

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 13, 1950



Dave Halper (right), owner of Chicago's famed Chez Paree, extends invitation to executives of the American Coin Machine Manufacturers' Association to make the Chez the entertainment headquarters for all coinmen attending ACMMA's convention at Hotel Sherman, Chicago, May 22-23-24. Left to right: Herb Jones, president, ACMMA; Ray Moloney, director of ACMMA and president of Bally Manufacturing Company; Gertrude Niesen, headliner of Chez's show; Grant Shay, publicity chairman for ACMMA; Vince Shay, president of Bell-o-Matic Corporation and hospitality chairman for ACMMA's convention, and Halper.

GEORGE MORGAN

Getting Bigger All-Ways!

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TRANSCRIPTIONS

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Columbia Record #20678

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Written by George Morgan

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"PLEASE DON'T LET
ME LOVE YOU"

Columbia Record #20547

"CRY BABY HEART"

Columbia Record #20627

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Crook Advertising Agency
(Transcribed)

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TV SPARKS DISKERS' IRE

RCA's Sarnoff Tangles With Rosenman

Challenges CRI on 45

By Ben Atlas

WASHINGTON, May 6.—David Sarnoff, chairman of the board of Radio Corporation of America (RCA), went on record at the Federal Communications Commission's (FCC) color TV hearing here this week with a prediction that Columbia will come out with 45-r.p.m. records "before very long" and he challenged Columbia to issue a denial.

The pronouncement, the first of its kind made publicly by Sarnoff in the bitter war over disk speeds, came dramatically and unexpectedly Thursday (4) in Sarnoff's second day on the witness stand.

The RCA chief not only delivered his prediction but gave his version for the first time publicly of the "inside story" of how the disk industry's family war over record speeds came about. (See RCA'S SARNOFF on page 11)

R-B Sets New Record Gross In New York

Hits \$2,000,000 Mark

NEW YORK, May 6.—With final week matinee shows completely sold out and night performance booked almost solidly from Thursday (4), the Ringling-Barnum circus seemed a shoo-in this week to top last year's record \$2,000,000 gross at Madison Square Garden. The show quits the arena Sunday (7) and moves to Boston for five days.

This year's gross figure represents about a million paid admissions. In (See R-B SETS NEW on page 54)

Gorgeous George Gets Stranglehold On AM Gossiper

HOLLYWOOD, May 6.—Gorgeous George, the wrestler, is to become a radio gossip columnist. Knight & Russell Agency this week inked "the gorgeous one" to a deal for transcribed series tagged *Gorgeous George's Gossip Column* and bankrolled by Kaye-Halbert Television.

First platters will be cut here June 8, with Jesse Goldstein writing and directing. Show will preem shortly in Detroit, Chicago, St. Louis, Kansas City, Cleveland, Indianapolis, Dallas, San Francisco, Seattle; Portland, Ore.; Atlanta, Philadelphia, Memphis, Boston; Phoenix, Ariz.; San Diego, Calif., and Minneapolis.

It's a Horse on Night Funspots As Derby Town Bans Gambling

LOUISVILLE, May 6.—Derby week finds local nitery ops going to the post with souped-up entertainment budgets with the hopes of luring the sporting dollar from the thousands expected to jam the city for the 76th Running for the Roses. Whether the ops pull up lame in the stretch or wind up in the winner's circle with fat purses depends entirely upon the

attitude of local and county officials and their views on gambling.

In past years a bit of sneak gaming during Derby week and over the week-end was winked at to permit local nitery ops to corral and hold the free-spending race crowd, but early this week the word went out that all forms of gambling would be taboo this year, with uniformed police slated to make the rounds of the county night spots to see that the anti-gaming edict is enforced. With gaming permitted, the gambling bosses would, as in past years, pick up all or most of the talent tab. With gaming nixed, the ops themselves are left holding the bag for the shows. The fact that the local and county dads seem to mean business with their no-gambling order has had the club operators screaming loud all week.

Several niteries in the county rigged up their gaming paraphernalia Thursday night (4) and operated for several hours before being sloughed by the gendarmes, with the warning that further operation would bring an arrest and a closedown. With gaming off, most of the club managers Friday night stuck an admission on the front door, ranging from \$2 to (See Colonels Call Foul on page 43)

Rah, Rahs Join To Remove Ork Booking Grief

By Johnny Sippel

CHICAGO, May 6.—Much of the controversy over the proper booking of college one-night dates may be eliminated next year if plans, instituted by the Association of College Unions (ACU) at its annual convention, work out. The directors of approximately 170 major colleges and universities, meeting April 26-29 at Swampscott, Mass., inaugurated a standing committee to handle the proper relations between the schools and booking offices.

While ACU pondered band and concert booking problems at its 1949 convention, the committee, which was then headed by Duane E. Lake, director of the student union, University of Nebraska, Lincoln, was only a temporary group. Because of the increasing number of beefs involving collegiate ork skedding, the collegiate reps agreed to a permanent committee, chaired by Lyman C. Smith, University of Indiana, Bloomington. Included in the group are (See Colleges Harmonize on page 12)

20th Eyes Tele As Plug Medium

HOLLYWOOD, May 6.—Tele exploitation has finally caught the eye of 20th Century-Fox Films, and officials this week disclosed plans to invade the video field with specially made TV trailers. Films, currently being made in Hollywood by National Screen Service, will run 15 seconds to a maximum of 55 seconds. No music will be used because of American Federation of Musicians' (AFM) curb on tele pic music. Three test trailers are being made for spot experimentation, probably in New York.

At the same time 20th spokesman admitted that the flicker factory has de-emphasized radio spots as an exploitation medium. Whereas movie makers formerly bought spots on a yearly contract basis in key cities, technique now is to purchase local radio time sparingly and then only on a saturation basis. For example, 20th bought 125 local radio spots in one day to plug the release of *Twelve o'Clock High*, punching home the drive the day before its local opening. Impact of the "shock technique" is said to be far greater than normal spot buying on a long-haul basis.

Morgan Turns Nice; To Be Kids' DeeJay

NEW YORK, May 6.—After years of starring with his acerbic humor, Henry Morgan, NBC comic, will do an about-face and do a disk jockey show directed at kids only. It'll be heard over WNBC, NBC's New York key, in a deal set thru Ted Cott, station manager.

Morgan's stint will follow the Frank Luther kid show Saturday mornings and will have the comic both playing records and doing his own brand of multi-voiced story telling.

Unverified reports are that Uncle Henry is now trying to get Uncle Don (Carney) as a writer.

All the Breaks!

CINCINNATI, May 6.—Speedy Babbs, Silodrome operator and Globe of Death performer, who has been vacationing in Miami since closing with Ross Manning Shows at the Bicentennial Exposition in Port-au-Prince, Haiti, this week took stock of his length of showbiz service.

The score sheet, prepared by Speedy, read like this: "This is my 22d season with Dromes and Globes. I figure I have had a total of 45 bones broken riding Drome, Globe and doing parachuting and movie work. It averages about two bones a year. A very low percentage. I get all the breaks. Ain't showbiz wonderful?"

Speed Battle Talk Rises as Rumors Fly

Note of Caution Voiced

NEW YORK, May 6.—The battle of the record speeds would appear to be on again. This much has been emphasized by a number of recent developments, the latest of which is the verbal exchange between RCA's David Sarnoff and Judge Samuel L. Rosenman, CBS counsel, at the color TV hearings in Washington (see companion story). Sarnoff predicted that Columbia Records, Inc. (CRI), would go 45 in the not-too-distant future.

Coincident with this development at the Washington hearings, the trade experienced a flurry of excitement—caused by the rumor that both CRI and Decca would soon go 45.

In the absence of Ted Wallerstein, Columbia chief who is now in Europe, the diskery stated that there (See SPEED BATTLE on page 11)

AFRA Makes Big Pitch for Disk Singers

Calls Talks To Set Standards

NEW YORK, May 6.—The American Federation of Radio Artists (AFRA) will open negotiations with record companies within a few days in order to set standard minimum rates for singers on disks. AFRA, a sister-union of the Associated Actors and Artistes of America (Four A's), has had its eye on the disk field a long time, but the press of other business delayed any action. The union feels the time is ripe now. Included in the initial talks will be RCA Victor, Columbia and MGM. The union was hoping to have a Decca rep in the initial sessions, but at press time it was not yet known whether that diskery would attend. It was also indicated that talks with Capitol might be held on the Coast, home office of the diskery.

Variance on Pay

According to union spokesmen, there is wide variance in rates currently. (See AFRA PITCHING on page 13)

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FCC TO STATE COLOR POLICY

Sarnoff's RCA System Stand Arouses CBS

Rejects Idea of Adapters

WASHINGTON, May 6.—The Federal Communications Commission (FCC) is planning to issue a statement soon outlining its general policy on TV well in advance of a decision on color standards. Chief purpose of the statement will be to reassure the public and to ease industry unrest amid current uncertainties over color, the freeze and allocations. This was learned authoritatively as the Commission moved toward a finale of its eight-month color TV hearing after a dramatic appearance this week (3, 4) by David Sarnoff, RCA board chairman.

Sarnoff's testimony made more apparent than ever that the slugfest between RCA and CBS over color will continue to gather intensity even after the hearings wind up. Apparently both sides are planning to use a public springboard for offensives and counter-offensives as the Commission (See FCC TO STATE on page 49)

Canada Icer Winds Up Tour

CHICOUTIMI, Que., May 6.—Canada's first major ice show, *Skating Sensations of 1950*, operated by National Sports Enterprise, Ottawa, and featuring Barbara Ann Scott, Olympic figure skating champion, concluded a trans-Canadian tour with a matinee performance here last Sunday (30).

In the tour, which started October 10 last in Winnipeg, Man., the icer covered nearly 12,000 miles and played to more than 800,000 Canadians in 220 performances for a gross estimated at slightly more than \$1,000,000. Show carried 60 people.

Barbara Ann Scott flew to New York Monday (1) from whence she planned to Los Angeles to join *Ice-Capades of 1950* for four weeks. The show's manager, Tommy Gorman; Rosemary Des Brisay, Bill Fairchild, Bill Butterworth, Eddie Ackland, Duke McGuire, Joan Hyland and Barbara Johnson hopped from here to Ottawa.

Gorman is slated to fly to Hollywood in June to map plans for the 1951 edition of *Skating Sensations*. He stated that he had not yet signed Miss Scott for the new season.

Okla. 1-Nighter Sets Record Gross of 33G For Met Op on Tour

OKLAHOMA CITY, May 6.—The Metropolitan Opera Company pulled its greatest one-night gross here Wednesday (3) when nearly 7,000 packed Municipal Auditorium. Take on the one performance of *Carmen* was \$33,000. Tickets went on sale three months ago and were sold out in five days.

Price range was \$1.83 to \$9.76. It was the first time grand opera has played Oklahoma City. Responsible for bringing the company here was the Oklahoma Publishing Company, owner of WKY and WKY-TV.

Plans now are being made to bring the opera back next year for two performances.

Freedom Fair Gets New Blow; Corp. To Run It Ruled Out

WASHINGTON, May 6.—Plans for the Freedom Fair ran into new trouble when Attorney General J. Howard McGrath, after weeks of deliberation, issued a ruling yesterday (5) against the National Capital Sesqui-centennial Commission's proposal to set up a non-profit corporation to run business operations of the exposition.

Sesqui officials were plainly unhappy over the ruling but they emphasized that this does not mean that hopes for launching the exposition in 1951 are wrecked. Alternate methods of staging the fair have been under consideration. However, the ruling is considered a serious setback, indicating further delay for the exposition. Originally it was to have opened this year.

"Doubtful Legality"

McGrath ruled that the non-profit corporation plan was of doubtful legality under existing statutes. He suggested that the commission should appeal to Congress for specific authority to set up the corporation. Inasmuch as legislation appropriating funds for the sesqui barely passed Congress after strong debate, some officials are reluctant to put the sesqui to a new test on Capitol Hill. Nevertheless this is figured as a definite possibility by Walter M. Bastian, commission counsel.

Bastian said the attorney general's ruling "unquestionably means further delay in the celebration plans." He added: "The only thing the commission can do, as far as I can see, is to get specific authorization from Congress to set up the non-profit corporation. The corporation plan seems to be the only practical one for running the Freedom Fair. Many other possibilities have been discarded."

Late in the Session

Added to complications is the difficulty of getting action on any new legislation introduced in Congress at this late date in the session. Plans call for a wind-up of Congress by August, and it is certain that any new sesqui legislation would run into serious opposition from such sesqui

foes as Representative John Taber, ranking Republican on the House Appropriations Committee.

The chief advantage of a no-profit corporation running the fair would be speedier handling of investments, contracts, commitments, planning and preparations. McGrath's ruling that the commission under its present statute lacks legal authority to set up such a corporation reached the commission late yesterday thru the White House.

U. S. Eyes TV, Disk, Radio Distrib Set-Up

Action Not Immediate

WASHINGTON, May 6.—The Government's campaign against exclusive dealing contracts in the retail field is expected to be extended to cover exclusive distributorship, which Federal Trade Commission (FTC) and Justice Department lawyers regard as tending to lessen competition and so are in violation of anti-trust laws. So far, complaints filed have been leveled at agreements with retailers, but agency legalists are talking about going after distributors tied up to a single manufacturer. Such an extension of anti-trust policy would greatly affect the record, radio-TV industries.

It's likely to be a long process if the agencies decide to go after distributors, since anti-trust actions must be made on an individual rather than an industry-wide basis.

Possible action against exclusive territories is still in the speculative stage, but several top-notch Washington lawyers are advising their (FTC Checking Exclusives, page 40)

Roller Revue Wows Swiss; Color Movie in the Works

NEW YORK, May 6.—If negotiations already begun by Harold Steinman, producer of the *Skating Vanities* extravaganza, jell, a technicolor movie musical built around the big revue will be released next year. Tentatively titled *Skating Vanities of 1951*, it will portray highlights in the history of the eight-year-old *Vanities* production and will feature blond Gloria Nord, star of the show since the first edition.

According to Harry Miller, of the *Vanities* New York office, Steinman is just back from Hollywood where he surveyed the independent movie set-up, arranged financing, set the song-writing team of Sonny Burke and Paul Francis Webster to work writing original lyrics and music, and spoke to singing star Johnny Johnston about playing the co-star role with Miss Nord.

Plans call for Gae Foster, producer of the famous Roxy Theater shows and of most *Skating Vanities* editions, to set the skating routines and for Joan Personette to design costumes. Steinman is trying to get Busby Berkeley to direct. Distribution arrangements have not yet been closed.

ZURICH, Switzerland, May 6.—Harold Steinman's lavish *Skating Vanities* roller revue grossed approximately \$155,000 during its recent 12-day engagement at the Hallenstadion here. The production was so highly acclaimed that thousands were turned away at several performances and if a Paris booking immediately following Zurich had not been arranged, the extravaganza would have stayed another week in Switzerland.

Skating Vanities opened April 28 at the Palais Des Sports in Paris, also to a capacity house, and will play there 26 days in all. Next stand, immediately after, will be a nine-week one at London's huge Wembley Stadium.

Last spring the *Vanities* made its first trip abroad and was so well received that the show was invited to come back earlier this year and play each engagement for a longer period of time.

Actual production, according to Miller, should start when the mammoth musical-on-wheels completes its present four-month tour of Europe.

Detroit Given First Censor's OK Since '49

April Shows Pass Inspection

DETROIT, May 6.—Police censors gave local legit, vaudeville and burlesque theaters a clean bill of health for the first time in a year during April despite the fact that there were more stagelights in burlesque than the city has had in several years. In striking contrast, March saw a near-record high of six cuts ordered by the censors—all in burlesque.

Only theater correction cited during April was the revamping of a front deemed objectionable at the Columbia, which opened a few weeks ago with a burlesque policy. The cut was not the result of any lack of vigilance, as the censors made 31 visits to burlesque shows and 47 to other theaters during April.

Night club corrections continued to run high—11, the same as in March, altho the number of censors' visits to night spots dropped to 214, the lowest since last summer. Cuts were apparently required in answer to a little too much zeal put into getting and holding customers at some of the spots in the face of seriously declining business.

The censors made their first outdoor show visits—two to amusement parks and five to carnivals—officially licensed only as a group of rides here. However, these visits, as well as 20 to Penny Arcades, resulted in no censorial action.

An additional 42 calls were made at novelty dealers, and a total of \$300 of novelty merchandise deemed obscene, excluding films, was confiscated.

The Billboard

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NBC TAGS BARRY AS "IT"

Of Creesh

NEW YORK, May 6.—Creesh Hornsby, zany comic just imported by NBC from Hollywood, is cutting an audition with the web Tuesday (9) and will air on TV for the first time here one week later on the Anchor-Hocking show from 11 p.m. to midnight. *The Billboard* has been inundated with queries about how the 27-year-old Creesh could possibly be the grandfather of Rogers Hornsby, stellar ball player of two decades past, as reported here last week. Inquiries made by this publication to the firm handling the comic, Toolhouse, Inc., to his manager, Coy Poe, and to his press agent, Morey Folladaire, reveal that we were in error. Turns out he really is Rogers Hornsby's mother.

Texaco Soups Up Commerc'ls But Not Berle Gags

NEW YORK, May 6.—Commercials on the Milton Berle Texaco tele show underwent their first change since the show went on the air two years ago. Now, in addition to using Sid Stone's pitchman routine, the program is using endorsements, linking the gasoline products with whatever field the testimonial giver specializes in.

First instance had tennis champ Jack Kramer on this week, the tie-up being the Texaco speed and the speed of Kramer's service. Thinking behind the switch is said to be a feeling that Stone's presentation, after two years, needs a hypo, albeit he is now virtually the Texaco TV trademark.

Razor Firm Buys Half of TV Show

NEW YORK, May 6.—American Safety Razor Company this week bought the second half of CBS-TV's *The Show Must Go On*, featuring Robert Q. Lewis. Sponsorship will begin in September. Columbia Records now bankrolls the first half of the hour show.

The new buy is a further indication that the CBS faith in the bespectacled comic was justified. With his current stint as the Crosby replacement for Chesterfield coming up and the other summer work he will do as a sub for Godfrey, insiders consider Lewis one of the hottest properties in radio and TV.

Ill. Bell Eyes Prestige Series

CHICAGO, May 6.—Illinois Bell Telephone Company, thru the N. W. Ayer Agency, is expected to buy a radio show in the fall for airing in nine markets in the State.

Company in the past has used spots primarily. Purchase of the new series is seen as recognition of the necessity for an institutional series.

Program has not been set yet, but will be one of several being auditioned. Under consideration are programs of various types, including at least one documentary drama. Show picked will be aired half hour, once a week. Stations have not been picked yet.

Como May Fade For Chesterfield; Sammy Kaye Set

NEW YORK, May 6.—Sammy Kaye's *So You Want To Lead a Band* was set this week as summer replacement for Perry Como's Chesterfield *Supper Club* video show on NBC. Kaye takes over the 8 p. m. Sunday time for six weeks beginning June 11. Reports this week had Como a possible casualty with a likelihood that the warbler will not return next fall.

Advices are that Chesterfield is not elated by Como's inability to hit a 20 rating with any regularity against the Ed Sullivan show on CBS, which is perennially in the 40's. Most likely to get the time come autumn is Colgate, which is said to be anxious to expand the *Colgate Theater* from its current 30 minutes into a full hour show. Colgate now has the 8:30 period, and would like to get the full 8 to 9 slot. If this deal matures, NBC may have another headache with Philco, in the 9 to 10 period, about two 60-minute dramatic shows back-to-back.

Sanka To Stick To Radio in Fall

NEW YORK, May 6.—Sanka Coffee, which several weeks ago was on the verge of cancelling its radio advertising, this week decided to remain with the medium next season. The reason for the change of heart was that the sponsor would have lost a contiguous time rate on CBS in a strong time slot.

The fact also that the rating of *The Goldbergs* has jumped considerably since its switch to its new time is another factor responsible for Sanka's reconsidering. However, the bankroller feels that the program can produce even better results, if slotted next to a situation comedy.

Sanka is also asking that Gertrude Berg, packager of the program, slice the price next season in view of the lower cost of radio shows. If the show can not be reslotted, there is a possibility that the sponsor may be interested in a mystery. CBS has submitted its Philip Marlow package, and *A Man Called X* is also being considered in that eventuality. Young & Rubicam is the agency.

Gen. Shoe Buys 'Acrobat Ranch'

CHICAGO, May 6.—General Shoe Company, of Nashville, for its Acrobat line, will sponsor *Acrobat Ranch*, a kid's variety program, on ABC Saturdays from 11:30 to 12 noon. Contract for the deal, which is being handled by the Ruthrauff & Ryan office here, has not been signed, but verbal order has been given.

Show, which will originate in Chicago, will use the full ABC interconnected network and other stations via kine. So far more than 30 outlets have been lined up. Starting date is August 19.

With start of the program, ABC will open Saturday morning programming, and plans are being set for other shows to precede and follow. It is also stated that the move by General represents the first commercial network use on any web of Saturday morning time. In the past General has used no TV and only spots in radio.

Slurp!

NEW YORK, May 6.—The Gorham Company, silversmiths, this week was considering a half-hour program starring Elsa Maxwell. Format will invite the televiewer into Elsa's house, where she will chat with the society set and demonstrate the use of the correct knife for soup swigging.

Kenyon & Eckhardt is the polite agency involved.

TV's Beckoning "Consequences," "Take It" Shows

NEW YORK, May 6.—The future of two long-entrenched radio programs was reported quite cloudy this week, with the possibility that both may be yanked from the air at the end of their current cycles and refurbished for entry into TV next fall. Shows are Ralph Edwards's *Truth or Consequences* (Procter & Gamble, Duz) and Eversharp's *Take It or Leave It*. Both are NBC airmers.

P. & G. execs are slated for a visit to the Coast within a fortnight to settle on the future of the long-running Edwards participation show. They are said to be considering several alternatives—a switch to TV; a switch of the AM show to CBS, or complete cancellation.

On the Eversharp front, reports are the outfit wants to put all its broadcasting budget into video, on the ground that it can get much more commercial effectiveness thru demonstrating on TV rather than talking about it on AM.

Compton handles the Duz account and Biow, Eversharp.

WNEW Appoints Brandt Dir. Pub.

NEW YORK, May 6.—Alan (Bud) Brandt was appointed director of publicity at WNEW, New York, this week, succeeding Dick Pack, who moved into the station's program director post this month.

Brandt, who takes over at WNEW in two weeks, has served as publicity and promotion director for the Martin Stone Agency (*Howdy Doody*), during the last year, and prior to that was in exploitation and publicity for Columbia Pictures in New York and Paris.

SDG Woos RTDG In Jurisdiction Bid

NEW YORK, May 6.—The Screen Directors' Guild (SDG) this week took its second step in its campaign to wrest TV directors jurisdiction away from the Radio and Television Directors' Guild (RTDG). Its video consultant, Jim Leaman, arrived here from the Coast on a twofold mission: The recommendation to the SDG board of execs to run a New York office, which is to be organized soon, and the leasing of quarters.

Leaman also spent a great deal of time speaking to local RTDG members in an attempt to woo them away from their present affiliation. The SDG campaign will be long range, the plan being to get enough members by next year, when the RTDG pacts with the webs lapse, to move in and take over.

To Take Over Programing As of June 5

Web Ends Long Search

NEW YORK, May 6.—Charles C. (Bud) Barry, now vice-president in charge of programs for both AM and TV of ABC, will become vice-president in charge of programs—AM only—for NBC on or around June 5. Altho official confirmation was lacking Friday (5) from NBC, Barry's selection is a virtual certainty and will get the legal stamp of approval after the next NBC board meeting. He has already checked off the ABC lot.

Actually, Barry's new post marks his return to NBC, for he joined that web when it had both its Red (now NBC) and Blue (now ABC) operations. When government regulations forced Radio Corporation of America to divest itself of one of its webs, Barry went with ABC.

Barry's appointment ends a search that has been going on for some months under the direction of Charles R. Denny, NBC's exec veepee. Barry will succeed Tom McCray, now NBC's director of AM programs, who is becoming head of sound network operations for NBC in Hollywood. In his new job, Barry faces major problems—notably patching up holes in the NBC schedule resulting from raids on its talent roster initiated by CBS several years ago. He will also have to program the web in its difficult transition period as TV becomes increasingly dominant.

Barry has an impressive "track record" at ABC and general feeling is that with greater resources, financial and otherwise, available at NBC, he should be able to deliver. His ABC shows included *Stop the Music*, the giveaway bellwether; the late Tom Breneman; the original Bing Crosby show on tape, Groucho Marx and others. He also developed the ABC daytime formula which has had considerable success in competing with the CBS and NBC soap operas.

Barry succeeded Adrian Samish as ABC program head several years ago and subsequently became head of TV, and then AM and TV programing. He was formerly with *The Boston Globe*, Montgomery Ward and the NBC announcing staff in Washington.

N. Y. Teachers Beef At Bill Stern Talk

NEW YORK, May 6.—Bill Stern, NBC's director of sports, this week got himself into a jam with New York City's teachers when, during a local broadcast over WNBC, he offered the opinion that the teachers were partly responsible for rioting by city students. The protests which met Stern's broadcast were of such measure that WNBC permitted the Teachers' Union and the Teachers' Guild time to answer on the air.

Stern addressed his broadcast to New York City kids and said that while he had originally felt the teachers were right, he had partly changed his mind, indicating his belief that they may have instigated the students' uprising. The sportscaster also reprimanded the youngsters for throwing rocks and mud at policemen.

No Delay in Richards Case

FCC Selects Cunningham As Examiner

Action Resumes June 5

WASHINGTON, May 6.—The death this week of Hearing Examiner J. Fred Johnson will delay the G. A. Richards hearings three weeks, but otherwise will have little effect on the case, members of Federal Communications Commission (FCC) said this week. Appointed yesterday (5) to replace Johnson on the renewal hearings of Richards stations KMPC, WGAR and WJR was Hearing Examiner James Cunningham. Commissioners said he will be able to pick up where Johnson left off.

Resumption of hearings in Los Angeles, originally scheduled for May 15, was postponed by FCC until June 5 to give Cunningham a chance to go over the record.

Meanwhile, one of FCC's chief witnesses in the renewal hearings involving Richards's stations, KMPC, WGAR and WJR, was attacked on the floor of the House Wednesday (3). Cleve Roberts, former KMPC news chief, was accused by Representatives Anthony Tauriello (D., N. Y.) and Harry Davenport (R., Pa.) of having an "intolerant attitude" because of a letter allegedly written by Roberts to Richards calling the people of Southern Italy "not worth a tinker's dam."

Senators Ban TV in Future

WASHINGTON, May 6.—The Washington Senators will ban televising of ball games after the current season, Clark Griffith, club prexy, said yesterday. "Television is definitely hurting baseball," Griffith said, "and I wouldn't be surprised if the major leagues vote to eliminate it at their meeting next winter."

The Senators' contract with Chesterfields expires at the end of the year, and Griffith said that he doesn't plan to renew it.

WNEW Seeks Tie-Up With Summer Stocks

NEW YORK, May 6.—Station WNEW here is negotiating a tie-up deal with summer stock companies thruout the East, in preparation for a 13-week *Summer Theater Show* series next season, according to Dick Pack, WNEW's new program director.

Each weekly half-hour drama will feature a different group of barnyard thespians, and Pack plans to produce the shows at the source, by sending wire and tape production units out to the theaters.

Ammi-Dent Buys On CBS-TV in Fall

NEW YORK, May 6.—The Block Drug Company (Ammi-Dent Toothpaste) this week bought the Tuesday evening 10-10:30 seg from CBS-TV for a show next fall. Cecil & Presbrey, the clients' agency, is mulling the type of show for the recently purchased slot.

Whatever the program, it will follow the strongly rated *Suspense* on CBS-TV. The Block Drug Company recently dropped Burns and Allen on CBS-AM.

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

Westinghouse Mulls "Ethel and Albert" on ABC

Westinghouse is considering the four-week sponsorship this summer of ABC's "Ethel and Albert" in five markets—Los Angeles, New York, Chicago, Philadelphia and Washington. The program is on Monday evenings, 8-8:30. The deal would include the program originating from every city except Los Angeles for one week. If the show is bought and clicks the bankroller might decide to stay with it this fall.

Stork Club Show Bows on CBS-TV May 29

"The Stork Club," a new CBS-TV package, starring Peter Lind Hayes and Mary Healy, makes its debut on the web Monday (29) in the 7:15-7:30 p.m. slot, and will be on each Wednesday and Friday at the same time. Chevrolet is reputed interested. Irving Mansfield will produce.

Midland Mfg. Pushes Toys Via TV

Midland Manufacturing Company, plastic toy manufacturer, is planning a television campaign for its product on a group of Midwest stations. Company has appointed Denman & Betteridge as its agency, with Harry W. Betteridge, formerly sales executive at WWJ, as account executive.

N. Y. Civil Service Seeks AM Announcers

New York's Municipal Civil Service Commission is looking for radio announcers, according to Seymour Siegel, director of communications for the city of New York. Applications will be taken at 299 Broadway thru May 19. Salaries range from \$2,710 to \$4,020 per annum for high school grads with two years in radio or college grads with six months' broadcasting experience.

NYU Workshop, WPIX Tie-In for Summer Course

New York University's Summer Radio Workshop, now in its 15th season, will emphasize television this year, via a tie-up deal with New York Daily News video station WPIX. The deal will permit Workshop students to attend TV instruction classes at WPIX's new studios. The workshop will run from July 5 to August 16, and its director will be Robert J. Landry, editor of *Space & Time*, advertising newsletter. Landry, who's headed the Workshop for eight years, was formerly program script director for CBS.

TBA Reorganizes Eight Committees

The Television Broadcasters' Association, Inc., last week reorganized eight of its committees and installed new heads. They include Joseph MacDonald, veepee of ABC, commercial operations and legal; Allen B. DuMont, finance; George B. Storer, prexy of Fort Industries, and Frank M. Russell veepee of NBC, co-chairmen of membership; Lawrence W. Lowman, CBS veepee, TV programming; Paul Raiburn, prexy of Paramount TV productions, public relations and publicity; Frank Marx, veepee of Philco Broadcasting Corporation, executive committee of affiliates; Edward Cole, Yale University professor, educational and public service, and Frank Marx, ABC veepee, engineering. TBA has also recently received an application for membership from Standard Rate and Data Service.

Manhattan Soap May Slip Into NBC-TV With 1/2 Hour

The Manhattan Soap Company last week was reported ready to jump into video with a 30-minute show on NBC. Program details or a time slot were not set at the week's end. Regarded as a likely possibility is the 7:30 p.m. period Saturdays, just preceding "Saturday Night Revue."

Hope's 90 Minutes Off Till May 27 When Time's Free

Bob Hope, who was supposed to air his second 90-minute show for *Frigidaire Mothers' Day* (14), this week had the show postponed until May 27. The major reason was that NBC could find no time for the stanza on the originally scheduled date. Hope's new time will be the 9 to 10:30 slot, the period usually filled by the second half of NBC's "Saturday Night Revue." That portion of "Revue" begins its hiatus after the preceding week's airing, with Hope following the Jack Carter section of "Revue," which originates in Chicago.

Victor's RCA Tie-Up To Plug Records Pays Big Dividends

NEW YORK, May 6.—A unique promotional effort by which RCA Victor is utilizing the facilities of its broadcast subsidiary, NBC, to push its record business, is reported paying big dividends. The tie-up involves use of top talent of NBC's o.-and-o. outlet to build up and pitch carefully selected Victor releases in those key markets.

Overseeing the operation is Charles R. Denny, NBC executive veepee, with Jim Gaines, the web's o.-and-o. chief, working out the details. Of course, Victor execs work closely

with Denny and Gaines in plotting the moves and make the basic decisions on which platters will be pushed and when.

The Victor picks are chosen on the basis of the competitive situation among the diskeries. When RCA execs have an item which they think is a real comer, that number is set for the NBC "treatment." About one platter per month is given the o.-and-o. hypo.

When Victor toppers notify Denny which disk is set for the latest drive, (See Victor's RCA Tie on page 16)

Where's Berle?

DETROIT, May 6.—The effect of the air waves on the younger generation received additional raised eyebrows from educators here when a kindergartener turned in a long name for his card—Peter Roy Rogers-Arthur Godfrey Price. He wouldn't let the school drop out any of the prized monicker either.

Philip Morris Mulls Purchase Of Moore, Blue

NEW YORK, May 6.—Philip Morris Cigarettes this week was in the middle of negotiations for several radio and TV properties. The tobacco sponsor has made a firm offer to CBS for Garry Moore in a new web package titled *Rate Your Mate*. The program would go on as a summer replacement for *This Is Your Life*. However, CBS is having trouble convincing Moore he should take the short-term deal, with the comic holding out for more dough. It is also understood that Moore would like to try his luck on TV for CBS either this summer or early fall and might feel that Philip Morris stint would conflict with it.

Meanwhile, the tobacco company has until May 20 to decide whether to buy Ben Blue from CBS-TV or a video version of the Horace Heidt show it now sponsors in AM. Philip Morris also has just renewed *Candid Camera* for another 13 weeks on CBS-TV.

Kills Bill To Tax AM, TV Sportscasts

ATLANTIC CITY, May 6.—The New Jersey State Senate this week killed a bill which proposed a 10 per cent tax levy on radio and TV broadcast rights at boxing and wrestling matches, according to Carl Marks, manager of WTTM, Trenton, N. J. In an address before the New Jersey Broadcasters' Association's (NJBA) spring meeting here this week (4-5), Marks credited the association with spearheading the measure's defeat, via letters of protest to State legislators, the local press men and Governor Driscoll.

Another highlight of the NJBA meet was a speech by Federal Communications Commission (FCC) member, Robert F. Jones, who told the broadcasters that radio and TV can live side by side if AM stations will adapt to the situation. Predicting that the proposed allocation plan will provide 95 per cent of New Jersey's rural areas with TV service, Jones advised the group to reduce their costs of operation and increase sales income. He also suggested a revaluation of promotion programs and regular training courses for employees, and opined that radio should concentrate on doing a complete job of daytime programming for housewives, since women control the major share of the country's wealth.

"One Man's Family" To 5-a-Week on NBC

HOLLYWOOD, May 6.—*One Man's Family*, veteran NBC series, featured as a weekly ailer for 18 years, will become a five-a-week strip show June 5 over a full NBC skein. New series will be bankrolled by Miles Laboratories, show's present bankroller. Series will continue to be written by Carleton E. Morse, originating from Hollywood.

Family takes over the 7 p. m. EST time slot currently held by American Tobacco's *Light Up Time*.

SCBA Members Adopt Code on Mail-Order Ads

HOLLYWOOD, May 6.—A code of ethics governing mail-order advertising aired by member stations was adopted this week by the board of directors of the Southern California Broadcasters' Association (SCBA). Designed to protect local stations from kick-backs on inferior merchandise or items which fail to meet advertised claims, following regulations were passed:

1. Station, acting as "retailer" on direct-sale plugs, must satisfy itself as to quality and price of all products accepted for advertising.
2. Station shall continuously check ad copy to see that it conforms with policy.
3. Stations shall have the right to return money to dissatisfied customers and to deduct such returns from money due advertisers.

Letter provision, which gives radio ops broad powers to control direct-sale advertising, is designed as a "police club" to make certain that advertisers live up to standards claimed or face loss of revenue. All contracts with direct-sales time buyers will henceforth include above provisions, marking the first unified stand by local broadcasters in this field of radio sales.

Strike-Bound KSTP Loses Two Decisions In RTU, AFM Row

MINNEAPOLIS, May 6.—Strike-stormed KSTP, 50-kw. affiliate of NBC, and its KSTP-TV operation, had two decisions go against it in its difficulties with the Radio Technicians' Union local of the Independent Brotherhood of Electrical Workers (IBEW) and Minneapolis Musicians' Union this week.

The technicians won court approval to picket St. Paul Armory where KSTP-TV picks up wrestling matches for telecasting and the two unions followed this up with a ruling from St. Paul Commissioner of Education Fred Truax barring St. Paul school kids from crossing picket lines to appear on teevee shows.

Stanley Hubbard, station prexy and general manager, is embattled with the two unions over his refusal to hire back all 21 technicians who walked off the job several weeks ago and then called off their abortive strike the next day. Hubbard wanted only 16 to return to their jobs, with five others fired. None went to work. Technicians, an American Federation of Labor (AFL) union, then brought pressure on musicians and convinced them not to cross the lockout picket line. Hubbard promptly announced musicians were fired.

Several days later for a teevee show for the RCA Victor distributor here, F. C. Hayer Company, the station used non-union music and immediately a beef was made. Hayer officials announced publicly they were not advised in advance that scab music had been hired and that sponsors would not tolerate such a move again. (Hayer also distributes RCA Victor recordings.)

At least one teevee sponsor, pressured by union officials, has written a notice of show cancellation at the end of 28 days unless labor difficulties are settled by the station.

Meanwhile the station's non-union gabbers, newsmen and executives are helping out with technical operations, with some jobs filled. Station has had technical difficulties since the strike started, forcing it off the air a number of times.

Hearst Newspapers Install TV Columns

NEW YORK, May 6.—The Hearst newspaper chain has installed TV columns in most of its papers in key video cities following the pattern set several weeks ago when Jim O'Brien took over the TV editorship of the local *Journal American*. There now are columns in Hearst papers in Washington, Detroit, San Francisco, Los Angeles, Baltimore, Boston and Chicago.

Hearst discontinued radio news coverage three years ago. The opening up of newspapers to intensified TV coverage practically without struggle reverses the pattern in radio where the radio broadcasters had to fight tooth and nail for space.

"Hofstraws in the Wind"; NBC Study Sells Competish

NEW YORK, May 6.—One of the first major studies measuring the actual sales effectiveness of television was revealed here this week by NBC via research undertaken at Hofstra College, Long Island. Irrespective of the survey results, however, indications are that NBC has helped its competitive TV webs by giving them the best sales ammunition they have to date. The reason is that with NBC virtually sold out on video for the fall, advertisers convinced as to tele's value via the Hofstra study, may have to wind up buying time on one of the other webs.

NBC is keenly aware of the situa-

tion, but takes the attitude that the study is far too important to withhold. The web claims that it is repeating history, claiming that back in the 1930's when it was campaigning to build sound broadcasting, it sent overflow business to CBS.

The Hofstra study used matched samples of set owners and non-set owners and used in-depth interviews twice in each home. A pantry survey procedure also was employed to check actual buying practices. The major findings are as follows:

TV brought 193 more customers from every 1,000 video homes to tele advertisers. Products plugged on the medium gained 70.2 per cent in sales among viewers who "watch and like" commercials compared with non-TV and non-viewing consumers. Each of 15 surveyed products advertising on TV gained sales among set owners. All of 13 surveyed brands not using TV lost sales in TV homes. Video advertisers averaged \$19.27 in additional sales for each advertising dollar put into TV advertising for a product.

Among those who bought sets in the period between January and May, 1949, when the two portions of the survey were made, the effect of TV advertising was keenly shown. The average product advertised on TV showed a 40.1 per cent sales gain in this group, while the average non-TV product lost 37.3 per cent. Further, the survey noted that the longer a receiver is in a home, the higher the percentage of purchases of advertised products.

The survey also pointed up NBC's use of *Life* magazine, among others, as a guinea pig measuring stick. The web made a similar comparison in its sales presentation for *Saturday Night Revue*. To cover Boston, the survey noted, the average 30-minute NBC video show's allocated cost is \$881 compared with \$682 for a page black-and-white ad in *Life*. For this, the advertiser gets an average of 264,528 viewers compared with 198,681 *Life* noters. This makes NBC's cost-per-1,000 figure \$3.33 compared with \$3.43 for *Life*.

Marcantonio Can't Get N. Y. Air, Plans Squawks to FCC

NEW YORK, May 6.—Congressman Vito Marcantonio this week was reported preparing to file a complaint with the Federal Communications Commission (FCC) shortly, alleging refusal of several local New York stations to sell him time for a series of weekly broadcasts. The American Labor Party (ALP) chief said he had been seeking without success to buy 15 minutes weekly for 34 weeks on each of the local outlets of the four webs as well as from some indies.

Marcantonio said the reasons given for the turndown included an unwillingness to allow him on the air until 30 days before the congressional elections this fall; that he would be addressing the citizenry of the entire city rather than just his district, that a one-shot is okay but not a series,

and that his opponents also would have to be granted free time to answer. Marcantonio this fall is faced with a tough battle against an expected coalition of Democrats and Republicans.

Among the local outlets, WINS also turned him down, saying his series would conflict with baseball broadcasts. An attempt was made to buy time Easter Sunday on WHOM, multilingual outlet, for a broadcast in Spanish and Italian, and that too was rejected. The congressman recently canceled the last of a series of six talks on WINS when that station was embroiled in a beef with the musicians' union. Since that time, a number of agencies have sought to buy the requested time for Marcantonio, but all have failed.

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

Skouras Talent Hunt Hints Movie Wedding With TV

Indicating that movie theaters may adopt a policy of marrying TV, if they are unable to fight it, Skouras Theaters in New York has renewed its "talent search" deal with WOR-TV. The program is a tie-up between the station and the film exhib chain designed to locate local talent, the first winner getting a 20th Century-Fox film test and the winner of the next 13 weeks signing two weeks at the Roxy, New York. The program, which pulled 20,000 entry letters despite playing opposite Arthur Godfrey Wednesday nights, moves shortly to Saturday nights, and will acquire a new emcee, Warren Hull, who succeeds Tiny Ruffner. The program is produced by Gainesborough Associates.

Al Morgan Inks New TV Contract With WGN

Al Morgan last week signed a new contract with WGN, Inc., Chicago, for future TV work. Contract, for a year with options, will have Morgan remain on WGN-TV and the DuMont network. New series for Morgan will start May 15, with the pianist's show staying in the same time slot (opposite Godfrey) until a sponsor is garnered. Bank-rollers are said to be interested and, if one buys, show undoubtedly will be shifted to a new time. Until a sponsor comes along WGN-TV will carry cost of program and plans to hypo it with a bigger budget and better guest stars.

WBBM Names Ralf Brent Sales Manager

Ralf Brent, former sales promotion manager of WBBM, Chi CBS o.-and-o. outlet, this week was named sales manager of the station.

ABC, Chicago, Shops for New TV, AM Quarters

ABC Chicago execs shopping around for new space for TV and radio operations, it is reported. Execs will not reveal plans, but it is stated reliably that Loop and outlying theaters are being studied. Other space, to accommodate office personnel also is being looked at. Whether acquisition of new space would result in the net leaving Merchandise Mart and Civic Opera Building could not be determined.

WMAQ Sets Seg From Chez Paree

At the end of May, WMAQ, Chicago, will begin airing a six-night-a-week program from the Chez Paree, famed nitery. Program, to be aired from 11:30 p.m. to 2 a.m. Tuesday thru Sunday, will feature Mike Wallace and his wife, Buff Cobb, interviewing celebrities. Recorded music will be supplied from station studios. Chez is paying for talent, and WMAQ will sell time.

Dick Doan to WCBS-TV

Dick Doan, formerly associated with the Martin Stone Associates, New York, last week was named program director for WCBS-TV, New York. Doan will move into the new post at conclusion of his terminal leave from the Stone outfit.

Bock Assumes Duties As NBC Talent Head

HOLLYWOOD, May 6.—Hal Bock, former manager of KNBH, NBC-owned TV station here, returned to work this week, following a brief vacation, assuming the new berth of director of talent relations for the NBC Western division. Job will stress relations with all NBC radio and tele talent on dealings with NBC, press and the public.

Bock was recently replaced as KNBH manager by Tom McFadden, former head of WNBC and WNBT, NBC's New York flagship stations. He is a veteran of 15 years service with the skein and headed the KNBH operation since the station was air-borne early in 1949.

Coast NBC Regains "Rich'd Reporter"

HOLLYWOOD, May 6. — NBC's Western division this week regained one of its most important news properties, luring *The Richfield Reporter* back to the web after a run on ABC. Nightly news strip retains its 10 p.m. slot on NBC effective June 25, with John Wald, reporter since 1937, retaining his berth.

Show is oldest Coast newscast on the air, kicking off over NBC in April, 1931, and remaining with the network until September, 1948. Series is bankrolled by Richfield Oil and beamed over 10 Coast NBC stations and seven Arizona affiliates.

Affiliates Demand CBS Clear Air on WLW Tie-Up Report

NEW YORK, May 6.—CBS's Columbia Affiliates' Advisory Board (CAAB), which opens a three-day meeting here Wednesday (10), is expected to ask the network for a frank declaration of policy in connection with recent reports that CBS and WLW, Cincinnati, were discussing some sort of affiliation deal. WLW is and has been an NBC affiliate for many years, and shortly after reports of a contemplated change first circulated, James D. Shouse, head of Crosley Broadcasting Corporation, which operates WLW, denied that a change in alliance was due.

According to reports in New York this week, CBS stations, both within and beyond the WLW area, are steaming about the reports that CBS contemplated a change in Cincinnati. The

move, were it to go thru, would affect not only those stations in the immediate WLW area, but others on the CBS web. In the immediate vicinity, it could mean possible loss of affiliation for several stations, due to the area covered by WLW. Beyond this area, it could still affect stations because of WLW's high rate.

In turn, because of this rate, advertisers buying the CBS net would almost certainly get a rate increase, with the possibility that they might be forced to reduce the size of the web bought.

It is also pointed out that despite years of affiliation, CBS recently switched horses in Arizona, the move engendering extremely bitter feelings between CBS and its former station.

NBC Set To Put Its Brand On All Hopalong Films

NEW YORK, May 6.—A deal whereby NBC will acquire additional Hopalong Cassidy films and in addition acquire complete TV rights to all existing Hoppy films, is virtually set, it was reported this week. At the same time the web is reported planning to finance production of a series of oaters produced for TV only.

NBC now has rights to around 34 Cassidy capers, and Toby Anguish has another 18 or 19 films. In addition to airing the films on the network for General Foods, and over WNBT, New York, for Gordon Baking, NBC syndicates the pictures nationally. If the present deal jells, General Foods will buy sponsorship of the newly

acquired sagebrush specials as well.

Schedule is said to call for a total between 50 and 54 Cassidy's, effective with the conclusion of the pending deal, plus 25 more in 1951, all to be produced by Bill Boyd. Of these 25, 12 will be regular theater-length Westerns and the other 13, special half-hour shows done for video only. Reportedly, NBC will spring for \$650,000 to finance the TV film production, in addition to the sum it is paying for TV rights to the theater-built product.

NBC Options Star-Studded Pubserv Series

NEW YORK, May 6.—The Institute for Democratic Education, which in the past has released an annual public service dramatic radio series for general station use, has changed its plans this year and, instead, will furnish its 1950 edition to one station exclusively in each city. This year's series features a flock of top-flight names.

Reason for the change is that the American Federation of Radio Artists (AFRA) is now insisting that all government aid social agencies observe its rule that repeat fees be paid performers when a waxed show is played more than once in the same city. Heretofore, AFRA has more or less closed its eyes to this rule, but apparently underwent a change of heart.

The Institute's programs, produced by Harold Franklin, this year have been sewed up for New York City by WNBC and will air Monday nights at 7:30, starting May 29. In addition, Ted Cott, WNBC manager, has obtained first refusal rights for the NBC owned-and-operated AM's in Denver, Cleveland, Chicago and San Francisco.

Stars on the programs include Ty Power, Dick Widmark, Martha Scott, Ezra Stone, Cornel Wilde, Faye Emerson, Quentin Reynolds, Staats Cotsworth and Carey McDonald. The general program title is *The New Frontier*.

Hookey-Proofing

HOLLYWOOD, May 6.—Culver City's Farragut grade school becomes the nation's first to fully equip its 22 classrooms with tele receivers. Its 600 pupils will now be able to benefit by video's educational powers as well as be fastened securely to the three R's, thanks to the promise of a tele treat.

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

WDOK Preems All-Transcribed Policy

WDOK, Cleveland's newest radio station, preemed Monday (1) with a policy of all transcribed music. The only exceptions the 5,000-watter is making is a half-hour audition program for young actors and a forum. Otherwise, nine hours of the week will be solid longhair and the rest pop and crew-cut. Wayne Mack is the program director.

ILGWU Station Snags Eight New AM Sponsors

The International Ladies' Garment Workers' Union (ILGWU) station, WFDR-FM, New York, snagged a hefty chunk of business this month with eight new sponsors lined up. New advertisers include Kaiser-Frazer Corporation for "Washington Report," across-the-board; Local 32B, Building Service Employees' Union, AFL; District 15, Independent International Association of Machinists, and Atlantic and Gulf District, Seafarer's International Union for "Joe Michaels and the News"; Local 91, ILGWU for "Season Greetings," a musical variety show; American Federation of Labor for "Frank Edwards and the News"; Consolidated Tea Company for "Folk Songs of the World"; Vim Radio & Sporting Goods Stores for "A Liberal Look at the News" and Mrs. Raymond Clapper.

On the Vee-Pee Front

Gus Hagenah has been appointed vice-president of Standard Radio Transcription Services, Inc., Chicago. Hagenah a former station relations rep for SESAC, has served as Standard's Midwest sales representative since 1944. . . . Joseph M. Barnett, formerly with National Concert & Artists Corporation and more recently in the free-lance package field, last week joined Jerry Fairbanks, Inc., as New York sales manager.

WLIB Charges Unfair Practice at ACA

New York indie station WLIB last week filed charges with the National Labor Relations Board (NLRB) charging the American Communications Association (ACA) with engaging in unfair labor practices. The station charged the union with "refusing in good faith to bargain collectively" and with causing a "concerted picketing demonstration and dissemination of false and slanderous statements" among advertisers of the outlet.

ABC Auditions Science Fiction Series

A new science fiction radio series, "Amazing Stories," was set for audition by ABC last week. Program Veepee Bud Barry, in association with the Wilbur Stark-Jerry Layton package office, will cut a sample waxing this month, in preparation for fall airing. The series is to be produced in collaboration with Amazing Stories magazine, published by Ziff-Davis, with the publication opening a 20-year file of yarns for adaptation and collaborating in a joint promotion deal.

Loyet Sees FM as Eventual Replacement of AM

While other station managers are relinquishing FM licenses, Paul A. Loyet, vice-president and general manager of WHO, Des Moines, stated last week that he has great faith in the future of FM and that in August WHO-FM would increase its power from 5,000 to 50,000 watts. At the same time, WHO-FM will start operating with a program schedule that will not completely duplicate AM shows. Loyet said he believed that because of its signal superiority FM would eventually replace AM. Indicating a belief that FM shows could be sold on the strength of circulation, he stated that surveys have shown that when the new transmitter is put on the air, 15 per cent of the radio sets in his 100-mile coverage radius would be FM. With about 400,000 radio homes in this area, he stated, FM audience would have a commercial value for sponsors. When the new transmitter is put into operation, a new rate card for the FM station also will be put into effect. This will call for time charges about 10 per cent of the WHO basic hourly cost of \$520.

Powers Signs WNEW Termer, Nixing Cooke Deal

New York Herald Tribune sports columnist Bob Cooke's scheduled debut as sportscaster for WNEW, New York, replacing New York Daily News sports editor Jimmy Powers, was canceled out last week, when Powers agreed to sign a new long-term contract with the local station. Howard Clothes, which sponsors Powers's TV show on WPIX, dropped the sports scribe's daily WNEW ailer Wednesday (3), so the station is scouting around for a new sponsor. Meanwhile, RCA Victor is backing the Powers show on a tentative basis for the next two weeks.

Coast IBEW Takes Tussle With CBS to NLRB

International Brotherhood of Electrical Workers (IBEW) has petitioned the National Labor Relations Board (NLRB) to require CBS, Hollywood, to sign a contract with the union. According to IBEW's Roy Tindall, he and net officials had reached an agreement on terms, wages and conditions, but to date the net has refused to put it in writing. IBEW, Tindall said, was certified by NLRB as collective bargaining agency in June, 1949.

NBC-TV Mulls Menasha Skulnik Series

Menasha Skulnik last week was considered a likely candidate to star in a TV series over NBC this summer. The comic recently was featured in a one-shot showcase on the web. Reaction of the toppers was favorable and a time period is expected to be set for the Yiddish stage veteran within the next few days.

WFBL Holds AM Forum for Syracuse U.

WFBL, Syracuse, Tuesday (2) went into a thoro exposition of radio networking, programing, advertising and management before a group of 70 invited foreign students attending Syracuse University. The forum was held in an attempt to convince the exchange students of the rewards of commercial radio as against government-owned AM operations in many of their countries. The station is recommending to other outlets, whose facilities are near universities, the same kind of meetings. F. C. Soule, treasurer of WFBL, presided.

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CALLS FOR TV SALES SANITY

ABC Caught in NABET, RTDG War; Strike Due?

NEW YORK, May 6.—ABC-TV this week was caught in the middle of a battle between the Radio and Television Directors' Guild (RTDG) and the National Association of Broadcast Engineers and Technicians (NABET), with strike action by the TV meggers against the web a distinct possibility next week.

The RTDG is concerned over a provision in the new contract between ABC-TV and NABET, which states that the stage director can talk to the TV crew only thru the technical director. This the meggers' union views as seriously impinging upon the authority of its members and hampering their work, especially since they must take full responsibility for what comes over the screen.

The RTDG recognizes the fact that some of its members may have behaved badly toward technical crews on shows. However, this, it claims, is purely a morale problem in which it should discipline its members if complaints are made.

Several conferences have been held between the NABET and the RTDG, but the differences have not been resolved. The meggers' local org believes this challenge to its authority to be grave and action is expected to follow.

H'wood KNBH Goes Daytime

HOLLYWOOD, May 6. — NBC's KNBH became the first Hollywood network-owned tele station to announce plans to invade morning video programming. *The Billboard* learned late this week. Station will go daytime in September with a layout skedded from 9 a.m. to 1 p.m. across the board.

Programming will follow the pattern set by WNBT, New York, which this week launched its *Operation Petticoat* morning layout, featuring service and entertainment programs, tailor-made for housewife consumption. KNBH will steer wide of disk jockey or informal unrehearsed daytime programming currently in vogue here, stressing instead fewer but "rehearsed and produced" programs.

To pave the way for fall programming, KNBH will hypo live show development this summer, using the time vacated during network hiatus for local showcasing. Evening sked will expand to accommodate new shows, with a late-hour disk jockey series also contemplated.

Daytime pioneering was done over a year ago by KFI-TV, local indie, which dropped all nighttime programming and concentrated strictly on

With Ripples

NEW YORK, May 6.—If anybody knows where there's a mermaid's costume, complete with "swish tail, form-fitting gills and sea cups," he'd better get in touch with Hank Morgenthau, of the *Vanity Fair* (WCBS-TV) production staff. Morgenthau doesn't want it for himself, he hastens to explain, but for Dorothy Doan, who's to do a tropical fish show Friday (12).

Little seaweed won't hurt, either.

News Review

Kathi Norris Brings Sunlight Into WNBT Return to Day TV

NEW YORK, May 6.—After a year off daytime TV, WNBT, New York, this week resumed sunlight operations with a schedule running from 9:30 a.m. thru 1 p.m., collectively titled *Operation Petticoat*. The entire sked was built around Kathi Norris, who moved over from WABD. Miss Norris remains the most accomplished performer in the realm of daytime video. She also is easily the highlight of the WNBT line-up, making the other shows seem amateurish by comparison.

Opening the bill for 15 minutes is Don Goddard in a tele newscast. Goddard has the appearance and manner to build a real video find. He has a massive shaggy look and just the friendly touch needed to smooth down the temper of the little woman after hubby has blown the joint following the morning battle. He specialized in human-interest stuff, with a sprinkling of newsreels, a couple of personal asides and a fling at some original camera touches.

Goddard is followed by a 15-minute cookery show with Josephine McCarthy, an old radio hand at feedbag advice. Miss McCarthy certainly is

a noon to 6 p.m. sked, doing only unrehearsed, low-cost programming. KLAC-TV, another indie, went daytime last winter with a full-afternoon disk jockey layout featuring Al Jarvis. Since then, KLAC-TV has expanded its sked to kick off at 10 a.m. and operate thru late evening, while KFI-TV now begins its telecast day at 9 a.m. and runs thru the evening.

HOLLYWOOD, May 6. — KTTV, Times-CBS station, becomes the first local net outlet to expand to daytime programming when it invades the afternoon hours Monday (15). Additional sunlight sked will boost the station's weekly airtime to 45 hours weekly. KTTV will reshuffle its program card, pushing up its kid shows to hit the screen before 6 p.m.

Outlet will now come on 4:30 p.m., with a half hour women's seg, followed by a full hour of kid fare, including a five-minute kid pic, *Funny Bunnies*, and *Cowboy Slim's* serial films. Six to 7 p.m. will be filled with 12 five-minute *Soundies* which the outlet acquired last week in New York. KTTV will become the nation's first to beam *Soundies*, followed by CBS's outlets in Philadelphia and New York.

Chrysler, Toni Mull Outlay On CBS Summer Sustainers

NEW YORK, May 6.—Two sponsors, Chrysler Motors and Toni home permanents, this week were considering heavy purchases of radio sustainers this summer, following the pattern set by General Mills and Ford Motors. Both bankrollers were deep in negotiation with CBS, the web with many of the strongest sustainers to offer, since recent General Mills purchases from NBC.

The Chrysler purchase would compensate for lack of advertising during the long strike by the United Automobile Workers (UAW), recently settled. The 1950 Chrysler model came out when the strike was called, and since the difficulties the advertising

different from most female telegabbers. She features a plain, homey look and line of chatter which sometimes brings the viewer up sharp. Content of her show was pretty average, but every once in a while she'd say something plaintive, to audience or cameraman, such as, "Am I talking to the right camera? Somebody say yes to me, I forget." Hard to tell whether the switch makes for added audience interest or a feeling of ineptness.

Came Kathi Norris and the pros took over. With three cameras instead of the two she had at WABD, plus a new handsome set and quicksilver production, Kathi was more attractive and convincing than ever. From the start, with a Kathi-looking doll against a moving backdrop entering into Saks 34th Street, sponsor of the first half hour, the show moved swiftly and surely. If there is a more informal and intimate performer and salesgal, with the latter phase never lost, TV hasn't discovered her.

The *Date in Manhattan* show, from 11 a.m. to noon from the Tavern on the Green, Central Park, proved quite a potboiler. It was so typical an audience participation airtel that by catching only the audio portion, one could imagine himself back in radio's heyday. Ed Herlihy is, like the man says, genial. There's lots of hearty laughs, gags with the gals in the audience, stunts and contests, Lee Sullivan singing (sometimes to a female from the audience) plus some good music from the Cy Coleman Trio. Must TV follow AM's dreary faults?

Line-up closes from noon to 1 p.m. with *Just for You*, the first half hour of which Gimbels begins sponsoring next week. Aitho out of the same stable producing the Kathi Norris show, it lacks the same poise and authority, probably because it doesn't have Miss Norris. Ann Pringle, newspaper columnist, is pleasing to look at and seems to know her stuff, but obviously needs a few more shows under her belt to gain needed assurance. Carl Caruso, male half of the duo, is a comer. Show should improve as Miss Pringle deve'ops.

Come fall, WNBT will move into the afternoon hours. The web, NBC, also is planning to back into the sunset period and into earlier periods in autumn. Meanwhile, WNBT is doing a strong promotion job on *Operation Petticoat*, with considerable visual and oral cross-plugging of the shows involved. Sam Chase.

NBC's Gaines Pleads After Coast Survey

Raps Unethical Practices

HOLLYWOOD, May 6.—Los Angeles tele stations must ban together to develop "a semblance of sales sanity" or face a dismal future, Jim Gaines, head of NBC owned-and-operated stations declared here this week. After surveying the local video picture, Gaines told *The Billboard* that, in his opinion, Los Angeles was the most troublesome spot in the country. He blamed station managers for rate slashing, chiseling and utter disregard for good business practices. The result, Gaines said, was a throat-cutting attitude which can only injure all tele ops in the long run.

Los Angeles' seven stations are guilty of more "under-the-counter" rate cuts than any comparative market, Gaines said, including the highly competitive New York area. Not only is there evidence of widespread rate slashing, but some ops are eliminating studio, facilities and other costs in a drive for new business. Stations buy top quality films, peddle them at less than cost and toss in studio and film facilities for free. Bankrollers get more than their money's worth, packagers get a legiti- (See TV Sales Sanity on page 10)

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Face the Future

Reviewed Friday (21), 7:30-8 p.m. Producer, Martin Goodman. Sustaining via WPIX, New York. Emcee, Vivian Farrar. Panel members: Candy Jones, Jan Struthers, Beverly Roberts, Carter Morningstar, Carter Harmon.

Face the Future sounds like the title of a high school valedictory address, but the show itself is a surprisingly adult airer, designed to help teen-agers measure their degree of talent potentiality, via opinions dished out by a panel of show business experts.

These advice-to-talent broadcasts all too often emerge as phony line-ups of second-rate vaude acts masquerading as amateurs. However, the eager, awkward young performers on this show were seemingly the real thing, and the professional panel's struggle between truth and tact was sometimes painful to watch. Fortunately, tho, these panelites, in contrast to TV "experts," were more interested in being helpful than hammy, and their gentle assessment technique was infinitely superior to the "candid" cruelty employed by their more sadistic counterparts.

The board included ex-model Candy Jones, who now runs a charm school; authoress Jan Struther, actress Beverly Roberts, *New York Times* music critic Carter Harmon, and art instructor Carter Morningstar. Miss Struthers was particularly adept at combining kindness with constructive criticism. For instance, she told one youngster, an intense Poe-styled poetess, "Write the gloom out of your system first. That's what I did. Then send the stuff in and keep sending it. And for heaven's sake don't write them (editors) a letter!"

Telegenic Vivian Farrar, who only recently graduated from the amateur class herself, was a shrewd choice for the emcee chore. The pretty blond teen-ager is unassuming enough to put the neophytes at ease, yet possesses enough natural poise to cope with the more mature panel members.

Production-wise the airer suffered from clumsy camera direction. The opening intro session was distorted by a series of off-guard close-ups, which caught most of the panel members mute and obviously unprepared. *June Bundy.*

Answer Yes or No

Reviewed Sunday (30), 10:30-11 p.m. EDT. Sold co-op by NBC-TV, sponsored in New York by Emerson TV-Davega stores. Producers, Wayne Wirth, West Hooker; director, Joe Cavalier; writers, Wayne Wirth, West Hooker; emcee, Moss Hart; panel members, Arlene Francis, Russel Crouse, Leueen McGrath; guests, Mr. and Mrs. Bennet Cerf.

This show should improve with continued outings. Idea is clever, panel members are sharp and the only major negative quality is lack of experience. This made for some rough spots and technical raggedness Sunday (30). Moss Hart, emcee, assured viewers that this is not a quiz show, but rather is a "psychological game." This calls for the panel members to guess how the guest on the spot would react to certain improbable situations, followed by the guest revealing how he thinks he would behave. In the beginning, the panel members showed great solicitude toward the person on the spot, indicating a desire to show him in the best light. After warming up a bit, they got into the swing of things and showed less deference.

Arlene Francis, real pro on the show, held the spotlight on the preem, tossing live quips about handily. The others, all members of the literati, were somewhat less than distinguished but undoubtedly are capable of better rejoinders. Transitions were clumsy in cutting in and out of commercials, and in one case, slotting of the pitches was extremely bad, with two man-sized commercials separated only by one brief sally from the panel. The Davega-Emerson plugs in New



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

Watch the World

Reviewed Sunday (23), 3:30 to 4 p.m. Sustaining on NBC-TV. Producer, Frank McCall; director, Clarence Thoman; narrator, John Cameron Swayze; interviewer, Rad Hall; guest, John Sloan.

A new current events video series, aimed at offering an educational view of the news and countries and events behind the news, has been launched by NBC. The premier effort, however, seemed much like the old-fashioned film programs offered by high schools to compulsory auditorium sessions. Stock film clips and newsreel excerpts formed the spine of the show and did not make for particularly exciting viewing.

If the selection of material was not too good, the commentary, voiced by John Cameron Swayze, was even more at fault. This was simple to the point of being condescending. Perhaps NBC is gearing this show to catch the younger viewer, but if so, it is done in far too obvious a fashion.

An attempt at personalization was made by showing shots of the Swayze family launching their boat for the spring season. This was more interesting, by and large, than the stock stuff, most of which has been shown around in theaters as well as in the schools.

Show really came alive only during an interview with artist John Sloan, following a somewhat confused showing of some of his works along with photos of the same scenes. Sloan, a vigorous 78 years old, spoke out strongly for his philosophy of realism in art and for distillation by the mind of what nature presents to the eye.

NBC will have to use a bit more initiative in digging up suitable film material if this show is to make the grade. *Sam Chase.*

Buck Rogers in the 25th Century

Reviewed Saturday (29) 7-7:30 p.m. Presented by Peter Paul, Inc. thru the Maxon Agency via the ABC-TV network. Producer-Director, Babette Henry. Script, Gene Wycoff. Sets, Albert Hescong. Cast, Kem Dibbs, Lou Prentiss, Harry Sothorn and Harry Kingston.

The TV version of Buck Rogers is not too promising if the first show is any criterion. In radio the audience could depend on its imagination to take it winging into space. On TV the audience is compelled to see what stacks up as a cheap production geared to a limited budget.

Titled *Piper of Doom*, the story had Rogers taking a space trip to get pictures of the sun, only to be nearly burned alive by a convict (who played the flute, yet).

Hampered by the script, the acting never got off the ground. As Buck Rogers, Kem Dibbs looked the part, but otherwise was only adequate. Lou Prentiss was his properly hysterical female companion unnerved by the musical villain. As the brainy Dr. Huer, Harry Sothorn had trouble remembering his lines.

The real villains of the show were the commercials. They made the program into a cliff-hanger, to be continued after the next commercial. There were four in number and they repeated that Mounds are fresh, fresh, fresh. *Leon Morse.*

York twice featured one of the worst commercials of the year, involving a headstrong, husky frau and a tiny hen-pecked hubby. *Sam Chase.*

Backstage With NTG

Reviewed Monday (1) 10-11 p.m., Mondays thru Thursdays. Sustaining via KTSL (Don Lee), Hollywood. Producer, Nils Thor Granlund. Director, Elbert Walker. Music, Bill Wardell. Cast: Nils Thor Granlund, emcee; amateur talent and celeb interviews.

Don Lee's highly touted four-a-week talent layout, featuring Nils Thor Granlund (NTG) and unrehearsed talent and interviews, failed to live up to any advance build-up. Preem telecast was badly staged and executed. NTG seemed confused, continually apologizing for mistakes. At times the stanza bogged down so badly that it became painful and embarrassing to watch.

Basically, *Backstage* is a talent hunt show, with nightly winners competing for a weekly grand prize. Hour-long show (which ran 20 minutes overtime) featured four simon-pure performers, none of whom showed much talent. Interspersed were NTG's talent interviews, talks with celebs and cheese cake parades. The device of marching youthful school beauty queens before the lens was pointless. So much fluff gabbing was evident that contestants had little time for either performances or personality interviews.

Beautiful Irene Booth, billed as NTG's assistant, did her best to coordinate things, but found herself as much confused as others.

As rough as it came off, however, the celeb interviews were well done. NTG's knowledge of showbiz served him well as he reminisced with such familiar figures as Jimmy McHugh, Columbia Records exec Ben Selvin, comedy writer Parke Levy, film producer Ed Nassour, director William Dieterle and actress Geraldine Brooks.

This show has everything in its favor—a good time slot, name emcee, public sentiment for talent hopefuls, and good technical facilities. Producers would do well to cut out all frills, keep gabbing to a minimum, and use show as a legitimate springboard for talent.

Technical work was okay, including a realistic setting, replete with stage flats, a counterweight system and other props. Camerawork was generally good. Sound was only fair. *Alan Fischler.*

The Lanny Ross Show

Reviewed Wednesday (3), 12:15-12:30 p.m. Presented by the Gulf Oil Company thru Young & Rubicam via MBS. Producer-director, Jimmy Wellington. Announcer, Jimmy Blaine. Music, the Buddy Weed Trio. Talent, Lanny Ross and Louise Carlyle.

The Lanny Ross show is a pleasant, relaxing 15 minutes of entertainment. It offers no spell-binding amusement, but the minutes fly by at a rapid rate. Ross still exudes the boyish charm which has made him a radio favorite many years. His version of *The One I Love* showed off his tenor voice at its best. Since the Ross forte is ballads, Producer Jimmy Wellington has chosen well in selecting Louise Carlyle to act as his singing companion. Miss Carlyle handles novelties with an ease and liveliness not usually found. Her top tune was *Ask Me No Questions*.

The Buddy Weed Trio gave the singers strong support.

Announcer Jimmy Blaine blasters the chat and handles the commercials. These very directly set forth the virtue of two Gulf products—No-Nox Gas and mothkilling Gulf-Trak. *Leon Morse.*

Ted Steele Show

Reviewed Monday (1) 2:30-5:30 p.m. EST. Monday thru Saturday. Participating sponsorship via WPIX, New York. Director, Ted Estabrook. Emcee, Ted Steele. Sportscaster, Jack McCarthy. Music, Jerry Jerome's ork, The Heathertones.

Preem broadcast Monday (1) was rather spotty, but the show should shape up smoothly once better coordination is established between the show's multi-segments, sports reports by Jack McCarthy, news, fashion notes, interviews and musical interludes by the Heathertones and Jerry Jerome's ork. The last named gave Steele a nice assist on several pop tunes, and the Heathertones (four pretty but understandably harried gals) sang, modeled hats and took down orders over the phone.

In line with this, WPIX happily notes that, sponsor-wise, the series teed off the first day in the black. Steele sells well and his contagious confidence enabled him to turn some rough production slip-ups into gags last Monday.

Steele deserves kudos for the admirable restraint he displayed during his guest interviews. Not many performers could withstand a steady three-hour barrage of "Where's Doris (Mrs. Steele)?"

As a TV ghost, Steele's frau was as dominant a personality as Harvey. *June Bundy.*

Rosalie Allen

Reviewed Wednesday (3), 8:30-8:45 p.m. over WPIX, New York. Director, Cledge Roberts. Cast: Rosalie Allen and orchestra.

If *The Billboard's* John (Rufus) Sippel doesn't mind someone poaching on his folk music territory, this report will endeavor to give an account of a new WPIX program starring Rosalie Allen, No. 1 fem hillbilly performer. Actually, Miss Allen's program can be called a television offering only by a stretch of the imagination. The only video ingredient is the not entirely justifiable presence of a camera. The camera records Miss Allen singing sad sagebrush sonatas. It also records the musical support given her by three appropriately garbed musicians, two on guitar and one on accordion. There is no production whatsoever. However, between Miss Allen's popularity and the vast market for her commodity, the show may garner an audience despite its shortcomings.

Of course, one question arising on a show like this is just what can be done video-wise for it, but chances are WPIX's Ben Larsen and Warren Wade already have infinitely more interesting suggestions than this reporter can make. *Zeke Franken.*

TV SALES SANITY

(Continued from page 9)

mate cut-but the tele op comes out in the red every time. Live shows are sold with rehearsal or studio changes thrown in, with stations taking the losses.

Gaines voiced no gripes about individual station rate structures, declaring that each op knows best at what point to peg his rate. But once rates are set, station op should hold firm and refuse to cut legitimate charges, and avoid so-called "packaged" deals. Package gimmick, which Gaines found to be widely used here, is to offer advertiser a show at fixed figure, including all costs. No breakdown is made as to talent, facilities, studio cost or time. In reality, packaged gimmick is a subterfuge used to conceal true costs and give the sponsor "back-door bargains."

Gaines pointed out that while rates vary in New York, NBC and CBS have a \$2,000 an hour card rate for time alone, outlets generally toe the mark on other charges. This has paid off at the cash register and Gotham stations find themselves in a healthier financial position each month.

DISKERS TANGLE OVER 45

RCA's Sarnoff In Bout With Rosenman

Stage Set at TV Hearing

(Continued from page 3)

about. Spectators in the Commerce Department auditorium edged forward as Judge Samuel I. Rosenman, CBS counsel and former White House adviser, touched off the topic when he suggested that an analogy might be drawn between RCA's claims for its color TV system and RCA's claim of leadership for 45 r.p.m.'s. Rosenman asked Sarnoff if he recalled that, "for a number of years" RCA declined to make long-playing record player attachments for disks. Sarnoff grinningly said he would be "very glad" to answer that, adding, "and I promise you this is going to be a long story if you want to hear it."

"Answer the Question"

"All I would like to do," said Rosenman, "is to have you answer the question."

"I am not going to answer it the way you want me to answer it," retorted Sarnoff, still grinning.

"If the Commission wants you to give a long story, that is all right," said Rosenman. "I have asked a question which calls for a short answer."

Sarnoff then declared that Rosenman's analogy between the color TV system issue and the disk speeds was "incorrect."

"Will you state in what respect?" asked Rosenman.

"Well," replied Sarnoff, joining the general laughter, "that calls for a long story."

Sarnoff Gives Details

A brief colloquy followed, with Rosenman finally assenting to hear the "long story." Sarnoff, with obvious relish, went into the details, saying:

"Well, the 45-r.p.m. is, in my opinion and in the opinion of experts in music, including Maestro Toscanini, the greatest development in recording that the world has produced so far.

"Despite the fact the CBS is still not making 45s, I predict that it will, however; that it will not be very long. You can deny that if you wish but that is my prediction.

"I think that the 33 1/3 record which CBS has turned out is inferior, just (See RCA's Sarnoff on page 16)

Disk Smut Bill Passage Certain

WASHINGTON, May 6. — The Senate-approved "dirty disk" bill is on the House agenda and appears headed for certain enactment following a favorable report given it this week by the House Judiciary Committee.

The committee gave the bill a quick okay without holding hearings as it had planned to do with a House bill on the same subject prior to the Supreme Court decision declaring obscene records already banned under the criminal code.

The House bill was designed to add to the criminal code a ban against shipments of dirty disks by common carrier. The Senate bill, however, bans interstate shipments by any means. It includes also transcriptions and any device capable of reproducing sound.

802 Delegates To Air Views On Big Issues at AFM Parley

NEW YORK, May 6.—Max Arons, one of Local 802's three elected delegates to the forthcoming American Federations of Musicians' (AFM) June convention in Houston, and a leader of the Unity Party minority in the Local, will bring two issues before the convention: Government subsidy of musicians, and the federal ruling placing the onus of Social Security and withholding taxes on the band leader.

Dick McCann and Charles Iucci, the other delegates and leaders of the administration Blue ticket, have not yet indicated what their proposals to the convention will be.

By inference, both of the Arons proposals are criticisms of the administration, bearing as they do on the touchy issues of unemployment and tax responsibilities. The Unity view is that the administration has failed to pursue these questions with any vigor or real intent. The out group's raising of these issues may also be construed as a prelude to the fall elections in the Local—for which campaigning will get under way shortly.

The administration's stand on the tax question is that they have been waging a fight to the best of their abilities for a reversal of the ruling by the Collector of Internal Revenue that work leaders are employers and,

therefore, responsible for the tax collections. The Unity usage of this issue, they feel, is merely a political tactic. As to the Unity proposal for a national arts program which would bring federal, State and city subsidies for live music, the Blue officials regard this as a wishful and unrealistic way of tackling the unemployment problem in the Local. Unity, in return, points to Aron's proposals as specific, constructive planks in a platform to do something about the increasing job shortage in 802 over the last few years.

A membership meeting is scheduled for Monday (8) to discuss instructions to the three delegates.

Col'bia Heavy On Bach LP's

NEW YORK, May 6.—In commemoration of the Bach Centennial, Columbia Records has released a heavy selection of LP diskings featuring selections from his works. A three-record set of the six *Brandenburg Concertos* features a chamber group and soloists Hugo Kolberg, violin; William Vacchiano, trumpet; Julius Baker, flute, and Sylvia Marlowe, harpsichord, under the direction of Fritz Reiner. A two-record set offers a comprehensive culling of the Bach organ literature performed by E. Powers Biggs, and on a single record, Joseph Szigeti plays the *C Major Sonata* (No. 5) for unaccompanied violin.

Scheduled for early release are Tossy Spiakovsky's performance of the *Sonata No. 1 in G Minor* for unaccompanied violin and a disking of choral selections sung by the Schola Cantorum under the direction of Hugh Ross.

A three-record set of the complete sonatas for harpsichord and violin, performed originally for shellac issue by Ralph Kirkpatrick and Alexander Schneider will be out later this month.

Mercury Pushes Oatune Catalog

CHICAGO, May 6. — Mercury Records embarks this week on an all-out push of its country music catalog. Following meetings between Murray Nash, oatune a. and r. chief, and Art Talmadge, general a. and r. chief, it was decided to put on Charley Lamb, ex-folk music radio exec, to cover the South and East, while Frank Zarider will cover the Coast and Western States. Lamb and Zarider will work closely with salesmen and distributors in proper methods of selling h.b. wax.

Mercury will start a series of individual promotions on its h.b. artists, teeing off on Toby Dowdy and His High Pointers' release of *Silver Springs*. The ditty, about the Florida recreational area, will be promoted jointly by the resort, Mercury and Tannen Music, publishers of the tune. Approximately 125 24-sheet billboards have been purchased to be set up thru the South, plugging the disk. Each billboard will carry a snipe, plugging the h.b. disk jockey in the territory. The Silver Springs resort, thru flack Pete Schall and op Buck Rayone, will send out 250,000 blotters to its entire mailing list plugging the platter. Six-hun-

Speed Battle Sparked by TV Hearings

Rumors Flood Disk Biz

(Continued from page 3)

had been no change in the company's policy with respect to 45. The policy has been as follows: "We have no plans for going 45. We have had no demands for it."

Decca Records is determined not to enter the argument if at all possible. The diskery feels it is in a very strategic position, and that for the sake of the industry as well as itself it must assay every angle before making a decision on 45.

Lavish CRI Promosh

Columbia is currently in the midst of its most lavish promotion campaign to date, encompassing a heavy financial outlay in national mags, newspapers, radio and TV. A large part of the Columbia push is dedicated to putting over the seven-inch LP disk as a vehicle for pop singles. Before Decca makes a decision with respect to 45, it is expected that the diskery will wait until Columbia's seven-inch disk has every chance to prove itself or fail. Motivating this attitude is a combination of business sense and fair play, plus the determination to make absolutely sure of the attitude of the consumer.

It will be recalled that last summer, in the initial stages of the speed battle, a number of attempts were made to effect a compromise whereby all companies would press classic on 33 1/3 and pops on 45. After a seemingly close accord had been reached, the project collapsed, with both companies going their way and much bitterness apparent among top execs.

Were Columbia and Decca to go 45, peace would be upon the industry, but neither of these two majors has as yet given any indication of being ready for such a move. The answer would seem to rest with the dealer and consumer—that is, if the demand for 45 becomes so great that it cannot be stemmed, and whether Columbia's seven-inch disk catches on. In some quarters it is believed that the decision on the part of Columbia and Decca will not be made until the fall, when the pressure of new business will be upon the industry.

Doris Settles Row With Col

NEW YORK, May 6.—The Doris Day entanglement with Columbia Records has been amicably settled, with the diskery agreeing to write some additional "concessions" into the thrush's agreement with the waxery. Her pact has two and a half years to go. She will slice her first new sides for the firm in some weeks in about 10 days, when artists and repertoire boss Mitch Miller gets out to the Coast to supervise her sessions. The thrush had asked out on her Columbia pact a couple of weeks ago thru her manager, Marty Melcher, after she aired a number of gripes about her treatment at the diskery.

dred-and-fifty h.b. d.j.'s will receive 1950 passes to utilize the Silver Springs facilities and will be asked to participate in a contest, prizes for which will be vacations by air to the spa.

School Pkg. by Decca, Am. Book

NEW YORK, May 6.—Decca Records and the American Book Company, one of the leading producers of text and school books, this week completed the formation of a new firm, Audio Education, Inc., which is designed to aid education with the combined usage of the printed word and the phonograph record. The diskery and book publisher will poll their resources to create, produce and sell material which will be specifically tailored for schools and general educational benefits.

The records to be produced as part of this co-operative venture will be developed as an integral part of the instructional program of the schools of the nation. Decca will slice and manufacture the diskings, and the packages, comprising platters and books, will be distributed by American.

The first release of the new series will be used in conjunction with the *American Singer* series of grade school books. Five albums in the *American Singer* group will be made available for grades two thru six.

Toscanini Inks New RCA Pact

NEW YORK, May 6.—Arturo Toscanini, the 83-year-old maestro, has been signed to a new long-term contract by RCA Victor.

The noted conductor, who is currently on a nationwide tour with the NBC Symphony Orchestra, cut his first Victor date in October, 1919, when he first came to this country on tour with the La Scala ork. Since then he has recorded only for Victor and its British affiliate, HMV. Since 1937, when the NBC Symphony was formed for him, he has recorded only with that orchestra.

Colleges Harmonize Band Bookings

Plan One-Man Date Control In Each School

Expected To End Bickering

(Continued from page 3)

R. C. Williams, University of Oregon, Eugene; Don Stevens, Iowa State, Ames, and Mary Lou Stubbeman, University of Oklahoma, Norman.

Major point in the committee's initial program involves getting every member school to set up an authorized individual to do all the band and concert booking for all activities of the school. Smith said that he feels this will eliminate much of the college vs. booking agency grief. He pointed out that if one person concentrated on college scheduling it would enable that individual to become experienced and a better bargaining agent with bookers. As rep of the school, the one party would control at least a dozen important dates and sometimes many more, depending upon the size of the student activity fund. Therefore, that rep, he said, would no longer get the argument from the agent about only doing business on a single date, but would become more like the average ballroom operator who consistently books dates.

Smith pointed out that it would work to the advantage of a booking office, too, to have a man who understood the proper methods of booking a band. Many times a student, who never booked a band before, violates the standard procedure in booking bands, not realizing that an adequate advance deposit is necessary and that contracts must be returned as soon as possible after their receipt to insure the proper amount of (See *Colleges Harmonize* on page 16)

Capitol Tie-In With Rose Fete

HOLLYWOOD, May 6.—Capitol Records has tied in with the Portland, Ore., annual Festival of Roses and will have Margaret Whiting appear there June 7-9. Diskery is pressing 5,000 flex copies of Miss Whiting's disk, *Festival of Roses*, to be peddled as souvenirs during the event. Specially designed full-color sleeves will accompany the disks to serve as mailer envelopes for the disk mementos.

Actually, Cap will lose dough on the deal, but expects it to pay off promotion-wise. This marks the first known time that a diskery has tied in with a similar event in pressing souvenir platters. Songstress will perform on the first and last days of the festival and will devote the third day to hospital benefit p. a.'s in Seattle.

Petrillo Denies OK on Telefilms

NEW YORK, May 6.—James C. Petrillo yesterday (5) flatly denied a West Coast daily trade paper story that he and TV reps had settled the issue of employment of musicians in films for video, giving the green light to use of tootlers in telefilms.

"It just isn't so," were the American Federation of Musicians (AFM) prexy's words when *The Billboard* got in touch with him here.

Nor is the stalemate likely to be resolved in the immediate future, according to insiders here. The AFM bugbear in the telefilm question is a fear that settlement may open the floodgates for a stream of films made for exhibition in theaters only. Under Petrillo's agreement with Hollywood studios, the films his musicians make for them are verboten for video. Once he settles with the telecasters, AFM

Supreme Loses Case for 400G Against Decca

HOLLYWOOD, May 6.—Decca Records successfully defended itself against a \$400,000 damage suit filed by Supreme Records. Supreme charged that Decca had stolen its arrangement of the Paula Watson *A Little Bird Told Me* record, for Decca's *Bird* etching with Evelyn Knight. Ruling was handed down late Friday (5) by Federal Judge Leon Yankwich in Los Angeles, ending a three-day trial.

In his decision Judge Yankwich supported Decca's claims that arrangements differed and invaded no property rights. Judge ruled that only a copyright owner holds such rights for original music, but that other arrangements are not considered as property. Moreover, after hearing both platters in court, Judge Yankwich ruled that there was nothing original in Supreme's arrangement which could be made the subject of property ownership. By playing both records in court, differences between the two arrangements were evident, with Decca boasting a much better product, according to Judge Yankwich.

Because of its importance as a precedent-setting suit, Decca put its big legal guns to work to prepare an ironclad defense. Case was handled by Averill Pasarow, Decca's Coast counsel, with Henry Cohen, general Decca counsel in New York, sitting in. During the trial Sonny Burke, Coast recording director for Decca, and Paul Cohen, New York Decca disk director, testified as to the musical fine points of both platters.

thinking has it, there might be no preventing a floodtide of film into TV, with no compensation for the musicians.

Wayfaring Stranger Will Find No Rest But Plenty Moolah

NEW YORK, May 6.—Burl Ives, billed as the *Wayfaring Stranger*, is unlikely to be much of a stranger if he can survive the heavy schedule that's been lined up for him this year. This week the folk singer is cutting six pop and eight kiddie songs for Columbia. The diskery is also releasing an album of hymns and album of Mother Goose songs by Ives next month.

On June 19, he begins work on a picture in Las Vegas, which Film Classics will release. To take this assignment, the warbler canceled a personal appearance tour previously booked for him in England. In August, he'll appear in a Houston production of Lehar's *The Merry Widow* and may stick around to play Captain Andy in *Showboat*.

From October 15 to December 15 he's been booked for 60 concerts in many days thru the Judson division of Columbia Artists management. He's able to make these bookings by piloting his own plane from town to town. Included are 15 appearances with symphony orks, with which he'll sing folk material, including Morton Gould's specially arranged set of Roumanian and American folk songs. Ives' concerts are booked at a guarantee of \$1,500, plus a percentage.

Negotiations are pending for a Broadway legit play after the first of the year, and also for another film to be shot during next April and May. In between, there will be eight weeks of nitery engagements, plus guest appearances on radio and TV.

Mercury To Disk 'Tickets, Please'

NEW YORK, May 6.—Mercury Records this week virtually wrapped up its first original cast Broadway musical recording deal. The diskery has just about sealed an agreement to do a package built around the Paul and Grace Hartman revue, *Tickets, Please*, which met with a favorable press on its opening a couple of weeks ago. Deal is being made for Mercury by Veepee Joe Carlton, in close association with Art Talmadge, and for the show by producer Arthur Klein and Larry Spier, representing Chappell, publisher of the score.

Show, in addition to the Hartmans, features Roger Price, Jack Albertson, Dorothy Jarnac and the Bill Norvan Upstarts. The album, which will be available in three speeds, will also feature the work of Lyn Duddy and Joan Edwards, who were responsible for the music and lyrics of the show.

Cates for Coral Coast Music Dir.

NEW YORK, May 6.—George Cates has been appointed West Coast musical director for Coral Records. Cates is the former arranger for Russ Morgan's band and was inked a couple of weeks back as a Coral recording artist. The diskery's Eastern musical topper is Roy Ross. Both Cates and Ross will work under the supervision of Coral artist and repertoire overseer Jimmy Hilliard.

The Coral diskery also inked warbler Artie Wayne to a term recording pact this week. Wayne, who has been spending most of his time on the West Coast, is the former Freddy Martin singer who has inked a number of impressive slicings for indie labels and who did a few etchings for Capitol some time ago.

Injection Molding's A-Coming?

Market Eyes Cheap, Fast Kidisk Method

Adoption Soon Possible?

By Bill Simon

NEW YORK, May 6.—Injection molding, the rapid, low-cost disk producing method introduced about three years ago with the first experimental Simon & Schuster kidisks, may soon be practical for production of all types of disks the market demands. If so, 10-inch disks could be turned out at about four times the current rate of conventional compression pressing. Seven-inch platters are already being turned out at nearly eight times the old speed. One injection mold diskery, Shelley Products, Ltd., of Roslyn, L. I., N. Y., is already set up to press 45 and 33 1/2-r.p.m. disks at the market's lowest price for quantity orders. Bestway Products, Rahway, N. J., originator of the process, is working closely with

Harbach's Career

NEW YORK, May 6.—Otto A. Harbach, newly elected ASCAP president, is a charter member of the Society, a director since 1920, and had been a veepee since 1936. Born in Salt Lake City in 1873, he was educated at Knox College and Columbia University. Before embarking on his career as playwright and author, he taught English and worked in advertising and journalism.

Among the many shows he has written are *Kid Boots*; *No, No, Nanette*; *Desert Song*; *Roberta*; *The Cat and the Fiddle* and dozens of others. Over a thousand songs have come from his pen, including *Love Nest*, *Cuddle Up a Little Closer*, *Gianina Mia*, *I Won't Dance*, *Indian Love Call*, *Rose Marie*, *Sympathy*, *Who, Yesterdays*, *Smoke Gets in Your Eyes* and innumerable other standards and show numbers.

Columbia Records in an effort to apply the process to 7, 10 and 12-inch microgroove disks. Shelley, this week, submitted 10-inch 33 1/2 test (See *Platteries Eye Kidisk*, page 41)

Decca Stock Up 4c for Quarter

NEW YORK, May 6.—Decca Records first quarter report showed a gain of 4 cents earnings per share over the take for the same period last year. Net earnings for the quarter amounted to \$311,056 after provision had been made for payment of income taxes totaling \$190,647. The take equals 40 cents per share of the 776,647 shares of capital stock outstanding. The 1949 first quarter earnings were \$280,098, which is the equivalent of 36 cents per share.

Fuld Drops Action Vs. Robert Music

NEW YORK, May 6.—James Fuld discontinued an action against Robert Music in New York State Supreme Court this week charging infringement in connection with the music to *If I Knew You Were Coming I'd've Baked a Cake*. Fuld, an attorney acting as his own counsel, had charged that the melody of the *Cake* number infringed on a song he had written and protected via common-law copyright.

The Robert pubbery was represented by attorney Arthur Fishbein.

AFRA PITCHING FOR SINGERS

Alexander Cracks Waldorf; Registers Kaye and Monroe

NEW YORK, May 6. — Willard Alexander this week pulled off one of the leading band biz coups of the several years when he cracked the Music Corporation of America's (MCA) 16-year grip on the band chasing of the Waldorf-Astoria Hotel here. He sold Sammy Kaye, who has been a General Artists Corporation (GAC) property and currently is dickering for a management deal, for a Starlight Roof date. Alexander also has his own ace, Vaughn Monroe, skedded for a late August early September appearance at the hotel location.

Kaye goes into the Roof June 29 for a four-week run. His work and "You Want To Lead a Band" gimmick will top-line a bill which will include the Modernaires' vocal group. Alexander also can have the period showing Kaye's if he can come up with a suitable enough package. Monroe will probably close the Roof season and possibly open the fall season in the hotel's noted Wedgwood Room.

The Waldorf Roof opens June 1 with the MCA standby, Guy Lombardo, due for the baton assignment, and William Morris Agency warbler, Tony Damone, skedded to top the floor-show. The Waldorf has been observing a conservative band tack for many years, leaning mainly on society-style units like those of Eddy Duchin, Leo Reisman, Emil Coleman, etc. The entry of Kaye and Monroe marks the initial move to vie for one of the younger set's loot. The hotel's recent sale to Conrad Hilton bought in a new talent buyer, Merrill Abbot, who is mainly responsible for the policy changes.

The Kaye booking, coming at a

Mills Acquires Wood Catalog

NEW YORK, May 6.—Mills Music acquired the B. F. Wood catalog, bidding Jack Robbins for the property. Jack Mills, proxy of the Mills pubbery, and Attorney Leonard Sussu, of Zissu and Marcus, negotiated the deal in Boston this week.

The catalog, which has been inactive for some time, is considered a valuable repository of standard educational material. According to unverified Brill Building quotations, Mills topped Robbins's \$65,000 bid by \$8,500.

Griffin Skeds Opera "Pique Dame" on LP

NEW YORK, May 6.—Griffin Records, headed by Wesley Smith, is the latest longhair indie to sked the release of a complete opera on long-playing disks. The opera is Tschai-cowsky's *Pique Dame*, to be issued in June on four 12-inch long-play matters. The performance is a Bolshoi State Theater production, cut in the Soviet union.

Smith has also acquired complete control of the Gallery label, having bought out his associates. Material from the latter label, including the David Oistrakh performance of the Tchaikovsky *Violin Concerto*, will be switched to Griffin.

Smith has engaged Bennett & Pleasant publicity firm to handle public relations for Griffin, his smart distributing outfit and associated lines he handles as factory representative.

time when the maestro is between management pacts, has opened trade speculation that the orkster may go with the Alexander agency for personal appearances. Last reports had Kaye just about set to renew with GAC. He has completed a deal with Frank Cooper Associates to represent the Kaye crew and several gimmicks for radio and television.

Taxi Dance Halls Won't Lie Down

DETROIT, May 6.—This city's taxi dance spots aren't taking their apparent legal demise lying down, and are demanding a public hearing on their right to live from the Common Council, which was about set to pass an ordinance outlawing them. Spots were actually closed down by police action recently, and it was expected they would be unable to reopen, but vigorous tactics by the operators may give them a breathing spell.

Present basis of the plea for new life is the contention that the taxi dance patrons are entitled to spend their money in these spots the same as in regular dancing schools where the charge is made by the hour. It is claimed that the clientele includes a lot of high-class citizens, specifically doctors, attorneys and teachers. Spots also contend that their hostesses, instead of being of dubious character, as police have repeatedly sought to prove, are actually helping out the family exchequer by their earnings when the husband's salary has proved inadequate to support a family.

Merman Signs Decca Paper

NEW YORK, May 6.—Ethel Merman this week was signed to a three-year exclusive recording contract by Decca Records' artists and repertoire Veepee Davis Kapp. Miss Merman's inking as a full-time dishing artist makes the first such deal she has had in her long career as a headline musical comedy performer.

Decca signed the star on the strength of her winning performance on the disking of *Dearie* and *If I Knew You Were Coming I'd've Baked a Cake*, both of which she did in duet with Ray Bolger.

Goldkette Cleared Of Fraud Charges

DETROIT, May 6.—Jean Goldkette, dean of name band leaders, was cleared this week of charges of check fraud activities filed against him in connection with the recent shuttering of the swank Goldkette Fantasia. Charges were dismissed by Recorder's Judge George Murphy when it was pointed out by defense attorneys that the check in question, for a meat bill at the spot, was issued on behalf of the corporation, and only signed by Goldkette as an officer, not in a personal capacity. Other charges of failure to pay \$160 in wage also were cleared up, giving Goldkette a clean bill of health.

Informed opinion here takes the view that Goldkette was the innocent victim in the sense of being in the impossible position of holding the bag for a spectacular venture that proved to be undercapitalized.

Columbia Pushing Shore Recordings

HOLLYWOOD, May 6.—Columbia Records Coast sales org launched a sales drive this week on Dinah Shore waxings to tie in with la Dinah's current two-week nitery date at Ambassador Hotel's Cocoanut Grove here. Columbia distributor Joe Papp, head of the record division of the Ray Thomas Company, will offer cash prizes to dealers for best window displays and story promotion on Dinah, as well as incentive bonuses for salesmen.

This marks the first time in recent months that plattery has singled out a special artist for a promotional drive. Dinah's nitery bow received wide press splurge and universal rave notices in local trade sheets, hence plattery feels public is particularly Shore-minded at the moment.

'Rum, Coke' Suit Settled at Last

NEW YORK, May 6.—The several-year-old litigation on the infringement suits leveled against the writers and publisher of *Rum and Coca-Cola* has finally been resolved in a settlement made between the plaintiffs and defendants during the court proceedings. The publisher, Leo Feist, and the writers, Morey Amsterdam, Jeri Sullivan and Paul Baron, agreed to pay plaintiffs Maurice Baron, who had won a case and appeal over the music of the song, and Khan, who has been the victor in a case involving the lyrics, a "substantial figure" which fell below the gross income of the song. The gross has been estimated to be in six figures.

As part of the agreement, Feist will continue to publish the song and copies are again available.

Laine-Grey Merger Plus Concert Dates

CHICAGO, May 6.—Frankie Laine and Nan Grey, of the flickers, following their marriage June 15 in Hollywood, will go to South America on a five-week honeymoon. General Artists Corporation, Laine's booker, has already set two concert dates in Latin cities if they fall in with the singer's itinerary.

On his return, Laine opens August 8 at Sam Maceo's Turf Club, Galveston, for a fortnight, and will follow up with a week at the Radio Theater, Minneapolis, August 25. He will open at the Chez Paree, Chicago, September 8 for a month.

Laine currently is doing a series of nine Midwest one-night concert dates with a package that includes Bobby Sherwood's band.

Birthday Greetings On 8-Inch Plastics

NEW YORK, May 6.—The Sanders Recording Company this week placed on the market an eight-inch plastic musical record which serves the purpose of offering congratulations or birthday greetings. The record uses a band, a male singer and original music by Edythe Stauffer for the respective sides.

The disk is expected to retail at \$1 and wholesale at 60 cents. Musical rights are owned by the Bradford Publishing Company, a BMI affiliate. Distribution is being arranged.

Calls Disker Talks To Set Basic Rates

Pay Rates Now Off

(Continued from page 3)

rently paid to vocalists and groups of singers. Talent agency men and personal managers bear this out. From the standpoint of free-lance talent, the situation is roughest among the indies, some of whom pay vocalists absolutely nothing. The argument of such diskeries is that the disk has high exploitation value for the warbler, and the latter, they claim, can use such a disk to enhance his bookings in night clubs, vaude and club dates. On the other hand, some indies are known to be very forthright and equitable in their dealings with singers.

One well-known manager of vocalists and singing groups stated the field completely lacked any set of standard wages. He stated there was no such thing as a "prevailing wage." What happens, he pointed out, is that an artist and repertoire exec phones a talent manager, asks the price of a group for a date—and then the haggling begins. Recently, he stated, one Eastern diskery offered a total of \$40 for eight voices for four sides. This work would normally require a minimum of three hours, he pointed out, and would mean remuneration of \$5 for each of the eight singers. Breaking it down further, this is \$1.25 per side.

All Types of Deals

There are all types of deals. Some diskeries hire groups of singers and pay the individuals \$10 per hour.

In still another type of deal, the bandleader may cut the date on his own, and later sell the master to a record company. The singer would be paid by the band leader, if at all.

Singers who record, incidentally, are one of the few—and probably the only major—talent groups not yet covered by union contracts which provide for minimums and conditions. AFRA will first negotiate with the large diskeries, leaving the indies for later sessions.

Palsy Rivals

HOLLYWOOD, May 6.—All eyes were on RCA Victor exec Manie Sachs as he limped into the Cocoanut Grove for the Dinah Shore opening Tuesday (2). But it wasn't the game leg which attracted attention (he tore a leg ligament boarding a plane for Hollywood), but rather Sachs's sidekick for the night—CBS Board Chairman Bill Paley, once Manie's boss but now a stiff competitor.

Sachs shared a table with such CBS gents as Jack Benny and Paley and seemed to enjoy every bit of it. In fact, this odd mixture of CBS and NBC execs gave the night an even more festive air. Opening was biggest of the year, drawing cream of Hollywood's showbiz, who gave Dinah a tremendous ovation. Following the act, 30 Grove waiters marched into the room with floral tributes to Dinah from well-wishers.

One of the bouquets was from Sachs—natch.

Terptune License Talk Stalls

BMI Rejects NBOA Bid To Settle Fight

Calls It Unsatisfactory

CHICAGO, May 6. — Negotiations between the National Ballroom Operators' Association (NBOA) and Broadcast Music, Inc. (BMI), to arbitrarily set a mutual basis for the assessment of terptune music license fees have been halted. Tom Roberts, Des Moines legal counsel for NBOA, received a letter, dated April 28, from Harry P. Somerville, BMI exec in charge of negotiations, in which BMI terminated its negotiations with the ballroom ops' org.

The Somerville missive to Roberts read:

"Your letter of March 20th to Mr. Haverlin (BMI prexy) has finally been referred to me for reply. I have been instructed to advise you that the proposal which you state you are willing to recommend to your members in reference to our licensing of ballrooms is entirely unsatisfactory to BMI."

"You may consider this as a termination of any further discussions with the association. Personally, I regret exceedingly so much time and effort on the part of both parties has resulted in no progress."

In a previous letter, dated March 20, Roberts had transmitted the following to Carl Haverlin, BMI chief: "The board of directors of the NBOA has authorized the writer, as its legal counsel, to submit to BMI the following proposal:

"The NBOA is willing to recommend to its members that they execute the same form of licensing contract with BMI as is now used by that organization in licensing hotels provided two changes are made in such a contract, as follows: (1) The minimum payment provided for in sub-paragraph 'A' of Paragraph II be reduced from \$40 to \$15 for any contract year; (2) the definition of 'licensee's music pay roll' shall be changed to read as follows: 'Licensee's music pay roll shall mean 50 per cent of the contract price paid by the licensee for any engagements of musicians, singers or other entertainers in the course of whose appearance on the premises music shall be performed.'

"We believe that both these changes are fair and reasonable in view of certain facts and circumstances now to be mentioned peculiar to ballroom business and which distinguish such business from the manner in which hotels operate so far as the use of 'live' music is concerned. "Many ballrooms operate only a few nights per week during the three summer months and for that reason the minimum fee of each, if computed solely on music pay roll as defined in the proposed contract, would probably not run in excess of \$10 per contract year. We realize, of course, that it probably costs your organization a minimum amount to service the account of each one of these ballrooms, but it seems to us that \$15 per year should be ample for that purpose."

"The second change in which the music pay roll is defined as 50 per cent of the contract price is, in our opinion, entirely justifiable because of the following considerations: (1) Ballrooms pay a much higher scale per hour than hotels because they are single engagement rates. For instance, in Chicago the hotel rate is \$3 for 37 hours a week, whereas the

(See *Terptune License Talk*, page 66)

Disks By Mail Boom Detroit Biz

DETROIT, May 6.—Cut-rate records by mail have threatened to become big business in this town, with the advent of the Record Discount Company, located in the Cadillac Tower. Firm is owned by Manuel Zechman, an attorney, who has been interested in sundry novelty and show business activities for years, and was formerly a partner in the leased record department at Sam's Cut Rate, Inc., major department store here.

Scarcely a month old, the new outfit is doing a land-office business according to Zechman—but strictly by mail. Would-be purchasers who come up to the office are politely shooed away—the firm has a production-line routine for handling their business at low cost.

Newspaper Ads Used

Newspaper advertising is being used on an increasing but still modest scale, offering records at 20 per cent off list price—firm sticks strictly to slow speeds—33's and 45's, no standard 78 records, and offers all regular numbers by major and principal independent labels available in those speeds, matching the stock of the regular record stores but not attempting to get into the collector's item field. A standard catalog of available numbers is sent to the customers. Sales are made on a money-back guarantee for dissatisfied customers.

Source Secret

Source of the records remains a deep secret, but it obviously is not the regular distributors. In fact, Zechman frankly admitted that he hadn't asked any distributor, because he didn't want to have to place him in the embarrassing position of refusing to sell. However, he said, there has been no trouble getting an adequate supply of records, and at a price low enough to make the profits attractive with the 20 per cent off price.

The company offers free postage on sales of three or more records, and sells on either a cash with order or c. o. d. basis. Advertising has been restricted to local media, principally newspapers, so that only a few orders come from outside the State. So thoroly "production line" minded is the operation that the company does not attempt to segregate out-of-State from intra-State business, and accordingly pays the State sales tax on the whole business, to simplify operations.

Harbach Named ASCAP Head; Ends Pubber-Writer Battle

NEW YORK, May 6.—Otto A. Harbach was elected president of the American Society of Composers, Authors and Publishers (ASCAP) at a Thursday (4) session of the Society's directors which "amicably" ended the discreet but hard-fought battle over the presidency between the publisher and writer-directors.

The naming of Harbach is regarded by students of ASCAP civics as a signal victory for the writer half of the directorate. The pubber section of the board had entered the fray 12 strong for the retention of Fred Ahlert (*The Billboard*, April 22). Keeping him in office for another term would have necessitated rescinding a resolution limiting tenure to two successive years. The writer-directors stood fast against rescission.

The pubbers, at a meeting which ended in a deadlock last week, tried

Govt. Shackles Obscene Disks

CHICAGO, May 6.—The government last week took its first step against local record distributors to stamp out the sale of obscene disks when two distributor points were named as defendants in grand jury indictments. After receiving a lead from Detroit police, following a raid on a place of business conducted by Aaron Harris, Motor City record peddler, the Federal Bureau of Investigation (FBI) turned over evidence to the local grand jury, alleging that the disks had been received from Independent Record Distributors, Chicago firm owned by Nate Rothner and Charles Kaplan, in violation of federal interstate regulations. Indictment charges that the duo made from 5,000 to 6,000 obscene platters.

In another indictment, Sam Margolis, of General Record Distributors, was charged with receiving disks from Humor Records, New York.

The defendants will be arraigned before Judge William J. Campbell in Federal District Court here. Previous to the indictment of the local distributors, the government started legal action against about a dozen retailers who sold the party disks locally.

Gold Injection Gives Voco Life

NEW YORK, May 6.—Voco Records, disk manufacturer and distributor, which recently filed a petition to reorganize under Chapter 10 of the Chandler Bankruptcy Act, is continuing its operation under President George Fishman. Leo Fleur, sales manager, has exited, and Lee Bland Associates, factory representatives for a number of toy manufacturers, are taking over the major part of the sales activity. A sizable chunk of new capital is coming in.

According to Fishman, the diskery's current difficulties are the result of over-expansion without sufficient capitalization. He pointed out that the company owns 15 large multiple hydraulic presses, with a capacity of 1,250,000 disks a month. Both picture records and clear vinyl disks are produced.

Most of Voco's business is done with the syndicate chain stores and a few big department stores.

Wedded Bliss

NEW YORK, May 6.—An independent radio station in Boston recently resolved a disk-censorship question with a nicety worthy of New England's best Puritan tradition.

The tune in question was *Go To Sleep*, all recordings of which were banned excepting the MGM version. That one passed because it was dueted by Betty Garrett and Larry Parks—who in real life are married.

Victor To Plug 2 Specialties

NEW YORK, May 6.—Two specialty series diskings, one from the country-Western field, and the other from the Latin-American lists, have been picked up by RCA Victor's pop department, and are skedded for full-scale jockey promotion. Those selected, on the basis of unusual activity in certain sectors, are Spade Cooley's bucolic waxing of *Honky Tonkin'* and Perez Prado's rumba cutting of *Que Rico El Mambo*.

The latter is the first Latin slicing in several years to be switched to a pop listing after first appearing on the export label. It was issued on the latter five weeks ago. The tune has also been picked up and recorded as *Mambo Jambo* by Sonny Burke for Decca and Dave Barbour for Capitol.

Columbia To Plug "S. P." at Benefit

NEW YORK, May 6.—Columbia Records has tied in with the New York, New Haven & Hartford Railroad for a special benefit run Monday eve (8) for the Damon Runyon Cancer Fund. The railway occasionally runs off a special show train, which takes about 800 Connecticut commuters on a round-trip excursion to New York for the express purpose of seeing a Broadway legiter.

The cost of the trip includes the price of the ducats to the selected show.

The Monday evening selection *South Pacific*. Columbia has made a deal whereby the diskery will sell its original cast *South Pacific* recording to the show train occupants on the train. It will be sold at the regular retail price and all of the proceeds will be turned over to the Runyon fund. Deal was arranged by Stern & Company, the Columbia distributor in Hartford.

more than ever the need of a general manager or overseer to act as a buffer between ASCAP and the users of music, the government and the public-at-large. Here again, the songwriter interests are determined not to have a "publisher's man" thrust into the job. They want a young, public-relations wise, executive-minded man from outside the Society for the post.

Others Elected

The virtual precedential thwarting of the legendary power of a small core of publisher moguls is indication that the scrutiny of the Justice Department into ASCAP's interior workings has had, from the writer point of view, a salutary effect. It also marks the second invoking of the limitation of tenure, endowing the ruling with more strength for the future.

Other officers elected Thursday were Oscar Hammerstein, vice-president; Saul Bourne, vice-president; George Meyer, secretary; Louis Bernstein, treasurer; Walter Kramer, assistant secretary, and Frank Connor, assistant treasurer.

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ANDREWS SISTERS

IN THEIR SENSATIONAL RECORDING OF

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PIANO ROLL BLUES



COUPLED WITH

WAY DOWN YONDER IN NEW ORLEANS

both with VIC SCHOEN and his Orchestra

DECCA 27024



ORDER NOW!

America's Fastest Selling Records



Victor's RCA Tie To Plug Records Pays Dividends

(Continued from page 6)
the NBC exec huddles with Gaines and gets the gears meshing. This involves seeing that all disk twirlers and other major talent on the o.-and-o.'s either get pressings or at least full details about the record or both. Then Gaines goes into action to see that the follow-thru is carried out.

The jocks and personality characters on the five stations are given instructions on the handling of their spiels. When playing or discussing the records, they are told to give the selected disk a major build-up as the hottest coming item or as something sensationally different.

The five o.-and-o. stations involved are WNBC, New York; WMAQ, Chicago; WTAM, Cleveland; KOA, Denver, and KNBC, San Francisco. Each is in a particularly strategic regional market, and Gaines is said to exert close watch on the activities of all personnel involved.

The pay-off from this plan is said to be just short of phenomenal. One Victor exec noted that a study of *The Billboard* record popularity charts has shown jet jumps in the standings of each disk selected for the "treatment." It is considered likely that a similar tie-up eventually may be effected between Columbia Records and the CBS outlets.

RCA's Sarnoff in Battle With CBS's Rosenman

(Continued from page 11)
as its color TV system is inferior, and we did not wish to produce a 33 1/2-r.p.m. record until we could put out a better one, which we have done, and therefore we have introduced it."

Sarnoff went on to charge that CBS "reinvented and rediscovered the 33 1/2 record, which we had abandoned about 10 years before, and because we, at that time, had only shellac with which to make records. And then, when vinylite came along, CBS thought it invented a new law of nature and used vinylite and produced an inferior 33 1/2 record."

Met With Paley

Continuing, the RCA chief declared that at the time Columbia introduced that record, Sarnoff had "many discussions" with William S. Paley, chairman of the CBS board of directors, "and others of CBS and showed them at that time that we had the 45."

"As a matter of fact," Sarnoff went on, "I am sure Mr. Paley had no knowledge of the fact that we had a 33 1/2, and that we had a 45, and so, during the same week that he first told me that Columbia intended to bring out a 33 1/2 record, I demonstrated to him and to his people a 33 1/2 long-playing record and a 45-r.p.m. record, and a tape recording, so there were three different systems of recordings available."

Sarnoff said he told Paley that the 45-r.p.m. was "the coming system of recording," and that RCA had an automatic record changer, "the best in the world and the quickest; no such record changer had previously been put on the market. Here was a simple, inexpensive record changer with a small non-breakable record that had recording and reproduction quality superior to the 33 1/2 at that time," said Sarnoff.

Opened New Fields

"I said this introduced a new set of circumstances into the whole field of phonograph recording and phonograph reproducing. I showed Columbia everything we had and then we found that they had made some kind of a deal with one of the manufacturers by which the manufacturer was to make this playing attachment for the 33 1/2 but not for the 45.

"Every effort and every pressure that could be exerted was exerted upon us by Columbia to abandon the 45 and not to introduce the 45, and to have only a 33 record, and not to have this record with a big hole in it, with this superior performance that it gives," Sarnoff declared.

"We told Columbia then and we have reaffirmed since, and we have demonstrated, that you cannot give the same kind of recording on a small 33, seven-inch record that you can on a 45, and I challenge you or anybody in the world to demonstrate that a seven-inch 33 1/2 record can produce the same kind of quality that a seven-inch 45 r.p.m. record can and does produce.

"We arrived at that system as the result of many years of research and development in RCA laboratories. In fact, the man who was at the head of the record business deserted us, went to the Columbia Phonograph Company, and told them about all the developments that we had in our plant, and this 33 business was an attempt on the part of Columbia to beat RCA to the punch."

Drew Laughter

Sarnoff wound up his "inside story" by drawing a volley of laughter when he said to Rosenman: "Now after this happened, a lot of other things happened, and I have only given you part of the story—I will reserve the rest for another day."

Rosenman said, "have you finished this part of the story?"

"I beg pardon?" asked Sarnoff. "Have you finished what you think is all that I have to know in order to ask questions?" said Rosenman.

"I think that is all you need to know tonight," replied Sarnoff, adding, "but if you want some more—"

Members of the FCC joined in the general laughter.

Under further questioning by Rosenman on RCA's entry into the 33 1/2 field in addition to 45s, Sarnoff said that the 33 1/2 record which RCA has brought out is "superior" to the Columbia counterpart, but he added that he is sticking to his prediction that 45s will replace all others "in the course of years."

During a recess which followed, Peter Goldmark, CBS's director of engineering and research, answering a press query, said he was at variance with Sarnoff's account of the meetings between the RCA chief and the Columbia group. Dr. Goldmark said he was present at the meeting between Sarnoff and Paley. According to Goldmark, Sarnoff told Paley, when shown the 33 1/2 record, "You caught me with my pants down."

Smith Concert Band Tops Field in Detroit

DETROIT, May 6.—The top spot in major musical activity in this area appears reserved for the Leonard Smith concert band, under development here for the past five years. Demise of the Detroit Symphony Orchestra last year has left the city without a top-flight professional outfit in the field of major musical groups, but the Smith band appears to be ready to step into the gap, in the band rather than orchestra field.

The Smith band will have a second annual concert, sponsored by the Detroit Commandery, Knights Templar, Wednesday (10) at the Masonic Temple, and present box-office reports indicate a virtual sell-out for the 5,000-seat hall, with tickets scaled from \$3.60 to \$1.20. Gross for the evening is estimated at upward of \$10,000.

For several seasons, Leonard Smith has been carefully grooming a band of approximately 50 pieces, to go on the road as a touring unit, in the traditional Sousa style. The plan is said to have the support of several sponsors which will assure financial stability. It is expected to be the only outfit of its caliber on a regular touring basis.

Smith, who has been called "America's premier cornetist" by musical critics, has maintained an office here for the past two years.

COLLEGES HARMONIZE

(Continued from page 12)
time for the booking office to get the one-night tour lined up.

Smith said that the committee would also attempt to point out to all schools that there are a number of bona fide agencies currently booking attractions suitable for school use. He said that he currently sends out mimeographed lists of all Hoosier availabilities to all booking offices, to increase the competition for particular dates and, therefore, work out more reasonable prices for an attraction.

Local booking agents, when told of the ACU committee suggestion said that, from their experience such a plan would work successfully. They pointed to schools, such as the University of Michigan where Bob Ray does all the booking, and the University of Illinois, where V. J. Hampton handles the skedding. They said that the experienced men did a far better job of skedding the talent than the once-in-a-lifetime committee chairman whom they so often encounter on collegiate work.

Marks 'Canes' Col. With Poetic Pleas

NEW YORK, May 6. — Johnny Marks, of Rudolph the Red-Nosed Reindeer fame, has been setting waxings on his new tune *Cane Bottom Chair*—but not yet at Columbia. In the meter of the tune, he has been bombarding Columbia's a. and r. topper, Mitch Miller, with a telegram a day—a choice sample follows: "As I set here thumpin' on my cane bottom chair

I keep callin' Mitch Miller, but he just ain't there,
Gotta get a record or move into a tent,
Cane bottom chair you gotta pay my rent."

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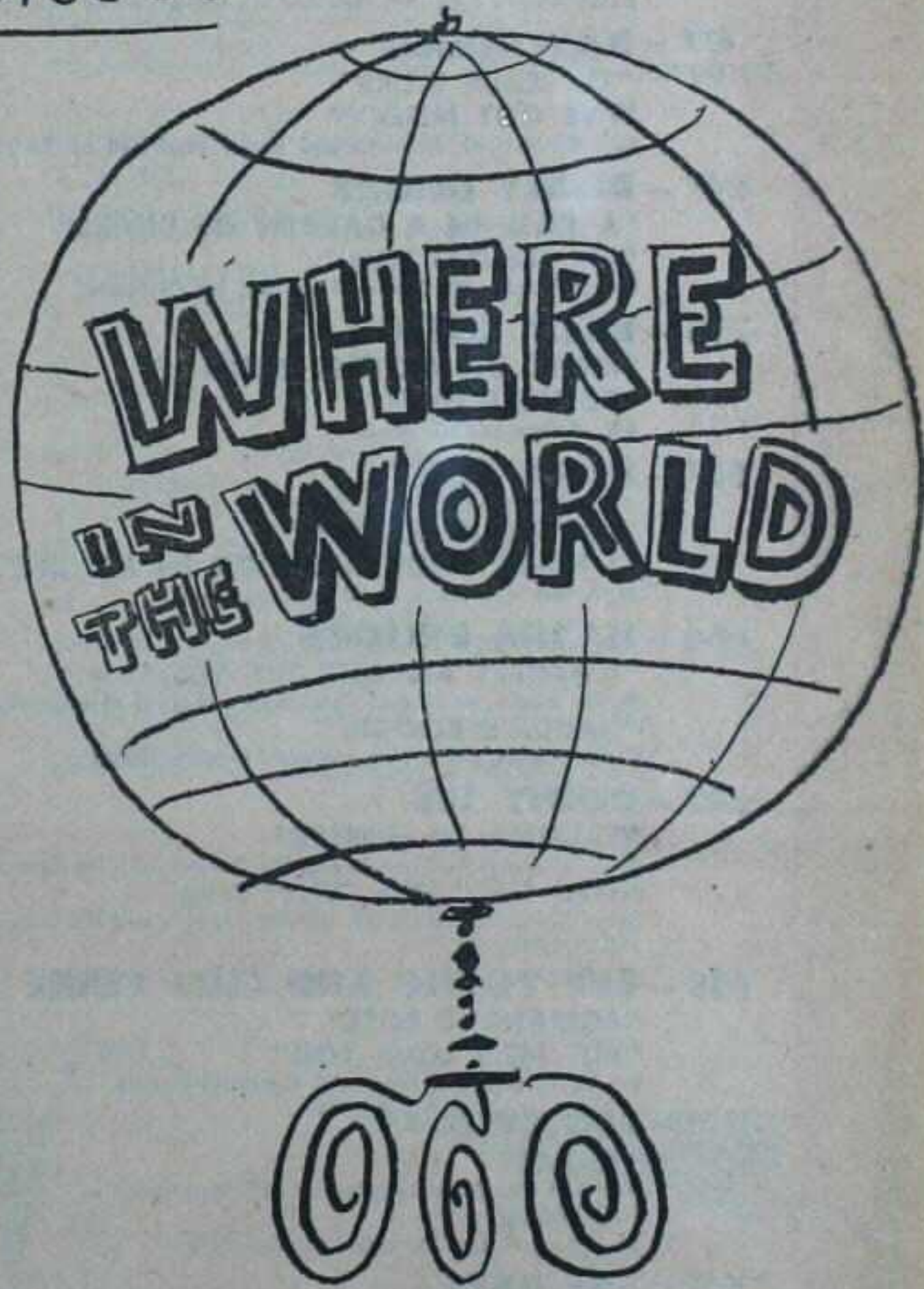
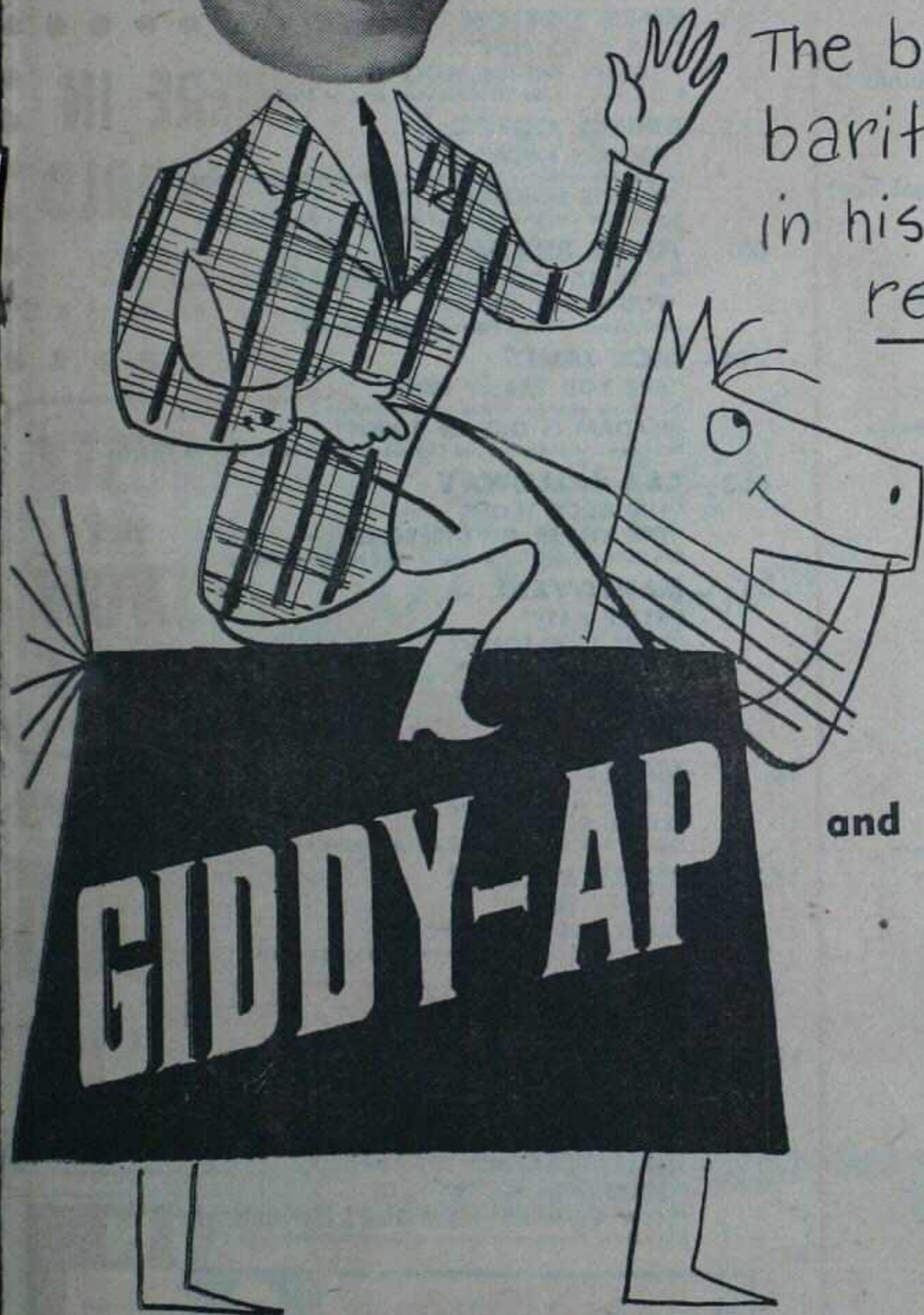
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"I'VE GOT A SUNDAY FEELING IN MY HEART"
Al Morgan, vocal and piano with orchestral accompaniment
- 716 — VERA LYNN**
"OUR LOVE STORY"
"I NEVER KNEW I LOVED YOU" (Till I Last You)
Vera Lynn with Bob Farnon and His Orchestra
- 688 — BOBBY WAYNE**
"BUFFALO BILLY"
"THE MOMENT I LOOKED IN YOUR EYES"
Bobby Wayne with Jack Pleis and His Orchestra and Chorus
- 677 — KAY ARMEN**
30103* — "ST. LOUIS BLUES"
"I'VE GOT MISERY"
Kay Armen with orchestra and chorus conducted by Earl Sheldon
- 647 — DENNY DENNIS**
"A ROSE IN A GARDEN OF WEEDS"
"I'M FEELING LOW"
Denny Dennis with Stanley Black and His Orchestra
- 713 — BILLY COTTON**
"KNEES UP, MOTHER BROWN"
"ROLL ME OVER"
Billy Cotton and His Band
- 667 — HANK FORT**
(I GOT THIS WAY FROM EATIN')
"SOUTHERN COOKIN'"
"I NEVER TOOK A LESSON IN MY LIFE"
Hank Fort with instrumental accompaniment
- 684 — HADDA BROOKS**
"I HADN'T ANYONE TILL YOU"
Hadda Brooks, vocal and piano with orchestral accompaniment
"HADDA'S BOOGIE"
Hadda Brooks, piano with orchestral accompaniment
- 542 — BENNY LEE**
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Benny Lee with Nat Temple and His Quartet with the Keynotes
"TWO LIPS" (The "Kiss" Song)
Benny Lee and Petula Clark with Nat Temple and His Orchestra with the Keynotes
- 659 — EVE YOUNG AND CLIFF FERRE**
"COMANCHE ROSE"
"BUT ME I LOVE YOU"
Eve Young and Cliff Ferre with The Homesteaders
- 701 — LEO FULD**
30099* — "YAASS"
Leo Fuld with Bruce Campbell and His Orchestra
"PIGALLE"
Leo Fuld with Lew Stone and His Orchestra
- 669 — THE KEYS**
30101* — "FISH"
"THE KEY TO MY HEART"
The Keys with Rhythm Accompaniment
- 649 — THE PETERSEN BROTHERS**
"PLAY HURDY GURDY PLAY"
"I WOULDN'T TRADE THE SILVER"
The Petersen Brothers vocal with Barry Snow and His Electric Organ and Rhythm Accompaniment
- 676 — BILLY BUTTERFIELD**
"IT'S EASY TO REMEMBER"
Billy Butterfield and His Orchestra
"IF I COULD ONLY SEE YOU AGAIN"
Billy Butterfield and His Orchestra vocal by Stuart Foster
- 680 — JIMMY LYTELL**
30110* — "HIGH SOCIETY"
"BASIN STREET BLUES"
Jimmy Lytell and The Dixieland All Stars

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- 717 — ANNE SHELTON**
"IN THE CHAPEL OF SAN REMO"
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Anne Shelton with Roy Robertson and His Orchestra
- 709 — EDMUNDO ROS**
"CHIQUITA BACANA"
"MY FAVORITE SAMBA"
Edmundo Ros and His Orchestra vocal by Edmundo Ros
- 682 — SNOOKY LANSON**
30107* — "ROSES"
"WHERE ARE YOU GONNA BE WHEN THE MOON SHINES"
Snooky Lanson with Jack Pleis and His Orchestra
- 681 — CLAIRE "SHANTY" HOGAN**
30105* — "JUKE BOX ANNIE" (Doodle-OOle-Oo)
"CALICO SAL"
Claire "Shanty" Hogan with The Dixieland All Stars
- 700 — BILLY COTTON**
"OH! LITTLE FISH"
"TIDDLEY WINKIE WOO"
Billy Cotton and His Orchestra vocal by Alan Breeze
- 715 — REGGIE GOFF**
"FOOLISH PRIDE"
Reggie Goff with The Velvetones and Rhythm Accompaniment
"PRAIRIE SCHOONER TRAIL"
Reggie Goff with The Plainsmen and Rhythm Accompaniment
- 687 — JOYCE BRYANT**
"A LITTLE TOO MUCH CHAMPAGNE"
"YOU DON'T KNOW"
Joyce Bryant with Phil Moore and His Orchestra
- 714 — DICK JAMES**
"ARE YOU REALLY MINE"
Dick James with Ken Thorne and His Orchestra
"MADAM IS OUT OF TOWN"
Dick James with Rhythm and Clarinet Accompaniment with the Keynotes
- 653 — CAB CALLOWAY**
"THE DUCK TROT"
"THE KEEPER OF THE BLUES"
Cab Calloway and His Orchestra vocal by Cab Calloway
- 711 — MANTOVANI**
"HEJRE KATI"
"LOVE IS A SONG"
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Jimmy Walker vocal with instrumental accompaniment


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"SITUATION BLUES"
"ROCK ME IN YOUR CHAIR"
"Duke" Henderson "His Majesty of the Blues" vocal by "Duke" Henderson
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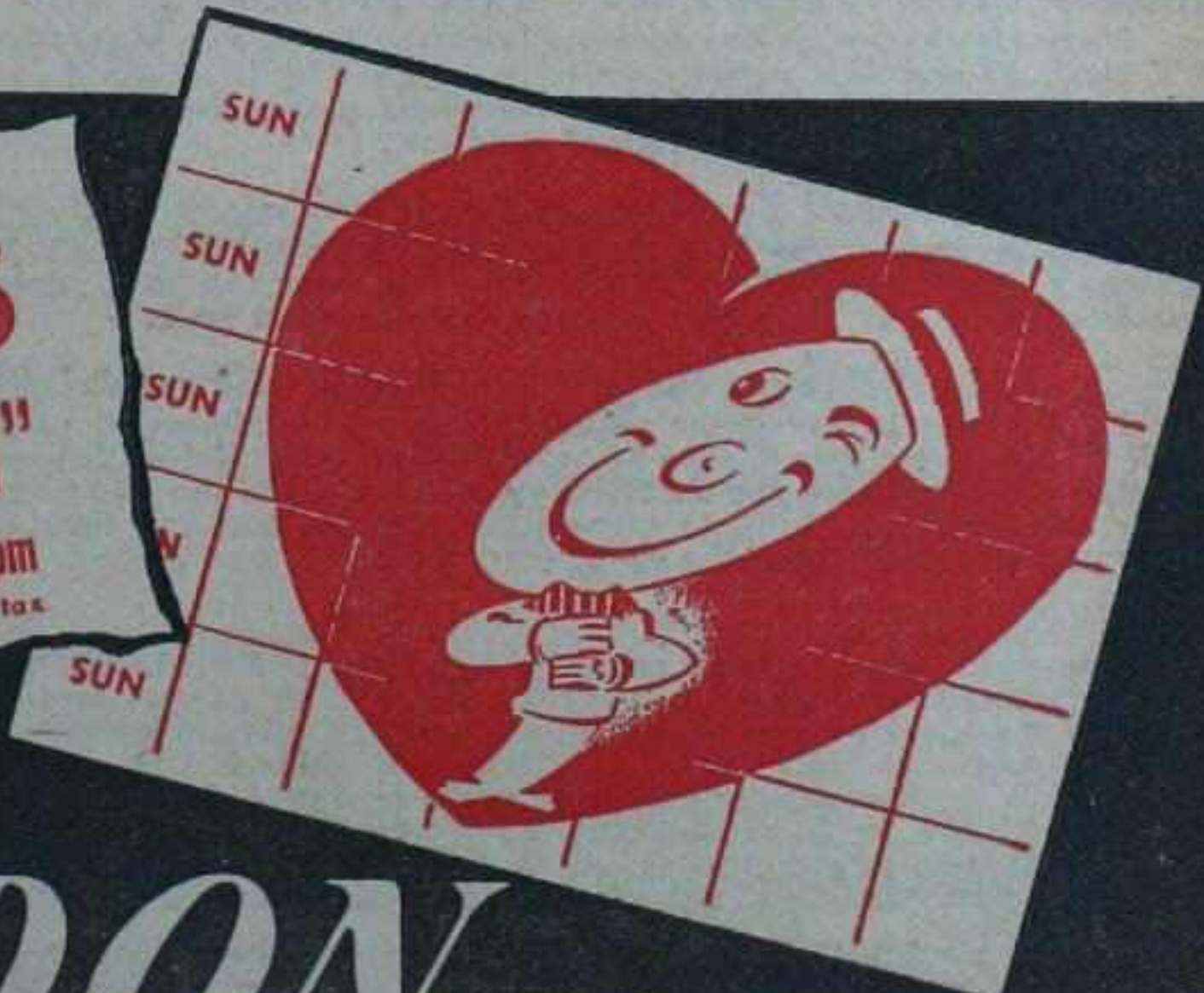
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CANTATA No. 147 "JESU JOY TO MAN'S DESIRING" (Bach)
Kathleen Ferrier (Contralto), William Herbert (Tenor) with THE CANTATA SINGERS and THE JACQUES ORCHESTRA conducted by DR. REGINALD JACQUES (Continuo: DR. T. LOFTHOUSE)
- LLP-2 — \$17.85 — 3-12" Red Label Records
THE ART OF FUGUE (Die Kunst Der Fuge) (Bach)
Transcribed for Orchestra by ROGER VUATAZ
Herman Scherchen conducting THE RADIO ORCHESTRA OF BEROMUNSTER (Recorded in Zurich, Switzerland)
- LLP-144 — \$5.95 — 10" Red Label Record
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Solo Violin: REINHOLD BARCHET
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Solo Violas: HEINZ KIRCHNER and FRANZ BEYER
Solo Cello: SIEGFRIED BARCHET
THE STUTTGART CHAMBER ORCHESTRA conducted by KARL MUNCHINGER
- LPS-147 — \$4.95 — 10" Red Label Record
BACH SUITE No. 3 IN D MAJOR (Bach)
OVERTURE • AIR • GAVOTTES 1 AND 2 • BOURREE • GIGUE
THE STUTTGART CHAMBER ORCHESTRA conducted by KARL MUNCHINGER
- LPS-137 — \$4.95 — 10" Red Label Record
FANTASIA AND FUGUE IN G MINOR ("THE GREAT") (Bach)
FANTASIA IN C MAJOR (Franck)
MARCEL DUPRE, Organ
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MUSIC—AS WRITTEN

RCA Revises L-A Recording in Caribbean

RCA Victor's Latin-American department has revised its recording program in the Caribbean area, cutting down on the territory formerly supervised by Cuban music factotum **Ernesto Roca**. Due to an intensified program in Puerto Rico, waxing there will now be handled by Splendid, Inc., the territory's Victor distributor under the supervision of **Herman Diaz**, L-A department head, whose office is in New York. Diaz will make regular trips to Puerto Rico.

Festival Recordings Makes Salzburg Disks Available

The Mozart "Coronation Mass" and other recordings cut at the 1949 Salzburg Festival in Austria are being made available here thru Festival Recordings, Inc., an outgrowth of the **Hall and Hall** music shop in Boston. Musart Distributing is Eastern U. S. sales agent for the line.

Savoy Records Gets Sales Rights to "Say When"

Herman Lubinsky's Savoy Records has acquired a brace of masters from **Jim Mercer's** Royalty diskery of Paris, Tex. Savoy entered the arrangement to obtain the territorial ballad hit dinking of "Say When," cut for Royalty by **Zee Cowan** and **Jim Burdette**. The deal calls for Savoy to act as exclusive sales agent; he retains the Royalty label. Disks will be pressed at Mercer's four-press Paris plant, altho Lubinsky's Savoy and Regent wax is pressed exclusively at the MGM plant, Bloomfield, N. J. Mercer, who also is writer of the tune has turned it over to Duchess Music pubbery.

Haas Quits Peter Pan for Own Package Music

Bernard Haas, who recently joined Synthetic Plastics as artists and repertoire chief of that outfit's Peter Pan kidiskery, ankled that outfit last week to devote full time to his own Package Music, Inc. The latter outfit produces and promotes disk packages, most of which have come out on RCA Victor. Haas is going on the road to promote his material thru Victor distributors. He's also producer for Al Goodman Musical Enterprises.

Capitol's Bittaker South To Gauge Biz Pulse

Floyd Bittaker, executive veepee of Capitol Distributing Corporation, diskery's sales subsid, leaves on a three-week tour of Cap's Southern branches. Bittaker will cover Texas, Oklahoma, Louisiana, Georgia and North and South Carolina. He will huddle with sales reps in these States and strive to gain the disk biz pulse. Current jaunt follows closely on the heels of a similar trip the exec made thruout the North and Eastern territories.

New Designs for Kiddie Land, Willida in Fall

Kiddie Land and Willida Records, kidisk labels produced by **Julie Marvin** and **Irv Bizman**, are prepping a new look for the fall season. The art work for the entire line is being redesigned by artist **Henri La Mothe**, to hit the counters in late August. By that time the diskery will also have all its titles available on 45 r.p.m. platters. Additional long-playing titles are planned as well.

Arnold Shaw Does Book on Biz Slangage for BMI

BMI has published a serious and scholarly 22-page booklet on the music business slangage by **Arnold Shaw**, musicologist, etymologist, publicist and general-professional-managerist of Duchess Music Corporation.

London Sets Up Info Service for All Inquiries

London Records has set up its own air clearance information service to facilitate programing of London disks by disk jockeys and radio stations. The service is being handled by the diskery's copyright department, which offers to give prompt answers to telephone and mail inquiries concerning mechanical and performance rights in numbers released on the label.

Rainbow Signs "Texas L'il's" Mary Hatcher

Mary Hatcher, singer and dancer with the Broadway legit, "Texas L'il Darlin'," has been signed to a term contract by Rainbow Records. The deal set by **Len Litman**, Miss Hatcher's personal manager, and **Eddie Heller** and **Larry Newton**, of Rainbow.

Ferrazzano, Purcell To Manage Toni Arden

Freddie Ferrazzano and **Jerry Purcell** have inked thrush **Toni Arden**, who opened at New York's Copa Thursday (4), to a personal management pact. They also manage warbler **Alan Dale**.

RCA To Issue "Krupa Plays" for Waller Memorial Week

RCA Victor is timing the release of the "Gene Krupa Plays Fats Waller" album for **Fats Waller Memorial Week**, May 16-23. The week promotion, co-ordinated by **Ed Kirkeby**, who managed the late pianist-cleffer, is largely a drive to perpetuate Waller's memory thru concentrated live and recorded play of his music.

New York:

Ed Burton is back from an extended Coast stay. He'll handle promotion, mechanicals and material selection for Hill & Range here. **Jack Schiffman** continues as professional manager. . . . **Eddie Fisher** was signed to a three-year contract by GAC. . . . **Buddy Robbins** has returned from Hollywood where he acquired and set diskings on "A-Razz-A-Ma-Tazz," two-beater by orkster **Dave Coleman** and **Irving Taylor**. . . . The **Mystery Quartet**, Philadelphia group managed by deejays **Ed Hurst** and **Joe Grady** and nitery op **Label Spiegel**, signed a booking pact with **William Morris**.

Problems confronting musicians forming a band will be dramatized on NBC-TV's new program, "Downbeat," aired Tuesdays, 9:30-10 p.m. **Jim Dobson** plays the lead, supported by **Iggie Wolfington**, vocalist **Betty Brewer**, **Doug Rogers** and **Kenneth Forbes**.

Richard Hayes' option was picked up by Mercury Records till May, 1951. . . . Contact men **Jerry Lewin** and **Mack Cooper** were let out at

Chappell. . . . **Ralph Smitman** replaces **Abe Glaser** as Coast rep for **E. B. Marks**. . . . **Danny Gregory**, road manager for **Tony Pastor**, has left for a similar job with **Ralph Flanagan**. . . . **John Hall**, **Sammy Kaye** road manager, is leaving to go with the **Jimmy Dorsey** ork.

Larry Green, who completed his four-week stand at the Roosevelt Hotel last week, opens a 10-day engagement at **Bill Green's** Casino, Pittsburgh, May 15. . . . **Frankie Lohmann**, former promotion head for the **Walter Thornton** Model Agency, has joined **Dick Linke's** publicity office to handle disk jockey promotion. . . . The **Paulette Sisters**, vocal group, have been signed exclusively by **Dana Records**. They'll specialize in polkas and novelties. . . . Vocalist **Phyllis Lynd** opened May 8 at the **Latin Quarter**, Montreal, for two weeks. . . . Blues warbler **Eddie Banks** has signed a three-year deal with **Columbia Records**. He cut his first sides with **Buddy Tate's** combo May 5. **Frank Hanshaw** is managing **Banks**. . . . Western orkster **Spade Cooley**, an RCA Victor artist, has been booked into the **Waldorf-Astoria** for a summer engagement. . . . Thrush **Fran Warren** opens at **Bill Miller's** Riviera June 12. . . . London a. and r. staffer **Jack Pleis** and thrush **Eve Young** made the rounds of Philadelphia deejays prior to the latter's opening last week in **Wilmington, Del.** Gal records for London.

Chicago:

Bob Ehler, who recently resigned his post as cocktail booker with MCA, has joined **Associated Booking**, taking over **Pete Zamuto's** spot. **Zamuto** ankled ABC to return to nitery management. . . . **Augie Morin**, half of **Morin-Schwartz**, Milwaukee agency, folded the **Beer City** outlet after his partner, **Bill Schwartz**, settled permanently in New York. **Schwartz's** frau is one of **Arthur Godfrey** chorettes. **Morin** is now working with **Charlie Richter** in MCA's Minneapolis office. . . . **Tommy Ryan**, the ex-Kaye guitarist-vocalist, takes his 12-piecer into **Melody Mill** June 28 for five weeks. The location is his first Midwest stop. . . . **Larry Fotina** set for a series of park dates, working **Kennywood**, Pittsburgh, June 26-27; **Steel Pier**, Atlantic City, July 11-17; **Coney Island**, Cincinnati, July 28-August 3, and **Peony Park**, Omaha, August 8-14. . . . **Irv Morris**, ex-King Records rep, has taken over a company-owned **Mercury** distributorship in Atlanta, replacing **Heath Distributing**.

King Records here is moving its location to 5253 Cottage Grove. . . . **Lake Club**, Springfield, Ill., has gone to smaller bands, using **Jimmy Featherstone**, **George Winslow** and now **Gardner Benedict**, all using eight-piece crews. . . . **Shep Fields** set for three weeks at the **Club Shalimar**, Shalimar, Fla., opening June 8. . . . **Trocadero Club**, Evansville, Ind., which has been vying for patronage with the **Commando Club** there, using **Frankie Carle** for a week in June. . . . **Hal McIntyre** and **Al Morgan** team up for a week at the **Skyway Lounge**, Cleveland. Duo attraction marks spot's biggest budget ever. . . . **Tommy Reed**, who's been sweating out a **Local 10 AFM** card here, takes his new band out May 12, opening at the **Trocadero**, Henderson, Ky. . . . **McConkey Artists' Corporation** has inked **Bill Bardo**, who is fronting a quartet, to a management pact. He opens May 26 at the **Miami Hotel**, Dayton, O. . . . **Eddy Dunsmoor**, the ex-orkster, is managing the **Roof Dancery** of the **Hotel Heidelberg**, Jackson, Miss. Spot is currently using **Will Back** and will follow with **Don Ragon** and **Leo Pieper**.

Dallas:

Buck Ram, composer of the wartime hit, "I'll Be Home for Christmas," is the new manager of the **Denny Beckner** ork, playing **Skyliner Club**, Fort Worth, after several months at the **Aragon**, Los Angeles. . . . In Dallas, **Gene Krupa** played to 1,200 at **Louann's** recently and will return Sunday (14). With a break in weather, he should crack the attendance record which he already holds. **Krupa** relieved his current series of one-nighters with a private dance at **Naval Air Base** here Thursday (27). . . . Other dates for **Louann's** include **Jimmy Dorsey**, Sunday (30); **Ray McKinley**, June 1-2; **Les Brown**, August 23. **Vaughn Monroe**, **Ralph Flanagan** and **Woody Herman** also are being booked. . . . **Ted Weems** and his ork play **Pappy's Showland** June 7, then go to **Galveston Pleasure Pier** to open its summer season. . . . **Ted Fio Rito** opened at the **Balinese Room**, Galveston, Friday (28).

Hartford, Conn.:

Francis R. Fain has been re-elected president of the musicians' union of New London, Conn. Other officers renamed include: Vice-President, **Lyle Burdick**; sergeant at arms, **Milton E. Clark**; secretary-treasurer and business representative, **Mrs. Florence A. Tibbals**; executive board, **Frank Pulaski**, **Edward Prisky**, **Hector Cini**, **Harry Neilan** and **Stephen Lobacz**. The group held its annual banquet recently, with some 175 persons in attendance. Committee members included **Lobacz**, **Prisky**, **Burdick**, **Cini** and **Fain**.

Philadelphia:

Marking the first time for a name band booking and maybe marking a new trend in one-nighting is the **St. Alice's** card party and dance at the **Broadwood Hotel** offering **Charlie Spivak's** music. . . . **Chuck Gordon** takes over the **Wagner's Ballroom** music stand. . . . After a long session in the hospital, **Frank Capano** is back at his music publishing offices. . . . **Dave Appell Trio** mark their opening at **Big Bill's** with release of their London record coupling a local lady's "Sugar Baby," by **Anna Marie Sickel**, with the "Brother Bill" standard. . . . The **Bunkhouse Boys** (**Rusty Keefer**, **Roy Brannon** and **Pee Wee Miller**) waxed local **Myers Music's** plug tune, "I'm Not To Blame," for the **Carnival** label in New York.

On the Sound Track:

London Records, in conjunction with **Columbia Pictures**, has skedded a private showing of the **Humphrey Bogart** flick, "In a Lonely Place," May 9 for local deejays, scribes and radio librarians. The film features **Hadda Brooks's** piano-vocal rendition of "I Hadn't Anyone Till You," which she also recorded for London. . . . **David Raskin** has done the score for the also recorded for London. . . . **David Raskin** has done the score for the forthcoming **MGM** film, "The Next Voice You Hear," a **Dore Schary** production. . . . This month **Eagle-Lion** is releasing "The Glass Mountain," a musical drama starring the Italian operatic baritone, **Tito Gobbi**, along with **Valentina Cortesa**, **Michael Denison** and **Dulcie Gray**.

Mercury MUSIC POPULARITY CHART



Frankie Lane

'STARS AND STRIPES'

MERCURY 5421 • 45 RPM 5421X45



Vic Damone

'DON'T SAY GOODBYE'

FLIP SIDE

'THIS IS THE NIGHT'

MERCURY 5391 • 45 RPM 5391X45



Jan August

AND JERRY MURAD'S

Harmonicats

'BEWITCHED'

FLIP SIDE

'BLUE PRELUDE'

MERCURY 5399 • 45 RPM 5399X45



Roberta Quinlan

Jan August • Harmonicats

'BUFFALO BILLY'

FLIP SIDE

'I NEVER HAD A WORRY'

MERCURY 5420 • 45 RPM 5420X45



Kitty Kallen

'JUKE BOX ANNIE'

FLIP SIDE

'CHOO'N GUM'

MERCURY 5417 • 45 RPM 5417X45



Lawrence Welk

AND HIS ORCHESTRA

'HOOP DEE DOO'

FLIP SIDE

'CAN'T GET A DRUM'

MERCURY 5419 • 45 RPM 5419X45



Eddy Howard

AND HIS ORCHESTRA

'ROSES'

FLIP SIDE

'CROSS YOUR HEART'

MERCURY 5414 • 45 RPM 5414X45



Richard Hayes

'JUG BAND BOOGIE'

FLIP SIDE

'MAN WITH THE VOODOO'

MERCURY 5418 • 45 RPM 5418X45

ALL THIS and more too!

... TOMMY CARLYN'S ORCHESTRA ... MERCURY 5422 'A-L-O-N-E' ... VIC DAMONE ...
MERCURY 5402 'OLD PAIR OF SHOES' ... EDDY HOWARD ... MERCURY 5401 'OLD PIANO ROLL
LUES' ... JAN AUGUST ... MERCURY 5400 'TENDERLY' ... DAVID LE WINTER ...
MERCURY 5404 '3RD MAN THEME' ... H. STACHOW ... MERCURY 5373 'WANNA BE LOVED'
... DINAH WASHINGTON 'MIDNIGHT BELLS' ... ALFRED NEWMAN ... MERCURY 5412

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

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MERCURY RECORDS OF CANADA, TORONTO, CANADA

A disk history event!



Together on M-G-M 10690

This Year's Music Poll Winners

BILLY ECKSTINE SARAH VAUGHAN

sing YOU'RE ALL I NEED

SARAH VAUGHAN BILLY ECKSTINE

sing DEDICATED TO YOU

AVAILABLE ON 78 R.P.M. • AVAILABLE ON 45 R.P.M.
M-G-M 10690 M-G-M 45-8005

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The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending May 5

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week Last Week

1. THIRD MAN THEME, THE By Anton Karas 2

Published by Chappell (ASCAP)
From the Carol Reed film, "The Third Man."

Records available: D. Apollon, National 9104; Cafe Vienna Quartet, Col(33)1-444; I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24859; R. McKinley Ork, V(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. Pollock Ork, Modern 203.

Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated.

2. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE By Al Hoffman, Bob Merrill and Clem Watts 1

Published by Robert (ASCAP)

Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminsky's Dixielanders, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; Fontane Sisters-M. Ayres Ork, V(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; T. Carlyn Ork, Rondo 5005.

Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Welk Ork, Standard.

3. MY FOOLISH HEART By Victor Young and Ned Washington 3

Published by Santly-Joy (ASCAP)

From the Sami Goldwyn film, "My Foolish Heart"

Records available: M. Carson, V(78)20-3681, (45)47-3204; B. Eckstine-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whitting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (33)1-478; G. Jenkins Ork, Dec 24830.

Electrical transcription libraries: Tommy Dorsey Ork, Standard.

4. IT ISN'T FAIR By Sylvester Sprigato, Frank Warshawer and Richard Himber 4

Published by Words & Music (ASCAP)

Records available: B. Goodman Ork, Cap 860; d. Harrington-3 Beas and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105; D. Washington-T. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.

Electrical transcription libraries: Dick Jurgens, Associated.

5. BEWITCHED By Richard Rodgers and Lorenz Hart 9

Published by Chappell (ASCAP)

Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honeydreamers, V(78)20-3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231.

Electrical transcription libraries: Dave Rose Ork, Standard.

6. SENTIMENTAL ME By Jim Morehead and Jimmy Cassin 8

Published by Knickerbocker (ASCAP)

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; B. Mayo Quintet, Dana 2074.

Electrical transcription libraries: Dick Jurgens Ork, Associated.

7. DEARIE By Hilliard and Mann 5

Published by Laurel (ASCAP)

Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MGM 10654; H. Heldt Ork, Horace Heldt MM 122; M. Hughes-H. Zimmerman Ork, Col(78)38718, (33)1-543; L. Kirk-F. Warren, V(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, Lang-Worth.

8. MUSIC! MUSIC! MUSIC! By Steven Weiss and Bernie Baum 6

Published by Cromwell (ASCAP)

Records available: Ames Brothers, Coral 60153; I. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V(78)21-0169, (45)48 0181; M. Katz, Cap 862; F. Martin Ork, V(78)20-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col(78)26704, (33)1 489; J. Bond Ork, MGM 10627; Two-Ton Baker, 3369; K. Griffin, Rondo R-222; A. White, Varsity 254; E. Miller, Rainbow 90055.

Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World.

9. HOOP-DEE-DOO By Frank Loesser and Milton DeLugg 10

Published by E. H. Morris (ASCAP)

Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (33)1-591; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419.

(No information on electrical transcription libraries available as The Billboard goes to press.)

10. DADDY'S LITTLE GIRL By Bobby Burke and Horace Gerlach 7

Published by Beacon (BMI)

Records available: B. Eberly, Coral 60158; S. Henderson Ork, Cap 850; E. Howard, Mer 5371; D. Jurgens Ork, Col(78)38711, (33)1-500; Mills Brothers, Dec 24872; R. Smith, Col 20670; I. Preston, Four Star 1438; J. Desmond-I. Mottele Ork, MGM 10638; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, V(78)20-3050, (45)47-3043; C. Marrow, Varsity 257.

Electrical transcription libraries: The Bachelors, Standard; George Wright, Thesaurus; Dick Jurgens, Associated; Airline Trio-Henry Jerome, Lang-Worth.

WARNING

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This week's

New Releases

... on RCA Victor

Release 50-19

Ships Coast to Coast, Week of May 14

POPULAR

DON CORNELL WITH HUGO WINTERHALTER'S ORCHESTRA

You Dreamer You
I Surrender Dear 20-3776—(47-3776)

TONY MARTIN AND FRAN WARREN
And Ordinary Broom (Reminds Me of You)

I Theenk 20-3777—(47-3777)

Here come the DANCE BANDS again!

FREDDY MARTIN AND HIS ORCHESTRA

Wilhelmina
Santa Catalina 20-3780—(47-3780)

Here come the DANCE BANDS again!

DENNIS DAY AND FREDDY MARTIN AND HIS ORCHESTRA

Stars and Stripes Forever
Come Into the Parlor 20-3789—(47-3789)

POP-SPECIALTY

ERNIE BENEDICT AND HIS POLKATEERS

Together—Polka
Please Leave Me Alone—Polka 25-1160—(51-0072)

WESTERN

ROY ROGERS

Buffalo Billy
Me and My Teddy Bear 21-0031—(78 r.p.m.)

CHILDREN'S

ROY ROGERS

Buffalo Billy
Me and My Teddy Bear 47-0227—(45 r.p.m.)

COUNTRY

PEE WEE KING

Birmingham Bounce
What, Where, and When 21-0332—(48-0332)

KITTY WELLS

Make Up Your Mind
All Smiles Tonight 21-0333—(48-0333)

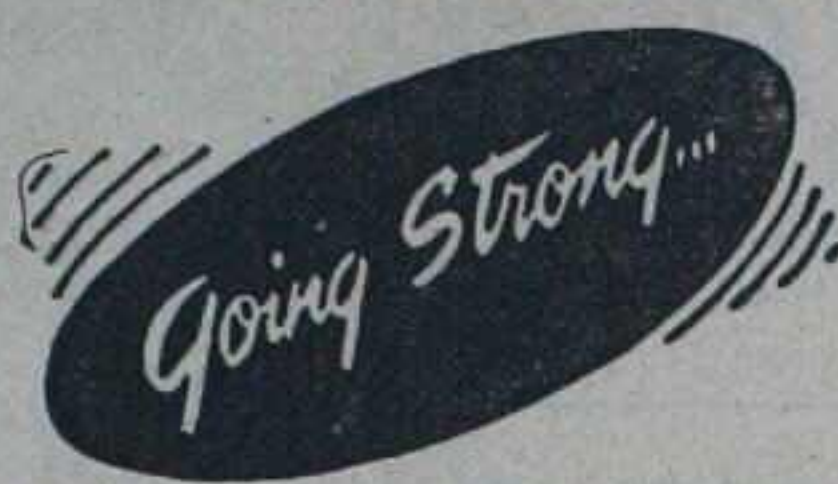
RHYTHM-BLUES

1950 BLUES

Love Her With a Feelin' 22-0084—(50-0084)

*45 r.p.m. catalog numbers.

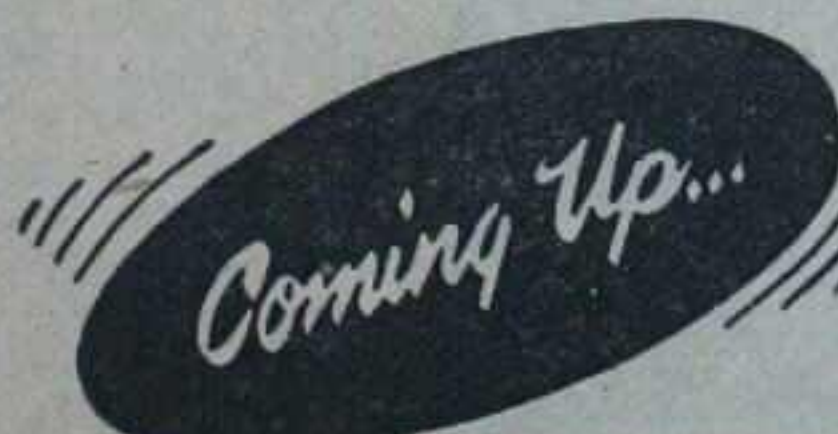
NOTE: All records in this panel are listed alphabetically by song title.



\$. . . 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 May 6). Obviously, sure things!

- \$** Candy and Cake }
\$ My Foolish Heart }
Mindy Carson20-3681—(47-3204)* **7**
- \$** Chinese Mule Train
Spike Jones20-3741—(47-3741)* **7**
- \$** Hoop Dee Doo }
\$ On the Outgoing Tide }
Perry Como20-3747—(47-3747)* **7**
- \$** It Isn't Fair
Sammy Kaye20-3609—(47-3115)* **7**
- \$** Joshua
Ralph Flanagan20-3724—(47-3724)*
- \$** Little Angel With the Dirty Face }
\$ Why Should I Cry }
Eddy Arnold21-0300—(48-0300)* **7**
- \$** Quicksilver
Elton Britt and Rosalie Allen21-0157—(48-0168)*
- \$** Roses
Sammy Kaye20-3754—(47-3754)*
- \$** There's No Tomorrow
Tony Martin20-3582—(47-3078)* **7**
- \$** Wanderin'
Sammy Kaye20-3680—(47-3203)* **7**



★ . . . 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.

- ★** Valencia
Tony Martin 20-3755—(47-3755)*
No. 7 Disc Jockey Pick, Billboard, May 6th; No. 8 Retailers Pick, Billboard, May 6th.
 - ★** If You Were Only Mine
Perry Como 20-3763—(47-3763)*
No. 8 Disc Jockey Pick, Billboard, May 6th.
 - ★** Let's Go to Church
Perry Como 20-3763—(47-3763)*
No. 10 Retailers Pick, Billboard, May 6th.
 - ★** Roses
The Sons of the Pioneers 21-0306—(48-0306)*
Third consecutive week No. 1 pick of Country and Western Disc Jockeys.
 - ★** Count Every Star
Hugo Winterhalter and His Orchestra and Chorus 20-3697—(47-3221)*
No. 8 RCA Victor Top Ten, week ending April 21.
 - ★** Bewitched
Larry Green 20-3726—(47-3726)*
No. 19 RCA Victor Top Ten, week ending April 21.
- Vaughn Monroe's OVER AND OVER20-3711—(47-3711)
The Fontane Sisters with Hugo Winterhalter's Orchestra and Chorus, I WANNA BE LOVED20-3772—(47-3772)
Eddie Fisher and Hugo Winterhalter's Orchestra and Chorus, NIGHTWIND20-3792—(47-3792)

TIPS

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN. FEB. MAR.

The

APRIL MAY JUNE

Swing's

JULY AUG. SEPT.

to

OCT. NOV. DEC.

"45"



GEORGE SHEARING

QUINTET

I'LL REMEMBER APRIL
JUMPING WITH SYMPHONY SID

M-G-M Non-Breakable 10687



ZIGGY ELMAN

and his Orchestra

I HADN'T ANYONE TILL YOU
BLUE PRELUDE

Vocal by VIRGINIA MAXEY
M-G-M Non-Breakable 10686



PHIL BRITO

I'M IN LOVE WITH THE MOTHER
OF THE GIRL I LOVE
MY MOTHER'S ROSARY

M-G-M Non-Breakable 10693



CHUCK MERRILL

BIRMINGHAM BOUNCE
THEY'LL DO IT EVERY TIME

M-G-M Non-Breakable 10695

Pressed on METROLITE NON-BREAKABLE under Normal Use

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The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending May 5

BEST-SELLING SHEET MUSIC

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

POSITION			English	American
Weeks to date	Last Week	This Week		
7	4	1.	THIRD MAN THEME, THE (F) (R)	Chappell
10	1	2.	MY FOOLISH HEART (F) (R)	Santly-Joy
10	3	3.	DEARIE (R)	Laurel
3	6	4.	BEWITCHED (R)	Chappell
14	5	5.	MUSIC! MUSIC! MUSIC! (R)	Cromwell
9	2	6.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
5	11	7.	SENTIMENTAL ME (R)	Knickerbocker
14	7	8.	DADDY'S LITTLE GIRL (R)	Beacon
11	8	9.	IT ISN'T FAIR (R)	Words & Music
4	12	10.	OLD PIANO ROLL BLUES, THE (R)	Leeds
9	10	11.	CANDY AND CAKE (R)	Oxford
16	9	12.	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
2	14	13.	HOOP-DEE-DOO (R)	E. H. Morris
2	15	14.	LET'S GO TO CHURCH (R)	Beechwood
1	—	15.	RAIN (R)	Miller
1	—	15.	WILHELMINA (F) (R)	Feist

ENGLAND'S TOP TWENTY

POSITION			English	American
Weeks to date	Last Week	This Week		
4	6	1.	MY FOOLISH HEART	Santly-Joy
16	3	2.	JEALOUS HEART	E. H. Morris
5	1	3.	IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE	Chappell
7	4	4.	CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.
9	2	5.	MUSIC! MUSIC! MUSIC!	Leeds, Ltd.
4	10	6.	C'EST SI BON	Peter Maurice
8	6	7.	FRENCH CANCAN POLKA	Connelly
16	5	8.	DOWN IN THE GLEN	L. Wright
15	8	9.	DEAR HEARTS AND GENTLE PEOPLE	Morris
16	9	10.	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox
3	11	10.	ENJOY YOURSELF	Morris
29	11	12.	ROSE IN A GARDEN OF WEEDS	Box & Cox
22	14	13.	HARRY LIME THEME	Chappell
14	16	13.	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century
3	19	15.	CHERRY STONES	John Fields
5	17	16.	I SAID MY PAJAMAS	Leeds, Ltd.
6	13	16.	MY THANKS TO YOU	Noel Gay
—	—	18.	THAT OLD PIANO ROLL BLUES	Leeds
13	15	19.	BEST OF ALL	Connelly
12	17	20.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE?	Victoria

*Publisher not available as The Billboard goes to press.

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

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5-13-PC



RAY ANTHONY

AND HIS ORCHESTRA

America's Favorite
Dance Orchestra

	78	45
"The Girl That I Marry"	1020	F1020
"Count Every Star"	979	F979
"Why"	945	F945
"Sentimental Me" <i>coupled with</i> "Spaghetti Rag"	923	F923



KAY STARR

"HOOP-DEE-DOO"

coupled with

"A WOMAN LIKES TO BE TOLD"

78 rpm No. 980 • 45 rpm No. F980



BENNY STRONG

AND HIS ORCHESTRA

HIS LATEST & BIGGEST

"TESSIE (STOP TEASIN' ME)"

coupled with

"Last Night on the Back Porch (I LOVED HER BEST OF ALL)"

78 rpm No. 1003 • 45 rpm No. F1003



GORDON MACRAE

"STARS AND STRIPES FOREVER"

coupled with

"HONGI TONGI HOKI POKI"

78 rpm No. 1021 • 45 rpm No. F1021



JIMMIE DAVIS

"YOU ARE MY SUNSHINE"

coupled with

"NOBODY'S DARLIN' BUT MINE"

78 rpm No. 1025 • 45 rpm No. F1025

TOP TUNES OF THE DAY

On 78 and 45!

POPULAR

78 45
RPM RPM
↓ ↓

"HOOP-DEE-DOO" Kay Starr	980	F980
"LET'S GO TO CHURCH (NEXT SUNDAY MORNING)" Whiting-Wakely	960	F960
"BROKEN DOWN MERRY-GO-ROUND" Whiting-Wakely	800	F800
"DOWN THE LANE" Stafford-MacRae	969	F969
"SAM'S SONG" Joe "Fingers" Carr	962	F962
"DEARIE" Stafford-MacRae	858	F858
"I LOVE YOU BECAUSE" Jan Garber	983	F983
"THE OLD PIANO ROLL BLUES" Jan Garber	970	F970
"BONAPARTE'S RETREAT" Kay Starr	936	F936
"DO YOU WANT IT?" Julia Lee	956	F956
"I ALMOST LOST MY MIND" Nat "King" Cole	889	F889
"COUNT EVERY STAR" Ray Anthony	979	F979

WESTERN

TENNESSEE ERNIE "My Hobby"	985	F985
WAKELY-WHITING "Let's Go To Church (Next Sunday Morning)"	960	F960
"Broken Down Merry-Go-Round"	800	F800
HANK THOMPSON "Take A Look At This Broken Heart Of Mine"	1016	F1016
MERLE TRAVIS "I Got A Mean Old Woman"	965	F965
CLIFFIE STONE "Rubber Knuckle Sam"	986	F986
JAMES & MARTHA CARSON "When I Reach That City"	954	F954
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone"	952	F952
CLIFFIE STONE "Steel Strike"	966	F966
WAKELY-WHITING "Slipping Around"	40224	F40224



The Billboard

MUSIC POPULARITY CHARTS

PART III



Radio Popularity

Based on reports received last three days of Week Ending May 5

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throught the country. 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 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
10	1	1	1	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103; Mercury 5392—ASCAP
15	2	2	2	IT ISN'T FAIR	D. Cornell-S. Kaye Ork	V(78)20-3609; (45)47-3115—ASCAP
12	5	3	3	SENTIMENTAL ME	Ames Brothers	Coral 60140; Coral 60173—ASCAP
6	3	4	4	THIRD MAN THEME, THE	G. Lombardo Ork	Dec 24839—ASCAP
7	4	5	5	THIRD MAN THEME, THE	A. Karas	London 536—ASCAP
3	7	6	6	HOOP DEE DOO	P. Como-The Fontane Sisters	V(78)20-3747; (45)47-3747—ASCAP
3	30	7	7	BEWITCHED	B. Snyder Ork	Tower 1473—ASCAP
6	9	8	8	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830—ASCAP
3	14	9	9	SENTIMENTAL ME	R. Anthony Ork-R. Deauville	Cap(78)923; (45)F-923—ASCAP
4	11	10	10	MY FOOLISH HEART	B. Eckstine	MGM 10623—ASCAP
8	15	11	11	WANDERIN'	S. Kaye Ork-T. Alamo	V(78)20-3680; (45)47-3203—BMI
2	18	12	12	HOOP DEE DOO	K. Starr	Cap(78)980; (45)F-980—ASCAP
7	10	13	13	DEARIE	G. MacRae-J. Stafford	Cap(78)858; (45)F-858—ASCAP
1	—	13	13	BEWITCHED	G. Jenkins Ork	Dec 24983—ASCAP
2	19	15	15	MY FOOLISH HEART	M. Whiting	Cap(78)934; (45)F-934—ASCAP
3	6	16	16	MY FOOLISH HEART	M. Carson	V(78)20-3681; (45)47-3204—ASCAP
2	25	17	17	SENTIMENTAL ME	R. Morgan Ork	Dec 24904—ASCAP
8	11	18	18	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	G. Gibbs-M. Kaminska's Dixielanders	Coral 60169—ASCAP
3	29	18	18	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakely	Cap(78)960; (45)F-960—BMI
10	13	20	20	DADDY'S LITTLE GIRL	Mills Brothers	Dec 24872—BMI
10	16	21	21	MUSIC! MUSIC! MUSIC!	F. Martin Ork	V(78)20-3693; (45)47-3217—ASCAP
3	22	22	22	JOSHUA	R. Flanagan Ork	V(78)20-3724; (45)47-3724—ASCAP
1	—	22	22	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec 27007
1	—	22	22	IT ISN'T FAIR	L. Brown Ork	Col(78)38735; (33)1-558—ASCAP
2	—	25	25	ON THE OUTGOING TIDE	P. Como-M. Ayres Ork	V(78)20-3747; (45)47-3747—ASCAP
4	—	26	26	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697; (45)47-3221—ASCAP
6	25	27	27	IT ISN'T FAIR	B. Farrell	MGM 10637—ASCAP
1	—	28	28	BEWITCHED	M. Torme-P. Rugolo Ork	Cap(78)1000; (45)F-1000—ASCAP
2	17	29	29	CHOO'N GUM	T. Brewer	London 678—ASCAP
1	—	30	30	HOOP DEE DOO	Mellomen-Doris Day-G. Wyle Ork	Col(78)38771; (33)1-591—ASCAP

Vox Jox

PREEMS . . . Oscar Pax, WBRU, Providence, has launched a foreign-language disk show, "Musica Espanola," aimed at Brown University's Spanish classes. . . Slim Carley is now spinning 'em for WCLE, Clearwater, Fla. . . Bill Ross added to WIOD staff, Miami. . . Fred Reynolds, WGN, Chicago, is by-lining a new weekly record column, "Platter Chatter," for The Chicago Tribune. . . Roger Clark, ex-staffer at WNOR, Norfolk, has moved to WFGN, Gaffney, S. C. He'll continue to feature The Billboard's "Honor Roll of Hits" on his new show. Bob Murphy, WONE, Dayton, O., is now piloting the station's early a.m. show, "Breakfast at One." . . Marilyn Towne has resumed her "Breakfast With Marilyn" ainer over WNLK, Norwalk, Conn. . . Joe Girand, WHTT, Hartford, Conn., has snagged a new across-the-board kiddie show. . . Dick Maphet, former San Diego, Calif., platter spinner, appointed "The Nightwatchman" for KECK's new nighttime program schedule in Odessa, Tex. . . Dave Naber, WKAI, Macomb, Ill., moves into "Jukebox Serenade" spot, replacing John Mason, who's been upped to station's sports director.

TREND TALK . . . Jerry Kirby, WKBB, Dubuque, spots two extremes in his listeners' current platter preferences. "Dixie is alive, but also see a return to the Miller-ized way; i. e., Ray Anthony's 'Autumn Nocturne,' and 'In the Mood,' and Jerry Gray's 'Carioca.' Are we lonely?" Kirby also notes that "Westerns are hogging much of the juke box space here and Kay Starr has stirred up a hornet's nest of excitement with her file-voiced twisting of 'Hoop-Dee-Do.'" . . Don Ames, KBUC, Corona, Calif., writes: "I'll eat my turtables, felt and all, if Nat Cole's 'Mona Lisa' record isn't a big one soon." . . "It's no secret that folk songs are pushing into the pop field," says Hoyt White, WENK, Union City, Tenn. . . Ty Mack, KWOA, Worthington, Minn., also writes in a picturesque vein. "Mindy Carson's 'Be Mine' sets a mood that only the hydrogen bomb could disturb!" . . Ray Normand, WFAU, Augusta, Me., scribbles, "Wanderin' going like mad up here." . . "Why doesn't somebody get behind Victor Young's 'Samson and Delilah' theme?" asks Gene Whitaker, Durham, N. C.

AD LIB CUTTINGS . . . Paul Brenner, WAAT, Newark, N. J., emseed the polio benefit show for the New Brunswick Hospital last week. . . Grady Reeves and Ray Brown, WDXI, Jackson, Tenn., both became fathers of boys on the same day and their station carried congrats on the twin birth events the whole day. . . Bob Van Camp, WSB, Atlanta, moved from announcer post to staff organist job last week. He'll still pilot his disk shows on station. . . Bob Larsen, WEMP, Milwaukee, is making the p. a. rounds of the local Woolworth disk department, neighborhood I. G. A. stores and Milwaukee theaters. . . Roy Mitchell, KGHI, Little Rock, Ark., doubles between a full-time schedule at the station and classes at Little Rock Junior College. . . Johnny Kane, free-lance New York d. j., will enter the publishing field in September with a sports and entertainment weekly tagged "Our Town." Max Wartell will be co-publisher. . . Beaming Billy Swanwick, WALL, Goshen, N. Y., broadcast a remote from the Middletown Farm and Home Exposition and also handled the event's p. a.

GIMMIX . . . Art Scanlon, WINS, New York, uses fishing news as listener bait on his early morning show, now that the rod and reel season is here. Scanlon is teeing off a "Miss Hello" contest next month, with awards going to the town's most popular switchboard gals. . . Fred Rawlinson, WJEJ, Hagerstown, Md., stirred up some dial excitement on his "Rise and Shine" ainer, via a contest to name the canaries featured on the show. Ork leader Johnny Long will judge the name-coining. . . Public-service-minded Joe Ryan, WALL, Middletown, N. Y., devotes a segment of every "Joe's Joint" broadcast to plugging some worthy charity. . . Jack Quackenbush, WLRP, New Albany, Ind., reports a gratifying response to his recent "Why I Like RCA's

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Tune	Agency
Ask Me No Questions (R)	Witmark—ASCAP
Bewitched (R)	Chappell—ASCAP
But Me I Love You (R)	Campbell—BMI
Candy and Cake (R)	Oxford—ASCAP
C'est Si Bon (R)	Leeds—ASCAP
Chattanooga Shoe Shine Boy (R)	Acuff-Rose—BMI
Cross Your Heart (R)	Harms, Inc.—ASCAP
Daddy's Little Girl (R)	Beacon—BMI
Darn It, Baby, That's Love (R)	Chappell—ASCAP
Dearie (R)	Laurel—ASCAP
Enjoy Yourself (R)	E. H. Morris—ASCAP
Girl That I Marry, The (F) (R)	Berlin—ASCAP
Hoop-Dee-Do (R)	E. H. Morris—ASCAP
Horse Told Me, The (R)	Burke-Van Heusen—ASCAP
I Don't Care If the Sun Don't Shine (R)	Famous—ASCAP
If I Knew You Were Coming I'd've Baked a Cake (R)	Robert—ASCAP
If You Were Only Mine (R)	Robbins—ASCAP
It Isn't Fair (R)	Words & Music—ASCAP
It's So Nice To Have a Man Around the House (R)	E. H. Morris—ASCAP
Musical Musical Musical (R)	Cromwell—ASCAP
My Foolish Heart (F) (R)	Santly-Joy—ASCAP
Old Piano Roll Blues, The (R)	Leeds—ASCAP
On the Outgoing Tide (R)	Shapiro-Bernstein—ASCAP
Rag Mop (R)	Hill & Range—BMI
Rain (R)	Miller—ASCAP
Sentimental Me (R)	Knickerbocker—ASCAP
Stay With the Happy People (R)	E. H. Morris—ASCAP
Sunshine Cake (R)	Burke-Van Heusen—ASCAP
Third Man Theme, The (F) (R)	Chappell—ASCAP
Wilhelmina (F) (R)	Feist—ASCAP

Albums Designed for Dancing" letter contest. Freddie Martin's Jerome Kern album received the most votes. . . Sigma Pi frat of Santa Barbara (Calif.) College tossed a "Disk Jockey Jump" last month. Local spinners invited to the shindig included Bob Carter and Joe Costantino, KDB; Ted Scott and John Willis, KTMS, and Gene Forselle and Beverley Slack, KIST. Each d. j. gave his favorite disks a whirl during the dance. . . Dave Rodman, WEIM, Fitchburg, Mass., handed out 250 photos of himself to fans during a recent remote from a W. T. Grant Record Store in Leominster. . . Don Proter, KUGN, Eugene, Ore., features choral groups from University of Oregon frats on his show. . . Jim Russell, WWGP, Sanford, N. C., spots the music and life story of a top composer every week on his "Songs and Song People" ainer. . . Dan Austin, KFBB, Great Falls, Mont., queried listeners about their "pet peeve," with free theater tickets going to the best answers. Austin says "complaints have ranged from women's hats to the howls of neighbors "pooches."

GAB BAG . . . Bill Silbert, WXYZ, Detroit, writes, "How about a contest sponsored by Vox Jox to pick the popular d. j.'s in each town? The spinners could ask their listeners to send in votes to Billboard and the winners could visit New York." . . Bud Wendell, WJMO, Cleveland, says he's trying to "purchase one of the local AM stations here. Have five backers." . . Dick Miller, WHUC, Hudson, N. Y., is California-bound. Two of his favorite fans helped him spin disks on his farewell broadcast. . . Hal Uchida, WMID, Atlantic City, reports the winners of his first popularity poll as follows: Favorite male vocalist, Bill Farrell; fem vocalist, Fran Warren; band leader, Stan Kenton. . . Tom Harrell, WNVA, Norton, Va., has switched from d. j. job to the news- and program director post at same station. . . Larry Doyle, KGA, Spokane, says this is his favorite "true fan" story. "The night before Easter Sunday a teen-age girl called and said she'd given up late hours for Lent, but thought her mother might let her stay up for my Saturday show 'Dancetime at the Club Bohemian,' if I played the right kind of music. I reeled off the entire hour-and-a-half line-up of tunes and the next week she called and said it had worked." . . Another "true fan" item comes from Jim Simons and Bob Dickson, WSVS-FM, Crewe, Va. "One night during our broadcast we complained about how uncomfortable our studio chairs were. Then we played a request for the daughter of a local furniture store owner. A few minutes later a brand new upholstered chair arrived at the station, compliments of said furniture man."

'I'M GONNA PAPER ALL MY WALLS

WITH YOUR LOVE LETTERS"

Patti Page's

BIGGEST HIT!

SELECTED
WEEK AFTER
WEEK BY
BILLBOARD
OPS, JOCKS
AND
DEALERS

Flip Side

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

MERCURY 5396
45 RPM • 5396X45

PHOTOGRAPHY BY
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CHICAGO

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

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA, TORONTO, CANADA

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending May 5



BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
10	1	1	1	THIRD MAN THEME, THE	A. Karas	London 536-ASCAP
				Cafe Mozart Waltz		
10	2	2	2	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103, Mercury 5392-ASCAP
				Poco, Loco, in the Coco		
14	4	3	3	IT ISN'T FAIR	D. Cornell-S. Kaye Ork	V(78)20-3609, (45)47-3115-ASCAP
				My Lily and My Rose		
9	3	4	4	THIRD MAN THEME, THE	G. Lombardo	Dec 24839-ASCAP
				Cafe Mozart Waltz		
13	7	5	5	SENTIMENTAL ME	Ames Brothers	Coral 60140, Coral 60173-ASCAP
				Rag Mop and/or Blue Prelude		
4	8	6	6	BEWITCHED	B. Snyder Ork	Tower 1473-ASCAP
				Drifting Sands		
10	6	7	7	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830-ASCAP
				Don't Do Something To Someone Else		
15	5	8	8	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604-ASCAP
				Copenhagen		
3	13	9	9	HOOP DEE DOO	P. Como-The Fontane Sisters	Vic(78)20-3747, (45)47-3747-ASCAP
				On the Outgoing Tide		
7	10	10	10	MY FOOLISH HEART	B. Eckstine	MGM 10623-ASCAP
				Sure Thing		
11	9	11	11	DADDY'S LITTLE GIRL	Mills Brothers	Dec 24872-BMI
				If I Live To Be a Hundred		
3	25	12	12	BEWITCHED	G. Jenkins Ork	Dec 24983-ASCAP
				Where in the World		
5	11	13	13	DEARIE	G. Lombardo	Dec 24899-ASCAP
				My Lily and My Rose		
4	21	13	13	WANDERIN'	S. Kaye Ork-T. Alamo	V(78)20-3680, (45)47-3203-BMI
				Bicycle Song, The		
3	18	15	15	SENTIMENTAL ME	R. Morgan Ork	Dec 24904-ASCAP
				Copper Canyon		
8	12	16	16	DEARIE	G. MacRae-J. Stafford	Cap(78)858, (45)F-858-ASCAP
				Monday, Tuesday, Wednesday		
4	24	17	17	CHOO'N GUM	T. Brewer-J. Lytell	Dixieland All Stars, London 678-ASCAP
				Honky Tonkin'		
1	—	18	18	I WANNA BE LOVED	Andrew Sisters-G. Jenkins Ork	Dec 27007
				I've Just Got To Get Out of the Habit		
4	29	19	19	ARE YOU LONESOME TONIGHT?	Blue Barron Ork	MGM 10628-ASCAP
				Penny Wise and Love Foolish		
2	15	19	19	MY FOOLISH HEART	M. Carson	V(78)20-3681, (45)47-3204-ASCAP
				Candy and Cake		
1	—	19	19	VALENCIA	T. Martin-H. Rene Ork	V(78)20-3755, (45)47-3755
				I Don't Care If the Sun Don't Shine		
3	16	22	22	CHINESE MULE TRAIN	S. Jones	V(78)20-3743, (45)47-3741-BMI
				Riders in the Sky		
1	—	23	23	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221-ASCAP
				Flying Dutchman, The		
2	29	24	24	RAIN	F. Petty Trio	MGM 10669-ASCAP
				Precious Little Thing Called Love		
17	25	25	25	ENJOY YOURSELF	G. Lombardo Ork	Dec 24825-ASCAP
				Rain or Shine		
2	—	25	25	C'EST SI BON	J. Desmond	MGM 10613-ASCAP
				If You Could Care		
15	23	27	27	DADDY'S LITTLE GIRL	D. Todd	Rainbow 80088-BMI
				Who'll Be the Next One To Cry Over You		
27	17	28	28	THERE'S NO TOMORROW	T. Martin	V(78)20-3582, (45)47-3078-BMI
				Thousand Violins, A		
9	20	28	28	DEARIE	R. Bolger-E. Merman	Dec 24873-ASCAP
				I Said My Pajamas		
8	22	28	28	MUSIC! MUSIC! MUSIC!	F. Martin Ork	V(78)20-3693, (45)47-3217-ASCAP
				Wilhelmina		
1	—	28	28	ROSES	S. Kaye Ork	V(78)20-3754, (45)47-3754-BMI
				Tiddley Winkle Woo		
1	—	28	28	BEWITCHED	D. Day	Col(78)36696, (33)1-480-ASCAP
				Imagination		

CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
13	1	1	1	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
				HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052
7	3	3	3	PETER COTTONTAIL (One Record)	G. Aury	Col MJV-68
100	6	4	4	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114
100	4	5	5	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001
31	—	6	6	LITTLE ENGINE THAT COULD (Two Records)	P. Wing	V Y-341
4	—	7	7	TEDDY'S BEAR'S PICNIC (One Record)	P. Green Ork	MGM 30194
2	9	7	7	ME AND MY TEDDY BEAR (One Record)	R. Clooney-P. Faith Ork	Col MJV-70
20	5	9	9	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene Ork	V(78)Y-397; (45)WY-397
35	—	9	9	BUGS BUNNY IN STORYLAND (Two Records)	Mei Blanc-A. Livingston	Cap DBX-3021
34	—	9	9	THREE LITTLE PIGS (Two Records)	W. Disney-Don Wilson	Cap(78)DBX-3013; (78)CBXF-3018

CLASSICAL TITLES

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

BEST SELLING LPs

1	1	Beethoven; Symphony Number Three in E Flat Major	NBC Symphony Ork, A. Toscanini, conductor	V(33)LM-1042
2	2	Tchaikovsky; Swan Lake	St. Louis Symphony Ork, Vladimir Golschmann, conductor	V(33)LM-1003
3	3	Bach; Well-Tempered Clavicorn	W. Landowska	V(33)LM-1017
—	4	Puccini; Highlights from Madame Butterfly	L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor	V(33)LM-2
—	4	Tchaikovsky; Symphony No. 6 in B Minor	NBC Symphony Ork, A. Toscanini, conductor	V(33)LM-1036

BEST SELLING 45s

4	1	Puccini; Highlights from Madame Butterfly	L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor	V(45)WDM-1068
3	2	Bach; Well-Tempered Clavicorn	W. Landowska	V(45)WDM-1338
2	3	Rayel; Bolero	Koussevitzky, conductor Boston Symphony Ork	V(45)WDM-1220
4	4	William Tell Overture	NBC Symphony Ork, A. Toscanini, director	V(45)WDM-605
4	5	Tchaikovsky; Swan Lake	St. Louis Symphony Ork, Vladimir Golschmann, conductor	V(45)WDM-1028

POP ALBUMS

6	3	1	YOUNG MAN WITH A HORN, A (Four Records)	Doris Day-H. James Ork	Col(78)C-198; (33)CL-6106
11	1	2	CINDERELLA (Two Records)	I. Wood and Others	V(78)Y-399; (45)WY-399
52	2	3	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezlo Pinza	Cap(78)MM-850; (33)ML-4180
7	4	4	INNOVATIONS IN MODERN MUSIC (Four Records)	Stan Kenton Ork	Cap(78)EDL-189; (45)KDM-189; (33)JP-189
9	5	5	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records)	R. Flanagan	V(78)P-268; (45)WP-268
16	7	6	DIXIE BY DORSEY (Four Records)	J. Dorsey Ork	Col(78)C-196; (33)CL-6095
2	—	7	TOMMY DORSEY PLAYS COLE PORTER (Three Records)	T. Dorsey Ork	V(78)P-263; (45)WP-263
3	—	7	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap CBX-3058; CBXF-3058; HX-3059
36	6	9	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)716; (33)DLP-5006
4	7	9	SAMMY KAYE PLAYS IRVING BERLIN (Three Records)	S. Kaye Ork	V(78)P-266; (45)WP-266

Dealer Doings

NEWS AND CHATTER . . . Philadelphia's Universal Music Shop has been taken over by Marilyn Wolpert and Robert Schwartz. . . . Williamsport, Pa., dealer William Brand won the pair of ducats to "South Pacific" in the "Baked a Cake" contest run by Marnel Distributors, national wholesaler. . . . Mead Stationery Company, Greenwich, Conn., is listing pop hits in ads and promoting Columbia's seven-inch platters. . . . Jolly's Record Store moved to new and larger quarters in Southwest Philadelphia. . . . R. A. Brugler was promoted to buyer of records, radios, TVs and pianos at the D. H. Holmes Company, New Orleans. . . . Harvey Fishbone has been promoted to record buyer at B. Gertz, Jamaica, N. Y., department store. . . . According to Al Meyer, Town & Country Music, Westwood, N. J., a group of Bergen County disk dealers are mighty happy over a co-op ad run on the RCA Victor dance disk series. The ads featured small photos of all participating dealers.

DEEJAY DEALERS . . . In addition to spinning the hillbilly disks over WJMJ, Philadelphia, and operating a retail record shop in Willow Grove, Pa., Sally Star will set up a record sales booth at the New Circle A Ranch being opened this month at Deer Park, Haddington, N. J. The Star record counter will be operated as a concession and will tie in with the heavy weekly parade of folk and Western disk names booked into the Ranch Park. The counter will also feature a large stock of kiddie records, since the park will have a complete kiddieland and playground area.

TRADE-TALK . . . "More unbreakable records would be fine. Disks can be sold two to one if customers know they are unbreakable."—Paulbrook Music, Milwaukee. . . . "Because of the charge for album covers, people in this town shy away from purchasing sets—so, I also shy away from stocking too many albums."—Callella's Record Shop, Old Forge, Pa. . . . "Dixie is coming up fast. Novelty records seem to sell faster. Novelty of television is wearing off, judging by people's comments."—Altone Music, West Allis, Wis. . . . "Less records should be issued by the majors and less 'field' covering, too. The first two records out are the only ones to become fast sellers. The rest are just nuisances for which you get a few calls but not worth stocking. Furthermore, the major artists should be limited as to the number of records they make as their hit numbers do not amount to 15 per cent of all the tunes they record."—R. L. Green, Pottstown, Pa.

3-WAY PROMOTION IDEA . . . Thelma Bates, Longenecker's, Manheim, Pa., reports good results from a co-operative promotion staged with the local theater and juke box operator. The disk shop supplies the theater and the operator with one or two free records each week for every juke box. The theater, in turn, uses a slide on the screen which reads that all the music heard in the theater is supplied by Longenecker's Record Bar. The juke box operator placed the free disks in slots 1 and 15. No. 1 was listed as "Surprise" and No. 15 as "The-Special," named for the location. It's amazing, says Longenecker's, how many people will drop nickels into the slot to hear the "surprise" or "special" records. Both are standards of the "Star Dust" class. The operator and location owner are happy over the nickel grabbers, and each juke box displays a card stating that the "surprise" and "special" selections are supplied by Longenecker's Record Bar, where it is available.

MERCHANDISING TIPS . . . Murray Chaifetz, Davega City Radio, White Plains, N. Y., reports success in hyping 45 r.p.m. sales by placing one each of the doughnut disk releases in a green stock sleeve with typewritten titles. Customers like to browse thru the collection, says Chaifetz. . . . In a tie-in with the local theater, R. R. Leone, Park Radio, Caldwell, N. J., offered free tickets to the showing of Disney's "Cinderella" to purchasers of the film album. . . . Manhattan Furniture, Port Richmond, Staten Island, N. Y., suggests that the selling pace of certain records can be speeded up by featuring the reverse side of the "supposed" hit record. It's always worth the try, according to the store. . . . Setting up a special window display of record accessories (blank albums, racks, players, needles, etc.) meant greatly increased sales for Peters Record Shop, Springfield, O. . . . Bill Bird, Jersey Tire Company, Plainfield, N. J., is another dealer who reports good sales returns from setting up a record club. Disk buyers get a free blank album, permanent needle or other accessory after having completed the required number of record purchases. . . . Victory Home Equipment, Odessa, Tex., states that business has picked up considerably thru sending out post card reminders to customers.

All on one big
M-G-M release!



BILLY ECKSTINE
and
SARAH VAUGHAN

YOU'RE ALL I NEED
M-G-M Non-Breakable 10690

SARAH VAUGHAN
and
BILLY ECKSTINE

DEDICATED TO YOU
M-G-M 45-8005

Available on
78 R.P.M.
and
45 R.P.M.

KATHRYN GRAYSON

LOVER COME BACK TO ME
YOU ARE LOVE

M-G-M Non-Breakable 30232

ART LUND

MONA LISA
WHEN MY STAGE COACH
REACHES HEAVEN

M-G-M Non-Breakable 10689

ZIGGY ELMAN

and his Orchestra
I HADN'T ANYONE TILL YOU
BLUE PRELUDE

Vocal by VIRGINIA MAXEY
M-G-M Non-Breakable 10686

DORIS DREW

WILLYA WON'TCHA (Kinda Sorta)
I'VE GOT A SUNDAY FEELING
IN MY HEART

M-G-M Non-Breakable 10677

GEORGE SHEARING

QUINTET
I'LL REMEMBER APRIL
JUMPING WITH SYMPHONY SID

M-G-M Non-Breakable 10687

RUSS CASE

and his Orchestra
NIGHTWIND
DON'T SAY GOODBYE

M-G-M Non-Breakable 10694

PHIL BRITO

I'M IN LOVE WITH THE MOTHER
OF THE GIRL I LOVE
MY MOTHER'S ROSARY

M-G-M Non-Breakable 10693

CAROLINA COTTON

YOU'RE GETTIN' A GOOD GIRL
BETCHA I GETCHA

M-G-M Non-Breakable 10692

CHUCK MERRILL

BIRMINGHAM BOUNCE
THEY'LL DO IT EVERY TIME

M-G-M Non-Breakable 10695

SLIM CARTER

I'M WALKIN' ON A RAINBOW
I'M PAINTING THE TOWN WITH TEARS

M-G-M Non-Breakable 10688



A New Picture-Story Album for Children
TOM and JERRY
At the Circus

Narrated by FRANCIS DE SALES
Music Composed and Conducted by CURTIS BIEVER
Story by IRVING TOWNSEND • Produced by BETTY MARTIN
Album M-G-M 51-A 15 Full-Color Pages—Two 10" UNBREAKABLE Records

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The Billboard MUSIC POPULARITY CHARTS PART V

Juke Box Record Plays

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		Title		Label	
		Last	This				
		to date	Week				
10	1	1	1	THIRD MAN THEME, THE	G. Lombardo Ork	Dec 24839	ASCAP
10	2	2	2	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103, Mercury 5392	ASCAP
15	3	3	3	IT ISN'T FAIR	D. Cornell-S. Kaye Ork	V(78)20-3609; (45)47-3115	ASCAP
3	9	4	4	THIRD MAN THEME, THE	A. Karas	London 536	ASCAP
8	6	5	5	DEARIE	G. Lombardo Ork	Dec 24899	ASCAP
13	4	6	6	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604	ASCAP
12	7	7	7	SENTIMENTAL ME	Ames Brothers	Coral 60140, Coral 60173	ASCAP
10	5	8	8	DADDY'S LITTLE GIRL	Mills Brothers	Dec 24872	BMI
3	12	9	9	MY FOOLISH HEART	B. Eckstine	MGM 10623	ASCAP
3	9	10	10	HOOP-DEE-DOO	P. Cuno-The Fontane Sisters	V 20-3747	ASCAP
4	23	11	11	SENTIMENTAL ME	R. Morgan Ork	Dec 24904	ASCAP
1	—	11	11	BEWITCHED	B. Snyder Ork	Tower 1473	ASCAP
4	15	13	13	OLD PIANO ROLL BLUES, THE	L. Cook & Jim Dandies	Abbey 15003	ASCAP
					(H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; J. Garber Ork, Cap 970; F. September, Mer 3400; E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; B. Kay, Col(78)38733, (33)1-593; C. Stewart & San Francisco Boys, Coral 60177)		
2	20	14	14	MY FOOLISH HEART	M. Carson	V(78)20-3681, (45)47-3204	ASCAP
16	8	15	15	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205	BMI
					(B. Darnell-R. Ross, Coral 60147; I. Duncan, Cap 40282; G. Towne Ork, London 609; The Pepperettes-Horace Heidt, Horac Heidt MS-1022; Two-Ton Baker, Mer 5369; Bradford & Romano, V(78)20-3685, (45)47-3208; L. McAuliffe, Col 20669; T. Texas Tyler, Four Star 1411; P. Harris, V(78)20-3692, (45)47-3216; B. Crosby-V. Schoen Ork, Dec 24863; S. Henderson Ork, Cap 850; F. Sinatra, Col 38708, (LP)1-496)		
8	11	15	15	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	G. Gibbs-M. Kaminska's Dixielanders	Coral 60169	ASCAP
1	—	17	17	JUKE BOX ANNIE	K. Kallen	Mercury (78)5417, (45)5417X45	BMI
					(E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; T. Deane-H. Perette Ork, Caravan CP-301; G. Hogan-Dixieland All Stars, London 681)		
3	20	18	18	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830	ASCAP
6	29	19	19	DEARIE	J. Stafford-G. MacRae	Cap(78)858, (45)F-858	ASCAP
2	25	19	19	HOOP-DEE-DOO	Doris Day-Mellomen-G. Wyle Ork	Col(78)38771, (33)1-591	ASCAP
2	17	21	21	ROSES	S. Kaye Ork	V(78)20-3754, (45)47-3754	BMI
					(R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 21-0306; S. Lanson-J. Pleis Ork, London 682; D. Haymes-4 Hits & a Miss, Dec 27008; E. Howard, Mer 5414; B. Eckstine, MGM 10684)		
4	23	21	21	WANDERIN'	S. Kaye Ork-T. Alamo	V(78)20-3600, (45)47-3203	BMI
16	19	23	23	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)		
3	25	23	23	CHOD'N GUM	T. Brewer-J. Lytell-Dixieland All Stars	London 678	ASCAP
					(L. Howard, National 9108; Andrews Sisters-V. Schoen Ork, Dec 24998; D. & L. Robertson, Coral 60184; T. Deane-H. Perette Ork, Caravan CP-301; D. Martin, Cap 981)		
11	—	23	23	DADDY'S LITTLE GIRL	D. Todd	Rainbow 80088	BMI
6	17	26	26	DEARIE	E. Merman-R. Bolger	Dec 24873	ASCAP
1	—	26	26	I WANNA BE LOVED	Andrews Sisters-G. Jenkins	Dec 27007	
					(Fontane Sisters-H. Winterhalter Ork & Chorus, V(78)20-3772, (45)47-3772)		
1	—	26	26	OLD PIANO ROLL BLUES, THE	H. Carmichael & C. Daley	Dec 24977	ASCAP
1	—	26	26	OLD PIANO ROLL BLUES, THE	C. Stewart	Coral 60177	ASCAP
3	15	30	30	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Merman-R. Bolger	Dec 24944	ASCAP
2	—	30	30	BEWITCHED	G. Jenkins Ork	Dec 24983	ASCAP
1	—	30	30	BIRMINGHAM BOUNCE	R. Foley	Dec 46234	BMI
					(L. McAuliffe, Col 20688; T. Williams, Cap 1006, (45)F-1006; H. Gunter & the Pebbles, Bama 104; G. Merrill, MGM 10695)		

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.

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"I NEVER HAD A WORRY IN THE WORLD"

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"SCOTTISH SAMBA"

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OR 7-INCH LP 1-599

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The Billboard MUSIC POPULARITY CHARTS PART VI

Rhythm & Blues Records

Based on reports received last three days or Week Ending May 5

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 purchases rhythm and blues records.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1	1.	1.	MISTRUSTIN' BLUES	Little Esther-J. Otis-M. Walker	Savoy 733
15	2	2.	2.	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	MGM 10663
3	5	3.	3.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
7	6	4.	4.	CRY BABY	Ed Wiley	Sittin In 348
12	3	5.	5.	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
17	4	6.	6.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
2	9	6.	6.	PINK CHAMPAGNE	J. Liggins	Specialty 355-BMI
1	—	8.	8.	WALKING BLUES	A. Milburn	Aladdin 304
3	—	9.	9.	I ALMOST LOST MY MIND	King Cole Trio	Cap(78)889; (45) F-889-BMI
3	—	10.	10.	KAT MAN; THE	Fats Domino	Imperial 5058

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1	1.	1.	MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis Ork	Savoy 733
3	2	1.	1.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
12	3	3.	3.	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
10	4	3.	3.	INFORMATION BLUES	R. Milton and His Solid Senders	Specialty SP-349-BMI
15	5	5.	5.	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 733
8	7	6.	6.	THREE TIMES SEVEN EQUALS TWENTY-ONE	J. King	Imperial 5055
19	5	7.	7.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
4	8	8.	8.	SITTING BY THE WINDOW	B. Eckstine-R. Case Ork	MGM 10602-ASCAP
13	10	8.	8.	RAG MOP	L. Hampton Ork	Dec 24855-BMI
3	10	10.	10.	CRY BABY	J. Otis	Regent 1016-ASCAP
1	—	10.	10.	PINK CHAMPAGNE	J. Liggins	Specialty 355-BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

Ashes on My Pillow E. Vinson (No Good) King 4355	F-O-O-L-I-S-H M-E "Little" J. Dickens (If It) Col 20692
Baby, Take Me Back T. Mumford Ork (Bull City) Cap 988	Hold Me Tight B. Bryant (Hold Me) MGM 10700
Baby, You've Been Wrong H. Glover (I Love) King 4359	I Feel That Young Man's Rhythm R. Brown (End of) De Luxe 1502
Bewildered and Confused R. Miller (I'm Eating) King 4356	I Love You, I Love You, I Do H. Glover (Baby, You're) King 4359
Bull City Boogie T. Mumford Ork (Baby, Take) Cap 988	If It Ain't One Thing It's Another "Little" J. Dickens (F-O-O-L-I-S-H M-E) Col 20692
End of My Journey R. Brown (I Feel) De Luxe 1502	

Rhythm and Blues Record Reviews Appear on Page 139

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JIMMIE SKINNER

on RADIO ARTIST RECORD No. 255

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All That I Want is You Jack Still Sextet

5011 The Love Waltz
Just We Two Jack Still Sextet

1050 The Darling Polka
Merry-Co-Round Polka "Polka Jacks"

1051 Bow Ties
White Sox and Suede Shoes "Polka Jacks"

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"Missing You"
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GIVE TO THE RUNYON CANCER FUND

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

Based on reports received last three days of Week Ending May 5

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.

POSITION			Weeks Last This		
			to date Week Week		
7	1	1. LONG GONE LONESOME BLUES	H. Williams	MGM 10645	
		My Son Calls Another Man Daddy			
9	3	2. I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI	
		Moon's Tune			
17	2	3. CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI	
		Sugarfoot Rag			
12	6	4. I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI	
		Unfaithful One			
5	8	5. LITTLE ANGEL WITH THE DIRTY	E. Arnold		
		FACE	V(78)21-0300; (45)48-0300—BMI		
		Why Should I Cry?			
3	4	6. LET'S GO TO CHURCH NEXT SUNDAY	M. Whiting-J. Wakely		
		MORNING	Cap(78)960; (45)F-960—BMI		
		Why Do You Say Those Things?			
1	—	7. BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI	
		Chocolate Ice Cream Cone			
3	5	8. HILLBILLY FEVER	J. Dickens		
		Then I Had To Turn Around and	Col(78)20677; (33)2-563—BMI		
		Get Married			
4	7	9. WHY SHOULD I CRY?	E. Arnold		
		Little Angel With the Dirty Face	V(78)21-0300; (45)48-0300—BMI		
2	—	10. QUICKSILVER	E. Britt-R. Allen		
		Yodel Blues	V(78)21-0157; (45)48-0168—ASCAP		

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Birmingham Bounce J. Shook (Mule Boogie) Coral 64044	No. Suhl M. Cox (Guitar Jump) King 857
Bloodshot Eyes B. Butler-Cass Country Boys (Coyote Blues) Dec 46238	Nobody's Darlin' But Mine J. Davis (You Are) Cap 1025
Changing Your Name S. Wooley (Mule Boogie) MGM 10697	Mean Ole Boogie G. Toon-Tennessee Drifters (Drifters Special) Dot 1002
Coyote Blues B. Butler-Cass Country Boys (Bloodshot Eyes) Dec 46238	Mississippi R. Foley (Old Kentucky) Dec 46241
Dipsy Doodle, The C. Stone (Rubber Knuckle) Cap 5687	Mule Boogie J. Shook (Birmingham Bounce) Coral 64044
Don't Sell Daddy Any More Whiskey M. O'Neil (Little Rusty) London 16023	Old Kentucky Fox Chase R. Foley (Mississippi) Dec 46241
Drifters-Special B. Hardison-Tennessee Drifters (Mean Ole) Dot 1002	On the One Road Mickey & Mary Carton (Father Murphy) Dec 12282
Father Murphy From Boolavogue Mickey & Mary Carton (On the) Dec 12282	People Like Me F. Dixon's Trio (Shuffle Boogie) Modern 20- 744
Guitar Jump M. Cox (No Suhl) King 857	Roses G. Austry-Cass County Boys-Pinafores (Roses I) Col 38816
Home Town Rag J. Wakely (Under the) Cap 1024	Roses Stubby & the Buccaneers (Little Buffalo) Dec 46240
House Without Love, A H. Williams (Why Don't) MGM 10696	Roses I Picked for Our Wedding, The G. Austry-Cass County Boys-Pinafores (Roses) Col 38816
Huckle Boogie P. W. Crayton (Some Rainy) Modern 20-742	Rubber Knuckle Sam C. Stone (Dipsy Doodle) Cap 5687
I Found My Mama J. Riddle (Three Trees) Dec 46239	Shuffle Boogie F. Dixon's Trio (People Like) Modern 20-744
I Gotta Stop M. Tillman-Floyd's Boys (Little Miracle) Col 20695	Some Rainy Day P. W. Crayton (Huckle Boogie) Modern 20-742
Iron Horse W. Graves-Rhythm Rangers (You Two-Timed) Columbine 106	Three Trees, The J. Riddle (I Found) Dec 46239
I've Got the Feed 'Em in the Mornin' (Change 'Em) Feed 'Em in the Evenin' Blues	Under the Anheuser Bush J. Wakely (Home Town) Cap 1024
T. Ernie (My Hobby) Cap 985	Under the Hickory Nut Tree C. Atkins Guitar Pickers (Main Street) V 21- 0329
Just as Long as I Have You F. Tillman (Last Straw) Col 20694	Waltz of the Roses P. Sherman's Showboys (Yesterday's Dreams) Atlantic 724
Last Straw, The F. Tillman (Just as) Col 20694	Why Don't You Love Me? H. Williams (House Without) MGM 10696
Little Buffalo Bill Stubby & the Buccaneers (Roses) Dec 46240	Yesterday's Dreams P. Sherman's Showboys (Waltz of) Atlantic 724
Little Miracle, The M. Tillman (I Gotta) Col 20695	You Are My Sunshine J. Davis (Nobody's Darlin') Cap 1025
Little Rusty M. O'Neil (Don't Sell) London 16023	You Two-Timed Me One Time Too Often W. Graves-Rhythm Rangers (Iron Horse) Colum- bine 108
Main Street Breakdown C. Atkins Guitar Pickers (Under the) V 21-0329	
Mule Boogie S. Wooley (Changing Your) MGM 10697	
My Hobby T. Ernie (I've Got) Cap 985	

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

Based on reports received last three days of Week Ending May 5

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION			Weeks Last This		
			to date Week Week		
6	1	1. LONG GONE LONESOME BLUES	H. Williams	MGM 10645	
16	2	2. CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI	
9	3	3. I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI	
6	5	4. I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI	
8	6	5. SUGARFOOT RAG	R. Foley	Dec 46205	
4	6	6. WHY SHOULD I CRY?	E. Arnold		
			V(78)21-0300; (45)48-0300—BMI		
2	10	7. LITTLE ANGEL WITH THE DIRTY	E. Arnold		
		FACE	V(78)21-0300; (45)48-0300—BMI		
8	4	8. BLOODSHOT EYES	H. Penny	King 828—BMI	
1	—	9. HILLBILLY FEVER	J. Dickens	Col(78)20677; (33)2-563—BMI	
3	8	10. LET'S GO TO CHURCH NEXT SUNDAY	M. Whiting-J. Wakely		
		MORNING	Cap(78)960; (45)F-960—BMI		
1	—	10. BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI	

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION			Weeks Last This		
			to date Week Week		
7	1	1. LONG GONE LONESOME BLUES	H. Williams	MGM 10645	
23	4	2. I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI	
9	2	3. I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI	
12	7	4. LETTERS HAVE NO ARMS	E. Tubb	Dec 46207—BMI	
17	3	5. CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI	
5	8	6. I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI	
3	5	7. HILLBILLY FEVER	J. Dickens		
			Col(78)20677; (33)2-563—BMI		
4	9	8. LET'S GO TO CHURCH NEXT SUNDAY	J. Wakely-M. Whiting		
		MORNING	Cap(78)960; (45)F-960—BMI		
1	—	9. CHOC' LATE ICE CREAM CONE	K. Roberts	Coral 64032—BMI	
2	6	10. WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI	

FOLK TALENT AND TUNES

By Johnny Sippel

Ted Knapp, of KRCT, Bay Town, Tex., is now doing a Saturday remote from a downtown record shop. Deacon (Rag Mop) Anderson and Cotton Thompson have been added to the cast at KRCT. . . . Charlie Walker, of KIOX, Bay City, Tex., has started a Texas Ranger Club in conjunction with a beverage sponsor. Premiums are given to the moppet members for a certain number of bottle tops. . . . Al Turner, of KLIF, Dallas, has taken his "Big D. Jamboree" out for personals. . . . Keith Loyd, of KVOP, Plainview, Tex., has formed his own band and is dickering for a disk pact. . . . Randy Blake, WJJD, Chicago, is director of the new Len-Art Music, BMI affiliate, operated by Lou Camito, New York, and Len and Art Keller.

Bob Cutting, KVIC, Victoria, Tex., is getting the facilities of the Westerner, new local nitery, on Monday nights to promote name star appearances. Jack Walton owns the spot. . . . Billy Starr (London), platter spinner at WREN, Topeka, Kan., leaves that outlet to tour for Oscar Davis, Nashville promoter. . . . Denver Darling (MGM) filled in for a while for Guy Johnson at WVLN, Olney, Ill., according to Sid Perry, d. j. there. . . . Bill Gregory, WTNB, Birmingham, has added a 105-minute show to his daily schedule. . . . Morris Taylor is doing the h. b. shows at KDAN, Oroville, Calif. . . . Jimmy Johnston.

(Continued on page 124)

PEE WEE KING

And His Boys

NATION'S NO. 1 WESTERN BAND LEADER

ON RCA-VICTOR RECORDS

'BONAPARTE'S RETREAT'
RCA #21-0111 (Novelty)

'LAME IT ALL ON NASHVILLE'
RCA #21-0307 (Boogie)

'BIRMINGHAM BOUNCE'
RCA #21-0332

FOR PERSONAL APPEARANCES—FAIRS—PARKS

WAVE-TV, Louisville, Ky.—J. L. FRANK, Mgr.



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

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews
PART VIII
Billboard
YEAR-END SERVICE FEATURE

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
LISA KIRK-THE HONEYDREAMERS (Henri Rene Ork) RCA Victor 20-3765	Faith and Determination Climbed rhythm ditty is given a home-run try by Miss Kirk and the group. Love Me a Little Bit An arresting lilt is handled pleasingly tho unexcitingly by the thrush.	62--62--60--65 71--74--70--70	
GENE KRUPA & HIS CHICAGO JAZZ (Bobby Soots) RCA Victor 20-3766	Bonaparte's Retreat Country tune turned pop has an infectious melody and is performed engagingly in a two-beat small group style. Soots delivers the lyric in accepted folk fashion. My Scandinavian Baby Happy but trivial rhythm tune is executed acceptably.	77--78--76--76 68--68--66--70	
GEORGIA GIBBS (Bob Haggart Ork) Coral 60210	I'll Get Myself a Choo Choo Train Here's a rhythm ditty with sleeper potential. Catchy refrain is socked home with a happy and vigorous Gibbs' vocal as well as a solid Haggart orking. I Don't Care If the Sun Don't Shine Georgia doesn't quite project with the spirit and animation which this fine new rhythm ditty requires. It's an adequate coverage on the tune, however.	86--86--86--86 74--74--73--75	
HARRY BABBITT (The Heart Beats-George Cates Ork) Coral 60188	Sometime This lovely oldie, currently on a strong revival binge, is handled compellingly by Babbitt and the group. Could score heavily if tune happens. I Cross My Fingers Another excellent rendition of a ballad, this one new and pretty, which is showing promise. If this one hits, too, this could be a strong two-sider.	84--85--84--84 84--85--84--84	
RALPH MARTIERE'S ORK Mercury 5418	Vilia Rich, David Rose-type big ork treatment of the Lehar fave should please late and salon hour spinners. Yesterdays Mainly a rather unimpressive trumpet solo amidst rich ork scoring of the Kern-Harbach standard, this version can't hold a candle to the several other available pop classic renditions.	69--75--68--65 60--65--60--55	
LORRY RAINE (Don Large Ork) Universal U-188	Doorway to Your Heart Miss Raine, vocal group, guitar and organ combine with zeal and energy and get a big sound, but the forced novelty ditty resists their efforts. You Are My Wonderful One Simple, straightforward waltz ditty isn't especially impressive but is an improvement over flip.	60--60--60--60 63--63--63--63	

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
KITTY KALLEN (Harry Celler Ork) Mercury 5417	Juke Box Annie The "doodle-odde-oo" nonsense piece has one of its top renditions in this driving spirited slicing. Choo'n Gum Highly competent coverage on this growing novelty by Miss Kallen with a neat assist from the two-best Celler backing.	87--87--87--88 81--80--80--82	
EVELYN KNIGHT (4 Hits & a Miss) Decca 27000	I Don't Wanna Be Kissed Expert, airy slicing of a delightful light-hearted and clever bounce ditty. Tho it's a late release on a tune which hasn't made a dent, the performance should draw attention. An Arm With a Bow in Its Hand Clever production novelty is focused on square dancing. Miss Knight and the group team for a bright slicing.	80--82--78--80 79--80--78--78	
ANDREWS SISTERS (Gordon Jenkins Ork) Decca 27007	I've Just Got To Get Out of the Habit The sisters blend pleasingly to chirp a cleverly toiled and pretty Burke-Van Heusen non-flicker ballad. I Wanna Be Loved This is a magnificent record! Amidst a rich mood setting by Jenkins, Patti Andrews sings her heart out on this wonderful oldie. Should be one of the big slicings of the year.	82--83--80--83 95--96--94--94	
ROSEMARY CLOONEY (Percy Faith Ork) Columbia 38804	I Only Saw Him Once Rosemary gives out with one of her fine whisper-vocal jobs on a beautiful new class ballad. Faith lends rich ork-chorus support. On An Ordinary Morning (Rosemary Clooney-Johnny Thompson) The thrush joins with Johnny Thompson to do a delightfully feathery job with a charming but smart new duet opus.	83--86--82--80 81--85--79--79	
TONI HARPER (Mannie Klein's Dixieland Band) Columbia 38801	Choo'n Gum This very talented young miss has been matched perfectly with this infectious and growing refrain. Should grab a chunk of the market on the ditty. Floppy Cute kiddity about a rabbit is engagingly chirped by Miss Harper, who is a most professional sounding teenage tyke. Could score lightly with the kid market.	84--84--84--84 75--75--75--75	
PERCY FAITH ORK (Toni Arden) Columbia 38800	Viols From Nowhere Rich new ballad draws a full-bodied Toni Arden vocal and a rich Faith orking. Tzin-Tzun-Tzan Scintillating production number built around a catchy little ditty should attract spinner action.	81--82--81--80 82--85--81--80	
ROSALIE ALTER ORK Adventure A-17	Choo'n Gum Undistinguished job on the growing novelty is aimed at kid market but is too inferior and not different enough a dinking to have much meaning. I Found My Mama (Alan Shackner) Good reading of this talking harmonica kiddity. Pairing of the two current kid appeal items might generate some childrens' market action for the disk.	48--44--50--50 65--67--67--64	
BILL LAWRENCE (Henri Rene Ork) RCA Victor 20-3767	Be Honest With Me Lackluster slicing of a gay oldie. Tell the Truth Another dull waxing, this one of an ordinary sort of pop-corn ballad.	57--60--55--55 55--55--55--55	
THE THREE SUNS RCA Victor 20-3768	The Flying Red Horse Polka The Midwestern polka mart should go for this spirited Suns' reading of a bright, huggable ditty. Leicester Square Rag Neat performance instrumentally of an okay ditty with a new and unimportant lyric added.	83--84--82--84 75--75--74--77	
CHARLIE VENTURA ORK (Lucille Reed) RCA Victor 20-3770	Dark Eyes Ventura's big ork tackles a new swing arrangement of a piece which has become identified with the sax star. Mainly, it's still a showcase for the Ventura tenor. You've Got a Date With the Blues Contrived bluesy ballad is thrashed ably by Miss Reed with a modern and fine Mannie Alban sieffing filling the ork backing.	67--70--67--65 58--65--58--54	
TONY MARTIN (David Rose Ork) Decca 25493	Flamingo Reissue of a beautiful old Martin slicing of a beautiful standard with David Rose offering the background music. Perfidia Another worthy reissue of a superb Martin vocal on this rich melodic ballad.	72--75--72--70 72--75--72--70	
BILLY TAYLOR QUARTET Coral 65032	My Heart Stood Still Ear-caressing keyboarding, Shearing-style, of the beautiful oldie. Double Duty A not particularly noteworthy, tho well-executed boogie blues jump instrumental.	70--73--68--70 58--62--56--56	
EDDIE FISHER (Hugo Winterhalter Ork) RCA Victor 20-3764	A Little Bit Independent This oldie, familiar as a bouncer, is treated as a slow fox trot in this lush conception, which doesn't quite jell, tho it's attractive. Where in the World Rich ork and choral work conducted by Winterhalter creates a perfect setting for a noteworthy Fisher vocal on this pretty, promising new ballad. If tune hits, this disk will be in for its share.	73--75--70--73 83--84--82--82	
AMES BROTHERS (Roy Ross Ork) Coral 60209	Hoop-Dee-Deo This polka, which is growing into a giant-size hit, has still another great rendition in this one. Tempo is superb and the boys, always superlative, give it all the zest and life required. Dinking should catch its share amidst some rough competition. Stars Are the Windows of Heaven The brothers blend beautifully to deliver this oldie with deep feeling and a suggestion of reverence. The "Whispering Hope" buyers will find this in their grooves.	86--86--86--86 82--84--82--80	

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Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
PHIL BRITO (Russ Case Ork) MGM 10693	I'm in Love With the Mcther of the Girl I Love Engaging waxing of a novelty bounce ballad spots an infectious vocal group pattern which could draw attention. "Sleeper" potential here.	77--77--76--78
	My Mother's Rosary Brito and group acquit themselves passably in the warbling of this Mother's Day special.	68--70--68--66
BILLY ECKSTINE & SARAH VAUGHAN (Joe Lipman Ork) MGM 10690	You're All I Need A contractual commitment made this duet possible. Distinctive, musical singers both, Eckstine and Vaughan have made a minor masterwork in the duet trend with this rendition of a fine oldie.	85--85--85--85
	Dedicated to You The second side, a more familiar standard, draws equally wonderful treatment from the superb twosome. This pairing should find heavy rhythm and blues action as well as score with jazz collectors and pop buyers.	85--85--85--85
ERNIE FELICE-MARY FORD F & P 1001	No More Cryin' and Weepin' Unaffected, clean-cut, ingratiating waxing of a modest and pleasant country-patterned rhythm item spots a Felice-Ford duet as well as Felice's accordion and Les Paul's effective guitar.	76--79--75--75
	I Love You Dearly Beautiful orking and fine recording of a pretty minor tune which suffers from a trite lyric delivered by Felice.	63--65--62--62
BING CROSBY (Bob Haggart Ork) Decca 27013	Jamboree Jones Wonderfully gay and light-hearted Crosby effort on this collegiate paragon of Johnny Mercer's with superb support from The Tattlers and the Haggart orking.	80--85--80--75
	The Dixieland Band Another easy-flowing, happy rhythm novelty slicing which falls into the two-beat revival trend. Der Bingle delivers a completely relaxed job in an excellent Haggart backing.	82--82--82--82
BILLY BUTTERFIELD ORK London 676	It's Easy To Remember Neat, slow fox trot dance instrumental treatment of the standard spots globs of the expert trumpeting of Butterfield.	68--70--67--67
	If I Could Only See You Again (Stuart Foster) Foster sings this rather ordinary ballad with rich voice and deep feeling. Butterfield trumpet and ork make a suitable tho unexciting dance backing.	63--63--63--63
CAB CALLOWAY ORK London 653	The Duck Trot Clean-cut swing orking of a sprightly riffer spots the Cab shouting instructions for a new dance. Nice, but an inconsequential slicing.	67--69--65--67
	The Keeper of the Blues Pretentious, contrived blues is shouted handsomely by Calloway. He is richly supported by a fine modern orking.	53--57--53--50
FREDDY MILLER ORK King 15043	Tell Me That You Love Me Tonight Modest waltz orking of the pretty evergreen spots an engaging vocal by Pat Terry, who does both English and Italian lyrics to the beautiful melody.	62--65--60--60
	I Used To Love You But It's All Over Now Inoffensive, danceable mickey orking of the standard features a fair Janet Porter chorus.	63--65--60--63
DICK HAYMES-4 HITS AND A MISS (Gordon Jenkins Ork) Decca 27008	I Still Get a Thrill This lovely evergreen is handed refreshing and sympathetic treatment by Haymes with the Miss and Gordon Jenkins' orking establishing the soulful mood. Strong side which could catch.	84--85--84--83
	Roses This fast-growing ballad draws the master touches of a warm rich Haymes' vocal and a typically feelingful Jenkins' score. Figures to share honors on the 'dne with Sammy Kaye's slicing.	89--89--88--89
BOB CROSBY & HIS BOB CATS Coral 60211	A Heart of Stone Hard-driving, finely played arranged Dixieland has the bite of the old Bob Cat crew. Crosby adds a relaxed, easy-to-take vocal on an engaging country-type tune.	79--80--78--79
	My Scandinavian Baby Rolling Dixieland orking paces the Crosby warble of a bright, albeit lightweight, rhythm ditty. Might be of interest to collectors for the revival of the old Bob Cat gang as well as to the pop big-beaters.	76--77--73--77
RUSS MORGAN CRK Decca 27006	You Dreamer, You A delightfully airy ballad is expertly treated for dancing and listening by the Morgan crew with the maestro and Morganaires delivering an ear-caressing vocal.	86--85--85--86
	Eloved, Be Faithful Morgan lends the "Forever and Ever" touch to this rather ordinary waltz. The lilt and spirit of the performance should capture some attention.	80--80--78--82
THE DAVE APPELL TRIO London 685	Brother Bill The Louis Armstrong novelty fare is handed a neat but undistinguished trio workout.	53--55--50--55
	Sugar Baby Johnny Mercer-ish solo vocal and pleasant trio vocal-instrumental work brighten an otherwise unimpressive rhythm ditty.	48--50--45--48
EDDY HOWARD Mercury 3414	Roses Taken in extremely slow tempo, this typically sweet and tasty Howard rendition makes suitable coverage on the tune, but doesn't augur to crowd the Haymes and Kaye versions.	74--74--73--75
	Cross Your Heart This is the Howard style at its best—slow, but not lagging, with the trio supporting strongly and ork coming thru in perfect dance tempo. Tune's a melodic side.	79--80--79--79

(Continued on page 36)

You'll Want a Bunch of

SNOOKY LANSON'S



"Roses"

JACK PLEIS and his orchestra

No. 682	No. 30107
78 rpm	45 rpm
75c plus tax	75c plus tax

LONDON

RECORDS

Record Reviews

(Continued from page 35)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL DISK RETAILER JOCKEY
POPULAR		
ART MORTON-PAUL WESTON ORK Capitol 1022	Blue Prelude Morton, a promising new warbler, sounds like a cross between Herb Jeffries and Tony Martin here. Rendition is sound if not world-shaking.	74--75--74--74
	I'll Get By Weston maintains a good dance beat as the lad demonstrates more of his big rich bary pipes on the steady standard.	74--75--74--74
FRANCES LYNNE- THE MOONBEAMS- THE CLIPPER ORK Clipper 1002	What's Makin' Me Cry A worthy sentimental ballad is neatly showcased here: Miss Lynne pipes it engagingly; chorus and small combo fill out the background adequately but not superlatively.	71--71--71--71
	Billy the Kid Attempt at a gang treatment of a rhythm novelty fizzles. Material is frothy, production is disjointed.	41--41--44--47
EILEEN BARTON Mercury 5410	They Say It's Wonderful An old side is released here to make hay during the Bake-a-Cake gal's ascendancy—and shows she has a first-class ballad style. A straightforward, sensitive job of the Berlin "Annie Get Your Gun" ballad.	75--77--74--73
	You Brought a New Kind of Love Thrush takes the oldie at medium tempo in an engaging rendition.	72--72--72--72
BOBBY SHERWOOD ORK Mercury 5405	Dixieland Ball Ginny Gibson pipes the lyrics of this new Buddy Kaye-Al Frisch two-beater with verve while the Sherwood ork swings lightly in the old Bob Crosby manner.	74--74--74--74
	Muskrat Ramble The hallowed Dixie instrumental, refurbished with a lengthy lyric, is sung one chorus by Miss Gibson and one by Sherwood. Spirited job.	71--71--71--71
ROBERT CLARY (Pete Rugolo Ork- The Aristocrats) Capitol 972	Put On an Old Pair of Shoes An altogether engaging job on the Billy Hill ditty. Clary is joined in close harmony by an unbilled thrush. Ork lays down an excellent medium tempo in a catchy Rugolo clefting.	77--77--77--77
	Louise Clary's accent, phrasing and mellow bary make a winning job on the ditty made famous by his compatriot, Chevalier.	75--77--74--73
HANK FORT London 667	Southern Cookin' Southern gal clefter turns out to be quite an entertainer with this happy hunk of material. For the Southern market.	70--72--68--70
	I Never Took a Lesson in My Life Gal turns a lively, thoroughly entertaining side that's only slightly suggestive.	74--74--74--74
GORDON MacRAE- LES BAXTER CHORUS-PAUL WESTON ORK Capitol 1021	Stars & Stripes Forever Moderate tempo and absence of hysteria could give this version of the new vocal edition strong staying power.	80--85--78--78
	Hongi Tongi Hoki Poki Entertaining "South Sea Island" saga, with nonsense syllable refrain, is projected colorfully by the bary.	74--75--74--74
HUGO MALAN QUINTET (Liza Pierson) London 683	Red Lips Kiss My Blues Away Bright little mickey unit shuffles thru an inconsequential hunk of stuff.	66--67--65--67
	Zaza March-fox-polka novelty is orked imaginatively and sung with spirit by the thrush, tho the material is unlikely to register over a wide area.	66--66--66--67
TEDDY PHILLIPS ORK (Lyn and Ernie) London 686	Circus Rag A circus tour produces a two-tempo hodge-podge, which does manage to capture some of the atmosphere, however.	63--65--64--60
	Ou-La-La Some More (Lynn Hoyt) Tune is a would-be follow-up to the less-than-smash "Fib" of recent issue. Performance is lively.	65--65--64--65
JAN CURSIO ORK Fine 1005	Whistle and Blow Your Blues Away Pleasant slicing of the infectious oldie is done mickey band-style with ensemble vocal, whistling and wood blocks or bones.	67--68--65--68
	When She Started To Walk Her Stockings Started To Run Silly novelty blues is done in clean-cut shuffle rhythm and features some unimpressive orking and a feeble vocal.	42--40--40--45
LAWRENCE WELK Mercury 5411	Pizzicati Modest, scintillating instrumental conception of the "Pizzicato Polka" spots maestro Welk's squeeze box. Designed for the Midwestern pop-corn belt.	71--72--70--71
	Doo Wacka Doo (Roberta Linn) Downright appealing slicing of a corn evergreen spots wah-wah muted trumpet and modest production. Should find strong Midwest favor.	82--83--82--82
JERRY SELLERS (Jimmy Carroll Ork) Mercury 5415	A Brand New Rainbow in the Sky Undistinguished rhythm slicing of an engaging new ditty.	58--57--57--60
	You've Got To Make Someone Happy Passable performance of a contrived Tchaikovsky adaptation.	58--58--58--58
RICHARD HAYES (Jimmy Carroll Ork) Mercury 5418	The Guy With the Voodoo Gimmicked novelty which doesn't come off. Spots Hayes in a dual role—as singer and off-stage voice.	50--50--50--50
	Jug Band Boogie Country item adopts to the pop idiom quite well. Clever clefting lends suitable flavor for Hayes' neat delivery of the boogie novelty.	84--85--83--84
JIMMY SAUNDERS- RAY BLOCH ORK Signature 15269	Oh, Marguerite Unexceptionable sweetheart ballad warbled and orked neatly.	64--64--63--65
	You're My Treasure A lovely ballad co-clefted by Saunders is warbled with clarity and feeling, richly backed by Bloch.	72--72--72--72

Record Reviews

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL DISK RETAILER JOCKEY
POPULAR		
ROBERTA QUINLAN- JERRY MURAD'S HARMONICATS- JAN AUGUST Mercury 5420	I Never Had a Worry in the World Simple, pretty, retentive ballad is done with restraint and in a tender mood by TV thrush Quinlan with vocal group, Harmonicats and low-register August support. A fine disk debut.	79--80--78--78
	Buffalo Billy Strong ditty, aimed at the grown-up kid market, draws a likely etching tho it's an overtly busy conception. If song clicks, as anticipated, this first waxing should be in there for a good share.	85--86--84--84
MILLS BROTHERS Decca 24994	Open the Gates of Dreamland Bright rhythm tune with an old-timey flavor is handed a typically lustrous performance by this great group. Could catch on.	82--83--80--83
	I've Shed a Hundred Tears The Mills' two-tempo formula is applied to a beery tune which should appeal to the tavern trade.	84--85--82--85
JERRY GRAY ORK Decca 24995	Night and Day Polished, smart Miller-style dance band instrumental of the evergreen will make sturdy catalog.	76--78--75--75
	What Is This Thing Called Love? Expertly toiled and executed medium jump conception of the oldie shows the Gray crew as an entity to be contended with on the dance mart.	80--83--79--79
GUY LOMBARDO ORK (Kenny Gardner) Decca 24999	Play, Hurdy-Gurdy, Play Contagious hurdy-gurdyish walk looks like another big one for Guy. Brass band ork should boost Mid-western acceptance.	86--88--88--88
	The Answer She Is "Yes!" No? Another novelty, this one's in highly danceable rumbacalypso rhythm, with catchy title line. A potent novelty coupling.	88--88--88--88
FRANK SINATRA (Mitch Miller Ork) Columbia 38809	Just an Old Stone House Frank does an ingratiating vocal on a level, albeit barely commercial, Alec Wilder ballad.	75--79--75--72
	American Beauty Rose A clever rhythm ditty serves to make up one of the singer's most promising sides in some time. Bright Dixie-style orking sustains a generally genial feel in the waxing.	88--89--87--89
CONNIE HAINES (Roy Ross Ork) Coral 60186	Teasin' Downright cute execution of cute ballad material. Lengthy instrumental portion somewhat hampers the impact.	84--85--83--83
	All I Do Is Wantcha Another good side for Miss Haines is this seductive treatment of a neat oldie. Again too much instrumental detracts from the thrush's effort.	82--82--82--82
THE HONEY- DREAMERS RCA Victor 20-3761	Rain Ingratiating performance of this fine oldie, now on a revival round, figures to catch attention if the ditty clicks. This is an excellent vocal group.	78--79--76--79
	Sweetheart Semicolon Clever slicing of a punctuation novelty with the clefting calling for instrumental validation of the lyric. Cute novelty could grab customers if it's heard.	77--80--75--77
HARRY JAMES ORK (Dick Williams) Columbia 1331-558	La Vie En Rose Rich dance orking in the old James' style spotting the leader's fat-toned trumpet of the lovely French ballad is hampered by a new and ineffective lyric delivered as best as possible by Dick Williams.	73--75--72--72
	Mona Lisa Ballad from "Captain Carey U. S. A." flicker draws the same big-sounding trap treatment from the James crew. Pretty, but unimpressive, tune sung well by Williams.	72--75--70--72
RALPH FLANAGAN ORK RCA Victor 20-3762	Stars and Stripes Forever Flagwaver instrumental of the Sousa march is extremely well performed. The growing Flanagan legions should go for it, but its value in catalog should grow as the band grows.	83--86--80--82
	Giannina Mia Likable dance instrumental treatment of the Friml evergreen.	75--78--74--74
TOMMY DORSEY ORK (Johnny Amoroso) RCA Victor 20-3757	Comin' Thru the Rye Below T. D. par is this instrumental reading of the traditional ditty. The clefting somehow doesn't manage to come to life.	69--70--68--68
	I Hadn't Anyone Till You Old-time Dorsey dance style spots his muted Liam Uru a first chorus and Amoroso's only adequate warbling on the second of this movie-inspired revival.	73--75--72--72
MARSHA BARRETT (Clyde Warren Ork) High Time 132	Mad, Mad, Mad Tune is based on the "Bain Street" harmony and the thrush is a Kay Starr follower. Recording sounds dull.	59--60--58--58
	Wolf Serenade, The (Lita Smith) Gal sings some sad trivia as tho she means it. Clothes-closet recording doesn't help.	44--40--47--45
COUNTRY & WESTERN		
FLOYD TILLMAN Columbia 20694	The Last Straw Unconventional phrase patterns make this one difficult to pick up, tho the "Slippin' Around" clefter warbles appealingly.	69--70--70--68
	Just as Long as I Have You This Tillman original is easy, retentive stuff taken at a good toe-tapping tempo.	74--74--74--75
JOHNNY HICKS & HIS TROUBADORS Columbia 20690	I Can't Get Enough of That Ah-Ha Fine Texas dance novelty strikes a familiar chord for Bob Wills' fans. Should be a big one in country and Western locations.	84--84--83--84
	Curb Service Boogie melody, with strong afterbeats, is a solid vehicle for Hicks' fine, lusty warbling.	76--77--76--76

(Continued on page 122)

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

THE BILLBOARD PICKS:

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

I WANNA BE LOVED.....Fontane Sisters and Hugo Winterhalter Ork and Chorus.....Victor 20-3772

Beautiful diskings of the revived oldie should cash in on the strength of the Andrews Sisters-Gordon Jenkins smash. Flip is a refreshingly original approach to "I Didn't Know What Time It Was."

CHOC/LATE ICE CREAM CONE.....Evelyn Knight.....Decca 27036

Perfect tempo sets great sales pace for an ingratiating delivery by Miss Knight. Buoyant production touches makes this pop-corn etching a strong bet.

THANKS, MR. FLORIST.....Vaughn Monroe Ork.....Victor 20-3773

Designed as a sequel to "Red Roses for a Blue Lady," this is a sound, typically Monroe ballad performance which is designed for simplicity and dancing.

MISSISSIPPI.....Red Foley.....Decca 46241

Foley has a likely sounding novelty in this letter-twisting romper. Strong stuff for the country belt and could be a pop winner just as readily. Bill Darnell has a pop-flavored version on Coral which could score as well.

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. AMERICAN BEAUTY ROSE.....Frank Sinatra.....Columbia 36809
2. VALENCIA.....Tony Martin.....Victor 20-3755
3. JUKE BOX ANNIE.....Kitty Kallen.....Mercury 5417
4. I'LL CROSS MY FINGERS.....Percy Faith Ork.....Columbia 38786
5. I WISH I COULD SHIMMY LIKE MY SISTER KATE.....Helen Forrest.....MGM 10680
6. SHE'S SHIMMYING ON THE BEACH AGAIN.....Johnny Mercer.....Capitol 982
7. VALENCIA.....Percy Faith Ork.....Columbia 38786
8. BONAPARTE'S RETREAT.....Gene Krupa Ork.....Victor 20-3786

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. YOU'RE ALL I NEED.....Billy Eckstine-Sarah Vaughan.....MGM 10690
2. HOOP-DEE-DOO.....Doris Day.....Columbia 38771
3. ON THE OUTGOING TIDE.....Perry Como.....Victor 20-3747
4. DEDICATED TO YOU.....Billy Eckstine-Sarah Vaughan.....MGM 10690
5. DOWN THE LANE.....Jo Stafford-Gordon MacRae.....Capitol 969
6. HOOP-DEE-DOO.....Kay Starr.....Capitol 980
7. BIRMINGHAM BOUNCE.....Red Foley.....Decca 46234
8. LET'S GO TO CHURCH NEXT SUNDAY MORNING.....Perry Como.....Victor 20-3763
9. THE ANSWER SHE IS YES, NO?.....Guy Lombardo Ork.....Decca 24999

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. DOWN THE LANE.....Russ Morgan Ork.....Decca 24986
2. RAIN.....Larry Fortine Ork.....Decca 24950
3. THE ANSWER SHE IS YES, NO?.....Guy Lombardo Ork.....Decca 24999

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. I'VE GOT THE FEED 'EM IN THE MORNING BLUES.....Tennessee Ernie.....Capitol 985
2. BIRMINGHAM BOUNCE.....Red Foley.....Decca 46234
3. STEAL AWAY.....Red Foley.....Decca 14505
4. BIRMINGHAM BOUNCE.....Tex Williams.....Capitol 1006
5. ACRES OF DIAMONDS.....Elton Britt-Rosalie Allen.....Victor 21-0302
6. BLUES IN THE MOONLIGHT.....Cowboy Copas.....King 855

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

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GORDON JENKINS

Music by
JOE BISHOP

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New York, N. Y.

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 those manufacturers voluntarily supplying information are listed.

POPULAR

- | | |
|---|---|
| Ain't She Sweet
F. Mann's Ork (I'm Broken) Hart-Van 2-0117 | I Never Took a Lesson in My Life
H. Fort (Southern Cookin') London 447 |
| All My Life
D. Todd-J. Packer Chorus-D. Terry Ork (A-N-G-E-L Spells) Rainbow 50088 | If You Can't Get a Drum With a Boom-Boom-Boom
L. Weik Ork (Hoop-Dee-Dee) Mer 5419 |
| Aloha La No O Maui
R. Kinney (Manuela Boy) Dec 25449 | I'll Get By
P. Weston Ork-A. Morton (Blue Prelude) Cap 1022 |
| Am I Blue
B. Holiday (God Bless) Col 38792 | I'm Broken Hearted
F. Mann's (Ain't She) Hart-Van 2-0117 |
| A-N-G-E-L Spells Mary
D. Todd-J. Packer Chorus-D. Terry Ork (All My) Rainbow 50088 | I'm Yours To Keep
H. Fisher (This Is) Modern 20-753 |
| As Long As I Live
F. Mann's Ork (Is This) Hart-Van 2-0118 | Is This Love?
F. Mann's Ork (As Long) Hart-Van 2-0118 |
| Babalu
B. Reilly (El Cumbanchero) Dec 24997 | Is There Anything Wrong in That?
D. Haymes-4 Hits and a Miss (Little Bit) Dec 27020 |
| Baby, What Else Can I Do?
B. Farrell-R. Case-E. Hagen (Don't Say) MGM 10704 | I've Got a Heart Filled With Love
J. Desmond-T. Mottola (Picnic Song) MGM 10703 |
| Baby, Won't You Please Come Home?
B. Haggert Ork (By the) MGM 10699 | Jerome Kern Album—Decca Salon Ork-H. Horlick, Cond. (1-10")
Dec (33) DL 5078 |
| Bayadere
K. Griffin (Love's Dream) Rondo R-225 | Little Bit Independent
D. Haymes-4 Hits and a Miss (Is There) Dec 27020 |
| Benny the Bow-Legged Bowler
G. Moore-Moore Men (Cane Bottom) MGM 10698 | Look Ma, I'm Dancin' Album—Original Cast (1-12")
Dec (33) DL 5231 |
| Blue Prelude
P. Weston Ork-A. Morton (I'll Get) Cap 1022 | Gotta Dance
If You'll Be Mine
I'm Not So Bright
I'm the First Girl in the Second Row
I'm Tired of Texas
Little Boy Blues, The
Shaunty O'Shay
Tiny Toes
Love's Dream |
| By the Waters of Minnetonka
B. Haggert Ork (Baby, Won't) MGM 10699 | K. Griffin (Bayadere) Rondo R-225 |

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 1/3 (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.

- | | |
|---|---|
| Cane Bottom Chair
G. Moore-Moore Men (Benny the) MGM 10698 | Mad, Mad, Mad
M. Barrett-C. Warren Ork (Wolf Serenade) High Time 132 |
| Chug-A-Lug
V. Young Ork (You Are) Dec 27012 | Malaguena
A. Newman Ork (Midnight Bells) Mer 5412 |
| Circus Rag
T. Phillips Ork (Du-La-La-Some) London 486 | Manuela Boy
R. Kinney (Aloha La) Dec 25449 |
| Count Every Star
R. Anthony Ork (Darktown Strutters) Cap 979 | Midnight Bells
A. Newman Ork (Malaguena) Mer 5412 |
| Crazy She Calls Me
J. Gray Ork (Home Cookin') Dec 27010 | Mexican Hayride Album—Original Cast (1-12")
Dec (33) DL 5232 |
| Cross Your Heart
J. Davis (Darn It) Col 38815 | Abacadabra
Carlotta
Count Your Blessings
Girls
I Love You
Sing to Me, Guitar
There Must Be Some One for Me
What a Crazy Way To Spend Sunday |
| Darktown Strutters' Ball, The
R. Anthony Ork (Count Every) Cap 979 | Mona Lis
N. King Cole-L. Baxter Chorus and Ork (Greatest Inventor) Cap 1010 |
| Darn It, Baby, That's Love
J. Davis (Cross Your) Col 38815 | No More Cryin' and Weepin'
E. Felice-M. Ford (I Love) F & P 1002 |
| Deceiving Myself
J. Shaw-R. Case Ork (Peace of) MGM 10701 | Old Piano Roll Blues, The
A. Joison-Andrews Sisters ("Way Down) Dec 27024 |
| Don't Say Mañana Tonight
B. Farrell-R. Case-E. Hagen (Baby, What) MGM 10704 | Open Parachute!
B. Harrington (Soft Shoulders) Coral 40213 |
| Down the Lane
L. Duddy Singers (Hoop-Dee-Dee) MGM 10702 | Ou-La-La Some More
T. Phillips Ork (Circus Rag) London 486 |
| El Cumbanchero
B. Reilly (Babalu) Dec 24997 | My Destiny
B. Eckstine (Roses) MGM 10684 |
| Eliot: The Cocktail Party Album—A. Guinness-C. Neibitt-R. Fleming-E. Peel-I. Worth-E. Clark-G. Blake (2-12")
Dec (33) DL-100 | Peace of Mind
J. Shaw (Deceiving Myself) MGM 10701 |
| Foggy Foggy Dew
A. Shaw Ork (He's Gone) Dec 27009 | Picnic Song
J. Desmond-T. Mottola (I've Got) MGM 10703 |
| Girl of My Dreams
A. Hug (Wild Flower) Cap 467 | Red Lips Kiss My Blues Away
W. Alan Quintet-L. Pierson Group (Zack) London 483 |
| God Bless the Child
B. Holiday (Am I) Col 38792 | Ride the Magic Carpet
A. Dale (Today Tomorrow) Col 38814 |
| Greatest Inventor of Them All, The
N. King Cole (Mona Lisa) Cap 1010 | Roses
B. Eckstine (My Destiny) MGM 10684 |
| Heart of Stone
P. Weston (Stop That) Dec 48155 | Royal Affair, A, Album—M. Chevalier (2-10")
Dec DU-758 |
| Ho-Hum It's Spring!
Mary Ellen Quartet-B. Scott (That We) MGM 10691 | So Tall a Tree
B. Crosby-S. Oliver Ork (I Didn't Sleep) Dec 24018 |
| He's Gone Away
A. Shaw Ork (Foggy Foggy) Dec 27009 | Soft Shoulders
B. Harrington (Open, Parachute!) Coral 40213 |
| Home Cookin'
B. Crosby (When she) Dec 27019 | Southern Cookin'
H. Fort (I Never) London 447 |
| Home Cookin'
J. Gray Ork (Crazy She) Dec 27010 | South Pacific Album—B. Crosby-D. Kay-E. Knight-E. Fitzgerald (1-12")
Dec (33) DL 5207 |
| Hongi Tongi Hoki Poki
G. MacRae-L. Baxter Chorus-P. Weston Ork (Stars and Stripes) Cap 1021 | Bali Ha'i
Cock-Eyed Optimist, A
Happy Talk
Honey Bun
I'm Gonna Wash That Man Right Outa My Hair
Some Enchanted Evening
There is Nothin' Like a Dame |
| Hoop-Dee-Dee
L. Duddy Singers (Down the) MGM 10702 | |
| Hoop-Dee-Dee
L. Weik Ork (I'll Get) Mer 5419 | |
| I Didn't Slip, I Wana't Pushed, I Fell
B. Crosby-S. Oliver Ork (So Tall) Dec 24018 | |
| I Love You Daily
E. Felice (No More) F & P 1002 | |

(Continued on page 116)

NATIONAL'S
New Double Barreled Hits!
NATIONAL #9109 EILEEN BARTON
"DIXIELAND BALL"
"Honey, Won't You Honeymoon
With Me"
NATIONAL #9110 DANNY SCHOLL
"OPEN, PARACHUTE!"
"Our Love Story"

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BILL SNYDER
RELEASE
"RIDIN' THE OFFBEAT"**
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RECORDS**

MEAN STOMPIN'
with
"MEAN OLE BOOGIE"
by
**George Toon and
the Tennessee Drifters**

Dot #1002

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CALLATIN, TENN.

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**Make Extra Dollars
in Record Sales
at Only 25c a Week!**

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low, low cost of only 25c a week.

You get an eye-catching, attention-getting, full-color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do, once a week, is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple, easy to handle, low in cost—a real extra salesman who really sells!

Try the Honor Roll of Hits Poster Service right now! You'll find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

YERMIE STERN
345 FIFTH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME

STORE

ADDRESS

CITY STATE

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, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

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

THE RATES
(100 points—the maximum)

90-100tops
80-89excellent
70-79good
40-69satisfactory
0-39poor

THE CATEGORIES

1. Production Idea (grouping of selection continuity)15
2. "Name Value"15
3. Caliber of Material15
4. Manufacturers' Distribution Power10
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plugs)10
6. Interpretation15
7. Record Quality5
8. Manufacturers' Production Efficiency5
9. Packaging (art work, binding, wrapping)10

RAVEL: RHAPSODIE ESPAGNOLE AND DEBUSSY: LA MER—Belgian National Radio Symphony Ork-Brussels Radio Symphony Ork, Franz Andre, Dir. Capitol-Telefunken (33) P-8082 **78**

This coupling of two of the most familiar works to come from the French impressionists' school, written by a pair of the most noted of its representatives, will make an inviting package for bargain-hunting and non-selective longhair consumers. "La Mer" has benefited greatly in the transfer from 78 to long-play. Tho this is not in the same league with the Koussevitsky or the Rodzinski, the Andre reading, in its clearer and more greatly defined LP slicing, stands as a substantially acceptable version of the sensuous piece. Likewise the popular Ravelian evocation for Spain is handed an acceptable, if not outstanding, performance. Ork ensembles on the latter are brilliant.

ERROLL GARNER RHAPSODY—Erroll Garner (1-10") **72**
Atlantic (33) 109

Flamingo; The Way You Look Tonight; Reverie; Twilight; Skylark; I Can't Give You Anything But Love; Blue and Sentimental; Pavanne; Impressions; Turquoise.

This is probably the most representative and best recorded long-play collection of efforts cut by Erroll Garner, whose distinctive and melodic jazz piano stylings have won for him a large following with both jazz and general public. Application of a full-range microgroove process allowed for 10 instead of the customary eight selections to be crammed onto the 10-inch surfaces. This is a worthy program, rich in variety and mood. Nearly all of the selections previously were available as single platters. Where they go for smart hot piano and Garner, they'll gobble this up.

JUKES Not suitable. **JOCKS** Topnotch Garner for jazz and hip pop spin sessions.

SWINGING AT THE SUGAR BOWL—Bob Crosby and ork featuring Bob Crosby Bobcats (1-10") **75**
Coral CRL-56000

Swingin' at the Sugar Bowl; Panama; Little Rock Getaway; Wolverine Blues; Washington and Lee Swing; Peruna; High Society; Muskrat Rumble.

It was a reissued collection of six of the sides on this LP which was instrumental in bringing to light the current Dixieland revival. "Muskrat" and "Society," two-beat standards, are the added starters. The hard-driving Crosby bunch's punch and beat are more easily discernible on this LP than they were on shellac. There's a remarkably great gain in resonance and clarity. The players include some of the finest modern two-beat exponents and include Ray Bauduc, Billy Butterfield, Matty Matlock, Eddie Miller, Yank Lausen, Bob Haggart, Jess Stacy, the late Irving Fazola, the late Bob Zurke and Nappy Lamare.

JUKES Not suitable. **JOCKS** Worth having this LP for the added clarity and vital sound of these fine old two-beat specimens.

PINE TOP SMITH BOOGIE WOOGIE PIANO—Pine-top's Boogie Woogie; Pine-top's Blues; Jump Steady Blues; I'm Sober Now—and JELLY ROLL MORTON—King Porter Stomp; The Pearls; Sweetheart of Mine; Fat Meat and Greens (1-10") **62**
Brunswick BL-58003

Treasured relics of the beginning of modern jazz make the contents of this a positive collectors' delight. Smith is the guy who gave boogie woogie its name and is a noted original master of the party style piano. Morton, Smith's predecessor, was one of the most inventive keyboard performers of early jazz and it was he who helped nurture ragtime and develop fundamentals of the swing era with his stomps and beat-propelling left hand. These etchings, which are more than two decades old, come off quite clearly on LP. They have historic value and should find rich acceptance where collectors congregate.

JUKES Not suitable. **JOCKS** Interesting curios for jazz segs.

OSKAR STRAUS: THE CHOCOLATE SOLDIER, A WALTZ DREAM AND THE THREE WALTZES AND EMMERICH KALMAN: COUNTESS MARITZA, THE CZAR-DAS PRINCESS—Berlin State Opera Ork, Hans Schindler, Dir. (1-12") **78**
Capitol-Telefunken (33) P-8087

This is a well-pasted potpourri of brief and, in many cases, fleeting excerpts from five of the more popular operettas which were born of the still gay post-Johann Strauss Vienna. Virtually all of the noted melodies derived from these scores appear briefly. Strauss's work has the fluff, airiness and rich melody which stamp it with Viennese authenticity. Kalman's more fiery efforts are punctuated with the spice of Hungarian and gypsy folk strains. Schindler conducts the Strauss excerpts while Hansgeorg Otto leads the Kalman slices. Jean Lohe handles the tenor chores while Madlon Harder and Rosl Seegars share soprano roles. With the Berlin State Opera chorus and ork, they manage to carve handsome and concise reprises in the spirit of old Vienna.

I LOVE A PIANO—Joe Bushkin Trio (1-10") **69**
Atlantic (33) 108

I Love a Piano; But Not for Me; One for the Road; It Never Entered My Mind; Dancing on the Ceiling; I Can't Get Started; Four Hand Boogie Woogie on Stomping at the Savoy; So In Love; If I Knew You Were There; Oh, Look at Me Now.

Bushkin, who graduated from the piano stool in Tommy Dorsey's and other bands, is the latest of cafe society's several piano faves. Bushkin also is heard and seen regularly on several video shows, was in the recently demised "Rat Race" legiter and is a songwriter with a couple of fair-sized hits to his credit. These factors all stand in his commercial favor with regard to the values of this collection of piano solos done by the keyboard specialist. He has an excellent selection of tunes, including two of his own. Disking contains 10 instead of the customary, eight selections because of a full-range microgrooving process. A mighty pleasant hipper than usual cocktail piano music bargain.

JUKES Not suitable. **JOCKS** For salon, cocktail and pop stanzas.

FAVORITE AMERICAN WALTZES—Jan Garber Ork (1-10") **70**
Coral (33) CRL 56001

My Buddy; When You're Away; Let Me Call You Sweetheart; A Kiss in the Dark; Ah! Sweet Mystery of Life; Wonderful One; Kiss Me Again; Sleep.

A collection of dated diskings of the Garber dance ork doing a terp-appealing brace of familiar waltz titles should manage to find a modest market in the Midwest, a territory where the maestro's soothing Lombardo-like lilts are heavy favorites, and with folks in pursuit of danceable three-quarter time on record. This is a cleverly packaged long-play item, designed to attract maximum action merchandise-wise with its appealing American waltz motif and the collection of th. Garber slicings to further centralize the sales pitch around a forceful territorial maestro.

JUKES Not suitable. **JOCKS** Better and more modern versions of these waltzes are available.

HARPIS'T'S HOLIDAY—Robert Maxwell (1-10") **60**
Columbia (33) CL-6104

Jerome Kern Medley; Fantasy on Chopsticks; Hungarian Rhapsody No. 2; Clair De Lune; Harping on a Harp; Night and Day; Ay, Ay, Ay.

An enchanting and varied program of harp solos in the popular idiom has been transferred from regular shellac to long-play to make up an entirely delightful item for relaxing listening. At the same time, it serves to preserve the tremendous virtuosity of Robert Maxwell, whose work is the contemporary equivalent of the late Casper Reardon's. But the limited popularity of the instrument will confine the sale of this platter to class locations for the greater part.

JUKES Not suitable. **JOCKS** Excellent change-of-pace stuff for pop whiffers.



best sellers
POPULAR

JOHNNY LONG
CALICO BALL
IN THE EVENING BY THE MOONLIGHT
KING 15044

MILTON DELUGG
HOOP-DE-DOO
ZONE TWENTY-EIGHT
KING 15037

RUBY WRIGHT
THANKS FOR THE BUGGY RIDE
REGULAR GAL
KING 15033

FOLK • WESTERN

MOON MULLICAN
I'LL SAIL MY SHIP ALONE
MOON'S TUNE
KING 830

COWBOY COPAS
BLUES IN THE MOONLIGHT
HEARTBROKEN
KING 855

WAYNE RANEY
FAST TRAIN THROUGH ARKANSAS
UNDER THE DOUBLE EAGLE
KING 856

SEPIA • BLUES

TINY BRADSHAW
WELL OH WELL
I HATE YOU
KING 4357

EDDIE "CLEANHEAD" VINSON
ASHES ON MY PILLOW
NO GOOD WOMAN BLUES
KING 4355

RED MILLER
BEWILDERED AND CONFUSED
I'M EATING MY HEART OUT OVER YOU
KING 4356



FTC CHECKING EXCLUSIVES

U. S. Eyes TV, Disk, Radio Distrib Set-Up

Action Not Immediate

(Continued from page 4)

clients to think up something new in the way of production, because of the recent broadening of anti-trust policy. FTC lawyers say they are not interested in exclusive territories at this time, but Justice legalists are taking a preliminary look at anti-trust legislation. However, legalists in both agencies frequently take these preliminary looks without anything developing from them.

Rule Set Pattern

Justice Department's recent Supreme Court victory over Standard Oil of California set a new pattern in anti-trust cases by outlawing exclusive handling of a single firm's products by dealers. After the decision was handed down, Justice went after Sun Oil and is now pressing that case. A win for the agency in the Sun Oil docket would result in a further widening in the new anti-trust pattern.

Against Standard, Justice was able to show written contracts for exclusive dealing and had only to prove that they had the effect or tendency of lessening competition. In the Sun Oil case, Justice is showing only sales by station operators of one kind of oil and a single line of accessories—attempting to prove that this demonstrates exclusive dealing even though it cannot produce written contracts.

Complaints Lined Up

At FTC, an initial line-up of complaints have been issued against various manufacturers which will be pressed probably in the fall. They have been held up pending the Standard Oil decision. Included on the list is a complaint against Gamble-Skogmo, a Minnesota appliance maker, which allegedly told independent dealers at sales meetings to handle only its products.

Despite the implications in the petroleum cases, few manufacturers are changing the traditional custom of exclusive dealing, according to FTC legalists. It appears that most manufacturers are awaiting additional developments—usually a wise procedure when regulatory agencies extend activities in fields which there are no clear-cut precedents. General Motors, however, revised its distributor agreements shortly after the Standard Oil decision, commenting that the changes were taken "in the interest of legal trends under anti-trust law."

TV Set Sales in '50 May Be Doubled

WASHINGTON, May 6.—The American public plans to buy twice as many TV sets this year as last, according to the latest survey of consumer buying habits conducted by the Federal Reserve Board (FRB). TV sets were the only commodity included in the survey to reflect such bright prospects.

Persons planning to buy houses in 1950 outnumbered only slightly those with similar intentions last year, while for other durables, plans were approximately the same as in 1949.

People, Products and Prices

Walco Adds Four Distributors for Stati-Clean

Added last week to the list of distributors handling Walco Products' Stati-Clean were the Alden Distributing Company, Newark, N. J.; Times-Columbia, New York; Superior Distributing Company, Kansas City, Mo.; and Cressy & Allen, Portland, Me.

Five Portable Phonos in New Shura-Tone Line

Single-speed, three-speed manual and three-speed automatic phonos comprise the new Shura-Tone line of portables announced last week by Irving B. Shurack, president of the company. The single-speed player will list at \$17.95. Two versions of the three-speed manual player are available. One lists at \$34.95 with tone-control and another at \$29.95 without tone control. Two automatic changer models are available with V-M or G. I. changers and retail at \$69.95. All models come in leatherette carrying cases in a variety of colors. Exclusive dealer franchises are being offered with "very liberal discounts."

33,663,494 TV Tubes in March Set New High

Output of TV receiving tubes reached an all-time record of 33,663,494 tubes in March, an increase of 8,700,000 over the previous month and 19,000,000 over March, 1949, the Radio Manufacturers' Association announced last week. Production in the first quarter of this year totaled 80,801,064, twice the output of the first quarter last year. Output of TV picture tubes in March totaled 642,986, as compared with 427,189 the previous month and 636,953 in the entire first quarter of 1949.

Rek-o-Kut Intros High Fidelity, 3-Speed Phono

A new portable, three-speed phono was introduced by the Rek-o-Kut Company last week. The player, which retails at \$179.95, is equipped with a dual stylus cartridge on a 16-inch tone arm, which permits the playing of electrical transcriptions as well as standard sized records in all speeds. Said to be a high-fidelity instrument, the unit, called the Recitalist, is equipped with an eight-inch speaker, a microphone input which permits mixing of live music or voice with a recording being played, and an input for FM or AM tuner.

John Meck Announces Five New TV Models

Five new TV models were announced last week by John Meck Industries. At the same time John Meck, head of the Meck Industries and Scott Radio Laboratories, announced the appointment of a new advertising agency, LeVally, Inc.

New models are a 16-inch table model for \$199.90, 16-inch console for \$299.90, 19-inch console for \$349.90, 12½-inch table model for \$149.90 and a 12½-inch console for \$189.90.

LeVally replaces Frank C. Nahser, Inc., as the Meck agency and Leo Burnett Company as Scott's 15 percent.

Emerson Preems Two Low-Priced Video Sets

Two low-priced video sets were announced last week by Emerson, and the company also said that production would cease on all other TV sets until the fall. One new set is a 12½-inch table model to list at \$159.50; the other is a 16-inch console listing at \$259.95. Both sets are priced about \$70 less than comparable models marketed by the company up to now.

News Notes on Manufacturers and Distributors

The DuMont receiver sales division named Bob Cheshire as assistant Eastern regional sales manager. . . . All officers of Motorola were re-elected this week at the company's annual stockholders' meeting. . . . Sol Greenberg has been named a district manager for the record division of Krich-Radisco, Northern New Jersey RCA Victor distributors. . . . Jim McLaughlin has been named sales manager for the TV, appliance and phono divisions of All State Distributors, Newark, N. J. The firm handles the Hallicrafters, Speed Queen, Dormeyer and Webster-Chicago lines in addition to Mercury and London Records. . . . Pilot introduced a 16-inch console TV set with doors. The receiver lists at \$399.50 and includes an FM radio and phono jack. . . . The introduction in the New York area of the DuMont line of video sets will be promoted as DuMont Week by the Dynamic Stores chain. . . . Sylvania Electric Products moved to new offices in New York. . . . General Electric informed the Federal Communications Commission that it was working on a direct-view color tube. . . . Hallicrafters introduced a 16-inch rectangular tube table model set to retail at \$249.50. . . . Kaye-Halbert is set to introduce a 16-inch rectangular tube table model receiver with doors to retail at \$299.

Video Sets May Duck Excise Tax

WASHINGTON, May 6.—TV sets are an odds-on bet to escape being hit with the radio set excise tax following a tentative vote by the House Ways and Means Committee this week to reject President Truman's proposal to extend the manufacturers 10 per cent tax to video in order to raise an extra \$40,000,000 annually in revenue.

Like other excise actions taken so far by the committee, the TV vote

is subject to reversal when final ballots are taken in the next couple of weeks. However, committee members stated that vote against the TV tax was large enough to survive any subsequent test.

Despite the need for additional revenue to off-set the heavy losses contemplated in excise reductions, the committee felt that imposition of the 10 per cent tax would hamper one of the youngest and most potentially profitable industries in the country. This theme was sounded frequently by industry members during open hearings on excises earlier in the session.

Ruling Dooms Name Pirates In Video Ads

Will Help Large Producers

NEW YORK, May 6.—A court order handed down this week in the United States District Court here is expected to have a telling effect on advertising copy used by TV retailers in promoting private brand video sets. The order, issued by Federal Judge C. G. Galston, prevents a Brooklyn department store from using the name of the Forstmann Woolen Company in a misleading manner. The woolen manufacturer had sued the store because of wearing apparel ads in which the Forstmann name was printed in type larger than that of the rest of the copy.

It is now generally expected that such large producers of major component parts as RCA Victor and DuMont can put a quick stop to retail advertising of private brand receivers which specify in large type "RCA licensed" or "DuMont imitator."

In its suit, the textile company complained that this type of advertising by a department store, which is known to offer lower prices and fewer customer services, destroyed the good will attending the Forstmann name. The woolen manufacturer claimed that the prominent display of its name gave the impression that it was a party to the low-price sale of apparel or that it was producing the finished product. Forstmann also complained that the advertised product was inferior in workmanship to the usual apparel made with its fabrics.

In the decision, Judge Galston stated that the store was creating unfair competition by unduly exploiting the Forstmann name and label, but that the textile company could not expect to create a monopoly on the workmanship involved in making clothes from its fabrics.

Commenting on the court order, Ernest A. Marx, general manager of DuMont's receiver sales division, said that he would appraise immediately all DuMont people of the decision and emphasize the company's efforts to stop such advertising of sets made with DuMont components. "We have filed numerous complaints heretofore with small manufacturers, retailers and advertisers," he stated.

Tradesters point out that should Judge Galston's decision be upheld in any further court tests it would mean that a manufacturer would be able to control the use of its name in retail store advertising.

U.S. Issues Pamphlet Aimed at Aiding Disk, Set Dealers, Outlet

WASHINGTON, May 6.—The Commerce Department, which periodically issues pamphlets designed to help small businessmen, issued another this week which may prove of interest to set dealers and disk outlets. The booklet discusses 10 factors which aid in successful retailing.

Included are discussions of location, skillful buying, adequate financing, effective stock control, sound merchandising, proper pricing, adequate records, good customers, personality and "housekeeping."

Entitled *Ten Factors in Successful Retailing*, the leaflet may be obtained free by writing the U. S. Department of Commerce, Washington 25, D. C., or any of the agency's field offices.

Platteries Eye Kidisk Injection Molding Method

(Continued from page 12)

pressings to Mercury, Bestway, for the past couple of years, has been servicing Simon & Schuster exclusively, producing the Little Golden Book 4-inch line. Recently, however, it has added Columbia as an account, and is producing a portion of that major diskery's seven-inch daytime 3-4 p.m. kidisk line. Shelley is also doing some of this pressing for Columbia.

Low Cost Essential

Since these small-disk lines retail at 25 cents per pressing, low manufacturing cost has been essential. Injection molding advocates point out that this is possible because of multiple presses which permit up to eight seven-inch disks at one time on a single press, and also because of the thermo-plastic material, prepared to a molten stage before introduction to the presses. In conventional pressing, the material must be heated while on the press. In injection molding, the material is heated up to 500 degrees, then forced into the molds by hydraulic pressure, an all-electronic process.

Lack in Material

Up to now the molders' big problem has been the development of sufficiently hard material to resist wear, and to afford clear reproduction. They claim to have come a long way in recent months altho, admittedly, the process still doesn't permit the high frequency range possible in compression pressings.

In the kidisk field, however, where full-range recording is deemed too essential, low prices could pull plenty of business. Shelley's 45-r.p.m. pressings, not made from pure vinyl, are being offered at as low as 12 cents on quantity orders. Vinyl pressings from other plants run about 17 cents. The same plant has set a 26-cent low for 10-inch 33s, while the norm for vinyl disks is around 36 cents.

At present, only two plants in the vicinity are using the process, though several others are known to be experimenting with it. Bestway, operated by Plant Manager Louis J. Quitoni, is only producing six and seven-inch disks at present, but expects to have 10 and 12-inch products ready soon. It has five multiple units operating, with a potential of 1,000,000 small disks a month. Shelley Products, headed by Clark Galehouse, has three larger multiple units, and produces seven and 10-inch platters. Galehouse (who, incidentally, is a former arranger and tenor saxman for Red Norvo, Mildred Bailey and Joe Venuti), claims that his plant can turn out 400,000 seven-inch and 200,000 10-inch disks per month.

No Summer TV Slump Seen by W-C's Blash

CHICAGO, May 6.—Altho traditionally the radio-television industry has been characterized by a seasonal letdown during the summer months, this year no slump is anticipated by Webster-Chicago Corporation, manufacturer of record players and radio and television components, according to R. F. Blash, president.

Blash made this statement to stockholders at the company's annual meeting last week. At the same time he announced that Webster-Chicago sales in the first three months ended March 31, 1950, were \$3,708,808, as against \$3,577,779 in the corresponding period last year.

Net earnings after taxes were \$364,076, or approximately \$1.26 a share on 289,035 shares of common stock outstanding, compared with \$340,878 and \$1.17 on the same number of shares in the like quarter of 1949. Current assets March 31, 1950, were \$3,492,954 and liabilities \$701,088.

Video Frightens the Missus; Can't Get Papa Out of His Chair

NEW YORK, May 6.—Many housewives are afraid to own video sets and therefore are the big obstacle in the path of increased TV set sales, according to H. L. Hoffman, president of the Hoffman Radio Corporation. A report issued this week to 1,400 financial reporters by the New York Society of Security Analysts, disclosed that the Hoffman company had surveyed the market in 11 Western States as a basis for the merchandising policies which have made the firm the leading West Coast video manufacturer.

Invited to talk to the group because of the impact his firm has had on Western TV sales, Hoffman stated: "The lady of the house is the hardest person to sell. She thinks that most of the programs are sports and that her husband will stay home to watch the fights instead of taking her out to

dinner. She also is worried about TV's effect on her children. And when she is ready to buy a set, appearance of the cabinet is the one important thing in her mind. While only 3 per cent of the men are interested in the set's looks, 71 per cent of the women are furniture conscious."

Hoffman told the security analysts that his company ran consumer surveys on a regular basis. He claimed that such merchandising activity was responsible to a large extent for the tripling of Hoffman sales within the last 11 months.

The West Coast manufacturer also told the group that his merchandising policies were able to overcome the price cutting of other manufacturers and that telecasting was an excellent sales medium for video sets. "We may be in the mechanical end of pro-

Merchandising Pays Off:

Unique Gims Zoom Global Sales for Wash. Disk Shop

By Ben Atlas

WASHINGTON, May 6.—When a batch of incoming mail at the Disc Shop here one day recently bulged with letters from such remote places as Tahiti, Australia and India, there were no raised eyebrows among the store's staff. The Disc Shop, owned by Littman Danziger, can literally stake a claim to having a global clientele: it's not unusual for the store to get request orders for records from folks in any one of a dozen or more nations outside of the Soviet influence.

Located in the fashionable DuPont Circle area of Connecticut Avenue far from downtown bargain-hunters, the Disc Shop caters to a select class of disk devotees, folks who go in heavily for longhair music and rare platters and who aren't wooed by cut prices. Altho the nation's capital boasts more people of that sort than most other metropolitan areas, the picking might, nevertheless, be relatively slim were it not for the shop's global renown. Danziger's monthly brochure, containing reviews of recorded music, goes to friends and customers in all parts of the world and, in turn, they send in frequent orders for disks. Many of his customers, like a pair (not Americans) in Belgian Congo, have standing orders with him for the latest records of his own choosing every month. One fellow in Australia, who gets a batch of the latest American dance records from the Disc Shop monthly, once described the store as his "favorite contact with U. S. A." (Incidentally, Danziger says he's guided largely by *The Billboard's* list of hit tunes in choosing favorites.)

Uses New Gims

With the Disc Shop's section of Connecticut Avenue closed to traffic for months due to construction of a new DuPont Circle underpass, Danziger has come up with some eye-catching gimmicks to keep in the swim. He attracted considerable attention with a series of ads washishly suggesting various music selections for a mythical "DuPont Underpass" concert series. One typical list proposed such titles as *Tunnel of Love*, by Henry Rene; *Stupidity Street*, from Hodgson Masterpieces; Schubert's *Unfinished Symphony*, and Liszt's *Ruins of Athens*.

Among the most popular stunts during the worst of the period, when traffic past his shop consisted mainly of trucks and steam shovels, was a regular service by the Disc Shop to supply the title of the *Stop the Music* mystery tune to any caller. For

weeks the Disc Shop's phones were jammed with requests, and Danziger's assistants faithfully searched out the identities of the tunes, using the Library of Congress's archives and all other sources.

Every so often Danziger runs institutional ads in keeping with a favorite idea of his that people ought to become habituated to buying records as gifts just as they buy flowers, jewelry or candy. "In observing Mother's Day," says Danziger, "folks ought to be counseled to buy, say, a record album of mother's favorite composer, and there's no reason why wedding gifts or anniversary gifts shouldn't be records."

In one recent series of ads Danziger startled readers with a catchy caption, "Command Performance for a Cent," explaining in smaller print how that investment could be achieved by buying an album that reduces its cost to a cent a playing over a period of weeks. Another ad read, "Music Maestro for a Penny." In 12 ads Danziger figures he convinced a lot of people. He has a fond hope that maybe some day soon disk manufacturers might be convinced, too, that it's worth their while to launch such institutional ads. "Anything that's done to promote the idea of buying records helps the industry, manufacturers and distributors and dealers alike. And, of course, the greatest beneficiaries are the folks who buy the records."

ducing sets," said Hoffman, "but we're also in show business." He said he was spending one fourth of his time developing and creating new TV program ideas for his company's advertising. At present Hoffman sponsors 11 different video shows a week on as many stations.

NEW VICTOR, COLUMBIA
\$12.00 per 100

OTHER LABELS
\$10.00 PER 100—\$85.00 PER 1,000
1/3 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

For Mother's Day
and Every Day

"ANGEL
MOTHER"



Blue Sky Boys
on VICTOR 20-2900

Shorty Morris
on MERCURY 6159

COUNTRY MUSIC

20 E. Jackson Chicago, Ill.

**RECORD PRESSING AT LOWEST PRICES
IN THE UNITED STATES**

New Material, Custom Quality.
Bonded Operation.
Send us your recordings, we will do the
best—rigid and flex type records.
UNIVERSAL PLASTICS CORP.
(formerly Black & White Records)
146 West 37th Place Los Angeles 7, Calif.
Owned by Trumpis Collar & Associates
Consulting engineers to the record industry

10 INCH RECORD PRESSINGS

Shellac or Vinylite
Fast Service—High Quality
Small or Large Quantity

Labels — Processing — Masters

SONGCRAFT, INC.

1650 Broadway New York 19, N. Y.

Record Stamping Plates

Complete processing . . . low rates . . . fast
service. Daily air express shipments practically
put our plant at your door. High
fidelity reproduction . . . mirror like
appearance . . . tops in craftsmanship. Write
for our rate card.
THE CHARLES ECKART COMPANY
4880 Santa Monica Blvd., Los Angeles 27, Calif.
Olympic 2901

No. 255

Jimmie Skinner's

**"I BELIEVE I'M
ENTITLED TO YOU"**

Radio Artist Records

811 Race St. Cincinnati 2, Ohio

**FOR THE BEST IN
UNBREAKABLE
RECORDS!**

WE SPECIALIZE
in 78 and LP record moulding • 10" and 12" • pure and filled
vinyl • We do not press shellac • Never did.

WE SPECIALIZE in quality, service and dependability.
No connection with any other record label

abbey record corp.
70 Fleet St., Jersey City N. Y. Phono Connection: Dighy 9-1392

**BUSINESS IS ALWAYS GOOD
WHEN YOU BUY AND SELL QUALITY!**
In less than two years we must again double our capacity in a new plant.

RESEARCH CRAFT CO.
1037 N. SYCAMORE ST. HOLLYWOOD 38, CALIF.

FINEST QUALITY RECORD PRESSING IN THE U. S.
78, 33, 45 r.p.m. All New Materials: Rigid, Flex, Vinylite.

The
Billboard

MUSIC POPULARITY CHARTS

PART
XIIBillboard
TRADE
SERVICE
FEATUREThe Honor Roll of
Popular Songwriters

By Jack Burton

No. 60—HARRY REVEL

You have to tour Europe to get the background material for the early chapters in the biography of Harry Revel. While born of American parents, he spent the first 23 years of his life in England and on the Continent, where he first gained fame as a composer.

Born in London, December 21, 1905, Harry Revel started taking music lessons at the age of nine and became so engrossed in his piano exercises that he was oblivious to the daily tumult in the streets outside his home—the blaring bands, the rumbling caissons and the marching Tommies bound for the trenches of France.

During the four-year holocaust that followed, Revel applied himself to the piano with such ambition that his

family predicted a brilliant future for him after he had studied in Vienna or Berlin. But the death of Revel's first piano teacher, a kindly old German, so depressed the boy that he refused to be schooled by any other instructor and settled down instead to tireless self-study.

At the end of the first World War, Harry's father, a dealer in rare foods and table delicacies, embarked on a European business tour. He was accompanied by his family which, in addition to Harry, included two other children destined for a future theatrical career—a daughter, Rina, who became a stage and film comedienne, and Harry's older brother, Billy, who later played American and European vaude theaters as a member of the dance team of Moore and Revel.

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.

The Revels resided for months at a time in the various trade centers, where Harry shuttled from one school to another but picked up along the way a speaking knowledge of German, French, Spanish, Danish and Norwegian. This has made him the most erudite, linguistically, of any of his musical contemporaries in Hollywood.

In the early 1920s, Revel took his first professional step in music when he joined a Hawaiian band in Paris. At least, it was billed as a Hawaiian band, although it was composed of two Britons, two Frenchmen, two Russians, two Italians and a guy from Texas. While playing engagements in the various capitals, this synthetic Hawaiian pianist started to compose songs, first number, *Oriental Nights*, being published in Rome by Giodanelli. The latter supplemented the meager returns from his catalog with

extra liras earned as the official piano instructor for the Italian royal family.

After two years with the Hawaiian band, Harry Revel grew tired of smearing his face with brown makeup in order to look like a native Islander, and became affiliated with a roving Continental orchestra of some 20 sidemen. With this group he toured Europe before settling down in Berlin, where he wrote the score for his first musical production, *Was Frauen Traumen*. This light opera attracted such favorable comment that Revel was commissioned to compose the music for a revue at the Casino de Paris, the French musical show, *Tout Paris*, and other productions staged in Copenhagen, Vienna and London, where he finished his musical career as far as Europe was concerned by furnishing the songs for Andre Charlot's revue in 1927.

(To be continued next week)

HARRY REVEL'S BEST-KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1932—**AND SO TO BED**
Lyrics by Mack Gordon. Miller Music Corp.
A BOY AND A GIRL WERE DANCING
Lyrics by Mack Gordon. Crawford Music Corp.
UNDERNEATH THE HARLEM MOON
Lyrics by Mack Gordon. Crawford Music Corp.
(Available on Decca 24062 in A-1932, Carmen Cavallaro, piano solo.)
LISTEN TO THE GERMAN BAND
Lyrics by Mack Gordon. Miller Music Corp.
IT'S WITHIN YOUR POWER
Lyrics by Mack Gordon. Crawford Music Corp.
- 1933—**AN ORCHID TO YOU**
Lyrics by Mack Gordon. Crawford Music Corp.
This song was dedicated to Walter Winchell in return for the plugs he gave Gordon and Revel in his column and was used in a film in which Winchell appeared.

Stage Musicals

- 1931—**FAST AND FURIOUS**
A revue with an all-Negro cast. Lyrics by Mack Gordon. Miller Music Corp.
FAST AND FURIOUS
WALKING ON AIR
RUMBATISM
FROWNS
DOING THE DUMB-BELL
SHADOWS ON THE WALL
WHERE'S MY HAPPY ENDING
HOT FEET
- 1931—**ZIEGFELD FOLLIES OF 1931**
This was the last Follies to be produced by Florenz Ziegfeld. The cast was headed by Harry Richman, Faith Bacon, Helen Morgan, Ruth Etting, Jack Pearl, Hal LeRoy, Mitzie Mayfield, Gladys Glad, Albert Carroll and Buck and Bubbles. Sketches by Mark Hellinger and lyrics by Mack Gordon and Gene Buck. Miller Music Corp.
HELP YOURSELF TO HAPPINESS
SUNNY SOUTHERN SMILE
CIGARETTES, CIGARS
BRING ON THE FOLLIES' GIRL
By Gene Buck and Dave Stamper.
BROADWAY REVERIE
By Buck and Stamper.
WAS IT?
By Chick Ender and Charles Farrel.
DOIN' THE NEW YORK
By J. P. Murray, Barry Trivers and Ben Oakland.
CHANGING THE GUARD
By Murray, Trivers and Oakland.

SONGWRITERS
COMING UP!

HARRY REVEL (Part II)

In Subsequent Issues *The Billboard*
Will PresentJIMMY McHUGH
BILLY HILL
LOUIS ALTER
THE TOBIAS BROTHERS
MILTON AGER
FRED AHLERT
HAROLD ARLEN
NACIO HERB BROWN

LEGEND OF THE ISLANDS

By Powell and Stevens.

HALF CASTE WOMAN

By Noel Coward.

MAILU

By E. Y. Harburg and Jay Gorney.

I'M WITH YOU

By Walter Donaldson.

1932—**SMILING FACES**

Book by Harry Clarke. Lyrics by Mack Gordon, and starring Fred and Dorothy Stone in a cast that included Roy Royston and Charles Collins. Miller Music Corp.

SPORT IS SPORT**I'VE FALLEN OUT OF LOVE****SWEET LITTLE STRANGER****SHAKIN' THE SHAKESPEARE****THANK YOU, DON'T MENTION IT****SMART SET****POOR LITTLE, SHY LITTLE, DEMURE LITTLE****ME****LANDLORD AT MY DOOR****THERE WILL BE A GIRL****IN HAVANA****THINK OF MY REPUTATION****QUICK, HENRY, THE FLIT****CAN'T GET RID OF ME****LITTLE STUCCO IN THE STICKS****STUMBLED OVER YOU****FALLING OUT OF LOVE****OLD SPANISH CUSTOM**1932—**MARCHING BY**

With Jean Gilbert. Book by Harry B. Smith and Harry Clarke, lyrics by Mack Gordon and starring Desiree Tabor and Guy Robertson. Harms, Inc.

ON THRU THE NIGHT**HERE ARE WE IN LOVE****MARCHING BY****IT MIGHT OF BEEN YOU****WE'RE ON OUR WAY TO HELL****ALL'S FAIR IN LOVE AND WAR****LET FATE DECIDE****I GOTTA KEEP MY EYE ON YOU****LIGHT UP****FORWARD MARCH INTO ARMS****I LOVE YOU**1945—**ARE YOU WITH IT?**

A musical comedy, based on George Malcolm Smith's novel "Slightly Perfect," with a book by Sam Perrin and George Balzer, lyrics by Arnold S. Horwitz, and presented by a cast that included Joan Roberts, Johnny Downs, Lew Parker, Dolores Lee, Jane Dulo and June Richmond. Chappell & Co., Inc.

FIVE MORE MINUTES IN BED**NUTMEG INSURANCE****SLIGHTLY PERFECT****WHEN A GOOD MAN TAKES TO DRINK****POOR LITTLE ME****ARE YOU WITH IT?****THIS IS MY BELOVED****SLIGHTLY SLIGHTLY****SEND US BACK TO THE KITCHEN****HERE I GO AGAIN****YOU GOTTA KEEP SAYING NO****JUST BEYOND THE RAINBOW****IN OUR LITTLE COTTAGE OF TOMORROW**

Film Songs and Scores

1933—**SITTING PRETTY**A Paramount picture with Jack Oakie, Jack Haley, Ginger Rogers, Thelma Todd, Gregory Ratoff, Lew Cody and Gordon and Revel. Crawford Music Corp.
DID YOU EVER SEE A DREAM WALKING?

(Available on the following records: London 555, Snooky Lanson with Beasley Smith orchestra; Decca 24067 in A-1933, Charles Baum orchestra; Decca 24408, Guy Lombardo; Victor P120-1966 in P-160, Vaughn Monroe.)

BALLAD OF THE SOUTH**I WANNA MEANDER WITH MIRANDA****YOU'RE SUCH A COMFORT TO ME****GOOD MORNING, GLORY****MANY MOONS AGO****LUCKY LITTLE EXTRA****THERE'S A BLUEBIRD AT MY WINDOW****AND WHEN WE WROTE****LIGHTS, ACTION, CAMERA, LOVE**1933—**WHITE WOMAN**

A Paramount picture with Charles Laughton, Carole Lombard and Charles Bickford. Lyrics by Mack Gordon. Crawford Music Corp.

YES, MY DEAR**CUTE BRUTE****BROADWAY THRU A KEYHOLE**

A United Artists picture with Constance Cummings, Russ Columbo, Paul Kelly, Blossom Seeley, Texas Guinan, Gregory Ratoff and Abe Lyman and his band. Lyrics by Mack Gordon. Crawford Music Corp.

DOING THE UPTOWN LOWDOWN**I LOVE YOU, PRINCE PIZZICATO****YOU'RE MY PAST, PRESENT AND FUTURE****WHEN YOU WERE THE GIRL ON A SCOOTER****AND I WAS THE BOY ON A BIKE****DESIGN FOR LIVING**

A Paramount picture with Gary Cooper, Miriam Hopkins and Frederick March. Lyrics by Mack Gordon. Crawford Music Corp.

MY DESIGN FOR LIVING1934—**GAY DIVORCEE**

An RKO picture with Fred Astaire and Ginger Rogers. Lyrics by Mack Gordon. Crawford Music Corp.

DON'T LET IT BOTHER YOU**LET'S K-NOCK K-NEES****WE'RE NOT DRESSING**

A Paramount picture with Bing Crosby, Carole Lombard, George Burns, Gracie Allen, Ethel Merman and Leon Errol. Lyrics by Mack Gordon. Crawford Music Corp.

ONCE IN A BLUE MOON**MAY IT?****LOVE THY NEIGHBOR**

(Available on the following Decca records: 24068 in A-1934, Bob Grant orchestra; Decca 24471, Bing Crosby.)

IT'S THE ANIMAL IN ME**GOOD NIGHT, LOVELY LITTLE LADY****JUST A NEW SPANISH CUSTOM**1934—**SHE LOVES ME NOT**

A Paramount picture with Bing Crosby, Miriam Hopkins and Kitty Carlisle. Lyrics by Mack Gordon. Crawford Music Corp.

STRAIGHT FROM THE SHOULDER (RIGHT FROM THE HEART)**I'M HUMMIN', I'M WHISTLIN', I'M SINGIN'****PUT A LITTLE RHYTHM IN EVERYTHING YOU DO****SHOOT THE WORKS**

A Paramount picture with Jack Oakie, Ben Bernie, Dorothy Dell, Arline Judge and Roscoe Karns. Lyrics by Mack Gordon. Crawford Music Corp.

IN THE GOOD OLD WINTERTIME**WERE YOUR EARS BURNING, BABY?****WITH MY EYES WIDE OPEN, I'M DREAMING**

(Available on the following records: Decca 24068 in A-1934, Bob Grant orchestra; Mercury 5344, Patti Page)

THE OLD-FASHIONED WAY

A Paramount picture starring W. C. Fields in a cast that included Joe Morrison, Judith Allen, Jan Duggan, Baby LeRoy, Richard Carle, Otis Harlan and Tammany Young. Lyrics by Mack Gordon. Crawford Music Corp.

ROLLING IN LOVE**A LITTLE BIT OF HEAVEN KNOWN AS****MOTHER****HERE COMES THE GROOM**

A Paramount picture with Jack Haley, Mary Boland, Patricia Ellis, Neil Hamilton, Sidney Toler and Arthur Treacher. Lyrics by Mack Gordon. Crawford Music Corp.

I'LL BLAME THE WALTZ NOT YOU**COLLEGE RHYTHM**

A Paramount picture with Jack Oakie, Joe Penner, Lyda Roberti, Lanny Ross, Helen Mack and George Barbier. Lyrics by Mack Gordon. Crawford Music Corp.

STAY AS SWEET AS YOU ARE

(Available on Decca 24068 in A-1934, Bob Grant orchestra.)

COLLEGE RHYTHM**GOO GOO****LET'S GIVE THREE CHEERS FOR LOVE****TAKE A NUMBER FROM ONE TO TEN**1935—**BIG BROADCAST OF 1936**

A Paramount picture with Jack Oakie, Burns and Allen, Bing Crosby, Ethel Merman and Amos 'n' Andy. Lyrics by Mack Gordon. Crawford Music Corp.

IT'S THE ANIMAL IN ME**THREE CHEERS FOR LOVE**

A Paramount picture with Eleanor Whitney and Robert Cummings. Lyrics by Mack Gordon. Famous Music Corp.

LEARN TO BE LOVELY**LOVE IN BLOOM**

A Paramount picture with George Burns, Gracie Allen, Dixie Lee, J. C. Nugent, Lee Kahlman and Richard Carle. Lyrics by Mack Gordon. Crawford Music Corp.

MY HEART IS AN OPEN BOOK**HERE COMES COOKIE****GOT ME DOING THINGS****LET ME SING YOU TO SLEEP WITH A LOVE****SONG****STOLEN HARMONY**

A Paramount picture with George Raft, Ben Bernie, Grace Bradley and Iris Adrian. Lyrics by Mack Gordon. Crawford Music Corp.

WOULD THERE BE LOVE?**LET'S SPILL THE BEANS****PARIS IN THE SPRING**

A Paramount picture with Mary Ellis, Tullie Carminati, Ida Lupino, Lynn Overman and Jesse Ralph. Lyrics by Mack Gordon. Crawford Music Corp.

PARIS IN THE SPRING**SON JOUR MAM'SELLE****WHY DO THEY CALL IT GAY PAREE?****JEALOUSY****TWO FOR TONIGHT**

A Paramount picture with Bing Crosby, Joan Bennett, Mary Boland, Lynn Overman and Thelma Todd. Lyrics by Mack Gordon. Crawford Music Corp.

WITHOUT A WORD OF WARNING**TWO FOR TONIGHT****IT TAKES TWO TO MAKE A BARGAIN****FROM THE TOP OF YOUR HEAD TO THE TIP OF YOUR TOES****I WISH I WAS ALADDIN**

(To be continued next week)

WHEN'S A TOOTLER AN ACTOR?

Dade Amusem't Buys Copa City Under Hammer

MIAMI BEACH, Fla., May 6.—Copa City and the 99-year lease covering the land on which it stands was sold Monday (1) under a judgment of foreclosure to the Dade Amusement Company, Inc., as reported in *The Billboard*, April 1.

The action was brought by J. A. Richter on notes given him and Sam Kay, a local financier, aggregating \$115,000. Mortgage on the lease was given as security for the notes. The notes went unpaid.

The sale took place on the courthouse steps, and Dade Amusement was the only bidder. It bid in the property for \$153,000, representing the amount due on the notes plus interest, court costs and attorney fees.

The moving spirit behind the Dade Amusement Company, which was incorporated with dummy directors, is said to be Sam Kay.

Murray Weinger, managing director of Copa City since its inception, was unavailable for comment. He had gone to New York City where his mother is ill.

Meantime the furnishings have been reposed.

Reno Hotel Spots Names in Shows

NEW YORK, May 6.—The Riverside Hotel, Reno, Nev., will preem with its first show July 1 after sinking about \$1,000,000 in remodeling the place for shows.

The first show will have Ted Lewis; the second will have Carmen Miranda, to be followed by the Ritz Brothers and Phil Spitalny.

Spot is operated by Mert Wertheimer.

Colonels Call Foul on Gaming; Night Funspots Left at Post

(Continued from page 3)

\$10 per head, with the hopes of recouping some of the dough laid out for show talent.

Acts Are Winners

No matter which way the order finally goes, the acts playing the various clubs are home free as far as their pay-off is concerned. Salaries for the acts playing the clubs that do not regularly use talent was collected in advance and posted with the American Guild of Variety Artists (AGVA), and the local AGVA rep, Bob Edwards, Cincinnati, paid off all the acts at the Citizens' Fidelity & Trust Company here Friday morning.

The Brown Hotel and Iroquois Gardens, the latter operated by S. E. McDonald, are the only local niteries using talent regularly. The Brown has in its Derby show Johnny O'Leary, Paul and Eva Reyes and Bobby Winters. The Iroquois, which normally operates with a weekly budget of around \$750, has jacked the nut for Derby week to \$1,800 with the addition of Joe Frisco to the talent brigade. An additional bond for Frisco's salary was posted with AGVA. Rounding out the Iroquois bill are Betty Howard, Ben Perry and Ruth Daye.

The Pines, formerly the Post and Paddock, is spending \$4,500 for its Derby show, which features Beatrice Kay, Jack Leonard, and the Nagels, dance team. The Latin Quarter, operated by Red Jacobs, is reported spending \$3,500 for Benny Fields, the Dorothy Dorban Dancers, and Bobby Roberts, emcee. The Hillcrest Club, Leonard Leo, manager, has a \$900 show highlighting comic Cliff Winehill and Jean Gemay and Ceegon, exotic dancers. LaBoheme, formerly the Colony Club, operated by Jimmy Bittner, is spending \$550 for an emcee

and two fem dancers, Mae Joyce and Patsy Bloor.

The Trianon, operated with non-AGVA talent, has a five-girl line booked by a local carnival Girl Show operator.

Actors, AGVA, TA in Muddle Over Benefits

NEW YORK, May 6.—Instead of clearing up the benefit situation by pulling out of Theater Authority (TA), American Guild of Variety Artists (AGVA) found itself right back in the middle of a new mess when the former org, thru paid ads in showbiz trade papers, implied multi-lateral action against performers who worked on benefits without TA clearance.

The latest decision was taken by the full TA board at its annual meeting Thursday (4), at which officers were elected for the ensuing year. The board sent letters to all the member unions of TA advising them to notify their members that appearance on uncleared shows was a violation of their union's regulations. While nothing was said of the possible action against violators it is in the province of talent union to punish members by fines, suspensions or outright revocation of their membership.

The chief problem posed is that most AGVA people also carry cards in unions other than AGVA. They are frequently members of Screen Actors Guild (SAG); American Federation of Radio Artists (AFRA) (See ACTORS, AGVA, TA, page 44)

AFM, AGVA Ponder Poser In Huddles

Want Answer for Confabs

NEW YORK, May 6.—When's an actor not an actor? When's a musician an actor and what makes him that? These will be two important questions to be kicked around by both the American Federation of Musicians (AFM) and American Guild of Variety Artists (AGVA).

Both unions will hold their annual conventions early in June, and toppers of both unions would like the answers, preferably formalized into a contract, to be included in their reports to the conventions.

Heads of both AGVA and the AFM have been huddling for the past week, but so far the agreements have not touched on the major issues. Among these are the AFM's insistence that all musical acts belong to it, and AGVA's equal insistence that as soon as anybody leaves the stand to do an act on stage he is entering AGVA's jurisdiction. The AFM has conceded that a Rudy Vallee or a Vaughn Monroe might come under AGVA's rule if they work as singles. But it is equally insistent that when leaders work in front of bands (theirs or anybody's else) whether or not they do an act, they carry AFM cards.

AGVA says that this problem of jurisdiction will be a tough one to decide until somebody comes up with a definition of an actor and a musician. The actors' union has tentatively agreed to an outline leading to a formalized agreement, but has requested that the question of what constitutes an actor or a musician be arbitrated by an impartial panel.

The AFM has refused to permit arbitration or mediation, insisting that its terms be met. In exchange it has promised to take all matters of jurisdiction involving AGVA and AFM people out of the local, branch and regional areas and place them in the hands of the two national boards, where they will be decided by the upper echelons of both unions.

AGVA's contention is that if it agrees to the AFM's proposal that all musical acts belong to the AFM, it will give up jurisdiction of scores of its own members and place them in a position where they will be affected by AFM's 10 per cent travel tax. AGVA's toppers feel that any such move may arouse the membership to such a point where heads may roll.

There is some feeling in AGVA's inner ranks that the suit which it started against the AFM a few months ago and later dropped should be re-instituted. So far, however, everything is hush-hush, tho there's plenty of fight talk outside the council chambers.

Agents and Ops Squaring Off

Biz Is Down; Beefs Go Up On Bookings

Acts Prices Too High

NEW YORK, May 6.—With cafe business way down, the underlying quarrels between agents and operators, with the performers caught in the middle, are exploding all over the lot.

The possibilities for the beefs were laid a year or more ago when a large talent agency announced that in the future it wouldn't split commissions. The people hurt most by this were the exclusive bookers who at various times sounded off they would no longer do business with the agency.

In the past few weeks, however, these complaints have zoomed, with various clubs in on the battle. The most common complaint is that the major talent offices have either been withholding certain acts or have insisted that deals for attractions be (See AGENTS AND OPS page 44)

Croupiers' Wage Disputes Shutter 3 Havana Clubs

NEW YORK, May 6.—The three major Havana, Cuba, cafes have shuttered and shows have been canceled because the gambling casino dealers wanted raises and the ops wanted to institute cuts. The three clubs involved are the Tropicana, Sans Souci and the Montmartre.

Manor and Mignon, who were booked into the Montmartre on a two-week deal, were in for five days when the strike resulted in the shutterings. An adjustment of their salary was made, and they came back to New York.

Business at the three clubs during the past season has been spotty. Occasionally the casinos attached to the clubs had a big night, but the smash business expected never developed.

There is some belief that the ops' efforts to cut croupiers' salaries and their attempts to get increases is part of a campaign tied to coming elections. In the meantime, however, no American acts are being bought by any of the three major clubs, and those set for future dates have been pushed back for an indefinite period.

OGTA Pays Half Of License Fee

CHICAGO, May 6.—The Ohio Guild of Theatrical Agents (OGTA) last week notified the American Guild of Variety Artists (AGVA) that they are putting 50 per cent of the \$50 franchise fees, which the entertainers' union is demanding, in escrow, pending the completion of negotiations over the new Rule B.

Dick Jackson, secretary of OGTA, told *The Billboard* that the 35 members of the Buckeye State agents' group are undecided as to whether they are going in as strictly AGVA-franchised agents, or whether they will go in as part of the Entertainment Managers' Association (EMA), Midwest wing of Artists Representatives' Association (ARA). OGTA members have been told that they can come in directly as AGVA-franchised agents and still retain their local autonomy in part by EMA-ARA (*The Billboard*, April 29).

Jackson said that the OGTA membership has decided to wait until after the final negotiations over Rule B, for they feel that at that time they will have a better picture of the future for the good of the State group.

Upstage-Offstage

NEW YORK, May 6.—Phil Foster threw a birthday party in Chicago last week and invited most of the actors working in town.

"Fellas," announced Foster at the party, "this cost me \$150. The only reason I'm doing it is because I want Julie Oshins in New York to hear about it and eat his heart out."

Oshins being told of it promptly wired Foster, "I never even heard of it—or you."

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FAIRS: Barnes-Carruthers

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MILES INGALLS

Hotel Astor

New York

NIGHT CLUB REVIEWS

Copacabana, New York

(Thursday, May 4)

Capacity, 616. Price Policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Operators, Julie Podell-Jack Enteratter. Booking, non-exclusive. Publicity, George Evans office. Estimated budget current show, \$10,000. Estimated budget previous show, \$9,000.

This is probably one of the strongest shows the room has had in a long time. Strength comes from name value plus solid entertainment delivery, with two featured acts as potential show-stoppers. Layout makes for sure-fire box office and a terrific word-of-mouth potential.

Dean Martin and Jerry Lewis have added considerable new material, the basis of their act, a sock pattern of the meek little guy (Lewis) standing up to the big guy (Martin), remains unchanged. The act is a hilarious hodge-podge of mugging, sight bits, double talk, hoofology, dialect, double talk, heckle, counter-heckle, take-offs, etc. The whole thing is woven into an unpredictable act that pulls yock upon yock. Dick Stabile, now an integral part of the team, fronts the Copa band and also gets into the act. Lewis's mugging, high-pitched complaints and general madness raised howls. Martin's easy throwaway singing (incidentally he's singing better than ever) and straight patter mixed with comedy, hit hard all the way. The boys have added a punch-drunk fighter bit which is equally as funny as when Red Buttons did it in New York about a year ago.

Toni Arden Big Surprise

Major surprise of the show was little Toni Arden, the ex-Shep Fields canary, who is a potential show-stopper of considerable merit. She opened with an offstage four bars of *My Heart Stood Still* and came on, a tiny figure in a blue gown who immediately drew and held attention. Next came *When You're Smiling* in down tempo with a rhythm reprise followed by the intensely moving *Where Can I Go?* Then it was *What Is This Thing Called Love?* and *You're Breaking My Heart* and she was in by a mile. Miss Arden showed a surprisingly big voice, plenty of heart tho she needs more selling savvy. At times when the chatter became loud she attempted to sing over it. Pulling voice down usually works better besides being easier on the throat. Her over-all impact, however, marked her as one of the most promising girl singers around.

Betty Bruce Outstanding

Betty Bruce, in her first New York cafe date in a long time, did an outstanding job. Her singing entrance of *Enjoy Yourself* with a special cafe chorus, tho good created a conflict. Her singing on top of Miss Arden's singing was not ideal showmanship. But in her heel and toe stuff, a lot of it arranged around a humorous pattern, Miss Bruce was top-drawer material. Her ballet tap with comedy overtones was particularly effective.

Harrison and Kay, a very pretty girl and a handsome, clean-cut lad, came on next for more hoofing. The team is excellent, moves with precision and in most shows would be a standout. But again the conflict was apparent—a hoofing act following a hoofing act where just before singing followed a singing act, looked like too much of a good thing.

Russ Emery, holdover boy production singer, did a commendable job in the delivery of the Bob Hilliard-Dave Mann and Bob Hilliard and Carl Sigman numbers. The music and lyrics are pleasant and at least one, *Summer Makes a Gypsy Out of Me*, has the earmarks of hit. Incidentally the usual Copa pattern of show tunes has been changed. Instead of the customary Latin finisher the finale is a square dance to a Hilliard-Sigman *Arm With a Bow in Its Hand* that got fine results.

The Billy Livingston costumes (three sets) executed by Madame Berthe were eye-filling creations that

Silver Frolics, Chicago

(Wednesday, May 3)

Capacity, 300. Prices, no minimum, with a 55-cent cover. Shows at 8:30, 12 and 2. Operators, Ben Orloff and Irv Singer. Publicity, Larry Stein. Exclusive booker, Sid Harris. Estimated budget this show, \$2,150. Estimated budget last show \$2,150.

Gene Baylos has made this new spot a stopping place for the late crowd. The dark-haired funster has done a complete switch since caught at the Chez eight months ago. Instead of a hackneyed set of routines, Baylos is back to the tumult comic role. There's no real continuity to his act but the yocks built all the way. His material is 90 per cent original and the timing is great. Two short routines, a boy (?) singer in Greenwich Village and three guys at a silent picture, socked home. Baylos does better in this intimate room where his terrific facial nuances really can be appreciated. Worked 40 minutes and had to beg off after two encores.

Condos and Brandow also do better here than they did at the Oriental Theater. Seeing their terrific syncopated cleating at close range adds much to the turn. Lads trotted out much new stuff, with *Ace in the Hole*, an old-time bit, clicking especially well. Did almost 20 minutes, paced by their fine solo and duo trumpeting.

Spot gains class with the introduction of the Selma Marlowe Dancers (6). Lookers go thru two solid routines on the small stage.

Johnny Sippel.

Little Rathskeller, Philadelphia

Friday, April 26

Floor shows at 10 and 12. Owner-manager, Label Spiegel. Booker, Eddie Suez Agency. Estimated budget, \$1,200.

Crazy House Revue, created by Bernie Rothberg, of the Eddie Suez Agency, packs all the comedy and screwball antics needed to give the customers one long and merry laugh.

Harry (Lifty) Lewis is genuinely funny as he creates comedy situations with performers and pew-holders, without show pace suffering. Gets good assist from others in the revue, with Debbie Winston providing a saucy soubrette who adds trim terperery to the proceedings.

Bardo and Rogers, comedy terp team, and juggling antics of Joe De Marco, add generously to comedy revue. Sketches from burly books are scrubbed but retain all the comedy flavor.

For contrast, the youthful Mystery Quartet, vocal foursome with guitar, look good and set forth ear-soothing and rhythmic harmonies. Group's name comes about thru their wearing luminous masks and opening on a dark stage.

Hal Carr's ork (16) cuts show and provides dance music.

Maurie Orodener.

Conn. Sets Up Drink Sales Law

BRIDGEPORT, Conn., May 6. — Attorney General William L. Hadden, in a decision to the Connecticut State Liquor Commission, ruled that the sale of liquor must stop at midnight on Saturdays. Sale on Sundays will be permitted only from noon until 9 p.m., and on other days between 9 and 1 a.m.

Hadden also stated that daylight saving would have no effect on the ruling.

must have cost plenty. A bugle-beaded gown number showing plenty of skin was alone marked for big dough.

Michael Durso's band did a fine show backing job. Fernando Alvarez's Latin band helped jam the floor.

Bill Smith.

Actors, AGVA, TA in Muddle Over Benefits

(Continued from page 43)

and/or Equity. If they appear on AGVA cleared benefits which have not received TA sanction they can be called up by any of the other unions in which they carry cards.

AGVA's position is that these benefits are primarily variety shows and as such come under its jurisdiction. It was on this basis that it pulled out of TA and installed its own clearance system.

TA formed 15 years ago by Equity, SAG, AFRA, Chorus Equity, American Guild of Musical Artists (AGMA) and Hebrew Actors Guild, has the final policing power over all benefits. AGVA, a part of TA until a few weeks ago when it pulled out claiming it wasn't getting a fair shake, has said it would take the whole problem to the Associated Actors and Artistes of America (Four A's) the parent org of all the talent unions, if TA interferes.

AGVA denied it was okaying benefits as such because it insisted that all so-called benefit shows now become paid shows for which actors get at least one seventh of their established salary. TA's stand is that one seventh of established salaries does not put such shows into the club date category. To belong there acts will have to get their regular club date salary.

In the meantime TA is ready to stop any benefit cleared by AGVA and warn actors not to appear. There are about 11 AGVA cleared benefits scheduled for Madison Square Garden between next week and the end of June.

TA officers elected at last week's meeting were Paul Dullzell, president (Equity); Florence Marsden, first vice-president (SAG), replacing the late Brock Pemberton; James F. Reilly, second vice-president (League of New York Theaters) and David Ferguson, treasurer.

Agents and Ops Squaring Off

(Continued from page 43)

led to less desirable acts.

Basically the quarrel rests on the common objections among cafe ops that many acts are being sold for too much money. When business was good these could be ironed out; today they mean the difference between a profit and maybe closing the joints. To get around these asking prices, many ops, or their bookers, have started to contact acts direct and in some cases agents' claims of "unavailability" were denied by the actors who said certain jobs were never submitted to them. In some cases, however, acts told the ops they'd have to talk business with their agents.

One talking point used by some ops was that the acts would save money by coming in direct or that their offices were keeping them out of work because of "exorbitant" demands.

Another favorite method is for a booker to call the act direct, start a deal, call the act's office to deliver and then ask a cut of the commission.

William Morris and Music Corporation of America (MCA), in common with other offices, insist they can represent their own acts without outside help. These stands have caused ructions and charges of bad faith, only a few of which actually stand up under examination. The major offices with attractions insist that if bookers want to prove they're good buyers that they buy the acts net.

There is no ready solution to this problem, according to trade sources. With the dollar harder and harder to make, it is almost a certainty that agents will try to cut into their competitor's territory and if caught will scream "unfair." Ops caught in the switches will add their screams and so the wheel will go 'round.

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VAUDEVILLE REVIEWS

Strand, New York

(Friday, May 5)

Capacity, 2,700. Price policy, 55 cents-\$1.50. Four shows daily. Warner chain booker, Harry Mayer. Show played by house band.

Audience participation stunts, like Charleston contests, may give the box office a temporary shot in the arm, but the harm they cause frequently hangs on so long that the use of the gimmick is questionable. For example, on the show caught the audience was so unruly that most of the acts never got started. The howls, cat-calls, wolf whistles and censorable yells, particularly from the balconies, put every act at a disadvantage.

Denise Darcel showed her well-stacked chassis which pulled yells, mostly unreportable, but her heavily accented English sounded like so much gibberish; it got laughs instead of attention. On the strength of her work in the pic, *Battleground*, the blonde has been doing cafe dates with fair success. But her singing is inadequate, her over-use of hands and arms is clumsy and she showed herself completely at a loss in handling hecklers. She did three songs, two with the backing of three boys out of the Dansants, who helped a lot. As straight whistle bait, she was a hit; as a performer, she showed little. In a cafe where she can work close she can probably do okay. A theater is not for her.

Jack Durant, who followed, had a tough time starting. It wasn't until he threw out a lot of fading gags that he hit. Most of his routine is based on the lack of charms of his wife. His trick falls, one into the ork, got big hands, tho his biggest was in reply to "give me more encouragement and I'll kill myself."

Carl Ravazza, as the emcee, was hopelessly inadequate in handling the gang out front. In addition to that, the p. a. was on the blink, forcing him to work right into the mike. It wasn't until he went into his songs that he managed to hold them. In the singing department Ravazza showed himself the same old master seller he's been for the past few years, finishing to genuine applause.

Frank Parish, the first act to open, did a splendid job with his marionettes. The incongruity of his Donald Duck doing a ballet was good for heavy giggles. His skating doll, dancing skeleton and ballroomologists were equally effective.

The show, teed off with the Dansants, three couples, in a fast production number in which one of the gals did a nice tap routine as a single. The group came back to tee-off the Charleston contest, and the boys helped Denise Darcel in two of her songs.

The Charleston contestants register at the door. Each show's winner, chosen by popular applause, gets a prize donated by local merchants. The winner of the day gets \$50. Each daily winner can compete in the weekly contest for \$100 and the winner of the two weeks, thru eliminations, gets \$500.

Pic, *Colt 45*. Bill Smith.

Oriental, Chicago

(Thursday, May 4)

Capacity 3,200. Price policy, 50 to 88 cents daily. Five shows, daily. House booker, Charley Hogan. Show played by Carl Sands' house band.

The Mills Brothers head an able cast that continues the string of good shows seen here recently. The Decca quartet, riding with their current *Daddy's Little Girl*, went thru six of their standards, all to good hands. However, the boys need some switches in presentation. Injection of a visual gimmick would help.

Mindy Carson hit immediately with her classic looks and intimate delivery. The 22-year-old chirp sings as tho she were directing her voice to each seat in the house. Her face mirrors the mood of the lyrics, selling numbers like mad. She grabbed a fine hand.

Pryde and Day, mixed duo, are a

Palace, New York

(Thursday, May 4)

Capacity, 1,700. Price range, 55 cents-\$1.50. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

This one starts well, has a hole in the middle, picks up again in number six and closes in okay style. The absence of a sock number four act hurt the most. The show opened with Bobby Lane and Claire in their standard hoofing act involving the "sh-sh" bits in stocking feet which registered in fine fashion and then went into their tumbling reading-the-funnies routine finishing to big hands. George Andre Martin's finger dancing and high pitched chatter, tho well done as ever, slowed the show. Park and Clifford with their songalog to across built slowly, finally getting hands.

At this point, the show needed a shot in the arm, and Joe Browning who's been doing the same monolog for years didn't have it to give. His dead pan delivery of pseudo philosophical quips got occasional titters but seldom more than that. Browning is still a good performer. With more modern material he'd stage a real comeback. The end result was that the fine dance act of Yvonne, Clavel and Farrar, who followed, had a difficult time getting started. The two girls and one boy have a class act, attractively costumed and presented against a center opening fancy set that heightened their values. The blond and brunette gals both in black made a fine contrast against the boy in white tails. Their precision ballroomology, some of it with good stage tricks, was expertly performed, winning appreciative hands.

The show's pacing picked up sharply with the Crosby Sisters' bouncy comedy, take-offs and songs. Their mugging, guitar bits and general tumult earned them yocks and big hands.

Bright Is Ditto

Jackie Bright's auctioneer act is made to order for a family house. Bright, a fast, glib talker gives away prizes ranging from baby furniture to lighters, hats, toilet sets, etc. The first group of participants were reluctant to get up. But after the audience saw what the giveaways were eagerness to get into the act replaced the reluctance. Using a hand mike, Bright has participants go thru a hilarious diaper changing bit on dolls, the always funny hat switch, etc. The results aroused giggles to full blown yocks. As soon as word about the prizes gets around the chances are customers will jam front seats to get onstage first.

The Victoria Troupe, a four girl-one boy bicycle act, did the usual cycle tricks but dressed it up with comedy and musical bits. In one number every member of the troupe plays an instrument for good returns. Their finisher was a pyramid atop one bicycle with the male as understander, in which everybody blew a horn. It made for a good flash finish and big hands.

Pic, *The Sundowners*. Bill Smith.

good standard opener, running the novelty gamut from juggling to unicycling and acrobatics. Boy is hard worker, doing a good job of juggling and later, turning to the one-wheelers. His talk is original and got some good laughs. The gal works in the finale, in which they juggle during a two-man stand.

Johnny Morgan fitted this family bill well with his corny delivery of some solid homespun material. While some of his stuff is hoary, he threw in enough new material to keep ears alert. Closed with his standard long-hair conductor bit to yocks.

Carl Sands' house ork did a cavalcade of various types of musical rhythms to a fine hand.

Pic: *A Ticket to Tomahawk*. Johnny Sippel.

Paramount, New York

(Wednesday, May 3)

Capacity, 3,634. Prices, 55 cents-\$1.50. Five shows daily. Chain booker, Harry Levine. Show played by Buddy Rich ork.

The tone of this one is speed and more speed, interspersed with Buddy Rich's ear-splitting drum solos, to which his band (14) is geared.

Show opened fast with Rosette Shaw, red-headed canary, belting out *Ma, He's Making Eyes at Me* with special lyric and patter, followed by a medley of Latin tunes. Miss Shaw looks good and works well, tho her tendency to belt everything out in up tempo hardly makes for pacing.

Bunny Briggs, pint-sized hooper, is still one of the best intricate tappers around. His double, triple, quadruple taps against a piano backing to make taps more audible, pulled big hands. His waddle and mincing steps drew laughs and mitting midway in his act. His challenge dance with Buddy Rich was another plus to his already solid act.

Jerry Colonna showed a fine act with excellent pacing and a selling style that pulled bellies time and again. His broken down trombone segueing into a legit slide horn solo was well received. His screaming *Girl That I Marry* plus his standard *Mandalay* got the sought for returns, and his Italian dialect *Paul Revere's Ride* left them limp and got him off in great style.

The Ames Brothers (4) have acquired considerable polish and stage savvy since last caught. Besides hitting them with rhythmic numbers like *Dry Bones* and such spirituals like *Who Build The Ark?* they have added sight comedy bits that won some surprising yocks and made for better stagecraft. For pace changers they added *Sentimental Me* and *Because*, with *Rag Mop* thrown in for a lifter-upper that hit the gong.

The Buddy Rich band has two big numbers. The first was *The Continental*; the second, *Old Man River*, both arranged to give Rich a strong play on the skins. Result was a lot of noise and drum solos can be awfully long, particularly if stretched out, but the juves obviously liked it. Rich's emceeing was excellent thruout. His chatter and handling of intros gave show added values.

Pic, *No Man Of Her Own*. Bill Smith.

Safety Law to Mass. Senate

BOSTON, MAY 6.—A bill postponing the effective date of Boston building safety laws approved following the Coconut Grove disaster was enacted and sent to the Senate. The new date will be October 1. Legislature has delayed the effective time each year to give property owners further time to conform to requirements and to permit inspections by the Department of Public Safety.

Further delay was opposed by Rep. James A. Burke (D.), of Hyde Park, who warned that legislators would be responsible for any lives lost in "fire traps" in the next few months.

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Olympia, Miami
(Wednesday, May 3)

Capacity, 2,200. Price policy, 62-cents \$1.15. Four shows daily. House booker, Harry Levine. Show cut by Les Rhodes house ork.

Bill this week is made up of familiar faces: Little Jack Little spent all last summer at the Robert Richter Hotel; Eddie Garr closed last week at Kitty Davis's bistro on the beach, and Gloria Aliani sang with the Music Circus on Treasure Island last winter. Johnny Mack, a personable tapster in topper and talls, opened the show and was warmly received. Miss Aliani showed a well trained, rich contralto voice and an ability to use it to good advantage. She scored heavily, especially with *My Hero* and *Vilia*, with which this audience was more familiar than some of the foreign tunes he sang equally well. Ross Wyse and Peggy Womack were good for solid yocks all the way. Their familiar routine had them howling from start to finish.

Eddie Garr, who emceed the show with suavity and smoothness, followed. His gags got howls and his mimicry had them asking for more. Specially good were his take-offs of Richman, Wynn, Durante and Chevalier. Encored with *The Drunk* and *The Refugee* to a terrific hand.

Little Jack Little closed the show. He came on to a warm reception and the applause kept mounting. Opening with *Mary Lou*, he ran thru a medley of oldies which hit just right and encored with *Stardust* and *My Blue Heaven*, exiting to solid mitts.

Pic: Captain Carey, U. S. A.
Art Green.

Casino, Toronto
(Saturday, April 29)

Capacity, 1,200. Price policy, 40 to 60 cents. Four shows daily: live, week-ends. House booker-pro-ucer, Murray Little. Show played by Archie Stone's house band.

Yocks and terrific applause were earned by Marion Hutton and Jack Douglas, husband-wife team, headlining this week's show.

They opened with a special to the tune of *Toot, Toot Tootsie*, picking up a fair hand. Miss Hutton, dressed in a pink gown, got good returns with good looks and personality.

After short banter with her husband, Miss Hutton did a solo on *The Boogie Woogie Man*, then went into *Mama Wants to Know Who Stole Her Jam*, making for pleasant listening. Douglas then did a take-off on a scene between Charles Boyer and Jane Russell, for lots of laughs.

Pair in Skits

Two short skits by the pair, one a take-off on the hair-shearing scene from *Sampson and Delilah* and the other on how the two met, had the audience howling.

Duke Alden and his Marionettes had to beg off after a cold start.

Other acts on the bill were the Three Winter Sisters, acrobatic dancers, and Will Jordan, comedy impersonator. The former act's timing was weak but the audience didn't mind. Jordan's impersonations were skilled but his material lacked originality except for baseball take-off with which he won the Arthur Godfrey talent show.

Chuck Gregory's girls do their fillers adequately, and Jimmy Cameron, emcee, turned in his usual smooth intros.

Pic, *The Spider*.
Harry Allen.

Sick Sinatra Snafs Chi Chez

NEW YORK, May 6. — Frank Sinatra's illness—the medics called it submucous hemorrhage of the throat—not only pulled him out of the Copa but also messed up the Chez Paree, Chicago, which had him set for a May 12 opening.

Originally the Chez was to have Sophie Tucker for that date, but when Sinatra became available they pushed her back. Now they haven't got Sinatra and Tucker's due June 2 and the club's in a spot to find a show. Chez ops have been burning the wires to New York trying to get somebody to jump in. They have bought Betty Reilly and are now mulling Don Cornell, but so far haven't come up with a name or a comic strong enough to pull them in. Cornell will get \$1,500 and will be let out of the Bowery, Detroit, a previous commitment, to make the Chez. He'll go back to the Bowery June 5.

The irony of this forced cancellation is that Phil Foster was due to go in with Sinatra. Now it looks like he's out, too.

Kitty Davis Spot Remains Unsold

MIAMI BEACH, Fla., May 6. — Despite rumor to the contrary no sale has been consummated for the Kitty Davis Theater Restaurant to Alan Gale. Gale has made no bones about wanting to buy the club, and has until Monday (8) to come up with the money to close the deal.

Under an ordinance recently enacted by the city commission seating capacity in the old Celebrity Club, Gale's former venture, was cut down to about 150 seats, to comply with the fire laws, making profitable oper-

Screams of Reps In Club Date Rule Crab AGVA Act

NEW YORK, May 6.—The recent ruling issued by the American Guild of Variety Artists (AGVA), which was to have given a plastic to the local club date biz, went back to "as is" after a series of huddles between agents and AGVA.

Jimmy Lyons, AGVA's Eastern director, said: "The club date business will continue to operate as in the past, tho benefit show bookers will be limited in the New York area to a straight 10 per cent."

The original plan was to drop all benefits, calling them club dates, because all actors working such benefits were to get one-seventh of their regular salary. To eliminate professional promoters, AGVA ruled that all such benefits would have to get its approval; budgets needed AGVA okays; agents could not charge more than 10 per cent of the approved budget, and AGVA to get 5 per cent of the gross take to replace the dough it would have gotten from Theater Authority from which it pulled out.

It was pointed out to AGVA toppers that such a rule would in effect eliminate all benefits, making them club dates, and didn't that mean that all club dates would therefore come under the 10 per cent limitations? AGVA toppers agreed it was so.

The screams of anguish from bookers brought about a new definition.

ation impossible.

Davis is a hot contender for the job of managing the new City Auditorium and in his bid for the job he stated that he would divorce himself from all outside interests in order to give full time to his management duties.

JUDY CANOVA



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5 New Bills Lift Combo Take To 379G Despite Poor Pix

NEW YORK, May 6.—Five new bills at the combo houses lifted overall grosses somewhat tho the picture was far from ideal. The takes last week were \$379,000 against the previous week's \$342,000.

Radio City Music Hall (6,200 seats; average \$128,000) played to \$132,000 for its opener with Rex Ramer, Rudy Cardenas and *No Sad Songs for Me*.

Roxy (6,000 seats; average \$76,000) opened to \$82,000 for its first frame with Chico Marx, Martha Stewart and the Blackburn Twins and *Wabash Avenue*.

Capitol (4,627 seats; average \$66,000) teed off with a poor \$49,000 with Jackie Miles, Russ Morgan ork, Joan Edwards and *Conspirator*.

Paramount (3,654 seats; average \$73,000) finished its third week (nine days) with \$70,000 for Billy Eckstine, Henny Youngman, Pete Rugulo ork and *Riding High* after a previous frame of \$70,000 and a preem of \$100,000. New show, reviewed this issue, has the Ames Brothers, Jerry

EMA Seeks Outdoor, Club Date Set-Up

CHICAGO, May 6.—Entertainment Managers' Association (EMA), Midwest chapter of Artists Representatives' Association (ARA), last week sent a resolution to Jack Katz, ARA legal counsel, asking that ARA work out a set of negotiations to govern the club date and outdoor field similar to the projected Rule B negotiations.

The resolution was sent because of a recent AGVA executive committee suggestion that club-date booking switch to a straight 10 per cent instead of the current net deals.

Colonna, Buddy Rich ork and *No Man of Her Own*.

Palace (1,700 seats; average \$17,000) held at \$19,000 for Herbert and Saxon, Val Setz, six other acts and *Shoplifter*. New bill, reviewed this issue, has Jackie Bright, Crosby Sisters, six other acts and *Sundowners*.

Strand (2,700 seats; average \$49,000) did \$25,000 for its two re-issues *Destination Tokio* and *God Is My Co-Pilot*, in for a week sans stagestraw. New bill, reviewed this issue, has Denise Darcel, Carl Ravazza, Jack Durant and *Colt #5*.

Philly Hof Brau Switches to Ice

CAMDEN, N. J., May 6.—Weber's Hof Brau, in the Philadelphia-Camden area, will alter its show policy for the first time since the room opened 17 years ago. The spot will use an ice show instead of the acts which were standard here for almost two decades. The large room is also being air conditioned.

Until several months ago, ice shows were a seven-year feature at the Benjamin Franklin Hotel, Philadelphia. With the hotel out of it, Weber's will be the only room with an icer in this area. The straight variety fare at the hotel's Garden Terrace proved a bust, but the hostelry does not plan to return the ice revues. Instead, the room is using Earl Denny's dance band for supper sessions only, blaming the 20 per cent tax for the poor business. A musical trio is presented during dinner with no dancing, so diners will not be taxed.

IN SHORT

New York:

The Friars will officially open their new clubhouse May 11 with music, newsreels, TV and the rest of the hoopla. . . . **Julie Oshins** signed by the Morris office as a writer to sit in on TV and story conferences. . . . **Eddie Rio** (Coast AGVA) in town for hush-hush talks.

Bill Snyder, currently at the Sherman Hotel's College Inn, Chicago, has signed a three-year personal management contract with Arena Stars, Inc. . . . **Jackie Bright**, current at the Palace, goes into Babe's Supper Club, Des Moines, May 12 for two weeks at \$700. . . . **Robert O. Lewis**, was offered \$1,500 for three days at the Copa, Pittsburgh. . . . **Alan Correlli's** testimony at the **Draper-Adler** Hartford trial was one of the high spots of the case.

Sammy Clark, Miami agent, in town readying for a European trip on the Queen Mary. . . . **Bill Callahan** and **De Mattiazzi** added to Palace's anniversary show. . . . **Hank Fort**, who wrote "Put Your Shoes On, Lucy," preemed as a cafe entertainer May 9 at One Fifth Avenue. . . . **Three Suns** are back at the Roosevelt Grill. . . . **Page Morton's** at the Trouville, recently acquired by **Lennie Beck** and **Frank Caspar**. . . . A large agency which insists it doesn't split commissions, did. It involved a show budget of about \$200 in a Long Island week-end spot.

Philadelphia:

Jolly Joyce Agency has signed **George Givol**, **Hugo Martinelli**, **Jo Ann Tolley**, **Jimmie Husson**, **Two Marimba-Aires** and **Carmen D'Antonio**. . . . **Marty Bohn**, nitery comic and owner of the Nut clubs here and in Wildwood, N. J., received his third citation when the local Veterans of Foreign Wars presented him with an award for his work in entertaining hospitalized vets. . . . **Lexington Casino** broadens the week-end policy for a full weekly floorshow policy kicking off with **Bob Eberly** for the first revue, to be followed by other recording names.

Dave Harris, former nitery op, will operate the Chateau Crillon cocktailerie, with **Penny Prentiss** bringing in her keyboarding. . . . **Benjamin Franklin Hotel** it getting ready to cancel its floor shows for the Garden Terrace, blaming the 20 per cent tax. . . . After **Lionel Hampton** closes at Warners' Earle Theater this week, the house will go into a straight screen policy until late summer or early fall.

Town Tavern at near-by Delair, N. J., opens a wing that adds 150 more covers to the roadhouse, while the floor attraction, "Creole Burlesk," carries on for a 50th week. . . . **Lynn Fader**, current at the Golden Slipper, is slated to open at the London Colony Club on September 15. . . . Nitery operator **Frank Palumbo** was elected to membership in the Songwriters' Protective Association. . . . Club Del Rio adds square dancing on Tuesday nights, with **Larry Dixon** making the calls. . . . **Eddie Lieberman**, clothier, will take a fling in the nitery field, opening a summer spot in Atlantic City to feature Harlem-type revues.

Dallas:

The Stylists—**Lou Style**, accordionist; **Tony Knight**, bass, and **Dick Barr**, woodwinds, have opened indefinite runs at Hooks Lounge. . . . **Mary Ellen Quintel** with **Bob Scott** opened at Cipango Club Friday (28). . . . **Joe Franks** and **His Mirthquakes** return to Studio Lounge Thursday (11). . . . **Derry Falligant**, singing guitarist, starts two-weeker at Cipango Club Friday (12). . . . **Gene Austin** will be attraction at Dallas Athletic Club Silver Anniversary Festival May 8-20. . . . **Harry Ranch** and **His Kernels of Korn** will replace **Bill Tieber** and ork at Colony Club Tuesday (9) for four weeks. . . . **Bob Hughes** is new singing emcee at Show Time, assisted by **Gil Stevens** at 88. Stevens also doubles in **Dick Robinson** ork. . . . Show Time has inaugurated daytime operation, serving buffet lunch from 11 a.m. to 4 p.m., catering to women's clubs, businessmen's groups, etc. . . . Baker Hotel currently featuring dance contests Tuesday nights, sparked by instructors from Fred Astaire Studios.

Liberace began his first appearance in the Southwest at the Baker Hotel. . . . **Johnny Cola**, back from New York, is playing in the Cipango Club bar. He is also leading a new five-piece Dixieland combo at new Sky Club, formerly the Sky-Vu, which opened Friday (28). Owner **Joe Bonds** has redecorated the spot and will feature a policy of one price to cover mixers, set-ups, parking and hat-checking. **Dale Belmont** will emcee shows. . . . **Frank Nick** has resumed ownership of Show Time, with **Julius Schwartz** as manager. **Dick Robinson's** ork plays. **Bob Hughes** has started a singing engagement there. . . . Stripper **Billie Holliday** starts at Showland April 25. **Owen Hester** and **Ming Ling** follow May 9. . . . Owner **Pappy Dolsen** is emceeing current Showland bill, composed of **Paul Judson**, baritone; **June Powers**, stripper; **June Allen**, and **Uncle Willie**.

Hartford, Conn.:

Gordon's Entertainment Bureau will book talent for the Police Benevolent Association's show slated for May 24 at Bushnell Memorial. . . . **James G. Peters**, Bristol, Conn., bought the property on which Wright's, Plainville, Conn., night spot, is located, and a newly formed corporation has bought the business from Bristol Bank & Trust Company. Peters will reopen the night spot soon.

Detroit:

Chester Kuzera, who was in the army entertainment booking service for four years, has opened an independent booking office under the name of Theatrical Employment Bureau.

Here and There:

The Wagon Wheel, Darby, Pa., operated by **Al Long** and **George Stinger**, is going in for recording names for week-ends, with **Buddy Greco** kicking off the new policy. . . . The old Harlem Gardens, Chester, Pa., has been renamed the Blue Heaven, and the new owner, **Bob Lager**, is lining up musical names for week-end dates. . . . **Billee Hammond**, formerly with the Bryden Agency, Detroit, has opened her own office. . . . **Kent City Pavillion** on Camp Lake, near Sparta, Mich., was destroyed by fire starting from an oil stove explosion. The loss was estimated at \$30,000. . . . The Poli-Palace and the Majestic, both Loew houses, have been air conditioned.

Bobby Goodman has replaced **Jimmy Cameron** as emcee at the Casino, Toronto. Goodman recently returned from Chicago. Cameron bowed out last week after eight months at the stand.



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Magic

By Bill Sachs

THE WRITER will make his first magic convention in years with the forthcoming combined conclave of the International Brotherhood of Magicians and the Society of American Magicians to be held at the Sherman Hotel, Chicago, May 27-30. Lest it be forgotten, we modestly remind that it was **Elias E. Sugarman**, former editor of The Billboard, and his writer who first advocated a joint convention of the two organizations some 17 years ago, and who championed the idea via this column for several years. Politics within the two organizations and stubbornness of the then leaders of the two groups stymied the idea of a joint convention at that time, even though a vast majority of both memberships favored the plan. The present officers and memberships of the BM and SAM are to be congratulated on their sagaciousness and magnanimity in finally adopting the joint convention idea, thus affording members to take in the activity of both groups at approximately half the time and expense of former years. At the same time it should make for the largest, if not the most successful, convention of magicians in magic history. . . . Since the closing of the Holden magic shop in Philadelphia, **Andy Forlong** has been kept busy on club dates in and around the Quaker City. . . . **Judith Johnson** and Company, mental turn piloted by **Harold Laughon**, have been held over for their 10th week at the Rainbow Inn, Miami. . . . **Prof. Ralph M. Pabst** typewrites from Phoenix, Ariz.: "Recently I had as house guests **Rolf Rudin**, of California; **Bert and Ann Easley**, of this city, and my student lecturer, **Donald Quinn**, and we talked of many old things and some of the new ideas. Rudin baffled me with a nifty, and I floored him with a clipboard idea. Rudin also gave us much valuable knowledge of Vienna and places over the old country. Had a letter recently from **Dr. Tahman Conrad**, who is doing well with his own show in the Middle West. He recently left the **Great Fontaine** show, with Fontaine returning to Phoenix. Would like to read news on **Kirma, Teschner** and **LeRoy**."

AL AND VAL SHARPE are back in New York after a visit with the veteran magus, **Paul Noffke**, in Springfield, Mass., and tell of being royally entertained at the Magic Round-Table at New York's Dixie Hotel, with **Jack Spalding**, hypnotist, serving as the perfect host. Al and Val were also honored at a recent Celebrity Night at Leon 'n' Eddie's. Al winds up a note to the column with: "It's almost impossible to concoct the proper superlatives to describe **Lucille** and **Eddie Roberts**,"

FCC To State Its Color Policy; Sarnoff's Stand Arouses CBS

(Continued from page 4)

deliberates the badly mauled issues.

Meanwhile, in questions tossed at Sarnoff and other witnesses this week, Chairman Wayne Coy and FCC counsel Harry Plotkin continued to follow a pattern designed to complete the record on every possible eventuality.

Sarnoff left no doubt of RCA's reluctance to go along with any idea of building adapters into sets in anticipation of any standards geared exclusively to CBS's color system. In answer to Coy, he said he would have no objection to the FCC's specifying that all transmission be in color, once color standards are set, with receivers free to pick up in either black-white or in color. Sarnoff said he foresees dual monochrome and color to be a practice for years once color standards are authorized.

Sarnoff's testimony, highlighting a full and climactic week of color sessions, left the issue of compatibility in sharper focus than ever. Visibly enjoying the grueling spotlight of the FCC witness stand for almost 20 hours during which he took on a dozen different inquisitors, the RCA chief tossed the following major points in the record: (1) Announced that RCA within six weeks will demonstrate an RCA color converter utilizing an RCA tricolor kinescope; (2) promised that if final standards are adopted and commercial color operation is given an early go-ahead, RCA would be in factory production of color TV receivers by June, 1951, with a weekly production rate starting at 200 sets and growing to 1,000 sets by the year's end; (3) announced that by August, 10 development model color receivers using the tricolor kinescope will be available in the nation's capital for test purposes; said RCA is already proceeding with plans for a new factory to turn out RCA's tricolor tubes "in quantity"; (4) declared that standards anything less than compatible with 525-lines black white would toss the electronics in jeopardy, and declared he would favor multiple standards embracing 405 lines as well as 525 lines with great reluctance and only as a substitute if

mentalists, either on or off stage. A swell act on stage and two grand people at home. In closing, let me say that the IBMagicals presented a gala evening of magic Saturday (29) at the Barbizon Plaza Hotel."

. . . **Dr. Rexford L. North**, hypnotist, reports that he is enjoying success with his school of hypnotism in Boston and that he has been working theater dates in Upstate New York for **George Muska**. He also has made a number of New England stands, with **Bill Morette** steering the course. North made his television debut recently over WBZ-TV, doing 15 minutes of hypnotism on the "Tucker Talk" program. . . . Juggler **Larry Weeks**, since winding up recently with "Ice Vogues of 1950," has been back at his home base in Brooklyn and plans to remain in the East for the next couple of months. He recently visited **Joe Karson's** "Carnival of Magic" in Springfield, Mass.

. . . **Al Maddox** writes from Evansville, Ind.: "The impulse of magic in this territory the past year has been greater than ever and everyone from school boy to businessman has taken the wand as a sideline. As a result fewer magicians were being booked here for the simple reason that people got the impression that they're all the same." After searching for a solution to the problem I finally came up with the answer—novelty and originality. As an experiment I brushed up on my tap dancing and tried having the magic pop up during the hoofing. As a result my bookings actually doubled. I am now billed as **Al Maddox**, the Tapician. I expect to work club dates in the Chicago area soon."

the FCC failed to agree on 525 lines exclusively for color TV; (5) warned the Commission against putting color TV in ultra-high-frequencies exclusively, insisting that dual very-high-frequencies and UHF channels should be used.

The RCA chief met head-on a challenge hurled repeatedly by his questioners against RCA's patent policy. Questioned for hours by William Bauer, who is the FCC's top patent lawyer and one of the government's best specialists in that field, Sarnoff heard Bauer read into the record a claim that RCA had 8,000 or 9,000 agreements on licenses and sub-licenses of patents in its present structure.

With the question of whether it would be wise policy for the FCC to issue compatible standards along the lines of RCA's color system if RCA held such "leadership" in electronics patents licensing and held power to advance or delay color TV, Sarnoff demanded to know whether RCA has been adjudged a monopoly, and he vehemently denounced "subtle and invidious propaganda" which is "repeatedly being directed against RCA and its creative engineers." He made no secret of RCA's price in its "leadership" in the licensing field, declared that it has serious competitors, and asserted: "I believe that the beneficial nature of RCA's licensing policies are apparent from the assistance which the industry received as a result of these policies."

"No one can conceivably claim that the radio industry has been anything but helped by RCA's patent position or RCA's patent policies," he declared. "The history of the whole radio industry has been one of constant expansion and keen competition. Coming to the television industry, I believe it will be conceded by all concerned that we would not have the highly competitive, highly successful television industry that we have today were it not for the affirmative assistance which RCA has made available thru its patent licenses and otherwise." Asserting that "we now have a television industry of \$1,000,000,000 a year," Sarnoff told the Commission that "RCA not only gave this industry the benefits of its television patents at no extra charge, but its licensees got blueprints and manufacturing assistance. Competing television manufacturers were invited to our plants and greatly helped to get into competition with RCA," he said, adding that RCA's patents contain no restrictive provisions and that "there is no effort to fix prices, to limit production or to do anything but to further the industry to the fullest possible extent." He reminded the Commission that RCA maintains an industry service laboratory as part of its licensing policy "to help licensees" and said "our licenses are uniformly non-discriminatory and our royalty rate is low."

Utah Amuse. Take Up 100% in Decade

WASHINGTON, May 6.—The take from amusements in Utah increased more than 100 per cent over a decade, Census Bureau reported this week. Preliminary figures from the 1948 business census show an amusement gross of \$10,136,000 that year as compared with \$4,400,000 for 1939 when the preceding business census was taken.

Burlesque

By UNO

GLOBE, Atlantic City, reopens with burly stock June 16, with **Jack Beck** again managing. . . . **Jackie Whelan** and **Wee-Ping** are current at the Chanticleer Club, Baltimore, for the William Morris Agency thru **Dave Cohn**. . . . For the final week of the season, marking one of the earliest closings in years, the Troc, Philadelphia, had comic **Hal Weber**, who replaced **Stinky Fields**, who left for Baltimore because of a death in the family. . . . **Bonnie Boyia** and husband, **Pearce Bradley**, projectionist for a long time at the Gayety, Detroit, left Union City, N. J., last week for Detroit, where Bonnie will spend the summer alternating between the Gayety and Bowery nitery there. . . . **Sy Majestic** has moved from **Jack Montgomery's** line at the Hudson, Union City, N. J., to **Shirley Paige's** group at the Empire, Newark. . . . **Roslyn Brilliant**, vocalist recently recovered from polio, will top the list of entertainers skedded to appear at **Freddie Fulton's** birthday celebration May 13. . . . **Alfreeda** and **Cy Walker** are building a home and fruit tree grove in Hollywood, Fla., between operations of their drive-in theaters. . . . **Nadine** bowed into the Palace, Buffalo, May 4 thru **Milt Schuster**.

HAROLD MINSKY is a new partner with **Phil Rosenberg** and **N. S. Barger** in the operation of the Rialto, Chicago, with **Dick Zeisler** retiring to return to the management of the Grand, St. Louis. . . . **Pig-Meat Markham** and **George Wiltshire** moved from the Palace, New York, to Columbia, Detroit, for four weeks, starting April 28, thru **LeRoy Collins**. **Jim Bennett**, Columbia producer, and wife (**Ella Sears**) have left for a Miami vacation with Jim's brother. . . . Black and white show, headed by **Dusty Freeman**, **Jane Cooper** and **Red Marshall**, set forth May 5 at the Empire, Newark. House folds in four weeks. . . . **Mickey Jones** has been booked for the featured spot at the Rialto, Chicago, May 12, and the Roxy, Cleveland, May 19, thru **Lou Miller**.

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SCHENECTADY, N. Y.



'Southern Exposure' Set for Broadway

DALLAS, May 6.—Southern Exposure, comedy by Owen Crump, will be produced on Broadway early next fall by Margo Jones, managing director of Theater '50, in association with Manning Gurian and Tad Adoue. Gurian is special representative of Theater '50. Adoue is business manager.

Exposure has broken all Theater '50 records and is now finishing a repertory run which brings its number of performances to 36. Sean O'Casey's *Cock-a-Doodle-Andy*, which had its American premiere at Theater '50 last winter, also will be produced on the Stem next season.

The local theater-in-the-round, which plays in a house accommodating only 190, had its most successful season this year, playing to 32,000 in its first 24 weeks. Repertory audiences have run to capacity.

Grosses for the original three-week runs of the eight productions at Theater '50 follow: *Southern Exposure*, \$9,051; *My Granny Van*, \$8,916; *Heartbreak House*, \$8,868; *Romeo and Juliet*, \$7,953; *The Golden Porcupine*, \$7,119; *An Old Beat-Up Woman*, \$7,335; *Cock-a-Doodle-Andy*, \$7,191, and *Ghosts*, \$6,234.



BROADWAY SHOWLOG

Performances Thru
May 6, 1950

DRAMA

	Opened	Perfs.
<i>Armour of Light</i>	2-23, '50	54
(Blackfriars)		
<i>As You Like It</i>	1-26, '50	116
(Cort)		
<i>Clutterbuck</i>	12-3, '49	178
(Biltmore)		
<i>Come Back, Little Sheba</i>	2-15, '50	93
(Booth)		
<i>Death of a Salesman</i>	2-10, '49	516
(Morosco)		
<i>Detective Story</i>	3-23, '49	469
(Hudson)		
<i>I Know My Love</i>	1-12, '49	216
(Shubert)		
<i>Mister Roberts</i>	2-18, '48	909
(Alvin)		
<i>Peter Pan</i>	4-24, '50	16
(Imperial)		
<i>The Cocktail Party</i>	1-21, '50	121
(Henry Miller)		
<i>The Consul</i>	3-15, '50	61
(Barrymore)		
<i>The Devil's Disciple</i>	2-20, '50	88
(Royale)		
<i>The Happy Time</i>	1-24, '50	119
(Plymouth)		
<i>The Innocents</i>	2-1, '50	110
(Playhouse)		
<i>The Member of the Wedding</i> ..	1-5, '50	140
(Empire)		
<i>The Wisteria Trees</i>	3-29, '50	45
(Martin Beck)		
<i>Tickets, Please</i>	4-27, '50	12
(Coronet)		

MUSICAL

<i>Arms and the Girl</i>	2-2, '50	108
(46th Street)		
<i>Brigadoon</i>	5-2, '50	7
(City Center)		
<i>Gentlemen Prefer Blondes</i> ...	12-8, '49	172
(Ziegfeld)		
<i>Kiss Me, Kate</i>	12-30, '48	562
(Century)		
<i>Lost in the Stars</i>	10-30, '49	216
(Music Box)		
<i>Rhapsodie Caribe</i>	4-19, '50	21
(Broadway)		
<i>South Pacific</i>	4-7, '49	444
(Majestic)		
<i>Texas, L'il Darlin'</i>	12-25, '49	188
(Mark Hellinger)		
<i>Where's Charley?</i>	10-11, '48	656
(St. James)		

CLOSED

<i>A Phoenix Too Frequent</i>	4-26, '50	5
(Fulton)		
(April 29, 1950)		
<i>Great To Be Alive</i>	3-23, '50	52
(Winter Garden)		
(May 6, 1950)		
<i>The Velvet Glove</i>	12-26, '49	152
(Golden)		
(May 6, 1950)		

COMING UP

(Week of May 8, 1950)

<i>The Liar</i>	'5-11, '50
(Broadhurst)	

Sides and Asides

Teen-Ager's Theater for Westport

The Young Players Theater will open June 26 in Westport, Conn., as a summer venture. Teen-agers can participate for a fee of \$250. Carol Laidlaw, who directed the Shakespearean plays at New Canaan, Conn., recently, is president, and associated with her in the project are Virginia Y. O'Meara, Suzanne McWethy, and Evert Burema Zeeven.

"Devil's Disciple" To Continue at Royale

"Thru the co-operation of Maurice Evans, Dennis King and other members of the cast, "The Devil's Disciple" will function indefinitely at New York's Royale Theater. The shuttering notice had been posted for May 13. Principal players were due for salary hikes in mid-May on the expectation that the Shaw comedy would have paid off its production nut by that time. This has proved impossible, with an operating nut of \$18,000 a week to break even. Hence the closing notice. However, the stars agreed last week-end to continue at the current low salary figures. Reports also credit the Shuberts, "Disciple's" landlords, with making financial concessions. So "Disciple" gets a new lease on life. Incidentally, the notion of touring "Disciple" on the Subway Circuit has been dropped. It is a big show, utilizing 38 players, and has set changes involving a score of stagehands. Much too expensive to lug around at pop prices.

Rebecca Brownstein Named Equity Counsel

Equity Council appointed Rebecca Brownstein chief counsel for the association and Chorus Equity at its weekly meeting Tuesday (2). Miss Brownstein joined the union's legal staff in 1929. For the last 15 years she has served as associate counsel with the late Paul N. Turner, who died April 9.

ANTA Sets Plans for Theater

The American National Theater and Academy (ANTA) set up a tentative program last week for the ANTA Playhouse (formerly the Guild Theater). General plan calls for establishment of a permanent rep of American classics, sponsored by and with all profits accruing to ANTA. Individual runs would be strictly limited to three weeks, probably at a \$3 top. Actors would be specifically engaged for each play and paid on a minimum plus basis. Directors would receive no fee, but would be rewarded with a percentage share in the production. The project would be under the control of a policy committee repping all branches of the theatrical trades, but with detailed management in the hands of a compact group of two or three people. Robert Breen and Cheryl Crawford were suggested for this chore for the first year's operation. Thereafter, changes would be made annually. The various theatrical unions will be invited to appoint a representative to the general policy committee to serve as labor counsel to ANTA.

Mike Todd Gets "Peep Show" Under Way

After two postponements Mike Todd's "Peep Show" got into rehearsal Tuesday (2). It is due for preming at the Winter Garden June 22, after a Philadelphia break-in. Herewith are the latest statistics: Mitzie Green, previously announced for a lead slot, will not be in it. Lina Romay has been signed for the part and arrived in town last week. Signed also is Lily Christine. Hazard Short will stage the show, but Bobby Clark will direct Bozo Snyder, Peanuts Mann, Hi Wiberforce Conley, Dick Dana and Looney Lewis in the comedy sketches. James Starbuck has replaced Albertina Rasch as dance director. There will be a singing and dancing ensemble of 48 gals and only four singing boys. Music and lyrics stem from Raymond Scott, Harold Rome, Sammy Stept, Bob Hilliard, Jule Styne and Sammy Fain. Clay Warnick will conduct. Howard Bay and Irene Sharaff will be responsible respectively for sets and costumes.

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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Broadway Opening

BRIGADOON

(Opened Tuesday, May 2)

CITY CENTER

A musical with book and lyrics by Alan Jay Lerner and music by Fredrick Loewe. Staged by Robert Lewis. Dances by Agnes De Mille. Settings by Oliver Smith. Costumes by David Folkes. Musical direction, Ignace Strasfogal. General manager, John Yorke. Stage manager, Angus Cairns. Press representatives, Wolfe Kaufman. Presented by Cheryl Crawford.

Tommy Albright Phil Hanna
Jeff Douglas Peter Turgeon
Sandy Dean Douglas Eiderul
Archie Beaton Thaddeus Clancy
Fishmonger Elizabeth Logue
Harry Beaton James Jamieson
Angus MacGuffie Angus Cairns
Andrew MacLaren Donald McKee
Fiona MacLaren Virginia Oswald
Jean MacLaren Ann Deasy
Meg Brockie Susan Johnson
Charlie Dalrymple Jeff Warren
Maggie Anderson Virginia Richardson
Mr. Lundie Fred Stewart
Stuart Dalrymple James Schlader
Sword Dancers Wayne Sheridan, James White
Bagpiper James McPadden
Frank Angus Cairns
Jane Ashton Winfred Alnslee
Singers: Sylvia Chaney, Elizabeth Early, Margaret Hunter, Grayce Spence, Bobra Suttler, Eileen Turner, Lorraine Waldman, Dorothy Zurn, Robert Busch, Arthur Carroll, Walter Kelvin, Louis Polacek, Earl Redding, Douglas Rideout, James Schlader, Stanley Simonds.
Dancers: Meredith Baylis, Janice Boyd, Betty Buday, Barbara Davenport, Julie Hillier, Elizabeth Logue, Barbara McClarin, Yo'anda Novak, William Harris, Lloyd Malcolmie, William Nancy, Glenn Olson, Robert Scott, Wayne Sheridan, James White, Joseph Wiley.

The City Center has exhibited a canniness to equal the proverbial Scot by booking in *Brigadoon* for a three-week stay. At a \$3 top, the Alan Lerner-Fredrick Loewe musical is a real entertainment bargain, and should magnet a sellout trade from the Center faithful. It might be expected that after a lengthy road trek, *Brigadoon* would arrive somewhat the worse for wear. However, it can be reported that Cheryl Crawford has kept the show up to all its original polish. From this reporter's pew, matters on the Center stage looked as spick and span as on opening night in the Ziegfeld back in March, 1947.

A return of this sort is just another proof of the enduring qualities which can be built into a production by professionals who really know their trades in the theater. Alan Jay Lerner's happy fantasy and lyrics about a lad who found his lass in a mythical Scottish village, which only comes to life once every 200 years, is as beguiling as ever. Loewe's tunes for such items as *Come to Me*, *Bend to Me*, *The Heather on the Hill*, *From This Day On*, and *Almost Like Being in Love* are still outstandingly lovely on the ear. Robert Lewis's staging is effortless and flowing. Agnes De Mille's dance patterns are splendid, and Oliver Smith's settings and David Folkes's costumes, both of which won Donaldson awards back in 1947, are still a treat for the eye. Everyone concerned built charm into *Brigadoon*—and the charm sticks.

The cast naturally features new faces, but it cannot be said that any of the originals are particularly missed. Virginia Oswald has a splendid voice and does full justice to the lass who wakes up once in two centuries. Phil Hanna makes an ingratiating hero and Peter Turgeon gets all the comedy values out of his caustic pal. There are further excellent contributions from James Jamieson, Susan Johnson, Ann Deasy and Virginia Richardson. Fred Stewart keeps the village schoolmaster from ever becoming stuffy. It is really amazing that a troupe, after nearly a year-and-a-half on the road, can still give the proceedings the zest that they do. But time and trek have evidently dimmed no part of their enthusiasm. They go to *Brigadoon* as if it were still in the first month of its Broadway run.

So kilts and tartans are again aswirl at the City Center, to the accompaniment of good voices and a still splendidly colorful production. Anyone who missed it will certainly want to go, and it is better than worth anybody's time to see it all over again.

Bob Francis.

OFF BROADWAY REVIEWS

COME WHAT MAY

(Opened Monday, April 10)

WEIDMAN STUDIO THEATER

A revue with sketches and lyrics by Mike Stewart. Staged by John Sydow. Music by Leo Schumer, Shelley Mowell, James Reed Lawlor, Irma Jurist, Ludwig Lenel. Choreography, Alice Temkin. Sets and costumes by William Roberts. Stage managers, Helen McHugh and William Steele. Presented by Chris Seibel and Mike Stewart. Cast: Charlotte Alexander, Pat Carroll, Dorothy Greener, Claire Sheridan, Jean Sincere, Jane White, Paul Keyes, Mike Lannon, Bud Murphy, Dean Sandhagen, Joseph Stember. Dancers: Janet d'Adolf, Alice Green, Ruth Harris, Francis Letton, Iona McKenzie, Jim Rowley. Accompanists: Natalie Charleston and James R. Lawlor.

The assemblage of talent for *Come What May*, an intimate revue, is positively staggering. The male acting contingent is weak and so are a few numbers, but the show as a whole measures eye to eye with what the Main Stem has to offer. It's gratifying to see a production where all concerned know what their professions are about.

Come What May combines the musical accomplishments of Shelley Mowell, Leo Schumer, Irma Jurist, Ludwig Lenel and James Reed Lawlor, which on first glance looks like a lot of songwriters, but the result is a wide variation of expression which creates a switch not only in pace and mood but style of numbers, keeping the revue constantly fresh. Each composer is sound musically, particularly Leo Schumer, and not enough praise can be given for Mike Stewart's sketches and lyrics. Tho the production is shy on straight sketches, the backgrounds on the musical numbers are mostly top drawer, clever, funny, often hilarious; i.e., *Fripolity Frolic*, *Gentlemen Prefer Medea*, etc.

Miss White's a Hit

Jane White (of *Strange Fruit*) is for this reviewer's pass the evening's hit. She is an excellent actress, chanteuse and comedienne. What more can a producer want? However, not by any means is she the whole show. There's the odd, contagious humor of Dorothy Greener and the sock comedy of Pat Carroll, as well as the fine versatile contribution of Jean Sincere and the excellent terping of Iona McKenzie. The men are all adequate. It's strictly the women's revue as it stands, and the male contingent has little opportunity to show what it can do.

Technically, *Come What May's* budgetary limitations are far overshadowed by its staff's ingenuity. John Sydow moves matters at proper revue pace and has given his cast an easy, smooth pattern to follow. Rewarding also are Alice Temkin's super dance arrangements and William Robert's skillful costuming. His inexpensive foundation costumes, over which are thrown scarves, ribbons, etc., are disguised at each appearance and achieve more costly effects. Not to be overlooked are the fine pianistics of Natalie Charleston and James R. Lawlor.

Plans for the summer are in the (See *COME WHAT MAY*, opp. page)

ROUTES Dramatic and Musical

Death of a Salesman (Lyceum) Minneapolis.
Diamond Lil, with Mae West (His Majesty's) Montreal.
Harvey (Karlton) Williamsport, Pa., 10;
(Lyric) Allentown 11; (Auditorium) Pottsville 12; (Hershey) Hershey 13.
Horton, Edward Everett (Royal Alexandra) Toronto.
Kiss Me, Kate (American) St. Louis.
Lend an Ear (Great Northern) Chicago.
Mad Woman of Chailot (Cox) Cincinnati.
Man Who Came to Dinner (Court Square) Springfield, Mass., 9-10.
Miss Liberty (Cass) Detroit.
Mr. Roberts (Colonial) Boston.
Oklahoma (Erlanger) Chicago.
Policeman's Lot (Hanna) Cleveland.
Silver Whistle (Metropolitan) Seattle.
South Pacific (Orpheum) Kansas City, Mo.
Two Blind Mice (Harris) Chicago.
Yablokoff, Herman (Locust St.) Philadelphia.

TOBIAS AND THE ANGEL

(Opened Tuesday, April 25)

BLEECKER STREET PLAYHOUSE

A fantasy comedy by James Bridie. Staged by Robert Ramsey. Music by Noel Sokoloff. Sets by Robert Ramsey. Costumes by Valerie Judd. Stage manager, Paul Starr. Press Representative, James C. MacDonald. Presented by On-Stage, Inc.

Tobit	Michael Egan
Tobias	Al Croce
A Porter	Jack Burkhart
Anna	Anna Berger
Kisch	Bobbie Marks
Sarah	Barbara Long
Azorah	Lelia Ruggeri
Tamkah	Patricia Basch
Sherah	Babette Towbia
Raguel	Robert Gibson
Samica	Elois Hill
Asmoday	Stephen Gattoni

Using as their showcase James Bridie's *Tobias and the Angel*, a free adaptation of the book of Tobit from the Writings of the Apochrypha, On-Stage shows off some fine talent to good advantage. Not always is the production true to the author's intent however true it might be to the group's purposes.

The initial scene, for example, starts matters off in the wrong key with old Tobit yatteting and yammering like an old bullfrog and completely missing the sharp humor of his lines. It is surprising, from such a bad take-off, that the On-Stage production ever gets into the right groove. But Jack Burkhart, as the Archangel Raphael in disguise, and Al Croce, as Tobias, take matters in hand as the play progresses thru the amusing adventures of the pair's journey from Ninevah to Medina and back. The fantasy element and the warm humor get full development in their capable hands. Tobias, secretly empowered by the disguised angel, confronts many terrifying situations on the trip, including the wooing and winning of a handsome Persian lass. Flavoring these adventures is Bridie's thesis that once in a while it is necessary for an angel to give man strength and courage, to reward faith in God and strengthen a man's faith in himself, posing a timely question for present-day thought.

Barbara Long and Robert Gibson give able assists with fine performances in the fabled vein, and also effective as a group are the girls of the harem, giving the show many sight comedy values.

Robert Ramsey, in addition to providing imaginative sets on the revolving stage, tries his hand at direction, with considerable success, tho his pacing is often spotty and he fails miserably in the more realistic opening and closing scenes. Valerie Judd provides fine costumes to complement the sets.

Production-wise, On-Stage toes to the high mark it has set with previous shows, but a more careful script-reading might improve matters dramatically. The group seems to have an adequate fund of good talent available and knows what to do to show them off to advantage.

Dennis McDonald.

SOUTHERN EXPOSURE

(Opened Monday, April 24)

THEATER '50, DALLAS

A comedy by Owen Crump. Staged and directed by Margo Jones. Costumes by Rita Dhu Wray. Lighting by Marshall Yokelson. Stage manager, Jonathan Seymour. Press representative, Mabel Duke. Presented by Margo Jones and Theater '50.

Miss Penelope Mayweather	Betty Greene
Australia	Jewel Kelly
Mary Belle Tucker	Mary Finney
Avery Randall	Louis Veda Quince
John Salgoud	Charles Braswell
Carol Randall	Peggy McCay
Emmeline Randall	Virginia Robinson
Benjamin Carter	Joe Sullivan

Tourists: John Denney, Jonathan Seymour, Edwin Whitner, Ben Yaffee, Robert Scott, Gloria Gunshor, Barbara Burnett, Mimi Key, Dorothy Lincoln, Dorothy Messick, Lillian Prather, Dee Sparks, Eleanor Speers, Jean Washburn, Mrs. Claud C. Westerfeld.

Southern Exposure has been the biggest success Margo Jones's theater-in-the-round has had in four years of operation, and it's easy to see why. After breaking all existing records in audience demand in its regular run, *Exposure* opened Miss Jones's repertory festival with every seat sold for its 10 performances. Here's a spoofingly sophisticated play which teeters on the brink of farce, but remains only light and playful, and it's a play with that rarest of all dramatic assets—a first act that gets somewhere.

Betty Green Little has an appealing chance to capture audience sympathy in role of sweet old Miss Penelope Mayweather, whose impoverished Southern aristocracy is showing and who is having her troubles with "those carpetbaggers down at the bank." Mayweather Hall, under urgent threat of foreclosure, is the mecca for Natchez Garden Pilgrimage tourists, who troop across stage examining everything but an offstage bed in which, it turns out, innocent little Miss Mayweather once played roly-poly with a President of the United States. This is all in her memoirs on which a publisher is willing to pay her a \$5,000 advance to give the play happy ending.

Spirited Performances

The happy ending also embraces John Salgoud ("Douglas" spelled backwards), the dandy author who wrote a nasty book about Natchez, and sexy Carol Randall, daughter of the New South. Charles Braswell is acceptable, if too juvenile as Salgoud; Peggy McCay turns in her best performance of season. Mary Finney, Louis Veda Quince and Joe Sullivan contribute gaffable work. Jewel Kelly and Virginia Robinson round out a cast in which everybody seems to have caught the spirit of the proceedings.

This could be the Stem try Miss Jones has been waiting for. The regional aspect won't hurt. Dallas knows and cares as little about Natchez as New York does.

Thad Ricks.

SPRING THAW '50

(Opened Friday, April 21)

MUSEUM THEATER, TORONTO

A revue. Sketches and lyrics by Don Harron and Mavor Moore. Music by Mavor Moore and Lucio Agostini. Additional sketches by Margaret Ness and Ted Reive. Staged by Robert Christie. Sets by Peter Mews. Music arranged and directed by Charles W. Tidall. Presented by the New Play Society.

CAST—Peter Mews, Lou Jacobi, Ben Gans, Connie Vernon, Jack Medhurst, Gerry Sarracini, Leslie Rubie, Pegi Brown, Don Harron, Jane Mallett, Patsy O'Day, Bea Lennard, Marjorie Hays, Jack Medhurst and Vernon Chapman.

Playing to packed houses, the seating only 400, this show is an annual event which is now an institution in Toronto theater circles. As such, it has tremendous local interest in its sketches and personalities. Be that as it may, the material is original and fresh. For the most part this edition was written by the New Play Society's director, Mavor Moore, and Don Harron.

Talent in the New Play Society is composed mainly of those who earn their bread and butter from radio work. They have presented during the past season, Canadian plays, the only professional group in the area to do so. In so doing they have taken severe lickings at the box office. For this revue, the 13 shows are expected to hit s.r.o., thus compensating for losses.

Sketch offering the widest appeal lampoons the effect of TV in the average home today, written by Don Harron. Still another, also contributed by Harron, is a satire of a Hollywood director. It features the trials of a Canadian actor trying to sell his talents to a stuffed shirt director.

Cast-wise, soprano Marjorie Hays chirps her songs pleasantly, and Jack Medhurst dances, displaying a fine talent for all too short a period. Special nod must go to Jane Mallett, who registered strongly in each of her three stints.

Music provided by trio-pianists is written for the most part by Lucio Agostini and rates high praise. Other good contributions stem from Gerry Sarracini, Lou Jacobi and Ben Gans, whose work as the Hollywood director was outstanding.

Altho *Spring Thaw* is much like a college revue in its present form, its humor has more sparkle, incisiveness and polish than most revues. It is not Broadway material, but take out some of the local angles and clean up the edges and the show is a natural for a Canadian road-tour.

Harry Allen Jr.

COME WHAT MAY

(Continued from opposite page) talking stages. But there must be some changes, tho few. Some of the weak numbers should be replaced and there must be a better balance of males. What the revue really needs is a comedian. But everything about *Come What May* is young and fresh—the show is alive and lively. It is a most satisfying off-Broadway hit and gives evidence that it could achieve the same distinction on Broadway.

Dennis McDonald.

Sides and Asides

My Friend Irma Discovers Sheridan

Marie (Irma) Wilson will try her hand at the legitimate stage, opening next month in Richard Sheridan's "School for Scandal" at the Circle Theater, Hollywood. This is the radio-film comedienne's first crack at legit work, only previous stage experience being a seven-year stint with Ken Murray's "Blackouts" here. Circle Players, top non-pro group, is tailoring the production to fit a Wilson's special talents. Legiters are currently preming William Saroyan's "The Son" and closing the show a week ahead of skedded curtaining to switch efforts to the Wilson starrer.

"Pan" Builds a Hefty Advance

"Peter Pan" has definitely stepped into the hit class. The James Barrie fantasy made its New York preem to a modest \$65,000 advance, but last week had racked up close to 150G in the till. With an eye on the moppet trade, the management skeds three mats a week instead of two, after June 7, when the kids are out of school. The afternoon showings will then be given on Wednesdays, Saturdays and Sundays, with no performance on Sunday and Monday nights.



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May 8, Holly, Colo.; May 15, Lamar, Colo.

Brooks Prep 39th Tour in Sabula, Iowa

Rehearsals Start May 11

SABULA, Ia., May 6.—Rehearsals for the Brooks Stock Company's 1950 season are slated to get under way here Thursday (11), Jack and Maude Brooks, owners-operators of the unit, announced last week. The Brooks recently returned to their home here from a four-month vacation in Sarasota, Fla.

On their return trip they stopped over in Waterloo, Ill., and were visited there by their granddaughter, Stephanie, daughter of Barbara and the late Tom Brooks. Barbara will not troupe with the show this season, the Brooks said, since she is employed by the United Productions Company, Kansas City, Mo.

Show's roster this season, org's 39th, will include Ad Harrison, Louise Auger and Al Unruh, who has been with the company a number of years; June Brunk O'Shea and Mr. and Mrs. Clarence Klein. Current plans call for the org to play its regular established territory.

While the Brooks were in Florida they were visited by Eskel and Gracie Gifford, George and Phoebe Roberson, Neil and Carolyn Schaffner, Vincent and Gertrude Dennis, Lou and Dorothy Petersen, Mr. and Mrs. Guy Donnelly, Jack Percy, Charlotte Leighty, George and Mabel Hulmes, Mr. and Mrs. Joe McKennon and Harry Graf and Madge Kinsey.

Gene and Audrey Bradley stopped over here for a visit with the Brooks while en route from Chicago, where Gene's father is hospitalized following an operation there. The senior and junior Bradleys were members of the Brooks's show for several seasons.

New England Notes

DOUGLAS AMOS, Connecticut district manager for Lockwood, Gordon, Rosen Theaters, has moved his office from Wethersfield, Conn., to New Haven. Ben Lamo, former assistant manager at the Strand Theater, Hartford, Conn., has been named manager of the Webb Playhouse, Wethersfield, succeeding Amos. Amos also is supervising construction of drive-ins at Torrington and Norwalk, Conn., both of which are expected to be completed by July 1.

Objection to the proposed erection of an outdoor motion picture theater at East Windsor, Conn., has been filed with State Police Commissioner Edward J. Hickey at Hartford by attorney Anthony Ward, of Windsor Locks, Conn., representing Alexander McIntire, an East Windsor, Conn., property owner. A petition has been signed by 21 residents, whose objections include possible fire and traffic hazard, nuisance and reduced adjoining property value. Permission to construct the drive-in theater had been requested by Henry, Walter, Paul and Benedict Kupchunos and Peter Kostek, all of South Windsor. Clifford Grape has been named manager of the refreshment stand at the Pike Drive-In Theater, Newington, Conn. New projectionist there is Tom Harris, who replaces Charles Albee.

The recent Stratford, Conn., Planning Board decision granting permission for two drive-in theaters there, has been reversed by the city Board of Zoning Appeals. Permits had been issued to James B. Sniffen, Stratford, and Philip C. Cahill, East Haven, Conn.

Rep Ripples

IDA GODBEY, a member of Sun's Comedians, is in the Community Hotel, Grinnell, Ia., recovering from a siege of pneumonia and would like to read letters from friends. K. P. Macia advises from Berkshire Vt., that he has had a good season with his 16mm. pix and that he'll open his three-person, vaude-pic show May 15. He plans to play dates around Quebec until the fall season opens. . . . Walter E. O'Brien has concluded his list of amateur promotions with E. F. Hannan's "My Dad's a Fireman" and will feature 16mm. film in Northern New York this summer. . . . P. Whately, who has been playing the American Falls, Idaho, sector with 16mm. pix, will add flesh and operate a platform show this summer. He reports that schools have been over-worked in Idaho. . . . J. M. Murray, who closed his small pic-flesh unit recently, has been vacationing in North Platte, Neb. He plans to play church dates this summer with travel and lecture films. . . . Al Tint is in Sun Valley, Calif., where he recently won a bout with a severe case of arthritis. . . . Roy Francis and Bill Adams, repsters of note, are making their home in Savannah, Ga. . . . Ed Wolfe writes from Texarkana, Tex.: "Closed my hall tour after a fair season. Will not take out my tent show this summer, but will play from a platform. Also plan to do some merchandising this year, my first attempt at it. I'll be in Streator, Ill., for the Honey Boy Evans memorial services. . . . Garland Stewart letters from Portsmouth, Va., that he enjoyed reading the Neil O'Brien Minstrel roster in a recent issue. He wants to know what has become of Jack Richards, Billy Church, Harley Newland and Frank Long. . . . Johnnie Bishop and Bill Vernie, former rep and tent performers of note, have settled in Columbia, S. C., where the latter is operating a grocery store, while Bishop is sales manager of the Gibbes Machinery Company. . . . Charles E. Moody, producer and director of amateur minstrel shows under auspices, did an interesting piece titled, "Minstrel Shows—Yesterday and Today" for The Newburyport (Mass.) Daily News recently.

Watson Gets Red Bank Post

CHATTANOOGA, May 6.—Jay Solomon, general manager, Independent Theaters, this week announced the appointment of G. C. Watson, veteran Chattanooga theater man, as resident manager of the new Red Bank Drive-In Theater near here. Solomon said the new drive-in, being erected at a cost of \$125,000, will hold its formal opening Thursday (18). It accommodates 500 cars.

Martin-Ray Sets Open-Airer

GREENVILLE, Ala., May 6.—Martin-Ray Company, which operates the Ritz Theater here, has begun construction of a drive-in theater on a portion of the property formerly used as the Butler County Fairgrounds. Sam Carr, local manager for the Martin-Ray Company, said the new outdoor theater is expected to be completed and ready for operation some time this summer.

Paris, Ark., Drive-In Set

PARIS, Ark., May 6.—Secretary of state has issued a charter to Paris Drive-In Theater, Inc., here, which listed authorized capital stock at \$60,000. Incorporators were Emil, Helen, Aloysious and Johanna Zeiler, all of this city.

PHILADELPHIA, May 6.—Allied Motion Picture Theater Service here will do the booking and buying of motion pictures this season for John M. Coon's Dallas, Pa., Drive-In.

Chi Ordinance Bans Drive-In Construction

CHICAGO, May 6.—A city ordinance banning construction of outdoor theaters here was enacted by city council in a regular session Wednesday (3). However, officials believed that the new law came too late to prevent the construction of such a location at 2800 Columbus Avenue.

One portion of the new regulation provides that "no part of any open air drive-in theater shall be located closer than 2,000 feet to the boundary of any district zoned for residential use." It was pointed out, however, that if anyone could find such a location, it appeared that numerous other restrictions laid down would make construction and operation of such a theater prohibitive. One of the provisions forbids the screen to be visible to vehicles traveling on any near-by street.

Last fall when there was nothing in the city code covering drive-in theaters, the Liberty National Bank, as trustee, applied for a building permit for the Columbus Avenue theater.

Council approved an order directing Building Commissioner Roy T. Christiansen to withhold issuance of such permits until a regulatory ordinance could be enacted. Following a Circuit Court case, Judge Harry M. Fisher issued a writ of mandamus compelling Christiansen to issue the permit.

Fireworks Launch Farr's Texas Spot

HOUSTON, May 6.—An elaborate fireworks display marked the debut of Jack Farr's Trail Drive-In here this week. Said to be among the largest in the Southwest, the 1,010-car capacity spot is ultra modern.

Unusual lighting effects include a huge artificial moon, mounted atop a 100-foot pole, that gives out realistic moonlight regardless of natural conditions.

LEAKSVILLE, N. C., May 6.—King Theaters, Inc., here has obtained a charter from the secretary of state to operate shows, dance halls, etc. Incorporators were Douglas Craddock, D. E. Gwynn and D. F. Osborne, all of this city.

KASH Cash or currency will not mix when carried. Beautiful finish. Light weight 10#. Size 13 x 14 x 6. Capacity 2 rolls coupon tickets.

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2 Comedians, Chorus Girls, Tap Dancers, Musicians for Band; also Alfred Banks, wire me. Route as follows: May 8, Forest City; May 9, Mark Tree; May 10, Osceola, all Arkansas; May 11, Carruthersville, Missouri; May 12, Cairo, Illinois; May 13, Fulton, Ky.

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THE FINAL CURTAIN

BALDWIN—Mrs. Minneaxle Folsom, mother of Mrs. Harold Kemp, former stage and film actress known as Bobbie Folsom, May 3 in Queens, N. Y. Two sisters also survive.

BARFIELD—Herman (Blackie), 47, carnival concessionaire for the past 25 years, recently at his home in Baltimore of a heart attack. He had been with Sheesley's Mighty Midway Frank West, J. J. Page, L. J. Heath, Barfield's Cosmopolitan and Johnny Tinsley shows. Survived by his widow, Jerry; two sisters, Anna Hernandez, Brooklyn; Roberta Cunningham, Springfield, Mass., and two brothers, John, of Thomas Joyland Shows, and Emmet, of Royal Crown Shows. Burial in National Cemetery, Baltimore.

BECKER—Paul, 36, race driver and secretary of the National Racing Association, recently in Stafford Springs, Conn., of injuries sustained in a crash during a race at the Stafford Fairgrounds. Survived by his widow and one child.

BIENENSTEIN—Harry, 71, German vaude comedian, recently in Cologne, Germany. He retired from the stage in 1940.

BLUM—Ralph, 56, actors' agent, May 1 in Hollywood. He organized the agency of Feldman-Blum and two years ago set up his own agency. His widow, former actress Carmel Myers, survives.

CAUSTIN—Mrs. Marie L., 61, veteran stage actress, in Los Angeles, April 25. Burial in Valhalla Cemetery, Hollywood, May 1.

CONWAY—William S. (Pappy), 64, carnival and circus trouper for 50 years, April 18 at his home in Rome, Ga., of a heart attack. Survived by his widow, Lillie. Burial April 20 in Oakland (Ga.) Cemetery.

COOKE—Charles W., 29, head of the TV art department at Station WFIL-TV, Philadelphia, April 27 in Naval Hospital, that city. He was previously an instructor in theater scenery design at the Theater Arts Institute and at Harcum Junior College, Philadelphia. Surviving are his widow, Eursula; a son, Marc; his mother, two brothers and three sisters. Burial in Philadelphia May 2.

DASHIELL—James Lambert, 80, former concertmaster of the Philadelphia Symphony Orchestra and music teacher, April 20 in Stamford, Conn. His widow and a daughter survive.

DAVENPORT—Mae (Mrs. Mary R. Ross), 67, former stock actress, April 30 in St. Joseph's Hospital, Providence. In Providence she had appeared with the Modern and Colonial stock companies; on Broadway she had played in support of Sidney Blackmer. Burial in St. Ann's Cemetery, Cranston, R. I., May 4.

DILLON—Helen, sister of the Dillon Brothers, vaude act, April 25 in Cortland, N. Y.

DYER—Jack Rube, 50, still-walker and clown with major outdoor shows for over 25 years, May 1 in New York. His widow and four sons survive.

HAMMERSLOUGH—Mrs. Sylvia Rittenberg, operatic soprano, April 28

Alvin E. Nelson

Alvin E. Nelson, 58, pioneer radio executive and president of a San Francisco advertising agency that bears his name, died in San Francisco May 3 of a heart attack. He spent almost his entire career in radio.

In 1923 he founded Station WBO, Chicago. He later joined the NBC, first becoming manager of KOA, Denver, and in 1937 shifting to KDKA, Pittsburgh. He came to San Francisco in 1939 to manage KPO and KGO, resigning some years later to opening his own advertising agency.

His widow, son, daughter, brother and sister survive.

in New York. Her parents, a son, a sister and two brothers survive.

HARVEY—Lee, 57, manager of the Towers Theater, Camden, N. J., vaude house, April 22 at Jefferson Hospital, Philadelphia, following an operation. Surviving are his daughter, a son, two brothers and a sister. Burial in Haddon Heights, N. J., April 27.

HAUSER-RESUA—Harry, 77, manager of the Resua Girls, a roller skating troupe, recently in Essen, Germany. He had been manager of the troupe for many years, playing both vaude and circus dates.

JOHNSON—J. Fred Jr., 57, chief hearing examiner for the Federal Communications Commission, May 2 in Washington. A former judge of the 11th Judicial Circuit in Alabama, he began in Washington as a commission attorney in 1935 and became chief hearing examiner two months ago. He had been hearing the inquiries into the operations of stations KMPC, WGAR and WJR, owned by G. A. Richards. His widow, son and father survive.

JOHNSTON—Col. George C., 78, president of the Orlando Broadcasting Company and owner of Station WDBO, Orlando, Fla., April 29 in Crescent City, Calif.

KERLYN—Theodore, 26, musician, killed April 28, when his automobile struck a culvert near Bristol, Pa., where he resided. His mother and stepfather, a sister and two brothers survive.

LAVEN—Paul, 43, gag writer for Bob Hope, May 4, in Los Angeles.

LOGSDON—Carl, 50, veteran concessionaire, formerly with Ringling Bros. and Barnum & Bailey Circus, April 19 in the Chicago Tuberculosis Sanitarium. Burial in Chicago.

MAXWELL—Vera K., 58, actress and dancer who was a Ziegfeld Follies star from 1910 to 1915, May 1 in New York. Known for her beauty, she took part in such shows as *The Pink Lady*, *Winsome Widow*, *Triple Crossed* and *The Century Girl*. For a time she teamed with actress Billy Allen in musicals. Her mother survives.

MCLEAN—Charles Morley, 60, former La Scala Opera tenor, April 29 in Philadelphia. He had also been a vaude pianist and during World War I performed with *The Dumbbells*, a Canadian unit.

NORTON—Rita, 49, former show girl and wife of Howard La Noce, stage manager of the Capitol Theater, New York, April 30 in that city. Making her debut at 11, she first played with the Gus Edwards revues and later appeared as a show girl in *Blossom Time* and *Artists and Models*. She had also appeared in Hippodrome and Winter Garden shows. Her parents and three sisters also survive.

OSBORN—Clara Alvord, 80, for many years curator at the P. T. Barnum Museum, Bridgeport, Conn., April 29 in that city. Survived by a sister, Mrs. Charles S. Sterling, Stratford, Conn. Burial in Mountain Grove Cemetery, Bridgeport, May 1.

PEARCE—George M., 31, former radio engineer for KYW and WPEN, April 25 in Philadelphia. His widow and daughter survive.

POPE—Generoso, 59, president and chief stockholder of the Atlantic Broadcasting Company, operators of Station WHOM, Jersey City, N. J., April 28 in New York. He was also head of a New York sand and gravel company, publisher of Italian language papers and a prominent New York political figure. His widow and three children survive.

READ—Mrs. Helen Brown, 72, former singer with the opera company which accompanied the Anna Pavlova ballet troupe, April 25 in Jacksonville, Ill. A sister survives.

ROSSEN—Mrs. Yette, 69, mother of Robert Rossen, producer of the Academy Award winner, *All the Kings Men*, in Cedars of Lebanon Hospital, Los Angeles, April 29. Besides her son, she leaves her husband, Phillip, and a daughter, Mrs. Celia

Wishner. Burial in Hollywood Cemetery, Hollywood, April 30.

SHARP—Richard, 46, commentator for the British Broadcasting Corporation, May 1 aboard the destroyer *Nepal* en route from Edinburgh, Scotland, to Oslo, Norway.

SHAUGHNESSY—Helen, 44, Music Corporation of America exec, for the last 17 years in the accounting department, April 28 in Brooklyn. A brother and two sisters survive. Burial in Nunda, N. Y.

STANFIELD—Douglas M., 77, former Broadway actor, April 30 in Morristown, N. J. Grandson of Mark M. Stanfield, from whom he inherited the old Victoria Hotel he had appeared on Broadway in *Best of Friends*, *Cyrano de Bergerac* and other plays. His late father was known as Signor Del Santis, tenor. His mother survives.

TURNER—Carolyn, 46, senior time buyer for radio and television for the Young & Rubicam Advertising Agency, New York, April 29 in that city. Her parents, a brother and a sister survive.

WATSON—LeRoy G., 70, father of Raymond G. Watson, former usher with the Ringling-Barnum circus and various walkathons, April 25 at his home in Marion, O., of a heart attack. Years ago he operated nickelodeons in Milford, Ill. Besides Raymond he leaves his widow and a sister, Leona Watson, of Mario, and a half-sister, Ruth Watson, Blue Island, Ill. Burial in Marion Cemetery April 28.

WATTS—Mrs. Marguerite L., 59, former Broadway music comedy actress, April 30 in Bronxville, N. Y. She was a protegee of Victor Herbert and appeared in a number of his musicals. Her husband, Frank, her mother and a sister survive.

WILLIAMS—Wynant J., 66, head of the department of electrical engineering at Rensselaer Polytechnic Institute, Troy, N. Y., May 1 in that city. A pioneer in radio and television, he was supervisor of the institute's all-electronic color TV system and had contributed toward many electrical advancements in the industry. Prof. Williams was head of WHAZ, the institute's radio station, and technical adviser for the Travelers' Broadcasting System. His widow, a daughter and a son survive.

Marriages

DEMAS-REED—Alexander Demas and Ruby Reed, singer with various Connecticut orchestras, April 22 in Bridgeport.

KAUFMAN-REIDER—Ben Kaufman, former Hollywood reporter and music, radio-TV staffer in New York and field rep for Universal-International Pictures, and Verne Reider, vocal instructor and former light opera singer, April 22 in Philadelphia.

MENGE-RAY—Luther Menge and Helen Ray, in the program department at WTIC, Hartford, Conn., April 22 in Rockville, Conn.

NEUBERT-WARRICK—Carl Neubert, decorator, and Ruth Warrick, stage and film actress, April 23 in Hollywood.

NUZUM-ESTEP—Charles Nuzum, announcer at WCAE, Pittsburgh, and Rita Estep April 22 in Wheeling, W. Va.

PETTI-COLE—Ralph Petti, WJAS announcer, and Anita Cole April 8 in Pittsburgh.

PIERCE-McCLENACHAN—Bob Pierce, on the staff of the Benjamin Franklin Hotel, Philadelphia, and Marie McClenachan, ice skater-dancer, April 15 in Philadelphia.

POIRIER-HALYARD—Ed (Slim) Poirier, former ride operator and concessionaire, and Pat Halyard, former Girl Show operator, April 24 in Gallup, N. M.

SCOTT-RADNICK—Vince Scott, WCAE staffer, and Dorothy Radnick April 15 in Pittsburgh.

SCOTT-RISELEY—Ted Scott, musical comedy actor in Broadway's *Kiss Me, Kate*, and Cynthia Riseley, former dancer in the same show, May 4 in New York.

SOKOL-HERSCHKOWITZ—Paul M. Sokol and Beatrice Herschkowitz, associated with the Herschkowitz theater party agency, April 16 in New York.

TAYLOR-SCOTT—George Taylor, comic, and Nancy Scott, pianist, April 8 in Belfast, Ireland.

WESTON-REDMOND—Jack Weston, actor and director, and Marjorie Ann Redmond, radio-TV actress, April 21 in New York.

Births

Twin sons to Mr. and Mrs. John H. Harris April 7 in Los Angeles. Father is a Pittsburgh showman and owner of *Ice-Capades*; mother is Donna Atwood, star of the ice show.

A daughter, Jane Louise, to Mr. and Mrs. Archie Sichel April 1 in Germantown Hospital, Philadelphia. Father is engineering supervisor at WIBG in that city.

A daughter to Mr. and Mrs. Max Savitt April 4 in Hartford, Conn. Father is vice-president of Station WCCC, that city; mother is station manager.

A son, David Evan, to Mr. and Mrs. Floyd Pattee April 2 in Hartford, Conn. Parents are heard over Station WKNB, New Britain, Conn.

A son, Lawrence Jr., to Mr. and Mrs. Larry Benn April 13 in New York. Father is a concessionaire.

A son to Mr. and Mrs. John Derek at Hollywood Presbyterian Hospital, April 12. Father is the film actor.

A son to Mr. and Mrs. Mickey Rooney at Valley Hospital, Los Angeles, April 12. Father is the film star; mother is Martha Vickers, film actress.

A daughter to Mr. and Mrs. John Alvin April 7 in Santa Ana, Calif. Father is a film actor; mother is the former June Lewis, legit actress.

A son to Mr. and Mrs. Jules Getlin April 9 in New York. Mother is legit actress Ellen Miller; father is an actor in Broadway's *Caesar and Cleopatra*.

A son to Mr. and Mrs. James Guthrie April 10 in San Bernardino, Calif. Father is a Broadway music conductor; mother is the former Jan McGowan, opera singer.

A son to Mr. and Mrs. William J. Schallert April 7 in Los Angeles. Mother is dancer Leah Wagner; father is an actor.

A son to Mr. and Mrs. Bob Spears April 1 in San Antonio, Texas. Father is an engineer at WOAI-TV.

A son to Mr. and Mrs. Greg Garrison April 11 in Chicago. Father is the director of ABC-TV's *Super Circus*.

A daughter to Mr. and Mrs. Bernie Glaser April 14 in New York. Father is an editor of *Coronet* magazine; mother is the former Merrill Towne, assistant radio-TV producer.

A daughter to Mr. and Mrs. Mort Greene April 12 in Hollywood. Father is a songwriter; mother is Jan Wiley, actress.

A son to Mr. and Mrs. Lewis Krupnick April 4 in New York. Father is with the Abbey Albert band.

A son to Mr. and Mrs. Frank Rooney April 14 in Mount Kisco, N. Y. Mother is the former Helen Hardy, secretary to actor Maurice Evans; father is a writer and ex-actor.

A daughter to Mr. and Mrs. Burt Tobias April 10 in Chicago. Father is with Carl Sands' Oriental Theater ork in that city.

A boy to Mr. and Mrs. Frank Harr April 19 at Grace Hospital, Detroit. Father is booker at Film Classics Exchange, Detroit; mother, until recently, held a similar post at Allied Film Exchange there.

A son, James Francis, to Mr. and Mrs. Joseph Ellul, in Detroit April 17. Father is owner of the Empress Theater, Detroit burlesque house.

A son to Mr. and Mrs. Anthony Sciolla April 11 in Fitzgerald-Mercy Hospital, Philadelphia. Father is associated with his father in the operation of Sciolla's Theater-Restaurant there.

A daughter to Mr. and Mrs. Bert Friedlob in Cedars of Lebanon Hospital, Los Angeles, April 17. Mother is Eleanor Parker, actress.

MULLS CHANGE IN JOHNSON BILL

House Committee Invites, Gets Amendment From Show Owners' Rep Herbert Bye

Suggested Draft Would Exempt Show-Type Equipment

WASHINGTON, May 6.—The House Interstate Commerce Committee Saturday (6) was prepared to go into closed sessions on the Johnson bill, with the promise of giving close attention to a suggested amendment offered this week by outdoor show representative Herbert W. Bye, which he felt would exempt from any restrictions all types of carnival amusement equipment. Speaking for the Railroad Show Owners' Association (RSOA) and scores of firms connected with outdoor showbiz, Bye emphasized that he had no objection to the bill except for the definition of "gambling device" which he maintained could apply to amusement devices used by the outdoor field. Bye was given a good reception by the committee and was especially asked by Acting Chairman Lindley Beckworth (D., Tex.) to submit an amendment exempting such games.

Submits Amendment

Bye handed to the committee Friday (5) his suggested amendment defining the machines to be banned along the same line as used by the Internal Revenue Department to describe machines on which the \$100 gaming tax is to be collected. His amendment further limits the definition of "gambling device" by making it clear that the term refers only to those machines of chance operated by coin, token, or similar object.

The Bye amendment reads: "As used in this act, the term 'gambling device' means any machine or mechanical device commonly known as a slot machine or parts thereof which operates by means of insertion of a coin, token, or similar object, and which, by application of any element of chance, may deliver, or entitle the person playing or operating the machine to receive cash, premiums, merchandise, or tokens."

In his oral testimony, Thursday (4), Bye declared that none of his clients (House Committee Invites, page 80)

Grabbing Merry-Go-Round Ring Would Be Gaming Under Johnson Bill, Batt Tells House Committee

WASHINGTON, May 6.—Maintaining that the Johnson bill "innocently goes beyond the bounds" of its intention, Harry J. Batt, president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) Friday (5) urged the House Interstate and Foreign Commerce Committee to amend the bill. In voicing the NAAPPB's opposition to the bill in its present form, Batt said the amusement park industry represents nearly \$1,000,000,000 of invested capital, that it "has no ties whatsoever with the gambling element," and that operators of parks throught the country are independent owners, without holding company ownership or domination.

"The Merry-Go-Round and grabbing for the brass ring of your youth is still the keystone of good wholesome features in our parks," Batt said in a statement filed with the committee after his scheduled appearance before the group was crowded out by the questioning of other witnesses.

"Under the provisions of this proposed legislation, this catching of the ring and the receipt of value in a free ride would be a violation of a federal law," Batt pointed out.

"Do you wish to snuff out the innocent fish game which has delighted the hearts of children for generations?" Batt asked, adding "this . . . is certainly not participating in rackets and vice."

"Our amusement parks have remained a wholesome entertainment medium thru the years and are contributing by attracting the family as a group to our parks," Batt declared in urging the committee to define more carefully the term "gambling device" as used in the bill at the present time.

Suicide Circle Chartered

ALBANY, Ga., May 6. — Suicide Circle Race Track, Inc., here, has been granted a charter to promote automobile races. Incorporators were C. W. Geer Sr., C. W. Geer Jr. and Emma Hall Geer.

Wind Damages Muskego Park; \$125,000 Loss

MUSKEGO, Wis., May 6.—Damage estimated at \$125,000 was reported at Muskego Beach, owned by Charles Rose Enterprises, after high winds pushed 250 feet of the Roller Coaster over onto a new Whip and new Caterpillar ride Friday (5) afternoon. The wind was part of a storm that damaged property in several Midwestern States.

Hank Shelby, park manager, said that the spot would open May 27 as scheduled. It appeared after first inspection that all but the Roller Coaster would be in order by then.

The storm damage came while the park was in the midst of a major building program, its first in 10 years. It includes new game concession stands, outdoor restaurant, entrance and refreshment stands and remodeling of the dance hall. Rolloplane, Screwball and speedboat rides are being added. One of the new stands was damaged in the storm.

R-B Sets New Gotham Mark

Garden Pact Award Near

Million pay estimated record \$2,000,000 to view 65 performances in New York

(Continued from page 3)
1949, a circus press release put the number of show-watchers at 980,000. As usual, the higher-priced ducats were the first to go during this year's run, and temporarily added side promenade seats, going for \$6, were sold out for most of the stand. Concession grosses also were reported to be way ahead of last year's take.

Garden Pact Near

This year's record-breaking gross figure is seen as a stronger factor in the show management's favor during

Holland To Debut Auto Thrill Show

NEW YORK, May 6.—Auto racing speed king Bill Holland, who until recently operated roller rinks, will open with his own thrill show, Indianapolis Auto Daredevils, Wednesday (10) at Huntsville, Alabama. He plans a tour lasting until October 1.

Holland, winner of last year's Indianapolis Memorial Day speed classic, has announced that he will compete again this year. Emsee for the show will be Wally Kiefer, former professional skater and rink operator.

its current negotiations with Garden officials for a new contract. It was reported that both sides were in agreement on the cash involved as rent for a 33-day run of the Big One in 1951, but that there was dispute over the length of the contract. The Garden reportedly was seeking a (See Ringling Sets on page 73)

Dodds Quits Syracuse for D. C. Sesqui

Foster Heads N. Y. Annual

WASHINGTON, May 6.—Bligh A. Dodds, of Gouverneur, N. Y., was appointed executive secretary of the National Capital Sesquicentennial Commission, Wednesday (3), at a yearly salary of \$10,000, by Ben Duffy, of New York, chairman of the commission. In taking the post, Dodds resigned as a director of the New York State Fair, a position he had held since 1943.

Dodds served as secretary of the Gouverneur Fair since 1924 and is a past president of the State Association (See Dodds Quits on page 84)

Toy Makers Org Asks Redrafting Of Johnson Bill

WASHINGTON, May 6.—Toy Manufacturers of the U. S. A., Inc., is opposed to the Johnson bill's "catch-all" language contained in the definition of the term "gambling device," Dow W. Harter, attorney for the trade group, testified before the House Interstate Commerce Committee this week.

A proposed criminal statute such as the Johnson Bill "should clearly and concisely define the offense which the law is intended to make illegal," he declared. Harter complained that the definition of the devices to be banned is unclear.

There are many toys and games which are not intended for anything but amusement and yet which could be used for gambling. Toy makers, the legalist said, surely are not transporting gambling devices but if the user puts them to a gambling use, then the maker may have to get the governors of all the States to certify that they are legal.

Harter said that with a few minor modifications, the present bill could take the definition of gambling device used in the internal revenue code. Substitution of the code definition for the one in the Johnson Bill would make it certain that toys and games were not included in the proposed gambling device restrictions, Harter said.

Harter showed the group several small games, including a miniature bowling alley, and said that under the present wording of the bill, such games could be banned. Rep. Charles Wolverton (R., N. J.), commented that "I've never heard of an instance before this committee which has raised so many questions about language."

Harter's complaint about the definition was repeated many times by other witnesses on the bill.

Kittle Named Colo. Manager

PUEBLO, Colo., May 6.—W. H. (Bill) Kittle, assistant manager of the Colorado State Fair, has been named manager of the event to succeed Frank H. Means, who resigned after 14 years in the post. The appointment was effective May 1.

Kittle formerly was manager of the Arkansas Valley Fair at Rocky Ford, Colo., and had been assistant manager here since February 1. Earlier he was affiliated with several carnivals and circuses.

Close-Ups:

Auto Race Promoter Al Sweeney Started Out To Become a Jockey

By Herb Dotten

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

ALBERT JOSEPH SWEENEY is neither a worry wart nor an oldster. On the contrary, his is the happy nature of the Irish. Altho only 43, he is silver thatched, and—for the record—he has been gray-topped for about six years.

Early in life the auto race promoter learned to roll gracefully with the punches. And he has been rolling with them ever since, meanwhile getting in plenty of laughs.

Sweeney, a Chicagoan, is a veteran hand at promotions. His varied career embraced such assorted jobs as apprentice jockey, billposter, fight manager-matchmaker-promoter and press agent.

Al was still wearing his pants at half mast when he first crashed into the public eye. That was in the early '20s, when horse racing was revived in Illinois after a lapse of 20 years. Alert to the shortage of jockeys, he sallied forth to become one.



ALBERT JOSEPH SWEENEY

Jockey Days Short

He rode in six races that season at Hawthorne but didn't bring in a winner, he laughingly recalls. He wasn't daunted, however. Time and experience, he figured, would enable him to become a consistent winning jockey. In this, Al, then 15 years old, reckoned without a Pinkerton man, who spotted him aboard a train, loaded with horses, jockeys and trainers, as it prepared to pull out of Illinois on the first lap to Oriental Park, Havana. Al was under age, the Pinkerton man quickly perceived, and he was put off the train.

Another youngster might well have been broken-hearted. But not Al. Three years later he bobbed up in Chicago in his first fling as a promoter. His venture was amateur boxing, staged at Union Park Temple

and, while it didn't create another Chicago fire, it was sufficiently successful to inspire him.

This led to succession of jobs in the boxing field. He assisted the late Walter Eckersall in the promotion of Chicago's first Golden Gloves fights, became assistant matchmaker for Mique Maloy, then promoter at the Rainbow Fronton, Mills Stadium, and the Coliseum, all in Chicago, and in the early '30s aided Nate Lewis, matchmaker for the Chicago Stadium.

Hits on Midget Autos

While working with Lewis, Al became familiar with the stadium's facilities and operational set-up. He developed the idea of presenting midget auto races in the stadium and when Arthur Wirtz, now a biggie in the Cole Bros.' Circus, acquired control of the building, he sold Wirtz on the idea. The races

(See Auto Race Promoter on page 63)

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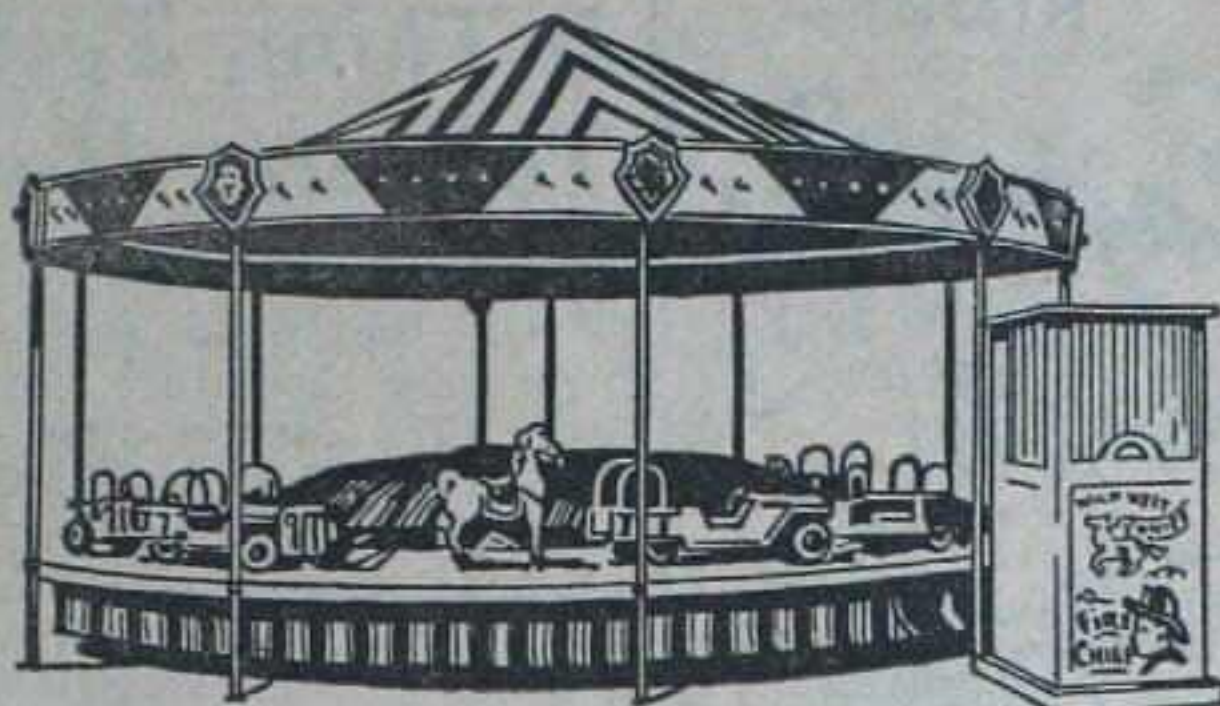
LITTLE SKIPPER

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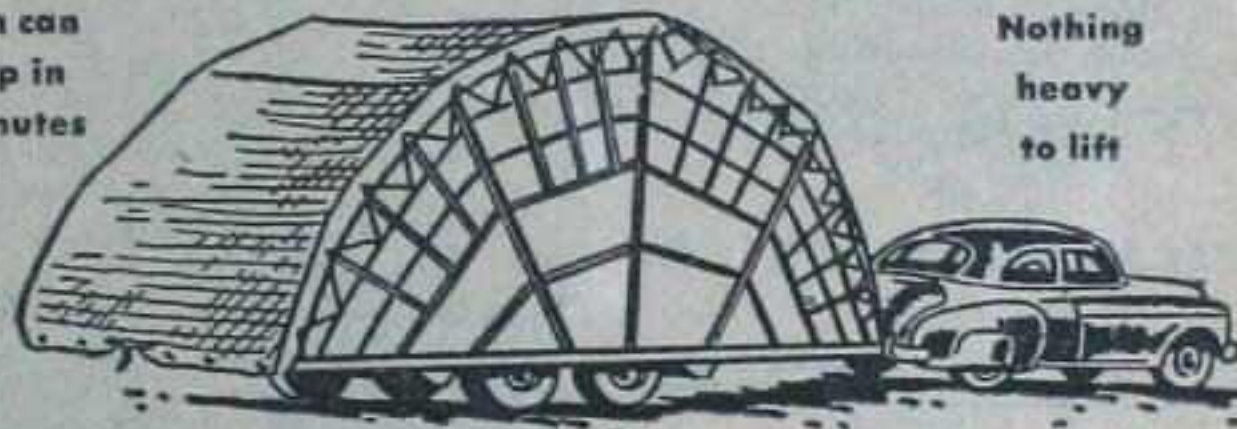
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A Study in Contrasts—

To Ben Davenport, Dailey Bros. Is Thing To Grasp Barehanded; To Harry Hammill, It's a Ledger

By Fred H. Phillips

IF ON the broad avenues of recorded literature, Jacques Coeur (The Money Man) were to team up with Gus the Great, the result would inevitably be—just as it is in real life—the Dailey Bros.' Circus. With unqualified acknowledgments to authors Thomas B. Costain and Thomas W. Duncan, we admit that on our own resources we could not have characterized half so accurately the oddly contrasted "brothers" whose combined efforts give such unpredictable vitality to the Dailey title.

To Harry Hammill—tall, elderly, deacon-like multi-millionaire of Aus-



HARRY HAMMILL

tin, Tex.—the circus is a ledger entry and a bank deposit. He is seen but little in big top or back yard. Instead he shuttles between "the car," the downtown ticket sale, the local bank and the "30 wagon."

Ben Davenport—florid, lusty and gusty at 51—sees the circus as a physical property. To him it's a glorious, wild-and-woolly, rough-and-tumble thing—a thing you have to grasp in your bare hands. When a wagon left the road on its way to the runs one night last summer, Ben left his taxi and got right into the middle of the situation, roaring and bellowing commands. Two days later, when the polar bears got unruly during their act, Ben got right into the arena with a slat which he had torn off a packing case. His costume for both these appearances, and indeed for most others, was a battered felt hat and a sport shirt, the tail flying gaily in the breeze.

That's the curious combination that kept the 25-car show on the road, and in 1949, a year of doubtful grace, made it pay off on a tour that totaled some 20,000 railroad miles. After an opening in their winter-quarters town, Gonzales, Tex., in early April, the Dailey-Hammill duo made for the Great Lakes States and entered Canada at Sarnia, Ont., May 31. Thereafter the show crossed the dominion not once but twice, showing both Victoria on Vancouver Island and Glace Bay, N. S., where the coal mines run far out beneath the Atlantic. In all, their Canadian tour lasted 92 days, in which they showed 70-odd Canadian stands and ran off some 10,000 Canadian railway miles. Re-entry into the United States was via Detroit and Windsor on the night of August 30. This year they're going back to Canada.

Started Out for Ministry

But, now, let's get back to the beginning.

Our odyssey begins with the birth of Benjamin C. Davenport in

Friendly, W. Va., March 13, 1899. Fond parents slated the boy for the Methodist ministry and in 1914 he left home to attend the Methodist College at Delaware, O. Afterward he stuck it out for one semester at Ohio Wesleyan University, then ran away to Peru, Ind., and took a job in the old John Robinson winter quarters at \$2 a week. When spring came he went out on the advance car, staying with it all season.

Young Ben's first investment was in "the smallest horse in the world" which he exhibited at fair and indoor circuses. Then he teamed up with Jimmy Sullivan, who was framing a carnival at Youngstown, O. Sullivan wanted a one-ring circus or the midway, so he staked Davenport to build it. Davenport then went to Chicago and bought horses and bears for the show. He was not able to pay Sullivan off, so at the end of the season the stock went back to Youngstown with the rest of the carnival.

First Circus Try Failed

In 1923 Davenport went out from Fostoria, O., on La Roy's Motorized Circus. The outfit moved on seven Ford trucks and three horse-drawn vehicles. Davenport drove one of the latter which carried monkeys and snakes. Meanwhile Jimmy Sullivan had not seemed too much concerned about the trained horses from the one-ring circus and he followed Davenport to take them out on the motorized outfit.

Early in 1924 Davenport entered an agreement with William Peters



BEN DAVENPORT

(Ketrow), of Anderson, Ind. Ketrow had had hall shows and was then desirous of framing a circus on trucks. Davenport came on with a trained horse, Sparkle, some leaping greyhounds, a dog act, one pony and some monkeys.

Man of Many Parts

Ketrow bought an elephant, Albert, from the famous William P. Hall farm at Lancaster, Pa. One week out, the elephant man left and Davenport took over the bull. Late in the season the elephant went bad and at Bell Centre, O., finally killed an elderly man who rode a horse and led the elephant in parade.

In the spring of 1925 Davenport contacted the Seils-Storling Circus at Sheboygan, Wis. Eventually he went over to that outfit with a truck carrying his assemblage of horses, dogs, monkeys and ponies. The circus then bought the elephant, Billy Sunday, from the Seils-Floto Show, and Davenport was also to handle the bull. The performance included 26 acts, of which Davenport appeared in 13. At odd times, too, he also

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For his properties and his catholicity he received \$50 per week. Nevertheless he stayed with the Seils-Sterling outfit until the end of the 1928 season.

Joined Med Show

Davenport then took his animals and went out on Princess Iola's Medicine Show in 1929. It was framed to do week stands and opened in Plano, Ill.

Princess Iola's husband shot himself while the med show was in a small town just outside Dayton, O. After the funeral the Princess wired Davenport, then at Medina, O., to line up halls for winter dates and to try to hold the show together.

Princess Iola later became Mrs. Ben Davenport.

The couple took out the med show again in 1931 and went broke at Sugar Creek, O., mostly because the Menonites of the district did not take kindly to itinerant amusements and patent medicine.

At that time Norma Davenport was an infant and for a time Mrs. Davenport took up residence in Quincy, Ill.

Off to Pacific N. W.

Meanwhile Ben in Springfield, O., kept an eye on the ads in *The Billboard*. Finally he saw one by Milton Holland, dated from Coeur d'Alene, Idaho. The two joined forces and framed an indoor circus to play Elks' Club auspices in the Pacific Northwest. Davenport put on about half the show single-handed. They stayed out 26 weeks finally closing at Corvallis Ore. There were still two weeks to go until the show closed in Dola, O. The elephant was quartered in a barn in Dola and died there.

Later Davenport went back into med shows, opening a unit in Battleground, Wash. It played halls for five and six-day stands. As Ben describes it: "I spent the next two years rasslin' a bear, fightin' a lion an' sellin' medicine." At the end of this time his trucks were worn out and he got a couple of old Chevrolets as replacements.

On these he loaded a small outfit labeled Davenport's Society Circus and started playing one-day stands. They had no tent, but just a sidewall. They hired people to clown and do aerial acts but, aside from that, Davenport put on most of the show himself. Mrs. D on an air calliope constituted the band.

Acquires Nemo

In 1940 Honest Bill Newton was living in Texarkana, Ark. At that time he had the elephant, Nemo, which had come into his possession indirectly from the Robbins Bros.' Circus which Jess Adkins and Zack Terrell had operated during the season of 1938. Nemo comes into the story as the first elephant to be owned by Davenport. Newton at that time also had a second elephant, Rosie; two camels and a menage horse, and Davenport finally bought the whole assortment. About the same time he also bought a third elephant in Pensacola, Fla.

He then took his worldly goods and animals to Yokum, Tex., and there in the early part of 1941 the Dailey Bros.' Circus came into being. It went West on trucks and came back to the Lone Star State to winter at La Grange.

Next year the show was enlarged to 18 trucks. It went west again and enjoyed its first \$5,000 day at Durango, Colo. Davenport then arranged to buy the Adele Nelson elephants and at the end of the season came back to quarters in Texas.

About this time he bought in the Five Weir Elephants from Oceanside, N. Y., and had them shipped to New Boston, Tex. In 1943 the Dailey Bros.' Circus stayed out until December 15. By that time its trucks were worn out and wartime restrictions made it impossible to get replacements.

Shifted to Rails in '44

At that time the properties of the once great Rubin & Cherry Shows were being sold piecemeal in Caruthersville, Mo. Davenport went

there and bought his first 10 railroad cars—six flats, two stocks and two Pullmans. But he got back to Texas with only nine. "On the way down," he explains with a laugh, "some bum made a fire in one of the Pullmans and burned it up."

Anyway the Dailey Bros.' Circus went out as a 10-car show in 1944. For the two seasons of 1945 and 1946 it had 15 cars. In 1947 it went to 20 cars. Since then it has been a 25-car show. In this period of rapid growth Davenport also imported 18 small elephants direct from India and at one time the herd numbered 25 in all.

Illness dogged the Davenports in 1948. Typhoid fever kept Ben off the show for a good part of the season. He was in several hospitals, finally going to the Mayo Clinic in Rochester, Minn. He returned to the show a sick man. Mrs. Davenport was a victim of failing health the same year. From its founding in 1941 the man-and-wife team had been equal partners in the Dailey Bros.' Circus—but in 1948 she sold her half of the show to Harry Hammill.

Hammill Reared in Canada

Here it becomes necessary for a second flashback, this time to trace the early history of the second of the "Dailey brothers." Harry Hammill was born in Guelph, Ont., in 1894. Himself the child of an invalid mother, Hammill's early youth was largely influenced by three maiden sisters of the Pickering family, who lived near his home.

In 1909 young Harry ran away. He didn't stop running until he landed on the Pay Streak, which was the midway of the Alaska-Yukon Exposition, then running in Seattle, Wash.

Once there he became enamored of a captive balloon which was operated by one Goldstein. The balloon was raised and lowered by a drum and cable which was turned by a gas engine. Hammill did get a job selling tickets on the balloon ride at \$6 a week.

Becomes Balloon Engineer

His real ambition, tho, was to be the engineer, because the engineer wore a cap and was a big shot in general. One day the engineer quit and Hammill got his chance, also a raise to \$6.50 a week. The balloon ride operated at \$1 per person and the car beneath the gas bag held six. Hammill soon noticed that the ticket sellers were knocking down a bit of extra change by selling romantically inclined couples some extra time aloft.

Came a foggy night and when a certain foursome entered the car young engineer Hammill was instructed that they were to get 30 minutes. This, he decided, would be a good time to get a cup of coffee. When he returned the engine would not start. Consequently the balloon would not come down.

Hammill ran along the Streak to see the engineer on one of the other rides, with whom he was friendly. (See To Ben Davenport on page 72)

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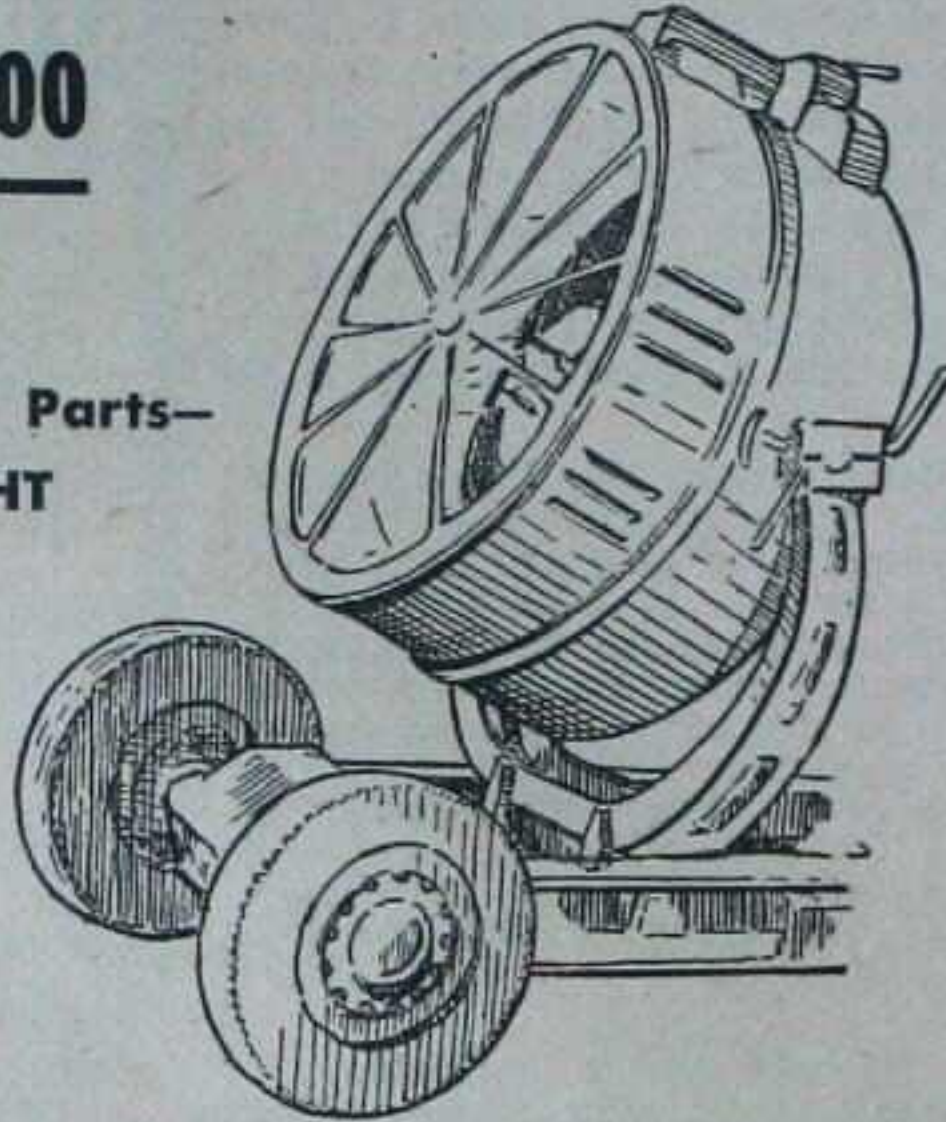
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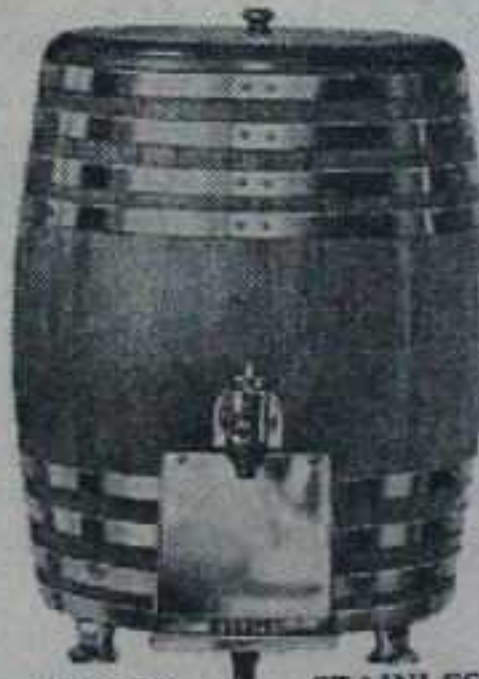
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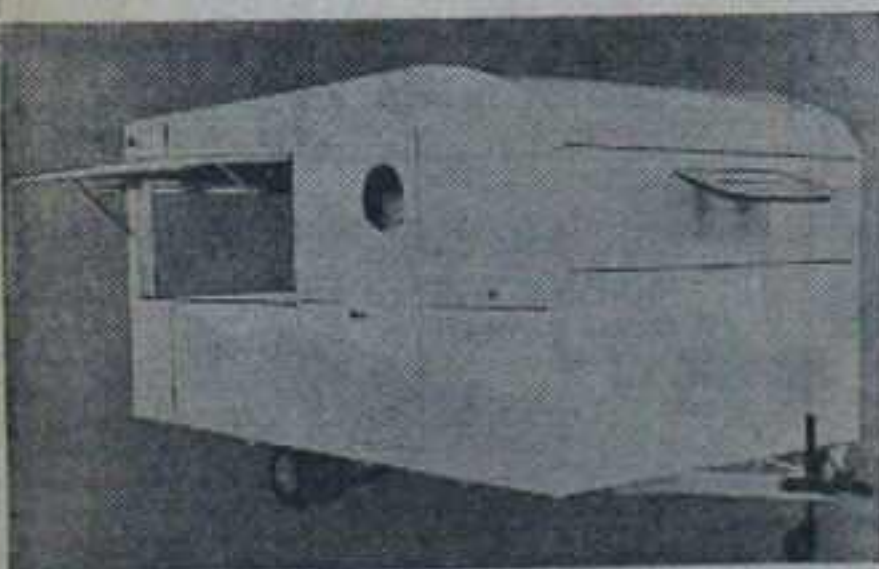
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CORRECTION! Due to an error, the wrong photograph was used in the May 6 issue. This is the correct one



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DALLAS 2, TEXAS

Hopalong Cassidy Items Shove Cole Concession Sales to Record

By Tom Parkinson

CHICAGO, May 6. — Concession sales, with Hopalong Cassidy's part making them a phenomenal factor in business of Cole Bros.' Circus here, are breaking all house records at the Stadium, where show closes tomorrow (7). Mickey Grouzard, Jacobs Bros.' Concessions local chief, said it has exceeded anything he has seen in 17 years at the Stadium.

Concession men, circus execs and suppliers are elated with the grosses. They had looked for a per capita spending increase of about a dime. Final figures will put that increase at a thumping 15 to 20 cents.

Glowing in the concession picture here is the sale of novelty items, which Grouzard stated is running five times higher than any previous circus total. Of that increase, 75 per cent is attributed directly to Hopalong Cassidy.

Dozen Hoppy Items

Circus concessionaires now handle more than a dozen licensed Hopalong items. The number changes frequently as new novelties are added and others are either sold out or discontinued.

It was largely Hopalong items which made necessary a regular schedule for two deliveries daily of novelty stock. One piece, a Hopalong horse and rider toy, was believed to be priced too high for circus-goers. \$1.50, but Grouzard tried two gross and they were sold out in 20 minutes. Now they're a regular item.

Pennants Go Best

Selling best was a Hopalong pennant. Official figures weren't available but others indicated that 20,000 persons had plunked out a half dollar each for banners.

Other items carrying the magic Hopalong name, and consequently an extra sales push, include three types of badges, a gun, suspenders, belt set, balloon, toss-up novelty, lariat, neckties and candy bars. Some were obtained late because of delivery tie-ups that were overcome only by Cassidy's own staff. Whips, which Grouzard said always have been good, are one of the top-selling non-Hopalong items.

Illustrating the Hopalong power and problems are novelty hats. Hopalong-licensed hats are available but would have to be priced too high at the circus. So the show stocked another black cowboy model that sells for \$1. It doesn't bear Cassidy's name and lacks some details of the licensed item. Kids noticed the difference in some cases and balked. But never-

theless an unofficial estimate placed hat sales at 15,000.

Grouzard said that other types of concessions are going great guns too. Helping was a reduction in price for some soft drinks and use of a new tank dispenser. Formerly hustlers could carry 24 bottles. The new tank, which is carried on the back and is easier to handle, has a capacity of 60 drinks, which are served in paper cups.

Sales of program booklets will exceed 100,000 by tomorrow night, Grouzard estimated. On previous Stadium circuses, he said, programs have sold at a rate of about one to every 10 people. This time the ratio is one to three and Hopalong's picture on the cover gets the credit. Three announcements about a program story under Hopalong's by-line also aids.

Bob Stabler, Cassidy's manager, (See Hoppy Items Hike on page 73)

3000 BINGO

No 1 Cards, heavy white, black back, 5 1/4 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers Tally Card. 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000. @ \$5 per 100. Fibre Calling Numbers. 75c. Wood Calling Numbers \$1; Printed Tally Card. 15c. Colored Heavy Cards \$3 same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS No 1 size 5 1/4 x 14 1/4 10¢ each

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards. Tally card, calling markers, \$3.50

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Midweight Cards, 5 1/4 x 7 1/4; White, Green, Red Salmon, Yellow Per 100 2.00
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Talent Topics

Pete Hox, blind whip man, infom from Waco, Tex., that his step-daughter and son have joined him and are doing an Indian war dance. Two full-blooded Indians have joined the act. . . . Miss Luxem, swappole, will open outdoors May 28 at Grand Rapids, Mich. . . . Milo, high act makes his season's bow May 18 at Sunny-side Park, Toronto. . . . Los Aeros, will play under Knights of Columbus auspices at Chicago May 26.

Julie Allen, who is recovering from tropical fever at her Brookline, Mass., home after a tour with her lion act with Circo Americana, South American unit, was featured in The Boston Traveler May 1. Story, written by Barbara York, told how the 23-year-old lion trainer worked her way up from Benson's Wild Animal Farm, Nashua, N. H., where she first tended the menagerie. She later worked with Capt. Roman Proske, Mable Stark and with Cole Bros.' Circus,

where she was badly clawed. She plans to build a new act with her own lions and hopes to appear in Europe.

The Aerial Snyders have been signed as the free attraction at Idle Hour Park, Phenix City, Ala., for a week's stand ending May 13. . . . Joe Beach, of Springfield, Mass., recently visited the Bunnell Sisters, Crawford and Laine, Lott and Anders Jack Mann, Dodson and company, Cathalas Trio, Bud and Cece Robinson, the Howard Fuller Trio and the Wilfred Mae Trio at the Court Theater. At the Holyoke, Mass., Valley Arena, Beach also visited Russ Mack and Owen; Downey and Daye Roger Ray and the St. Leon Troupe. Joe and Shirley and Wally Beach

were dinner guests of the Wilfred Mae Trio.

Jack Earle, former Ringling-Barnum giant, in Baltimore as representative of a West Coast wine firm, was subject of a story in The Baltimore Sun recently.

The Aerial Kesters (Jack and Jill) visited Cole Bros.' Circus in Chicago and renewed acquaintances with Kenneth Waite, with whom they trouped 29 years ago, and Cora and Larry Davis. . . . Gilbert Tracy, of Tracy Midget Ranch, celebrated his birthday with a party in Canton, O., recently. . . . George A. Bodo, of the Bouncing Bodos, left St. Petersburg, Fla., Thursday (4) and will day and date Rogers Bros.' Shows en route to Springfield, Mass., where the act begins its outdoor season May 25 for the Hamid office. While en route they will visit Joe Karsten, magician.

Out in the Open

Gilbert's Plaster Shop is in operation in temporary quarters in Florence, Ala., following a fire which did an estimated \$5,000 damage to the firm's plant April 29. Fire is believed to have started after the firm's building was struck by lightning but firemen were able to salvage the main part of the building and its contents. Firm officials said that the damage is partially covered by insurance.

Harry Reichman, president of Homix Products, Inc., makers of Toto custard freezing mix, left Monday (15) for Baltimore where he will supervise the Toto mix operation for the Ringling-Barnum circus during the show's stand there. . . . A brood mare owned by Frank Conklin, Canadian outdoor show business operator, recently was given a play in a Montreal newspaper, The Standard. The horse, Sweetbroom, once a top money winner, had several pix showing her present status as a producer of future champions.

Joe Hughes, field representative for the George A. Hamid & Son Talent Agency, attended the \$100-a-plate Republican dinner held in New York's Waldorf Astoria Hotel Wednesday night (3). . . . Art Lewis, former railroad show op, was in New York last week to confer with Frank Miller, Ringling show concession operator, his partner in a new 150-room-Miami Beach hotel now under construction. According to Lewis who will manage the enterprise, the new unit will be plush, featuring a pool and cabanas.

"Bulleroo," the arena show produced by Adrian Awan and Dick

Washburne, has been sold to the Pomona (Calif.) Junior Chamber of Commerce and will appear at the Los Angeles Fairgrounds May 30. Show features four authentic but bloodless bullfights, 16 rodeo acts and a pageant.

Sally Rand joined the Cavalcade of Amusements at Montgomery, Ala., Tuesday night (2). A mired lot so deep in mud that some patrons took off their shoes and walked barefooted failed to dim the enthusiasm of the customers. Her unit played to near-capacity on her first night with Al Wagner's org. Sally, incidentally, is carrying her own press agent, Jimmy Cole.

Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, and J. C. McCaffery, of the Amusement Corporation of America (Imperial Shows) and general agent of the Hennies Bros.' Shows, both left their Chicago headquarters for Washington in connection with the Johnson Bill.

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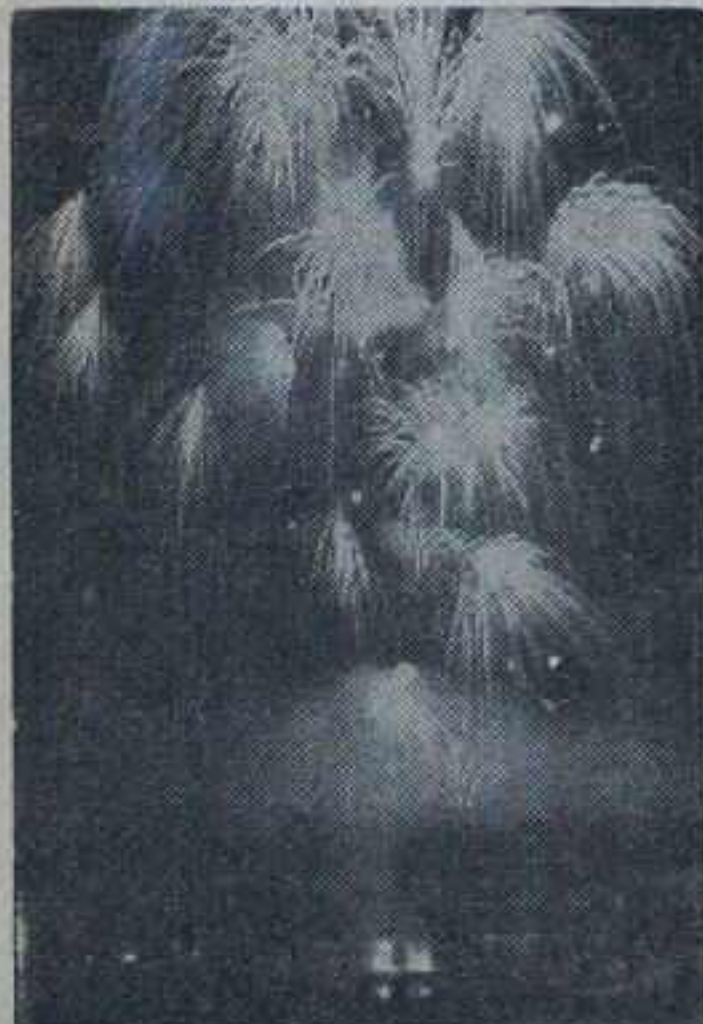
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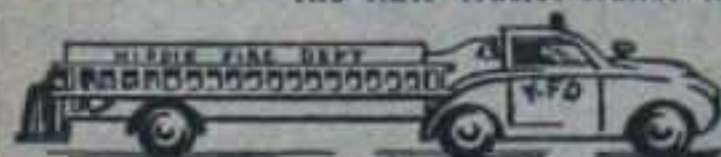
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OVERLAND AMUSEMENTS

Lexington, Mass.

Kelly-Miller Draws Full One at Purcell

PURCELL, Okla., May 6.—Al G. Kelly-Miller Bros.' Circus reaped a full house at night here Thursday (4). Matinee was a three-quarter house. Weather was okay except for high winds.

Lot at Garland, Tex. (30), was switched after it was found the original site was muddy. Change delayed the show for the matinee-only stop but a three-quarter house was on hand.

Mary Gallagher Clark, member of the Gallagher Troupe, was injured in a trampoline act at Purcell and will be out for about a week.

Biz Spotty for Capell Show

YUMA, Colo., May 6.—H. N. (Doc) Capell, owner of Capell Bros.' Circus, said here Thursday (4) that business for the show so far has been spotty and that all blame could be laid to poor weather. The show is heading for Wyoming, he said.

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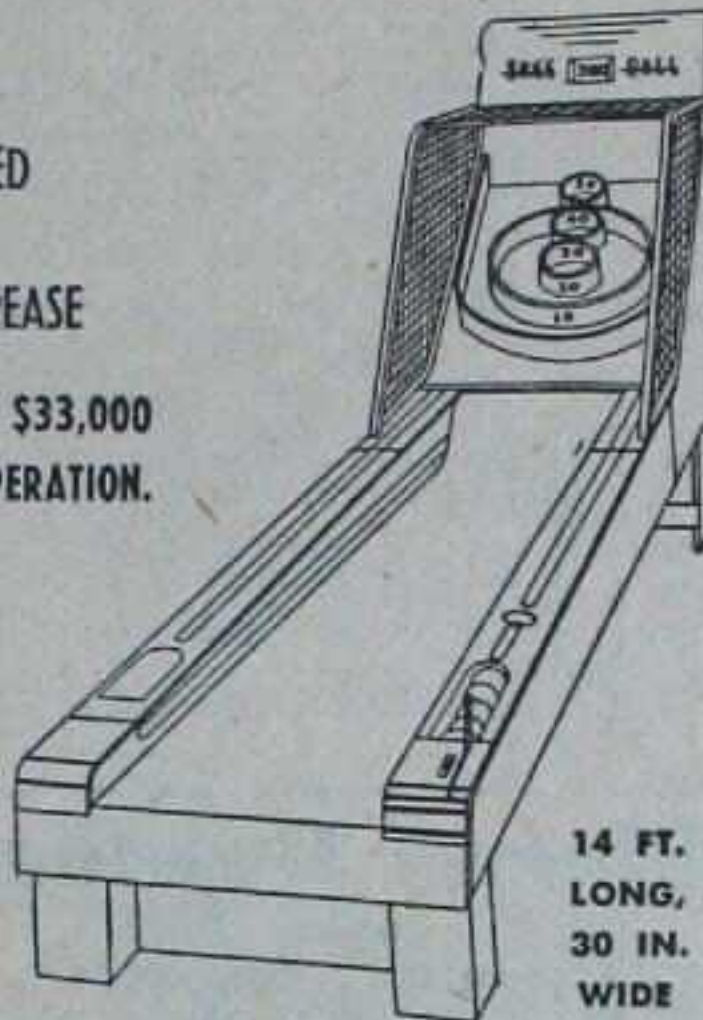
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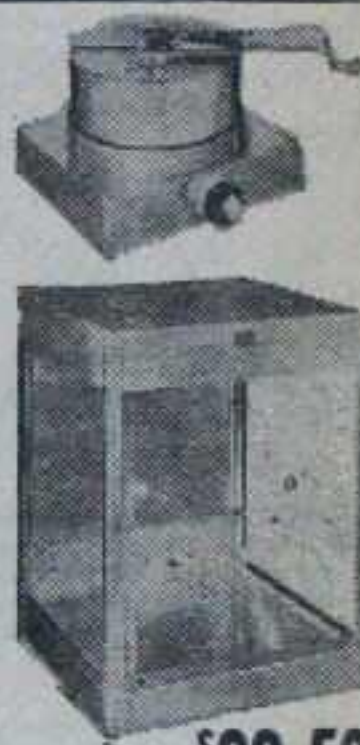
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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Dumas, Tex.
American Beauty: Columbia, Mo.; Boonville 15-20.
American Eagle: Ripley, Tenn.; Alamo 15-20.
American Midway: Sweetwater, Tex.
Badger State: Albert Lea, Minn.
Baker United: Columbia City, Ind.; Huntington 15-20.
B. & C. Expo.: Geneva, N. Y.
B. & D.: Landisville, N. J.
Beam's Attrs.: Somerset, Pa.; Frostburg, Md., 15-20.
Becht, Lee: (Chase & Virginia) Cincinnati, O.
Bee's Old Reliable: Cumberland, Ky.
Belle City: (N. 1st St. & E. Capitol Drive) Milwaukee, Wis., 8-15.
Bernard & Barry: Hamilton, Ont., Can.; Sault Ste. Marie 15-20.
Big Bend: Rocksprings, Tex.; Alvarado 15-20.
Big Four Am.: Gillespie, Ill.; Chatsworth 15-20.
Big State: Goldsmith, Tex.; Jal. N. M., 15-20.
Bill, Karl W.: Geneseo, N. Y.; Dansville 15-20.
Blue Grass: Vincennes, Ind.
Bogle, F. C.: Mountain Grove, Mo.
Bohn & Sons: Shamrock, Tex.
Boone Valley: Perry, Ia.
Borderland: McCamey, Tex.
Brodbeck & Schrader: McPherson, Tex.
Buck, O. C.: Ogdensburg, N. Y.
Burdick Greater: McGregor, Tex.
Burke, Harry: Amite, La.

(See Carnival Routes on page 84)

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Monterey, Calif., 9; Santa Cruz 10; San Jose 11; Palo Alto 12; San Mateo 13; South San Francisco 14.
Biller Bros.: Gallipolis, O., 9; Parkersburg, W. Va., 10; Weston 11; Fairmont 12; Morgantown 13; Greensburg, Pa., 15; Conneville 16; Pittsburgh 17-20.
Capell Bros.: Windsor, Colo., 9; Ft. Collins 10; Wheatland, Wyo., 11; Douglas 12; Edgerton 13.
Cole Bros.: (Olympia) Detroit, Mich., 10-20.
Cole & Walters: Elwood, Neb., 9; Cosad 10; Gothenburg 11; Callaway 12; Arnold 13; Dunning 14; Broken Bow 15; Loup City 16; Ord 17; Burwell 18.

Dailey Bros.: Chillicothe, Mo., 9; Quincy, Ill., 19; Keokuk, Ia., 11; Burlington 12; Galesburg, Ill., 13; Canton 14; East Peoria 15; Joliet 16; Gary, Ind., 17; Kalamazoo, Mich., 18; Battle Creek 19; Flint 20.
Davies, Ayers & Kathryn: Rockdale, Ill., 9; Totone 10; Kouts, Ind., 11.
Davenport, Orrin: Winnipeg, Man., Can., 8-13; Calgary, Alta., 15-20.
Galveston Community: Paris, Tex., 12.
Hagen Bros.: Pekin, Ill., 9; Galesburg 10; Princeton 11; Pontiac 12; Streater 13; Homewood 17.
Hamid-Morton: (Forum) Montreal, Que., Can., 13-20.
Horne Bros.: Waverly, Tenn., 10; Erie 11; Dover 12; Big Sandy 13; McKenzie 15; Dresden 16; Wingo, Ky., 17; Benton 18; Smithland 19; Clay 20.
Kelly, Al G., & Miller Bros.: Arkansas City, Kan., 9; Augusta 10; Eureka 11; Burlington 12; Garnett 13; Paola 14.
Kelly & Morris: Logansport, Ind., 10; Rensselaer 11; Monticello 12; Kokomo 13; Hartford City 15; Portland 16; Paulding, O., 18.
King Bros.: Oil City, Pa., 9; Meadville 10; Alliance, O., 11; Ashland 12; Findlay 13; Defiance 14; Warsaw, Ind., 15; E. Chicago 16; Aurora, Ill., 17; Freeport 18; Dubuque, Ia., 19; Decorah 20; Rochester, Minn., 21.
Mills Bros.: McKeesport, Pa., 9; Beaver Falls 10; Niles, O., 11; Akron 12; Canton 13; Lorain 15; Parma 16; Berea 17; Bellvue 18; Fremont 19; Lima 20.
Polack Bros. (Eastern): Corpus Christi, Tex., 10-13.
Polack Bros. (Western): Oakland, Calif., 8-14; Fresno 16-22.
Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston, Mass., 8-14; Baltimore, Md., 16-17; Washington, D. C., 18-21.
Rogers Bros.: Milledgeville, Ga., 11.
Seal Bros.: Moses Lake, Wash., 9; Ephrata 10; Coulee City 11; Wilbur 12; Davenport 13; Colfax 16.
Ward Bros.: Midland, Tex., 15-16; Hobbs, N. M., 17-18.
West Bros.: Guthrie Center, Ia., 9; Atlantic 10; Red Oak 11; Valisca 12; Clarinda 13.

Misc. Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Ice Capades (Pan-Pacific Auditorium) Los Angeles, Calif., thru May 28.
Ice Follies (Civic Ice Arena) Seattle, Wash., 11-21.
Miller's, Irvin C., Brown-Skin Models (Texas) Odessa, Tex., 10-13; (Texas) San Angelo 15; (Club Matinee) Houston 16-17.
Pan-American Animal Exhibit: Monticello, Ky., 10-11; Russell Springs 12-14; Yosemite 15-16; Lancaster 17-18; Richmond 19-21.
Slout Players: Lainsburg, Mich., 10-13; St. Louis 15-20.

King Chalks Big Business On Ohio Trek; Pulls Frequent Full Top

CAMBRIDGE, O., May 6.—Oh business for King Bros.' Circus continued at high pitch this week with full houses scored at three spots. Night show here (4) was full as matinee was three-quarters. Athens (2) it was reversed with full one coming for matinee at three-quarters at night. Business the same at Lancaster (1).

Last week Middletown (29) came thru with two straw houses despite cool weather. Hillsboro (28) was off, with a one-third matinee and one half night crowd. Schools had been dismissed for the afternoon show. Maysville (27) gave with a matinee that was nearly full but only a half house at night.

SAPULPA, Okla., May 6.—Show business marked the appearance here Saturday (29) of Dailey Bros.' Circus. Both shows drew half house.

Matinee at Oklahoma City the day before was started late and pulled half of capacity. The night show there had about a three-quarter house. Lawton, Okla. (26), was good for both performances.

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CINCINNATI 2, OHIO

Auto Race Promoter Al Sweeney Started Out To Become a Jockey

(Continued from page 55)
 were a success financially but the clay couldn't withstand the pounding of the cars, nor could the building's fans blow out the fumes given off by the cars, which then were powered by outboard motors.

The financial success of the venture caused Al to shift outdoors with midget auto races. In association with two other Chicagoans, he staged midget races at Sparta Stadium on the outskirts of Chicago. Into the program he injected much showmanship. On opening night, he featured a "millionaire dollar pit crew" consisting of three baseball greats of the time—Pepper Martin and Dizzy and Paul Dean. He even induced Martin to participate in a special match race against a gal driver, Marge Russo.

The late Alec Sloan, then the Midwest's leading auto race promoter, was in the stands on opening night and was much impressed. So much so that he told Al to look him up anytime Al wanted a job.

Joins Alec Sloan

In July of 1934, the following year, Al did that, telling Alec he wanted to learn the auto race promotion business from the ground up. Alec took him on, starting him as a billposter and then teaching him how to prepare a dirt track for auto racing. Only a few months later Alec was stricken ill at Windom, Minn., and Al, who up to that point had never flagged a race, became starter, announcer and promoter, all in one, for the race meet there. He carried the job off well, and became a permanent member of the Sloan staff.

Al remained with the Sloan organization until 1937, when Alec died, and then continued with John Sloan, Alec's son, who took over the business at his dad's death. In 1940, he and Gaylord White, another ex-Sloan staffer, struck out for themselves as promoters of big car races. The combination operated thru the early part of 1942, when the war-time ban on auto racing called a halt.

Al and his partner, who operate as

National Speedways, Inc., entered the armed service, with Al serving 27 months ending in mid-September, 1945. At war's end, Al, still in uniform and awaiting his discharge, which came two days later, handled the flags for the first postwar race he and White staged.

Head Strong Org

Since the initial postwar event, Al and partner have developed a strong organization and a heavy schedule, consisting of the majority of major Midwest county and State fairs.

Sandwiched in now, as has been the case for a number of years, Al busies himself as a press agent. Since 1943, excepting the years he was in the army, he has handled publicity for the annual Chicago Shrine stand of the Polack Bros.' Circus, and has done an outstanding job for the show.

Prior to 1943, he spent his winters variously, once touring with tennis players Elsworth Vine, Don Budge, Alice Marble and Mary Hardwicke. Some years he worked as assistant to the late Charlie Hall, general manager of the Chicago Stadium, and in still others he handled prize fighters, and one winter handled press for a six-day bicycle race.

Puts Over War Show

Probably his outstanding press campaign was that in 1942 for the mammoth Army War Show, directed by Frank Duffield, of fireworks note. Al handled the build-up for the show's Chicago engagement and the campaign was rated as one of, if not the strongest, ever put on for any spectacle in Chicago.

Once in the army, Al was kept in public relations for the duration. During his service, he dreamed up and assisted in executing two miniature war shows at Fort Bliss, El Paso, Tex.

During his 12 years in and around fight promotions, he did about everything that goes with that business. At one time he represented as many as 60 fighters as manager-booker. He went in advance of Jack Dempsey on what was billed as the latter's comeback tour. It was Al's job to dig up opponents for Dempsey's four-round exhibition bouts.

Of the many fighters he represented, his best known was Prince Saunders, Negro featherweight. Saunders appeared in the semi-final on many cards with Billy Petrolle, then the world's champion lightweight, who was managed by Jack Hurley. Al on not a few occasions trained Petrolle for Hurley.

Beef Trust Carnival

At the depression's low point, the fight game was hard hit. But Al and fellow fight managers, wondering what to do about the low state of affairs, dreamed up an idea for a Beef Trust Carnival. It actually was a heavyweight tournament, with a total of 32 fighters participating. Each bout was limited to three rounds. Al was assigned to dig up 16 heavyweights in Chicago for the event staged in Detroit. This he did. Then, to save expense, he chartered a bus for his assorted heavyweights.

Detroit newspapers, amused by the idea of the Beef Trust Carnival, went for it in a big way. They calculated, Al recalls, that their depression-weary readers needed some laughs. They gave it to them in their advance stories.

Typically, the picture showing Al and his 16 heavyweights alighting from a bus in Detroit was captioned "Sweeney and his two tons of beef" and writers speculated on what it cost to keep the heavies in groceries.

There were many laughs in the advance publicity and there were even more in the actual show. What's more, it was a financial success in a year when promotional successes were few and far between. Al made a modest chunk for his end, and, characteristically, had plenty of laughs. He's still having them.

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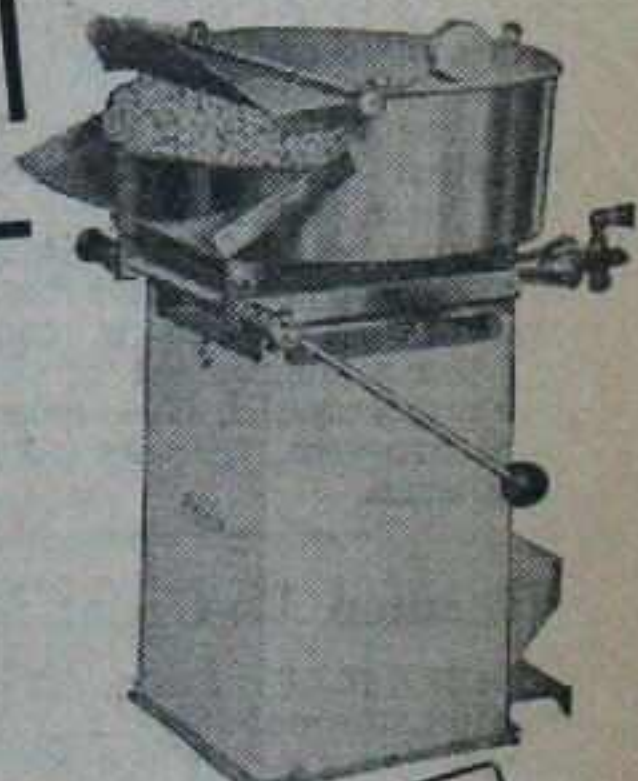
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51 New York Annuals Set Postwar Top

DuMond Predicts Big Year

ALBANY, N. Y., May 6.—Fifty-one fairs—two more than last year—are scheduled for New York State in 1950. Included in the listing compiled by the State Department of Agriculture and Markets are the State Fair at Syracuse, September 2-9, and the American Institute of the City of New York, September 15-October 1.

The two annuals which plan to operate in 1950, altho they had no show in 1949, are the New York City event and the Ontario County Fair at Canandaigua, August 1-4. Both operated in 1948 so they are eligible for State aid not to exceed \$10,000.

All but one of the 51 fairs on the 1950 program features a night show. Single exception is Avon where the Genesee Valley Breeders' Association will stage its annual September 1-2, daytime only.

Commenting on the fact that this is the largest number of fairs scheduled in New York since before the war, C. Chester DuMond, State Agriculture Commissioner, said "all fair officials are optimistic over the signs of renewed interest in their shows. They believe it's going to be a great year for fairs."

The season will get under way July 23 when the Tioga County Fair opens at Owego. The Oswego County Fair at Sandy Creek opens only two days later. Up-State the last fair scheduled is at Dundee, September 19-22. Most fairs prefer August dates, according to the list compiled by the Department of Agriculture and Markets.

Pulaski Plans New Site; Midway Pact To Silver Slipper

PULASKI, Tenn., May 6.—Plans for the presentation of a reorganized fair took a healthy step forward this week, with the Junior Chamber of Commerce beginning negotiations for the purchase of a new site for an annual which it will sponsor. Since the death of the late George Buchnau, former owner-operator of the local fair, the establishment of a county fair has been given consideration by a number of civic groups.

Dates of this year's fair will be October 2-7 and the old fairgrounds will be leased from the Buchnau estate. The annual's name is to be changed to Maury County Fair and Exposition instead of the Mid-South Fair, the tag it bore under Buchnau's operation. Erection of the grandstand and buildings on the new site is slated to get under way this summer and is expected to be completed for next year's fair.

Silver Slipper Shows have been awarded the midway contract for this year, with the grandstand attractions being furnished by the E. R. Braly Enterprises. The Junior Chamber of Commerce is incorporating its management of the fair and has appointed B. H. Hardwick, president pro-tem, with Jacob Shapiro as treasurer.

Kinsmen Co-Op at Melville

MELVILLE, Sask., May 6.—The annual summer fair here will be sponsored this year by the Melville Agricultural Society in co-operation with the Kinsmen Club. Annual will include a midway and two-day harness racing card. Track is being repaired and a long-range renovation program will be started on the grounds.

Annuals Set Plans:

Peoria, Ill., Seeks Added 100G; To Auction Donated Articles

EXPOSITION GARDENS, Peoria, Ill., home of the Heart of Illinois Exposition, will build a new \$100,000 youth and agriculture building with funds to be raised June 10 by a huge auction of donated articles from nine counties served by the plant. L. R. Huckstead, executive secretary, announced. The fund drive, "Operation Auction" is well under way.

Donated articles to be sold include farm products, farm machinery, livestock, grain, feed, produce, home furnishings, farm tools and equipment, canned foods, fly nets and duck eggs. The new building, a one-story 120 by 180-foot structure, will be used for shows, sales meetings, demonstrations, auctions, schools and all farm and youth programs.

Carnival attractions at this year's Lehighton (Pa.) Fair will be spotted on a newly black-topped midway, Frank R. Diehl, secretary, advises. Auto races will be a new Saturday afternoon attraction at this year's annual.

Gladwin County Fair, Gladwin City, Mich., will attempt to beat the weather this year by moving its dates from early September to August 9-12, Earl Colbeck, secretary, announced.

The publicity budget of Tennessee Valley Agricultural and Industrial Fair, Knoxville, has been upped to over 5 per cent of the annual's gross income, Pat W. Kerr, secretary-manager, infos. A tobacco-sorting contest for 4-H and FFA members is a new event.

Del Norte County Fair, Crescent City, Calif., will complete a new \$100,000 main exhibit building for its 1951 annual, Secretary Robert McClure advises. A new \$3,500 restroom building, also is expected to be completed for this year's expo.

Marshall Fair, Moundsville, W. Va., continues to plow a portion of its earnings back into plant improvements. The annual has completed its grandstand, built 10 new stables, fenced the race track and grounds and hard-surfaced the grounds, according to C. B. Allman, secretary.

North Central Texas Fair and Rodeo Association has been organized in Cleburne, Tex., to succeed the old Johnson County Fair and Rodeo. New association covers five counties, E. L. Reid, secretary, said.

Folk dancing will be one of the big features of Glenn County Fair, Orland, Calif., this year. A new concrete outdoor dance floor has been built to accommodate the hoe-downers, Jesse W. Bequette, secretary, infos.

Fowlerville (Mich.) Fair will extend its run thru Sunday this year instead of the usual Saturday night closing. A thrill show will be staged Sunday afternoon and night, Robert E. Smith, secretary, advises.

Richmond (Mich.) Agricultural Fair will abandon its horse show this year due to the expense, Scott Burke, secretary, states. A rodeo and increased novelty acts will supplant the feature, he said.

Patrons of the Madison County Fair and Tennessee Valley Exhibition, Huntsville, Ala., will have music while they walk. A 50-foot steel music tower has been built from which recorded music will emanate. The tower is il-

luminated by frosted and red lights and is covered with night-blooming moonvines, Marie Dickson, secretary, advises.

All departments at Mineola (N. Y.) Fair this year will operate under canvas for the first time Charles Bochert, manager, announced. . . . Cuming County Fair, West Point, Neb., is laying plans to enlarge its grandstand and expand concessions under the stands, according to Ed M. Baumann, secretary.

Building program at Northeast Georgia Fair, Gainesville, will include a new 60 by 120-foot exhibit building and a new midway layout, Gabe G. Jarrard, secretary, advises. . . . Farmers-Merchants Fair, Salem, Ind., will have a new barn for race horses and a new concrete block display hall, Secretary Raymond R. Tash, infos.

A long line of firsts will be scored by Central Wisconsin State Fair, Marshfield, this year. The regular grandstand show will be supplanted by Voorhees-Fleckles "Ice Varieties of 1950"; William T. Collins Shows will move onto the midway for the first time and women-driven stock car races are skedded, W. A. Uthmeier, secretary, announced. Annual will brighten its grounds with new lights on the grandstand and parking areas.

Marion, O., County Fair will make good use of its new 5,000-seat coliseum this year in celebrating its 100th anniversary, H. A. Mayers, secretary, advises. Featured attraction under the new roof will be a local talent revue.

Parking facilities at Columbia County Fair and Livestock Show, Magnolia, Ark., will be doubled for this year's fete, W. E. Williamson, secretary, announced. . . . Vigo County Fair, Terre Haute, Ind., will have a new permanent grandstand by fair time, August 22-27, E. J. Acree, secretary, infos.

California Comm. Hits at City, County Levy on Concessions

SACRAMENTO, May 6.—Tendency of cities and counties to levy fees on concessionaires playing county and district fairs was protested by the Assembly Interim Committee on Fairs and Expositions at a meeting held here.

A resolution was adopted protesting the move of the League of California Cities and the County Supervisors Association of California asking that such assessments be made.

One fair manager told the committee that his city was taxing the carnival \$100 a day on top of the fee paid the fair. Another reported that the county has assessed the show at his annual \$300.

Assemblyman John W. Evans, of Los Angeles County, told the group that he was not too happy about the action of the municipalities to collect assessments from traveling shows at fairs.

"The cities and counties are coming up here and getting handouts from the Legislature. Now they are getting money from small fairs, too," Evans declared.

ROSEVILLE, Calif., May 6.—Square dancing will be featured at the annual Placer County Fair here, starting August 10, and more than 150 clubs from surrounding area will be invited. Nic Huddleston, secretary-manager, announced. Annual runs four days.

Hope Deal Off; Indianapolis Aims for Name

To Spend 600G on Plant

INDIANAPOLIS, May 6.—Indian State Fair here was shopping for big name attraction this week as the result of the cancellation of Bob Hope as the top coliseum attraction this year, Carl Tyner secretary-manager, announced.

Contract for Hope's appearance here, along with 11 other performers, was merely a verbal pact, Tyner revealed, and the comedian had never been signed officially. Hope was skedded to headline a two-hour show for three nights and one matinee performance.

Annual's coliseum shows the past two years have proved to be among the fair's top money winners. Last year Spike Jones and Wayne King split the big building's program, while Olsen and Johnson drew big business in 1948.

Tyner said the fair has launched a building program for this year's annual which will cost an estimated \$600,000.

PNE's Buildings Cost \$1,000,000; Change Aud Plans

VANCOUVER, B. C. May 6.—Pacific National Exhibition (PNE) this year will construct a new British Columbia building and manufacturers' building on its grounds here, but will sidetrack plans for a 15,000 seat coliseum, Tom Ingledow, chairman of the PNE development committee, announced. Proposed buildings will cost an estimated \$1,000,000.

The new structures, to be completed for the 1951 expo, will relieve the fair's space shortage which this year made it necessary to refuse a contract for 35,000 to 70,000 square feet of exhibit space.

Proposed coliseum will be postponed until financial arrangements can be made with the city, provincial and federal governments.

PNE's opening day parade will feature 12-foot model clowns, ducks and soldiers between the floats. A scale model railroad is skedded to occupy one side of the Gardens Building, while another section of the building will house the magicians of Vancouver's Magic Circle.

Mineola Planning New Entrance-Exit

MINEOLA, N. Y., May 6.—A new entrance-exit at Mineola Fairgrounds here will be in operation for the 1950 event, to be held September 12-16, as a result of negotiations completed recently between President J. Alfred Valentine and Nassau County officials.

Main road thru the fairgrounds will be extended thru the eight-acre plot of county property south of the fair location for this improvement, which is expected to relieve traffic congestion. Valentine also ordered landscaping of the previously unused portion of the 65-acre fairgrounds. New section will be needed for tent locations because the county is taking over a few acres for a new office building.

Rosetown Re-Elects Crosman

ROSETOWN, Sask., May 6.—Jim Crosman was re-elected president of Rosetown Agricultural Society with George Loken vice-president and R. L. Anderson secretary-treasurer. The society has skedded a harness horse meeting for June 21 under the Mid-West Racing Association banner.

Bartlett Sees Solid Biz for Conn. Annuals

Assn. Officers Re-Elected

HARTFORD, Conn., May 6. — Joseph C. Bartlett, president of the Association of Connecticut Fairs, painted an optimistic picture for 1950 fairs in the State for 45 executives and members of the group at their annual meeting in the Hartford Times Home Building Institute April 29.

Bartlett said that fair business in the State had increased over the years and that the 1950 season promises to be a good one because of increased advertising and promotional activity. He also pointed out that association membership is on the increase, the latest member being the Washington Fair, which is being revived this year by the Washington Lions' Club. Bartlett said that fairs, such as those in Connecticut, would attract an estimated 70,000,000 persons in this country and Canada this year.

Info Centers

Bartlett credited advances in livestock breeding and crop growing to fairs which serve as information centers. He concluded that the outstanding contribution of fairs in recent years is the development of youth thru the 4-H Club and Future Farmers of America movements. Bartlett said that the next State gathering would be held in October.

Seven-Point Plan

Milton Danziger, general manager Weymouth (Mass.) Fair, speaking on Local Co-Operation, outlined seven points for selling the fair to the community:

1. Buy supplies and equipment locally as much as possible to give your event a better standing.
2. Use local labor as much as possible.
3. Pay bills promptly, since money talks loudest in your own community.
4. Answer communications promptly. A fair official cannot advertise his event over the phone as well as he can with an informative letterhead which creates interest on the receiving end.
5. Keep an accurate tax free list for the Internal Revenue Department.
6. See that local concessionaires and suppliers get preference on your fair lot as much as possible. Be sure that no local business man is slighted in doing business with your firm.
7. Keep your fairgrounds clean all year around as a matter of community pride.

Other speakers at the meeting included Fred C. Libutzke, assistant chief of the marketing division, State Department of Farms and Markets; George McKenney, Pinkerton Detective Agency, and Emerson J. Leonard, association secretary.

Connecticut fairs already scheduled include Berlin, September 29-October 1; Brooklyn, September 14-17; Chester, August 26-27; Hamburg, August 19; Marlborough Grange, August 26; Union, September 27, and Woodstock, September 2-4.

All association officers were re-elected. They are Bartlett, North Haven, president; Paul Johnson, Bethlehem, and William Parsons, Durham, vice-presidents; Emerson J. Leonard, Wallingford, secretary, and Richard Erwin, Newington, treasurer.

Appointed to the board of directors were Hartford County, J. Everett Neeland, Hazardville; Tolland, Horace McKnight, Ellington; Litchfield, J. Francis Ryan, Terryville; Windham, Donald Williams, Woodstock; Fairfield, Bradley Swenson, Easton; New London, James Pullar, Old Lyme; New Haven, Rufus Bishop, Guilford and Middlesex, Leonard Selden, East Hampton.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 5. The complete List of Fair Dates was published in the issue dated April 8. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- ARKANSAS**
Benton—Saline Co. Fair Assn. Sept. 3-8. Milton W. Scott.
- COLORADO**
Brush—Morgan Co. Junior Fair. Aug. 16-18. George Hamilton, Fort Morgan, Colo.
Eads—Kiowa Co. Fair. Sept. 14-16. T. T. Robinson.
- FLORIDA**
Crestview—Am. Legion Harvest Fair. Oct. 2-7. H. A. King.
- GEORGIA**
Savannah—Coastal Empire Fair. Oct. 16-21. W. K. Beebe.
- IDAHO**
Burley—Cassia Co. Fair & Rodeo. Aug. 23-26. Saul H. Clark.
Orofino—Clearwater Co. Fair Assn. Sept. 22-24. Arlene N. Bruce.
- ILLINOIS**
Roseville—Warren Co. Fair. Aug. 22-25. John Felt.
- INDIANA**
Fairview—Fairview Farmers Fair. Aug. 16-19. Earl Furnish, Bennington, Ind.
La Fayette—Tippecanoe Co. 4-H Club Exhibit. Aug. 14-16. Mrs. Sarah J. Norris, Buck Creek.
- KANSAS**
Caldwell—Sumner Co. Fair Assn. Sept. 7-9. George K. Reeder.
Garnett—Anderson Co. Fair Assn. Aug. 30-Sept. 1. Fred L. Coleman.
Glasco—Cloud Co. Fair Assn. Aug. 7-9. Fred Harper.
Iola—Allen Co. Fair Assn. Aug. 28-Sept. 2. Northcott Alken.
Manhattan—Riley Co. Fair Assn. Aug. 28-30. Walter Rogers.
Wichita—Kansas National Livestock Show. Oct. 2-6. Conlee Smith.
- KENTUCKY**
Ashland—Boyd Co. Fair. Aug. 22-26. Alvin Rice.
La Center—Ballard Co. Fair. July 11-15. R. F. Pace Jr.
- MAINE**
Blue Hill—Hancock Co. Agrl. Soc. Sept. 2-4. Rodney H. Bartlett.
Cornish—Cornish Agrl. Assn. Sept. 1-4. Rita B. Pendesser.
West Cumberland—Cumberland Farmers' Club. Sept. 25-30. Frederic C. Wilson, R.D. 5, Portland.
- MARYLAND**
Cumberland—Cumberland Fair Assn. Aug. 21-26. Carl F. Schmuty.
- MICHIGAN**
Alpena—Alpena Co. Fair. Sept. 2-6. C. N. Standen, Lachine, Mich.
Coldwater—Branch Co. 4-H Fair. Sept. 11-16. Gordon R. Schlubatis.
Imlay City—Imlay City Fair. Aug. 8-12. R. A. Grettenberger.
Onkama—Manistee Co. Agrl. Soc. Sept. 6-9. Mrs. Edward Briske, Kaleva, Mich.
Pontiac—Oakland Co. 4-H Agrl. Assn. Aug. 15-19. Mrs. Irene Younkera, Oxford, Mich.
- MINNESOTA**
Arlington—Sibley Co. Agrl. Assn. Aug. 11-13. Louis Kilil.
Caledonia—Houston Co. Agrl. Soc. Aug. 30-Sept. 2. Ed Zimmerhaki.
Grand Rapids—Itasca Co. Agrl. Assn. Aug. 17-20. Francis Mullins.
Worthington—Nobles Co. Fair. Aug. 21-23. L. A. Hons.
- MISSISSIPPI**
Meridian—Miss. Fair & Dairy Show. Week of Oct. 2. W. R. Cannady.
- MISSOURI**
Bowling Green—Pike Co. Fair Assn. Sept. 6-9. Carl E. Murray.
Carthage—Jasper Co. Fair. Aug. 9-11. J. C. Gibbons.
Thayer—Oregon Co. Fair Assn. Sept. 11-16. George Hutchinson.
- NEW YORK**
Ithaca—Tompkins Co. Fair. Aug. 7-13. Merrill F. Curry.
Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 29-Sept. 2. James W. Watson.
- NORTH DAKOTA**
Ashley—McIntosh Co. Fair Assn. Aug. 29-30. Adolph Thurn.
Beach—Golden Valley Co. Fair Assn. Sept. 4-5. R. M. Miller.
- OKLAHOMA**
Ardmore—Carter Co. Free Fair Assn. Sept. 12-14. Bill Sparks.
Hugo—Choctaw Co. Fair. Sept. 21-23. Robert Massengale.
Sallisaw—Sequoyah Co. Free Fair. Sept. 15-17. Guy E. Stoy.
- PENNSYLVANIA**
Doylestown—Doylestown Fair. Sept. 11-16. Samuel Bergdorf.

Syracuse Hunts For Top Name

NEW YORK, May 6.—A big entertainment program, featuring name attractions, was being readied this week for the New York State Fair, Syracuse, George A. Hamid, head of the talent agency bearing his name, announced here after a meeting with Earl Foster, the new director.

An effort will be made to secure Danny Kaye, who will be appearing at the Canadian National Exhibition (CNE), Toronto, for a special show Sunday night, September 3, Hamid said. He explained that the entertainer would have Sunday off in Toronto and that it would be possible for him to make a Syracuse date by flying in. If Kaye is unavailable, other top-bracket performers will be solicited, Hamid said.

Already set are five days of harness racing and big car auto races on the last day, September 9, Hamid said. Shows will be set for both the Coliseum and the grandstand.

Hamid also announced that his firm had been awarded the talent contract for the Dutchess County Fair, Rhinebeck, N. Y. An increased show budget provides for seven acts, including Sharkey the seal, and a revue. Benson Frost and Paul Rosenthal acted for the fair.

If the proposed 10 per cent cut in excise taxes goes thru, Rhinebeck officials plan to pass the savings on to the public, Hamid said.

Des Moines Offers 93G in Premiums

DES MOINES, May 6.—Iowa State Fair this year offers the largest cash premiums in its 96-year history, when offerings for open classes of livestock will total \$93,033, Lloyd B. Cunningham, secretary, announced here.

An increase of \$1,000 over last year, premiums will amount to \$21,445 for horses, \$36,560 for cattle, \$19,341 for swine, \$6,989 for sheep and \$8,698 for poultry and pigeons. Another \$30,000 in premiums and prizes will be offered 4-H Club and FFA members in the junior department.

Educational, farming and cultural exhibit premiums will swell total payments to about \$145,000.

TEXAS

- Caldwell—Burleson Co. Fair Assn. Oct. 5-7. John J. Toupal.
Crockett—Houston Co. Fair. Sept. 26-30. E. B. McLeroy.
Lamesa—Dawson Co. Fair Assn. Sept. 27-30. Connally Baldwin.
Lufkin—Texas Forest Festival. Sept. 25-30. Herman Brown.
Mesquite—Mesquite Fair Assn. Sept. 19-23. E. H. Hanby.
New Braunfels—Comal Co. Fair Assn. Sept. 29-Oct. 1. Edwin W. T. Staat Jr.
Paris—Lamar District Fair Assn. Aug. 28-Sept. 2. Roy Anderson.
Woodville—Tyler Co. Memorial Fair. Oct. 11-14. Mrs. Dessa Walker.

UTAH

- Heber—Wasatch Co. Fair. Aug. 18-19. Mrs. Catherine Moulton.
Manti—Sanpete Co. Fair. Aug. 3-5. Mrs. Arta Ottosen, Sterling, Utah.
Morgan—Morgan Co. Fair. Sept. 1-3. Peter Evans.
Nephi—Juab Co. Fair Assn. Sept. 7-9. J. E. Worthington.

VIRGINIA

- Bland—Bland Co. Fair. Sept. 7-9. T. E. Mallory.
Waverly—Sussex Co. Fair. Oct. 23-28. Phillip Harcum.
Weirwood—Central Northampton Fair. Oct. 8-11. C. N. McCune, Box 138, Chesapeake, Va.

WASHINGTON

- Elma—Grays Harbor Co. Fair. Aug. 18-20. Ed Schafer, Aberdeen, Wash.
Kennewick—Benton Co. Fair Assn. Aug. 18-20. E. F. Thompson.
Vakima—Wash. State 4-H Club Fair. Sept. 27-Oct. 1. Charles T. Meenach, Pullman, Wash.

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Want at least 8 good Rides, 5 Shows and 20 Concessions.

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FOR CLAY COUNTY INDIANA FAIR
Aug. 15, 16, 17 and 18. Contact:
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CARNIVAL WANTED
September 20-21-22 at Sparkman, Arkansas
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MRS. C. E. HAYS, Secy.

GIVE TO THE RUNYON CANCER FUND

Padre Island Spots Readies For June Bow

Aims for Major Resort Biz

CORPUS CHRISTI, Tex., May 6.—Padre Island Park, where Nueces County Park Board is spending \$300,000 for beach facilities, shelters and landscaping this year, is slated for a mid-June opening, according to A. L. (Dinty) Moore, who has been awarded the main concessions contract.

New \$2,000,000 Laguna Madre Causeway, opening the island to automobile traffic for the first time, has spurred amusement and real estate promotion and is being completed ahead of schedule.

Amusement park section has 1.5 miles of ocean frontage. The island, longest off continental United States, has 110 miles of white sand beach.

Big Budget for Future

Another \$10,000,000 is to be spent on the island, according to present plans, and promoters hope to make the spot similar to East and West Coast resort centers. Promotion will be aimed largely toward Midwestern vacationers and hints of buried treasures left by the old pirate, Jean Lafitte have been used. *The Corpus Christi Times* is supporting the program with front-page stories and photo spreads.

Real estate developer is the concern headed by Nicholas Gabriel, which developed Malibu Beach, Calif. Over \$700,000 in land sales for cottage, estate, hotel and business sites was reported after the first six weeks of work.

Moore settled in Corpus Christi nine years ago after 15 years with carnivals and fairs. He plans to contract an assortment of concessions and kiddie rides for the island spot.

Padre Island Development Company distributes color folders flacking resort, sports and entertainment features. New park is expected to boost the annual tourist census at Corpus Christi well above the 800,000 mark.

Lubchansky Raps Ocean Beach Moves

NEW LONDON, Conn., May 6.—Morris Lubchansky, local attorney and newly appointed member of Ocean Beach Park Board here, told a meeting of the group last week that he disapproved of the way in which the board had negotiated a contract with Picazio Catering Company, Inc., New London.

Lubchansky charged that the food concession assigned to Picazio should have been opened to bidders again after the catering firm withdrew its first bid of \$3,500. Picazio pulled out when it learned that the park board would not necessarily allow it to sell hot dogs and hamburgers. The board then negotiated a contract on the basis of Picazio's alternate offer of 22 per cent of the gross receipts.

Lubchansky also found fault with the fact that the board had already signed a contract with Capt. E. S. Wilcox for a boating concession without first seeing finished plans and specifications for a pontoon pier Wilcox plans to install on the beach front. At another point in the meeting, Lubchansky described the umbrella and refreshment stand operated on the beach front by Arthur Abbott as a "monstrosity," a "desecration," and a "blot on Ocean Beach Park." There should be no buildings on the sand, he said.

The board also has signed a five-year contract with Pleasureland Amusements, Inc., granting the firm most of the ground floor of the recreation building for games at a rental of \$13,250 per season.

Terptune License Talk Stalls; BMI Nixes Bid To Settle Tiff

(Continued from page 14)

single engagement rate for a four-hour engagement is \$17 per man or \$4.25 per hour; (2) name bands are played by ballrooms on a single night engagement, which runs the contract price of bands way up. Name bands on a single night engagement run two or three times as high as nightly rate for hotels, and a nightly engagement at a hotel would cover a span of probably 50 per cent more hours; (3) probably 90 per cent of the ballrooms operate on a basis of a different band every night, so that involved in the contract rate is a very substantial charge for transportation; (4) bookers' fees for one-nighters generally run 20 per cent as against 10 per cent for location jobs such as hotels, which further runs up the contract price; (5) on hotel engagements, rooms and meals, at least for the leader and sometimes the men, result in fictitiously low contract prices; (6) the type of music played in hotels would involve the use of a substantially higher proportion of BMI tunes consisting of rumbas and Latin-American music.

"In the event the proposal submitted in this letter is not acceptable to BMI, NBOA is prepared to resist any court action which your organization may see fit to take against one of the association's members for any alleged copyright infringement. We are confident that we can establish

that the proposal set forth herein constitutes an offer to pay a fair and reasonable fee when viewed in the light of two facts which we anticipate no difficulty in proving, as follows: (1) That the proposed fee is proportionately higher than that being charged by other music licensing organizations; (2) that the proposed license fee is just as reasonable as the license fee which is now being charged hotels by your organization.

"It should be noted that in the event your organization turns down the proposal made in this letter, the members of our association have the further alternative of prohibiting the playing of BMI music in their ballrooms."

BMI's first attempt to institute a basis for ballroom licensing fee assessments was made at the NBOA convention in 1947, when Harold Orenstein, BMI field rep, visited the terp ops' fall convention in Des Moines. First meetings between the NBOA's licensing committee, made up of Chairman Tom Archer, Des Moines terp chain op; Ken Moore, Prom, Inc., Chicago; Herb Martinka, Kato Ballroom, Mankato, Minn., and Joe Malec, Peony Park, Omaha, and Somerville came around the end of 1948. At that time the NBOA and BMI reps talked over the first of a series of three surveys subsequently made by NBOA among its membership across the country. Two of the surveys were made to determine what percentage of BMI, SESAC, ASCAP, original and public domain material, were used in ballrooms. Ballroom ops were asked to chart each number played on several different nights of operation in their ballrooms. These charts were then broken down by an accredited agency to see how many tunes from each music licensing agency were used. An NBOA rep told *The Billboard* that both surveys showed that terp ops utilized under 15 per cent of BMI tunes. The second survey, made early in 1949, was a more general questionnaire, aimed to determine the average size of the ballroom's dancing floor, number of seats in the refreshment part of a ballroom and other bases on which ASCAP determines its license fee for a particular ballroom operator.

Negotiations between BMI and NBOA went into high gear last October when Haverlin personally met with the NBOA's board of directors in Chicago during the NBOA's annual convention. Haverlin later addressed the NBOA's convention and set a 30-day grace period for both sides to muster their evidence after which some definite bases would be proffered by either group.

Olympic Kicks Off; Offers Free Concerts

IRVINGTON, N. J., May 6.—Olympic Park here kicked off the first of two preview week-ends today (6) before daily operations begin two weeks hence. Free band concerts will be featured both Sundays before the season bow, according to Robert Guenther, park treasurer.

He said that in addition to new cars for the funspot's Dodgem ride, a new Ferris Wheel will also be in operation. Guenther says that Bubbles Ricardo will be back at the funspot as the featured band vocalist when daily operations commence.

Deejay Flack for Wildwood

WILDWOOD, N. J., May 6.—To attract visitors from Philadelphia, this resort city is using a disk jockey to get its message across. City is sponsoring a five-minute segment of the Le Roy Miller deejay show on Station WFIL, Philadelphia, on a Monday-Saturday schedule.

New Port Arthur Manager Named

Morris takes reins at Pleasure Pier — special prices stressed

PORT ARTHUR, Tex., May 6.—Pleasure Pier amusement spot here opened Saturday (29) with Thomas H. Morris as manager. Collis P. Irby, former Southern Methodist football star, is owner. Morris, formerly with circuses, carnivals and other parks, also has concessions on Schaffer's Just For Fun Shows. He replaces Ben J. Rogers Jr. as manager.

Special price scale is stressed by the park, with separate schedules for children, "youths" and adults being posted on some attractions.

Free acts will be used in the future. Set-up now includes swimming pool, rides, concessions, kiddie rides and ballroom. Latter, with catering service, is available for banquets, dances, parties and other events.

Pool is open from 10 a.m. to 10 p.m. daily and admission is 25 cents and 50 cents. Kiddie rides are 9 cents. Rides operate from 3 p.m. to 11 p.m.

Eight radio plugs per day and full-page newspaper ad on Sunday (30) hailed park's opening. Boy and girl popularity contest was staged thru co-operation of merchants.

White City's Vets Fete H. A. Byfield

CHICAGO, May 6.—Oldtimers formerly associated with White City Amusement Park, one-time major funspot on Chicago's South Side, held a birthday party here for Herbert A. Byfield, former White City operator, last week.

Highlight of the observance was formation of the Quarter Century Club of White City Amusement Park. Byfield, now operator of Merry Garden and Paradise ballrooms here, was elected president.

Vice-presidents are Ted Lilenthal, Jack Anderson and Harry O'Rourke, Dwight Nichols, now manager of the Crescent Hotel at Eureka Springs, Ark., is treasurer. Dick Axman, Chicago wrestling publicist, is secretary.

James A. Tinney, Pabst bowling publicist, is chairman of the board of directors. Rocky Wolfe, Chicago sports commentator; Fred A. Martin, treasurer of the National Roller Skating Rink Operators' Association; Ora Parks, general press representative for Clyde Beatty Circus; William Higgins, Fred Kuelbs and Don Levy are directors.

Ancient Ferryboat Headed For Mystic, Conn., Museum

BRIDGEPORT, Conn., May 6.—Final voyage of the Brinckerhoff—former ferryboat plying between this city and Pleasure Beach Park—from her present berth in Kingston, N. Y., to the marine museum of the Marine Historical Association, Mystic, Conn., appeared imminent, following the offer of a free tow by the Mesick Towing Lines of New York.

The old ferry, which is the last vessel of the walking beam type, was decommissioned last year and donated by Bridgeport to the museum, but the city assumed no cost of transfer.

Marcus To Aid Geist

NEW YORK, May 6.—A. Joseph Geist, president-operator of Rockaways' Playland here, recently named Richard Marcus as his assistant. Marcus, at present a university student slated for graduation in June, will take charge of purchasing, real estate, excursions and will assist the funspot management.

Edgewater Bows To Upped Gross Despite Strike

DETROIT, May 6.—Major park season got under way officially this week-end with Edgewater Park, only spot inside the city limits, opening under management of the Wagner and Kerner families. Business was fair despite low temperatures. Grosses were reported 30 per cent above the opening a year ago, despite effects of the protracted Chrysler strike, but there was not enough spending to provide an optimistic basis for the season's hopes.

Opening of Eastwood Park has been postponed, awaiting more satisfactory weather, while Jefferson Beach bows for week-end operations today to be followed by a full daily schedule after Decoration Day.

Walled Lake Park, operated by Fred W. Pearce, is operating week-ends only.

Outstanding development of the week was the high level of business enjoyed by Harry Lewiston in his Palace of Oddities at Edgewater, followed by the decision to book in a second Lewiston show at the park, and two other units, which he also will produce, to play Eastwood and Jefferson Beach parks. This will make the first time that one show operator has had major attractions in all three parks.

Philly Zoo Opens New Bird Enclosure, Monkey Island

PHILADELPHIA, May 6.—The Philadelphia Zoo's new bird enclosure will be formally opened tomorrow (7) with zoological society officers taking part. Bars and wire have been eliminated in favor of glass and in one section only a guard rail separates the specimens from the public. Naturalistic settings have been provided. About 200 birds are displayed.

Structure was built with funds willed to the society in 1925. LeRoy Miller, local radio performer, will turn the monkeys loose on Monkey Island as another feature of tomorrow's program.

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Four Skee Roll Alleys, manufactured by the National Skee Ball Co. of Coney Island, N. Y.
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P.S.: Also one Vibrating Chair, manufactured by Exhibit Supply of Chicago.

CRAIG BEACH PARK

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We have opening for a few non-conflicting Rides.
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**Dallas Extends
July 4 Sked;
Sets Negro Day**

DALLAS, Tex., May 6.—State Fair of Texas summer midway has booked four acts for its five-day July 4 program, June 30-July 4, in the Cotton Bowl. They are the Milos, Albanis, Otaris and Slivers Johnson, with his clown car. In addition, about \$1,000 worth of fireworks will be displayed each night by Thearle-Duffield, of Chicago.

Show ran three days last year and drew 35,000 the final night. Fair officials hope this year's five-day sked will build to a capacity crowd of 76,000 July 4. Prices, including tax, will be 50 cents for adults and 25 cents for children.

Don Gilbert, Negro magazine publisher, has been appointed director of public relations for the Negro Emancipation Day celebration at the park June 19. Gilbert will advise on advertising, arrange for music and emcee programs. Midway will open early in the morning for the holiday. Program includes a picnic for former slaves, street dance and gospel quartet contest. Event drew 55,000 last year. Advertising budget has been upped for this year.

Fair has installed 51 Lite-o-Line units on the midway for summer operation.

Advance sale for the Texas Prison Rodeo in front of the grandstand here June 3-10 has been heavy. Mail orders reached 500 per day after the \$10,000 advertising-promotion budget, heaviest slack ever given a non-fair event, took effect.

Inmates of the prison at Huntsville present the rodeo and their education-recreation fund gets 80 per cent of the net, with the fair coming in for the other 20 per cent. Ticket scale is \$3.60 for boxes, \$2.40 for reserved and \$1.80 for general admission. Grandstand capacity has been increased from 6,000 to 11,000 thru use of temporary bleachers.

**A. C. To Build Good Will
With Courtesy Campaign**

ATLANTIC CITY, May 6. — An all-out campaign to extend hospitality to the visitor here will be officially launched Saturday (20), geared to the slogan, "Courtesy Costs Nothing But Pays Dividends," according to an announcement by the Chamber of Commerce.

Plans call for a "Mr. Courtesy" to roam the resort area and to make weekly awards to the person judged most friendly to the visitor. The campaign will seek to enlist the full support of local residents. Joseph I. McDonnell, vice-president of the chamber and chairman of the courtesy campaign, emphasized that pleasing of the visitor is the resort's stock in trade and said that with competition keen for the tourist trade, the visitor may go elsewhere if Atlantic City fails to please.

LeSourdsville Opens May 14

MIDDLETOWN, O., May 6.—Extensive improvements and alterations have been made at LeSourdsville Lake near here in preparation for the May 14 opening, said Manager Don Dazey. Tommy Robbins's orchestra will play for dancing opening night. As an opening day lure and to give the park a better chance at repeat patronage, the management will give a season pass to everyone who pays admission on opening day.

N. J. Peddling Ban Asked

WILDWOOD, N. J., May 6.—Governor Alfred E. Driscoll, of New Jersey, was urged recently by commissioners here to sign the Senate bill which permits municipalities to prohibit peddling on the beach and Boardwalk. The governor vetoed the bill a year ago.

SPEED UP CHANGE MAKING

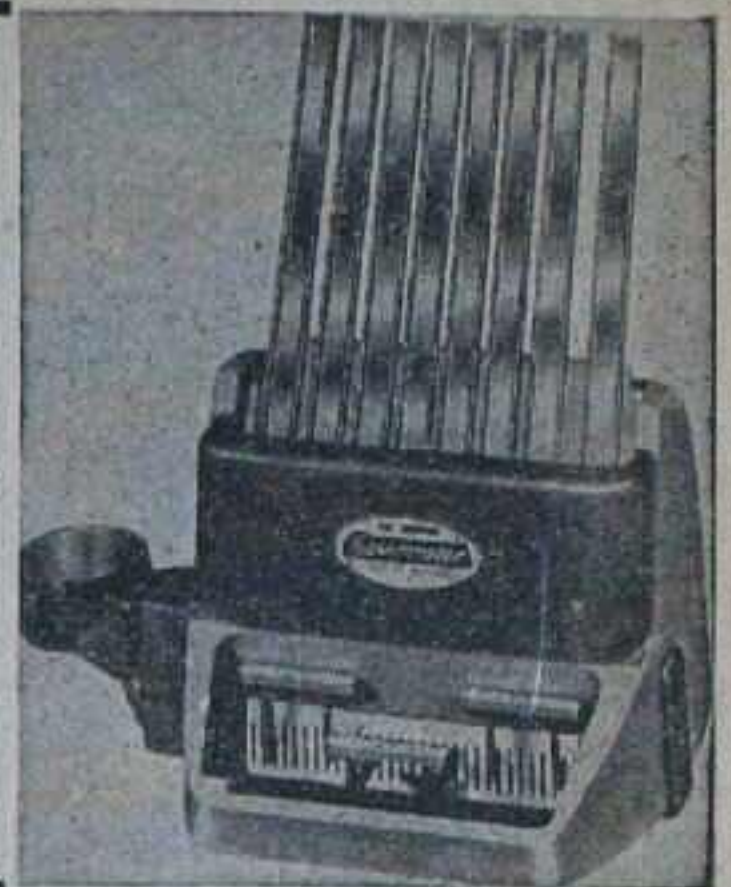
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T. Wade Named Manager of New Venice Fun Spot

VENICE, Calif., May 6.—Tom Wade, veteran ride designer, has been named manager of the new Venice Park here. Decoration Day has been set for the opening.

Wade started in show business in 1913 when he designed the Captive Airplane, a circular swing ride. Later he barnstormed and built airplanes in his shop here. Designer and builder of the Rocket Sky Ride, which appeared at the Texas Centennial in Dallas, Wade also built the Whirlwind, a new ride that is debuting here. In addition to holding these patents, Wade claims basic patents on the mono-rail.

Work readying the park is moving forward. Landscaping is being completed on the 80-acre tract.

The park plans to offer free acts and has adopted the slogan of "The World's Fair Park," which is based upon the newness of the rides.

Hershey Park Zoo Reopens May 7 After War-Time Lapse

HERSHEY, Pa., May 6.—Hershey Park Zoo, closed since 1942, reopens tomorrow (7). Clarence E. Moose is director and Raleigh Hughes assistant.

The zoo includes a bear, wide assortment of hay-eating animals, numerous birds, several small North American animals and a special display of 21 rhesus monkeys.

On display at the zoo will be an exhibit of the Pennsylvania State Game Commission showing the need for preservation of wild life in the State. Zoo hours are 10 a.m. to 4:45 p.m. daily.

Polar Bear Earns 25G at London Zoo

LONDON, May 6.—London Zoo officials have estimated that Brumas, polar bear cub, has drawn about \$25,000 in gate receipts since she made her first public appearance January 12 at the age of a month-and-a-half.

Recently 5,000 persons visited the bear, and crowds were so thick that one-way traffic prevailed, with loudspeaker announcements urging viewers to move on after they had seen Brumas. Zoo officials said that Brumas is the first polar bear cub known to have survived so long after birth here.

Wildwood, N. J., To Nix Beach, Boardwalk Picnics

WILDWOOD, N. J., May 6.—Controlling of beach and Boardwalk activities here with the banning of picnics is contained in an ordinance introduced at a recent meeting of resort commissioners. The measure follows complaints last summer that visitors were cluttering the beach and Boardwalk with picnics. Other clauses ban the playing of football, baseball, basketball and softball.

Swimming is to be regulated by lifeguards, and no inflated objects will be permitted in the surf. Consuming of alcoholic beverages and climbing or standing on the Boardwalk railing also are banned. Persons who violate provisions are liable to a fine not exceeding \$200.

Woman Wins 1G Judgment Against Ocean Park Pier

OCEAN PARK, Calif., May 6.—A \$1,000 judgment against Ocean Park Pier Amusement Corporation was awarded Mrs. Patricia Hope Pate, 18, for injuries received during a Loop-o-Plane ride. Mrs. Pate and her husband, Charles, sued for \$15,000.

The Pates claimed that the ride was operated in a careless manner last July 16 and that she suffered an injured vertebra. Medical treatment was set at \$520.

Zoos in Animal Swap

CHICAGO, May 6.—Two lesser pandas, similar to giant pandas, have been received by Lincoln Park Zoo thru a trade with the San Diego, Calif., Zoo, director R. Marlin Perkins reported. The local zoo sent a saddle-bill stork to the California spot. Perkins is continuing television appearances here, with his animal talks going over well.

New Orleans Org Formed

NEW ORLEANS, May 6.—Park Amusements, Inc., here has obtained a charter from the secretary of state to operate amusements. New corporation is authorized to issue 1,000 share of capital stock, no par value.

Rockaways Sets Friday Nite Action

NEW YORK, May 6.—Rockaways' Playland here this week opened on Friday nights in addition to Saturdays and Sundays as a result of record business in advance of the summer season, according to A. Joseph Geist, park president. Set to bow for daily operations Monday (15), the funspot staged one of the earliest week-end prems in the East, opening March 26.

It also has been revealed that Geist testified Friday (5) before the House Interstate and Foreign Commerce Committee in Washington against the Johnson Bill, censured by outdoor show interests because of its loose definition of gambling devices. Geist represented Rockaways' Playland and Palisades (N. J.) Amusement Park at the hearing.

Forest, St. Louis, Opens

ST. LOUIS, May 6.—Forest Park Highlands here opens its 54th season today, Adrian W. Ketchum, manager, announced. Improvements this year totaled several thousand dollars. Teddy Phillips and his ork will open the dance pavilion.

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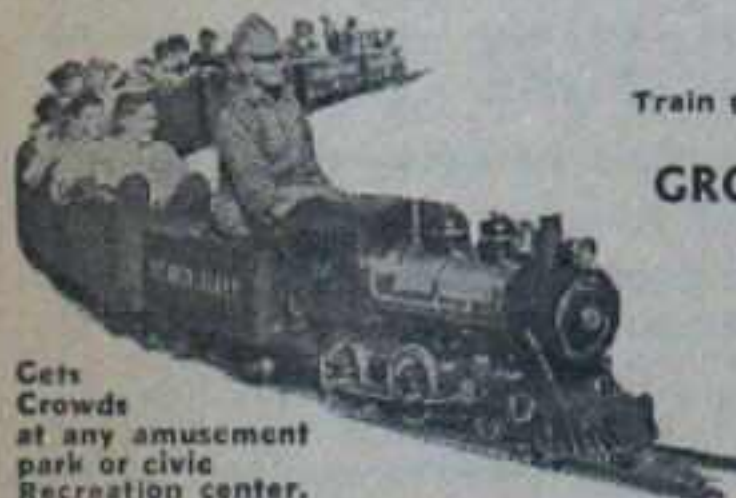
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Animal Shows Play Day-Date in Tenn.

LAFAYETTE, Tenn., May 6. — Ameri-Congo Animal Expedition and Pan-American Animal Exhibit day and dated here Monday (1) and similar stands are contracted at several Kentucky spots.

Originally, Ameri-Congo was set for May 3-4, but Pan-American billed for May 1-2. Ameri-Congo then changed plans and came in for April 30-May 1.

Both shows had midtown lots. Ameri-Congo reduced prices for the stand and did good business after opening doors at noon. Pan-American had the town heavily billed. Ameri-Congo hit with front-page newspaper stories.

Polack Scores At Santa Rosa

SANTA ROSA, Calif., May 6.—Increased seating capacity and an added performance pushed attendance to a new high for Polack Bros.' Western Unit, here Monday and Tuesday (1-2) despite rain and cold weather. This is one of the strongest two-day stands on Polack's West Coast route.

Seating for 750 had been added to the fairgrounds pavilion and an extra show was given the second morning for a total of three that day. As a result, more people were accommodated without the heavy turnaways that were necessary last year.

Show had a tough 120-mile overnight move from Stockton, but all was set for a 3 p.m. opening matinee.

Louis Stern, managing director, was well pleased with business at Stockton, where show played April 24-30. Capacity crowds were the rule at night and several matinees were turnaways. Result was a decision to open with a matinee next year, upping the number of performances from 13 to 14.

Prices at Stockton and Santa Rosa ranged from \$1 to \$2.40. Show went from Santa Rosa to Oakland, opening there Thursday (4) for an all-day run. As usual, three morning matinees for school children are being given there in lieu of afternoon shows and two matinees are scheduled for both Sundays.

R-B Pays Swanson \$750 for Injury

NEW YORK, May 6.—Henry Katz, legal counsel for American Guild of Variety Artists (AGVA), said Wednesday (3) that Ringling-Barnum circus management has agreed to pay the Great Swanson, billed as The Man Who Hangs Himself and Lives, \$750 for a broken leg he sustained during the Big Show's Bridgeport, Conn., stand last June 14. Swanson was represented by AGVA thru Katz in his negotiations with the circus.

Swanson based his claim on the fact that the rope used in his act was improperly rigged. He originally entered a claim with the New York State Workmen's Compensation Board but withdrew it recently following several hearings before the board involving AGVA and circus reps. The present payment represents a private settlement between Swanson and the circus, Katz said.

According to Katz, R-B legal counsel based its refutation of the performer's claim on the grounds that New York had no jurisdiction over the case and that Swanson had never done his act correctly as per his contract. The show had no insurance covering the Bridgeport mishap, and AGVA raised its claims against R-B on the basis that the show was then self-insured and liable to compensate the performer. Katz said that the circus had advanced Swanson \$800 for passage to the United States and paid \$300 in hospitalization costs following his accident.

D. C. Gives H-M Record 100G Gross

Truman Aids Flack

WASHINGTON, May 6.—Final accounting will show a record gross in excess of \$100,000 for the Hamid-Morton Shrine-sponsored circus at Uline Arena here April 24-29, Col. Robert H. Morton, show director, said. The gross is expected to top the former record set a year ago by about 5 per cent.

The sale of a book of tickets to President Truman, and the publicity which resulted, helped boost the sale to record proportions, Morton said. Meeting with the President were Howard Foley, circus director; Herb Freide, chairman, and Julius Gay, potentate of the sponsoring Almas Shrine.

Four of the 12 scheduled performances were sellouts, Morton reported. Several performances drew near-capacity crowds and there wasn't a light one in the entire run.

LA Area Closer Good for Beatty

LOS ANGELES, May 6.—Batting the coldest May this section has seen in many a year, the Clyde Beatty Circus continued to do an over-all strong business. Show is now headed up the Coast to the San Francisco area.

The last stands in this area gave the show capacity houses. Playing Arcadia Friday (28), the show was full for both performances. Burbank Saturday repeated and Sunday in North Hollywood produced a capacity matinee. It looked for a time that a second show would be needed. The evening performance, however, was about three quarters. In Van Nuys Monday the show broke in a new lot that was two miles from the center of town. Attendance was up to expectations.

Show made the moves from Burbank to North Hollywood and from there to Van Nuys overland. Management found it advisable to take this route as the distance by road was only about a half mile more than the trek to the train.

Announcement that S. L. Cronin, assistant manager, had been named technical director for the forthcoming film, *Big Top Fury*, featuring Mabel Stark, was made while the show was in Burbank. Cronin said that he had been approached. He told *The Billboard*, in commenting on the deal, that he had agreed to stay with Beatty for the year and "that's it."

Paris Indoor Units Ready To Shutter

PARIS, May 6.—Indoor circus season in Paris drawing to a close. Business the past two months has been spotty at both the big Cirque d'Hiver, operated by the Bouglione family, and at the Cirque Medrano, under the direction of Madame Marcelle Roulet.

Last month's bill at the Cirque d'Hiver was a good one, with such top acts as the Two Clerans, trapeze; Chrysis de la Grange, former Ringling-Barnum aerialist; Tay-Ru, novelty balancing, and the Bouglione horses and animal groups.

Cirque Medrano program presented 10 Polar bears, Caid's horses; the Fratellinis, clown trio; Paul Berny, juggler, and the Pierrotys, acro comics. Woodrow, English juggler, is at the Bal Tabarin.

Mrs. Laura Stevens, mother of the owner of Stevens Bros.' Circus, lost her wardrobe in a trailer fire. Mrs. Bob Stevens and daughter are visiting her parents at Rush Center, Kan.

Boston Press Gives Record Aid to RB

BOSTON, May 6.—Biggest press advance in postwar years was unfurled by Hub newspapers for the Big Show (playing a Garden date May 9 thru 14) the week before the opening.

The *Boston Globe* sent K. S. Bartlett to New York to do a feature on the gorilla group and their keeper, Martha Graham Hunter. Everett Smith, of *The Christian Science Monitor* did a Page 1 prevue story, while the other sheets ran the usual stock photos and advance copy.

Ward Bros. Gets East Texas Biz Despite Weather

GALVESTON, Tex., May 6.—Ward Bros.' Circus under George Pughe and Archie Gayer closed a successful four-day stand here Tuesday (2). Show was in Civic Auditorium and, after a slow start, built into a strong finish.

Outdoor stands at Beaumont and Port Arthur, Tex., were buffeted by bad weather but turned out okay. At Port Arthur, first stand on the show's tour, all equipment had to be gillied in deep mud and water following torrential rain. Patronage was described as good despite condition of the park.

Gulf storm hit the show on closing night (28) at Beaumont. Performances for the four-day stand were given at Greene Stadium and rain hit several times.

Show plays under Shrine auspices and moved from here to San Antonio, for May 5-7.

Staff

Archie Gayer and George Pughe, owners-managers; R. M. Harvey, general agent; Fred Moulton, press; Bill Blomberg, equestrian director and announcer; Jack Bell, band; Jack Shaw and Pete Ray, props; Tom Kennedy, concessions.

Program

Display 1—Williams dogs, ponies and monkeys; 2—Clowns Billy Irwin, Dick Lewis, Bozo Harrell, Chick Dale and Brownie Gudath; 3—Five Rinaldos, Risley; Lew Hendee, balancing, and George Learch, roly-poly; 4—aerial ballet with Virginia Ray, Dorothy Morales, Anita Olvera, Mary Valentine and Martha Vincenti and closing with Aerialta (Ethel Jenner); 5—Blomberg's ponies; 6—Ruben and Anita Olvera, perch; 7—Clowns; 8—Ann Sutton with menage horse; 9—Cloyd Harrison, unicycle; 10—Felix Morales' head slide for life; 11—elephants directed by Louis Reed; 12—Bouncing Orleans, trampoline; 13—clowns; 14—Noble Trio, parallel bars; 15—juggling, George Learch, and Lew Henderson; 16—the Fearless Vincentis; 17—Buddy, talking seal, Walter Jenner; 18—Blomberg's Liberty horses; 19—Six Pinas, teeterboard; 20—Bozo Harrell; 21—Flying Romas; 22—Ray Wallenda Troupe, high wire.

"Annie Get Your Gun" Set As Feature of Oslo Event

OSLO, May 6.—The circus season is under way in Norway and Finland. In Norway, Circus Berny hit the road April 21, while Circus Arnardo and Circus Empress started their tours April 27. Oslo's annual circus-revue this season will be a Norwegian version of *Annie Get Your Gun*, in which several circus acts will appear. Director Herberth will tour Norway with this revue after it completes its run.

Finland will have three circuses on tour this summer, plus a circus under canvas at Tivoli Amusement Park, Helsingfors. Circuses on tour will be Circus Sariola, Zoo Circus and Circus Schmidt Bros.

Cole Chi Biz At Firm High; Hoppy To Stay

Boys' Movie Choir Joins

CHICAGO, May 6.—Business for Cole Bros.' Circus with Hopalong Cassidy continued big this week, with tremendous crowd Sunday afternoon (30) necessitating extra chairs in the track. Matinee Friday (5) was weak, with about a third of a house on hand, but the big house that night made up for it.

Better than three-quarter houses were the rule most of the week. With children back in school, night shows exceeded matinees and usually only poorer seats in upper reaches of the Stadium were vacant.

That Cassidy would remain with Cole Bros. until mid-August was revealed by John Daly, Cassidy rep with the show. Previously, he had said the star would leave after the July 4 stand in Brooklyn.

Route Not Told

Chicago stand closes Sunday (7) and moves to Detroit's Olympia Stadium for May 10-20. No announcement of the show's route beyond Detroit is being made by the show at this time. Other sources said Cole Bros. is routed into September. The circus does not plan to issue route cards.

Sunday's sellout was the show's second, the other coming Friday (28) when attendance was estimated at 16,000. That kind of business at the Stadium was seen as close to phenomenal, particularly on a Sunday.

Bill Horstman, Stadium and circus exec, said management of the show was well pleased with the Chicago run. After the slow initial three days, business built until grosses will equal Stadium circus records for the best war years, he said.

Horstman described the stand as "very satisfactory" for an initial stanza and said much had been learned for use in future years.

Choir Aids Hoppy

Added to Hopalong Cassidy's turn Friday (5) was the Bob Mitchell Boys' Choir, which has appeared in major movies, including Bing Crosby's *Ging My Way*. In the circus they sing (See *Cole Chi Biz* on page 73)

Sun Lifts Biller Biz in Hamilton, O.

HAMILTON, O., May 6.—Plagued by inclement weather since the opening at Athens, Ga., April 7, Arthur Sturmak's Biller Bros.' Circus struck summer weather here Wednesday (3) to register a half-house in the afternoon and better than three quarters at night.

One of the better motorized circuses, show seats 3,500 and travels on 36 units. Ken Maynard is concert feature. Prices range from 90 cents for adults to 60 for kiddies in the afternoon and \$1.20 for adult and 60 for children at night. Side Show goes for 30 cents. Rex Ronstrum, drummer, currently helping out band leader Joe Rossi, will be wit' Izzy Cervone's band when it starts on fairs for Barnes-Carruthers late in July.

Visitors in Hamilton included John Robinson IV and mother; Glen and Mimi Tracy, circus artists; John and Harry Anderson, of the *Inquirer* Printing Company; Charles Wirth, of *The Billboard*, all of Cincinnati, and Joe Sullivan, bannerman for King Bros.' Circus.

In Fort Wayne, Ind., May 1, show had fair attendance at both performances, despite cold weather. At Richmond, Ind., May 2, org pulled a half-house at the matinee and two-thirds at night in cold and rainy weather.

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VOISE TROUPE
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THE CAUDILLOS
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CHARLIE HILDERRA
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ELEPHANTS:

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Boss
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FRED DEFILIPPO

ESTEL THACKER
GEO. HERRERA
PAUL PADGETT
BERESFORD KING

CONCERT:

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SMOKY CHISM
SUNBEAM CHISM
CHIEF SKY EAGLE
GLORYA McCLOUD

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GEORGE (RED) WHITE
Manager
LLOYD PRIDDY
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Lecturer
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AL EISENBERG
PAUL THOMAS
GEAN NADREAU
Hawaiian Show
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JOE CARVALLO
BETTY LINDSEY

VERA KAMAKUA
GENIVEVE CARVALLO
BARBARA WHITE
Snake Trainer
LAVONDA EVANS
Hair Girl

ALEX LINTON
Sword Swallower
JOSE DE LEON
Armless Wonder
DON JAMES
Venitian Glass Blower
Assisted by
BILL RUTLEDGE and
BERNIE BEASLEY
DANNY DANESI
Penguin Boy
WESLEY'S MENTALIST
CLARENCE BEAUCHESNE
Fire Proof Man
EDDIE CHAULSETT
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SAM ALEXANDER
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LARRY JANDRO
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HENRY CARMAN
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PAUL MOORE
HERB TAYLOR
DAWSON OWEN
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USHERS:

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HORACE CHESHIRE
LANNY MODE
RAY TINSLEY
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DON McCALLUM
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MOODEN THOMLINSON
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D. LAKIN
Cashier
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Popcorn
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NO. 1 Auto Thrill Show

Must be capable of writing good copy—
and pleasing some in city and country
papers alike. Also handle Radio,
Television and other advances.

Will pay top money for men with the
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WANTED CIRCUS PROMOTIONAL MANAGER

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more Novelty Act, Ventr, Punch, Fire. Address

MILT ROBBINS

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DAILEY BROS.' CIRCUS**

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conflict with what we have. Dick Clements,
write if open. Working Men and useful
People in all States.

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Seal Bros.' Circus, Women Larks, R. B. B. B. B.
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Must Be Able To Start at Once!
Handle crews of Parade Sailors at
Bostons, U.P.C.'s. Start immediately.
Long season, strongest earnings. No
trunks, leaders or limitations.

If you are broke and cannot finance
well, please do not waste my time!
Write or wire, giving phone number
JACK WILLS, Wills Bros.' Circus
As Per Route

A Study in Contrasts—

To Ben Davenport, Dailey Bros. Is Thing To Grasp Barehanded; To Harry Hammill, It's a Ledger

(Continued from page 57)

But his friend had gone home. He was told that he lived in one of the boarding houses near the fairgrounds but Hammill knew him only as George. There was nothing else to do, so he made a round of the boarding houses, pounding on the doors and inquiring for George, to the rather pointed irritation of retiring landlords. Finally George was found. He was able to start the gas engine in a minute and bring the balloon back safely to earth.

Jumped Into Candy Floss

Once over their fright and with their feet back on the ground, the passengers got cross. The matter got to Goldstein and he fired the whole crew. Hammill then got a job on the Crazy House at \$1.50 a week.

Later he went with an operator who had five floss candy machines on the fairgrounds. Out of the gross there was a percentage to be paid the fair management and another to the manufacturer of the machines. The Alaska-Yukon Exposition at this point was nearing its close and maybe the operator figured on making a killing. Anyway he was not ringing up all his receipts. Hammill noted this and, thinking he and his co-worker, Charley Peck, would not get paid off either, they devised a solution whereby they acquired one of the machines.

They then went to the Little Southside Fair at Tacoma, Wash., and thereafter barnstorming. But there wasn't enough in it for two, and Peck went to San Francisco. Hammill stayed out for awhile, working the small towns. He would contract to put the machine in the doorways of stores but rain and damp weather would kill both the business and the product. He gave up the candy floss business at Roseburg, Ore., and went washing dishes in a restaurant at 75 cents a night. Then he got to be night clerk in a hotel at \$15 a month. Also he made a deal with the proprietor of a motion picture theater whereby he worked without salary in order to learn to operate.

Struck It Rough

Next spring the candy floss idea obsessed him again. Plenty of lumber mills were running in Marshfield, Ore., and he decided to go there and open up. There was then no railroad into the town and so he and a traveling companion loaded the candy floss machine and themselves onto a stagecoach and set out.

Part way along the travelers left the coach. Hammill's companion knew a short cut thru a canyon, he said, and they would be in Marshfield before the stage. They walked all the rest of the day and after it was dark the companion admitted he was lost. They were wet and cold when they came to a cabin in a clearing. They had a few dry matches and with these they lighted straw from the bunks and used most of the furniture in the cabin for fire wood. So they dried their clothes but they still had no food. They walked most of the following day before they finally came to the stage road and so to a house. There they got a meal and walked on into town.

Hammill got the candy floss machine from the stage office but he could not operate because it seemed to rain every day in Marshfield. The pair went broke and Hammill's friend decided to get a job in the lumber mills. After one day his clothes were ruined by the pitch and Hammill decided that was not for him.

Cast Off as Stowaway

Then he frequented the docks and managed to get off the boats for two

days. There he also met a fellow unfortunate who said he was going to get a passenger boat for San Francisco. Hammill decided to go with him. While the purser was not looking, they managed to board the boat, candy floss machine and all.

They were soon found among the second-class passengers however, and put to work. Next day the crew found six more stowaways on board. Thereupon the captain put the eight of them in a row boat and cast them adrift off a town called Mendocine. From there Hammill walked to San Francisco and was able to locate his former friend, Charley Peck. Between them they managed to get the candy floss machine off the boat and for awhile Hammill worked the Frisco area.

At this juncture Hammill went into various pursuits not connected with show business which would probably make good reading in other types of trade magazines. Suffice to say he later became identified with real estate in the Detroit area and in the years when the title were not fat he was even a used-car salesman.

Framed Austin Bros.' Show

Hammill's next appearance was in Texas in the real estate oil and aircraft businesses. An explosion in an aircraft plant late in 1944 sent him to hospital with multiple injuries. Surgically he came out with a brand-new pair of ankles. Matrimonially he came out with a graduate nurse who has five degrees to her name.

In 1945 Hammill indulged a long-cherished idea. He framed the 10-car Austin Bros. Circus and toured it for one season. Buying half of the Dailey Bros.' Circus seems to have been a natural progression.

Under the joint ownership Dailey Bros. Circus is a fast-moving, energetic organization. It goes up in three and one-half hours. It can come down in 90 minutes in a pinch.

The present season marks their first experiment with big name acts, including Joe Louis. Consistently, however, the show has been staffed with seasoned versatile circus people in all departments. In the 19 years since the mad show folded at Sugar Creek, O., Davenport's daughter Norma has grown into a capable young woman of the circus. Before the show she handles the tax box out front. After the band begins to play she works elephants, appears in the series' ballet, rides menage works Liberty horses, takes part in the trampoline act and finally becomes one of the Riding Martins.

In the circus field at large, Dailey Bros. is regarded as the most unorthodox show on the road today. But the fact remains that replacement of personnel is negligible and loyalty seems high.

Stress on Quality

Instead of the traditional three rings, Dailey Bros. manage to keep five in action. "Yeah I know it's rough in spots," says Davenport, "but the way I figure it—people would sooner see a lot of stuff going on these days than watch a really finished act."

Both Hammill and Davenport are sold on elephants. Says Davenport once more: "Elephants are the backbone of a circus. I'd have 50 of 'em on the show tomorrow if I could get 'em. People judge your show by the elephants. If they see a lot of 'em they figure right away you've got a big show."

The Dailey "brothers" offer the public two performances a day. To the profession, they offer a continuous performance, complete with some unadvertised thrills.

ATTENTION, ACTS!

Am now contracting Acts for
my 1950

Fairs and Circuses

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Originators and Producers of the
Automatic Cafe. Copyrighted. Now
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COLE BROS.' CIRCUS

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ADV. PHONE SALESMEN

Sell newspaper ads the year 'round
make it the easy way. No moneys each week.
We finance you after the first day.

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Veteran . . . Anti-Communist . . . Radio

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Another new deal starts May 15th.

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Working Entire County

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Contact. Write or wire. You pay yours, I
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Help—Get in touch with me. Outside Men.
May 10, Conrad, Neb.; May 11, Colfax, Neb.;
May 12, Colfax, Neb.; May 13,
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FRED BRAD

Cole-Walker Circus

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CONTINENTAL, OHIO, "SINCE 1901"
PLENTY STOCK CUTS FOR CIRCUS
HERALDS, ALSO SEP AND MINISTEL
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Young, trained Dog. State trials, age, price.
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Circuit Managers, U.P.C. If water work via
route and Michigan. Start immediately. Letter
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HARRY OGDEN

204 Thurman Ave. Columbus, Ohio

Cole Chi Biz At Firm High; Hoppy To Stay

(Continued from page 69)

Western songs during a break in Cassidy's speech. Joe Lanzoratta heads the unit of 12 boys of from 9 to 16. The boys will remain with the circus as long as Hopalong is with it, it was stated. Unit planned here Thursday from the West Coast.

Performance going into Detroit will remain the same as that given here. Earlier plans had called for considerable change.

Side Show Biz Off

Side Show business has been belted by weather and the Stadium set-up which puts it in the path of only about 20 per cent of the big show patrons. Richard Best, manager, said that the show had drawn a good portion of those who got to the midway and that the week would have been good if the weather had cleared. Stadium-goers are unaccustomed to outside attractions and head straight for their seats, he said. Numerous doors to the building allow many customers to enter and leave without knowing there is a midway. Sleet hurt the Side Show Friday night (28).

For the Detroit stand Jack Plummer will lead a big show band made up of local musicians. Plummer is Cole Bros.' bandmaster but sat out the Chicago stand because the union insisted the regular Stadium band play the show. Plummer has six men here.

Ballet Line-Up

Web—Dolly Dale, Helen Keeler, Luise Peterson, Zohra Kader, Dolores Mummery, Pat Williams, Betty Patterson, Rose Behee, Madelaine Wallenda, Carla Wallenda, Yetta Wallenda and Edith Wallenda; elephant ballet—rings, Zahra Kader, Pat Williams and Barbara Petry; track, Helen Keeler, Dolores Mummery, Betty Patterson, Luise Peterson, Dolly Dale, June Christenson, Gloria Adams, Lorraine Leisen, Georgia Arns, Pat Glavin, Marilyn Ackerman, Gloria Zaliski, Jo Ann Kristy, Terry Lesko, Cindy Grachau, Ann Jensen, Pat Romilly, Jo Ann Tunte, Janet Lane, Jo Ann Peterson, Eleanor Olson, Mary Jane Waring, Rita Kane, Eleanor Deverally and Lou Cray.

Side Show Line-Up

Richard Best, manager; Nick Nichols, assistant manager; Doc Cotton and George Newberry, tickets; Freddie Jones, inside lecturer, anatomical act; Hoyt Schumaker, armless wonder; Doc Saunders, magic; Lindsay Carter, fat boy; Paul Latham, alligator boy; Bob Melvin, two-faced man; Joe Nawiath, midget and musical act; May Schumaker, fire act; Gloria Donet, rubber girl; Sam Marlowe, strong man, and Zilla, mentalist.

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Suitable for all types of promotion. Seating capacity of 15,000. Equipped with modern floodlights, parking facilities, and public transportation direct.

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Circus Carpenter Wanted

Also A-1 union Trombone Player. High pitch, also picture privilege for sale. Winona Wright, wire. Address:

KING BROS.' CIRCUS

Headville, Pa., May 10; Alliance, Ohio, 11; Ashland, 12; Findley, 13; Defiance, 14; Warsaw, Ind., 15.

WANTED—SMALL CIRCUS

For one or two nights during either August or September. Write

BAYSIDE SPORTS CLUB, INC.

ST. LEONARD, MD

Hoppy Items Hike Cole Concess Sales To Stadium Record

(Continued from page 58)

said licensed Hopalong items on sale at the circus were being limited in variety. Clothing, boots and some other major items are reserved for department store sales. Grouzard added that these would cost too much for circus sales. Photographs of Cassidy are being saved for radio and television giveaways, Stabler said.

Concessions are show-owned, according to Stabler, who said all profits go to the common fund from which Cassidy gets the same one-third interest that he gets from other circus profits. In addition, on the licensed Cassidy items he gets a percentage of wholesale price.

Union hustlers, Jacobs Bros. and the Cole-Stadium combo are major recipients of concessions shares.

Jacobs' org already has concession rights at most ball parks and other places the Cole show will exhibit. Detroit Olympia Stadium is a Jacobs house. For operation on the circus at spots that don't have Jacobs contracts, a new Jacobs unit is being formed.

Mills Org Gets Heavy Business At Ohio Stands

NEW CASTLE, Pa., May 6.—Three shows by Mills Bros.' Circus at Warren, O., Monday (1) were necessary to handle crowds totaling about 6,000. Soggy ground prevented use of some seats, but crowds at both matinees filled all available space and the same story held for the night show. Some acts were pulled because of wet ground.

Business here (2) was almost as good. Matinee was a straw house and night show was a full one. Mills was first to play a new city-owned lot at outskirts of New Castle and about 300 yards from rail siding.

Schools were dismissed early for the circus at Barberton, O. (28), where the show was under Lions' Club auspices. Thus matinee was a turnaway. Rain and sleet interfered at night but well over three-quarters of the seats were taken.

Cloudy, cold weather at Massillon, O. (27), held business to two half houses. Late arrival of pole truck there delayed the matinee slightly. Zanesville Grotto committee visited at Massillon.

PHONE MEN

HEEL AND TOE MEN

for

TRIPLE-D RANCH RODEO

Wire now or phone

JENETTE TERRELL

John Sevier Hotel Johnson City, Tenn.

4 Experienced Phonemen

Circus—strong auspices. Steady work. No drunks. No collect phone calls or wires.

HARRY MASSON

Aurora Hotel Aurora, Ill.

WANTED

Contracting Agent, Combination Biller with car. Man to care for Giraffe, Elephant Man, Canvas Men, Stock Men and Grooms, Lecturers.

FRANK PETERS ANIMAL ODDITIES EXHIBIT

Pittsburgh, California

Ringling Sets Gotham Record

(Continued from page 54)

three-year contract, while R-B management wanted a five-year pact. Arena officials' original asking price for next year's rent was \$330,000.

Powerful money-maker for all concerned during the circus's Garden stand was Howdy Doody, television character with a large moppet audience. Combined sales of Howdy Doody hats and balloons at the Garden grossed \$80,000, according to statistics compiled by Martin Stone Associates, one of the puppet's owners. Others sharing in the take were NBC, the puppet's TV outlet; Bob Smith, originator of the character, the Garden and the circus. Stone Associates, sole licensing agency for Howdy Doody merchandise, also has announced an agreement with the Van Dam Rubber Company, New York, providing for the manufacture of Howdy Doody balloons.

Bud Brandt, of Stone Associates, said Friday (5) that when the circus starts its road tour tentative plans call for a pitch on dolls, lollypops, balls, balloons, hats, pennants, buttons and scarves, all featuring a Howdy Doody motif, in connection with the puppet's appearance in the Ringling-Barnum Side Show. Also a possibility is the peddling of a simply-designed marionette figure, now in the works, Brandt said.

Tie-ups between Howdy Doody, the circus and local department stores on the circus route also will be effected, Brandt said. Several such stores already handle merchandise connected with the puppet, and an attempt will be made to have Howdy Doody and circus performers make appearances at these stores on Saturdays, whenever possible, in order to catch the maximum kid crowd, according to Brandt. He said that special paper was being prepared for use in exploiting the puppet's tie-in with the circus, and that the small puppet theater used in presenting Howdy Doody has been rebuilt so as to facilitate easy assembling and dismantling. Special promotional material, including records, will be carried with the show for use in the puppet attraction, and tie-ups with local NBC outlets will be made when possible Brandt said.

With the incorporation of late-arriving acts from Europe into the show, Pat Valdo and his staff have the circus clicking smoothly. Normal running time is now three hours.

PHONE MEN WANTED

3 FOR COLUMBIA, S. C.

5 FOR ATLANTA, GA.

Strong auspices. Finished successfully Augusta. Contact

JOHN COOPER

Plaza Hotel, Augusta, Ga.

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Circus Advertising Agent

WM. L. OLIVER

3500 Miami St., Apt. 109, St. Louis, Mo.

MUSICIANS WANTED

FOR

SEAL BROS.' CIRCUS

Baritone and Trombone for Big Show Band. Union scale. Good accommodation. Wire band leader.

RAYMOND AGUILA

Sprague, Washington, May 14; St. John, 15; Colfax, 16; Oakesdale, 17; Coeur d'Alene, Idaho, 18.

WEST BROS.' CIRCUS

WANTED

To join on wire, fast-stepping Agent who can contract auspices. Also Promoters capable of handling towns. Can also place Circus Electrician.

May 9, Guthrie Center; 10, Atlantic; 11, Red Oak; 12, Valliscaj; 13, Clarinda; all Iowa.

(2) PHONEMEN

U.P.C.'s, Banners, Pay Daily.

No collects or advances, office ready.

JUNIOR CHAMBER OF COMMERCE CIRCUS

Ph. 2509, C. of C. Bldg., Dubuque, Ia.

EXPERIENCED

DOUBLE DRUMMER

Union, wanted to join on wire. Finest band; sleeper on road; \$50 a week scale and meals. One who wants year around job; no drunks, mom boys or dry weather musicians wanted. Do not wire collect if you want job.

JOE ROSSI

Biller Bros.' Circus as per route

Now Available for the Season

Eight Horse Liberty Act of Sorrel and White Tennessee Walking Horses. Most colorful act out. Six Pony Drill and two White Splitz Riding Dogs. Beautiful Dapple Palamino High School Horse.

EVANS & STARK CIRCUS QUARTERS

Centerville, Iowa Phone 946

PHONEMEN

Two top notch non-drinking Producers to start NOW on Santa Clara Sheriff's Rodeo. Book, Banners, UPC. Must be able finance self. 8th annual show and red hot deal. Don't come on unless okayed this office. No collect calls.

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HORNE BROTHERS' CIRCUS

WANTS BIG SHOW PERFORMERS

Would like to hear from Family Acts doing two or more. Can use Circus People in all departments. Want organized Side Show. Will consider Mug, Custard and Crab. Contact as per route: Waverly, 10; Erin, 11; Dover, 12; Big Sandy, 13; McKenzie, 15; Dresden, 16; all Tennessee. Wingo, Ky., 17; Benton, Ky., 18; Smithland, Ky., 19; Clay, Ky., 20. Chasers and lishes will not be tolerated.

CAPELL BROS.' CIRCUS

WANT

SIDE SHOW MANAGER, PUNCH, VENTRILOQUIST, ETC. ALSO COOCH DANCER, PROP. MAN, WORKING MEN, CIRCUS COOK, 2 MORE BILLPOSTERS, BUTCHERS.

WIRE: DOC CAPELL, MGR.

Sweetland, May 11; Douglas, 12; Edgerton, 13; all Wyoming, or per route. P.S.: Charley Roark or Circus Cook from Rogers, Ark., wire at once.

NSA STARTS \$100,000 DRIVE

Funds Sought To Buy Home

Okay bond issue to finance purchase of permanent home in New York City

NEW YORK, May 6.—The National Showmen's Association (NSA), with headquarters here, will launch a bond drive toward a goal of \$100,000 for the purpose of purchasing a permanent home for the group, it has been announced by President Jack Perry. Final approval of the plan by the board of trustees was granted at the last regular meeting of the season Wednesday (26). The board of governors of the association already had sanctioned the idea.

Fifteen-year debenture bonds at 4 per cent interest and issued in units of \$100, \$250, \$500 and \$1,000 will be offered to NSA members. Plans call for letters to be written to member show owners asking how many and what unit bonds they will buy.

Decision on just what facilities the proposed new headquarters will house will depend on the size of the structure acquired. The group intends to purchase a building as close to the present Broadway and 47th Street location as possible. President Perry seeks to amass \$40,000 to \$50,000 thru the bond campaign before the group attempts negotiations for a new site.

As another means of fund-raising, NSA plans to send a new car by trailer on a tour of carnivals and fairs this summer and sell tickets on the auto at these events. The car would be awarded before the annual NSA banquet.

Hennies Opener At Hot Springs Tops '49 Figure

OKLAHOMA CITY, May 6.—Hennies Bros.' Shows opened here Friday (5) on a city-owned lot at 10th Street and Pennsylvania Avenue, moving here from their opening stand in Hot Springs, the org's winter base. Altho weather was cold, the 12-day Hot Springs opener topped last year's figures.

Org is carrying about 35 concessions. Bobbie Wicks completed the new front for Showboat and is working on a new one for Holiday in Tropicana.

Visitors at Hot Springs included Max Goodman, Lou Keller, Red McKeown and Sherman H. Serre, as well as members of the Hot Springs Showmen's Association.

Wednesday night (3) Owner Harry W. Hennies was awarded honorary memberships in the Optimist Club and the Hot Springs Boys Club in recognition of his gesture of playing a benefit for the organization's charitable and social work. An estimated \$1,500 was donated to the clubs, representing all midway receipts and a day's wages of each worker on the show.

Port Jervis Date to Prell

PORT JERVIS, N. Y., May 6.—Capt. Charles Love, of the Fowler Engine Company No. 3, said this week that the fire fighters have signed Prell's Broadway Shows to provide the midway at their annual celebration here July 17-22.

WOM Displays Added Back-End Power at Wilmington Preem

WILMINGTON, Del., May 6.—Frank Bergen's power-packed World of Mirth Shows opened strong here April 28, but many of the succeeding sessions bowed to the weather.

Bergen is again fronting a tight operation, with unnecessary expense eliminated for the still date season. Dead units, including six rides, have been left on the train and several others are in the org's winter quarters at Richmond, Va. Failure to pay their way in the spring, and the inadequacy of many of the lots encountered in the thickly settled communities which the shows play are the reasons for the curtailment.

Bergen has practiced this same economy with good results for the past several seasons. When a spot is known to rate additional rides, the units are unloaded and set up. The shows' usual routing thru New Jersey is not good territory for rides, since little or no novelty is involved because of the proximity of multiple beach resorts and amusement parks.

Strong Show Features

The show's back end looms stronger than ever before. Principal addition is Zorita, former burlesque-club snake dancer in the Girl Show, supplanting the unit presented last year by Nat Mercer. Current unit is completely built around Zorita, an accomplished performer and emcee. A Hammond organ is the only music. Potential power of the show was demonstrated Wednesday night (3) when two shows were given to packed houses despite the fact that patronage was extremely spotty in view of the weather.

Also strengthening the back end is a Snake Show presentation by Brad Bradford, a sportsmen's show feature at New York and Boston for the past several years. In the same category is a Wild Life show presented by Cash Miller.

Another new unit is Buttons Grantham's Monkey Show. Principal repeating attractions include Glen Porter's Side Show, Jimmie Simpson's Club Ebony, L. Harvey (Doc) Cann's Motordrome, and Cliff Karn's Fat Show. Porter's Side Show is spectacular and well populated with attractions, principal one being Johann Petursson, giant, now on a week's leave to work on a movie in Hollywood. Porter's second unit is Turtle Girl, pit attraction. Grantham also has the Life Show.

Rides on the lot here included the Merry-Go-Round three Ferris Wheels, Caterpillar, Skooter, Spitfire,

Eastern Amusement Holds Solid Preem

WATERVILLE, Me., May 6.—Eastern Amusement Company opened here last Saturday (29) to good crowds and will wind up the stand tonight. M. S. Earl, general manager, and C. R. Ross, business manager, are co-owners of the show.

The org's ride line-up includes Irving Coffern, Ferris Wheel foreman; Charles Coffern, Merry-Go-Round foreman; Joe Robinson, Chairplane foreman, and Elric Davis, kiddie ride superintendent.

Concessionaires are Mr. and Mrs. Scott Logan, 3; Mr. and Mrs. Everett Lowell, 2; Bob Lowberg, 12; Mr. and Mrs. Lester Merrill, cook house operators; Jerry Blair, bottle game. Bob Lyons is sign painter and Frank Davis, general assistant. Phil Deraps is in charge of power plants.

Dipper, Octopus, Looper, Rolloplane, Silver Streak, Tilt-a-Whirl and kiddie auto, Merry-Go-Round, Whip, boat, train and donkey.

Ralph W. Smith, show treasurer for many years, has retired. Other than visiting members of his family, his plans for the future are indefinite.

Staff includes Frank Bergen, general manager; Bernard (Bucky) Allen, concessions manager; Bud Sollenberger, treasurer; Howard Ramsey, assistant; L. Harvey Cann, agent; Gerald Snellens, special agent; Dada King, concessions secretary; Eddie Cennane, lot man; Al Mooney, trainmaster; Harry Hauck, superintendent, and Tommy Riggins, commissary.

Riley, Stratman Buy Out Curl To Go On Own

OWENSBORO, Ky., May 6.—Louis T. Riley, who has been making his home here since leaving the road several years ago, and Dan C. Stratman, of Danville, Ill., this week completed negotiations for the purchase of the W. S. Curl Shows, with quarters in London, O. Under the new set-up shows will be retitled the Dan-Louis Shows.

Riley, who formerly owned and operated the Dixie Belle Shows, and Stratman, former concessionaire with Dixie Belle and Rogers Greater Shows, formed a partnership here recently. Riley will be general manager, while Stratman will be assistant manager and have charge of concessions. Mrs. Riley is secretary and treasurer and will handle the office assisted by Mrs. Stratman. Shows will play the Curl route. Mr. and Mrs. Curl, former owners, will continue with the org with a number of concessions.

George Smith Tees Off at Conemaugh

CONEMAUGH, Pa., May 6.—George Clyde Smith Shows bowed here Friday (27) to fair weather and a crowded midway. Shows debuted their new Side Show and Girl Show fronts and new Kiddie Auto Ride. A new transformer truck and several other trucks have been added.

Staff, in addition to Owner-Manager George C. Smith, includes Fred DeCoursey, secretary; F. Norton, mailman and The Billboard sales agent; Hal Curtis, transportation superintendent, and Sam Colliers, sound truck.

Other personnel includes: Ferris Wheel, Eddie Ryan, foreman; Merry-Go-Round, F. McGuire, foreman; G. R. Skidmore; Chairplane, Alvin Green, foreman; Kiddie Autos, Laird Johns; second Kiddie Auto, Sargent Gray; Kiddie Swings, Paul Gochour.

Side Show, Fats Usher, manager and outside talker; L. J. Simon, inside talker; Ella Snyder, mentalist; Jimmy Simon, sword ladder; Sandra Lee, annex; H. C. Holmes, torturer, and William Birbaugh, tickets.

Girl Show, Mital Usher, manager; Dottie Dalton, Linda Lorse, dancers; Earl Brown, tickets. Strip Follies, Jean Nadja, Funhouse, Jimmy Mountain.

CW Glitters In Debut in Petersburg

Reflects \$\$ Spent in WQ

PETERSBURG, Va., May 6.—Issy Cetlin and Jack Wilson again rate plaudits for effort and accomplishment. They have refused to adopt the gospel of curtailment in framing their Cetlin & Wilson Shows for the current tour and their spread, as revealed here on the Washington Street grounds last Saturday night, sported midseason glitter.

Issy and Jack are undeniably shooting for the top of the heap, and if money outlay is the way to do it, then they are definitely on the right track. All units are in prime shape and ready for inspection by committeemen or secretaries.

Shows got off to a better start than they did a year ago, despite poor weather, Wilson said. Weather to date has been anything but good and the final count will probably reflect it, but a definite feeling of optimism prevails.

Powerful Back End

A powerful back end is ready for all classes and purses. Raynell is producing the Minstrel this season, along with the girl and posing units. The Girl Show, with 20 performers, is a typical Raynell production—it can hold its own in any league. The Posing Show, with a center stage, remains essentially the same as last year.

Earl Chambers has the Monkey Show, Gorilla Show and Glass House. Nicky Mansion has the Side Show and Snake Show. Other units include Magic Johnson's Illusion, Doc Norman's Unborn, Earl Purtle's Mo— (See Cetlin & Wilson on page 78)

Magic Empire Hit By Rain and Cold; Boyette New G. A.

NASHVILLE, May 6.—Magic Empire Shows, owned and operated by A. Spheris, opened their second engagement in this city Monday (1) after playing eight weeks of Southern dates to rain and cold weather. On the few nights that weather permitted its presentation, Fearless Gregg's cannon act proved a healthy draw, officials said.

Marion (Paul) Boyette Jr., formerly with Crescent Amusement, Mighty Monarch Shows and Paul Talbot Enterprises, has taken a leave of absence from his job as manager and president of Covington County Fair, Andalusia, Ala., to assist Spheris in the capacity of general agent.

Shows' office-owned rides include Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Fly-o-Plane, Caterpillar, Chairplane and Kiddie rides. The office-owned Side Show, under direction of Glen Gibson, is housed in new canvas and sports new banners.

Concessionaires include Mrs. William Cowan, bingo; Joe Blach, diggers; Jack and Irene Settle, Jim Davidson, Maxine Glenn, Sam Wine-thrub, Carl Cooper, Leon Gilchrist, Dick Taylor, Dave Carroll, Tom Tisdale and Harry Hartsell.

Manager Spheris is building two new panel show fronts. Shows move out of Tennessee following this date and route calls for a swing thru Kentucky, Indiana and Ohio after which they pick up their fair dates.

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175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

CONDERMAN WHEEL
FOR SALE
Have all new seats and new Allis-Chalmers motor, very good condition. Price \$1,800.00 or will trade for good Kiddie Car Ride.
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KIDDIE RIDES
FOR LEASE
Have two Kiddie Ride Units for lease—one Unit of 8 Car Auto and Blue Goose Rides. Blue Tops and side wall on both rides; one Unit of 10 Car Auto, Airplane and Roto Whip.
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P. O. BOX 518 NASHVILLE, TENNESSEE

WANTED AT ONCE
FOR FOLLOWING FAIRS:
Mount Holly, N. J.; Camden, N. J., and Doylestown, Pa., Fairs.
Two good Fair Secretaries, men or women, who know how to handle details for fair manager's office. Also experienced Men and Women to sell exhibit space in tents and buildings. Solicitors for premium booklets. Can also use Carpenters, Builders, Painters, Sign Painter, good Neon Man to build signs for exhibit buildings. All replies to
S. BURGDORF
Secretary, Mount Holly Garden State Fair, Inc., P. O. Box #27, Mount Holly, N. J.
COULD USE LARGE CARNIVAL CO.

LAST CALL-WANTED
FOR LONG SEASON OF GOOD CITIES AND TOWNS
One more Flat Ride, clean Concessions, good Side Show, Truck Drivers, other Help, Musicians for Band, Novelty Shows. It's your real chance to make money.
JAY GOULD CIRCUS
Ottawa, Ill.

CARNIVAL WANTED
FOURTH OF JULY WEEK-END—URGENT! Other dates considered, too. South Bend, La Porte, and Michigan City, Ind.; New Buffalo, Galien, Three Oaks, Buchanan and Niles, Michigan, are all within a twenty-mile radius.
HUDSON LAKE AMUSEMENT CO., INC.
R.R. #2, New Carlisle, Indiana
ALVA A. BEST, Sec. & Treas.

AVAILABLE
After June 5th
MONA VAUGHN
GIRL SHOW OPERATOR
Have Wardrobe and Sound Equipment.
Address:
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WANT CARNIVAL
For One Week Stand, first or second week of July, benefit American Legion. Contact:
H. L. DUNCAN
BOX 501 BELLS, TEXAS

AGENTS WANTED
Ball Games, Metro-Derby Racer, Percentage Dealers. No drunks. Must be able to up and down. Whittie O'Brien, contact.
MARJORIE MILLER & CHET PIERCE
c/o Baker United Show, Columbia City, Ind., this week; Huntington, Ind., next week.

Weather Hits Jones at Bow In Washington

Season's Outlook Bright
WASHINGTON, May 6.—Adhering to the pattern of the times, the Johnny J. Jones Exposition lost its opening rounds to the weather. The org got its season under way here April 28, as is customary, with the opening week-end counted on to replenish in part depleted winter bankrolls. However, the rains came, and Sunday (30), normally the big one, was a total loss.

Altho not originally skedded, show execs planned to extend the run thru tomorrow in the hopes of catching a lucrative Sunday play. Shows are playing the Bennings Road and Oklahoma Avenue lot.

Early Crowds Sparse
Early in the week when fair weather prevailed, crowds were sparse, causing show execs some concern. Two possible reasons for the thin attendance were advanced, video and a drained location. The logic, however, at least insofar as the location is concerned, was loose and far from conclusive. The lot, which is the site chosen for the Sesquicentennial, this year has been played only by Strates, and that org caught considerable bad weather. Video may have some effect, but it can't be credited with causing attendance drop when the weather is wet or cold.

Partners Morris Lipsky and Buddy Paddock put together a creditable, tho incomplete, show for this spot. The back end was light, but this will be remedied when the org plays the Johnstown (Pa.) Centennial next week.

Show line-up here included a Fun House, John Courtney's *Frontier Days*, a new unit featuring life-size Western characters; Glass House, Jerry Jackson's Minstrels, Charlie Wren's Motordrome, Best & Wanous Side Show and Snake Show, Duke Jeanette's Unborn, and Exner's Wild Life. Set to join next week are Nat and Dot Mercer, formerly with the World of Mirth Shows, with their Girl Show, and Bob Edwards with his Posing Show.

Rides included J. C. Weer's Little Dipper and Pretzel; Fly-o-Plane, Looper, Merry-Go-Round, Octopus, Rocket, Rolloplane, Tilt-a-Whirl and Gyp McDaniels's burro ride which replaces the old Rocky Road unit.

Good Season Predicted
Jones personnel are looking forward to an excellent season, since the org is heading for the best route of fairs it has had in several years. Annuals to be played include Muncie, Ind.; Cedar Rapids, Ia.; Sedalia, Mo.; Keokuk, Ia.; Knoxville; Chattanooga; Atlanta and Columbus, Ga.; Pensacola, Fla., and Dothan, Ala.

Considerable publicity was forthcoming here, principally thru tie-ins. A father-son group and the National Press Club were each provided with talent for special doings, with good newspaper breaks ensuing.

Staff, beside Lipsky and Paddock, includes Ralph Lockett, secretary; Peasey Hoffman, special agent; George Leonard, publicity; Robert L. Thomas, assistant secretary; Eddie Coe, concession secretary; Bert Miner, general superintendent; Lee Falkner, trainmaster; Earl Lyons, electrician; Andy Kranick, Diesels; Dr. John Lamar, medical director; Crawford Droage, advertising agent, and Mrs. Bert Miner and Mrs. Jean Lamar, front gate.

WANTED
Used Merry-Go-Round
Late model, in good condition
HERMAN PICARD
Voorheesville, N. Y.

W. G. Wade Shows
UNIT NUMBER TWO

10 Days
10 Nights
June 2d-11th

DETROIT, MICHIGAN
Location: Ferry and Chene St. Market. Benefit East Side Optimist Clubs.

10 Days
10 Nights
June 2d-11th

WANTED
Fish Pond, Ball Games, Pitch Till You Win, Huckly Buck, Long and Short Range Shooting Galleries, High Striker, Kentucky Derby, Photo Gallery, Novelties, Upright Legitimate Wheels, French Fries, Ice Cream, any other Legitimate Concessions.
Romulus, Michigan, Chamber of Commerce & Rotary Club Fair, June 13th-18th; Coldwater, Michigan, Chamber of Commerce Jubilee, June 20th-24th, to follow.
WRITE, WIRE OR CALL
C. D. MURRAY, Mgr.
W. G. WADE SHOWS, Unit No. 2
9600 Broadstreet Telephone No. Texas 4-6413 Detroit 4, Michigan

PACIFIC NATIONAL EXHIBITION
VANCOUVER, BRITISH COLUMBIA, CANADA
August 23 to September 4, 1950
Paid admissions last season, 675,000.
Want reliable Concessionaires to handle merchandise wheels. All rides, shows, bingo, food set. Do not reply unless you are properly financed to handle major exhibition.
INTERESTED IN BUYING A CALLIOPE
HILKER ATTRACTIONS, LIMITED
EXCLUSIVE CONTRACTORS, PNE MIDWAY
630 Seymour Street Vancouver, British Columbia, Canada

W. G. WADE Shows
KALAMAZOO, MICH., MAY 15 TO 20
Can place the following Shows: Illusion, Life, Motordrome, Wildlife, Legitimate Merchandising Concessions: All Hanky Panks, Ball Games, Pitches, Darts, Fish Ponds, other Skill Games.
Write or Wire W. G. WADE SHOWS
Jackson, Mich., all this week
Ann Arbor, Mich., follows Kalamazoo

RAY WILLIAMS SHOWS, Inc.
(Formerly Happy Holiday Shows, Inc.)
HANKY PANKS—Can place all kinds. MUST WORK FOR STOCK. Good proposition for set of DIGGERS.
RIDES—Can place Roll-o-Plane or Spitfire or any rides not conflicting. Must furnish own transportation.
KIDDIE RIDES ALL OPEN—Will book 2 or 3.
"BABE" HARRIS wants People for Girl Show, Jig Show, also Hill Billy Show.
People with me before—contact at once
All wire or write—Ray Williams Shows, Inc.
This week, Marion, Ohio; all next week, Shelby, Ohio.

Percell's PIONEER SHOWS
—high class midway attractions—
May 15 to 20th, Berwick, Pa., in town—Plenty work
Want legitimate Concessions—Novelties, Arcade, Jewelry, Photos, Hanky Panks. Want Ten-In-One, Motordrome, Monkey Show Fun House any show of merit. Do not need any Rides. Johnny Lash wants Count Store Agents who can count, Ride Help, no half wits; Bingo Caller, Clerks. For Sale—Airplane Kiddie Ride, 20 x 20 Marquee, Double Loop-o-Plane, reasonable; several Semi Trailers and Tractors. Marion Leaman needs Girls. Will send tickets if I know you. Mitzi, come on. Answer by Western Union, Towanda, Pa., this week.
MICKEY PERCELL

NOW DELIVERING!

New Apex 4 Star Carnival Wheels



Complete Bingo
Supplies, also
Amplifiers.
SEND FOR FREE
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Apex 5 Star
BINGO
BLOWERS

12	27	32	47	54
10	18	42	52	56
14	16	46	48	53
8	23	40	50	71
6	21	44	58	74

Heavy Duty Mounted
BINGO CARDS
in Various Colors



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Never a break-
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Quick Cameras
Patented fea-
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Prices. Beauti-
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Popcorn Machines & Concession
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NASHVILLE TENN

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories
available at all times. Mail orders our specialty.
Shipments made within 24 hours to all points
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WANTED

For 3 weeks starting May 15 in Cleveland, O.
Legitimate Stock Concessions—High Striker,
Custard, French Fries, Long Range Gallery
(one equipped to run in Cleveland), Fun
House, Animal, Ten-in-One or any clean
Show, First and Second Men on Screw Ball,
Ferris Wheel, Merry-Go-Round; must be neat
and sober, others need not answer. We open
May 15. Ed Thibault, are you coming?
Interesting proposition for you.

A. J. SUNNY AMUSEMENTS
3006 E. 130 St. WA 1-4679 Cleveland 20, O.

Wanted—Good Mechanic

Who can drive semi. Must take care of 3
trucks and tractors. Good salary with room
and board. All year-round job. Also want
other Semi Drivers. Opening June 1.

Address: **SUNNY BERNET**
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Due To Disappointment

We have an opening for Ferris Wheel and
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season—all spots celebrations. Reply to

KENNETH RAPP

Tekamah, Nebraska Phone 33

WANTED

FIRST CLASS CARNIVAL

For gigantic V-J Day Civic Celebration, August
6-14. AMVETS Post 32, P. O. Box 308,
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FOR RENT

Carolina Beach, N. C., Concession Stands suit-
able for Lunch, Arcade, Snowball, Games, etc.
Center amusements. Only five stands left. Rents
reduced \$300.00 season. Contact immediately.

SIDNEY ABRAMS
Conway, S. C.

MIDWAY CONFAB

Charles S. Reed, general agent for
the John McKee Shows, was a re-
cent visitor to The Billboard St.
Louis office. Reed advised that his
org was practically booked solid for
Missouri and Arkansas fairs and
celebrations.

Booking still dates was once considered
an art—now its strategy.

Minnie Simmonds is making plans
to leave her Chicago headquarters
for the Canadian National Exhibi-
tion, Toronto. . . . Henry and Helen
Patterson joined the Sammy Lane
Shows with their cookhouse in Clin-
ton, Mo. . . . Sophia Gleason, mem-
ber of Caravans, Inc., Chicago club,
is in Janesville, Wis., for a six-week
visit with her daughter, Mrs. W. F.
Corsario. . . . Enos Wolf, with pop-
corn stand, joined the Sammy Lane
Shows recently in California, Mo.

Cookhouse gossip: "Yeah, he's now in
business for himself, providing that foam
will rise to the top.

Pinky Pepper, annex feature of
Linda Lopez's No. 2 Side Show,
chalked up a winning week at the
Buccaneer Days Celebration, Corpus
Christi, Tex. . . . John D. Anderson,
who was associated with the Happy
Holiday Shows when they had head-
quarters in his hometown of Belle-
vue, Mich., is planning to organize
his rides, concessions and attrac-
tions as an independent carnival
company. He is booking his units
with the Ray Williams Shows.

Where there is a cold ear to free speech,
the office doesn't get the benefit of begin-
ners' ideas.

Ernie Slavin, Motordrome opera-
tor on Buff Hottle Shows, reports
from Westwego, La., that he is con-

sidering opening an Athletic Show,
especially since his boxer dog, Lady,
gave birth to nine little boxers.
. . . . Joseph Lehr pens from Phila-
delphia that when Endy Bros.' Shows
played the Yellow Jacket lot there,
Mr. and Mrs. Charles Roth, conces-
sionaires, stayed on the lot with their
house trailer. Their daughter, Rita,
worked one of the Endy shows' front
gate ticket boxes, while Roth worked
an office-owned spot the spot store
with Lehr. The Roths have booked
their spot the spot store and add 'em
up darts with Krause Amusements
for the season.

What rates just now as the toughest
job in advance work is that of locating a
lot that isn't surrounded with barrooms.

Paul and Jack Kellow, conces-
sionaires formerly with J. J. Kirkwood
Shows, have joined Prell's Broad-
way Shows with their long and
short-range galleries. Jack's son,
Jock, assisted by Bob McGregor, is
playing a circuit of fair and celebra-
tion dates with custard, popcorn and
French fries stands. . . . Joe Rowan
has joined the Amusement Corpora-
tion of America's Imperial Shows at
Baton Rouge, La., as special and
press agent ahead of the shows. . . .
Lillian Russell has returned to Prell's
Broadway Shows following a brief
visit with friends in Palmerton, Pa.

Ride boy claims that he was with a
carnival that kept its route so well hidden
that even its general agent didn't know
where it was going.

Harvey (Doc) Arlington, on the
Blue Grass Shows the past three
years, joined the new Ray Williams
Shows at Detroit. . . . D. Wade, gen-
eral agent for the W. G. Wade Shows
was in Fort Wayne, Ind. recently.
. . . . Harry E. Wilson was a New

EVANS' NEW CIGARETTE WHEEL

NEW FLASH!

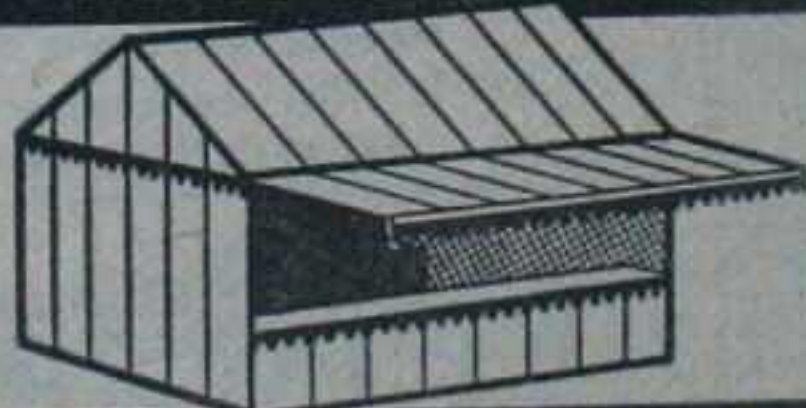
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THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skittles, Spindles; Tracks, 12, 15 & 24 numbers;
Chuck and P. C. Wheels, Bazaar Mide. Wheels, Baker Four Ball Buckets (also new style
old fashion Buckets), new Six Cats and Big Toms, Razies, Roll Downs, Charts and
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new Country Store Slum Spindle, size 28x28 inches; new Ping-Pong Blower Alley, all
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card and we'll take care of you.

RAY OAKES & SONS
8432 W. 44th Pl. Lyons, Ill.

AMERICAN EAGLE SHOWS

WANT

FOR RIPLEY, TENN., MAY 8-13; ALAMO,
TENN. (Strawberry Festival), MAY 15-20;
MOUND CITY, ILL. (Street Celebration),
MAY 22-27.

PEA POOL, PAN OR RAT GAME, PITCH-
TILL-YOU-WIN, GIRL SHOW OR ANIMAL
SHOW. ALL ADDRESS:

DANNY ARNETT, Mgr.
As Per Route Above

FOR SALE

KIDDIE ROTO-WHIP

Newly upholstered and new motor. Can be
seen in operation at Norton's Kiddie Park,
Mobile, Ala. Price \$900.00.

Grandmother Solor Horoscope, Love Pilot,
Kirk Guesser Scale, \$85.00 each, Undersea
Raider, Hiball, \$50.00 each, 6 Electric Meters
for \$75.00. One Photomatic, \$100.00.

E. W. SCHNEPEL

c/o Lawrence Greater Shows
Lawrenceburg, Ind.

CAN USE

Point or Coupon Agents for Razzie Rolldown
and Alley. B. J. Haines, Joe Ansher, wire.
Can use Griddle Man.

CAPITOL CITY SHOWS

E. A. "HOPPY" CHAPMAN
ROME, GA.

AGENTS WANTED

For Ace, Coke, Buckets and others.

E. L. WINROD

c/o Imperial Shows, Pekin, Ill., this week;
Rochelle, Ill., next week.

WANT CARNIVAL

FOR JULY 3 AND 4

We want a Merry-Go-Round, Ferris Wheel
and Airplane Ride, etc. Two to three
thousand expected.

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FREAKS & NOVELTY ACTS

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For Early August
Also Rodeo or Circus for July 4th. Strong
audience. Contact

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c/o Hatfield Speedway Hatfield, Pa.

RIDES WANTED

Especially want Merry-Go-Round, Ferris Wheel
and Kiddie Rides for big Annual Celebration,
July 3-8. Contact

A. J. SCHMIDT, Secy.

Chamber of Commerce, Council Grove, Kansas

CARNIVAL WANTED

Rides — Shows — Concessions
July 2-4

CLINK'S PARK
Alma, Neb.

**Jack "Twisto" McCormack
WANTS ACTS**

Magician who can pitch, Tattoo Artist, Annex Attraction. Billy, Sandy, wire Chief Wallace. Chuck, come on. All Side Show Acts who want pay every week, let me hear from you.

c/o L. B. LAMB SHOWS
Carbondale, Ill., this week.

**FOR SALE
WILL SACRIFICE**

UNBORN AND SOCIAL HYGIENE EXHIBIT Made of Wax by CHRISTOPHEL, consisting of Nine Life-Like Specimens, showing the Nine Months of the BIRTH OF A BABY. Also full size CAESARIAN BIRTH in Wax and 38 Specimens Showing VENEREAL DISEASES. 20 Pictures in Colors showing various stages of the Disease. Two Neon Signs with Four Inch Letters, one saying ADULTS ONLY and the other SOCIAL HYGIENE EXHIBIT. A swell show for a feature in a Side Show or a complete MUSEUM OF ANATOMY SHOW. FIRST Money Order for \$300.00 buys it complete. Cost over \$1,000.00. Other business forces me to sacrifice. Write, Don't Wire: RAYMOND A. WALTON 906 W. Fairchild Danville, Ill.

**WANTED
A-NO. 1 WAITER
C. F. MELLE**

c/o Royal Crown Shows
Portsmouth, Ohio

**WANT CARNIVAL
FOR SEPTEMBER 14, 15, 16**

Want Rides, Stage Shows, Concessions, etc. Good town of 2000 in excellent trade area. Will give away car on last day of show. Want bids on Bowery also. Contact

AMERICAN LEGION POST #97
Larimore North Dakota

FOR SALE

Root Beer Outfit mounted on Dodge 1938 bus. Wayne all steel body. 45 gal. Barrel, also small Hires Dispenser. Both equipped with Ref. Coils, 1 2500 Watt Electric Light Plant, 1 20 gal. Carbonator, 1 Stainless Steel 40 gal. Water Tank, 2 Refrigerator Plants, enough Stock to take in approximately \$1,000.00. Living Quarters for two. Privilege is paid for the Ohio State Fair on location that I have had for the last 28 years. Original cost of this outfit close to \$5,000.00. All of this goes for \$2,750.00. Reason for selling: I am in poor health and 70 years old. Don't bother unless interested.

N. H. COHEN
30 Butties Ave. Columbus 8, Ohio

WANTED

For Chicago Lots Foreman for new Ell 5 and Parker Baby Q Merry-Go-Round. Best of wages to sober, reliable men. Can place Wife on Ticket Box or Concession. Can book Pop Corn and 2 Hanky Panks working for stock. Reply:

JOHN HANSEN
6448 Milwaukee Ave. CHICAGO, ILL.
Phone: NEWcastle 1-3759

**Diamond Midway Shows
CAN PLACE**

More Concessions and Shows. Come on. don't wait. Mt. Sterling, Ill., May 12 & 13; have the largest 4th of July in Missouri—4 days.

J. W. DIAMOND

FOR SALE

20x52 TENT TOP\$97.00
7x100 SIDEWALL 49.00
MAIN AWNING AND TENT COMPANY
230 MAIN ST CINCINNATI, O.

WANTED—CARNIVAL

With four or more Major Rides for best Fourth of July in Southern Indiana. Can play the whole week if wanted. Very reasonable terms to the right show Address:

W. H. (BILL) LAMBERT
c/o Gentsch Shows Mayfield, Ky.

York visitor last week. His current plans include promotional work for Prell's Broadway Shows on Long Island. . . . Lou Leonard, Royal American Shows concessionaire, became a grandfather for the third time when a son, Jeffrey, was born to Mr. and Mrs. Jack Leonard in Hollywood April 27. To break the news to Granddaddy Leonard, Jack sent the following telegram. "It's a boy. Stop. Born 12:15 a.m. Stop. Weight 7:11. Stop. Baby and Mommy doing fine. Stop. Now we stop." Jack Leonard heads the parts department at the Badger Sales Company, Los Angeles. . . . Homer E. Gilliland, former special agent for the Morris & Castle Shows, United Shows of America and Hennies Bros. Shows, is currently conducting the promotion of a State-wide amateur show for the Veterans of Foreign Wars, in Chattanooga. Gilliland's organization includes Ann O'Connell, A. G. Rose, William H. West, Guy Curry, Tom O'Connell and Mrs. H. E. Gilliland.

"Look out!" shouted a cookhouse waiter to a concessionaire who had just come off a winter show, "Don't dunk that pork-chop in your coffee."

Bobby Grant has been signed as a feature with the Gay Ole New Orleans attraction on Gem City Shows. . . . Charles and Gladys Drollinger and sons, who had rides and concessions with Sunset Amusement Company for eight years, are operating the Union Grill at the bus depot, Iowa City, Ia. . . . Robert (Slim) Curtis, skeleton and Fat Show operator, opened with Best and Warnous Side Show on the Johnny J. Jones Exposition in Washington. . . . Ray-Rayette, annex attraction on the Side Show on Coleman Bros.' Shows, tendered Carmen Del Rio a party in celebration of the latter's 28th birthday in Middletown, Conn., recently. Guests included Robi Marlaine, Fonda Brown, Sammy Lee and Jake and Bobbie Aughton.

There is some talk among opening date reformers about having all shows start from the same distance down South so as to give 'em all the same break in the race North.

Anyone knowing the whereabouts of R. E. Stewart, formerly with Shan Bros.' Shows, is asked to have him contact his sister, Mrs. Kathryn Schultheis, 527 1/2 West Washington Street, Indianapolis, who is seriously ill there. . . . Harvey (Doc) Arlington, last season press representative with the James H. Drew Shows, has signed with Ray Williams' Shows in a similar capacity. . . . Mrs. Violet Howe, a member of the Ladies' Auxiliary of the Hot Springs Showmen's Club, has been elected president of the Ladies' Auxiliary of the Arkansas Junior Chamber of Commerce. . . . Diamond Tooth Billy Arnte's Caronila Follies have joined the Mighty Page Shows for the season. Line-up includes the Hot Poppa Turner Family, Julia Thomas, the James Sisters and a six-piece band, including Fat Scott, trumpet; Sam Davis, saxophone; George Sims, trombone; Bubber Myer, piano; Frank DeBoys, drummer, and Willie Cessell, bass. Henry Warren is emcee.

"I have noticed," said Barker Bligh, "that all barber poles are painted red and white, street cars are painted yellow and some fronts on chain stores are painted red—so if its scenery you're paying off with, I've seen it all."

Jahala Miller's French Casino has a new front built by her son, Mike. . . . Charles S. Noell, general representative of United Exposition Shows, cards from Jacksonville, Ill., that he has signed the org to provide the midway at the Tri-County Labor Day Celebration at West Frankfort, Ill., September 4-7. . . . Frank Ryan has signed his grab stand with Krause Amusements, which are playing Philadelphia lots. . . . F. W. Miller advises from Louisville that (See Midway Confab on page 78)

Morris Hannum Shows
One of the Great Eastern Shows

**CENTENNIAL JUBILEE
CELEBRATION**

ON THE STREETS OF CONSHOHOCKEN, PENNA.,
MAY 15 TO 20

Five miles from Phila. Publicity has been terrific. Parades Tuesday and Saturday—town decorated—fireworks every night.

RIDES—Will place Flat Rides, another Wheel and Merry-Go-Round. SHOWS—Mechanical City, Fun House, Thompson's Whale, Two-Headed Cow. Don't miss this one. Dillon, telephone me. CONCESSIONS—Grab, French Fries, Popcorn, Waffles, Scale, Age, Photos, Jewelry, Orange and Root Beer Barrels. Ryan, telephone. Can place all Legitimate Games.

All replies to MORRIS HANNUM

Penn Harris, Harrisburg, Pa., now; then Conshohocken, Pa., May 15 to 20.

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT
WANT

LEGITIMATE CONCESSIONS OF ALL KINDS. FISH AND DUCK POND, BALL GAMES, COKE BOTTLE, SLUM SPINDLE, HIGH STRIKER, SHORT RANGE GALLERY, JEWELRY AND CUSTARD ON EXCLUSIVE BASIS. WILL BOOK FUN HOUSE OR ANY GRIND SHOW WITH OWN TRANSPORTATION; LIBERAL PERCENTAGE. CAN PLACE FOREMAN FOR WHEEL; MUST DRIVE SEMI AND BE LICENSED.

C. C. GROSCURTH
Vincennes, Indiana, this week; Bedford Indiana, next week.

LAST CALL CUMBERLAND VALLEY SHOWS LAST CALL

Moving on lot May 22. Opening May 29 in South Pittsburg, Tenn. Will book Spitfire or any other ride that doesn't conflict. Shows—Animal, Monkey Circus, Snake, Midget, Mechanical City Motordrome Glass House Fun House, Penny Arcade, Side Show. Mark Williams, answer. Will book a few more legitimate Concessions. Good opening for a flashy Mug Outfit. This show holds contract for two celebrations and 12 county fairs, "no promotions," playing territory around the \$150,000,000 wind tunnel being built at Tullahoma, Tenn. Why make big jump when the money is here. All who expect to be with this show report Address mail to

ELLIS WINTON
108 E. McLean St. Phone 3284 Manchester, Tenn.

BEAM'S ATTRACTIONS

Community Celebration, Frostburg, Md., May 15-20

Want capable Wheel Foreman Spitfire Foreman, top wages. Operator-Manager for Funhouse and well-framed Snake Show, 50-50, CONCESSION Agents for Hanky Panks. Complete equipment for Girl Show for Manager with girls. Will book Monkey Show, 10-in-1 or any other attraction that appeals to family business. Mail and telegrams answering our ad in Spring Special were in most cases not received because name of town in ad was misspelled. Contact again. Write or wire

STEVE DECKER, Mgr.
SOMERSET, PA., THIS WEEK

**LAWRENCE GREATER SHOWS
WANT**

ELECTRICIAN WHO KNOWS HOW TO HANDLE DIESELS
MECHANIC THAT CAN KEEP A FLEET OF INTERNATIONALS MOVING
WILL BOOK MIDGET OR FAT SHOW. ALWAYS CAN USE HANKY PANKS.
LAWRENCEBURG, IND., THIS WEEK

NEW ENGLAND AMUSEMENT CO. WANTS

Capable Jenny, Octopus and Wheel Foreman, also Help for Kiddie Whip, Kiddie Auto and Train. No drunks tolerated. All must drive.

All wires to
HARRY J. KAHN
Worcester, Mass.

MIGHTY PAGE SHOWS

12 FAIRS 12 FAIRS
Ten Rides, Eight Shows, Forty Concessions
Featuring Seachlight and Free Act

WANT for Pulaski, Va., week May 15-20; then the big one, Neon, Ky. All first in. Twelve bona fide fairs, starting Red Lion, Pa., in July.

LEGITIMATE CONCESSIONS of all kinds, especially Age, Weight, Bumper, String Game, High Striker, Country Store, Heart and Clothes Pin, Pitch-Till-You-Win, Ball Game and Water Games. EX on Custard, Photos, Novelties, Jewelry, and two Mitt Camps. BOOK Buckets, Swinger, and Six Cat. Also few choice Wheels and Flats if you have Hanky Panks. Want Skillo, Count Store and Hanky Pank Agents. Diamond Tooth Billy Arnte wants Colored Performers and Musicians: Trombone and Sax; two bright Chorus Girls who can cut it. Salary from office. Harry Harris wants to buy two big Snakes for cash. SHOWS—Motordrome, Fun House, and Arcade. RIDE HELP—Sober, reliable Foremen on Wheels, Tilt and Jenny. Second Men who drive and have licenses on all Rides. NO DRUNKS TOLERATED. All replies to

BILL PAGE or TOMMY CARSON

WINSTON-SALEM, N. C.

P.S.: O. P. Johnson and Chris Jernigan, contact BILL PAGE.

RIDES—WANT—CONCESSIONS

FOR PERMANENT PARK LOCATION
300,000 Within 20-Mile Radius

GREENSBORO, N. C.

Open June 1 at City Limits on U. S. Highways 29 and 70; city bus service. High Point Road, with 800-car parking lot adjoining. Swimming Pool open seven days week. Especially want Merry-Go-Round, 25%. Will advance \$1,000.00 if you need cash, or any Ride not conflicting with Wheel, Chairplane, Kid Boats, Airplane, Fire Truck, Swings and Live Ponies. All Concessions open. Stock Stores only. No gypsies. Place M.-G.-R. and Rolloplanes now on downtown lot. Others June 1.

ASTOR PHILLIPS

500 Church Street. Phone 20661 after 10:30 P.M.

P.S.—This is not leased property. We own it. All city conveniences.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT

Frozen Custard, French Fries, Cotton Candy, Novelties, Age and Scales, Cigarette Shooting Gallery, Pitch Till You Win, Long and Short Range Gallery and Penny Arcade. Want Girl Show Manager with two or more Girls. Want Fun House or any Grind Show; we have tops. Louis Augustino wants Talker and Acts for Side Show; Carl J. Harvey, contact. Also Pan Game Agent and Hanky Pank Agents. Dover, Delaware, this week; then Milford, Delaware.

FOR SALE

Kiddy Whip and Kiddy Plane, together with 1941 Black Diamond Trailer and 1946 Chevrolet Tractor (without cab), located at Key West, Florida \$2500.00
Chair Plane Ride and 1945 Ford State Truck, located at Cumberland, Maryland 1500.00
Baker Semi-Van with show front, located at Elberton, Georgia 800.00

LUTHER C. HECK ESTATE
c/o Archibald M. Matthews, Attorney

PHONE 327

SOMERSET, PENNSYLVANIA

PAGE BROS.' SHOWS

Martin, Tenn., 4th of July Celebration—12 Fairs starting Middle of July. Want Custard, Cotton Candy, Arcade, Jewelry, Fish Pond, Pitch To Win, Long Range Lead Gallery, 6 Cat, Buckets, Hanky Panks of all kinds. Doc Burns wants Man and Wife for Girl Show. Can use 2 Single Dancers, Acts for Side Show, Geek and Grinder. Danny, come on. Cowboy Boots and Funny Book Readers, stay where you are.

Providence, Ky., this week; Marion, Ky., next week.

P.S.: We show inside of Gate 4 at Camp Campbell, week of May 29.

ORANGE STATE SHOWS WANT

One or two more Rides, Shows with own outfits. Concessions—Bingo, Pop Corn, Candy Apples, Mitt Camp, Penny Pitch, Scale, Hanky Panks of all kinds. What have you? This show will play New York State all summer. Like to hear from sober Ferris Wheel Foreman.

Wire or Write
LEO BISTANY

SENATOR HOTEL, WALNUT STREET, PHILADELPHIA, PENNA.

COLEMAN BROS.' SHOWS

Want Girl Show, Funhouse, Monkey Show. Want Concessions—Basketball Game, Grocery Store. Want Rides—Octopus, Rolloplanes.

RICHARD J. COLEMAN

Norwich, Conn., May 8-13; New London, Conn., May 15-20.

MIDWAY CONFAB

(Continued from page 77)

he has taken delivery on a new tent and truck for his Streets of Paris attraction on the World of Pleasure Shows. . . . Speedy Babbs left Miami last week for Ohio to pick up his Rolling Globe and Motordrome and equipment before joining the Eddie Dietz Shows in Pennsylvania. He has his Silodrome, Jungle Monster and Globe of Death booked with the org. He will present the last named as a free act.

Bobby and Jake Aughtman, Side Show operators on Coleman Bros. Shows, took delivery on a new station wagon in Berlin, Conn. . . . Dick Duncan joined F. C. Bogle Shows at Baxter Springs, Kan., recently. . . . Clark Trick is manager of the William Hagelman concessions on the Simon Krause and Meyer Duke Amusement Company. . . . Ray-Rayette, with Jake and Bobby Aughtman's Side Show on Coleman Bros. Shows, purchased a new truck and trailer while the org was playing Middletown, Conn.

Frank Kelly, veteran trouper, joined W. G. Wade Shows at Jackson, Mich., recently. . . . Charles E. Morgan, cousin of the late George Dorman, of the old Rice & Dorman Shows, is ill at his home, 321 N. W. First Street, Oklahoma City, and would like to read letters from friends. . . . Guzzling Gus Comstock, who was released from Wadsworth Hospital, Wadsworth, Kan., recently, has joined the Sammy Lane Shows in California, Mo. . . . High Pocket Lindsay's wife, Ann, formerly with Smith Amusement Company, is recovering from a bout with pneumonia at her home in Prichard, Ala.

Cetlin & Wilson Glitters in Debut

(Continued from page 74)

tordrome, and a Mickey Mouse Show. Leo Singer is to join next week with his midgets.

Ride units presented here include Merry - Go - Round, three Ferris Wheels, Spitfire, Rocket, little train, Skooter, Rolloplane, Tilt-a-Whirl, Looper, Caterpillar, Octopus, Chairplane, big train, water ride, pony ride, dark ride and Funhouse.

Sheesley New Super

Charley Sheesley, the org's new general superintendent, was credited by Cetlin & Wilson with the make-ready of the equipment. George Golden has seen that the front end matches the rest of the show, and Dorso and Goodman's cafeteria, bingo and custard are in top shape.

Richmond Cox, publicity director with the World of Mirth Shows last year, has joined this org in a similar capacity.

Exec line-up includes Bill Hartzman, treasurer; J. E. Walker, secretary; George Golden, business manager; R. C. McCarter, general agent; E. K. Johnson, special agent; Jimmie Trump, billposter; Johnny Brooks, trainmaster; Jess Warren, blacksmith, and Charles Sheesley, general superintendent.

Prell, Fayetteville Holdover

FAYETTEVILLE, N. C., May 6.—Prell's Broadway Shows, which conclude a week's engagement here tonight, will remain in their same location for next week instead of going to Charlottesville, Va., as originally scheduled. Officials said that inclement weather here this week and the fact that military personnel from Fort Bragg, out on maneuvers this week, have returned cinched their decision to remain for another week.

UNITED LIBERTY SHOWS & CIRCUS

Opening Aurora, Ill., Saturday, May 12. Three weeks around Chicago before Circus opens 12 bona fide Celebrations in June.

WANT

Legitimate Concessions all open except Popcorn and Bingo. Mildred and Vince, Buck Weaver, Chief, Osborn and Joe Whittle, come on. Rides—Spitfire, Tilt, Roll-a-Plane, Octopus, Caterpillar. Will book these Rides either on road or at Starved Rock Amusement Park. Can also use a Merry-Go-Round and Wheel for park. Will lease or book same. Shows—All open, must have own outfits.

KEN MURRAY

356 Montgomery Rd. Aurora, Illinois

L. B. LAMB SHOWS

WANT WANT
HANKY PANKS OF ALL KINDS

For Danville, Ill., next week; followed by Galesburg, Ill.; Washington, Iowa, and Des Moines, on the Capitol grounds; then 23 Fairs and Celebrations.

Have very few Concessions, as Joe Sparks is no longer with show. Wire

Carbondale, Ill., this week.

P.S.: Some P.C. open if you have Hanky Panks.

O. J. "WHITEY" WEISS—WANTS

Capable Woman to take over Mitt Camp and Readers. Good Slum Store Agents, Pin Store Agent. Two capable "6" Cat Agents.

MRS. WAGNER—WANTS

Experienced Griddle Men and Cookhouse Waiters.

CAVALCADE OF AMUSEMENTS

Tuscaloosa, Ala., this week; Gadsden, Ala., next week.

AGENTS WANTED

For Candy and other Concessions. Open Sioux City, Iowa, May 19th. Booked solid. Can place Phone Men, Book, U.P.C. for Championship Rodeo, starring Tennessee Ernie and Kenne Duncan. Pay your wires or come on.

CURLEY DENMAN

Rome Hotel Sioux City, Iowa

JACK (BUGS) BUNNY

FROM PHILADELPHIA

Good deal for you. Contact

BILL MOORE

c/o F. C. Bogle Shows, Mountain Grove, Mo.

WANT—WANT—WANT

Hanky Panks of all kinds, starting 2 spots a week. Shows with own outfits. Going to the silver dollar country. Charlie Bailey wants Skill Agents and Outside Help. Pat Sheldon, please contact at once.

Shamrock, Texas, this week; then as per route.

BOHN AND SONS UNITED SHOWS

WHEEL FOREMAN

WANTED IMMEDIATELY

Top wages. Also Glass House Operator. Long season.

VIVONA BROS.' SHOWS

Bayonne, N. J., this week

ROYAL MIDWEST SHOWS

Want Floss, Apples, Photo, Lead Gallery, Fish Pond, String Games, Glass Pitch, Mitt Camp, Mouse, Buckets, Line-Up, Swinger, and Derby. Good proposition to Roll-a-Whirl, Auto Ride, Octopus, and Tilt-a-Whirl. Special Agent to handle merchants.

Wire or Phone

ROXIE HARRIS

Washington, Indiana

FOR SALE—DIGGERS

8 Iron Claws on trailer, equipped with booster and record player, A-1 condition, \$1,500.00.

JACK WATSON

4326 Charlotte Kansas City 4, Mo.

ARCADE FOR SALE

Main St., Pittsfield, Mass. Includes latest Photomatic, Record, Shooting Gallery, and 80 Machines. In business since 1942. Must sell account of sickness. See and make offer.

ARCADE

397 North St. PITTSFIELD, MASS.

HILL'S *Greater* SHOWS

WANT FOR A PROVEN STILL DATE ROUTE

Legitimate Concessions of all kinds. Have opening for capable "G" Wheel Agent. Duffy wants Agents for Six Cat, Buckets, Swinger, Pin Store and Hanky Panks. RIDES—Will book Caterpillar, Octopus, Dark Ride, Boat Ride and Little Dipper. SHOWS—Fun House, Mickey Mouse, Monkey and Drome (Caldwell, can use your Drome).

This show playing Mobridge, S. D., for the Fourth of July, five days on streets, one hundred thousand people; followed by Aberdeen, Huron and Rapid City. All celebrations in South Dakota, with ten bona fide fairs, including the "B" Circuit in Montana.

Address **H. P. HILL, Mgr.**

Las Vegas, N. M., this week (downtown City Park, first in five years); Raton follows, one show a year; then Pueblo, Colo.

DAN LOUIS SHOWS

(FORMERLY W. S. CURL SHOWS)

WANT

Concessions of all kinds except Bingo, Pop Corn, Cotton Candy, Long Range Lead Gallery and High Striker. Privilege most reasonable. This Show positively will NOT carry any Flat Stores or Girl Shows of any kind and will operate a free gate.

Will book nice clean small Cookhouse that will serve good food to show people and public. Have openings for Shows of merit at very small percentage. You must have your own equipment and transportation. Can use some Ride Help who drive semis and are licensed drivers.

Show opening Piqua, Ohio, May 22. Proven route to follow throughout season in Ohio, Indiana and Kentucky. Plenty of fairs and celebrations. Address until May 15

LOUIS T. RILEY, Gen. Mgr.; DAN C. STRATMAN, Asst. Mgr.
P. O. BOX #397, OWENSBORO, KY.

GEM CITY SHOWS, INC.

Can place Hanky Panks of all kinds. Also legitimate Concessions. Can use Second Men on Rides; must drive. Especially want good Whip Foreman.

Address **THOMAS D. HICKEY, Mgr.**

Quincy, Ill., this week; then per route.

GARDEN STATE SHOWS

WANT FOR AMERICAN LEGION CONVENTION WEEK, MAY 15-20, BELVIDERE, N. J.

First show in heart of town for 15 years. Mammoth Parade, Exhibits, Advance Ticket Sale. WANT Hanky Panks of all kinds, \$21.00 per. Novelties, Jewelry, Class Pitch, Pan Game, Rotaries, Stock Wheels that will work for 10g, Arcade, Wildlife, Grind Shows of all kinds. Will place one more Girl Show with own complete outfit. Can place Girls for office-owned Girl Shows; those who have worked with me before given preference. All address:

R. H. MINER JR., Garden State Shows, Coplay, Pa.—NOW

WANTED

FOR BEST STILL, FAIR AND CELEBRATION ROUTE IN MIDDLE WEST THE SHOW THAT FEATURES THE ONLY OUTDOOR ICE REVUE

WALTER KARNES: Wants Lady or Man Rider; First Class Talker who can make real openings for new Motordrome. Good proposition. Jerry Eldridge, contact.
CHARLIE ENGLE: Wants Six-Cat Agents, Jimmie Barfield, Billie Wooten, contact.
FAY LUTZ: Wants Reader for American Palmistry. Whitey and Mary, come on.
BING WIEST: Needs P.C. Dealers for Pea Pool, Under-Over-Seven, P.C. Wheel. Also one set outfit Agent. Slim Dearing, Nick Jackie, Capt. McGurie, get in touch with me.

ALL REPLIES TO C. WHITEY LUTZ

TIVOLI EXPOSITION SHOWS

Mexico, Mo., Week May 8; Moberly, Mo., Week May 15; Galesburg, Ill., Celebration, Week May 22. (7 County Celebration backed by 24 Civic Organizations.)

ROSS MANNING SHOWS

Want Ball Game, Pitch, Age and Scale, Mitt Camp and Hanky Pank. Can use a good Chairplane Foreman who can drive. Can place Girls for Revue.

All reply to **ROSS MANNING, Mgr.**

Week May 8, Newburgh, N. Y.

CONCESSIONS AND SHOWS WANTED

Will book Long and Short Range, Jewelry, Scales, Age, Cookhouse, Watch-La, Novelties, Photos, Glass Blows, and Stock Concessions not conflicting. Want Manager and Girls for Girl Show. Low percentage for Shows. Will book Ten-in-One, Fun House, Snake, Mechanical Show, or what have you? Can use some Ride Help and Agents.

SHOW OPENS SUPERIOR, NEBR., MAY 13; THEN BELLEVILLE, KANS.,
LOREN LEACH **ROGER WARD**

GREATER RAINBOW SHOWS

HARRY'S GREATER SHOW

Byesville, Ohio, Street Celebration, May 15 to 19; New Lexington, Ohio, City Park, May 22 to 27. Concessions—Can place Novelties, Photos, Basket Ball, Bumper, String Game, Punk Rack, Ball Game, Short Range Gallery, Add Up Darts. Want Foreman for Chairplane, Second Men for Wheel and Comet. Shows—Fun House or one Grind Show. Want Man and Wife or two Agents to work only Milk Bottle Ball Game on show.

NEW PHILADELPHIA, OHIO, MAY 8-13

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

OPENING MAY 22ND—SEYMOUR, INDIANA

Want Concessions—Hanky Panks of all kinds. Following people wire Western Union if coming: Chet Miller, Doc Gay, Bingo Randolph, Norman Rady, L. A. Gordon. Will book Six Cat and Buckets that will throw stock and work at quarter and half.

Want Shows—Monkey, Snake, Fun House, Glass House, Crime, Arcade, Jig Show, Girl Revue, Wax, Mechanical. Any Show with own outfits and transportation. Will book your entire season if you join now at 15% plus tax. Fairs and Celebrations from first week in June through October 1.

Want Ride Help—Second Men. Must drive. Man and Wife for Front Gate and Towers.

Want Agent who can and will put out paper. I furnish truck. References required. Only sober and reliable people answer this ad. If you have nothing but your suitcase, stay where you are.

ALL REPLIES—WIRE WESTERN UNION

BILL GEREN

Greensburg, Indiana, until May 13. From the 13th to 27th wire Seymour, Indiana. Columbus, Indiana, May 29 to June 3; Jeffersonville, Indiana, June 5 to 10; Paris, Ky., June 12 to 17; Corydon, Indiana, June 19 to 24; Maringo, Indiana, June 26 to July 1; Camden, Ohio, 4th of July Celebration, July 4 to 8.

CARNIVAL WANTED!

If You Have September 2, 3 and 4, 1950, Open and Will Be in Oklahoma at That Time, in the Vicinity of TULSA, OKLAHOMA, Please Contact . . .

LETITIA DABNEY, Manager

4-H CLUB FAIR

Turley (a suburb of Tulsa)

For Details Write Box 307, Turley, Oklahoma
Or Call 59529, Residence, Tulsa; 25235, Office, Tulsa

PENN PREMIER SHOWS

worlds • cleanest • midway

CONCESSIONS: Can place Age, Scales, Novelties, Floss and other legitimate Concessions. SHOWS: Can place Fun House, Wild Life or Arcade or any Shows not conflicting. Joe Hilton wants Side Show Acts. Can place good Geek.

RIDES: Can place Ferris Wheel for duals. Good proposition. Can place good Ride Help who drive semis. Can also place Assistant Electrician. Help: Lew Bernstein can place Help on all concessions. We play our same route with 14 Fairs to follow. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows
PORT JARVIS, N. Y., THIS WEEK; MIDDLETOWN, N. Y., NEXT.

OKLAHOMA EXPOSITION SHOWS

Want Concessions—Ball Games, Bowling Alley, Jewelry, High Striker, Candy Apples, Pitch-To-Win, American Palmistry Photos, Six Cats, Conflict Mix-Up Man, Shows with own transportation. Will book one or two Flat Rides that don't conflict. Want Count and Pin Store Agents. Want General Agent that knows Missouri, Illinois and Nebraska. Round-Up Club Spring Carnival, Cleveland, Okla., this week.

Contact **JOE STARR, Cleveland, Okla.**; then per route.

Want—KARL W. BILL SHOWS—Want

This week, Geneseo, N. Y.; next week, Dansville, N. Y.

SHOWS—Will book one more, Wild Life, Monkey, Snake or Minstrel. RIDES—Will book, buy or lease Roll-o-Plane. CONCESSIONS—Short Range Gallery, Age or Scale, Candy Apples, Jewelry or any non-conflicting legitimate Merchandise Concession. Can always place good, reliable Ride Help, prefer experienced semi drivers.

WRITE OR WIRE PER ROUTE. **KARL W. BILL SHOWS.**

INTERSTATE SHOWS

WANT

WANT

SHOWS: Will give good proposition to SIDE SHOW, with or without own equipment. Want GIRL SHOW, must have not less than three girls, wardrobe and P. A. Set. Want Man to operate SNAKE SHOW, 50-50. Will book MONKEY SHOW, FUN HOUSE, GLASS HOUSE, AND ARCADE. Will finance any worth-while attractions for reliable Showman. Excellent proposition for MOTORDROME. CONCESSIONS: Will book CUSTARD, AGE, SCALES, CIGARETTE GALLERY, COKE BOTTLES, PHOTOS or any HANKY PANKS not conflicting with what we have. HELP: Can always use good RIDE HELP, must be licensed drivers. Want A-1 SHOW BUILDER who knows how to build panel fronts on semis. JACK MOSER, GET IN TOUCH WITH ROY ALLEN. Barney Abel, get in touch with me.

All replies H. B. ROSEN, Mgr.
Bedford, Ind., this week; then per route.

CRYSTAL SHOWS

DUE TO DISAPPOINTMENT CAN PLACE

Side Show, Snake Show, Girl Show, organized Minstrel Show or any Show with own outfit. Low percentage. Want Man for Fun House, also Foremen and Second Men for Octopus, Wheel and Merry-Go-Round. Those who can drive semi trailers preferred. Can place wives in office-owned Concessions. Can place Long and Short Range Galleries, Mug Joint, Guess Your Age, Snow Cone and one Mill Camp and legitimate Concessions of all kinds. Bill Porter wants Agents for Count Store, Wheeler Brown, Ralph Gilley, Danny Pinelli, Little Joe, contact.

Commerce, Georgia, this week; Gainesville, Georgia, downtown location, May 15-20.

WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

WANT TO BOOK

Motor Drome, Wild Life, Monkey Show or any other Show that does not conflict. Want Foremen for Twin Wheels, Roll-o-Plane or Fly-o-Plane.

This week, 78th and Chicago, Minneapolis; week of May 15, Winona, Minnesota.

L. J. HETH SHOWS

Want Shows: Monkey Show, Big Snake Show; have outfits for same. Mechanical Show, Motor Drome with own transportation. Other Grind Shows not conflicting. Hillbilly Show, have seats, stage, banners, ready to go.

Want Help: Side Show Acts, Girls for Girl Show. Want Free Act from last week in August till Nov. 11; must be High Act.

Concessions: Novelties, Jewelry, Custard, High Striker, Long Range Lead Gallery, other Hanky Panks. Joe Fontana wants Agent for Snowball.

Bessemer, Ala., now; next week, Attalla, Ala.

GEORGE CLYDE SMITH SHOWS

Wanted—Ball Games, Pitch Till You Win, String Game, Six Cats, Swinger, Guess Your Age, Scales, Photos, Cane Rack, Glass Pitch, Novelties, Penny Arcade. Wanted—Monkey Show, Girl Show, Snake Show, Wild Life. Will book Spitfire or Tilt.

All replies to GEORGE CLYDE SMITH

Nanty Glo, Pa., this week; Carrolltown, Pa., next week.

AMERICAN BAZAAR

WEST NANTICOKE, PA., MAY 6-13; LUZERNE, PA., MAY 15-20; SAYRE, PA., MAY 22-27

Want reliable Foreman for Wheel, top salary; Foreman for Fly-o-Plane, Second Men on all Rides. Bingo Counter Men. Hanky Pank, Stock Wheel and Percentage Workers. General Concession Help. Doc Swain, contact. Phone or wire

GEORGE H. HARMS

Sterling Hotel, Wilkes-Barre, or BEN PAUL on Lot.

B AND D SHOWS

Landisville, N. J., this week. Want Concessions all kinds, Grab, Penny-Pitch, Novelties, Scales, Photo, etc. No gift. Will book Ferris Wheel for committee percentage. Want few more Kid Rides. Come on or wire prepaid.

WANT WANT WANT

For the big one, Luther Burbank Rose Festival, Santa Rosa, Calif., May 16-21.

Hankies that work for stock, Walk-In Shows, Rides that don't conflict. Tilt contract for season 20 weeks Fairs and Celebrations.

Contact PACIFIC UNITED SHOWS, St. Helena, Calif.

House Committee Invites, Gets Amendment From Show Owners' Rep Herbert Bye

Suggested Draft Would Exempt Show-Type Equipment

(Continued from page 54)
nor anyone connected with the legitimate outdoor show business "have ever been, are now, or have the slightest intention of ever being operators of slot machines."

Because of the time consumed by other witnesses and quorum calls, Bye's oral testimony was limited, altho the full text of his remarks (The Billboard, May 6) was put in the record for later study.

Outdoor Biz Huge

Rep. Oren Harris (D., Ark.) shot a series of questions at Bye, apparently designed to show for the record the tremendous extent of outdoor show-biz and the impact the bill as written might have on State and country fairs.

"How big is the fair business?" Harris asked. Bye referred to a table which his statement disclosed was taken from figures compiled by The Billboard and replied, "Fairs have an annual attendance of 70,000,000." He added that amusement parks annually draw 100,000,000. "Of course," Bye pointed out, "those figures include many repeats."

"These State and country agriculture fairs," Harris continued, "do they have amusements?"

"Most of them have midways," Bye answered, "and I want to point out that a large part of the amusement comes from the playing of harmless

Sunset Org Off On 21st Season

CHILLICOTHE, Mo., May 6.—Sunset Amusement Company was in its 21st season here this week following its opening winter quarter stand in Excelsior Springs, Mo., to good business. Org bowed there for its 12th consecutive year.

Visitors at opening included Chester Levin, Slim Johnson, Leo Levin and their families, all of Midwest Merchandise Company, Kansas City, Mo.; Gust Karras and Cecil Loudon, of Karras Greater Shows, and Al Merriam and family, of Merriam's Midway Shows.

Org's route covers Missouri, Illinois, Iowa, Minnesota and Arkansas. Shows move on 40 trucks.

Personnel includes:

Staff

K. H. Garman, owner-manager; V. R. Flora, assistant manager; Mrs. V. R. Flora, secretary; Mrs. K. H. Garman, treasurer; Earl Tauber, business manager; A. J. Duffy, publicity director, and George E. Brown, special events director.

Rides

Triple Ferris Wheels, Daniel Dunning, foreman; Harvey Stein and George Edwards, Merry-Go-Round, Charles Underwood, foreman; William Brandon, Dodgem, William Mace, foreman; Frank Janney, Caterpillar, John Herahley, foreman; Gifford Wallace, C-Cruise, Allen Sealey, foreman; Don Leydon, Spitfire, Claude Means, foreman; Melvin Huston, Octopus, Randy Gallant, foreman; Leroy Means, Fielding Graham, Pretzel Ride; Clare Pierson, pony ride and miniature train; Russell Whitehurst, Bollo Whirl; R. M. Crumley, Airplane and boat ride; John Logan, foreman, pony cart ride; Claude Logan, front gate. George Martin, chief of searchlights and light towers; Robert Coughlin, chief electrician, with Cecil O'Connor, assistant.

Shows

Sally's Glamorettes and Sunset Follies, Sally Brunette; Harry West, Funhouse; Harry Morrison, Zoo and Freak Animal Show; Dick Hyland, two shows.

Concessionaires

Vince McCabe, bingo; Russell Whitehurst, Charles Howe, Sylvia McDaniel, Carl Moore, Willie Johns, Jack Lindsey, Richard Moss, E. J. Wippler, Goldie West, H. W. Christman, Bob Parker and Earl Tauber. Leo Standish has the cockhouse and grab stand. Charles Hutcherson is The Billboard sales agent and George Williams is night watchman.

games which might be banned by the bill."

"If the bill as written bans such games would that have a bad effect on attendance at fairs?" Harris asked.

Bye replied, "Most certainly." Harris then said, "In other words, attendance would fall and the farmer who looks ahead all year to the privilege of showing his livestock may lose interest."

"That is correct," Bye affirmed.

Bye read the signatures to a long list of telegrams from firms and individuals. "These telegrams came to me at The Mayflower Hotel," Bye said, "as a result of an announcement in The Billboard that I would appear. I don't know a lot of these people, but it goes to show the wide interest."

"What is the general feeling in the telegrams?" Beckworth asked.

"They ask me to represent them and oppose the bill as written," Bye stated, emphasizing the words "as written."

Amusement Games

Bye then described to the committee a few typical carnival and fair amusement games and said the broad definition of "gambling device" in the Johnson bill would probably ban them. "They are mechanical devices and we admit they have an element of chance," Bye said, "but I want to emphasize that they pay off in merchandise and not in cash."

"Do you people operate punchboards?" asked Rep. James Dolliver (R., Ia.).

"We do not," Bye replied firmly. "Have you or your clients ever been investigated by the Federal Trade Commission?" Dolliver again quiered. "Never," was Bye's answer.

WANTED

Wheel Foreman, Second Man on Merry-Go-Round; top salary. Help on all Rides. Place Independent Shows and Rides. Place Hanky Panks. Good opening for nice Bingo.

Burdick's Greater Shows

McGregor, Texas, week May 8th

WILL BUY OR BOOK KIDDIE RIDES

and 1 or 2 Major Rides.
Can place Fun House, Frozen Custard, African Dip, Long Range Lead Gallery.
For New Amusement Park with 100% civic support, on highway where 25,000 cars pass daily—parking lot for 5,000 cars.

PLAYLAND PARK

Box 1034, West Memphis, Ark.

JIMMIE GATTIS WANTS AGENTS

For Country Stores, Nail Joint, Skillo. All who have worked for me before contact or come on. Curley Wilson, call me. Charley Griggs, legal adjuster.

PEPPERS ALL STATES SHOWS
Prescott, Ark.

AMERICAN LEGION SPRING FESTIVAL

DENTON, N. C.
Can place French Fries, Duck and Fish Pond, Ball Games, Penny and Glass Pitch, Pitch Till You Win or any legitimate Concession. Committees in Virginia, Maryland and Pennsylvania, have a few open dates. Contact
J. K. WALLACE
Denton, N. C., this week.

GIFFORD'S SHOWS

Open at Purcell, Okla., May 16 thru 20
Need Concessions, Shows, Cook House.
Photos, \$15.50.
At Norman, Okla., now. North of town on Highway 77.
Purcell, Okla., May 15-20.

BADGER STATE SHOWS

WANTS

MOTORDROME RIDERS OR MERRY-GO-ROUND WITH CREW

SIDE SHOW ACTS AND HIGH CLASS ANNEX ATTRACTION

FOREMAN FOR TILT AND OCTOPUS, MUST KNOW THE RIDES

ALBERT LEA, MINN., MAY 8 TO 17; THEN AS PER ROUTE.

WANTED AT ONCE

To Lease or Book

Merry-Go-Round, Ferris Wheel and Kiddie Ride with or without transportation. State all in first letter. Bank and Dun & Bradstreet references furnished to interested parties. Please contact:

MARK KASSOW, Mgr.

Atlas Bazaar Equipment & Supply Co., Inc.

433 West 41st St. New York City Longacre 4-0132

BRAZIL, IND.

4th OF JULY CELEBRATION

Sponsored by Rotary Club of Brazil, Indiana WE HAVE CONTRACTED FOR Miller Rides, Bingo, Cook House, Grab, Popcorn, Candy Floss, Lead Shooting Gallery, High Striker.

WE WANT Monkey, Midget, Fun House, Glass House, Magic Shows, Novelties, Jewelry, Custard, Scales, Pitch-Till-Win, Basketball, Snowball, Photo Gallery, Ball Games, Stock Concessions and Stores—any legitimate concessions not conflicting.

Write, phone or see

NICK MILLER, Concessions Chairman
Brazil, Ind.

American Beauty Shows

WANT

Foreman for Ferris Wheel. Shows—Funhouse or any Shows of merit. Committee money. Can use few more Stock Concessions.

Columbia, Mo., this week; Booneville following.

Call **JOE SHARP**

P.S.: Can use Agents for Stock Concessions.

DUE TO WEATHER ROAD RESTRICTIONS

Will open one week later, May 24, Fergus Falls, Minn.

Can use Long Range and Basket Ball. Also Shows that do not conflict.

ROGERS BROS.' SHOWS

NETS

New navy camouflage, 15 ft. by 31 ft., 2-inch mesh. Can be used for fencing off ball courts and ball games. \$10.00 each—\$8.00 each for 2 or more.

AL NICHOLS

R. F. D. #1 NASHUA, N. H.

Joe Richardson

WANTS

Talkers and Grinders, Dancers for Girl Show, Side Show and Monkey Show.

c/o **GOLD MEDAL SHOWS**

Elizabethton, Tenn.

WANT

Experienced Merry-Go-Round Foreman. Playing Baltimore territory entire summer.

Contact

SPONSOR

117 W. Saratoga St. Baltimore 1, Md.

STOCKTON, ILLINOIS, ANNUAL STREET CELEBRATION

Wants Concessions for July 13-14-15. Also Free Acts. Located on U. S. Route 20, 20 miles west of Freeport, Ill. Sponsored by Stockton Lions Club.

FRANK C. NIEMEYER

Phons 2 & 4 Stockton, Illinois

World of Today Comes Back Fast After WQ Blaze

FORT SMITH, Ark., May 6.—Flashing much new equipment here this week World of Today Shows carried few scars from the recent winter quarters' fire at Muskogee, Okla., that did a reported \$25,000 damage.

Now in its second week, L. C. (Curly) Reynolds' org has new canvas for all concessions, six new telescopic light towers and two new Diesel power plants.

Mr. and Mrs. Ted Williams' cookhouse has been rebuilt, as have many other show units since the fire.

Org last week worked to okay business in Oklahoma City, its tee-off spot. The Teeter Sisters, swaypole free act, joined at Oklahoma City and will remain for the season.

Visitors at Oklahoma City included Mr. and Mrs. Tobe McFarland, Houston; Jack Duffield, Thearle-Duffield Fireworks, Inc., Chicago; Jack Kaplan, Hennies Bros.' Shows; Jack Pyne, Dailey Bros.' Circus; George Hall and Mr. and Mrs. Carl Bond, Carl Bond Shows; Capell brothers, Capell Bros.' Shows; Chester Norman, Otis Eversole and J. McKay.

In addition to Reynolds, staff includes Art Signor, secretary-treasurer; Ralph Clawson, general superintendent; Chuck Magid, concession manager; Mrs. June Reynolds, office; Robert Young, electrician and Diesel; Nathan Carl, mechanic and maintenance; Fred (Pappy) Miller, office; Harry Robinson, mailman and The Billboard sales agent; Mrs. Rose Clawson and Mrs. Anna Dunleavy, front gate tickets; Kenny Walton, assistant electrician with Charles Adams; and Buster Clew, carpenter.

Show's line-up includes:

Rides: Merry-Go-Round, Charles Winters, foreman; Flo Walton, tickets, Ferris Wheels, Spolousus Red; Spitfire, Charles McCarthy; Ride-o, Blackie Mitchell; Rolloplane and Loop-o-Plane, Slim Donaldson; Tilt-a-Whirl and Fly-o-Plane, Buster Glenn.

Shows: Gay Spot and Bubbles, Ray Ayers, manager; Mr. and Mrs. Steve Fauth, Mr. and Mrs. J. B. Hoskins, Bonnie Lee and Ellgene Ray, New Orleans Minstrel Revue, D. S. Dudley; Funhouse and Glass House, Mr. and Mrs. Ray Miller; Animal Show, L. J. Buckley; Live Terrors, L. Martin; Mickey Mouse, Jim Dunleavy.

Concessions: Mr. and Mrs. Ted Williams, owners, cookhouse; Carl Beauchamp, Herbert Sanchez, Howard Coucard and Henry Kalb, chefs; Hazel Bradley, Chris Saylor, Mary Brown, Jean Henry, waitresses; Sam Boone, Gus Maylor, George Smith, Pete Kreko and Tex Briggs, assistants.

Elias Reynolds, popcorn; Mr. and Mrs. Issy Wells, diggers. Sam Lieb, owner; Bill Swanson, manager, corn game. Mrs. Ruth Young, ball games; Mr. and Mrs. Fred Sorenson, mouse and over and under, June Reynolds, pan game; Mike Sacoby and Mary Bordman, agents. Charlie Goldman, custard; Mr. and Mrs. Art Signor, floss and shooting gallery; May Reynolds, palmistry booth; Ray McCoy, watchla; Ernie Felici, Al Grand and Ruby Kline, pin store; Dutch Schmidt and Jimmy Sacoby, bear wheel; Lenny Lampell and Ted Woodward, radio wheel; Whitey Higgins, Sam Shapiro and Irvin Boardman, razzle; Ray and Mike Kelly, ham and bacon wheel; Red Hennessey, B. Johann and Dick Burns, blower; Frankie Costello, Steve Monticello and Mickey, slum skillo; Danny Dell, Jerry Cohen and Mike Petranis, rolldown.

Conshohocken Inks Hannum for Jubilee

CONSHOHOCKEN, Pa., May 6.—Morris Hannum Shows have been contracted as the midway feature for the Centennial Jubilee to be held on the streets in downtown Conshohocken May 15-20. G. Preston Custer is Centennial chairman.

A number of special events have been cooked up for the six-day event, including nightly fireworks and various civic and historical pageants, to be climaxed Saturday (20) by a mammoth parade in which some 140 fire companies from all over Eastern Pennsylvania will participate.

FRANK A. SHEPPARD

Please contact

R. C. BRYAN

608 TAMPA ST. TAMPA, FLA.



"Get Well With Prell"

WANT FOR RICHMOND, VA.—"CHICKEN IN THE RUFF," WEEK OF MAY 15-20, and Ten Good Still Dates To Follow and Sixteen Fairs Starting First Week of August

WANT GRIND SHOWS, such as Midget, Unborn.

WANT DROME RIDERS—Pat Hauk, please answer. Bill Raynor, contact Floyd Brink Pony Ride.

WANT RIDE HELP—Must be drivers.

WANT Arcade, Photo, American Mitt Camp, all kinds of Grind Stores.

All answer **SAM E. PRELL**

Care Prince Charles Hotel, Fayetteville, N. C., this week; Richmond, Va., to follow.

GROVES GREATER SHOWS

BATON ROUGE, LA., MAY 8-14, NICHOLSON DRIVE, DOWNTOWN LOCATION, AUSPICES FORTY AND EIGHT, AMERICAN LEGION. LAFAYETTE, LA., TO FOLLOW

Can place Glass Pitch, High-Striker, Mug Joint, American Palmistry, Clothes Pins, Age and Weight, Shool-a-Photo, Short Range, Jewelry, Novelties, Darts, any Stock Concession. Can use Counter Men for office Bingo, Cookhouse Help, Manager for Pop Corn Trailer. Want Chairplane Foreman and Second Man. Must be semi drivers. Can place Motor Drome, Shows with own equipment except Snake and Minstrel. Arthur Jones, contact me at once. Want Electrician who can drive semi.

All replies **ED GROVES**

As Per Route: Baton Rouge, La., May 8-14; then Lafayette, La.

QUEEN CITY SHOWS

OPENING IN HEART OF CINCINNATI, MAY 20TH

WANTED—Concessions of all kinds that work for stock, Bingo, Popcorn, Apples & Candy Floss; Cookhouse already booked. Can use Photo, Basketball, High Striker, Lead Gallery. RIDES—Can use good Wheel Man for No 12 Eli Wheel, also Help on all rides. Want Men that can drive semi. Will book any Major Ride that does not conflict with what we have. SHOWS—Will book Shows with own outfit. Show works 2 weeks in Cincinnati then heads for the coal fields of W. Va. Fairs and celebrations start with the great Pennsboro, W. Va., 4th of July Celebration. Those joining now given preference at fairs. All people booked contact at once. All reply.

CURLEY LITTLE, Owner

P. O. Box 88, Mt. Healthy 31, Ohio, or wire 7026 Mulberry St., Cincinnati 24, Ohio

WILSON GREATER SHOWS

WANT

Second Man for Eli, Second Man for 2-Abreast Allan Herschell. Agents for Slum Stores, Agent for Swinger or will book same. Man to take over Grab Outfit.

Mancos, Colo., May 8-9-10; Dolores, 11-12-13.

OPEN

DRAGO AMUSEMENTS

OPEN

This is not the biggest, but the cleanest. Opening date May 15 at Kokomo, Indiana. Want High Striker, Ice Cream or Custard, Glass Pitch, Pitch-Till-U-Win, Hoop-La and a few more legitimate concessions. Clean American Palmistry, no gypsies. Want Girl Show on small percentage; any other Show for committee money first two weeks. Monkey or Animal; will furnish transportation for one Show. No drunks or drifters need answer. All having contracts be in Kokomo by May 15 Everybody come in. Show booked solid. Margie Miller wants Agent.

PAUL DRAGO, 1711 E. Markland, Kokomo, Indiana

CAPABLE AGENTS WANTED

DUE TO THE FACT THAT FORTY MILLERS AND FIRST OF MAYS MISREPRESENTED THEMSELVES AS CAPABLE, WE HAVE OPENING FOR CAPABLE GROCERY WHEEL MAN AND MAN FOR HAM AND BACON TRACK, BOTH DEAL P.C. AND STOCK. SHOULD HAVE 10 YEARS' EXPERIENCE PLAYING THESE TYPES OF STORES. THE ONLY TWO STORES OF THEIR KIND ON AN 18 RIDE SHOW PLAYING 17 FAIRS. THIS IS A RARE OPPORTUNITY FOR CAPABLE PEOPLE.

Wire at Once: **VINCE (RED) McCABE**

c/o Sunset Amusement Co., Hannibal, Mo. This Week; Macomb, Ill., Next Week.

CALL—W-B-J SHOWS—CALL

EXCLUSIVE ATTRACTIONS

RIDES—SHOWS—CONCESSIONS

OPEN MAY 20TH. WINTERQUARTERS—SWANTON, OHIO.

Want Shows. What have you? Animal Annex. Concessions—Cigarette Gallery, Shooting Range, Photos, Pan, High Striker Age, Weight, Grocery Darts, Novelties, Jewelry. Painter for banner work. Persons contracted move in early. Merry-Go-Round Operator.

MOUND CITY SHOWS

WANT

WANT

Ride Foreman for Ferris Wheel and Merry-Go-Round. Ride Help in all departments. Can place legitimate Concessions of all kinds, Fairs start June 7—no Still Dates. Those Concessions joining now given preference. Want Bingo Caller and Counter Man. Le Roy Curtis, contact Charles Chaney. Address:

4600 GRAVOIS, ST. LOUIS, MO., MAY 8-14.

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

Want Side Show, Wild Life, Motor Drome, Glass House, Minstrel Show. We positively play opposite Circus, Philadelphia, week May 22. Rides—Can place set of Kiddie Rides to join at once or will book any single Kid Ride. Want to hear from Tilt, Whip, Cat, any Fiat Ride. Concessions—Place Cook House, Grab, French Fries, Custard, Age, Scale, Pa'mistry, Ball Games, Long and Short Range Cork Gallery, Water Joints, any and all Hanky Panks, \$25.00 week except circus date. Place Rat Game Pan Game, new Eight Color P.C., Pin Store, Blower, Clothes Pin. Opening for few choice Wheels.

AGENTS, AGENTS, AGENTS—Place Count Store Agents, Man for Lay-Down Spindle, New Store, just built. Tommy Mandell can place for only Slum Skillo on show two good Agents. Luck McGary, Clyde Reed and Russell, wire.

Help—Can place Ride Men that drive. Want Foreman for Wheels, Flying Scooter. Place useful Carnival Help. Want Dancing Girls, Posing Show Girls to join at once. Top salary.

All address RALPH DECKER
LODI, N. J., THIS WEEK; THEN PER ROUTE.
P. S.: DEWITT HUDSON, Business Manager

ACTIVE RIDE AND EQUIPMENT CO.

Presents

ENDY BROS.' SHOWS

OPPOSITE RINGLING CIRCUS' NEW SHOW GROUNDS, PHILADELPHIA, PA.
6 BIG DAYS—MAY 22 TO 27.

Can place any Rides not conflicting Will book a few more Shows, especially want Glass House and Penny Arcade. Also Acts for Side Show. Want Long Range Gallery, Grab Stands, Ball Games, Hanky Panks, Photo Gallery. This is the most outstanding date in the East. Can place Press Agent. Want Foremen for Rocket, Fly-o-Plane, and Hey-Dey. All answer:

JOHN QUINN

104 N. Camac St.
Philadelphia, Pa.

ENDY BROS.' SHOWS

Cottman and Castor Sts.
Philadelphia, Pa., this week

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Featuring Capt. Shin Songer, High Dive

Portland Strawberry Festival, May 15 thru 20. Horse Show, Crowning of Queen and Other Festival Activities.

Concessions—Sell Ex on Ice Cream, Sandwich, Chocolate Dip, Custard, Novelties, and Short Range. Want Stock Concessions—Coke Bottle Clothes Pin Pitch, Heart Pitch, Hoop-La, also Pan Game and Oves and Under. Shows—Want 10-in-1, Monkey, Snake, Wild Life, Illusion, Motor Drome, any good Grind Show. Want Talker and Girl for Single O Girl Show. Have complete show. This is a Girl Show spot. Have three 20x40 Tops if you have something for inside. Ride Help—Kiddie Ride Foreman to handle cars and airplane, Octopus Foreman, Roll-o-Plane Foreman, Chair-o-Plane Foreman. Must be drivers.

All Replies: JOHN PORTEMONT, CAMDEN, TENN.

REE'S Old Reliable Shows INC.

CLEAN AMUSEMENTS

you won't get stung!

"Kentucky's Own Show"

WANT

WANT

WANT

Concessions: Long Range, Snow Ball, Cotton Candy, Jewelry, Custard, Ice Cream, Hanky Panks of all kinds, a few more Percentage Outfits (must have Hanky Panks to go with P.C.), Penny Pitch, etc. People with Fred Webster before, contact. Rides: Want to book or lease Spitfire, Flying Scooter, Roll-o-Plane, Fly-o-Plane or any Ride not conflicting. Want to book a set of Kiddie Rides. None on show now. Shows: Snake, Unborn, Minstrel, Side Show or any not conflicting. For Sale: One 1936 D-30 International Stake Truck. Also several complete Concession Frames to sell cheap.

Route: Cumberland, Ky., this week; Wheelwright, Ky., May 15-20.
FRED WEBSTER, Mgr. & Legal Adjuster.

GREAT SUTTON SHOWS

FIRST ORGANIZED CARNIVAL PLAYING WHITE LOT IN EAST ST. LOUIS THIS SEASON. UNDER AUSPICES EAST ST. LOUIS MARCH OF DIMES CHAPTER—37TH & BUNKUM RD. Will sell "EX" on Diggers and Arcade. Good proposition to right party. Can place Derby, Fish Pond, Six Cats, Ball Racks, Penny Pitch, Cork Gallery, Scales and Age, Frozen Custard, and Novelties. Want Acts for office-owned Side Show, also want Half-and-Half for Annex who can double on front as second opener. Also want good Talker to take over front of show. Want party with girls to take over Girl Show and Posing Show. (Frankie Tazzano, answer.) Leo Allen can place Agents in Count Store and Peek Store. Also Percentage Dealers.

Contact F. M. SUTTON JR., E. St. Louis, Ill.

GRACELAND GREATER SHOWS

WANT

WANT

FOR 20TH & MARKET STREETS, EAST ST. LOUIS, ILL., MAY 9-14 INCL.

CONCESSIONS: Photos, Popcorn, Jewelry, Novelties, Ball Games, a few more Hanky Panks open. Want to book Mitt Camp. SHOWS: Penny Arcade Fun House, Animal Show, Side Show on very small P.C. RIDE HELP: Foremen on Ferris Wheel and Chairplane.

All replies HARRY ALKON, Mgr.

BROADVIEW HOTEL

EAST ST. LOUIS, ILL.

FREAR'S UNITED SHOWS

WANTED—BINGO, cheap privilege; Ball Game, Fish Pond, Scales, Hoop-La, Balloon Dart, prewar privilege. SHOWS—Athletic Show Manager, Snake Show; will furnish tops. Need Agents for Basketball, Cork Gallery, Penny Pitch. HELP—Electrician and Merry-Go-Round Foreman and Second Men on all Rides. Must drive semis.

Write or wire ROY FREAR, Iola, Kan.

J. A. GENTSCH SHOWS

WANTS

WANTS

WANTS

Stock Concessions of all kinds. Shows with own outfits for the best route of 5th Dates and fourteen Fairs and three Celebrations in Illinois, Indiana, Kentucky, and Mississippi in the cotton. Those joining now will be given preference for big soldiers' pay days in Rantoul, Ill., and Hoopston, Ill., for the largest Fourth of July in the North. Need two Girl Shows with everything complete starting May 15 at Princeton, Indiana. Joe Mooney, wire if joining there. Can always use capable Ride Help that can stay sober and drive semi.
MAYFIELD, KY., 8-13; PRINCETON, IND., MAY 15-20.

Snow, Cold Smack
La Cross at Dates
In Massachusetts

BENNINGTON, Vt., May 6.—La Cross Amusement Enterprises opened a week's engagement Monday (1) at the local Firemen's Spring Carnival after snow and rain held business to a minimum at the opening stand of the season in Northampton, Mass., and at Easthampton. Shortly after shows were set up in Northampton they were blanketed with five inches of snow and threatened by flood waters from the Connecticut River. However, only two concessions were damaged.

Concessionaires include Mr. and Mrs. William English, popcorn, apples, ham and bacon grocery wheel; George Allen, bumper; Mrs. George Allen, darts; Billy Young, Henry Jones and Jim Cauley; Boliver Remillard, cork gallery; Leo Litchfield, blower; cat rack, operated by Pauline Vicks; Kelly Pool, by Louis Sourial; bottles by Irene Sourial, and pitch-till-you-win by Charley Bourassa; Roy Roberts, duck pond; Mr. and Mrs. John Schwartz, bingo and under seven; T. P. Courtney, buckets, wheel and swinger; with Pete Butler as helper; Frenchy Bouthiellote, diggers and rotaries; Kenneth Wheeler, basket ball, and Nelson Kempton, penny pitch.

Mr. and Mrs. Harold Summers and their children have the shooting gallery, pitch-till-you-win and African dodger; George (Red) Igo, bird cage; Fred Prumo, age and scales, mail man and The Billboard sales agent; Bill Hughes, dish ball game; Roy Hemingway, candy floss; Mr. and Mrs. Wilfred Frost, cookhouse, with Chester Welch on the griddle. Frost also is electrician.

Mose La Cross is in charge of the office; George (Curly) Willis, mechanic; Richard Morlock, shows; Joe Hamlin, concessions; Al Pauquette and Ken Wolfe have the Ferris Wheel; William Brown, Chairplane; Fred Boardman and Art Blouin, Merry-Go-Round.

Mrs. Kenneth Wolfe has the Monkey Show; Dawn, Rita and Sandy Valintinos, Girl Show, and William English, Posing Show. Mr. and Mrs. Bob Goodwin have the Kiddieland.

Recent visitors included Johnny LeMoines, Gillette Brothers and Dick Coleman, Coleman Bros.' Shows.

Conn. D. A. Clamps
Down on Gambling

WALLINGFORD, Conn., May 6.—State's Attorney Abraham S. Ullman has launched a campaign to stamp out violations of the gambling laws by sales of raffle tickets and games of chance at bazaars and carnivals.

His drive came to light after his office had called the attention of police here to carnivals planned by two local organizations and requested them to notify the sponsors that breaches of the gaming laws will not be tolerated. Ullman said that the request to police here was not an isolated incident and that his office took similar action whenever it thought local agencies were not backing up the law.

JJJ Personnel Featured
At Nat. Press Club Party

WASHINGTON, May 6. — With 1,500 persons attending, the National Press Club held its annual carnival and dance in the National Press Building here, with paper banners, acts and games from the Johnny J. Jones Exposition featured at the event.

Side Show acts included La Goldie Francis, sword swallower; Professor Bozo Mansfield, fire eater, and the Great Le Roy, magic. Assisting were Mrs. Louis Hoffman, June Tate, Frances Scott, Mrs. Harold Paddock and Mrs. Jean Kiscus. Committee members in charge of the carnival were James Montford, manager of the club; Radford Mobley, club president, and Merriman Smith.

RIDES FOR SALE

Bargain, Smith & Smith Chair-o-Plane, good as new, with special made steel bearings, beautifully illuminated, new Le Roi motor, with electric dome, iron fence, ticket box, front arch—price \$1000. 1948 Autocar Truck, special built, 20-foot steel body, in perfect condition—price \$750. Double Loop-o-Plane, in A-1 condition, beautifully lighted, new motor, with two-wheel trailer to carry tubs—price \$750. 1937 Autocar Truck to transport Loop-o-Plane, perfect condition with exception motor needs some repairs—price \$400. Can be seen at any time. Write or wire

MAX GRUBERG
GRUBERG KIDDIELAND
Edwards Boulevard & Boardwalk
Long Beach, L. I., N. Y.

FOR SALE

1 1948 C.O.E. Chevrolet Tractor, 2-speed axle, saddle tanks, 9.00 tires.
1 1946 Chevrolet Tractor, 2-speed axle, saddle tanks, new motor, 8.25 tires.
Both Tractors have 32-ft. Hyde cattail trailers with big possum bellies. Both units in good condition.
1 1947 Federal 2 1/2-Ton Tractor.
1 1942 International 2 1/2-Ton Panel with late model National 22-Ft. House Trailer, electric brakes, 40-gal. water tank, 10x16 12-oz. awning, 8-ply tires, and spares. Both in A-1 condition; new paint. Best cash offer takes all or part. Wire or call
JACK EDWARDS, c/o First State Bank, Aransas Pass, Tex. (Phone 144-Y)

WANTED

SIX CATS AGENT

ONE WHO CAN AND WILL THROW STOCK

ERNIE COLLINS

c/o CEM CITY SHOWS
Quincy, Ill., this week

TOMMIE HENDERSON

WANTS

Agents for Grind Stores. Can place Mitt Camp, Photos, Slum Concessions not conflicting. Also good man for Mix-Up.

Address T. M. HENDERSON, Grand Union Shows, Elk City, Okla., thru Sat., May 13; then Woodward, Okla.

WANTED

Rock-o-Plane and Octopus Foremen. Must be experienced, sober and reliable.

HADJI DELGARIAN

2303 N. Melvina Ave. CHICAGO, ILL.
Collect Calls Not Accepted

WANT

ELI WHEEL FOREMAN, Second Man for Merry-Go-Round, join now. Spitfire Operator for park. Wire or write. Hanky Panks, Custard, Ice Cream, Novelties, Scales, Jew. elry, Snow open. Side Show People, Freaks, Acts, contact J. A. Knight. Others:
Byer's Greater Shows
Cape Girardeau, Mo., this week; Charleston, Mo., next week.

GOLD BOND SHOWS

WANT

CONCESSIONS: Hanky Panks of all kinds. SHOWS: Monkey, Animal Show, Mechanical, Snake, Mickey Mouse, Illusion. Can furnish complete 5-in-1 or 10-in-1. (Major, answer.)
All Replies: MICKEY STARK, Mgr.
Montgomery, Ill., May 9-14

Heart of Texas Shows

WANT

Girl Show Manager with Girls. Also Athletic Show Manager. Want Ride Help, especially Spitfire Foreman. Will book Diggers. Want Agents for Grind Stores, Man for Line-Up Store. Address: HARRY CRAIG, Mgr., Lit-Helfield, Tex., this week; American Legion Spring Festival, Plainview, Tex., next week.

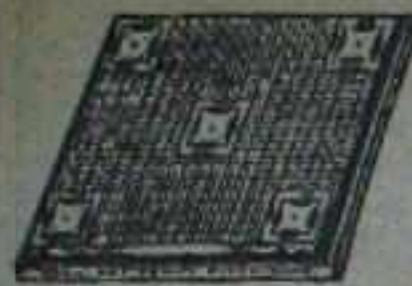
Midway of Mirth Shows

WANT

SECOND MEN ON RIDES. MUST DRIVE SEMIS. CONCESSIONS—DART BALLOONS, BUMPER, ETC. ADDRESS:
PARIS, MO., THIS WEEK

MOTORDROME FOR SALE

Complete outfit ready to roll away. Show all loaded on 27-ft. Trailmobile Trailer. Also used as daily. Drome has canvas top like new, used only one season. Also with 6 of the best late style 101 Indian Scout Motorcycles. 3 cut down with short wheel base for trick wall riding. New set of rally rollers. Drome in A-1 condition. \$2800.00; or best cash offer. GEORGE THIBEAULT, 166 Forest St., Brockton, Mass.



PENNY PITCH GAMES

Size 46x46", Price \$42.50.
Size 48x48", With 1 Jack Pot, \$50.00.
Size 48x48", With 3 Jack Pots, \$53.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$27.50

BINGO GAMES
75-Player Bingo, Complete\$6.00
100-Player Bingo, Complete 0.00

1/3 Deposit on All Orders.
SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

Have 100% Spot in 100% Park for
SPECIAL INDOOR ATTRACTION

Park caters to families and service men. Nothing sex or offensive. Building 18/40. Can be Walk Thru. Sideshow Attraction. Horror, or what have you? P.C. 30%. Formerly used as Snake Show building.

OCEAN VIEW PARK
Norfolk, Va.

WANTED SIDE SHOW

One of the large motorized shows playing Midwest has complete new Side Show, will turn over to capable Operator with something to put inside, or we will store our equipment and book A-1 Side Show for the season. Have real route Fairs and Celebrations. Address by wire ONLY.

BOX D367
c/o The Billboard Pub. Co., Cincinnati 22, O.

PRESS AGENT and PUBLICITY DIRECTOR

Experienced Carnival Publicity Man who can meet requirements necessary in being connected with a 50-car midway organization. (Walter D. Neeland, contact us immediately.)

Cavalcade of Amusements
Tuscaloosa, Ala., this week; Gadsden, Ala., next week.

WANTED

Knife Thrower, Sword Swallower, Ticket Seller, any good working Novelty Act. Freak, to feature. Have opening for Blade Box Girl who is neat and attractive. Also Cookhouse Help. Contact at once. Must be sober.

WILLIAM N. CHALKIAS
Snaps Greater Shows, Joplin, Mo., this week; Miami, Oklahoma, next week.

RIDES WANTED

To operate in connection with locally sponsored Concessions for Labor Day, Sept. 2-3-4. Sponsored by Boosters' Club. Write

H. H. CHALFANT
Michigan Center, Mich.
Phone 4-5175

HUTCHENS MODERN MUSEUM WANTS

To join at once: Side Show Attractions, Impalement and Sword Swallower, Fire Eater, Magician that can lecture. Girl for Electric Chair.
Address:
JOHN T. HUTCHINS
c/o Wm. T. Collins Shows
801 E. 78th St. Minneapolis, Minn.

Due To Disappointment

Have six beautiful Concessions to book on reliable Show for season 1950, namely Blower, Wheel, Clothes Pins, Razzle Dazzle, Balloon Darts, Roll Down. Have Agents for all joints. Also will do legal adjusting, but this is optional.

All replies A. "DUTCH" WILSON
c/o SOUTHERN VALLEY SHOWS, SEARCY, ARK., THIS WEEK

BARNEY TASSELL WANTS FOR CHASE CITY, VA.

Right in town, week May 15; then up and around Washington, D. C. Can place Merry-Go-Round or any other Major Rides not conflicting. Concessions of all kinds, including Guess Your Age, Cigarette Gallery, Long or Short Range Gallery, String Game, Hoop-La.
WIRE: THIS WEEK, ASHEBORO, N. C.

Nessler's Flora Bow Marred by Weather

FLORA, Ill., May 6. — Nessler's Shows, opening here week of April 24, garnered good biz, altho rain and cold weather hampered. Rides drew well and concessions got a good play. On opening night rain continued until 10 p.m. but crowd was reluctant to leave.

After early closing Saturday (29) because of weather, show moved to Shelbyville, Ill., where they are playing under police auspices in a city park to big business. People from Turner Bros.' Shows at Mattoon visited. Included were Cecil Turner, Maggie and Walter Fellis, Beulah Price, R. V. Collins and wife. Other visitors have included Carl Razor, Bill Hamm, Bob McKinley, Eva Westley, who had some of the organization to her Flora home for dinner, and Mrs. Sam Silverstein, mother of the show's general representative.

Personnel

Pat O'Neil, Penny Arcade; P. Metcalf, custard, Roll-a-Loop, kiddie airplane; Chuck Cummings, Tilt-a-Whirl foreman; George Mathews, Chairplane; Ray Hines, Merry-Go-Round, with Blackie Bealer, second man; N. K. Allen, Ferris Wheel, with Porky Nelson, second man; Don Briscoe, Roll-a-Whirl; James Nessler, kiddie auto; Walter Deering, bingo caller, with L. Cottengain and Don Glover, counter men; Al Marieda, electrician; W. A. Knapple, lot supervisor and watch-ja; Mrs. Knapple and daughter, balloon darts, mall and The Billboard; Chief Ed Eagle and wife, jewelry; L. Kelly and wife, novelty and penny pitch; Mr. Sprunger, candy floss; Asa Ross, basketball, ball game and mouse game; O. Specht, slum spindle; Mrs. Specht, office-owned color game; C. P. Specht, train ride; William Cummings, pitch-til-you-win; Maw Nessler, J. Nessler's ball game; B. Gorgan, short-range gallery; C. H. Dunlap, Mechanical Village; Sabara-Rose Girl Revue.

REYNOLDSVILLE, Pa., May 6.—Beam's Attractions have been signed to provide the midway at the centennial celebration here, August 28-September 4. Org will play six days.

Crescent Amusement Co. WANTS

Complete organized Colored Minstrel Show. We have complete outfit. Can place A-1 feature Comic, Sax, Trumpet, Trombone, and Girls that sing and dance. WANT SIDE SHOW Acts, Freak to feature, Magician, Girls for Illusion. Have top and banners for Snake or Geek Show; will turn over to capable Operator. RIDE HELP: Scooter Help, Truck Drivers; must be sober. CONCESSIONS: Want to book Derby Racer, Custard or Ice Cream. Address:

CRESCENT AMUSEMENT CO.
Monticello, Ark., this week

COOKHOUSE FOR SALE

Due to disappointment will sell new Cookhouse, 16x28, with kitchen completely equipped with butane gas range. Nothing else to buy; with semi trailer, \$1000.00 cash. Will set up for inspection. Tractor if wanted. This cost over \$2500 in February. Address:
CRESCENT AMUSEMENT CO.
Monticello, Ark., this week; then per route.

WANTED

★ 1 Non-Conflicting Modern Ride ★
★ Salt Water Taffy ★
★ Portable Skating Rink ★
LAKESIDE PARK

J. TOMAT BARNESVILLE, PA.

WOLFE GREATER SHOWS WANT SHOWS AND CONCESSIONS

Ft. Dodge, Iowa, May 7-13; St. James, Minn., May 14-17; Hutchinson, Minn., Big Celebration, May 19 to 27.

SIDE SHOW HELP
TALKER—STRONG FREAKS—TALKER
Freak to feature in Annex. Glass Blower, new territory. Fat Girl-Boy. Mental Act that reads. State lowest salary first wire, including berth.
DON McIVER
WALLACE BROS.' SHOWS
London, Ontario, Canada, this week; Brantford, Ontario, following.
Permanent Address—P. O. Box 442, Toronto, Ontario, Canada.

FOR SALE—RIDES
MUST SELL—CASH ONLY
1 1940 Tilt-a-Whirl, 7 car. Reconditioned throughout. Newly upholstered. With 1949 Allis-Chalmers motor.
2 Semis—1 28-foot rack. 1947 Fruehauf. 1 26-foot rack. 1947 Fruehauf.
2 1942 Tractors—1 Ford, 1 Chevrolet, in perfect condition.
1 1946 Spitfire, reconditioned like new.
1 1942 Dodge 2 1/2-Ton Tractor with 26-foot semi built for ride.
1 1948 Roll-o-Plane, same as new, both motors perfect.
1 1942 Dodge Tractor with 26-foot semi.
The above equipment is in perfect condition. Far above most equipment. Reason for selling: I owe money which must be paid.
All three Rides and Tractors and Semis, \$16,000.00 cash. Our best offer on single piece: All these Semis and Tractors have 1950 licenses which I will transfer to buyer at no extra cost. These Tractors and Semis that go with these Rides cost me over \$12,000.00 in 1947.
Cash—No deals or trading.
All relies: Western Union.
BILL GEREN
Greensburg, Indiana

GOLD MEDAL SHOWS
A ROUTE UNEQUALED IN STILL DATES AND FAIRS—16 BONA FIDE FAIRS START IN JULY
Can place Concessions. Exclusive on Photos and Custard. Want Jewelry and Novelties, Penny Arcade, Candy Apple. Open Midway on all Stock Concessions. Rides—Good proposition for set of Kiddie Rides. Shows—Will book Midget Show, Snake Show, Glass House or any well-framed show with own equipment. Charley Wright wants Count Store Agents. Tom Bozza, get in touch.
Elizabethton, Tenn., this week; Bristol, Tenn., next week.
All replies JOHNNY J. DENTON, Gold Medal Shows.

TURNER BROS. Shows
WANT
Side Show with own transportation. Have good route and will make good proposition for same. Also Grind Shows, especially Monkey Show, Snake and small Girl Show. Can place a few more Hanky Panks. Geo. Petersen wants capable Six Cat Agents, also other Agents. Jackson want Agents on Hanky Panks. Can place capable Ride Help that can drive semis.
Address: Decatur, Ill., this week; Champaign, Ill., next week.
(Mobile Phone ZA-52637)

UNITED EXPOSITION SHOWS
WANT
Man who can get money with Rat Game. Will book Photos, Custard, Six Cats, Buckets. Sober Ride Help that can drive. Good Grinder for Trailer Fun House. Bob Neely wants line-up for Side Show Annex. Mind open. M. and F. Leslel, no answer. Wilbur, come on. Want Freak to feature. All answer by paid wire.
C. A. VERNON, Mgr.
JACKSONVILLE, ILL., 6-13, INCLUSIVE

GIRLS GIRLS GIRLS
FOR GIRL SHOW AND POSING SHOW
Also Girl Show Talker. Must have wife Dancer. Want Feature Stripper. Top salary.
Wire F. W. MILLER, c/o World of Pleasure Shows
BATTLE CREEK, MICH., MAY 8-13

Concessionaires—Ride Owners—Acts

BUY YOUR INSURANCE FOR
THE TIME YOU NEED IT . . .
3 MONTHS
OR MORE

PUBLIC LIABILITY
INSURANCE FOR
• RIDES
• AUTOS
• TRUCKS

→ GOOD RATES — NATION-WIDE CLAIM SERVICE ←

M. J. "MIKE" LAW

135 S. La Salle St.
Chicago 3, Illinois
Financial 6-1210

W. C. KAUS SHOWS

CALLING CALLING CALLING

This show has a good route of Still Dates and nine bona fide Fairs and Fourth of July Celebration. All dates in the smoke stacks. Be with us now and for the big ones that follow. Want Hanky Panks like Fish or Duck Pond, Bowling Alley, Dart Games, String Game, Cigarette Cork Gallery, Balloon Joints or other Slum Joints; privilege now \$25.00. Want Mitt Camp—will sell ex. on same. Lou Alter, write. Blondie Mack, attention—will book Side Show, Girl Show, also Wild Life or Monkey Show with own outfits for 20%. Jimmie Tiernan, attention; if anything goes wrong, can take care of all your stuff—Spot Cooper has news for you. Want one Flat Ride, Caterpillar or Tilt-a-Whirl or Rocket; good proposition. Write or Wire W. C. KAUS SHOWS, Eddystone, Penna.

HENNIES BROS.' SHOWS

Want capable man to take charge of Monkey Show and make openings. Have trainer with trained monkeys, dogs and ponies. Good proposition to right man. No drunk or conversationist need apply.

(Tommy Fitzsimmons, answer.)

Address: OKLAHOMA CITY, OKLA., This Week.

J. A. SPARKS SHOWS

Will sell "ex" on Jewelry, Ice Cream, Custard, Long Range Gallery, Novelties, and Derby. Want Six Cat, Basket Ball, Fish Pond, Duck Pond, Hanky Panks of all kinds. Very low privilege. Will book a few Flat Stores with Hanky Panks. Want Mechanical City, Illusion or any Show of merit with own outfits. Will book complete Minstrel Show. Want Man with two or more Girls to operate Girl Show. RIDES: Will book Octopus, Scooter, Roll-o-Plane, Fly-o-Plane, and Roll-a-Whirl. Industrial territory. No depression here.

Address J. A. SPARKS

Pikeville, Ky., this week; Harlan, Ky., next week.

WANTED

One small Merry-Go-Round, large or small, and one Kiddie Ride for 14 weeks in New England playing mostly churches. Will book one or two Concessions along with Rides if suitable. Opening June 5th. For further information write to JAMES GRIMWOOD, 34 Loring Parkway, Pawtucket, R. I.

WHITESIDE CONCESSIONS

Want Grind Store Agents, full crew for Slum Skillos, Wheel Agent and Percentage Dealers, Bingo Caller and Countermen. General Concession Help, come on. Two big pay days at Cherry Point and Jacksonville. Replies:

A. R. "DUTCH" WHITESIDE, Rafferty Shows
WINDSOR, N. C., THIS WEEK

SMITH'S GREATER SHOWS

Want Concessions of all kinds. Good opening and proposition for small Bingo, Popcorn, Candy Apples, Floss, Snow Balls, High Striker, Custard, Hanky Panks of all kinds. Will consider two Stores run and conducted by reliable partners. Need Girl Show, Snake Show or any Grind Show. Low percentage. Can use good Ride Help. We carry Rides. Fireman's Celebration, this week, Clover, Va.; then V.F.W. Old Home Week, Farmville, Va. All Address:

K. F. "BROWNIE" SMITH, Mgr.; C. V. BILL COX, Bus. Mgr.

WANTED

Veterans of Foreign Wars, Sumter, S. C., May 15 to 20
10TH ANNUAL IRIS FESTIVAL SESQUICENTENNIAL 150TH BIRTHDAY CELEBRATION
Parades, bands, thousands of visitors. Showgrounds located in heart of town. Have 3 Rides booked.

Can use Major Ride, Tilt, Spitfire, Octopus, Roll-o-Plane, and 2 Kiddie Rides. Can use good Ride Help. CONCESSIONS all open except Bingo, Popcorn, and Floss. SHOWS: Side Show, Wild Life, Monkey, Jig, and Girl Shows. Positively no rackets for this date. Following Sumter we open May 28, Ocean Breeze, Va. Can use Razzle, Slum Skillo, and Roll Downs. Opening for few Hankies. All replies to EARL MILLER, Sumter, S. C. Western Union only. No phone calls.

WALLACE & MURRAY SHOWS

Featuring Zucchini Cannon Act

Want legitimate Concessions of all kinds. Want classy Bingo with flashy stock. Can use few more experienced Ride Help. Johnny Ryan wants Girls for Girl Show and Posing Show. Contact Johnny Ryan. Jim Hazen wants Minstrel Show Performers. All replies to AL WALLACE, Marion, Va., this week; Wytheville, Va., next week.

DODDS QUILTS

(Continued from page 54)

of Town Fairs and the New York State Association of Agricultural Fair Societies. In 1949 he was president of the International Association of Fairs and Expositions and is presently serving as chairman of the government relations committee of that group. As director of the New York State Fair he piloted the first full-scale event to be held at the Syracuse fairgrounds since the war.

On the heels of Dodds' appointment came an announcement Thursday (4) by State Agriculture Commissioner C. Chester DuMond naming Earl C. Foster as acting director of the New York State Fair. Foster, who served as commissioner's representative in producing the 1949 fair, will carry his new duties in addition to his post as assistant commissioner of the Department of Agriculture and Markets. The State fair is a division of that department. In announcing the choice of Foster, DuMond also said that he is accepting the resignation of Dodds.

CARNIVAL ROUTES

(Continued from page 62)

Burkhart: Abingdon, Ill.; Roodhouse 15-20.
California: Oroville, Calif.; Chico 15-20.
Capell Bros.: Perry, Okla.
Capital City: Rome, Ga.
Carr, Lawrence: Salem, Mass.
Cavalcade of Amusements: Tuscaloosa, Ala.; Gadsden 15-20.
Cavalcade of Fun: Monroe Center, Ill., 17-21.
Central States: Russell, Kan.
Cetlin & Wilson: Wilmington, Del.
Chanos, Jimmie: Piqua, O.
Cherokee Am. Co.: Nowata, Okla., 8-11;
Broken Arrow 12-13.
Coleman Bros.: Norwich, Conn.
Collins, Wm. T.: Minneapolis, Minn.; Winona 15-20.
Continental: Whitesboro, N. Y.
County Fair: Valentine, Neb.; Gordon 15-20.
Crafts Expo.: (Fair) Chowchilla, Calif., 8-14.
Crescent: Vancouver, B. C., Can.; Victoria 15-24.
Crescent Am. Co.: Monticello, Ark.
Crystal: Commerce, Ga.; Gainesville 15-20.
Curl, W. S.: Washington C. H., O.
DeLuxe: Plainville, Conn.; Willimansett, Mass., 15-20.
Del-Mar: Washingtonville, O.
Diamond Midway: Mt. Sterling, Ill., 12-13;
Meredosa 15-20.
Dickson United: Maud, Okla.
Dobson United: St. Paul, Minn., 9-14.
Douglas Greater: Springfield, Ore.
Down River Am. Co.: Milan; Mich.
Dumont: Altoona, Pa.
Dyer's Greater: Cape Girardeau, Mo.; Charleston 15-20.
Eastern Am. Co.: Portland, Me.
Eddie's Expo.: Everson, Pa.
Eddy Bros.: Philadelphia, Pa.
Evans United: Cameron, Mo.; Maysville 15-20.
Fair Am. Co.: Taylorsville, N. C.
Ferris: Clarion, Pa.
Ferris Greater: Las Vegas, Nev., 11-14.
Fidler United: Dixon, Ill.
Fleming, Mad Cody: Montezuma, Ga.
Francis, John: East St. Louis, Ill.; Alton 15-20.
Franklin, Don No. 2: Mathis, Tex.
Frear's United: Iola, Kan.
Garden State: Coplay, Pa.; Belvidere, N. J., 15-20.
G. & B. Ripley, W. Va.; Spencer 15-20.
Gem City: Quincy, Ill.
Gentsch, J. A.: Mayfield, Ky.; Princeton, Ind., 15-20.
Gifford, C. F.: Norman, Okla.; Purcell 15-20.
Gold Bond: Montgomery, Ill.
Gold Medal: Elizabethton, Tenn.
Golden West: Sonora, Calif.
Gooding American Expo.: Charlerol, Pa.
Gooding Am. Co., No. 1: (Math & 18th Sts.) Columbus, O.
Gooding Am. Co., No. 2: (Mid-Century Festival) North Lansing, Mich., 8-20.
Gooding Am. Co., No. 3: Arnold, Pa.
Gooding Am. Co., No. 4: Chillicothe, O.
Gooding Am. Co., No. 5: Smithers, W. Va.
Gooding Greater: Charleston, W. Va.
Graeland Greater: (20th & Market) East St. Louis, Ill.
Grand American: Kirksville, Mo.; Ottumwa, Ia., 15-20.
Grand Union: Elk City, Okla.; Woodward 15-20.
Granite State: Hinsdale, N. H.
Great Sutton: East St. Louis, Ill.
Greater Rainbow: Superior, Neb.; Belleville, Kan., 15-20.
Groves Greater: Baton Rouge, La.; Lafayette 15-20.
Gulf Coast: Paragould, Ark.
Hale's: Kansas City, Mo., 14-20.
Hannum, Morris: Harrisburg, Pa.; Conshohocken 15-20.
Happy Attrs.: Mansfield, O.; Canton 15-20.
Harry's Greater: New Philadelphia, O.
Hawkeye State: Lincolnville, Mo.; Calinsville 15-20.
Heart of Texas: Littlefield, Tex.; Plainview 15-20.
Hennies Bros.: Oklahoma City, Okla.
Henson, J. L.: Bald Knob, Ark.
Heth, L. J.: Bessemer, Ala.; Attala 15-20.
Hiawatha: Bronson, Mich.; Dowagiac 15-20.
Hill's Greater: Las Vegas, N. M.; Raton 15-21.
Home State: Huron, S. D.
Howard Bros.: Athens, O.
Illiana Expo.: Attica, Ind.
Imperial: Pekin, Ill.
Imperial (Am. Corp. of America): Little Rock, Ark.
Imperial Expo.: Quincy, Calif., 9-14.
Inland: Winona, Mo.
Interstate: Bedford, Ind.
J. & B.: Kenbridge, Va.
Johnny's United: Camden, Tenn.; Portland 15-20.
Jollytime: West Milton, Pa.; Shamokin 15-20.
Jones, Johnny J., Expo.: Johnstown, Pa., 19-20.
Jones United: Moberge, S. D.
Karras, Gust, Greater: Bethany, Mo.
Kaus, W. C.: Eddystone, Pa.
Kile, Floyd O.: Whitehall, La.
Kinland Am.: Griffin, Ga.
Kirkwood, Joseph J.: Lodi, N. J.
Krause Am.: Philadelphia, Pa.
La Cross: Brattleboro, Vt.
Lagasse Am. Co., No. 1: Amesbury, Mass.
Lamb, L. B.: Carbondale, Ill.; Danville 15-20.
Lane, Sammy: Clinton, Mo.; Monett 15-20.
Lawrence Greater: Lawrenceburg, Ind.
Lee United: Auburn Heights, Mich.
Magic Empire: Glasgow, Ky.
Maine Am.: Kittery, Me.
Manning, Ross: Newburgh, N. Y.; Roselle, N. J., 15-20.
Marks, John H.: West Philadelphia, Pa.
McKee, John: Leadwood, Mo.; Union 15-20.
Merrill's Midway: Indianola, Ia.
Merry Midway: Kenton, Tenn.
Merryland: (Ecorse Road) Detroit, Mich., 8-14;
Pontiac 19-27.
Midway of Mirth: Paris, Mo.
Midwestern Expo.: Webbers Falls, Okla.
Mighty Hoosier State: Columbus, Ind.
Mighty Page: Winston-Salem, N. C.; Pulaski, Va., 15-20.
Model: Greenville, Tex.
Moore's Modern: Henryetta, Okla.
Mound City, No. 2: Lutesville, Mo.
Murphy's Tri-State: Madison, S. D., 12-20.
Myers: Marietta, Ga.
Nelson, George W.: Blue Earth, Minn.
Nessler's: Farmer City, Ill.
N. Y. Galcy: Lockport, N. Y., 13-20.
Nolan, Larry: Albuquerque, N. M., 8-14.
Northwestern Am. Co.: Maumee, O.
Oklahoma Expo.: Cleveland, Okla.
Pacific United: St. Helena, Calif.; Santa Rosa 16-21.
Page Bros.: Providence, Ky.; Marion 15-20.
Palmetto Expo.: Greenville, S. C.
Parada: Cherryvale, Kan.
Paul's Am. Co.: Heavener, Okla.
Peck Am. Co.: Steger, Ill., 16-21.
Peerless Celebration Am.: Iron Gate, Va.; Alderson, W. Va., 15-20.
Penn Premier: Port Jervis, N. Y.; Middletown 15-20.
Pine State: Sumter, S. C.
Pioneer: Towanda, Pa.
Playland: (8 Mile Road & Harper Ave.) Detroit, Mich., 8-13; Bay City 15-20.
Playtime, No. 1: Ware, Mass.
Playtime, No. 2: Quincy, Mass.
Powelson Greater: Columbus, O.; Wilmington 15-20.
Prell's Broadway: Fayetteville, N. C.,
Purvis: Stony Creek, Va., 12-20.
Raftery: Windor, N. C.; Aboskie 15-20.
Reid, King: Rutland, Vt.
Rocco: St. Paul, Minn.
Rockwell: El Reno, Okla., 11-13.
Rogers Bros.: Fergus Falls, Minn., 17-20.
Rose City: Canton, Tex.; Trinity 15-20.
Royal American: Memphis, Tenn., 8-12; (Grand & LaCade) St. Louis, Mo., 15-20.
Royal Blue: Selth, W. Va.
Royal Crown: Portsmouth, O.
Royal Midwest: Washington, Ind.
Royal United: Sioux Falls, S. D.
Schafer's Just for Fun: Tyler, Tex.; Shreveport, La., 15-20.
Shan Bros.: Hazard, Ky.
Shebrand Bros.: Farmington, N. M.
Silver Slipper: Johnson City, Tenn.
Skerbeck's Am. Co.: Escanaba, Mich., 13-20.
Smith, George Clyde: Nanty Glo, Pa.
Smith's Funland: Barnesville, O.
Smith's Greater: Clover, Va.; Farmville 15-20.
Snapp Greater: Joplin, Mo.
Southern Valley: Searcy, Ark.
Sparks, J. A.: Pikeville, Ky.; Harlan 15-20.
Strader, M. A.: Guymon, Okla.
Standard: Torrington, Wyo.; Newcastle 15-20.
Star Am. Co.: Judsonia, Ark.
State Fair: Goodland, Kan.; Fort Morgan, Colo., 15-20.
Stephens, C. A.: Harlan, Ky.
Strates, James E.: Binghamton, N. Y.
Sunset Am. Co.: Hannibal, Mo.; Macomb, Ill., 15-20.
Superior: Fairfield, Calif.
Tassell, Barney: Ashboro, N. C.
Tatham Bros.: Bement, Ill.
Texas: Pharr, Tex.
Texas Kidd: Santa Anna, Tex.
Thomas Joyland: Parkersburg, W. Va.
Tidwell, T. J.: Burlington, Colo.
Tivoli Expo.: Mexico, Mo.; Moberly 15-20.
Turner Bros.: Decatur, Ill.; Champaign 11-20.
20th Century: Leavenworth, Kan.
Twin City: Marshall, Mo.
United Am.: Milford, Mass.; Manchaug 15-20.
United Expo.: Jacksonville, Ill.
United States: Morganton, N. C.
Veterans United: Worthington, Minn.
Victory Expo.: Liberal, Kan.
Virginia Greater: Dover, Del.; Milford 15-20.
Vivona Bros.: Bayonne, N. J.; Bergenfield 15-20.
Vogt's Southern Am.: Eastland, Tex.
Volunteer: Harpersville, Tenn.
Wade, W. G.: Jackson, Mich.
Wallace Bros.: Memphis, Tenn.
Wallace, I. K.: Denton, N. C.
Wallace & Murray: Marion, Va.; Wytheville 15-20.
W. E. Attrs.: Beaumont, Miss.
West Coast: San Mateo, Calif., 8-14.
West Coast Expo.: Lincoln, Calif., 13-15; Angels Camp 17-21.
Williams, Ray: Marion, O.; Shelby 15-20.
Wilson Famous: East Peoria, Ill.
Wolf Greater: Fort Dodge, Ia.
Wolfe Am. Co.: Thomasville, N. C.; Leaksville 15-20.
World of Mirth: Chester, Pa.
World of Pleasure: Battle Creek, Mich.
Yager United: Antioch, Ill., 15-20.
Ziegler: Spokane, Wash.

"Jitter Bug" Jack Platt

Contact MR. O'LEARY

In Cincinnati at Parkway 8280.
Have very good proposition to offer.

"Vanities" Flicker

Harold Steinman, producer of *Skating Vanities*, has been huddling with West Coast film execs over production details of a technicolor musical picture built around the roller skating show. Details are carried on Page 4.

Holland To Debut Auto Thrill Show; Kiefer Joins Him

NEW YORK, May 6.—Auto racing speed king Bill Holland, who until recently operated Skateland roller rinks in Bridgeport, Conn., and Reading, Pa., will open with his own thrill show, *Indianapolis Auto Daredevils*, Wednesday (10) in Huntsville, Ala. Holland, winner of the 1949 Indianapolis Memorial Day speed classic, who will compete again this year, plans to keep the show on the road until October 1.

Prior to his debut with midget and full-size cars, Holland was an amateur roller racer. While a rink owner, he was an officer of the United Rink Operators and a founder of that organization.

Emsee for the show will be another well known in roller skating, Wally Kiefer, pro and former operator of now closed White Plains (N. Y.) Roller Rink. Kiefer, who is with the Skatin' Tunes Recording Company, says he plans to remain a representative of the firm and call on rink owners while traveling with the Holland show.

Bill Tremblay, skate-room man at Fred H. Freeman's Bal-A-Roue Rollerway, Medford, Mass., was rushed to the hospital recently for an emergency operation.

R. J. Wilhelm, formerly professional at Coliseum Roller Rink, Baltimore, was married recently in that city to Estelle L. Duncan, non-pro.

SKATE CASES AT A NEW LOW

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Prep Semi-Final Action in 'News' Skating Contest

NEW YORK, May 6.—After almost two weeks of preliminary competition, *The News* Welfare Association's first annual Roller Skating Carnival, conducted in co-operation with the Roller Skating Rink Operators' Association, now moves into the semi-final round of competition, designed to narrow the large surviving field to proper size for championship finals slated for Madison Square Garden on May 24.

Preliminary and quarter-final competition thus far involved 42 separate skating shows at 13 rinks with thousands of skaters called to the starting line. The heaviest day of activity came Saturday, April 29, when nine separate shows were held. On Tuesday, May 2, preliminary competition was held at six rinks.

The starting field included amateur skaters from all sections of the metropolitan area, even some from the Philadelphia area. Competition took in three fields of rivalry, speed skating, dancing and free skating.

The 16 co-operating rinks are: Bay Ridge, Eastern Parkway, Empire Roller-drome, Park Circle, Gay Blades, Queens, Hillside Roller-drome, Wal-Cliffe Roller-drome, Peekskill Roller-drome, Avalon Recreation Center, Eli Skating Club, New Dreamland Arena, Riviera Park, Shore Roller-drome, Ventnor Athletic Center and River-view Beach.

Capacity Gates See Carroll Floor Show

CARROLL, Ia., May 6.—Capacity crowds viewed the annual floor show presented April 25 and 26 at Parkview Roller Skating Palace here by the Carroll Roller Skating Club, now in its seventh year, reported rink operator Charles Ludwig. The same show was the attraction at a recently opened rink at Ida Grove, Ia., and also appeared at Lake City, Ia. It is also slated to appear at rinks in Storm Lake, Boone, Jefferson, Atlantic and Ames, Ia.

Featured were Henry and Jerome Collison, fancy and trick skating; Dick Tilton, Henry Collison and Moe Fangman, spinning and group skating; the Brambaugh family; Don Collison and Jean Long, single and double pull-thrus; Bill and Lyle, comedy skating, waltz and two-step demonstrations; Dick Schulte, Marty Mooney and Jim and Laverne Feld, tricks on skates; Leo Collison, two-and-a-half-year-old skater; Bill Galloway, foot whirling and double whirling; Elaine and Donna, *Red Sails in the Sunset*; Clyde and Lyle Rungee, close passing; Lyle Bernholtz, Clyde and Lyle Rungee and Harold Davis, pyramid building and whirling; Don Sapp, "The Man Who Skates in the Sky"; Elaine Heue, Donna Bernholtz, Vic Schafer and Art Reicks, fancy skating; Elaine and Donna, jitterbugs; Anthony Wiedemeier, high jumping, and "Ringtail Bros." Circus, with a "giraffe," backward tumbling, trick mule, "tallest lady in the world," and a "Mexican bull fight."

12 Pros Graduate From Det. School

DETROIT, May 6.—Graduation Day was held Friday (5) at the National Academy for Roller Skating Teachers, organized two years ago by Vivian Heard, professional skater. The school, which has headquarters in the roller rink at Edgewater Park, turned out a class of 12 graduates.

A commencement address was given by the Rev. Robert Stacey, following the tradition of formal graduation exercises in other institutions of learning.

Phyllis Riggs Crowned Queen In Gotham "Journal" Contest

BROOKLYN, May 6.—Winner over a record 590 entrants, Phyllis Riggs, 18, of Bay Ridge Roller-drome, was picked 1950 Skate Queen Saturday (29) in the 10th annual running of the big glamour event at Empire Roller-drome here. Eliminations to narrow the field to approximately 85 pretties had been held the Saturday before.

Selected for second honors was Irene Jankowski, 19-year-old Brooklyn Ice Palace skater, who appeared for the judging on rollers. Thelma Miller, 15, of Bay Ridge, was third. Both the winner and runner-up had placed second in previous queen contests at Empire.

As usual, the event was under joint sponsorship of *The New York Journal American* skating column and the management of Empire Roller-drome. The paper's skating editor, Bill Love, was emcee.

Judges for the finals were model agent Harry Conover; Candy Jones, his wife and directress of the Conover Career Girl School, and Sid Mesibov, a Paramount Pictures exec. Celebrity on hand to crown the queen was Jeff Clark, singing star of NBC's *Your Hit Parade*.

Distribution of the \$1,000 worth of prizes gave the new queen a Furness Line luxury cruise to Bermuda with accommodations at the Elbow Beach Surf Club, the John T. Swanson Memorial Trophy, and a pair of Chi-

cago-Hyde precision skates. Second thru eighth each received a Benrus wrist watch, ninth thru 20th, Chicago-Hyde ball-bearing skate outfits, and the first 86 girls honorable mention certificates. Bouquets of American beauty roses also went to the three place-winners.

Immediately following the contest, Miss Riggs received a modeling offer from the Conover agency and a night club bid from one of Manhattan's best known spots.

Roller skating also received a valuable hunk of national publicity as a result of the contest. Thursday (4) the Associated Press wires carried a story and pictures of four of eight girls nominated by Conover for an "all-glamour" sports team. Miss Riggs, of course, won the roller skating crown, along with Alice Bauer, golf; Brenda Helser, Olympic swimmer, and Barbara Ann Scott, Olympic figure skating champion.

Rol-Arena RSROA Show Hit

HANNIBAL, Mo., May 6.—A well-received skating program, offered by the Skate Dance Club of Loyd Meservey's Rol-Arena here, highlighted the rink's recent annual benefit night for the Roller Skating Rink Operators' Association, reports Virginia Greathorse. Three junior bar dances exhibited by members of the Rol-Arena Club, along with dance and free style exhibitions by skaters from Regal Roller Rink Decatur, Ill., who are directed by John Rodgers of that city, were offered. Skaters from the Arena, St. Louis, also gave exhibitions.

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(Continued on page 88)

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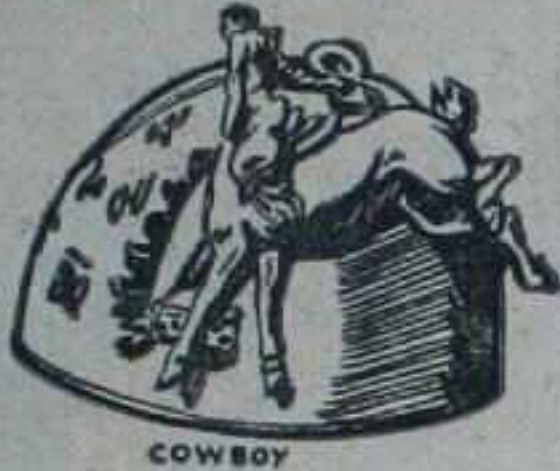
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- Plastic Violin, with bow, that you can play, doz... 3.50**
- Felt Pennants, 12x30, rodeo and circus, per 100... 12.00**
- Comic Buttons, 50 Ligne, per 100... 1.50**
- Large Comic Buttons, 4 inch, per 100... 8.00**
- Lancaster Batons, red, white & blue with bells, gross... 12.50**
- Lancaster Swagger Sticks, gross... 8.00**
- Mother's Day White Carnations, made up with green, per 100... 5.00**
- Imported Pennant Cans, per 100, \$1.50; per 1000... 15.00**
- Comic Hat Bands, long length, per 100... 1.50**
- Itchy Dogs, the best made on the market, gross... 21.00**
- Jumping Fur Dogs, \$2.00 doz.; gross... 22.00**
- Warblers, gross... .75**
- HATS**
- Felt Fireman Hats, gross... \$18.00
 - Felt Cowboy Hats, gross... 36.00
 - Felt Spanish Hats, gross... 27.00
 - Felt Mexican Hats, gross... 24.00
 - Assorted Miniature Hats with feathers, gross... 9.00
 - Imported Coolie Hats, gross, \$18.00... 24.00
 - Comic Alpine Hats with feather, gross... 15.00
 - Lace Felt Cowboy Hats, assorted colors...
- BALLOONS**
- All Fresh Rubber
- Dart Balloons, assorted colors, 5 gross lots... \$ 3.00
 - Balloon Bellows, each... 5.00
 - Balloon Sticks, reed sticks, 8 gr. lots, \$2.50; gross... .60
 - Mickey Mouse & Funny Bunny that inflates 12 inches long, that makes a noise, doz... 2.00
 - Jumbo Mottled Cat Balloons #15, gross... 6.50
 - Balloon String, 1 lb... 1.25
 - #9 Balloons, assorted colors, gross... 1.75
 - Circus Print Balloons #9, gross... 3.50
 - Stars & Stripes Balloons #9, gross... 6.50
 - T-35 Target Balloons, asst. colors, blow up 4 feet, per 100... 15.00

HARRIS NOVELTY CO.

1102 ARCH ST. TEL.: MA 7-9848 PHILADELPHIA, PA.

REDUCED PRICES ON ALL NATIONALLY ADVERTISED WATCHES

★ ELGIN ★ BULOVA ★ GRUEN
★ BENRUS ★ WALTHAM

7-JEWEL
Brand new 1950 model cases for men's and ladies. Rebuilt and guaranteed like new.
\$8.45
15-Jewel, \$10.65
17-Jewel, \$12.65
Gold Plated Stretch Band, 75¢ additional.
Leatherette Gift Box, 45¢ additional.

IDEAL FOR PREMIUMS & PROMOTIONS
Men's New Wrist Watches
\$2.50
Lots of 6 (Sample, \$2.95)
Brand new; radium dial and hands; sweep second hand. Chrome case, complete with stainless steel stretch band. Fancy metal box, 45¢.



RHINESTONE DIALS AT NO ADDITIONAL CHARGE

RHINESTONE CASE Guaranteed Watches

Copies of expensive \$200 and \$300 watches. Rebuilt movements guaranteed like new. 7-Jewel, \$10.95
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WHOLESALE ONLY!

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New 54-page 1950 Catalog jammed with premium items.
25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.
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POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

Ea. \$2.90

Less Than Case Lots, \$3.00 Each
Include 25¢ Postage for Sample Order

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Highly glazed white porcelain trimmed with 22 karat gold. Trays are 5" dia., 1" deep. Bottle and Lamp Shade styles feature any of 42 nationally advertised beer and soft drink miniatures (non-alcoholic) some of which are shown in ad border. Just off the press is our 1950 Catalog, showing the trade's latest crowd-stoppers. Write for a copy on your letterhead today.

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Ladies' and Men's

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Sparkling new cases; genuine Swiss movements, precision rebuilt and guaranteed like new! 7-Jewel \$8.25

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Gold Plated Expansion Band, 90¢ additional. Beautiful Rhinestone Dial, 95¢ additional.

★ **New LOW Price!**



FAMOUS MAKES ELGIN WALTHAM GRUEN BERNUS BULOVA

SWISS WATCHES

Refinished Like New! Every watch in excellent condition. 7-Jewel \$8.55

15-Jewel \$10.55; 17-Jewel \$12.55 Gold Plated Expansion Band, 90¢ additional. Beautiful Rhinestone Dial, 95¢ additional.

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1000 PIECES FOR \$6.75

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- Baseballs, Worth, Special Doz. 2.45
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SINCE 1909
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A BIG "SPRING SPECIAL"—MIXED DENS, including 25 snakes, only \$40; "Complete Snake Show" includes 40 snakes for \$60; "Fixed" or "Hot"; 100% live arrival and absolute satisfaction guaranteed. For America's absolute lowest prices, best stock and fastest service, write or wire Western Snake Farms, Box 6222, Oklahoma City, Okla.

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 105 in this issue.

COSTUMES, UNIFORMS, WARDROBES

SINCE 1869—COSTUME BARGAINS; CHORUS, dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. jy8

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45 GAL. MULTIPLEX ROOT BEER BARREL, with carbonator; good running order, \$100. Ed Deeding, 2906 W. Jackson St., Muncie, Ind. (Continued on page 90)

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It propels, repels and has a beautiful gold finish. All you have to do is press the top of the pencil and the barrel lights up and shows the most beautiful girl in the world. It is really a knock-out. Assorted beautiful girls. Sample \$1.00.

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6 different types—a novelty in each pack of top quality chewing gum. Flip-O-Vision, Pixie, Golden Cain, Varsity, Tootie, The children love 'em. So will you. A Topps exclusive.

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92 Assorted Novelty Packs

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!! BIG FLASH !!

No. 185
14-K.
Gold Plate
\$3.50
Doz.
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Heavy mounting... gem-cut 3 all-white sparkling rhinestones, or white center with ruby red sides. Deposit with all C. O. D. orders. State your business.

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All our sets are put up in beautiful plush, satin lined jewel boxes, price tagged for good profits. Our prices range from \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00 per set complete. We have about 25 different numbers.

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25% deposit with all orders

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Gift ring with colored
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WRIST WATCH**
Bright golden metal,
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\$18.00
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Virtually sells on sight! Big, flashy, chrome finish pistol gives instant flame when you pull the trigger! Fully automatic. Small enough to fit the pocket—yet large enough for realism. Lustrous, moulded black plastic handle grip. Stands 2 1/2" high and measures 3" long. Has removable table stand. Latch on this profit-maker now!

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PISTOL
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As above
but with
pearl grips.

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★ BULOVA ★ WALTHAM

RHINESTONE & FANCY DIALS
At No Extra Charge

Modern new designs. Reconditioned and rebuilt guaranteed like new. Complete with leather strap

7-JEWEL \$8.45

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21-Jewel, \$16.95
Gold Plated Expan. Band, 95¢ add.

Write for 56-Page New 1950 Catalog

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WRIST WATCHES
\$6.59**

10k R. G. P. yellow cases, late models. Guaranteed like new.
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Wholesale Only. 6 Watches Minimum. (\$1 Additional for Samples)

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Real tobacco. You can smoke it a week. Full box for..... \$3.00

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A perfect table gag. Doz..... \$4.50

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Also a good table gag. Doz..... \$3.60

FAMOUS "NICKEL-TO-DIME" TRICK
\$6.00 Dozen or \$60.00 Per Gross

HORRIBLE FINGER
A terrific gag. Doz..... \$2.00

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Rubber nose and glasses. Doz..... \$2.50

"JOCKO" Monkey, 9"—assorted colors with counter display. Doz..... \$3.50

"CHICO" Monkey, 4"—assorted colors also with display card. Doz..... \$2.50

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Positively the greatest laugh sensation in years—a bigger laugh than talking teeth or Hollywood Beaks! A splash of red on trap adds to realism. They will scream, shriek and holler! A sensation wherever shown!

Complete \$2.50
Samples: 3 for \$1.00
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Tinted dolls with hat, cane and earrings	Diameter Dozen Gross	Jumbo Mexican Hat (18 in.) .. \$7.00
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12 in. Size 3.25 36.00	26 in. 3.00 33.00	Dozen Gross
Celluloid dolls trimmed with fancy colored feathers only	30 in. 4.00 45.00	6" Fur Monkeys .. \$.80 \$ 9.60
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 - Norman, 109, Ball Pens 3.00
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 - Presto Ball Pens 3.00
 - Park Storm Lighters 5.40
 - Dippy Jr. Bird 3.00
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 - Gold Col. Light Boxed 3.00
 - 4" Comic Buttons75
 - Sparky Voice Dog House 12.00
 - 4 1/2" Blade Hunting Knife W/5 6.00
 - Berkley \$2 Lighters 8.00
 - 5 Gross Auto Bombs 60.00
 - 1 Gross Bowers #10 Lighters 72.00
 - 1 Gross Fifteen Puzzle 48.00
 - 1 Gross Brass, 4 Piece, 4 Nickels to Dimes 54.00
 - 25 Cards Ex. Matches (36) 25.00
 - 5 Gross Roll Caps 12.50
 - 10 Gr. Ex. Matches, Boxed 25.00
 - 1 Gross Midget Finn H. Knife 72.00
 - 1 Gross Twinkle Flash Lights 48.00
 - Coo Coo Clocks, 1 Dz. 21.00
 - Shmoo Clocks, 1 doz. 21.00
 - Compass, Accurate, on Chain, 1 Gr. 12.00
 - Balloons #9, 10 Gr. 15.00
 - Sax O Fun, 1 Doz. 2.40
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Cute little darlings—they hug each other—Only 3" high—one can't resist picking them up separately or together—apart they look as silly as most lovesick victims do—beautifully decorated china salt and pepper—ideal for tables, hostess gifts, wedding presents, prizes—choice of Bunny, Bear, Dutch Boy & Girl, Boy & Dog, Mary & Lamb, Duck. \$7.80 per doz. prs. F.O.B. Chicago. In lots of 2 to 6 doz.—SAMPLE ORDER 1 doz. prs. \$9.00 postpaid—Jobber setups available—Write for latest circular—Open account to rated firms, otherwise 25% deposit—balance C.O.D.—Immediate Delivery.

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Special new model, completely automatic, chrome finished, simulated black stag handles, retail value \$6.00—\$19.50 doz.—2 samples, \$4.50. Large size, chrome, 3 1/2" x 2 1/2", \$18.50 doz.—2 samples, \$4.50. Improved chrome finish, simulated black stag handles, \$15.00 doz.—2 samples, \$3.50.
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Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; S.O.S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. my27

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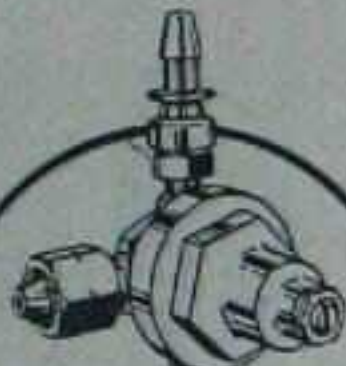
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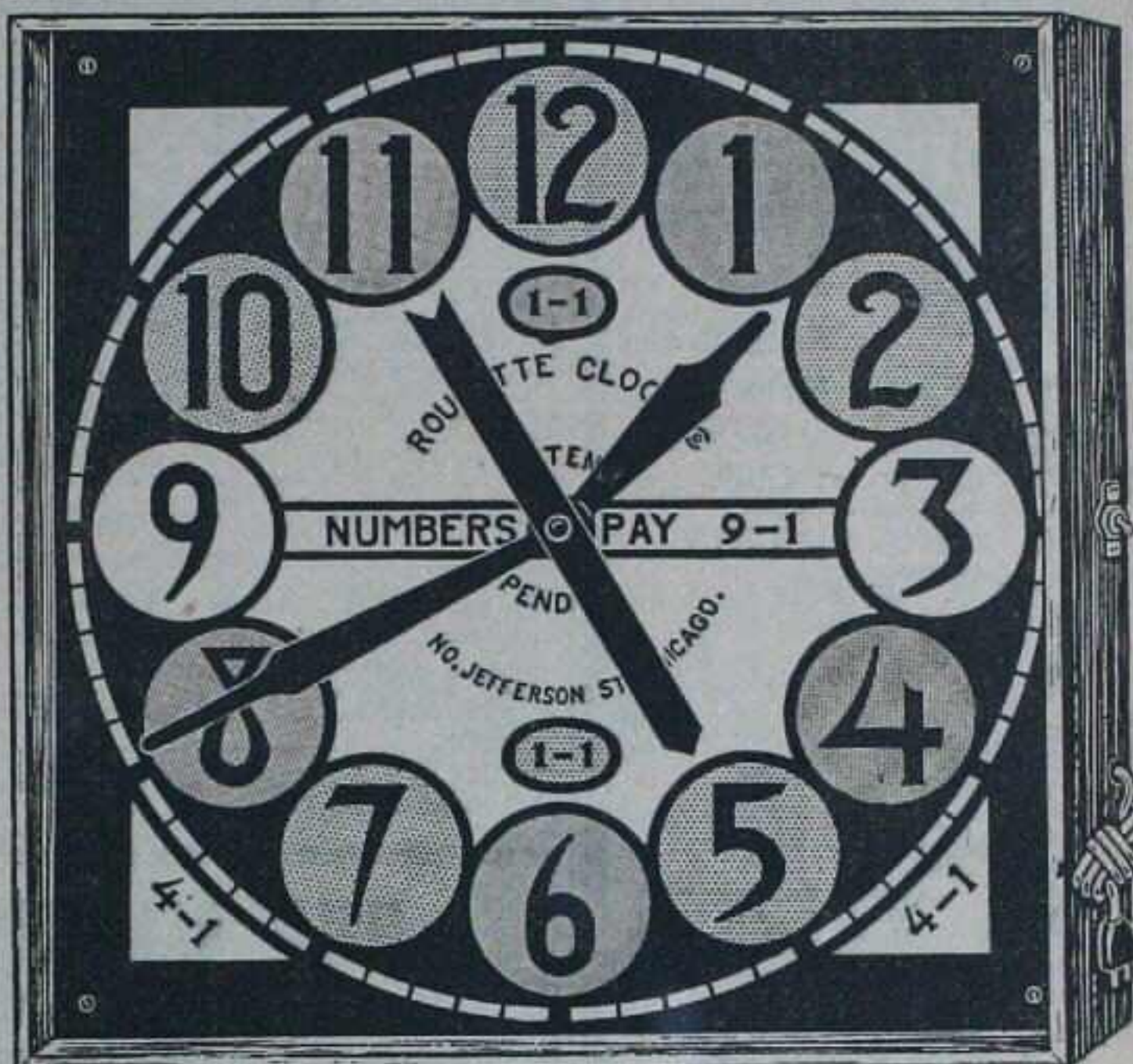
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Sell them outright to the merchant or build a route by placing these fast-moving displays in stores and servicing them each week! Fill in sizes and order refills of exact sizes you want from us! 12 pr. asstd. sizes in display carton, 8 1/2 thru 10 1/2, each pr. in cellophane envelope. Guaranteed first quality!

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"Original" 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

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KIM & CIOFFI 912 Arch St., Philadelphia 7, Pa. Market 7-2283

OUR NEW 1950 PRICE LIST IS JUST OUT
SLUM • BINGO MERCHANDISE • PREMIUMS • BALLOONS
CARNIVAL SUPPLIES • NOVELTIES • WATCHES

M. A. SINGER CO. 207 HENRY STREET, DEPT. B, DALLAS, TEXAS

**NEVER BEFORE
AT THIS AMAZING LOW PRICE!
WE CANNOT BE
UNDERSOLD**



MEN'S STYLES

\$8.50

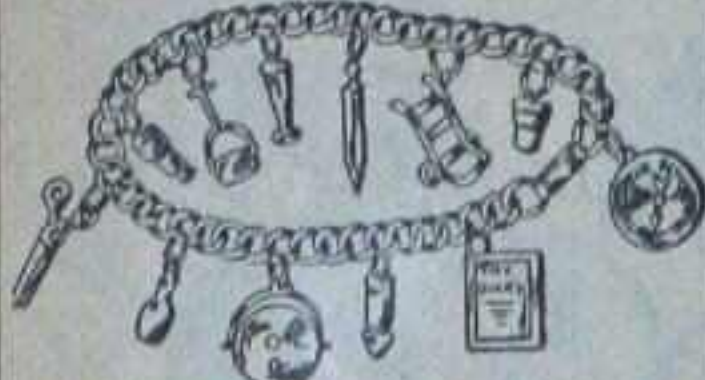
With Brilliant Rhinestone Dials

Outstanding Extra Fancy Nationally Advertised Expansion Bands—\$1.10 Extra.

- ★ ELGIN
- ★ BENRUS
- ★ BULOVA
- ★ WALTHAM
- ★ GRUEN

All new 1950 Styles beautifully cased and timed to perfection. Guaranteed like new. **WHOLESALE ONLY.** Large Quantity Users. Write for Prices.

SPECIAL! BANGLE BRACELETS



\$6.25

Charm Bracelets with 12 Charms, 6 of which are movable. In Gold or Silver Finish. Steady Year-Round Seller.

Doz. (Regular \$13.50 wholesale)

Salesboard and ACMA Conventioneers: **VISIT US WHILE IN CHICAGO** 25% with order, balance C. O. D. Write for Our Special Bargains

J. ENGEL & SON

59 E. Madison Chicago, Ill.

DIRECT

From Manufacturer **"ROYAL"**

The King of Them All!

- Precision
- Flash
- Quality

FANCY CAPS

Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

Or. **\$60.00**

Sample \$6.00

Doz.

25% Deposit, Bal. C. O. D.

f.o.b. New York.

MODERN PEN MFG. CO.

395 Broadway, New York 13
Phone CANal 6-8016



PISTOL LIGHTER

A beautiful chrome finished reproduction of a real automatic. Lights when trigger is pulled. Price: \$11.40 doz., sample \$1.50. Free pushover with each two units. Profit, \$12.00. Terms: 25% with order, balance C.O.D.

MAMMOTH SALES

1311 Widener Bldg. Philadelphia 7, Pa.

SPECIAL CHINESE FIRECRACKERS

100 to 1000 1 1/4" Chinese, \$1.25 Bndl.; 80/11 (1280 1 1/4" Chinese, \$1.95 Bndl.); 12 Doz. Chinese Sky Rockets, \$5. Gross; 4 Doz. Boxes No. 1 Sparklers for \$2.00. F. O. B. Center, Texas. Cash with order.

HURST & JONES FIREWORKS, CENTER, TEXAS

SALESMEN WANTED

ADVERTISING BOOK MATCHES—BIG SPOT cash profits. Earn valuable prizes, too. World's largest direct selling book match manufacturer offers profitable year 'round selling opportunity. Make money with Matchcorp 20, 30, 40 and 240-light book matches. Liberal comm. Earn valuable merchandise prizes too. Every business a prospect; no exp. needed to start; men, women; full, part time. Low prices for high quality. Repeats. Direct factory service. Giant 250-page and other catalogs furnished plus full selling information. Match Corp. of America, 3433 W. 48th Place, Dept. D-37. Chicago 32.

SALESMEN—GOOD EARNINGS; WISH TO hear from reliable men now established covering sales of equipment to outdoor amusements. Tom Thumb Streamliners, Inc. Sarasota, Fla. my13

SALESMEN—SIDELINE; EARN \$3,000 NEXT five months selling calendars, advertising specialties; buyers everywhere; big comm. advanced; samples free. Continental Calendar, 542-C S. Dearborn, Chicago.

SALESMEN MAKE \$2,500 NEXT 7 WEEKS— New sensational deal every merchant wants. Beautiful sales kit free. States Trading, 330-A S. Wells, Chicago 6.

WRITE 3 WORDS—COLLECT \$7.65 ON 10- second demonstration to merchants; write on glass with Amazing Magic Crayon. Prestol 5-color advertising message takes fire—glows like brilliant neon; three sales daily bring \$22.95 profit; rush postcard for details; complete sales kit free! Maxilume Co., 125 W. Hubbard, Dept. CL-13, Chicago 10, Ill. my20

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 Halsted St., Chicago, CA 6-2544. my20

SHOW BANNERS, CHURCH PAINTINGS, murals, sketches, tavern paintings, dioramas. The Enkeboll Art Co., Omaha 11, Neb. my13

SIDE SHOW BANNERS, 8x10 FEET, \$34.75; artistic, painted on good cloth; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. my13

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COL- ors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen 120 W 83d St., Los Angeles 3 my20

EVERYTHING YOU NEED FOR TATTOOING— Electric Tattoo Machines, Designs, Colors, complete outfits; illustrated catalog free. Milt Zela 728 Lesley, Rockford Ill. tu10

WANTED TO BUY

CRETORS 41 POPPER, USED, PRICED RIGHT C. Bush, Gen. Del., Wesleyville, Pa.

MIRRORS—DISTORTION FUNNY TYPE, wanted at once; will pay cash; wire, write best price. Bill Atterbury, Box 6005, Harlandale Station, San Antonio Tex. my13

USED 18MM SOUND WESTERN FEATURE— I pay \$20 Herbert Dry 922 9th St. N.E. Canton O. my13

WANT MAJOR RIDES—ANY KIND, ANY place. R. C. Beatty, 3348 Gillham Rd., Kansas City, Mo. my20

WANTED—TRAINED BIRDS, ALL KINDS; must be well trained. Send description and price. Katherin Budman, care Curtis Pugh, Port Haywood, Va.

WANTED—OLD ELECTRIC BARROOM Pianos, Street Organs, Calliopes, Band Organs; also extra Music Rolls. Harry Ludwig, 1515 Southeast 35th, Portland, Ore. je3

WANTED—LONG RANGE SHOOTING GAL- lery, must be in good condition, no junk; priced reasonable; also interested in duck pond. Write E. W. McQuist, Grand Marais, Minn.

16MM SOUND FILMS—WE WILL BUY YOUR features and short subjects; any amount purchased. Send list and price to National Photo Supply, 4724 Packard, Cudahy, Wis. my27

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word * Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACCORDION, GUITAR & BASS MEN FOR modern combo. Don Kerns, 18924 Devonshire, San Fernando, Calif. my20

FEMALE IMPERSONATOR—OPEN FOR NIGHT club booking; singer, strip; send photos; salary, \$125 net; best in wardrobe; transportation one way. Wesley Davis, 411 S. Wabash, Chicago, Ill. WA 2-4664. my27

GIRL VOCALIST—TO SING WITH ORCHES- tra; also to M.C. entertainments for guests at popular seaside resort in historic and scenic "Land of Evangeline," approx. June 24th to Sept. 8th. Must be attractive, good character and personality. Pleasant vacation work in ideal surroundings. Please send full information and pictures; also salary expected for period. A. A. Turner, Grand Pre, Kings Co., Nova Scotia.

GIRL—PIANO, ALSO TENOR FOR COMMER- cial unit; free to travel. Write Leader, 102 S. 50th, Bellwood, Ill.

LEAD TENOR SAX, SINGERS PREFERRED— Lead Trumpet, Drums, Piano; tenor band; no drawbacks; \$75 minimum. Box C-106, Billboard, Cincinnati, O.

MAN TO HANDLE AND PRESENT TRAINED Monkey Show; also man and wife for Snake Show. R. Wooley, Sparks, Ga.

MUSICIANS—COMMERCIAL BAND EXPERI- ence, semi name and doubles preferred; sinner bus salary. Buddy Bair, Box 113, Colome S. D. my13

MUSICIAN TO PLAY HAMMOND ORGAN IN dance orchestra; organ furnished; other musicians write. Box C-101, c/o The Billboard, Cincinnati, O.

MUSICIANS—ALL INSTRUMENTS; FREE EM- ployment service for modern territory bands, with permanent headquarters in Minnesota and South Dakota. Write Iola, 218 So. Main, Fairmont, Minn.

TALL MAN—AT LEAST SEVEN FT., WILL make year round work; give height and age. Write Box C-100, Billboard, Cincinnati, O.

TENOR SAX, DOUBLING VIOLIN AND CLAR- inet; good tone, cut shows, sober hotel-style band, long location; salary, \$75 tax paid; cut or no notice; chair one May 23; write or wire Al Overend, Skyline Club, Billings, Mont.

TRIOS SOLOISTS, COMBO—MUST BE OR- ganized, preferably entertaining units. State salary, photos, publicity and available date. Soloists that entertain. Agent, 125 W. 2d St., Jacksonville B. Fla.

WANT AT ONCE—TWO FERRIS WHEEL men for new wheel. Must be experienced and no drunks. C. L. Timmerman, Box 476, Vale Oregon

WANTED—VOCAL TENOR FOR SMOOTH Trio; must play good lead instrument, preferably fiddle, lead guitar or steel. State experience. Box C-102, Billboard, Cincinnati 22, O.

WANTED—MANAGER, PROMOTER, M. C. TO handle Rajah Ricardo and his Power of Concentration; very mysterious Hindu Act; do many strange things, including walking around with door on stomach. Act virgin to entertainment world. Want live wire to promote on commission; legitimate act; consider teaming with outstanding mentalist act. Write Richard Wright 1801 Memorial Hwy., Tampa 9, Fla.

WRESTLING PROMOTERS WANTS WOMEN Wrestlers experienced or learners; salary and expenses to qualified women. Send full details, photos, weight, etc. Billboard, Box C-103, Cincinnati 22, O.

YOUNG MAN TO JOIN ADAGIO DANCING Act; must make good appearance and have some experience at adagio. Box 532, Billboard, N.Y.C.

(Continued on page 94)

ATTENTION!

ALL CREW HAT WORKERS



If you want the best in Crew Hats and Novelty Headwear see the **JOWALL CAP WORKS** line. Acclaimed by sewing machine operators to be the best in the market for style, quality, work-

manship, service and quotations. Manufacturers of quality headwear for 50 years. We stock solid colors and two-tone colors. Packed 1 gross to the carton, assorted sizes in gross lots @ \$69.00 a gross, net, f.o.b. Boston, Mass.

10% deposit, money order or cash, balance C.O.D.

JOWALL CAP WORKS, INC.

96-300 Harrison Ave.

HANcock 6-4224

Boston 18, Mass.



new 1950 Catalog

SEND FOR Free COPY TODAY!

READY ABOUT MAY 15th ATTENTION, CONCESSIONAIRE AND NOVELTY WORKERS. Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Sales Board Operators. Premium issues at



GELLMAN BROS. Inc. 49 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**JEWELRY!
IS OUR BUSINESS
VALUE!
IS OUR MOTTO**

We Have Everything For:
• Jewelers • Engravers
• Demonstrators

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

Write for Big Catalog
(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received
BIELER-LEVINE
5 No. Wabash Ave. Chicago 2, Ill.
ALL PHONES Central 6-7966

**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

DICE CHUCK WHEELS



Strong combination Chuck Wheel. Painted in white with black dots, several color decorations.
24" Size, \$36.50 Ea.
30" Size, 30.00 Ea.
48" Big
Six ... 95.00 Ea.
Laydown cloths are included in the price.

Carnival Wheels, Paddle Wheels, Merchandise Wheels, Big Six Dice Wheel, Laydown Cloths, Dice Cases, Chuck-a-Luck. Write for Catalog.
CARDINAL MFG. CORP.
Mfr. of Wheels and Supplies
420 Keap Street Brooklyn 11, N. Y.
Evergreen 7-5027

- HORSE CLOCKS ... \$5.25 Ea.; \$60.00 Cr.
- DART BALLOONS ... 55¢ Cr. in 25 Cr. Lots
- HURRICANE LAMPS, Ruby or Clear ... \$30.00 Duz. Pr.
- 29 BALLOONS ... \$ 2.25 Cr.
- TWINKE ... 3.50 Ds.
- LARGE PANDA ... 33.00 Ds.
- "15" PUZZLE ... 6.50 Ds.
- MAHOOT FLUTE ... \$3.50 Ds.; 40.00 Cr.
- 30" FLUSH POLICEMAN ... 36.00 Ds.
- PISTOL LIGHTERS, Black Handle 12.00 Ds.
- LARGE NATIONALITY BED DOLLS ... 44.00 Ds.
- LARGE FAUNS ... 40.00 Ds.
- AIRPLANE LAMPS ... 27.00 Ds.
- DICE LAMPS ... 16.00 Ds.

25% Deposit With Orders
CATALOG ON REQUEST
NATE SALES CO.
1354 S. Halsted Chicago, Illinois

CELEBRATING WHOLESALE GUM ONLY

Factory-Fresh—Cello Wrapped. All Flavorful Prize Pack Chicks! Ball Gum, all types and sizes.

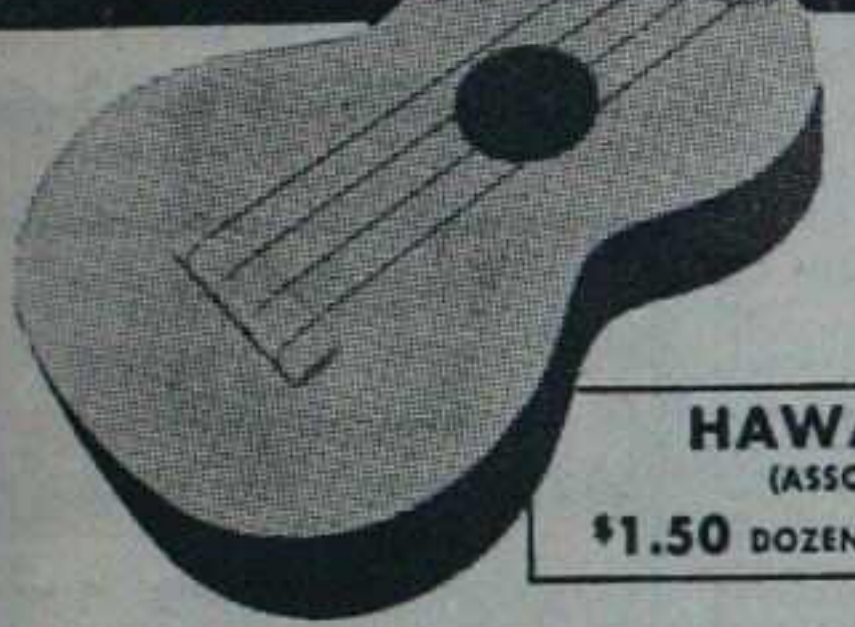
AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. Newark 4, N. J.

The New Sensation! PLASTIC UKULELES

\$4.95 EACH
\$33.00 DOZEN
½ GROSS OR OVER
\$30.00 PER DOZEN

DIAMOND HEAD

REAL FLASHY!
FULL SIZE!



All Plastic . . . Nylon Strings
. . . Professional size and tone
. . . not affected by weather . . .
won't chip, peel or warp . . .
Special Design Patent Pegs
keep strings from slipping out
of tune.

HAWAIIAN LEIS
(ASSORTED COLORS)
\$1.50 DOZEN — \$15.00 GROSS

All Prices F.O.B. New York — 25% Deposit. Balance C.O.D.



Distributed by
MUSICAL INSTRUMENT EXCHANGE, Inc.
112 W. 48th Street • New York 19, N. Y.

II SMASH HITS II

SWEETHEART CLOCK

12" High
8¾" Wide



- ACTION
- FLASH
- APPEAL

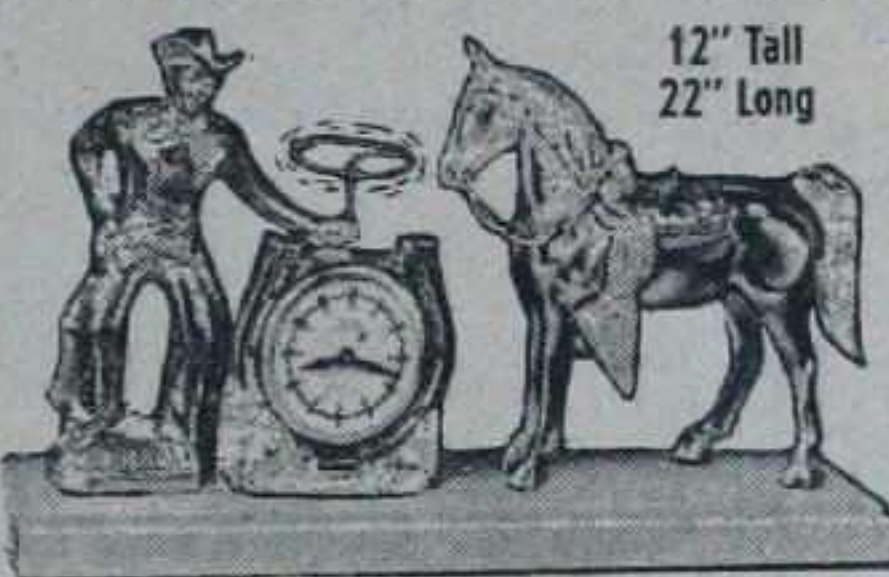
Boy and girl swing continuously over picket fence. Painted cottage scenic background illuminated by electric sunlight (turned on by switch in back of clock).

Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Onyx-type case, blonde or mahogany, mounted on 24K gold-plated base.

#508
\$7.50 Ea. In Doz. Lots
SAMPLES **\$8.50 EACH**

Guaranteed Immediate Delivery

THE RANGER AND HIS HORSE



12" Tall
22" Long

In High Luster 24 Karat Gold Plate With Silver Highlights

ORDER NOW!

Ranger revolves lariat continuously in lazy lasso spin. Dependable United self-starting electric clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

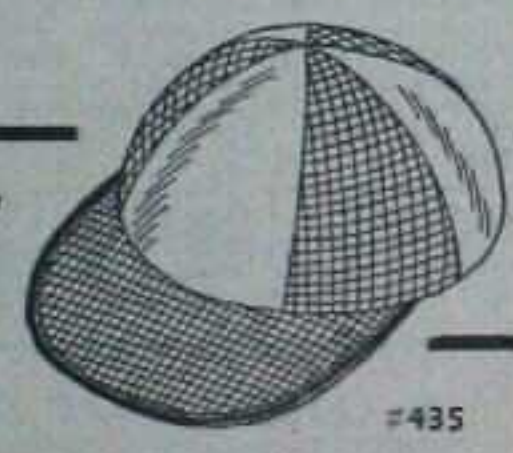
#515G **\$9.70 Ea.** SAMPLES \$11.00 Each
In Doz. Lots

ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR

25% deposit, balance C. O. D. If not for resale, add Federal Excise Tax

NEW! SPORT HAT

WHAT AN ITEM!
A DEAL!



Perfect for Beachwear, Driving, Fishing, Tennis, Baseball and all sports.

\$4.80 DOZ. 6 doz. minimum order

Features:

- Stitched twill top in assorted attractive colors
- Ventilated sections of cool white net
- Stitched, reinforced green sunshade visor
- Heavy leatherette sweatband
- Sizes: Small, medium, large

Be sure to order by number:

- #435 Hat—NO design or lettering
- #436 Hat—lettering ONLY
- #437 Hat—flocked Nautical, Indian or Western design ONLY.
- #438 Hat—flocked Nautical, Indian or Western design AND lettering.

No additional charge for designs and lettering. If lettering is desired, please print carefully. Sample: 75¢ postpaid.

80% deposit with order, bal. C.O.D., F.O.B. New York

PARKSMITH CORPORATION

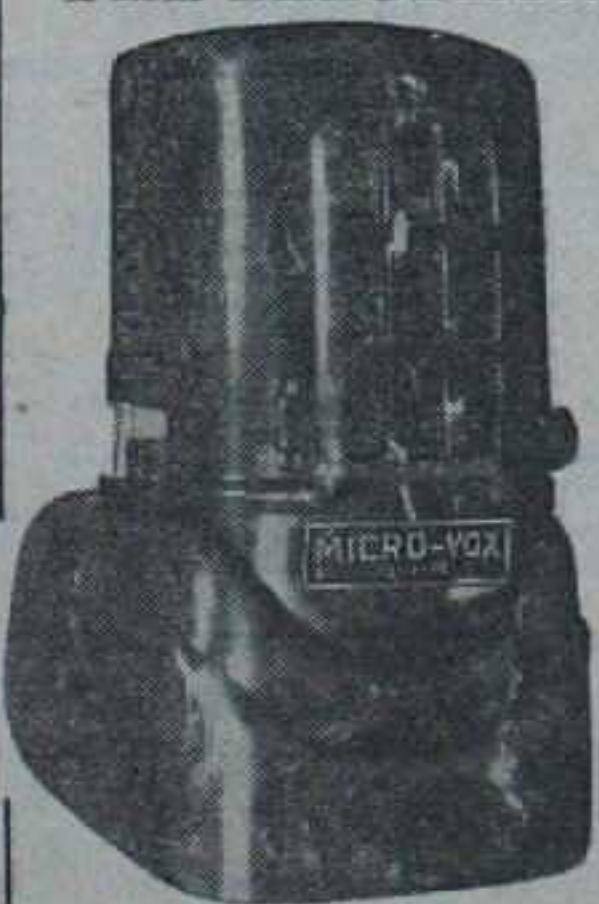
250 FOURTH AVENUE
NEW YORK 3, NEW YORK

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

THE ELECTRONIC MARVEL OF THE YEAR!

MICRO-VOX 1950 Model



BROADCASTS over any radio within 75 ft. A Complete Transmitting System.

NO CONNECTIONS TO RADIO NECESSARY—NO PLUG IN—WALK AROUND WHILE YOU TALK! NO COMPETITION!

There's Nothing Like It.

Turn knob to frequency desired. Then—TALK! SING! JOKE! That's all there is to do. Scores of uses: Public Address, Paging, Baby Listener, Detectophone, Practical Jokes, Singing, 2-Way Communication (2 units). Works thru Car Radio same as at home.

DEALERS! OPERATORS! SALESMEN! CONCESSIONAIRES!

For direct sales . . . Salesboards, Bowling and Shuffle Games, Gifts, Prizes and Premiums.

\$4.25 Ea. in Doz. Lots Complete **\$8.95 For Sample**
1/3 Dep., Bal. C. O. D. We pay postage on remittance in full in U. S.
Shipping Weight: 1 unit, 2 lbs.; 12 units, 17 lbs.

STANDARD ADAPTER CO.
1771 W. HOWARD ST. CHICAGO 26, ILL.
Transmitter Division

NO PHONE ORDERS

#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 ¾ frosted glass shade with clear crystal crimped top. Height 15¼". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

\$1.30 Each
\$15.00 Per Doz.



Packed 2 to Carton (no less sold)
All orders are F. O. B. Chicago. Please include 40¢ for each pair of Lamps to cover parcel post.
TERMS: 25% deposit required on all orders—balance C. O. D.

M. K. BRODY

1116 S. HALSTED ST. CHICAGO 7, ILL.
All Phones: MOnroe 6-9520
SERVING THE CARNIVAL TRADE OVER 34 YEARS

Our new 44 page 1950 catalog just off the press. SEND FOR YOUR FREE COPY TODAY.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Frisko Pete

604 WEST LAKE ST.,
CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE.... CALL FRANKLIN 2-2567

\$7.20 GROSS & UP



SAMPLE ASSORTMENT **\$2.00**

GRAB BAG MERCHANDISE ON HAND AT ALL TIMES 5¢ EACH

25% DEPOSIT REQUIRED ON C.O.D. ORDERS — PLEASE STATE YOUR BUSINESS

MEXICAN FEATHER BIRD POST CARDS, \$6.00 PER GROSS

All Kinds of MEXICAN Pottery, Hand-Tooled Hand Bags, Typical Jackets, Novelties, Curios, Etc.

Request Price List.

F. L. DE ARKOS

904 Scott St.

Laredo, Texas

CANVASSERS—JOBBER PREMIUM BUYERS

15 PC. WATERLESS COOKWARE SET

Of heavy gauge virgin aluminum. Each piece guaranteed by Good Housekeeping Magazine and commended by Consumers' Service Bureau. With cookbook \$7.95 Set and factory guarantee.

26 PC. SILVER SET SERVICE FOR 6

Pure silver on 18% nickel silver base. Choice of 3 modern patterns \$3.50 Set Leatherette chest with Duvelyn \$1.00 Lining

52 PC. SILVER SET SERVICE FOR 8

Same as above \$6.00 Set

DE LUXE AUTOMATIC POP UP TOASTER

One stroke operation, air cooled, triple plated for lifetime beauty and wear. Factory guaranteed \$7.00 Ea.

7 PC. STAINLESS STEEL KITCHEN CLEAVER AND CARVING SET

In attractive display box with \$1.80 Ea. \$9.95 price \$1.30 Ea. 5-Pc. set with \$4.95 price

16 PC. COMPLETE CUTLERY SET

Consisting of 6-pc. steak knife set of stainless steel with serrated edges and catalin handles; 5-pc. carving set and 5-pc. utility knife sets, all mirror polished stainless steel with imported rosewood handles. Attractively boxed \$5.75 Ea. with \$2.98 price

Strictly Dealers Only.
Terms: C.O.D., F.O.B. New York.

LOUIS BENGAL

27 East 20th St. New York City

NATIONALLY ADVERTISED

COSTUME JEWELRY

In Rhodium-White & 22 kt. Gold-Plate
From \$6.50 to \$7.50 doz. boxed
SAMPLE \$7.00 DOZ.
ASSORTMENT BOXED

Direct from Manufacturer

25% deposit with order
Balance C.O.D.

Jaybee Plating Co.

174 Eldridge St. New York 2, N. Y.

NO CATALOGUES NO LARRIES

COLLECTORS' DOLLS in Glass Stands



Height 5 1/4 inch; beautifully dressed; real Bisque; easy to display; easy to keep clean; 13 different models.

SAMPLE \$1.50

Full Jobbers' Discounts.
IDEAL SALEBOARD PREMIUM

Write for lists of other lines, including colored series. State Your Business.

1296 Yosemite San Jose 11, Calif.
THERON FOX

NEW LOW PREPAID PRICES ON RED HOT ITEMS



FREE big profit push card with each one-half dozen.

BEST GRADE Everlast doll pencil, in box with guarantee, only 60¢ each.
Miss Cutis Beauty or Miss Gorgeous Blond, 5x7 framed moving photos, only 60¢ each.

NEW WOLF PLAYING CARDS
Only \$1.25 in lots of three. Sample pack only \$1.50. FREE PUSH CARD WITH EACH PACK.

25% deposit, balance C.O.D., plus postal charges or send full amount and we prepay in U.S.A.

AL HAWKINS AND CO.
SIOUX CITY Box 1285 IOWA

AT LIBERTY—ADVERTISEMENTS

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

AGENTS AND MANAGERS

ADVANCE AGENT PUBLICITY AND EXPLOITATION Managers. Available to book and exploit roadshow attraction, magic, musical revue unit, or variety show, play Coast to Coast auditoriums, theaters. Must be box office attraction, equipped to travel with own transportation and financially sound. Write details, send photos to Agent, Box 2502, Hollywood, Calif. my20

THROUGH A MISUNDERSTANDING, I'M NOW at liberty for the first time in 20 years. Experienced, all-around special agent and union biller. Box 534, The Billboard, 1564 Broadway, N.Y.C.

BANDS AND ORCHESTRAS

AVAILABLE IN JUNE FOR THE SUMMER—Commercial nine piece Orchestra and Attractive Vocalist Organized three years. Complete up to date library. Foxtrot, rumbas, waltzes. All offers considered. Studio A, 4 East Ohio Street, Chicago, Ill.

FOUR PIECE COMBO FEATURING VOCAL group, doubles, radio and show experience; subtle dinner music, dance, Latin, novelties, no risqué material. Musician, 71 Morris, Athens, O.

ROY SANDERS SOCIETEERS—UNION, 9 TO 11 men, vocalists; commercial style band; available for summer location. 1017 N. 9th St., Reading, Pa.

TRIO DESIRES SUMMER ENGAGEMENT—Bass, accordion and guitar; union and dependable; played smartest lounges and clubs in Central New York. Steve Nolan, 313 No. West St., Syracuse, N. Y.

CIRCUS AND CARNIVAL

GREAT CALVERT—RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 154 Averill Ave., Rochester, N. Y. je10

DRAMATIC ARTISTS

AT LIBERTY FOR SUMMER SHOW—General business team; characters preferred; four good specialties, wardrobe, appearance; require no advance; car and trailer. John L. Parsons, Rt. 6, Box 739, Pine Bluff, Ark. my13

MISCELLANEOUS

PROF. E. SPIES, THE HOLY MAN AND Great Divine Healer at leisure. 201 Lyell Ave., Rochester, N. Y.

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.

43 YEARS OLD, WANT JOB WITH SHOW OR traveling outfit; can manage traveling cafe or eating outfit, portable skating rink; also repair floor, skates or take job as carpenter and painter; 20 years' experience, have electric and hand tools; never drink, smoke, chase, swear; will strictly tend to business; write or wire now. Frank Boog, Gen. Del., Hot Springs, Ark.

MUSICIANS

ALTO, CLARINET, FLUTE—EXPERIENCED, available after May 14. G. Schutte, 6430 Kenwood Ave., Chicago, Ill. my20

AVAILABLE JUNE 12—ALTO, TENOR, CLARINET, flute; college graduate, 22, sober, reliable, union, references. Read anything; want permanent job. Seymour Bass, Burton Hall, Oberlin, Ohio. je3

BARITONE, TENOR, ALTO SAX-CLARINET and Bass Clarinet available first of June. 10 years' experience; single, union, sober; music school graduate; excellent tone, read well, fake; all offers available. Jack Brown, Box 48, Buchtel, O. Phone Nelsonville 1145-W-1.

DRUMMER—12 YEARS ALL STYLES; CUT good show, rumbas, jazz; prefer two beat commercial location but consider all offers. Available early June. Box C-105, Billboard, Cincinnati 22, Ohio.

DRUMMER—EXPERIENCED, COMMERCIAL or combo work; age 24, have car and will travel; can join at once, cut or no notice. Troy Hatcher, 1021 Tulip St., Knoxville, Tenn. Phone 26045.

EXCELLENT DRUMS—MUCH VARIED EXPERIENCE. Age 30. Ballad vocals now being billed. Featured radio, recording. Top group and money only. Will prove all. Lee Middleton, 18 Wood St., Lewiston, Maine.

GIRL BASS—EXPERIENCED SMALL COMBO; free to travel; member locals 10, 47; read or fake. Write Box 351, Billboard Pub. Co., Chicago, Ill.

HAMMOND ORGANIST WITH ORGAN—TOPS hotel, radio, bar. Permanent; photos, records. Month's notice here. P. O. Box 208, Chicago. my13

HAMMOND ORGANIST—EXPERIENCED, DESIRES position. Write Marjorie Ekedahl, 1414 Cowing St., Jamestown, N. Y.

I AM FRONTING OWN COMBO AT UNIVERSITY of Missouri, but graduate June 2. Desire immediate, permanent placement in any commercial location, band or combo; tenor, clarinet, alto, arranger, vocalist; very versatile, excellent appearance. R. E. Wiseman, 903 Richmond, Columbia, Mo.

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- LAMP CIGARETTE LIGHTER—Pull the chain and lighter built in shade ignites automatically. About 5" high, chrome base, gay colored metal shade. Doz. 18.00

Best Lighter Buys in the Business

- AUTOMATIC TABLE LIGHTER SET—In gleaming silver, designed by one of the world's great silversmiths. Weighted urn & lighter of large, but graceful proportions, with over-sized tray. Marked \$27.50. Bigger—better—prattier—must be seen to be appreciated. Sample, \$3.50. Doz. complete sets \$36.00
- ALADDIN LAMP SILVER AUTOMATIC TABLE LIGHTER—Large size, retails \$5. Doz. 14.40
- Smaller size with silver tray. Doz... 9.00
- PISTOL LIGHTERS—Brilliant chrome—the big one 3 inches long, for table or pocket. Doz. 10.80
- CAMERA LIGHTERS—New lower price. Doz. 10.80
- PIANO TABLE LIGHTERS—Press the keyboard & it lights automatically. Doz. 18.00
- CUTE SILVER ELEPHANT TABLE LIGHTER—Oriental pagoda on elephant's back reveals lighter when you just flip the hinge. Doz. 5.40

Electrical Appliances

- GUARANTEED TRAVEL ELECTRIC IRONS WITH CORD—Xira special! Standard make. Doz. \$15.00
- MODERNISTIC ELECTRIC IRONS—With automatic finger-tip control. We can't reveal name. \$10.95 fair traded, cord included. Factory guarantee. Sample, \$4.50. Doz. 45.00
- STEAM IRONS—\$15.95 retail. cord included. Sample, \$8. Doz. 81.00

- NURSE'S WATCH—Of rich appearance—thin model—7 jewel—sweep second radium dial. Looks like ladies' \$50 watch, guaranteed accurate. Each... \$5.95
- GENTLEMEN'S 14K. GOLD FILLED ULTRA THIN POCKET WATCH—Lifetime guaranteed. Case designed by J. Boss. Precision 15 ruby jeweled unconditionally guaranteed movement. \$47.50 retail—in beautiful box. Each 9.90
- \$2.50 AMERICAN POCKET WATCH—One year guarantee—never offered at this price. Each 1.38
- \$6.95 ROBIN HOOD WATCH—Just out! Equipped with the new LIVE radium dial. Numerals really glow in the dark. Sweep second—water resistant. In attractive transparent window gift box. Sensationally priced at..... 2.95
- QUALITY ELECTRIC HORSE CLOCK—17x4 1/2 x 1 1/4"—Bright gold finish Gilbert self-starting movement. Sample, \$6.50. In lots of 6, \$5.20 each. In doz. lots, each 4.97
- BRONZE OR GOLD ELECTRIC HORSE-SHOE CLOCK—With metal horse decorations. 8x8—Genuine Gilbert self-starting movement. Sample, \$3.75. In lots of 6, \$3.25 each. In doz. lots, each 3.00
- LEATHER FOLDING TRAVELING ALARM CLOCK. Retail \$12.50. Sample, \$5.50 each. In lots of 6, each \$4.75. In doz. lots, each..... 4.50
- JEWEL SWISS MINIATURE ALARM CLOCK—Radium dial—\$10 retailer. Sample, \$3.50. In lots of 6, each \$2.99. In doz. lots, each..... 2.74

Fabulously Expensive Jewelry Faithfully Copied

- HERE'S THE MOST BEAUTIFUL COMBINATION OF ALL. Gorgeous pearls surrounded with brilliant rhinestones! This is what you get:
1. A lovely necklace of indestructible pearls with flashy rhinestone clasp.
 2. A lovely designed expensive pin featuring matching pearls (over 13), each pearl completely surrounded with rhinestones—safety clasp—exquisite jewelry craftsmanship.
 3. Lovely earrings of pearls with rhinestones EXACTLY DUPLICATING pin design.
 4. An expensive velvet box, rich satin lined, custom built for this set complete with \$37.50 gold price tags and 2 additional gold tags describing quality. Doz. sets \$24.00
- PLEASE DO NOT CONFUSE THESE WITH CHEAP JEWELRY. COMPARE THEM WITH GOODS SELLING FOR \$39.00 DOZEN OR MORE.
- 14K. GOLD FILLED CROSS SET WITH GENUINE DIAMOND with gold chain in velvet box. \$19.95 retailer. Doz. \$15.00
 - GOOD PEARL NECKLACES—WORLD'S LOWEST PRICES—1 strand, doz. \$2.40; 2 strand, doz. \$4.80; 3 strand, doz. 7.20
 - IMPRESSIVE HINGE GIFT BOX—For pearl necklaces, satin lined, each25
 - PEARL EARRINGS, Doz. 2.40
 - LITTLE GIRL'S BRACELET & NECKLACE SET, Doz. 2.75

- TERRIFIC RHINESTONE NECKLACE & EARRING SETS—In velvet boxes—\$27.50 gold price tags and 2 additional gold tags describing quality, featuring these sensational numbers:
- ✓ Birthstone tear drops surrounded with rhinestones.
 - ✓ Square-cut brilliants in colors surrounded with rhinestones.
 - ✓ Heart shaped pearls surrounded with rhinestones.
 - ✓ Long drop brilliant gold pendant & earring sets encrusted with colored stones.
 - ✓ Cameos decorated with pearls & birthstones.
 - ✓ Antique turquoise encrusted with pearls.
 - ✓ Antique coral surrounded with pearls.
- Your choice—or sample dozen (2 of each), Doz. \$15.00

Silverware Values

- ORIGINAL WM. ROGERS 50 PC SILVERWARE SET IN CASE—In highest quality full plate sectional sterling silver reinforcement at all points of wear. With the new luxury easy-to-grip hollow handle knives, 1/2 inch thick and 3/4 inch wide. Service for 8 includes 16 teaspoons, salad, regular forks, etc. In tremendous leatherette roll-up chest that measures 38x27 opened. An easy \$69.50 seller. Complete \$14.97
- WORLD'S LOWEST PRICE ON THIS \$3.50 COMPLETE CUTLERY SET INCLUDING CLEAVER—In flashy gift box. Sample, \$1.50. Doz. 14.40
- EXPENSIVE HOLLOW GROUND CARVING SET—In new design—gift box—stag, horn or imitation pearl handles. \$7.50 price tag. Sample, \$1.25. Doz. 10.80
- 10 PC CUTLERY SET—Including cleaver and carving set. In gift box 27x18 inches. \$9.95 retail—worth it. Sample, \$4. Doz. 39.00
- 24 PC STAINLESS STEEL SILVERWARE set of good quality. Sample, \$3. Doz. sets 30.00
- GENUINE "BUCKEYE" 18 PC COMPLETE ALUMINUM SET—Perfect for canvassers. Includes \$3 486-page settlement cookbook. Sample, \$7.50. In lots of 6, set 6.90
- 15 PC WATERLESS "BUCKEYE" SET—\$57.50 price tag. Sample, \$10. Minimum order 6, each set 8.97

Two Hot Auctioneers' Specials

- FULL SIZE MECHANIC'S TROUBLE LIGHT WITH THESE FEATURES.
 - ✓ Bright metal, non-glare reflector.
 - ✓ Rugged heavy duty guard.
 - ✓ Pistol grip handle with side outlet.
 - ✓ Extra flexible rubber covered wire.
 - ✓ Molded machine type plug.
 Sample 25 ft., \$1.80; 25 ft., gross, 95¢ each; doz., each \$1.10
- Sample, 50 ft., \$2.45; 50 ft., gross, \$1.35 each; Doz., each 1.50
- 16 PC HIGHBALL SETS—8 heavy crystal clear glasses frosted "Scotch," "Rye" or "Bourbon" with 8 apple-shape crystal trays to match. Can be mailed. Sample \$3 doz., 90¢ set; 3 doz., 85¢ set; gross lots, set75
- BRAND NEW FLASHY PEARL OPERA GLASSES—With bright chrome trim. Large size, 3 power lenses. Doz. \$ 6.00
- LARGE COLORFUL IMPORTED PARASOLS—26 inch diameter. Sample, 50¢. Gross 27.00
- LADIES' RUBBERS—In pocket plastic container. Fits any shoe. Sample, \$1. Doz. 7.20
- IMPORTED MINIATURE PRECISION CAMERA—Sells for \$2.95. Sample, \$1. Doz. 6.00
- Film for above, doz. rolls 1.20
- ALL METAL PORTABLE ICE CHEST—1 inch thick Fiberglas insulation. Full 4 gallon capacity with separate inner chamber for chocolate, cheeses, etc. Sample, \$4. Doz. 42.00
- HOLLYWOOD TELESCOPE KEY CHAINS—Nudes—latest models. Doz., \$1. Gross 10.80
- SUN GLASSES—TRY & BEAT THIS! Aviator type—all metal 24K gold plate with sweat bar & guard. In extra fine case. Sample, 75¢. Doz., \$6. Gross 64.80
- 20-20 AVIATOR TYPE SUN GLASSES—With jewelers' hinges. Guaranteed unbreakable. Rock glass lenses, fine case included. Retail up to \$5 pair. Sample, \$1.50. Doz. 10.80
- REALISTIC SPECIAL SCHNOZ—On optician quality shell frame with fine dark lenses. The glasses alone are \$1 retail. Sample, 75¢. Doz. 5.40

No Pictures—No Ballyhoo. You Know These Items

Let Our Prices Be Your Guide

YOU MUST BE DELIGHTED OR YOUR MONEY BACK!

Mother's Day Money Makers

- \$16.50 PERFUME IN LUCITE BOX—Famous brand, nationally advertised in Vogue, Harper's Bazaar, etc., at \$16.50 each. Sorry—we are not allowed to disclose the name. Doz. \$6.00
- 3 PC PERFUME SET—Retail \$10. Beautifully gift boxed, contains perfume concentrate, perfume & toilet water. Doz. 4.20

Exclusive with us!

BRAND NEW ITEM

Exclusive with us!

The bride actually dances while the music plays. Reproduced from a priceless museum piece. Entire instrument enclosed in lovely crystal clear lucite dome. Choice of songs: "Here Comes the Bride," "Merry Widow Waltz" or "South Pacific" tunes. Sensationally priced at each \$7.70

Father's Day Money Makers

- A \$5 RETAILER—MEN'S GIFT TOILETRIES SET—In expensive 8 oz. hand-made tugs. Fine cologne, shampoo, etc. Expensively boxed. Doz. sets \$ 9.00
- QUALITY TIE HOLDER & CUFF LINK SETS—World famous make retailing up to \$14.95 per set. 24K gold tops. In velvet lined boxes. Doz. sets 12.00
- WALLETS—Absolutely the finest butter soft imported cordovan leather. Zippered secret pocket, etc. You'll recognize this as a \$7.50 retailer. Gift boxed, Doz. 13.80
- WINDPROOF POCKET LIGHTER—Retail everywhere at \$2.95. Bright chrome tortoise shell trim. Gift boxed. Made by the makers of Ronson. Doz. 10.80
- COMBINATION CIGARETTE CASE & LIGHTER—Holds 20 cigarettes—beautiful brilliant chrome. Just close the case & lighter ignites automatically. Retail \$7.50. Sample, \$3. Doz., Case alone without lighter—expensive extra thin model. \$4.50 retail. Doz. 27.00
- 12.00
- COLORFUL PLASTIC CASE—Holds 20 cigarettes separately—thin flat model. \$1 retail. Doz. 3.00
- FLASHY ELECTRIC SHAVER—In leather case. \$19.50 gold price tags. Factory guarantee. Sample, \$2. Doz. 19.80

- MR. & MRS. 4 PC TOWEL SET—(2 towels, 2 washcloths) in newest pastel colors: green, blue, maize, peach or white. Choice of flashy designs: Mr. & Mrs., Scottie, penguin, swan, rose, flamingo. Each set luxuriously presented in transparent window gift box 13x19x2 1/2. Doz. complete sets... \$22.50
- EARRINGS FOR PIERCED EARS—Gold wires—\$3 to \$5 retailers. Hand made—beautiful—delicate designs. Sample, \$1. Doz. 9.00

Burke Does It Again on Bread & Butter Items

- FLOATING FEMALE NUDE AUTOMATIC PENCIL—In 24K gold plate (Paris Nature Boy or Baby on Potty, same price). Doz. \$ 3.90
- BUSINESS MEN, ATTENTION: We can build for you any item you specify inside this amazing floating window. Will promote your business—or we can imprint your message on the magic disappearing shade.
- EXTRA SPECIAL! DREAM GIRL GOLD TOP BALL PEN—Magnifier reveals built in Hollywood nude. Doz., \$4.80. Gross 51.00
- CHOICE OF AUTOMATIC PENCIL & LIGHTER COMBINATION—Ball pen & lighter combination, or ball pen & flashlight combination. 100% metal, 24K gold plated. Doz. 3.60
- 3 PC PEN SETS—Bright gold caps, in gift box. Self filling pen—good ball pen & mechanical pencil. Doz. 4.40
- Any individual item. Gross 18.00
- 4 PC PEN SETS—Including matching pen knife or key chain flashlight. Doz. 6.00
- 5 WAY PEN SET—100% metal, 24K gold plated, includes flashlight & pencil, pen & lighter—ball pen, etc. Gift boxed, Gross, \$105. Doz. 9.00
- TREMENDOUS NEEDLE BOOK—6x8 inches—40 assorted quality needles & threader, etc. Retail \$25¢. Doz., 75¢. Gross 7.20
- SCHNOZ—The best big beak of all—heavy shell frame with the new real flesh color, fleshy feel beak. Doz... 2.25
- MASSIVE IDENTIFICATION BRACELET—Curved plate, nearly 1/2 inch thick. Brilliant 24K gold or silver. Doz. 4.80
- 4 COLOR LUXURY 24K GOLD PLATED PEN OR PENCIL—Press the lever & set green, blue, red or black. Copy of \$5 model, \$7 doz. Gross 80.00

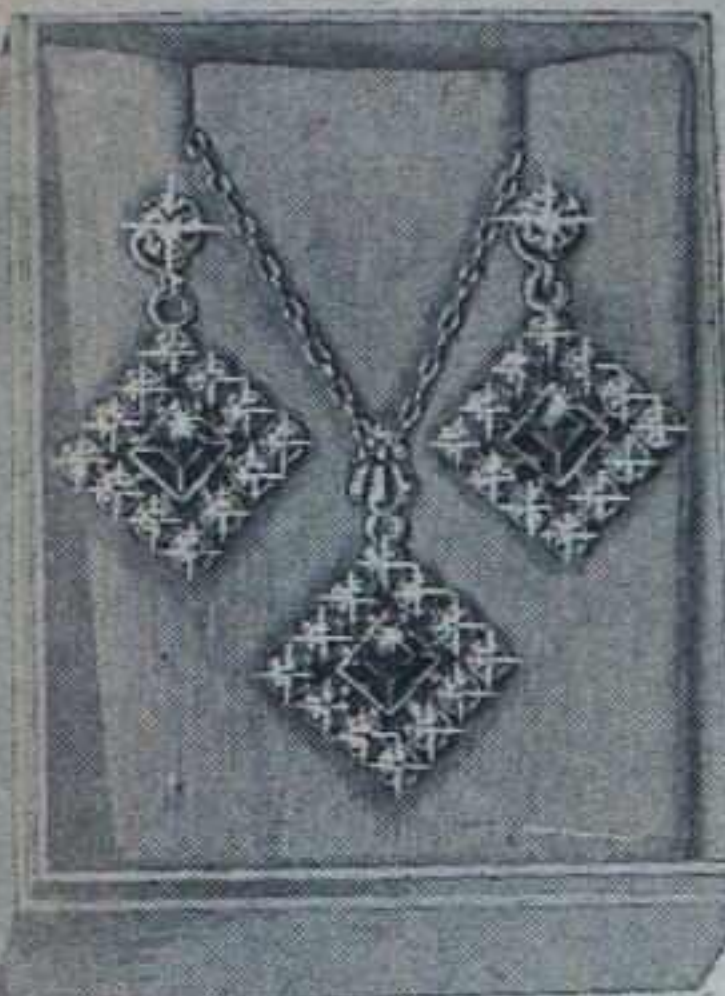
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Available in square-cut birthstone colored or star sapphire center surrounded by 12 brilliant white stones. 24 kt. gold plated chain.

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These sets also available in Fire or Black Opal. **\$12.00** doz. sets, boxed.



POPULAR LADIES' NECKLACE AND EARRING SET

Beautifully matched limit. black or brown cameo center surrounded with 12 dazzling white stones. 24 kt. gold plated chain.

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NO QUANTITY DISCOUNTS

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- Indian Blankets 1.50 Ea.
- Horse Clocks 5.50 Ea.
- Wolf Decks 13.20 Dz.
- 29 Oak Mottled or Agate Balloon 4.35 Gr.
- 211 Oak Mottled or Agate Balloon 5.35 Gr.
- Knife Rolls (36 pcs.) 10.50 Ea.
- Large Plush Animal Assortment 22.80 Dz.
- Light-Up Art Pencil 6.00 Dz.

FOR MORE WONDERFUL VALUES, WRITE FOR OUR NEW "MIGHT MIDGET" CATALOG . . . Soon to be available . . . Please mention your business.

STATE NOVELTY CO
618-620 St. Clair Ave., West,
CLEVELAND 13, OHIO

JEWELRY FOR SALE!

100 Jewelry Items, including Brooches, Stickpins, Rings, etc.—\$5.00.

B. LOWE

Holland Bldg. St. Louis 1, Mo.

FIREWORKS & NOVELTIES

One bundle of Chinese Flash Crackers

\$4.95

MILLER'S FIREWORKS & NOVELTY CO., INC.
Holland, Ohio



SELLS ON SIGHT!

CHICO, the acrobatic monkey, performs on your rear view mirror as you drive. Looks Real—Feels Real—Life Like! A Real Money Maker.

\$2 per dozen \$20.40 per gross
Display Card Free with each 3 doz. order. Rush your order today. 25% deposit with order. . . balance C. O. D. Allow for postage on prepaid orders.

WHOLESALE BLADE CO., Dept. B
P. O. BOX NO. 194 BUFFALO 5, N. Y.

HEADQUARTERS FOR PISTOL LIGHTERS

The much wanted FULLY AUTOMATIC press, it lights, releases, it closes! POCKET PISTOL LIGHTER in 5 colors. Local stores retail for \$5.95. \$24.00 dozen; 2 samples, \$5.00. Also AMERICAN BLACK & PEARL HANDLE. Write for prices.

PISTOL LIGHTERS

Large size, chrome, 3 1/2" x 2 1/2" \$5.00 2 samples; dozen \$16.00
Other styles—\$10, \$12 & \$15 dozen.
These are not painted but black simulated stag handles.
Sample of each, all 5 styles, \$10.00

THIS WEEK'S SPECIALS!

Table Lighter & Ashtray Combination, \$9.00; worth much more.
Chrome plated, precision made, pull trigger, lights every time. Vest pocket size, gleaming chrome, ribbed grip.
Dozen \$10.00.

MYSTIC NUDIE CUTIE PENCIL: (with light) \$4.50 doz., \$6.00 doz. in gross lots. Sample \$1.00.

BALL POINT PEN & LIGHT (Comb.) \$4.00 Dozen
doth of above gold-plated.

THE WOLF PACK

Cuties, World's Nudies—52 Beauties in natural colors, plastic finish. \$14.00 doz.; sample \$2.00
Save time! order trial dozen. May be returned if not satisfied.

25% deposit, balance C.O.D., plus postage. Orders under \$10.00—Send full remittance. We prepay with full remittance.

UNITED ENTERPRISES

175 FIFTH AVE. NEW YORK, N. Y. Suite 1819
Oregon 3-3419

BASIS CHRONOGRAPH \$3.05

Gross Lots
Lots of 50 . . . \$3.15
Lots of 12 . . . 3.25
lots of 6 . . . 3.35
3 brand new, imported Swiss 2 push button radium dial, sweep second hand, unbreakable crystal pushpin chrome case.

GOLD PLATED CASE 75c Extra
RHINESTONE DIAL 75c Extra
CALANDER Watch. Jeweled movement, automatic 31-day window, radium dial, antimagnetic, sweep second hand. Gross lots—\$2.65.
STAINLESS STEEL BANDS \$1.20 Doz.
BOXES05 Ea.
Orders under 4 watches add \$1.00 Ea.
10% Deposit, Balance C. O. D.

EDWARD CO.
1335 S. California Ave. CHICAGO 8, ILL.

REED BALLOON STICKS

Jap Pennant Canes, Chinese Palm Leaf Fans. Direct importers. Customers From Coast to Coast. Immediate Shipment—Lowest Prices. Jobbers Only.

Charles H. Demarest, Inc.
229 Water St. New York City 7

CAMERAS POLAROID

All Cameras, Films and Equipment
PHOTOPOOL
150 BROADWAY NEW YORK, N. Y. CO 7-2913



YOU CAN MAKE HER

DO EVERYTHING BUT TALK...
HERE'S THE GAL THAT'S CREATING A

HEAT WAVE

BY MAKING HER SEAT WAVE
More Movements than a Swiss Watch

Simple to operate . . . a little light, a little motion, and she'll do everything for you but talk. AND, she's the best money-maker you've ever had!

- Recommended retail price.....49c
- 3 samples (postpaid)..... \$ 1.00
(cash with order)
- Single dozen..... \$ 3.00
(25c ea.)
- 3 dozen..... \$ 8.00
(22c ea.)
- 6 dozen..... \$ 15.00
(21c ea.)
- 1 to 6 gross.....per gross \$28.80
(20c ea.)

All prices net F.O.B. Shipper.
Terms cash—or 25% with order, balance C.O.D.

RUSH YOUR ORDER TODAY!

to your Distributor or Jobber, or direct to

THE ARMME CO., Ltd.

608 S. DEARBORN STREET
— CHICAGO 5, ILLINOIS —
Phone HARRISON 7-5553

— ORIGINATORS and SOLE MANUFACTURERS —

GUARANTEE — YOUR ORDER SHIPPED WITHIN 24 HOURS — GUARANTEE

SOUTH BEND FISHING KIT

10-PIECE CASTING OUTFIT

All Genuine South Bend Equipment
Put up in substantial display box.
Ideal for salesboard promotion.

TERMS:
Full Cash
or 25%
Deposit,
Bal. C.O.D.

\$6.75 EACH
LOTS OF 6
SINGLE SAMPLE SETS, \$7.25

All needed items, including 3 1/2 ft. steel casting rod, level wind reel, 50 yd. nylon line, 2 baits, etc. 10 pieces in all.

LIMITED QUANTITY AT THIS PRICE!

HUDSON PRODUCTS CO., 310 3rd Avenue, So., Minneapolis 15, Minnesota

JOBBER — DISTRIBUTORS!
SPECIAL! LIMITED AMOUNT!

Cash in now on these sensational low prices, Stuffed Fur and Plush Toys Direct from Manufacturer.

TERRIFIC FLASH for CONCESSION and PREMIUM MEN

- 29" Rayon Plush Bear, cotton stuffed, felt tongue, asstd. colors. In GROSS lots..... \$24.00 DZ.
2% discount for cash!
- In one dozen lots, Dz. \$27.00
- SAMPLE assortment of 6 pieces..... 14.00
- 11x9" Plush Scotty Dog, hi-grade rayon plush, assorted colors. In GROSS lots.... \$6.00 DZ.
2% discount for cash!
- In one dozen lots, Dz. \$7.20

Special Jobbers Set-Up SALESMEN: Choice territories open. Inquire today.

FREE: New 1950 illus. catalog of over 100 red-hot numbers.

ACE TOY MFG. CO. 122 WEST 27TH ST. NEW YORK 1, N. Y.

30" Real Fur Bear \$30.00 DZ.
25% dep. req. bal. C.O.D. if not rated.

"THE GORY FINGER!!"

Fits on Any Finger. Soft, Real Life-Like Rubber With Gory Cut and Actual Bandage . . .

\$2.25 Doz. — **\$24.00 Gross**
Sample Order of 2 Doz., Postage Prepaid\$5.00
Packed two dozen to box with display card.
Jobbers and large quantity users, write for special discounts.

FRANCO-AMERICAN NOVELTY COMPANY • 1209 Broadway, New York, N. Y.

READY NOW

NEW, LOW PRICED SENSATIONAL
LINE OF FAST SELLING
ANIMATED CLOCKS

Write for our new catalogue
JAY-KAYE PRODUCTS CO.

1835 MILWAUKEE AVE. Phone: Humboldt 6-7021 CHICAGO 47, ILL.

Best Value Today in Identification Bracelets

Will not tarnish—Ideal for Engraving.



Plaque and Chain made to conform to shape of wrist.

24 Karat Gold Plate
Hamilton Finish
Rhodium Silver Finish
\$3.25 Doz.
\$36.00 Gross
\$1.49 retail value.
Sample prepaid 50¢.

Also Same Plaque in Round Chain (Positively Not Aluminum)
\$2.75 Dozen
\$30.00 Gross
\$1.19 retail value. Sample prepaid 50¢.

HOT SPECIALS

- | | Doz. | Gr. |
|---|--------|---------|
| 1. Sensational Mahoot Flute | \$3.50 | \$41.00 |
| 2. Latex Beanie, Six Assortments: Baseball Player, Western, Lizard, Sail Boat, Football Player, Bird Family | 6.60 | 77.00 |
| 3. Bobbing Auto Suction Cup Items, Ass't. Colors:
Large Bird—2 Feathers—
Tall Feather 5" | 1.50 | 16.50 |
| Bird on Tree | 1.00 | 20.00 |
| Doll | 1.25 | 13.80 |
| Doll With Feather | 1.80 | 20.00 |
| Duck With Feather Wings | 1.80 | 20.00 |
| Chicks | 1.80 | 20.00 |
| 4. Plastic Beaks, Schnoz, Heavy Frame | 2.00 | 22.80 |
| 5. Rubber Beaks, Heavy Frame | 3.00 | 34.00 |
| 6. Gory Finger, It's Bloody, Bruised, Swollen | 2.40 | 26.00 |
| 7. Crying Towels, terrific, new, asstd., with tears, gags | 4.00 | 46.00 |
| 8. Western Cowboy Cuffs, jewel studded, asstd. colors | 3.60 | 41.00 |
| 9. Slum Animals, figures, Western | | .90 |
| 10. Yank-a-Tooth | 1.75 | 20.00 |

Dealers—Write for Free 1950 Catalogue Price List.

We ship F. O. B. New York—On C. O. D. shipments, 25% deposit required.

PRITT NOVELTY CO., INC.

12 W. 27TH ST. NEW YORK 1

MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York:

Auctioneers will be unhappy to learn of a proposed bill now before the House Ways and Means Committee. While the proposal recommends a reduction of the present federal excise taxes, it specifically states that commodities sold at auction will be brought under excise levies, if they are subject to such taxes when sold by other means. The only exception made by the bill is when goods are auctioned thru action of executors, legal guardians, etc. However, in general, a reduction of excise taxes should prove a "shot in the arm" for the promotional merchandising business. . . . **Photo-Pac Camera** is marketing a package-type camera. After snapping 12 exposures, the pre-loaded camera is mailed back for developing and printing. The pictures, approximately 4½ by 3½ inches, are then returned to the owner. Entire deal retails for \$1.49. . . . **Aim Industries** is offering three-speed portable and table phonographs to retail for \$19.95 and under. . . . The Billboard has been asked for the address of a manufacturer of molds for making plaster of paris statues of animals, dolls, etc. Interested? . . . Lucite sterling silver mounted cigarette holders — 25c retailers — are being marketed by **Hargold Associates**. . . . Ladies' rain slippers to sell for \$1 have been presented by **Tide-Overs, Inc.** The light transparent plastic covers the shoe with slotted opening for high heel. It has splash-proof cuffs and drawstrings.

A dollar item offered by **Mark Sales Corporation** is **Nudeeze**. A series of colored pictures are seen thru a three-dimensional folding viewer. . . . **Maspeth Manufacturing** is marketing children's swinging pendulum clocks. Cowboy and circus-time are two of the colorful designs, the clocks retailing at \$4.95 each. The punchboard-ticket-novelty industries' annual meeting will be held at the Sheraton Hotel, Chicago, May 22-24. Boards, tickets, counter games and novelty merchandise will be displayed in the two-floor exhibit area in the hotel's Grand Ballroom. Perhaps promotional merchandisers should consider tying-in their ads with this meeting since, of course, copies of The Billboard will be distributed on the convention floor. . . . **Ben Smith**, former Billboard staffer, has opened his own advertising agency at 41 East 41st Street under the name of **Ben Smith Advertising, Inc.** Until this month, Ben was a partner in the **De Perri Advertising Agency**. . . . For \$1 retail, hustlers can offer a wood relic from historic Independence Hall, Philadelphia. Sponsored by the Purple Heart Veterans' Welfare & Service Center, a 10½ by 14½-inch reproduction of the Declaration of Independence is offered with the wood as a plaque.

Jumbo-sized panda and dog banks to retail for \$2.50 have been presented by **George Borgfeldt Corporation**. The banks are of plaster composition, and are reported useful as door-stops. . . . According to the monthly survey of The New York Times, local department store sales were off 10.5 per cent as against April last year. As excuses for this glum picture, one can blame the activities of the rainmakers and the fact that April, 1949, had one more shopping day than April, 1950. . . . At \$2.98 retail, **Maggin's** is offering a four-piece silver-plated smoker or serving set. . . . **Cooper Oven Thermometer** is marketing a wide range of thermometers to sell from

25 to 49 cents. There are thermometers for refrigerators, ovens, room temperatures, outdoors, etc. . . . **Perry Wachtel**, founder of **De Perri Advertising Agency**, announces that the agency now is located at 141 East 44th Street under his sole direction. . . . Lipettes, lipstick on matchsticks, look like a book of matches. To be sold as a novelty, each folder has a small mirror attached inside the book cover. . . . **The George S. Scott Manufacturing Company** is offering **Toto the Clown** to the trade. It's a colored mechanical walking toy of plastic with spring wound motor. . . . A brass and steel six-in-one combination tool is being marketed as a 79-cent seller by **G. M. C. Manufacturing Company**. The claw hammer handle divides into four screw drivers plus a smaller claw hammer. . . . **Stanley Stopper** has U. S. Navy war photographs. . . . **Pocket Pixees** are the newest Pixee creation. . . . **Lucky auto charm chains** are being offered the trade by **C. & F. Novelty Company**. To retail at 59 cents, the 24-inch chains fasten to windows of a car by means of two rubber suction cups. They're packed in three dozen individual glassine bags to a counter box.

New Night and Day barrettes have been announced by **Mervin Wave Clip Company**. Designs of miniature skates, birds, dogs, scissors, etc., are fashioned of plated gold-toned metal to sell carded from 10 to 25 cents.

Chicago:

Barney Joseph, of **Joseph Brothers**, wholesale jewelry and watches, announces the expansion of their rebuilt name watch department. They will have an exhibit in the Sheraton Hotel, Chicago, at the salesboard convention, May 22-24. . . . **Norman Tucker, Tucker-Lowenthal Company**, announces that they, too, will have a showing at the convention. . . . **Bill Carsky, Casey Concession Company**, announced that they are the exclusive licensee in the United States and Canada for the new Hop-along Cassidy pennants, pillow tops and banners. . . . **Carl Farber, Novelty Merchandise Company**, is on a buying trip in the East. He said that he expects to have many new items for the concession trade. . . . **Sam Rosen, Economy Merchandise Company**, has announced that his new catalog will be ready in a few days. . . . The \$64 question about "Heat Wave" is answered in this issue of The Billboard. The teaser campaign that has been running for three weeks has brought a virtual flood of inquiries to this office. **The Armme Company, Ltd.**, originator and sole manufacturer of the item, reports that all preparation has been conducted in secrecy. This week's three-quarter-page, two-color ad marks the first time that the nature of the item has been revealed. **Heat Wave** is called an ingenious, life-like and simple-to-operate novelty. Production has been in progress for some time so that there is a backlog of over 5,000 gross ready for shipment. Since this stock is not expected to last more than a week, production is now on an assembly line basis of over 50,000 pieces daily.

West Coast:

Duke Lanfre, of Los Angeles, is bringing out one of the smartest tricks offered the market in a long time. It is a bronze metal tube about 1-inch long and ¼-inch thick. Filled with water and held between the fingers, the water comes thru the metal when the cylinder is squeezed. . . . **Jokers of Hollywood** are living up to their name in introducing a new light-up nose. On the market a short time, the firm reports strong reception for the item. . . . **Beaumont Brokerage** is continuing to get top sales with its bloody finger trick. . . . **Bob McDearmon** and **Harry Hesslein**, of **Pico Novelty Company**, Los Angeles, hope to be

Here's Another Kansas City "CUTIE" Adds GLAMOUR to WRITING



"Honey Girl" PENCIL

Propels . . . Repels Gold plated top and point. Transparent plastic barrel. Just press button on top and barrel lights up. See the Honey Girl in all her exciting beauty light up. Natural full color. Here's an item that is long on profits for you.

In Gross Lots \$6.00 Per Dozen . . .

Sample Orders. Per Dozen, \$6.50. Complete With Batteries

Prices F.O.B. K. C. Send chk. or M. O. Terms: 25% dep. with order, bal. C.O.D.

If It's From PLATTNER'S . . . It's Right

PLATTNER CO., Inc.

2406 McGee St. Kansas City, Mo.

ATTENTION

ALL ITEMS ARE PRICED RIGHT FOR LARGE USERS. Army & Navy Needle Books, ea. in envelope, 6 doz. books to box—\$3.25 Gr. #315 Balloons, inflates 15" long, asst. colors to the box, 80¢ Gr.; in 10 gr. lots, 75¢ Gr. other sizes in stock, write for prices and sizes. Feather Dolls, 7" celluloid, attractive, \$1.50 Doz.; \$16.00 Gr. Miniature Grand Plastic Piano for cigarettes, etc., indiv. boxed, reg. \$1.00 retail, \$3.00 Per Doz.; \$28.00 Gr.; Sample, 50¢. Toy Rubber Gun & Holster Set, 75¢ Doz.; \$8.00 Gr. Pedaling Fete Action Toy, closeout, indiv. boxed, reg. \$1.00 retail, \$1.75 Doz.; \$18.00 Gr.; Sample, 25¢. Rubber Pocket Watch Water Squirter, 2 doz. to box, 35¢ Doz.; \$3.75 Gr. Asst. 10¢ Toys—Autos—Trucks—Dolls—Rubber Toys—Plastic Toys, etc., \$8.45 Gr. Special Close-Out Plastic Woody Woodpecker Harmonica, reg. 50¢ item, \$1.50 Doz. We can offer you terrific values in all sizes Rubber Balls. 25% deposit with order, balance C. O. D. F. O. B. Phila. Include postage with orders. Write for price list of other items.

AGCO DISTRIBUTORS

503 N. Second St. Philadelphia 23, Pa.

A GOOD BUY



Closeouts of item that SELLS EVERYWHERE! Men's Novelty Books • Hilarious Adventures • Hearty Belly Laughs & Chuckles • Fun for all

CLOSEOUT PRICE \$6.00 per 100 \$55.00 per 1000

GRAPHIC DISTRIBUTING CO. 6411 Hollywood Blvd., Hollywood 28, Calif.

FREE! TO DEALERS! Our new, large, illus. CATALOG NO. 19. Describes hundreds of fast selling TRICKS, JOKE, PUZZLES and NOVELTIES. Write today! Mention your line of business. **D. ROBBINS & CO.** 121-B W. 42nd St. New York 18, N. Y.

BIG PROFITS Own your own business stamping key checks, name plates, social security plates. Sample with name and address. 25¢. **Bart Mfg. Co.** 393 Dagraw St. Brooklyn 2, N. Y.

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
GRamercy 7-4200



(Trade-Mark)

ATTENTION! JOBBERS — WHOLESALERS

Complete Line Carded Merchandise, Notions—Novelties.

S & M SALES CO.

1123 Park St. Columbia, S. C.

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.



CRAYKO, Dept. 1958, Box 520, G.P.O., N.Y.C. 1

et with a new line of hot items soon. . . Herman Rubin, of Satisfactory Sales, Los Angeles, has been watching the pulse of the merchandise business and is getting ready to launch something truly hot. . . Wesley Fall, of Falco Novelty & Import Company, Los Angeles, is back from a trip on which he picked up some things that have the earmarks of being money-makers. . . Eddie Golden, of Magic Wand, Pasadena, Calif., reports that he has one of the largest and most complete assortments of joke items in the area. . . Ray Mitchell, of R. L. Mitchell Rubber Company, is busy filling orders for personalized rubber mats. The firm makes a complete line of mats.

Here and There:

A new type of mercury "A" battery, suitable for hearing aids, penlights, etc., is announced by P. R. Mallory & Company, North Tarrytown, N. Y. . . Aluminum air-flow ventilators, said to offer draft-free ventilation and fit any size window, are offered by Bunsel Corporation, Kansas City, Mo. . . Fish-o-Matic Lite, a small one-cell flashlight that may be attached to any fishing rod, has been introduced by Fish-o-Matic Manufacturing Company, Kingston, N. Y. A tug on the line causes the light to flash. . . Geerpres Wringer, Inc., Muskegon, Mich., has added to its line a device by which mops and brooms may be hung in closets. . . Plastic plane-type kites capable of flying out of sight in a mild wind have been introduced by Skycraft Manufacturing Corporation, Long Beach, Calif. . . Refrigeration Engineering Corporation, Philadelphia, has developed a self-contained, semi-portable frozen stick confection plant. . . Lub-a-Spray, a 25-cent retailer that preserves metal finishes, wood, leather, rubber, etc., is offered by Panef Manufacturing Company, Milwaukee. A handy puffer gun ejects the finely powdered lubricant in a spray to reach points difficult to lubricate. . . Leo Marini, of Neolite Fluorescent Sign Company, Detroit, is putting a new stick-out fluorescent type sign on the market for national sales. . . Holt Pen Company, manufacturer of the Neet-line series of fountain pens, has moved into new and larger quarters at Crompton, West Warwick, R. I., reports George C. Holt, president. A new full-size, all plastic ukulele has been introduced by Fin-Der, Inc., San Diego, Calif. It is said to possess the tone and resonance of seasoned wood instruments. . . Fred Silber, Silber Company, Ferndale, Mich., is devoting full time to reorganizing his stock and display rooms for the first season in which the firm will concentrate on supplying the carnival and specialty trade. . . New Way Enamelware & Hardware Company, Detroit, operating a large hardware jobbing business is also specializing in the bingo supply and premium fields, according to Joseph Beckerman, company manager.

An electronic walkie-talkie requiring no batteries or external source of power is produced by Remco Industries, Newark, N. J. It's said to be practical for industry and a fine toy of rugged construction in molded plastic, each packed in a colorful display box. . . An auto heater-cooker operating on manifold gas is offered by Alessandro Heater Company, Sandusky, O. A meal for four persons may be prepared on it. . . Personalized auto tags for cars carrying an empty front license bracket have been introduced by Gift Crafters, Blue Springs, Mo. Tags carry the owner's initials in three-inch letters. . . Three-purpose 20 and 24-inch fans for use as exhaust, intake or air circulator devices have been announced by Lonergan Manufacturing Company, Albion, Mich. Little Policeman is a pocket alarm for use on dark streets at night. Designed by Novelty Corporation of America, Cleveland, it throws a blinding light into the face of an attacker and delivers a steady blast from a powerful horn. . . Simson Manufacturing Company, Hamden, Conn., has perfected an air purifier which destroys air-borne bacteria by ultra-violet diffusion. Presented in a small portable cabinet, it uses no chemicals or deodorants, filters dust and pollen and dispels smoke and odors. . . Dish-Dri is a device that sends a blast of hot air across dishes stacked in an ordinary rack, drying dishes in a matter of minutes. Electro-Mechanical Devices Company, Detroit, is the manufacturer. . . A low-cost automatic water timer which turns off hoses and sprinklers is announced by Technical Services, Pasadena, Calif. . . Double-walled insulated pitchers that keep liquids hot or cold for long periods of time is marketed by Foster Products, Inc., New Rochelle, N. Y.

MEN'S VERY MODERN Streamlined RING



Flashing 1 ct. center stone in beautiful 14 kt. Gold Plated mounting. A fast seller!

ONLY \$2.75 per doz.
\$30.00 per gr.

Send for Free Catalog, Minimum Order 1 Doz.

STERLING JEWELERS
44 E. Long St. Columbus 15, Ohio

Get Your BANNER FIREWORKS Now!



OVER 1000 PIECES BANNER'S GREATEST ASSORTMENT

Never before so large and varied an assortment and at the old price of only \$4.95. All your old noise and beauty favorites plus the new

PARACHUTE SHELLS

Most outstanding piece of fireworks ever designed. Parachute leaves its shell, goes high into the air, opens, and with miniature paratrooper attached, floats gently downward.

\$13.65 VALUE—ONLY \$4.95

Order now while stocks are complete. No C.O.D.'s. Send certified check or M. O. All fireworks sent Express

Big New Catalog—FREE BANNER FIREWORKS CO.

Dept. 313, 446 Capistrano TOLEDO 12, OHIO

NEW HAVEN WATCH DICK TRACY or ORPHAN ANNIE



\$5.95 Retail

Fully Guaranteed. Made in U. S. A.

In lots of 10 or more **\$2.59 each**

In lots of 5 **\$2.79 each**

Sample \$3.15 each. Send deposit with order.

ROHDE SPENCER CO.
223 W. Madison. CHICAGO 6, ILL.

South Sea Island DANCING TURTLE "H Wiggles"



"H Squirms"

Be the first in your area with the latest windshield tad.

Tail and head wiggle with the slightest movement. Each in cellophane envelope. Ass'd colors. Packed three dozen to box (minimum order), \$2.10 per dozen or \$24.00 per gross. We pay postage when check accompanies order.

DON'T DELAY—ORDER TODAY

FLINT HILLS SPECIALTY COMPANY
BURLINGTON, IOWA

Sensational "CUTIE" PROJECTOR

3"x4"x1 1/2"

STURDY, COMPACT, POCKET SIZE

Fits in palm of your hand. Complete with bulb. Uses ordinary flashlight batteries. Use it anywhere. Clear large pictures from three-element lens. 16mm. pictures changed instantly with a flip of finger. Includes

REEL OF 40 FULL COLOR ART STILLS—HOLLYWOOD'S LOVELIEST

Only \$3.95

Sample with reel of film—Send \$3.00, \$28.80 PER DOZ. 25% with order, bal. C.O.D. Jobbers inquiries invited.

CATCH REPEAT BUSINESS WITH NEW REELS PERIODICALLY

Attention!

Dealers—Novelty Shops—Picturemen—Collectors—Camera Shops, Etc.

WOLF-PAK PLAYING CARDS

52 different and exciting poses of HOLLYWOOD'S LOVELIEST MODELS reproduced in full color. Plastic coated to preserve their beautiful beauty. Regulation size deck. Sample \$2.00 doz. \$14.00 doz. 25% with order, bal. C.O.D. **DUKE LANFRE** 2876 W. 9th Los Angeles 6, Calif.

SQUEEZE WATER THRU METAL!

NOT A GAG. You can actually squeeze water thru metal. Prove it to yourself. Send for a sample now. 75¢ cash, money back guaranteed. Retail price \$1.00; \$6.00 per doz, 25% with order, bal. C.O.D.

Exclusive Distributor DUKE LANFRE

DUKE LANFRE
2876 West 9th St., Los Angeles 6, Calif. Phone: DUnkirk 87212

Write or Wire

THE PRIZE OF PRIZES!

The Greatest of them all!

AMERICAN-MADE NATIONALLY ADVERTISED RIFLES

at FACTORY PRICES!

NEVER BEFORE have these "Famous-for-a-Generation" FINE GUNS been available at these "DOWN-TO-EARTH" money saving prices! Here's your **BIG chance to SAVE BIG DOUGH!**

INCREASE YOUR SALES . . . CASH IN ON A TERRIFIC BUSINESS BUILDER PREMIUM . . . HIT THE BULL'S-EYE FOR EXTRA PROFITS!

REMEMBER . . . These guns are used by SPORTSMEN THE WORLD OVER . . . Every one UNCONDITIONALLY GUARANTEED.

—THIS IS AN EXCLUSIVE DEAL FOR BILLBOARD READERS ONLY—
For Particulars and Prices Write

TARGET ARMS

303 Fifth Avenue New York 16, N. Y.

Nifty Art Photo Album PARISIAN SCARF DANCE

With Surprise Shooting Gag

Dz. **\$3.80** Sample **50c**

25% Deposit, Balance C. O. D. We prepay shipping charges if full amount accompanies order. Distributors, jobbers, write for quantity prices. A proven first class seller!

ASSOCIATED NOVELTY MFRS.
1024 West 7th St. Los Angeles 17, California



THE LATEST SCIENTIFIC MARVEL

PLASTICIZE

A NEW Protective Film For



- AUTOS
- BOATS
- BRASS
- SILVERWARE
- WOOD FINISHES

CLEANS -- PROTECTS -- BEAUTIFIES
FOR SUPER LUSTER

PLASTICIZE!

PLASTIC BASE -- CONTAINS NO WAX

Note These Features

- **A SCIENTIFIC DEVELOPMENT!** PLASTICIZE is not a mere discovery—it is a SCIENTIFIC DEVELOPMENT which has been carefully worked out, compounded and tested and is now made available to the public.
- **NO RAINSPOTS—FINGERMARKS STREAKS!** Fingers will not mark, rain will not spot, and wiping will not streak PLASTICIZE.
- **RESTORES AND PRESERVES FINISH!** PLASTICIZE will restore the dulled paint as well as preserve a new car finish. It is highly resistant to water, oil, dust, dirt, grit, grime and grease. When soiled—simply wipe or wash off.
- **EASY TO APPLY!** PLASTICIZING is a pleasure. It is so unlike common polishes and waxes that a child can produce a perfect job.
- **LONGER LASTING!** In the hottest sun and coldest winter blasts, you will marvel how PLASTICIZE shines through every month of the year with its beautiful deep LUSTER.
- **SAVES TIME AND MONEY!** The GLITTERING hard smooth PLASTICIZED SURFACE—so easily applied, will save you many long hours of labor and countless dollars invested in polishing materials and unnecessary washings.
- **HARD GLASS-LIKE BRILLIANCE!** The durable long lasting PLASTICIZED MIRROR-LIKE HARDNESS will SPARKLE with BRILLIANCE through HEAT—COLD and EXPOSURE.
- **NOT AN OIL—WAX OR PAINT—** No—it is nothing gummy or sticky—it is not painted on—contains no wax and is not an oil. Just a little portion goes a long way.

AGENTS—SALESMEN—DISTRIBUTORS

This amazing new revolutionary product, the successor to wax, is being sold to service stations, car wash stations, auto accessory stores, hardware, drug, and chain stores. Tried and proven a tremendous success in Miami, Florida, the rest of the world is virgin territory. Miami auto owners have purchased PLASTICIZE to the value of \$60,000.00 in the past 60 days. Up to \$100 a day without risking a penny. You can be your own boss and make \$20 an hour selling the most revolutionary and practical product ever produced. No such chance has ever been presented on such a sure fire product. You can't miss. It sells on sight. PLASTICIZE retails for \$1.50 per tube. That is enough for 3 medium size cars.

PRICE LIST

- Sample tube postpaid \$1.00
(Refundable and deductible on your first order of one dozen or more)
- One dozen in display carton, postpaid \$9.00
- Six display cartons of one dozen each, 1/2 gross per case of 6 doz. F.O.B. Miami, Fla. \$36.00

TERMS

Sample orders of one dozen or less, cash with the order. Remit by postal money order; checks must be certified. Orders of six dozen (one case) or more, 25% deposit with order, balance C.O.D. Remit by postal money order; checks must be certified.

Exclusive franchise available. Be the first to introduce PLASTICIZE in your community. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory. Advertising mats available.

Our Money Back Guarantee

PLASTICIZE is guaranteed to contain no harmful ingredients which may be injurious to the paint. Sealing the surface, it will preserve and protect the finish, giving it a hard glass-like surface, which will give longer life and wear, as well as a beautiful high luster.

PLASTICIZE LABORATORIES

LITTLE RIVER, P. O. BOX 1086

MIAMI, FLA.

Pipes for Pitchmen

By Bill Baker

RALPH GARDNER . . . following a lengthy silence, advises from Hazleton, Pa., that he's still working sheet to okay returns. "I met my old pal, Tom Kennedy, last week," Ralph says. "He showed me a few press clippings where he had played a few vaudeville dates and he looked prosperous."

The outdoor season is on! Will you get yours?

FRANCIS J. HALE . . . letters from Cleveland that Speedy Hascal is in the Lowman Park City Hospital there and would like to read letters from Fred and Millie Hudspeth, Joe Colby, Jerry Hakner, J. B. Clark, Al Rice and Glenn Hosberg.

Now's the time to stock up for your summer operations.

SLIM RHODES . . . currently operating out of Dallas, reports that the sock business is done for in that neck of the woods. He advises that he has something new on the string and is getting by in good shape.

SPUD MANAGUM . . . is working South Carolina locations, with Anderson as his headquarters.

Who's doing all the business this spring?

"I'VE BEEN DOWN . . . here since Thanksgiving and expect to leave for Cincinnati soon," letters Chet Wedge from Louisville. "Haven't seen any pitchmen around here in all that time. I've been working sales and factories here all winter to only fair results. With the farmers in the fields now, sales won't be any good until next fall."

HENRY H. VARNER . . . letters from Akron that he and his youngest son Donald, are doing special promotion work for one of the big companies in that area. "Business here is okay," Varner writes, "but it takes plenty of energy to get it. Some of the Florida visitors have returned with deep suntans and deeper pokes."

A good pitchman need not be born in the school of experience but he must be a good businessman.

BIG AL WILSON . . . is working an Oklahoma City lot to good takes with Svengali decks and white mice. He also opened a comb demonstration in Katz's Drugstore there May 6. "Astrology is out here," pens Al, "so the boys won't have to waste time trying to book any of the stores. Art Robinson, an old-timer, is working two layouts in the H. L. Greene store here. They are waffle irons and stove cleaner. Art uses an old-time pitch and it knocks them out on the cleaner. You can't beat the old slow and easy down pitch. Big Boy Frazier is on the Greene chain. He's a newcomer to the pitch business and has what it takes on the waffles. He'll deliver the mail. Also met that champion of gas savers, Carl Knowles, and his wife, passing thru here. Let's have some pipes here

from Glenn Hosberg, Red Gunn, Eddie Gillespie and Mike Gunn. The fountain pen pitch, a jam selling for \$2 was sloughed here and that ends that pitch in a certain store locally.

There's a world of spots for pitchmen to purvey their wares. Only a scant percentage of them are in the big cities, however.

EDDIE WAHL . . . high-tailed it for Cleveland following a successful run at the Sports Show in Fort Worth.

CLIFF JONES . . . who quit the pitch business several months ago is operating a toy factory on the West Coast.

OAK-HYTEX BALLOONS
GET THE MONEY

WORKERS AVAILABLE for these fast sellers

No. NM-10
MULTI-COLOR
ASSORTMENT
OF
FLASHY
SPIRALS
and
NOBBIES
\$750 Gro.

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.
New 44 pg. 1950 catalog free upon request.
M. K. BRODY
1114 E. Halsted St. Chicago, Ill.

CAKE DECORATOR

A complete package that makes professional flowers and decorations. 7 tips (includes star, ribbon, writing, leaf, forget-me-not, small and large petal tips) and nail Disposable parchment bags Two color box. Price mark \$1.50. 4 page "Picture Way" instruction book. Give away package—two color envelope—price mark 50c. Contains 2 large tips for meringue, whipped cream, etc. For proper discount please describe your business. Send \$1.00 for sample.
PURYEAR CO., Box 1187, Clarinda, Iowa

MEDICINE MEN

A very effective laxative furnished you in powder form. All you have to do is to dissolve it in hot water, bottle and you are ready to go. One pound will make 22 of the 8-oz. bottles for which we furnish 32 labels. This product has been marketed by a Finley Co for over 25 years. Send your order today and get started.

Finley Laboratories, Inc.
3554 Olive St. St. Louis, Mo.

Trick & Fuzzle Ovalen. Wagonwheel ORDER TODAY
AMAZING NEW HULA GIRL
A few seconds demonstration, and you'll see why this is an amazing attraction. Her body is a 100-lb. wire controlled by thumb motion of hand. She is 4' high, made of 3-ply cord stank, 7 brass outlet bearings—and cotton fiber skin. For rental only \$1.18 per day. \$17 per gross postpaid—retail for \$24 each. Order this fast selling novelty today. Money back on order.
PHOTO ART PUBLISHING CO.
1119 N. E. 12th Street, Boston, Massachusetts

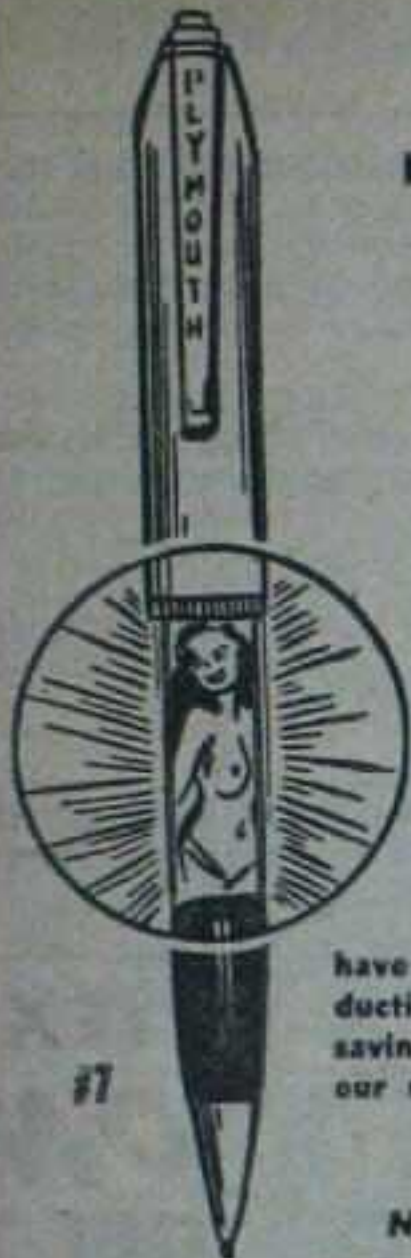
SOUVENIR PENNANTS

Any copy, any design on good felt. Quick delivery.

Size	100	200	1000
3x12"	\$ 7.50	\$18.00	\$ 50.00
7x18"	13.00	28.00	70.00
9x17"	14.00	43.00	110.00

Terms: 50% deposit, balance C.O.D., F.O.B. N. Y.
H. A. WALES CO., INC.
Cold Spring, New York

BIG PROFITS WITH...



"DREAM GIRL PENCIL"

SWEEPING THE COUNTRY!
New sensational propel-repel 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!

Due to your tremendous response, we have increased production and pass the saving on to you—our new low price!

\$7.20 Doz.
\$72.00 Gr.
(Asst. Beauties)
SAMPLE \$1.50

Nothing Like This on the Market!

#3000—BIG SIX!

THE MIGHTY WESTERNER



6-Piece Genuine Leather Wallet, Change Purse and Key Case; Pen, Pencil and Ball Pen Set.

Consists of genuine fine quality leather zipper wallet, key case and zipper change purse. Colorfully embossed in Western designs—6 different embossings.

Put up in a silk-lined display box together with a fine quality 3-Piece Pen, Pencil and Ball Pen Set. Made to retail at \$12.50, our price . . .

\$21.00 Doz. Sets
SAMPLE \$2.00

ALL AMERICAN AIR FORCE TYPE

SUN GLASSES

SHATTERPROOF!



UNBREAKABLE!

Can be dropped on pavement!
A great demonstration item!

Fine quality coquil (green) ground and polished lenses. Highly plated gold frames with plastic ear easers. Pearl-like nose guards and sweat band. Comes complete with beautiful snap-button case imprinted "All American—Air Force."

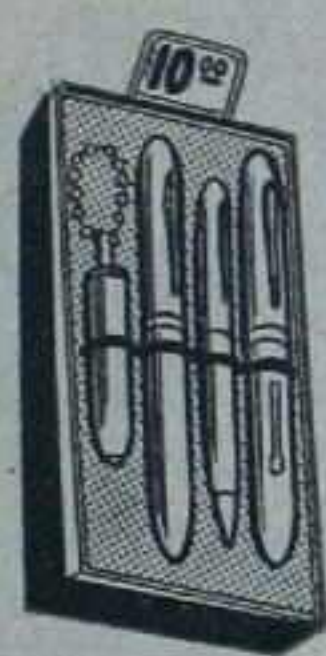
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\$7.20 Doz.
\$84.00 Gr.
SAMPLE \$1.00

Golden Beauties

Twin 14K gold-plated, propel-repel 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



4 PIECE SET

Pen, Pencil, Ball Pen and Flashlight. Highly polished gold-plated set in attractive display box. Made to retail at \$1.00.

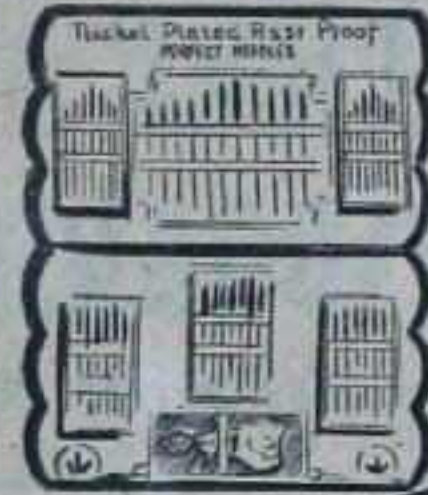
\$9.00 Doz. Sets
\$102.00 Gr. Sets
SAMPLE \$1.00

Pen Shaped Pocket Lighter

Featuring a visible Fuel Tank which will hold a six months' supply of fuel. Gold-plated cap, plastic section, extra long wick, thumb-action lighter. A real money maker!



\$3.00 Doz.
\$33.00 Gr.
SAMPLE \$1.00



HOT SPECIAL! 60 NEEDLES AND NEEDLE THREADER BOOK

Easily can be retailed from 30¢ to \$1.00. Consists of 50 needles and 10 darners in an attractive package.

\$8.40 Gr. In Gross Lots Only



25% Deposit—Money Order, Balance C.O.D. Allow for postage on prepaid orders. Write for list of hot specials!

IMPERIAL MDSE. CO.

893 BROADWAY, NEW YORK 3, N. Y.

NEW LOW PRICES! Living Pictures

Sensational—Hottest Novelty—Sells on Sight—No Tricks—No Magic—Moves Everywhere.



- STANDARD LINE**
#600—Baby With Cat
#601—Winking Lady
#602—Singing Shmoo
#603—Hula Girl
#604—Hula in Skirt
#605—Baby & Dog
#606—Dog & Cat

- SEX-SATIONAL LINE**
#1000—Shimmy Girl
#1001—Fan Girl
#1002—Miss Legs

\$5.75 DOZ.
\$66.00 Gross Sample, \$1.00

\$7.20 DOZ.
\$81.00 Gross Sample, \$1.00

Packed 2 Doz. Per Ctn. Actual Size, 5x7 In. Beautiful Crystal Frame. Cash With Order or 25% Dep. Required. Bal. C.O.D.—Dept. N.

RAKE 405 Spring Garden St. Philadelphia, Pa.



PIXEES

- #600 Baby Crying
#601 Lady Winking
#604 Hula-Hula Girl
#605 Girlie Dog
#606 Dog & Cat

\$5.75 dz.—\$66 gr.

#1000 The Dancer Sample \$1 Ea. Postpaid

#1000 Shimmy (Dancer) \$81 gr.
#1001 Fan Girl (Red Hot and New!) \$7.20 Doz.

25% deposit, balance C.O.D. F.O.B., N. Y. Shipment sent prepaid, if payment accompanies order. Twining 4-8546

PIXEE 78-31 47th Drive Middle Village, L. I., N. Y. Coming Soon—"POCKET PIXEES"

ENGRAVERS WITH IT SINCE 1907
ORIGINATORS OF THE ALL-ALUMINUM IDENT'S • MEN'S IDENT'S • LADIES IDENT'S • DOUBLE HEART IDENT'S (ALL-ALUMINUM) \$14.40 GROSS
MEN'S MASSIVE LARGE ALUMINUM IDENT'S \$2.00 DOZEN
MILLER CREATIONS
4428 NEWBOD AVE • CHICAGO 37, ILL. DAY & NIGHT SERVICE! BA 1-5338

NEW SAUCY

Tempo Pen & Pencil

Sole Manufacturer PRESENTS

"GYPSY" THE "PEEP-SHOW PENCIL"

SHOWS 2 GIRLS!!

The latest sensation in the Novelty Field. "Hotter" than the Cutie Key Chain. Just Press the Button atop the cap and "WOW!!" Burlesque is back! Full color Photos of Luscious Nude Models brought to life by long-wearing Battery and Bulb.

Handsome Gold-Toned Engine-Turned Cap and Clip

JUST PUSH BUTTON AT TOP

PICTURE LIGHTS UP

LARGEST—CLEAREST SAUCIEST PICTURE!!!

SALESMEN — PITCHMEN AGENTS!!

Send Name of Local Jobber or Distributor to Insure Quick Delivery!

No Postcard Inquiries—Reply on Letterhead

ACT FAST
25% DEPOSIT ON C. O. D.'s

TEMPO TOMORROW'S PEN

TEMPO PEN AND PENCIL CO., INC.
21 W. 19th St., New York 11, N. Y. ORegon 5-3624-5

FIREWORKS

Dealers, Wagon Men and Jobbers, get your Sparklers, Hubley Cap Pistols, Caps and Fireworks now. Write for our special prices. Order now.

ARROWHEAD FIREWORKS COMPANY
1819 W. Superior St., Duluth 2, Minn.
St. Louis Park, P.O. 84, Minneapolis, Minn.

#553
14k gold plate
\$2.75 dz.
send for price list
25% deposit on C. O. D.
Please state your business

RINGS—PEARLS—COSTUME JEWELRY
JOHN BERKOWITZ & SONS
113 E. Douglas Wichita 2, Kans.

ATTENTION! PREMIUM USERS BOARD TRADE

Complete line of latest Novelty Clocks, Bronzeware, Jap Imports, Sales Boards, Tickets, etc., for immediate delivery. Come in and see us or write for price list.

KAYE SALES COMPANY
314 Mary Waco, Texas

★ ★ ★ ★ COME TO THE ★ ★ ★ ★
**ACMMA
SHOW**

HOTEL SHERMAN—CHICAGO, ILLINOIS
MAY 22, 23, 24

★
**WALTERS' AUTOMATIC
SALESBOARD CABINETS**

—DEALS OF ALL KINDS—

SEE OUR DISPLAY AT BOOTH #53

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

SALESBOARD SIDELIGHTS

Universal Manufacturing Company, Kansas City, Mo., and Bee-Jay Products, Inc., Chicago, will be well represented at the 1950 PTN convention at the Sheraton Hotel in Chicago in two weeks. Manning the twin booths will be Joseph Berkowitz, president of both firms; Reuben Berkowitz, vice-president of Bee-Jay; Henry Gutentag, sales manager for both companies; Leo Goldman, two-firm sales representative for Illinois and Indiana; Bernie Kite, general manager of the Universal-Bee-Jay Chicago branch office; Phil Eisner, Pennsylvania and Maryland representative; Max Hollander, Ohio North and South Carolina representative, and Capt Charles Gay, New England area representative.

Word from Gardner & Company, Chicago, is that with business on the increase, a further goodwill and order stimulant will be the 100 per cent "larger and better" open house

showing in the plant and showroom proper May 22-24. According to Joe Robinson nothing has been spared to make a visit to the Gardner headquarters a really top-enjoyable event.

Ben and Marshall Maltz, Peerless Products, Inc., Chicago, have set up a colorful board display plan for their Sheraton booth space. Boys will be on hand daily during the three-day event to meet and greet old friends and customers.

ATTRACTIVE and UNUSUAL
PUSH CARDS
Designed and Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

PUSH CARDS
Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.
W. H. BRADY CO., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

Salesboards—Bargains

1000 5¢ Double Finn	Prof. \$24.00	\$.69
1440 5¢ Barrel Board	Prof. 18.00	.79
2028 10¢ Barrel Board	Prof. 52.80	1.15
1800 5¢ Lulu Board, X Tk.	18.00	1.18
1500 5¢ Dollar Board	Prof. 30.00	1.24
2000 5¢ Dollar Board	Prof. 45.00	1.48
1000 25¢ J.P. Charley	Prof. \$52.28	\$.69
1200 25¢ Texas Charley, Seal	102.00	.98
280 to 600 25¢ Jumbo Bds.	40.00	1.25
1000 5¢ J.P. Boards	Avg. 25.00	1.19
1000 to 1200 J.P. Girlie	29.00	1.45
2400 5¢ J.P. Barrel	Prof. 41.20	1.69
1050 25¢ Block Buster, X Tk.	81.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

SALESBOARDS AND TICKET DEALS
WRITE, WIRE, OR PHONE FOR JOBBERS & OPERATORS PRICE LIST
B.F. PRODUCTS
1910 PIEDMONT RD. CHARLESTON, W. VA.
PHONE 25-771

BLACKHAWK BOARDS JAR DEALS
Write for list
Galentine Novelty Co.
South Bend 24, Ind.

HAVE FUN!
AT GARDNER'S
OPEN HOUSE
FOR CUSTOMERS
MAY 22ND - 23RD & 24TH
FOOD - DRINKS - GIFTS ENTERTAINMENT
ALL DAY & EVE. 'TIL...?
GARDNER & COMPANY
2222 S. MICHIGAN - CA LUMET 5-3434, CHICAGO

PLAN NOW TO ATTEND THE GREATEST PUNCHBOARD—TICKET—NOVELTY SHOW
SHERATON HOTEL CHICAGO
May 22-23-24
3 BIG DAYS FOOD ★ DRINK ★ FUN
CONVENTION MANAGER
2133 W. Fulton St. Chicago 12

SUPERIOR'S "3" Baseball Boards
Now ready for delivery!

"FIELDER'S MITT" 1500 HOLES 54 A PLAY DEFINITE PROFIT \$38.50	"PENNANT WINNERS" 1680 HOLES 54 A PLAY AVERAGE PROFIT \$44.08	"KING OF SLUGGERS" 1280 HOLES 54 A PLAY AVERAGE PROFIT \$33.24
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SUPERIOR PRODUCTS 2133-59 W. FULTON STREET CHICAGO, ILLINOIS

SALESBOARDS—JAR TICKETS NEW LOW PRICES
ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Price
300	25¢	KWARTER KOLORS, THICK	Def.	\$15.00	\$.50
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.60
1000	5¢	CHARLEY, THIN	Def.	17.00	.75
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	.80
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	1.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

—PUNCHBOARD BUYERS—
OPEN HOUSE AT
PEERLESS PRODUCTS
Personal Attention by Ben and Marshal Maltz
Complete New Line on Display—VERY LOW PRICES
Factory only two (2) minutes from downtown
PEERLESS PRODUCTS
633 PLYMOUTH COURT CHICAGO, ILLINOIS
Phone: Harrison 7-2971

SALESBOARDS—JAR TICKETS

Holes	Play	Description	Def.	Profit	Price
400	5¢	WIN A BUCK, Thick	Def.	\$ 7.00	.45
300	25¢	Kwartar Kolors, Thick	Def.	15.00	.80
1000	25¢	Charley Board, Thick	Def.	50.00	.90
1000	25¢	Jack Pot Charley, Thick	Avg.	52.00	.90
1200	25¢	Texas Charley, Thick	Avg.	102.98	1.50
1200	5¢	Squealie, Thick	Avg.	34.15	3.00
2592	5¢	Jack in Barrel, Thick	Avg.	49.75	3.00
300	25¢	Fin & Sawbuck, Thick (5-25¢)	Avg.	33.15	1.85
2000	10¢	It Grows on Trees (Die Cut)	Avg.	71.00	4.00

Jar Tickets—Bingo Tickets, 1000, 1200, 1260, 1600, Tip Boards.
All orders shipped same day received. 25% deposit, balance C. O. D.
LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. jy8

ARCADES, OPERATORS — PHOTOMATICS,
\$77.50; also some reconditioned ready for business, excellent buy. Raspbury, 112 Henry, River Rouge, Mich.

BARGAIN—BUCKLEY TRACK ODDS, LATE
model, Twin Tube, Daily Double, cash or token payout, used 90 days; guaranteed like new, sell or trade. Ace Novelty Co., Rt. 13, Box 612, Fresno, Calif. my27

BARGAIN — STEEL CABINETS REVOLV-
round; for One and Two Bell machines; singles, \$50; doubles, \$75. Lew Wolf, 275 Bernhardt Dr., Buffalo 21, N. Y.

CAST IRON STANDS—WEIGHT, 25 LBS., \$4
each; in lots of six or more, \$3.75 each; Top Flanges, only 30¢ each; Top Plates for two vendors, \$1.30 each; Top Plate for three vendors, \$1.55 each; all prices f.o.b. factory; 1/3 deposit, balance c.o.d. King & Co., 2702 Lake St., Chicago, Ill.

CIGARETTE MACHINES—SPRING SPECIALS:
Write for prices; all machines refinished in two-tone combinations with baked enamels; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits, Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

ERIE DIGGERS—HAND OPERATED; HOLY-
cranes, Merchants, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy diggers, rotaries, National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—FOUR WILCOX-GAY VOICE RE-
corders with stands, \$200 each; two used, \$150 each. King Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

FOR SALE—100 EXHIBIT IDEAL CARD VEND-
ers; excellent condition, one year old; write for low price. A. Gerry, Box 6435, Philadelphia 45, Pa. my20

FOR SALE—GLIDERS, CLEAN, \$50; DALE
Guns, \$50; Shuffle Alleys, \$119.50; Total Rolls, Advance Rolls, Big Citys, \$10 each. Metro Coin, 2758 Madison, Chicago, Ill.

FOR SALE—3 5¢ EVANS RACES, \$175 EA.—
5 10¢ Race Comets, 5 25¢ Pace Comets, \$20 ea.; 1 50¢ Watling Rotatop, \$35; 1 50¢ Jennings Gooseneck, \$35; 1 50¢ Jennings Chief, \$50; 1 Chicoin Hockey, \$35. East Coast Music Co., Darling, Delaware Co., Penna. Phone: Valleybrook 2565.

FOR SALE—15 KICKER AND CATCHERS, \$15
each; 90% new clean, ready location. 10 A.B.C. Challenger, like new, \$14 each; 4 Rockola High Hand, like new, \$5 ea.; 2 Pikes Peak, in good order, \$5; 2 Columbia Seats, 1 to 25¢, used 2 months, \$50; 2 Mills Vest Pockets, used 2 months, \$45 ea.; 10 Aces (1 Imp Penny), \$2.50 ea.; 1 Penny Counting Scales, \$5. One third deposit, balance C.O.D. O. B. Whiteside, P. O. Box 117, Wellington, Kansas.

FOR SALE—MUTOSCOPE PUNCHING BAG
and raise the Devil; Barnhart Striker, World Series Ball Game, Atlas Ball Game, all 8 first \$300. Crating, \$30 extra. Wm. G. Sand, 28 Lincoln Court, Keansburg, N. J.

FOR SALE—U-SELECT-IT CANDY BAR MA-
chine; capacity 72 bar, \$22; 2 1/2 5. K. Peanut, \$4.95, selling out. Eugene Gillette, Malvern, Ohio.

FOUR PRACTICALLY NEW SUNTAN LOTION
Dispensing Machines; in use only 6 weeks; original price, \$250, will sell for \$150. Contact M. C. Harding, Franklin Ave. & Boardwalk, Seaside Heights, N. J. Phone Seaside Park 9-0723M.

MASTER REBOUND SHUFFLE BOARD, \$25,
like new; 1 Bowling Game Strike & Spare, 10¢ chute, rebuilt, \$75; 1 Target Master, can not be told from new one, \$75. Frank Guerrini, Beech St., Burnham, Pa. my13

POKERINO—16 TABLES, LATE DELUXE
model, very clean, best offer buys them uncrated f.o.b. Sea Isle. Write Post Office, Box No. 3, Sea Isle City, New Jersey. my13

POKERINOS — 25 SCIENTIFIC, EXCELLENT
condition, including stools, \$60 each; also Electric Coin Counter, \$50; 4-tube Coin Changer, \$15; f.o.b. Weinstein, 520 Oriental, Atlantic City, N. J. my13

SPECIAL—UNITED SHUFFLE ALLEYS, \$125;
like new. Terms: 1/3 dep., bal. c.o.d., f.o.b. Arcade Sales Co., 1123 S. Pulaski, Chicago 24, Ill. SA 2-0626. my13

STAMP FOLDERS — DIRECT FROM MANU-
facturer at lowest prices. Write for samples and prices. Plymouth Press, 506 West 122d St., N.Y.C.

STAMP FOLDERS DIRECT FROM MANUFAC-
turer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANTED—EXHIBIT DALE GUNS, MACHINES
must be complete; will pay \$35 each; will pick up uncrated. Baldrige, 6678 Academy, Brighton, Mich.

2 "MINI-POP" POPCORN MACHINES, \$99.50
each or best offer. M. H. Larsen, 8608 Patterson Street, East Riverdale, Maryland. WARfield 0397.

5 DALE GUNS, 1 UNITED SHUFFLE ALLEY,
1 Chicago Coin Gun; all late models, A-1 condition, \$650 f.o.b. King & Co., 2700 Lake St., Chicago 12, Ill.

5 EXHIBIT PISTOL MACHINES—NOW ON LO-
cation, \$60 each. Harry Wyle, 1586 Prospect Pl., Brooklyn, N. Y. Slocum 6-4567.

10 UNEDA SHOE SHINE MACHINES, 5¢
operation, with Electro-Magic Polish Applicators, perfect condition, \$99.50 each. S. Kawa, 1630 So. 2d St., Philadelphia 48, Pa.



IT'S
!! GIGANTIC !!
THE NEW
GRAB-A-FIN GIANT

TWENTY
\$5.00 HITS
1600
TICKETS
5 TICKETS IN
A BUNDLE
25c



Takes in 1600 Tickets @ 5 for 25c.....\$80.00
Average Payout 46.86
Average Profit\$33.14

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Don't miss our exhibits at the Punchboard, Ticket & Novelty Exhibit to be held May 22, 23 and 24, 1950 at the Hotel Sheraton, Chicago.

REMEMBER BOOTH NO. 9
FOR EXHIBIT BY
UNIVERSAL MANUFACTURING CO., INC.

"THE WORLD'S LARGEST AND FOREMOST MFR. OF JAR GAMES"
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BEE JAY PRODUCTS, INC.

"THE HOUSE OF QUALITY"
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BUY BY MAIL
FACTORY WHOLESALE
PRICES
No Job Lots or Close Outs
BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO
No Order Too Large
No Order Too Small
JAR DEALS--PAD DEALS
R W B—LUCKY SEVEN
MATCH PAKS
Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.
WRITE FOR CIRCULAR
CAROL SALES CO.
312 E. Market St. Elmira, N. Y.

HAVE FUN!
AT GARDNER'S
OPEN HOUSE
FOR CUSTOMERS
MAY 22ND - 23RD & 24TH
FOOD DRINKS GIFTS
ENTERTAINMENT
ALL DAY & EVE. 'TIL...?
GARDNER & COMPANY
2222 S. MICHIGAN - CALL MET 5-3434, CHICAGO

JOBBER-DISTRIBUTORS-OPERATORS
SOMETHING NEW
AND DIFFERENT
Hundreds in operation. A colorful pellet counter game. Continuous usage—locks in front and back—wood cabinet with metal trim—nets 20 to 30% of play—cash or cigarette payout. Ideal for Operators. List \$25.00; sample price \$15.00—jobbers' discounts, 1/3 deposit, balance C. O. D. or cash with order. \$75.00 orders prepaid. Western reception of this item has been so tremendous we are branching into National distribution—Hurry, look this item over for your territory.
STOW SALES CO., MFRS.
1220 Republican St.
Seattle 9, Wash.



WE HAVE THEM IN STOCK!
SENSATIONAL MONEY-MAKERS!

Black Beauty	Aver. Profit
5¢ Play	\$ 80
10¢ Play	121
25¢ Play	202

Golden West
Consists of 41 ticket spindles, 100 tickets each and display board.
Aver. Profit
5¢ Play\$111
10¢ Play 160
25¢ Play 265

LITTLE CHIEF GAMES

Triple Play	Aver. Profit
5¢ Play	\$ 74.16
10¢ Play	119.30
25¢ Play	193.68

Contact Your Nearest Established Operator or Jobber or Write Direct for Complete Details

RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street LOMbard 3-2676 Philadelphia 23, Pa.

Best Line Bingo Tickets at Close-Out Prices

10 GROSS—2170 RED, WHITE AND BLUE	\$130.00 Gross
1 GROSS—2170 RED, WHITE AND BLUE (pasted 5)	172.00 Gross

125 Only, 1240 Refills on Sticks, Set\$.60
150 Only, 1280 Refills on Sticks, Set61
150 Only, 1240 (Banded 5), Set58 1/2
200 Only, 1000 Win A Fin Pad, 10/5, Each 1.00
75 Only, 1200 Win A Fin Pad, Each 1.25
OLIVE NOVELTY COMPANY
2625 Lucas Ave. Telephone: FRanklin 3620 St. Louis 3, Mo.

GIVE TO THE DAMON RUNYON CANCER FUND

Johnson Bill In For Amendment

Hearing Ends With Request For Changes

Pros, Cons on Gaming

WASHINGTON, May 6. — The House Interstate Commerce Committee is prepared to make drastic changes in the Senate-approved Johnson bill, with a virtual certainty that the broad definition of the term "gambling device" will be narrowed down before the bill is acted upon. Delay in consideration of the bill in closed session for amendment purposes was indicated late Friday (5) as Acting Chairman Lindley Beckworth (D., Tex.) at the wind-up of a lengthy hearing said that future action awaits the decision of Chairman Robert Crosser, who is presently campaigning in his home state of Ohio.

Beckworth also said there is a possibility that additional public hearings may be held, altho open hearings were slated to wind up yesterday. The acting chairman said that anyone who still wished to be heard could get in (See JOHNSON BILL on page 126)

Music, Lock Firms Signed For CMI Show

Decca, Pantages in Fold

CHICAGO, May 6. — Two more music firms were among the five companies to send in signed contracts for the Coin Machine Institute (CMI) 1950 show at the Stevens Hotel here June 26-28. They are Decca Distributing Corporation, Chicago, and Pantages-Maestro Company, Hollywood.

The other three newcomers to the exhibitor list are Coin Container Products Company, Chicago, to display its coin wrapper line, and two coin machine lock manufacturers, Deutsch Lock Company, Hammond, Ind., and Eagle Lock Company, Chicago.

Show Chairman Dave Gottlieb advised all operators who plan to attend the show and are still without room accommodations to write to A. E. Burns, assistant manager of the Stevens, for reservations immediately.

Victor Debuts Counter Game

CHICAGO, May 6.—Victor Vending Corporation here has begun production on a penny counter game called Victory. It uses basketball as a theme and five ping pong balls as the center of activity.

Object of the game is to get the balls thru a miniature basketball rim by pushing a control knob. Baskets made by the player are totaled automatically. Victory has a \$32.50 price tag.

An Indiana Saga:

Turkey Run Amusement Park Finds Coin Machines Provide a Much Needed Service All Year

MARSHALL, Ind., May 6. — A combination of coin-operated vending, music and amusement machines is providing a much-needed service at one of Indiana's most popular vacation spots. Operated by independent Indiana operators thru concession holders at Turkey Run State Park near here, the coin machines are one of the most popular features in the park's recreational scheme.

With the outlook for a large increase in business at the park, over the 38,000 who stayed overnight in park facilities last year, the coin machines are expected to help fill in where other park facilities may be too crowded. An indication of the increased business in store for the park this year was an increase of 100 guests at the park inn in March over March, 1949, and a 200-guest increase in April, in spite of bad weather during both months.

The park facilities are used by several hundred thousand visitors each year. Altho located not far from Indianapolis, the largest group of visitors comes from Illinois.

The coin machines are primarily located at the park inn and the

commissary. At present, the inn is equipped with two cigarette venders, a juke box, two pin games, a coin-operated shuffleboard, coin-operated basketball and hockey game and two scales.

A similar array of equipment will be installed in the park commissary when it opens this month. All of the machines are operated by Terre Haute firms. Service is mostly on a once-a-week basis except during the busiest vacation periods.

Mrs. Marcia Murphy, manager of the inn and commissary, had most of the present equipment installed last summer. It received such heavy play that it was left in park facilities that are open thru the winter months. Now with the "big" season approaching, she plans to use even more coin machines than last season.

The park caters to almost every type of individual and group. Many groups also hold their conventions at the park. These are one of the factors making year-round operation of the park possible.

The amusement games are in use thruout most of the day, but the juke (See COIN MACHINES on page 127)

Jobbers, Ops Mull Future of Biz Amid Abundance of Equipment

NEW YORK, May 6.—While buyers and sellers of coin-operated shuffle games are generally in healthy financial shape here, the abundance of new equipment being offered for sale in the metropolitan area has distributor-jobbers and operators wondering about the future. Altho distributor reports vary, some claim sales have tapered off as much as 40 per cent in the last month.

What seems to be happening is that the market is leveling off, with most potential locations already snared and

normal competitive factors coming into play. No longer will just any shuffle game based on bowling sell well. This was largely true three and four months ago. But now, operators are becoming more selective. Also, with new locations scarce, they are reluctant to invest in new units, fearful that the current rate of new game introduction will obsolete purchases before they can return a profit.

It is pointed out that 10 manufacturers have between them introduced 30 coin games suitable for operation here since Chicago Coin placed Bango on the market a year ago. And it was only last June that United Manufacturing brought out the Shuffle Alley, which accelerated the trend to acceptance of a new play principle.

Distributors who claim their rate of sales holds steady, insist their fortunate position can be traced to a "hot" model they are now offering. Sellers, whose current games have not received the operators' okay, are singing the blues.

Jobbers, tho, are not too concerned as long as they are still able to offer attractive trade-in deals. Rapid depreciation of early games has had a "reverse English" effect, they note, by stimulating somewhat the used-game market. They point out that operators can now afford to place \$125 sellers in marginal spots which, returning about \$10 weekly, are not economically sound for new equipment listing at three and more times that amount.

On the operating level, some route owners have converted old units to operate at a nickel, altho the 10-cent play is still predominant by far.

Warms Up Patrons

ST. JOHN, N. B., May 6.—With the spring weather unusually chilly, free tea and coffee have been given to patrons at the Gaiety amusement center, St. John. The customer has a choice of the two drinks and both are served hot at the fountain bar.

The center consists of a coin machine arcade with a wide variety of machines, the fountain and bar, lunch stand, bowling alleys, billiard tables, auditorium for meetings, concerts, traveling and local shows. The distribution of the hot tea and coffee was limited to the mornings and afternoons, and was instrumental in drawing far more women and girls to the center at times when business is normally at its lowest.

Capitol's New Midget Movies Being Shipped

Appoint Distributor

NEW YORK, May 6.—Capitol Projectors began shipping this week a new model of its Midget Movie machine, redesigned for improved appearance and ease of service. At the same time the company claimed current business is running some 30 per cent ahead of last year and named a new distributor to handle the coin-operated device in three Southwestern States.

The latest Midget Movie is some four inches lower than earlier models. This is to accommodate juvenile viewers, who comprise a large segment of the machines' patrons. But operators may still secure a standard-height unit by adding a short base, offered as optional equipment. The cabinet is finished in blond maple.

The cabinet door providing access to the mechanism has been moved from the side to the front of the machine, simplifying service procedure. The projector assembly is fitted on rails and may be slid out for examination. It is removable and may quickly be interchanged with an alternate assembly if found defective, it was pointed out. Price of the new model has not been increased, with the list of \$395 retained.

Department Store Use

Sam B. Goldsmith, sales manager, attributed much of the 30 per cent sales rise to further penetration of the department store market. In the four years since the first Midget Movie machine was installed in (See CAPITOL BEGINS on page 127)

ACMMA Sets Banquet Floor Show of Stars

Jack Carter To Emcee

CHICAGO, May 6.—Operators attending the banquet at the American Coin Machine Manufacturers' Association (ACMMA) all-industry coin machine show Tuesday (23) at the Hotel Sherman will be treated to an all-star floorshow. Jack Carter, NBC television star, is to emcee the program.

Carter, star of the Jack Carter show which originates at the Studenbaker Theater, Chicago, over WNBQ on Saturdays at 7 p.m. (CDT), will be given a supporting cast consisting of nationally known radio, TV and night club artists.

The ACMMA banquet will be held in the Grand Ballroom of the Sherman which has a capacity of 1,350 persons. Grant Shay, show publicity chairman, said this week that most of the banquet reservations have already been applied for. He added that the hotel banquet division has promised visiting coinmen a top menu headlined by filet mignon.

Candy Ops Act To Up Summer Biz

Bill Fishman Heads Region VI NAMA; Sessions Stress Costs

CHICAGO, May 6.—With approximately 100 operators, manufacturers and suppliers attending, Region VI of the National Automatic Merchandising Association (NAMA) held its annual meeting here today (6) at the Edgewater Beach Hotel. Elected new regional chairman to succeed Herb Geiger, Milwaukee, was Bill Fishman, Automatic Merchandising Corporation, Chicago.

The day-long session, first of this year's regionals for the association, got down to brass tacks early in the morning with facts and figures on present-day operating. Later in the day members heard progress reports

1,000 New Acorn Venders Shipped In Past 2 Weeks

NEW YORK, May 6.—During the past two weeks about 1,000 new Acorn charm venders have been shipped to distributors from the West Coast plant of the Oak Manufacturing Company, according to Sid Bloom, secretary.

Here this week on a sales trip with Meyer Abelson, sales manager, Bloom disclosed additional operating data concerning the machine, first news of which was released recently (*The Billboard*, May 6). He said the nickel vender had been tested extensively on the West Coast and in Florida before the perfected unit was offered for sale.

Vary Tests

In the West Coast test, metal-plated sport miniatures were dispensed and purchased locally for about \$12.50 a thousand. In Florida, smaller assorted charms were vended at an average cost to the operator of \$5.50 a thousand. In the latter case two or three of the miniatures would be dispensed for each nickel inserted in the machine. He quoted the merchandise costs to support his assertion that the \$17.95 vender pays for itself in from one to two fillings.

Get Official OK's

Abelson pointed out that some territories which have been strongly opposed to the use of charms to hypo ball gum sales, have permitted operation of the new machine without question. They regard the unit strictly as a merchandising medium, he declared.

Bloom stressed that the machine may easily be converted to vend gum or nuts and may be set to operate at a penny, if thought desirable by the route owner.

Rochester Ops Meet To Tell Results of Red Feather Tie-In

CHICAGO, May 6.—A special Red Feather operator meeting has been scheduled in Rochester, N. Y., for June 10 by the National Automatic Merchandising Association (NAMA). Purpose of the informal gathering will be to gather data on results experienced by those operators who are using the Red Feather stickers and specially imprinted book matches and cups on and in their equipment. Findings are expected to aid NAMA in determining how best to set up the (See Rochester Ops on page 112)

on NAMA's accounting and insurance committees, and then broke up into specific round-tables according to type of equipment operated.

Nick Novasic, West Allis, Wis., operator, started off the morning session with a review of candy servicing costs. Basing his statistics on his own West Allis Vendors, Novasic told operators they need a minimum of 90 bar sales per week to break even at present operating costs.

Until a machine is 75 per cent sold out, Novasic said, it does not justify the expense of a refill. By way of illustration, Novasic set up a model 85-machine route. Total cost of servicing and maintaining this route will run \$135 weekly, Novasic said. (This based on an investment of \$13,400 in equipment, doing 10,000 sales weekly.)

Figuring an average cost of 2.8 cents for candy and a commission of 12 per cent, Novasic arrived at a net profit of 2 per cent on the operator's investment. Included in his cost of doing business was \$100 supervisory wages, overhead and depreciation.

Fred W. Niedenthal, Indianapolis, (See Bill Fishman Heads, page 113)

Adopt 7-Point Program To Cushion Hot Weather Lull; Suggest Three New Sales Aids

Refrigerated Vender at Nominal Cost High on List

By Fred Amann

CHICAGO, May 6.—Candy operators, to make summer a more profitable season, are currently following a seven-point program to boost hot-weather earnings and have advanced three "biggest business aid" proposals to increase summer volume. A survey of operators in all parts of the country by *The Billboard* revealed 10 points for bettered 12-month grosses. As compiled from operator reports, the seven points adopted in past summers to up net earnings and which are now being put into effect for the 1950 June-July-August period by many firms, are:

1. The use of summer type candy plus a step-up in frequency of service (with less than capacity stocking of equipment in "heat wave" weather).
2. Insulation of trucks. (See Candy Ops on page 110)

This is the first of a series of three articles on how summer affects three types of operations and what operators are doing to combat adverse conditions or further benefit by normal increases. The second article will deal with soft drink cup operations, with the third covering cigarette equipment.

New Detroit Cup Op Winds Up Test Run; Intro New Beverage

DETROIT, May 6.—Formal registration of the Oasis Vending Company here, after six months of preliminary operation, marks the entry of a major local firm in the beverage vending field and the debut of Vernor's ginger ale in the beverage machine field.

Oasis, owned by Harry D. Burkett, has headquarters in the Hupp Corporation offices at 3641 East Milwaukee Avenue. Burkett is a certified public accountant with a background of business and merchandising experience including 10 years with the Sears Roebuck organization.

Two Types of Vendors

The company is using two types of machines — The Spacarb selective vendor, and the single unit machine made by Hupp at Cleveland. At present, they have 25 venders out on location and are continuing to install

them at the rate of three to four a week.

Initial installations have been chiefly in industrial plants, offices and a few department stores. Equipment was also placed at Selfridge Field, the air base at Mount Clemens, 25 miles north of here. Individual store locations, except in the larger cases, are not favored, as the result of experience which indicates that only a store with an employee group of 200 is suitable for this type of machine, Burkett said.

The Oasis company is using a variety of beverages in its selective units, but is concentrating on Vernor's in its single flavor machines. Actual sales over the past several months have shown that this beverage far outsells other types of soft drinks, including the well-advertised cola-type drinks, in practically all locations. Exceptions are few in special spots where root beer or orange drinks appeared to be local favorites for some special reason.

Debuts Local Drink

Vernor's is made in Detroit, but not widely pushed on a national basis. The company has followed a policy of not encouraging country-wide sale, in the belief that quality control thru all the production stages presents significant difficulties when the product is processed in scattered plants. The firm has been interested in the vending machine field for some time, but Burkett's operation marks the real public debut of the product.

The machines are painted a brilliant green, and decorated with the Vernor signs and a picture trademark.

The expansion and operation program of Oasis Vending firm may be epitomized in Burkett's comment on the basic selling policy he plans: "It is important to sell yourself or your firm first, and the merchandise second—taking the essential quality of the merchandise itself for granted, of course."

Telecoin Opens N. Y. Sales and Service Center

NEW YORK, May 6.—New York Telecoin Corporation has leased a one-story building at 4340 Park Avenue in the Bronx for its new automatic machine sales and service center. George Connerat, Telecoin vice-president, said the new installation would be under the management of Sam Zeoli, director of Telecoin's maintenance division.

The new building will service 1,200 operators of commercial automatic self-service laundry and fruit juice dispensing equipment in the metropolitan area, Connerat said. Overhaul facilities and spare parts of the complete line of Bendix washers, Telecoin tumble dryers and extractors and Tele-Juice will be available in the new quarters.

New York Telecoin Corporation is a subsidiary of Telecoin Corporation.

Southern Cal. Cig Ops Form Association

Elect Stanton President

LOS ANGELES, May 6.—Cigarette Merchandisers' Association of Southern California (CMASC) has been formed here, with E. G. Chandler as the executive director. Offices of the association have been opened at 1211 West Olympic Boulevard.

Ed Stanton, General Vendors, was elected president; Nick Carter, Model Service, first vice-president; Bob Day, Bob's Cigarette Service, second vice-president, and Arch Riddell, Harmony Cigarette Service, secretary and treasurer.

Organization is modeled somewhat after the associations in New York and Cleveland, which have been established for a number of years. At the present CMASC will concern itself primarily with legislative matters.

Chandler is a full-time director and comes to the association after 10 years as the head of the Rowe Service Company in this city.

Cig Venders on Increase Thru Maritime Areas

ST. JOHN, N. B., May 6.—An increased number of restaurant, lunchroom, diner and fountain operators thru the Eastern provinces have been replacing tobacco stands, showcases and wallcases with coin-operated cigarette machines. Altho retailers have been trying to have the machines barred by local councils, the only community in which the machines have not been allowed to function is Halifax, N. S. Here, too, efforts are being made to have the ban eliminated or at least modified. With cigarette sales considered a necessity in eating places, "hot" machines save annoyance and extra work for owners and staffs. They also keep the receipts detached from those of the main line of a business.

Always on Call:**Telephone Jingle Jangle Sings Tune for Davidoff, Who Builds Good Will Via Prompt Servicing**

DENVER, May 6.—Subscribing to a telephone answering service has paid rich dividends in location-owner good will to Lou Davidoff, owner of the Ace Cigarette Service, vending operation here.

Nothing is better calculated, according to Davidoff, to arouse the ire of a location owner than to find a machine out of order, and then waste many phone calls attempting to report it. "A lot of operators have lost favorite, profitable locations because the owners were unable to find them conveniently by telephone," Davidoff reports. "Therefore, we make certain that no service call ever goes unanswered for any reason."

Number Available

Davidoff's cards on his cigarette venders give the number of the answering service, which, staffed with five girls, is ready to either take messages, if the call is not urgent, and relay them to the operator or to "track him down" if there is a repair emergency. Davidoff telephones the answering service several times a day to inform the girls where he is to be found.

Speed Pays Off

Thus, if a machine breaks down, the package chutes empty, etc., it is a simple matter for the location owner to call the answering service, which requires less than 10 minutes at an average to reach Davidoff. He can then locate his serviceman or go to the location himself, swiftly.

This "speed response" has won a

lot of good will and compliments for Ace Cigarette Service, and does away completely with the need of being "tied to a desk," according to Davidoff. "We'll never lose a spot thru ill-will," he concluded.

Futuramic Sets Plug Plans for Coffee Vender

NEW YORK, May 6.—Futuramic Machines, Inc., under new management, was readying this week plans to guide the production and sale of the Koffee King vender. They said these would be outlined next week.

A controlling interest in the coffee machine manufacturing firm was recently purchased, with the new owners taking over active control of the company (*The Billboard*, May 6).

Philip Morris Stock Offer

WASHINGTON, May 6.—Philip Morris & Company, Ltd., Inc., has filed with the Securities and Exchange Commission a registration statement covering 333,077 shares of \$5 par value common stock and 130,610 shares of \$100 par value cumulative preferred stock. Both will be offered present stockholders at the rate of one share new common for each six shares held and one share preferred for each 15 common held.

Merger Unites Electro Ciggie Vending Set-Up

NEW YORK, May 6.—A corporate reorganization by the producers of the Electro cigarette machine, announced here this week, places both the manufacturing and sales functions under the newly formed Eastern Electric, Inc. Manufacturing headquarters will still be the company-owned plant at New Bedford, Mass. The sales office in the General Motors Building here will be retained.

Anthony Caruso, president, said the reorganization was effected to streamline operations and more effectively impress product identity on the trade. Formerly, the manufacturing firm was known as C-Eight Laboratories, and the sales agency as the Eastern Electric Vending Machine Corporation. Under the revised set-up, the latter firm has been inactivated and C-Eight assigned the role of experimental agency.

With Mario Caruso, founder of the enterprise, as chairman of the board, other officers of Eastern Electric are James Teahan, vice-president; Steve Roman, secretary, and Ugo Bottini, treasurer. Lew Jaffa is sales manager.

Cole Products Opens New Offices in N. O.

CHICAGO, May 6.—Albert Cole, president of Cole Products Corporation, this week announced the opening of a new sales office in New Orleans to handle the firm's Cole-Spa three-flavor hermetic beverage cup vender. New Orleans office will be under the direction of Lawrence M. Sicard, who will serve as divisional manager for the manufacturing company.

Curb Service, Dry Cleaning Debuted By Tex. Washateria

HOUSTON, May 6.—A new type of self-service laundry featuring special giant tumble dryers and 36-pound automatic washers in addition to new Bendix units was opened here recently by Automatic Enterprises of Texas, Inc. Called Village Washateria, it offers curbside service plus a 24-hour dry cleaning service.

A 30-cent fee is charged per 8-pound load, with soap free.

Teckni-Kraft Corp. Delivering New Type Sun Tan "Buoy" Unit

NASHVILLE, May 6.—A new sun-tan lotion vender in production by Teckni-Kraft Corporation here is being offered on a territorial franchise basis. Called Sun-Tan Buoy, it has a cabinet in the form of a buoy in red and yellow enamel with stainless steel trim. Choice of nickel, dime or quarter operation is offered.

The unit, which is 21 by 23 by 60 inches, has a shipping weight of 132 pounds. A ¼ h.p. compressor provides the spray action. Features include an automatic hose return and an electric time control. The lotion reservoir holds one gallon, which will provide approximately 650 separate applications.

New Diamond Match Ad Mgr.

NEW YORK, May 6.—The Diamond Match Company has announced the appointment of James D. Evans as advertising manager. Evans, who will headquarter at Diamond's general offices here, was with Young & Rubicam, Inc., for 12 years in a similar position.

PURITY PRETZEL STIX VENDER

**A NATURAL COMPANION FOR MANY VENDERS..
A MONEY-MAKER WHEN PLACED BY ITSELF..**

THINK OF IT!

A truly jumbo-sized pack of Purity Pretzel Stix—a 5c seller with a 100% markup.

YOUR COST

is 2½c per package DELIVERED to your city ANYWHERE IN THE U. S.

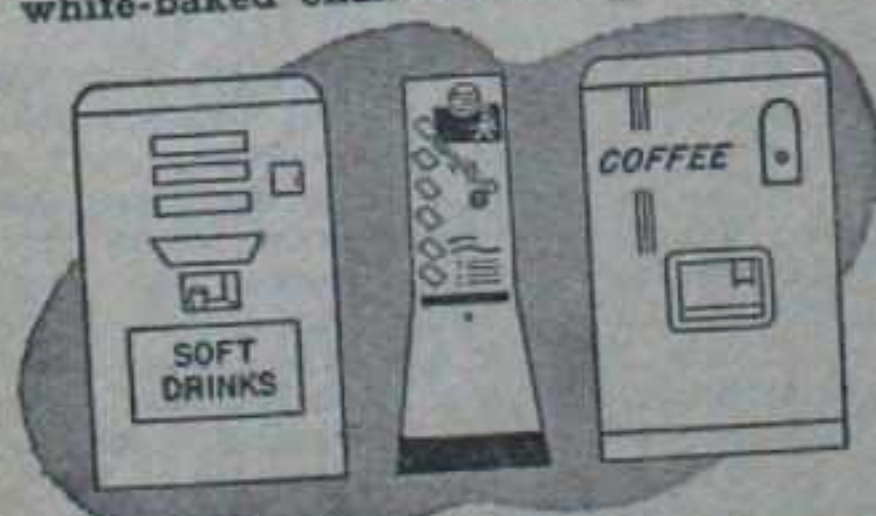
PURITY PRETZEL STIX

are available in 120-count packs. FREIGHT IS PREPAID on orders of 15 cases or more. per case \$3.00 DELIVERED

PURITY PRETZEL CO.
38th & Derry Sts., Harrisburg, Pa.
PHONE: 4-1113

THE VEND-RITE PRETZEL STIX VENDER

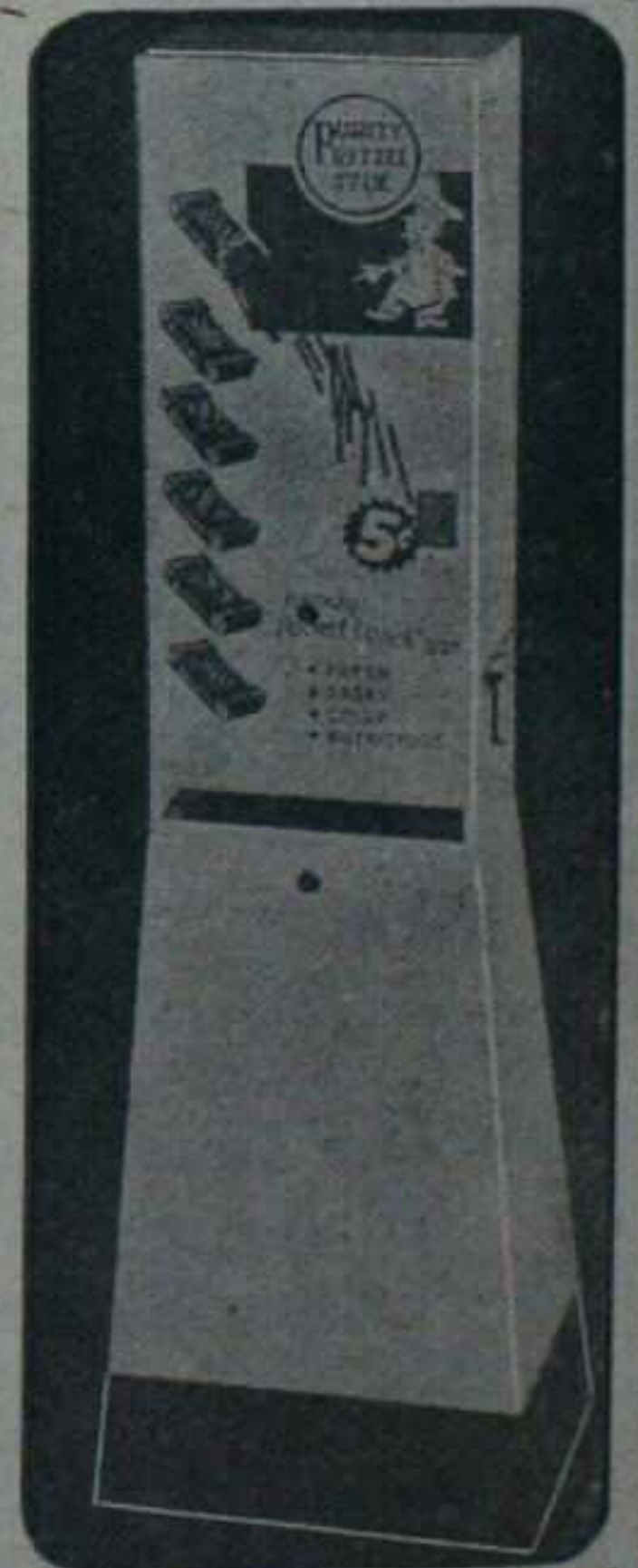
Can be used as a stand model (as shown) or as a wall-type model (DeLuxe Compartment Stand is optional equipment). Vender size is 6½" x 12½" x 30". All steel, welded construction. Finest white-baked enamel with red and brown illustration. A.B.T. 5c slug rejector. VENDING MECHANISM IS UNCONDITIONALLY GUARANTEED FOR 1 YEAR. Stand size is 30" high x 18" wide at base. Storage compartment for 1½ gross of Pretzel Stix; locks separately. Welded construction, white baked enamel finish. Dark kick plate.



PERFECT WHEN USED WITH ALL TYPES OF HOT AND COLD BEVERAGE VENDERS!

VEND-RITE MFG. CO.

1536 NORTH HALSTED ST. CHICAGO 22, ILLINOIS
(PHONE: Michigan 2-6771)



NAMA Announces Program At Detroit Region 5 Meeting

CHICAGO, May 8.—Program details of the second regional meeting of 1950 were released by the National Automatic Merchandising Association (NAMA) this week for Region 5, to be held Friday (12) at the Statler Hotel, Detroit. Advance registration of operators in the four States

covered (Michigan, Kentucky, Ohio, West Virginia) indicates that attendance will near the 100 mark, NAMA officials reported.

The business program will get under way at 10 a.m., with Chairman Hugh Howes presiding. Opening address, by I. H. Houston, president of Spacarb, Inc., New York, is titled *Let's Begin Again at the Beginning: Fundamentals of Salesmanship*. A questions-from-the-floor period will follow. Maurice Levitch, Stern Cigarette Vending Machine Company, Norwood, O., will be the second speaker, with *More Profit in Public Relations* as his subject.

Winding up the morning session will be a talk "from the viewpoint of the man in the middle," by Fred G. Koch, president of Fred B. Prophet Company, Detroit, one of the country's largest industrial caterers. He will speak on merchandise vending in industrial plants. Another questions-from-the-floor period will follow.

Afternoon Session

Following adjournment for lunch, the afternoon session, starting at 2 p.m., will feature a five-point "NAMA is your business—let's sell NAMA to others" program. Fred L. Brandstrader, legislative counsel of NAMA, will speak on the 1950 legislative picture in Region 5—State and municipal, followed by C. S. Darling, executive director, on first results of the first nationwide study of automatic merchandising operating costs. Third speaker, B. N. Osmond, NAMA director of special activities, will discuss "How you can save money by participating in NAMA's proposed group insurance plan (life, accident and dismemberment, hospitalization, sickness)." How Rochester, N. Y., operators gained good will for automatic merchandising as a whole thru a civic enterprise will be told by Aaron Goldman, chairman of the 1950 NAMA public relations committee. Ernest H. Fox, chairman of the 1950 convention committee and head of Austin Packing Company, Baltimore, will be the concluding speaker with "Why Chicago in 1950 is the vending show no operator can afford to miss."

Separate round table sessions, starting at 3 p.m., and running concurrently, will be devoted to candy-gum-nut, cigarette, beverage and penny-bulk operations. Final business will be the report of the nominating committee at 3:50 p.m. on the election of a regional chairman.

Starting at 4 p.m. an informal open house will be held for all attending operators at the Howes-Shoemaker Company, 2373 17th Street.

Twin Tex Firm Set for ACMMA

BLUE ISLAND, Ill., May 6.—The Twin Tex Vendor Manufacturing Company will exhibit its sanitary napkin vending machine at the All-Industry Coin Machine Show at the Hotel Sherman, Chicago, May 22-24. Herbert Riegler made the announcement for Twin Tex.

The firm has headquarters at 12653 Blue Island and will occupy booth 100 at the Sherman.

Form Abco Distrib Firm in Pittsburgh

PITTSBURGH, May 6.—Abco, Inc., 1901 Fifth Avenue, has been formed here to job and distribute automatic vending machines. Herbert Cohen, proprietor, is also active in Confection Specialties, one of the largest routes of bulk venders in this area.

Firm will handle the Acorn bulk machine, manufactured on the West Coast by Oak Manufacturing.

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
EPY SUPER-CHARM MIX	
400 Ass'd in Bag.....	2.00
EPY 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

EPY

Samuel Epy & 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 2 1/4" x 2 1/4" x 7/8". Has large merchandise display and self-illuminating plexi-glass sign.

MODEL 700

Metal Cabinet and Base.
Hr. on Base, 60",
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustrous Finish.

Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors.

ALKUNO & CO.
408 Concord Ave.
New York 45, N. Y.
Melrose 5-7757



IT'S Sidmor FOR VICTOR!



TOPPER

(Illustrated)
Lots of 100, \$10.00
Sample, \$11.25.

VICTOR'S MODEL



\$12.75 Ea.
24 or more, \$12.00 ea.

Victor's Universal

JUMBO

1 1/2 Ball Gum Vendor
Builds locations FAST!
1/2 Dep. with order,
del. C.O.D. F.O.B. P'gh

Sidmor VENDING CO.
2035 FIFTH AVE. • PITTSBURGH 19, PA.

BALL-GUM inc.

2610 WEST 19TH STREET • CHICAGO 8, ILLINOIS • TELEPHONE: BISHOP 7-6441

Specialists in the Manufacture of Ball Confections

To the Ball Gum Vending Industry

Gentlemen:

We take pleasure in advising you that we are now manufacturing and shipping BUBBLE BALL GUM of a quality Machine Operators have for years been looking forward to receiving. This has been brought about by specialists in our organization having over twenty years' experience in the production of BUBBLE BALL GUM.

Samples and quotations will gladly be mailed upon request. Assuring you of our closest cooperation at all times, we are

Sincerely yours,

BALL-GUM, INC.

Sterling B. Douglas
Sales Manager

P.S. Our BALL GUM will be on display at Booth 54, ACMMA, Hotel Sherman, May 22-24.



CHROME PLATING AT NO EXTRA COST!
ACORN 1c or 5c 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!

DISTRIBUTORS!
A Few Choice Territories Are Still Open.
Write Wire.
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Gen. Sales Mgr.
1349 Fifth Ave.
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Ph.: AT 6478

Pacific Coast Dist.
Operators Vending Machine Supply Co.
1023 S. Grand
Los Angeles 15, Cal.

OAK MFG. CO., INC. 11411 Knightsbridge Avenue
Culver City, California

We Have It In Stock . . .

Oak's New, Sensational Money-making



ALL CHARM VENDOR

You'll make the fastest buck you ever made with this terrific Oak machine that not only "charms" the nickels right out of their pockets, but works like a "charm," too!

Write, Wire, Phone
Orders Filled in Rotation

IMMEDIATE Delivery!

\$17.95 EA.

DANCO COIN MACHINE CO. Authorized Distributor

1302 E. Baltimore Street Phone: Eastern 4410

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Candy Ops Plan Biz Hypo; Adopt Seven-Point Program

(Continued from page 107)

3. Placement of ice or dry ice coolers in trucks or a wet blanket over candy en route to locations.
4. Stock venders with a larger ratio of cookies, or add cookies if not used normally.
5. Service equipment in morning hours.
6. Move machines, where possible, to locations catering to summer trade, indoor and outdoor.
7. Spot venders next to refrigerated vending or self-service equipment in present locations.

Candy operators think the three greatest summer business aids, in addition to those points already in use, could come from the candy and vender manufacturer. They are:

1. Refrigerated candy machine in a low price bracket.
2. Publication by candy firms of a list of bars showing temperatures at which each is expected to show signs of deterioration or flavor loss.
3. A greater variety in summer merchandise.

Operators Report

For further detail some of the more interesting reports from individual operators follow.

In Spokane one of the leading candy operators, L. J. Osler, says he in common with a number of other local firms moves a portion of his equipment to choice locations frequented by vacationists, tourists and local summer pleasure seekers. These include 24-hour spots, such as all-night restaurants, garages and service stations, lake resorts, public swimming pools, parks and playgrounds. Machines to fill such spots are taken from slow or dormant locations, as isolated stores, etc.

Melvin Siegal, supervisor for Sanitary Automatic Candy Corporation, Boston, holds that the biggest aid to summer candy operation would be a refrigerated candy machine manufactured to sell "at a reasonable price." Sanitary Automatic, which operates equipment in theaters, industrial plants, beach resorts and drive-in theaters, pulls out 80 per cent of chocolate confections from its machines in summer. To step up warm-weather buying, it cleans and overhauls all units, changes display dummies more frequently to keep them fresh looking, and stresses color changes and variety in merchandise. Hard boxed candies replace most of the chocolate items, with several types of hard and filled summer chocolate bars also featured.

"The problem to overcome here is to dispell the fear of the customer in light summer clothes that the chocolate may melt and drop on their clothing," Siegal says.

About 20 per cent of available column space is given to chocolate-type confections in summer and are mostly coated bars or hard pieces designed for summer consumption, made with large amounts of cocoa butter.

Summer Psychology

Denver operator William Votaw mixes a bit of psychology with his summer operating methods. He spots equipment, wherever possible, near refrigerated units (drink venders or self-service cabinets). In groceries, service stations, etc., he found that locating a candy vender alongside such a unit had two beneficial effects. The refrigerated cases actually cool the air enough so that candy machines can safely dispense chocolate items especially when they are next to the open top self-service cabinet. Customers buying ice cream, dairy products, meats, etc., he also found frequently add a bar or two to other purchases.

W. R. Stewart, Fort Collins Distributing Company, Fort Collins, Colo., made a careful study last year of heat conditions over his route for more profitable operation in summer. Now for the coming high tempera-

tures he has a ready check list of what type of candy to use in which locations.

Heat Survey

Last August Stewart made a detailed survey of his entire route. He visited each location over a several days' period at the mid-afternoon temperature peak and "clocked" the thermometer reading at each spot. All which showed readings above 90 degrees were noted in red, those which showed under 80 degrees were checked in black. This summer Stewart intends to substitute in all venders classified in "red" locations the coconut, peanut, brittles, fondants and fudges which will resist 90 degrees and over, while in the remaining locations the regular candy line will be maintained. "The theory is to substitute as little as possible," he states. But where substitution is absolutely necessary, he uses fast-selling nut bars with cashews, almonds, peanuts, etc.

Stewart believes that the chief contribution candy manufacturers could make to benefit operators would be a study of meltage. "This would aid the operator in planning hot-weather merchandising and do away with loss which irritates the customer, location owner and operator alike," he said.

Air-Conditioning Spurs Biz

A number of Dallas operators seeking to limit placement of machines as much as possible to air-conditioned buildings to keep sales levels more or less constant thru the year report good results. Some have found that candy volume increases during hot weather because office workers dislike leaving their cool quarters to go outdoors for other refreshment.

C. F. Roland, heading C. F. Roland Peanut & Candy Company in Dallas, holds that the main summer problem is getting candy to machines before it melts. He uses a blanket, soaked in water, to cover candy en route in the trucks. Firm originally used a dry ice pack but abandoned the practice because of difficulty in keeping proper temperature without adversely affecting the candy.

In Chicago, Perry Rose, of Robot Sales, uses a two-pronged attack on summer heat. In addition to insulated trucks, he installs dry ice coolers with a blower attachment in the vehicles each June and removes them in September. He figures the combination lowers temperature inside a truck body up to 15 degrees and because of greater chocolate use ups summer volume about 20-25 per cent. To take full advantage of the cooling equipment, he also blocks off rear truck windows and instructs route men to open only one panel door at a time.

Refrigerated Storage

Madison, Wis., operator George Card, Card Sales, plans to use a refrigerated storage box this summer which will enable route men to take candy out at a much lower temperature than was previously possible. This will result in a much smaller loss, he believes. He bases his plan on the premise that a high percentage of the bars soften while in transit rather than while in the vender.

Herb Geiger, Geiger Automatic Sales Company, Milwaukee, agrees with Card's en route bar meltage thinking. He insulated his route trucks last summer, and during excessively hot days, ice is kept in the trucks. Paul Strelzyk, Paul's Candy Service, Milwaukee, places less merchandise in his equipment in summer and services each unit more frequently.

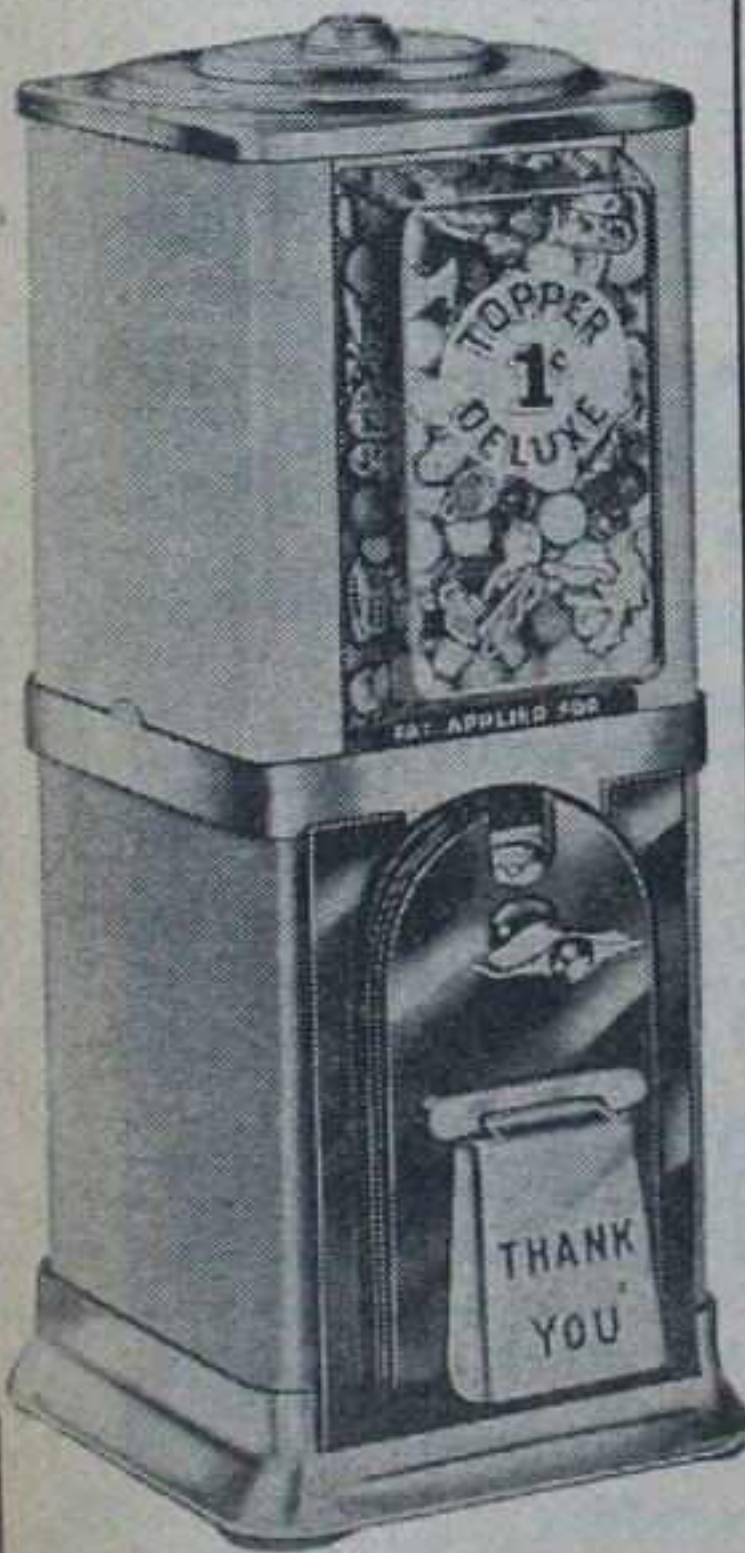
Pushing machine servicing back to morning hours will help curtail bar spoilage during transit, according to several Detroit operators. The biggest problem, they say, is the lack of variety in summer items that will sell well. Acting to curtail summer drop-off in some measure, Donald Liss, of (See Candy Ops on page 112)



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 140, 170 and 210 count ball gum and other bulk merchandise. Capacity 2375. 210 Count Ball Gum.



It's Here! TOPPER DE LUXE by VICTOR

The new streamline creation! Its beauty and performance are sensational! Never before have there been so many new and practical ideas packed into a bulk vender 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.

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"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



CUTS SERVICING TIME AND COSTS IN HALF

INTERCHANGEABLE SANI-CARRY GLOS

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 Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

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829 E. Armstrong St. Morris, Illinois

The New Sensational Northwestern

MODEL 49 SPECIAL

Less than 25 . . . \$13.75
Less than 100 . . . 13.55
100 or more . . . 13.35

SPECIAL INTRODUCTORY OFFER

5 Model 49 Specials plus 25 lbs. 210 Ball Gum and 1000 of Rake's Special Assorted Charms—\$79.50

1/3 deposit with order, balance C. O. D.

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LOmbard 3-7676

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COurt 1-3842

Northwestern

NEW REDUCED PRICES

MODEL 49

SPECIAL \$13.75 FACTORY FRESH Vender Confections

- foeey . . . 45¢
- Almonds . . . 45¢
- Jumbo Pistachios . . . 68¢
- Spanish #1 Peanuts . . . 24¢
- Blanched Virginias . . . 29¢
- Redskins . . . 24¢
- Cornuts . . . 23¢
- Boston Beans . . . 23¢
- Rainbow Beans . . . 24¢
- Pine Nuts . . . 24¢
- Ball Gum . . . 24¢
- Bubble . . . 27¢

Parts—Supplies—Charms—Write for List
BADGER SALES CO., INC.
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WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM

40 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 2.95
Copper & Nickel, large, 1,000 5.00
Silver Wedding Rings, 1,000 5.95
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Hep Cat" Buttons, 1,000 5.65
Plastic Colored Rings, 1,000 2.50

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES.



VICTOR TOPPER DELUX

The last word in vending efficiency.

1 TO 23

\$12.95 ea.

24 TO 47

\$12.75 ea.

48 TO 99

\$12.50 ea.

100 or more,

\$11.95 Ea.

Liberal trade-in allowance.

1/3 DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

2.1-Cent Tax Cut on "Economy" Cigs Voted by House Committee

WASHINGTON, May 6.—A tax reduction of 2.1 cents per pack on economy brand cigarettes was voted Wednesday (3) by the House Ways and Means Committee. If passed, it would bring the present 7-cent tax down to 4.9 cents and enable manufacturers of such brands to sell them at 12 cents a pack, exclusive of State taxes.

Major popular brands would not be affected. This means that the bulk of venter-sold cigarettes would remain at present price levels and operators would not, except where

economy brands were stocked, change coin mechanisms. If the measure, which now goes to the House, becomes law it is not seen as becoming a negative factor in the cigarette vending field. Operators reason that the price cut would not induce smokers of popular brands to change to the cheaper smokes.

The Treasury Department estimates the tax cut would save economy brand smokers \$90,000,000 a year. Based on the 12-cent per pack price quoted by makers of such brands, price would range from a low of 13 cents per pack in West Virginia (1-cent State tax) to a high of 20 cents in Louisiana (8-cent tax). In most of the States, however, the price would be 15-cents, as 20 States have a 3-cent cigarette tax. In the 14 States having a 2-cent levy, the second most common economy brand peg would be 14 cents.

New Penny Changer Set for Production By ETC Sales, Inc.

SOUTH BEND, Ind., May 6.—ETC Sales, Inc., this week announced completion of plans to manufacture a penny changer for use on standard types of vending machines. R. E. Clark, president, stated the new unit, called Coin Changers, will list for under \$25, plus installation.

Clark said the unit has been field tested via pilot models placed with operators over the past few months and can be operated electrically or mechanically. It can be adjusted to dispense one to four pennies change, and can be synchronized to release the coin simultaneously with the item vended.

ETC Sales plant is in Niles, Mich. Offices are at 801 Sancome Street here.

United Mfg. Offers New Electric Wiring Systems for Venders

MILWAUKEE, May 6. — United Manufacturing & Service Company has announced expanded activity on its custom designed, mass-produced electric wiring systems for vending machines. H. W. Hoard, president, said that the new system, called Unilectric Wiring Unit, effects savings in manufacturer wiring assembly costs plus on-location time saving when the operator exchanges electric compressors.

Feature of United's wiring system, which includes junction blocks, sockets, terminals, switches, disconnects and power cords as a single unit in a complete harness or in groups of subassemblies, is the elimination of up to 16 leads. Hoard cites one instance where a special wiring system designed for a cup vender reduced the original 25 leads in a bulky unit to 9 leads in one compact unit.

Currently, over 90 firms producing electrical equipment are using United's harnesses and component parts. All harnesses, Hoard pointed out, are Underwriter's Laboratory approved.

Vending machine manufacturers who have installed Unilectric units to date include The Hupp Corporation, Revco, and the Manitowoc Shipbuilding Corporation which is preparing to enter the cup vender field shortly.

United Manufacturing, 405 S. Sixth Street, which started in 1943 assembling wartime radar equipment with 13 employees, now occupies three floors of plant space and has 125 workers.

W. Va. Reports Cig Tax

CHARLESTON, W. Va., May 6.—State Tax Commissioner C. H. Koontz reports that West Virginians during April paid \$194,553 in penny-a-pack cigarette taxes compared with \$180,744 paid during March. "Of April's total, \$42,703 came from stamp sales, while the remainder was collected thru the use of metering machines used by most wholesalers for stamping cigarettes," Commissioner Koontz stated.

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!

Sample and Prices on Request.

Manufacturer and Distributor

J. SCHOENBACH

1645 Bedford Ave., Brooklyn 25, N. Y.



MR. OPERATOR!

DID YOU KNOW?

There are less used or rebuilt VICTOR MACHINES offered than any other make.

DID YOU KNOW?

That you can buy TOPPER as low as \$10.00 in lots of 100 or more.

DID YOU KNOW?

You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.

BETTER WRITE FOR TIME PAYMENT PLAN

ROY TORR
LANSDOWNE, PA.

NEW LOW PRICE



SILVER KING CHARM KING 2 GREAT VENDORS

Sample \$13.95
2 to 3 1 to 5 cases \$42.00 case 6 cases or more \$40.00 case Packed 4 to Case

RAKE COIN MACHINE EXCHANGE
409 Spring Garden Street Phila. 23, Pa. Lombard 3-2674

RAKE COIN MACHINE AGENCY
2120 Fifth Avenue Pittsburgh, Pa.

BRAND NEW LUCKY BOY VENDORS



\$9.75 Lots of 3, \$8.75
EACH Lots of 25, \$7.75
16 or 56 MODEL

Nut and Charm Vendors hold 5 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

BLOYD MFG. CO.
VALLEY STATION, KY.

VENDING MACHINE SALESMEN

The fastest selling—biggest profit machines for the operator—our men selling 1946 volume—deals can still be made if you have the right machine—Top commissions to real promotional producers who can travel and finance themselves until under way. Tell us who you've sold for and what you sold—and we will send full information. No curiosity seekers or free sample artists need apply. Exclusive territory assigned. Write now. BOX CH-132, The Billboard, Chicago, Ill.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER
(Illustrated)
Lots of 100 \$10.00
Sample, \$11.25.

Victor's Universal

JUMBO
1" Ball Gum Vender. Best Location-Getter in Years!
Immediate Delivery.

VEEDCO SALES CO. 2124 MARKET STREET PHILADELPHIA 3, PA. PHONE: LOCUST 7-1448

VICTOR'S Victory Basketball Game

First new counter game since the war—Plenty of action—return ball feature—1c or 5c play—REAL MONEY MAKER! 22" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free.

Orders Filled in Rotation Received.

\$32.50 EA.

Jobbers. Write for Quantity Prices. Distributors: Write for Special Prices! 1/3 Dep., Bal. C.O.D.



ANNOUNCING—VICTOR'S NEW VICTORY BASKET BALL GAME

The first really new PENNY-PLAY COUNTER GAME offered to the trade in the post-war market. Features 5 ping-pong balls for sensational action, life and suspense. Automatically totalizes the score. Simplified mechanism eliminates service calls.

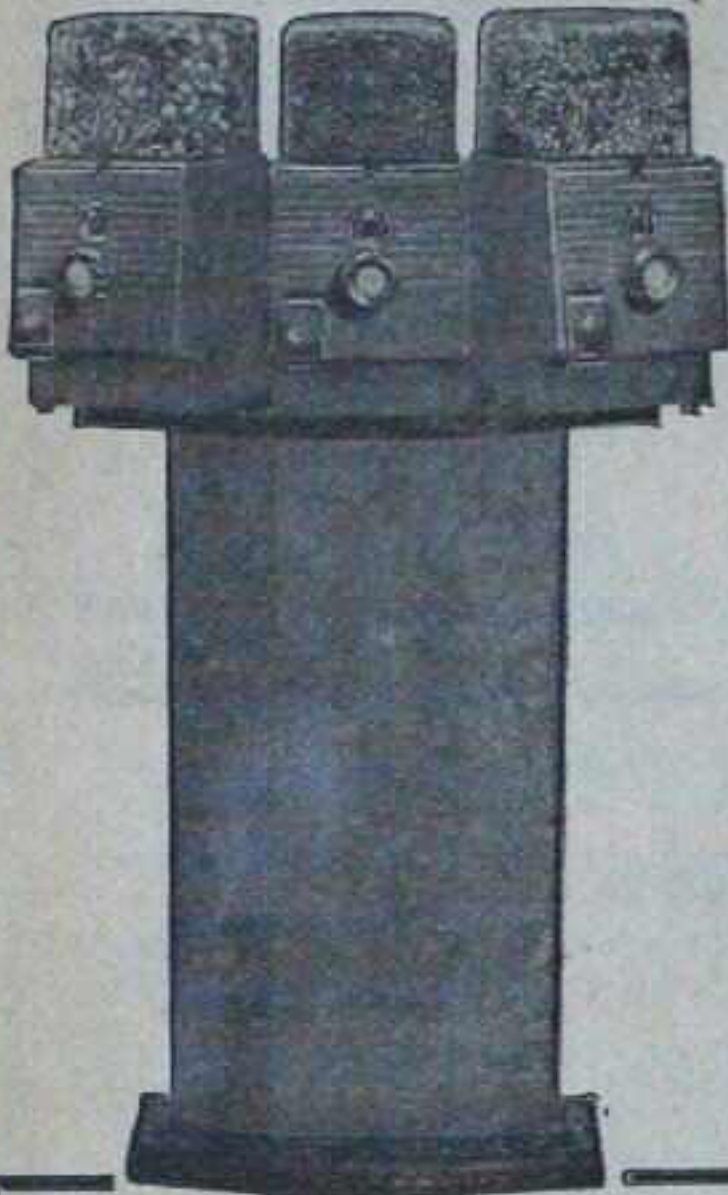
PRICE \$32.50

See your VICTOR distributor—or write for colored descriptive circular.

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GIVE TO THE DAMON RUNYON CANCER FUND

NOW!
Bigger Profit
 FROM EVERY LOCATION
 With the New
Northwestern
CABINET STAND
 FOR MODEL 49



WRITE FOR DETAILS
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THE NORTHWESTERN CORPORATION
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Immediate Delivery on ALL NORTHWESTERNS RAKE COIN MACHINE EXCHANGE
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"The Magazine of Automatic Merchandising"

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VEND

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Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

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City Zone State

Dr. Pepper Holds 2-Day School for Vender Servicing

KANSAS CITY, Mo., May 6.—Dr. Pepper Company officials and zone managers met here recently to discuss plans for intensifying the firm's bottle vender program. Included in the two-day session was a trip thru the SelectiVend plant, where first-hand instruction was given in proper loading and servicing of the S-48 and S-49 models.

Zone managers were schooled in the construction, operation and on-location maintenance of the machines. They in turn will instruct individual bottlers and sales and service personnel.

Hershey Net Earnings Rise

HERSHEY, Pa., May 6.—Hershey Chocolate Corporation reported a total income of \$7,171,002 for the quarter ended March 31, with gross sales of \$35,450,339 and net income of \$4,496,002. In 1949 the total income, for the same period, was \$4,248,739, gross sales \$41,224,114, and net income \$2,543,438. While gross sales for the first three months this year declined about 14 per cent from a year ago, net profit increased over 75 per cent as a result of lower ingredient costs, mainly cocoa beans.

ROCHESTER OPS MEET

(Continued from page 107)
 public relations-charity drive program on a national scale.

Member and non-member operators attending the meeting will discuss the campaign with Aaron Goldman, chairman of the 1950 NAMA public relations committee and originator of the vender Red Feather tie-in; C. S. Darling, executive director of NAMA, and L. L. Cavanaugh, director of membership and public relations. Joseph Goldstein, president and chairman of the Rochester Community Chest, also will be present.

Among the operators who have initiated the test Red Feather vender drive and who have been invited to attend the meeting are Fred Sarkis, Kwik Kafé of Rochester; E. Robert Anderson, Rochester Coca-Cola Bottling Company; Robert Green, Vend, Inc.; William Schick, Spencer Vending Machine Company; Norman Shapiro, Paramount Vending Company; Walter Murphy Jr., Rochester Canteen Company, and Walter Seabrooks.

German Patent Guide Offered U. S. Mfrs.

WASHINGTON, May 6.—The Office of Technical Services of the U. S. Department of Commerce announced this week the availability of a new "finding" guide to wartime German patent applications. Latter, which may now be freely used in Allied countries, is a subject index to the 200,000 German applications filed in the Berlin Patent Office over the 1940-'45 period. It breaks such patents down into 13 major industrial groups, in 89 classes and over 500 subclasses.

Firms interested in obtaining detailed information on such applications in their particular fields can purchase German-language abstracts in the form of printed "PB" volumes. The finding guide, translated for American use, is offered at \$3 each on microfilm copies.

Copies of the German patent application finding guide, *Subject Outline of the Unpublished Applications for Patents filed at the German Patent Office 1940-'45*, are available on request from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C.

CANDY OPS ACT

(Continued from page 110)
 Donel Vending Service, plans placement of extra machines in new locations, such as seasonal outdoor golf ranges.

Step Up Service

Minneapolis operators boiled down their answer to better summer volume with "give us the answer to how to keep service up to a point where it can be very frequent—without the addition of a host of new servicemen—and much of the summer drop-off will be eliminated."

However, they acknowledge that stepped-up servicing would be difficult in captive type locations, where management frowns upon multiple-daily and in some instances daily servicing as interfering with their production routine. Too, some plants shut down during the summer for periods of two weeks or more for a blanket vacation.

Los Angeles operators, who claim a 20 to 30 per cent drop in sales volume during the hot months, feel there is little that can be done with the exception of changing candy types. Some are using insulated trucks, with a few adopting cooling systems for trucks. All agree that the best summer business aid is operating a route of air-conditioned locations, such as industrial plants which normally have such systems.

VICTOR'S AMAZING NEW TOPPER
 Special May Offers
 1 Case 141 Topper PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (with plastic globes) \$52.00
 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$36.00
 1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$51.25
 Samp. Topper, \$11.25
 IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$14.95 EA. WRITE FOR INTRODUCTORY OFFER

RAIN-BLO GUM 140, 170 or 210 count in 25¢ cartons, 27¢ lb. In lots of 150 or more with freight prepaid. 25¢ lb., less 2%	PISTACHIOS 25 lb carton Large 35¢ lb. Small 30¢ lb. Full Cash With Order. Plastic Auto-graphed Base-balls, \$5.00 per M. Metal plated, \$8.00 per M. Write for our FREE Complete Charm List.
COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 25¢ lb. 160¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER	

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.
 Orders Under \$10.00 Money in Full.
 ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE
PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
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 Phone: Dickens 2-7992

WHAT'S UP DOC!

Sales are up and zooming sky high
 The eleven heavenly Warner cartoon character charms are cutting sales capers like never before.
 Better latch on today.
 Send for the New Revised Price List
Harb Guggenheim Inc.
 33 UNION SQUARE • NEW YORK 3, N. Y.

CHARMS
 Over sixteen different series of new charms
LOW PRICES
 Send 25c for cost of mailing samples, to be refunded with first order
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 415 Neptune Street Pittsburgh 20, Pa.

Popcorn
 MACHINE OPERATORS AND DISTRIBUTORS
 supRpopt co.
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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
 Speciall 6 Col., 150 Pack Cap. 35.00
 Speciall 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
 U-Select-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 \$62.50
Candyman
 (like new)
 72 bar cap. Enclosed base.

UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

BASKET BALL Lowest Counter Game on the Market

Precision Built by
VICTOR

So you know it's good!



Sample **\$32.50**

YES! It can be bought on Time
Payment.

In lots of 10 from

JOY TORR LANSDOWNE,
PENNA.

New Low Price KING OF VENDORS

Ball and Gum Candy, Charms, Vendors,
U. S. and Foreign Coins. "Hot
" Vendors.



Bigger Profits from locations are a natural with
Silver Kings
or
"Charm King"
Ball Gum Vendor.
Designed for sales compelling eye appeal as low as
\$10.00
in quantities

At All the Best Dealers—or Write.
Ask About the New "Hunter."
SILVER-KING CORP.
2 Diversy Parkway CHICAGO, ILL.

BALL GUM

Bubble or "Chicle"
All Sizes

from 3/8ths to new 1-inch Jumbo

NEW CHARMS

Brilliant colors
Opaque or Translucent

BARKER BRANDS, INC.
Sea Bright, N. J.

FOR SALE
SPACARB SINGLE DRINK MACHINES
In good condition, just off location,
Reasonably priced.

M. KLARNET
22-24 139th Ave., Laurelton 10, L. I., N. Y.
Phone: Laurelton 7-1195

**GIVE TO THE
AMERICAN CANCER FUND**

Bill Fishman Heads Region VI NAMA; Sessions Stress Costs

(Continued from page 107)

furnished operators with a cost breakdown in cigarettes. Niedenthal showed from his experience that a six-year-old machine selling 200 packs per month will return an average net profit of \$1.14. The same machine, selling 250 packs per month (both illustrations used the 20-cent price), will net \$2.21.

New machines, figuring \$3 depreciation per month over a six-year period, selling 500 packs monthly will net \$1.83; at 550 packs per month, \$2.78. These rates, Niedenthal pointed out, will not apply everywhere since commission rates, State and local taxes and other cost factors vary.

G. L. Duryea, Chicago Concessions, Inc., lashed out at promoters in the cup-type soft drink field who, he said, are hurting the business by using false figures in their sales messages. Duryea estimated a small operator, working by himself with 20 machines, needs \$35,000 to get started and to carry him thru until the route shows a profit.

Before adjournment for lunch, Chicago management consultant, John W. Mock, told the session vending is an infant industry in some respects but mature in that it is highly competitive. The only way to combat "dog eat dog" competition, Mock said, was a sound sales policy designed for the long pull to put the business on a profitable basis and keep it there.

Mock touched on the subject of commissions, always a warm topic in the operating fraternity, by asking the question, "Are you buying or selling?" When an operator offers a higher commission for competitive reasons, he is "buying" business, Mock continued. He added no company which buys business endures.

During the luncheon NAMA staff members read messages from George Seedman, president of the Rowe Cigarette Service Company of Los Angeles and of NAMA, urging every operator to bring in new members. A membership committee, headed by Tom King, King & Company, Chicago, was appointed to build the roster in Region VI.

Following lunch, NAMA legislative counsel, Fred Brandstrader, outlined the current situation in the region (Illinois, Indiana, Minnesota, North and South Dakota and Wisconsin). He told how the industry secured repeal of per-machine taxes in Chicago and Indianapolis.

Gustave Herman, acting head of the Food Inspection Bureau, Chicago Health Department, explained the Windy City's license and sanitation ordinance to operators. This ordinance, Herman said, was based on a model drawn up by the United States Public Health Authority. Eventually, Herman predicted, manufacturers will find they have to take steps to design and build their equipment in conformity with public health standards. Bill Fishman, chairman of NAMA's

accounting committee, explained the association's drive for standard accounting procedures. (Earlier, NAMA passed out a preliminary report on its accounting study to present member operators.) Details of the accounting report are being released in confidence to members.

NAMA's insurance committee reported thru staff member Bernard Osmond, who outlined a proposal to write group accident, sickness and hospitalization benefits for member operators and their employees. The afternoon business session then heard from NAMA staff member Laurie Cavanaugh, who outlined the group's plan to participate in Red Feather drives this year, following the successful completion of a test in Rochester, N. Y., last month.

Coan Names Six New Sales Reps

MADISON, Wis., May 6.—With the appointment of six new regional sales managers by Coan Manufacturing Company, General Sales Manager Frank Q. Doyle this week announced the complete line-up of sales coverage. Expansion of its personal contact sales force brings the department's personnel to 11 men.

New sales managers named were W. P. Punton, 118 Long Lake, Route 5, Kalamazoo, Mich., for Wisconsin, Minnesota, Michigan (except Wayne County and Detroit); V. R. Middlemas, 112 Thayer Avenue, W., Bismarck, N. D., for North and South Dakota and Nebraska; R. W. Merriam, 3017 47th Street, Des Moines, for Iowa; Frank Herbenar, 3707 Bliss, El Paso, Tex., covering New Mexico, Arizona, Utah and Colorado; C. W. Brown, 160 W. Meyers Street, Salem, Ore., covering Oregon, Washington, Montana, Idaho and Wyoming, and T. Z. Jackson, Nashville, for Tennessee.

Remaining five regional representatives are Harry M. Hansen, 65 W. 54th Street, New York City, for New York, New Jersey, Pennsylvania, Ohio, Delaware, Maryland; Washington, D. C.; Virginia and West Virginia; H. A. Rea, 910 Olive Street, St. Louis, covering Kansas, Missouri (except St. Louis), Illinois, Indiana and Kentucky; J. G. Chalcraft, 364 Washington Street, Mobile, Ala., for Alabama, Florida, Georgia, Mississippi, North and South Carolina and Louisiana; Woodie Taylor, 2729 Tillar Street, Fort Worth, for Texas, Oklahoma and Arkansas, and Woodie Leslie, 3151 E. Colorado Boulevard, Pasadena, Calif., for California and Nevada.

Northwestern Sales In New York Offices

NEW YORK, May 6.—The Northwestern Sales & Service Company will move its headquarters to a new store at 438 West 42d Street Monday (8), but will retain its Brooklyn outlet at 4105 16th Avenue as a branch office. This was announced here this week by Moe Mandel, owner, who will be in active charge of the New York store. Carl Koren will remain in the Brooklyn branch as manager.

Mandel said the move is being made to handle increased business and to accommodate up-State and New Jersey operators in the city on buying trips. Firm handles the Northwestern bulk vender on an exclusive basis in New York and New Jersey.

Hikes Cig Tax

ALEXANDRIA, Va., May 6.—An ordinance levying a city tax of 2 cents per package on cigarettes, was passed on its first reading by the Alexandria City Council.

**EMPTIES
MACHINES
FASTER!**

**Rain-Blo
BALL BUBBLE
GUM.**

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.

WE'VE GOT... TOPPER

Victor's Terrific Vender



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case. \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.

540 2ND AVE., N.
BIRMINGHAM 4, ALABAMA

NEW CHARMS

READY FOR YOU
NOW



They're Really
Beauties, Too

KNIFE (Scout).
Per 1000 \$10.00
BASEBALLS, 1 1/2",
with team names,
white with black
seams. Per 1000. 5.50
BASEBALLS, 3/4",
white with black
seams. Per 1000. 6.00
All Postpaid.
Write now to get on our
mailing list.

Charms, Inc.

MANUFACTURERS AND DISTRIBUTORS

BRILLION - WISCONSIN

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 7 1/2-Bar Size. Each \$27.50

Cigarette Machines

Write for low prices all makes.

COUNTER MODEL \$17.50

Half Deposit. Phone: BA. 9-0600

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

MOA ISSUES CODE OF ETHICS

Stresses Org's Program in National Affairs; Names Six Officers, 37 Board Directors

Clarifies Associate Memberships for Manufacturers

OAKLAND, Calif., May 6.—George A. Miller, national chairman and treasurer of the Music Operators of America (MOA), this week issued the new Code of Ethics of that org. and listed the six officers, national counsellor and 37 board of directors set at the 1950 convention in Chicago last March.

The 12-point code stresses the separation of phonographs from other types of equipment, the part to be played by the association in opposing national legislation affecting the biz, membership and policy regarding election of officers.

While the board of directors has been expanded considerably, Miller said that additional appointments will be made to the board from time to time in the future. At the convention he had expressed the hope that the board would eventually number 100 members.

Code of Ethics

Following is the complete Code of Ethics as issued to the MOA membership this week:

1. Music Operators of America is a national committee of music operators and executives of State and local associations from all parts of the nation banded together to improve the con-

5-State Execs Meet in Mpls. Within Month

To Air Regional Matters

MINNEAPOLIS, May 6. — Plans have been completed, with the exception of the setting of the final date, for a meeting of executives of associations making up the Five-States group, it was learned here this week. However, it was said the meeting would be held some time between the American Coin Machine Manufacturers' Association (ACMMA) and the Coin Machine Institute (CMI) conventions, preferably early in June.

Scheduled to participate in the meetings are the presidents, vice-presidents and secretaries of the Minnesota Amusement Games Association (MAGA), the South Dakota Phonograph Association (SDPA), Iowa Automatic Music Operators' Association (IAMOA), North Dakota Music Operators' Association (NDMOA) and the Wisconsin Phonograph Operators' Association (WPOA).

With the establishing of a definite meeting date awaiting only the return of Tom Crosby, president of the MAGA, who is now in Europe, other association execs have already indicated subjects to be included on the agenda are legislation, regional operating problems, tax matters and promotion. A discussion as to future Five-States Convention plans will also be held, with the strong possibility that the regional meet may be resumed late this year or early in 1951.

ditions of the automatic phonograph business.

2. Further, and most important, to (See MOA Issues on page 117)

So. Dakota Ops Hold Spring Meeting; Discuss Licenses

MITCHELL, S. D., May 6.—The South Dakota Phonograph Association (SDPA) held its spring meeting here Sunday and Monday (April 30-May 1) and covered various phases of operation and State legislation. With Mike Imig, SDPA president, presiding, meetings were conducted at the Country Club on Sunday and at the Lawler Hotel Monday. Originally, the two-day session had been scheduled for the Widmann Hotel, but last-minute changes were effected when a fire destroyed the Widmann a

SDPA Aids Charity

MITCHELL, S. D., May 6.—The South Dakota Phonograph Association (SDPA), at its spring meeting here last Sunday and Monday (April 30-May 1), donated \$100 to the State chapter of the Cancer Fund.

Mike Imig, in turning over the check to Joseph Robbie, a candidate for governor of South Dakota, said that every member of the org also had pledged to make individual donations to their local chapters.

week before the get-together.

Featured speaker at the meeting was Joseph Robbie, Mitchell attorney, who is a candidate for governor. Robbie addressed the operators at their banquet at the Steak House here Monday night. The turnout was the largest in the history of the organization.

Getting both sides of the gubernatorial race, operators earlier in the day, heard H. Fuller, local attorney, discuss the campaign. Fuller repre-

(See South Dakota on page 117)

Trimount in All-Out Tele, Theater, Show Promotions

BOSTON, May 6.—A new gimmick in promotion—video advertising—is being given a try by Trimount Automatic Sales, and results in the first three weeks have been highly satisfactory, according to Irwin Margold, assistant to Prexy Dave Bond.

The tele bit over Boston's Channel 7 goes on once a week Wednesday nights between 10 and 11:30 during the break of amateur boxing from Chicago. The Seeburg-100 is shown in pictures with Sherm Feller, local disk jockey doing the announcing, and Sherm's wife, Judy Ballentine, who waxed the ditty *Cooked, Boiled and Toasted*, dropping a nickel into the Wall-a-Matic. Viewers are told to contact their local operators if they would like a Seeburg-100 installed in their place of business, and Trimount Automatic Sales is flashed as distributors for Seeburg.

Another promotion was worked out

in co-operation with Loew's State Theater on Massachusetts Avenue. In the lobby Irwin Margold has set up a Seeburg-100 stocked with MGM hits, old favorites and classical numbers.

The Seeburg is played free by patrons of the theater, and a display around the music machine contains a card listing Trimount as distributor.

Display at Show

Trimount put the Seeburg-100 on display at the hotel and restaurant show at the Hotel Statler April 26-28, and Irwin Margold said there was more interest in the unit than at any one other exhibit in the show.

So far, Trimount has had a big year with the new Seeburg phonograph, and with the heavy promotion and advertising by the firm, indications are that 1950 will surpass 1949 in business, firm officials reported.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments in this issue of *The Billboard* are:

DISKERS BATTLE OVER 45. David Sarnoff and Samuel Rosenman tangle; battle of the speeds seems to be renewed (General Department).

INJECTION MOLDING'S A-COMING? The low-cost, fast method used on kidisks now seems possible for the entire disk industry (Music Department).

CUT-RATE MAIL DISKS BOOM IN DETROIT. The month-old enterprise threatens to become big business (Music Department).

MERCURY EMBARKS ON COUNTRY MUSIC PUSH. The diskery plans an all-out promotion on plugging folk tunes (Music Department).

DECCA SIGNS ETHEL MERMAN TO THREE-YEAR PACT. Legit star Ethel Merman, on strength of two disks, is inked to pact by the diskery (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* features—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

Mero Begins Coin Video Production

Offers Two Models

CHICAGO, May 6.—Mero Industries have entered the coin-operated television field here with two tavern sets, featuring 16-inch and 19-inch direct view tubes. Col. L. Lewis, Mero director of advertising, stated that both models were designed for the operator trade.

The 16-inch model has a screen which offers 145 square inches of viewing surface, while the larger unit's screen has 203 square inches. The former lists for \$269 and the 19-inch set for \$399. Both receivers are set up with metered coin boxes which are sold to operators for \$20. Mero promises immediate delivery.

Dollar Per Hour

The Mero official pointed out that with baseball season now in full sway tavern locations are averaging five hours of reception. Mero advises operators to place the coin tele sets on location so that play is at the rate of a quarter for 15 minutes. With this scale the Mero receivers take in \$1 per hour, or \$5 per five-hour day. On a seven-day week this would come to \$1,825 per year. The meters are designed to handle coins for two hours of advance play. Lewis explained that operators can also reset the metered coin chute for half-hour (See MERO BEGINS on page 117)

Stand'd Adapter Starts Drive on Juke-Radio Unit

CHICAGO, May 6. — Standard Adapter Company announced the start of a nationwide placement drive on its transmitter adapter unit for juke boxes, timed with the opening of the drive-in type snack eateries. The firm, which introduced its adapter last year (*The Billboard*, August 20), reports it is now being used in music equipment in such locations thru many sections of the country.

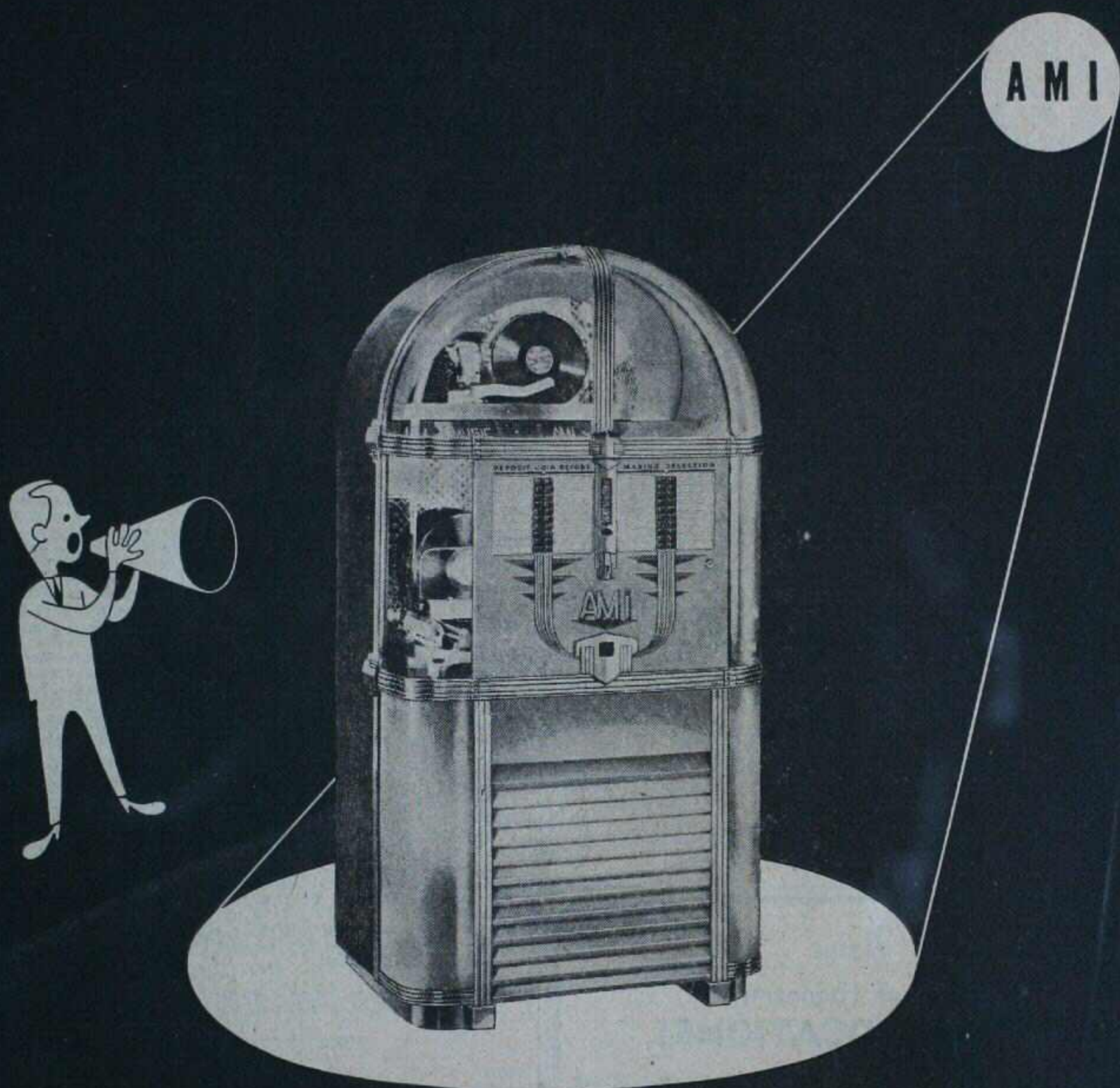
The Standard Adapter unit permits reception of juke box music on auto radios, and may be used with any make or model phonograph, according to Walter Terrence, sales manager. Priced at \$35, it is 4 inches high, 4 inches wide and 10 inches long. It may be installed in the base of a juke box, secured by two screws.

Adjustments

Adjustments permit setting the adapter to transmit juke music to limits of all size drive-in areas up to 75 feet. Selection of frequencies for clearest reception within the limited area and which do not interfere with regular radio broadcasts, is possible.

Promotional aids include a large cardboard sign which is supplied at cost (about \$5). This carries the legend, "Music of Your Choice," with the proper frequency number for reception on car radios. Space is also provided for listing titles and numbers of records on the juke box. Customers are given a "musical menu" with their food and may give the car hop money for insertion in the phonograph.

Standard Adapter Company is now headquartered at 1771 Howard Street, Chicago.



Who Sells Your Music for You?

The "C" is no shrinking violet—it loves to call attention to itself. It never hides in a corner—it's built high enough so everyone can see it, and it's endowed with the flashing appearance that proclaims it to be a juke box—and nothing else! We believe a juke box should go out to sell itself, to sell music, and to keep on selling without pause. *Who sells your music for you?* You're not there to boost the machine in person, the

location's too busy with other things, so the "C" does your selling for you to insure your investment paying out as it should.

Model "C" has 50% extra visibility; exclusive top mirror delivers two separate effects before playing and while playing; machine blazes with color, motion, eye appeal and enchanting beauty. Whole program is visible at a glance right where the eye expects it and the fingers itch to sample it.

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich. • Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

ADVANCE RECORD RELEASES

(Continued from page 38)

INTERNATIONAL

- As P'Tit Trot
P. Dutein-B. Lamont Ork (Les Jeunes) Pigalle P1-1000
- Bohemian Heart
B. Lamont Ork (Flowers in) Magic M2-1016
- Flowers in the Rain
B. Lamont Ork (Bohemian Heart) Magic M2-1016
- Jo Waos Prose Na Wesele
E. Brominski (Kto Kocham) Syrena 1258
- Kto Kocham Mezarke
E. Brominski (Jo Waos) Syrena 1258
- Les Jeunes Filles
B. Lamont Ork-P. Dutein (Au P'tit Trot) Pigalle P1-1000
- Ku-Ku Polka
Silver Bell Ork (Ramona) Syrena 1236
- Marshmallow Candy
B. Lamont Ork (So True) Magic 1017
- No, No, No, No
Gomulka Polka Band (Sizzling Clarinetist) Dec 45101
- Ramona
J. Nowak (Ku-Ku Polka) Syrena 1236
- Sizzling Clarinetist
Gomulka Polka Band (No, No) Dec 45101
- So True
B. Lamont Ork (Marshmallow Candy) Magic 1017

CHILDREN

- Buffalo Billy
J. Arthur (I Found) Humpty Dumpty 507
- Bubble Gum Polka, The
Mister Jolly-R. Collier (Frogzee and) Col M.J.V-64
- Frogzee and the Flyzee
Mister Jolly-R. Collier (Bubble Gum) Col M.J.V-64
- I Found My Mama
V. White-S. Harper (Buffalo Billy) Humpty Dumpty 507
- Little Prayers for Little People Album—K. Griffin-St. Nicholas Boy's Choir (1-10") Rondo 1050
- Puff 'n Tool
J. Arthur-T. Deane-Peter Pan Chorus Ork (Parts 1 & 2) Peter Pan 2242

RELIGIOUS

- Bless This House
K. Baker-K. Darby Singers (Help Me) Dec 14514
- Deep River
Southwind Quartette (Road So) Freedom 114
- Haven of Rest, The

- Dixie Four (Riding the) Gospel 505
- Help Me To Help My Neighbor
K. Baker-K. Darby Singers (Bless This) Dec 14514
- I Can't Help From Cryin' Sometimes
Parker Bros. Quartet (Separating Line) Atlantic 908
- Life's Railway to Heaven
Dixie Four (Precious Memories) Gospel 506
- Lord, Build Me a Cabin in Glory
Drifting Pioneers (Why Don't) Gospel 1004
- It's an Unfriendly World
Johnson Family Singers (You've Got) Col 20693
- Nobody Knows De Trouble I've Seen
Southernaires (Swing Low) Dec 14516
- Precious Memories
Dixie Four (Life's Railway) Gospel 506
- Road So Rough and Rugged
Southwind Quartette (Deep River) Freedom 114
- Riding the Range With Jesus
Dixie Four (Haven of) Gospel 505
- Separating Line, The
Parker Bros. Quartet (I Can't) Atlantic 908
- Swing Low, Sweet Chariot
Southernaires (Nobody Knows) Dec 14516
- Why Don't You Sit Down?
Drifting Pioneers (Lord Build) Gospel 1004
- You've Got To Walk That Lonesome Road
Johnson Family Singers (It's an) Col 20693

LATIN-AMERICAN

- Agua Bendita
R. Quiroga (Cuando Tu) V 23-1588
- Amor Y. Pasion
J. Ramirez Ork (Un Cafecito) V 23-1587
- Chang
Tito Puente (Zing-A-Zing-A Boom) V 23-1586
- Cuando T. Piensas
R. Quiroga (Agua Bendita) V 23-1588
- El Cebucan
L. Universitarios-J. Ramirez (Mi Loca) Cafamo 519
- El Merengue
E. Negrito Chevalier (Rumbon Caliente) V 23-1585
- Mi Loca Fantasia
Los Universitarios-J. Ramirez (El Cebucan) Cafamo 519
- Obsesion
Los Romanceros (Se Acabo) V 23-1620
- Para Dormir a Un Negrito
L. Carbonell (Y Tu) V 23-1584

- Rumbon Caliente
E. Negrito Chevalier (El Merengue) V 23-1585
- Se Acabo El Cafe
Los Romanceros (Obsesion) V 23-1620
- Un Cafecito
J. Ramirez Ork (Amor Y) V 23-1587
- Y Tu Abuela A'Onde Esta
L. Carbonell (Para Dormir) V 23-1584
- Zing-A Zing-A Boom
T. Puente (Chang) V 23-1586

HOT JAZZ

- Maryland, My Maryland
B. Pollock's Pick-A-Rib Boys (Sensation Rag) Discovery 132
- San Antonio Shout
B. Pollock's Pick-A-Rib Boys (Tin Roof) Discovery 132
- Sensation Rag
B. Pollock's Pick-A-Rib Boys (Maryland My) Discovery 132

CLASSICAL

- Bach: Sonata No. 1 in G Minor and Sonata No. 2 in A Minor Album—A. Schneider (1-12") Mer (33) MG10017
- Bartok: Sonata No. 1 Album—Y. Menuhin-A. Baller (1-12") V(78)DM1286; (45)WDM1286; (33)LM1009
- Beethoven: Concerto No. 1 in C Op. 15 Album—A. Dorfmann-NBC Symphony Ork-A. Toscanini, Cond. (1-12") V(78)DM1036; (45)WDM1036; (33)LM1039
- Beethoven: Overture, Allegretto and Finale From Prometheus Amsterdam Concertgebouw Orchestra Paris (1 & 2) Capitol-Telefunken
- Beethoven: Overture to "Consecration to the House Album—Boston Symphony Ork-S. Koussevitzky, Cond. (Schumann: Overture to) (1-10") V(78)DM1287; (45)WDM1287; (33)LM-6
- Beethoven: Sonata in C Sharp Minor, Op. 27, No. 2 Album—(Moonlight) V. Horowitz (1-12") V(78)DM115 & 1284; (45)WDM115 & 1284; (33)LM1027
- Beethoven: Sonata in D, Op. 12, No. 1 and Sonata in A, Op. 12, No. 2 Album—J. Heifetz-E. Bay (1-12") V(78)DM1254; (45)WDM1254; (33)LM1015
- Beethoven: Sonata No. 5, in F, Op. 24 Album—J. Heifetz-E. Bay (Mozart: Sonata No. 8) (1-12") V(78)DM1283 & 1290; (45)WDM1283 & 1290; (33)LM-1022
- Beethoven: Symphony No. 5 in C Minor, Op. 67 Album—Boston Symphony Ork-S. Koussevitzky, Cond. (1-12") V(78)DM1313; (45)WDM1313; (33)LM-1021
- Beethoven: Symphony No. 4 in B Flat, Op. 60 Album—London Philharmonic-Sir T. Beecham, Cond. (1-12") V(78)DM1081; (45)WDM1081; (33)LM1026
- Beethoven: Symphony No. 2 in D, Op. 36 Album—San Francisco Symphony Ork-P. Monteux, Cond. (1-12") V(78)DM1325; (45)WDM1325; (33)LM-1024
- Bizet: Carmen Album—L. Albanese-T. Votipka-G. Swarthout-L. Brownig-R. Vinay-A. Amato-R. Merrill-G. Cehanovsky-RCA Victor Choral-R. Shaw, Dir.-RCA Victor Ork E. Leinsdorf, Cond. (1-12") V(78)DM1078; (45)WDM1078; (33)LM1007
- Brahms: Clarinet Sonatas Op. 120 Album—R. Kell-M. Horszowski (1-12") Mer (33) MG10016
- Brahms: Tragic Overture Album—Amsterdam Concertgebouw Orchestra-W. Mengelberg Cond. (1-12") Capitol-Telefunken (78)EBL8014; (45)KBM-8014; (33)P-8078
- Chopin: Concerto No. 1 in E Minor, Op. 11 Album—A. Brailowsky-RCA Victor Symphony Ork-W. Steinberg, Cond. (1-12") V(78)DM1317; (45)WDM1317; (33)LM1021
- M. De Falla: Concerto for Harpsichord in B Minor Album—R. Kirkpatrick (V. Retti: Partita for) Mer (33) MG10015
- Debussy: Children's Corner Suite Album—L. Stokowski Symphony Ork (1-10") V(78)DM1327; (45)WDM1327; (33)LM-9
- Debussy: Quartet in G Minor, Op. 10 Album—Paganini Quartet (1-10") V(78)DM1213; (45)WDM1213; (33)LM-3
- Dvorak: Symphony No. 5 in E Minor, Op. 95 Album—L. Stokowski & His Symphony Ork-M. Miller (1-12") V(78)DM1248; (45)WDM1248; (33)LM1013
- Eck: Overture to the Magic Violin—German Philharmonic Orchestra of Prague-J. Keilberth, Cond. (Parts 1 & 2) Cap(78)B-86012; (45)F-86012
- Grieg: Concerto in A Minor Album—A. Rubenstein-RCA Victor Symphony Ork-A. Dorati, Cond. (Liszt: Concerto No. 1) (1-12") V(78)DM1343 & 1144; (45)WDM1343 & 1144; (33)LM1018
- Grofe: Grand Canyon Suite Album—A. Toscanini-NBC Symphony Ork (1-12") V(78)DM1038; (45)WDM1038; (33)LM1004
- Handel: I Know That My Redeemer Liveth—Boy Soprano of the Vienna Choir Boys (Parts 1 & 2) Capitol-Telefunken (78)7-80167; (45)F-80167
- Haydn: Symphony No. 101 in D (Clock) Album—NBC Symphony Ork-A. Toscanini, Cond. (Mozart: Symphony No. 35) (1-12") V(78)DM1368; (45)WDM1368; (33)LM-1038
- Sabalevsky: Sonata No. 3, Op. 46 Album—V. Horowitz (Prokofiev: Sonata No. 7) (1-12") V(78)DM1042 & 1282; (45)WDM1042 & 1282; (33)LM1016
- Khatchaturian: Concerto for Piano and Orchestra Album—W. Kapell-Boston Symphony Ork-S. Koussevitzky, Cond. (1-12") V(78)DM1084; (45)WDM1084; (33)LM1006
- Lalo: Symphonie Espagnole Album—Y. Menuhin-Colonne Ork-u. Fournet, Cond. (1-12") V(78)DM-1207; (45)WDM-1207; (33)LM-1011
- Liszt: Concerto No. 1 in E Flat Album—A. Rubinstein-RCA Victor Symphony Ork-A. Dorati, Cond. (Grieg: Concerto in) V(78)DM-1343 & 1144; (45)WDM-1343 & 1144; (33)LM-1018
- Milhaud: Concertino de Printemps—L. Kaufman-French National Radio Diffusion Orchestra-D. Milhaud, Cond. V(78)B-86013; (45)F-86013
- Mendelssohn: A Midsummer Night's Dream Album—NBC Symphony Ork-A. Toscanini, Cond. (1-12") V(78)DM-1280; (45)WDM-1280; (33)LM-1041
- Moussorgsky: Pictures at an Exhibition Album—V. Horowitz (1-12") V(78)DM-1249; (45)WDM-1249; (33)LM-1014
- Mozart: Sonata No. 12 in F Album—V. Horowitz (Beethoven: Sonata in C) (1-12") V(78)DM-115 & 1284; (45)WDM-115 & 1284; (33)LM-1027
- Mozart: Symphony No. 35 in D (Haffner) Album—Symphony Ork-A. Toscanini, Cond. (Hayden: Symphony No. 101) (1-12") V(78)DM-1368; (45)WDM-1368; (33)LM-1038
- Offenbach: Gaité Parisienne Album—Boston Pops Ork-A. Fiedler, Con. (1-12") V(78)DM-1147; (45)WDM-1147; (33)LM-1003
- Prokofiev: Sonata No. 7, Op. 83 Album—V. Horowitz (Kabalevsky: Sonata No. 3) (1-12") V(78)DM-1042 & 1282; (45)WDM-1042 & 1282; (33)LM-1016
- Rachmaninoff: Concerto No. 2 in C Minor, Op. 15 Album—A. Rubinstein-NBC Symphony Ork-V. Golschmann, Cond. (1-12") V(78)DM-1075; (45)WDM-1075; (33)LM-1006
- Ravel: Bolero and Ma Mere L'Oye Album—Boston Symphony Ork-S. Koussevitzky, Cond. (1-12") V(78)DM-1268; (45)WDM-1268; (33)LM-1012
- V. Rieti: Partita for Flute, Oboe, String Quartet and Harpsichord Album—S. Marlowe (M. De Falla: Concerto) (1-12") Mer(33)MG-10012
- Rimsky-Korsakoff: Scheherazade Album—San Francisco Symphony Ork-P. Monteux, Cond. (1-12") V(78)DM-920; (45)WDM-920; (33)LM-1002
- Rossini: Barber of Seville: Overture Album—A. Toscanini-NBC Symphony Ork (1-12") V(78)DM-1037; (45)WDM-1037; (33)LM-1044
- Schubert: Symphony No. 9 in C Album—A. Toscanini-NBC Symphony Ork (1-12") V(78)DM-1167; (45)WDM-1167; (33)LM-1040
- Schubert: Quintet in A Major, Op. 114 Album—F. Rupp-Stross Quartet (1-12") Capitol-Telefunken (78)DL-8019; (45)KDM-8019; (33)P-8019
- Schumann: Overture to Manfred, Op. 115 Album—NBC Symphony Ork-A. Toscanini, Cond. (Beethoven: Overture to) (1-10") V(78)DM-1039; (45)WDM-1039; (33)LM-8
- Eleanor Steber in Songs at Eventide Album—E. Steber-Firestone Orchestra-H. Barlow, Cond. (1-10") Col(33)ML-2105
- Bird Songs at Eventide
- Ev'rytime We Say Goodbye
- I'll Be Seeing You
- Out of My Dreams
- Sing Me To Sleep
- When Day Is Done
- When I Grow Too Old To Dream
- You and the Night and the Music
- Issac Stern in Violin Selections From Humoresque Album—I. Stern-O. Levant-F. Waxman (1-10") Col(33)ML-2103
- Bizet: Carmen Fantasy
- Dvorak: Humoresque
- Rimsky-Korsakov: Flight of the Bumble Bee
- Sarasate: Zigeunerweisen
- Wagner: Tristan and Isolde-Excerpts
- Stravinsky: Dumbarton Oaks Concerto and Card Party Ballet—Dumbarton Oaks Festival Ork-I. Stravinsky, Cond. (1-12") Mer(33)MG-10014
- Tchaikovsky: Concerto No. 1 in B Flat Minor Album—A. Rubinstein-Minneapolis Symphony Ork-D. Mitropoulos, Con. (1-12") V(78)DM-1159; (45)WDM-1159; (33)LM-1028
- Tchaikovsky: Manfred, Op. 58 Album—A. Toscanini-NBC Symphony Ork (1-12") V(78)DM-1372; (45)WDM-1372; (33)LM-1037
- Tchaikovsky: Nutcracker Suite Album—Philadelphia Ork-E. Ormandy, Cond. (1-10") V(78)DM-1020; (45)WDM-1020; (33)LM-8
- Tchaikovsky: Romeo and Juliet Album—NBC Symphony Ork-A. Toscanini, Cond. (Berlioz: Romeo et) (1-12") V(78)DM-1178 & 1160; (45)WDM-1178 & 1160; (33)LM-1019
- Tchaikovsky: Sleeping Beauty Ballet Album—L. Stokowski & His Symphony Ork (1-12") V(78)DM-1205; (45)WDM-1205; (33)LM-1010
- Tchaikovsky: Swan Lake Album—St. Louis Symphony Ork-V. Golschmann, Cond.-H. Farberman (1-12") V(78)DM-1028; (45)WDM-1028; (33)LM-1003
- Verdi: The Heart of Ermani Album—M. Benini-L. Betti-G. Gifford-W. Hirschfeld-E. Verdi, Cond. (1-12") Regent (33)MG-5000
- Wagner: Siegfried: Act 3 Album—E. Farrell-S. Svanholm-Rochester Philharmonic Ork-E. Leinsdorf, Con. (1-12") V(33)LM-1000

Good News

For Operators of Phonographs at DRIVE-IN LOCATIONS!

- We know how 25,000 new locations can be obtained and made into top money makers . . .
- We know how to boost falling collections during the Drive-In season . . .
- We know something that is new and stimulating to your business . . .
- We know how you can make a hit with your locations and help increase their business . . .
- We know how you can eliminate outdoor speakers that annoy neighbors and cause complaints—and still bring music to your outdoor customers . . .

HOW?

Only 2 connections to the phonograph

NOTHING TO PLACE IN THE CAR

\$35.00 complete with full operating and installation instructions

With the "STANDARD TRANSMITTER ADAPTER"

THE STANDARD TRANSMITTER ADAPTER is a specially constructed transmitter that fits inside any phonograph. The music is tuned in on the customer's car radio and cannot be picked up outside the drive-in area. Phonograph volume can be turned completely off without affecting car reception.

TERMS:

1/3 deposit with order, balance C. O. D. Remit in full and we pay postage charges in U. S. A.

The ONLY ONE of Its Kind

STANDARD ADAPTER CO.

1771 W. Howard St. Chicago 26, Ill.

A Post-Card will bring you a free illustrated circular with the same information that enabled the very first adapter installed to increase collections over 500%—not for just a week, but for the entire period of operation since a year ago.

Colucci Moves To Consolidate; Drops Juke Dist.

HARTFORD, Conn., May 6.—Ralph Colucci, who has been in the coin machine industry in Connecticut for the past 20 years, concentrating in the Hartford area, has announced consolidation of his coin machine interests.

He has filed incorporation papers with the secretary of state here for Seaboard Distributors Inc., 110 Ann Street, Hartford. The new company, which will operate all Colucci coin interests, has listed capitalization of \$100,000.

Colucci is listed as president and treasurer of the new corporation; Ozzy Tavallo, formerly associated with him in the manufacturing business, as vice-president and secretary.

Seaboard, according to Colucci, replaces the two organizations formerly operated by him, Seaboard Distributors, and State Music Distributing Company of Hartford. The latter firm, which distributed Airon juke boxes in this territory, has been dissolved.

"I've given up distribution of juke boxes," Colucci said, and will concentrate on distribution of records, radios, and television sets."

New Sales Manager

Harry Sternberg, sales manager of Seaboard Distributors, has resigned. Izzy Goldman, who was sales manager of State Music, has been appointed sales manager of the new Seaboard Distributors, Inc.

As a former operator, Colucci believes that "the future of the coin machine trade in this area looks good." He bases this observation on a number of factors, including an increase in the amount of sales promotional activity on the part of individual coinmen.

"Certainly," he said, "there can always be a slump in any kind of business, but it's up to the man in the field in any business—in this case, the operator—to show the industry that the business isn't on its last legs. A coinman is in a position to get out and talk with customers. He understands his customers' wants, and because he understands his customers' wants, the distributors ought to pay more attention to an operator's opinions."

In addition to the new corporation, Colucci says he intends to retain his interests in The Record Shops, which operate two downtown Hartford retail stores.

AMI Names Ad, Promotion Head

GRAND RAPIDS, Mich., May 6.—John W. Haddock, president of AMI, this week announced the appointment of William E. FitzGerald to head the company's advertising and sales promotion activities. He will headquarter here. Haddock said FitzGerald's appointment would not alter the firm's relationship with Mangan & Eckland, the advertising agency handling the AMI account.

Prior to his association with AMI, FitzGerald was an account executive with a sales promotion agency in Chicago, specializing in radio and appliance accounts.

Haddock said the continued growth of AMI made it necessary to have a full-time man on the staff to coordinate all sales promotional activities.

Trans-Vue Sets Price Protection for Reps

CHICAGO, May 6.—Fred A. Mann, vice-president and sales manager of Trans-Vue Corporation, has announced a price protection policy which will cover all merchandise shipped to distributors thru September 1, 1950. Firm manufactures a line of commercial and home television receivers.

At the same time, Rudy Greenbaum, president, announced the release of the firm's newest model, the "Sweet Sixteen," designed for the home trade. Set features a 16-inch screen, is available in mahogany or limed oak and lists for \$299.95. Unit is a part of the Aristocrat line produced by Trans-Vue.

Permo Intros New Needles

CHICAGO, May 6.—Permo, Inc., this week announced two new needles designed mainly for home trade. First is the fidelitone muted stylus needle for 78 r.p.m. records, the second is the fidelitone muted micro-point needle for 33 1/2 and 45 r.p.m. records. The latter comes with a kit, consisting of a tool, nut and needle to simplify changing of the needles. Both are for use in muted-type cartridges. List price on the new needles is \$1, including the kit.

SOUTH DAKOTA OPS

(Continued from page 114) sented the SDPA several years ago in a test juke box case which was won by the association. He is now active in the Republican race.

Most important, from the operator's viewpoint, was the proposal which would license all coin machine operators in South Dakota at the State level. A proposed bill to this effect, which has met with the approval of the operators and the association, is expected to be introduced in the State Legislature sometime this year.

Operators voted to hold their summer meeting late in August or early in September. This was done so as to allow those members who wanted to visit for the All-Industry Coin Machine Show, or the CMI show, both in Chicago, to do so without losing too much time from their routes. The next meeting will be held in Deadwood, Imig stated.

On display at the Lawler Hotel were two phonographs, the Wurlitzer 1250 and the H. C. Evans Constellation. Chicago Coin's new baseball game was also shown.

The association offered as a door prize a new United Shuffle Alley Express, which was won by Imig.

Operators in attendance reported business was holding strong thruout the State, this despite snowstorms and floods which have hit practically all sections of South Dakota during the past few weeks. Music and shuffle games were reported leading in grosses.

Imig and Ike Pearson, SDPA secretary, will represent the association at the ACMMA Convention in Chicago May 22-24.

MOA Issues Code of Ethics; Names Officers, Directors

(Continued from page 114) divorce the automatic phonograph industry from all other types of coin-operated equipment.

3. Further, to continually build better public relations between manufacturers, suppliers and music operators.

4. Further, to secure the co-operation and assistance of the press and all trade magazines in bringing the advancement of the automatic phonograph business to the attention of the public.

5. Further, to oppose any and all national legislation or taxation that is detrimental to the automatic phonograph business.

6. Further, to hold annual meetings at a designated location so that operators from all parts of the nation can exchange views, ideas and discuss their problems in an intelligent manner with the manufacturers.

7. Further, to hold a national convention of the nation's music operators and invite all the manufacturers, suppliers and distributors of automatic phonographs, recordings, needle companies and other auxiliary equipment, at which improvements, new models, etc., can be presented to the music operators of the nation.

8. Further, memberships are strictly voluntary. There are no initiation fees, but voluntary contributions of 5 cents per phonograph are accepted from various music operators' associations and individual operators who wish membership.

9. Further, to extend an invitation to the manufacturers and suppliers of phonographs, recordings, needles or auxiliary equipment to become "associate members," which will entitle them to attend convention meetings, but does not entitle them to hold office or vote. The voluntary contribution for this membership is \$250 annually.

10. Further, no officer or member shall receive a salary, and voluntary contributions are only to be used for attorney fees, secretarial work, office supplies, necessary expense for public relations or convention expense.

11. Further, Music Operators of America will operate as a democratic organization and each active member will have an equal voice or vote in all matters pertaining to the industry.

12. Further, it shall be the policy of MOA that the term of all officers shall be for one year or until a successor be elected. Only active contributing members will be eligible for office.

MOA officers and directors listed for the coming year are George A. Miller, national chairman and treasurer; Al Denver, first vice-chairman, New York; D. M. Steinberg, national secretary, Newark, N. J.; Clem Stetson, sergeant at arms, Redwood City, Calif.; Ray Cunliffe, second vice-chairman, Chicago; Charles Hannum, third vice-chairman, Philadelphia, and Sidney H. Levine, national counselor, New York.

Board members include R. H. Schneider, East St. Louis, Ill.; Jack Cohen, Cleveland; C. S. Pierce, Brodhead, Wis.; Hirsch de La Viez, Washington; Mike Imig, Yankton, S. D.; Norman Gertz, Providence; Sol Hoffman, Harrisburg, Pa.; Ben Ginsberg, Roswell, N. M.; Morris G. Goldman, Detroit; Fred Fixel, Pembina, N. D.; Tom Crosby, Fairbault, Minn.; Martin Britz, Great Falls, Mont.; H. Eisenbise, Lenark, Ill.; K. H. Ferguson, Malta, Mont., and Elmer Fiegel, Pembina, N. D.

William E. Hullinger, Delphos, O.; Charles Kanter, Cincinnati; J. H.

MERO BEGINS

(Continued from page 114) play at the quarter rate at their own discretion.

The Mero sets carry a one-year factory guarantee on the cathode tube as well as a 90-day warrantee on all parts. When delivered the coin-video receivers include a full set of schematics to guide operators in correct installation proceedings.

Kiser, Beckley, W. Va.; Howard S. Lee, Providence; Hal S. March, Brattleboro, Vt.; William E. O'Brien, Newport, R. I.; A. E. Sadler, Suffolk, Va.; Vic R. Manhardt, Milwaukee; George Workman, Chester, Pa.; C. Charle, Springfield, Mo.; C. C. Culp, Tulsa, Okla.; Dave Edwards, Youngstown, O.; Chet Johnson, Peoria, Ill.; Leo C. Miller, Cedar Rapids, Ia.; Michael Malkin, Fayetteville, N. C.; Jack Mulligan, Sharon, Pa.; Wolf R. Roberts, Denver; F. McKim Smith, Atlantic City; Al Unterberger, Wilkes-Barre, Pa.; Pete Weyh, Haver, Mont.; T. P. Withrow, Midland, Tex., and Bob Beaver, Salt Lake City.



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Especially Designed for
JUKE BOX INSTALLERS • SOUNDMEN • RADIO MEN

Will Not Damage Insulation
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Handles Practically All Intercommunication

CUT INSTALLATION TIME IN HALF
SAVE TIME AND MONEY

Phillips Cable Tacker . . . \$12.50 Net
One Box of 5,000 9/16" Staples . . . \$3.50 Net
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WURLITZER

Twelve Fifty

WILL PLAY ANY SPEED RECORD

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100 RECORD SEEBURGS
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Why throw away your old Cobra Cartridges? We resurface and realign them for 50¢ each, plus postage. Original tone and performance guaranteed or your money refunded. 10 days' service via airmail parcel post.

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WURLITZER TONE ARM

Especially designed for WURLITZER and SEEBURG PHONOGRAPHS "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life
PERFECT REPRODUCTION

WURLITZERS (except counter models and P-21) . . . \$11.95
SEEBURG Hi-Tones . . . 9.95
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"Specify Model When Ordering"

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WANT TO BUY

100 RECORD SEEBURGS

FOR CASH, STATE CONDITION AND PRICE IN FIRST LETTER.

GENERAL MUSIC CO.
2377 West Pico Blvd., Los Angeles 4, Calif.

13 ASLI State Tourneys Begin

313 Teams Compete for Top Spots and Cash Prizes; Sked 45-Team National Playoff

Up Prize Money to \$26,845 for State, National Winners

UNION CITY, N. J., May 6.—A series of 13 State tournaments, sponsored by the American Shuffleboard Leagues, Inc. (ASLI), got under way Saturday (6) and will run thru Sunday night when 45 teams will emerge as finalists eligible to compete in the first nationwide tournament to be conducted by ASLI in Peoria May 27-28. In all, 313 teams will compete in the State play-offs, with a total of \$16,443.25 awaiting the winners. Late this week ASLI announced an additional \$1,854.25 had been added to the previously announced \$14,589 jackpot for the State meets, and \$220.75 had been made available to the national figure of \$10,181 previously announced. Also 17 additional teams had become eligible to compete in the State meets, the previous total having been 296.

Trophies, awarded to local league winners, and prize money and trophies for the State tournaments have been shipped by ASLI and are now in the hands of the league secretaries.

Following is a list of the tournaments to be played this week-end: In Wisconsin a long board meet will be held in La Crosse, with a cushion play-off scheduled in Wausau; Peoria, Ill.; Detroit; Columbus, O.; Philadelphia; Fort Wayne, Ind.; Phoenix, Ariz.; St. Louis (cushion and long boards); Schenectady, N. Y.; New Jersey tourney will be played in Philadelphia; Ogden, Utah; Boise, Idaho; Dallas, Minneapolis and Kansas City, Kan.

Starting next week and building up thru the following two weeks will be a publicity campaign to draw attention to the national tournament which ASLI will sponsor in Peoria May 27-28, with 45 toppers in the State tournaments competing. Included in the promotion will be the crowning of a shuffleboard queen, stories in local newspapers and thru civic organizations.

Philly SBLA Playoffs Entering Final Phase; Set Summer Layoff

PHILADELPHIA, May 6.—The last of 30 qualified players for the finals of the Shuffle Bowling League of America (SBLA) tournament will be determined this week on the Top the Champ television portion of the eliminations at the studios of WFIL-TV. The winner of this week's television tournament will join the winners of the 29 previous TV tests in the semi-finals to be held at the Variety Corner, center-city amusement machine arcade. The two finalists to emerge from these eliminations will compete next Monday (8) at WFIL-TV for the championship

and grand prizes that include a new automobile.

Summer Hiatus

After the champion is decided on next Monday's television program, there will be no further tournaments during the summer under sponsorship of the Shuffle Bowling League of America, it was announced by Angelo Musi, commissioner for the League. Musi added that competition among the 30 qualifiers is exceedingly high in view of the fact that some unusually high scores have been run up with more than a dozen of the contestants turning in tallies of 500 or better.

In still another league, the half-way mark was reached this week by the A League sponsored by the Shuffle-drome, Southwest Philadelphia coin machine amusement center devoted exclusively to shuffleboards. The Four Dukes team was the winner as the house League ended its first half.

State Playoffs

The coming events at the Shuffle-drome will be the Pennsylvania State and New Jersey State playoffs to be held this week-end (May 6-7). This is a division of the United States playoff to find the national championship team. Winners will participate in the national tournament which is scheduled for May 21-22 in Peoria, Ill.

Purveyor To Award Board, Other Prizes at May Show

CHICAGO, May 6.—Herb Perkins, president of Purveyor Shuffleboard Company, this week announced the firm will give away a 1950 Sportsman 22-foot shuffleboard, a set of shuffleboard lights and a set of pucks during the All-Industry Coin Machine Show at the Hotel Sherman May 22-24. All operators registering at the Purveyor booth will be eligible to win one of the three prizes, Perkins said. Drawings for the prizes will be held

Wednesday (24) with the winners to be notified as soon as possible thereafter. It will not be necessary to be present during the drawing to win, Perkins said, the only requirement being to register at the booth.

First prize will be the 1950 Sportsman board, recently introduced by Purveyor and now being used in Purveyor leagues thruout the country. A complete set of lights will be given as second prize, while a set of weights, which can be used either on a regular shuffleboard or on shuffle games, will be third prize.

In addition to announcing the convention promotion, Perkins said the Purveyor headquarters here would be remodeled and enlarged. The rebuilding program is scheduled to get underway late this week, and should be well along by convention time.

June Meeting Scheduled by TSAA in Ill.

Covers Leagues, Rules

ST. LOUIS, May 6.—The Table Shuffleboard Association of America (TSAA) this week announced the second annual conference on table shuffleboard would be held in June in either Rockford or Peoria. The TSAA was formed last year at a meeting here. Announcement of the forthcoming conference was made by Lee S. Wheeling, executive vice-president.

According to Wheeling, invitations will be extended to league officials thruout the United States, with the business of the conference being limited to the formation of leagues and rules of play. Manufacturers will be invited to attend, but only insofar as they are concerned with league formations.

Laud ASLI

Special praise was given American Shuffleboard Leagues, Inc. (ASLI), by Wheeling for their work during the past year. He said the national tourney to be held by the ASLI in Peoria late this month was "the first major step towards putting the game on an organized basis plane with bowling."

Speaking on the future of shuffleboard, Wheeling predicted there would be twice as many leagues running during the 1950-'51 season as there were this year. He also predicted a new boom for shuffleboard parlors this fall as a result of increasing interest in the game on the part of non-tavern patrons.

Exact date and site of the 1950 conference will be announced shortly.

Edelco To Intro Conversion Unit At ACMMA Meet

DETROIT, May 6.—A new type of conversion for the regular 22-foot shuffleboards to allow four persons to play a bowling game is being unveiled by Isidor Edelman, of Edelco Manufacturing & Sales Company. It will be displayed for the first time at the American Coin Machine Manufacturers' Convention in Chicago May 22-24.

"New unit," says Edelman, "can take in 40 cents a minute, since the four players each deposit a dime." It is designed to encourage team play, adding a new social feature to the existing boards.

The unit, as yet unnamed, is equipped with a scoring device that registers automatically. The pins are lighted during play. Installation is possible on the standard games in five minutes, Edelman said.

Puck Patter

Chicago:

Seymour Golden, Coin Machine Service Company executive, says his firm, recently appointed exclusive national distrib for Glide Rite Blue Label wax, is shipping the product to all parts of the country. Firm also has added a complete line of prize merchandise which will be sold to shuffleboard and shuffle game operators.

Begin Delivery Of Chicago Coin Bowling Classic

CHICAGO, May 6.—Bowling Classic, a new shuffle game featuring disappearing pins and rebound action, is in production at Chicago Coin Machine Company.

Playfield measures eight by two feet and has cushioned gutters. The suspended pins used in the game are the new-type rounded plastic which simulate the appearance of live pins used in regulation bowling. Designed for dime play, Bowling Classic is a one or two player game. When two play each deposits a dime and the score alternates from one player to the other by frames. Sam Wolberg, Chicago Coin executive, pointed out that the mechanism used on Bowling Classic is such that it permits easy servicing on location.

Chicago Coin also is in production on Shuffle Baseball, a puck action game featuring automatic scoring and a baseball background.

Wax Co. Names National Distrib

CHICAGO, May 6.—The J. C. Paul Company, manufacturer of Glide Rite Blue Label wax for shuffleboards and shuffle games, has appointed Coin Machine Service Company here as exclusive national distributor, it was announced this week.

Wax was developed for use exclusively on shuffleboards and shuffle games, with the firm working closely with manufacturers of both products in the development. The wax is now recommended by game and board makers, Seymour Golden, Coin Machine Service executive, said.

PROVED
65% Less Abrasive*



SLICK
Shuffleboard
WAX

CONTAINS
NO PLASTIC

*Send for U. S. Testing
Lab. Report

PLAYERS prefer a smooth, accurate Slick-waxed board.

OWNERS profit by triple-life Slick gives to Shuffleboard tops.

SHORT-TABLE players like speed and accuracy Slick leaves on shorter playing surfaces.

Watch Out for a "Fast" Count

So called "waxes" composed of Plastic are harder than Shuffleboard tops — actually damage shuffleboard surfaces and hurt players' accuracy. Use Slick Shuffleboard Wax for the fast, controlled game players prefer.

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207-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes
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CLOSE-OUT
UNITED SHUFFLE ALLEY
CLOSEOUT
 In Good Condition
\$119.50
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6 FOOT SHUFFLEBOARDS
 Separately packed. Retail Price \$129.50. All or part at \$50 each or best offer.
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First Distributors Hold Milwaukee Baseball Show

MILWAUKEE, May 6.—First Distributors of Chicago held a showing for Wisconsin operators of Nation Wide Novelties' shuffle Baseball game here today (6) at the Schroeder Hotel. On hand to receive operators and explain the points of the game were Charlie Gillard and Nick Wurtz, of Nation Wide, and Wally Finke and Joe Kline, owners of First Distributors. This marks the third showing by First in three weeks. Two weeks ago the firm showed Baseball and Evans' Lucky Strikes and King Pin in Indianapolis. Last week the firm held a preview of the Baseball game in its Chicago headquarters.

NEW! Sensational... PROFIT-MAKER SHUFFLE-HOCKEY



OPERATORS REPORT UP TO \$160 A WEEK INCOME
FASTEST SHUFFLE-TYPE GAME ON THE MARKET

10c COIN CHUTE

SCORES THE SAME AS REGULATION HOCKEY

FREE! REGISTER AT BOOTH 86, ACMMA SHOW, TO WIN ONE OF THESE FINE DOOR PRIZES:

1st PRIZE

1950 PURVEYOR SPORTSMAN SHUFFLEBOARD
 Made of beautifully finished, choice grade hardwood. Precision Playing field of finest material.

2nd PRIZE

ONE SET OF PURVEYOR CLAMP-ON LIGHTS
 With the exclusive CLAMP-ON feature that fits any shuffleboard. Double support bars. Beautifully chrome finished.

3rd PRIZE

ONE SET PURVEYOR PRECISION-MADE PUCKS
 Precision-machined, perfectly balanced, ground polished, chrome-plated alloy steel. Four red, four blue.

PURVEYOR—FAMOUS FOR VALUES

NOW \$85 AND UP YOUR CHOICE!
THOROUGHLY RECONDITIONED SHUFFLEBOARDS
 ROCK-OLA—16', 18', 22'
 NATIONAL—20', 22'
 MONARCH—18', 22'
 VALLEY—22'
 PURVEYOR—18', 22'
 MERCURY—20' Masonite
 NATION-WIDE
 And Other Brands, 20'-22',
 NEW PLAYFIELDS

SHUFFLEBOARD SUPPLIES
 PURVEYOR POWDER WAX Write
 SCORESHEETS, 1,000 \$ 5.00
 BRAND NEW SHUFFLEBOARD, MAPLE TOPS 125.00
 PURVEYOR PUCKS 12.00
 "CLAMP-ON" SHUFFLEBOARD LIGHT 12.50
 "NU-LIFE" SHUFFLEBOARD LIGHT 8.75
 SHUFFLEBD. ADJUSTERS, Complete 12.00
 SHUFFLEBD. BOWLING PIN SETS.. 12.50

ELECTRIC COIN SCOREBOARDS FOR SHUFFLEBOARDS (5c or 10c play) ..\$75

SPECIALS!

Nationwide Shuffle Pool	\$179.50
Gottlieb Bowlette	199.50
Universal Twin Bowler	199.50
United Shuffle Alley	124.50
Glider	49.50
Dale Guns	49.50
11' Formica Top Shuffleboard With Pucks, etc. (Crating \$10.00)	49.50

- NEW GAMES**
- NATIONWIDE BASEBALL
 - UNITED ARIZONA (5 Ball)
 - GOTTLIEB SELECT-A-CARD
 - UNITED EXPRESS

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Is completely automatic . . . faster operation makes more money . . . has all the thrills and action of hockey.

HARVEY MOURLAM, OF FRESNO, CALIF., SAYS:
 "A terrific follow-up game . . . gave my shuffle locations re-newed life . . . doubled my take."

BOB DUNN, OF LOS ANGELES, CALIF., WRITES:
 "Have location of other type shuffle games . . . Shuffle-Hockey brings top income."

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COINMEN YOU KNOW

Milwaukee:

Leslie Reder, top man at L. & R. Distributors, is expecting lots of nickels to pour into music boxes with Frankie Laine's latest Mercury waxing of "Stars and Stripes Forever." Reder ordered one platter for each of his locations. Routeman Carl Staska agrees that the platter will be a winner. Also, over at the L. & R. headquarters, Routeman Chuck Story is house moving. His new quarters will provide more play room for his two daughters, Carol and Linda.

John Tuska, of Cudahy's J. T. Novelty Company, reports business at a low ebb with Shuffle Alleys about the only bright spot in the picture. . . . Another booster for the shuffle games these days is Clifford Quinn, of Clintonville, Wis.

Reports stemming from the Pesick Radio office indicate business on a good level. Louis Pesick informs of recent purchases of several new AMI phonographs along with two new trucks. He also has enlarged his headquarters to enable him to handle his expanding coin machine and TV business.

Music ops in Sheboygan and Milwaukee are pulling plenty of nickels with Bob Kames's tune "You Are My Own True Love." Bob is appearing at the Foeste Hotel, Sheboygan, and making lots of friends there. Spring weather, according to the George Jaber firm, of Fond du Lac, has upped cigarette business considerably. Meanwhile, another bright spot in their operation these days, are the shuffle games.

M. & S. Novelty Company, of Oshkosh, is getting plenty of favorable advertising these days thru their participation with several other business firms in sponsoring the fish carnival at Winneconne, Wis., May 20. Clarence Smith says that they have many locations in that part of the State and he feels that it is good public relations work for their company. In addition, Clarence is a fisherman, so he plans to partake of the festivities along with Routeman Christ Miller, another avid fisher. (See Milwaukee on page 137)

Vital Statistics

Deaths

Earl Siler, secretary of Indiana Vendors, Indianapolis, suddenly May 2 at his home there. He was 46 and is survived by his widow and one son. He was secretary of the Music Operators of Indiana Association and was also active in civic affairs.

Births

A son, Steve, to Stanley and Shirley Doyle, son and daughter-in-law of Frank Q. Doyle, general sales manager of Coan Manufacturing Company, in Chicago last week.

A son to Elaine and Al Liberman at St. Barnabas Hospital, Minneapolis, Thursday (4). Grandfather is Hy Greenstein, head of Hy-G Music Company.

A son, Jeffrey, to Mr. and Mrs. Jack Leonard in Cedars of Lebanon Hospital, Hollywood, April 27. Father heads the parts department at Badger Sales Company, Los Angeles.

A daughter to Mr. and Mrs. Bennie Espinosa in Houston April 29. Father is with Macy's Record Distributing Company, Houston.

Chicago:

New offices of AMI here are attracting many visitors these days, with Ed Ratajack busy greeting the local and out-of-town ops. On hand recently to see the new offices was John Haddock, AMI president, who spent a few days here before returning to Grand Rapids, Mich. Also dropping in was Joe Peskin, who spends his time between Chicago and Los Angeles.

Rock-Ola executives are polishing up the final details for the firm's annual distributor meeting May 21 at the Stevens Hotel. Hosting the meeting will be David Rockola, president, with J. Raymond Bacon, executive vice-president, and Art Weinand, vice-president in charge of sales, assisting. Plans call for a cocktail party to start at 5 p.m., with a dinner and meeting to get under way at 7 p.m. Session is to be held on the eve of the opening of the All-Industry Coin Machine Show at the Hotel Sherman May 22.

Wally Finke and Joe Klein, who head First Distributors, held open house Monday and Tuesday (1-2) to unveil the new Nation Wide shuffle game, Baseball. A steady flow of operators was noted both days, with Finke and Klein kept busy meeting the ops, who also saw the firm's line of music, games and premiums.

Herb Perkins, Purveyor president, reports work started last week on the remodeling of the firm's head- (See Chicago on page 133)

Twin Cities:

A. A. Clusea, Grand Rapids, Minn., came to the Twin Cities to shop but had to fight his way thru an April snowstorm, he reported. . . . Lew Ruben, of Lieberman Music Company, is back on the job after two weeks fighting the flu bugs. . . . Rock-Ola Jungle Shuffle Bowler, the 6½-foot game, has hit this market at LaBeau Novelty Sales Company and Lieberman Music Company and is being well received by operators.

Lieberman Music Company has scheduled a series of dates thruout the Northwest to bring the Wurlitzer 1250 phono to operators directly. Participating in the tour, which got under way Sunday and Monday, April 29-May 1, with the showing at the Lawler Hotel, Mitchell, S. D., where the South Dakota Operators' Association met, are Jonas Bessler, sales manager; Hy Sandler and Les Rogstad, salesmen, and Bill Percy, service chief. After Mitchell, the schedule is May 3, St. Cloud Hotel, St. Cloud, Minn.; Thursday (4), Hotel Androy, Hibbing, Minn.; Friday (5), Duluth Hotel, Duluth, Minn.; Wednesday (10), Land O'Lakes Hotel, Rice Lake, Wis.; Thursday (11), Hotel Eau Claire, Eau Claire, Wis.; Friday (12), Linker Hotel, La Crosse, Wis.

Fritz Eichinger, of the Northern Coin Machine Company, St. Paul, who recently entered the cigarette (See Twin Cities on page 132)

Detroit:

Max Lipin, head of Allied Music Sales, back from a Florida vacation, off on a quick business trip to New York, leaving his brother, Aaron Lipin, in charge of operations here. . . . Harold Greene, who operated Greene Vending, with a mixed route of popcorn, stick gum venders and weighing scales, has disposed of his interest in order to take over the skateroom and store concession at Arcadia Roller Rink. His sister, Mrs. Artis Cobb, who was a principal owner in the firm with him, has taken over sole ownership and will continue to run the business under the Greene name. Her husband, Arthur Cobb, is active manager of the firm under the new set-up.

Business has shown a good pick-up in the past six weeks, ops report. . . . William S. Emig, partner in Variety Vendors, who was the last secretary of the old Greater Detroit Vending Machine Operators' Association, reports discussions under way leading toward the establishment of a local unit of the vending trade, covering all branches, and functioning as a section or chapter of the National Automatic Merchandising Association.

James L. Hudson has re-christened the Hudson Products Company the Hudson Industries. The company is making beverage dispenser units with ultimate adaptation for coin operation. . . . Max Lipin, founder of Allied Music Sales Company, back in town for the past week from his Florida and Eastern trips, expected to go back on the road again.

John Brincheck and William H. Monteith, Motor City engineers, have bought the former Michigan Self-Service Laundry from Morton Cox and now call it the Joy Automatic Laundry. Mrs. Brincheck is in charge of the operation, which has a battery of 24 Bendix washers. Cox continues to operate an automatic laundry in Ann Arbor, Mich. . . . J. E. Fouser reports the Charles F. Warrick Company has its new catalog, in preparation for over a year, in the hands of the printer.

The Klopp Engineering Company is expanding its distribution and coverage in the Midwest and Southern areas, according to M. C. Klopp. The company makes a line of coin handling equipment. . . . Erwin Baldridge, of Brighton, who operates a Penny Arcade at Island Lake, is (See Detroit on page 137)

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) will hold its regular monthly meeting Tuesday (9) at the Hotel Gibson, Charles Kanter, president, advises. Meeting will start at 9 p.m. and will be preceded by a board of directors confab, scheduled to convene one hour earlier. Attending the board meeting will be, in addition to Kanter, Phil Ostand, Nat Bartfield, Abe Villinsky, Charles Kanter, William Strout, John Toney and Fred Engel.

New York:

Bill Schwesemle, of the Bill Boyd Sales Company, reports a pick-up in export business. The recently-formed jobbing firm, specializing in jukes, is currently shipping used equipment to South America, Puerto Rico and the Dominican Republic. . . . Mendy Mendelson, business manager of the Associated Amusement Machine Operators of New York, reports that almost all local established game ops have now joined the organization.

Jules Weiss, Automatic Vending Corporation, Chester, Pa., was a visitor at the Music Guild of America's (MGA) Spring meet at the Essex House, Tuesday (25). He sat in to pick up some pointers on the association's programing and merchandising service. . . . Broadway's Playland Arcade is keeping its staff busy making change for players trying out the just-installed battery of four Shuffle Alley Express units.

Perry Wachtel, whose partnership with Ben Smith in DePerri Advertising has been dissolved, moved Friday (28) to new quarters at 141 West 44th Street. He has retained the services of Carol Lynne Shore, assistant. . . . Meanwhile Smith, who will do business as Ben Smith Advertising, was getting ready for the move to a suite of offices at 41 East 41st Street.

Heavy attendance marked the official opening of Atlantic New York Corporation's Newark outlet Wednesday (26). Caterers at the festivities said they fed liquid and solid refreshments to over 240. Hosts were Meyer Parkoff and Harry Rosen, Atlantic toppers, and Joe Fishman, manager of the new store, with Charlie Smith, service chief, and Jack Gordon, regional manager, representing Seeburg. Among the many phono ops who attended were Babe Kaufman, of Atlantic Highlands; Bill Ashmore, of Casino Music; Eddie Correston, of Palisades Amusement; Milt Gelman and Ed Levy, of Major Amusement; Frank Russo, of R. Y. Novelties; Tom Burke, of Automatic Music Service; A. Pascarello, of Atlantic Automatic; Willie Hilberg and Harry Weiner, of Modern Vending; Lambert Marks, of Marks Magic Music; Dick Steinberg, MGA executive director, and Humbert Betti, newly named vice-president of the association. Sid Levine (See New York on page 137)

Washington:

Max Silverman, of the Quality Music Company, is now connected with a television show. His records are played on the Art Lamb telecast over WTTG and Silverman offers a giveaway record of the week to listeners who pay careful attention to the show. It's a real giveaway, too, for those viewers who can count. The contest rules simply ask listeners to write in the name of the ninth or tenth or any other arbitrary number record played on the show. Among his television records of the week are "I Wonder When," rendered by the Orioles, and Freddy Mitchell's waxing of "Boogie Blues." Mitchell and his crew are slated for a personal appearance soon at the Howard Theater. Silverman, whose predictions of hits to come almost always materialize informs us that he expects great things from Coral's new platter, "Teasin'," with Connie Haines on the vocal.

James Whitaker of Whitaker Brothers vacationing at Hot Springs and Williamsburg, Va. . . . Harvey Goldman, of that new Southeast Arcade, Capitol Amusements, reports he's branching out and will soon start local and nation-wide distribution of 50 new films for the Panorama machines.

Brief and Important Late Digest of Coin Machine News

Unimax Switch Names Sales Reps

J. Martinez, sales manager, Unimax Switch division, W. L. Maxson Corporation, New York, has named two new field sales representatives. Mark M. Hennessy, Milwaukee, will cover Wisconsin, and H. W. Walton, Detroit, will represent the firm in Michigan.

Cole Products Sets Canadian Plant

Albert Cole announced last week that Cole Products Corporation has completed plans for the manufacture and distribution of the Cole-Spa three-flavor beverage vender in Canada. The plant is located in Toronto, Cole said, and a separate corporation is now being formed for the Canadian operation. Firm last week also opened a new sales office in New Orleans (see separate story in Vending Section).

Los Angeles:

C. A. Robinson, of C. A. Robinson & Company, back in Los Angeles following his attendance at the opening of the pretentious Desert Inn in Las Vegas, Nev. . . . Al Bettelman, with C. A. Robinson Company, recently returned from a week-end trip to Nevada. . . . William (Bud) Parr, of General Music Company, recently returned from Mexico where he got in some good fishing. . . . Phil Sreden, bulk merchandise operator, is moving his business to Culver City. . . . Lloyd Dindinger, of Carlsbad, Calif., in town for look-see. . . . Joe Soares down from Tulare.

Paul Blair pens from Balboa, Calif., that he has opened his own arcade, called Playland. Balboa is a summer resort about 60 miles south of Los Angeles and on the Pacific. . . . Dick Harrison in town from his home base, Fontana. . . . Charles Albright, Oakland arcade operator, is making preparations to leave soon to join the Foley & Burk Shows in Tulare. Albright also has the arcade on the West Coast Shows. In addition to arcades, he operates merchandise concessions on Western shows.

Al Weymouth, of Weymouth Service, has returned from a business trip to the San Francisco area. Weymouth, who distributes Electro cigarette machines in the West, was accompanied to the Bay City by Lew Jaffa, Electro's vice-president and sales manager. Jaffa then returned to New York. . . . William Happel, of Badger Sales Company, back at his desk following a trip to the beach areas south of Los Angeles. He brought back several sizable orders for arcade equipment. . . . Thomas B. Gribben, of Bakersfield, a coinrow visitor during the week.

Jack Leonard, head of the parts department at Badger Sales, is a papa for the third time. A son, Jeffrey, was born to the Leonards at the Cedars of Lebanon Hospital in Hollywood, April 27. The Leonards have a daughter, Terry, eight, and a son, Ricky, two. . . . Anthony Maex is a new operator and is using Williams' Twin Bowlers. . . . Mr. and Mrs. Harry Rowe in from Van Nuys.

Sid Bloom, secretary of Oak Manufacturing Company, is in Chicago with the new Acorn Charm vender. The machine will be displayed at the ACMMA Show. On May 30, Bloom leaves for Europe for a stay of several weeks. . . . Continental Sales & Service Company of San Francisco has been named to distribute the Acorn bulk merchandise venders in that city and Northern California. . . . George Seedman, of Rowe Service Company, Los Angeles, back at his desk following a four-day trip of inspection in the West. . . . Bill Shorey with Mrs. Shorey in the city from San Bernardino. . . . D. J. Harris, a coin machine buyer, in from Bloomington. . . . Mrs. Ellen T. White, of Fresno, is adding more Stoner candy venders to her route in that area.

Houston:

Freedom Recording Company recently formed an affiliation with the Shamrock Music Publishing Company. The event was celebrated with an elaborate open-house and cocktail party that was attended by recording artists and press and radio reps. According to S. M. Kahal, owner of Freedom Recording, the specific purpose of the affiliation was to get into heavy production of hill-billy and popular records. New address is 739 M&M Building.

Mrs. Macy Henry was recently honored with a surprise birthday party by employees of Macy's Record Distributing Company. Her husband, C. D. Henry, presented her with a Pontiac sedan. C. D. and Mrs. Henry are owners of Macy's Record Distributing Company, with offices in Houston and Dallas.

Philadelphia:

David Yaffe, of Y and Y Popcorn Supply, was chairman of the "It's Traditional" event at Rodeph Sholem synagogue last week. . . . Jack Beresin, head of Berlo Vending Company, back with Mrs. Beresin from New Orleans, where they attended the 14th annual convention of Variety Clubs International. . . . George Silverman has been named general manager for Variety Corner Enterprises, which include the center-city Variety Corner coin-machine amusement arcades.

More than 9,000 parking meters will be installed in congested parking areas thruout the city, it was revealed by city officials who declared that merchants in 11 areas already had served notice that they want the coin-operated parking meters. The 9,000 are in addition to the 2,000 now operating in the Germantown and Frankford business sections. An ordinance will be introduced in city council May 11 for the installation of the machines and providing that all firms be permitted to submit bids for all or any part of the contract.

John A. Forman, regional manager for Cole Products Corporation, reports installations for the three-flavor Cole-Spa beverage cup dispenser in stores, office buildings, depots, parking lots and recreation centers. . . . Electro Pitch Company introducing automatic baseball pitching machines for outdoor installations. . . . Berlo Vending Company placed new installations in the lobby of Loew's Theater, Wilmington, Del. . . . Milt Gray completed his promotional chores in behalf of the Shuffle Bowling League of America and remains in town as a theatrical press agent.

Indianapolis:

Jack Mitnick, Eastern sales rep. spoke at the May 1 meeting of Music Operators of Indiana, Inc. (MOI). He discussed organization work and the need of co-operation between distributor and operator. . . . Irving Schwartz, Midland Music Distributors, reports business good from all over the State. . . . Roberta Hunt, of the Janes Music Company record section, also is a model for one of Indiana's leading artists at the Tafflinger Art School.

William (Bill) Marmer, of Sicking, Inc., Cincinnati, was a visitor at the local Sicking branch here Wednesday and Thursday, conferring with Mrs. Lottie Berman. While in the city, Bill called on his old friend Irvin Schwartz, of Midland Music Distributors, Inc. . . . Sicking, Inc., has on display the new United game. Many were reported sold in advance from the model on display.

Operators seen buying and inspecting new games and phonographs on coin row were James Anderson, Anderson Music Company; Paul Scharz, of Jensen & Jensen Company, Logansport; William Greenwood, Oxford Music Company, Oxford; H. Shell, operator from Windfall, and Charles Gilbert, Shelbyville, Ind. . . . The new disks popular on local juke boxes are "Bewitched," and "I'll Sail My Ship Alone." . . . Operators report the take from juke boxes good in some of the live taverns.

Madison, Wis.:

Frank Q. Doyle, general sales manager of Coan Manufacturing Company, became a grandpappy last week when his son, Stanley, and daughter-in-law Shirley, became the parents of a son, Steve. Frank says the new arrival, born in Chicago, will undoubtedly end up counting nickels "from the looks of him."

George Card, who heads the Candy Operation Card Sales, does not find summer volume drop-off too important a problem. He says warm weather sales are kept rather high because of the influx of tourists and workers employed in near-by pea canneries during the season.

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The ACMMA SHOW!

MAY 22, 23, 24, 1950

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**ACMMA
SHOW**

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SEEBURG LOTONE Rebuilt—2-tone finish—chromed front—looks, operates like new **\$149**
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PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
750E \$119	Super 40 \$ 59	1941 R.C. Special \$119
800 89	Master 40 59	Hightone R.C. 99
850 79	Deluxe 39 59	Hightone, E.S. ... 79
950 79	Standard 39 59	Colonel 59
500 59	Commando 49	Major 59
600R 54	President 49	Commander 59
Victory 39		Cadet 59
616 39		Classic 59
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 ✓ Mechanism Overhauled ✓ Speaker Inspected
 ✓ Worn Parts Replaced ✓ Professionally Refinished Cabinet
 ✓ Amplifier Reconditioned ✓ Unconditionally Guaranteed
 ✓ Tone Head Renewed
 . . . For an Additional \$35.00

Seeburg 147 Domes \$17.50

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Seeburg 3W2-L56, 5c, 3 Wire \$29.00	Packard Pla-Mar \$14.50
Seeburg W1-L56, 5c, Wireless 24.50	Wurlitzer 3020 39.00
Seeburg WB-1Z, 5/10/25, Wireless Baromatic 17.00	Wurlitzer 125 7.50
Seeburg D5B-1Z, 5/10/25, 3-Wire Baromatic 17.00	Wurlitzer 120 3.50
Seeburg Prewar, 5c, 3 Wire 8.95	Rock-Ola Dial-a-Tune 3.50
Seeburg W5-2Z, 5c, Wireless 8.95	
Seeburg S-20-12-30 Wire 3.50	

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Record Reviews

(Continued from page 36)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
COUNTRY & WESTERN		
LEON McAULIFFE Columbia 20688	Birmingham Bounce McAuliffe and crew deliver a winning job on the jazzy country novelty that's been making some stir.	75--77--75--73
	Cimarron Rag A fine easy-swinging instrumental features a polished get-off fiddle, piano, guitar—and tenor sax solo. A bit fancy for the home folks.	68--70--66--68
RED GILLAM & HIS WESTERN JAZZ BAND Mercury 6254	Columbus Stockade Blues A thumping, Dixieland rendition of the oldie, with o'k employing classic horn-tram-clary-rhythm backing. Vocal smartly handled by Gillam and male trio. More two-beat jazz than country, but it swings hard.	81--81--80--82
	Corn Pone Stomp To the melody lately popularized as "Sugarfoot Rag," Red and company get off some more hotcha Dixie. A different lyric is employed, sung by Red.	73--73--72--74
REX ALLEN Mercury 6252	Put Your Arms Around Me The wide-registered warbler takes this throbber in a deep warm bary. Sympathetic rendition of a routine tearjerker.	74--75--74--73
	Dixie Boogie Rex swings lightly and politely on this engaging country boogie ditty with sterling string backing.	83--83--83--83
WALT McCOY Crystal 263	How I Love the Women Novelty ditty has its moments, the stronger warbling would have done it more justice. Country combo backs well.	65--65--65--65
	To Your Apron Strings Same story—tune, an okay throbber has potential, but chanting is uneven and shaky.	65--65--65--65
RAY ROGERS & HIS MELODY COWBOYS Star Talent 758	Mississippi Blues Cheery up blues is warbled with conviction and zeal while muted trumpet sparks string combo to a fare-thee-well in back.	72--70--72--74
	My Life's Just a Failure Today Solid torch performance, well performed and well recorded.	74--74--73--75
"T" TEXAS TYLER 4 Star 1446	I'll Hate Myself Tomorrow "T" comes up with his usual topnotch performance, growl and all, on an up tempo ballad, with guitars driving hard in back. Tune is catchy.	82--82--81--82
	A Colored Child's Funeral Recitation compares favorably with earlier versions but is considerably late.	68--71--68--65
JOHNNIE BEE Star Talent 754	Gulf of Mexico Bee has a deep engaging voice reminiscent of Ernest Tubbs. He delivers a relaxed easy vocal on likely wanderer's song.	77--77--77--77
	You Wanted Mansions Warbler sings this first-rate torch ballad with a load of warmth and feeling.	79--80--78--80
BILL MONROE Decca 46236	The Old Fiddler Mountain fiddling and banjo work with a fragmentary vocal. Strictly for the hill market.	62--61--62--63
	Alabama Waltz Sentimental waltz gets a forthright vocal by a sincere down-home warbler, with effective string work underneath.	73--73--72--74
BOB DURHAM & HIS SUNSET RIDERS Fortune 138	Skid Row Boogie Neither warbler or combo projects on this country dance item. Little boogie bass is discernible.	50--47--50--53
	Headin' Back to Tennessee Same lackluster feebleness on a weaker novelty effort.	44--40--44--48
EDDIE KIRK Capitol 974	Four Hearts A compelling situation ditty that takes the one-has-my-name-theme a step further. Kirk's warbling sells it strong and affectingly.	84--84--83--85
	Saturday Nighttime Blues Raggy novelty ditty in country blues style is lively and listenable.	72--72--70--74
FRANK LONDON—THE WESTERN SERENADERS Crystal 256	It's the Devil in You Feeble warbling and slipshod combo work on a medium tempo novelty.	33--33--33--33
	Wandering Oklahoma Gal Tune reels off names of Oklahoma cities; weakly sung and looked as Rio.	36--36--36--36
FREDDIE BURNS & HIS RANCH BOYS Star Talent 752	I'm Just a Poor Unlucky Dog Male duet warbling on a simple back-country ditty. For the bluejeans trade, a fair item.	63--61--63--65
	You're Gone Simple, routine torch ballad is well warbled.	61--61--61--61
OWEN BRADLEY QUINTET (Jack Shook-Dottie Dillard) Coral 60208	Let's Go to Church Fine boy-gal blend and strong organ and string backing make a first-rate coverage of the "Church" item.	78--78--77--78
	Remember Me Combination gets a haunting sentimental quality on a nostalgic torcher.	78--78--78--78
RED FOLEY-JUDY MARTIN Decca 46236	Let's Go to Church This late, the name power on this excellent coverage job should win results.	82--84--82--80
	Remember Me Click potential's in this winning duet on an affecting sweet ballad of parting.	84--84--84--84
TOMMY SCHAFER & THE BLUE MOUNTAIN RAMBLERS Token 102	You Left a Twang in My Heart Rural ditty employs a slight gimmick but offers nothing too special in this rendition.	58--58--57--58
	There's No Earthly Reason for Your Teasin' Tilly Silly ditty forces rhymes thruout but only gets tiresome.	48--46--48--50
MARGE TILLMAN Columbia 20695	The Little Miracle Mrs. Tillman recites a sermon-story in rhyme about some self-appointed exorcisers of righteousness.	65--66--66--NS
	I Gotta Stop Catchy hunk of stuff is chirped in ordinary fashion here.	69--70--68--68

Record Reviews



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY & WESTERN		
TENNESSEE ERNIE Capitol 985	I've Got To Feed 'em in the Mornin' (Change 'em) Feed 'em in the Evenin' Blues Amusing novelty blues is in the style of Ernie's earlier, "Milk'em in the Morning." Should register with the lad's substantial country following.	83--83--83--83
	My Hobby An even more entertaining side Ernie's earthy, uninhibited delivery should take this one a long way.	84--84--84--84
CLIFFIE STONE Capitol 5687	Dipsy Doodle, The Country trio rendition of the old Larry Clinton novelty stacks up as little more than a fair-to-middlin' dance disk.	66--66--65--67
	Rubber Knuckle Sam (Smokey Rogers) Similarity of this one to "Chattanooga Shoe Shine Boy" could be either helpful or detrimental. The rhythm and gimmick are infectious.	74--74--74--74
BOB FLANNERY Capitol 976	Thorns in My Heart Medium tempo torch ballad gets a casual offhand vocal.	64--65--64--63
	Mirror on the Wall Flannery gets more conviction into a slower and more engaging torch tune.	68--68--68--68
EDDIE DEAN Mercury 6251	You Want To Divorce Me Idea, while pity-inspiring, doesn't quite come off in this throbbing rendition.	70--70--70--70
	Devil's Desert Land Plaintive cowboy epic a la "Dust" and "Riders in the Sky" is projected with feeling by Dean.	74--75--73--73
RAY SMITH Columbia 20691	The Sun Has Gone Down Widower tells his departed wife he'll bring up the kids to be honest and true like her. Smith handles the role effectively in this plaintive tune.	77--77--77--76
	No Trespassing The quality warbler delivers a flavorful, well-constructed piece of country material.	76--76--76--76
SONNY HOUSTON- THE TRAILSMEN Continental C-6055	Believe Me Western lads harmonize on a slight bit of material, doubling tempo at the halfway mark.	58--56--58--60
	String Fever Instrumental, at stomp tempo, offers more interest, with energetic jazz fiddle and guitar work.	62--62--60--65
ROY HALL & HIS COHUTTA MOUNTAIN BOYS Bullet 704	Old Folks Jamboree Oldy dance beat, but little more here.	60--60--60--60
	Mule Boogie This live version of the promising country boogie novelty should come in for a fair share of the action if the number clicks.	79--78--78--80
JIMMY WAKELY Capitol 1024	Home Town Rag Keynoted by Wakely's sweet-toned warbling, this homey Western ride is more relaxed than most of the recent rags.	78--79--78--78
	Under the Anheuser Bush Oldie, with a gay '90s flavor, barber shop quartet and mandolins, is for Wakely's pop fans.	72--71--71--75
JIMMY DAVIS Capitol 1025	Nobody's Darlin' But Mine Disk, which couples two big Western standards, is a handy one for ops, in most nabes. The ex-governor does a substantial job, with the aid of a gal singin' sweet harmony.	73--73--72--75
	You Are My Sunshine David warbles the big tune in easy, buoyant fashion and throws in a brief recitation.	73--72--72--74
BILLY HARDISON (Tenn. Drifters) Dot 1002	Drifters Special Pianist Hardison and a guitarist alternate choruses on a cornfed rag instrumental. May see some territorial action.	62--60--60--65
	Mean Ole Boogie (George Toon) Constant corn-plano boogie includes a tangy hillbilly vocal by Toon. Good beat and bucolic flavor.	66--65--65--69
MATTY O'NEIL London 16023	Little Rusty Sad story of a little boy gone to Heaven is throbbled by one of the finest fem vocalists in all them hills.	73--74--74--72
	Don't Sell Daddy Any More Whiskey Heavy hill stuff has the potent gimmick of a crying child throat. Strong tear bait.	81--82--80--82
PHIL GLISZCZYNSKI Decca 45100	Just a Small Fry (Rheinlander) Excellent Polish band from Buffalo turns in an appealing instrumental rheinlander that should have broad appeal. Bright recording sound helps the fine brass section.	77--77--77--77
	My Sylvester Polka The maestro sings his original in Polish. Orking is very bright, but clean-cut. Melody is typically Slavic.	77--78--77--77
FRANKIE ZEITZ Standard T-158	Fell Lake Polka Slovak-style instrumental features accordion all the way. Good dance tempo.	74--73--73--75
	Moon Run Polka Similar instrumental stuff, with slightly brighter tempo and sharper accents. Excellent dance disk.	75--75--75--76
JACK ARTHUR-T. DEANE-PETER PAN CHORUS & ORK-V. Kasen Peter Pan 42	Puff 'n' Toot (I & II) Bright, arresting little story is about a little train taking a load of children to camp. Obstacles fall to stop the determined little engine, and he finally makes it over the steep mountain. Music, sound effects and the pacing are excellent. Should be a big one at 49 cents.	85--84--85--NS
VICKY WHITE-STAN HARPER Humpty Dumpty 507	I Found My Mama Kiddie version of the novelty doesn't differ much from the original pop versions. Gal is excellent as "Mama," but the harmonica is labored and monotonous.	74--70--76--75
	Buffalo Billy (Jack Arthur) Pleasant production of the kiddie pop, with the aid of colorful packaging, could rack up a respectable sale as a 79-cent kiddie.	75--75--75--75

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(Continued from page 33)

of WNDB, Daytona Beach, Fla., is doing a half-hour live show with the **Orange State Playboys**, in addition to his two hours of country music disk spinning. He'll soon air each Wednesday night from the Daytona Beach Recreation Hall on a square dance feature. . . . **Tex Justus**, WIKY, Evansville, Ind., celebrated his 11th anniversary in that area recently. . . . **George (Cowpoke) Wells**, WKAN, Kankakee, Ill., was a Chicago visitor recently. . . . **Frank Page**, of WKWH Shreveport, La., reports that **Earl and Bill Bolick**, Blue Sky Boys (Victor), have joined the station. . . . **Rosalie Allen**, WOV, New York, is doing a weekly video show over WPIX, New York, with a small combo.

Disk Jockey Doings: **Biff Collie** is still at KNUZ, Houston, and has not moved as previously reported. Collie took off several weeks recently to undergo a tonsilectomy. **Ernest Tubb** played for Collie April 20 to 2,200 patrons, with about 600 turned away. Collie started the first Texas summer folk music park at near-by Magnolia Gardens. It opened May 7 with a cast of name h. b. talent. Talent show will be held each week-end. . . . **Johnny Hicks**, KRLD, Dallas, d. j., who made his first release for Columbia recently, is starting a Big D Barn Dance every Wednesday night to augment the Big D Jamboree, heard each Saturday night over KRLD and KRLD-TV. . . . **Dick Pike**, for the past five years at WKNX, Saginaw, Mich., moves to WCKY, Cincinnati. **Cousin Harry Williams** replaces Pike at WKNX. . . . **Paul Clayton**, now at WCHV, Charlottesville, Va., reports that **Bill Clifton** has joined WINA in that city. They are working personals together.

Orville Clarida and his **Rhythm Valley Boys** are now at KVAL, Brownsville, Tex. . . . **Susie**, the Gal from the Hills, has moved from WTMV, East St. Louis, Ill., to WIL, St. Louis. . . . **Sheldon Horton** has begun his second year as emcee of the country music shows at WJSW, Altoona, Pa. He's added a group of gospel singers to his unit. . . . **Dusty Rivers** and the **Rangers** switched from WSIP, Paintsville, Ky., to KWBU, Corpus Christi, Tex. Personnel includes **Oscar Ball**, mandolin; **Speedy Ross**, take-off and vocals; **Herby Dooley**, steel; **Jess Estep**, bass, and the leader's rhythm. They have cut 12 sides for Melco, a new Houston label.

Bill Cannady, of WJMO, Cleveland, starts a two-hour Saturday night show soon. . . . **Big Jim Hess**, WKGN, Knoxville, reports that he is building his audience by doing live shows from various local business places. . . . **Mary Jane Ayers Kahl**, who was married recently, remains as librarian at WMIL, Milwaukee. . . . **Hank Penny**, now at KWIK, Burbank, Calif., has organized the Penny Music firm. . . . **Russ Bryant** joined KBUC, Corona, Calif., as h. b. spinner. . . . **Wally (Longhorn Joe) Elliott**, KROW, Oakland, Calif., has signed his first tune over to American Music. . . . **George Allen**, WEBK, Tampa, starts a fiesta jamboree in the Latin Quarter there soon. . . . **Irv Victor**, WGN, Chicago, soon may cut some more narration disks for a major label. . . . **Chuck McKasson**, of WGBF, Evansville, Ind., has added **George Dycus and His Merry Men**, who also work at the local Blue Bar nitery. . . . **Fred Cook**, KSFB, Joplin, Mo., reports that the **Brumley Brothers**, sons of A. E. Brumley, hymn writer, have been added to the outlet's live talent. . . . **Fred M. Watkins**, KVOU, Uvalde, Tex., is a part-time barber in addition to his d. j. duties.

Artists' Activities: **Jimmy Wakely**, who just signed with General Artists' Corporation, opens at the Hotel Thunderbird, Las Vegas, Nev., for two weeks May 11 during the annual Eldorado fete. He's getting \$2,500 per week and will guest on **Ken Murray's** CBS-TV show for a second time June 10. . . . **Dave Stogner and His Western Rhythmaires** and **Orville Newby** and the **Saddle Serenaders** have cut their first sides for Academy, new Fresno, Calif., country music label. . . . **Danny Dedmon** (Imperial) left **Bill Nettles'** band at KMLB, Monroe, La., to join **Eddie and Paul** at KRIC, Beaumont, Tex. . . . **Wiley Birchfield**, five-string banjoist, formerly with the **Sauceman Brothers**, at WROL, Knoxville, has moved to WNOX, Knoxville, where he is working with the **Louvin Brothers**. . . . **Doc Williams and His Border Riders** (Wheeling) make a tour of New England early in May. Included in the WWVA, Wheeling, W. Va., unit are: **Chickie Williams**, **Stony Cooper** and **Wilma Lee**, **Clinch Mountain Clan** and **West Virginia Mountain Square-Dancers**.

Jack Kingston, who is heard on CKNX, Wingham, Ont., expects to have his first records made for Acme soon. . . . **Tex Ritter** (Capitol) will do the important National Defense Week Ball from the Paladium, Hollywood, May 18. . . . **Tommy Dilbeck**, Coast song-spinner, reports that disk jockey **George Sanders** also is doing a KTTV, Hollywood, video emcee job weekly. . . . **Walt McCoy** is fronting a h. b. band at McAlester, Okla. . . . **Smokey Rogers** (Capitol) has formed the **Dixie Cowhand Band** for Sunday nights at Riverside Rancho, Los Angeles.

Paul Cohen (Decca) came down with pneumonia in mid-April in Hollywood and was rushed to Temple Hospital. He was released from the hospital a week later. . . . **Eddie Kirk** has taken over **Tennessee Ernie's** d. j. chores at KXLA, Los Angeles, while Ernie did the NBC "Grand Ole Opry" seg. . . . **Heck Harper**, once of the Portland, Ore., territory, has signed with Cormac. . . . **Steve Stebbins**, of Americana Corporation, Hollywood, has booked the **Maddox Brothers and Rose** (4 Star) on personals in Oregon from May 23-June 3. . . . **Terry Preston** (4 Star) has been taken over by Americana and is working with **Cliffie Stone's** group.

Homer and Jethro (Victor) are set for the Olympia Theater, Miami, May 10 for a week and another week at the Capitol, Washington, starting August 3. . . . **Duke Bowman**, King recording d. j. at WLOH, Princeton, W. Va., is writing for Valley-Hill Music. . . . **Utah Slim and Sweetheart Mary**, of KFEQ, St. Joseph, Mo., are waxing for the Wrightman label. . . . **Hal Hart** and **Dixie Darling** (4 Star) are playing the Rawhide Room of a swank mountain resort near Bakersfield, Calif. They air nightly over KMPC, Bakersfield. . . . Capitol has added **Leon Chappel**, formerly with **Jimmie Davis'** band at Palm Springs, Calif.

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

Government Plans To Ease Path for Small Biz Loans

WASHINGTON, May 6.—The difficulty most operators have in obtaining loans to build up their business may be eased by a proposal now being whipped up by the administration to provide government insurance for many types of loans that banks are unwilling to make at present.

The plan would work something like housing insurance, with Uncle Sam insuring loans up to \$15,000 for a small fee. The theory is that such a guarantee against loss would enable banks to make loans to small businesses which are now frequently turned down because of the risk factor involved. The plan also would propose the establishing of regional investment organizations to pool funds subscribed by commercial banks for the purpose of buying notes of small businesses.

Under the plan, the loans would be definitely restricted to small businesses, with only those with a net sales volume of less than \$100,000 yearly eligible for government-insured loans.

Determination of who is to get such loans would be left up to the banks, but the administration feels that the banks would be more liberal in borderline cases if they knew that the government would put up the money in default instances.

The small business loan plan is expected to be sent to congressional banking and currency committees within the next two weeks. The program was given a good chance of enactment this session, especially since benefits for small business are widely popular in an election year.

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Johnson Bill In For Amend't; Changes Asked at Hearing

(Continued from page 106)

touch with Crosser "and see if it can be arranged."

To Narrow Definition

The change the committee is expected to make in the bill's definition is to narrow it down along the lines of a definition used in the Internal Revenue Code in describing the devices on which the \$100 gaming machine tax is to be collected. The committee is expected to give careful attention to an amendment proposal by Herbert Bye, secretary and counsel of the Railroad Show Owners' Association (RSOA), which he submitted at the express request of the committee (see story in Outdoor Department).

This amendment follows closely the language in the revenue code and specifies that the banned machines are those commonly referred to as "slot machines." Bye's recommended change was in line with the testimony of other witnesses not connected with making bells. The usual question asked by one or more committee members of such witnesses was "would you object to the language used in the code?" Coin Machine Institute (CMI) witnesses, Bye and Dow Harter, toy maker representative, said they would have no objection to such a definition.

Sharp questioning during the hearing was directed at Herbert Jones, president of the American Coin Machine Manufacturers' Association (ACMMA), and Raymond Schultz, attorney for various committee members as to the propriety of shipping gaming machines into States where they are outlawed. Both replied on all occasions that it was up to local officials and not Congress to enforce local laws. After one such question, Jones indicated the "no smoking" sign in the committee room, pointed to the cigarettes being smoked by reporters and congressmen and said, "It's a matter of local opinion whether you want the no-smoking law enforced."

Rep. John Bennett (R., Mass.) asked if passage of the bill would put Bally out of business. "I wouldn't say that," Jones replied, "but it would seriously affect us." Jones then estimated that about 5 per cent of the Bally income was due to bell sales. "Other members of the association," he stated, "depend entirely upon these machines for their incomes." Rep. John Heselton (R., Mass.) suggested that Jones switch from making bells to venders. Jones replied that Bally gave that up because it was not profitable. "Could it be?" queried Heselton. "I guess it could," Jones answered.

that Bally gave that up because it was not profitable. "Could it be?" queried Heselton. "I guess it could," Jones answered.

In his prepared statement, Jones pointed out that "the jobs of many thousands of men and women whom we employ are imperiled by this legislation." He declared that "the federal government should not be injected into the local affairs of the people of the several States—particularly in matters having to do with manners, customs, and morals." He added: "Inasmuch as the bill cannot reduce the wish of the people to amuse themselves with these devices, the resentment which will arise in people who are forced to give up pleasures which they regard as harmless will bring back all the evils of the Volstead days."

Jones further stated that the bill would increase the cost of government by increasing its functions and would decrease revenue by ending the income from the tax on machines.

Mills Plight

Schultz outlined to the committee the plight of Mills Industries which he said is now proceeding under a court plan as prescribed in the bankruptcy act. He added that it has to meet notes of about \$600,000 in 1950 and each of the following two years. To meet these obligations, he said, "it is essential that the company con-

tinue to manufacture the products presently being produced." In answer to a query from Heselton, Schultz said that Mills is now making venders and cannot switch entirely from bells without a long and costly process.

The Mills attorney asserted that if every bell in the country were wiped out, "there are so many other forms of gambling rampant in this country that the bill would not bring the result which it seeks to accomplish." Children, he said, do not play such machines.

He reminded the committee that the Internal Revenue Code language devoted to gambling devices was changed in 1942 to exempt specifically gum venders that give prizes for different colored gum. That is still gambling, he stated, regardless of what the code says. He used that example in opposing any idea of using the code definition of gambling device in the Johnson bill.

Schultz declared that if a lengthy probe of all gambling indicated a need to ban bells he and the company he represents would be glad to support a ban on gaming machines. But, he said, without such an investigation, there is no way of telling that the bill's effect would be good rather than bad.

George Jenkins, vice-president of Lion Manufacturing Corporation, submitted a statement without testifying. In his brief, he said the firm "was confused" about this all because of the broad definition. He opposed the section of the bill requiring governors to certify the legality of machines before they could be shipped. Referring to the novelty appeal of all coin games, he said if the makers had to wait for such certification a potential sales market would be destroyed.

CMI Stand

Appearing for Coin Machine Institute (CMI) were John Pickering, public relations director, and Dudley Ruttenberg, general counsel. CMI, they said, is in accord with the Johnson bill except for the definition of gambling devices. Pickering declared.

Pickering said that no member of CMI presently makes any bells since such makers were expelled from the association a year ago. He urged the committee to modify the language of the definition of gambling device to add: "The term shall not be deemed to include bowling alleys, pinball machines, target machines, miniature athletic machines, toys and games, or any similar machine or device designed for amusement."

Rep. Oren Harris (D. Ark.) told Pickering after receiving additional assurance from the latter that CMI members make no bells. "It is a credit to the industry that you recognize the social evil." Asked what CMI does to aid in combatting gambling machines, Pickering said it is always ready to furnish information to Legislatures regarding all types of coin machines and has frequently done so.

In urging specific exemption for amusement games, Pickering stated, "No federal legislation is necessary for the regulation of the amusement machine industry, including pinball games. There has been no testimony before this committee; there has been no valid proof that the manufacture, sale and distribution of pinball machines has created any problem for any community."

The general acceptance of pinballs, Pickering said, is pointed up by the fact that they are legal in 46 States, plus the D. C. and all U. S. possessions. Under the present Johnson bill, he said, pinballs could be called gambling devices. He added, "This would have the effect of the government telling the governors of 46 states that, despite your laws, these games are gambling devices and you must verify them as legal gambling games." Ruttenberg was asked if free plays put pinballs in the gambling

device category. "It all depends upon the definition of 'thing of value' in gambling laws," he replied. Some States outlaw free plays, he said, but most State courts have held that free plays do not make a pinball machine a gambling device.

The CMI attorney called the Johnson bill "unrealistic and arbitrary" in failing to make a distinction between amusement games and the regular gambling machines. All State laws, as well as the Internal Revenue Code, make a definite differentiation between the two types of coin machines, he asserted.

He also protested against language in the bill which would ban machines in Washington, D. C., and U. S. possessions. He pointed out that pinballs by local laws are now legal in the nation's capital and Alaska and Hawaii.

O. D. Jennings, of Jennings & Company, opposed the bill in its entirety. He told the committee that his firm makes all kinds of coin machines, amusements, vending and gaming. He declared that no criminal syndicate exists involving gaming machines and that there is no need for any federal legislation on the subject. Like other representatives of firms making gaming machines, Jennings was sharply and frequently caustically questioned about the moral aspect involved in shipping machines in violation of State laws. He replied in the general vein that it is a matter for the State and communities to look after.

The only congressman to take the witness stand was Rep. Walter Baring (D., Nev.), who appeared briefly to urge the committee to amend the bill so as to make it clear that in legalized gambling States, it would be lawful not only to receive machines but also to ship them back to the manufacturer for repairs.

In a statement submitted for the record, the National Carloading Corporation complained that the bill would compel carriers to determine whether or not machines were gambling devices or suffer penalties for making a mistake. The firm said that it was uninterested in the merits of the bill, but asked that carriers be exempted from any liabilities.

Speaking for the Federal Trade Commission (FTC), P. G. Morehouse urged the committee to include punchboards in devices to be affected by the Johnson bill. In response to questions by committee members, the FTC-er said that the agency has the power to issue cease and desist orders against punchboards but pointed out that a case has to be made against each firm involved under FTC procedure. A blanket law would aid FTC in stopping the boards, he asserted. In response to other questions, Morehouse said that punchboards have been considered in various court cases as in violation of gambling laws and also as representing unfair trade competition. He said they were frequently used to dispose of inferior candy thru gambling methods. Asked whether FTC went after the matter, the distributor, or the merchant who uses punchboards, Morehouse said the agency proceeds against the main source, which might be any one.

Rep. Joseph O'Hara (R., Minn.) wanted to know if the post office has taken any action against punchboards. "Not to my knowledge," replied Morehouse. Chairman Beckworth interjected at one point to say that Justice Department had intended punchboards to be included in the Johnson bill, but he added, "once we embark on this road, we must embark on many others."

Other witnesses appearing before the committee this week were Herbert Bye, for the outdoor amusement field, and Dow Harter, appearing for a toy manufacturing association (see other stories).

During the hearings this week, Rep. Prince Preston Jr. (D., Ga.) introduced in the House a counterpart of the Johnson bill. It is customary procedure for bills sponsored by an agency to be introduced in both houses of Congress. However, the bills are usually introduced by committee chairmen. Preston is not even a member of the House committee.

Capitol Begins Shipping New Minute Movies

(Continued from page 106)

Macy's here, some 40 department stores thruout the country have taken on the machine for permanent or seasonal placement, he asserted.

Department store units are often painted to conform with the store's decorative pattern. They are usually placed in sections selling children's items where they are apt to provide diversion for restless youngsters while parents ponder over a purchase. During the Christmas and Easter seasons extra machines placed in toy departments have been found profitable.

All department store machines are operator owned, Goldsmith declared, and return to store management a standard 25 per cent commission on gross income.

Other Locations

He traced part of business rise to expanded placements in rail and bus terminals, arcades and amusement parks. While most of the machines produced to date have been set in Eastern locations, he noted that sales to Western operators have accelerated recently.

The Tele-View Company, of Fort Worth, is the new distributor appointed by Capitol. Owned by Clyde P. Weed, the outlet will operate in its own area, but will sell Midget Movies to independents thruout Texas, Oklahoma and Louisiana.

Automatic Firm Adds Game Line

CHICAGO, May 6. — Automatic Phonograph Distributing Company announced the addition of multiple lines of new and used games this week. Mike Spagnola, vice-president, stated that non-music equipment was added when operator demand indicated it would be an added service.

Models of new and used games are now displayed in the firm's showroom in addition to the AMI phonographs which it distributes in parts of three Midwestern States (Illinois, Iowa, Indiana).

Coin Machines Give Year-Round Service At Turkey Run Park

(Continued from page 106)

boxes get heaviest play at night when vacationers use them for dancing. They have to take a back seat on summer Saturday nights, however. Every Saturday during the summer square dances are held, drawing crowds from a wide area.

Altho the square dances cut down on the juke box play, they bring heavier play for the other coin machines. Generally Saturday nights are the top income periods for most of the machines.

The cigarette venders are the only way to handle the tobacco business during the busy period, the park concession operators report. This proves particularly true during conventions.

Shuffleboard Popular

The shuffleboard is getting some of the heaviest play this year. Recently installed, it's proving exceptionally popular with old-time shuffleboard players and the newcomers alike.

"The amusement games help us handle one of our toughest problems," one of the park staff reports. "They keep the younger folks—particularly the children—busy during odd moments and periods of bad weather. It not only makes it a more enjoyable vacation for them, but gives their parents a chance to relax."

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PRODUCTS**

Calendar for Coinmen

May 10—Music Operators of Northern Illinois (MONI), monthly dinner meeting, River Forest Country Club, River Forest, Ill.

May 11—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

May 11—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

May 11, 18, 25—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

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 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

May 25—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

May 27-28—American Shuffleboard Leagues, Inc. (ASLD), first annual U. S. Championship Tournament, Peoria, Ill.

May 30—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

May 31-June 3—National Candy Wholesalers' Association (NCWA), annual convention and exposition, Hotel Commodore, New York.

June 1—Cleveland Phonograph Merchants' Association (CPMA), Annual Convention and Banquet, Hollenden Hotel, Cleveland.

June 2—National Automatic Merchandising Association (NAMA) Region XI (Northern California, Nevada, Utah, Wyoming), annual meeting, James Wilhite, chairman (Region X—Arizona, Southern California, New Mexico—and Region XII—Idaho, Montana, Oregon, Washington—also invited), Hotel Leamington, Oakland.

June 5—Illinois Amusement Association (IIA), monthly meeting, 208 North Madison Street, Rockford, Ill.

June 5—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 6—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

June 7—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

June 8—Summit County Music Operators' Association (SCMOA), monthly meeting, the Akron Hotel, Akron.

June 8—Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.

June 9—National Automatic Merchandising Association (NAMA), Region III (Maryland, District of Columbia, Delaware, Virginia), annual meeting, Erroll Eckford, chairman, Emerson Hotel, Baltimore.

June 12—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

June 14, 28—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

June 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

June 26—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

June 26-28—Coin Machine Institute (CMI), annual convention and exposition, Stevens Hotel, Chicago.

June 27—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

Tilt Test New Penny Counter Game by Abco

CHICAGO, May 6.—Tilt Test, a three-ball counter game, is in production at the Abco Novelty Company plant here. Designed for penny-play, the game lists for \$37.50

Tilt Test is a skill unit on which the object is to make seven points on each of three balls. This is accomplished by guiding one ball at a time over six pockets by use of the rayer control knob. Cabinet on the new Abco game measures 17½ by 11½ by 7½ inches. Firm head, Bill Osler, explained that Tilt Test uses steel balls, has a balance metal play-board and is screened by a colored glass.

Abco has appointed Empire Coin Machine Exchange, Chicago, as distributor. Osler said Tilt Test will be exhibited by Abco at the American Coin Machine Manufacturers All-Industry Co'n Machine Show at the Hotel Sherman, Chicago, May 22-24.

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AND 8' TWIN SHUFFLES
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- Q.T. POOL TABLE 169.50
- Chi. Coin BASKETBALL 165.00
- Chi. Coin PISTOL 99.50
- Exhibit DALE GUN 79.50
- Chi. Coin HOCKEY 49.50

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- WAX, Case 24 \$ 6.96
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 - Exhibit Dale Gun 89.50
 - Bally Big Inning 225.00
 - Western Baseball 49.50
 - Bally Undersea Raider 89.50
 - Chicago Goalie \$75.00
 - BALLY SHUFFLE BOWLER, 9 Ft. 195.00
 - Genco Bowling League, 9 Ft. 185.00
 - Postwar Photomatic 595.00
 - Postwar Voice-o-Graph 225.00

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<p>1-BALLS</p> <p>Citation \$225.00 Gold Cup 130.00 Jockey Special 90.00 Special Entry 60.00</p>	<p>RECONDITIONED SHUFFLE GAMES</p> <p>United Shuffle Alley \$140.00 With Conversion .. 155.00 Genco, 8 1/2 Ft. 140.00 Genco, 10 Ft. 160.00 Universal Twin Bowler 199.00 Chicago Coin Bowling Alley 195.00 United Super Shuffle 239.00 Bally Bowler, 9 1/2 Ft. 165.00 Bowlette ... Write for Price</p>	<p>PHONOGRAPHS</p> <p>Rock-Ola 1422 \$165.00 Wurlitzer 1015 245.00</p>

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 (Chicago Coin) <p>Dallas 79.50 </p></p></p></p></p></p></p></p></p></p></p></p></p></p></p> |
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MAY 22, 23, 24

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Trade Directory

New Equipment

Acorn Charm Merchandiser—5-cent vender—Oak Manufacturing Company, Los Angeles.

Baseball — shuffle game — Nation Coin Machine Company, Chicago.

Baseball — shuffle game — Nation Wide Novelties, Chicago.

Norelco — coin-operated shaver — Mountaineer, Inc., 417 Liberty Street, Springfield, Mass.

Purity Pretzel Stick — pretzel vender — Vend Rite Manufacturing Company, 1536 N. Halsted Street, Chicago.

Select-o-Carb — multi-flavor cup vender—Spacard, Inc., New York.

Change of Address

Shuffleboard Specialists moved to 7126 Stony Island Avenue, Chicago.

Southern Automatic Music Company's Cincinnati office was moved to 1000 Broadway.

New Firms

De Perri Advertising, Inc., 141 E. 44th Street, New York—Perry Wachtel

Packaged Vendomat, Inc., 950 W. Grand Avenue, Chicago — manufacturer of ice cream bar vender.

Ben Smith Advertising Agency, 95 Madison Avenue, New York—Ben Smith.

White Record Company, 8422 Linwood Avenue, Detroit.

Personals

Chase Candy Company, St. Louis, appointed Smith H. Cardy Jr. as director of merchandising and advertising.

Coven Distributing Company, Chicago, appointed Harold Saul as sales promotion and advertising director of the firm.

Empire Coin Machine Exchange, Chicago, appointed Stanley Levin to the sales staff.

Monarch Coin Machine Company, Chicago, appointed Charlie Schlicht to handle club and arcade division sales.

Music Guild of America elected Humbert Betti, of Union City, N. J., vice-president of the association.

Worthington Pump & Machinery Corporation, Harrison, N. J., announced the following appointments: Walter H. Feldman, vice-president in charge of sales; John J. Summersby, vice-president in charge of purchases.

Frederic W. Thomas, general manager of purchases, and Carleton Reynell, general representative for the sales and purchasing departments.

Purchases

Crise Manufacturing Company merged with Arco Switch Company, Cleveland. Firm to be called the Arco Switch Division of Crise—located at Columbus, O.

Distributors

Coradio, Inc., New York, appointed Superior Distributing Company, Denver, to cover all States west of the Mississippi except California.

Como Manufacturing Company, Chicago, appointed Logan Distributing Company to cover Indiana and the Chicago trading area.

Sicking, Inc., appointed Fred Farber to cover the State of Indiana, headquartering in Indianapolis.

Unimax Switch Division of the W. L. Maxson Corporation, New York, appointed R. Wilkinson and Samuel Morrow, Rydal, Pa., to cover the Philadelphia area; Douglas Laukota, Glendale, Calif., for California; Norman W. Kathrinus Company, St. Louis, for Missouri and Kansas, and Millou Sales Engineering Company, Towson, Md., for Southern New Jersey, Eastern Pennsylvania, Maryland and Delaware.

Vend-Rite Manufacturing Company, Chicago, appointed Automatic Service Supply Company, Los Angeles, for the Southwest territory; Western Automatic Distributors, Richmond Calif., for entire Northwest territory; George R. Lewis Distributors, Chicago, for North Central States; R. J. Distributing Company, Chicago, for Midwestern States; State Wide Equipment Company, Massillon, O., for Ohio and Western Pennsylvania; Pioneer Corporation, Baltimore, for Delaware, Maryland, District of Columbia and the Western Reserve Equipment Company, Cleveland, for the remainder of Eastern and Southern territory.

Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Bilotta Distributing Company, Newark, N. J., to cover the Albany-Syracuse area.

Shuffle Champ, Rebound Bowler Bows at Bally

CHICAGO, May 6.—A new bowling game, featuring rebound action and disappearing pins, called Shuffle Champ, is in production at the Bally Manufacturing Company plant. It is available in either 8 or 9½-foot lengths and is 2 feet wide.

Scoring in Shuffle Champ, General Sales Manager Jack Nelson said, is identical to regular bowling. He added that the rebound principle used in the game results in 33 per cent faster play than its predecessor, Speed-Bowler, the game which introduced disappearing pins.

In Shuffle Champ, player aims directly at pins which are suspended just above the playfield. As puck passes thru scoring area, pins in its path fold back and up immediately and appear to be directly hit by the puck. Scoring is automatic and is posted by frames.

Nelson stated that the shorter playing time of Shuffle Champ was realized without detracting from the interest in the shuffle bowling theme and results in higher potential earning power at peak play hours.



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SAMPLES AVAILABLE NOW!
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MAY 22, 23, 24, 1950

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MAY
 22, 23, 24

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Mills Black Cherry (Orig.), 50¢	110.00
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Mills Jewel Bell (Orig.), 25¢	100.00
Mills Golden Falls (Orig.), 50¢	125.00
Mills Club Bell (Orig.), 5-10¢	50.00
Mills Glitter Gold, 5-10-25-50¢	65.00
Mills Vest Pocket (New)	64.50
Mills Extra Bell (Rebuilt), 5-10-25¢	65.00
Mills Extraordinary, 5-25¢	35.00
Groetchen Deluxe Columbia	65.00
Jennings Std. Chief, \$1.00	250.00
Jennings Prospector, Like New, \$1	550.00
Jennings Challenger, 5-25¢	200.00
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Pace 1947, 50¢	75.00
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MAY 22, 23, 24

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The ACMMA SHOW!

MAY 22, 23, 24, 1950

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Harold Daily

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Played like horse shoes.
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COINMEN YOU KNOW

Twin Cities:

(Continued from page 120)

vending field, is so pleased with results that already he is eyeing an expansion and is adding new units following acquisition of a considerable number of locations. . . . **C. E. Houck**, St. Paul cigarette operator, is adding more units to his route and is planning to enter another field of coin machine operation to diversify his business.

Hy Greenstein, of Hy-G Music Company, bedded for two days with an attack of the flu, was back at his office long enough last week to report business was good, with bowling-type games and used equipment getting heavy play from the operators. . . . **Angus Grant**, Northwest Engineering, who until recently concentrated on his shoeshine units, then added Bowlettes, now is expanding further to include pin games and music in his operation.

Art Kelley, of Rapid City, S. D., has taken over sole ownership of the Lyric Music Service and is enlarging his operation with the addition of shuffle bowling games. . . .

Harry Lerner, of H&L Novelty Company, Minneapolis, has found a new-type location for the shuffle bowling games—private clubs, and he reports that results have been amazingly good. . . . **Bill Hamp**, of the Austin Sales Company, Austin, Minn., is back on the job following a sickness and demonstrated his determination to make up for lost time by adding 10 new locations to his route. . . .

Archie La Beau, La Beau Novelty Sales Company, St. Paul jobber, is singing praise for the Rock-Ola Shuffle Jungle, first shipment of which arrived last week and went out pronto. He said that operators are showing considerable interest in the new novelty game and that he has booked sizable business for it as has **Ray Sellman**, company salesman, now traveling the Wisconsin territory. La Beau also reports that Rock-Ola music is getting a good deal of attention from coinmen. . . .

Amos Heilicher and his brother, **Danny**, operators of Advance Music Company, Minneapolis, are remodeling their offices at 1313 Third Avenue, South, to make more room for their growing wholesale record distributing business. The firm, which is a pioneer coin machine operating company in this territory, has three men on the road for its record business, **Jay Sandler** in Iowa, **Gene Patch** covering Minneapolis, Southern Minnesota and South Dakota, and **Don Herman**, handling St. Paul, Northern Minnesota and North Dakota. Advance handles Mercury, National, Rondo, Tempo and Bible-tone labels. The firm also has taken on Mercury television, Amos said.

The shuffle bowling games are the greatest boon to the coin machine industry in years, according to **Matt Engel**, sales manager of Mayflower Distributing Company, St. Paul, who reports coinmen are going into this field in increasing numbers each week. Engel said business at all Mayflower branch offices is brisk and that **Herman Paster**, firm head, is kept busy visiting them in Milwaukee and Des Moines. According to Engel, music is livelier in action than in some time, while used equipment is getting heavier play from operators.

Dave Ziskin, Silent Sales Company, chimes in with a good word for Shuffle Bowlers and used music, both of which are getting attention from coinmen, he said. . . . **Buddy Harrison**, Minneapolis operator, is expanding his route, adding shuffle units. . . . **Oscar Englund**, of Alexandria, Minn., was in the Twin Cities getting new equipment for the resort area he serves and hoping that a break in the weather will permit a good season. . . . **Charlie Rose**, Fargo, N. D., operator, bought Shuf-

fle Bowlers and music on his trip to this market. . . . **Jack Garrett**, Minneapolis operator, was passing out cigars on the birth of a daughter, the Garretts' first child, recently. . . . **Don Leary**, Minneapolis operator and one of the nation's largest retail record and appliance dealers, is adding bowling games to his locations. . . . **R. M. (Bob) Shea**, Wessington, S. D., coinman and his missus, came to the Twin Cities for a bit of pleasure and business last week.

Louella Svea is the new receptionist at Lieberman Music Company offices in Minneapolis. . . . **Irv Heitman**, of the H. Novelty Company, Wabasha, Minn., is enlarging his operation with bowling games. . . . **Harry Nold**, Cambridge, Minn., expanded in his operation from Cambridge to Anoka, is adding new pin games. . . . **Walter Witt**, Minneapolis operator, has bought a few shuffle bowling games. . . . **A. A. Cluseau**, Grand Rapids, Minn., added several Gottlieb Bowlette units to his operation. . . . **Al Reese**, Watertown, S. D., was in the Twin Cities to shop, as were the Netterberg brothers, of Castlewood, S. D.

Other shoppers of the past week were **Oscar Sundem**, Montevideo, Minn.; **Glenn Bischell**, Chippewa Falls, Wis.; **Al Redding**, Houston, Minn.; **Ray Thraen**, Tracy, Minn.; **Pete Vanderhyde**, Dodge Center, Minn.; **Bob Kubes**, New Prague, Minn.; **Andy Benna**, Ironwood, Mich.; **Harry Galleg**, Menominee, Wis.; **Lawrence Sieg**, Augusta, Wis.; **Don Ehman**, Winona, Minn., and **Jerry Hardwig**, St. Cloud, Minn.

Hy Greenstein, head of Hy-G Music Company, Minneapolis distributor, was passing out cigars—he's the grandfather of a boy born Thursday (4) to his daughter, **Elaine**, and her husband, **Al Lieberman**. Mother and child, at St. Barnabas Hospital here, are doing fine. This is Hy's first experience as a grandfather and his reaction is that of all first grandpas—swell, but the idea of being married to a grandma is somewhat disturbing. . . . **Dick Henderson**, Willmar, Minn., operator, was in this market buying used phonos and records. . . . **A. M. Westby**, formerly of Rapid City, S. D., has moved his base of operations to Mitchell, S. D., to be near his parents. He has started a new operation in the Mitchell area.

Fred Fixel, of Pembina, N. D., president of the North Dakota Operators' Association, wrote friends in the Twin Cities that the floods in his territory are so bad that the 1948 floods were a "mere trickle" in comparison. Fixel said there is a foot of water in the kitchen of his home while his shop is inundated by two feet of water. Luckily he had used pin games on legs in storage in the shop, he explained, because he is using them as "shelves" to get other equipment out of reach of the flood waters. Damage, Fixel reported would be extensive. . . . **Jim Karusis**, of J. A. K. Sales, is adding novelty shuffle and bowlette games to his route which he operates in the Minneapolis area.

Kelly Diedrich, of Chaska, Minn., won recognition at the annual Grid-iron Dinner of the Twin Cities Newspaper Guild Monday (1) when his name was mentioned by the emcee in connection with being a guest at the affair. Diedrich used the occasion of being in the Twin Cities to buy up Twin Bowlers for his route and reports he is switching a number of his consoles to the novelty games. **Isadore Bernstein**, who is back in the operating business in the Twin Cities following his return from California where he lived for a number of years, has joined forces with **Ollie Thurman**, another Minneapolis coinman, and the two are enlarging their operations into an extensive route.

Chicago:

(Continued from page 120)
 quarters on Western Avenue. Quarters will be modernized and enlarged, Perkins said, to handle the expanding manufacturing, distributing and operating phases of the business. Meanwhile, Perkins reports shuffle game play holding in this area, and says unlike other show years, operators are buying steadily, despite the nearness of the national trade show and the usual amount of new equipment which will be unveiled there.

Jimmy Johnson, Globe Distributing, is back from a Southern trip. . . . Ralph Richardson, Como Manufacturing, is in El Paso in the interest of Hollycrane machines. . . . Bally execs George Jenkins and Herb Jones were on the road last week. Jack Nelson, general sales manager, returned Monday (1) from a 10-day road trip. While away he visited Coe Stone, Southern Amusement, Memphis, and Lou Boasberg, New Orleans Novelty Company, New Orleans, and also made stops in Fort Worth, Dallas, San Antonio and Houston. The Coe Stones have a new son named Robert Lawrence. Jack Nelson Jr., will marry Margie Perry July 1.

Ed Levin, Chicago Coin, reports that F. A. B. Distributing Company, New Orleans has appointed General Distributing Company, also New Orleans, as sub-distributor for the Chicago Coin line in Louisiana. General is headed by Ed Kramer and John Bosch. . . . Charlie Gillard, head of Nation Wide Novelties, was surprised at the number of operators who showed up for the First Distributors' premiere of the Nation Wide Baseball game. He says Wally Finke and Joe Kline, of First, have made steady progress since forming their own firm a few months ago. . . . Bill Olscher, Abco Novelty Company, says his new counter game should make a lot on location. . . . A local firm is expected to enter the coin-video field on a large scale within a few weeks.

Juke box operators are taking an active part in the operation of the new type bowling games, and one

of the enthusiastic proponents of the equipment is Adolph Raymond, A. & M. Music Company head. Indication of the gusto with which music ops have taken to game placement in their juke spots was the move last week by Automatic Phonograph Distributing Company, when Vice-President Mike Spagnola announced the addition of new and used games due to operator demand. The "alleys" (bowling) will henceforth share showroom space with Automatic's AMI phonographs.

Charles Wilmoth, chief of Tri-County Music Company, is looking forward to the May 10 dinner-entertainment festivities of the Music Operators of Northern Illinois (MONI) at the Lake Forest Country Club. Disk jockey Eddie Hubbard will emcee the special show. Meet is set to become an annual affair.

Robert W. Soaper, Self-Service Laundry, Inc., has built up a top operation of hair dryers, in addition to his regular route of coin-washers in apartment buildings. . . . Robert Fischer, Schilling & Fischer Dispensing Company, is convinced his milk-fruit juice venders are the answer to plus-level business for summer. Stocked in regular carton milk machines on a 5-to-1 ratio (milk predominating) he finds that the juice sales are over and above regular milk volume. Tomato, grapefruit and orange appear to be the big-demand juices.

Mike Spagnola, Automatic Phonograph Distributing Company, continues all smiles these days with operator demand for AMI juke. Mike says his firm is adding a dual game line this week, as an added customer service. Several lines of new and used games will be available. . . . Vince Angeleri, who actively headed the AA Swing Time Music Company up to last year, is still in California with his family. His dad, Angelo Angeleri, is conducting the operation with a veteran hand. He resumed a more active part in the business when Vince left Chicago.

A couple dozen music operators are featuring the new Barthel disk-ing of "I'm Not To Blame" by radio and night club thrush Toni Rami. At least one firm has planned blanket coverage, A & M Music Company headed by Ray Raymond. . . . Andy Oomens, Walter Oomens Sons, is casting about for a new "Music, Music, Music" or "Rag Mop" disk for his machines. Think's the "Juke Box Annie" wax may be a contender. Thing is to get away from the monotonous or repetitious type platter, most ops feel.

United Manufacturing's touring sales representatives, John Casola and Ray DeRoche, have returned to Chicago from a road trip thru the South, but plan to leave again shortly for New Orleans and other sections of the Deep South. Billy DeSelm, United's sales manager, says Casola and DeRoche haven't worked out their actual schedule yet, but plan to visit as many towns and operators as possible during the trip. Meanwhile, firm is getting excellent reports on its Shuffle Alley Express from all parts of the country.

Joe Caldron, who recently resigned his post with AMI, has set up his new headquarters at 55 East Washington. He plans to remain in the coin machine business and will announce his new affiliation shortly.

Al Sebring, Royal Products, reports the firm's conversions for shuffle games still going strong with operators. Meanwhile, Roy Bazelon, partner on Royal and head of Monarch Coin Machine, also reports business holding as the warmer weather finally makes its appearance here. Clayton Nemeroff, Monarch exec, is back from a whirlwind 10-day tour that took him into Texas. Clayton reports he covered 3,000 miles by car on the trip, and found those in the field generally optimistic.

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ACMMA SHOW
 HOTEL SHERMAN—CHICAGO, ILLINOIS
 MAY 22, 23, 24

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List F.O.B. Factory

One-third Deposit, Balance C.O.D. Write, Wire, Call for Quantity Discount. Send for Full Story.

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See Our Sensational New
SHUFFLE-SHOE

For 2 or 4 Players . . . Scores Like Regular Horseshoe Game
 PUTS NEW EARNING POWER INTO YOUR SHUFFLEBOARDS

BOOTHS 81 and 82

Member—National Coin Machine Distributors' Association

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 MAY 22, 23, 24**

Start packing for the BIG MAY SHOW. We're getting our things together now for those 3 big days at the Sherman, where all types of coin-operated equipment will be exhibited. Look for us. We'll be there.

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NEVER a let up for POPULAR BIG PLAY.
 NOW-with NEW ADDED FEATURES
 it's GREATER.. BETTER.. than EVER.
 WRITE FOR COMPLETE DETAILS

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Brand New

SHUFFLE ALLEYS

At the LOWEST PRICES-
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SHUFFLE LANES

In Original Crates

Two Sizes—8-Foot and 9½ Foot. To get quick action we have cut the price of these brand-new shuffle alleys so low you'll agree, when you learn the price, that here is the buy of a lifetime. Act today for they won't last long. Subject to prior sale.

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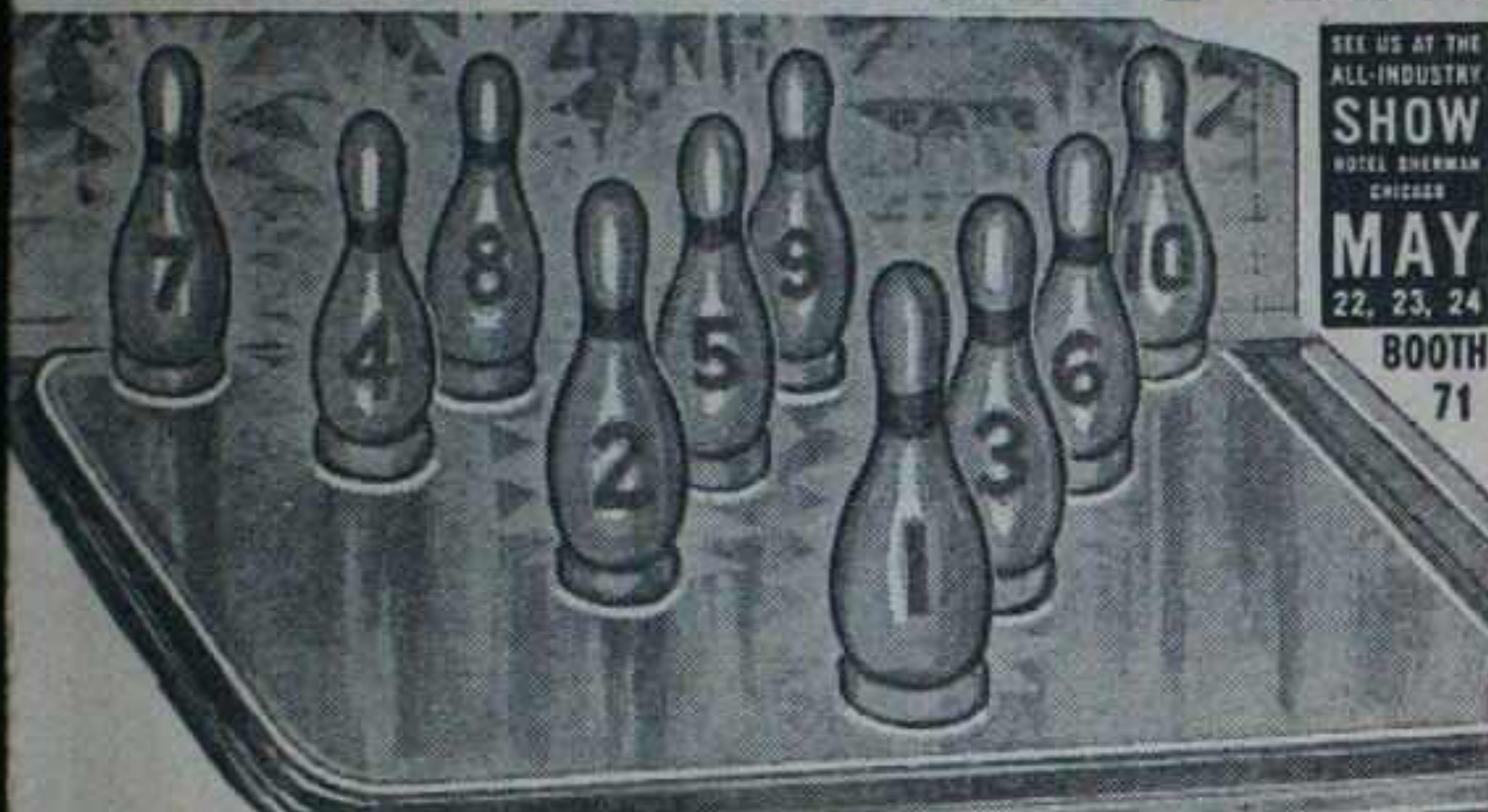
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ONLY \$20.00

COMPLETE UNIT F.O.B. Chicago 1/2 Deposit Immediate Delivery

- NO TUNNELS TO GO THROUGH!
 - NO LOST PUCKS! • JUST PLUG IN
- MADE TO FIT UNITED, GENCO, UNIVERSAL, CHICOIN, WILLIAMS, BALLY, KEENEY, AND ROCK-OLA SHUFFLE GAMES.

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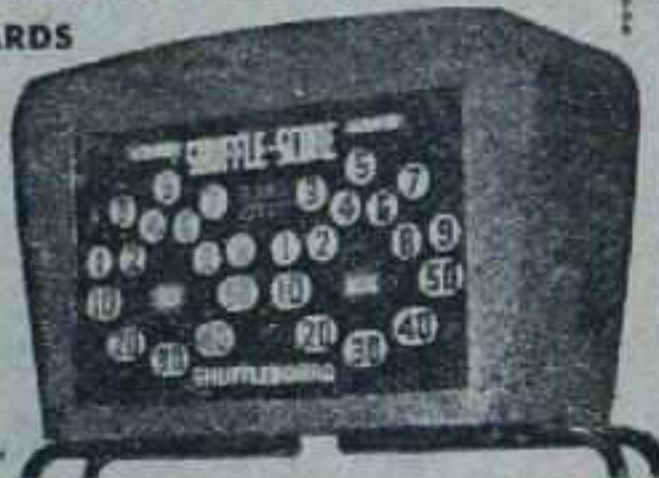
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SLUG REJECTOR. COIN BOX HOLDS ABOUT \$200.00.

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Operators Report Terrific Take at Arcade Locations



This new arcade sensation piled up plenty profits for beach spots last summer, according to enthusiastic owners. And no wonder! BOWL-O plays fast and steadily—at 10c a game. It's a real bowling game, played with real balls. There's no other game like BOWL-O for real bowling thrills!

Order your BOWL-O games now—at once—so your installation will be ready for a full summer of record-breaking business. Get full facts on this amazing money-maker. Write today for illustrated literature, records of earnings, and prices.

SUTPHEN PRODUCTS Corporation

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NEW! ENTIRELY DIFFERENT! WHAT A MONEY-MAKER!

Bowl-O

The Only Real Bowling Game

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WURLITZER SKEEBALLS, \$59.50 Ea.

Crating extra—these machines have been thoroughly reconditioned and painted to look like new. Ready for location. Buy with confidence.

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MAY 22, 23, 24, 1950

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RECONDITIONED
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Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

Quantity		
<input type="checkbox"/>	ALI BABA	\$ 54.50
<input type="checkbox"/>	ALOHA	34.50
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<input type="checkbox"/>	BARNACLE BILL	69.50
<input type="checkbox"/>	BAZAAR	34.50
<input type="checkbox"/>	BLACK GOLD	99.50
<input type="checkbox"/>	BLUE SKIES	39.50
<input type="checkbox"/>	BONEHEAD	44.50
<input type="checkbox"/>	BUCCANEER	69.50
<input type="checkbox"/>	BUTTERFLY	34.50
<input type="checkbox"/>	BUTTONS & BOWS	89.50
<input type="checkbox"/>	CARIBBEAN	34.50
<input type="checkbox"/>	CONEY ISLAND	34.50
<input type="checkbox"/>	CROWN JEWELS	34.50
<input type="checkbox"/>	DEW-WA-DITTY	54.50
<input type="checkbox"/>	FOOTBALL	99.50
<input type="checkbox"/>	GIN RUMMY	84.50
<input type="checkbox"/>	GRAND AWARD	59.50
<input type="checkbox"/>	HUMPTY DUMPTY	34.50
<input type="checkbox"/>	JUST 21	159.50
<input type="checkbox"/>	LARIAT	34.50
<input type="checkbox"/>	MERRY WIDOW	39.50
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<input type="checkbox"/>	SCREWBALL	39.50
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91 CALIFORNIA SHUFFLE PINS
Brand New in
Original Crates... \$149.50
1 floor sample
CALIFORNIA SHUFFLE
PINS\$129.50

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<input type="checkbox"/>	BALLY MET. BUT. DRAW BELL	\$ 99.50
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Quantity		
<input type="checkbox"/>	CHI COIN PISTOL	\$ 89.50
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<input type="checkbox"/>	GENCO ADVANCE ROLL	49.50
<input type="checkbox"/>	GENCO AUTO ROLL	49.50
<input type="checkbox"/>	EVANS 1947 TEN STRIKE	69.50
<input type="checkbox"/>	WM. ALL STARS	89.50
<input type="checkbox"/>	A.B.T. ELECTRIC SKILL GUN 1¢ COUNTER TARGET GAME. Like New. With Stand.	24.75
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1/2 deposit with order, balance C. O. D.

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FOR SALE
2 Twelve Foot American Shuffle Boards, Maple Top... @ \$150.00 ea.
5 Hot Rods... @ 125.00 ea.
This equipment is clean and in good condition. 1/2 cash with order, balance C. O. D., F. O. B. Austin.
JACK KEY
606 1/2 Rio Grande St. Austin, Texas

FOR SALE
14 PHONOGRAPHS
25 GAMES
BOX D-366
The Billboard, Cincinnati 22, O.

Detroit Firm Begins Output On Grip Scale

DETROIT, May 6.—Continental Service & Equipment Company has started production on its counter scale known as the 'Gum Grip. Firm maintains headquarters at 3830 Holbrook Avenue here.

Unit is a combination between a ball gum vender and three-way play Universal gripper. It has a plexiglass front and the cabinet is trimmed in chrome. The Gum Grip is equipped with an extra lock so that the location owner can replenish the ball gum stock without disturbing the cash compartment. The counter machine lists for \$39.50.

Continental plans to show the Gum Grip at the Coin Machine Institute (CMI) show at the Stevens Hotel, Chicago, June 26-28.

Commercial Sets New Manager for Okla. City Area

OKLAHOMA CITY, May 6.—Joe Gathings, long associated with the coin machine business in this territory, has been appointed manager of the Commercial Music Company, Inc., headquarters in this city. Firm also maintains offices in Dallas and San Antonio, and is the Wurlitzer distributor for the Texas, Oklahoma and New Mexico territory.

Gathings has been affiliated with Commercial Music for the past six years, and in his new position will be in complete charge of the firm's activities in this area. He will headquarter at 1004 North Walnut Street, where a complete sales, service and parts set-up is housed.

Riverside Metal Appoints Distributor in Pittsburgh

RIVERSIDE, N. J., May 6.—Appointment of the William M. Orr Company, Pittsburgh, as distributor in Western Pennsylvania, Eastern Ohio and West Virginia, was announced this week by the Riverside Metal Company here.

The firm produces copper-base alloys used in the manufacture of coin machines. The new distributor will augment the customer service provided by Riverside's Cleveland office.

Candy Sales

WASHINGTON, May 6. — Dollar sales of candy manufacturers continued on the downgrade in March, according to a preliminary report from Census Bureau this week. Overall dollar sales were off 6 per cent from March, 1949, altho poundage sales were approximately the same for both months.

Bar sales were off 8 per cent by volume from the previous March, while poundage sales were off about 5 per cent. Pound sales of bulk candy dropped 5 per cent and dollar value of bulk sales declined 8 per cent. Package goods sales were off 4 per cent in pounds and off 1 per cent in value.

Coca-Cola Lists Earnings

NEW YORK, May 6.—The Coca-Cola Company at its annual stockholders' meeting reported a net profit of \$5,548,369 for the first 1950 quarter, equal to \$1.30 a common share. For the same quarter in 1949, earnings totaled \$5,944,985, equal to \$1.45 per common share. Net income of Coca-Cola International Corporation for the first quarter this year was \$1,307,841, compared with \$1,286,002 in the like 1949 period. Both divisions are converting class A common stock into common.

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Welcome MINNESOTA, NORTH & SOUTH DAKOTA OPERATORS TO THE BIG ALL-INDUSTRY SHOW!



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AUTHORIZED DISTRIBUTORS
UNIVERSAL INDUSTRIES
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TRIMOUNT'S NOW DELIVERING 2 SENSATIONAL NEW 5 BALLS

Gottlieb's
"BUFFALO BILL"

Trimount predicts this will be the biggest money maker of any 5 ball ever manufactured.

Williams'
"LUCKY INNING"

A sensational new baseball game—a real money maker.

EXCLUSIVE WILLIAMS, GOTTLIEB AND SEEBURG DISTRIBUTORS

Remember IN NEW ENGLAND IT'S TRIMOUNT



40 WALTHAM STREET BOSTON 18, MASS
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The Billboard
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Cincinnati 22, Ohio

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

Name \$10 enclosed

Address Bill me

City Zone State

Profession or business



COINMEN YOU KNOW

Milwaukee:

(Continued from page 120)
man. Miller recently purchased a 2-foot Chris-Craft and will operate it this summer on Lake Winnebago.

Newcomer to the coin machine business in the Oshkosh area is **Harvey Bunke**. He operates music and games. The baseball fever is running high this spring at Cigarette Service, Appleton. The firm has entered a team in the Municipal Twilight Tavern Softball League. Taking an active part on the team are **Russ Dougherty, Heinie Staedt** and **Wally Cotton**. The balance of the team is made up of local boys.

A fishing trip on Pewaukee Lake recently almost ended in tragedy for **Hastings Distributors** routemen **Olle Hansen** and **Dick Saulig**. Their boat was swamped after running out of fuel and both got a good soaking. Coin machine people hereabouts are marveling at the manner in which **Mrs. Ruth Bender** is continuing to operate the Kwik-Kafe route since the tragic death of her husband, **Maj. Milton Bender**. Almost immediately after the plane crash which ended her husband's life, she picked up the reins and began to carry out the plans they had made for expanding the firm. "I'm doing exactly what I know he would want me to do and things are coming along well," she said.

Detroit:

(Continued from page 120)
adding a number of Dale Guns to his operation.

Chester Rosinski, of the Continental Service & Equipment Company, reports the company is readying a new promotional campaign for its current models, to tie in with the All-Industry Coin Machine Show. . . . **Henry Solomon**, Edselco Manufacturing & Sales Company, was on vacation the past week. . . . **Martin Edelman**, local operator, and a nephew of **Isidor Edelman**, founder of Edselco, was a visitor at the plant Thursday. **Isidor** planned to spend the week-end and most of the next week in Chicago.

Daniel Marvin, a newcomer to the coin machine industry, is taking over the distributorship of the Quizette, made by the Mercury Steel Company and sold nationally thru Continental Service & Equipment Company, in the home town territory in Detroit. The product is made in a suburb here. Marvin is establishing offices and sales rooms at 2955 Grand River Avenue, under the name of the Flame Quizette.

New York:

(Continued from page 120)
and **Frank Calland** headed the New York delegation of well wishers.

Operator travel to and from Florida was on the increase last week. **Willie Levey**, Southern coinman, returned to his Miami home after a short visit here. . . . **Sal Trella**, Elkay owner and secretary of the Automatic Music Operators' Association (AMOA), returned to Sarasota after a few weeks here to check on his phono route. He found that brother **Joe's** management had everything running smoothly. . . . And **Dorothy Wolk**, of the AMOA office staff, was back at her desk after a two-week vacation in the Sunshine State.

Sam B. Goldsmith and **Leo Wilens**, Capitol Projectors toppers, are planning a trip to Texas for a confab with a distributor they recently appointed in Forth Worth to handle Midget Movies. . . . **George Leviton**, Hackensack, N. J., is planning to add a new batch of coin radios to his growing route. . . . **Frank Broccoli**, of the Braddock Music Company, is back on the job after being out four months with a stomach ailment.

Sid Bloom, co-owner of Oak Manufacturing, Culver City, Calif., and **Meyer Abelson**, sales manager, were here last week to confer with distributors of the firm's Acorn bulk vender. They reported the new Acorn charm machine is getting good op reception. One of the first major shipments was to this area.

Bert and Eddie Lane, of the American Q-Ball Corporation, finds that the viewer audiences of their television show, featuring tourney play-offs on the coin pool table, is still increasing. On Thursday (4) they inaugurated a series of shows with gueststars as contestants. **Lee Tracy**, actor, won a close match against **Johnnie Johnston**, singer. Next week emcee **Bob Sheppard** will intro **Sugar Ray Robinson** as one of the guest players.

Barney Sugarman, of Runyon Sales, claims that heavy current demand for Bally's Speed Bowler is only partly satisfied by factory shipments. The games remain in his store only long enough to be uncrated and routed to ops, says **Barney**. . . . **Sol and Murray Wohlman**, Pancoast chiefs, find their two-way car telephones a big aid to quick servicing of locations.

Moe Mandel, head of Northwestern Sales & Service, busy last week preparing for the move to new headquarters at 438 West 42d Street. His Brooklyn store will be retained with **Carl Koren** as manager. . . . **Low Jaffa**, Eastern Electric sales chief, has strengthened his claim to being one of the most traveled men in the industry. Just back from his latest junket, he added another 10,000 miles to his log, having made the grand tour to the West Coast and back. He reports sales of the Electro cigarette machine continue high. He will probably take off on yet another sales trip in a couple of weeks.

Joe Young, local Wurlitzer distrib, has received initial shipments of the firm's 45 r.p.m. conversion kit. Juke ops are expected to place a few converted phonographs on test locations soon. . . . **Paul Zimmerman**, sales manager of the American National Dispensing Company, Lansdale, Pa., was in town last week on biz. He said shipments of American's coffee and soup machine are now going out on a regular basis.

Dr. Pepper Quarterly Net
DALLAS, May 6. — Dr. Pepper Company reported a net income for the three months to March 31 of \$107,000, compared to \$104,000 for same period in 1949.

NEW!
NATIONWIDE
NEW SHUFFLE GAME
BASEBALL
Rebound—Fast! Exciting!
Realistic Action!
Simple Mechanism—
An Operator's Dream!
EXCLUSIVE DISTRIBUTOR



Looking
FOR
SOMETHING
NEW?

SOMETHING REALLY NEW
UNDER THE SUN!

**MERCURY
VENDOR**
Mfd. by FIRST DIST.

Sensational! A new merchandising plan thru a 5¢ ball gum vendor! Better than punchboards! Amazing profits!

★★★★ See Us at **BOOTH 88** ★★★★★

ACMMA SHOW

HOTEL SHERMAN—CHICAGO
MAY 22, 23, 24

1ST

FIRST Distributors
Joe Kline & Wally Fink

Authorized Distributors of J. H. Keeney & Co. and H. C. Evans & Co.

Dickens 2-0500
1748 W. North Ave.
Chicago 22, Ill.

THE SOUTH'S BEST OPERATORS
ALL-WAYS
BUY FROM BUSH!
A RELIABLE PLACE TO BUY

COME TO THE A.C.M.M.A. SHOW . . .
HOTEL SHERMAN - CHICAGO, ILLINOIS - MAY 22, 23, 24

BUSH DISTRIBUTING COMPANY
MIAMI • JACKSONVILLE • HAVANA

KEENEY DISTRIBUTORS
FOR THE STATE OF FLORIDA

**THE SOUTH'S
MOST PROGRESSIVE
DISTRIBUTORS OF
COIN OPERATED EQUIPMENT**

EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA



THE SOUTH'S
BEST
SELECTION
OF
COIN
MACHINES

BUSH DISTRIBUTING CO.
286 N.W. 29TH ST.
MIAMI 37, FLA.

OFFICES
JACKSONVILLE, FLA.
MIAMI, FLA.
HAVANA, CUBA

HARD TO GET PARTS FOR SALE
Factory Keeney Super Track Time Parts
Coin Refainer Springs for Head.
Set of 10 \$ 5.00
2 Complete Heads, 9 Coin, Used, Ea. . . . 22.00
Spinner Motors, Rebuilt, 3 Only, Ea. . . . 30.00
Bronze Gear for Spinner Motors 3.00
Sequence Motors, Complete, 2 Only,
New Ea. 30.00
Pay-Out Motor, Used, 1 Only 22.00
Lock-Out Coils, Ea. 2.75
Clutch for Head 3.25
Set of Biscuits, Used 27.00
Copper Strips for Biscuits 2.00
Head Castings, 2 Only, Used, Ea. 17.50
Various other parts too numerous to list.
Send requirements. Ship complete machine
for overhaul or parts for repair. On orders
send deposit.
1 1938 7-Coin Track Time, Perfect
Condition \$100.00
NEW ENGLAND EXHIBIT CO.
237 Washington St. Newton 58, Mass.

WANTED
**WEST COAST
REPRESENTATIVE**
BY
**Well Known — Well Rated
COIN MACHINE PARTS CO.**
Wonderful opportunity. Must be free
to travel, and have a car. Protected
territory.
Box 352
The Billboard, Chicago

EVERY PIECE GUARANTEED

<p>ONE BALLS</p> <p>CITATIONS \$275.00 GOLD CUPS 115.00 JOCKEY SPECIALS 85.00 SPECIAL ENTRIES 55.00 VICTORY SPECIALS 35.00 DAILY RACES 35.00 KEENEY'S BIG PARLAY 35.00</p> <p>PHONOGRAPHS (Rebuilt and Refinished)</p> <p>'47 SEEBURGS \$299.50 SEEBURG CUT DOWN 99.50 750 WURLITZER 109.50 950 WURLITZER 114.50 1100 WURLITZER 424.50</p>	<p>CONSOLES</p> <p>(8) RESERVE BELLS (LIKE NEW), Ea. \$225.00 (4) DELUXE DRAW BELLS, Ea. 135.00 (2) RED BUTTON DRAW BELLS, Ea. . . . 100.00 (4) METAL BUTTON DRAW BELLS, Ea. . . 65.00 (4) KEENEY'S SUPER BELLS, Ea. 34.50 (10) JUMBO PARADES Ea. 34.50 (3) MILLS 3 BELLS, Ea. 175.00</p> <p>1c GAMES</p> <p>BEST HAND \$ 7.50 3-WAY GRIPPERS 9.50 IMPS (NEW) 12.50</p> <p>REBUILT POOL TABLE 4x6 COIN OPERATED \$199.50 ONE-THIRD DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT.</p> <p style="text-align: center;">PARKER DISTRIBUTING COMPANY 311 8TH AVENUE, SOUTH, NASHVILLE, TENNESSEE PHONE: 4-0194-42-1231</p>
--	---



NASCO HITS THE BIG LEAGUES

with

FIGHTIN' PHILS

made from your
YANKS

Two Bang Bumpers in an action-packed diamond, surrounded by Rebound Counters that score hits and runs. Flippers are moved to a batting position that lends realism to the actual play and makes it a greater game. Refinished Playing Field — Repainted Cabinet—Refinished Legs — Multicolored Back Glass — New Coin Chute—Proven on Location for Bigger Play — Bigger Earning Power—and Bigger Profits!

\$74⁵⁰

immediate delivery!

SHIP YOUR COMPLETE GAME
VIA PREPAID MOTOR FREIGHT

Nate Schneller, inc.

1427 N. Broad St.
Phila. 22, Pa.
STevenson 2-0242

GET ON OUR MAILING LIST FOR FUTURE NASCO CONVERSIONS

Turning Back the Clock

15 Years Ago This Week

CHICAGO, May 4, 1935.—The H. C. Evans plant in Chicago celebrated its 33d year as a manufacturer of club equipment by initiating production on Kings of the Turf. Dick Hood was head of the firm 30 years. Other veterans at the Evans plant included Peter Halse, 25 years; Phil Fraser, 23 years and Walter Grabowski, 19 years. . . . Among other manufacturers in the trade 30 or more years in 1935 were Mills Novelty Company and the J. P. Seeburg Corporation.

Sportlands continued to win a steady flow of publicity in the daily press with such gimmicks as a pinball contest conducted with the help of *The New York Daily News*, which in 1935 had a circulation of 1,650,000. Contest entry blanks were published in the paper and an automobile was offered as first prize. . . . Pacific Amusement Manufacturing Company enlarged its Chicago plant. At the time Pacific had another plant in Los Angeles and was looking for a site to build one in the East. . . . Games which won a large following in May, 1935, included Bally's Traffic, Gottlieb's Match Play, Genco's Kings, Chicago Coin's Beam Lite and International Mutoscope's Poker-Lite. . . . Meanwhile the hit tunes were *When I Grow Too Old To Dream*, *Lovely To Look At*, *Isle of Capri* and *What's the Reason*. . . . Down in Fort Worth, Fisher Brown formed a State-wide association of coinmen based on 20 sectional operators' associations. . . . Gerber & Glass, Chicago distributor, headed by Max Glass and Paul Gerber, celebrated its first anniversary. . . . In Brooklyn Willie Blatt announced plans for a national distributor set-up for his firm. Idea was to set up offices in principal cities. Blatt later moved to Florida.

10 Years Ago This Week

CHICAGO, May 4, 1940.—The music field enjoyed its high point of activity in May, 1940. Equipment produced at the time included the Mill's Empress, Gabel's Kuro, Wurlitzer's 41 and 71, Rock-Ola's Luxury Light up and the Seeburg Symphonola. . . . Top amusement games included Gottlieb's Chi Johnny Evans' Ski-Ball, Western Products' Big Prize, Stoner's Brite Spot, Baker's Dough Boy, Bally's Charm, Genco's Cadillac and Chicago Coin's Jolly.

Phonograph exports set a new monthly high in May, 1940, when 271 machines worth \$44,387 were shipped to foreign operators. . . . The first installation of the Rock-Ola Dial-a-Tune remote control unit was made in Indianapolis. . . . Top tunes of the week listed in *The Billboard's* "Record Buying Guide" were *Tuxedo Junction*, *When You Wish Upon a Star*, *On the Isle of May* and *Say Si Si*.

Jim Gilmore, secretary-manager of Coin Machine Industries (CMI), announced that the permanent office of the association would be in the Hotel Sherman. The group later changed its name to Coin Machine Institute. . . . In the novelty field, machine gun units led the field. Among the manufacturers were J. H. Keeney & Company and International Mutoscope. . . . One of the first coin machine manufacturers to use airplane ads was Rock-Ola. The firm chartered a plane to pull a sign reading "For Rock-Ola phonographs call Wa-4063."

In New York George Ponsler purchased the Leon Taksen firm. . . . O. D. Jennings announced its Master Chief and Golfa Rola. The latter was a reel machine which vended golf balls. Other reel units on the line in May, 1940, were Mills' Free Play Bell, Groetchen's Columbia line and Walling's Rol-a-Top.

Come to . . .

The ACMMA SHOW!

MAY 22, 23, 24, 1950

HOTEL SHERMAN
CHICAGO, ILLINOIS

Welcome, GEORGIA OPERATORS,
TO THE BIG ALL-INDUSTRY SHOW!

Jake Friedman

FRIEDMAN AMUSEMENT COMPANY

411 EDGEWOOD AVENUE, S. E., ATLANTA, GEORGIA

Authorized Distributor of Bell-O-Matic Corporation,
Chicago, U.S.A.

GEORGIA and SO. CAROLINA OPERATORS

★ ★ ★ COME TO THE ★ ★ ★

ACMMA SHOW

HOTEL SHERMAN—CHICAGO, ILLINOIS
MAY 22, 23, 24

★
This Is an All-Industry Show

SPARKS SPECIALTY CO.

SOPERTON, GEORGIA

104 Edgewood Ave.
Atlanta, Ga.

2608 Main St.
Columbia, S. C.

Exclusive Distributor for H. C. EVANS & CO.

VISIT US AT THE SHOW!

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
RHYTHM & BLUES		
GOREE CARTER Freedom F 1536	Serenade Tedious whistling and warbling of a Latin-flavored ballad to a soggy rumba beat.	35--35--35--35
	Come On, Let's Boogie Warbler shouts compellingly, gets hard-rocking combo work on this jump novelty blues.	72--72--71--73
MEMPHIS MINNIE Regal 3259	Kidman Blues The hard-shouting Southern blues thrush pipes a potent torchy blues setting strong all the way.	74--73--74--75
	Why Did I Make You Cry Another sincere, lowdown blues job by Minnie.	72--72--71--73
ANNIE LAURIE-PAUL GAYTEN ORK Regal 3258	I'll Never Be Free Sock performance of a strong blues ballad. Miss Laurie and warbler do an engaging duet, backed by a fine blue-mood orking.	84--84--84--84
	You Ought To Know Unbilled warbler does a smooth job on a slow mood ballad.	72--72--72--72
ROY MILTON Specialty 358	Where There Is No Love Easy, jivvy boogie beat combo work under Milton's warbling of an ordinary blues lyric.	66--64--66--68
	Junior Jives Combo gets off a routine boogie woogie instrumental.	63--63--63--63
CAMILLE HOWARD Specialty 359	Maybe It's Best After All The piano-playing thrush accompanies herself on an uninspired ballad of her own clefting.	60--60--60--60
	Ferocious Boogie Backed by a fly rhythm section, Miss Howard thumps out a rattling boogie woogie piano job.	70--70--68--72
BLUE LU BARKER Capitol 977	At the Animal Ball A feeble effort, as the blues chanter tackles a pop novelty. The instrumental backing poorly conceived, making things all the worse.	40--40--40--40
	Round and Round the Valley A thoroughly confused job on another pop novelty—a pitiable waste of a capable blues singer.	30--30--30--30
WILLIE HOLIDAY Peacock 1531	My Woman Put Me Down Warbler does a fine slow blues with feeling and beat.	73--73--73--73
	I've Played This Town Holiday sells hard on this novelty jump blues.	70--70--70--70
THE STRIDERS Apollo 1159	Cool Saturday Night Fine group, with a splendid lead voice carrying the tune, does an impressive chore with a ballad of only slight substance.	71--72--70--70
	Five o'Clock Blues Topnotch performance of a trivial medium jump blues.	60--60--60--60
THE CAP TANS Gotham G-233	My, My, My, Ain't She Pretty Spirited novelty performance of a flimsy rhythm item by a new vocal group.	66--68--64--66
	Never Be Lonely Group works not unlike the Red Caps and have here a fairly effective performance of a lightweight ballad.	67--67--65--70
BUDDY JOHNSON ORK Decca 24996	Keep Me Close to You Buddy's sister, Ella, does an insinuating thrushing stint on a pretty fair bluesy ballad.	74--74--73--75
	You Got To Walk the Chalk Line Catchy novelty bounce ditty has the Johnson crew laying heavy emphasis on strong beat, lots of spirit and infectious ensemble shouting. Should be a winner for Johnson.	83--84--82--83
PEE WEE CRAYTON Modern 20-742	Some Rainy Day The guitarist-warbler essays a so-so blues ballad in appealing style.	72--72--72--72
	Huckle Boogie Crayton's own steel guitar is featured in a jump instrumental with a good beat but little more.	68--68--68--69
FLOYD DIXON'S TRIO Modern 20-744	People Like Me The Chas. Brown-styled warbler asks his chick to "Please deal with people like me." Beat-full treatment is worthy of better material.	73--73--73--73
	Shuffle Boogie Slow scintillating instrumental boogie features full guitar against a strong beat. Good, easy dance meat.	77--77--77--77
BILLY VALENTINE ORK Mercury 8177	I Want You To Love Me Valentine sings his own medium blues stylistically and appealingly but the lyric is hackneyed.	68--70--66--68
	Ain't Gonna Cry No More The distinctive Three Blazers' vocalist delivers a jump blues original effectively. Disking loses some commercial effect with use of too legitimate jazz support.	71--72--70--70
JOE HOUSTON ORK Freedom F 1535	Jumpin' the Blues Rough rocking ork knocks out a jump blues with a fairly ordinary blues shout and a trumpet solo spotlighted.	70--72--67--70
	Your Little Girl Is Gone Jump blues holler is set off by a booming beat, winning ensemble shouts and a sturdy, but short, guitar solo. Strong blues side.	80--80--80--80
CLARENCE SAMUELS Freedom F 1533	Lost My Head Samuels has a relaxed style with a different sound. Odd blues pattern may attract added attention. Worth keeping an eye on.	78--80--76--79
	Low Top Inn This testimonial in jump blues form is expertly propelled by Samuels, who is as persuasive a hollerer as has been heard recently.	81--81--81--81
RUTH BROWN Atlantic 907	Dear Little Boy of Mine Miss Brown's ability with rhythm and blues matter is wasted in this effort to make a tear-jerking production. Despite neat Sid Bass backing, it fails to impress. The thrush hasn't got what it takes yet.	71--70--70--72
	Where Can I Go? Miss Brown projects this problem ballad warmly amidst an appropriate Bass group-ork backing.	75--75--75--75

(Continued on page 149)

SEE YOU AT THE BIG MAY SHOW

All-Industry Coin Machine Show

HOTEL SHERMAN
CHICAGO
MAY
22, 23, 24

JACK ROSENFELD



J. ROSENFELD COMPANY
3218 OLIVE STREET, ST. LOUIS 3, MO.

Come to the A.C.M.M.A. SHOW—Sherman Hotel, Chicago

WE are proud to announce our appointment to distribute the **WURLITZER 1250 AUTOMATIC PHONOGRAPH**

IN THE ALBANY-SYRACUSE DISTRICTS
(Watch for the Opening of Our Albany Office)

NOW DELIVERING:

● **GENCO'S Baseball Shuffle Game**
(Official Baseball Scoring)

● **KEENEY'S Bowling Champ King Pin (8 ft. Speed Bowler) Lucky Strikes (9½ ft. Speed Bowler)**

Electric Cigarette Vendor—

Best by Test and Famous for:

- Ease in Service
- Reliable Mechanism
- Attractive Appearance

BILOTTA DISTRIBUTING CO.
NEWARK (Wayne County), NEW YORK
PHONE: NEWARK 598

AUTHORIZED DISTRIBUTORS
for
J. H. KEENEY & CO.
in
WESTERN NEW YORK

Immediate Delivery

GOTTLIEB'S Select-A-Card—UNITED'S Express—UNITED'S Double Shuffle—CHICAGO COIN'S Shuffle Baseball—UNIVERSAL'S SUPER TWIN Bowler—KENNEY'S ABC Bowler—KENNEY'S Lucky Strike—KENNEY'S King Pin—EXHIBIT'S Bowl-A-Matic Shuffle Alley—EXHIBIT'S Bowl-A-Matic Conversion—EXHIBIT'S Strike.

ARCADE EQUIPMENT	FIVE BALLS (used)	COUNTER GAMES
Boomerang \$ 50.00	All Baba \$ 57.50	10 5c Gushers, new... \$18.50
Batting Practice 75.00	Alice-in-Wonderland 57.50	A.B.T. Electric Skill
Chi Coin Basket Ball 175.00	Banjo 40.00	Guns, new 49.50
Chi Coin Hockey 85.00	Bermuda 39.50	Silver King Target
Chi Coin Midget Skee	Big Top 75.00	Gum Vendor, new.. 32.50
Ball 135.00	Bally Hoo 25.00	Silver King Target
Chi Coin Pistol 135.00	Blue Skies 59.50	Gum Vendor, used.. 19.50
Chicken Sam (conv.) .. 95.00	Black Gold 100.00	A.B.T. Challengers,
Drivemobile 150.00	Buccaneer 85.00	Used 30.00
Evans Ten Strikes ... 69.50	Build Up 45.00	Acme 1 1/2 Shockers, new 19.50
Exhibit Dale Gun ... 100.00	Campus 175.00	Five Jacks, 1 1/2, new .. 59.50
Exhibit Silver Bullets 185.00	Cover Girl 65.00	Kickers & Catchers,
Goatee 100.00	Carnival 59.50	new 32.50
Heavy Hitter 50.00	Cinderella 59.50	Three of a Kind, new .. 18.00
Jack Rabbit 100.00	Carolina 72.50	Punch A Ball, new ... 18.00
Keeney Air Raider... 100.00	Catalina 45.00	Tilt-Test new 22.50
Lite-A-League 100.00	Carribbean 40.00	20 Used A.B.T. Elec-
Mother-In-Law Gun .. 95.00	Dallas 95.00	tric Guns. Each 32.50
Mutoscope Football .. 225.00	Floating Power 95.00	
Panorams 185.00	Gold Mine 37.50	
Pitcheam and Battem	Grand Award 75.00	
Scientific X-Ray	Gizmo 50.00	
Poker 85.00	Havana 25.00	
Sky Fighters 100.00	Honey 19.50	
Solar Horoscope with	Humpty Dumpty 42.50	
Scrolls 85.00	Leap Year 27.50	
Supreme Bowl-A-	Moonslow 85.00	
Score 75.00	Mamselle 19.50	
Telequiz 150.00	Marjorie 15.00	
Tommy Gun 85.00	Monterrey 47.50	
Undersea Raider 95.00	Morocco 65.00	
Vitalizer 95.00	Major League 35.00	
Western Baseball ... 65.00	Mexico 19.50	
Williams All Stars .. 125.00	Puddin' Head 65.00	
World Series 95.00	Ramona 59.50	
Atomic Bombers 150.00	Robin Head 62.50	
Latest Photomatic .. 750.00	Super Hockey 95.00	
Latest Voice	Shanghai 35.00	
Recorder 550.00	Spin Ball 39.50	
Siro's Brush Up 125.00	Summertime 49.50	
Acme Shoe Shine Ma-	Singapore 25.00	
chine 185.00	Samba 39.50	
Falcon Shoe Shine	Stormy 22.50	
Machine 185.00	Trade Wind 55.00	
	Thrill 57.50	
	Triple Action 40.00	
	Wisconsin 39.50	

VENDORS (Used)

Northwestern #33	Gum \$ 6.50
Silver King, 5c Nut...	6.50
Silver King, 1c Nut...	6.50
National 9 Col. 5c	Candy Vendors 85.00
Counter Model, 2 col.	Post Card Vendors... 10.00
Silver King 1 1/2 Gum...	6.50
Columbus 1 1/2 Gum ...	6.50

CIGARETTE MACHINES (Used)

National 950's	85.00
National 9A's	85.00
National 930's	65.00
Unedapak 500, 9 col.	65.00
Unedapak 500, 15 col.	75.00
DuGrenier Challenger,	7 col. 85.00
Rowe Imperial, 6 col.	55.00
DuGrenier W's, 9 col.	55.00

TERMS:
1/2 deposit with all orders, balance C. O. D.

"THE NATION'S COIN MACHINE MARKET"

Northern Ohio AMI Distributors

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6715



I'LL BE SEEING YOU AT THE **MAY SHOW** Chris Christopher

ALL-INDUSTRY COIN MACHINE SHOW
HOTEL SHERMAN CHICAGO
MAY
22, 23, 24

CHRIS NOVELTY COMPANY
806 ST. PAUL ST., BALTIMORE, MARYLAND
Phone: Mulberry 8722

READY FOR LOCATION!

ROCK-OLA 1422 - - - - - \$189.50
AIREON 1200 A - - - - - \$79.50
PACKARD 400 HIDEAWAY - - - - - \$89.50
WURLITZER 750E - - - - - \$129.50
WURLITZER 1100 - - - - - \$395.00
WURLITZER 1015 - - - - - \$245.00

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
3011 E. Maumee Ave., Ft. Wayne 4, Ind.

1000 Broadway, Cincinnati, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.



ANNOUNCING—
VICTOR'S NEW **VICTORY** BASKET BALL GAME

The first really new PENNY-PLAY COUNTER GAME offered to the trade in the post-war market. Features 5 ping-pong balls for sensational action, life and suspense. Automatically totalizes the score. Simplified mechanism eliminates service calls.

PRICE \$32.50

See your VICTOR distributor—or write for colored descriptive circular.

VICTOR VENDING CORPORATION
5701-13 W. Grand Ave., Chicago 39, Ill.

Come to . . .

The ACMMA SHOW!

MAY 22, 23, 24, 1950

HOTEL SHERMAN CHICAGO, ILLINOIS

Welcome, COLORADO, WYOMING AND NEW MEXICO OPERATORS, TO THE BIG ALL-INDUSTRY SHOW!

C. D. Liggett

4215 WEST BARNET DENVER, COLORADO
Authorized Distributor of Bell-O-Matic Corporation, Chicago, U.S.A.

AUTOMATIC COIN

America's Bell Machine Center

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products

NOW DELIVERING MILLS SENSATIONAL 21 BELL



Limited Quantity—Brand New
MILLS VEST POCKET BELLS, \$65.00

Jobbers and Distributors, Write for Special Price!

ALSO
BLUE BELL TOKEN BELL
BLACK BEAUTY BONUS BELL
Write for Details

MILLS 10¢ or 25¢ 1947 BLACK CHERRY BELLS Guaranteed reconditioned & repainted \$110.00	MILLS 5¢, 10¢ or 25¢ 1948 BLACK GOLD HL Guaranteed reconditioned and repainted \$145.00	MILLS 5¢, 10¢ or 25¢ 1948 MELON BELLS Guaranteed reconditioned and repainted \$135.00	MILLS 5¢, 10¢ or 25¢ 1948 JEWEL BELLS Guaranteed reconditioned and repainted \$145.00
--	---	---	---

RECONDITIONED SLOTS Rebuilt 10¢ Jewel Bells, in New Cabinets \$129.50 Mills 5¢ or 10¢ 1949 Black Beauty, HL .. 175.00 Buckley 5¢ or 25¢ Criss Cross 95.00	EXCLUSIVE! KEENEY'S BOWLING CHAMP CONVERSION FOR SHUFFLE BOARDS Triples Play and Earnings! Easy to Attach or Remove From 20" Alley. Fast!
RECONDITIONED GAMES BALLY VICTORY DERBY, PO.....\$29.50 Bally Citation, F.P.\$289.50 Bally Trophy, Comb. F.P.-P.O. 195.00 Exh. Dale Guns, Latest Triple Switch Models, Like New 109.50 Latest Model Triple Switch Dale Guns, Like New 109.50	KEENEY ELECTRIC CIGARETTE VENDOR ALSO DELIVERING: Chicago Coin—Universal—United—Williams—Exhibit—Gottlieb—Genco New Shuffle and Pin Games.

DELUXE LITE-A-PIN CONVERSIONS FOR CHICAGO COIN BOWLING ALLEY.....\$19.75

Terms: 1/3 Dep., Bal. C. O. D. Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: Capitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

substantial savings . . . **ATLAS**

THE LATEST IN NEW EQUIPMENT—IMMEDIATE DELIVERY

SLOT SAFES Chgo. Metal DeLuxe Revolv-a-Round, Heavy Gauge Steel Single\$132.00 Double 192.00 Triple 268.00 Weighted Box Stands, \$27.50 NEW FALCON SHOE SHINER, \$125.00	SHUFFLE GAMES Chicago Coin Bowling Classic, Disappearing Pins Chicago Coin Shuffle Baseball United Shuffle Express Williams DeLuxe Bowler Rock-Ola Shuffle Jungle Universal Super Twin Bowler Keene King Pin Gottlieb Bowlette Nationwide Baseball	5-BALLS Gottlieb Select-a-Card Williams Dreamy Genco South Pacific United Arizona
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RECONDITIONED AND REFINISHED EQUIPMENT

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No one knows better than the Jones Boys that "in union there is strength!" And we're mighty happy to support the All-Industry Coin Machine Show. Four of us (above) will be there personally, and the rest of us working away, but wishing we could be with you at the Hotel Sherman.

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HOTEL SHERMAN—CHICAGO, ILLINOIS
MAY 22, 23, 24

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All-Industry Coin Machine Show
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MAY 22, 23, 24, 1950

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SHOW**

**HOTEL SHERMAN—CHICAGO, ILLINOIS
MAY 22, 23, 24**

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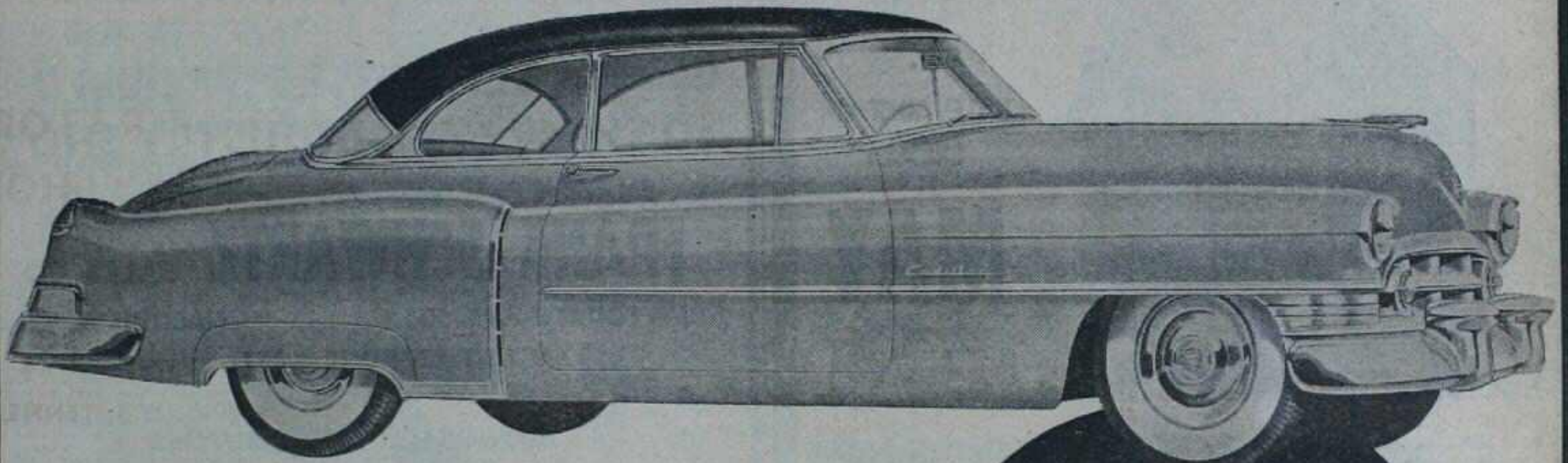
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HOTEL SHERMAN • CHICAGO, ILLINOIS

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or 23, as the Cadillac car will be awarded the night of the 23rd at the operator's banquet. It will not be necessary for the operator who wins the car to be present at the banquet; the only requirement is that he attend the Coin Machine Exhibits. Don't miss this big opportunity to win America's most outstanding automobile!

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AT THE
MAY SHOW
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HOTEL SHERMAN
CHICAGO

MAY
22, 23, 24

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MAY 22, 23, 24

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MAY 22, 23, 24, 1950

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Welcome, MARYLAND AND WASH-
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**DELUXE & UNIVERSAL
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All above with lighted pin conversions, \$15.00 additional

New Keeney Ten Pins \$175.00
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MAY 22, 23, 24

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The ACMMA SHOW!

MAY 22, 23, 24, 1950

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Welcome, INDIANA OPERATORS,
TO THE BIG ALL-INDUSTRY SHOW!

Marvin Bland

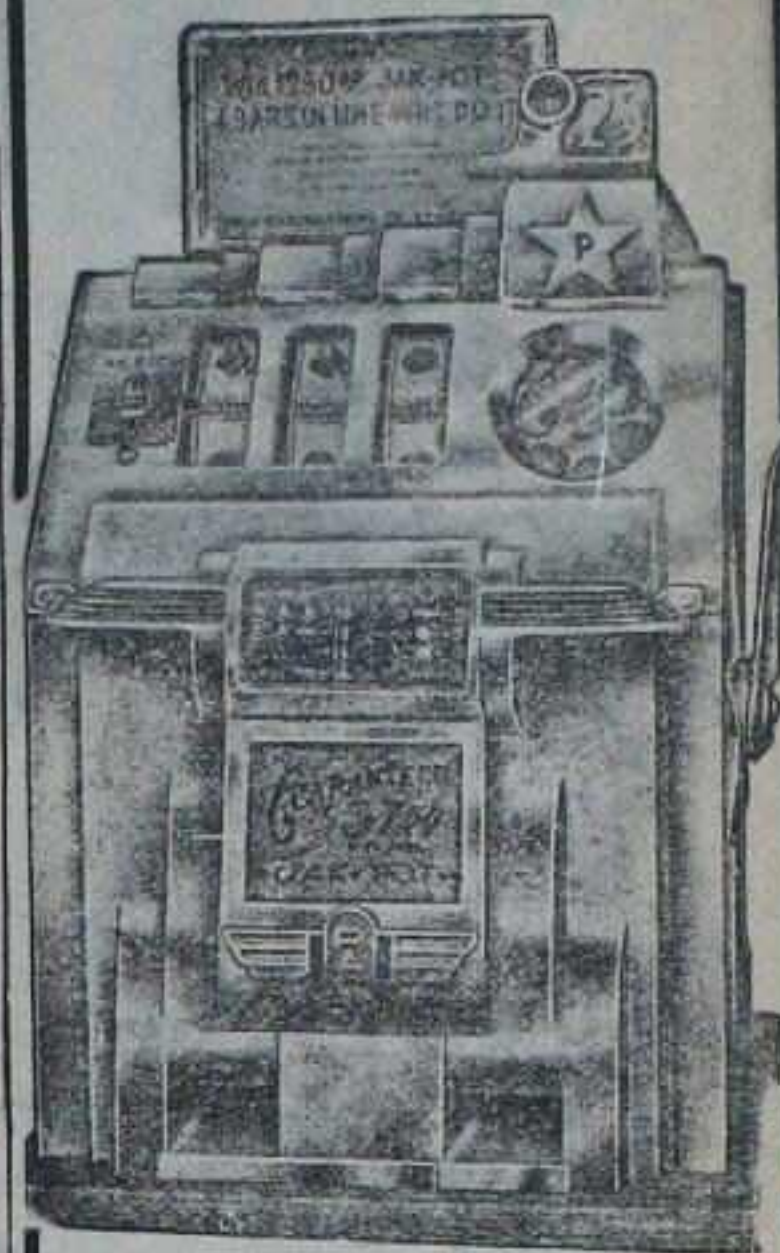
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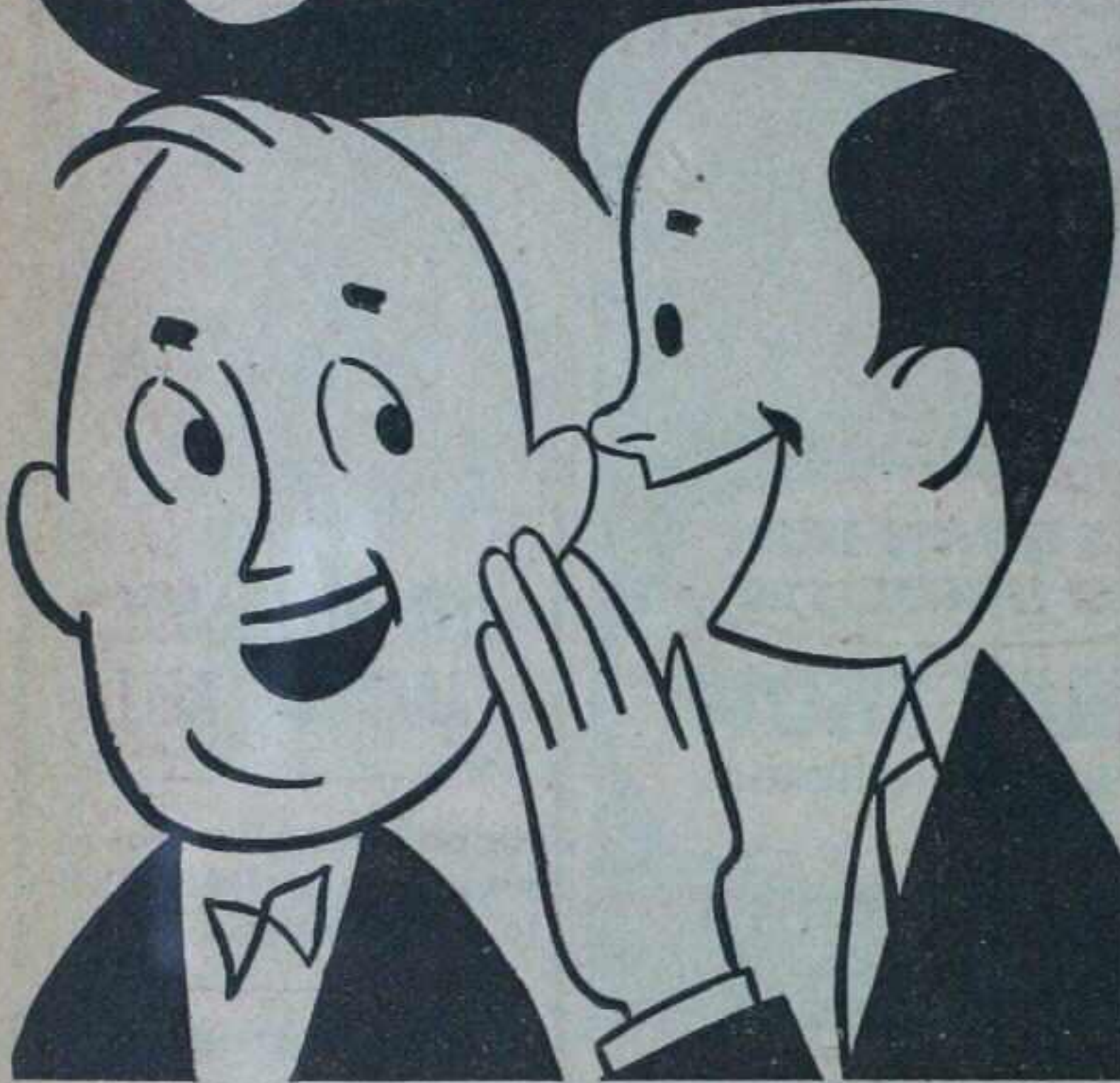
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MAY 22, 23, 24

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MAY 22, 23, 24

This Is an All-Industry Show DENVER AMUSEMENT CO.

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COME TO THE → ACMMA SHOW

MAY 22, 23, 24

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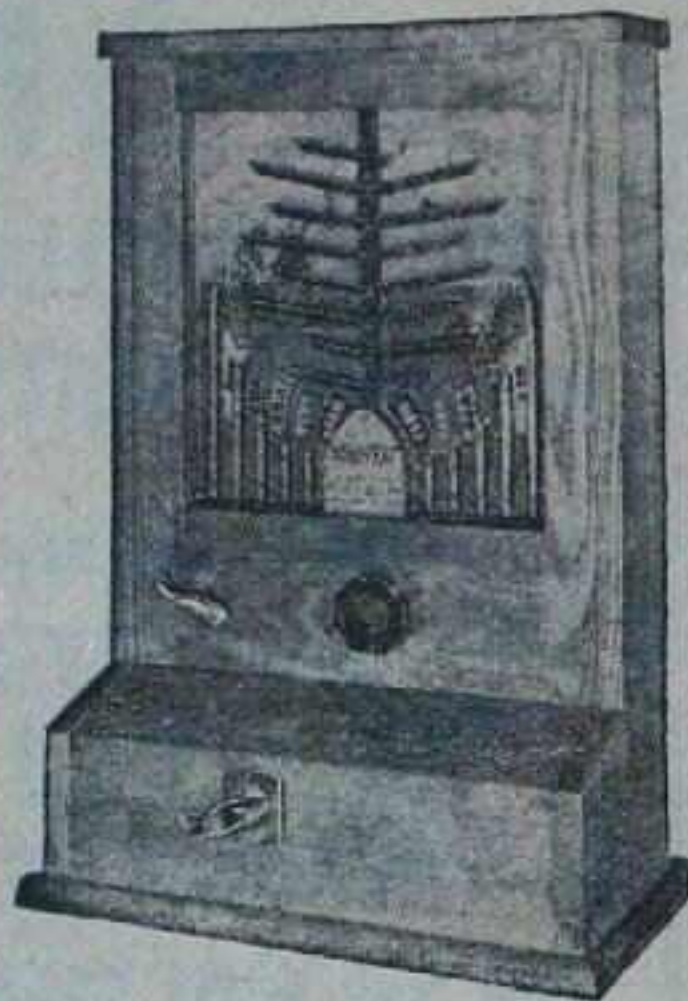
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You'll See the
GROETCHEN
Profit Line
BOOTH NO. 15

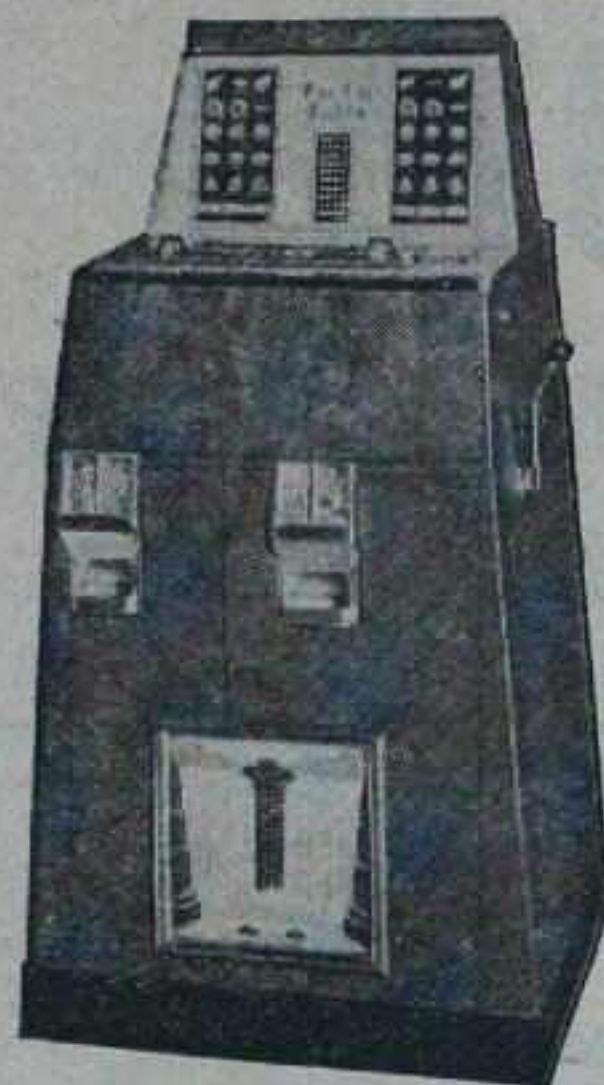
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No Cue Stick—Uses a Turret Swivel Gun which shoots in any direction accurately.
Lifter delivers 5 cue balls for 5c. Rack automatically places balls on triangle. Live rubber frame cushions permit banks and english.

TABLE IS 16x32" — WINDOW ENABLES PLAYER TO SEE USED BALLS. A GAME OF SKILL. SIZE 23"x48".



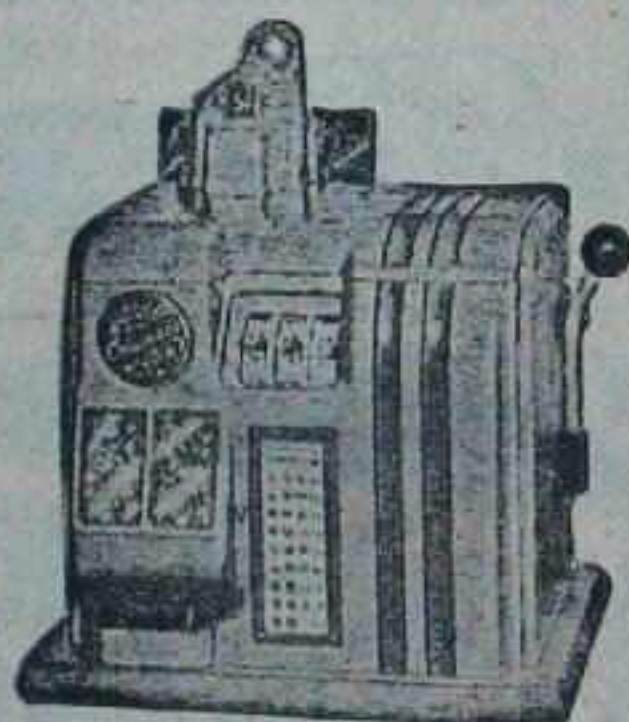
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All equipped with coin dividers, straight penny and nickel or dime play. \$36.50 each.



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BUDDY... CIGARETTE OR FRUIT REELS
CUB... CIGARETTE OR FRUIT REELS
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All above equipped with 2 separate cash boxes, coin dividers, available in 1¢, 5¢ or 10¢ play.
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Both available in 1¢ or 5¢ play, coin or non-coin operated.

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| Seeburg W4-L56 (5-10-25¢) Wireless Wallomatic | \$55.00 | Seeburg WB-1Z (5-10-25¢) Baromatic | \$12.50 |
| Seeburg W1-L56 (5¢) Wireless Wallomatic | 29.00 | Seeburg W52-Z (5¢) Wireless Wallomatic | 5.00 |
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| Seeburg 3WS-L56 (5¢) 3-Wire Wallomatic | 29.00 | Wurlitzer Model 24 Speaker ... | 25.00 |

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HOTEL SHERMAN—CHICAGO, ILLINOIS
MAY 22, 23, 24

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at **BOOTHS 17-18-19**

FEATURING

BUCKLEY BELLES
CRISS CROSS
BONANZA
BARS

BUCKLEY CONSOLES
PARLAY LONG SHOT
TRACK ODDS

BUCKLEY MUSIC BOX
20-24-32 RECORD
WALL and BAR BOXES

—REMEMBER—

BOOTHS 17-18-19

At the Coin Machine Show

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SHUFFLE PUCK**

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**KEENEY'S
PYRAMID
BONUS BELL**

Also with CRISS CROSS feature

- Keeney's DeLuxe Electric Cigarette Vendor and Penny Inserter.
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MAY 22, 23, 24

We're going your way . . . to the BIG MAY SHOW . . . where all types of coin-operated equipment will be exhibited. Don't miss those 3 big days. We'll be seeing you.

PAN AMERICAN SALES CO., INC.

323 Alamo St., San Antonio, Texas

Record Reviews

(Continued from page 139)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL
RHYTHM & BLUES		
KITTY STEVENSON- TODD RHODES & HIS TODDLERS Sensation 32	It Couldn't Be True Thrush shows little as she knocks out a mediocre bounce ballad with firm ork support from Rhodes.	62--65--60--60
	It Ain't Right Rocking beat thumps solidly all the way thru this enthusiastic slicing of a light, catchy rhythm piece which is warbled adequately by the chirp.	76--76--73--79
CHUCK NORRIS ORK Selective 119	Oh' Little Girl Norris warbles a slow, persuasive blues in the Chaz Brown style, smartly backed by group making good use of guitar and tenor sax solos on echo.	74--74--74--74
	Chicken Neck Medium jump rocker moves, featuring hard hitting tenor and guitar goes.	77--77--77--77
FOUR TUNES Arco 1248	You're My Love Capable group is stymied on this slow, lagging side by muffled, low level recording.	45--48--45--42
	Don't Blame My Dream Here the quartet show their capabilities on an okay torch ballad with good falsetto lead and smooth blend underneath.	75--75--75--75
IONA WADE Peacock 1526	Take My Number Baby Thrush injects a lot of personality and feeling into a mediocre blues lyric. Piano, guitar and rhythm get a good medium beat.	66--64--66--68
	Come On In Up-tempo novelty blues doesn't register.	51--51--50--52
JACK VERNA ORK Gotham G-231	Midnight Blue Arty tune, with fiddles and fancy arrangement is dull and boring, warbler Jack Hunter is not to blame, he displays a rich, solid bary.	44--45--44--43
	As Long as I Have You Indifferent backing detracts from Hunter's vocal on this acceptable ballad, clefted by Frank Palumbo. May get some spins in Philadelphia.	54--55--54--53
JOHN LEE HOOKER Sensation 33	Decoration Day Blues A lament designed for the Southern blues belt is done persuasively by Hooker both on vocal and guitar.	69--70--66--70
	My Baby's Got Somethin' Sock blues stomper for the Southern market is expertly delivered by J. L.	82--82--80--83
ALBERTA HUNTER Regal 3252	I Got a Mind To Ramble Fine old-time blues thrush shouts a rock blues spiritedly. Blowsy tenor romps thru the center portion.	68--67--68--68
	Midnight Blues Slow blues is chanted with great richness of feeling, by Miss Hunter.	71--72--71--70

RATINGS
 OPERATOR
 RETAILER
 DISK JOCKEY
 OVER-ALL

HADDA BROOKS London 684	I Hadn't Anyone Till You Deep mood job on the oldie, which Miss Brooks revives in the forthcoming Humphrey Bogart "No Place of Her Own" starrer. May be another "As Time Goes By." Strong pop as well as r & b potential.	87--88--87--87
	Hadda's Boogie Patchquilt of licks from many standard eight-to-the-bar pieces makes for a toe-tapping, not unattractive boogie piano effort.	75--75--73--77
BIG JOHN GREER-THE RHYTHM ROCK- ERS RCA Victor 22-0076	A Fool Hasn't Got a Chance Lackluster job on lightweight ballad material.	56--56--54--58
	I'll Never Do That Again Poor blues is warbled passably by Greer.	47--45--45--50
ROSETTA PERRY Decca 48149	I Tried So Hard New thrush comes on strong in a typical note-bending ballad style on a mediocre ballad.	68--67--67--70
	Worry, Worry, Worry Gal punches out a colorful selling job on a slow jump blues. Firm ork support helps sustain the side.	78--78--78--79
HERB FISHER Modern 20-753	This Is My Story Fisher displays a promising blues singing style in the warbling of this forced blues ballad effort.	67--70--64--67
	I'm Yours To Keep Well performed and sung medium blues could pick up some city location action.	73--75--71--74

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Newest, Fastest, Finest BASEBALL PIN GAMES. New ideas—new player appeal. NEWEST OF EVERYTHING —IT'S TOPS IN RETURNS BECAUSE IT'S TOPS IN ATTRACTING PLAYERS!

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Here's the game with plenty of sock! Competitive! 1 or 2 players. Animated diamond—players run bases. Fast! Less than 1 minute. 10¢ one player, 20¢ two players. 8 ft. long. Scores like real baseball. A MUST for the summer trade.

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Keeney KING PIN, Write
Exhibit BOWL-A-MATIC, automatic shuffleboard attachment \$240
Williams TWIN SHUFFLE, latest model 250
Exhibit STRIKE ... Write
Bally SPEED BOWLER Write
United SHUFFLE ALLEY EXPRESS Write
Universal SUPER TWIN BOWLER . Write

WE'RE STILL BUYING

TOP CASH PRICES—OR TRADE

Universal ARROW BELL
Bally CLOVER BELL
Bally SPOT BELL
DeLuxe DRAW BELL
DOUBLE UP
Bally CHAMPION
Universal PHOTO FINISH
Bally GOLD CUP
Bally MULTI BELL
Bally CITATION

SHUFFLE GAMES

United SHUFFLE ALLEY \$115
Genco BOWLING LEAGUE 110
Bally SHUFFLE BOWLER 175
Williams TWIN SHUFFLE 175
Genco GLIDER 50
Keeney TEN PIN 125
United SUPER SHUFFLE ALLEY. 195

Come to . . . The ACMMA SHOW!

MAY 22, 23, 24, 1950

**HOTEL SHERMAN
CHICAGO, ILLINOIS**

Welcome, ILLINOIS, NEBRASKA,
IOWA AND NORTHERN INDIANA
OPERATORS, TO THE BIG ALL-
INDUSTRY SHOW!

Oscar Schultz • Irving Owitz

AUTOMATIC COIN MACHINE & SUPPLY CO.
4135-37 WEST ARMITAGE AVENUE, CHICAGO 39, ILL.
Authorized Distributor of Bell-O-Matic Corporation,
Chicago, U.S.A.

● GROW! GROW! GROW! ●

To operators and jobbers: Small down payment — very small handling charge — use our convenient credit plan for enlargement, replacement, etc. Phone for details . . . You'll be pleasantly surprised.

WILLIAMS DELUXE BOWLER

8 or 9 1/2 Foot

Doubles Earning Power!
Cuts Playing Time in Half!
Animated Upright Pins!
New, Fast Scoring Register!
Super Deluxe in Appearance!

Exclusive in Northern Illinois,
Eastern Iowa, Northeastern
Indiana.

WHAT A BUY! MERCURY SHUFFLEBOARD

Custom built deluxe, 22 ft.

With sensational Exhibit's Bowl-a-Matic attachment. Only 1 \$275 available. Both units, complete only

ASSORTED EQUIPMENT

Bally GOLD CUP, 1 Ball, F.P. \$125
Bally CITATION, 1 Ball, F.P. 265
Bally CHAMPION, New Write
TELEQUIZ, Like New 125
DALE GUNS, Like New 75
Chicago Coin PISTOL 75
Chicago Coin HOCKEY 50
MINIATURE SHUFFLEBOARD ... 35
Genco BING-A-ROLL 115
Seeburg WL-L56 WALLOMATICS. 22
Packard #1000 SPEAKER 75
TOTAL ROLL—ADVANCE ROLL, Uncrated. Ten for 100
Bally HIGH ROLL 45

TERMS: 1/3 down, balance sight draft.

WORLD WIDE DISTRIBUTORS

2330 N. WESTERN AVE. CHICAGO 47 Phone: EVERGLADE 2300

NOW READY—

THE PEER OF ALL
BASEBALL GAMES

Williams

LUCKY INNING



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

SEE OUR EXHIBIT
AT THE
CMI SHOW
STEVENS HOTEL
CHICAGO
JUNE 26, 27, 28

*** COME TO THE ***
ACMMA SHOW
HOTEL SHERMAN—CHICAGO, ILLINOIS
MAY 22, 23, 24

Start packing for the BIG MAY SHOW. We're getting our things together now for those 3 big days at the Sherman, where all types of coin-operated equipment will be exhibited. Look for us. We'll be there.

RUNYON SALES CO.
593 Tenth Ave., New York, N. Y.
123 W. Runyon St., Newark, N. J.
354 S. Warren St., Trenton, N. J.

ROCK-OLA

SHUFFLE JUNGLE

THE GAME THAT PRESENTS A REAL "REPEAT PLAY" CHALLENGE TO ALL PLAYERS

Flashing Panorama of Moving Animals for Skill Targets.
Racing Panther on Backboard Falls Off High Cliff When Skill Target Is Hit.
5,500,000 Points — Possible High Score.
Two Ways for Speedy Game — 15 Shots for 10c.
Gravity Wate Return — Not a Rebound Game.

Entire Mechanism Located in Light Box.

The Game For Your "TOP" Locations.
It's "TOPS" As A Money-Maker

Shuffle-Jungle Is A Fast Moving, Hard Hitting, Exciting Game That Holds The Interest Of All Players—Beginners—Average—And Experts.

Exclusive Sales Agent
STANDARD SHUFFLEBOARD LEAGUE, INC.
3200 W. Chicago Avenue Chicago 31, Illinois

Only 6½ Feet Long and 2 Feet Wide—
Shuffle-Jungle Can Be Operated In All Locations—Even Those In Which Space Is At A Premium.

A PRODUCT OF
ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois

STANDARD SHUFFLEBOARD LEAGUE, INC.
3200 W. Chicago Avenue Chicago 31, Illinois

Gentlemen:
I Want To Make "Big Money" With Shuffle-Jungle. Please Have Your Local Representative Contact Me Immediately.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Mail this Coupon Today

IT'S BIG!

The 3,000 Rooms of the Hotel Sherman will be crammed with Coinmen attending the ACMMA Show May 21 thru 24.

ARE YOU COMING?

If you are, your copy of The Billboard's Big Convention Issue will be waiting for you at Booths 89-90 when the Convention Hall opens Monday morning.



If you can't come, then this is one issue you won't want to miss. Chock-full of timely features, important lists and advertising telling all about the new equipment being unveiled on the exhibit floor.

You'll want to get the June 3 issue, too, to find out all that happened at the Show . . . It will carry the complete report as gathered "on the spot" by 15 Billboard staff men.

DON'T FORGET:
The Billboard's Big
ACMMA CONVENTION
ISSUE

Dated
MAY 27th
Distributed:
MAY 22nd
at the Convention
AD DEADLINE:
MAY 18th

COME TO THE BIG MAY SHOW
All-Industry Coin Machine Show

HOTEL SHERMAN
CHICAGO
MAY 22, 23, 24

BILL MARMOR

GUARANTEED RECONDITIONED MACHINES

BOWLING TYPE GAMES

Super Shuffle Alley, 8 ft.	\$174.50
Genco Glider	89.50
United Shuffle Alley	149.50
Keeney Ten Pins	149.50
Keeney ABC Bowler	149.50
Bally Shuffle Bowler	179.50
Keeney Pin Boy	179.50
Chi Coin Bowling Alleys	199.50
Genco Bowling League, 10 ft.	179.50

5-BALL FREE PLAY GAMES

Step Up	\$17.50	Gold Mine, w/f	\$44.50
State Fair	22.50	Banjo, w/f	49.50
Playboy	22.50	Carnival	49.50
Suspense, w/f	27.50	Ramona, w/f	54.50
Tornado, w/f	29.50	Ballerina, w/f	54.50
Rio, w/f	32.50	Cinderella, w/f	54.50
Singapore, w/f	37.50	Trinidad, w/f	54.50
Havana, w/f	37.50	King Cole	74.50
Sky Blazer, w/f	37.50	Grand Award, w/f	79.50
Mexico, w/f	37.50	Cover Girl, w/f	84.50
Rocket, w/f	37.50	Bowling Champ	104.50
Humpty Dumpty, w/f	39.50	Buttons & Bows, w/f	109.50
Manhattan, w/f	44.50	Maryland, w/f	124.50
Bermuda, w/f	44.50	Tahiti, w/f	129.50
Wisconsin, w/f	44.50	C. C. Champion, w/f	149.50

CONSOLES

Bally Triple Bell, 5c-5c-25c	\$324.50
Bally Draw Bell, 25c	224.50
Bally Draw Bell, M.B., 5c	144.50
Bally Reserve Bell, 5c	249.50
Bally Draw Bell, 5c, R.B.	179.50
Bally DeLuxe Draw Bell, 5c	189.50
Buckley Track Odds	349.50
Jumbo Parade, Comb.	124.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Super Bell, 5c	69.50
Keeney Bonus Super Bell, 5c	189.50
Late Evans Races (Comb. F.P. & Cash)	349.50
Late Evans Races, Cash Model	324.50

ARCADE EQUIPMENT

Hollycrane (New)	Write
Undersea Raider	\$ 69.50
Exhibit Dale Gun	114.50
Exhibit Vitalizer	69.50
Genco Total Roll	54.50
Mutoscope Movie, Iron Model	69.50
Evans Bat-a-Score, Free Play	224.50
Skill Thrill Gun, 1c, New	27.50
Bally Hi-Roll	99.50

1-BALL FREE PLAY GAMES

Gold Cup	\$114.50	Jockey	\$89.50
Citation	265.00	Special	39.50
Victory	49.50	Longacre	22.50
Special	49.50	Thorobred	22.50

New Box Stands. Single, Double and Triple Safes for All Bells. Jewel Bells, Black Cherry Bells, Bonus Bells. Blue Fronts, Brown Fronts, Q. T. Bells. Vest Pocket Bells. WRITE FOR PRICES.

Mills Club Console Bells, 5c, 10c, 25c Play \$149.50 Ea.
We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List. 1/2 Deposit With All Orders.

SICKING, INC. America's Oldest Distributor
1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO
Established 1895

Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

COVEN GUARANTEED COIN MAKERS

SPECIAL! ONLY A FEW CITATIONS \$269.00 Beautifully Conditioned

SERVICE MEN'S SPECIALS THIS WEEK ONLY!

Brighten your 1015's with unbreakable Twisted Plastic Rods—3 Rods—3 color combinations: Blue & Yellow—Yellow & Red, and white \$12.50 per set

PREMIUMS: Dolls \$36.00 Doz.

HANDY HELPERS

Handy Oil-ettes 90c ea.
Nickel Coin Stackers \$1.25 ea.
Tickets \$1.00 roll
Dime Wrappers 70c per M
Shuffle Wax; high grade; for best service; 12 per case \$3.90 per case

OPERATORS IN WISCONSIN, NO. ILLINOIS AND INDIANA

COVEN

Gold Cup	\$134.50
Keeney Gold Nugget, Like New	225.00
United Shuffle Alleys	125.00
Bally Shuffle Bowler	175.00
Williams Twin Shuffle	160.00
Seeburg 146's	200.00

EXHIBIT DALE GUNS \$85.00

BRAND NEW—GOING FAST!
BALLY'S
SHUFFLE CHAMP
Better—Faster—Earns More—Still Bally

Use the **COVEN Plan!**
Small Amount Down—Balance Easy.

distributing company
3181 Elston Chicago 18, Ill.
(Independence 3-2210)

Authorized Distributors for
Bally and WURLITZER
Products Phonographs

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

NEW SHUFFLE ALLEYS
AUTOMATIC SCORING

- ★ KEENEY'S TEN PINS & A B C BOWLERS
- ★ UNITED, DOUBLE SHUFFLE ALLEY
- ★ UNIVERSAL'S TWIN BOWLER
- ★ GOTTLIEB'S BOWLETTE
- ★ CHICAGO COIN'S TWIN BOWLING ALLEY

PROMPT DELIVERY

SLOTS—SAFES		ARCADE EQUIPMENT	
New and Used		Specials	
5c Blue or Brown Fronts	\$ 69.50	Voiceograph, Like New	\$325.00
10c Blue or Brown Fronts	74.50	Photomatic, Refinished, A-1	269.50
25c Blue or Brown Fronts	79.50	Chi Coin Rebounds	119.50
5-10-25c Melon Bells	85.00	Pitch'em and Batt'em, Floor Sample	269.50
5c Black Cherrys	94.50	Total Rolls, A-1	49.50
10c Black Cherrys	99.50	2 Bang-a-Deers, A-1	99.50
25c Black Cherrys	104.50	Chickon Sams, A-1	59.50
50c Black Cherrys	195.00	New Chi Coin Pistol	249.50
50c Jewel Bells	245.00	Life Leagues, A-1	49.50
50c Pace—like new	175.00	6 Buckley Treasure Isle Diggers, A-1	99.50
5c Standard Chiefs	149.50	Undersea Raiders, Bally	99.50
10c Standard Chiefs	159.50	Sky Fighters	79.50
25c Standard Chiefs	169.50	Keeney Submarine	79.50
5c New Vest Pockets	69.50	Goatee, Like New	99.50
5c Mills Q.T., A-1	65.00	Skee Alleys, 9 Ft.	89.50
10c Mills Q.T., A-1	69.50	Exhibit Dale Guns	165.00
5c Columbias	79.50	3at a Ball Sr., New	49.50

New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolvers.

Write • Wire • Phone • **ADAMS 7254**

CENTRAL OHIO COIN
MACHINE EXCHANGE
525 S. HIGH ST. COLUMBUS 15, OHIO

JOE ASH

ACTIVE SHUFFLE ALLEY CONVERSIONS

Finest Type Manufactured—Formerly \$29.75
Includes Rake—For all alleys except Chicago Coin and Universal. **NOW \$21.95**

CHICAGO COIN AND UNIVERSAL CONVERSIONS

Includes New Back Piece in place of glass **\$19.50**

PUCKS Hardened and Precision Ground Type used in United, Genco, Williams alleys. **SET OF 8 \$6.95**

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST. PHILADELPHIA 30, PA. FRemont 7-4495

58 FRELINGHUYSEN AVE. NEWARK 5, N. J. Blgelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

GUARANTEED RECONDITIONED PHONOGRAPHS

SEEBURG 100 SELECTIONS	WRITE	ROCK-OLA 1950 MODEL 1488	WRITE
SEEBURG MODEL 1-48M	\$395.00	A.M.I. MODEL B	\$495.00
SEEBURG MODEL 1-47M	295.00	A.M.I. MODEL A	350.00
SEEBURG MODEL 1-46M	250.00	WURLITZER MODEL 1015	250.00
WURLITZER MODEL 1080	295.00	ROCK-OLA MODEL 1422	195.00
WURLITZER MODEL 1100	WRITE	NEW WURLITZER 1080	WRITE

RECONDITIONED ASST. EQUIPMENT

CHICAGO COIN BASKETBALL	\$149.50	UNIV. PHOTO FINISH (NEW)	WRITE
QUIZZERS (LIKE NEW)	149.50	BALLY CHAMPION (NEW)	WRITE
CHICAGO COIN PISTOL	124.50	BALLY CITATION	\$295.00
EXHIBIT DALE GUNS	99.50	UNIV. PHOTO FINISH	395.00
EXHIBIT SILVER BULLETS	189.50	UNITED SHUFFLE ALLEY	179.50
Genco BING-A-ROLLS	99.50	CHI COIN BOWLING ALLEY	WRITE
BALLY HI ROLLS	49.50	WILLIAMS TWIN SHUFFLE	224.50
KEENEY TEN PIN	179.50	BALLY SHUFFLE BOWLER	199.50
WILLIAMS QUARTERBACK	189.50	NEW BOX SLOT STANDS	15.00

TERMS: 1/3 Deposit Immediate Delivery Price Includes Crating

Badger Sales Co., Inc. 2251 West Pico Blvd., Los Angeles 6, Calif. All Phone: DUnkirk 7-2243

Badger Novelty Co. 2546 North 30th Street, Milwaukee 10, Wis. All Phone: KIL 3030

STRAY KEYS DON'T HAPPEN
With Chicago ACE Locks

One big threat to safety is stray keys. Here's how ACE Locks protect you!

1. Uncut ACE key blanks are never sold to anyone. That assures tighter control over duplicate keys.
2. Changes can be registered in your name so that only YOU get duplicate keys for YOUR ACE Locks.
3. Duplicate ACE keys are available only from the factory, and then only if registered in your name.

Add to that the super secure ACE 7 pin tumbler mechanism with over 80,000 key changes. Ask your jobber or write for Folder B.

CHICAGO LOCK CO.
2024 N. Racine Ave., Chicago 14, Ill.

LEADERS IN LOCKS FOR COIN OPERATED EQUIPMENT

COME TO THE ACMMMA SHOW

May 22, 23, 24 • Hotel Sherman • Chicago



Bell-O-Matic Corporation and its entire personnel extend a hearty hand of *Welcome* to its operator friends who plan to attend the All-Industry Coin Machine Exhibit. Once again we look forward to meeting in person our friends with whom we correspond over the year or talk to over the phone. Show time is fun time, friendship time, renewal of old acquaintances, tall story time. This year the Bell-O-Matic Bell line is a revelation. Gay, brilliant colors, plus two, startling new innovations — Wild Deuce and Bingo! They alone are worth the trip. Visit our factory showrooms at 4100 Fullerton one of the days of the show. You'll be mighty welcome.

VINCE SHAY

President Bell-O-Matic Corporation

PARTS
IN STOCK
FOR ALL
GAMES

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

SEE US AT THE
ALL-INDUSTRY
SHOW
HOTEL SHERRIN
CHICAGO
MAY
22, 23, 24

BOOTHS 93-94

NEW PIN GAMES
UNITED ARIZONA
GOTT. SELECT-A-CARD
BALLY HOT ROD ...\$250.00

NEW ONE BALLS
UNIV. PHOTO FINISH...\$645
BALLY CHAMPION, F.P. 645
BALLY KENTUCKY, P.O. 645

New Phono Specials
EVANS' CONSTELLA-
TION, 40 Selec. Write

NEW SKILL GAMES
UNIV. SUPER TWIN... Write
CHI. BOWL'G ALLEY Write
BAL. SPEED BOWLER Write
EX. SILVER BULLETS Write
TARGET MASTER ...\$125.00
KEEN. ABC BOWLER. Write
EXH. STRIKE Write

New Rebuilt Slots
CRISS CROSS, BLACK
BEAUTY H.L., BLUE OR
JEWEL BELL, 5-10-25¢ \$165.00

NEW COUNTER GAMES
BUDDY, Cig. Reels ...\$24.50
DAVAL CUB, 1¢ Cig. ... 21.50
ABT CHALLENGER ... 47.50
ABT MODEL F ... 47.50
TEST QUEST ... 99.50
ABT SKILL GAME ... 50.00
SHIPMAN ARTSHOW ... 49.50
DAVAL SKILL THRILL 22.50
BAL. HEAVY HITTER. 79.50
GUSHER, 5¢ ...\$39.50
NON-COIN MARVEL ... 39.50
DAVAL ACE, 1¢ or 5¢ ... 21.50
KICKER & CATCHER ... 37.50
NON-COIN EAGLE ... 39.50
IMP, 1¢ or 5¢ ... 19.50
TILT-TEST, 1¢ ... 37.50
FIVE JACKS ... 69.50
ACME SHOCKER ... 24.50

NEW SLOTS
MILLS BLACK BEAUTY, H. L., BLACK GOLD, H. L., BLUE
BELL, MELON BELL, BONUS BELL, 21 BELL
JENNINGS SUN CHIEF, EXPORT CHIEF, SWEEPSTAKE
COLUMBIA, J.P.\$129.50 | DE. L. COLUMBIA... \$169.50
VEST POCKETS 65.00 | Q. T., 5¢, \$115.00| 25¢ ... 142.50

SLOT SAFES, STANDS, ETC.
CHICAGO METAL REVOLVING SAFES - DE LUXE
Single-\$132.00 • Double-\$192.00 • Triple...\$288.00
UNIVERSAL-Single Safe-\$87.50 • Double Safe ... 128.50
BOX STANDS-\$27.50 • 5-WAY 5R. COIN CHANGER ... 37.50

BARGAIN BOX
UNITED SHUFFLE ALLEY\$144.50
With Lighted Pin Conversion Installed 159.50
BALLY SHUFFLE BOWLER, 9 1/2 Ft. 159.50
GENCO BOWLING LEAGUE, 9 1/2 Ft. 144.50
UNITED SUPER SHUFFLE ALLEY 189.50
UNIVERSAL TWIN BOWLER 189.50

NEW CONSOLES
UNIV. FEATURE BELL
UNIV. ARROW BELL
BALLY CLOVER BELL
EV. COAL TOWN
EVANS RACES
EVANS WINTERBOOK
EV. BLACK DIAMOND
EVANS BANG TAILS
EVANS CASINO BELL
JENN. CHALLENGER

NEW VENDORS
ACORN VENDOR\$ 13.95
ACORN 5¢ CHARM 15.95
ATLAS DE LUXE, 1¢ ... 14.50
ATLAS 5¢ BANTAM
TRAY VENDOR 14.50
POP CORN WARMER 45.00
KLEENEX VENDOR 49.50
MARION SCALE 79.50
FRANTZ SCALE 115.00
AMERICAN SCALE 169.50
SILVER KING 13.95
S. K. HOT NUT VEND. ... 29.95
5¢ 4-WAY MINT 14.50
N.W. STAMP VEND. 69.00
N.W. 49 SPECIAL 13.75
N.W. MODEL 549 15.95
N.W. DUAL NUT 45.00
N.W. DE LUXE 27.00
N.W. MODEL 39 10.75
N.W. 33 BALL GUM 9.50
ALCO-DEREE CANDY
MART, ELECTRIC 199.50
10¢ COMB VENDOR 28.50
6 Col, 5¢ Pkg. Gum ... 19.50

**LIGHTED
PIN CONVERSIONS
for SHUFFLE GAMES**
For CHICAGO COIN
and UNIVERSAL \$23.75
RED ARROW - - - - \$19.50
FOR UNITED, GENCO, BALLY GAMES
M&T LITE-A-PIN - - \$20.00
FOR UNITED, GENCO, BALLY GAMES
SHUFFLE SHOES - - \$18.50
BOOSTS SHUFFLEBOARD PLAY
10¢ COIN COUNTERS-\$2.00 EACH
Highly Polished Copper - a MUST if
you operate Shuffle Games.

NEW CLOSEOUTS!
KEENEY
ABC BOWLER
WILLIAMS
TWIN BOWLER
ROCK-OLA
SHUFFLE LANE
Write for Prices Now!

United
**SHUFFLE ALLEY
EXPRESS**
Universal's New
**SUPER TWIN
BOWLER**

Chicoin BASEBALL
**Gott. Bowlette
Exhibit Strike**
Exh.Bowl-a-Matic
Conversions for Any Shuffle-
board, Automatic Scoring.

WANT TO BUY
GOLD CUPS
PHOTO FINISH
SEEBURG M-100
ALL LATE 5 BALLS
SEND LIST TODAY

NEW LINE OF TV CLOCKS
I DEAL SHUFFLE PREMIUMS
WRITE for DISCOUNT PRICES
Downey-Johnson Coin Counter...\$149.50
Vendo Coin Changer, F. S. 89.50

ONE BALLS
CHAMPION, F.P. Write
KENTUCKY, P.O. Write
LEXINGTON, P.O.\$295.00
CITATION, F.P. 295.00
TROPHY, P.O. 165.00
GOLD CUP, F.P. 165.00
JOCKEY CLUB, P.O., 47 MOD. 130.00
JOCKEY SPECIAL, F.P. 109.50
BALLY ENTRY, P.O. 79.50
SPECIAL ENTRY, F.P. 79.50
VICTORY DERBY, P.O. 69.50
VICTORY SPECIAL, F.P. 69.50
GOTT. DAILY RACES, F.P. 69.50

5 BALL PIN GAMES
Freshie\$169.50
Football 164.50
King Arthur 164.50
Boston 159.50
Pinch Hitter 149.50
3 Musketeers 144.50
St. Louis 139.50
Champion 139.50
Tampico 139.50
Oklahoma 129.50
Sharp Shooter 129.50
Super Hockey 119.50
Bowling Champ 114.50
Buttons & Bows 114.50
Black Gold 114.50
Big Top 109.50
Telecard 104.50
Show Boat 99.50
Carolina 99.50
1-2-3 94.50
Barnacle Bill 84.50
Buccaneer 84.50
Morocco 74.50
Carnival 69.50
Screwball 69.50
Trade Winds 64.50
Cinderella 64.50
Hundreds of Post War 5 Balls with
Flippers Installed \$39.50
Ali Baba\$59.50
Paradise 59.50
Thrill 59.50
Virginia 54.50
Bermuda 54.50
Crazy Ball 54.50
Mardi Gras 54.50
Ballerina 54.50
Spinball 54.50
Triple Action 54.50
Robin Hood 54.50
Catalina 54.50
Trinidad 54.50
Humpty Dumpty 54.50
Contact, w/f 54.50
Rondeevoo 54.50
Wisconsin 49.50
Sunny 49.50
Samba 49.50
Banjo 49.50
Cover Girl 49.50
Major Leap, B.B. 49.50
Build Up 49.50
Monterrey 49.50
Stormy 49.50
Cleopatra 44.50
Melody 44.50
Short Stop 44.50

ARCADE
HOLLYCRANE, Like New\$395.00
EXH ROTARY MDSER. 299.50
STAR SERIES 229.50
TELEQUIZ, 48 Model, Like New ... 225.00
CHICOIN BASKETBALL CHAMP ... 195.00
WMS. ALL STARS 149.50
CHICOIN GOALEE 129.50
CHICOIN PISTOL 129.50
TARGET MASTER 99.50
PHOTOMATICS, Complete As Is ... 99.50
GENCO GLIDER 99.50
EXHIBIT DALE GUN 94.50
SCIENTIFIC POKERINO 89.50
UN. SHUFFLE SKILL 79.50
FLASH JOCKEY 69.50
BALLY HEAVY HITTER 59.50
GENCO WHIZZ, F.P. 49.50
ABT CHALLENGER 24.50
KICKER & CATCHER 24.50
WOOD & STEEL BALL ROLLDOWNS
at Giveaway Prices Write

CIGARETTES-CANDY
ROWE CRUSADER, 10 Col.\$115.00
STEWART MCGUIRE, 7 Col. 70.00
ROWE DELUXE, 8 Col. 120-Bar ... 89.50
U-SELECT-IT, 73-Bar 55.00
ROWE PRESIDENT, 25¢, 10 Col. ... 110.00
ROWE ROYAL, 25¢, 10 Col. 85.80
PX, 25¢, 10 Col. 125.00

SLOTS
MILLS
BLACK CHERRY, 5-10-25¢\$ 99.50
50¢ BLACK CHERRY 169.50
JEWEL BELL, 5-10-25¢ 129.50
GOLDEN FALLS, H.L., 5-10-25¢ ... 109.50
50¢ GOLDEN FALLS (Rebuilt) 139.50
25¢ BLUE BELL 149.50
BLUE FRONT, 5-10-25¢ 69.50
BROWN FRONT, 5-10-25¢ 79.50
CHROME BELL, 5-10-25¢ 69.50
25¢ Q. T., BLUE CABINET 89.50
VEST POCKETS 44.50
EXTRA SPECIAL!
NEW MILLS MELON BELLS, 10-25¢ \$175.00
NEW JENN. STANDARD CHIEFS, 5¢ Write
WATLING
ROL-A-TOP, 5-10-25¢\$59.50
JENNINGS
STANDARD CHIEF, 5-10-25¢\$109.50
LITE UP CHIEF, 5-10-25¢ 119.50
BRONZE CHIEF, 5-25¢ 99.50
4 STAR CHIEF, 5-25¢ 59.50
VICTORY CHIEF, 5-10-25¢ 69.50
5¢ CHIEF SILVER MOON 79.50
TIC TAC TOE, 5-10-25¢ 135.00
CIGAROLLA, 5¢ PLAY 99.50
GROETCHEN
COLUMBIA DOUBLE, J.P.\$69.50
CHROME COLUMBIA 49.50
DE LUXE COLUMBIA 79.50
GOLD AWARD COLUMBIA 59.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT
SEND CHECK IN FULL WITH ORDERS LESS THAN \$25

MEMBER NCMDA EXCLUSIVE FACTORY DISTRIBUTORS

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1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL.

Distributors for All the Leading Manufacturers

NEW ENGLAND'S LARGEST STOCK

LOOK AT THESE PRICES

CONSOLES	PHONOGRAPHS
Clover Bells, like new\$565	Rock. Magic Glo.\$375
Bally Triple Bell. 265	Rock-Ola 1426 175
Bally Draw Bell, red button 135	Rock-Ola 1422 150
Keeney Super Bonus 125	Seeburg 147M 265
Bally Hi Hand ... 35	Seeburg 146M 240
Bally Club Bell ... 35	Seeburg Hitones... 50
Keeney Super Bell 35	Seeburg Lowtones 70
Mills F.P.F. Vendor 75	Wurlitzer 1015 ..write
Silver Moon 35	Wurlitzer 1100 ..write
	Wur. 750E Lite Arm 165
	Wur. 700 Lite Arm 140

ONE BALLS
Victory Special ...\$25
Special Entry 50
Jockey Special 90

New England's Largest Stock of New and Used Bowling Machines.

LIBERAL FINANCING PLAN

WANTED
Wurlitzer 3020's
Bally One Balls

Distributors for WURLITZER EXHIBIT BALLY KEENEY AL 4-4040

EDD DISTRIBUTING CO. Inc.
298 LINCOLN ST.
ALLSTON, Boston 34, Mass.

OPERATORS' INFORMATION ON REQUEST

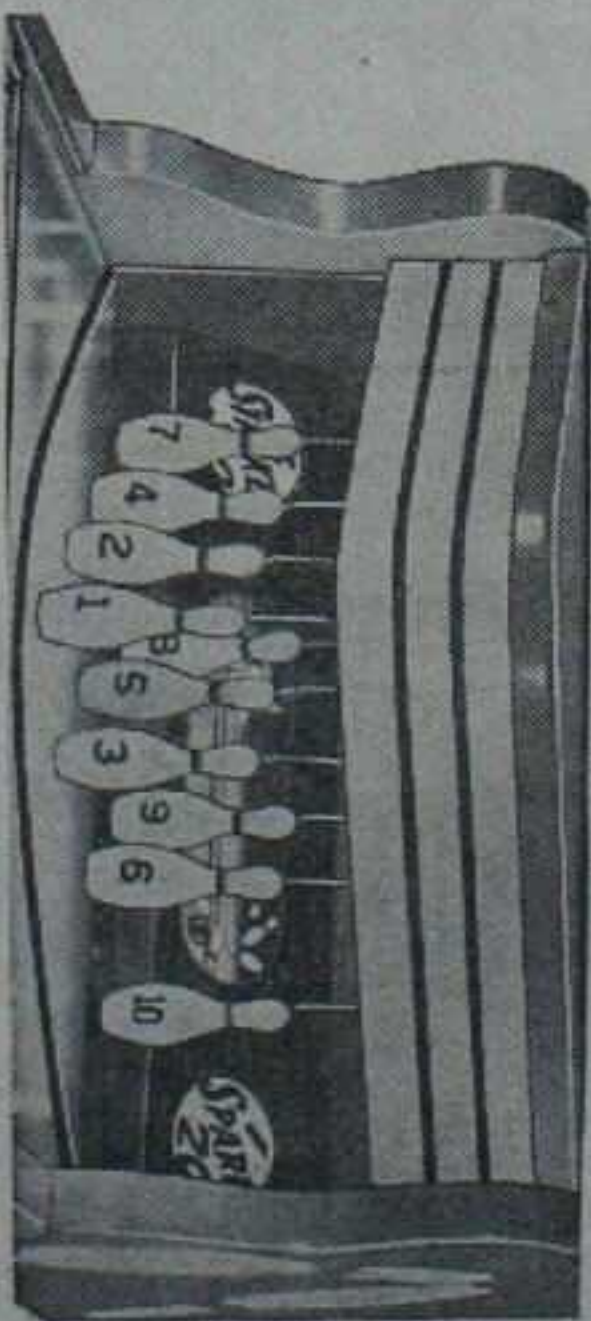
RECONDITIONED PIN GAMES READY FOR LOCATION
Aquacade\$89.50 | Band Leader\$100.00
Cinderella \$ 50.00
El Paso 62.50
Tahiti 109.50
Keeney Pin Boy...\$199.50 | Keeney Linsup ... 85.00
Keeney Ten Pins .. 149.50 | Bally Shuffle Bowler 199.50
Rock-Ola Shuffle Lane, 8'\$175.00 | United Shuffle Alley, 8' 149.50

NOW DELIVERING NEW EQUIPMENT
Keeney's KING PIN | Keeney's A-B-C BOWLER
Keeney's LUCKY STRIKES | Select-a-Card
NEW MILLS VEST POCKETS, \$65.00
Keeney's Electric Cigarette Vendor, Mills "21" Bell Regular, also New Chrome "21" Bell, Mills Blue Bell, Mills Black Beauty, Mills Bonus Bell, New Regal Cabinets for all Mills Bell Machines, Downey-Johnson Coin Counter.
On Display! See it Today!
KEENEY'S PYRAMID
3-Way Bonus Bell.
Here's the new 5¢-25¢ Double-Quick Profit Producer.

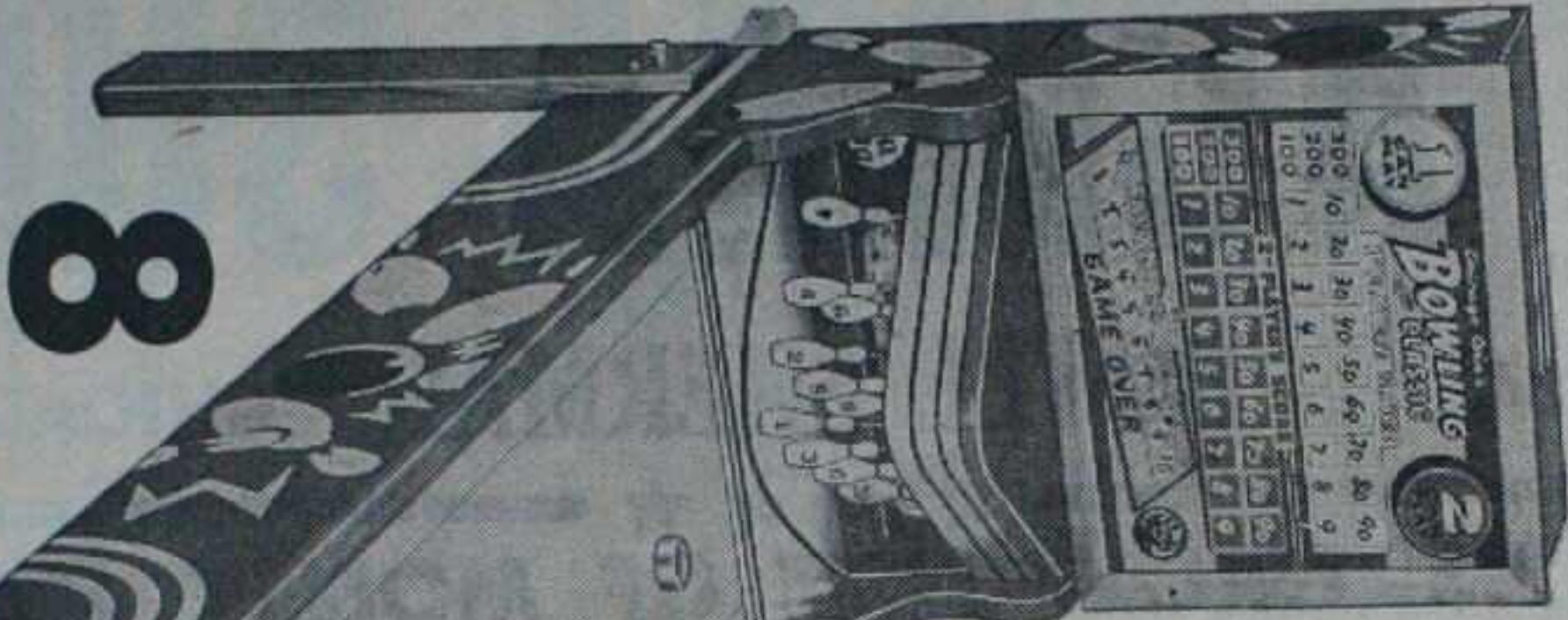
ROY MCGINNIS CO.
Established 1913
2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE: BELMONT 1800

THIS IS IT! *Chicago Cain's* NEWEST BOWLING GAME
BOWLING CLASSIC

WITH REALISTIC UPRIGHT
DISAPPEARING PINS



*It's Making a Strike
 Everywhere - Because
 It Has Real Bowling
 Features & Thrills*



8

FT. LONG

IT'S AT YOUR
 DISTRIBUTOR TODAY



SPEED
 45 SECONDS TO PLAY

REBOUND

Action

1 OR 2
 Players

10c and 20c

CUSHIONED GUTTERS

FOR SILENT PLAY

AUTOMATIC SCORING

PLAYERS COMPLETE FRAME BY FRAME

Chicago Cain Machine Co.
 1725 Diversey Blvd. Chicago 14, Ill.



COME TO THE →

ACMMA SHOW

MAY 22, 23, 24

HOTEL SHERMAN

CHICAGO, ILLINOIS



SEE EVANS' GREAT LINE OF MONEY MAKERS—

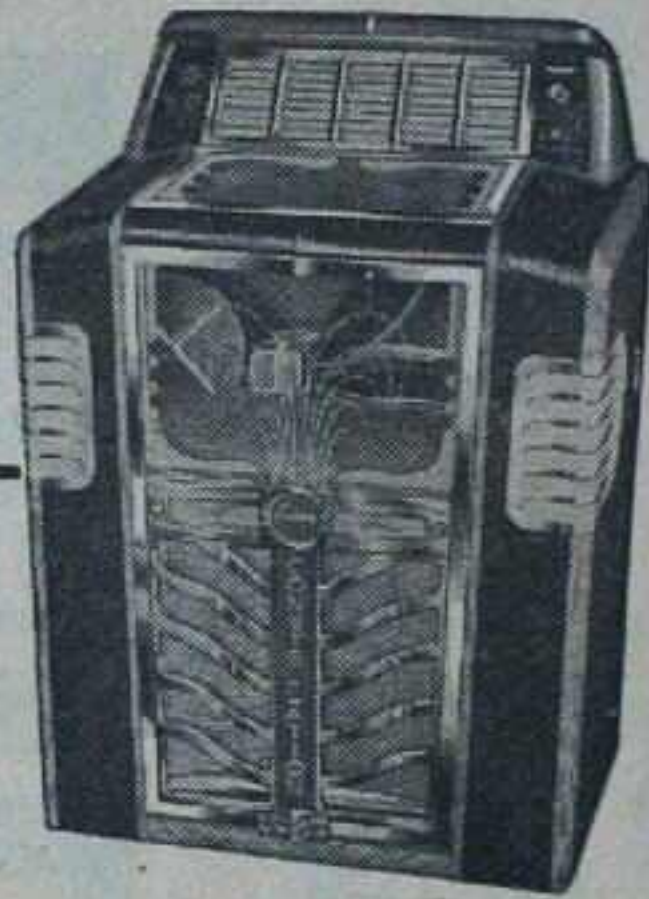
BOOTHS

43. ★

★ 44. ★

★ 45. ★

★ 46



EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION PHONOGRAPHS BOOTHS 79-80

EVANS' BAT -A- SCORE



MANY OTHER EVANS WINNERS

EVANS' WINTER BOOK



EVANS' CASINO BELL SR.



H. C. EVANS & CO.

1528 W. Adams St.

Chicago 7, Illinois

SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERMAN CHICAGO MAY 22, 23, 24

*** COME TO THE ***
ACMMA SHOW
 HOTEL SHERMAN-CHICAGO, MAY 22, 23, 24
 Install KEENEY'S
BOWLING CHAMP
 ON YOUR SHUFFLEBOARDS!

GET **3 TIMES THE SPEED AND TRIPLE YOUR EARNINGS!**
 (2 PLAYERS—2 MINUTES)

Easy to attach to or remove from your 20-inch wide alley right on location! NO TROUGH TO INSTALL—PUCK RETURNS ON TOP ALONGSIDE ALLEY!
 SENSATIONAL APPEAL!

HI SPEED TOTALIZER

Yes! YOU CAN SWITCH BACK AND FORTH FROM SHUFFLEBOARD TO BOWLING CHAMP... NO ALTERATIONS!

SHREWD SHUFFLEBOARD OPERATORS EVERYWHERE ARE SWITCHING TO KEENEY'S "BOWLING CHAMP" AND ARE ENJOYING RICH EARNINGS....

ALL MECHANISM IN BACKBOX

SET IT ON AND PLUG IT IN!



SCORES TOTALLED AUTOMATICALLY AND SEPARATELY ON BACKGLASS FOR ONE OR **2 PLAYERS** (10c or 20c)

FOUR PUCKS release singly and roll back to player in gutter alongside of alley...



Designed by the Originators of **LITE-UP PINS**
 J. H. KEENEY & CO., INC.

BIG JUMBO 5" LITE-UP PINS

SCORES ALL SPLIT SHOTS

EQUIPPED WITH AUTOMATIC COIN BOX

Everything COMPLETELY AUTOMATIC!

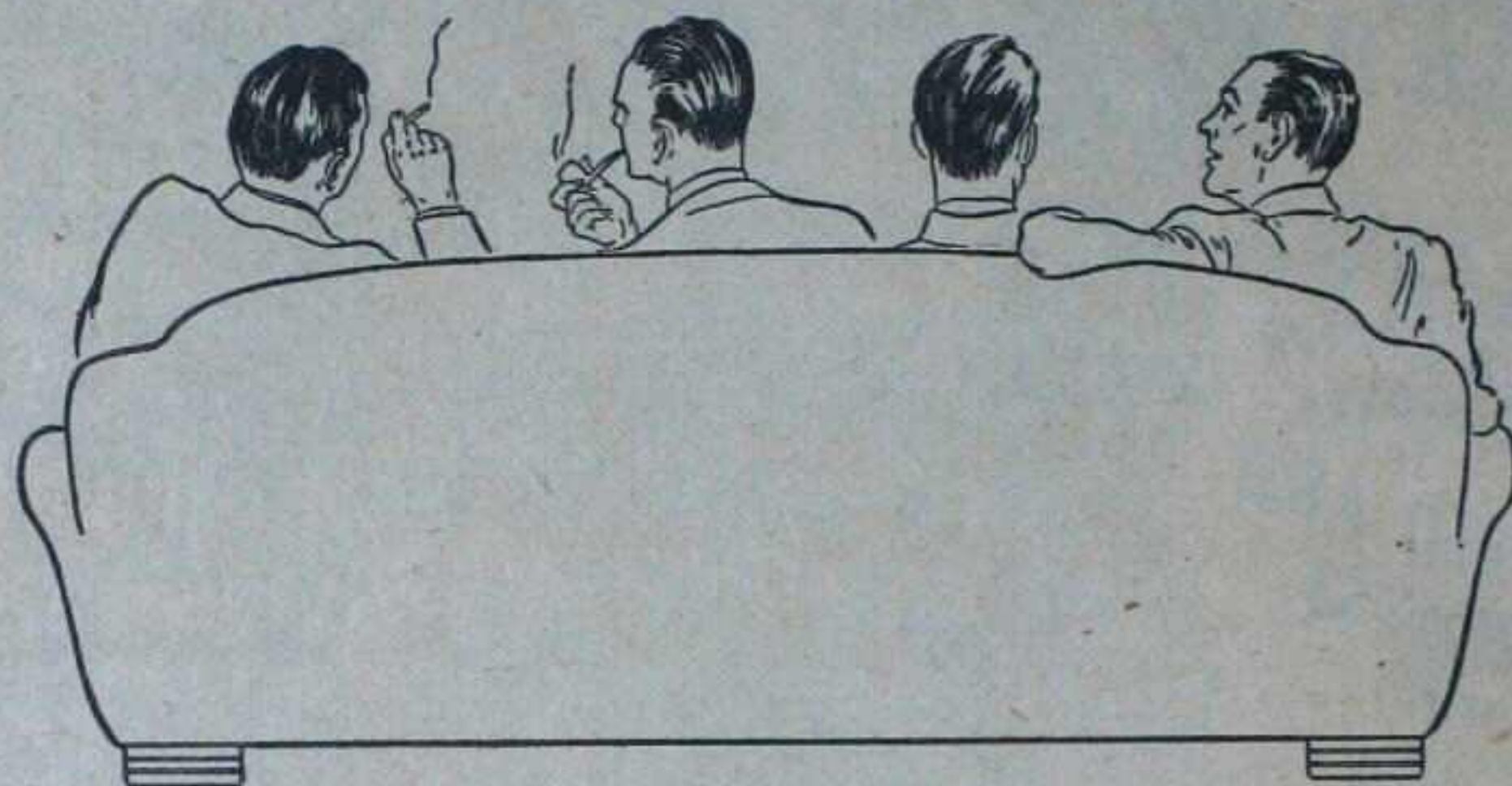
Yes!

YOU CAN PUT IT ON FOR REAL SIZZLING PROFITS OR TAKE IT OFF IN JUST A FEW MINUTES TO RESUME REGULAR SHUFFLEBOARD PLAY! YOU GET LEAGUE PLAY EITHER WAY.

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & CO. INC.
 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

Get in line today with Keeney's "BOWLING CHAMP" for tomorrow's profits!



Relax a while with *Bally*

BOOTHS 55, 56, 57, 58, 59, 60, 61, 62 ... SUITE 2289

BIG MAY SHOW

ALL INDUSTRY COIN-MACHINE EXPOSITION
HOTEL SHERMAN, CHICAGO, MAY 22, 23, 24

THE BALLY booth will be furnished with plenty of comfortable chairs... so you can pause and take a load off your feet for a while, as you travel through the greatest coin-machine show you've ever seen. The Bally suite will also be arranged for your comfort. And upstairs and downstairs Bally will have plenty to show you in money-making games. Remember the dates . . . May 22, 23, 24 . . . and be sure to be there!

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

New!
SPEED RECORD
 FOR PLAY
60 SECONDS a GAME

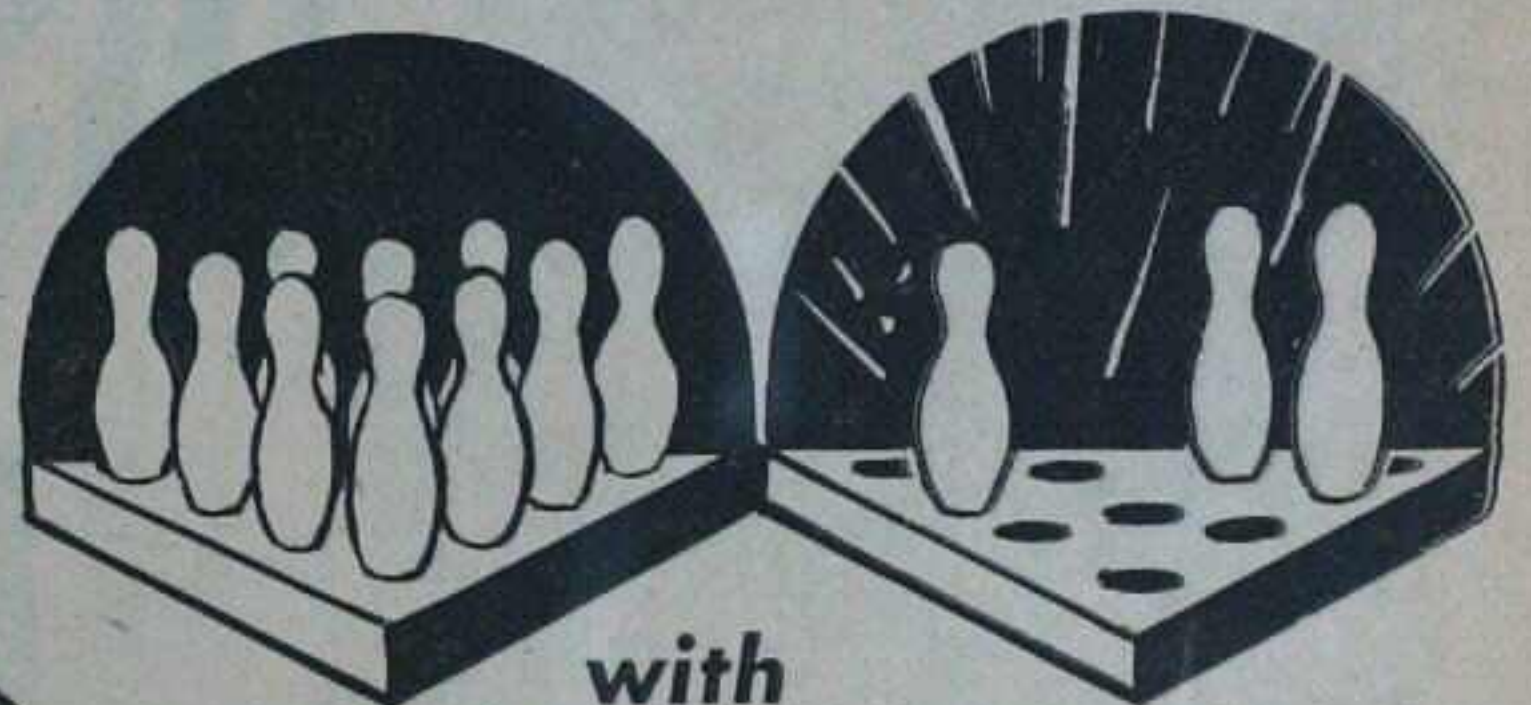
STRIKE

BY 'EXHIBIT'

**A NEW SENSATION
 FAR FROM THE ORDINARY**

1 OR 2 PLAYERS 10¢-20¢

**BUILT FOR
 FAST PLAY
 BIGGER
 EARNINGS**



with

**REAL UPRIGHT
 ANIMATED PINS
 that DISAPPEAR
 WHEN ROLLOVERS ARE
 HIT. RESET AUTOMATIC**

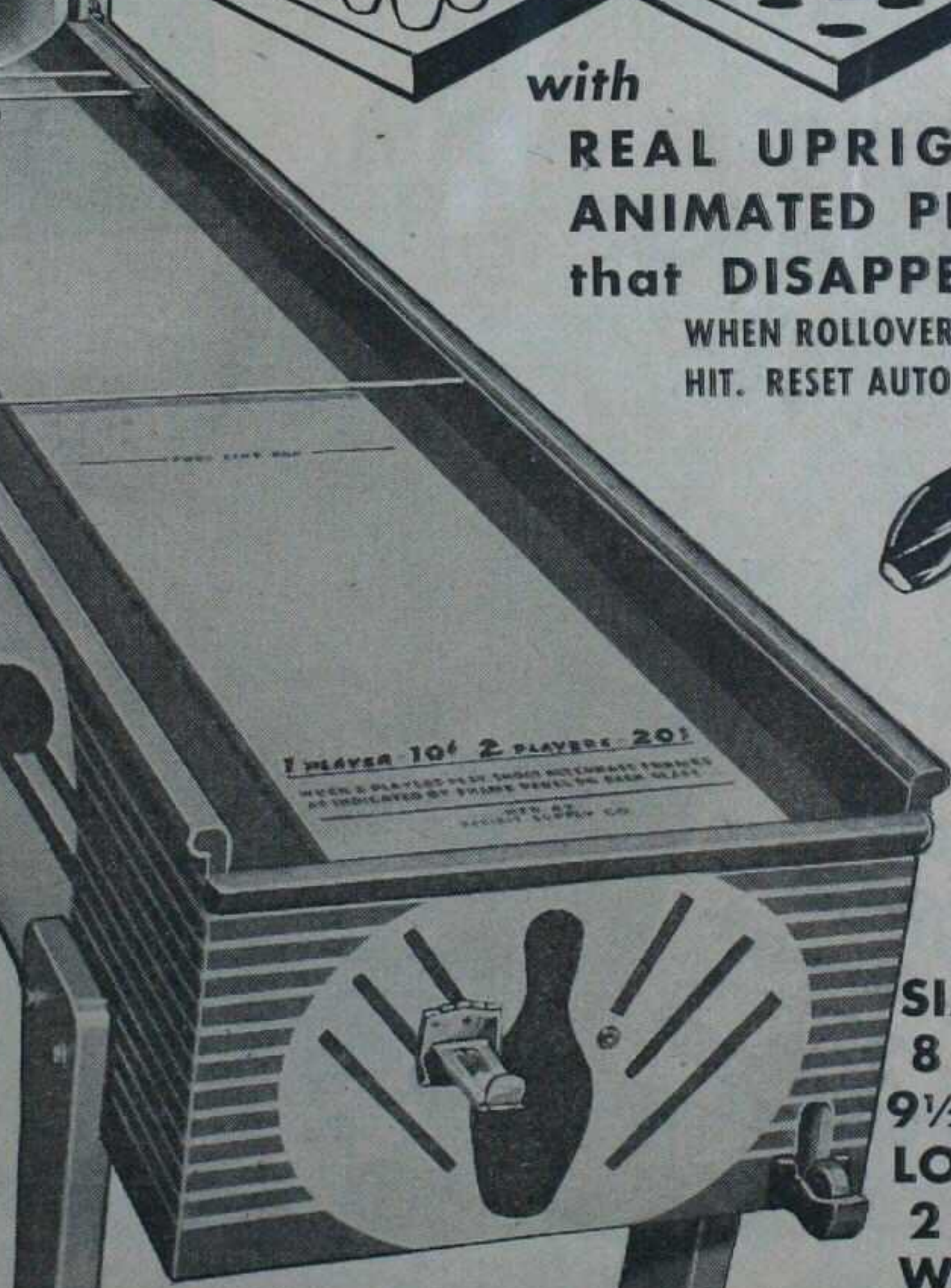
**SWIFT ACTION
 TOTALIZER**

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!

**NOW! AT YOUR EXHIBIT
 DISTRIBUTOR**



**2
 SIZES
 8 FT.
 9½ FT.
 LONG
 2 FT.
 WIDE**

EXHIBIT SUPPLY COMPANY

4218-4230 W. LAKE STREET

CHICAGO 24, ILL.

**ESTABLISHED
 1901**

UNITED'S
SHUFFLE ALLEY EXPRESS

PATENT NO. 2,192,596
 REGULATION BOWLING SCORING



NEW, REALISTIC ANIMATION
DISAPPEARING
PINS

EXTREMELY FAST PLAY

TWO WEIGHTS USED

EASY TO SERVICE
 Entire Playfield
 Hinged

TWO SIZES
 8 FT. OR 9½ FT.
 BY 2 FT.

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**UNITED'S
 PROVEN
 DROP-CHUTE**

"JUST DROP IN COIN"

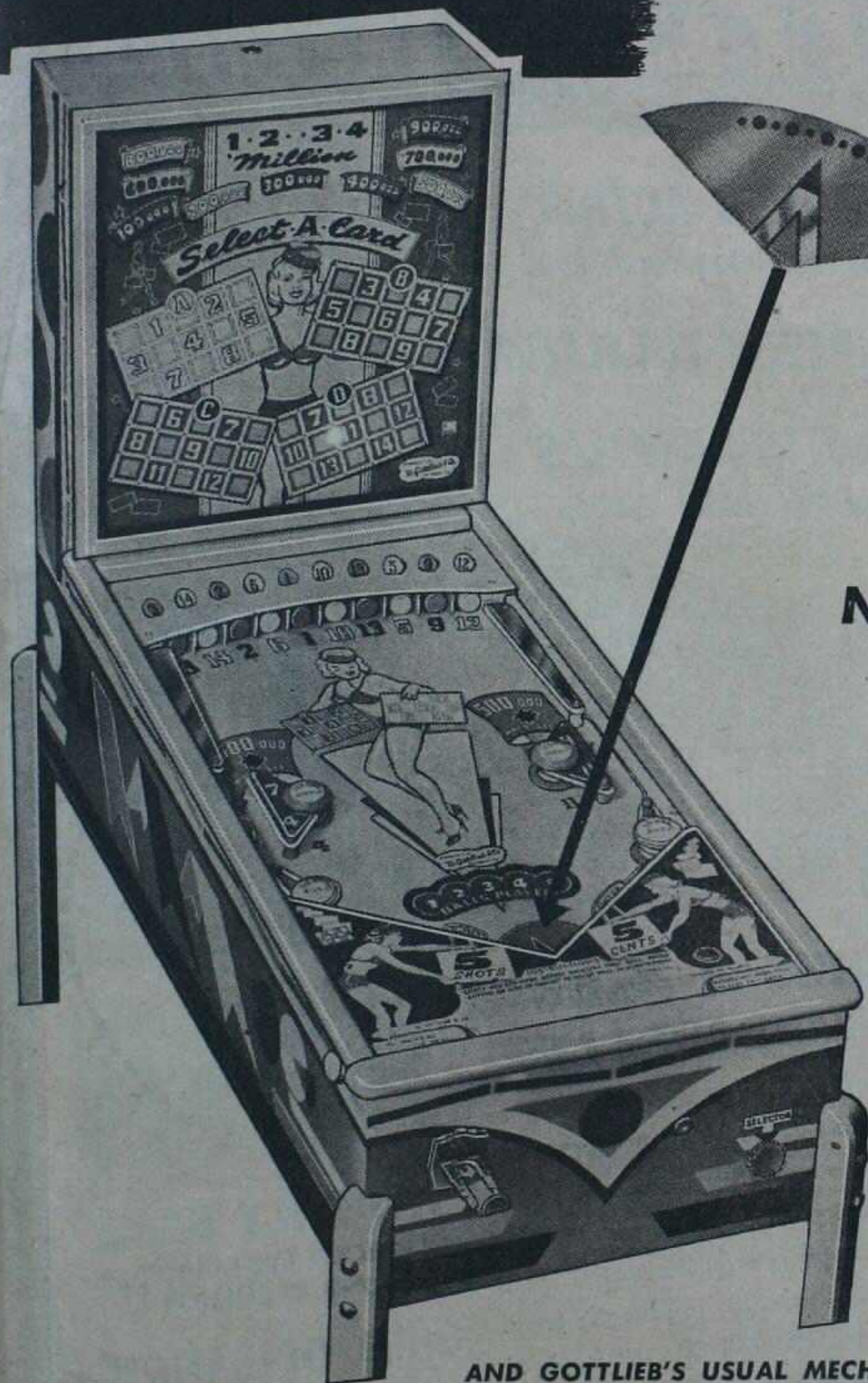


BOWL
 10 FRAMES 10¢
 SCORES EXACTLY LIKE
 BOWLING



**EVERYBODY'S
SELECTION**

GOTTLIEB *Select-A-Card*



featuring

SENSATIONAL TURRET SHOOTER ACTION

with OSCILLATING RANGE FINDER

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!

**SEE OUR EXHIBIT
AT THE**

CMI SHOW

STEVENS HOTEL
CHICAGO
JUNE 26, 27, 28

**YOUR DISTRIBUTOR HAS IT
FOR IMMEDIATE DELIVERY—
ORDER NOW!**

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

NOW! FASTER THAN EVER!

Bally SHUFFLE-CHAMP

- **FAST REBOUND ACTION**
Puck rebounds right into player's hand
- **SUPER-SPEEDY TOTALIZER**
- **REAL BOWLING THRILLS**
Scores exactly like official bowling



Game-a-Minute GUARANTEES BIGGEST PROFITS

Players love the fast, exciting, no-waiting puck-rebound action of SHUFFLE-CHAMP. Location-owners cheer the one-third faster play. And you'll be tickled with the extra profits that pile up in the SHUFFLE-CHAMP cash-box . . . specially in peak-play hours. Remember, SHUFFLE-CHAMP is played and scored by official bowling rules . . . with strikes and spares scoring exactly as in bowling. Get your share of the biggest bowling bonanza . . . get SHUFFLE-CHAMP now!



THE ONLY GAME
ON WHICH PLAYER CAN PICK UP
4, 7-6, 10 RAILROAD

QUIET OPERATION
SLUG-REJECTOR
DROP COIN CHUTE

2 POPULAR SIZES
9½ FT. BY 2 FT. 8 FT. BY 2 FT.

SEE US AT THE
ALL-INDUSTRY
SHOW
HOTEL BERKMAN
CHICAGO
MAY
22, 23, 24

Bally

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**CHAMPION
KENTUCKY
CLOVER-BELL**



COME
TO THE
A.C.M.M.A.
CONVENTION
HOTEL SHERMAN
CHICAGO
MAY 21-22-23

SELECT THE BEST... UNIVERSAL'S
Super **TWIN BOWLER**
2 PLAYERS OR ONE
SCORES TOTALED SEPARATELY
AND AUTOMATICALLY

**FAST—LESS THAN ONE
MINUTE PER GAME!**

**DISAPPEARING PINS!
PUCK REBOUNDS INSTANTLY!**

**CORK LINED
SIDE RAILS!**



**TWO
PLAYERS—
OR ONE—
ALL SPLIT SHOTS
CAN BE SCORED!**

FULLY VISIBLE
MECHANISM CAN
BE SERVICED FROM
BACK DOOR...

UNIVERSAL'S
**FEATURE
BELL**



MYSTERY TYPE ADVANCING ODDS

First Console

WITH THE AMAZING
"FEATURE FLASH"
THAT ENABLES PLAYER TO
"BUY" UP TO A COMPLETE SET
OF WILD SYMBOLS—ADVANCES
ODDS—ADVANCES THE BAR
SPECIAL FEATURE!

UNIVERSAL'S
**FEATURE
BELL**

SINGLE HEAD MULTIPLE COIN

- TOP SCORE 500 POINTS
- 10000 ELECTRIC MOTOR
- BRUSH ILLUMINATED BELLS
- NEW CABINET DESIGN

Instantly Convertible

UNIVERSAL'S
PHOTO-FINISH



A
PRINCIPLE
OF PLAY
THAT

Lasts

ORDER
TODAY

FREE PLAY
Convertible to
1 or 3 Ball Play.
Also Available in
AUTOMATIC MODEL

CHUTE STANDARD—10c OR 25c CHUTE OPTIONAL

Order FROM YOUR
**UNIVERSAL
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Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

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100 Selections are Essential to BETTER PROGRAMMING!

UNDER THE **5** BASIC
MUSIC CLASSIFICATIONS

HIT TUNES		OLD FAVORITES		WALTZS & POLKAS		FOR TRUITS & RUMBAS		CLASSICAL SELECTIONS	
A1	B1	G1	D1	E1	F1	T1	R1	C1	S1
A2	B2	G2	D2	E2	F2	T2	R2	C2	S2
A3	B3	G3	D3	E3	F3	T3	R3	C3	S3
A4	B4	G4	D4	E4	F4	T4	R4	C4	S4
A5	B5	G5	D5	E5	F5	T5	R5	C5	S5
A6	B6	G6	D6	E6	F6	T6	R6	C6	S6
A7	B7	G7	D7	E7	F7	T7	R7	C7	S7
A8	B8	G8	D8	E8	F8	T8	R8	C8	S8
A9	B9	G9	D9	E9	F9	T9	R9	C9	S9
A10	B10	G10	D10	E10	F10	T10	R10	C10	S10

100

SELECTIONS

Be 100%
with Seeburg...
ONLY SEEBURG HAS



The Wall-O-Matic "100". The finest remote selection ever developed. 100 selections—visible 20 at a time—right at the finger tips of the public.

The Select-O-Matic "100" Mechanism. Plays 10 and 12-inch records without presetting. By any comparison, the most revolutionary development in the history of the coin-operated music industry.

The Select-O-Matic "100". 100 selections . . . all visible at one time . . . cataloged under the five basic music classifications. New sales appeal. New operating economy.



Seeburg

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J. P. SEEBURG CORPORATION
Chicago, Ill.