lombard 2-2676
RAKE
 COIN MACHINE
 AGENCY
 2120 Fifth
 Avenue
 Pittsburgh, Pa.

NEW CHARMS
READY FOR YOU NOW
 They're really beautiful with that sales appeal that means amazing increases in sales and more profits. Illustrated are new plastic knife and boxing glove charms priced as follows:
 Knife, \$10.00 per 1000;
 Plastic Boxing Glove, \$3.25 per 1000; Copper Finish, \$6.00 per 1000; 22K Gold, \$7.00 per 1000.
 All postpaid.
 Write now to get on our mailing list.
Charms, Inc.
 MANUFACTURERS AND DISTRIBUTORS
 BRILLION, WISCONSIN

CIGARETTE MACHINES
 Buy With Confidence from **STEINER**
 —founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927
 There is, and always will be a demand for my famous "E", "A" and "500" Models.
WE BUY AND SELL USED EQUIPMENT
 —and what we sell is always completely refinished and reconditioned inside and out to look and work like new.
 King Size Chutes, Mirrors, Parts and Locks for all Vendors
Get the Facts on Our Nylon Deal
STEINER MANUFACTURING CO.
 362-3 Hudson Ave., Brooklyn 1, N. Y.
 Phone: TRIangle 5-0833

Trade Unity Key To Conn. Confab

(Continued from page 103)
 dustry such as ours is when the business is faced with unfair taxes or adverse legislation.

"We ought to have associations such as the Connecticut State Coin Association formed in every State in the country in order to prove to the public—and government as well—that the coin machine industry is out to get public relations behind it."

Primary Mission
 Fish also voiced the opinion that "here in Connecticut we have coinmen who say that an organization such as ours is not valuable unless it is fighting taxes or legislation consistently. That's not our primary mission. We're organized to see that public relations within our industry is at a high level at all times, and also to serve as a school for the improvement of general conditions. Within the latter phase, of course, come fighting unjust taxes and legislation."

New Employee
 As one specific step toward getting more members, Fish disclosed the hiring of a part-time membership solicitor, Kenneth Jarrett, of Waterbury, Conn., who will work out of the association secretary's office at Waterbury. Fish said that Jarrett will headquarter at Waterbury Amusement Company, 453 West Main Street, Waterbury, which is the office of Louis Naclerio, association secretary.

Jarrett's job will be to secure new members thruout Connecticut, according to Fish. The present membership rolls list 60 persons.
 "And you might observe," continued Fish, "that every meeting here in Hartford draws a number of non-members. We don't object to this, but we would like all non-members to become actual members, for then—and only then—can the coin machine industry in Connecticut be united for the good of the industry and for the good of the coin operator."

Industrial Employment in Downward Trend, BLS Says

WASHINGTON, April 15. — A steady downward trend in industrial employment reported by the Bureau of Labor Statistics (BLS) indicates fluctuating grosses for operators with vendors located chiefly in manufacturing regions and plants.

On the basis of sample surveys, BLS said the number of jobs in plants during January as compared with January, 1949, was off for all but a handful of States, none of them highly industrialized. Showing increased manufacturing employment were Montana, New Mexico, Oregon, Wyoming and Washington, D. C. All other States showed decline.
 Of the big industrial States, New York was down from 1,794,000 in January, 1949, to 1,733,800 this past January. Pennsylvania dropped from 1,480,000 jobs to 1,334,600; Ohio was down from 1,198,300 to 1,077,700, and California was down from 704,000 to 682,000. Figures were not available for Illinois.

Add Cartoon Charms

NEW YORK, April 15.—Karl Guggenheim, Inc., charms manufacturers, announced this week it had closed a deal with Warner Bros. calling for the production of miniatures of cartoon movie characters. Animals in the "Looney Tune" and "Merrie Melody" series will be featured. The firm is gearing for early output, according to Bob Guggenheim, president, and will start production on the new charms "within the next few weeks."

2 New Summer Candy Packs

CHICAGO, April 15. — Breaker Confections, Inc. announced two new nickel candy packs this week, designed for summer vending. Both items, cinnamon imps and Boston beans, are packed 100 count to carton, with a delivered price of \$2.50.

Court Throws Out Local Option Law In Maryland County

WASHINGTON, April 15.—The hotel and restaurant association of Prince Georges County, Maryland, is readying a petition on the legality of a local option coin machine law which was thrown out by the Court of Appeals Thursday (13).

Passed by the Maryland General Assembly last year, the law authorized counties to exercise local option in legalizing pinballs, claw machines and consoles. The measure was later signed by the governor and approved at a special election last June.

The law was attacked in court when a Baltimore operator objected to a provision restricting operator's licenses to Prince Georges County residents.

Wrigley Sales Up; Declare Regular, Special Dividends

CHICAGO, April 15.—William Wrigley Jr. Company reported at its annual stockholders meeting that 1950 sales are running 3 per cent ahead of 1949 levels. J. C. Cox, president, revealed sales of \$16,879,129 in the first quarter of 1949. For the entire year, sales amounted to \$68,490,270, compared to \$61,440,166 in 1948. Earnings equaled \$6.30 per share in 1949, and \$5.82 in 1948.

Following the stockholders' meeting, directors declared a 50-cent special dividend payable May 1. Regular dividends of 25 cents a share also will be payable on the first day of May, June, July and August.

BUNTE, BELVEND

(Continued from page 104)
 the creation of the new line and the decision to market it thru a special distributor. Backing the brand promotion theme, in addition to the venter stickers, will be an advertising program directed toward the bulk operator. It will point up the availability of a penny bulk candy which will be sold under a brand name thru individual bulk vendors.

Following Bunte Bros.' recent purchase of the equipment in the Chase Candy Company's Chicago plant, specially designed for pan candy production, the bulk venter promotion plan took shape. "An accepted brand name would be a stimulant to sales if such a brand name were employed to identify the products sold thru a bulk candy dispenser," Bunte declared.

Match Books Plug Biz

BALTIMORE, April 15.—Maryland Match Company announced a line of book matches this week designed to carry a new note of optimism on business conditions to the general public. To be introduced May 1, the front covers will bear the message "Business is good!" printed over a rising sales chart. Back cover will carry advertising. Matches will be initially distributed by Maryland Company to wholesale organizations in the candy, tobacco, drug, grocery, paper and cigarette vending fields.

Deny French Ban on Coke

WASHINGTON, April 15.—Following reports that the sale of Coca-Cola was banned in France, the French Embassy here this week denied any such restrictions had been ordered. It added that a recent law authorized the French Ministry of Health to prohibit certain drinks but that no action had been taken against Coca-Cola.

John Horne Intro New Bar

EVANSTON, Ill., April 15.—John Horne Company announced a new summer bar this week, Coconut Waffle, in 100 count at \$2.80. The 1½ ounce bar is packaged in cellophane, clear at the top to permit full view of the contents.

10 NEW ITEMS!
NEW LOW PRICES

COMIC-STRIP CHARMS, Price per M	
Plastic	\$ 4.00
Metal-Plated	6.75
GROCERY STORE CHARMS	12.50
SCOUT KNIFE, With Metal Blade	10.00
METAL SCISSOR, That Actually Cuts.....	10.00
LICENSE PLATE CHARMS	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal Plated	6.50
ANIMAL HEADS, Metal-Plated	7.50
PIRATE COINS, Metal-Plated	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPHY SUPER-CHARM MIX	
400 Ass'd in Bag	2.00
EPHY FORTUNE BALL MIX	
1 Gross Ass'd in Bag	1.75
FAMOUS #1 CHARMS	
Plastic	2.50
Metal-Plated	now 4.25
BIG FAMOUS #2 CHARMS	
Plastic	3.00
Metal-Plated	now 5.00

EPHY
 Samuel Eppy & Co., Inc.
 91-15 144th Place, Jamaica 2, L.I., N. Y.

Here is the New,
 Flexible
ALKUNO
CRACKER VENDOR
 Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3½" x 2½" x 5". Has large merchandise display and self-illuminating pilot light sign.
MODEL 700
 Metal Cabinet and Base.
 Ht. on Base, 60".
 Wt. on Base, 64 Lbs.
WRITE FOR NEW REDUCED PRICES!
 Immediate Delivery in Green Metal Lustré Finish.
 Write for Catalog of Complete Line of Se Gum and Candy Vendors.
ALKUNO & CO.
 408 Concord Ave.
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TOPPER
 (Illustrated)
 Lots of 100...\$10.00
 Sample \$11.25.
 Victor's Universal
JUMBO
 1" Ball Gum Vendor Best Lacatan-Gutter in Years!
 Immediate Delivery
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 Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask — means profits for you.
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WE'VE GOT... TOPPER
Victor's Terrific Vender
 Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case. \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.



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 NEW OR RECONDITIONED LOW PRICES—FACTORY GUARANTEE. IMMEDIATE DELIVERY.



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 2160 Patterson St. Cincinnati 42, O.
 Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name
 Address
 City Zone State

Juice Vending Interest Up; Citrus Fruit Supply Short

(Continued from page 104)
 ment advanced that the cost cuts down the profit margin on the standard vender price of a dime. For this reason many have been promoting tomato and apple juice sales, stocking orange and grapefruit only when customer demand necessitates doing so.

While single-strength juices are put up in both can sizes, the frozen concentrates (considered a non-vender item as they are used for home consumption after dilution with water) come in the 6-ounce size.

Where availability of juices is limited or nil, the general reason has been lack of the small size containers. A second reason, confined to orange and grapefruit or citrus juices, has been the freezing conditions which cut such crops in California and Arizona this year. In the latter instance, new supplies will not be forthcoming until the 1951 pack, according to canners.

Canner Interest
 Indicative of the vender interest by canners currently not offering the small size cans is the comment by C. W. Bacon, assistant sales manager of Dole Sales Company, San Francisco. Speaking about potential use of its pineapple juice and fruit nectar items in venders, he said: "... We are watching the development of this business (vending) closely."

Thinking along the same line, W. H. Charbonneau, Charbonneau Packing Corporation, revealed that his firm had equipped its plant to turn out 6-ounce lithographed cans for its apple juice at the rate of 280 cans per minute. The special equipment was installed with the specific idea of supplying the vending machine market. However, production will not start until the firm has completed detailed studies of all aspects of canned juice vending and until the field has "developed a bit further," Charbonneau stated.

Two Juice Op Methods
 On the operator front, juice vending is being handled in two manners; one is thru straight canned juice equipment, the other in conjunction with milk. An example of the latter type is the Schilling & Fischer operation in Chicago. Here canned juice is stocked on a five to one ratio with milk in firm's carton milk units (The Billboard, March 25). It was discovered that milk sales were not affected by the addition of juice, but that plus-business was realized up to 20 and 25 per cent on a weekly basis thru the units offering juice. Because of machine limitations canned juice could be vended only thru equipment set to dispense milk cartons.

Altho a year-round volume booster, Schilling and Fischer expect juice to be an important factor this summer in upping hot weather business (firm added juice last October).

Juice Suppliers
 "Among canning firms now supplying operators with fruit juices are the following: Bordo Products Company, Chicago, offering 6-ounce cans of orange, grapefruit and blended orange-grapefruit juice; Butterfield Canning Company, Muncie, Ind., offering 5 3/4-ounce cans of tomato juice; College Inn Food Products Company, Chicago, with the 6-ounce size in tomato, orange and grapefruit juice, sweet apple cider and a chocolate malt; Southern Fruit Distributors, Inc., Orlando, Fla., with 6-ounce cans of orange, grapefruit and orange-grapefruit blend juices, and The Sun-Ray Company, Frankfort, Ind., with 5 3/4-ounce cans of homogenized tomato juice.

Treesweet Products Company, Santa Ana, Calif., reports that its 5 3/4-ounce cans of orange, grapefruit and lemon juices are sold out. Orange juice will be available in July but grapefruit in the small cans will not be marketed until the 1951 season. Tepsom Citrus Exchange, Weslaco, Tex., tells the same story of "sold out" stocks of 6-ounce cans of grape-

fruit juice, with new supplies to be available in the fall.

Juice Equipment
 Manufacturers offering special canned juice venders are the Juice Bar Corporation, and Telecoin Corporation, both in New York. Altho primarily designed as milk venders, equipment manufactured by several firms is being used with special rack or column adapters for dispensing canned juice along with cartons of milk. This type of unit is offered by Ideal Dispenser Company, Bloomington, Ill.; Cedar Hill Farms, Inc., Cincinnati, and Searles Welding & Manufacturing Company, Cicero, Ill.

NAMA Intros P-R Ops Plan

(Continued from page 104)
 These will be used in such equipment in addition to the cabinet sticker.

Rochester operators participating in the program leading up to the official Rochester drive, beginning May 3, are: Fred Sarkis, Kwik Kate of Rochester; Norman Shapiro, Paramount Vending Company; Walter Murphy Jr., Rochester Canteen Company; William Schick, Spencer Vending Machine Company; Robert Green, Vend, Inc.; E. Robert Anderson, Rochester Coca-Cola Bottling Company, and Walter Seabrook.

Lauds Co-Op
 Joseph Goldstein, president and campaign chairman of the Rochester Community Chest, hailed NAMA membership co-operation with the statement: "The NAMA-originated plan, and the Rochester merchants affiliated with NAMA, have been most generous with time and effort in putting the plan into effect... many of these merchants have taken a conspicuous part in previous election campaigns..."

Rochester was chosen for the start of the NAMA 1950 public relations program because it holds a spring Red Feather campaign. Other cities hold theirs in the fall. It also has a high national standing as a Red Feather city and was one of the first communities in the country to adopt the charity collections program.

The plan will shortly be presented to the NAMA board of directors for approval as the official NAMA public relations program for 1950.

Charter Two S. C. Firms

GREENVILLE, S. C., April 15.—Secretary of State has issued a charter to Carolina Vending, Inc., Greenville, to deal in dairy products, thru automatic dispensers. Authorized capital stock is \$2,000. Vincent G. William is president. A charter also was issued to Carolina Vend-A-Matic Company, Greenville, to deal in automatic vending machines. Authorized capital stock is \$30,000. Eugene Bryant is president.



\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE
 NO SPRINGS

WRITE FOR PRICES
 LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

WATLING
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 4650 W. Fulton St. Chicago 44, Ill.
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NEW REDUCED PRICES!!

on Dentyne, Beeman's Pepsin and Chieft's Gum sold through Mills Famous Penny Venders

We have for immediate delivery rebuilt machines, factory reconditioned, which cannot be told from new in appearance and operation. They carry Standard New Machine Guarantee.

More than 50,000 of these machines now in operation—and for years!! More profit now with these new reduced gum prices!!

WRITE
HAL R. MEES
 National Distributor
 55 W. 42nd STREET NEW YORK 18, N. Y.

JUMBO UNIVERSAL VENDING 15/16" BALL GUM

For Sustained Play Appeal With Fastest Selling Piece of Gum Today.



Jumbo Universals have an extra lock, which means operator can allow location to refill machine without having access to money compartment. 2 to 12 machines @ \$14.95 per machine. Write for prices on lots of 100 or more. Contact us for color folders and full details on Victor Jumbo Universal, Jumbo Universal Special, and Topper DeLuxe.

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New Low Price



SILVER KING CHARM KING
2 GREAT VENDORS

Sample, \$12.95
2 to 3, \$12.50
1 to 5 Cases \$42.00 Case.
4 Cases or More \$40.00 Case.
Packed 4 to Case.

CAMEO VENDING SERVICE

432 West 42nd Street New York 18, N. Y.

CANDY MACHINES

NATIONAL, 9 COL. \$55.00
NATIONAL, 6 COL. 50.00
ROWE, 8 COL. 50.00
ROWE, 7 COL. MINT GUM 8.50

Half Deposit. Phone: BA 9-6646
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ACMMA Show Exhibitors

Hotel Sherman, Chicago, May 22-24

- | | |
|--|--|
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A. B. T. Manufacturing Company
American Shuffleboard Company
AMI, Inc.
Andrews Manufacturing Company
Auto Photo Company
Automatic Products
Baker Novelty Company
Bally Manufacturing Company
Bell-o-Matic Corporation
The Billboard Publishing Company
Breuer Electric Manufacturing Company
Buckley Manufacturing Company
The Cash Box
Citation Novelty Products
Coin Machine Journal
Coin Machine Service
Como Manufacturing Company
Cool Sleep
Deutsch Lock Company
Edelco Manufacturing & Sales Company
Empire Coin Machine Exchange
H. C. Evans & Company
The Exhibit Supply Company
First Distributors
Fischer Sales & Manufacturing
Fruit-o-Matic Manufacturing
Gaylord Manufacturing Company
Globe Distributing Company
Grotchen Tool & Manufacturing
Karl Guggenheim, Inc. | International Mutoscope
O. D. Jennings & Company
J. H. Keeney & Company
King Pin Equipment Company
Leaf Gum Company
Marvel Manufacturing Company
Memphis Metal Manufacturing Company
Mills Industries
The Bert Mills Corporation
Monarch Coin Machine Company
Morrison Steel Products
National Rejectors Service
National Shuffleboard Company
National Vendors
Northwest Engineering
The Northwestern Corporation
Ork Manufacturing Company
Pace Manufacturing Company
The Penny King Company
Play-Write Corporation
Purveyor Shuffleboard Company
Royal Products
Shuffleboard Specialists
SuperVend Sales Corporation
Geo. Sylvan Electric Corporation
Tay Mixer Service
Telequiz Corporation
United Manufacturing Company
Universal Industries
Valley Shuffleboard, Inc.
R. C. Wallers Manufacturing
Watling Manufacturing Company |
|--|--|

ACMMA May Show Sold Out; 16 Mfrs. Exhibit Equipment

(Continued from page 103)

displays at the ACMMA show. This group will display in the exhibition hall of the Sherman virtually every known type of coin machine, including shuffle, five ball, one ball and counter games, music machines and systems, cigarette, candy bulk, gum, hot and cold drink, frankfurter and fresh fruit venders; service machines, such as shoe shiners, coin changers, scales, room conditioners; bells, consoles, exercise machines, arcade pieces, photo machines, coin-operated pool tables and shuffleboards.

First ACMMA Show

The May show is the first to be held under the ACMMA banner. The group was formed in December, 1949, by several manufacturers following a series of informal meetings which

were called for the expressed purpose of welding all segments of the industry into one non-profit organization. At the time the charter members pointed out that trade surveys had indicated that while some operators handled a single type of equipment most of them operated two or more types and were vitally interested in the welfare of all parts of the coin machine business.

The organization session, like the preceding informal meets, was marked by the harmony and co-operation of all attending manufacturers and their representatives. The group was made up almost wholly of men who had been in the trade 20 or more years. Elected president at the charter meeting was Herb Jones, vice-president of Bally Manufacturing. Other elected executives are Bill Ryan, Universal Industries, vice-president; Vince Shay Bell-o-Matic Corporation, secretary; Roy McGinnis, J. H. Keeney & Company, treasurer; D. W. MacClay, O. D. Jennings & Company, assistant secretary, and Gerry Haley, Buckley Manufacturing Company, assistant treasurer. The ACMMA board is made up of Pat Buckley, Buckley; Ray Moloney, Bally; Dick Hood, H. S. Evans & Company; O. D. Jennings, of Jennings, plus Ryan, Shay and McGinnis.

While yeoman service to the advancement of the association and the all-industry show has been given by all ACMMA executives and board members, President Jones and Publicity Chairman Grant Shay have spent every available spare moment in behalf of the group and the convention. In this they have had the assistance of Jack Nelson, Bally; John (Midge) Ryan, Bell-o-Matic; Rex Shriner, Evans, and John Conroe, Keeney.

Reynolds' Cig Sales Off 1%

JERSEY CITY, N. J., April 15. — R. J. Reynolds Tobacco Company reported this week that its dollar sales for the first quarter this year were down approximately 1 per cent from the same period in 1949. Sales of Camel cigarettes for domestic use during February and March were reported above those of the same months last year, while sales for export continued the decline started in 1949.



So Round
So Firm
So Good
BOZO BALL GUM

A high, high quality product priced no higher than ordinary gum. Nine different, delicious flavors... nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

write for FREE samples

TOPPS CHEWING GUM

Incorporated
237 - 37th Street, Brooklyn 32, New York
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VICTOR'S GREAT JUMBO UNIVERSAL



Thousands of locations are available and waiting for this sensational masterpiece for vending jumbo-size Ball Gum. Price, \$14.95 each. Packed 2 to carton. Write for quantity price, also prices and details on Jumbo Universal Special and the New TOPPER DE-LUXE. Investigate our 0-week TIME PAYMENT plan.

ROY TORR LANSOOWNE, PENNA.

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25c for cost of mailing samples, to be refunded with first order

THE PENNY KING COMPANY

415 Neptune Street Pittsburgh 20, Pa.



It's the TOPPS! Victor's **TOPPER**
An efficient vendor for charms and ball gum. Packed and sold 4 machines to the case. \$43.00 per case in lots of 1 to 5 cases. \$40.00 per machine in lots of 25 cases. On larger quantities, we allow 20 weeks to pay. Liberal trade-in allowance. Write for special location plan. Sales & Dist. Agency 1132 Hensley Ave. Hamilton, Ohio

GIVE TO THE RUNYON CANCER FUND

ATTENTION — 25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEEDA, 8 Cols. \$100.00
UNEEDA, 6 Cols. 90.00
Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
8 Col., Model E, 240 Pack Cap. 62.50
ROWE PRESIDENT, 10 Col. 100.00
Rowe Royal 10 Col., 400 Pack Cap. 95.00
Rowe Royal 8 Col., 308 Pack Cap. 85.00
Rowe, 150 Pack Cap. 35.00
Special? 4 Col., 100 Pack Cap. 27.50

CIGAR MACHINES

7 Col., 175 Cap. \$27.50
1 Col., 50 Cap. 17.50

CANDY MACHINES

ROWE, 120 Bar Cap. \$75.00
National 6 Col., 108 Bar Cap., Wall or Counter Model 70.00
VENDIT, 150 Bar Cap. 57.50
UNEED-IT 35.00
UNEEDA, 40 BAR CAP. 23.50



SALE \$62.50
DuGrenier
MODEL W, 9 Col., 308 pack cap.
7 Col., 235 pack cap.
\$59.50



SALE \$65.00
Candyman
(like new)
72 bar cap. Enclosed base.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

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DETROIT SHUFFLE OKAY NEAR

PUCK PATTERN

Chicago:

Bud Beasley and Pete Rogus, of Mero Industries, report a lot of action on their reconditioned shuffleboards. They claim that visiting ops were surprised at the appearance of the refinished tops. Frames on equipment in the reconditioned class have new Durand upholstery on the ends and new felt gutters. Mero is also making progress in its special selling of climatic adjusters for maple tops, chrome weights and electric scoreboards.

While the All-Industry Exposition at the Hotel Sherman in May will feature a display of all types of coin-operated equipment, in effect it will be the most important gathering of shuffleboard interests of the year. As a result ops in all parts of the country who have been wondering about the general status of shuffleboard, are expected to turn up en masse. Vince Shay, head of ACMMAs' hospitality, states that inquiries for room reservations have been pouring in from shuffleboard ops in a stepped up ratio the past few weeks. Several trade sources feel that the American shuffleboard tourney in May will focus added interest on the trade as a whole. The finals of the country-wide meets will be held in Peoria and will include entries of several State champions.

Spring cleaning is now in progress at World Wide Distributors. The firm's showrooms and offices were recently remodeled and the shipping department enlarged. Al Stern says that interest in shuffleboard conversions, especially the Exhibit Bowlamatic, remains high. He adds the continued expansion of the firm is proof that when you handle quality products at logical prices, ops will beat a path to your door.

Buckley Manufacturing reports a steady flow of puck deliveries leaving the plant. Buckley pucks are packed in sets of eight in a plastic box and are chrome trimmed. Meanwhile, Precision Puck thru Nils Malmgren states that the firm continues to increase its puck output, a happening influenced by the peak demand for pucks on shuffle games as well as the steady flow for shuffleboard itself.

Milwaukee:

Carl Hewitt, Oshkosh, Wis., operator, in town on a visit, reported he is in the midst of a successful shuffleboard tourney which he is conducting in the Neenah-Menasha area. Players are enthused about the game in this section, Hewitt says, and more tournament play will be set up for the 1950-'51 season.

Organized shuffleboard play is the key to successful operation, reports Harry Dual, Union Sales Company, Green Bay, Wis. Harry says there are two active leagues in Green Bay, with some 32 out of approximately 40 locations involved. Leagues ran

Distaff Champ

PHILADELPHIA, April 15.—The county sheriff's nephew, William Meehan, held the shuffle Bowling League's high-score record with 611 points for three games. But young Bill isn't crowing about it anymore. In a television match on WFIL-TV, sponsored by the League, he was defeated last week by Mrs. Myrtle Schopf, of Landisville, Pa., who tallied a 169 to Meehan's 160.

into a bit of trouble recently when a loop secretary snarled up the standings but everything has been straightened out.

Detroit:

Otto Klein, of Training Devices, was on the sick list with a cold last week. . . . Hazel Reichlin, of the A. P. Sauve Company, reports a marked pick-up in sales of all boards in the local market. . . . James Brown and Barney Burke, of Brown's Amusement Company, are buying a number of the 12-foot Valley boards.

Michael Benson, president of the Detroit Shuffleboard Association, has changed the name of his firm, formerly the Nickle Amusement Company, to the Michigan Nickel Company.

Irving Ackerman, counsel for the Detroit Shuffleboard Association, was host at an impromptu gathering at his home Saturday, celebrating the passage of a new shuffleboard ordinance. A large proportion of the city's operators attended.

Brief and Important Late Digest of Coin Machine News

Colorado Springs Okays Games, Juke Licenses

The city council here has approved the licensing, regulation and operation of coin-operated amusement games and phonographs. Operators will pay \$300 annually, while locations with more than one but no more than three units will pay \$30 per machine and locations with only one unit will pay \$15. New ordinance also prohibits play by minors (under 18).

Mills Industries Names Exec

B. F. Galle has been appointed general works manager for Mills Industries, Inc., it was announced last week. Galle was associated with the Frigidaire division of General Motors for 16 years as a manufacturing supervisor, and for the past nine years was an executive with other manufacturers in the Midwest.

Beich Elects New Officers

Paul M. Beich, president of the Paul F. Beich Company, Bloomington, Ill., last week announced the election of William A. Beich and Harold E. Walsh as vice-presidents of the firm. William A. Beich, who has been treasurer of the company, now becomes vice-president and treasurer in charge of production, while Walsh is director of sales. Other execs are Otto G. Beich, chairman of the board; Paul M. Beich, president, and Ivan Jenkins, secretary-comptroller.

Philly Locations Praise Job Done by Shuffleboards

PHILADELPHIA, April 15.—A spot check of taps and taverns reveals coin-operated games are again coming into their own here. With emphasis on a novelty game, the shuffleboard is fast becoming a permanent location fixture. Apart from the widespread locations of the Shuffle Bowling machine with a generous sprinkling of the Q-Ball machines, a goodly number of taproom locations have taken in the full-length shuffleboard.

It's become almost like "keeping up with the Joneses" that has resulted in location owners giving over the necessary space for a regulation shuffleboard. Less than a year ago there were only a handful of shuffleboards on test locations here—with no takers and no interest in the new game. Today, having proven an attractive source of income to the location owner as well as an important attraction for patrons, the shuffleboard takes its place among all the other features found at tap and tavern locations.

Owners Comment

"I was only keeping up with the Joneses by installing a new Shuffle Alley," is the way Anna O'Connor,

Council Approves Two Sub Ordinances; Final Action Seen Forthcoming Shortly

Gain Concessions on Award of Tournament Prizes

By H. F. Reves

DETROIT, April 15.—The legislative blockade of shuffleboards appeared to be nearing an end with approval on first and second readings Tuesday night (11) by the common council of two substitute ordinances.

The ordinances were held over a week at the request of Councilman Charles Oakman, and representatives of the shuffleboard group were to meet with him to iron out any remaining questions. One problem appeared to be a belated suggestion that the ordinance should specify that any operator of boards be required to be of "good moral character." Operators

are willing to accept this requirement, and it appeared only the drafting of the amendment was needed.

\$1,000 License Fee

One suggestion advanced was to require a \$1,000 annual license fee for each operator, according to Irving Ackerman, counsel for the Detroit Shuffleboard Association (DSA). The DSA contended this would defeat its own purpose, because it would only make it possible for those who expected to derive a huge profit from the boards to operate them and lead to the conditions which the ordinance seeks to prevent.

This issue remained to be threshed out in the next few days and final action is expected next Tuesday.

Operators considered they had gained a significant point when a proposal to allow confiscation of boards by the police was turned down.

As the ordinance now stands, following preliminary adoption on two readings, the basic pinball or bagatelle ordinance is being revised to include games played with pucks as well as balls—a modification required in order to allow control of recent developments in games, according to police authorities. However, the ordinance is revised to exclude shuffleboard from its prohibitory clauses and is specifically licensed by the new companion ordinance.

Ordinance Provisions

Essential provisions of the new ordinance are:

1. Boards may be any size from 12 feet up and may include manually operated electrical scoreboards.
2. "Bumpers, arches or contacts" are banned.
3. Location license of \$10, due May 1, is to be charged annually, with a (See Council Approves, page 112)

Loops Active in Green Bay Sites

GREEN BAY, Wis., April 15.—Organized shuffleboard play has been responsible for the growing player interest and the steady business level which has been maintained here, according to Harry Dual, Union Sales Company.

At present there are approximately 40 shuffleboard locations here with two active leagues, one a single and the other a double loop. Dual reported. The individual league has a roster of 12 locations, while the 20 locations have doubles teams competing for prizes.

Edelco Sets Rep For Conversions

NEW YORK, April 15.—Marcus Klein has been appointed distributor for Edelco conversions in the metropolitan area, it was announced this week.

The kits are designed to bring older shuffle-type games up to date thru the use of plastic shuffle pin assemblies.

Coin Volume Off

WASHINGTON, April 15.—A substantial monthly drop in the volume of coins in circulation was reported for the first time in seven years during January, according to the Treasury Department. Coins available to the public in that month totaled \$1,458,000,000 — a decline of \$26,000,000 from December.

Most of the decline came from a \$21,000,000 decrease in the total of half dollars, quarters and dimes, but the amount of nickels and pennies in the public pocket also was off to the tune of \$5,000,000. Silver dollar circulation was constant.

The decrease was in line with Treasury's prediction several months ago that demand for coins had hit a peak and would be on a slow and steady downward grade over the next five years.

The average amount in circulation during January was: Silver dollars, \$168,000,000; half-dollars, quarters and dimes, \$934,000,000; nickels and pennies, \$358,000,000.

Council Approves Two Sub Ordinances in Motor City

(Continued from page 111)

license containing the serial identification of the board permanently attached to it.

4. Minors under 18 are forbidden to play unless accompanied by parent or guardian.

5. Locations, where minors (under 18) habitually gather, such as soda bars or confectioneries, are forbidden to have boards.

6. A flat annual operator's license is to be charged, based upon the size of his operation. Scale is: 1-25 boards, \$10; 26-50, \$25; 51-75, \$50; 76-100, \$75; 101-200, \$100, and over 201, \$150.

7. License number, name and address of the operator must be shown on each board.

Tourney Awards

8. While prizes in general are forbidden, operators won a substantial concession in an exception allowing trophies to be given to either individual players or teams, for both league and tournament play and competition.

9. Licenses are not transferable.

10. Violators are subject to fines up to \$500 and/or to imprisonment up to 90 days.

In the formal preparation of the ordinance, "operators" as the industry understands them, are consistently termed "distributors," in accord with local legal custom. As the term "operator" is used once in the ordinance, grouping "player . . . operator . . . contestant," it appears to refer to the patron.

Court Cases Decide Fate of NY Arcades

(Continued from page 103)

Geist's resort to the courts followed a ruling by the license department's "common show" licenses this year. The list included poker games, baseball games, drive-mobiles and units based on several different sports, as well as a number of non-coin-operated group games.

Refuses To Comment

Reached for a statement, License Commissioner Edward T. McCaffrey's office refused to comment while the matter was before the courts. It was indicated, tho, that his office acted on the advice of the city police legal bureau, which itemized the games to be banned.

Geist maintained that among the disputed games in his arcade, none offer free plays for high scores and all involve the "elements of skill." These factors have been of key importance in previous actions.

Geist asserted his arcade investments alone total about \$100,000. If the license department ruling is upheld by the courts, an estimated loss of more than \$500,000 is faced by owners of arcade equipment within city boundaries.

Am. Q-Ball Group Hyps NY Tourney Via Car Giveaway

NEW YORK, April 15.—Play on coin-operated Q-Ball tables has picked up here following an announcement by the American Q-Ball Congress that a Hudson auto would be awarded the winner of a special tournament April 27.

Four finalists will complete in the tourney, to be aired on the congress's regular television program, run each Thursday night. Play-offs to choose the top four will be held Sunday (23).

The American Q-Ball Corporation, distributors of the Belgian-type pool tables, has moved its offices to a large suite at 318 West 57th Street here, where the congress also has its headquarters. The firm was formerly located at 250 West 57th Street.

Philly Locations Laud Shuffle Job

(Continued from page 111)

players in this Frankfort area, with the female sharpshooters just as regular as the men in their playing. Shuffleboard is also rated as important as television "in providing entertainment by Eddie Scholl, who operates Scholl's Cafe.

Keep Patrons Busy

"Shuffleboard and Q-Ball help liven the proceedings here," declares William Ansel, who just marked his fourth year as operator of Ansel's Cafe. Shuffleboard and Q-Ball also get a big play at Pelter's Tavern, reports proprietor Lloyd Pelter. At the Tyson Bar, operated by Louis and Matt DiOrio, it's television and Shuffle Alley "to entertain the imbibers." Pete Rio, proprietor of Cafe Rio, who only recently installed a Shuffle Alley and a Q-Ball machine, observes that the playing helps to keep the patrons busy. With interest in the game running high, shuffleboards—originally rejected here—have now become standard equipment.

\$175 New Deluxe SHUFFLEBOARD WITH NEW MAPLE OR MASONITE TOP

None Better Made
Finest Materials
24 Hr. Delivery



Best Maple Tops, \$125
Used ELECTRIC SCOREBOARDS . . . \$50
Used Shuffleboards; reconditioned cabinets with new tops, new pucks, etc., \$75 up.

New Masonite (400 stock) Tops, \$100.
6 Climatic Adjusters, 99.

SHUFFLEBOARD Specialists
1114 S. MICHIGAN AVE. WE 9-3793-6-7 CHICAGO 5, ILL

ATTENTION, OPERATORS

Here's the Wax You've Been Looking for



A Wax especially Compounded for Shuffle-Bowl Games

NEW-FAST-SAFE

Provides smooth, fast play without abrasive action.
Guaranteed to contain no injurious materials.

IT POLISHES AS YOU PLAY

MAIL THIS COUPON FOR FREE SAMPLE

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SEND SAMPLE TO
NAME _____
ADDRESS _____
CITY _____ STATE _____

AM INTERESTED IN DISTRIBUTORSHIP FOR TERRITORY _____

GET IT AT PURVEYOR—SAVE \$\$\$

SPECIAL!
UNITED'S
SHUFFLE ALLEY
\$159.50
With SUPERLITE \$169.50
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SUPER SPECIALS!

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TOTAL ROLLS	25
ADVANCE ROLLS	35
DALE GUNS	75

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NATIONAL—20', 22'
MONARCH—18', 22'
VALLEY—22'
PURVEYOR—18' 22'
MERCURY—20' Masonite
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LIGHT, 88	12.50
"NU-LIFE" SHUFFLEBOARD LIGHT	
88	8.75
SHUFFLEBD. ADJUSTERS, Complete	12.00
SHUFFLEBD. BOWLING PIN SETS	12.50

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MARYLAND	179.50
BIG TOP	89.50
MERRY WIDOW	44.50
FLOATING POWER	99.50
SCREWWALL	39.50
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CLEOPATRA	39.50
GOLD MINE	39.50
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TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

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4322-24 NO. WESTERN AVE. CHICAGO, ILL.

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JUKE BIZ STILL ON UPGRADE

Hard Work Brings Results:

Indianapolis Vet Switches From Khaki to Jukes, Learning Where There's a Will, There's a Way

INDIANAPOLIS, April 15.—When James Barley returned home in 1945 after chalking up an illustrious record in the army, he found civilian life presented some new and vital problems. For like thousands of other young Americans, he was faced with making a new life for himself.

Realizing that he must rely upon his own resources and that it would take a good deal of hard work, intestinal fortitude and a strong belief in his own capabilities, Barley began casting about for a business. Almost from the beginning, the juke box caught his eye. Initial research brought home the fact that it was a business still bloated with abnormal wartime conditions, one which obviously would undergo considerable economic upheaval. Never-

theless he thought the field offered a challenge and a future.

Barley's entry into phonograph operations was an inauspicious one. He bought a few machines, and then encountered the competitive phase of the business. He won the first battle, then immediately set up a comprehensive bookkeeping system and held his overhead to absolute minimum. Thru his ledgers he kept a complete record on each location and could tell at a glance whether it was showing a profit.

There followed years of hard work but slowly and surely Barley's operation grew.

Today, with one of the largest music routes in the area, Barley conducts his affairs from a modest office. On display are several types (See Indianapolis Vet on page 117)

Ops in Stronger Financial Situation; Manufacturers' Sales Reflect Upward Trend

Industry Seen Approaching New Leveling-Off Point

CHICAGO, April 15.—Despite the normally slow Lenten season and the late arrival of spring in many parts of the country, operators of music equipment, distributors and manufacturers report the upward turn which started late last fall is still evident. While the grosses are a long way from the war and immediate postwar years, they appear headed for a substantially high leveling-off point, one which should be reached before the year is out.

That the operator today is in a much firmer financial position than he was a year or even six months ago can be seen from the distributing and manufacturing levels. The J. P. Seeburg Select-o-Matic 100 has been proven a success, and sales have been

getting stronger month by month—this despite such happenings as the recent coal strike, shipping difficulties, etc. AMI has made consistent gains during the past year, and the introduction of its Model C last December further stimulated sales. Because of the increased sales, and the stepped-up program at AMI, the firm, effective Monday (17) is making some administrative changes to facilitate the handling of the business (see separate story).

Wurlitzer Activity

One of the most important indications of the upturn in the phonograph business is the Wurlitzer activities. Introduction of its new model, the 1250, last February, and a steadily growing production schedule, which is destined to hit the 2,000 per month figure shortly, appear to have hyped that firm's activities after a period of comparative quiet.

That Wurlitzer's phonograph division, under the sales guidance of Ed (See Juke Biz on page 120)

Kanter Again Elected APOA Prez at Meet

Name Other Officers

CINCINNATI, April 15.—The Automatic Phonograph Owners Association (APOA) at its regular monthly meeting Tuesday (11) unanimously re-elected Charles Kanter to serve another year as president of the org. Also re-elected were Nat Barfield, vice-president, and Phil Ostand, secretary-treasurer.

Four new members were chosen on the board of directors for the coming year. They are Fred Engel, Abe Villinsky, John Toney and William Strout.

Following the election of officers and their induction, Robert Arkin, sales manager, music operators department, Decca, addressed the group. His talk covered record prices and policies followed by the firm. Also on hand was Vern Hawks, of the local Decca branch.

Stuck With Tele?

CHICAGO, April 15.—Ops who found themselves holding tele sets which they had purchased and leased to locations several years ago have turned up a new type of location for the units, and while the leases call for low rentals, the income is most welcome.

New sites are doctors' waiting rooms. Fad started on the North Side when an operator placed three sets in dentists' and physicians' offices. Within a few days other professional men in the buildings were calling the op for a similar service.

Rental rates here average about \$5 per week, but most of the sets have already been paid for, and with more and more video receivers going out of taverns, bars and grills in the area the new sites seem a ripe market for ops.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

DISKERIES VIE FOR JUKE BOX BIZ. Most firms will pursue the juke box biz with direct sales gimmicks (General Department). **REDUCTION OF DISK EXCISE LOOKS GLOOMY.** Since the tax was levied prior to the war, a halving of the bite seems improbable (General Department).

MGM MAKING ENTRY IN THE 45 GROOVE. The latest entry with 45 puts MGM into 3-speed category (Music Department).

GOVT SEES DISK BIZ GROWING. Census Bureau sees an expansion in the disk biz, notes phenomenal growth to date (General Department).

RCA, COLUMBIA COMPETISH HYPOED. The two major firms' rivalry will take a sharp upward turn on speed emphasis (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page and a half devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

AMI Sets Up General Sales Department; Move Chi Hdqrs.

GRAND RAPIDS, Mich., April 15.—John Haddock, president of AMI, this week announced the consolidation of all sales activities under a general sales department to be located here; the removal of the Chicago offices to a new site, and the resignation of Joe Caldron, who has headed the Chicago office since the death of Lindy Force last fall.

Under the new sales set-up, John Stewart has moved to Grand Rapids where he will head the general sales department as assistant sales manager of the firm. This department will handle general sales of the AMI line, all inquiries, orders and sales correspondence. Paul Nelson, who heads the parts department, and Jim Prendergast, traffic manager, will function under the new department.

Move Chi Office

Ed Ratajack, Western representative for AMI, will take charge of the Chicago offices, Haddock announced. These headquarters were moved from 127 North Dearborn Street to Room 910, 134 North LaSalle Street, Friday (14), and will open for business as of Monday (17). Office retains its State 2-7808 phone number.

Move was made to better service distributors, operators and other business contacts. The new office will be made available to all AMI distributors visiting Chicago to be used as their Windy City headquarters.

Caldron Resigns

"We regret to announce," said Haddock, "that one of the unfortunate parts of this move (consolidation of sales activities here) is the loss of Joe Caldron, who, for personal reasons, cannot make the move to Grand Rapids."

Caldron will make his headquarters at 55 East Washington, Andover 3-6984, for the time being. It was announced. While he will remain active in the coin machine field, he will not make his new connection known for several weeks.

Haddock stated that the increasing tempo of the phonograph business made necessary a closer contact between general sales and engineering. Thus the general sales department was set up here at the factory.

Jack Mitnick continues as Eastern representative of AMI, working out of New York.

Atlantic Opens Newark Offices, Schedule School

NEW YORK, April 15.—The Atlantic New York Corporation, Seeburg distributor, has scheduled the formal opening of its Newark outlet for April 26, according to Meyer Parkoff. Adding to its facilities here, the firm has secured office and showroom space at 772 High Street, Newark. The new outlet, already open for business, is managed by Joe Fishman.

At the same time Parkoff scheduled new towns to be visited by his mobile school on the Seeburg, 100-selection juke box. The sessions are held each Wednesday. On April 19 classes will be held in Patchogue, L. I., to be followed in turn by sessions in Garden City and Kingston, N. Y.

C & P To Handle Constellations In 4-State Area

CHICAGO, April 15.—C & P Sales Company has been appointed distributor of the H. C. Evans Constellation line in parts of four Southern States, Lester Rieck, manager of Evans's music division, announced this week. C & P will hold an operators' showing of the music machine at its headquarters at 403 Madison Avenue, Memphis, April 17-18.

Rieck said C & P's territory will include Western Tennessee, Northern Mississippi, Eastern Arkansas and Western Kentucky. The distributor firm is headed by A. (Pop) Phillips and C. L. Camp. Both have been members of the trade for many years.

Phillips and Camp have planned open house festivities for the two-day showing and said Rieck would be on hand to explain the features of the Constellation.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 44)

I Don't Care If the Sun Don't Shine
Y. Martin-H. Rene Ork (Vocalist) Y 30-3755

I Don't Wanna Be Kissed
E. Knight (Arm With) Dec 2700

I Found My Mama
H. Lewis-E. Mae Harris (Where Is National 9107

I Got Lost in His Arms
D. Shore (Olive) What? Oct 2499B

I Guess I'll Go on Dreaming
J. Crawford-The Silhouettes-B. Kester Oct (New Talked) Esquire 1113

I Hadn't Anyone Till You
T. Dorsey (Comie) Third V78120-3750; 468-47-3757

I Hadn't Anyone Till You
Z. Elman Ork (Blue Profound) MGM 3046B

I Hate You
T. Bradshaw (Wall, Oh) King 4307

I Just Came Back for My Heart
J. Parker (My Love) Pyramid Records 3175

I Love You Because
J. Garber Ork-R. Cordeff (Come Back) Cap 983

I Want to Cry
B. Hayes Ork (Highway 75) Stellar 1 55B

If You Were Only Mine
P. Come (Let's) Cap V78120-3746; (45)47-3743

I'm Gettin' a Class Class Train
G. Gibbs (I Don't) Coral 6021B

I'm Remember April
G. Shearing Quintet (Jumping WMA) MGM 10647

I'm Gonna Paper All My Walls With Your Love Letters
Andrews Sisters-V. Schoon Ork (Olive's) Grand Dec 2499B

I'm in Love With the Mother of the Girl I Love
P. Brito-R. Case Ork (My Mother's) MGM 10640

If All in Your Mind
Delta Rhythm Boys (Fun Too) Dec 4810B

I've Got a Sundry Feeling in My Mind
B. Drew-R. Case Ork (Why) Vocal 10647

Jama Junction
T. Benke Ork (Our Love) V78120-3752; (45)-47-3752

Jumping With Symphony Sid
G. Shearing Quintet (I'm Remember) MGM 10647

King of the Cats Album—L. Stafford-E. MacRae
Cap(33)H-157; (45)10F-157; (78)CD-104

Always True to You in My Fashion
Blanca
I Hate Men
So in Love
Too Darn Hot
When Things That Special Pass
Why Can't You Behave
Wonderbar
Kissed and Tears
J. Russell-F. Sinatra-Modernaires (When She) Cal(78)8790; (33)1-611

Andre Kostelanetz and His Orchestra in Eight All-Time Hit Albums—A. Kostelanetz Ork (3-10")
Cal(33)ML2106; (78)MM-909

Beautiful Love
Carnegie Waltz
Frenchie
If There is Someone Lovelier Than You
I'll Follow My Secret Heart
Just One of Those Things
Very Thought of You, The
You and the Night and the Music
Gene Krupa Plays Fats Waller Albums—G. Krupa Ork (3-10")
V(78)P-201; (45)WP-201

Alvin Karpis
Black and Blue
Blue, Turning Grey Over You
Manful of Keys
Honeyuckle Rose
I've Got a Feeling I'm Falling

La Paloma
O'Varsa-T. Palmer-D. Hall (Mexican) Kappa 124

La Vie en Rose
H. James Ork (Mona Lisa) Cal(78)3076B; (33)-1-568

Let Me Know
A. Nichols (Let Me) Stellar 1 55B

Let's Go to Church (Next Sunday Morning)
P. Come (If You) V78120-3763; (45)47-3763

Lost in a Fog Over You
A. Nichols (Let Me) Stellar 1 55B

Love Can Hurt You
J. Hall (Shanty-Lal) V78120-3760; (45)47-3760

Love Song in 32 Bars
F. Froba (Daddy, You've) Dec 2498A

Lover Come Back to Me
C. Grayson-P. Green Ork (You Are) MGM 30232

Man I Love, The
A. Shaw Ork (I Concentrate) Cal(78)3075S; (33)1-595

Marriage Ties
D. & L. Robertson (Doo'n Gum) Coral 6018A

Me and My Teddy Bear
M. Shiner (Francis, the) Dec 46231

Melancholy Rhapsody
A. Hart-H. Heidt Ork (Begin the) Herace Heidt MS 3028

Mexican Hat Dance
O'Varsa-T. Palmer-D. Hall (La Paloma) Kappa 124

Milk's Kitten Boogie
M. DeLugg (Roller Coaster) King 15036

Mona Lisa
D. Day-H. Rene Ork (Shawl of) V 20-3753

Mona Lisa
J. Mercer-Skyline-B. Polak (At the) Cap 982

H. James Ork (La Vie) Cal(78)3076B; (33)1-588

Mona Lisa
A. Lund-L. Holmes Ork (When My) MGM 10689

Mood in a Question
A. Shaw (Rendezvous for) Cal(78)5504B; (33)-1-596

Moonlight and Music Album—P. Green Ork (3-10")
MGM (33)E-513

Broken Melody, The
Dream of Oliver, The
Emilia
Numerous
La Colombine
La Maja de Goya
Mandolins in the Moonlight
Scherzo-Concerto
More Than I Should
B. Harrington (Thunder in) Coral 60192

Music for Memories Album—P. Weston Ork
Cap(33)H-222; (45)ADF-164; (78)BD-9

Don't Blame Me
I Only Have Eyes for You
If I Love Again
I'm in the Mood for Love
My Blue Heaven
Out of Nowhere
Rain
So Beals My Heart for You
Muskrat Rumble
P. Harris Ork (Walk With) V(45)47-3723; (78)-20-3723

My Love for You
J. Parker (I Just) Pyramid Records 3173

Music for Memories Album—P. Weston Ork
Cap(33)H-222; (45)ADF-160; (78)BD-37

All the Things You Are
Blue Moon
Deep Purple
East of the Sun
I'll Be Seeing You
Love Locked Out
Somebody Loves Me
You Go to My Head
My Mother's Rosary
P. Brito-R. Case Ork (I'm in) MGM 10649

National Emblem March
R. Anthony Ork (Roses) Cap 1001

Night Walk
R. Case Ork (Don't Say) MGM 10644

Oh! Little Fish
B. Cotton (Tiddley Winkie) London 700

Our Love Story
T. Benke Ork (Jama Junction) V78120-3725; (45)3725

Piccolino, The
M. Terme-P. Ruggio Ork (Bewitched) Cap 1000

Pippin
L. Fuld (Yaas) London 701

Andre Previn by Request Album—A. Previn (3-10")
V781P-262; (45)WP262

Anything Goes . . . V78120-3617; (45)47-3123

Bewitched, Bothered and Bewildered . . . V78120-3617; (45)47-3123

I'm Old Fashioned . . . V78120-3616; (45)-47-3124

Who . . . V78120-3619; (45)3125

Who Cares . . . V78120-3619; (45)3125

You're the Top . . . V78120-3618; (45)47-3123

Raggin' the Scales Album—The Three Suns (3-10")
V781P-278; (45)WP-278

Darktown Strutters' Ball . . . V78120-3702; (45)3232

Glow Worm, The . . . V78120-3702; (45)-3232

Goofus . . . V78120-3700; (45)3230

Josephine . . . V78120-3701; (45)47-3231

Parade of the Wooden Soldiers . . . V78120-3701; (45)3231

Raggin' the Scales . . . V78120-3700; (45)-3230

Railroad Corral, The
B. Dixon (Cowboy) Admiral K-204

Rain
Honeydreamers (Sweetheart) Simulocol V78120-3761; (45)47-3761

Raindrop Serenade
C. Thornhill (Say Yes) V78120-3758; (45)47-3758

Rendezvous for Clarinet and Strings
A. Shaw Ork (Mood in) Cal(78)5504B; (33)-1-596

River of Smoke
J. Marine-Waring Pop Group-H. Simone (Snow-White Horse) Dec 24982

Roller Coaster
M. DeLugg (Milk's Kitten) King 15036

Roman Holiday
B. Andrews-S. Donahue Ork (Nasty Heart) Dana 2076

Roses
R. Anthony-R. Deauville (National Emblem) Cap 1001

Roses
S. Kaye Ork (Tiddley Winkie) V 20-3754

Roses
S. Larson-J. Plets Ork (Where Are) London 682

Rubber Knuckle Sam
Modernaires-H. Dickinson (Down the) Cal(78)-28791; (33)1-612

Say Yes, My Love
C. Thornhill (Raindrop Serenade) V78120-3758; (45)47-3758

Shanty-Lal
J. Hall (Love Can) V78120-3760; (45)47-3760

Shawl of Galway Grey, A
D. Day-H. Rene Ork (Mona Lisa) V 20-3753

She's Shimmyn' on the Beach Again
J. Mercer-Skyline-B. Polak (At the) Cap 982

Sleigh Ride
Capitol Symphonic Band (Syncopated Clock) Cap 984

Snow-White Horse and a Golden Saddle
J. Marine-Waring Pop Group-H. Simone (River of) Dec 24982

Sometime
M. Babbitt-The Heartbeats (I Cross) Coral 60188

Songs of Noel Coward Album—G. Tipline Ork
Cap(33)H-161; (45)CCF-161; (78)OC-146

I'll Follow My Secret Heart
I'll See You Again
Mad About the Boy
Somebody I'll Find You
We Were Dancing
Zeigener

Spanish Rag
B. Kay (Red Hot) Cal(78)30772; (33)1-998

Spring Made a Fool of Me
T. Martin-H. Rene Ork (Thin) V 20-3756

Stardust Road, The Album—M. Carmichael (3-10")
Dec(33)DL506B

Hong Kong Blues
Judy
Little Old Lady, The
Old Music Master, The
Rideabout Shuffle
Rockin' Chair
Stardust
Washburn Blues

Stars
The Mariners (Sometime) Cal 36781

Stars and Stripes Forever
R. Flanagan (Giannina) MCA V(78)80-3000; (45)47-3762

Stars Are the Windows of Heaven
Ames Bros. (Hoop-Dee-Do) Coral 60389

Stay With the Happy People
D. Cornell-R. Charles Quintet-N. Winterhalter Ork (Are You) V78120-3749; (45)47-3749

Stay With the Happy People
Mooney Ork (Love Me) MGM 10676

Sun Showers
S. Fields Ork (Today, Tomorrow) MGM 10676

Suzie, Nancy
L. Herman Quintet (Choo-Choo) Coral 60183

Swamp Girl
H. Jeffries-M. Miller Ork (There Good) Cal(78)30769; (33)1-589

Sweet Georgia Brown
J. Dorsey Ork (Kiss Me) Cal 36774

Sweetheart Simulocol
Honeydreamers (Rain) V78120-3761; (45)47-3761

Syncopated Clock, The
Capitol Symphonic Band-L. Costello, Con. (Sleigh Ride) Cap 984

Symphony of Spring
H. Winterhalter Ork (As We) V 20-3077

Take Her to Jamaica
J. Fields' Trio-Three Beams and a Pump (Sweet) Samba V78120-3744; (45)47-3744

Take Me Out to the Skating Rink
B. Higgins-Sanford Hertz Trio (Dodger) Polak Slate 3006

Take Off Your High Hat
V. Lopez Ork-A. Warren (I Launa) Cal(78)30747; (33)1-572

There Goes My Heart
H. Jeffries-M. Miller Ork (Swamp) Cal(78)30769; (33)1-589

They Say It's Wonderful
F. Sinatra (Girl That) Cal 36975

This Can't Be Love
J. Gray Ork (Blue Skies) Dec 24980

Thrill Is Gone, The
T. Martin-H. Rene Ork (Spring Made) V 20-3756

Thunder in My Heart
B. Harrington (More Than) Coral 60402

Tiddley Winkie Woo
B. Cotton (Oh! Little) London 700

Tiddley Winkie Woo
S. Kaye Ork (Roses) V 20-3754

Today, Tomorrow and Forever
S. Fields Ork (Sun Showers) MGM 10676

Turkey Hue
L. Hampton Ork (Parts I and II) Dec 24992

Twelve of Clock and All is Well
The Jubilaires (Chattahoochee Lullaby) King 15040

Valencia
P. Falch Ork (I Cross) Cal(78)30766; (33)1-607

Valencia
T. Martin-H. Rene Ork (I Don't) V 20-3755

Viennese Waltzes Album—F. DeVoll Ork
Cap(33)H-98; (45)COF-2002; (78)CO-98

Wu Und Du
Gold and Silver Waltz

The Merry Widow Waltz
Savi. Waltzes
Thousand and One Nights
Treasure Waltz
Vienna Dreams
Waves of the Danube Waltz
Vino, Vino
J. Bivane (Can-Can) V78120-1197; (40)P-0069

Walk With a Wiggle
P. Harris Ork (Muskrat Rumble) V(45)47-3723; (78)20-3723

Walk With a Wiggle
Andrew Sisters-V. Schoon Ork (Muskrat Rumble) Dec 24991

Well, Oh, Well
T. Bradshaw (I Hate) King 4307

When Day Is Done Album—L. White (3-10")
MGM (33)E-512

Falling in Love With Love
Frasquita Serenade
Lonly to Look At
Maka Believe
One Alone
Somebody I'll Find You
When Day Is Done
Zeigener

When My Stage Coach Reaches Home
A. Lund-L. Holmes Ork (Mona Lisa) MGM 10689

When the Heather Gleams Like Stardust
A. Shelton-R. Robertson Ork (My Heart) London 580

When the Sun Goes Down
J. Russell-F. Sinatra-Modernaires (When She) Cal(78)8790; (33)1-611

When You Wear a Tall
L. Holmes Ork (I Don't) MGM 10689

Where Are You Gonna Be When the Sun Shines
S. Larson-J. Plets Ork (Rosal) London 682

Where Can I Go?
V. Damone (If We) Mer 5402

Where in the World
G. Jenkins Ork (Bewitched) Dec 24980

Where Is the Children
T. Arden-A. Traca (I Found) National 9107

Paul Whiteman in a Program of George Gershwin Music Album—P. Whiteman Ork (3-12")
Dec (33)DL8024

An American in Paris
Cuban Overture
Rhapsody in Blue
Second Rhapsody
Whistler's Mother-in-Law
O. Tucker Ork (Hi, Neighbor) Cal 36902

Why Do They Always Say No?
Bradford-Romano-Three Beams and a Pump (Put On) V 20-3740

Why Do They Always Say No?
B. Kay (Old Piano) Cal(78)30772; (45)1-995

Wilhemina
E. Howard (Put on) Mer 5402

Willie Won'tcha
D. Drew-R. Case Ork (I'm Good) MGM 10677

With Me Luck
J. Indley-J. Plets Ork (I'm Never) London 654

Woman Likes to Be Told, A
K. Starr-F. DeVoll Ork (Hoop-Dee-Do) Cap 980

Words and Music Album—J. Artymowicz, Garland-B. Garrett-L. Horne-B. Rocky-A. Walters-L. Hayton (3-10")
MGM (33)E-505

I Wish I Were in Love Again
Johnny One-Note
Lady is a Tramp, The
Manhattan
There's a Small Hotel
Thou Swell
Where or When
Where's That Rainbow

Yaas!
L. Fuld (Pippin) London 701

Yesterday's Roses
The Dachelors (Herself) Mer 8159

You Are Love
K. Grayson-P. Green Ork (Lover Come) MGM 30232

You Talked Me Into It
J. Crawford-J. Albert (I Guess) Esquire 1119

You're All I Need
B. Eckline-S. Vaughan-J. Lipson Ork (Shout) Cal(78)10690

You've Been Playing Checkers
D. Shore-D. Walker (Ask Me) Cal(78)30766; (33)1-582

Yippee-I-O
C. Miranda-Andrews Sisters-V. Schoon Ork (Room) Dec 24979

Zithe Melodies Memories of Vienna Album—E. Naser
Dec (33)OL5198

CLASSICAL

At the Well
M. Collow-C. Stafford (Sleep Now) V7810-1467; (45)49-0679

Bach: The Art of Fugue Album—Radio Orchestra of Bernminster-H. Scherchen, Cond. (3-12")
London (33)1LP A 2

J. S. Bach: Sonata No. 1 in G Minor Album—T. Sprakovsky-R. Cornman (J. S. Bach) Cal(33)ML2089

Bizet: Jeux D'Enfants, Op. 22 Album—V. Vronsky-V. Babin (3-10")
Cal(33)ML-2107; (78)MM-908

Cesar Franck: Trio in F Sharp Minor, Op. J. No. 1 for Piano, Violin and Cello Album—L. Baderman-H. Lewinstein-T. Saldenberg (3-12")
Griffon (33)1001

Debussy: Levant Plays Debussy Album—O. Levant (3-12")

Arabesque No. 1 in E Major
Arabesque No. 2 in G Major
Genevieve
La Cathedrale Engloutie
La Plus Que Lente
Les Sonnes Dans Grenade
Mistress
Serenade for the Doll; The Little Shepherd

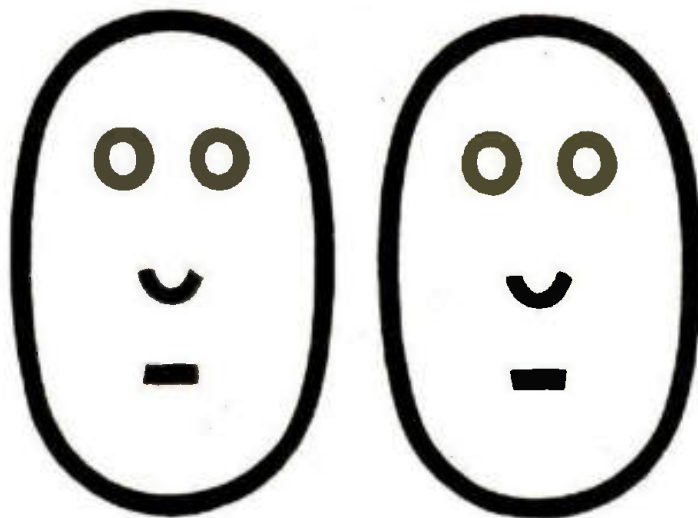
Sleep Now
M. Collow-C. Stafford (At the) V7810-1467; (45)49-0679

Georges Hue: Fantasia for Flute and Piano—J. Baker-S. Raphael (Paris I and II)
Woodwind 503

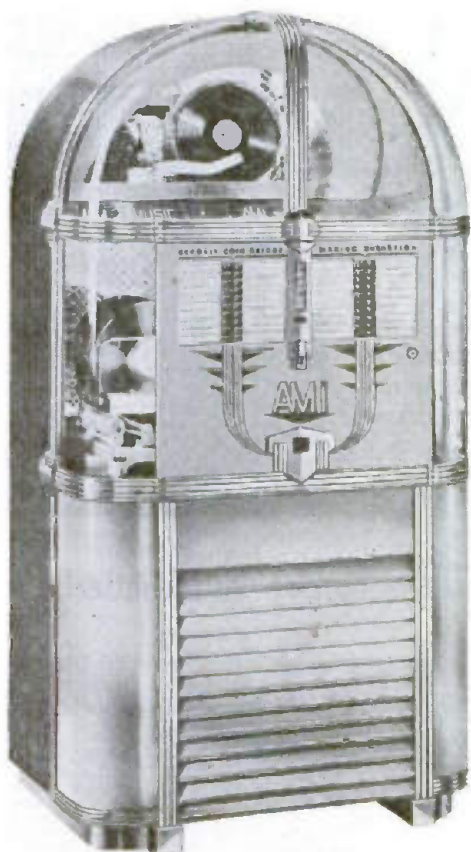
B. Marcello: Beata L'Amor Album—Angelica Chorus and Ork, E. Gerelli, Cond. (G. Carissimi) Jephre
Vox Polydor (33)PL-6100

Mendelssohn: Sonata No. 2 for Piano and Cello Album, D. Major Album, J. Graudan-H. Graudan (3-10")
Vox(33)VL-1710

(Continued on page 117)



You Needn't Be Twins When You Handle AMI!



You don't need to be twins to handle an AMI! Model "C" weighs only 253 lbs. net and one man can move it on truck, take it off truck and set it up in location. The "C" can be hauled standing up, or lying on its back without any special preparation. *Because it weighs less* it brings you very considerable savings in freight, manpower and time. "One-man handling" is just another good feature emphasizing that AMI Model "C" is *built for the operator.*

← see the "C"

Beautiful blond and mahogany cabinets. Size 66½ high x 33⅝ wide x 24⅝ deep. Clean, flush back with plenty of good grip points. Stronger levelling casters mounted on steel plate and bolted through cabinet. Occupies only 5.1 sq. ft. of floor space.

"BUILT FOR THE OPERATOR"

AMI Incorporated

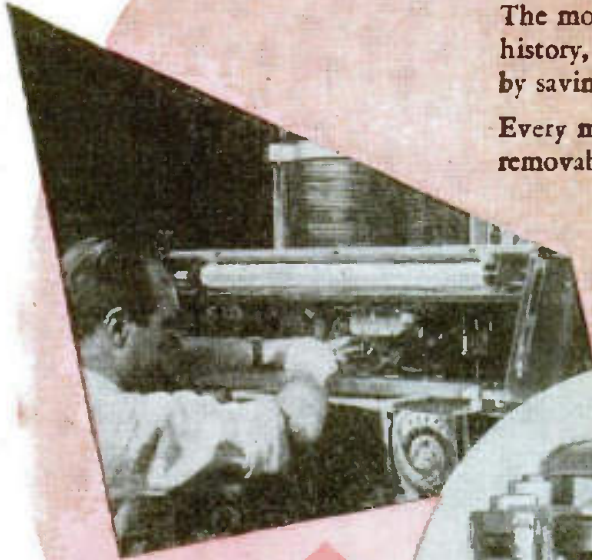
General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.
Sales Office: 127 N. Dearborn St., Chicago 2, Ill.

WURLITZER *Twelve Fifty* Is a Cinch for Servicemen

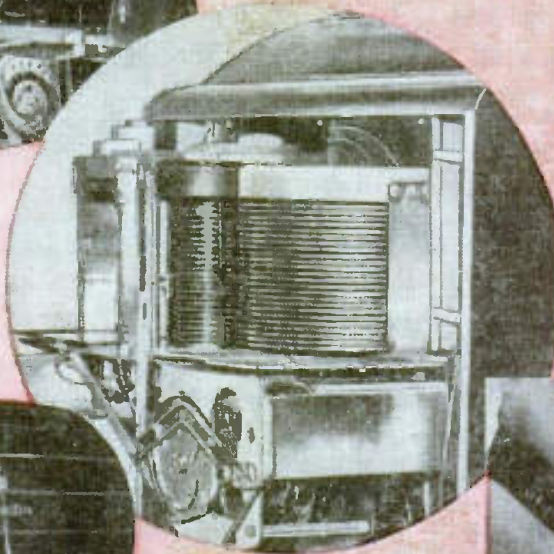
The most accessible phonograph in the industry's history, the Wurlitzer 1250, saves the operator's money by saving the serviceman's time.

Every mechanical part is readily exposed, quickly removable, instantly replaceable.

Look the 1250 over from a service angle. You'll find it's as cleverly designed to *save* money as it is smartly styled to *make* money for every Wurlitzer operator.

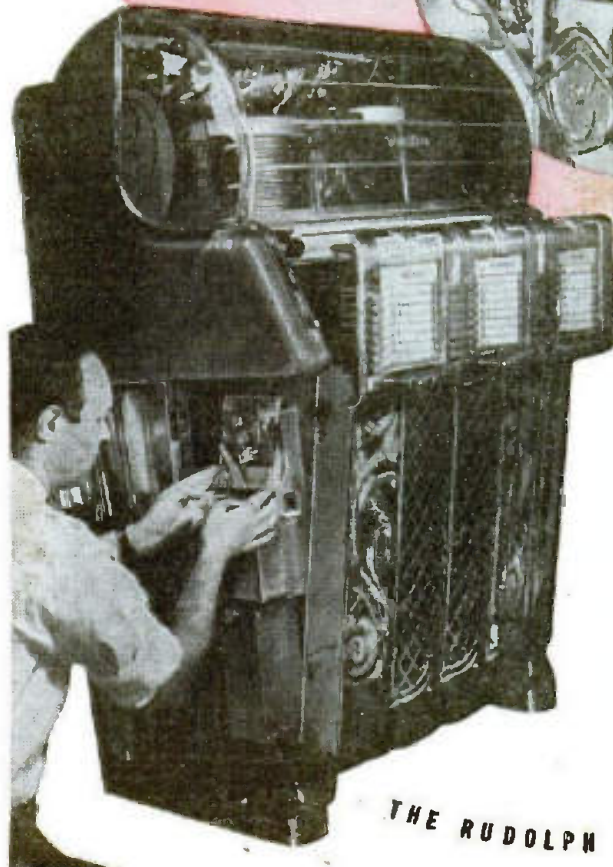


Program holder lifts out providing full access to chassis.



Chassis shelf slides out rear of phonograph for quick accessibility to record stack assembly, tone arms, selector coil assembly and other mechanism.

All major components assembled into quick-as-a-flash replacement units instantly snapped or plugged into place.



Left front side opens to expose coin mechanism. Right side opens for easy access to amplifier controls.



Makes money * *Saves money*
WURLITZER
Twelve Fifty

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

ADVANCE RECORD RELEASES

(Continued from page 114)

CLASSICAL

Nikolai Rakov: Concerto for Violin and Orchestra
Album—D. Distrak-Russian State Symphony,
I. Mandraslin, Dir. (1-12")
Griffon (33)1004
Mendelssohn: Symphony No. 4 in A Major, Op. 90
Album—Tulin Symphony Ork-M. Rossi, Cond.
(1-10")
London (33)LPS-120
Tchaikovsky: The Tempest and Romeo and Juliet
Album—I. Maslennikov-S. A. Samosouza,
Dir. (1-12")
Griffon (33)1002

RELIGIOUS

Elijah
Fairfield Four (John the) Bullet 324
Glory Special
Blue Ridge Quartet (Heaven Is) Dec 46230
Heaven Is Where You Belong
Blue Ridge Quartet (Glory Special) Dec 46230
I Feel Like My Time Ain't Long
Famous Blue Jay Singers (Jesus Hita) Dec 46150
If I Could Hear My Mother Pray Again
R. Acuff (Jesus Died) Col 20684
I'll Meet You in the Morning
Brown's Ferry Four (Jesus Hold) King 854
Jesus Died for Me
R. Acuff (If I) Col 20684
Jesus Hits Like the Atom Bomb
Famous Blue Jay Singers (I Feel) Dec 46230
Jesus Hits Like the Atom Bomb
Johnnie and Jack and Their Tennessee Mountain
Boys (Too Much) V(78)121-0314; (45)48-0314
Jesus Hits Like the Atom Bomb
Sunshine Boys Quartet (Precious Memories) Dec
46228
Jesus Hold My Hand
Brown's Ferry Four (I'll Meet) King 854
Jesus, Jesus
The Spirit of Memphis Quartet (On the) King
4358
John the Revelator
Fairfield Four (Elijah) Bullet 324
Mormon Tabernacle Choir of Salt Lake City (Vol.
II Album—Mormon Tabernacle Choir-J.
Spencer Cornwell, Dir.-A. Schreiner (1-10")
Col(33)ML-2098
My Life Is in His Hands
The Nightingales (One of) King 4348
On the Battle Field
The Spirit of Memphis Quartet (Jesus, Jesus)
King 4358
One of These Days
The Nightingales (My Life) King 4348
Precious Memories
Sunshine Boys Quartet (Jesus Hita) Dec 46228
Sermon on the Mount Album (1-12")
S. Robb-E. Russ-M. Dallas-Gregorian Three-
Edward J. Rietze . . . Pyramid (55)EO-
LQC-10735
Too Much Singing
Johnnie and Jack and Their Tennessee Mountain
Boys (Jesus Hita) V(78)121-0314; (45)48-0314
Trouble About My Soul
The Trumpeteers (Where Shall) King 4360
Where Shall I Go?
The Trumpeteers (Trouble About) King 4360

INTERNATIONAL

Boom Ta-Ra-Ra Polka
Gomulka Polka Band (Up With) Dec 45095
Goldfaden Songs by Richard Tucker Album (1-10")
R. Tucker-S. Secunda . . . Col(33)FL-9506
A Pastuch!
Farrycemert, Farklogt
Flajer Fevri!
Oh Der Brunnen, Oh Der
Rozshines Mit Mandlin
Shabas, Yantov Un Rosh Choshir
Gremo Na
F. Yankevic (Moja Bab) Col 25196
He Danced the Waltz
J. Princlia Ork (Lovely Lady) Dec 45099
Lovely Lady Polka
J. Princlia Ork (He Danced) Dec 45099
Hey, Rube
R. Sindell Ork (Pretty Polka) Col 12450
Hometown Polka
E. Skeets Swiss Boys (Swagger Waltz) Mer 2091
Moja Bab de Pijana
F. Yankevic (Gremo Na) Col 25196
Moon Man
Gomulka Polka Band (There's a) Dec 45094
Playday Polka
Jesters-J. Kurat Ork (Playmate Polka) Polo 137
Playmate Polka
Jesters-J. Kurat Ork (Playday Polka) Polo 137
Pretty Polka
R. Sindell Ork (Hey, Rube) Col 12450
Swagger Waltz
E. Skeets (Hometown Polka) Mer 2091
There's a City Called Hamtramck
Gomulka Polka Band (Moon Man) Dec 45094
Unser Mishpocha
A. Lebedeff (Yisroel, Yisroel) Col 8266
Up With the Chieftan
Gomulka Polka Band (Boom Ta-Ra-Ra) Dec 45095
Yisroel, Yisroel
A. Lebedeff (Unser Mishpocha) Col 8266

HOT JAZZ

At the Jazz Band Ball
E. Condon Ork (Dill Pickles) Dec 14967
Comes Jazz Album
E. Freeman and His Famous Chicagoans (1-10")
Col(33)GL6107
After White
At the Jazz Band Ball
Forty-Seventh and State
Jack Hits the Road
Muskrat Ramble
Prince of Wales
Shim-Me-Sha-Wabble
That Da-Da Strain
Dill Pickles
E. Condon Ork (At the) Dec 24967
Gems of Jazz Album (Vol. 2)
G. Krupa and His Chicagoans-B. Berigan and
His Blue Boys-J. Stacy and others (1-10")
Dec(33)DL-5134

CHILDREN

Tom and Jerry at the Circus Album
F. DeSales-C. Biever . . . MGM 51

LATIN-AMERICAN

Chiquita Bacara
Bando Da Lua (Meja De) Dec 24990
Cuban Rhythms Album
M. Valdes-Machito (1-10") Dec(33)DL-5113
Bim, Bam, Boom
Carambu
Drums Negrita
Nague
Oye Negra
Sensemaya
Zarabanda
La Cocaleca
J. Arcino Ork (Que Te) V 23-1576
La Jacara
J. J. Garcia (Se Mupio) V 23-1575
Machito and His Afro Cubans Album
Machito Dec(33)DL-5157
El Muerto Se Fue De Rumba
La Rumbanteña
Nague
Parabola Negra
Que Vengan Los Rumberos
Sopa De Pichon
Tingo Talango
Yambu
Meja Do Cabelo Duro
Bando Da Lua (Chiquita Bacara) Dec 24990
Que Te Parece Chollito
J. Arcino Ork (La Cocaleca) V 23-1576
Se Murio El Bobo
J. J. Garcia (La Jacara) V 23-1575

RHYTHM & BLUES RECORD REVIEWS

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

(Continued from page 41)

Table with 4 columns: Artist/Record, Description, Rating 1, Rating 2, Rating 3, Rating 4. Includes Delta Rhythm Boys, Tampa Red, Jimmy Preston Ork, etc.

Indianapolis Vet Switches From Khaki to Juke Boxes

(Continued from page 113) and makes of juke boxes, some new and others used. The latter, however, have all been thoroly reconditioned and can hardly be distinguished from new models. A complete mechanical department is maintained, and expert mechanics are on hand to answer service calls.

Location Relations

Following the philosophy that "a satisfied customer is your best advertisement," Barley does his best to comply with location requests regarding makes and types of phonographs and records. He has on hand at his headquarters a supply of new and reconditioned units which can meet the requirements of his locations, and he has followed a system of replacing a phonograph at set intervals, learning early in the game that the change brings about increased play on the new unit.

In addition to supplying a location with requested disks, Barley makes it a practice to keep all phonographs constantly equipped with the latest hit tunes and changes his records regularly to assure constant interest in the selector panels.

Clean Phono Means \$\$

Machines on location are kept clean by the collector or the serviceman during regular calls. Dirty, unkept equipment does not fit into Barley's picture, and his servicemen know this. Today they know that Barley's insistence on a clean, neat-appearing phonograph has paid off in increased grosses almost without exception.

Special attention is given location complaints. In most cases Barley himself takes care of these matters. Too many times, Barley believes, operators have lost their tempers when an unjustified complaint has been made, and as a result they have lost the location. In direct contrast, Barley follows a policy of tact in handling these complaints, which usually are brought to him by servicemen.

New Locations

Special attention is paid to the opening of new accounts (locations) by Barley. These are thoroly studied and are taken on only if there is a prospect of a profit. If the location owner demands equipment which Barley feels requires too great an expenditure for the spot, or holds

out for other unreasonable requirements, Barley politely, but firmly, turns thumbs down. Only a "front money" or guarantee contract signed by the location will change Barley's mind.

The road from 1945 thru the present has been a rough one, but thru hard work, and by sticking to his original principles, Barley has made a success of juke box operations in this area.

Lou Popkins, 52, Dies Suddenly In Pittsburgh

PITTSBURGH, April 15. — Lou Popkins, co-owner of the Pittsburgh Coin Machine Exchange here, died suddenly April 12 following a heart attack at his place of business. He was 52.

A civic and religious leader, Popkins has been a member of the trade for approximately 20 years. His brother and partner, Meyer Popkins, will carry on the Pittsburgh coin firm.

Other survivors include two sisters. Funeral services were held Thursday (13).

CMI's Position In Clarification

(Continued from page 103)

mittee that "in carrying on this campaign to eliminate the gambling menace which has stigmatized the legitimate branch of this industry, we have accumulated probably more material on slot machines than any other agency in the United States.

"We are fully prepared to place all of this information, including the intricate network of what we call the slot machine network in the hands of the subcommittee under any circumstances which the committee may desire."

CMI said it would prefer that any such material furnished be kept "in confidence, since that would enable us to continue our investigation." The association left it up to the committee to decide when to make public its letter dated April 10. Without commenting upon any CMI statements, the committee attached the letter to its report.

The measure would ban shipment of pay-off machines to any State in the union unless the governor of the recipient State has formally informed the Department of Justice that use of such machines is legal in his State. No shipments of bells could be made to the District of Columbia or to government-owned property in any State. Foreign import or export of the machines would also be prohibited.

The measure further provides that manufacturers' dealers of gaming devices must register annually before July 1 with the Collector of Internal Revenue for his district giving his name, address, firm name and firm address. Manufacturers and dealers would also be required to submit to the collector each month an inventory and record of all sales and deliveries of gaming devices as of the close of the preceding month. These records would have to list the buyer or owner of each device, together with the mark and number identifying the machine. Identification marks or numbers would have to be put on each machine by the maker, so that it would be readily identifiable. The measure requires shipments of gaming devices to be so labeled on the outside of the container.

Sked 1250 Show In Grand Rapids

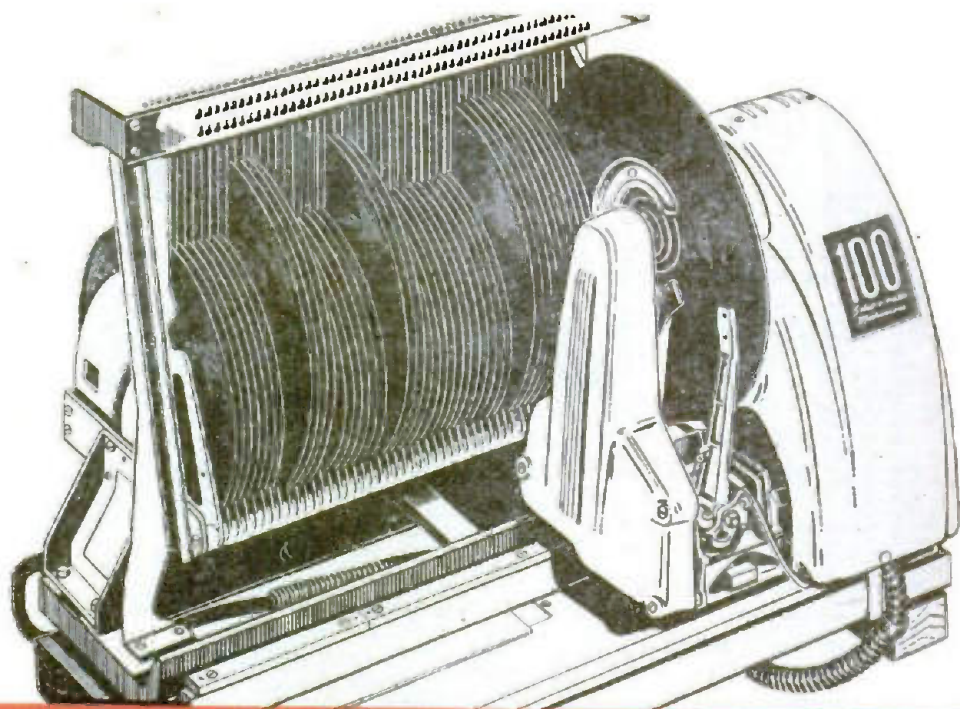
GRAND RAPIDS, Mich., April 15. —The Angott Distributing Company, Detroit, distributor for Wurlitzer phonos in this area, will hold a showing of the Model 1250 for music ops of Western Michigan at the Panti-land Hotel April 22-23.

Included in the display will be the conversion units whereby a standard 78 r.p.m. Model 1250 can be adapted to play either 45 or 33 1/3 r.p.m. disks. The unit costs \$8.75.

SET DEADLINE

(Continued from page 103) certain applicants get as near as possible the space requested."

The five game producers announced by CMI are D. Gottlieb & Company, Chicago Coin Machine Company, Genco Williams Manufacturing Company and Exhibit Supply Company. Chairman Gottlieb urged operators to make room reservations at the Stevens now for the June show. He said originally 1,500 rooms and 60 suites were set aside but that this number was increased to a total of 1,900 accommodations this week.



ONLY THE SEEBURG

Select-O-Matic **100** MECHANISM

GIVES YOU ALL THIS

DRAMATIC NEWNESS. The Select-O-Matic "100" mechanism is the most revolutionary development in the history of coin-operated music. This mechanism—the heart of Seeburg Select-O-Matic "100" Music Systems—has brought operators fresh opportunity for maximum earnings in every location.

PROVED BEFORE BEING INTRODUCED. Before being introduced to the coin-operated music industry, the Select-O-Matic "100" mechanism was tried, tested and proved—not behind the closed doors of a research department—but in industrial-commercial installations throughout the country.

UNPARALLELED PERFORMANCE. Without question, the Select-O-Matic "100" is the most economical, service-free mechanism ever incorporated in a coin-operated phonograph. *This is no idle claim.* For example, full operating power consumption is only 240 watts. Ask the men who are operating them in thousands and thousands of locations.

SENSATIONAL, PLAY-STIMULATING OPERATION. No other mechanism has ever so completely captured the fancy, the interest of the public. Young and old alike are fascinated by the intriguing operation of the mechanical "brain" as it unerringly moves from record to record, playing the favorite tunes of music-loving listeners.

Compare this mechanism by any measurement—performance, earning potential, sales appeal—and by any comparison you'll agree it is the finest piece of equipment ever put into a coin-operated phonograph.

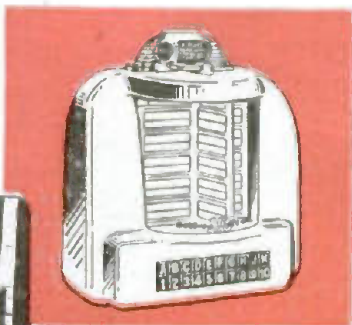
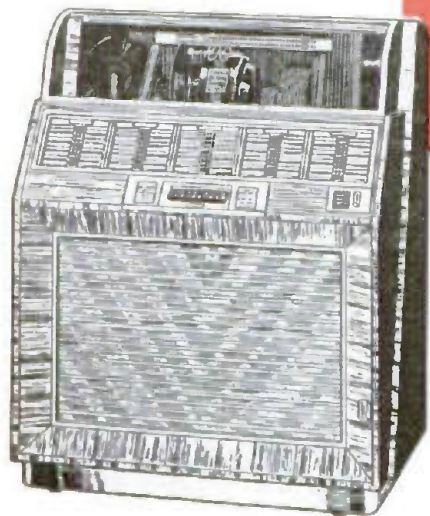
*Be 100% with Seeburg...
only Seeburg
has*

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

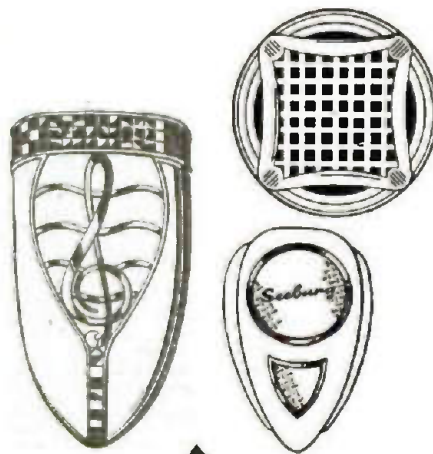
J. P. SEEBURG CORPORATION
Chicago, Ill.

100



The Wall-O-Matic "100". The most remarkable remote selection system you ever saw. Brings 100 selections . . . cataloged under the five basic music classifications . . . right to the finger tips of guests.

The Select-O-Matic "100." 100 selections all visible at one time . . . cataloged under the five basic music classifications. Completely equipped for Remote Control and Scientific Sound Distribution.



Scientific Sound Distribution The Seeburg line of constant voltage speakers includes models to provide music at conversational level in any location.

NO OTHER MUSIC SYSTEM OFFERS SUCH COMPLETE

FLEXIBILITY

- ✓ **THE OPPORTUNITY FOR PROPER PROGRAMMING.** Just as a well organized menu permits fast, accurate choice of a meal, so does the Selector Panel of the Select-O-Matic "100" provide for convenient, easy selection of favorite tunes. For here, *under the five basic music classifications,* are 100 selections of music . . . music to suit the tastes of every type . . . from tots, to teenagers, to old-timers.
- ✓ **REMOTE CONTROL AT ITS FINEST.** Rivaling the amazing operation of the Select-O-Matic "100" is the Seeburg Wall-O-Matic "100"! This ingenious electronic development brings the same 100 selections—cataloged under the five basic music classifications—of music right to the finger tips of guests, wherever seated.

✓ **TAILOR-MADE LISTENING PLEASURE.** Every Select-O-Matic "100" Music System is completely equipped for Remote Control and Scientific Sound Distribution . . . there is no need for adapters, converters or make-shifts of any kind. With Seeburg speakers . . . properly installed . . . music is always played at conversational level throughout. No blare near the phonograph. No fade-away in far corners.

If you have still to enjoy the benefits that a Select-O-Matic "100" Music System will bring to your business, see your Seeburg Distributor at your first opportunity.

SELECTIONS

Juke Biz Still on Upgrade; Ops' Financial Set-Up Strong

(Continued from page 113)
Wurgler, has made rapid strides, is expected to be proven when the firm releases its annual report for the fiscal year ended March 31, 1950. Last week R. C. Rolfing, president, in an interview with a Merrill Lynch representative, said his company would show "a beautiful balance sheet" for that period. While he did not elaborate on the figures, traders recalled the company's financial statement of a year ago, when a consolidated loss of \$1,957,000 was reported, due to a great degree to the

juke box end of the firm's vast activities.

Rock-Ola, busy with its shuffleboard, game and furniture manufacturing, continues to produce its Magic-Glo phonograph, and sales have been reported growing stronger in the past month to six weeks, according to Art Weinand, vice-president in charge of sales.

While no official word has been forthcoming from Rock-Ola officials, it is understood a model of the proposed follow-up to the Magic-Glo will be shown the firm's distributors when they convene at the Stevens Hotel May 21 for a factory-sponsored meeting.

Like Rock-Ola, H. C. Evans & Company has a wide range of interests in the manufacturing field, and the Constellation production is proving to be one of its profitable lines at this time. The "custom" phonograph has been growing in popularity (according to the sales charts) steadily since the firm took over the unit from Mills, and new distributors, covering more sections of the country, are being added regularly.

Distributors Profit

Distributors, many of whom were hard hit during the lean 1948-49 period, are also making strong comebacks now. Some of those who carry their own paper report operators, on a whole, are now on a sounder financial basis than they have been in years. With many of them now in the clear on their 1947 and early 1948 phono purchases, they are adding new equipment which they can purchase with larger down payments and shorter term notes, it was pointed out.

Good P-R

BOSTON, April 15.—Rudolph Elie, music critic and conductor of *The Evening Eye* column in *The Herald* here, recently devoted an entire column to the new Seeburg 100 after spending an afternoon with Dave Bond, head of Trimount, and Sherman Feller, a local disk jockey.

Highlighting the article was the theme that the juke box is now big business, affording some excellent public relations for the industry. Elie described the workings of the phonograph and reported that Bond had told him the unit sold for about \$1,000 to operators, who in turn put them in restaurants and other public places on a roughly 60-40 basis.

Article also covered a new ray gun, Shoot the Bear, describing the game in detail.

ALL EVANS' CONSTELLATIONS ARE MAKING MONEY!

That's Why You Don't See Any for Sale in the Used Phonograph Ads!

Because they deliver consistently dependable performance . . . because, style-wise, they remain acceptable longer to all types of locations . . . because Constellation appeal remains constant for the players . . . whatever the reasons, operators hold on to their 20 Record, 40 Selection Constellations . . . they continue to add more Constellations to their routes.

It will pay you to learn why Constellation is a better investment. See your Evans' Distributor or write direct.



EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION

AVAILABLE NOW—Record Popularity Meter for Original Mills Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.

1528 W. ADAMS ST., CHICAGO 7, ILLINOIS
SEE OUR COIN MACHINE AD ON PAGE 134

ALBUM REVIEWS

(Continued from page 45)

CHAMPION GENE AUTRY (Carl Cotner, Dir.) (2-10") 89
Columbia MJV-62

Autry's eminence as a kidisk performer is attested by the success of his "Rudolph" and "Cottontail" waxes, as well as that of his "Stampede" package. In many respects, this new one shapes up more solidly than "Stampede." It could enjoy a healthy sale among the same moopets that ate up "Hopalong Cassidy." Autry only sings a brief intro and ending, but in between there's some fine, friendly play-acting and intriguing man-meets-horse business. Excellent production and fair packaging.

JUKES Not suitable. JOCKS For frequent feature spinning on kidisk segs.

KOSTELANETZ STRINGS—Andre Kostelanetz (2-10") 80
Columbia (33) ML-2100

Dvorak: Humoresque; Hora Staccato; Schumann: Trauere; Rimsky-Korsakov: Flight of the Bumble Bee; Schubert: The Bee; Brahms: Lullaby; Strauss: Pizzicato Polka; Londonery Air; Brahms: Hungarian Dance No. 5. A favorite Kostelanetz album has been transferred to this 10-inch LP. Kosty conducts a lush string orchestra in some stock "juke" favorites. It's a completely soothing half-hour of light listening. Should prove to be a popular item.

JUKES Not suitable. JOCKS Late-hour spinners should find this exceptional programming.

ONEG SHABBAT—Tel Aviv Chamber Orchestra—Shoshana Anj; Kol Mekadesh; Shabbat Ha'malka; Tsur Mishelo Achalnu; Shabbat Shalom; Hamardli (1-10") 55
Israel Music Foundation (33) LP-4

This group of six songs deals with the Jewish Sabbath. They were recorded in Israel and are dedicated to Chaim Nachmin Bialik, poet and cultural leader of the transitional Israelite generation, who helped to generate the Oneg Shabbat, a community observance of the Sabbath. These songs have liturgical overtones, though they are not employed in any but an informal means. They are performed with complete authenticity by soloists and a quartet to the accompaniment of the Tel Aviv Chamber orchestra and an instrumental foursome. The recordings are acceptable. The commercial value of this disk is restricted mainly to Jewish communities and to dealers with folk music consumer trade.

JUKES Not suitable. JOCKS Folk music and Jewish spinner segs can use gainfully.

ARNOLD SCHOENBERG: PELLEAS AND MELISANDE—The Symphony Orchestra of Radio-Frankfurt-Winfried Zillig, Dir. (1-12") 75
Capitol Telefunken (33) P-8069

This is a first recording of a major Schoenberg work for full orchestra. The symphonic poem was composed in Schoenberg's early period when he was severely influenced by Wagner. It followed the composition of his best known work, "Transfigured Night," and the conception of the first major atonal plunge, "Gurre-Lieder." The symphonic poem has a program which follows the details of the Wagnerian drama fairly closely. The Wagnerian influences on Schoenberg shows strongly, particularly in the early portions of the work. In sections of the latter portion of the poem, Schoenberg introduces slight suggestions that the atonal principles were in the formative stages at that point. The performance by the Radio-Frankfurt orchestra is forceful and recorded well. Zillig, a Schoenberg student, conducts the work with understanding and sympathy. This work certainly is worthy of more attention than the bare minimum it has thus far received. The back-cover notes were done by the composer, who currently lives in Los Angeles.

JUKES Not suitable. JOCKS Lengthy symphonic poem rates modern longhair seg spins.

CALIFORNIA SUITE—Mel Torme (The Mel-Torme-Morold Money Disk) (4-12") 80
Capitol EDD 200

This pacan to California is a triumphant accomplishment for the richly gifted Mel Torme. Here he emerges as a popular composer of stature. His musical sales pitch on behalf of the West Coast makes rewarding record entertainment. It's made up of several segments melded together by the common theme and engaging musical narration. "San Fernando," an instrumental interlude, "San Diego" and "I Got the Gate on the Golden Gate," a pair of cleverly devised novelties in the happy spirit of the work, stand out individually. The opening "West Coast Is the Best Coast" gives the lengthy suite a perfect foundation and enough ear attraction to hold full attention. Torme, in addition to his meritorious writing, does the major portion of the singing—and it's some of the finest he has done on wax. His Eastern-type chick is done humorously by a gal who sounds remarkably like Peggy Lee. The disk and choral work are beautifully executed. Recording is excellent.

JUKES Not suitable. JOCKS Pop spinners will find this noteworthy and original program material.

CHOPIN: MAZURKAS—Maryla Jonas (1-10") 75
Columbia (33) ML2101

Mazurka #11 in E Minor; #14 in G Minor; #47 in A Minor; #12 in A-flat Major; #36 in A Minor; #22 in G-sharp Minor; #45 in A Minor; #41 in G-sharp Minor; #9 in C Major. Miss Jonas apparently has set out to record the full set of 55 Chopin Mazurkas to cover the Columbia catalog against the three-volume Rubenstein performance of these short pieces for Victor. This is her second volume of nine Mazurkas. Chopin employed the form of the mazurka, a Polish national dance, to create what amount to brief tone-poems which reflect the spiritual side of the composer's deep-rooted, fiery patriotism. Miss Jonas plays the nine mazurkas in this set with lovely tone and a fine conception of dynamics.

JUKES Not suitable. JOCKS Chamber and key-board longhair segs could use profitably.

BRAMMS: SONATA NO. 2 IN F MAJOR FOR PIANO AND PIANO, OP. 99—Gregor Piatigorsky-Ralph Berkowitz (1-10") 72
Columbia (33) ML 2096

Piatigorsky, who recently left Columbia to return to the Victor company, has bequeathed to the former diskery one of his most glowing was performances on this second Brahms' cello sonata. The intensity and virility of this later day Brahms' chamber work are fully realized in his performance. His rich instrumental tone and dramatic power, the latter performed what is asked of him in a forthright manner. This rendition of the four movement Brahms' opus is the only one available and suitably well fills a gap left vacant by the deletion of the brilliant Victor recording of it by Pablo Casals.

JUKES Not suitable. JOCKS A rich recording rewarding for chamber music sessions.

BENNY GOODMAN DANCE PARADE—Benny Goodman (1-10") 77
Columbia (33) CL 6100

Let's Dance: On the Alamo; You Brought a New Kind of Love to Me; After You've Gone; Honey, Honey; Pound Ridge; How Long Has This Been Going On; Perdido. Eight of B. G.'s very finest sides, pleasing both to teppers and for the jazz contingent, have been merged to make this welcome addition to the LP Dance Parade series. Four are noted instrumental efforts. The remaining selections spot a vocal each by Helen Forrest, Peggy Lee, Jane Harvey and Art Lund. Benny's brilliant clarinet efforts are supplemented by jazz work from Lou McGarity, Charlie Christian, Cootie Williams, Jimmy Maxwell, Mel Powell and others of similar high talent quotients.

JUKES Not suitable. JOCKS These B. G. selections are musts for every jazz and pop library.

SHOOTING PAR GOLF WITH SAM SNEAD—Sam Snead-Bill Stern (1-12") 40
London (33) LLP 170

The hyperbole in the title of this record may be permissible since nobody usually pays attention to titles, especially if they invite you to shoot par golf. However, the combination of anecdote about some famous Snead shots and the assortment of golf clichés that pass here for a golf lesson probably won't help take two strokes off your score, whether you shoot in the 70s or the 120s. The news that short people usually stand closer to the ball than tall ones, that bad chipping and putting tend to increase scores, and advice like "don't rush your swing" hardly justify a 12-inch LP—with about 11 minutes one side and 13 on the other. Some of the putting tips sound worth while, and Snead's recommendation never to play a ball right of center regardless of the club and to keep the weight on the left foot while chipping are probably worth trying. Otherwise, this is a flimsy attempt to capitalize on the well-known and pitiable desperation of dubs and duffers, who try anything to improve their golf.

JUKES Not suitable. JOCKS For segs that use sports gimmicks.

TAKE THIS HAMMER—Leadbelly (1-10") 70
Folkways (33) Folk 4

Green Corn; Yellow Gal; Gray Goose; You Can't Lose Me, Cholly; Laura; Good Morning Blues; Leaving Blues; Big Fat Woman; Pick a Bale of Cotton; Take This Hammer; Irene Moaning; Bring Me a Little Water; Meeting at the Building; We Shall Walk Through the Valley. Long-playing disk is designed as a memorial to the late great Negro folk singer, Alan Lomax, a leading folk music authority, edited the collection, which abounds in basic authentic material and feeling. The selection ranges from "sinful" blues, thru work songs, play songs and spirituals. In a few instances, a chorus chimes in, or a harmonica, but most of the time, it's just Leadbelly and his own guitar, which ever underlines the inherent rhythm of the songs and his vocal conception. An illustrated booklet reprints the lyrics, including the juicy, direct introduction of the singer provides each song on the disk. It also throws in some fine original drawings and Lomax notes. An outstanding set by a great primitive.

JUKES Not suitable. JOCKS Tops for basic folk music spinners.

COINMEN YOU KNOW

Detroit:

Harry Gaylord, of the Gaylord Manufacturing Company, is lining up distributors for his new ball gum machine which will be displayed for the first time at the forthcoming Chicago convention. . . . **Walter Kanar**, vice-president of the Continental Service & Equipment Company, is currently in Washington on business.

James L. Hudson, of the Hudson Products Company, manufacturers of a three-way beverage dispenser, is laying plans for the company's entry in the coin-operated field in the spring. . . . **Fred Kutec** is now managing the American Coin Machine Company.

National Vendors, Detroit, was among the new firms to sign up for the ACMA last week. **Grant Shay**, publicity chairman, reports. . . . Of the first 56 exhibitors to sign for the ACMA, 12 were vending manufacturers, including producers of hot and cold drink units, cigarette machines, candy, ball gum and hot dog merchandisers.

Louis O'Connor, of Consolidated Products, is planning a series of special showings to be held across the country to introduce the new Penguin hair drier. . . . **Erwin Baldridge**, formerly of Detroit, who has operated an Arcade at Island Lake, near Brighton, for several years, is adding Dale Guns to his operation.

Harry Lewiston's Playland Arcade was condemned last Monday by the city council, in a move to tear down the building to provide a site for a municipal garage. . . . **George O. Sanders** is establishing the Wright Automatic Company at 9551 Grand River Avenue. . . . **Jack Brown**, of (See DETROIT on page 122)

Milwaukee:

Al Rogahn, office manager at the United, Inc., showroom, informs that the firm has put on two new salesmen to blanket its territory with Wurlitzer products. The new representatives are **Jack Delaney**, of Wausau, who will work the Northern Wisconsin and Upper Peninsula of Michigan, and **I. G. Arnold**, of Milwaukee, who will service the southern half of the State.

Fritz Miller, routeman for the George Schroeder Company, was in a "record breaking" deal recently, when his company-owned vehicle was wrecked. Miller escaped injury but about 350 platters were smashed by the impact. Meanwhile, also at the George Schroeder headquarters, **Ralph Sirozina**, music and game routeman, is nearing his 15th year of active service on the job.

Luke Zetting has his hands full with repair work sent him by ops from all over the surrounding territory. Luke still finds time to op- (See MILWAUKEE on page 122)

Hartford, Conn.:

Harvey L. Spaunberg, a vice-president of Veeder-Root, Inc., Hartford, has been elected executive vice-president of the concern. Veeder-Root manufacturers counting and computing devices for coin machines. . . . **Joe Naclerio**, owner of Waterbury Amusement Company, Waterbury, Conn., coin operators, has returned from a Southern vacation.

Twin Cities:

Angus Grant, Minneapolis coinman, is putting more Twin Bowlers and Bowlettes on location. . . . **Jack Harrison**, Crosby, Minn., was in the Twin Cities looking at equipment. . . . Other shoppers in this market the past week included **Frank Mager**, Grand Rapids, Minn.; **George Atol**, Duluth, Minn., and **Ray Kohner**, of K. Sales Company, Winona, Minn.

Los Angeles:

Ed Wilkes, of the Paul A. Laymon Company, just got in another shipment of Bally Speed Bowlers. Incidentally, **Blaze**, the Laymon mascot owned by **Charlie Daniels**, took his Easter atmosphere seriously. The boxer pup chewed up a flock of chocolate Easter bunnies intended as house decorations. . . . **Jack (Happy Jack) Girdner** was in town looking over the local coin machine field. He's been in the business a long time and was reported lining up a new deal.

Phil Robinson, of Chicago Coin, is going all out in lining up plugs for the Band Box. This flashy juke box addition is creating a lot of local comment. **Bill Leuenhagen**, of the W. H. Leuenhagen Company, has had one on display for some time. . . . **Clyde Denlinger**, who survived the Easter vacation crowd at Balboa, was in town to look over some new games. . . . **Jim Murphy** came down from his headquarters at Inyokern.

Fred Emerson was in from Okinawa to check over the latest in vending equipment and games. . . . **Albert Vick** made the rounds on Pico Street last week. He operates in suburban Downey.

James Mullikin is making contacts on coin machine row. He's a newcomer to the business and is going into the field in a big way. . . . **S. L. Griffin** was in from Pomona to renew acquaintances on Pico Street. . . . Another recent visitor was **George Stebbins**, of Monrovia.

Ben Corenblum, local operator, is laid up following a fall. He'll be back making the rounds soon. . . . **Irving Marley**, Glendale operator, was seen on coin machine row talking things over with the boys. . . . Ditto for **J. D. Templin**, who operates in Bell Gardens.

William R. Happel Jr., of Badger Sales, is showing off a complete line of bowling games featuring Universal's Twin Bowler, Williams' De Luxe Bowler and Keeney's King Bowler. . . . **Al Silberman**, of the firm's vending machine department, is writing up contracts for new equipment these days. The vending end of the business is really good, he says. . . . **Harold Murphy** was in from Palm Springs. . . . Another Palm Springs operator, **Jimmy Hume**, also made the rounds and looked over the latest in equipment.

Dannie Jackson, of Automatic Games, heads north again for another visit. **George Warner** and **Sammy Donin** noid down the fort while he's gone.

Maritime Provinces:

William (Bill) Pound, of St. John's, Newfoundland, a distributor of coin machines thruout Newfoundland, has purchased a plane for his business tours of the island. He has been flying for about 10 years. The aircraft gets him around in about 10 per cent of the time required by train, bus, auto or boat and he has been taking in towns and villages not on rail or bus lines. He is believed to be the only coin machine man flying his own plane in Canada.

Gus Winter, St. John's, is wholesaling and retailing records as a side line to his general coin machine distributing and operating activities. In the juke boxes and at his showroom, Winter has been giving top spot to Irish records and those by Western singers born in the maritime provinces and those that have appeared in person in the territory. Included are **Wilt Carter (Montana Slim)**, of Bay Verte, N. B.; **Hank Snow**, of Blue Rocks, N. S.; **Alberta Slim**; **Jimmy Dickens**; **Lone Pine** and **Betty Cody**; **Elton Britt** and **Ed McCurdy**.

New York:

Max Levine, president of Scientific Machines, returned to his office last week following a couple of weeks out of town on biz. . . . **Mike Murves**, of the arcade distributing firm bearing his name, is directing his business from panelled wood offices recently completed. Modification of the building front will be delayed until after the summer rush.

Bert Lane and **Harry Pearl**, of the American Q-Ball Corporation, have moved their offices to 316 West 57th Street. . . . **Nat Teller**, of Silverstone Music, was home last week treating a throat infection. . . . **Mac Pollay**, of United Phono, reports an upswing in his juke repair business. . . . "Turk" **Nassar**, former op of Walden, N. Y., was in town last week shopping for equipment. He plans to start a new music route.

Sam Kresberg, Automatic Products vice-president, and **Al Blendow**, sales manager, are spending most of their time promoting the firm's cup vender, Refresh-o-Mat. Sales on Automatic's Smokeshop are also satisfactory, they report. . . . **Sal Trella**, of Elkay Music, left for Florida last week-end with his family.

Irv Fenichel and **Hai Hurwitz**, who operate a phono route as Milrose (See NEW YORK on page 131)

Indianapolis:

Vaughn Monroe took time between chores at the Circle Theater to hear himself sing on the latest Wurlitzer 1250 Model. The phonograph installed at the Circle Tavern is the first in this area that plays the Victor 45 r.p.m. records. Also pleased with the innovation were **Irwin Schwartz**, president of Midland Music Distributors, Inc., Wurlitzer representatives, and **Lowell Brewer**, who handles the Victor records here.

Taverns in Indiana closed their places of business from noon to 3 p.m. April 7 in commemoration of Good Friday. . . . The Circle City Novelty Company, owned and operated by **Harold L. Circle**, has been accepted as a member of the Music Operators of Indiana, Inc. . . . **J. L. Flynn**, manager of the Shaffer Music Company, distributors of Seeburg phonographs, and recently hospitalized by an appendectomy is recuperating at home. His brother **Ber-** (See INDIANAPOLIS on page 131)

Cincinnati:

The Automatic Phonograph Association (APOA) membership turned out Tuesday (11) evening at the Hotel Gibson to re-elect officers for another one-year term. Among those in attendance were: **Charles Kanter**, re-elected president; **Phil Ostand**, secretary-treasurer; **Nat Bartfield**, vice-president; **Sam Chester**, **Frank Michaels**, **Ray Bigner**, **Al Lieberman**, **Dave Tavel**, **Abe Salman**, **William Fitzpatrick**, **Harry Hester**, **Abe Vilinsky**, **Fred Engel**, **James Drivakis**, **William Strout**, **Bill Russell**, **Leo Weingartner**, **Tommy Ruwan**, **Paul Kessis**, **Lou Simon**, **Charles McKinney**, **John Toney**, **Frank Galardo**, and **Leonard Kanter**.

One of the visitors at the meeting was **Blaine Smith**, who records on the Dome label. Smith planned to call on each operator individually during the coming weeks. . . . **Bob Arkin**, Decca exec, was a speaker at the meeting, discussing disk prices and selling policies. He was accompanied by **Vern Hawks**, of the local Decca branch.

Following the meeting, a social was held at which all ops were gathered until well after midnight. **Nat Bartfield**, who was re-named veepee at the meeting, returned with his family from an Easter vacation in New York and Philadelphia in time to sit in on the session.

Chicago:

Grant Shay, Bell-o-Matic vice-president, worked thru the week despite an attack of laryngitis. He is enthused over the spontaneous interest of all types of coin machine operators in the All-Industry Show sponsored by the American Coin Machine Manufacturers' Association (ACMMA). Meanwhile, **Vince Shay** is doing a smooth job of handling the flood of hotel reservations pouring in for the May 22-24 event at the Hotel Sherman.

Over at Monarch Coin, **Clayton Nemeroff** and **Roy Bazelon** say their Five Jacks counter game is going strong. Up to three pennies can be played on this unit simultaneously. It has a shipping weight of 20 pounds. . . . **World Wide's Al Stern** is busy handling shuffle game orders while **Sale Manager Monty West** takes care of a flood of inquiries on Exhibit Supply's new conversion Bowlmatic. It has fully automatic scoring for one or two players and takes only 80 seconds to play a game.

At Atlas Novelty, all hands in the refinishing shop are working into the wee hours to get late model shuffle and pin games back to operators from a few days to a week earlier than promised. **Joe Glasberg** explains that with this stepped up service, ops can get their investment back quicker since a game at work on location earns money while a game in the shop has no earning power. **Melvin Miller** the new sales staffer, spent the better part of the week in the river towns near Quincy, Ill.

At First Distributors, **Joe Kline** and **Wally Finke** were showing operators Keeney's two new shuffle games, King Pin and Lucky Strike. First handles Keeney in Indiana. The new showrooms are now complete and Finke points out they are the first designed for shuffle games. There are 10 different models in the line-up. **Olga Horn**, the firm's official greeter, is responsible for homey touch in the offices according to Kline. After much remodeling the shipping and shop departments are complete.

Dave Bond, Trimount Coin, Boston, had conferences with several plant officials here last week. . . . **Roy McGinnis**, Keeney president, is back from a Florida trip looking hale and hearty. He and **John Conroe**, vice-president and general manager, have high hopes for the firm's two new shuffle games, King Pin and Lucky Strike. King Pin, an 8-footer, (See CHICAGO on page 122)

Vital Statistics

Deaths

C. Earl Armstrong, 56, operator of Business Stimulators, Indianapolis, and his wife, **Mrs. Gertrude Armstrong**, Sunday (9) night when a rented outboard motorboat overturned on Patton Lake five miles southwest of Martinsville, Ind. **Mrs. Armstrong** was piloting the boat when it capsized. Neither of the Armstrongs could swim. **Lou Popkins**, 52, suddenly April 12 after suffering a heart attack. He was co-owner of the Pittsburgh Coin Machine Exchange. (See story in Music Machines.)

Births

A son to **Mr. and Mrs. Laurie Cavenaugh**, Chicago, Friday (13). **Father** is public relations director and member of the National Automatic Merchandising Association (NAMA).

Chicago:

(Continued from page 121)

was designed for smaller locations. Lucky Strike's playfield is 18 inches longer.

With the first of the two major coin machine shows only five weeks off local manufacturers and distributors were reporting a sharp step-up interest. The 1950 All-Industry Convention sponsored by the American Coin Machine Manufacturers' Association (ACMMA), set for May 22-24 at the Hotel Sherman is virtually sold out as far as exhibit space is concerned and Vince Shay, head of the hospitality committee, reports that requests for room reservations are piling in with each mail.

Empire Coin Machine Exchange is receiving more requests from foreign operators than ever before, Gil Kitt states. Among those received last week were two from Lebanon as well as several from the Philippines and a pair from Alaska. Kitt explains that the inquiries concern all types of coin equipment. . . . Jerry Brenner, Empire's road rep, continues to show steady recovery and is now at his office daily. He also specializes in the handling of Empire's extensive parts department. Ralph Sheffield, Kitt's partner, pinch-hit in the parts league while Brenner was recuperating.

Charlie Pieri and Frank Mancuri, Exhibit Supply, got back from two road trips last week. Both reflected the growing optimism in the trade. Pieri says Strike, the new shuffle game, has built up a steady following following already. Meanwhile, Mancuri is encouraged by the interest in traveling arcades and shows in Exhibit's arcade line which features a new rotary merchandiser. . . . Ben Freidman, sales manager for the George Sylvan Electric Company, claims that his hot dog machine is making new operator friends in several parts of the country, particularly the Midwest.

Word from the boys at Atlas Music Company tells of Seeburg music equipment going out at a good rate. Nate Feinstein and Harold Schwartz report the good business. . . . Jimmy Johnson, Globe Distributing, is still one of the traveling lads in the coin business as he goes about over the country with his coin counting and sorting units.

Val E. Funke, president of Public Scale Company, heads about the oldest scale operation in this part of the country. His firm, which started in 1907, is operating scales in a number of States and as far away as Florida. Funke handles the outside collecting chores while a repair staff is on hand at the Western Avenue headquarters to keep equipment up in top shape.

A. Garrick Alex, Vynndall Service Corporation, now has a diversified operation under his command. Starting off with candy and nut units, he has added cup drink, hot coffee and ice cream equipment. . . . Seymour Gale, heading Drink-o-Matic Company, is now operating hot drink units in conjunction with his soft drink machines.

A. A. Stiger, Electronic Devices, Inc., reports of expanded coin-telescope and binocular operation in the nation's airports. Firm recently added scopes in Texas and Western airports. It also recently completed the move to its Jackson Boulevard quarters from former Michigan Avenue offices.

A rash of juke box activity on the new Metro release, "I Want a Fella," by comedy-thrush Pat O'Connor, has popped up locally. Platter was

COINMEN YOU KNOW

started off by New York ops and Windy City machines are testing its nickel-lure now. . . . Chase-Rand Company reports via N. Kline that movement of the Mills and Lions cup venders, which it distributes, shows rising demand by this type of operator. Firm's own cup vender routes are hitting good sales volume, with units in trade schools, plants, etc., pulling hard.

AMI offices here were in a turmoil last week as Ed Ratajack prepared to make the move to new headquarters at 134 North LaSalle. John Stewart, assistant sales manager of the firm, has officially moved to Grand Rapids, Mich., where he will make his headquarters, but John reports his family will not make the switch until the current school term is finished. Meanwhile, reception to the Model C continues favorable, according to reports coming in from the firm's network of distributors.

Officials at Bally are getting many compliments these days on the newly redesigned entrance to the firm's headquarters on Belmont Avenue. Herb Jones, who continues to be one of the busiest men in the coin machine industry, left Wednesday (12) on a quick business trip to Washington. Jones and Grant Shay, Bell-o-Matic, report the All-Industry Show plans are shaping up on schedule, and the event promises to be one of the best in years.

Herb Perkins, Purveyor proxy, is lining up his exhibit for the ACMMA show next month, and expects to renew acquaintances with many of his operator friends from all parts of the country. Herb also reports his special conversion sets for shuffle games, those listing at \$14.50, are being gobbled up by ops, with shipments going out daily.

First reports on Rock-Ola's new shuffle game, Shuffle Jungle, are now pouring in to the firm's Chicago headquarters, and Art Weinand, vice-president in charge of sales, says the reports are even better than anticipated. Game features a new theme in shuffle units, and all distributors will have their first shipments on hand before the week is out, Art reports. Firm held a special preview of Shuffle Jungle for the industry here last week, with David Rockola, president, J. Raymond Bacon, executive vice-president, and Weinand hosting the visitors.

High speed activity marked the Gottlieb plant last week as firm staffers rushed Select-o-Card, an all skill five-ball game into production. Sol Gottlieb was enjoying a long deferred vacation. Among the distinguished visitors at the factory this week were Shelley Gottlieb, 7-year-old son of Nate Gottlieb who dropped in for lunch with firm execs. Clarence Camp, Memphis distrib, was also in for a first look at the new five ball. Alvin Gottlieb, advertising manager, reports the firm has already designed its booth display for the CMI show in June.

At First Distributors, Joe Kline was making plans for a brief road trip which would take him thru Illinois and Iowa. Meanwhile both Kline and his partner, Wally Finke, were doing their best to step up service to operators who have been clamoring for late model used shuffle games. Even Finke and Kline are surprised by the progress they have made in their first 60 days on their own.

Monarch Coin Machine Company thru Clayton Nemeroff reports it is getting inquiries for Shuffle Alloys with a lite-up pin conversion. Meanwhile Roy Bazelon is preoccupied with a rush of game, phono and shuffleboard activity from foreign operators. Monarch execs are also working out a flashy exhibit for its space at the ACMMA All-Industry Show which begins May 22.

Milwaukee:

(Continued from page 121)

erate a sizable string of his own music and game equipment in addition to his free-lance repair work. . . . Recent visitor on a buying trip at Hasting's Vliet Street wax warehouse, was Al Hamernik, of Two Rivers, Wis.

The attractive new quarters of Red's Novelty Company in West Allis are a credit to the steady growth of the company's business during the past years. Big window frontage of the building is attractive to passersby, while the workshop allows plenty of elbow room for route-man, Ed Grownowski.

Present popularity of honky-tonk and back-room piano style recordings on the juke boxes brings a big bang to John Price, of Wisconsin Automatic Phonograph Company. John lays claim to having brought the first of such waxings to town on his own disks on the Linden label, an unbreakable type of vinylite record which he helped develop and in which he still maintains an interest. Arnie Cutter, who handles his music route, meanwhile claims that the best nickel puller on his boxes these days is the "Third Man Theme."

Word is going around that a large number of coin machine people in the Milwaukee area are making plans to head for the forthcoming All-Industry Coin Machine Show in Chicago in May.

Nick Stacy, in charge of all vending operations at the Cavalla Tobacco Company, reports receiving shipments recently of new cup vending equipment. The experience of recent months, says Nick, show the multiple drink machines doing much more business than ever before. All of the Cavalla vending equipment on location at the University of Wisconsin in Madison was sold recently to the Owens Company, vending op firm in Janesville. The distance from Milwaukee to Madison made proper service of the equipment too difficult and uneconomical, according to Nick Stacy.

Ray Martin, Omro, Wis., was in for a business confab recently with Sam Cooper, of Paster Distributing's front office here. Other visitors included Casper Reda, local music operator; Mr. and Mrs. Lucas and E. Smith, of L. & S. Novelty Company, Kaukauna, Wis.; John Tuska, of J. T. Novelty, Cudahy, Wis., and Jack Nelson, sales manager of Bally Manufacturing Company, Chicago.

After spending a few hours on the machine tools in his workshop, Cliff Bookmeier, of Bookmeier Sales, Green Bay, Wis., came up with an adapter of his own design for converting some of his juke boxes to the use of 45 r.p.m. records. Latest reports show the gimmick working out well on location.

Leon Dealy, of Hostess Music in Milwaukee, made a surprisingly strong showing recently when he ran for a Circuit Court judgeship. Leon polled over 45,000 votes, a total which ranks him as a political "comer" in any future contests.

A. L. Durand, of Durand Sales, Green Bay, Wis., is one of the local civic-minded sportsmen actively engaged in the current drive here to gather enough funds to keep the Green Bay Packers football team a going concern. The campaign so far gives signs of being successful.

Chuck Buckman, head of Buckman Novelty Company, reports indications that the seasonal slump in the bulk vending field is about over. Chuck's Victor vending equipment can be found on locations all over Northeastern Wisconsin.

Detroit:

(Continued from page 121)

Continental Service and Equipment Company, is rounding out the company's list of distributors nationally, by appointments in a few remaining open territories. . . . Ted Buttrick, in charge of the beverage vending division of F. L. Jacobs Company, was away on a business trip, returning to the home office here last week.

Joseph J. Schermack, of the Schermack Products, is directing a special campaign to place stamp venders in banks. . . . A. K. Andrews, head of Andrews & Company of Clawson, coin machine manufacturers, was in town on one of his rare visits last Tuesday, and trekked to Columbus, O., on business for the rest of the week. . . . Bryan Kamhout, of the Sanitex Company, national distributors of sanitary product venders, reports business slow.

Joseph H. O'Connor, of Falcon Products, is devoting his attention to the production end of the business now. . . . Michael Boyd has moved the Boyd Music Company, formerly in Highland Park, to 5650 Grand River Avenue, Detroit, and added his wife, Mrs. Frances Boyd, to the partnership.

Michael A. Angott, who was a music and vending machine operator and distributor here years ago, is partner in the new Angott and Brainard Motor Sales on Livernois Avenue. . . . Elizabeth Robson, who is readying the Evergreen Wash-O-Mat, on West Seven Mile Road, suffered a setback on nearly completed construction of the automatic laundry last Saturday when a gas explosion and fire damaged the building and injured five men.

James Passanante, of the Gaycoin Distributors returned last week from an extended tour of the State, visiting operators. . . . Ben Newmark, of the Miller-Newmark Distributing Company returned to his desk Tuesday from a trip covering Kalamazoo and Grand Rapids.

Glenn Payne held down the Miller-Newmark offices alone over the Easter week-end, and reported activity by local operators quiet. . . . Ted Parker, of Angott Distributing Company, back from a short up-State trip, reports orders for new juke boxes markedly outrunning stock available for immediate delivery. . . . Garth and Bill Bryan, of Boyne City and Cadillac were local visitors on a buying trip. . . . Angott Distributing Company will hold a formal showing of the new Wurllitzer 1250 for Western Michigan at the Pantlind Hotel, Grand Rapids, April 22-23. . . . John Bailey, salesman for Angott, made a trip to Jackson, Battle Creek, Kalamazoo, and South Haven and returned with a nice sheaf of orders.

Arthur P. Sauve is slated to return this week from a vacation in Florida. . . . Michael Benson, president of the Miniature Bowling Association, plans to buy a new convertible car this week-end.

Music Systems, Inc., managed by Louis Nemesh, is distributor for Seeburg automatic phonographs, not for another line as indicated in this column last week.

Bob Arkin, Decca Records, was slated to be a speaker at the Michigan Automatic Phonograph Owners meeting Thursday (20). . . . Frankie (Sugar Chile) Robinson was named guest artist at the meeting, making his first appearance before music operators in his own home town. . . . Morris Goldman, president of the phonograph owners, and his wife returned from a motor trip to Minnesota, where they visited relatives.

The Coin Co-Operative Corporation, planned as a central buying org for local operators by Goldman, Ed Carlson, and Glynn Payne, has not formally started activity pending industry developments. . . . Bernard Yager, former owner of the Regal, has gone into the linen business.

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Another Plan Urges Halving Across Board

D. C. Situash Wobbly

(Continued from page 58)

there is still a chance that the 10 per cent levy will be halved. A cut in the cabaret tax is only an outside possibility, and any reduction in liquor or coin machine levies is considered improbable.

As for the 10 per cent bite on disks, the record industry is in an unfortunate position because the levy was imposed prior to the time when the so-called war-rates went into effect. For that reason, a 50 per cent slash in the disk rate is not included in the proposal to halve excises.

Regardless of just what excises are reduced in the ultimate committee bill, members say the total loss to the Treasury will be far in excess of the \$650,000,000 reduction recommended by President Truman. To make the bill more acceptable to the President, the committee is expected to call for a moderate increase in corporation taxes. This boost will probably be in the neighborhood of 2 per cent in all brackets.

There is an even chance that the committee will vote to adopt a plan to speed up the payment of corporation taxes by six months. This would have the effect of bringing into the Treasury some \$5,000,000,000 in the next fiscal year which ordinarily wouldn't be coming in until the 1952 fiscal year. On paper, that sum would just about balance the budget for 1951. A Democratic plan, the speed-up is labelled by Republicans as nothing more than a juggling of the books.

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20 RECORD, 40 SELECTION

**CONSTELLATION
PHONOGRAPH**



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Diskeries Vie for Juke Box Biz With Direct Sales Tack

(Continued from page 24)

These diskings are shipped prior to regular release. This sales method is currently in the experimental stages and its permanence will be based on operator reactions. In the event the Victor method scores, competitor diskeries believe that it could lead to a free-disk evil which could at least parallel the currently outlandish dough being poured into disk jockey promotion by the industry.

Decca has Bobby Arkin moving around the nation to represent its coin phono disk sale interests. Arkin personally contacts ops to advise them of forthcoming wax and catalog material which can be used to fill multiple-play machine programs, attend association meetings and foster the development of closer personal con-

tact between distributors and the local ops. The diskery has been servicing ops by making use of acetate dubs shipped to Arkin and distrib salesmen.

Direct Contact System

Columbia, to meet the competition, has created a system of direct contacting of ops by distrib salesmen. The diskery also is embarking on a promotion program to push the Columbia seven-inch disk in the juke box field by aiding in the exploitation of the new Wurlitzer box, which is designed to play the Columbia platter.

Capitol, one of the first to shoot for the coin machine business, has been driving to cement relationships via op associations. It has been striving for the juke business in a two-pronged pitch, stemming both from the California home office and from the diskery's distributor flagships. Mercury, moving to keep abreast of the competition, also has taken a policy of acetate dub "previews" for the ops via direct contact and mail. MGM Records has been doing the "best it can under the circumstances," but to date the firm has created "no special set-ups" for juke box disk merchandising.

Solve Newfoundland Thefts

ST. JOHNS, N. B., April 15.—Local police have solved the robberies which plagued the Gaiety Amusement Center, an arcade, here. Hit three times in less than two months, the arcade suffered loss of not only money and merchandise, but coin-operated games and vendors, which were smashed by thieves in breaking open the cash boxes. Losses in each robbery were estimated at \$1,500. Following the third robbery last week, police arrested three men who were found with money and merchandise on their persons. They are held for trial.

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Phoenix	65.00
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Bally Special Entry	50.00
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Record Reviews

(Continued from page 42)



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
OINAM SHORE (Harry Zimmerman Ork) Columbia 38780	The Scottish Samba A loud, raucous bagpipe band backing is irritating enough to detract from the charming ditty and a valiant but vain Shore effort.	76--75--75--77
	I Never Had a Worry in the World Dinah hits the mark with this simple, appealing ballad. A small ork tastefully backs her while she does some of her finest recorded singing.	89--89--89--89
LORRY RAINE (Cliff Parman Ork) Universal U-195	Love Goes 'Round on a Merry-Go-Round Spirited albeit trivial rhythm ditty is handled engagingly by Miss Raine with a sprightly ork and ensemble vocal backing.	70--70--68--72
	Harbor Lights The thrush does a warm and winning job with this attempt to revive a not-too-oldie.	69--69--68--70
JAN GARBER (Bob Grabeau) Capitol 925	Deep Night Attractive dance outing of a lovely oldie is enhanced by a winning Grabeau vocal chorus.	76--78--75--73
	Dancing With Tears In My Eyes The lovely waltz is warbled in handsome style by Grabeau while the Garber crew slices more top-flight temp music.	76--78--75--73
JO STAFFORD (Paul Weston Ork) Capitol 914	Day By Day Reissue of a lovely Stafford performance of a pretty ballad.	63--67--63--65
	When April Comes Again Very pretty albeit uncommercial ballad is handled with charm and poise by the thrush with neat support from Weston, who co-penned the tune.	73--77--73--70
WAYNE GREGG ORK Capitol 917	Red Lips Midwest micky band debuts on Capitol in impressive fashion as Gregg and trio warble this bright bounce tune to a dance setting.	77--79--75--77
	Ten Times Another live side for terpers displays a new Bob Hilliard bounce ditty handily as Gregg and ensemble sock home the cute lyric.	77--78--76--78
PAUL WESTON ORK Capitol 918	Orchids in the Moonlight Attractive instrumental interpretation of the lovely tang should serve as a fine catalog filler.	72--75--70--70
	I'll Be Seeing You Straightforward, danceable instrumental reading of the not-too-ancient oldie.	69--70--68--68
ZUTTY SINGLETON Capitol 930	Oh, Didn't He Ramble? The W. C. Handy New Orleans funeral march tune gets the orthodox but sluggish Dixie treatment. Listen here even for die-hards.	40--40--40--40
	Hot Time in the Old Town Tonight As dispersed as flip.	40--40--40--40
EDDIE CANTOR-LISA KIRK-SAMMY KAYE ORK RCA Victor 20-3751	The Old Piano Roll Blues Wonderful Stan Freeman piano effort sparks this all-star performance of a growing novelty. If tune goes, this version should be up among the leaders.	86--86--85--86
	Juke Box Annie This novelty, with its infectious "doodle-oodle-oodle" catch, could hit the mark as the result of this happy treatment.	87--88--86--88
RAY ROBBINS ORK Capitol 926	Hot Lips A Busse-toned trumpet solo is featured in a nostalgic version of the ricky-tick old fave. Pleasant side; carries thru nicely.	75--74--75--76
	Are You From Dixie? Another attractive bit of corn here; an old vaude fave warbled and played in a jazzy Lombardo style.	72--72--71--73
RAY BAUDUC & HIS BOBCATS Capitol 919	Down in Honky Tonky Town Bauduc and topnotch sidemen, several from the old Bob Crosby band, get off a fresh, lively two-beat jazz rendition of a good Dixie tune.	68--70--68--66
	Susie Doesn't kick like flip.	61--62--61--60
TOMMY TUCKER ORK (Don Brown) MGM 10679	No, No, No A winsome little novelty ballad is projected with loads of charm by Don Brown and fem group, with smooth and smart Tucker orking.	76--76--76--76
	Good Night, Little Girl, Good Night Rhythmic ditty doesn't quite come off. Rendition of verse in middle of side slows things down.	62--62--60--64
HELEN FORREST (Rusa Case Ork) MGM 10680	I Wish I Could Shimmy Like My Sister Kate	87--87--87--87
	Miss Forrest does a superb job with the old rhythm tune—handling it as a slow ballad, set in a wonderfully original and fresh ork arrangement. Some stations may be finicky about a blue line or two.	73--75--72--71
	More Than I Should Thrush does her usual excellent stint on a very pretty ballad—kicks, but not liable to make much noise.	92--93--90--93
PERRY COMO (The Fontana Sisters-Mitchell Ayres Ork) RCA Victor 20-3747	Hoop-Dee-Do Wonderfully airy, infectious polka novelty is handed a slam-bang etching by Como, the chicks and the Ayres' band. Should be a big one for Como.	88--88--88--88
	On the Outgoing Tide A promising waltz is sold solidly by Coms. Could score heavily. The paking should hand the singer his biggest sales in months.	85--85--85--85
GORDON JENKINS ORK Decca 24981	Bewitched Fine treatment of the revived standard spots effective Jenkins' single-finger piano and a warm Donnie Lou Williams chant.	88--89--88--88
	Where in the World A lovely new ballad is treated affectionately by Jenkins' in a warm clefting spotting choral singing and an excellent solo effort by Don Burke, of whom more should be heard in the near future. Could be a big one for the maestro.	88--89--88--88

Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
ANDREWS SISTERS-CARMEN MIRANDA (Vic Schoen Ork) Decca 24971	Ca-Room' Pa Pa Gay Latin hit from Miranda's flicker "Wancy Goes to Rio," is handed live, infectious treatment by Carmen and the girls. Yipsee - I - O Another Latin novelty from the same flicker ticks the tip of the fist.	80--80--80--80 74--75--73--75
LOUIS JORDAN Decca 24981	Heed My Warning Below Jordan par blues effort figures to garner some rhythm and blues action just for the name power involved. Baby's Gonna Go Bye Bye Another weak Jordan effort.	77--78--75--78 72--72--70--74
ANNE SHELTON- THE KEYNDTES- ROY ROBERTSON ORK London 700	Ay Marie Side is comparatively cut, but there's nothing here to start new action on the Italian adaptation. When the Heather Glims Like Stardust Another good job, but the Scottish subject has very limited appeal.	68--68--67--70 65--65--65--64
BILLY COTTON (Alan Breeze) London 700	Oh! Little Fish Rolling lively novelty, with a slight Gilbert-Sullivan touch, is unlikely to register heavily with the Yankee buyers. Tiddley Winkie Woo Catchy novelty in the sort of lumpy past could break thru, the ill-reported version lacks the light touch.	69--69--69--68 73--73--73--73
JAN GARBER ORK (Roy Cardell) Capitol 489	I Love You Because Pop variation of the hitlisty hit is acceptable, but little more. Come Back to Me One of the several "Santa Lucia" adaptations is offered here as a dance item, starting with an instrumental chorus. Could garner some fair juke coin.	68--67--67--70 77--76--76--78
THE THREE SUNS RCA Victor 20-9723	Blue Prelude Versual, affecting instrumental treatment of the Gordon Jenkins-Joe Bishop beauty should fall into the Sun's "Peg of My Heart" and "Twilight Time" line of hit rock. I Hate Myself in the Morning The Honeycreepers join the Suns to deliver an engaging ballad in appealing style.	89--89--88--89 78--78--78--78
DERRY FALLIGANT (The Three Cotton-tops) MGM 76478	Peter Cottonrail Attractive rendition of the infectious lighthearted doesn't figure to catch more than a few leftovers from the muscular songbook. The Little White Horse and the Mare Falligant delivers a plaintive little tale in his distinctive, charming manner.	70--70--70--70 65--65--65--65
DICK TAYLOR Webster WE 508	Sentimental Baby Pleasant but unimpressive ballad is handled dancelably by Dick but is inhibited weakly. The Bread and Butter Song Gute bounce lilt is handled engagingly by vocal group, soloist Vicke Garry and neat orking.	59--59--58--60 76--77--76--75
DICK TAYLOR Webster WE 807	Illusion of Love Okay handling of a trivial tune. Don't Slam That Door Fine rock sound and beat gives a sound suggestion to Vicke Garry's singing of a fair rhythm song.	48--50--45--50 61--61--59--63
ALAN HOLMES (Mal Marquess-The Holmer Men) Columbia (NS) 2-959	Citation Production features a soul's advice, odds, jockey's names, and the news that Citation is a good race horse. Oh-Ohio Boogie (Una Mae Charlie-Alan Holmes) Miss Carlisle warbles and plays a waltz on a featherweight bangle wobble novelty.	52--54--52--50 56--56--56--56
EDDY DUCHIN DRK (Tommy Mercer) Columbia (NS) 2-944	Let's Go West Again A neglected "Anna Let You Guit" ballad currently setting rubber effort gets an easy Duchin society upshot. Mercer does a handsome vocal. I Never Knew I Loved You Mercer has another standout job with an attractive ballad.	71--72--71--70 73--74--73--72
BUDDY RYLAND ORK Macy's 1000	Wild Cherry Promising Texas territory cut uses a mild popper with fine beat and intention. Group has freshness and enthusiasm, but styling is rather simple by modern standards, though fully test section ability. I Ain't Mad At You Arrangement here is too heavily devoted to entice chant; again only one of the suspected capabilities of the ore.	67--69--67--65 68--68--67--69
TED STEELE Columbia 1248	Kisses Fast, mid-tempo polka society is engaging throat. Steele and Annie Lloyd duet appealingly, with sparkling ork and group support. (Fifi) Bring Her Out Again Sensational, high speed gang rendition of the burlesque flavored lilt.	78--76--78--80 74--71--74--77
BANDY EVANS Coral 60184	Don't Say Goodbye Evans warbles richly on a dramatic new throbber in a minor key. Ork pours on the schmaltz with heavy gypsy flote effects. Spring Made a Fool of Me Another promising new ballad is done first rate. It's a toss-up between the two sides.	77--77--76--78 77--77--76--78
DICK ROBERTSON Coral 60178	I'm Down to My Last Dream Robertson offers another of his old-timey ballads. With organ and rhythm he registers effectively on an okay sentimentalizer. Let Every Day Be Mother's Day Mother's Day entry, a sentimental little waltz ditty, may get some coin.	71--70--70--74 76--76--75--77

(Continued on page 126)

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Record Reviews

(Continued from page 125)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
BOBBY COLT (Russ Case Ork) Admiral 1004	High in Sierra A pretty Lecuna melody with a trifling lyric is handled pleasingly by Colt with excellent support from Case's orking. Ol' Man River Neat production built for the Kern classic by Case spots a passable performance by Colt.	67--70--66--66 69--69--68--70
JOHNNY GUARNIERI (Admiral 1006)	Sweet Georgia Brown Small chamber jazz group gives out with a smooth performance of the standard. Guarnieri's piano effort is scintillating. So In Love Instrumental handling of the "Kiss Me Kate" ballad stacks up as hardly adequate.	67--68--66--66 52--53--50--53
DEAN MARTIN (Paul Weston) Capitol 948	Muskrat Ramble Martin delivers a topnotch vocal in an easy, Crosbyish style, while combo plays relaxed two-beat. Tempo is considerably slower than is customary on "Muskrat," no doubt to give Martin a chance with the long lyrics. I'm Gonna Paper All My Walls With Your Love Letters Engaging new papercorn ditty is done light and easy here.	78--78--78--78 76--76--76--76
GENE KRUPA ORK (Bill Black) RCA Victor 20-3721	Dust Warbler Bill Black is featured all the way in a pleasant legato vocal patterned after the Jimmy Wakely original. Curious choice for Krupa's first Victor side—the ork gets no chance at all. These Foolish Things Remind Me of You Another strange debut offering—a jazz tenor solo by Buddy Wise, with band subordinated to background chorals. His opportunity to hear the texture of the fine Krupa aggregation.	67--67--67--67 64--66--64--62
THE MONEY-DREAMERS (Honor Rene Ork) RCA Victor 20-3730	Silver Dollar Bright, perky arrangement of the novelty spots a superior vocal group and attractive Rene orking. If tune steps out, side should register some. Plaything A pretty ballad gets a too easy going rendition. Group's union passages are okay—where fem solo leads, absence of projection is felt.	73--71--73--75 69--70--69--68
FRANKIE CARLE ORK (RCA Victor 20-3719)	Spaghetti Rag The rejuvenated side makes excellent grist for the Carle mill. Guest's 88'ing and ork support are in the rewarding old Carle groove. A Little More Time (Dolly Houston) Pleasant new ballad gets a rather characterless orking, fair Dolly Houston vocal.	85--85--84--86 72--72--71--73
HOWARD KEEL (Jeff Alexander Ork) MGM 10666	You Kissed Me Legit bary does a strong show-type rendition of an "Arms and the Girl" ballad. Small prospect for mass sales, but pleasant stuff for show tune addicts. A Cow and a Plough and a Frau Another production in the music-comedy vein features good Keel and chorus work. Tune is a lot more commercial than flip.	62--62--64--60 65--65--67--63
JERRY MURAD'S HARMONICATS (Mercury 5396)	On the Alamo The Cats take the standard slow, in an arrangement similar to their smash "Peg of Lly Heart." Should cash in. Leschinka Virtuosic group emulates a full symphony ork in a fiery, colorful excerpt from a Khatchaturian ballet. Should be a strong jork item.	83--84--82--82 82--84--82--80
EDDY HOWARD ORK (Mercury 5396)	The Girl That I Marry "Annie Get Your Gun" waltz, taken at a dreamy pace, figures to pick up coin via flick plugging. Brother Bill Novelty ditting is entertaining, and has a bouncy dance beat, but is unlikely to set the world on fire at this date.	75--75--73--76 72--72--70--74
TWO-TON BAKER (Mercury 5397)	The Work Song Coupling features two tunes that figure in both pop kiddie fields. This lively, but unimaginative version of the "Cinderella" song may win kids with its rhythmic repetition. Peter Cottontail Altho the competition is strong, this version of the Easter smash should enjoy a fair sale in Baker's Midwest home territory.	64--62--70--60 72--70--70--75
THE CALYPSO SERENADERS (Savoy 736)	Bull Dog, Don't Bite Me Altho the material is thin, the group is authentic West. Indian, and the contagious rhythm is danceable. Zambo Bad balance obscures the words, which would be hard enough to get anyway. A spirited ditting, however, in the Trinidad tradition.	62--62--63--60 61--62--62--60
JAN AUGUST (Mercury 5395)	Jan's Jam The flabby pianist turns in a rousing boogie-woogie side. Besame Mucho More typical August key-tickling in a danceable, bolero-patterned standard vehicle.	68--68--68--68 73--73--72--75
PATTI PAGE (D'Artega Ork) Mercury 5396	I'm Gonna Paper All My Walls With Love Letters The luscious-voiced thrush sells strong on a bright pop-corn tune. Band's shuffle beat and unison vocal chorus help. I Don't Care If the Sun Don't Shine The thrush does a sock-selling job of a bright, infectious rhythm ditty with a most promising future.	86--87--84--87 86--88--85--86

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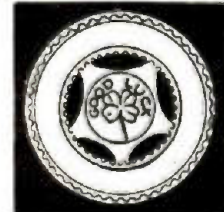
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Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER ALL DISK JOKER RETAILER OPERATOR
PHIL REGAN RCA Victor 20-3729	On the Other Side of the Water Regan turns in a satisfactory delivery of a charming ballad of dear old Ireland. Scattered Toys Regan has one of his most convincing sides in this treatment of a sentimental ballad.	66--66--66--66 71--74--70--70
MINDY CARSON (Three Beaus-Menti; Rene) RCA Victor 20-3725	Little Darlin', Little Angel An amusing and beguiling tongue-in-cheek conception of the Quartet from "Rigoletto" helps Mindy slice one of her best sides to date. Be Mine Beautiful treatment of this novel ballad, which is built on one note, sells this side. Mindy sings it well.	85--86--84--84 80--83--80--77
LARRY GREEN ORK (Three Beaus and a Peep) RCA Victor 20-3726	If I Had You on a Desert Island Completely pleasant stitching of a featherweight novelty item. Bewitched (Honeydreamers) Lovely slicing of the revised beauty is highlighted with Green's keyboard excursions and a fine Honeydreamers' vocal effort.	71--71--70--72 83--85--82--82
PHIL HARRIS RCA Victor 20-3723	Walk With a Wiggle Diverging Dixieland novelty based on "American Patrol" which was made famous originally by Red Nichols. A good side for Harris fans. Muskrat Ramble Another one unearthed for the current two-beat revival has new lyrics which are dispensed spiritedly by Harris. A sparkling Dixieland dishing.	81--82--80--82 83--84--82--82
MELACHRINO STRINGS RCA Victor 20-3739	La Vie En Rose Lovely string ork performance of the charming French song which is drawing lots of play these days. Fascination Pretty evoking of a lovely song is ideal mood stuff for the all-night spinners.	70--75--70--66 64--70--62--60
EVE YOUNG-CLIFF FERRE London 659	But Me I Love You Bright, infectious tune with a cute idea is delivered delightfully by the duet. Could be a "sleeper" item. Comanche Rose Country-flavored ballad is handled pleasantly by the twosome.	81--82--80--82 72--72--70--74
JIMMY DORSEY ORK Columbia 38774	Sweet Georgia Brown Whimsical alto solo by Dorsey is the feature of this rather unexciting instrumental. Kiss Me Charming ballad is handed an intimate treatment by Claire Hegan. Shorty Sherock's trick plunger trumpeting lends the finishing touches to a fine etching.	65--70--65--60 83--85--82--82
EDDY HOWARD Mercury 5401	Put On an Old Pair of Shoes Honeyed, hip trio and two-beat ork team to make a winning rendition of a current revival. Wilhelmina Okay reading of the cute bounce tune from the forthcoming "Wabash Avenue" flick.	81--82--80--82 79--80--79--79
RAY ANTHONY ORK Capitol 968	Tenderly Clean, toe-tapping instrumental treatment of the lovely Walter Gross ballad. Autumn Nocturne Another dance instrumental of another lovely song set in an appealing claffing.	75--78--74--72 75--78--74--72
JO STAFFORD-GORDON MacRAE (The Jud Conlon Singers) Capitol 969	You Are My Love The hot twosome essay a new waltz in their appealing close harmony style. Down the Lane Everything but the kitchen sink went into this "Cruising Down the River" type ditty. The treatment should have big coin magnetism.	79--80--77--80 88--88--87--89
PEGGY LEE-DAVE BARBOUR ORK Capitol 961	Once Around the Moon Peggy sings her best in months on a clever rhythm adaptation of the "Mexican Hat Dance." Fly ork fits perfectly. Cry, Cry, Cry Ware subtitle swing is dished out by Peggy and hubby Barbour on a not terribly impressive tune.	79--82--78--78 72--75--70--72
BOB CROSBY & HIS BOB CATS Coral 60171	If You Can't Get a Drum With a Boom-Boom-Boom The march two-step rhythm, tuba blooping, and Dixie ork should account for some fair action on this one. When My Sugar Walks Oown the Street Oldie gets the Dixie treatment, with vocal by Crosby, and arithmetic whistling in "Winnetka." For the new crop of Dixie fanciers.	76--76--75--77 72--75--70--70
ETHEL SMITH-GUY LOMBARDO Decca 24957	Zing-A Zing-A Zing Boom Strong talent coupling opens a big market for the rousing samba novelty, the two strong, earlier wexings have yet to smash thru. The Scottish Samba Similar conception here in the would-be follow-up to "Hop Scotch Polka."	81--82--80--80 81--82--80--80
CHUCK CABOT ORK Atomic 1005	Down the Lane Clever ork, including a kazoo chorus, and an easy, swingy rhythm, plus unison gang vocal, give this one the old-time flavor that's characterized some big sides. Come Into My Arms (Lynn Avanton) Continued beguine waxing offers nothing special.	75--75--75--75 58--59--58--57
BING CROSBY-ANOREWS SISTERS (Vic Schoen Ork) Decca 24942	Lock, Stock and Barrel Smart pop core ditty could be a bit too sophisticated, tho there's name power insurance here. Ask Me No Questions The meritorious Saxon-Wells opus, in this relaxed harmony session, could score in both pop and country markets.	75--77--75--74 83--83--83--83

(Continued on page 128)



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Record Reviews
(Continued from page 127)

RATINGS
OVER-ALL
DIS JOCKEY
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ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
ART MOONEY ORK (John Parce) MGM 10676	Love Me a Little, Little Bit John Parce (Stochan Welles), the sauerbraten Chevalier, lends his dulcet tones to a promising ballad of his own clefting, with Mooney ork and choir supporting first-rate. Might catch the public's fancy.	85--86--85--84
	Stay With the Happy People (Eugenie Baird) A lively rhythm ditty which has not caught on despite some fine waxings gets a sub-par job here. Spirit is lacking.	66--66--64--68
LEROY HOLMES ORK MGM 10685	When You Wore a Tulip Bright two-beat instrumental treatment of the standard which is being revived as the result of usage in "Cheaper By the Dozen" score.	75--77--73--75
	I Don't Care If the Sun Don't Shine A most attractive new rhythm ditty is handled effectively by Holmes. A group dispenses the neat lyric pleasingly.	75--75--73--77
MILTON BERLE (Allen Roth Ork) RCA Victor 20-3750	I Found My Mama The TV-radio-movie comic moves into the dishing field with an imaginative reading of a novel kidity. Smart performance should be up there if the material scores.	87--88--88--85
	I'll Kiwl You a Miwl-Yun Times Engaging little rhythm item built around the popular Berle TV line could pick up more action by accident than most disks do intentionally.	81--80--80--84
JOHNNIE JOHNSTON (Russ Case Ork) MGM 10683	As We Are Today Johnston does a winning croon job with this ballad from "The Daughter of Rosie O'Grady" flick.	67--68--66--66
	Melancholy Rhapsody "Young Man With A Horn" flicker song is a pretentious thing. Sung well by Johnston.	61--64--60--60
"LAZY" BILL HUGGINS-THE SANFORD HERTZ TRIO Slate 3006	The Dodger Polka Nothing to cheer about at Ebbets Field.	80--30--30--30
	Take Me Out to the Skating Rink Tune's a likely skating item, but rendition is feeble.	40--35--40--45
COUNTRY & WESTERN		
LEON PAYNE Capitol 920	I'm a Lone Wolf With a tune in the "Ding Dong Daddy" vein Payne offers some entertaining lines including references to other folk games and songs.	81--82--81--81
	I Just Said Goodbye to My Dreams A broken-heart ballad is sobbed most effectively by the fine warbler.	78--78--78--78
THE SADDLE MATES Doric 1015	I Hope I Never Wake Up Poignant affirmation of undying love is warbled in heart-felt style by Virge Brown. Tempo and beat are very danceable.	78--78--78--78
	I Would Care Group effort doesn't get over with the same force.	60--59--61--61
LUOT HARRIS Hill and Country 108	I'll Reap My Harvest in Heaven Dark-country opus is built on a religious theme. Gal sings it with sweet sincerity. For the Southern and hillbilly markets.	73--74--74--70
	That Glory Bound Train More fine gospel singing by the thrush, this one at a bright train tempo. Male group assists along with country fiddle, guitar and rhythm.	75--77--77--72
HANK LOCKLIN (The Rocky Mountain Playboys) e Star 1444	Midnight Tears First-rate warbling and solid orking add weight to a fairly routine item.	73--73--73--73
	It's So Hard to Say I Love You More good singin', but the material lacks meat.	69--68--68--70
AL VAUGHN e Star 1425	Sittin' on Top of the World Quality country warbler socks home a bluesy tune with an easy-goin', contagious lilt. Some strong guitar work here.	78--79--78--78
	No One Wants Me A run-of-the-mill country side.	68--68--68--69
BOB WILLS MGM 10681	Jolie Blond Likes the Boogie Strong oogie orking is almost sufficient to carry this one off, tho the vocal choruses are lost in very poor balance.	71--70--72--72
	Pastime Blues Like the Rip, this one's got a strong dance beat. There the same problem with the vocal, which is brief, here, however.	71--72--70--72
COUSIN BOB RODGERS May's 125	Driftin' Fine bit of cowboy warbling with guitar has the qualities that make for a territorial click.	79--80--78--78
	Blue Yodel No. 1 Warbler knows how to sell his material, in this instance a typical yodel blues in the outdoor manner.	77--78--76--76
LES "CARROT TOP" ANDERSON Cormac CRS 1108	He's Just a Mobe Anderson has a fine baby voice, but the tune and orking are swesso-country.	40--40--40--40
	My Baby Buckaroo Another hybrid side will have difficulty finding its market.	40--40--40--40
DICKIE JONES Freedom F 5001	Be Careful, Little Darlin' Hillbilly side doesn't rise above mediocrity either in content, warbling or orking.	44--42--44--46
	Houston Texas Blues No spark here—side may have localized Gulf Coast interest.	44--46--42--44
CHARLIE NORMAN Mercury 538	Playing on the Zither Nonsensical side has a vocal with Swedish dialect and meaningless lyric, albeit brightly done with gang spirit.	58--60--58--56
	Dirty Shamo Saloon Better material brings out the humorous incongruity of a hillbilly with a Swedish accent. Bright funk of fiddlers.	70--70--70--78

Record Reviews

RATINGS
OVER-ALL
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ARTIST LABEL AND NO.	TUNES COMMENT	
COUNTRY & WESTERN		
LES "CARROT TOP" ANDERSON Cormac CRS 1107	Queen of the Saddle Western ballad of amour strikes a nice mood—Anderson has quality.	66--66--66--66
	Storeroom in My Mind Conventional hillbilly torcher doesn't impress.	50--50--50--50
MERL LINDSAY Cormac CRS 1094	Stealin' Sugar Rendition is weak, but there's a likely country novelty tune here.	65--65--65--65
	Is It Too Late To Say I'm Sorry Western novelty in a poor imitation of the Bob Wills manner is dull.	30--30--30--30
CURLEY PERRIN Hill and Country 106	Our Darling Baby Boy Heart-tugging formula is followed here complete with recitation. But there's nothing too outstanding in the rendition.	66--66--68--65
	Three Shiftless Skunks Material suffers from lack of clarity here. Material scoffs at hillbilly 'twain' in the nice club manner.	58--62--58--56
TOMMY DOVER Macy's 121	Only You Hold the Key Dover shows an effective sob yodel in a rather languorous ballad.	64--65--64--64
	I'll Be Moving Along The effectiveness isn't present here. A wobbly effort.	52--50--52--55
ART GUNN & HIS ARIZONA PLAY-BOYS Macy's 122	Boogie Woogie Blues Opus is a conventional Western rag, with nary a sign of a boogie bass figure. Good dance side.	64--62--64--66
	Last Tear Dull sound saps the punch of this moderately snappy "no-regrets" ditty.	55--50--55--60
SALTY HOLMES Decca 24963	John Henry Renowned folk ballad is treated in up-to-date hillbilly fashion by the harmonica-playing warbler. Good, salty flavor here but side is unlikely to step out commercially.	67--68--67--66
	Mama Blues Holmes, who wrote this one and the very similar "I Found My Mama" utilizes his talking harmonica in a satisfying country blues idiom.	81--82--80--80
ROSALIE ALLEN (Black River Riders) Victor (45) 48-0305	Chocolate Ice Cream Cone Okay fem coverage of a promising novelty started elsewhere by male singers.	70--70--70--70
	My Dolly Has a Broken Heart Thrush gets feeling into a pretty mopey tune.	74--74--74--74
TEXAS JIM ROBERTSON RCA Victor (45) 48-0304	Rubber Knuckle Sam Tune and gimmick derive from "Chattanooga," with the "sound" here the scraping of a washboard. Doubtful that this has enough to follow up.	67--68--67--66
	Wedding Bells Will Never Ring for Me Wedding weeper gets an adequate but uninspired rendition from the deep-voiced warbler.	64--64--64--64
HANK SNOW (Rainbow Ranch Boys) RCA Victor (45) 48-0303	The Drunkard's Son The pathos in this one is positively monumental—a motherless boy is killed by his drunkard father because he refuses to steal. If it ain't too overwhelming, there should be country buyers.	75--77--75--73
	I Wonder Where You Are Tonight? Snow sells hard on this conventional hillbilly torcher.	70--70--70--70
SONS OF THE PIONEERS PCA Victor 21-0306	Roses This rose tune promises to be a big one, with top pop coverage. This sensitive mood job should be a folk leader—and get some pop business too.	84--84--83--85
	The Eagle's Heart At a much slower tempo, this ditty tells the same tale as "Cry of the Wild Goose." Poetic, but not likely to follow up.	64--68--64--60
ELTON BRITT-ROSALIE ALLEN RCA Victor (45) 48-0302	Acres of Diamonds The duo may well have a follow-up here to their "Beyond the Sunset" click. Tune's a persuasive, simple ballad. Treatment is effective—organ and strings backing smoothly-blended harmony.	85--85--84--86
	Prairieland Polka A rollicking little polka affords the team a chance to get off some fancy harmonized yodelling.	74--74--74--74
JIMMY DAVIS Decca 46226	Take Care of My Heart The Governor has one of his more ordinary efforts here.	66--67--66--66
	My Heart Belongs to You The spark is slightly more evident here.	71--72--70--70
THE PINETOPPERS Coral 64035	The First Two Cents Cross Over Instrumental square dance music is well-performed in a key that should make it easy for the caller to be heard. Rollicking affair is in cut time.	74--75--76--70
	Buffalo Gals Snappier tempo, a toe-tapping beat, and rugged down-home orking makes for a fine square dance instrumental.	75--76--77--72
BOB ATCHER Capitol 975	Ain't You Ashamed Good song is delivered without too much persuasion in Atcher's Capitol debut disk.	68--68--67--70
	Smoke Comes Out My Chimney Another fine piece of country material is projected with more punch by the mellow-voiced warbler.	75--75--75--75
"LAZY" BILL HUGGINS-JACK BENNON TRIO Slate 6021	Crazy Mountain Jamboree Outdoor fantasy deals with the unlikely social revels of wild animals of the West. Not much here.	59--60--60--58
	Why Must I Be Alone Pretty waltz tune is warbled with a penetrating throbb by a promising country artist.	71--73--70--70
BILL HALEY-THE SADDLE MEN Keystone 5102	I'm Not To Blame Ballad with rhythm-blues potential is rendered here in so-so country fashion.	61--62--60--60
	Susan Van Dusen The title sets off an endless series of rhymes, and the bright ditty has a danceable swing, but that's about all.	60--60--60--60

(Continued on page 130)

Trimount Girds For Resort Biz, Remodels Office

BOSTON, April 15. — Trimount, New England distributor for several game manufacturers and Seeburg distributor for this area, has just completed a remodeling job on its showrooms and offices at 40 Waltham Street here. Firm, headed by President Dave Bond and Irwin Margold, general manager, is now planning for resort business which is expected to get under way in a few weeks.

Both Bond and Margold stressed the interest in Williams Deluxe Bowler, which uses the new type disappearing pins. They said that operators are placing them on location in batteries ranging from 8 to 12 units and already report steady play. Despite the bowling game popularity, Bond and Margold emphasized, late model five-ball equipment is still going strong.

Trimount executives also disclosed that they sold approximately twice as many Select-O-Matic 100's this year compared with the same time a year ago. Part of the reason, according to Margold, is that collections on the music machines have been uniformly high the past few months. He added that since the 100's have proven a sound investment, operators handling them have been able to open up new locations. As an example he stated that small restaurants in this area now frequently use them to provide background music.



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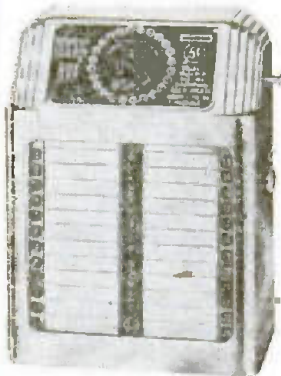
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Record Reviews

(Continued from page 129)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY & WESTERN		
EDDY ALLEN RCA Victor (45) 48-0300	Why Should I Cry? A simple, pop-flavored ballad finds Allen in his usual top-notch form. This one could do a big job.	37--37--37--37
	Little Angel With the Dirty Face Throber, more in the country idiom than this flo, is one with savvy and preference should realize.	36--36--36--36
JIM BOYD RCA Victor (45) 48-0301	Mule Boogie Catchy country boogie has a refreshing, earthy lyric. Boyd works with vigor and drive, ably backed by country jump combo.	34--34--34--34
	We Were Married A throber that has been showing signs of life gets good coverage here, but still gets lost in Terry Lee Jane Boyd for the vocal.	71--72--71--70
DENVER DARLING Decca 46225	Silver Dollar Fresh, casual approach to the one "lovely" makes an attractive if not sensational folk slow.	68--68--68--68
	I'm Thinking Tonight of My Blue Eyes Warbler does one chorus straight, then relapses into a hurried slow job. Might have some jockey interest.	62--66--60--60
DAVE LANDERS MGM 10602	Draw Up the Papers, Lawyer Curious of leading country writers on an amusing throber makes fairly entertaining listening.	71--74--70--70
	How Many Hearts Do You Have? Routine teacher gets a good-enough go.	68--68--68--68
EDDIE DUNSTEDTER-HIGHWAY SERENADERS Highway 1005	The Sheep Herder's Dream Rhythmic ballad about the delights of sheep-herding in the mountains. Material is flimsy, performance good, with vocal, organ and rhythm delivering well.	65--66--65--64
	The Long, Long Trail Another up-tempo ballad, this one of even less solidity than the first.	61--62--61--60
JEANNIE AKERS-AL WINTER TRIO Highway 1001	Boogie Barn Dance Gal and instrumental trio find their soggy country boogie.	45--43--43--48
	Boogie 88 (Al Winter Trio) Trio do an indifferent boogie.	40--40--40--40
DON PAULL-FLYNN'S LONG-HORN RUSTLERS Highway 1003	North Wind Conventional cowboy-in-the-saddle ditty with windy sound effects.	44--44--44--44
	The Timber Trail (101 Ranch Boys) Weakly recorded pop-produced Western.	44--44--44--44
DOLLY DIMPLES Hill and Country 109	Willie Roy, the Cripple Boy Tough displays a winning sob style on a typical throber, but puns don't quite come thru.	65--67--65--63
	Trouble in Mind The great old Richard Jones blues makes fine material for Dolly's chanting and yodeling.	73--73--72--74
LUDY HARRIS Hill and Country 107	Trials and Tribulations Backed by male group and boogie rhythm combo, thrush delivers a catchy country stored ditty with conviction.	72--74--72--70
	Precious Memories The perennial country gospel tune gets a feelingful job here.	64--65--65--62
JIMMY WAKELY Capitol 929	Peter Cottontail First-rate coverage by Wakely on the Easter ditty should garner a share of tunes revenue.	83--84--82--82
	Mr. Easter Bunny Tune makes a measure rationalization of the Easter bunny theme and a drinker's noddy, foot paralytic.	57--57--57--57
BRITT WOOD-RHYTHM RANGERS Highway (45) H-1000	Johnson's Mule Delightful hit-like rendition of an aside has real folk charm.	72--72--72--72
	I've Got Nuggets in My Pockets Western minor ditty has a catchy refrain—marbling might have been stronger.	62--62--62--62
ANDY PARKER-THE PLAINSMEN Capitol 921	Trail Dust Fair Western gets a slow, rather tedious rendition from warbler, group and organ.	50--50--50--50
	Wailin' West Wind Monotonous pop-Western gets a gear, dull job by male group and organ.	42--44--42--40
INTERNATIONAL		
GOMULKA POLKA BAND Decca 45045	Boom Ta-Ra-Ra-Polka Lively, spiritedly performed polka effort should favor in Polish sectors.	78--78--78--78
	Up With the Chickens Another bright and brightly executed Polish flavored effort by this excellent crew.	76--76--75--77
CHILDREN		
SHERIFF BOB DIXON (P. Taubman-T. Colucci) Admiral K-207	An Adventure of the Zebra Dun The CBS-TV Western star has a strong chance to cash in on the cowboy kidish craze started by Hopalong Cassidy and Gene Autry. Story here emphasizes that an educated letter will necessarily be greenhorn.	78--78--78--NS
	Night-Herding Song Sheriff tells how a cowboy puts his cows to sleep, and the disk is supposed to have the same effect on kids. Pleasant production.	75--75--75--NS
SHERIFF BOB DIXON (P. Taubman-T. Colucci) Admiral K-201	The Railroad Corral The CBS-TV star tells the kiddies about taking steers to the railroad, reciting in a familiar Western folk tune.	75--74--75--NS
	The Cowboy Rhythmic discourse on a cowboy's life is set to more tune material. He compares himself to Biblical cattle tenders.	76--76--76--NS



NAPKIN DISPENSER
Quizzette
 No 78 is:
 The Detroit Tigers
YOUR QUIZ NO. 79
 How many amateur radio operators are there in the United States?
 For Correct Answer See Next Quiz.

URNS NAPKIN COST INTO A PROFIT!
 For Restaurants, Lunch Counters, Snack Bars
 Plus 500 Different Delicats at a Penny Each
 Has two chromed tree napkin dispensers, available in several standard sizes. Profits from plays should more than pay for napkins. A menu plays the Quizzette. Answer comes on next card with another quiz. Interesting—Educational.
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ROCK-OLA SHUFFLE LANES
 IN ORIGINAL CRATES
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 10 DeLuxe Draw Bells \$135.00
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 5 Draw Bells, M.B. 95.00
 4 Super Bonus Bells, 5¢ 140.00
 1 Keeney Gold Nugget, 5¢-5¢ 195.00
 10 Bally Throbered 1 Balls 25.00
 2 Big Parlay 1 Balls 24.50
 1 Gold Cup 99.00
 10 Mills Vest Pockets 29.50
 10 Mills Blue Fronts, Refinished 49.50
 5 Exhibit Banjo, 5 Ball 39.50
 5 Williams Yanks, 5 Ball 39.50
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WIRED MUSIC—COMPLETE
 @ \$68.00 Per Station. F. O. B. Albany.
 Terms: 1/3 Deposit With Order.
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 11 No. Pearl St. ALBANY, N. Y.
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COINMEN YOU KNOW

New York

(Continued from page 121)

Music, have just joined the Automatic Music Operators' Association (AMO). . . . Another recent addition to AMOA ranks is Jack Rubin's S-Boro Music Company.

Marcus Klein, coin row distributor and jobber, is attracting customers with a new service, instituted last week. He or his right hand man, Moe Bittner, will repair any licensed amusement game free of charge. The only payment required is for parts which have to be replaced. . . . Ralph Hotkins, Capitol Projectors prexy, reports activity to get Midget Movies out to ops placing them in warm weather resort areas.

Ben Horowitz, of Albena Sales, is recovering rapidly from a recent heart attack and is expected back at work soon. . . . Vincent Lanzisero, who works for Jacks Ehrlich, of Hart Music, was in the hospital last week for a minor operation.

Low Jaffe, Eastern Electric vice-president, took off Monday (10) on

a two-week biz trip to Dallas and the West Coast. He claimed more Electro cigarette machines were ordered last week, for immediate delivery, than in any other seven-day period in the company's history.

Al Simon, Chicago Coin factory agent, claims excellent location response to the firm's new Shuffle Baseball game. The unit may be played by one or two persons at a time. . . . Meyer Parkoff, Atlantic New York topper, happy over the way in which his new bookkeeping machine has upped office efficiency. And the statements going out to ops look neater, too, he observes.

Bill Rabkin, who heads International Mutoscope, reports that demand continues high for the line of arcade and location pieces he manufactures. . . . Martin Berger, president of the Cigaromat Corporation of America, is still following up inquiries on his selective cigar vender traceable to the firm's exhibit at the tobacco show in Chicago several weeks ago.

Indianapolis:

(Continued from page 121)

nie Flynn, from the Columbus, O., office, is in the city, assisting at the company headquarters. . . . The Midland Music Distributors, Inc., report they can fill any orders for the Wurlitzer 1250 Model since production has been increased at the factory, and shipments are arriving on schedule.

The meetings of the Music Operators of Indiana, Inc. (MOD), will be held during the summer months on the first Monday of the month. There will be one meeting every month, instead of two, in effect during the winter months. . . . Hoosier coinmen visiting distributors during the week were Harley Campbell, Hughes Electric Company, Ladoga; George Talbert, La Fayette; R. E. Davis, Wabash Distributing Company, Clinton, and J. H. Anderson, Mattoon, Ill.

The Capital City Music Company, operators of phonographs have moved their offices from 403 West Washington Street, to 224 North Meridian Street. Al Weisman and Floyd Smith own and operate the concern. . . . The mother of James Cardinal, local operator, died recently.

Frank Bula, president of Metro-Electronic Company, Inc., here reports his concern in operating on its bowling attachment for shuffleboards. . . . Clarence Hohman, Janes Music Company, spent the Easter holiday, with his family in Peoria, Ill. . . . Two new disks are taking over the coin-operated phonographs. One is "Silver Dollar" a tune that bids fair to push "I'd Have Baked a Cake" into the background, and the second hit potential is "That Old Piano Roll Blues."

Irvin Schwartz, of the Midland Music Distributors, Inc., visited operators in Northern Indiana during the week, in the interests of the new 1250 Wurlitzer phonograph. . . . Calderon Distributing Company is showing the new Rock-Ola Shuffle-Jungle. . . . Sam Calderon went to Florida to join his vacationing family there. . . . John Casola and Ray DeRoche, sales representatives, United Manufacturing Company, Chicago, visited Sicking Company, and while in the city called on many operators.

The Sicking Company reports a good demand for the Chicago coin-operated Bowling Alley and United Shuffle Express. . . . Coinmen visiting distributors included George Talbert, operator, La Fayette, Ind.; Vic Klimar, Klimer Music Company, Muncie; R. E. Davis, Wabash Distributing Company, Clinton; James P. Eyster, Eyster Music Company, and Pitus Raney, Raney Western Sales, Greensburg, Ind.

EXCLUSIVE DISTRIBUTOR FOR THE FINEST ALLEYS MADE: UNITED—UNIVERSAL—CHICAGO COIN—KEENEY—GENCO—EXHIBIT—GOTTLEB



BRAND NEW COUNTER GAMES
\$18.00 each; 3 for \$50.00. They are cheaper by the dozen—\$172.00.



SHUFFLE-TYPE GAMES

Bank Balls, 9 Ft. 12 Ft. 14 Ft.	\$ 95.00
4 Sango Shuffle Skill	\$9.50
2 Chicago Coin Basketball	195.00
2 Chicago Coin Midget Skee Ball	163.00
3 Chicago Coin Rebound	75.00
3 Cleveland Coin Rebound	78.00
3 Genco Glider	125.00
1 Keeney Line-Up	175.00
9 Ft. Miniature Shuffle	65.00
Premier 9 Ft. Barrel Roll	75.00
Scientific Pitchem & Battem	163.00
2 Seven Hit Pool Tables	95.00
Supreme Alley, 9 Ft.	75.00

ARCADE EQUIPMENT

Boomerang	\$ 50.00
Setting Practice	75.00
Chicago Coin Mockey	85.00
Chicago Coin Pistol	133.00
Chicken Sam come!	95.00
Drivemobile	180.00
Evans Ten Strikes	89.50
Exhibit Dale Gun	100.00
Exhibit Silver Bullets	185.00
Goatee	100.00
Greetschen Metal Typer	193.00
Heavy Hitter	50.00
Jack Rabbit	100.00
Keeney Air Raider	100.00
Mother-in-Law Gun	95.00
Mutoscope Football	225.00
Quizzer	100.00
Parade	185.00
Scientific X-Ray Poker	85.00
Sky Fighters	225.00
Solar Telescope With Scrolls	85.00
Silver Gloves	225.00
10th Intime	50.00
Tommy Gun	85.00
Undersea Raider	95.00
Vandal	95.00
Western Baseball	65.00
Williams All Stars	125.00
World Series	95.00

COUNTER GAMES

A.B.T. Electric Skill Gun	\$49.50
4 or more	47.00
Shoot the Bull	43.00
Duck Hunter	
Write for special quantity price.	
Kickers and Catchers 10 or more	29.50
Used Challengers	20.00
Advance Shocker, new 19 or 24, new	89.50
Pop-Ups, used	14.50
Wurlie Balls, used	17.50

TERMS:
1/3 deposit with all orders, balance C. O. D.

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Northern Ohio AMI Distributors

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6715



BALLY SPEED BOWLER
In stock for prompt delivery—will trade—What have you?

USED UNITED SHUFFLE ALLEY
Tops refinished like new \$169.50
Thoroughly reconditioned

Voice-o-Craph	\$295.00
Post-War Photomatrix	\$95.00
Atomic Bomber	95.00
All Star Hockey	45.00
Muta Silver Cleve	150.00
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22 ft. Shuffleboard, N.W. reconditioned like new	179.50

NEW SHUFFLE BOWLING GAMES
IMMEDIATE DELIVERY
Universal Super Twin Bowler
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NEW PIN GENCO "MERCURY"
THE MARKEPP CO.
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HOT RODS, \$149.50

ONE BALLS	Just 21 \$174.50
Citation	\$249.50
Gold Cup	115.00
Jockey Special	74.50
Special Entry	46.50
FIVE BALLS	
3 Musketeers	\$ 99.50
Moon Glow	29.50
Serenade	54.50
Caribbean	29.50
Telecard	64.50
Screwball	49.50
Oismo	39.50
Just 21	\$174.50
Blue Skies	39.50
Summertime	49.50
Mumfry	29.50
Dumphy	29.50
Remona	39.50
Bowled Champ	79.50
Daw Wa Ditty	49.50
King Cole	42.50
Head Head	42.50
Saratoga	59.50
Champion (Chicago Coin)	114.50
Rainbow	42.50
Bowlette	Write

GENERAL DISTRIBUTING CO.
1225 N. Broad St. New Orleans, La.
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Phonograph Route located in Southern Ohio. Established 14 years—consisting of following equipment:

11 Seaburg 100 Select-o-Matics	1 9500 E.C. Low
8 1915 Wurlitzers	1 Tone Seaburg
6 1947 M Seaburgs	4 Seaburg Classics
5 1948 M Seaburgs	4 Model B AMI's
3 1947 Seaburg	116 Wall Boxes
Highways	52 Speakers
7 800 Wurlitzers	
20 Remote Volume Control Units	

Complete office equipment and parts. Route will pay for itself in one year. Owner will finance 50% for reliable party. 805 D-358, c/o The Billboard, Cincinnati 22, O.

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BUDDY CIGARETTE OR FRUIT REELS
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Both available in 1¢ or 5¢ play, coin or non-coin operated.

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- 8 FT. & 9 1/2 FT. LENGTHS
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- ANIMATED UPRIGHT PINS
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- HIGH SPEED SCORING MECHANISM
- PLAYS A SCORES LIKE BOWLING

SAMPLE ON DISPLAY IMMEDIATE DELIVERY!

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WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES

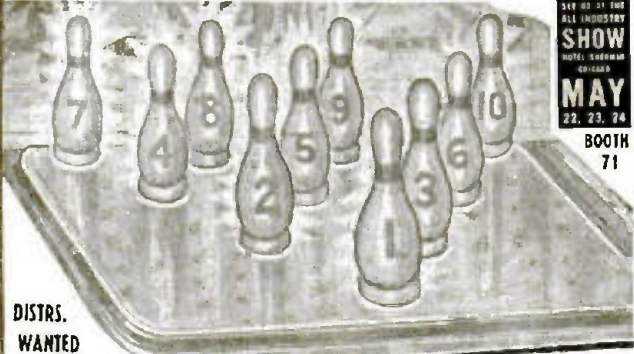
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233 W. 3d Street, Williamsport, Pa.
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"Central Pennsylvania's Largest Distributors"

M & T LITE-A-PIN

CLEAR VIEW PLEXI-GLASS ★ Base and Bowling Pins Illuminated



SEE US AT THE ALL INDUSTRY SHOW MAY 22, 23, 24 BOOTH 71

DISTR. WANTED

ONLY \$20.00
COMPLETE UNIT
F.O.B. Chicago
1/3 Deposit
Immediate Delivery

- NO LOST PUCKS!
- NO TUNNELS TO GO THROUGH!
- NOW THE PLAYER CAN SEE THE PUCK FROM START TO FINISH!
- ALL WIRING PROTECTED FROM PUCK!

JUST PLUG IN, ABSOLUTELY NO SOLDERING!
It takes only a few minutes on location for operator or mechanic to install LITE-A-PIN unit on your shuffle games. No soldering . . . just plug into light box.

- CLEAR PLEXI-GLASS BASE.
- ALL PINS NUMBERED.
- ABSOLUTELY NO WOOD.
- COLORFUL PLASTIC PINS.
- COMPLETE WITH WIRING AND PLUG.

MADE TO FIT UNITED, GENCO UNIVERSAL, CHICOM, WILLIAMS, BALLY, KEENEY, AND ROCK-OLA SHUFFLE GAMES.

PLEASE SPECIFY GAMES FOR WHICH LITE-A-PIN CONVERSION IS TO BE USED.
ORDER ONE AND YOU WILL ORDER A DOZEN

SCOREBOARDS ELECTRIC

COIN OPERATED FITS ALL SHUFFLEBOARDS

FRAME SCORING, HORSE COLLAR, BASEBALL, ETC.

OVER HEAD SCOREBOARD

DOUBLE FACED. TROUBLE FREE. SCORES 1 TO 50 POINTS.

SLUG REJECTOR. COIN BOX HOLDS ABOUT \$200.00.

ALSO AVAILABLE IN FLOOR OR WALL MODELS.

IMMEDIATE DELIVERY

M & T SALES CO.

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Calendar for Coinmen

April 20-27—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 18th annual packaging exposition, Navy Pier, Chicago.

April 25—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

April 25—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

April 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

April 30-May 1—South Dakota Phonograph Association (SDPA), quarterly meeting, Whitman Hotel, Mitchell, S. D.

May 1—Illinois Amusement Association (IAA), monthly meeting, 308 North Madison Street, Rockford, Ill.

May 1—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.

May 2—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.

May 2 and 16—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

May 3—Coin Machine Operators' Association of Harris County (CMOAHIC), monthly meeting, Chamber of Commerce Building, Houston.

May 6—National Automatic Merchandising Association (NAMA), Region VI (Illinois, Indiana, Minnesota, North and South Dakota, Wisconsin), annual meeting, Herb A. Geiger, chairman, Edgewater Beach Hotel, Chicago.

May 11—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maerabees Building, Detroit.

May 11—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

May 12—National Automatic Merchandising Association (NAMA), Region V (Michigan, Kentucky, Ohio, West Virginia), annual meeting, Hugh Howes, chairman, Statler Hotel, Detroit.

May 21—National Automatic Merchandising Association (NAMA), Region IX (Texas, Arkansas, Louisiana, Oklahoma), annual meeting, Harold Crowther, acting chairman, Baker Hotel, Dallas.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

May 22-24—Punchboard, Ticket & Novelty Industries' annual convention and exhibit, Sheraton Hotel, Chicago.

May 31-June 3—National Candy Wholesalers' Association (NCWA), annual convention-exposition, Hotel Commodore, New York.

June 2—National Automatic Merchandising Association (NAMA), Region XI (Northern California, Nevada, Utah Wyoming), annual meeting, James Wilhite, chairman (Region X—Arizona, Southern California, New Mexico—and Region XII—Idaho, Montana, Oregon, Washington—also invited), Hotel Leamington, Oakland.

June 5-8—National Confectioners' Association (NCA), annual convention-exposition, Waldorf-Astoria, New York.

June 8—National Automatic Merchandising Association (NAMA), Region III (Maryland, District of Columbia, Delaware, Virginia), annual meeting, Erroll Eekford, chairman, hotel to be announced, Baltimore.

June 26-28—Coin Machine Institute (CMI), annual convention-exposition, Stevens Hotel, Chicago.

WANTED TO BUY

Bally One Balls, Photo Finish, late Five Balls, Seeburg 100 Record, Bally Eurekas, Wurlitzer 3020 Wallboxes.

WILL PAY CASH OR TRADE late United, Chicago Coin, Bally, Keeney Shuffle Bowler Machines.

BOX D-349

The Billboard Cincinnati 22, O.

Evans Delivers New Bat-A-Score Baseball Game

CHICAGO, April 15.—H. C. Evans & Company here is now delivering its new Bat-A-Score baseball game featuring improved batting and pitching mechanisms.

Designed to capture much of the action of the national pastime, Bat-A-Score offers the player 10 balls to hit for a nickel. Ball is pitched by an animated marikin. Balls that are sharply hit drop into the home run or three bagger area while less well hit balls drop into the double and single zones. Weakly hit balls drop for outs and fouls. When the batter misses a swing the ball drops into the catcher's mitt. Designed as high score game, Bat-A-Score is also available in a free play model.

UNITED SHUFFLE ALLEYS

Reconditioned
\$140.00
1/3 certified deposit with order.

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

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4-22-CN

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Reconditioned Like New, \$134.50;
With Conversion, \$149.50.
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ONE 5c BAKER'S PACERS

1949 Jackpot Model, Exactly Like New - - - \$395.00
Bally Kentuckys, Write

All machines guaranteed satisfactory or your money back. Send one-third deposit and shipping instructions.

HEATH DISTRIBUTING COMPANY

243 THIRD STREET PHONE 2681 MACON, GEORGIA

Turning Back the Clock

15 Years Ago This Week

CHICAGO, April 13, 1935.—William P. Donlon, head of the Utica, N. Y., distributing firm bearing his name, introduced a series of charts showing the number of days it would take an operator of a \$50 pin game to get back his investment with specified allowances for location commissions. Donlon had been a colman for 20 years in 1935 and was one of the organizers of the Central New York Skill Games Association. . . . John Rosenfeld, South African rep for D. Gottlieb, was appointed special sales ambassador at large for the Gottlieb plant. Rosenfeld had headquarters in Buenos Aires.

Sol Wohlman opened new quarters for his Acme Vending Company in New York. . . . Bill Rabkin, head of International Mutoscope Reel Company, returned from a tour of many of the nation's leading amusement parks with the news that park operators were set for a big year. . . . G-M Laboratories, Chicago, introduced its first pinball product called Builder Upper. . . . Other new games just coming off the assembly lines in April, 1935, included Ad-Lee's Zip, Pierce's Bullet, Western's Put 'n' Take, Gaylord's Barrel Roll, Genco's Score-a-Lite and Criss Cross, and Eckhart's Hole in One.

Among the signs of the times in April, 1935, was an ad appearing in *The Billboard* for the new Auburn automobile, which, according to the ad, "looked like a \$3,000 car but sold for \$745," and pinball games selling for from \$24.95 to \$39.50. . . . Meanwhile the top tunes were *Lullaby of Broadway*, *Lovely To Look At*, *I Was Lucky*, *Every Day, Every Day*; *I Won't Dance*, *Too Old To Dream* and *Everything's Been Done Before*.

10 Years Ago This Week

CHICAGO, April 13, 1940.—J. H. Keeney & Company was making coin machine history with its coin-operated anti-aircraft machine gun. It was designed to resemble machine guns in use in bomber planes and simulated all the action of the real weapon. . . . Other games just getting a grip on the trade were Chicago

Coin's Jolly. . . Music machines were just coming into their own in night spots around the country. Frank Palumbo, owner of the Latin Quarter in Philadelphia, placed four music boxes in his place to supplement the live bands that played there.

The Kuro model music box, produced by the John Gabel Manufacturing Company, was received by operators with favorable comments. This Chicago firm was a factor in the field in the '30s and early '40s but was to be one of the postwar casualties in the music manufacturing trade. Meanwhile another Chicago company, the Miraben, was making steady progress in phonograph remodeling. . . . Cinematone Corporation, Los Angeles, makers of the Cinematone phonograph, had a new president in Erle M. Burnham. . . . Acme Sales, New York, came up with a new music play stimulator. It consisted of a sign which illuminated with the word, "Play Your Favorite Music." It was a device which could be placed over the phonograph or in any other spot in the location.

The George Ponser Company celebrated its first year as a music distributor. It handled the Mills line. . . . *The Billboard's* Record Buying Guide told operators that the most played tunes were *When You Wish Upon a Star*, *On the Isle of May*, *Say Si Si*, *In the Mood* and *Indian Summer*. . . . Rock-Ola was in production on the 1940 Ten Pins bowling game. Other amusement machines on the line were Skyfighter by International Mutoscope, Gottlieb's Skee-Ball-Ette, Western Products' Baseball, Exhibit Supply's Shortstop, Evans Ski-Ball, Genco's Blondie, Chicago Coin's Jolly and the Ball ray gun target game Bull's Eye.

Gottlieb Bows Select-A-Card Five Ball Game

CHICAGO, April 15.—D. Gottlieb & Company has started delivering sample orders of Select-A-Card to distributors. Alvin Gottlieb, advertising manager, announced Wednesday (12). It is a five-ball game built around the turret shooter, developed by Gottlieb and first used on the Just 21 game.

Object of Select-A-Card is to make all seven numbers on either of four light-up cards which are on the back-glass. Before starting a new game player must choose which card he is playing by moving a selector knob on the front of the cabinet. This knob picks out either card A-B-C-D. Player making all seven numbers with the first ball on his selected card, records five free plays. He wins four free plays if he makes all seven on the second ball and this scoring system runs progressively downward to a point where on the fifth ball but one replay can be made. A winning score can be attained but once during a complete game.

Method of playing Select-A-Card is to aim the turret shooter at any of 12 numbered targets appearing at the far end of the playfield and then release either of two flippers which activate the ball. Player is added in his aim by use of an oscillating range finder which when used accurately and with correct timing results in hits on numbered target. Targets 4, 7, 9 and 11 are located at the sides of the playfield and are actually two pairs of roll-over switches.

In addition to the card scoring, game has a separate scoring system for running up a high score of more than 4,000,000 points. Because of the wide open playfield design of Select-A-Card, it is possible to keep a once fired ball in play for additional shots by catching the ball on the flippers repeatedly and shooting it back on the upper playfield. Average playing time is slightly over a minute.

The LOW DOWN on SHUFFLE GAMES

United SHUFFLE ALLEY \$140	Genco BOWLING LEAGUE \$140	UW. SUPER SHUFFLE ALLEY \$195
Keeney TEN PIN 175	Bally SHUFFLE BOWLER 165	Universal TWIN BOWLER 195
Genco GLIDER 50	Rock-Ola SHUFFLE LANE 175	Wms. TWIN SHUFFLE 195
Keeney PIN BOY 175		

Change to the Newest and Fastest WILLIAMS DELUXE BOWLER & or 9 1/2 Foot EXHIBIT STRIKE

- Doubles Earning Power!
- Cuts Pivoting Time in half!
- Animated upright pins!
- Slug-releaser coin chute!
- Simplified mechanism!
- Plenty of player appeal!
- New, fast scoring register!
- Superdeluxe in appearance!
- Now Delivering!



- * Less than 1 minute per game!
 - * One or two players!
 - * Not a rebound — animated upright pins!
 - * 7 Pucks that come back underneath
 - * Positive scoring — Pucks locked in!
 - * Beautiful cabinet!
- Don't miss this gold mine! Most exciting game on the market. Smooth, quick puck return. Exclusive in Illinois and Iowa.

IMPORTANT to OPERATORS or JOBBERS!

Our finance plan is not new. . . . We have been financing machines for years. Available to qualified operators. Phone—Wire—Write for simple details.

NEW WILLIAMS TWIN SHUFFLE	MUSIC	EXHIBIT BOWL-A-MATIC
WUR. 1100 \$350.00	WUR. 1015 250.00	WUR. 1080 250.00
WUR. 1015 250.00	WUR. 780 100.00	WUR. 850 75.00
WUR. 1080 250.00	WUR. 500 50.00	WUR. 500 50.00
WUR. 780 100.00	Seeburg Wallomatic	WI-L56 22.50
WUR. 850 75.00		
WUR. 500 50.00		

Few available — Latest Models. 1-2 players smooth, fast, automatic — authentic scoring. Wire or Write for Price.

Values You Can't PASS UP! POST WAR SLOTS

Guaranteed Thruout

Mills Jewel Bell, 50¢, 10¢, 25¢, 50¢, 100¢, 110

Mills Blue Bell, 10¢, 25¢, 50¢, 100¢, 110

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Jennings Monte Carlo, 50¢, 22¢

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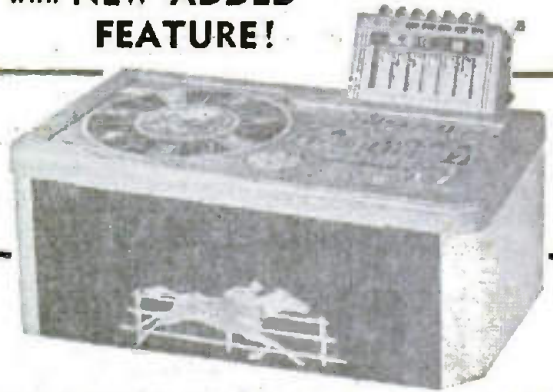
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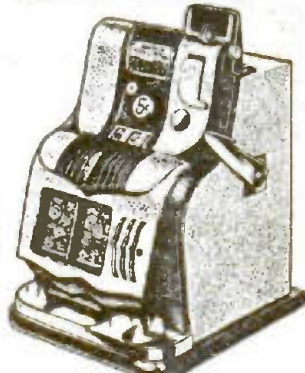
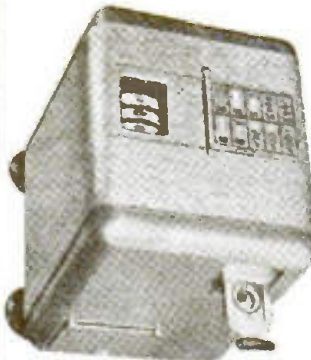
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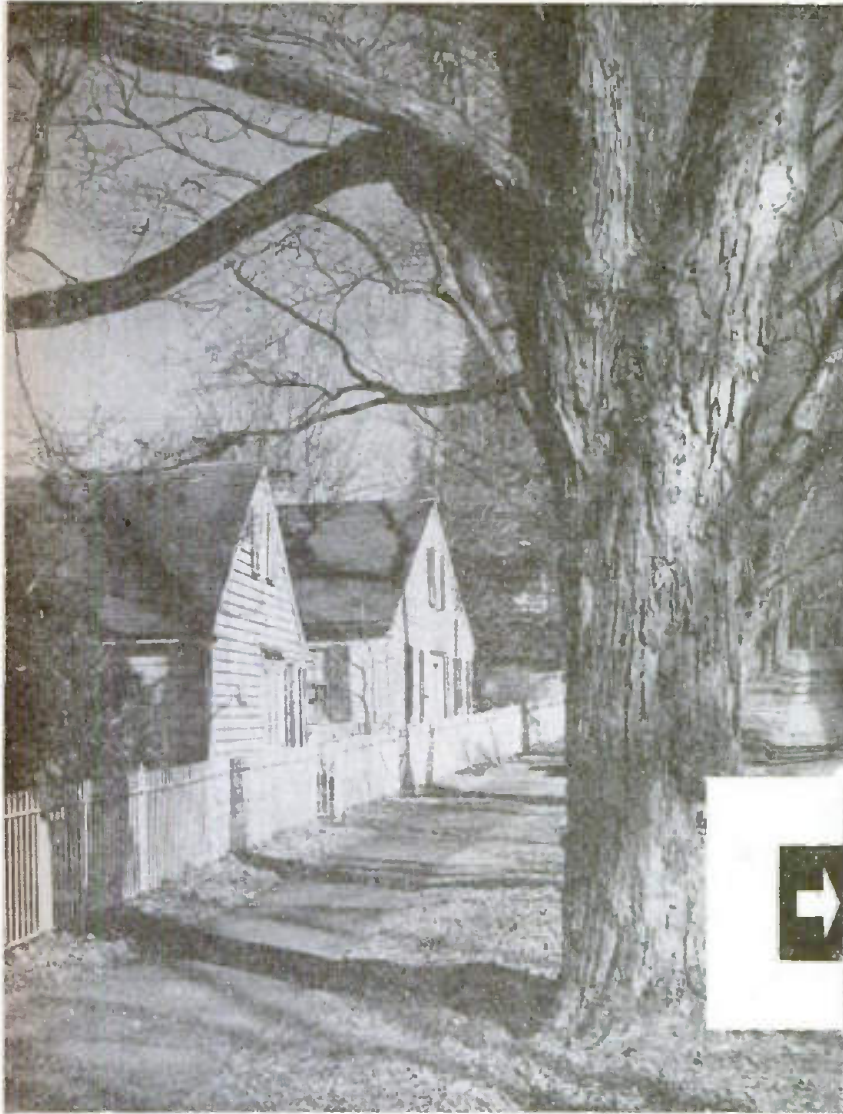
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SEE US AT THE ALL INDUSTRY SHOW HOTEL INDIANAPOLIS CHICAGO MAY 22, 23, 24 BOOTHS 93-94

NEW PIN GAMES GENCO SOUTH PACIFIC GOTT, SELECT-A-CARD BALLY HDY ROD

NEW ONE BALLS UNIV. PHOTO FINISH 3643 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 643

New Photo Specials EVANS-CONSTELLA TION, 40 Select. Write

NEW SKILL GAMES UNIV. SUPER TWIN Write CHI. BOWLING ALLEY Write BAL. SPEED BOWLER Write EX. SILVER BULLETS Write TARGET MASTER Write KEEN. ABC BOWLER Write EXH. STRIKE Write

New Rebuilt Slots C.R. CROSS, BLACK BEAUTY, BLUE OR JEWEL BELL, 5-10-25 \$165.00

NEW COUNTER GAMES BUDDY, CH. REALS 334.50 DAVAL CUB, 16 Cig. 21.99 APT CHALLENGER 47.50 APT QUEST P 47.50 TEST QUEST 99.50 APT SKILL GAME 50.00 SHIPMAN BATTLE 49.50 DAVAL SKILL THRILL 23.50 BALLY HEAVY HITTER, Brand New Classcut 79.50

NEW SLOTS MILLS BLACK BEAUTY, H. L. J. BLACK GOLD, M. L. J. BLUE BELL, MELON BELL, BONUS BELL, 31 BELL JENNINGS SUN CHIEF, EXPOY CHIEF, SWEEPSTAKE COLUMBIA, J.P. \$179.50 DE. L. COLUMBIA \$169.50 VEST POCKETS 48.00 D. T., 50, \$118.00 244 142.50

SLOT SAFES, STANDS, ETC. CHICAGO METAL REVOLVING SAFES - DE LUXE Single-\$137.00 Double-\$172.00 Triple-\$228.00 UNIVERSAL-Single Set-\$67.50 Double Set 128.50 BOX STANDS-\$27.50 & 2-WAY BR. COIN CHANGER 37.50

BARGAIN BOX UNITED SHUFFLE ALLEY \$169.50 With Lighted Pin Conversion Installed 184.50 BALLY SHUFFLE BOWLER, 1/2 Ft. 173.00 CHICAGO BOWLING ALLEY 199.50 GENCO BOWLING LEAGUE, 1/2 Ft. 139.50 UN. SUPER SHUFFLE ALLEY 230.50 UN. TWIN BOWLER 199.50

NEW CONSOLES UNIV. FEATURE BELL UNIV. ARROW BELL BALLY CLOVER BELL EV. COALTOWN BELL EVANS RACES EVANS WINTERBOOK EV. BLACK DIAMOND EVANS BANG TAILS EVANS CABINET BELL JENN. CHALLENGER

NEW VENDORS ACORN VENDOR 72.95 ATLAS DE LUXE, 16 14.50 TRAY VENDOR 14.50 POLY CORN WARMER 45.00 KLEBENX VENDOR 44.50 MARION SCALE 75.00 HARTZ SCALE 115.00 AMERICAN SCALE 149.50 SILVER KING 15.95 N.L. HOT NUT VEND. 29.95 N.W. MODEL 29 14.50 N.W. STAMP VEND. 69.00 N.W. 17 SPECIAL 12.75 N.W. DUAL NUT 18.95 N.W. DE LUXE 45.00 N.W. MODEL 39 10.75 N.W. 31 BALLY GUN 7.50 ALCO-DEERE CANDY MART, ELECTRIC 199.50 104 COME VENDOR 25.50

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MGT LITE-A-PIN PLEXI-GLAS BASE FOR UN. SHUFFLE ALLEY \$20.00

NEW LIGHTED PINS CONV. FOR CHICOIN & UNIVERSAL SHUFFLE GAMES \$23.75

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GROETCHEN COLUMBIA DOUBLE, J.P. \$49.50 CHROME COLUMBIA 59.50 DE LUXE COLUMBIA 79.50 GOLD AWARD COLUMBIA 59.50

104 COIN COUNTERS-42.00 EACH Highly Polished Copper - a MUST if you operate Shuffle Games.

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Universal's New Super Twin Bowler Animated pins disappear as puck rebounds. 9 ft. 1 or 2 players. Fastest money maker. Very fast play!

WANT TO BUY GOLD CUPS CITATIONS CHAMPIONS PHOTO FINISH ALL LATE 5 BALLS SEND LIST TODAY

GOTTLIEB BOWLETTE ALL PARTS for United Shuffle Alley IN STOCK

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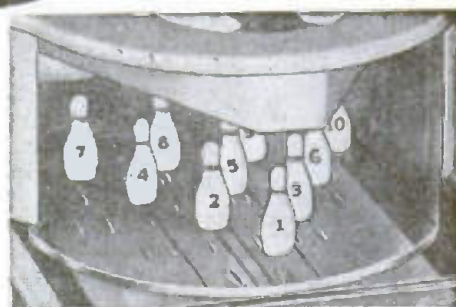
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TWICE AS FAST AS EVER! THE PLAYING THRILLS!

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ACTUAL PINS!
Upright pins DISAPPEAR
when rollovers are hit!
Automatically reset!

10c PLAY!

IDEAL SIZES
8 FT and 9 1/2 FT.
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2 FT. WIDE

SIDE MECHANISM DOOR

RECESSED SAFETY FRONT
PROTECTS PLAYERS—PROTECTS
COIN CHUTE AND PUCK RETURN CUP

REAL GUTTERS!

AUTOMATIC PUCK RETURN...
AUTOMATIC PUCK LOCK-IN!

SEE IT—BUY IT AT YOUR
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AT THE
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STEVENS HOTEL
CHICAGO
JUNE 26, 27, 28



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SPEED RECORD
FOR PLAY
60 SECONDS a GAME

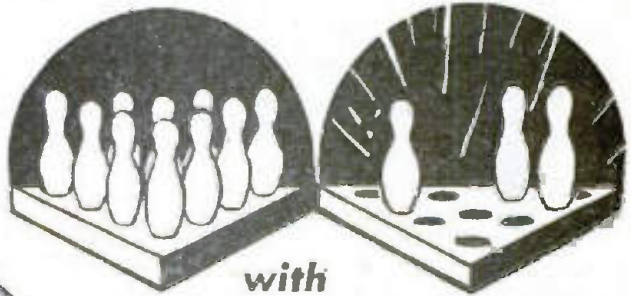
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BY 'EXHIBIT'

A NEW SENSATION
FAR FROM THE ORDINARY

1 OR 2 PLAYERS 10¢-20¢

BUILT FOR
FAST PLAY
BIGGER
EARNINGS



with
**REAL UPRIGHT
ANIMATED PINS**
that **DISAPPEAR**
WHEN ROLLOVERS ARE
HIT. RESET AUTOMATIC

**SWIFT ACTION
TOTALIZER**
THAT RECORDS SCORE
FOR 1 OR 2 PLAYERS
ALL MECHANISM
IN CONVENIENT BACKBOX
HAS ALL THE SKILL
AND THRILLS OF
SHUFFLE BOWLING
AS PLAYERS
LIKE IT!

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SIZES
8 FT.
9½ FT.
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2 FT.
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ESTABLISHED
1901

UNITED'S

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NEW, REALISTIC ANIMATION DISAPPEARING PINS

EXTREMELY FAST PLAY
TWO WEIGHTS USED

EASY TO SERVICE
Entire Playfield
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UNITED'S
PROVEN
DROP-CHUTE
"JUST DROP IN COIN"



TWO SIZES
8 FT. OR 9½ FT.
BY 2 FT.

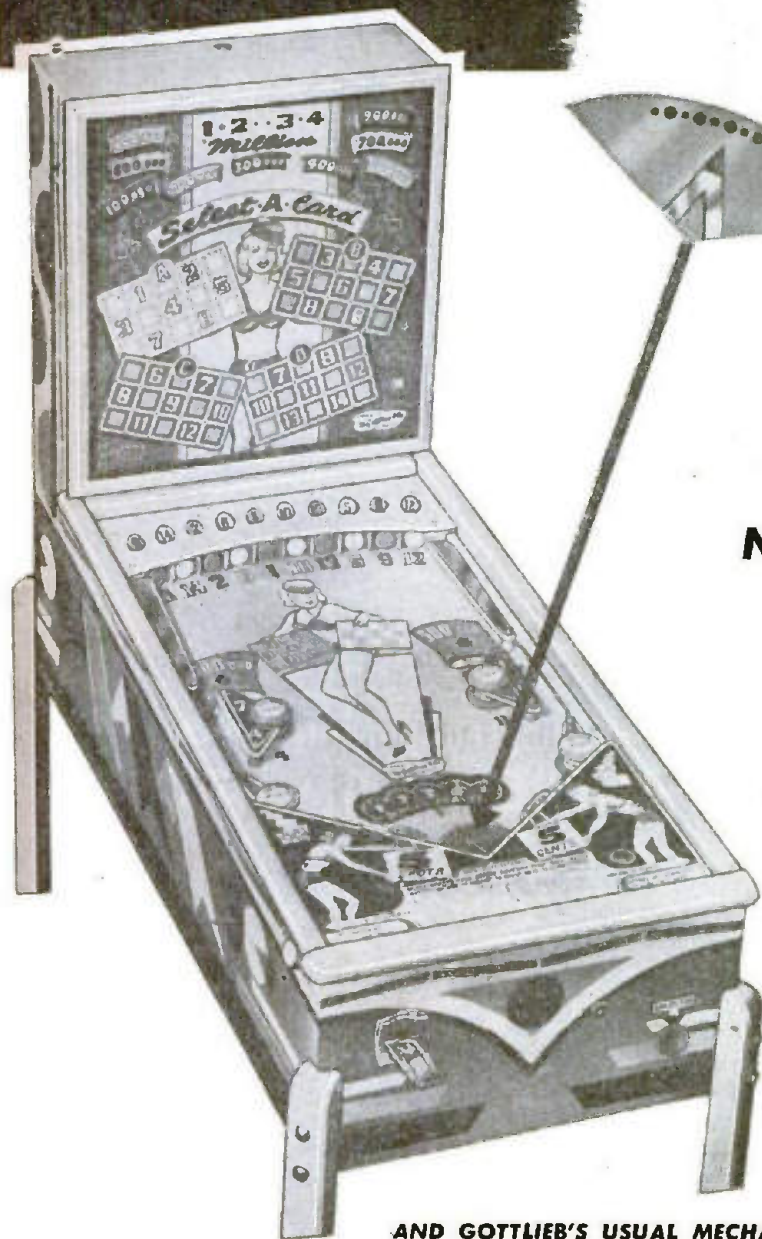
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and

NEW SELECT-A-CARD

PLAY! *Puts the Emphasis on Skill!*
Selector knob permits choice of any one of 4 cards on which to score! Player shoots to hit numbered targets at top of field and numbered bumpers on field. Flippers for repeat action on each ball! Player scores winning card when all numbers on card are lighted. Replay awards depend on number of balls used to complete the card. The fewer balls required, the greater the number of replays.

EXTRA-POINT BUMPERS FOR
HIGH SCORING

AWARDS FOR HIGH SCORE

FAST 5-SHOT PLAY!

AND GOTTLIEB'S USUAL MECHANICAL AND ELECTRICAL DEPENDABILITY!

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AT THE

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JUNE 26, 27, 28

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"There is no substitute for Quality!"

**NEW HIGH-SPEED TOTALIZER
CUTS PLAYING TIME IN HALF...
...DOUBLES EARNING POWER!**

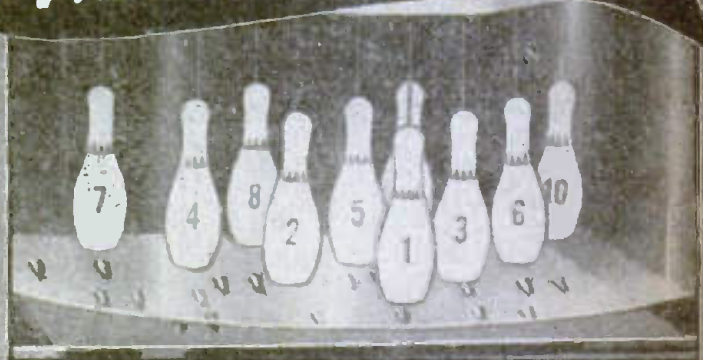
Bally SPEED BOWLER

NEWEST SHUFFLE-BOWLING SENSATION!

Entire Mechanism Located in Back-Box

NEW TOTALIZER REGISTERS SCORES **TWICE AS FAST** AS ORDINARY SHUFFLE-BOWLING GAMES

2 SIZES
9½ FT. LONG
8 FT. LONG
(FOR CROWDED SPOTS)
BOTH 2 FT. WIDE



Animated Upright PINS **ACTUALLY DISAPPEAR** as roll-overs are hit...automatically reset

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER...plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, **DOUBLES EARNING POWER**...plus new, animated upright pins that actually flip out of sight as roll-overs are hit...plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order **SPEED-BOWLER** now. Choice of two sizes: 9½ ft. by 2 ft., 8 ft. by 2 ft. A gold-mine either way!

SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERMAN CHICAGO **MAY** 22, 23, 24

CHAMPION KENTUCKY CLOVER-BELL

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Newer than New!



SIMPLEST
MECHANICALLY
AND
ELECTRICALLY

UNIVERSAL'S
**FEATURE
BELL**

LIFELIKE PINS
DISAPPEAR LIKE MAGIC
AS PUCK HITS ROLLOVERS!

UNIVERSAL'S
Super
TWIN BOWLER

★ SUPER FAST PLAY

45 SECONDS
PER GAME!



1 OR 2 PLAYERS ...

NEW SCORING COMBINATIONS



SINGLE HEAD MULTIPLE COIN
UNIVERSAL'S
**FEATURE
BELL**

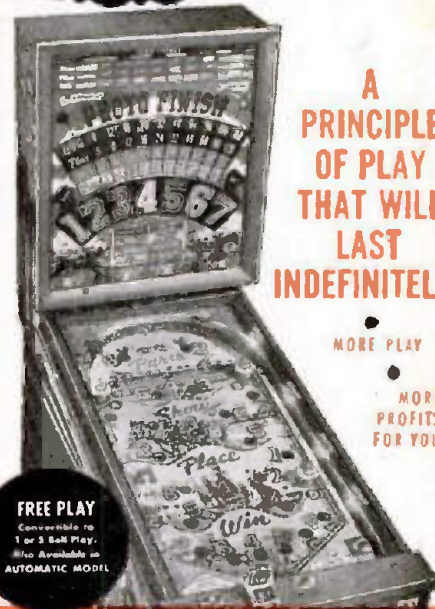
MYSTERY TYPE ADVANCING ODDS!

First CONSOLE WITH THE
"FEATURE FLASH"
PLAYER CAN "BUY" UP TO A
COMPLETE SET OF WILD SYMBOLS!

Instantly Convertible

- TOP SCORE: 500 POINTS
- JUMBO ELECTRIC MOTOR
DRIVEN ILLUMINATED REELS
- NEW CABINET DESIGN

UNIVERSAL'S
PHOTO-FINISH



A
PRINCIPLE
OF PLAY
THAT WILL
LAST
INDEFINITELY!

MORE PLAY

MORE
PROFITS
FOR YOU

FREE PLAY
Convertible to
1 or 3 coin play.
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The Select-O-Matic "100". 100 selections — all visible at one time — under the 5 basic music classifications. New sales appeal! New operating economy... America's foremost phonograph.



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