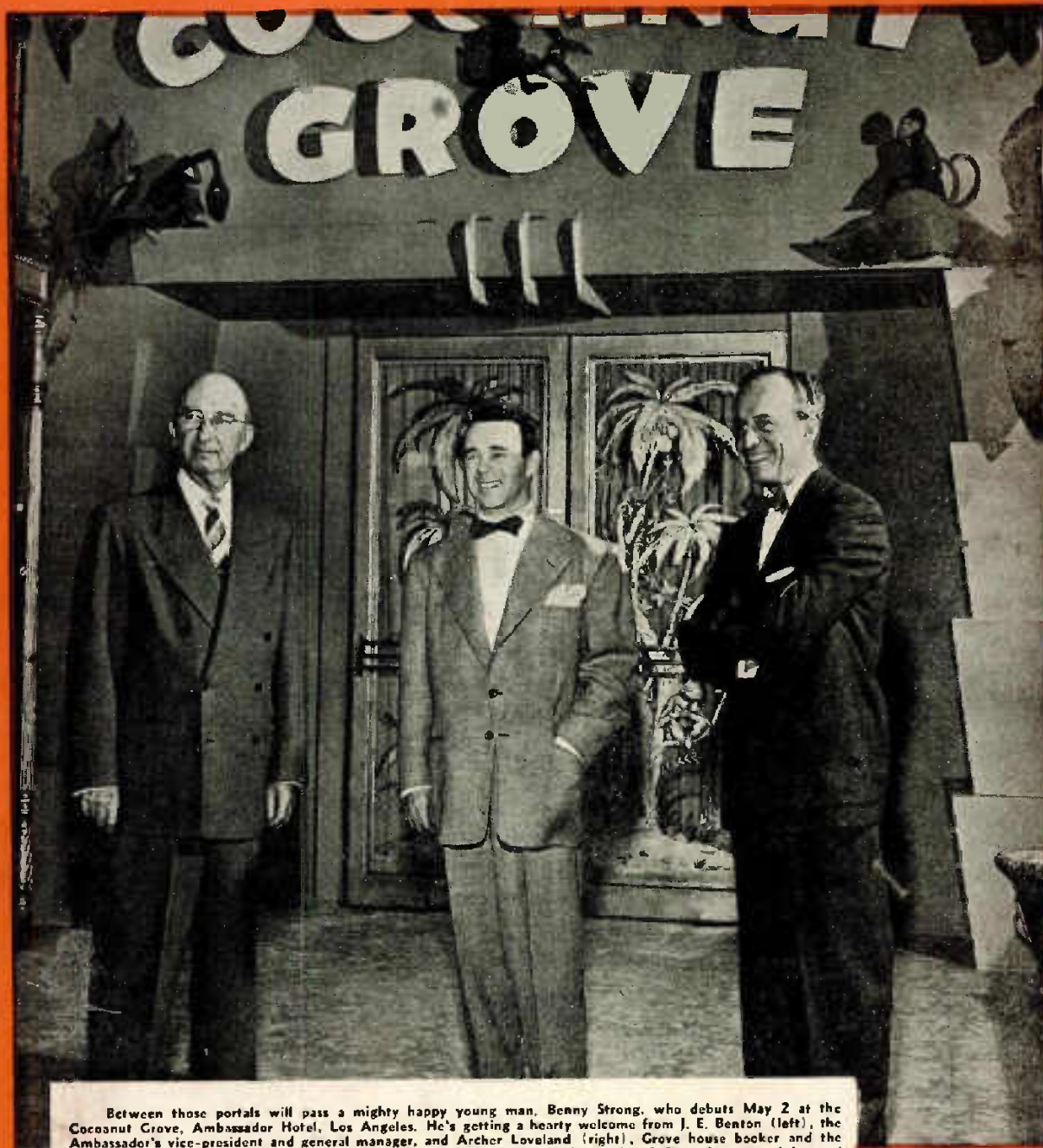


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 6, 1950



Between those portals will pass a mighty happy young man, Benny Strong, who debuts May 2 at the Coconut Grove, Ambassador Hotel, Los Angeles. He's getting a hearty welcome from J. E. Benton (left), the Ambassador's vice-president and general manager, and Archer Loveland (right), Grove house booker and the hotel's director of promotion. The coveted Grove date follows on the heels of Strong's successful stand at San Francisco's Mark Hopkins Hotel, where he appeared 13 weeks, a record run for any balancer. Strong is rapidly developing into one of Capitol Records' top sellers. Current platter receiving good response is his novelty, "Does the Spearmint Lose Its Flavor On the Bedpost Overnight?", backed by "If I Knew You Were Comin' I'd've Baked a Cake." Strong and band are booked by Music Corporation of America (MCA).

Speaking of Hits - He's Making Them!

LAWRENCE WELK

and His CHAMPAGNE MUSIC



Latest Releases

"HOOP DEE DOO"
Mercury No. 5419

"DOO WACK A DOO"
Mercury No. 5411



Traveling America,
Telling Americans
About Miller High Life



Cavalcade of Bands
May 9th



Breaking Records—and
we can prove it! Ask the
promoters—theatre man-
agers—ballroom opera-
tors . . . they'll tell you



Featuring
ROBERTA LINN
the Champagne Lady



Personal Management: SAM LUTZ, 6272 Sunset Blvd., Hollywood 28, California

DIRECTION: MUSIC CORPORATION OF AMERICA

AM BASEBALL MAY STRIKE OUT

Stiff Union Tiff Shapes Vs. TV Disks

Lea Bill Is Threat

NEW YORK, April 29.—Displacement of live musicians by phonograph records is rife in television—and is a sore point with the American Federation of Musicians (AFM).

How strongly AFM Prexy James C. Petrillo will pursue this issue is a matter of conjecture, but it is known that he is hampered by provisions of the Lea Bill.

Whatever Petrillo's position, however, rumbling have been heard in (See AFM Scowls on page 14)

Congress Gets New Profit Surtax Plan

WASHINGTON, April 29.—A drive to reimpose the excess profits tax on corporations is under way in the House, altho it appears doomed to defeat. Affected by a bill introduced this week by Rep. Herman Eberhart (R., Pa.) would be all incorporated businesses earning more than 140 per cent over average 1936-'39 incomes.

Eberhart told the House his bill would help regain some of the revenue loss embodied in cutting excise taxes. The measure would tax the excess profits at a flat 50 per cent rate, rather than the 95 per cent rate that was in effect during the war. Coming from a Republican, however, the bill is given little chance in the Democratic-controlled Congress.

Admission Tax Cuts Nearer

House Group Votes To Pare Bite to 10%

Niteries Get Same Break

WASHINGTON, April 29.—Relief of showbiz from a sizable share of excise taxes is a big step nearer as the result of action this week by the House Ways and Means Committee. The committee voted to halve the admissions and niteries tax, and exempt ballrooms and dance halls not serving liquor. But, while voting hunks of tax relief for several showbiz categories, the committee held a cold restraining hand on others.

Here is the line-up of the committee's recommendations on showbiz taxes as the result of its balloting this week:

A reduction of the present 20 per cent tax on admissions to 10 per cent, with complete exemption for (See House Group on page 15)

BILLBOARD BACKSTAGE

Joyous Editor Sings Hallelujah, Scattering Violets in the Wind

By Joe Csida

It's nice to be back . . . even blushing. The blushes, of course, are due to the news breaking in *Variety* last week that I was leaving RCA Victor and coming back to *The Billboard*. It was as weird a minor news beat as I've seen in a long time. Naturally, *The Billboard* knew about it and was holding up for an across-the-board official release timed for May 15. But Abel Green picked it up from guess-who, sat on it till after *The Billboard* deadline, then ran it. Which is just good newspapering. And so much for that.

For the four guys in the third booth along the right side wall at Lindy's who want to know the complete story, it was like this: A truly great guy, one of the finest I've ever met, Joe Wilson, executive vicepres in charge of the RCA Victor division of Radio Corporation of America, gave me a fine opportunity a little more than a year ago by offering me a job with RCA Victor. I took it and did the best I could for three months in public relations, then for 10 months in popular artists and repertoire. It worked out fine, I think. Personally, I am satisfied that the Victor a. and r. department is as good as any in the business, and that it has been doing and will continue to do an excellent job. I have been assured that RCA Victor feels the same way about it.

In the course of doing the job, however, I discovered that 15 years on *The Billboard* had pretty much spoiled me for large corporation op-

eration. When I was satisfied that that was so, I told Mr. Wilson. I also suggested to *The Billboard* that if they could use an editor with another 13 months of "in-the-field" experience I'd be glad to play a return engagement. *The Billboard* said okay, and Joe Wilson was understanding, hence this piece and my return to *The Billboard*, officially about May 15.

At the risk of getting *Backstage* off to a dull start, I'd like to continue this true confession just long enough to make it clear that I wouldn't have missed the 13 months I spent at RCA Victor for anything in the world. Nor, more important, the wonderful associations and friendships I made.

These Are the Guys

Frank Folsom, hard-driving a gent as he is, proved to be the warmest, most genuinely helpful big man I've ever known. A substantial part of any of the credit due for maintaining important artists' relations must go to him. John West was, and is, as great a guy as anyone could ever want to work for, and a top public relations boss for any giant corporation.

In one of the record business's most trying periods, Paul Barkmeier took over and did a bang-up job of pulling together frayed ends. He's the kind of man who gives the guys under him every important thing they need to do their jobs.

Then, of course, there were all the guys with whom I worked day in and (See *Billboard Backstage* on page 18)

Play-by-Play Overcrowding Nets, Indies

Adverse Reactions Feared

NEW YORK, April 29.—With more baseball on the air this season than ever before, there is a growing feeling in advertising and broadcasting circles that the increase may react adversely against both advertisers and the clubs themselves.

The reason for the saturation coverage is the change in regulations effected between the office of baseball Commissioner A. B. (Happy) Chandler and the Department of Justice. The result has been to open up territories all over the country for broadcasting. As a result, there are more special regional networks set up this year to air baseball games than ever before. Mutual is airing one major league game per day; CBS is airing a major league game every Saturday; Liberty Broadcasting System (LBS) is airing about three hours of baseball over 120-odd stations daily. Web coverage is so extensive that WHDH.

(See AM BASEBALL on page 7)

Boston License Official Urges More Night Life

BOSTON, April 29.—More night life for Boston has been recommended by Judge Frank Brier, of the city's licensing board. He wants to extend the present closing hour for night clubs, hotels, legit restaurants in the downtown belt from 1 a.m. to 2 a.m. He says that the board is constantly receiving complaints that people who come to the Hub for the theater, for sports events, just about get seated when it's time to close. "A later closing hour, say 2 a.m., would enliven the city's dying night life," he said.

The judge's proposal calls for a change in classification of restaurants in the suburbs, known to the trade as "rubber sandwich joints," and "co-ed taverns." All places selling liquor in the outer district of the Hub would have to close at 11, Judge Brier feels. "The downtown section is the area for the city's night life, and should be made so," he said.

Hotel and night club ops hailed the judge's proposal. They pointed out (See *Boston License* on page 54)

Radio, Phono, Parts Tax Take Up for 1st Time in Months

WASHINGTON, April 29.—The all other showbiz tax collections showed declines in March, the levy on radios, phonos and parts showed a gain for the first time in many months, the Internal Revenue Bureau reported this week. Declines from March, 1949, were registered in tax collections on admissions, cabarets, disks and coin machines.

Revenue Bureau excise collections:

	March, 1950	March, 1949
Admissions . . .	\$33,048,876	\$34,377,021
Radio, Phonos . . .	4,310,126	3,802,434
Cabarets . . .	3,618,742	3,363,701
Disks . . .	597,527	767,338
Coin Machines . . .	219,857	229,893

For a complete report on progress of the Johnson anti-gaming bill (53357) in the House Committee on Interstate and Foreign Commerce, turn to Page 107 of this week's issue.

For information on how outdoor show business is meeting the challenge of this bill see Page 57.

Excises Off Most Outdoor Fairs, Pools

1950 Relief Possible

WASHINGTON, April 29.—Barring a presidential veto of the entire excise tax bill, prospects are bright that tax relief for outdoor shows, tentatively voted by the House Ways and Means Committee this week, may go into effect July 1. The committee agreed to exempt from the admissions tax all non-profit agriculture shows and any entertainment connected (See *ADMISSION TAX* on page 57)

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Big Tops Bursting With Kid Biz

Howdy Doody Take Reaches 80G for R-B

Full Houses at All Shows

NEW YORK, April 29.—Mesmerized small fry patrons of the Ringling circus at Madison Square Garden have contributed a phenomenal \$80,743 for souvenir mementos of Howdy Doody, inanimate puppet and principal figure in one of video's most popular programs. The figures were compiled by Martin Stone Associates, one of the owners of the Howdy package which this season is a featured Side Show presentation with the Big One.

With a full week of the 33-day (65 performances) engagement remaining, moppets and their parents have paid \$32,000 for hats at a buck a throw. Some of these same youngsters, and a great many more who still find a dollar a lot of money, managed to come up with quarters for balloons to the gross tune of \$48,743. These are the only two items of the several dozen peddled within the Garden that are directly tied in with Howdy Doody. However, the magic of the puppet's name is being exploited thruout the arena by butchers conscious of its value as a trade stimulant.

Two Deals for Howdy
Merchandise is all peddled by
(See HOWDY DOODY on page 70)

Old Age Pay, New Bait To Put Showfolk in 'Employee' Class

WASHINGTON, April 29.—Social Security for all showfolk is virtually assured following a vote by the Senate Finance Committee to go along with the House in extending coverage to self-employed persons. This category will include all those show people currently out of Social Security by virtue of a independent contractor status.

The tentative tax rate to apply to self-employed persons is 2½ per cent of a flat portion of their annual incomes. The House has voted to apply the rate to the first \$3,600 of income; the Senate is likely to lower this figure to \$3,000. Under terms of the

ASCAP Votes on Consent Decree

NEW YORK, April 29.—Members of the American Society of Composers, Authors and Publishers (ASCAP) next week will receive ballots containing the amendments to the Society's by-laws necessary to effect the consent decree. The pattern of the proposed amendments provides in effect a capsule portrait of the decree. The following areas are covered in the suggested changes:

(1) **Liberalization of Admission.** Chief effect is the creation of a non-participating class for unproved clerks and pubbers. A check rein is provided by a clause stating that if members in this class fail to earn in five years ASCAP income equivalent to their dues for that period, they lose membership.

(2) **Non-Exclusivity of Rights.**
(See ASCAP Members on page 14)

Odds Bodkin!

NEW YORK, April 29.—The telephone call to *The Billboard* was from *The Member of the Wedding*, legit hit. Wanted: A professional knife-thrower to act as instructor to Julie Harris who, in the role of Frankie Addams, must toss a knife at a door across stage each act. The knife doesn't always stick—Miss Harris's average has been a mere .500.

Is there a promising, young knife-thrower around, willing to give odds on an average of 1,000? All he need do, to avail himself of a sharp opportunity, is to telephone the company manager—Bodkin is the name.

AGVA Switches Rule on Pacts

NEW YORK, April 29.—All talent buyers in the future will have to sign contracts before the actors sign them, according to the latest ruling issued by the American Guild of Variety Artists (AGVA) last week. Rule was made by the union's national executive board and a notice to that effect was sent to all agents and bookers.

Heretofore the custom was for the act to first sign a contract, then mail it to the buyer for his signature. Acts have complained that this method has cost them work involving important money. In many instances, they say, where a deal was okayed, a contract signed by the performer was either held up by the buyer until the last

(See OPS RAPED on page 48)

Cole Nearing Peak After Slow Start

Concession Gross Glitters

CHICAGO, April 29.—Cole Bros' Circus business shifted into high gear at the Chicago Stadium this week after shaky week-end houses which, tho not bad, had officials concerned.

Near-capacity business was the rule late in the week, with the first sell-out coming Friday (28) and more expected over the week-end. Big business began Tuesday (25). Wednesday's night show was described as very good, but the matinee scored heavier and that situation continued for the rest of the week.

Heavy rains held the Saturday (22) and Sunday (23) houses down. Also a factor in the week-end slump was the full-price ticket policy for children. Anxiety, reported during early part of week, had disappeared by Thursday (27).

Novelty Sales Soar

Novelty concession sales, with four Hopalong Cassidy items in the offering, were booming along at \$2,800 a day after mid-week. First three days of the run drew about \$1,500 each, with the larger grosses coming with increased attendance.

Reports weren't broken down to show how sales of Hoppy goods compared with standard novelties, but concessionaires said they were going fast, with \$1 pennants in the lead.

An advance estimate of total sales for the 17-day run was put at more than \$28,500. An estimated daily average of \$1,800 compared with the (See COLE BIZ HIT on page 70)

802 Asks WINS Prove Right To Retain License

NEW YORK, April 29.—Dick McCann, proxy of Local 802, American Federation of Musicians (AFM), this week asked the Federal Communications Commission (FCC) to require WINS, New York, to show cause why its license should not be suspended or revoked.

McCann's request followed the station's obtaining a temporary restraining order banning picketing by 802 musicians. A hearing is scheduled in New York Supreme Court Monday (1) to determine whether the injunction should be made permanent. (See 802 ASKS on page 22)

SAG Claims Most TV Film Actors; TVA To Ask for NLRB Hearing

HOLLYWOOD, April 29.—An overwhelming majority of thespians participating in tele films are members of Screen Actors' Guild (SAG), according to a Guild survey. SAG combed hundreds of pix produced for video, ranging from commercial spots to feature shows, and found that 94.7 per cent of all talent used in these pix belong to SAG. This casts a new light on SAG's latest move in its jurisdictional dispute with Television Authority (TVA) in calling for a National Labor Relations Board (NLRB) election of all actors em-

ployed by tele pic producers in this area.

Guild's petition listed approximately 300 thesp employers, including, in addition to major and indie pic producers, NBC, Compton Advertising Agency, Young & Rubicam, Procter & Gamble Productions, and all members of Association of Motion Picture Producers, Society of Independent Motion Picture Producers, Independent Motion Picture Producers' Association and Television Film Producers' Association. Petition asked (See SAGA CLAIMS on page 54)

Philly Cafes Plan Summer Business; No TV Competish

PHILADELPHIA, April 29.—Despite slim pickings this year, threats of the nitergy ops to close for the summer will probably not materialize. Even those spots planning to cut to the bone are now talking about keeping full crews and carrying their entertainment policies straight thru.

The biggest factor favoring the summer stretch is the absence of night baseball games from the television camera range. Last summer televising of the night games butchered cafe takes as much as 70 per cent. The fact that this year the TV cameras will focus on day games only can only react in their favor, the nitergy men figure. Also on the encouraging side is the noticeable pick-up in nitergy business in recent weeks.

ABC-TV Opry Sked Stresses Youth Roster

Low Budget a Feature

NEW YORK, April 29.—The current movement to make popular entertainment out of grand opera is due for added impetus from the television wing of ABC. A new TV series, *Opera a la Mode*, is currently in preparation for the web by Yupp Productions, an indie producing outfit. Trudy Richmond is producer-director for the project, and also has done the English-language adaptations of the operas.

Present plans call for the formation of a repertoire company, which will draw mainly from the roster of the New York City Center Opera Company. This group has been selected because of its emphasis on (See ABC-TV OPERA on page 18)

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Vend, the monthly magazine of automatic merchandising.

WLW TOLLS SMALL AM'S KNELL

Frisco Kids

NEW YORK, April 29.—This was San Francisco week in New York. Phil Lasky, of KSFO-KPIX there, returned home Friday (28), the day after Wilt Gunzendorfer, sales manager of KYA, and Arthur Hull Hayes, CBS veepee and head of KCBS, trained in.

That bridge still out there?

Ciggie Sponsor May Ankle NBC For CBS Switch

NEW YORK, April 29. — Brown & Williamson, the cigarette sponsor of *People Are Funny* on NBC Tuesday evenings, 10:30-11, was shopping this week for new time on CBS. The bankroller is unhappy with his present NBC time slot, and thinks he can improve upon it next fall.

CBS already has pitched Friday night at the prospective purchaser. The sponsor is not averse to that evening, the company wants to find out more definitely what the other Friday night programs will be in the fall. It is conceivable that Burns and Allen, for example, could be programmed on Friday. Russell Seeds is the agency.

Sloan Foundat'n Gives 100G for Educational TV

NEW YORK, April 29.—The Alfred P. Sloan Foundation is appropriating between \$75,000 and \$100,000 for educational television program services, it was reported this week. The Foundation, whose original grant made the radio version of the *University of Chicago Round Table* possible, hopes to inaugurate a like feature in television. The AM program still operates under a Foundation grant, with time donated by NBC, which will probably get the TV show as well.

Two shows are said to be under consideration. One is a tele counterpart of the round-table idea. Another is a dramatic program focusing on the American way of life and pegged on the various problems encountered by an average family in raising a child.

NBC Pitches AM-TV Contract at Marx

HOLLYWOOD, April 29.—Whether Groucho Marx's *You Bet Your Life* moves to NBC next fall in a combined radio-tele deal should be decided here within the next 10 days, with Niles Trammell, NBC topper, and William Paley, CBS head man both in pitching. Marx returned to the Coast this week-end after talks with both networks.

NBC is understood to have offered Groucho a guaranteed 10-year deal, with tele figuring prominently in the web's plans. Network would buy all rights to the *You Bet Your Life* package from Marx and John Guedel, including services of the star and Guedel's production staff. Amount of dough or time slot involved is still unknown. CBS is pitching a similar deal at the comic, altho reportedly willing to top any NBC offers.

BBDO Keeps Billings From Am. Tobacco

NEW YORK, April 29.—The multi-million dollar American Tobacco billings will not be switched away from its current agency, Batten, Barton, Durstine & Osborn (BBDO), *The Billboard* was informed this week by a top exec of the firm. Under its new president, Paul Hahn, the company this week made its first official broadcasting move by dropping the Frank Sinatra *Light Up Time* strip on NBC, exiting in June.

No change will be made in the basic advertising philosophy and methods which have dominated the Lucky Strike organization in recent years, a spokesman said. The remaining AM and TV program structure will remain basically unchanged, including such shows as Jack Benny, AM; *This Is Show Business*, TV; *Hit Parade*, AM; Robert Montgomery show, TV, and *Big Story*, AM-TV, the last named airing for Pall Mall. However, *Hit Parade* may go TV as well as AM next fall, and the Montgomery series may go weekly instead of bi-weekly.

HOLLYWOOD, April 29.—Frank Sinatra this week asked for and received his release from Metro-Goldwyn-Mayer (MGM) Pictures, thereby paving the way for *The Voice's* entry into television next fall. Long anxious to enter video, Sinatra has been hamstrung by MGM's anti-tele contract and will now be peddled to sponsors for either radio or tele—or both.

Currently in New York, the crooner and his manager, Bobby Byrnes, are talking several tele deals with the Eastern agency execs. Sinatra's current *Light-Up Time* airer for American Tobacco Company will fade from the airwaves at season's end.

Sinatra's pact with Metro was to expire in April, 1951, and called for \$6,000 weekly for 52 weeks. Release was effective immediately, giving Sinatra complete control over all future radio and tele deals.

Bendix Pact Revision To Allow Time for TV

HOLLYWOOD, April 29.—William Bendix this week secured a revision of his contract with RKO-Radio Pictures to enable him to do television work in the future. Bendix is known to be interested in a deal with Irving Beecher to portray Chester A. Riley on TV as well as in radio. Beecher turned out the recent TV film series of *Life of Riley* in which Jackie Gleason played the lead. Pabst dropped the series a few weeks back.

Bendix is said to have had discussions with NBC toppers in New York last week about reviving the TV series this fall, with himself in the lead role, which he played in Hollywood film versions. The web is believed preparing to pitch the show around to agencies.

AM Net Gets Tennis Champion Matches

NEW YORK, April 29.—A. G. Spalding & Company is getting up a special 35-station network for radio coverage of the Forest Hills championship tennis matches to be held this coming August and September. The Davis Cup matches will tee off for three days starting August 25 and the U. S. national championship matches will be aired September 3 and 4.

Time, Life Seeking TV Web Program

NEW YORK, April 29.—*Time* and *Life* magazines are currently looking to line up a TV network program. Understood that both CBS and NBC have been approached, but are not too enthusiastic since the Luce-ite magazines are interested only in a small network.

Twist is that *Life* recently spent heavy sugar for newspaper ads emphasizing its leadership in terms of gross billings as compared to other mags and the radio webs.

CBS-TV Wraps 7 Live Shows for Summer Tryouts

NEW YORK, April 29.—CBS-TV this week had seven packages in the works to bolster the gaps expected in its schedule when many of its sponsored TV shows take hiatuses this summer. Last year, the TV web filled its vacancies mostly with films. The live programming expected on the web this summer is another indication of TV's growth.

New programs being developed are a 15-minute magic show starring Dick Kimber; a half-hour kid program, *Aladdin's Lamp*; a 30-minute mystery comedy co-starring Lee Bowman and Lynn Bari, called *The Detective's Wife*, and another chiller, *In the Name of the Law*. The *Trap*, an hour mystery program, is almost ready to be presented. Also a remote possibility is *Topper*.

CBS-TV also is expected to bring back to TV two of its old packages, *Adventures in Jazz* and *What's It Worth?* with Gil Fates as emcee. The summer is expected to become tryout time for video packages which couldn't fit into the net's crowded commercial schedule during the winter.

TPA Won't Support Breen TV Pic Code

HOLLYWOOD, April 29.—Hollywood's Television Producers' Association (TPA), which includes most of filmland's indie live video producers, will not support the Joe Breen motion picture production code for television. TPA lads feel that the film code is not practical for tele nor do pic regulations answer all of video's needs. Accordingly, TPA developed its own code which, it is claimed, is more forceful and direct and answers all of video's self-censorship requirements.

TPA Prexy Mike Stokey told *The Billboard* that the code was long planned and carefully thought out and is available to any station or tele producer who seeks to adhere to its restrictions.

Hormel 'Girls Corps' From ABC to CBS

NEW YORK, April 29.—The Hormel Packing Company this week moved its radio show from ABC to CBS. Beginning Saturday, May 20, the *Hormel's Girls Corps* will be on CBS 2-3:30, replacing a show sponsored by William Wise & Company, which is being canceled. It is now on ABC Sunday nights, 6-6:30.

The program's late start means that it undoubtedly will be on all summer. Leo Burnett Agency of Chicago handles the billings.

Sez Only Big Will Survive TV's Inroads

Sees Shift by 1954

NEW YORK, April 29.—A prediction that small radio stations will suffer most as television audiences increase, and that many such stations will fall by the wayside, is the highlight of a new presentation now being made to advertisers and agencies by WLW Cincinnati, one of the top clear-channel stations in the U. S. At the same time, the Crosley Broadcasting powerhouse forecasts an eventual increase in the AM audiences for stations of its type. By so doing the station has, in effect, declared war on the local operations within its service area.

The WLW presentation is regarded—even the many may differ from the conclusions drawn—as one of the frankest appraisals of the increasing AM-TV tension now spreading throughout broadcast circles.

The WLW argument is set forth in three main divisions. The first presents the picture of radio today; the second discusses developments when TV comes into the picture; the concluding section forecasts developments as WLW's management sees them as of 1954. The presentation is offered as a clue to answering advertisers' questions today with respect to policies concerning AM and tele budgets.

Radio-wise, says WLW, there has been a decline in listening which has been offset by an increase in the total radio homes, with greatest losses shown in metropolitan areas at night. Medium-size cities show the least loss (0.4 per cent), while small towns and rural areas showed a 1.7 per cent AM gain. These two groups, says the presentation, constitute the WLW area. At the same time WLW admits to a decline in share-of-listening, partly because of the over-all NBC loss, and partly due to a greater number of stations in its area. Greatest gains in listener share have gone to new unaffiliated stations.

Figures in 1954

By 1954 WLW anticipates within its "merchandiseable area" a total of 1,099,000 TV sets, compared to 22,000 in 1949. By 1954, assuming two programs of like nature are offered both on radio and video and projecting present ratings to circulation, the AM show will reach 197,000 AM-only homes, and 13,000 AM-TV homes, or a total of 210,000 in this area, while the TV program will reach 303,000 homes.

Listing 251 AM competitors in its area, WLW then makes the prediction that, based on present trends, such local stations will lose about 37 per cent in audience. "The presentation holds that 'the small local station will suffer most by the inroads of television—both by severe loss of audience and thru decreasing revenue... with fewer local stations available, listeners will again seek out the 'WLWs' for their radio fare."

With TV coverage largely duplicating the coverage of small local stations, it is difficult to see how such stations—except possibly the very strong, the best managed, and the best financed—can survive in the face of such loss in audience, plus declining revenue.

Thus WLW and other 'WLWs' will actually gain audience (See ONLY BIG AM'S on page 17)

Coast May Blackout TV Sports

Promoters Seek To Save Box Office

Video Coverage at Stake

HOLLYWOOD, April 29. — Coast tele broadcasters and sports promoters this week were girding for a showdown, with the entire future of video sports coverage here at stake. Prime coverage of top events, including pro baseball, pro and college football, may fade from the tele scene, with sports execs more determined than ever to protect the box office by dumping TV. Broadcasters, however, were attempting to convince sportsters that factors other than video are responsible for the slashed take.

Only on the wrestling scene was a break in the deadlock in evidence this week. And even there, setting of a grapping pact by KLAC-TV may mean a heavy loss to two other outlets, KTLA and KECA-TV. The KLAC-TV deal, set last night with Pasadena Stadium, involves weekly coverage, starting May 8, featuring matmen not tied up with Music Corporation of America (MCA). Arena will get about \$1,500 for TV rights, with wrestlers getting a cut.

However, KTLA and KECA-TV, which take the MCA-packaged wrestlers, have pacts with sponsors carrying automatic cancellation clauses should another local outlet air live wrestling. The two stations bought MCA-packed mat matadors at \$2,000 per night, and snagged bankrollers at \$4,000 per crack, with agreement that MCA keep the grunt and groaners off rival outlets. KLAC-TV also is prepping a female wrestling show, starting May 14, produced for TV only with station hiring a hall and inviting free audience for color.

Apart from wrestling, hardly a major sport in terms of comparative gate receipts, other sports outlook is darkening hourly. Baseball, football and even polo coverage are on the uneasy seat.

Baseball Scene

On the baseball scene, a reshuffle of the tele deal for both the Hollywood Stars and Los Angeles Angels is in the wind. Management of both clubs bemoan the drastic slump in gate receipts and blame the 500,000 local television sets. Stars have a tele contract with KLAC-TV, while KFL-TV is airing all Angels home games. Deals carry 30-day cancellation clauses, and it was intimated by a Stars spokesman that ball clubs would exercise the clause.

Late this week, KLAC-TV and Stars management announced a new promotional video campaign to be sparked by a \$35,000 prize contest. Fans, to be eligible, will have to buy \$5 worth of tickets, a device aimed at building season ducat sales. This promotion failing, the Stars will unquestionably give up video.

Football Decish Pending

While too early to settle next fall's football sked, it is understood that local colleges will most likely follow the lead of the Big Ten Conference and ban live telecasting. Final decision won't come until the Pacific Coast Football Conference meets in June. It was admitted at the end of last season that tele had hurt gates and that the \$75,000 which schools snagged for the rights from KECA-TV were of little comfort.

L. A. Rams, pro footballers, said no live rights would be sold for next

WBMS Switches From Longhair to Disk Jockey Show

BOSTON, April 29.—Classical music doesn't pay here—so WBMS found out. For three years this station, one of The Friendly Group, has devoted its time to classical music.

But the home of the world-famed Boston Symphony and the Boston Pops has shown itself unfriendly to the combination of commercial selling and classical music.

As of May 1 WBMS changes its policy to a continuous disk jockey show called *Million Dollar Ballroom*. People listened to the longhair, but sponsors found they would not buy their products. Furthermore, they raised rows with the station via phone calls and letters. They didn't like the commercials and wanted them eliminated. They even went so far as to boycott advertisers and to campaign against their products.

At the moment WBMS has been on the credit side of the ledger, while in past years the station has lost money. In the fiscal year ended last June, the station dropped \$60,000. This year it probably will wind up with only a small loss, despite the efforts of salesmen, and George Lasker, vice-president of the Friendly Group, general manager of the station and former manager of WORL, Boston. The station costs \$3,000 to operate each week.

In two days salesmen have sold more time than they had previously in two months on the old policy.

The new format will offer 10 hours of pop music daily.

Cooke for Powers' Spot on WNEW

NEW YORK, April 29.—Bob Cooke, New York Herald Tribune sports editor, takes over as WNEW's sportscaster next week, moving into Jimmy Powers' old spot with the indie. The new sports sustainer will be scheduled in Powers' same time period (7:45 to 8 p.m., seven days a week), and the station plans to launch it with a sock promotion campaign, including special newspaper ads, display material and air trailers recorded by top sports personalities. Dick Pack, WNEW's new program director, emphasizes that the Cooke series will be the station's sole sports show, contrary to rumors that it might switch its music and news format.

However, Pack is considering voiding WNEW's long-standing ban against women commentators, and is currently talking over a deal with Faye Emerson for a late evening, across-the-board program. Pack also plans to increase the station's dramatic production and in line with this has hired two new writers, Harry Olesker and Mort Levin. Now that Bob Stewart, formerly WNEW's chief writer, has moved over to Benton & Bowles, his title has been abolished and all senior scripters work directly under Pack.

year's sked, but film delayed coverage of 14 games could be had for \$14,000. Station execs reacted coldly, declaring the price too high and interest in filmed airings too little.

Beverly Hills Polo Club notified KBNH, NBC outlet, that unless gates are upped this week-end, tele coverage must end. Polo officials blamed tele for poor revenue, but also admitted that prices were pegged too high and dropped tariffs from the previous low of \$2.20 per seat to new bargain 50-cent rate, hoping to attract the "average man."

Gertrude Berg, R. Q. Lewis, Allen Funt Signed by CRI

NEW YORK, April 29.—Robert Q. Lewis, Allen Funt and Gertrude Berg, all currently featured on CBS, were signed this week to record for Columbia Records, Inc. (CRI). Pact was made via Ted Ashley, who represents the trio, and Mitch Miller, a. and r. head for CRI. Work starts next week on the first of at least three albums featuring Funt's *Candid Microphone*, with the Lewis disks to be cut by July 1, and Mrs. Berg's shortly thereafter.

Mrs. Berg's biscuits will not follow

the format of *The Goldbergs*, but rather will feature the character comedienne in a series of original discourses. Subject matter is not yet set, but may include "Molly Goldberg's" observations on American historical events, and some routines giving advice on how daughters should behave, etc.

Lewis will be featured in novelty, rhythm and probably children's disks, to be released individually rather than in album form. This lean comic (See CRI INKS BERG on page 15)

Brief and Important

Last-Minute Digest of AM-TV News

Chrysler Seen Planning Big Summer Pitch on NBC

Chrysler Motors last week was reported planning a large-scale summer campaign, similar to that placed recently by General Mills on NBC. The plan, conditional upon settlement of the protracted strike of the United Auto Workers (UAW), would be designed to saturate radio in a campaign aimed at making up for the heavy loss in sales resulting from the strike.

P&G Set for Four Weeks on NBC Saturday Night Revue

Procter & Gamble (P & G) last week was virtually set to take over the 8 to 8:30 slot of NBC's "Saturday Night Revue" for a four-week period starting May 6. Speidell, which will have the 8:30 to 9 p.m. period, will take over the full 8 to 9 p.m. period after P & G's four weeks runs out until the show's summer hiatus begins, after two weeks more.

Creech Hornsby To Get NBC-TV Build-Up Via Hocking Show

NBC is planning an all out build-up for its new screwball TV comic, Creech Hornsby, grandfather of Rogers Hornsby, one-time second baseman of the St. Louis Cardinals. Creech, who spells his name Creech, was signed after Bob Hope touted the web onto him. First assignment will be as end man on the new Anchor Hocking Glass 11 p.m. TV show.

Marge Morrow Quits 15-Year-Old CBS Job

After 15 years service, CBS radio casting director, Marge Morrow last week resigned from the web, effective immediately. No reason was given for the resignation, but it is known that Miss Morrow does not wish to switch to TV and, since the AM operation is contracting, the need for her services is less. Her plans are indefinite.

"Lum and Abner" Out of AM, Eye Tele Box

The opinion among CBS program execs this week was that Lum and Abner will not return to radio for the web next fall. The hillbilly comics wound up their 1949-'50 CBS radio season Wednesday (26) but did not manage to excite any sponsor interest. The network, which has a contract with the team, is in the process of working on a TV show for them. A kine of one Lum and Abner video presentation is already made but is said to need more work.

WPAT Adds Schofield to Press; Carlin, Programs

Arthur Schofield, until recently promotion manager for the DuMont TV network, is now press head for WPAT, Paterson, N. J., succeeding Elaine Starr. Miss Starr has shifted to the station's sales department. Herman Boss, general manager of WPAT, also has signed Phillips Carlin, former MBS program veepee, as program consultant.

Assoc. Program Service Offers E. T. Sales Aids

The Associated Program Service, New York, is offering its subscriber stations a new sales presentation package designed to help the local broadcasters in the sale of e.t. shows. Tagged the "Program Merchandising Service," it is divided into three main sections: "Show Sellers," personalized sales presentations for Associated airers, with provision made for local price quotations; "Show Promoters," publicity-promotion kits, are a program manual, a monthly three-way merchandising magazine set up to coincide with Associated's regular releases.

Packager Carol Irwin Repeals Meloney's Properties

Rose ("Claudia") Franken and her husband William Brown Meloney are being represented by Carol Irwin. The pair formerly were agented by the Music Corporation of America (MCA) but changed affiliation when their contract lapsed. Miss Irwin is now pushing their radio version of "Claudia" with several sponsors said to be interested.

State of Maine May Expand TV Budget

The State of Maine, which just wound up a test spot campaign on WBZ-TV, Boston, may expand its budget for TV use. The Boston test, placed via Alley & Richards, offered vacation booklets for the downstate State and pulled heavy results. The campaign plugged three phases of Maine's vacation facilities—the ocean, fresh water resorts and canoeing.

Hooper Set With New City Report AM-TV Surveys

NEW YORK, April 29. — C. E. Hooper this week completed plans for his new city report AM and TV surveys and began pitching the services at agencies and sponsors. Hooper is now emphasizing individual city reports, following sale of his network services some months ago to A. C. Nielsen.

Hooper's new material will include "pocket pieces" for New York and Los Angeles; monthly station audience indexes in 100 cities; comparison of AM and TV audiences in 17 cities where 25 per cent or more of the evening listening sample reflects TV set ownership; an annual summary for network programs, based on the full list of cities and tele-ratings in 12 cities, for time periods only.

The monthly station audience indexes will show the share of audiences for each station, from 8 a.m. to noon; noon to 6 p.m. Monday thru Friday; Saturdays 8 a.m. to 6 p.m. and Sunday noon to 6 p.m., as well as individual evening breakdowns from 6 until 10. In the 17 cities where television is over 25 per cent, charts drawn in bar form will show the percentage of audience going to AM and TV respectively, and will chart gains or losses for either medium.

The annual network program picture will offer an especially complete picture of variations in program popularity according to geographical preferences. It will cover all network shows, give Hooper ratings for all and indicate, among other things, the effect of program competition.

The TV time rating feature, which was developed only this week, will be presented in two ways, depending on the size of the TV audiences. In four cities, Buffalo, Detroit, Bos-

ton and Chicago, it will give period ratings on an hourly basis. In New York, Los Angeles, Baltimore, Washington, Cleveland, Providence and Cincinnati ratings will be furnished for half hour periods. No programs, however, will be rated individually in this feature.

Coast Telemen Set Trade Group Plans

HOLLYWOOD, April 29. — Hollywood telecasters this week set the groundwork for a new trade organization to be known as Television Broadcasters of Southern California (TBSC) and which will encompass top management of all seven local stations. Preliminary meetings of video execs during the past several months were crystalized with the drawing up of by-laws and regulations which are currently being readied for approval. Officers will be elected shortly and org formally launched.

TBSC is an outgrowth of management's dissatisfaction with existing orgs and a need for a council of top brass. Heretofore, nearest thing to such group was Academy of Television Arts and Sciences (ATAS), which was held inadequate and not representative of tele management thinking.

Current organizers of the TBSC include the following top station execs: Charles Glett, veepee, Don Lee Television; Frank Samuels, v.-p., ABC-TV; Harrison Dunham, general manager, KTTV; Don Feddersen, general manager, KLCATV; Sid Strotz, veepee, NBC; Klaus Landsberg, head of KTLA; and Hahn Tyler, tele manager, KFI-TV.

AM Baseball May Strike Out; Overcrowding Nets, Indies

(Continued from page 3)

Boston indie, for example, is feeding two webs, one for Northern New England and one for Southern New England.

With minor and major league broadcast commitments, a total of about 1,300 stations will be giving play-by-play radio reports, running from two hours for a single game to five hours or more for double-headers. When the considerable amount of TV coverage is added to the radio play-by-play some execs predict that listening will be reduced this year. The toppers feel that there can be too much of a good thing, and that the point has been proven time and again.

Reactions Are On

However, with the season only begun, fans are already starting to react to the new radio and TV coverage. WTMJ-TV, Milwaukee, recently decided not to televise games played by the Milwaukee Brewers because local fans objected to "so much baseball." A glance at a town like Knoxville makes the point obvious. Listeners there are hearing the Knoxville Smokies and the American League game of the day on WKGN, the National League game of the day on WIBK and the Saturday afternoon Brooklyn Dodgers home games on WNOX.

On the Pacific Coast the amount of broadcasting is perhaps even larger. Many fans will be finishing their breakfast when the games go on the air at 11 a.m. This kind of total coverage is expected to find the favor of only the most rabid baseball partisans, and leave the others either baseball deaf or with their radios turned elsewhere.

On the other hand, it is conceivable that saturation coverage this year

may harm the b. o. sufficiently to make broadcasting restrictions next year by baseball more drastic than ever before. Baseball execs already are showing concern over what radio and TV may do to the gates of the minor league clubs.

General Manager Joe Cronin, of the Boston Red Sox, and Clarence Rowland, prexy of the Pacific Coast League, recently stated that the overdose of radio and TV baseball would wreak havoc with attendance in the bush leagues. Their thinking is that fans will not pay money to see minor league clubs perform when they can sit home comfortably and hear and see major league contests.

Baseball Broadcast Rules Are Under Fire

WASHINGTON, April 29. — The new regulations drafted by the Department of Justice and organized baseball governing the broadcast of games are under fire from Rep. Antoni Sadlak (R., Conn.). In a speech on the House floor this week, Sadlak declared he would confer with the Federal Communications Commission (FCC) and the Department of Justice to see about getting broadcasts of major league games in Hartford, Conn.

Sadlak complained that the new rules, which ban a broadcast of another game while the home team is playing, are depriving Hartford fans of major league broadcasts when the minor league team has a home contest. Sadlak said he thought it was probable that other major league fans around the country were similarly affected.

WOR is the only
major New York station
whose nighttime ratings
are higher than a year

It's just another reason why...

WOR is first in gross billings — first in number of accounts — first in total audience — first in market coverage — first in news listening — first in mail results — first in sales results.

ago!*

This One

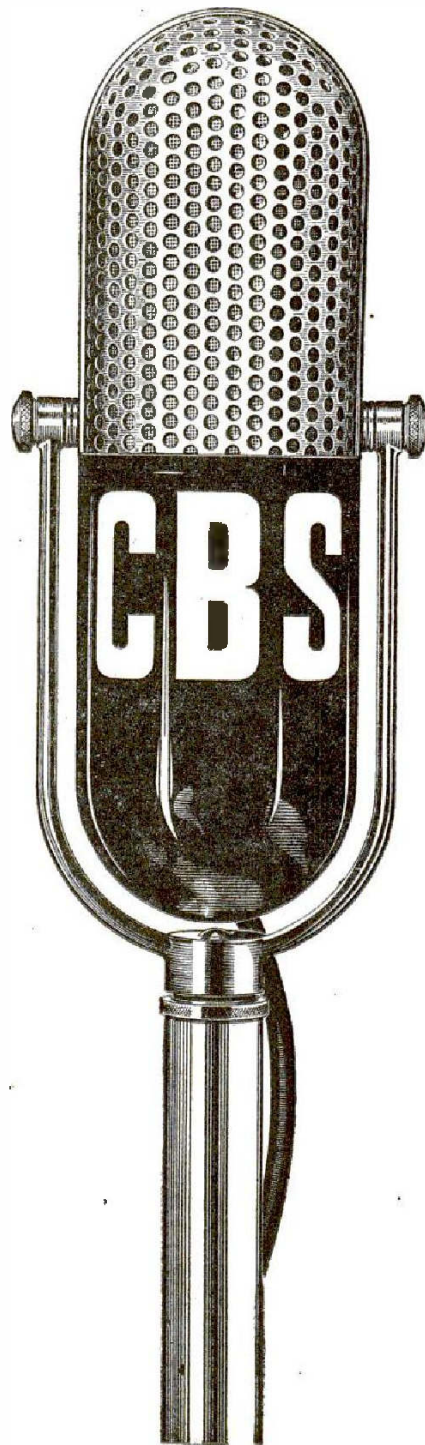


KNRO-E5A-ERFN

*According to March PULSE, New York report



This is CBS



in 1950...

*CBS broadcasts more than twice as many of radio's
most popular programs as the three other networks combined:
15 of the top 20 nighttime; 10 of the top 15 daytime.*

where

more of the

*CBS has the largest weekly network circulation
—leads all the other networks, day and night.*

people listen

*Network circulation: number of families listening to a network six
continuous minutes, once a week or more. Measured by Nielsen Radio
Index automatic recorders, the single nationwide listening service subscribed
to by all networks, available to all advertisers. (Dec. '49, Jan. '50 averages.)*

most of

*CBS stations are listened to more than
the stations of any other network—
27% more than the second-place network.*

the time

Skouras Nixes Phonevision; Skeds Theater Tele in 1951

CHICAGO, April 29.—Announcements that 20th Century-Fox at the beginning of next year will put television into 20 Los Angeles theaters, that the company will not supply films for Zenith's phonevision system and statements that Zenith believes it has legal grounds on which to obtain films from any producer constituted highlights of the 67th semi-annual convention of the Society of Motion Picture and Television Engineers at the Drake Hotel here this week.

The announcement concerning plans of the 20th Century-Fox Film Corporation was made by its president, Spyros P. Skouras.

In making his announcement concerning 20th Century's TV plans, Skouras said, "I wish to announce here today that 20th Century-Fox and its subsidiary, National Theaters, while waiting for channels from the FCC, proposes to invest millions of dollars and go ahead immediately to prove to the world, to television and to the false prophets and skeptics that television can achieve its greatest heights thru the theaters.

"We are now prepared to inform ... that, instead of waiting two or three years for a test of theater television, we now propose to make this test at the beginning of next year, in 20 theaters in the Los Angeles area."

After stating that equipment for the test would be ordered immediately, Skouras continued: "And if the test on the West Coast fulfills our confident expectations, we can look forward to the establishment of four or five competitive networks or circuits in each natural area or time zone of the country—in New York, Chicago, Denver, Atlanta, Los

Angeles—to service from 500 to 1,000 theaters in network. No advertising will be able to compete with this new avenue of employment."

To those at the meeting, Skouras's latter statements indicated 20th Century-Fox would program its own shows from its own studios in direct competition with existing TV stations and networks.

Concerning phonevision, Skouras stated: "First I want to let it be known now that 20th Century-Fox will not supply motion pictures to phonevision. We will protect the theaters because our first allegiance is to the thousands of theatermen who built up this industry; because we believe the public will be best served thru theater television."

Zenith's answer to Skouras was given on two occasions during the convention. First was delivered by Comdr. Eugene MacDonald Jr., company's president, at a press conference following Skouras's speech. Second was stated by Col. John R. Howland, Zenith exec, the same night when he delivered a speech echoing MacDonald's views.

After admitting that Paramount, RKO and J. Arthur Rank had also refused pictures for phonevision, MacDonald made a statement that he had been informed he could take legal action to get releases.

While there were many technical papers on various industrial uses of TV and allied equipment, the most important, from broadcasters' viewpoint, was given by Frank H. McIntosh, engineer and consultant for Color Television, Inc. (CTI). He compared the RCA, CBS and CTI color TV systems and roundly condemned the CBS mechanical scanning method.

TV Retailers' Letter Starts Action on Video Freeze

CHICAGO, April 29.—Retail television dealers this week stepped into the controversy raging over the Federal Communications Commission (FCC) TV station allocations freeze. The National Appliance & Radio Dealers' Association (NARDA) sent a letter to its dealer members outlining specific steps to be taken "to set up a collective howl that will let the

FCC know that all this fiddling and faddling around with color is hurting a lot of people."

Dealers were advised to write to congressional representatives, send copies of their letters to local newspapers, encourage their employees and friends to write and get together with other dealers to organize public opinion via Chamber of Commerce groups, civic organizations, local papers and "your fellow citizens at meetings or other public gatherings."

NARDA Letter

The letter, signed by Cliff Simpson, managing director of NARDA, stated that the television freeze situation "is getting so serious so rapidly that your association feels the time has come to take off the gloves and go to work on it." Simpson pointed out that dealers serving 40 per cent of the nation's population have been kept out of the television business by the FCC's delay, and that dealers serving an additional 25 per cent of the public face unnecessary sales resistance because many customers "can't be interested in television as long as only one or two stations are available."

The NARDA also claims that even the dealers who serve the remaining 35 per cent of the public are handicapped because the TV audience is not sufficiently large to invite "programming improvement" that would help sales. The NARDA letter noted (See NARDA Letter on page 46)

SPECIAL PRINTED ROLL or MACHINE 100,000 FOR \$30.00 ELLIOTT TICKET CO.	TICKETS	RESERVED SEAT, PAD, STRIP, COUPON BOOMS, WRITER, CHECKS, PARKING & LAUNDRETTE TAGS, ALL FORMS OF TRANSPORTATION TICKETS	STOCK ROLL TICKETS
		409 LAFAYETTE ST., N. Y. C. 32 W. WASHINGTON ST., CHIC. 1001 CHESTNUT ST., PHILA.	One Roll—\$1.45 Five Rolls—4.15 Ten Rolls—6.90 Fifty Rolls—25.50 Rolls, 2,000 Each Double Coupons Double Price, No C.O.D. Orders Accepted.

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

GAC's Jovien Has Four Air Shows Cooking

Harold Jovien, General Artists Corporation (GAC) Coast radio-television head, is prepping four air show packages, drawing from the merged talent pool of GAC and Famous Artists (FA). Two shows are in the music field and are being pitched for summer replacement. The others are dramatic. Musicals are "Harmony Hopkins," featuring Mel Torme with Dave Barbour's ork, and "These Are My Songs," headlining Paul Weston and ork with guest stars. Dramatic segs include "City Hospital," tentatively set for FA's George Brent, who will portray a resident physician of a metropolitan hospital and will be treated in semi-documentary form. "Prison Train," a whodunit treated in flash-back form, is being prepped for FA's George Raft.

Australia Set for Black and White TV

Australia will go ahead with black-white TV without waiting for perfection of color, the U. S. Commerce Department reported last week. Meanwhile, the Aussie cabinet will study the question of breaking up the contemplated government monopoly on TV. Commerce further stated that the president of the Australian Federation of Commercial Broadcasting Stations has said that numerous commercial TV stations would be started as soon as transmitters are available and that prospective telecasters are willing to sustain a loss for "a few years."

American Oil Mulls Fate of "Carnegie Hall" Show

American Oil Company execs are expected to decide the fate of their "Carnegie Hall" airer on ABC within the next week. Three webs are pitching for the business, with ABC plumping for retention of the show, altho reportedly willing to substitute another airer. NBC and CBS also are hot after the account, with the latter pitching "Up for Parole," a whodunit, for the 10 p.m. Tuesday or 10:30 p.m. Wednesday periods. NBC is offering several stanzas.

NBC-TV Pitch for Rights to "Boston Blackie"

NBC-TV has bid for tele rights to the "Boston Blackie" adventure series and will sked an audition kine in Hollywood. Norman Blackburn, Coast TV network programmer for NBC, will package the show to web specifications, with screen actor Tom Conway set for title role. Show will be scripted by Ray Jarvis and directed by Sam Pierce. Property is owned by Sam Kerner, who acquired rights to the "Blackie" series years ago and peddled the radio rights to Ziv Transcriptions.

Alex Rosenman Joins Levys To Push TV Films

Alex Rosenman, who recently resigned as vice-president in charge of sales at the WCAU stations, Philadelphia, will join the television-film operations of Dr. Leon and Isaac D. Levy, former owners of the outlets. The Levys, since leaving WCAU, have been buying up 16mm. film libraries for video use. Levys, with Rosenman on the sales and promotional end, also bought up the variety reels originally created for the coin-operated movie machines of a decade ago.

New Twist Kid Show Set for NBC Summer Bow

A new twist on kid talent shows was set last week by Ted Ashley for a summer radio bow on NBC. Produced by Jack Barry and Dan Ehrenreich, the show is titled "Star and Starters." A separate TV show also is said to be in the works, using the same format and title. The program features juve entertainers, each selected by a prominent showbiz personality. After each moppet does his turn, he does a double with the star who selected him.

WLW Denies It Will Ditch NBC for CBS

James Shouse, head of Crosley Broadcasting, last week again advised NBC that WLW, Cincinnati, has no intentions of changing affiliation to join CBS. Shouse's reaffirmation indicated that the potent Cincy operation now has abandoned any plans to air a few selected CBS shows. In the same vein, Walter Evans, head of Westinghouse radio stations, also advised NBC that any reports that KDKA, Pittsburgh, oldest U. S. station and a long-time NBC affiliate, would change its affiliation were completely untrue.

NARND Preps for Conference

The board of directors of the National Association of Radio News Directors (NARND), prepping for the annual convention in Chicago November 16-18, said last week that, despite TV's growing impact, news broadcasts "represent one phase of radio programming which continues to and promises to keep on holding high audience interest." Theme of the confab will be possibilities for radio outlets to make money with news shows. All station managers have been extended a blanket invitation to attend, with Gen. Dwight Eisenhower expected to accept an invitation to speak.

WPXI Sells 66 New Accounts During April

The New York Daily News video station, WPXI snagged 42 new advertisers and three renewals during the last two weeks, bringing its total April sales to 66 new accounts, and topping last month's record of 47, which more than doubled that of March 1949. WPXI execs credit the station's recent expansion into daytime and late evening programming for the sharp increase in business. Sales have been particularly heavy on Art Ford's Friday airer at 8:30 p.m. In the daytime field, the station already has lined up six participating sponsors including Muntz TV and Pan American, for Ted Steele's new 18-hour-a-week series, thus putting the show in the black before its preem Monday (1).

Norling, Marcus To Guide TV Film Corp.

John A. Norling and Wil Marcus have been elected president and vice-president, respectively, of Loucks & Norling Studios' newly incorporated firm. Marcus, who joined the Manhattan commercial and TV film firm this month, was formerly with CBS and more recently served as advertising manager of The Polaroid Corporation, Cambridge, Mass.

Only Big AM's Will Survive Tele's Inroads

(Continued from page 5)

due to the very factors which will force many smaller stations out of business. . . .

As an instance of the future competitive picture, the WLW presentation then claims that in Dayton, O. (WLW operates TV in Cincinnati, Dayton and Columbus), TV "takes the very heart" out of the coverage areas of the three local radio stations. The Cincinnati station then argues that present trends cutting into the WLW-AM audience may reverse themselves by 1954. The presentation concludes with a comparison of WLW costs to its competitors.

New York radio circles admit that WLW's is one of the strongest pitches yet made; right or wrong, one of the most ominous insofar as local radio is concerned.

Two questions, however, were seen as unanswered: What WLW sees as developing in its own radio rate structure in the future, and what it feels the future is for its unaffiliated sister station, WINS, New York, in the light of WLW's own forecast.

K&E TV Brass Slate N. Y. Confabs Over Ford Theater Plans

HOLLYWOOD, April 29.—Kenyon & Eckhardt (K&E) top tele brass will meet in Gotham next week to decide fall plans for Ford Tele Theater. Topping the agenda will be whether to move the show westward next fall and film shows in lieu of current all-live policy. Headaches revolving around inability to entice top Hollywood stars to trek eastward for live showings and growing interest in Hollywood-made films has K&E execs seriously considering a shift to the Coast.

Most accepted plan advanced to date is to alternate live and film showings, with screen originals to be done in Hollywood and live adaptations of film properties originating from Gotham. Another worry is continued clearance of film stories, which requires considerable coast-to-coast hassling at this time. If screen properties can be cleared and threats of litigation ended, bankrollers will probably invade the West Coast for kinned showing of the hour-long dramatic airer.

NBC's Co-Op Plan Gets Warm Response

NEW YORK, April 29.—In the brief period since NBC has been setting up a television co-op sales plan, the web has gained a warm response from affiliates. This response is based largely on the stations' ability to realize a greater potential income from sale of co-ops than from taking regular web programs. The outlets are reported particularly eager to take co-ops during the summer, when income even from regular network commercials is likely to dip.

Two shows already on the air are being sold on a co-op basis by NBC, with another in the offing. *Who Said That?* already has gained sponsors in 14 cities, while *Leave It To The Girls* is packed in eighth. *Answer Yes or No*, the West Hooker-Moss Hart package, just put up for sale, already has signed Davega-Emerson for WNET, New York.

NBC is using the network evening hourly rate by stations as the yardstick for its charge to outlets. Thus, *Who Said That?* charges 30 per cent of the station's network rate, while the other two charge 35 per cent each. Stations get about one-third of the income realized from regular commercial network shows.

P. O. Won't Advise On Giveaways; Says It's FCC's Job

WASHINGTON, April 29.—Stations which have been getting informal advice from the Post Office Department on the legality of various giveaway shows are now being told to consult the Federal Communications Commission (FCC) as a result of the post office economy drive launched this week.

The FCC, however, has long pursued a policy of refusing to rule on any proposed program before it goes on the air in the light of the section of the communications act banning censorship, so it appears that stations will have to take their chances on giveaways.

P. O. Steers Clear

The Post Office, even while giving informal opinions on whether a giveaway show could be advertised in the papers, has steered sharply away from the question of whether any such show might violate the radio lottery provision of the communications act which was shifted to the U. S. Criminal Code a year ago.

The giveaway question from the FCC angle is still way up in the air, with the web challenges of FCC authority over radio lotteries still hanging fire in court. The FCC, in the meantime, is holding off putting into effect its general anti-giveaway policy promulgated more than a year ago.

Sarnoff Views on Color TV Seen Climax of FCC Hearing

WASHINGTON, April 29.—In a climactic session which may pave the way for a wind-up of the Federal Communications Commission's (FCC) color TV hearings by mid-May, the Commission Wednesday (3) will hear David Sarnoff, chairman of the board of Radio Corporation of America (RCA), call for "broad" color TV standards based on compatibility with black-white TV. The RCA chief will deliver a brass-tacks declaration that the public service would best be served by FCC's setting standard requiring that color TV's quality be as good as monochrome TV and that color TV must be compatible. Sarnoff will urge that such standards be set as soon as possible.

The FCC wants Sarnoff's answers to questions already asked of other RCA officials during the hearing. These touch on cost of color TV sets and other color equipment, timetables of production, and whether RCA would be willing to put color adapters in sets should the FCC adopt CBS's color system. The FCC similarly has been asking CBS witnesses, too, how they would adjust to adoption of RCA's color system.

Sarnoff's appearance will be his first in the current color TV proceedings and is expected to draw a big gallery of spectators in the big Commerce Department auditorium. If the FCC sticks to its present timetable, Sarnoff's testimony is likely to provide a climax preparatory to a wind-up of the hearing inasmuch as the Commission hopes to hold its last hearing session on color TV

May 15 or as soon as possible thereafter.

With the Commission having witnessed a demonstration by CBS in New York this week (26) of its latest color TV receiver, featuring a new horizontal interlace principle and electronic types of receivers, the FCC is ready to devote a full week to resumption of the hearing here starting Monday (1) when Dr. G. H. Brown, RCA engineering expert on color TV, will take the stand. Meanwhile, CBS officials voiced claims of gains for their system by this week's demonstration which, according to Dr. Peter C. Goldmark, CBS director of engineering and engineering research development, has "almost doubled the potential ceiling of performance of the CBS system." The CBS electronic receiver used a single tube and a single gun, and has three images on the face of the projection tube. All except one of the FCC commissioners—Commissioner Edward Webster—witnessed the CBS demonstration in New York.

The Commission is expected to send at least one representative to San Francisco next month for a demonstration of the latest color TV equipment of Color Television, Inc. The FCC got a request from CTI this week urging that the Commission set a date for the demonstration sometime during the week of May 8 if possible. Earlier the Commission had promised it would take a look-see if CTI offered improvements, and CTI this week claimed that improvements have been made.



What makes a radio station great? Good management? Good talent? Good programming? Yes! But more, too. Genuine interest in its listeners, their needs, their daily lives. Desire to inform, to delight, to serve! That's what makes a radio station really great!

"So That a Child May Live" was the theme behind the safety campaign which won for KFH and KFH-FM the nation's top honor with first place for Public Service in Billboard's Annual Promotion Competition. Thomas Bashaw, program director; Frank V. Webb, general manager; Floyd B. Hannon, safety director, Wichita police department, and Ken Davis, KFH evening news editor, examine the announcement in the picture above.

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Levoy Eyes Foreign Market, Library Field for Tele Films

HOLLYWOOD, April 29.—On the heels of the sale of his *Strange Adventure* tele pix to CBS for \$225,000, Gordon Levoy this week disclosed plans to invade both the foreign market and tele station film library field. Levoy, whose firm of General Television Enterprises (GTE) pioneered in the making of video flickers for Procter & Gamble (P&G) last year, told *The Billboard* that he will re-edit his 26 half-hour films into full-length features and peddle them to Canada, Australia and Latin-America as theater attractions.

Levoy's plan, apart from his deal with CBS, is to couple film of the same theme into "packaged shows" averaging 80 minutes running time a la foreign-made *Quartet* pix currently playing American "art" theaters. Pix will be dubbed in Spanish for Latin countries and possibly other languages if European market is desired.

When his deal with CBS and other first and subsequent run contracts have run their course, Levoy will break the series into separate 12½-minute films and sell the product to video stations as library material, operating in a manner similar to radio transcriptions. With the video op paying the cost of prints, Levoy would license pix to any and all on a non-exclusive basis, thus offering top quality "fill or stand-by" program material.

Now that he is off the nut, with the CBS deal guaranteeing return of his original investment of \$290,000, Levoy holds that the GTE system of video pix production may well prove to be solution for any tele bankroller who wants pix but can't afford high prices. As in the case of P&G, Levoy got \$3,500 per half-hour film, getting private financing for the remainder, with average cost per half-hour show

running between \$9,000 and \$12,000. P&G, in turn, got first-run rights in all Eastern coastal markets and other commitments. Bankroller thus got a maximum program without forced ownership of films. By retaining ownership, Levoy guaranteed not only larger profits for himself but attracted better producers, directors, writers and technicians on profit-sharing deals.

Sarnoff Claims Better Program Big Video Need

CHICAGO, April 29.—A prediction that by the end of 1952 there will be 20 million TV sets in American homes and 75 to 80 million viewers and a coast to coast coaxial network was made here this week by Brig. Gen. David Sarnoff, chairman of the board of Radio Corporation of America, when he spoke at the dedication of a new RCA TV exhibit at the Museum of Science and Industry. Sarnoff also pointed out the tremendous educational potentialities of TV and called for creation of improved programs utilizing the unique techniques of the medium.

Claiming that TV is the greatest entertainment medium ever produced, making every home in America a potential theater, Sarnoff nevertheless stated that its lasting reputation will be greatest only if there is program improvement. "TV," he said, "is a combination of all art forms, and it therefore calls for the creation of a new form of entertainment."

"If TV," he added, "is to realize its real destiny, it must serve as a vehicle of education and public service."

In three to five years, Sarnoff also pointed out, the industry will be doing between three and five billion dollars worth of business per year.

Further developing the educational theme established by Sarnoff, J. Roscoe Miller, president of Northwestern University, called the medium a great teaching force and contradicted the theories of those who claim the medium is hurting the population by keeping viewers from reading and other learning pursuits.

"Double or Nothing" Stymied in Canada

TORONTO, April 29.—A *Double or Nothing* quiz show cut in the U. S. and released over CKEY here Monday night (24) has been stymied by an injunction. The injunction was brought by Maher Shoe Stores, which sponsors a similar program over CFRB, and has been doing so for seven years. The American disking was sponsored by Campbell Soups.

Maher claims the new program, bearing the same title as the long-established Maher program, is intended to confuse and deceive the public.

An official of CKEY said formats of both shows are similar, but the U. S. shows gives away larger prizes. CKEY made its arrangements thru the Campbell company's agency in the U. S., he added, and the show, an NBC feature there, was transcribed and shipped into Canada for broadcast over CKEY.

The injunction holds until midnight, May 1, when application must be made for its continuance. This rules out a local Campbell broadcast May 1.

Officials of Canadian Broadcasting Corporation (CBC), which administers radio in Canada, attempted to effect some sort of arrangement between the two sponsors, but on the day of the conference no one appeared for the Campbell company.

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

NBC Convention Set for October

NBC last week set October 18 thru October 21 as the date for its annual convention. Meeting will be held at the Greenbrier, White Sulphur Springs, W. Va.

Ben Blue Show Too Costly for Philip Morris

A deal for Philip Morris Cigarettes to buy the *Ben Blue* TV show from CBS last week fell thru because the tobacco company thought the \$11,500 weekly nut too high.

General Foods Shops for "Goldbergs" TV Sub

General Foods for its Sanka Coffee product last week was shopping for a new program to replace "The Goldbergs" on radio next fall. Chief among the contenders was "Man Called X" starring Herbert Marshall and CBS's new package "Granby's Green Acres." Young & Rubicam is the agency.

Ellery Queen Goes on ABC-TV Kine

"The Adventures of Ellery Queen" last week was being put on kine by ABC-TV. The half-hour mystery show starring Richard Hart is being packaged by Norman and Irving Pincus, scripted by Reginald Denham and Mary Orr and directed by Alex Cohen.

Menkin Quits DuMont Staff, Signs Net Free-Lance Pact

Lawrence Menkin last week resigned his DuMont network staff post as manager of program planning and signed a free-lance writer-producer contract with the same web. The move was made to enable Menkin to devote more time to personal developments of new packages. The contract calls for him and Charles Speer to continue scripting "Hands of Destiny" for the next three years, as well as the "Inside Detective" show. DuMont also has taken an option on a new dramatic show Menkin is preparing for fall production, titled "Portrait of Women." Among other programs Menkin has helped develop are "Program Playhouse," "Captain Video," "Magic Cottage" and "Headline Clues."

ABC To Test Pic Flacks' AM Package on H'wood Greats

A new Screen Publicists Guild radio package was set for a Hollywood audition with ABC, to be cut sometime in May. The show, packaged by Ben Pearson, will be a weekly half-hour stanza dramatizing the lives of Hollywood greats of the past and present, with top name screen luminaries portraying the lead roles. Kirk Douglas has been set to do the initial waxing, probably about the late Irving Thalberg.

Fairbanks Converts To Meet Scab Competition

To meet competition from non-union producers, Jerry Fairbanks is converting his annex building in Hollywood into two sound stages to permit mass production of spot commercials. In numerous instances, Fairbanks found non-union producers cutting his estimates on tele commercials as much as 50 per cent. Fairbanks said he will continue to employ only union cameramen and technicians, but will meet the price-cutting challenge by converting to production-built methods.

Vallee's E.T. Series Picked Up by 4 Outlets

Rudy Vallee's transcribed radio series, which clicked big in its WOR, New York, preem last month, was picked up by four more stations last week, including WIP, Philadelphia; WGN, Chicago; CKLW, Detroit; and WMAL, Washington. The airer is also being carried by the Yankee Network, and Charlie King, who packages the Vallee show, reports deals are in the signing stage with stations in Cleveland, Akron, Baltimore, Columbus, O.; Louisville, Indianapolis and New Orleans. King's deal is for a guarantee-percentage figure, but also carries a provision for special promotion by each station.

CBS Affiliates To Discuss TV Problems

The problems of AM stations in TV cities will be discussed at a special meeting to be held Friday (12) in New York for managers of CBS radio affiliates. One of the aims of the discussion will be to put the quietus on the alarmist talk currently circulating about radio's abrupt demise before the powerhouse of video. Managers of AM stations in video cities will hold forth on the manner in which they have tackled sales problems caused by the new medium. The meeting is part of the first 1950 gathering of the CBS affiliates advisory board.

Chi TV Talent Agency in Shake-Up

In a move to cash in on Chicago's rapidly expanding TV talent market, Mutual Entertainment Agency last week underwent a staff shake-up. Under the new set-up, Jack Russell, a co-owner, and Bill Vidas will concentrate full time on the firm's video talent and TV packages, while Milo Stelt, Eddie Hall and Jack Brown divide Russell's cocktail unit chores and Johnny Jones takes over Russell's club activities.

N. J. Broadcasters To Talk Tactics Vs. State Tax Bill

Among the items listed on the agenda of the New Jersey Broadcasters' Association's (NJBA) spring meeting in Atlantic City Thursday and Friday (May 4-5) is a discussion of counter-attack tactics on a recent bill passed by the New Jersey State Assembly and pending in the Senate which would levy a 10 per cent tax on radio and TV broadcast rights at boxing and wrestling matches. Robert F. Jones, member of the Federal Communications Commission, will address the meet Friday (5), according to NJBA Prexy Carl Mark, who manages WTTM, Trenton, N. J.

Tea Firm To Sponsor WFDR's Sunday "Folk Songs"

The Consolidated Tea Company will sponsor "Folk Songs of the World," over FM station WFDR, New York, beginning Sunday (7) from 5 to 5:30 p.m. The show, which features concert artist Robert Franc, has been programed as a weekly Thursday night sustainer over the same station.

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Day With the Giants

Reviewed Tuesday (18), 2-2:15 p.m. EST. Sustaining via WPIX, New York. Director, Jack Murphy. Cast: Laraine Day, Freddie Robbins, Freddie Fitzsimmons.

Every year around this time a small minority of listeners, mostly feds, decide they prefer Bergman and bop to baseball and boy-cott their radios for the duration. Here's an unorthodox ball and bat show designed to bring them back into the dialer fold via the double-header combination of movie actress Laraine Day (Mrs. Leo Durocher) and disk jockey Freddie Robbins. The 15-minute broadcast which emanates from the Polo Grounds immediately preceding all day and night Giant games, is smartly paced and remarkably spontaneous. Sponsor-wise it should more than pull its weight with those who can take their baseball or leave it alone.

Baseball regulars who like their commentary on the rugged side may burn at Miss Day's glib irrelevance and Robbins's hep phraseology, but the series is sparked with more sales-savvy than one of Durocher's famous rows with the umpire. Utilizing the clinging-vine technique and plunging in where Allen fears to tread, the chic film star blandly asked Giant coach Freddie Fitzsimmons, an ex-pitcher, such posers as "Why are pitchers such bad hitters?" and "Do pitchers hate to be taken out of the box?"

Fine TV Team

Altho Durocher's telegenic frau dominated the initial airer, she and Robbins make a highly personable TV team. Their brief, breezy chatter at the finish showed more genuine zing than most of video's real life Mr. and Mrs. combos.

Action-wise, tho, the show fell down. Ignoring the colorful possibilities of the remote background, the camera concentrated on a static close-up of the threesome thruout the broadcast. However, Miss Day livened up the finish by executing a square dance with Fitzsimmons. The burly coach was surprisingly light on his feet, and Miss Day's grace and tongue-in-cheek poise turned what could have been a fiasco into a pleasant shocker.

June Bundy.

Israel, Year Two

Reviewed Sunday (23), 5-5:30 p.m. EST. Sustaining via Columbia Broadcasting System. Producer-director, Himan Brown; script, Abraham Ginnis; narrator, Quentin Reynolds; music, Bernard Herrmann. Cast: Everett Sloane, Lawson Zerbe, Berry Kroeger, Luis Van Rooten and Jean Eilyn.

As its contribution to the second year of Israel's independence, CBS presented an interesting documentary highlighting the new country's struggle for freedom and the first year of its peacetime growing pains. It told of a former bombardier, now a farmer who returns from the war to find himself faced with many postwar conflicts. His are aggravated because of the newness of the country. He wonders about work, the shortage of food, the expanding population and the possibility that such expansion will harm the country's economy.

One by one these conflicts were settled. Not on a material level but on a spiritual and moral level which offers enough satisfactions for the Israelites to continue to do the impossible.

There were also some interesting figures offered. In the first year of peacetime, Israel opened its gates to 400,000 people, almost half of what its population had been before.

The direction and acting were top-notch. Quentin Reynolds's narration was in a similar groove.

Leon Morse.



Designates Radio Review

Zeke Manners

Reviewed Wednesday (26) 3-5 p.m. EST, Wednesday thru Saturday. Participating sponsorship thru Benton & Bowles, via WJZ-TV, New York. Producer, Chuck Bishop, Emsee, Zeke Manners. Cast, Vera Massey, Mary Ashworth, others.

West Coast d.j.'s have been cashing in on video platter programs for some time now, but this airer is one of the first two-hour disk shows pitched at New York audiences. Patterned after Al Jarvis's KLAC-TV series, the Zeke Manners show is a loosely integrated, low-budgeted program, featuring recorded and live music, news, race results, baseball scores, interviews and local chat.

Manners describes his format as "60 to 70 per cent audio, so housewives can tune in and do their housework at the same time." In line with this take-it-or-leave-it entertainment theory, the show operates strictly off-the-cuff, with Manners presiding at a table with his two telegenic secretaries, while an assistant spins records. The camera wanders aimlessly around the set during these disk sessions, flashing intermittent close-ups of race results and some kitchy byplay between Manners and his pretty cohorts. In between platters, the home-spun entertainer squeezes out an occasional accordion solo.

Manners's easy-going personality and disarming naturalness is deftly keyed to the informal spur-of-the-moment style demanded by this type of show. Unfortunately, tho, his secretaries louse up the ad lib atmosphere by nervous overplaying. Manners's slightest gag (and some of them were sliced plenty thin) sent the gals into gales of phony-sounding hilarity.

In contrast to this Hollywood "yes man" act, Manners's interview with fem songwriter Hank Fort packed real spontaneity. Miss Fort's tongue-in-cheek warbling of her own song, *Put Your Shoes On, Lucy* and genuine air of exuberance sparked the show's brightest pace.

Right now the series is low on commercials, with only one brief pitch for a gift-by-mail firm spotted during a 45-minute period.

June Bundy.

White's Television Revue

Reviewed Wednesday (19), 2-3 p.m. Sponsored by R. H. White's Department Store, thru Robert J. Enders Advertising, over WBZ-TV, Boston. Agency producer, Roberta Barrett; director, Paul Burger; WBZ-TV staff announcer, Ken Relief; writer, Roberta Barrett. Cast: Clef Dwellers (musical trio); Stan Shaw, emcee; Helen Halpin and Dave Ballantine, vocalists; Doris Hackney, fashion commentator.

A nicety of balance between theatrical and commercial advertising elements makes *White's Television Revue* an acceptable showcase for a department store's goods. The revue is a Robert J. Enders Advertising Agency package, aired five days a week thru WBZ-TV, for which R. H. White's Department Store built a special studio on its top floor. The show is a kind of helter-skelter combination of vaude and advertising which, because of a knowing mixture of talent, skits, songs, audience participation gags, musical numbers and commercials, is a better than average (for this kind of thing) shopper's, or homebody's diversion, and obviously a neat method for demonstrating a product.

Talent for the show is all local, some well-known, some unknown, but young and promising. Models are

Radio and Television Program Reviews



Designates Television Review

Joe DiMaggio

Reviewed Saturday (15), 7:30-8 p.m. Producer, Jack Barry and Dan Ehrenreich; writer, Mike Oppenheimer; emcee, Jack Barry; cast, Joe DiMaggio, Tom Meany, Tommy Henrich, Everett Sloane, Leon Janney.

Joe DiMaggio is a grand baseball player. His lifetime batting average is high, and his value to the New York Yankees is almost beyond measure. One indication of his popularity is that San Francisco newspapers still print a daily box showing his efforts in the previous day's games. As a radio thesp, however, Joe remains one of baseball's all-time greats.

This is not to malign the Jolter's efforts per se. Joe is above the standard set by the rest of the show, in fact. His answers to fans' written queries were interesting, in kicking off the show, but from there on it was one long slide downhill. A sports quiz, pitting two youngsters against two adults featured questions which must be considered ludicrous to any sports-minded person. Yet—that's right, the oldesters couldn't guess. Then came a dramatization of Tommy Henrich's career with the Yanks from a script which sprouted pure Iowa cob. Henrich himself, in a brief appearance, proved the best part of the show, flashing a naturally smooth mike manner and some well-told anecdotes. But the show as a whole is for strictly busy league.

Sam Chase.

Close-Ups

Reviewed Monday (24), 6:35-6:45 p.m. EST, across the board. Sustaining via WPIX, New York. Emcee, Danton Walker. Guest: Ted Steele.

Danton Walker, New York Daily News columnist, is better qualified for the job than some of his less articulate fellow press men. He speaks easily and, in appearance, suggests a slightly raffish Dean Acheson. Another factor in his favor is that the series only runs 10 minutes, and it doesn't take much professional staying power to sustain audience interest that long. In line with the staying-power theme, Walker's first guest was Ted Steele, who launched a grueling 18-hour-a-day tele schedule of his own May 1 over WPIX. Relaxed and personable, Steele shot a bucolic line of chatter with Walker about raising rabbits and an expectant cow. The latter, name of Ophelia, finally supplied a trumped-up exit cue, via a phony-sounding phone call from Steele's spouse heralding the bovine blessed event.

Walker has easy access to Broadway's "big name" set, which should guarantee him a top-caliber guest list for future airers as sure-fire dialer bait. From a personal performance standpoint, tho, Walker should curb the habit of darting side glances at the camera, and adopt a more modest intro speech (like "most of the people who read the news read my column").

June Bundy.

used to show off White's goods. But the small cast listed above takes care of all announcements, skits, musical numbers and the like. Format is simple, embodying alternation of commercials with entertainments. There are not too many commercials, but all are too long, heavy-banded and far too formal for the ad lib character of the show. They could (See *White's Television* on page 54)

It's Smart To Be Thrifty

Reviewed Friday (21), 12:30-1 p.m. EST, Wednesday and Friday. Sponsored by R. H. Macy & Company via WOR-TV, New York. Director, Mende Brown; emcee, Barbara Welles. Guests, Marie Powers, others.

Judging by Friday's (21) telecast, *It's Smart To Be Thrifty*, Macy's initial entry into video, is head and shoulders above the usual department store airer. Barbara Welles, WOR's ace fem commentator, radiates the same air of relaxed congeniality on TV as she does on radio. The result is a leisurely paced, smooth-running shopping series, which sells and entertains at the same time.

The soft-spoken, self-assured Miss Welles showed an amazing talent for integrating guest interviews with commercials on the broadcast. She successfully worked a gab session between Marie Powers, star of the legit hit, *The Consul*, and a telegenic Macy buyer, around to a spontaneous-sounding rave for the store's new spring line of low-priced blouses and "after-five" dresses. The merchandise was wisely selected from Macy's middle-income price bracket, rather than the eye-appealing but relatively unattainable luxury class. Macy's one-big-happy-family-employee pitch was also nicely spotted, when Miss Powers pinned an orchid on a ground-floor sales girl. This "pick-your-favorite-sales-clerk" gimmick will be featured thruout the entire series.

The richly furnished living room set, located in Macy's eighth floor studio, was in good taste and supplied a suitable background for the intimate type chatter of Miss Welles and her guests. Incidentally, the exuberant Miss Powers was charm personified on TV, and Miss Welles would be wise to modify her own tailored approach to the lens with some of the former's warmth. It took the camera 25 minutes to discover that the gal has dimples.

June Bundy.

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AFM SCOWLS AT TV PLATTERS

Lea Bill Is Shackle on Org's Action

Tele Jobs Are Scarce

(Continued from page 3)

The New York Local 802 that he has nothing to lose by getting rough. The mutterings even include hints that Local autonomy over TV would be much more fruitful. (The Locals do have autonomy over radio, but because of the newness of the medium and the ensuing problems, video is being handled at the national level.)

Employment Is Grim

The TV employment picture is grim, so far as work in 802's jurisdiction is concerned and the prospect for the near future is just as bad. There is no such thing as staff employment of musicians at any of the networks, nor is there any steady weekly employment. About 100 tootlers at the outside are working in TV—most of them on a once-a-week or occasional basis. Outside of a few shows like Milton Berle and Ed Sullivan and the *Cavalcade of Bands*, orchestras are not used at all. The increasing number of high-budget sponsored dramatic shows, which might ordinarily be expected to use live musicians, depends completely on disks for background music and effects. One such program, the *Ford Show*, did, in fact, use an orchestra last year, but discontinued it later on. Network radio musicians are required to fill out their work week on TV if needed.

No Legal Stick

There is no way that the union can legally restrict this use of records on TV. Nor can it prevent video stations from using transcriptions which were cut for radio. And despite the fact that musicians may not perform for TV films because no scale has yet been set, an increasing number of spots with music are being seen and heard—presumably bootleg work on the part of the tootlers involved. These conditions can be remedied only if the broadcasters can be prevailed upon to cooperate of their own volition.

Members of the New York Local, however, feel that the rapidly deteriorating TV situation, combined with the dwindling of employment on Class B stations and a potential threat in the same direction on the part of the networks, calls for heroic measures, come the Lea Bill, Taft-Hartley or high water. If all musicians were pulled off TV, they reason, because there are some programs which do require flesh tootlers.

No Scales Agreement

Meanwhile, the Petrillo-TV talks, which have been dragging out over months, have produced no agreement on scales. The last contract expired April 1, and employment is covered by an interim pact. Petrillo has handed his proposals to the TV committee, calling for an increase from 90 per cent of the AM rate to 100 per cent and a doubling of the charge for simultaneous broadcast from \$7.50 to \$15. The video reps reportedly have drawn up their counter-offer, but have not yet presented it to the AFM prexy, who has been in and out of town on business.

The Petrillo "suggestion" of a royalty fund for music on TV films, with a percentage of station charges going into a trust fund along the

D. J.'s to the Dogs

HOLLYWOOD, April 29.—Never underestimate the power of a disk jockey. Last week, Billy Eckstine's pooch, Crooner, yielded to the wanderlust and "ent Eckstine friends, fans and flacks into a dither, but the area' deejays came to the rescue. Two hours after KOWL (Santa Monica) platter spinner Joe Adams alerted listeners to Crooner's disappearance, a loyal Eckstine saved him from the dog pound.

Michaud Loses TD After Long Reign as P. M.

HOLLYWOOD, April 29.—Personal Manager Arthur Michaud and batonier Tommy Dorsey have parted ways after a 20-year association. This is the third break between Michaud and TD since the p.m. first started handling him approximately two decades ago. Michaud said the split was amicable and blamed it on the fact that Dorsey has been working in the East while his p.m. headquarters on the Coast. TD hasn't played the Coast circuits for the past three years. Michaud said the split came at his own suggestion in advising the batonier to either get an Eastern-based rep or one who could be at hand during his Eastern tours.

Strong contributing factor to the rift was undoubtedly the on-again-off-again sale of Casino Gardens, which left Michaud smoldering. As exclusively reported by *The Billboard*, TD had agreed to sell his Ocean Side dancery to its former owner, Bernie Cohen, for \$75,000. Michaud personally huddled with the batonier in Houston, where Dorsey was playing the Shamrock Hotel. At the last minute, when Michaud and Cohen met to ink contracts closing the deal, TD called off the sale for no apparent reason.

Michaud's split with TD is effective May 1. However, he will wind up with the batonier within a few weeks after final details have been ironed out. Identity of Michaud's successor, if any, to handle TD was not known at press time. Michaud said he will not take on another band to fill the gap in his stable. He now handles Freddy Martin, Frankie Masters, Charlie Barnet, Buddy Moreno, Frank Yankovic, Ziggy Elman and Lucy Ann Polk.

Disk Tax Take Off for March

WASHINGTON, April 29.—Collections from the disk tax slumped in March, according to Internal Revenue Bureau. Receipts amounted to \$597,527 as compared with \$767,888 for March, 1949.

For the first three quarters of the current fiscal year receipts totaled \$4,207,607, a decline of \$726,161 from the first nine months of the 1949 fiscal year.

lines of the phonograph manufacturers' trust fund, has not been acted on by the TV committee. Because of Lea Bill restrictions Petrillo cannot formally advance the trust fund plan as his proposal, but it must "originate" with the broadcasters.

ASCAP Members Set To Vote On Setting Consent Decree

(Continued from page 4)

Members will assign rights non-exclusively to the Society, but will be free to assign rights to any user of music on a non-exclusive basis.

(3) *Right of Withdrawal.* Members may leave ASCAP at the end of any fiscal year on three months' notice. Tunes are subject however to existing licenses between ASCAP and users. Royalties accruing on tunes so covered will continue to be paid, but solely on a performance basis.

(4) *Election of the Board of Directors.* Directorate, 12 writers and 12 pubbers will be elected en bloc every two years. Three of the writers and three of the pubbers must be in the standard field. Representation "as far as practicable" of writers and pubbers of varying income brackets in the Society is desired. Only one pubber from an affiliated publishing group may serve on the board.

(5) *Disqualification of Members With Conflicting Interests.* No movie-connected director may participate in matters pertaining to film licenses.

(6) *Emphasis on Performance in Distribution of Revenue.* The *Billboard* has detailed the writer payoff plan in previous issues.

(7) *Appeals.* An impartial appeal machinery is arranged for. The final arbitrator must not be a member of the Society.

(8) *Classification Records.* Records dealing with classification and distribution must be maintained and must be available to the members concerned.

(9) *Restrictions on Action for Copyright Infringements Connected With Flick Performance Rights.* Members may not sue regarding flick rights granted prior to March 14,

1950. Members may not grant synchro rights unless they or ASCAP guarantee corresponding flick performance rights.

These amendments were explained at the annual membership meeting Tuesday (25). ASCAP execs also made a financial report and discussed prospects in TV, films, etc., for the coming year. A well-attended dinner in the Grand Ballroom of the Hotel Plaza followed.

Hub Pop Ork, Symp Ink 5-Yr. RCA Renewal

NEW YORK, April 29.—The Boston Symphony and the Boston Pops orchestra have signed a five-year renewal contract with RCA Victor. The outfits, which employ virtually the same personnel, are conducted by Charles Munch and Arthur Fielder, respectively. Munch took over the reins this season following Serge Koussevitsky's retirement as permanent conductor of the prominent unit.

The signing of the pact by Paul Barkmeir, vice-president and general manager of RCA Victor's record division, and Henry B. Cabot, president of the ork's board of trustees, continues an affiliation begun in 1917, and interrupted only for one year in the late 1930's when the outfit cut a couple of dates for Columbia. During the past year both London and Columbia diskeries are known to have been dickering with the Boston organization because of an impression that Munch was reluctant to sign and exclusive pact with Victor. He had previously recorded with various symphonic units for London (English Decca), Columbia and French Polydor, represented here by Vox Records.

An extensive recording program with both units will be conducted this summer by Richard Mohr. Red Seal recording director. The Pops unit will cut in Boston's Symphony Hall during the annual Esplanade series, which runs from May 2 thru July 1. The symphony, under the direction of Koussevitsky, will record at Tanglewood, Mass., at the close of the Berkshire Music Festival, which will run from July 8 thru August 13. Munch will record with the unit on his return from Europe in the fall.

Savino To Quiz Diskers on Divvy

NEW YORK, April 29.—Domenico Savino, minority stockholder in Robbins Music Corporation, Loew's subsidiary, won a preliminary skirmish in his suit against the pubbery and parent flick firm this week when he was granted first crack at examining the defendants and their books and records.

Both Savino and the defendants had brought motions to examine, and New York Supreme Court Justice McGeehan gave Savino the nod, setting the examination for May 2.

Savino's suit seeks to have Loew's and Robbins declare dividend of at least \$1,000,000, alleging that an unnecessary surplus in that amount is on hand in government bonds (*The Billboard*, April 15).

Grean Assumes A&R Director Post at RCA

NEW YORK, April 29.—Joe Csida has resigned as director of pop a. and r. for RCA Victor, effective May 15, when he returns to *The Billboard* as editor-in-chief. Charles Grean, one of the four-man a. and r. board under Csida, takes over as director.

Csida, who was with *The Billboard* in various capacities for 15 years, left his slot as editor-in-chief in March, 1949, to become assistant director of public relations for RCA. The following July he switched to the a. and r. post.

Henri Rene, Hugo Winterhalter and Dewey Bergman remain as a. and r. staffers under Grean.

Cromwell Gets 1st Tune From Israel

NEW YORK, April 29.—Howie Richmond's Cromwell Music has acquired the American publishing rights to the first pop tune to be imported from Israel. The tune, tabbed *Tse-Na*, was clefted by a Captain Michrowsky.

Richmond is preparing an English lyric for the ditty and will submit it for recordings soon.

Kenton Closing Tour With Bash At H'wood Bowl

HOLLYWOOD, April 29.—Stan Kenton will climax his national innovations of Modern Music concert tour with a concert at Hollywood Bowl. Definite date has not been determined, but it will be before the Bowl season opens. Kenton originally planned to stage his L.A. bash at the Shrine Auditorium, but decided in favor of the outdoor theater and its approximate 20,000 capacity. When Kenton appeared at the Bowl two years ago, he delivered one of the top grosses of the year. Concert then was staged by disk jockey-promoter Gene Norman. This year, Kenton will promote the event himself thru Bob Allison, who had lined up a majority of the current tour's 75 dates.

Bowl is probably the costliest local concert site, but Kenton expects it to pay off prestige-wise. Its capacity also permits far greater attendance. Kenton has a strong following in this area. Bowl will get a \$500 guarantee plus 10 per cent of the gate. In addition, Kenton will have to pay \$250 toward maintenance and house lights. Kenton will have to kick thru extra dough for stagehands, policing and spotlights, in addition to a local ad campaign.

With slack Gene Howard supervising the concert's drum-beating campaign, Kenton expects to get the area's disk jockeys to flood the air with plugs. Capitol will tie in with local deejay and dealer campaigns in a drive to make this the town's top musical event of the year. Ducats will be scaled at 90 cents, \$1.20, \$1.80, \$2.40 and \$3.

U. S. Pubbers Get Belgians Rights To World Tunes

NEW YORK, April 29.—Jacques Kluger, head of World Music Company, Brussels, who returned to Belgium recently after three weeks in New York, has closed deals with several American pubbers for exploitation of his material here. Two songs, *Manneken and St. St.*, Senorita have been assigned to D. Dreyer & Company, and are due for a push with new English lyrics.

Another tune, *My Mother Singing*, was turned over to Nat Tannen's Tannen Music. Tannen also acquired the right to handle World Music instrumental orchestrations here via his Keys Music firm. Included are a number of small combo jazz scores. For the present, Keys will handle imported copies, but may print them here later.

Kluger also heads the Victory, Sphinx and Magic record companies in Europe, and is the licensee for English Decca in the Lowlands. The Dreyer and Tannen firms are affiliated with Broadcast Music, Inc. (BMI).

New 7-Inch Series Debbed by Kidiskery

NEW YORK, April 29.—Peter Pan Records, kidiskery headed by Henry Lapidus, has inaugurated a new "L" series of seven-inch disks carrying up to three minutes per side and retailing at 25 cents. The plastic platters, pressed in a variety of colors, play on standard turntables at 78 r.p.m., and work on the new seven-inch changers.

Repertoire items in the small line include productions identical with those already released on Peter Pan's 10-inch, 49-cent line, running for the same length of time. Among the six available titles are such standard stories as *Cinderella* and *The Three Little Pigs*.

House Group Votes Excise Cut

Decca Seeks Show Album Crown; Adds 'Salesman,' 'Prince' Dates

NEW YORK, April 29.—Decca Records this week continued its drive to recapture the crown in the show album field with the skedding of two new legit wax projects. The firm's long contemplated recording of a virtually complete *Death of a Salesman* package will materialize next week with Thomas Mitchell, the road company Willy Loman, and the original New York cast. The other major show package undertaking will be a slicing of excerpts from Sigmund Romberg's operetta, *The Student Prince*, with Metopera star, Lauritz Melchior, starred. The diskery completed a deal with Melchior on a non-exclusive basis whereby the noted tenor will do the Romberg operetta album for Decca but still will record for MGM

Records, the diskery which holds his current waxing paper.

Young To Supervise

The Romberg project will be musically supervised by Victor Young. Decca diskery and Paramount Pictures' musical director, who came in from the West Coast specifically for this series of sessions. Due to support Melchior and the Young ork and chorus are soprano Jane Wilson, Lee Sweetland and Gloria Lane.

Salesman goes into the studio next week. It has been edited by its writer, Arthur Miller, to comprise a 90-minute recording which will be spread across two 12-inch long-play platters and will also be made available in 78 r.p.m. form. Miller personally will narrate the recorded version to fill in the empty spaces where deletions have been made. Alex North's original background music score also will be incorporated in the waxing. *Salesman* will be the first modern American play ever to be waxed. Decca last recorded T. S. Eliot's *The Cocktail Party*, which was an English import.

The diskery currently is in the throes of recording the original cast, doing Gian Carlo Menotti's *The Consul*, still another of the diskery's show album business drive projects.

CRI Inks Berg, Lewis and Funt

(Continued from page 3)

is regarded as a hot property now, in view of his forthcoming summer replacement shows for Bing Crosby and Arthur Godfrey, as well as his own stanza, *The Show Must Go On*, which is sponsored by Columbia Records.

The Funt series is regarded as having remarkable potentials, since it can use some 1,600 individual excerpts from previously aired programs. In addition, a number of new interviews will be cut. Basis for grouping the items has not yet been set. One album may include only humorous sides, another may feature interviews with members of minority groups, and a third projected album may involve sending a crew around the country gathering Americana—a sort of poor man's *I Can Hear It Now*.

HRS Europe Rights To France-Amerique

NEW YORK, April 29.—Jack Caiden, owner of the HRS Record Company here, has assigned the European rights to the line to Les Productions France-Amerique of Paris. The latter outfit is run by an American, Felix Shalit.

The first step under the arrangement calls for Shalit to stamp out infringements on the American cuttings by unlicensed European operators. One especially brazen infringer in France is reported to have gone so far as to issue a license to an English diskery permitting the latter to press HRS masters in England.

The deal also calls for Caiden to get some French and English masters to press on this side.

Tower Swings to 45 With Pair of Releases

CHICAGO, April 29.—Tower Records this week became the latest of the diskeries to swing to the 45 r.p.m. disk market. Diskery will begin its 45 r.p.m. activities with a pair of releases incorporating its hit etching of *Bewitched* and a slicing of *Riding the Off Beat*. Future Tower releases will be made available simultaneously on both 78 r.p.m. and 45 r.p.m. platters, according to Tower topper, Dick Bradley. The firm's first 45 r.p.m. album will be a package spotlighting Bill Snyder and his crew.

JATP Skeds Europe Tour

NEW YORK, April 29.—"Jazz at the Philharmonic" (JATP), Norman Granz's paripatetic jazz concert unit, will make a European tour next year. The transatlantic concerts, excepting those in Denmark and Sweden, are being promoted by Granz. In addition to the Scandinavian countries, the unit will play Germany, Italy, Switzerland, France, Belgium and, perhaps, Holland. The tour kicks off March 2 in Copenhagen.

Granz returned here last week from Europe, where he spent six weeks in setting up the tour and also arranging for distribution of JATP disks by waxeries in the various countries. The record deals will parallel Granz's arrangement with Mercury here; the companies get the masters on a lease basis, pressing under labels carrying their own names and the JATP imprimatur.

No 8 Problem

Granz foresees no coin problems; he says that the countries lined up either have a free exchange or else have licked the black market to the point where U. S. dollars can be had at par values.

The usual fall-winter tour will go forward before the European venture, beginning at Carnegie Hall here in September and running thru December. There will be a two-month lay-off, during which a small combo out of the JATP may play theaters.

"Wilhelmina" Gets New Pal on Wax

NEW YORK, April 29.—RCA Victor has recouped Freddy Martin's *Wilhelmina* with a Martin side of 1946, *Santa Catalina*. The reissue side replaces *Musical! Musical!*

From the diskery's field reports, *Musical!* is waning, while demand for *Wilhelmina* keeps ascending. The latter ditty is featured in the Betty Grable flick, *Wabash Avenue*, which goes on national release this week. Reasoning is that *Wilhelmina*, on the market several weeks now, will receive fresh impetus from the flick.

Would Halve Nitery Bite, Admissions

Disk Levy To Stay

(Continued from page 3)

non-profit agricultural fairs (see separate story in General Outdoor Department).

A cut to 10 per cent in the present 20 per cent bite on cabaret tabs; the exemption for dance-halls and ballrooms to affect only those serving only soft drinks.

Continuation of the 10 per cent manufacturer's excise on radios, phones and parts.

A cut to 5 per cent in the present 10 per cent tax on musical instruments.

Coin Machine Tax On

Continuation of the present \$10 tax on amusement coin machines and \$100 on gaming devices, with an exemption for penny amusement machines.

Continuation of the 10 per cent manufacturer's excise on disks.

Continuation of the present taxes on liquors and tobacco products.

All votes taken so far are tentative ones, and are still subject to reversal before the committee reports the excise bill to the floor. Votes on showbiz excises will probably stand as outlined, altho there is still a chance that the committee may later decide to keep the nitery tax at 20 per cent. The group voted Thursday (27) to keep the tax, then reversed itself yesterday (28).

Loss in revenue to the government so far thru reductions, is in the neighborhood of \$967,000,000 annually. These reductions compare with the \$650,000,000 cut President Truman said he would accept. Should he veto the excise bill because of the larger revenue loss, it will take a two-thirds vote by both the House and the Senate to get the bill enacted.

Remaining to be considered by the committee, as far as showbiz taxes are concerned, is the President's proposal to extend the radio-phonograph tax to TV sets. This would bring in an estimated \$40,000,000 annually.

Two Weeks' Debate

The committee is expected to deliberate for an additional two weeks on the various excises. Its final proposals will be given a good chance of surviving in both Houses, altho there is strong likelihood of considerable debate. The admissions tax continues to be a volatile issue, with a number of congressmen favoring the idea of wiping out the tax entirely. If a break-thru develops on that tax, it is likely that similar offensives will be launched by other groups proposing complete repeal of a number of the levies.

In transportation and communications, showbiz will get some tax breaks if the House Ways and Means Committee's recommendations for cuts in levies in these fields go thru. The committee voted yesterday (28) to cut the passenger transportation tax from 3 to 1½ per cent, slash the tax on local phone calls from 15 per cent to 10 per cent, cut the long-distance telegram tax from 25 to 20 per cent, the domestic telegram tax from 25 to 10 per cent, and reduce the leased-wires tax from 25 to 20 per cent.

Pubber and Cleffers Check Each Other's Moves; ASCAP Presidency Stalemate On

NEW YORK, April 29.—With the publishers and writers lined up solidly against each other, the meeting of the American Society of Composers, Authors and Publishers (ASCAP) directorate to select a president to replace incumbent Fred Ahlert ended in a Mexican stand-off Thursday (27) afternoon. The powwow was adjourned to next Wednesday (3).

The 12 pubber directors voted unanimously to rescind the resolution limiting the tenure of the presidency to two years. Ten of the 11 writers voted against rescission (Oscar Hammerstein was not present, and Ahlert did not vote). The move to rescind was thereby killed, since a two-thirds majority is necessary to pass this type of resolution. The veto was tantamount to killing Ahlert's chances to succeed himself, unless the writer directors should by some chance yield Wednesday.

The writers had offered six names for consideration by the pubbers: John T. Howard, George W. Meyer, Edgar Leslie, Paul Cunningham, Walter Kramer and Stanley Adams. Leslie and Meyer withdrew their names from consideration and the pubbers found none of the four remaining candidates acceptable. To resolve the stalemate it was suggested that selection be made from the five remaining writers on the board (the cleffers do not wish to entertain Ahlert as a possibility). These are Gene Buck, Deems Taylor, Otto Harbach, Ray Henderson and Oscar Hammerstein.

The question now is whether the pubbers will persist in their push for Ahlert and, if they do, whether enough of the writers might yield to make a two-thirds majority possible. Since the pubbers were voted down the Thursday session, the

writers would seem to have the edge in their fight to keep Ahlert out. Conversely, none of the six candidates put up by the writers has much chance of getting the nod. This would seem to place the choice among Buck, Taylor, Harbach, Henderson, Hammerstein. A handicapper with knowledge of ASCAP's history and the acceptability of these men to both writers and pubbers would have to make Taylor an odds-on favorite.

Egalnick Forms Premium Waxer

CHICAGO, April 22.—A three-year-old association between Lee Egalnick and Lou Simpkins, of Miracle Records, was broken last week by mutual agreement when Egalnick walked out of the local rhythm and blues waxery to form his own label, Premium. Egalnick intends to set up Premium as a general indie platter, doing specialized pop, Dixieland and rhythm and blues.

First Premium release, which will be on non-breakable plastic, will include sides by the Lynn Hope Quartet, Cincinnati instrumental blues combo; Miff Mole and a Dixieland quintet, and Memphis Slim, ex-Miracle blues singer.

Egalnick was half of a partnership with Simpkins in the Miracle operation. Simpkins will take over Egalnick's sales work with Miracle, in addition to his a. and r. duties with the firm.

Egalnick emphasized that he is re-aligning his plans for distributors of Premium and does not intend to depend entirely upon Miracle distributors to handle his wax.

Cetra-Soria Wax 1st on 3 Operas

NEW YORK, April 29.—Recordings of three complete operas, none of which have been waxed previously, will be issued in May by Cetra-Soria. The outfit, which represents the Italian Cetra diskery here, has obtained the first two short operas of the Puccini Trilogy—*Gianni Schicchi* and *Tabarro*—and also Donizetti's *La Campanella*. The third member of the Puccini group, *Il Tostorino*, will be released at a later date.

The Donizetti work has been viewed only once in this country, in a performance by an experimental group some years ago. Each of the three works will fill a single long-playing disk.

The same diskery issued the first complete recording of Verdi's *Falstaff* last month.

Gastel To Groom Maynard Ferguson

HOLLYWOOD, April 29.—Carlos Gastel signed Maynard Ferguson, 22-year-old high-flying trumpeter now on tour with Stan Kenton's aggregation, to a personal management pact. Gastel will build a 16-piece band around Ferguson and will enter him into the dance field. Arrangements have already been concluded for the Ferguson ork to wax for Capitol.

Ork will aim at current band tastes while still attempting an individual style of its own. Sidemen and arrangers will be selected within the next month. Ferguson's aggregation will give the Gastel stable its second band; Woody Herman's Herd is the other.

Robin Hood Dell In 21st Season; Longhairs Again

PHILADELPHIA, April 29.—With heavy stuff outweighing the pop fare after last season's handsome pay-off for the alfreco Robin Hood Dell concert series, the forthcoming 21st summer season will maintain the higher level established last year when Frederic R. Mann took over as president.

The six-week season kicks off June 19, with the symphony troupe again made up of the men of the Philadelphia Orchestra. Conductors and soloists, all culled from the concert and classical stage, will appear, with the climax due in the soloing of Margaret Truman July 27. Other soloists set for the season include Jose Iturbi, Mischa Elman, Rise Stevens, William Kapell, Isaac Stern, Sigmund Romberg with Jarmile Novotna, Alicia Markova and Anton Dolin, Oscar Levant, Lauritz Melchior, Jan Peerce, Leonard Warren and Elaine Malbin.

To date, conductors for the season will include Leonard Bernstein, Antal Dorati, Vladimir Golschmann, Alexander Hilsberg, Erich Leinsdorf and William Steinberg. Apart from presenting top music fare for the summer spell, the Robin Hood Dell series, with its top conductors and soloists, gives local retail record merchants a field day for exploiting and promoting the classical records and record artists.

Schirmer, Vogel In "Trees" Suit

NEW YORK, April 29.—G. Schirmer, pubberry, filed suit in New York Federal Court this week against Jerry Vogel Music, Inc., charging infringement of the renewal rights to the song *Trees*.

Schirmer claims that since March of this year, they, as owner of all renewal rights to *Trees*, have notified Vogel of alleged infringement of their copyright under the same title.

The music to *Trees* was composed by Oscar Rasbach in 1922, to the poem by the late Joyce Kilmer. Rasbach had assigned the rights to the tune to Schirmer Music Stores, a subsidiary of G. Schirmer, which subsequently assigned it to the parent company. In March, 1949, Schirmer and Rasbach allegedly obtained the renewal rights to *Trees*, at which time the composer assigned the rights to Schirmer.

Vogel could not be reached for comment at press time.

Mercury Gets Rights To Old B. B. Masters

NEW YORK, April 29.—Mercury Records this week obtained the production and distribution rights to a pair of masters made by the Bee Bee diskery of Pittsburgh. One of the slicings, *Sometime*, a 20-year-old ballad as done by Tommy Carlyn's ork, has been causing some stir in the Pittsburgh area and is threatening to spread. Second slicing is *Mariane*, by the Bill Bickle Trio. Mercury obtained the rights to the matrices on a royalty deal. Veepee Joe Carlton flew to Pittsburgh to make the deal Wednesday (26).

Yancovic to Coast Aragon

HOLLYWOOD, April 29.—Frank Yancovic's combo (5), one of the top money-makers in the East, will make its first Coast appearance when it opens at Ocean Park's Aragon June 9. Group will play the dancery week-ends only for six weeks. Personal Manager Arthur Michaud handles the combo.

Cap Kicks Off Hefty Promosh On 45 Waxings

HOLLYWOOD, April 29.—Capitol Records has launched its first all-out 45 r.p.m. sales drive since it went to the doughnut disks a year ago, with the push to continue thru June. Coast major waited until it built up its 45 catalog until it now lists 187 albums. Campaign is triple-pronged:

(1) Diskery will furnish dealers with all-metal display racks to hold 45 r.p.m. albums. Dealers get racks free of charge if they buy 75 albums, and receive two racks for all purchases over 150. (2) Cap will allow retailers a 15 per cent return. (3) Diskery will back up its push with plenty of point-of-sale literature, banners, folders, mailers and hangers.

In addition, Cap intends to spur the 45 drive with an incentive sales contest. Salesman racking up the top 45 sales during the campaign will receive an expense-paid trip to the National Association of Music Merchants' (NAMM) convention in Chicago, where Cap will hold its next regional meeting.

MGM Signs Up Flock of Talent

NEW YORK, April 29.—MGM Records this week inked a flock of new waxing talent. The diskery completed a pact with the Kirby Stone Quintet, a versatile unit which recently showed here after a lengthy batch of work in the Philadelphia area. Ted Straeter, veteran society style keyboard specialist and orkster, has been pacted to turn out diskings with voices and rhythm section patterned after his waxing of *The Prettiest Girl in the World*, which scored for him when he etched for Sonora Records. Billy Williams' Quartet, a new group formed by the ex-lead voice from The Charioters' vocal unit, also was added to the MGM roster. The latter group has been working on the *Show of Shows* Saturday evening video seg. The diskery also completed its deal to wax thrush Trudy Richards, ex-Charlie Barnett chirp.

Capitol Adds Young, O'Brien and Haynes

HOLLYWOOD, April 29.—Capitol adds three more artists to its talent roster with the inking of Margaret Young, Dottie O'Brien and Goldia Haynes. Miss Young, old-time vaude headliner, is Margaret Whiting's aunt. She will stick to Dixieland faves. Goldia Haynes, a sacred singer from East St. Louis, Ill., was inked by Cap's rhythm-blues head, Dave Dexter.

Other recent talent acquisitions include Dave Cavanaugh's Curbstone Cops, Dixie-styled combo; vocalist Art Morton and Hildegarde. Last named was inked for a one-shot album deal by Alan Livingstone, diskery's album chief.

GAC, Edison Books Bands for N.Y. Parks

NEW YORK, April 29.—General Artists Corporation (GAC) once again has completed a deal with the Consolidated Edison Company here to book the bands for the New York City Park Department summer dances. The series, consisting of slightly over 50 one-nighters, this year will run from June 27 thru September 8.

Deal was made by Howard Sinnott, one-night department boss of the GAC New York office. Sinnott has controlled these dates for the past few years.

MCA Woos Durst From MAC Post

CHICAGO, April 29.—Henry Durst, for the past four years band chief of McConkey Artists Corporation (MAC), last week confirmed a rumor that he would join Music Corporation of America here as one-night booking head (*The Billboard*, April 22). Durst leaves McConkey May 15 for a vacation and joins MCA about June 20. He will replace Joe Kayser. Kayser will remain with MCA, but no post has been assigned him.

No plans have been made by McConkey to replace Durst, tho it's understood that Roy Mack, once with the McConkey Chicago office as Durst's assistant, may rejoin.

Danny Cleary, one-night man, will assist Durst with MCA.

Bud Williams' Ork Signed by Rainbow

NEW YORK, April 29.—Buddy Williams, Philadelphia orkster, has been signed as an exclusive Rainbow recording artist, and will also serve as the label's music director. The pact was signed here Friday (28) by Williams and Rainbow prexy, Eddie Heller.

Williams' big-band style is described as a modern variation of the Glenn Miller style, with the added effect produced by a double-bell euphonium. The deal also calls for waxings to be made by the band's small featured Dixieland unit, the Rhythmaires.

The band opens at Atlantic City's Steel Pier in June.

6 DECCA *Specials*

**THE OLD PIANO ROLL BLUES
'WAY DOWN YONDER IN NEW ORLEANS**
AL JOLSON and the ANDREWS SISTERS
DECCA 27024

I STILL GET A THRILL (Thinking of You)
ROSES
DICK HAYMES
DECCA 27008

ROSES
LITTLE BUFFALO BILL
STUBBY AND THE BUCCANEERS
DECCA 46240

I FOUND MY MAMA
THE THREE TREES
JIMMIE RIDDLE
DECCA 46239

I'LL SAIL MY SHIP ALONE
F-O-O-L-I-S-H M-E, ME
CHARLIE "PEANUT" FAIRCLOTH
DECCA 46237

BLOODSHOT EYES
COYOTE BLUES
BUZ BUTLER
DECCA 46238

Order Now!

America's fastest selling records



RCA Releases 15 Disks With Religious Air

Follows Current Trend

NEW YORK, April 29.—In line with the current sacerdotal trend in the disk business, RCA Victor is sending out a special religious release consisting of 10 sacred and five spiritual records, shipping on a national basis Friday (5). The release precedential with RCA, follows the recent Decca special issue of sacred wares.

Unlike the Decca specials, which consist largely of hymns and gospel tunes by name pop and folk artists, the Victor release is confined to country and spiritual performers not known in the pop field and is beamed at the country market. The Victor gospel list comprises three disks each by Charlie Monroe and the Harmonizers Quartet, two by Johnnie and Jack, one by the Blue Sky Boys and one by the Carter Sisters and Mother Maybelle. The spirituals include one by the Deep River Boys, one by Freddie Evans, one by the Five Trumpets and two by the original Gospel Harmonettes.

Special streamers and disk jockey records will be used in promoting the sacred wax. The jockey records will be allocated to distributors to get around to stations. Distributors will receive the promotional disks in proportion to the orders they place.

Columbia also has got into the religious swim with hymn duets by Dinah Shore and Gene Autry; Capitol has been on top of the market for some time with sides like *Whispering Hope* by Jo Stafford and Gordon MacRae.

Taps Files AFM Pleas Vs. Meyers

NEW YORK, April 29.—A complaint against promoter Johnny Meyers has been filed with the American Federation of Musicians (AFM) by Dave Taps for gospel singers Sister Rosetta Tharpe and Marie Knight. Taps, personal manager for the thrushes, claims that Meyers has refused to fork over \$1,500 due them for two June, 1947, appearances promoted by Meyers.

Taps has rented the Golden Gate Ballroom here for a giant gospel bash featuring Miss Tharpe and a complement of sacred performers on Mothers' Day afternoon. Meyers and Harry Lenetska have hired the Gate for the evening of the same day, for a jamboree featuring Mahalia Jackson. Taps is steamed at the promotion being given the evening affair, which he says, is calculated to give the impression that the hall will not be open in the afternoon. Lenetska and Meyers could not be reached for comment.

Pubbery Rushes Snowman Season

NEW YORK, April 29.—Hill & Range pubbery is rushing the season to sew up a monopoly on the snowman. To avoid dissipation of plug effort caused by a plethora of seasonal songs with similar subject matter, H&R is already getting its push under way on next winter's plug tune, *Frosty the Snowman*. Although mechanicals are being set now, the release date has been set for September 1. The pubbery broke its first ad on the song this week.

The tune, written by Steve Nelson and Jack Rollins, who also wrote *Peter Cottontail*, will be plugged similarly in the folk pop and kiddie markets.

BILLBOARD BACKSTAGE

Joyous Editor Sings Hallelujah, Scattering Violets in the Wind

By Joe Csida

(Continued from page 3)

day out. Some of the happiest fights I've had since the brat days in Yorkville came in the weekly meetings with Larry Kanaga, Bob MacRae, Howard Letts, Warren Albright, Dave Finn, Eddie Welker, Pat Kennedy, et al. There were moments when I hated those guys, but only moments. They're a good gang.

Nice associations developed, too, with quite a few NBC cousins. Joe McConnell, Niles Trammell, Charlie Denny, Tom McCray, Norm Blackburn, Bob Sarnoff and a whole flock of others, not to mention old pals like Charlie Hammond and Jim Gaines.

Pubbers Are People

Outside the company the 13-month stretch resulted, too, in lots of delightful surprises about people. Some publishers whom I'd thought were quite obnoxious turned out to be real guys. Practically all of the publishers were helpful and co-operative. To those of 'em on whose tunes we were able to come up with hit records, I'm glad it happened. To the guys whose tunes we didn't do, sorry, fellas, nobody can record them all. To all the guys whose phone calls I didn't answer for so long, and couldn't get with, so all right, I'm a bum.

Most of all, there were two groups of people to whom I'm grateful for this last year or so. First, that terrific line-up of RCA Victor artists. Sure, we had our occasional disagreements, some even a little wild. But I think all the guys and girls understand, then, and do now, that there was only one objective: to make the best damned record we could, and nuts to everything else.

To Perry Como and Tony Martin and Eddie Arnold; to Mindy Carson and Fran Warren and Lisa Kirk and Juanita Hall; to Tommy Dorsey and Vaughn Monroe and Sammy Kaye and Freddy Martin and Wayne King; to Tex Beneke and Ralph Flanagan and all those other great bands who made *Here Come the Dance Bands* and many an individual hit; to the Three Suns and Irving Fields; to all the kids with whom we worked to make records people would like—the Fontane Sisters, Don Cornell, the Honey Dreamers and Eddie Fisher, to all those great performers like Eddie Cantor and Milton Berle—to all of them I'll be indebted always for making the hits and the solid, steady-sellers.

Hill and Range Gets 'Stars, Stripes' Right

NEW YORK, April 29.—Hill & Range has acquired rights to *The Stars and Stripes Forever* from the John Church Company in a multifaceted deal. Altho Hill & Range took over the sole rights as selling agent, including mechanicals, the performance rights remain with John Church, a wing of the Theodore Presser pubbery of Philadelphia. Church is a pubber member of the American Society of Composers, Authors and Publishers (ASCAP), while Hill & Range is a Broadcast Music, Inc. (BMI), affiliate. Bob Russell, who penned the new lyric to the oft-performed John Philip Sousa march, is a writer member of ASCAP.

The deal brings to light the fact that the original copyright to the number runs out in three years. The new vocal version will be protected, however, for another 53 years. Hill & Range, meanwhile, is readying new orchestrations, choral arrangements and other miscellaneous instrumental and vocal adaptations. Victor alone is cutting the tune five ways, and other waxeries are covering heavily.

ing disks that made us good a. and r. men.

And last, and most important, to Charlie Grean and Henri Rene (and more latterly to Hugo Winterhalter and Dewey Bergman), my deep thanks. They're the guys who did the work, and I'm sure will continue to do it in great style. Charlie, as has been reported, is taking over as head of RCA Victor's popular artists and repertoire department, and I know everybody concerned will be with him to the hilt, as I will be.

It was an exciting, fascinating 13 months, and I'm glad to be back.

Varsity Plans New Low Price 45 R.P.M. Disk

NEW YORK, April 29.—Varsity Records, which specializes in low-price, direct sale 78 r.p.m. and long-play platters, will shortly expand to a three-speed operation with the release of a low-price 45 r.p.m. disk. Firm will issue 30 single doughnut-type platters around May 15 at a price lower than current market levels. The tab has not been determined. First release will embrace pops, hillbilly and light classic items drawn from the regular Varsity catalog. Varsity's will be the first low-cost platter in the 45 business.

The venture has been sketched by Varsity boss, Eli Oberstein, who returned to New York this week after many months of involvement in personal entanglement. Oberstein said that he will produce his own 45 platters in his Meriden, Conn., plant.

Basie Reunited With Columbia

NEW YORK, April 29.—Count Basie this week signed a new recording contract with Columbia Records. Basie thus returns to the Columbia label which he left about two-and-a-half years ago to make a deal with the RCA Victor company.

The noted orkster and piano stylist inked with Columbia for three years, after turning down renewal offers from the Victor diskery. He will slice his first new Columbia sides within the next 10 days.

Carew Files 'Frog-I' Infringement Action

NEW YORK, April 29.—Melrose Music Brunswick Radin and Decca Records were named as defendants in New York Federal Court this week in an infringement suit involving the tune entitled *Frog-I-More Rag*. The plaintiff, Roy J. Carew claiming to own all rights to the song, charges the defendants with conspiring to infringe upon the rights by recording and publishing the tune.

According to the complaint, the song was composed in 1916 by Ferdinand Morton and recorded and published under the title *Sweetheart o' Mine*. In 1946 Morton's executor allegedly assigned the rights to Carew.

The action seeks an injunction, damages, an accounting of money received for the mechanical reproduction of the allegedly infringed song and a delivery up of all masters to be impounded by the court.

A Decca spokesman said the diskery knew of no disking of *Frog-I-More* other than an old one covered by the original license.

Diskeries '49 Trust Contrib To Hit 1½ Mil.

725G in for 2d Half

NEW YORK, April 29.—Diskery contributions to the phonograph record manufacturers' trust fund for records sold during 1949 will hit \$1,400,000 when all returns are in. Payment is made semi-annually; diskeries have paid \$670,000 for the first half of 1949 and, to date, \$725,000 for the second half.

Samuel R. Rosenbaum, trustee of the fund, has allocated \$700,000 of the contributions for the second half of 1949 for expenditure on free public concerts during the second half of 1950. For the first half of this year \$600,000 was allocated for free concerts.

The money is distributed on a quota basis among locals of the American Federation of Musicians (AFM).

ABC-TV Opera Sked To Feature Youthful Roster

(Continued from page 4)

youth, videogenic quality and acting ability. Each production will be a half-hour long and will employ no more than four singers per show. Enough of the principle arias will be used to convey the full story of the opera, but the entire presentation will be informal, presenting the cast in rehearsal conditions, with only piano, chairs and tables for props. Each presentation is budgeted at the low figure of \$1,800. Asking price for the show is \$2,500.

A company of 10 to 12 singers will be kept on tap, with the following names as probable regulars: Rosalind Nadell, Conchita Gaston, Eva Likova and music director Julius Ramsdell, all of the City Center company and William McGraw and Rosa Canario. McGraw was starred in the recent NBC-TV version of Kurt Weill's opera, *Down in the Valley*, and is also featured in RCA Victor's recorded version of that presentation.

Among the operas set for staging are *Don Giovanni*, *Carmen*, *Faust*, *Otello*, *Tales of Hoffman* and *Love for Three Oranges*.

The first one was originally skedded for May 8, but production has been postponed until announcer Gene Hamilton can come in to take over the acting role of "stage manager."

Rival TV webs, CBS and NBC, have also been offering operatic productions, but these have been comparatively high-budgeted jobs. Such productions, tradsters feel, have done much to hypo the sale of operatic recordings, now reaching an all-time peak.

Grantz, Merc'ry Face Suit by Castle Music

NEW YORK, April 29.—Mercury Records and Norman Grantz faced a suit in New York Federal Court this week charging infringement in connection with two tunes in Mercury's de luxe, limited edition *Jazz Scene* album. The plaintiff, Castle Music Corporation, charges that its tunes, *Repetition* and *Rumbacito*, were used without consent. Damages and impounding of the masters are asked.

According to Grantz, he had an understanding with Neil Hefti, composer of the tunes in question, whereby Hefti was to receive a flat fee for conducting the recording of the numbers plus the statutory rate of 2 cents a side as composer. It is Grantz's belief that the tunes were given to Castle by Hefti subsequent to this agreement.

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"THE 3RD.
MAN"

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RECORDS

NO. 536 (78 RPM)
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NO. 3000S (45 RPM)
75c plus tax

MUSIC—AS WRITTEN

Harvard Group Produces Own Long-Playing Wax

The Lowell House Music Society, of Harvard University, Cambridge, Mass., is now in the record business. The student group, which produces a complete musical stage work every year, has completed a long-playing waxing of its latest presentation, the Handel masque, "Acis and Galatea." The production employed vocal soloists, orchestra and chorus. The single long-playing disk retails at \$4.85. It's being distributed in the East by Wesley Smith's Musart Distributing Company.

Fain, Webster Ink With Chappell for "My L. A."

Cleffers Sammy Fain and Paul Francis Webster, thru Century Artists, Ltd., exec Mary Melcher, closed a pub deal with Chappell Music for score of the forthcoming musical revue "My L. A." Melcher snagged an advance of \$6,000 for cleffers, believed to be one of the highest advances paid for score of a Coast-born musical show.

TV's Shirley Dinsdale Enters Kiddie Wax Field

Latest TV performer to enter the kiddie wax field is Shirley Dinsdale, who plays the character, Judy Splinters, over the NBC-TV web. Miss Dinsdale, a William Morris Agency property, has been signed by the new Humpty Dumpty diskery for a series of singles and albums.

MGM To Release Kidisk Picture Book May 5

MGM Records May 5 will issue its first kidisk picture book package, "Tom and Jerry at the Circus," based on the MGM cartoon characters. The set includes two disks and a 15-page storybook, illustrated in full color. The disk story was written by Irving Townsend who, as an employee of the Donahue and Coe Agency, handles MGM's disk advertising. MGM is currently setting tie-in promotions with many of the 15,000 theaters that run the "Tom and Jerry" flicks.

RCA Cuts Weill's "Down in the Valley" Opera

"Down in the Valley," next-to-last opera written by the late Kurt Weill, has been recorded by RCA Victor, and will be issued May 15. It will be made available simultaneously on 45, 78 and 33 1/3 disks. The work, which was broadcast on NBC-television in January, has been cut by a cast including Marion Bell, former fem lead in "Brigadoon," and tenor William McGraw. The RCA Victor chorus and orchestra are directed by Peter Herman Adler.

Catalina Island Terperly Skeds 2-Ork Policy

The Casino Ballroom, on Catalina Island, beginning May 27 and continuing thru September 3, inaugurates a two-ork policy. The bands will be the Milt Herth Trio and Dave Cavanaugh. The units will provide entertainment in addition to dance sessions. The policy calls for free dancing nightly and Wednesday and Sunday afternoon.

Rose Hanken Opens Secretary Service

Rose Hanken, last with Tommy Valando, has set up her own secretarial service in New York. She will offer a music library, copy-right, correspondence, lead sheet, manuscript and other facilities for tunesmiths, performers, etc.

Hill & Range Gets New BMI Pact

Hill & Range's seven-year pact with Broadcast Music, Inc. (BMI), calls for both professional and performance guarantees—a unique contract motivated by the fact that the pubbery has been topping its performance guarantees.

Mildred Bailey, Gloria De Haven Cut Decca Disks

Mildred Bailey last week started the comeback trail with a disk session for Decca marking the first time thrush has worked since recovering from a long illness. Plattery waxed several standards with la Bailey which will be given special exploitation release. Screen star Gloria De Haven also cut her first sides for Decca last week, backed by Sonny Burke orkings. Actress turned singer was recently inked to a Decca term pact.

Boston Jubilee To Get Jazz Festival

A "jazz festival" produced by Charles J. Bourgeois as a feature of the Boston jubilee, will be offered from the Parkman bandstand on Boston Common May 21. The program, which will feature a history of jazz, will include a variety of styles ranging from New Orleans to bop. Participating artists will include Edmund Hall, Frankie Newton, Rudy Bruff's Six, Nat Pierce and Mariano's Bopet. WBZ DeeJay Lindy Miller will handle the commentary.

Bootleg Disk Sales Brisk

Fly-by-nighters have been bootlegging dubbed copies of hot jazz collectors' records, selling both in collectors' shops and by direct mail. At least a half dozen bootleg labels are in operation, not troubling with permission from the artists, pubbers or diskeries whose works are being "borrowed." Sales are reported quite brisk.

New York:

RCA artists' relations exec Manie Sacks took off for a brief West Coast business jaunt Friday (28). While there, Sacks will attend Dinah Shore's opening at the Coconut Grove of the Ambassador Hotel, Los Angeles. . . . The "Peter Cottontail" writer team, Jack Rollins and Steve Nelson, have cleffed another kiditty, this one dedicated to the winter season and tabbed "Frosty, the Snow Man." It's to be pubbed by Hill & Range. . . . Art Mooney and his ork will follow Ralph Flanagan into Frank Bailey's Meadowbrook in Cedar Grove, N. J., for a three-weeker. Mooney will be followed by Ray Anthony's crew on June 1. . . . New distrib for the New York and Northern New Jersey area for Coral Records will be Douglas Distributing Corporation, which is being operated by Louis Brossstein, one-time partner in the Leslie Distributing Corporation. This brings the total of Coral distributors up to 38.

Woody Herman's new ork will be composed of 14 tootlers, not 12 as originally reported. He will spot four reeds, four trumpets, three trom-

bones and three rhythm. This is the set-up which the maestro will use to make his pitch for the dance market. . . . Porgie Music picked up a couple of tunes via a Baltimore diskery, Summit Records, waxing by Les Shearin. Tunes, "I Need You" and "Give a Broken Heart a Chance To Cry," both were authored by a local scribe, Charles Spanger. . . . Teddy Powell's ork, booked by the Willard Alexander Agency, goes into the Blackhawk boite in Chicago on May 4 for a six to eight-week stay. Booking slices into a prime Music Corporation of America spot. . . . Warbler Gordon MacRae will serenade the United States Chamber of Commerce at its annual Washington gathering on May 3.

Hank Fort, fem vocalist-songwriter, who cleffed "Put Your Shoes On, Lucy," has been signed to an exclusive London recording contract. . . . Robert Marks, of Edward B. Marks Music, leaves soon for a one-week expedition to Nashville. . . . Former longhair pianist Miriam Woronoff has deserted the concert stage to play nitery dates as Mimi Warren. She's currently at the Night Cap. . . . Attorney Jack Astor and Sid Bass, tune-smith-arranger-vocal coach, have moved into new offices at 1650 Broadway.

Irving Greenwald has inked Red Ingle and His Natural "7" to a personal management pact. Dick Linke was taken on at the same time to handle Ingle's publicity and disk exploitation. The comic orkster, who cuts for Capitol, is appearing at the Skyway Lounge, Cleveland. . . . London disk thrush, Eve Young, opened Monday (1) at the Willows, Wilmington Club. . . . Lynn Fader, Philadelphia chirp, has been signed to a personal management contract by Rainbow Records' Prexy Eddie Heller. She's also been signed as a Rainbow artist. Gal is booked into the Colony Club, London, in September. Rainbow Records recently cut the new Nick and Charles Kenny tune, "Going Fishing," using Elmer Trout's ork, with the Hook, Line and Sinkers, vocal group. . . . London Records has a new plastic material for laminating its 33 1/3 and 45 r.p.m. album covers. Stuff prevents dog-earing and scuffing. It's also water resistant. . . . Author-Deejay Leonard Feather, currently recuperating from injuries suffered in an auto accident, has completed a biography of the late Glenn Miller. Feather culled info for the bio from Miller's wife and family and completed the opus during the recuperative period.

Phyllis Sommers, who runs the Louis Prima office here, is marrying musician Elliot Levy this month. . . . Lester Sachs is going into the dress business in Philadelphia; Sylvan Spiro also is leaving the music business for a TV sales job in Chicago. . . . Murray Massey is here from the Coast for an extended stay. . . . Tommy Dorsey's opening date at the Strand has been changed to June 9. . . . Ed Burton, of Hill & Range, has returned here after several months on the Coast. . . . Richard Hayes goes into the Triton Hotel, Rochester, N. Y., Tuesday (2). . . . Patti Page opens at the Copa in Pittsburgh for a week beginning Monday (8). . . . Janet Lord opened at the Latin Quarter, Newport, Ky., Friday (28) for a two-week appearance.

Teresa Brewer, London's "Music! Music!" thrush, has canceled all personal appearances until September. She's expecting at that time. . . . Ralph Young, another London artist, became the father of a boy April 27. . . . Thrush Maggie Teyte left for England April 28 for a visit. She'll return here in June. . . . Ex-Jimmy Dorsey chirp, Claire Hogan, opens at the Flamingo Club, Buffalo, for a week May 5. . . . Alexander Brailowsky, Victor Red Seal pianist, left April 22 for Rio de Janeiro, jumping-off spot for a South American concert tour. In July he leaves for Europe, returning in October for his annual concert season here. . . . Hadda Brooks left for California April 27, following her Apollo Theater appearance. . . . Warbler Bobby Wayne has been held over at the Balinese Room, Boston.

Philadelphia:

Billy Hayes, local fave devoted to the Dixieland beats, inked to his first recording contract with the local Keystone label, with William B. Richter's "You Never Told Me That You Loved Me" the first of six sides cut. . . . Buddy Williams cut the background music for the Harmonicaire on Rainbow Records. . . . Oscar DuMont, territorial fave, etches for Top Tunes Label, with James Reimel's "My Heart's Aflame" among the first sides cut. . . . Marie Darling teams up with the Merry Men at Joe Donato's Musical Lounge. . . . Joe Major Trio, which waxes the Polish folk tunes and polkas for Victor under the name of Joe Majorstki, at Big Bill's. . . . John Drew debuts his new band for dancers at the Reynolds Hall gigs. . . . Tenor saxist Jack Williams is managing Eddie Mallory's local booking office. . . . Bernie Berle is musical director for the AFL Union Industries' Show this week at Convention Hall here. . . . Frank Kiensel, who used to play the organ at the old Keith's Theater here, doing a solo stint on the Solovox at Fred Riegel's Cafe. . . . Concert for George Shearing, originally set for the Met May 2, will be staged at Town Hall as a result of the former being gutted by fire.

Detroit:

Bill Farrell will be starred in a concert May 6 at the Masonic Temple. He will be supported by two combos, with Art Schurgin promoting and Mariba Glaser exploiting. MGM record distributors are supporting with window cards, throwaways, radio appearances and a special contest. . . . Erskine Hawkins and Wynonie Harris did an on-stage broadcast April 22 over WWJ from the Paradise Theater, for the benefit of the American Cancer Campaign. . . . Sammy Davis Jr. and the Will Mastin Trio, who played the Paradise Theater, received a special local promotion campaign via the local Capitol Record distributors.

Hollywood:

Dinah Shore and Benny Strong make their Coconut Grove bow Tuesday (2). This is Miss Shore's first Coast nitery appearance and Strong's first L.A. hotel date. Balatone just closed a record run at San Francisco's Mark Hopkins. . . . Dick Haymes, who rounds out a 10-year stay with Decca, has signed a four-year renewal with the label. Haymes will stress standards more than ever before. . . . Prior to departing for his European p-a tour, Allan Jones cut eight sides for RCA Victor. . . . Tempo has issued two versions of "Mojave Land," Jack Holmes-Dick Weill tune, an instrumental by Joe Venuti and combo and a vocal featuring Bill Lee. . . . Jack Patton has reactivated his Goldtone label with release of "Trail's End" backed by "Guitar Totin' Cowboy." Patton warbles on both sides. "Cowboy" cleffing is by Eden ("Nature Boy") Abbes. Other side, penned (See Music As Written on page 22)

A Sweetheart of a Hit!



**"I WANNA
BE LOVED"** ♥♥

coupled with

"I've Just Got To Get Out Of The Habit"

sung by the

ANDREWS SISTERS

with

GORDON JENKINS

and his Orchestra



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Gov't To Hear Industry View On Commercial Tariff Cuts

WASHINGTON, April 29.—An intergovernmental committee will launch public hearings May 24 to get industry views of State Department negotiations for tariff concessions on a long list of items including phonograph records and a number of musical instruments and parts. The hearings are preparatory to the State Department's intention to meet with reps of 17 countries to draft reciprocal treaties cutting the various duties.

Far broader than the general tariff pact which the United Nations Educational, Scientific and Cultural Organization (UNESCO) is sponsoring (The Billboard, April 29), the negotiations will benefit commercial establishments in the U. S. and the other countries, rather than just approved institutions as contemplated in the UNESCO treaty.

State Department negotiations will be carried on at a conference to be held in Torquay, England, starting next September 28. Other nations to be represented include all the members of the British Empire, as well as France, Western Germany, Brazil, Guatemala, Netherlands, Belgium, Norway, Peru, Korea and Turkey.

Tariff Cuts

Besides being prepared to cut tariffs on disks, the State Department will also consider tariff cuts on imported violins, violas, violoncellos, carillons, double basses and pipe organs. Under existing law, the State Department can cut present duties on any item as much as 40 per cent without having to get congressional authorization.

The agency is willing to trade cuts on U. S. duties for these items in exchange for tariff reductions by the other countries. The trades, however, will not necessarily be on the same items. For example, the State Department might trade in U. S. disk duties for an English reduction on jewelry tariffs.

If the U. S. disk or instrument industries want the State Department to attempt to get tariff concessions from other nations on their products, they will have to either appear at the

public hearings or file a statement to appear at the hearings. Notification must be filed with "The Chairman, Committee for Reciprocity Information, Tariff Commission Building, Washington 25, D. C." by noon, May 10. Statements may be filed until noon, May 17. Ten must be submitted, of which one must be sworn to.

If the State Department can secure tariff concessions for the music industry, it could result in a greatly increased foreign market, since foreign duties are high. Reduction in U. S. tariffs would likely result in foreign competition increasing in this country.

Philly Co. Faces Trial in Sale of "Obscene" Disks

PHILADELPHIA, April 29.—Albert L. David L. and Paul L. Miller, owners of the Palda Record Company here, were indicted by the federal grand jury here Wednesday (26) on a charge of sending obscene records from Philadelphia to Denver via interstate commerce. Recent decision of the U. S. Supreme Court put phonograph records under the same restriction as obscene literature, and Assistant U. S. Attorney N. Warren Benedetto, who will prosecute the case, said it was the first of its kind in this district.

The Palda waxery, headed by Albert L. Miller and his two sons, is charged, according to the allegation, to have shipped 300 records to the Pan American Record Company at Denver November 24, 1948, of which 100 were "lewd, obscene and filthy."

Maximum penalty under the law is \$5,000 fine or five years' imprisonment or both. The Palda label pioneered originally in string band recordings, offering the strummings of the local New Year's Day Mummies Parade string bands to unusual financial returns.

London Insists Shellac Is Live

NEW YORK, April 29.—London Records' classical department has prepped a huge "shellac is not dead" release for shipment to dealers this week. Twelve album sets and 20 singles of 12-inchers, all pressings imported from England, are listed. Of this entire group, only two titles are being issued presently on 45 r.p.m. disks as well, and only one is available on long-playing.

Each disk retails at \$2.10. Titles were selected by the diskery's local longhair artists - repertoire chief, Remy Farkas.

Camarata Buys Into Disk Firm

NEW YORK, April 29.—Carlton C. (Kelly) Camarata, who recently left a sales and promotion post with London Records, has bought into Abbey Records. Camarata will serve as veepee in charge of sales and promotion.

Abbey, under the helm of Pete Doraine, is riding high on its Old Piano Roll Blues diskings by Lawrence Cook. Camarata's first efforts for the diskery will be a three-week tour of distributors and jockeys thru the East and Midwest to hypo sales on that disk and to realign the distrib set-up.

802 Asks FCC Require WINS Prove Right To Keep License

(Continued from page 4)

The local had been picketing in protest of WINS's dropping its full staff of eight musicians.

In a supporting affidavit, McCann quoted FCC's own policy statements on the responsibility of local stations, calling for the use and encouragement of live talent. "Unless the Commission takes some affirmative action in this case," McCann urged, "it will permit a condition to crystallize which will result in the loss of live talent programs on practically every station in

the United States."

The affidavit points out that other stations comparable to WINS in 802's jurisdiction have maintained larger staffs at higher salaries because the local took into consideration "the poor economic condition of this station."

Meanwhile the local has reached agreements with most of the other Class B stations in New York, with the exception of WOV, which is holding out for a staff cut from eight men to three.

Music—As Written

(Continued from page 20)

by Patton, has been released also on the Cormac and Crystal labels. . . Capitol is building Frank de Vol as a batoner. De Vol will intro non-nam-vocalists and voice groups on future releases. . . Ben Bart, of Universa Attractions, inked trumpeter Calvin Box to the agency's stable, then set him to an Aladdin diskings pact. . . Billy Rose's combo contracted by Zamboanga for a six-month stand. . . Despite hot interest from other agencies, General Artists' Corporation re-signed Kay Starr. . . Capitol releases Clark Dennis's first album. Eight-sider is tagged "Peg o' My Heart." . . Jack Ross's combo rounds out its fifth year at the Cirque Room Fairmont Hotel, San Francisco. Group went in for four weeks with options. . . Steinwaying Rozelle Gayle opens Sunset Strip's Club Sirocco. . . Tempo's Mel Henke straddles the Steinway at Beverly Caverns.

On the Sound Track:

Morris Stoloff, Columbia music department head, inked a long-term pact with the pixery. A two-time Academy Award winner ("Cover Girl," "The Jolson Story"), Stoloff has served the same studio 14 years. . . England and the Continent can expect a revival of yesteryear flick tunes, this summer when Paramount puts into effect its European reissue plans. Studio is at present considering re-release of its "Road" film series, Bing Crosby, Bob Hope-Dorothy Lamour starrers. Flicker factory wants to cash in on the threesome's overseas hops. Crosby is now in Paris and intends to visit England, Ireland and Italy. Miss Lamour opens at the London Palladium May 8 for a three-week stand, followed by a string of theater p.a.'s in the provinces, France and Switzerland and U. S. troop shows in Germany. Hope was in Europe a year ago. Song-laden "Road" pix, when reissued, are expected to renew interest in their tunes. . . "I'll Get By" (30th Century-Fox), musical featuring June Haver, Dennis Day and Harry James and now being lensed, is going into rehearsal of musical production numbers. . . "The West Point Story" (Warner Bros.), musical co-starring Virginia Mayo and Gordon MacRae, starts this month. . . Radio notepacer Lynn Murray makes his soundtrack debut in Sam Spiegel's "The Cost of Living (United Artists), Evelyn Keyes-Van Heflin starrer. Producer inked Murray to pen pic's score. He has been composer-conductor of CBS's "Hallmark Playhouse" for past 85 weeks and was associated with "Ford Theater of the Air," "Hit Parade" and "March of Time." . . Gordon MacRae gets time off from "Tea for Two" (Warner Bros.) to appear at the U. S. Chamber of Commerce annual convention in Washington on May 3. . . Franz Waxman, who had just completed Paramount's "Sunset Boulevard" score, was inked to compose and conduct the score for George Stevens' "A Place in the Sun." . . Dimitri Tiomkin is back from New York where he concluded a pub deal with Tommy Valando for his theme tune of Stanley Kramer's "The Man." . . Louis Lipsstone, Paramount music head, blames a heavy studio sked for withdrawing his name as nominee in the Academy's Board of Governors election. Other nominees for the Acad's music branch board include Edward Powell, Leo Robin, Frank Skinner, Ned Washington and Victor Young. Johnny Green retains his post as head of the org's music wing until May, 1951. . . "Sunshine Cake," top tune from Bing Crosby's "Riding High" (Paramount) has hit the racks. . . Vocalists Gordon MacRae and Doris Day are cast in the projected Warner Bros. flick, "Tea for Two," which will be based on the musical of the '20s, "No, No, Nanette." Original score was by the late Vincent Youmans.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Ray Anthony

(Reviewed at the Cafe Rouge of the Hotel Statler, New York, April 19. Personal manager, Fred Benson. Booked thru General Artists Corporation.)

TRUMPETS: Chuck Medeiros, Marty White, Woody Fausler, Eddy Butterfield (doubles trombone).

TROMBONES: Tom Oblak, Dick Reynolds, Bob Quince.

REEDS: Earl Bergman, Leo Anthony, Billy Ussellon, Bos Tricarico, Steve Cole.

RYTHM: Mel Lewis, drums; Al Sims, bass; Eddie Ryan, piano.

VOCALS: Ronnie Deauville, Betty Holliday and the Skyliners (Deauville, Holliday, Bergman, Reynolds and Fausler).

ARRANGERS: George Williams and Deane Kincaide.

TRUMPET AND LEADER: Ray Anthony.

In his three or so years as a band leader, Ray Anthony has always managed to have a clean, spirited and danceable crew under his baton. In this period of development, Anthony has taken his quota of hard knocks. But he learned how the public's dance music pulse ticked and now, having developed into a determined veteran, he has built his organization into a whole of a dance band.

The major failing of previous Anthony crews had been a lack of style. Slowly but surely this shortcoming is being attended to. The band has taken on a Miller-style note in its ballad department and has bred Miller with Crosby-type big band Dixieland for the rhythm library. All told, the band's library has taken on a refreshing, professional air. It's all served up with a winning enthusiasm and cleanliness which is becoming of a band just about ready to break into the big money class.

Another stylistic addition to the

crew's sound has been emanating of late from Anthony's own trumpet contributions. The guy, always a dependable and pleasant tootler, finally has hit on a low register style, oftentimes not unlike that of Louis Armstrong, which is a decided additional identity for his crew's offerings. In addition, Anthony poses a presentable, affable fronting personality which is ingratiating and smart.

Just how this band climbs is largely dependent on the effect of a large-sized promotion program now being handed Anthony by Capitol Records. The waxery is issuing a disk a week on the band, thus pinning its hopes on Anthony to spearhead that firm's own drive to help bring back the dance business. Such concentrated pounding is figured to pay off eventually.

Keep 'Em Happy

Most important is the fact that this crew, in addition to serving up a high-class brand of dance music, is just as adept at keeping the listeners and observers happy. Showmanship and smart arrangements—the book is split between George Williams (for ballads mainly) and Deane Kincaide (primarily for the two-beat and rhythm items)—as well as a well balanced library, filled richly because of the multitude of recordings being done by the band, allow for its flexible appeal.

It's been a long time in the making. But Anthony and Manager Fred Benson have such confidence in their product that it hardly seems possible that this band can be stopped from hitting around the top rungs.

Hal Webman.

a hit in full bloom!

FRANK SINATRA



AMERICAN
BEAUTY ROSE

Paired With
"JUST AN OLD STONE
HOUSE"

Columbia 38809
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First, Finest, Foremost in Recorded Music- Originator of 33 $\frac{1}{3}$ LP Records For Uninterrupted Listening Pleasure

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EVERYONE
WANTS...

KAY ARMEN'S

"I'VE
GOT
MISERY"

Orchestra and Chorus Conducted by EARL SHELDON

No. 677—78 rpm
75c plus tax

No. 30103—45 rpm
75c plus tax

LONDON
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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 April 28

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. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE

By Al Hoffman, Bob Merrill and Clem Watts
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. Tracey, Col 78138707; (3311-493); Fontane Sisters-M. Ayres Ork, V78120-3713, (45147-3713); A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird 78130-0027, (45154-0027); E. Young-The Homesteaders, London 658; T. Carlyn Ork, Rondo 5005.
Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Welk Ork, Standard.

2. THIRD MAN THEME, THE

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

Records available: D. Apollo, National 9104; Cafe Vienna Quartet, Col(3311-444); I. Fields Trio, V78120-3690, (45147-3222); H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V78120-3709, (45147-3242); A. Rey, Cap 781820 (451820); A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollack Ork, Modern 203.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated.

3. MY FOOLISH HEART

By Victor Young and Ned Washington
Published by Santly-Jay (ASCAP)
From the Sam Goldwyn film, "My Foolish Heart"

Records available: M. Carson, V78120-3681, (45147-3204); B. Eckstine-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78138697, (3311-478); G. Jenkins Ork, Dec 24830.
Electrical transcription libraries: Tommy Dorsey Ork, Standard.

4. IT ISN'T FAIR

By Sylvester Spigato, Frank Warshawer and Richard Himber
(JVS) BISHN W SP10M Ag 101121212

Records available: B. Goodman Ork, Cap 860; B. Harrington-3 Beas and a Peep, Coral 60156; J. Marins, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V78120-3609; L. Brown, Col 38735; R. Hayes, Mer 5302; Joey Nash, Happiness 105; D. Washington-T. Stewart's Ork, Mer 8169; A. White Ork, Varsity 251.
Electrical transcription libraries: Dick Jurgens, Associated.

5. DEARIE

By Hillard and Mann
Published by Laurel (ASCAP)

Records available: R. Bolger-E. Merman, Dec 24873; M. Egan Quartet-B. Scott, MGM 10634; H. Held Ork, Hecce Heist MM 122; M. Hughes-H. Zimmerman Ork, Col(78138718, (3311-543); L. Kirk-P. Warren, V78120-3696, (45147-3220); G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609.
Electrical transcription libraries: Henry Jerome, Lang-Worth.

6. MUSIC! MUSIC! MUSIC!

By Steven Weiss and Berdie Baum
Published by Crownell (ASCAP)

Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V78123-0169, (45148-0183); M. Katz, Cap 862; F. Martin Ork, V78120-3693, (45147-3217); H. Winterhalter-The Five Gems, Col(78138704, (3311-459); J. Bond Ork, MGM 10627; Two-Ton Baker, 5369; K. Griffin, Rondo R-222; A. White, Varsity 254; E. Miller, Rainbow 90055.
Electrical transcription libraries: The Satisfiers, Associated; Page Cavanagh Ork, World.

7. DADDY'S LITTLE GIRL

By Bobby Burke and Horace Gerlach
Published by Beacon (BMI)

Records available: B. Eberly, Coral 60150; S. Henderson Ork, Cap 850; E. Howard, Mer 5373; D. Jurgens Ork, Col(78138711, (3311-505); Mills Brothers, Dec 24872; R. Smith, Col 26670; T. Preston, Fox Star 2459; J. Desmond-T. Mattala Ork, MGM 10618; H. Jerome, London 602; Dick Todd, Rainbow 8008; Phil Regan, V78120-3550, (45147-3043); C. Marrow, Varsity 252.
Electrical transcription libraries: The Bachelors, Standard; George Wright, Thesaurus; Dick Jurgens, Associated; Airline Trio-Henry Jerome, Lang-Worth.

8. SENTIMENTAL ME

By Jim Morehead and Jimmy Cassin
Published by Knickerbocker (ASCAP)

Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Deanneville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vacs, Dec 4814; B. Mayo Quintet, Dana 2074.
Electrical transcription libraries: Dick Jurgens Ork, Associated.

9. BEWITCHED

By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP)

Records available: J. August-J. Murad's Harmoncats, Mer 5399; Chuck Cabot, Atomic 1002; B. Day, Col 38648; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Harmoncats, V78120-3726, (45147-3726); G. Jenkins Ork, Dec 24903; Andre Previn, V 20-3617; Dave Rose, MGM 90120; R. Rose Ork, Coral 60162; B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walker, Liberty 231.
(No information on electrical transcriptions libraries available as The Billboard goes to press.)

10. HOOP-DEE-DOO

By Frank Loesser and Milton DeLugo
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-Mellon-G. Wyle Ork, Col(78138711, (3311-551); R. Morgan Ork, Dec 24906; K. Starr-F. DeVol Ork, Cap 980; M. DeLugo, King 15037; F. Yankovic, Col 38799.
(No information on electrical transcription libraries available as The Billboard goes to press.)

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This week's

New Releases

... on RCA Victor

Release 50-18

Ships Coast to Coast, Week of May 7

POPULAR

Here come the **DANCE BANDS** again!

RAY McKINLEY and His Orchestra and
some of the boys
The Lonesome Whistle
Cane Bottom Chair 20-3769—(47-3769)*

Here come the **DANCE BANDS** again!

LARRY GREEN
Sunshowers
I'm Gonna Paper All My Walls With
Your Love Letters
20-3771—(47-3771)*

THE FONTANE SISTERS with Hugo
Winterhalter's Orch. and Chorus
I Wanna Be Loved
I Didn't Know What Time It Was
20-3772—(47-3772)*

VAUGHN MONROE
Tell Her You Love Her
Thanks, Mister Florist
20-3773—(47-3773)*

Here come the **DANCE BANDS** again!

CLAUDE THORNHILL
Down the Lane
Sugarfoot Rag 20-3774—(47-3774)*

Here come the **DANCE BANDS** again!

SPADE COOLEY AND HIS ORCH.
Honky Tonkin'
Hillbilly Fever 21-0330—(48-0330)*

FRANK ALLISON
Little Buffalo Bill
The Doughnut Song
20-3775—(47-3775)*

PEREZ PRADO
El Mambo
Mambo #5 20-3782—(47-3782)*

POP-SPECIALTY

LAWRENCE DUCHOW
(Believe Me) Beloved One
Jolly Peter Polka 25-1159—(51-0071)*

COUNTRY

HANK SNOW
With This Ring I Thee Wed
I'm Moving On 21-0328—(48-0328)*

CHET ATKINS
Main Street Breakdown
Under the Hickory Nut Tree
21-0329—(48-0329)*

RHYTHM-BLUES

ARBEY STIDHAM
Let My Dreams Come True
Any Time You Ring My Bell
22-0083—(50-0083)*

*45 r.p.m. catalog numbers.

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

Going Strong...

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

7 ... designates that record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sales charts (week of April 29). Obviously, sure things!

- ☎ Candy and Cake
Mindy Carson 20-3681—(47-3204)*
- ☎ Chinese Mule Train
Spike Jones 20-3741—(47-3741)* 7
- ☎ Hoop Dee Doo
- ☎ On the Outgoing Tide
Perry Como 20-3747—(47-3747)* 7
- ☎ It Isn't Fair
Sammy Kaye 20-3609—(47-3115)* 7
- ☎ Joshua
Ralph Flanagan 20-3724—(47-3724)*
- ☎ Little Angel With the Dirty Face
Eddy Arnold 21-0300—(48-0300)* 7
- ☎ Why Should I Cry
Eddy Arnold 21-0300—(48-0300)* 7
- ☎ Quicksilver
Elton Britt and Rosalie Allen 20-0157—(48-0168)*
- ☎ Roses
Sammy Kaye 20-3754—(47-3754)*
- ☎ There's No Tomorrow
Tony Martin 20-3582—(47-3078)* 7
- ☎ Wanderin'
Sammy Kaye 20-3680—(47-3203)* 7

Coming Up...

★ ... 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.

- ★ Roses
The Sons of the Pioneers
20-3754—(47-3754)*
(No. 1 for the Second Time), The Billboard, April 29. Country and Western D. J.'s Pick.
- ★ My Foolish Heart
Mindy Carson 20-3681—(47-3204)*
No. 19 Most Played Disk Jockey Record, Billboard, April 29.
- ★ Count Every Star
Hugo Winterhalter
20-3697—(47-3697)*
No. 28 Most Played Disk Jockey Record, Billboard, April 29. No. 5 Retailers Pick, The Billboard, April 29.
- ★ Be Mine
Mindy Carson 20-3725—(47-3725)*
No. 4 Disk Jockeys Pick, The Billboard, April 29.
- ★ Flying Red Horse Polka
The Three Suns 20-3768—(47-3768)*
"The Three Suns latest is a lively, colorful commercial-gone-pop." Tins On Tins, The Billboard, April 29.
- ★ Valencia
Tony Martin 20-3755—(47-3755)*
"Martin belts the oldie home in muscular but fetching style. Could score on the strength of performance." Billboard Possibility, April 29.

Two Hits BACKED UP Feature Vaughn Monroe's New Release
"Tell Her You Love Her" and "Thanks, Mr. Florist"
(See Listing Above, Left)

Big Things for Fontane Sisters in "I Wanna Be Loved"
(See Above, Left)

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"

-this is IT!

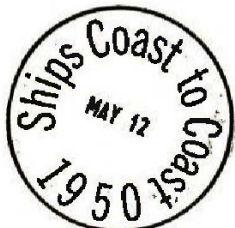
...the hit version
of the song that
won't be stopped!

Spade COOLEY's



HONKY TONKIN'

78 rpm (21-0330)
45 rpm (48-0330)



RCA VICTOR Records

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending April 28

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 music; (R) indicates tune is available on records.

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

ENGLAND'S TOP TWENTY

POSITION			English		American	
Weeks to date	Last Week	This Week				
4	3	1.	IF I KNEW YOU WERE COMIN', I'D'VE BAKED A CAKE	Chappell	Robert	
8	1	2.	MUSIC! MUSIC! MUSIC!	Leeds, Ltd.	Cromwell	
15	2	3.	JEALOUS HEART	E. H. Morris	Acuff-Rose	
6	4	4.	CHATTANOOGIE SHOE SHINE BOY	Kassner	Acuff-Rose	
15	5	5.	DOWN IN THE GLEN	L. Wright	Millie Music	
7	6	6.	FRENCH CANCAN POLKA	Connolly	Blossom Music	
3	8	7.	MY FOOLISH HEART	Sun	Santly-Joy	
14	6	8.	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris	
15	10	9.	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell	
3	14	10.	O'EST SI BON	Peter Maurice	Leeds	
2	16	11.	ENJOY YOURSELF	Morris	Morris	
28	11	12.	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds	
5	15	13.	MY THANKS TO YOU	Neel Gay	"	
21	9	14.	HARRY LIME THEME	Chappell	Chappell	
32	13	15.	BEST OF ALL	Connolly	"	
13	12	16.	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	"	
4	16	17.	I SAID MY PAJAMAS	Leeds, Ltd.	Leeds	
11	18	17.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE	Victoria	Irving Caesar	
2	19	19.	CHERRY STONES	John Fields	"	
6	—	19.	OUT OF A CLEAR BLUE SKY	Kassner	Dreyer	

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

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S-6-PC



Cowboys an' Indians
(young or old)
will ride, ride, ride
with . . .



**"BUFFALO
BILLY"**

Backed by
"I NEVER HAD
A WORRY
IN THE WORLD"

by
ROBERTA QUINLAN
with
JAN AUGUST
and
JERRY MURAD'S
Harmonicats

on
MERCURY RECORD #5420

Only
Mercury
has the hits on
NON BREAKABLE RECORDS

The
Billboard

MUSIC POPULARITY CHARTS

PART
III

Radio Popularity

Based on reports received last
three days of
Week Ending April 28RECORDS MOST PLAYED BY
DISK JOCKEYS

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

9	1	2.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton National 9103; Mercury 5392—ASCAP
14	2	2.	IT ISN'T FAIR	D. Cornell-S. Kaye Ork V(78)20-3409, (45)47-3215—ASCAP
3	4	3.	THIRD MAN THEME, THE	G. Lombardo Ork. Dec 24839—ASCAP
6	6	4.	THIRD MAN THEME, THE	A. Karas London 538—ASCAP
11	7	3.	SENTIMENTAL ME	Ames Brothers Coral 60140; Coral 60173—ASCAP
2	19	6.	MY FOOLISH HEART	M. Carson V(78)20-3681, (45)47-3204—ASCAP
14	3	7.	MUSIC! MUSIC! MUSIC!	T. Brewer London 604—ASCAP
2	16	7.	HOOP DEE DOO	P. Como-The Fontane Sisters V(78)20-3747—ASCAP
5	8	9.	MY FOOLISH HEART	G. Jenkins Ork. Dec 24830—ASCAP
6	10	18.	DEARIE	G. MacRae-J. Stafford Cap(78)858, (45)F-858—ASCAP
3	10	11.	MY FOOLISH HEART	B. Eckstine MGM 10623—ASCAP
7	24	11.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	G. Gibbs-M. Kaminska's Dixielanders Coral 60169—ASCAP
9	11	19.	DADDY'S LITTLE GIRL	Wills Brothers Dec 24872—BMI
2	—	24.	SENTIMENTAL ME	R. Anthony Ork-R. Deauville, Cap(78)923, (45)F-923—ASCAP
7	13	15.	WANDERIN'	S. Kaye Ork-T. Alamo V(78)20-3480, (45)47-3203—BMI
9	9	16.	MUSIC! MUSIC! MUSIC!	F. Martin Ork. V(78)20-3693, 47-3217—ASCAP
1	—	17.	CHOO'N GUM	T. Brewer London 678—ASCAP
1	—	18.	HOOP DEE DOO	K. Starr Cap(78)980, (45)F-980—ASCAP
4	19	19.	DEARIE	E. Merman-R. Bolger Dec 24873—ASCAP
1	—	19.	MY FOOLISH HEART	M. Whiting Cap(78)934, (45)F-934—ASCAP
23	5	21.	THERE'S NO TOMORROW	T. Martin V(78)20-3587, (45)47-3078—ASCAP
3	19	22.	IT ISN'T FAIR	B. Goodman Cap(78)860, (45)F-860—ASCAP
2	17	22.	JOSHUA	R. Flanagan Ork. V(78)20-3724, (45)47-3724
5	26	24.	DEARIE	L. Kirk-F. Warren V(78)20-3696, (45)47-3220—ASCAP
5	—	25.	IT ISN'T FAIR	B. Farrell MGM 10637—ASCAP
1	—	25.	SENTIMENTAL ME	R. Morgan Ork. Dec 24904—ASCAP
4	26	27.	ARE YOU LONESOME TONIGHT?	B. Barron Ork. MGM 10628—ASCAP
2	—	28.	THIRD MAN THEME, THE	H. Winterhalter Col(78)3706, (45)F-492—ASCAP
2	23	29.	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakely Cap(78)960, (45)F-960—BMI
2	15	30.	BEWITCHED	B. Snyder Ork. Tower 2473—ASCAP

Vox Jox

ZITHER DITHER . . . "Third Man" d. j. contests are still going strong. Perry Brown, WNDR, Syracuse, is giving away an Admiral TV console on his show in connection with local theater promotion on the flicker, and Tom Sawyer, WHOO, Orlando, Fla., is holding a zither-playing contest. In the same vein, Ed Penney, WFGM, Fitchburg, Mass., recently asked his listeners to send in drawings of a man strumming a zither, and London Records awarded 10 Anton Karas disks for the best artwork. . . . **Alan Boal**, WBVP, Beaver Falls, Pa., pens, "I was the first jockey in Pittsburgh's tri-State area to plug the Karas platter. Played it few hours after American release last Thanksgiving. It was restricted a couple of days later and didn't become popular until recently." . . . On the con side of the issue, Ray Ramsey, WHIR, Danville, Ky., gripes, "How in—did that 'Third Man Theme' ever get on your Honor Roll. Outside of Ray McKinley's version, which one is worth playing? It would sound a lot better done by Spike Jones or Red Jangle."

CONGRATS . . . Ted Harding, WNOR, Norfolk, has chalked up the "second highest consistent Hooperating in the tidewater area" with his early a.m. airer. He was the subject of a recent feature piece in a local Sunday supplement tagged, "A Disk Jockey Does More Than Spin Records." . . . Talbot H. Hood, Winchester, Mass., is father of a girl, Linda Eleanor. . . . **Rosalie Allen**, WOV, New York, voted "1950's outstanding fem d. j." in the "Western Life" poll. The gal will team up with Elton Britt for a vaude tour this summer. . . . **Rhett Turnipseed**, WRFC, Athens, Ga., reports that his pal Bob Watson, WSB, Atlanta, middle-aided it with Dot Fox-ester last month. . . . **Bob Poole**, Mutual, acclaimed the nation's favorite spinner by "Radio Mirror" readers. . . . **Eddie Hubbard**, WIND, Chicago, celebrated his fifth year as emcee of the "ABC Club" last week. "ABC" is the oldest d. j. airer in town. . . . **Lynn Burton**, free-lancing Chicago d. j., has landed two weekly video shows plus two 15-minute interview sessions over WBKB during the baseball season. . . . **Russ Marlon**, WDVA, Danville, Va., is slated to take over as manager of WELC, Welch, W. Va., when the new station bows June 1. . . . **Rick Weaver**, ex-WCAV, Norfolk, Va., has moved to WGCM, Gulfport, Miss.

TREND TALK . . . "The trend is swinging further away from bop and jazz," according to Bill Newman, WXGL, Richmond, Va., who says he's switched to pop stuff by request. "I feature guys like Winterhalter and Anthony, and it's paying off in cards and letters." . . . **Jack Moran**, KURV, Edinburg, Tex., is staging a one-man revolt against request shows and has just dropped same from his airer. Moran says he'll "stick with tunes that don't wear out in two weeks. I'm tired of mops, shines, pajamas and other miscellaneous mess." . . . "Music! Music! Music!" is the top tune requested on Paul Simpkins' WAFB show, "1010 Club" in McComb, Miss. Simpkins polls platter preferences by asking dialers to list their five favorite numbers. . . . **Luther Masingill**, WDEF, Chattanooga, Tenn., moans, "Everybody is crying for the Dixieland razz-a-mah-taz style of music and where is the old sliding trombone in the Dixieland numbers which are already here?" . . . **Frank Crawford**, WNAG, Grenada, Miss., reports good listener response to Guy Lombardo's "Third Man" dishing, which he uses to theme his new show. In line with this, Crawford notes a revival trend in requests for Lombardo's old waxing, "Sweet Lollani." . . . **Howy Fisher**, WFRL, Freeport, Ill., is touting John McCormack's MGM narration disks with Blue Barron. . . . **Bob Marshall**, WGBS, Miami, is "trying to spearhead a movement here among fellow spinners Harley Lucas, Don Butler and Don Barber to take advantage of the Dixieland revival to the extent of programming the old with the new, thus bringing the pioneer two-beaters to a helluva lot of ears that haven't had it tossed at 'em before. So far, so good. The older sides (Oliver, Louis, Albert Wynn, Morton, etc.) pull just as favorable a reaction as the smoother (but more inhibited) new releases (LaMare, JD, Pee Wee Hunt, etc.) It's also

SONGS WITH GREATEST
RADIO AUDIENCES (AC)

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. Peabody's Audience Coverage Index. The index is projected upon radio logs made available to Peabody'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 tunes 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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(Beginning Friday, April 21, 8 a.m., and ending Friday, April 28, 8 a.m.)

Ask Me No Questions (R)	Witmark—ASCAP
Baby, Won't You Say You Love Me (F) (R)	Felst—ASCAP
Bewitched (R)	Chappel—ASCAP
But Me, I Love You (R)	Campbell—BMI
Candy and Cake (R)	Oxford—ASCAP
Chattanooga Shoe Shine Boy (R)	Acuff-Rose—BMI
Copper Canyon (F) (R)	Famous—ASCAP
Cross Your Heart (R)	Famous—ASCAP
Daddy's Little Girl (R)	Beacon—BMI
Dear Hearts and Gentle People (R)	E. H. Morris—ASCAP
Dearie (R)	Laurel—ASCAP
Did Anyone Ever Tell You, Mrs. Murphy? (R)	Johnstone-Monte—BMI
Doornik Go "Way Mad (R)	Advanced—ASCAP
Down the Lane (R)	BMI—BMI
Dream Is a Wish Your Heart Makes, A (F) (R)	Walt Disney—ASCAP
God's Country (R)	Robbins—ASCAP
Hoop-Dee-Do (R)	E. H. Morris—ASCAP
I Don't Care If the Sun Don't Shine (R)	Famous—ASCAP
I Said My Pajamas (R)	Leeds—ASCAP
If I Knew You Were Coming (R)	Robert—ASCAP
It Isn't Fair (R)	Words & Music—ASCAP
Music! Music! Music! (R)	Cromwell—ASCAP
My Foolish Heart (F) (R)	Santly-Joy—ASCAP
Old Piano Roll Blues (R)	Leeds—ASCAP
On the Outgoing Tide (R)	Shapiro-Bernstein—ASCAP
Rag Map (R)	Mill & Range—BMI
Rain (R)	Miller—ASCAP
So This Is Love (F) (R)	Walt Disney—ASCAP
Southern Belle (F) (R)	Barke-Van Heusen—ASCAP
They Say It's Wonderful (F) (R)	Bertin—ASCAP
Third Man Theme (F) (R)	Chappel—ASCAP
Wilhelmina (F) (R)	Felst—ASCAP

sparked a broadening of jazz interest among my listeners. They're willing to absorb more Ellington, mid-'30 era combo swing, and right on up to Shearing and Miles Davis if it's not served out of balance with the commercial music necessary to the programs."

PREEMS . . . Roger Wolfe, WDSU, New Orleans, has taken over production and emcee chores on the weekly "Battle of Bands" show for the Treasury Department. Series is fed to the entire ABC net on Saturday nights. . . . **Nick Nickson**, WARC, Rochester, N. Y., has a new mid-afternoon airer "Everything for Everybody." Nickson mixes disks with baseball scores and news. . . . Daytime station WCAV, Norfolk, Va., is going into night broadcasting come May 1, which should be good news to late p.m. jockeys in town. . . . **Stan Norman** has returned to his first station, WPIT, Pittsburgh, with a new daily two-hour disk series. . . . **Jack Clifton**, WADC, Akron, has snagged another half-hour airer. He reports the daily mid-morning series is already sold out.

AD LIB GRIPES . . . Michael Joseph, WFRO, Fremont, O., wonders, "Why is it that certain record companies will never put us on their mailing list, yet never fail to send us promotion items on their new releases? Example: Columbia." . . . **Barney Frick** WMGW, Meadville, Pa., has the same lament, "Still no Columbia labels for this station. They haven't had a hit tune in this area for over a year. Can't we get on their mailing list?" . . . On the other hand, **Bob James**, WWPF, Palatka, Fla., writes, "The best companies here in the Deep South seem to be King and Columbia. We have never, to my knowledge, received free records from Victor and very few from Decca. How come after all this steam from up north about how good the service of these two companies is?" . . . Still another complaint comes from **David Walshak**, KCTI, Gonzales, Tex., who says, "I have a problem in that I can't seem to get new records from some companies, especially Victor and Columbia. . . . On the other side of the disk fence, **Jack Moran**, KURV, Edinburg, Tex., remarks, "Haven't seen a new Decca disk in six months. By now I've forgotten who records for the company. . . . Another Decca dissenter, **W. F. Crutchley**, WPAQ, Mount Airy, N. C., cracks "Somewhere along the line King has lost us, and Decca wouldn't let anyone have a cake of ice on a zero day!" . . . Coming to the defense of Victor and Columbia, **Ray Ramsey**, WHIR, Danville, Ky., "We have a bigger listening audience here than the net stations—loads of d. j. shows. The only good service we get is from Victor and Columbia. Consequently our local dealer sells more of their records."

TOP TUNES OF THE DAY

On 78 and 45!

78 45
RPM RPM

POPULAR

- "LET'S GO TO CHURCH" and
"WHY DO YOU SAY THOSE THINGS"
Whiting-Wakely 960 F960
- "HOOP-DEE-DOO" and
"A WOMAN LIKES TO BE TOLD"
Kay Starr 980 F980
- "DEARIE" Jo Stafford-Gordon MacRae... 858 F858
- "DOWN THE LANE"
Jo Stafford-Gordon MacRae..... 969 F969
- "BROKEN DOWN MERRY-GO-ROUND" and
"THE GODS WERE ANGRY WITH ME"
Whiting-Wakely 800 F800
- "I ALMOST LOST MY MIND"
Nat "King" Cole 889 F889
- "SPAGHETTI RAG" and
"SENTIMENTAL ME" Ray Anthony.... 923 F923
- "THE OLD PIANO ROLL BLUES"
Jan Garber 970 F970
The Jubalaires 845 F845
- "SAM'S SONG" and
"IVORY RAG" Joe "Fingers" Carr..... 962 F962
- "IN THE MOOD" and
"WAY DOWN YONDER IN NEW ORLEANS"
Ray Anthony 958 F958
- "MY FOOLISH HEART" Margaret Whiting.. 934 F934
- "BEYOND THE SUNSET"
Jo Stafford-Gordon MacRae..... 868 F868
- "CRY, CRY, CRY" and
"ONCE AROUND THE MOON" Peggy Lee 961 F961
- "RIVER OF SMOKE"
"THIS IS HEAVEN TO ME"
Gordon MacRae 959 F959
- "THIRD MAN THEME" Alvin Rey..... 820 F820

WESTERN

- RAMBLIN' JIMMIE DOLAN
"I'll Sail My Ship Alone"..... 952 F952
- JAMES & MARTHA CARSON
"When I Reach That City"..... 854 F954
- BOB ATCHER
"Ain't You Ashamed"..... 975 F875
- HANK THOMPSON
"All That Goes Up Must Come Down".. 876 F876
- TENNESSEE ERNIE
"My Hobby"..... 985 F985
- WAKELY-WHITING
"Slipping Around"..... 40224 F40224
- LEON PAYNE
"I Love You Because"..... 40238
- TEX RITTER
"He's A Cowboy Auctioneer"..... 928 F928



KAY STARR



"HOOP-DEE-DOO"

coupled with

"A WOMAN LIKES TO BE TOLD"

On 78 rpm No. 980 • On 45 rpm No. F980

"BONAPARTE'S RETREAT"

coupled with "SOMEDAY SWEETHEART"

78 rpm No. 936 • 45 rpm No. F936

JIMMY WAKELY



"UNDER THE ANHEUSER BUSH"



coupled with "HOME TOWN RAG"

78 rpm No. 1024 • 45 rpm No. F1024

Introducing DOTTIE O'BRIEN



And The Savannah Seven

"THE LAZIEST GAL IN TOWN"

coupled with

"BIG BUTTER AND EGG MAN"

78 rpm No. 1005 • 45 rpm No. F1005

MEL TORME



"BEWITCHED (BOTHERED AND BEWILDERED)"

coupled with "THE PICCOLINO"

78 rpm No. 1000 • 45 rpm No. F1000

NAT "KING" COLE



"THE GREATEST INVENTOR OF THEM ALL"

coupled with

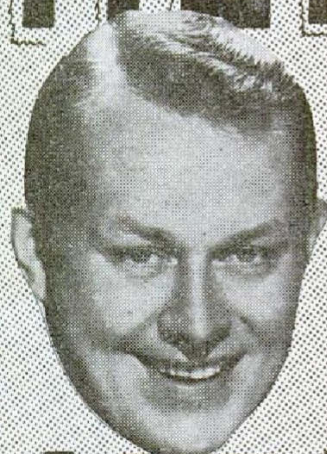
"MONA LISA"

78 rpm No. 1010 • 45 rpm No. F1010

Vaughn

has
DYNAMIC

**"TELL HER
YOU
LOVE HER"**



RCA VICTOR

Monty

the...
DOUBLE



THANKS, MR. FLORIST

45 rpm—47-3773
78 rpm—20-3773

Records

*The Follow-Up
to the Smash*
**"RED ROSES FOR
A BLUE LADY"**

The
Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last
three days of
Week Ending April 28PART
IVBillboard
TRADE
SERVICE
FEATURE

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 "W" side of each record is also listed.

POSITION	Weeks Last This	to date Week Week
9	1	2. THIRD MAN THEME, THE. A. Karas..... Cafe Mozart Waltz ..London 536—ASCAP
9	2	2. IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE.....E. Barton..... Pucca, Loco, In the National 9103 Coco Mercury 5392—ASCAP
8	5	3. THIRD MAN THEME, THE. G. Lombardo..... Cafe Mozart Waltz ..Dec 24839—ASCAP
13	4	4. IT ISN'T FAIR.....D. Cornell-S. Kaye Ork My Lily and My Rose V(78)20-3609; (45)47-3115—ASCAP
14	3	5. MUSIC! MUSIC! MUSIC!...T. Brewer..... Copenhagen ..London 604—ASCAP
9	8	6. MY FOOLISH HEART.....G. Jenkins Ork..... Don't Do Something To Dec 24830—ASCAP Someone Else
12	9	7. SENTIMENTAL ME.....Ames Brothers..... Ray Mop and/or Bisc Coral 60140; Prelude Coral 60173—ASCAP
3	7	8. BEWITCHED.....B. Snyder Ork..... Drifting Sands ..Tower 1473—ASCAP
10	10	9. DADDY'S LITTLE GIRL.....Hills Brothers..... If I Live To Be a Hundred ..Dec 24872—BMI
6	11	10. MY FOOLISH HEART.....B. Eckstein..... Sure Thing MGM 10623—ASCAP
4	20	11. DEARIE.....G. Lombardo..... My Lily and My Rose ..Dec 24899—ASCAP
7	21	12. DEARIE.....G. MacRae-J. Stafford..... Monday, Tuesday, Cap(78)859; Wednesday (45)F859—ASCAP
2	28	13. HOOP DEE DOO.....P. Como-The Fontane On the Outgoing Tide ..V(20)-3747—ASCAP
7	13	14. GO TO SLEEP, GO TO A. Bleyer Ork-A. God- SLEEP, GO TO SLEEP...frey and M. Martin.. But We, I Love You Col(78)38744; (33)1-569—ASCAP
1	—	15. MY FOOLISH HEART.....M. Carson..... Candy and Cake V(78)20-3681; (45)47-3204—ASCAP
2	13	16. CHINESE MULE TRAIN...S. Jones..... Riders in the Sky V(78)20-3741; (45)47-3741—BMI
26	13	17. THERE'S NO TOMORROW...T. Martin..... Thousand Violins, A V(78)20-3582; (45)47-3078—ASCAP
2	20	18. SENTIMENTAL ME.....R. Morgan Ork..... Copper Canyon ..Dec 24904—ASCAP
3	—	19. LET'S GO TO CHURCH NEXT SUNDAY MORNING. M. Whiting-J. Wakely.. Why Do You Say Those Cap(78)960; Things? (45)F960—BMI
8	13	20. DEARIE.....R. Bolger-E. Merman.. I Said My Pajamas ..Dec 24873—ASCAP
3	19	21. WANDERIN'.....S. Kaye Ork-T. Alamo.. Bicycle Song, The V(78)20-3680; (45)47-3203—BMI
7	—	22. MUSIC! MUSIC! MUSIC!...F. Martin Ork..... Wilhelmina V(78)20-3693; (45)47-3217—ASCAP
14	18	23. DADDY'S LITTLE GIRL...D. Todd..... Who'll Be the Next Rainbow 80088—BMI One To Cry Over You
3	23	24. CHOO'N GUM.....T. Brewer-J. Lytle-Dixie.. Honky Tonkin' ..London 678—ASCAP
2	24	25. BEWITCHED.....G. Jenkins Ork..... Where in the World ..Dec 24983—ASCAP
16	30	26. ENJOY YOURSELF.....G. Lombardo Ork..... Rain or Shine ..Dec 24825—ASCAP
1	—	27. OLD PIANO ROLL BLUES...L. Cook..... Why Do They Always Abbey 15003—ASCAP Say No?
8	26	28. MUSIC! MUSIC! MUSIC!...C. Cavallaro..... O, Katharina ..Dec 24881—ASCAP
3	25	29. ARE YOU LONESOME TONIGHT?.....Blue Canyon Ork..... Penny Wise and Love MGM 30628—ASCAP Foolish
1	—	29. RAIN.....F. Pettit Trio..... Precious Little Thing MGM 10669—ASCAP Called Love

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 Last This	to date Week Week
12	1	1. CINDERELLA (Two Records) I Woods & Others.....V(78)Y-399, (45)WY-399
8	2	2. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks..... Cap(78)CBX-305B, (45)CBX-305B, (33)HX-3052
6	2	3. PETER COTTONTAIL (One Record) G. Autry.....Col(78)38750, (33)1-575
99	6	4. LITTLE TOOT (One Record) Don Wilson-The Starlighters Cap(78)DA5-80, (45)CAF-3001
19	4	5. HOWDY DOODY AND THE AIR-O-DOODLE (Two Records) Bob Smith-H. Rose Ork.....V(78)Y-397, (45)WY-397
99	6	6. BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinole" Colvig.. Cap BBX-34, DBX-114
7	10	7. PETER COTTONTAIL (One Record) M. Shiner.....Dec 46221
27	—	8. BOZO AND THE BIRDS (Two Records) P. Colvig, B. May Ork..... Cap(78)DBX-3033, (45)CBX-3033
1	—	9. ME AND MY TEDDY BEAR (One Record) R. Clooney-P. Faith Ork..Col(78)38766, (33)1-584
90	10	10. BUGS BUNNY (Three Records) Mel Blanc.....Cap(78)CC-64, (45)CCF-3004
1	—	10. I FOUND MY MAMA (One Record) R. Clooney-E. Manson-P. Faith Ork.. Col(78)38766, (33)1-584

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(20)-3747—ASCAP
2	2.	Tchaikovsky: Swan Lake St. Louis Symphony Ork, Vladimir Golschmann, con- ductor.....V(33)LM-1003
3	3.	Bach: Well-Tempered Clavier W. Landowska.....V(33)LM-1017
—	4.	Tchaikovsky: Sleeping Beauty L. Stokowski.....V(33)LM-1010
—	4.	Tchaikovsky: Capriccio Italien, Opus 45 Columbia Symphony Ork, Sir Thomas Beecham, di- rector.....Col(33)ML-4287
—	4.	Stravinsky: Petrouchka L'Orchestra De La Suisse Romande, E. Ansermet, conductor.....London (33)LLP-130

BEST SELLING 45s

2	1.	Tchaikovsky: Nutcracker Suite Eugene Ormandy, conductor Philadelphia Ork..... V(45)WDM-1020
—	2.	Ravel: Bolero Koussevitzky, conductor, Boston Symphony Ork..... V(45)WDM-1220
5	3.	Bach: Well-Tempered Clavier W. Landowska.....V(45)WDM-1338
1	4.	Puccini: Highlights From Madame Butterfly L. Albanese, L. Brown, J. Melton, RCA Victor Ork, Weissmann, conductor.....V(45)WDM-1068
2	4.	William Tell Overture NBC Symphony Ork, A. Toscanini, director..... V(45)WDM-605
—	4.	Tchaikovsky: Swan Lake St. Louis Symphony Ork, Vladimir Golschmann, con- ductor.....Col(78)C-196, (33)CL-6095

POP ALBUMS

10	2	1. CINDERELLA (Two Records) I Woods & Others.....V(78)Y-399, (45)WY-399
51	1	2. SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza..... Col(78)MM-050, (33)ML-4180
5	3	3. YOUNG MAN WITH A HORN, A (Four Records) Doris Day-H. James Ork..... Col(78)C-196, (33)CL-6106
6	5	4. INNOVATIONS IN MODERN MUSIC (Four Records) Stan Kenton Ork..... Col(78)EDL-189, (45)EDL-189, (33)P-189
8	4	5. RALPH FLANAGAN PLAYS ROGERS & HAMMER- STEIN (Three Records) R. Flanagan.....V(78)P-268, (45)WP-268
35	7	6. JOLSON SINGS AGAIN (Four Records) A. Jolson.....Dec(78)718, (33)DLP-5006
15	6	7. DIXIE BY DORSEY (Four Records) J. Dorsey Ork..... Col(78)C-196, (33)CL-6095
3	—	7. SAMMY KAYE PLAYS IRVING BERLIN (Three Records) S. Kaye Ork.....V(78)P-226, (45)WP-266

Dealer Doings

SELL VIA COSTUMES . . . A new sales promotion gimmick developed by the Broadway House of Music, Milwaukee, for the Easter season in general and "Peter Cottontail" disks specifically, has created quite a stir. In addition to extra sales, the store garnered plenty of newspaper publicity by dressing up the three record clerks in cute bunny outfits complete with big ears and puffy white tails. Newspapers ran photos of the three girls, Peggy Chiconas, Antoinette Brickel and Beatrice Cloe, in their costumes waiting on disk buyers. The store now plans to continue the stunt on special Saturday disk promotions of other recordings. Hawaiian disks (hula skirts) and square dance platters (jeans) are already scheduled. The trio are receiving plenty of suggestions from customers, too. One Frankie Laine fan wants the girls to dress up like "Swamp Girl."

SHOW WINDOW DISK SHOW . . .

Denver disk dealer, Mel Collier, reports a 30 per cent sales increase within a few weeks after starting a weekly disk show broadcast from the store's window every Saturday afternoon. The show, aired from 3 to 4 p.m., was designed to attract the Saturday afternoon shopping crowds. Passers-by were invited to come into the store and tell deejay Pete Smythe the name of their favorite disks, which are immediately aired from Collier's huge stock. The gimmick was particularly effective because the shop boasts of a "hanging front" consisting of window panes which run from the sidewalk to a point 12 feet above and are slanted to eliminate reflections.

NEWS AND CHATTER . . . E. R. McDuff,

head of Grinnell Brothers in Detroit, was elected vice-president of the retail merchants association in that city. McDuff is a past president of the National Association of Music Merchants. . . . **Birnbaum's**, New Britain, Conn., featured three-record albums at \$1.25 during a special promotional sale. . . . Another Connecticut sale was run by Mallove's in New London. The store advertised the promotion as a "pre-alteration sale" with "almost any record you touch" at half price. . . . **W. E. Laughn**, Turntable, El Paso, reports, "We have a special sale of 15-cent records held between the hours of 6 and 9 p.m. on one night each week. We sell plenty of over-stock this way, really increase our traffic and move a lot of regular priced records." . . . **From The Record Shop**, Springfield, O., comes a note saying, "We cannot urge too strongly the fact that to sell in any great quantity children's records must be non-breakable and must sell for less than \$1. . . . **Bond Radio**, Philadelphia, suggests that record manufacturers make available stickers for green stock envelopes. Stickers should list disk number, artist and song title only. . . . **Mildred Hunter** has taken over as manager of the music department of the McClellan Store, Chattanooga.

MERCHANDISING TIPS . . . "You can

always sell more by having another record to suggest to your customer, but the trick is to find out what they like without their suspecting that you're using salesmanship."—**Ruth Blevins**, G. C. Murphy, Welsh, W. Va. . . . **Penn State Music & Sports Company**, Connelville, Pa., is another dealer taking advantage of the promotional possibilities of the "I'd've Baked a Cake" records by giving away cakes to all buyers of the hit disk. . . . "We've found that a small newspaper ad every day gets much better results than one occasional large ad."—**Hixzel's**, Lewiston, Idaho. . . . Add to the list of "Peter Cottontail" gimmicks the window display set by the **Barrow Music Shop**, Great Neck, N. Y. A large four-foot by three-foot egg made of earth and cut in half with the open end flat against the pane was placed in the store's window. Three live rabbits were in the mock egg. Result, says Barrow, was the sale of seven boxes of the disk within one week.

TRADE TALK . . . "There are still too many

releases. We can't even check them in before the new release arrives, let alone order or plug records properly."—**Good Housekeeping Shop**, Dayton, O. . . . "Prices on records shouldn't be over 50 cents retail."—**State Song Shop**, Detroit. . . . My big beef and gripe is that the best selling albums are not available when we need them and order them."—**Kelly's Music Store**, Corpus Christi, Tex. . . . "A 10 per cent return privilege to dealers at this time would help stabilize the dealers' confidence."—**A. E. Arends**, Arends Radio & Records, Shenandoah, Ia.

FRANKIE LAINE

America's No. 1 Interpreter of
Modern Music Sings



John Phillip Sousa's Immortal

STARS AND

STRIPE FOREVER

A Stirring and Moving Presentation of this American Classic
Adapted for the First Time to Popular Lyrics on

Mercury Records



5421

Coupled with "Thanks for Your Kisses"



WHAT A RECORD!

SAYS

OSCAR PINK FRANKIE LAINE'S "SWAMP GIRL"

AND

"KISS FOR TOMORROW"

MERCURY 5390

45 RPPM 5390X45

MEAN STOMPIN' WITH... "MEAN OLE BOOGIE"

by George Toon and The Tennessee Drifters

backed by

DRIFTERS SPECIAL

by Billy Hardison at the Piano and
The Tennessee Drifters

OTHER DOT RECORDS THAT ARE OPERATORS' DELIGHTS...

1000 LATE HOUR BLUES
BLUE JACK'S BOOGIE

by THE BLUE JACKS

1001 BOOGIE BEAT RAG
HONEST HEART

by THE TENNESSEE DRIFTERS

1003 TREE OF LEVEL
JESUS MET THE WOMAN

by FAIRFIELD FOUR

CONTACT YOUR NEAREST DISTRIBUTOR

Benart Dist. Co.—Cleveland, Ohio
Burns Dist. Co.—Oklahoma City, Okla.
Comline Dist. Co.—Nashville, Tenn.
Fortune Dist.—Detroit, Mich.
Franklin Sales Co.—Chicago, Ill.
Macy's Dist. Co.—Houston, Texas

Macy's Dist. Co.—Dallas, Texas
Mangold Dist. Co.—Baltimore, Md.
Southland Dist. Co.—Atlanta, Ga.
West Coast Dist.—Tampa, Florida
Record Sales—Birmingham, Ala.
Music Sales, New Orleans, La.
Music Sales—Memphis, Tenn.

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DOT RECORDS, INC.

CALLATIN, TENN.

Telephone: CALLATIN 880-881

The
Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Based on reports received last three days of Week Ending April 28

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.

Weeks to date	Last Week	This Week	POSITION
9	2	1	THIRD MAN THEME, THE.....G. Lombardo Ork.....Dec 24839—ASCAP
9	1	2	IF I KNEW YOU WERE COMING E. Barton.....National 9103, Mercury 5392—ASCAP
14	4	3	IT ISN'T FAIR.....D. Cornell-S. Kaye Ork.....V(78)20-3609, (45)47-3115—ASCAP
12	3	4	MUSIC! MUSIC! MUSIC!.....T. Brewer.....London 604—ASCAP
9	7	5	DADDY'S LITTLE GIRL.....Mills Brothers.....Dec 24872—BMI
7	5	6	DEARIE.....G. Lombardo Ork.....Dec 24899—ASCAP
11	9	7	SENTIMENTAL ME.....Ames Brothers.....Coral 60140, Coral 60173—ASCAP
15	6	8	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....Dec 46205—BMI (B. Darnell-R. Ross, Coral 60147; T. 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. McArthur, 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)1-498)
2	11	9	THIRD MAN THEME, THE.....A. Karas.....London 536—ASCAP
2	24	9	HOOP-DEE-DOO.....P. Como-The Fontane Sisters.....V 20-3747—ASCAP
7	14	11	IF I KNEW YOU WERE COMING G. Gibbs-M. Kaminska's Dixielanders.....Coral 60169—ASCAP
9	8	12	MUSIC! MUSIC! MUSIC!.....C. Cavallaro Ork.....Dec 24881—ASCAP
2	—	12	MY FOOLISH HEART.....B. Eckstine.....MGM 10623—ASCAP
25	10	14	THERE'S NO TOMORROW.....T. Martin.....V(78)20-3582, (45)47-3078—ASCAP (C. Ravezzo, Dec 24782; C. Spivak Ork, London 554; A. Dale, Harmony 1078; H. Winterhalter Col 38636)
2	17	15	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....E. Merman-R. Bolger.....Dec 24944—ASCAP
3	17	15	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 5400; E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; B. Kay, Col(78)38733, (33)1-593; C. Steward & San Francisco Boys, Coral 60177)
5	12	17	DEARIE.....R. Bolger-E. Merman.....Dec 24873—ASCAP
1	—	17	ROSES.....S. Kaye.....V 20-3754—BMI (R. Anthony-R. Desouville, Cap 1001; Sons of the Pioneers, V 21-0304; S. Amos-J. Pleis Ork, London 682; D. Haymes-4 Hits & a Miss, Dec 27008; E. Howard, Mer 5414)
15	15	19	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)
6	26	20	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....B. Strong Ork.....Cap(78)3916, (45)F-916—ASCAP
2	—	20	MY FOOLISH HEART.....G. Jenkins Ork.....Dec 24830—ASCAP
1	—	20	MY FOOLISH HEART.....M. Carson.....V(78)20-3681, (45)47-3204—ASCAP
3	17	23	SENTIMENTAL ME.....R. Morgan Ork.....Dec 24904—ASCAP
3	—	23	WANDERIN'.....S. Kaye Ork-L. Alamo.....V(78)20-3680, (45)47-3203—BMI
8	23	25	MUSIC! MUSIC! MUSIC!.....F. Martin Ork.....V(78)20-3693, (45)47-3217—ASCAP
2	—	25	CHOO'N GUM.....T. Brewer-J. Lytell-Dixieland All Stars.....London 678 (L. Howard, National 9108; Andrews Sisters-V. Schoen Ork, Dec 24998; D. & L. Robertson, Coral 60184; T. Deane-H. Perette Ork, Caravan CP-303; D. Martin, Cap 981)
1	—	25	HOOP-DEE-DOO.....Doris Day-Melhamen-G. Wyle Ork.....Col(78)38773, (33)1-591—ASCAP
2	—	25	LET'S GO TO CHURCH ON SUNDAY...M. Whiting-J. Wakely.....Cap(78)3960, (45)F-960—BMI (J. Shook-D. Dillard, Coral 60208; R. Foley-J. Martin, Dec 46235; S. Whitman-D. Watson, V(78)21-0313, (45)48-0313; P. Como, V(78)20-3763, (45)47-3763)
2	26	29	ARE YOU LONESOME TONIGHT?.....B. Barron Ork.....MGM 10628—ASCAP (D. Cornell-H. Winterhalter Ork, V(78)20-3749, (45)47-3749; S. Gibson, Mer 8174)
5	—	29	DEARIE.....J. Stafford-G. MacRae.....Cap(78)3858, (45)F-858—ASCAP

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.

COLUMBIA'S GREAT NEW FIND



FROM THE GREAT BIG STATE OF TEXAS

JOHNNY HICKS
AND HIS TROUPOURS — SINGING

**"I CAN'T GET ENOUGH OF
THAT AH-HA"**

PAIRED WITH
"CURB SERVICE"

Columbia Record 20690
or 7-inch LP 2-614

Columbia Records

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records For Uninterrupted Listening Pleasure



best sellers



- ★ **JOHNNY LONG**
15044 Calico Ball
In the Evening by the
Moonlight
15035 Silver Dollar
Dixie
15018 We'll Build a Bungalow
Skirts
- ★ **RUBY WRIGHT**
15033 Thanks for the Buggy Ride
Regular Gal
- ★ **SISTER SLOCUM**
15041 Red Hot Mama
Blues for the Whistler
- ★ **MILTON DELUGG**
15037 Hoop-De-Do Polka
Zone Twenty-Eight
- ★ **FREDDY MILLER**
15084 It Isn't Fair
You're Just a Little
Different



- ★ **MOON MULLICAN**
830 I'll Sail My Ship Alone
Moon's Tune
- ★ **COWBOY COPAS**
855 Blues in the Moonlight
Heartbroken
- ★ **WAYNE RANEY**
856 Fast Train Through
Arkansas
Under the Double Eagle
- ★ **YORK BROTHERS**
858 Motor City Boogie
I'm Coming Back Home To
Stay
- ★ **HANK PENNY**
828 Bloodshot Eyes
I Was Satisfied
- ★ **DELMORE BROTHERS**
849 Sand Mountain Blues
I Swear by the Stars
- ★ **REDD STEWART**
843 Brother, Drop Dead
(Boogie)
If You'll Come Back to Me
- ★ **MEL COX**
857 Guitar Jump
No Suhl



- ★ **TINY BRADSHAW**
4357 Well, Oh Well
I Hate You
- ★ **LONNIE JOHNSON**
4346 I'm So Afraid
Troubles Ain't Nothin' But
the Blues
- ★ **IVORY JOE HUNTER**
4347 Please Don't Cry Anymore
I Got Your Water On
- ★ **BULL MOOSE JACKSON**
4352 A Fool In Love
Let Your Conscience Be
Your Guide
- ★ **SPIRIT OF MEMPHIS QUARTET**
4340 Days Passed and Gone
Blessed Are the Dead
- ★ **THE TRUMPETERS**
4360 Where Shall I Go?
Trouble About My Soul
- ★ **EDDIE "CLEANHEAD" VINSON**
4355 Ashes on My Pillow
No Good Woman Blues
- ★ **SONNY THOMPSON**
4345 Sugar Cane
I'm Coming Back To Stay



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

Based on reports received last three days of Week Ending April 28

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 to date	Last Week	This Week
1	1	1	LONG GONE LONESOME BLUES.....M. Williams.....MGM 10645
2	2	2	CHATTANOOGIE SHOE SHINE BOY.....R. Foley.....Dec 46205-BMI
3	4	3	I'LL SAIL MY SHIP ALONE.....M. Mullican.....King 830-BMI
4	6	4	LET'S GO TO CHURCH NEXT SUN- DAY MORNING.....M. Whiting-J. Wakely.....Cap(78)960, (45)960-BMI
5	2	5	HILLBILLY FEVER.....J. Dickert.....Cap(78)20677, (33)2-563-BMI
6	11	6	I LOVE YOU BECAUSE.....E. Tubbs.....Dec 46213-BMI
7	9	7	WHY SHOULD I CRY?.....E. Arnold.....V(78)21-0300, (45)48-0300-BMI
8	4	8	LITTLE ANGEL WITH THE DIRTY FACE.....E. Arnold.....V(78)21-0300, (45)48-0300-BMI
9	1	9	STEAL AWAY.....R. Foley.....Dec 14505
10	8	10	LETTERS HAVE NO ARMS.....E. Tubbs.....Dec 46207-BMI

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Again I'm Lonesome G. Cooper (Last Night) Crystal 260	Mirror on the Wall B. Flannery (Thorn in) Cap 974
Alabama Waltz B. Monroe (The Old) Dec 46236	Mississippi Blues R. Rogers (My Life's) Star 758
Believe Me S. Houston (String Fever) Continental C-8055	Mule Boogie R. Hall (Old Folks) Bullet 704
Birmingham Bounce L. McAuliffe (Cimarron Rag) Col 26688	My Happy Cowboy Life S. Clark (Whoopee-Ti-Yi-Yo) Continental C-8049
Cimarron Rag L. McAuliffe (Birmingham Bounce) Col 26688	My Life's Just a Failure Today R. Rogers (Mississippi Blues) Star 758
Colored Child's Funeral "T" Texas Tyler (I'll Hate) Four Star 1446	My Heart Stood Still B. Taylor (Double Duty) Coral 65032
Columbus Stockade Blues R. Gilliam (Corn Pone) Mer 6254	No Trespassing R. Smith (Sun Hat) Col 20691
Corn Pone Stamp R. Gilliam (Columbus Stockade) Mer 6254	Old Fiddler, The B. Monroe (Alabama Waltz) Dec 46236
Devil's Desert Land E. Dean (You Want) Star 6251	Old Folks Jamboe R. Hall (Mule Boogie) Bullet 704
Dixie Boogie Rex Allen (Put Your) Mer 6252	Peter Cotton Tail J. Howard-Mary and Marge (I Took) Crystal 267
Double Duty B. Taylor (My Heart) Coral 65032	Put Your Arms Around Me Rex Allen (Dixie Boogie) Mer 6252
F-O-D-L-I-S-H M-E, Me A. (Pearl) Faircloth (I'll Sail) Dec 46237	Saturday Nighttime Blues E. Kirk (Four Hearts) Cap 974
Four Hearts E. Kirk (Saturday Nighttime) Cap 974	Skid Row Boogie B. Durham-Sunset Riders (Headin' Back) Fortune 138
Gulf of Mexico J. Dee (You Wanted) Star 754	Sun Has Gone Down, The R. Smith (No Trespassing) Col 20691
Headin' Back to Tennessee B. Durham-Sunset Riders (Skid Row) Fortune 138	Thorn in My Heart B. Flannery (Mirror on) Cap 974
How Could I Forget A. Coley (Love Me) Crystal 261	To Your Apron Strings W. McCoy (How I) Crystal 263
How I Love the Women W. McCoy (To Your) Crystal 263	String Fever S. Houston (Believe Me) Continental C-8055
I Took a Trip to Reno B. Peppers-Mary and Marge (Peter Cotton) Crystal 267	Vandering Oklahoma Gal F. London (It's the) Crystal 256
If It's Wrong To Love You B. (Pearl) Faircloth (F-O-D-L-I-S-H M-E) Dec 46236	When a Dream Is Broken in Two B. Hovatt (Empty Promises) V(78)21-0311; (45)-48-0311
I'll Hate Myself Tomorrow "T" Texas Tyler (Colored Child's) Four Star 1446	Whisper Goodbye Buffalo Johnson (Goodbye Boogie) Rich-R-Tone 702
I'll Sail My Ship Alone C. (Pearl) Faircloth (F-O-D-L-I-S-H M-E) Dec 46236	Whoopee-Ti-Yi-Yo S. Clark (My Happy) Continental C-8049
I'll Try Not To Cry C. Bruner (If It's) Coral 64042	With This Ring I Thee Wed M. Snow (I'm Moving) V(78)21-0328; (45)48-0328
I'm Just a Poor Unlucky Dog F. Burns (You're Gone) Star 752	Written Guarantee R. Allen-E. Britt (Tell Her) V(78)21-0312; (45)48-0312
I'm Moving On H. Snow (With This) V(78)21-0328; (45)58-0328	You Left a Twang in My Heart B. Billing-T. Schafer (There's No) Token 102
It's the Devil in You F. London (Wandering Oklahoma) Crystal 256	You Want To Divorce Me E. Dean (Devil's Desert) Mer 6251
Last Night When We Said Goodbye G. Cooper (Again I'm) Crystal 260	You Wanted Mansions J. Dee (Gulf of) Star 754
Let Your Conscience Be Your Guide J. Jericho (You're a) 4 Star 1460	You're a Bad Little Girl J. Jericho (Let Your) 4 Star 1460
Love Me Tomorrow A. Coley (How Could) Crystal 261	

MAIL-IT NOW!

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

GOSPEL

HAS
THE NATION'S TOP TALENT
THE MOST WANTED RECORDS

8 NEW SIDES ON "45"

★ ★ ★ ★ ★
BY WALLY FOWLER QUARTET

- 601—Lead Me to That Rock
I'm Free Again
- 602—You Ain't Got Faith
Whispering Hope
- 603—Dig a Little Deeper
Lead Me Gently Home
- 604—When God's Chariot Comes
Telling My Blues Goodbye
(By Happy Goodman Family)

BY THE DIXIE FOUR
(MUTUAL—each Sunday)

- 501—A Beautiful Life
Dry Bones
- 502—I've Found a Hidden Place
Hand in Hand With Jesus
- 503—Hide Me, Rock of Ages
Just a Closer Walk With Thee
- 504—'d Rather Have Jesus
Take My Hand, Precious Lord

These by the Dixie Four
are also on 78 and "45"

- 505—Riding the Range for Jesus
The Haven of Rest
- 506—Precious Memories
Life's Railway to Heaven
- 507—In the Garden
I'll Be Looking for You
- 508—When They Ring the Golden Bells
Beautiful Isle of Somewhere

BY DRIFTING PIONEERS

(of WLW—Renfro Valley Fame)

- 1001—Way Down Deep in My Soul
Esau's Saw De Wheel
- 1002—Meeting in the Air
We'll All Be There
- 1003—Looking for a City
Leaves That Lie Alone
- 1004—Lord, Build Me a Cabin in Glory
Why Don't You Sit Down?

BY BLOOMINGTON
QUARTET

(A-Cappella at Its Best)

- 5—Were You There?
I Surrender All
- 6—Ivory Palaces
Face to Face
- 7—He'll Understand and Say "Well
Done"
- 8—Sound the Battle Cry
Jesus, Savior, Pilot Me
Where Could I Go?

RETAIL PRICES

"78's" - 79c — "45's" - 89c

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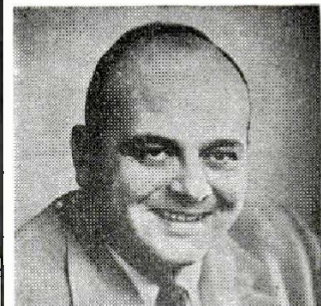
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Wm. B. Allen Supply—New Orleans, La.
Fla. Record & Music—Jacksonville, Fla.
Mangold Distributing—Baltimore, Md.
Mangold Distributing—Charlotte, N. C.
Mid-States Records—Cincinnati, Ohio
Record Sales—Birmingham, Ala.
Tenn. Music Sales—Nashville, Tenn.

OR
GOSPEL RECORDING CO.

TERRE HAUTE, IND.

(Good Territories Open for Distributors)



—THANKS—

"Sig" Rouch of WBOW
The "Slabber-Mouth" of the
Wabash Valley

Nelson King—WCKY

Randy Blake—WJJD

Bill Garrett—XERF

and

"Easy Gwinn"—WIBC

"The Happy Medium of Ind."

The Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VI

Based on reports received last three days of Week Ending April 28

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 to date	Last Week	This Week	Record	Artist	Label
1	5	2	1	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
2	15	1	2	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BMI
3	8	5	3	I LOVE YOU BECAUSE	E. Tubb	Dec 46213-BMI
4	7	—	4	BLOODSHOT EYES	H. Penny	King 828-BMI
5	5	—	5	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830-BMI
6	7	4	6	SUGARFOOT RAG	R. Foley	Dec 46205
7	3	3	7	WHY SHOULD I CRY?	E. Arnold	Dec 46205
8	2	9	8	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakely	Cap(78)960, (45)960-BMI
9	2	—	9	LOVE SONG IN 32 BARS	J. Bond	Cap(78)20671, (93)2-532-ASCAP
10	2	—	10	UNFAITHFUL ONE	E. Tubb	Dec 46213-BMI
11	1	—	11	LITTLE ANGEL WITH THE DIRTY FACE	E. Arnold	Dec 46213-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 to date	Last Week	This Week	Record	Artist	Label
1	6	2	1	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
2	8	3	2	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830-BMI
3	16	1	3	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BMI
4	22	4	4	I LOVE YOU BECAUSE	L. Payne	Cap 57-40230-BMI
5	2	5	5	HILLBILLY FEVER	J. Dickens	Col(78)20677, (33)2-563-BMI
6	1	—	6	WHY SHOULD I CRY?	E. Arnold	Dec 46213-BMI
7	11	7	7	LETTERS HAVE NO ARMS	E. Tubb	Dec 46207-BMI
8	4	8	8	I LOVE YOU BECAUSE	E. Tubb	Dec 46213-BMI
9	3	6	9	LET'S GO TO CHURCH NEXT SUNDAY MORNING	J. Wakely-M. Whiting	Cap(78)960, (45)960-BMI
10	9	10	10	QUICKSILVER	E. Britt-R. Allen	Cap(78)21-0157, (45)48-0169-ASCAP

FOLK TALENT AND TUNES

By Johnny Sippel

Uncle Don Andrews, veteran jockey at WKNX, Saginaw, Mich., has left that station. He is currently mulling several other offers. . . . Bill Mapes, WHOS, Decatur, Ala., is doing one-hour daily, having added a 15-minute sponsored seg. . . . Deacon Moore, KXLA, Pasadena, Calif., reports that Cliffie Stone's wife, Dorothy, presented the Capitol recorder with a seven-pound boy two weeks ago. . . . Budd Hobbs (MGM), at KCRA, Sacramento, opened his own club, the Budd Hobbs Roundup, last month. He works there nightly, except Saturday, when he works Wills Point, Sacramento. . . . Bostick Wester, KSDO, San Diego, will originate a daily disk show from his ballroom, Bostick's Rancho, which he opened April 8. . . . Foreman Bill and Roma, KYA, San Francisco, did a short tour with Jimmie Dolan (Capitol), the Rangerettes and Sonny Taylor's Playboys. Tour was sponsored by Capitol disks and Century Songs. Roma did her first vocalizing. . . . Van Lee, KEEN, San Jose, Calif., is working five nights per week at the Sequoia Club, Sunnyvale, Calif., with his Rhythm Riders. . . . Dan Ross, WATL, Atlanta, is working nightly on personals with Hank Priest and the Georgia Pals. . . . Peanut Faircloth, WNEK, Macon, Ga., cut four sides for Coral, backed by sidemen from WSM, Nashville. . . . Bill Meyer, WLDS, Jacksonville, Ill., promoted Hank Williams, Jamup and Honey and Radio Dot and Smokey in his town and pulled 1,400 people for two shows. . . . Dick Embury, WGGF, Coffeyville, Kan., reports that his station has added Bill Dudley, Bobby Lee and His Texans (4 Star) and Herb Goddard and His Oklahoma Wanderers and the Cook Family Trio. . . . Cousin Ed Denkema, WGRB, Grand Rapids, Mich., reports terrific response to a gimmick awarding 10 Tex Ritter albums to the listeners sending in the most complete list of sponsors on his show from January 1. . . . Despite a published report to the contrary, Nelson King and Don Davis, veteran jocks at WCKY, Cincinnati, are remaining on the job. . . . Elmer Newman, WFIL, Philadelphia, will open his Sleepy Hollow Ranch May 17 with Nelson King, WCKY, Cincinnati, jockey, Jack Day and others. . . . Big Jim Hess, WKGN, Knoxville, reports that Claude Grubb and His Tennessee Valley Boys, ex-Victor, are going with Capitol. Hess is the unit's manager and emcee. . . . Ted Knapp has moved from KATL, Houston, to KRCT, Baytown, Tex. . . . Lucille Gallion, WLOG, Logan, W. Va., has just returned to work after a month's convalescence following an appendectomy. . . . Don Whitney, KLCN, Blytheville, Ark., has inked with 4 Star label.

Artists' Activities: Smiley Burnette (Capitol) has inked a new pact with Columbia Pictures which takes him up to 1953. Burnette will do eight pictures per year, with series of 24 to cost around \$250,000. Burnette also has concluded a deal with Bassett Company, (Continued on page 127)

Can you find

FIFTY

high profit

hit records

for today's

big juke?

Yes, there is a way
that successful operators are doing it.

Their method is covered in

"Programing Is the Key To Bigger Take,"

a feature article in The Billboard's

Big 1950 Juke Box Supplement.

Add to that a complete reference list of

"Records Available on Hit Songs
from 1902 to 1945."

The Billboard's **BIG 1950 Juke Box Supplement**
contains **ALL** this **PLUS** a list of Record Distributors
arranged according to States and cities **PLUS** the
labels each distributor sells.

52
ISSUES

Less
Than
20¢
Each

Including

The **BIG 1950 JUKE BOX SUPPLEMENT**

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Address

City Zone State

Occupation or profession

BATTING 1000

CHARLES BROWN

"MY BABY'S GONE"

AL 3051

AMOS MILBURN

"ANYBODY'S BLUES"

AL 3056

NICK STUART

"THIRD MAN BOOGIE"

INTRO 6001

THE TRUMPETEERS

"JOHN DE REVELATOR"

SC 5012

Watch for MILBURN'S
NEWEST AND GREATEST
"BIRMINGHAM BOUNCE"

AL 3058

America's Outstanding RHYTHM & BLUES RECORDS

IMPERIAL

ARCHIBALD ORK
Imperial 3043

DAVE BARTHOLOMEW
Imperial 3044

JEWEL KING
Imperial 3045

T-BONE WALKER
Imperial 3046

"FATS" DOMINO AND HIS SEXTET
Imperial 3047

Slak-A-Lee (1 & 2)
A magnificent blues record. The story, steeped in old folk lore, is sung from the heart by a standout warbler, backed by a compact, clean combo led by soulful singing. Hits with a haunting impact that could be as commercial as it is artistic.

Carnival Day
Blues-in-rumba on the Mardi Gras theme is effective, but nature of material limits possible market.

That's How You Got Killed Before
Jump blues with vocal and tenor solo is not especially inspired.

Broke My Mother's Rule
Thrush warbles an up-tempo novelty blues and hop-seats a few bars. Gal is fine, material ordinary.

I'll Get It
Thrush delivers a smart up blues with verve and humor—minus hop this time. Distinctive piping here.

Servin' With Bones
T-Bone's slick stick-picking is highlight in front of a sock jump combo instrumental effort.

Glamour Girl
Smooth, in-the-mood slow blues, with the warbler selling strong in front of easy-rocking combo.

Little Bee
Warbler has a highly effective delivery; combo plays with fine beat; material is novel and persuasive—a standup side in all respects.

Boogie Woogie Baby
Jump boogie with short vocal bits swings hard.

85--86--86--86

62--64--62--60

64--65--63--64

62--63--62--61

73--73--73--73

73--73--72--74

80--80--80--80

84--84--83--85

74--74--73--75

ORDER NOW FROM NEAREST DISTRIBUTOR

IMPERIAL RECORD CO., INC.

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

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending April 28

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

Weeks | Last | This
to date | Week | Week

5	2	1. MISTRUSTIN' BLUES.....	Little Esther-J. Otis-M. Walker, Savoy 735
14	1	2. DOUBLE CROSSING BLUES.....	J. Otis-Little Esther and The Robins... Savoy 731
11	5	3. WHY DO THINGS HAPPEN TO ME?...R. Hawkins.....	Modern 20-734
16	3	4. I ALMOST LOST MY MIND.....	Ivory Joe Hunter.....MGM 10578-BMI
2	4	5. I NEED YOU SO.....	Ivory Joe Hunter.....MGM 10663
6	7	6. CRY, CRY, BABY.....	Ed Wiley.....Sittin In 549
3	9	7. MY BABY'S GONE.....	C. Brown.....Aladdin 3051
8	—	8. INFORMATION BLUES.....	R. Milton & His Solid Senders.....
5	6	9. IT ISN'T FAIR.....	D. Washington.....Mercury 8169-ASCAP
1	—	9. PINK CHAMPAGNE.....	J. Liggins.....Specialty 355-BMI

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

Weeks | Last | This
to date | Week | Week

5	6	1. MISTRUSTIN' BLUES.....	Little Esther-M. Walker-J. Otis Ork..... Savoy 735
2	8	2. I NEED YOU SO.....	Ivory Joe Hunter.....MGM 10663
11	2	3. WHY DO THINGS HAPPEN TO ME?...R. Hawkins.....	Modern 20-734
9	5	4. INFORMATION BLUES.....	R. Milton & His Solid Senders..... Specialty SP 349-BMI
18	1	5. I ALMOST LOST MY MIND.....	Ivory Joe Hunter.....MGM 10578-BMI
14	2	6. DOUBLE CROSSING BLUES.....	J. Otis-Little Esther & The Robins..... Savoy 731
7	—	7. THREE TIMES SEVEN EQUALS TWENTY-ONE.....	J. King.....Imperial 8055
3	—	8. SITTING BY THE WINDOW.....	E. Eckstine-R. Case Ork.....MGM 10602-ASCAP
1	—	9. WALKING BLUES.....	A. Milburn.....Aladdin 3049
12	4	10. RAG MOP.....	L. Hampton Ork.....Dec 2495-BMI
2	8	10. CRY BABY.....	J. Otis.....Regent 1016
1	—	10. MY BABY'S GONE.....	C. Brown.....Aladdin 3051

ADVANCE RHYTHM & BLUES RECORD RELEASES

As Long as I Have You J. Verna Ork-J. Hunter (Midnight Blue) Gotham G-231	Keep Me Close to You C. Johnson Ork-E. Johnson (You Got) Dec 24996
Any Time You Ring My Bell A. Sildham (Let My) V(78)20-0083; (45)50-0083	Kidman Blues M. Minnie (Why Did) Regal 3259
At the Animal Ball B. Lu Barker (Round and) Cap 977	S. Sittit Quartet (Ain't Misbehavin') Prestige PR-704
Chicken Neck C. Norris Ork (Oh, Little) Selective 119	Let My Dreams Come True A. Sildham (Any Time) V(78)20-0083; (45)50-0083
Cool Saturday Night The Striders (Five o'Clock) Apollo 1159	It's Go to Church (Next Sunday Morning) C. Bradley Quintet-J. Shock-D. Dillard (Remember Me) Coral 40208
Curb Service J. Hicks (I Can't) Col 20690	Let's Put Our Hearts on the Table James Quintel (Don't Worry) Derby 732
Dear Little Boy of Mine R. Brown (Where Can) Atlantic 907	Little Bee Fats Domino (Boogie Woogie) Imperial 5045
Don't Blame My Dream The Four Tunes (You're My) Arco 1246	Lost My Head C. Samuels (Low Top) Freedom 1533
Ferocious Boogie C. Howard (Maybe It's) Specialty 359	Low Top Inn C. Samuels (Lost My) Freedom 1533
Five o'Clock Blues The Striders (Cool Saturday) Apollo 1159	Maybe It's Best After All C. Howard (Ferocious Boogie) Specialty 359
Gone J. Media (Thrill Me) Arco 1248	Midnight Blue J. Verna Ork-J. Hunter (As Long) Gotham G-231
Hadda's Boogie H. Brooks (I Hadn't) London 684	Midnight Blues A. Hunter (I Got) Regal 3252
I Can't Get Enough of That Ah-Na J. Hicks (Curb Service) Col 20690	Midnight Mood C. Johnson Ork (Rompin' On) Price 705
I Hadn't Anyone Till You H. Brooks (Hadda's Boogie) London 684	Mother's Day St. Louis Jimmy (Chicago Woman) Apollo 420
Jumpin' the Blues J. Houston Ork (You Little) Freedom 1535	My Baby's Got Somethin' J. Hooker (Decoration Day) Sensation 35
Junior Jives R. Milton (Where There) Specialty 350	Nobody Knows You When You're Down and Out J. Lee & Her Boy Friends (There Goes) Cap(78)1009; (45)F-1009
Just One More Time B. Marshall-R. Parker Ork (Call Me) Abbey 3014	

MAIL IT NOW!

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

TERRY GILKYSOON

author of "The Cry of the Wild Goose," wrote the new

ROBERTA LEE

Song Smash—

"WITH A NO, NO, NO"
(That Sounds Like Yes)
(78) #484 (45) #4726

"September in the Rain"—
a ditty of a 41st!

ZOOM

2 Hits on 11

"AFTER DARK" **BLUES"**

AND

"HEAVY HEARTED" **BLUES"**

SAVOY Record Co., Inc. 58 Market St. Newark

TEMPO

RECORD CO. OF AMERICA

8540 Sunset Blvd., Hollywood 46, California

The
Billboard

MUSIC POPULARITY CHARTS

PART
VIII

Record Reviews

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

How Ratings Are Determined

Records are reviewed three times (1) for retailers, (2) for operators, (3) for 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

FRANKIE CARLE ORK
(Gregg Lawrence)
Columbia 38783

Toll Me

Fine rhythm orking and Carle's tinkling piano style plus pleasant Gregg Lawrence vocalizing make this an entirely acceptable etching.

Dream a Little Dream of Me

Lawrence turns in a warmly warbled chorus and Carle's keyboarding shows all the way on this danceable revival of a pleasing oldie.

AMES BROTHERS
(Roy Ross Ork)
Coral 50185

Dormi, Dormi

This expert foursome project a lullaby adaptation in winning and warm style.

Marianna

Rich Italian polka draws spirited delivery and driving ork backing to make a resounding juke side, certain to attract attention especially in Italian nabes.

RUGOLO'S RAG-
TIMERS (Jerry
Packer-The Aristoc-
rats)
Capitol 968

Dream After Dream After Dream

Infectious ditty is treated satirically in the two-beat, ragtime mode of the day. Spirited, thumping performance should scare up some tavern trade coin.

Why Do They Always Say No?

Roudy, free-wheeling ragtime-ish, two-beat coverage of the promising ditty. If tune goes, so will this wacking.

TONY PASTOR ORK
Columbia 38809

Choc'late Ice Cream Cone

Likable country novelty is handed pseudo-folk studio ork treatment while Pastor does his damndest in a decided case of miscasting.

Breakfast at Seven

Another country-style ditty, clever but of only slight substance, is essayed brightly but not terribly successfully by Pastor. Pastor has a fine band and the mystery is where it was when these weak sides were sliced.

LENNY HERMAN
QUINTET
Coral 60183

Chooga-Choog

Imaginative use of a small group to make a completely pleasant slice of some cute tho not compelling material.

Susan, Nancy

Brightly performed bounce novelty is pleasant on the ears but is of lightweight substance.

AL MORGAN
London 679

If I Didn't Already Love You, Baby

Not especially appealing bounce ballad is persuasively warbled by Morgan. His 88-ing and ork barking are not quite as convincing.

I've Got a Sunday Feeling in My Heart

Tune's right in the country-style pop-corn ballad groove which has been peculiar to Morgan's successes. It's a pleasant, albeit unexciting, slicing.

LEE SHEARIN
Summit 105

Give a Broken Heart a Chance To Cry

Able micky dance orking and a warm, schmaltz-laden Shearin vocal team to make an appealing waxing of neatly turned ballad.

I Need You

Another exceptionally well recorded and performed micky orking and fine Shearin vocal of another noteworthy ballad.

RAY BLOCH ORK
(Jimmy Saunders-
B. Leighton)
Signature 15172

Till We Meet Again

Neat honky-tonk tooling of the lovely Egan-Whiting standard with some modern touches could score in tavern circles.

Hi, Neighbor!

Happy dishing of a bright and airy ditty should find much favor with deslays. In fact, the dishing could make a fine theme for jacks looking for one.

EDDIE "PIANO
MILLER"-WAGON
MASTER CHORUS
Rainbow 50033

Chuckawalla Swing

Stan Jones' tune from "Wagon Master" kick is due for large promotion. Ditty's an infectious howdown. Well-produced dishing.

Forty Golden Nuggets

Rousing gang-sing pop-corn ditty should find favor with tavern crowds. Etching is well conceived, well executed.

RAY ANTHONY ORK
(Ronnie Deauville)
Capitol 1020

They Say It's Wonderful

The Berlin ballad from "Annie Get Your Gun," due for some revival action via the flick version, is rendered in fine dance style, a la Miller, with excellent vocal by Deauville.

The Girl That I Marry

Another earlier smash from the same show, taken as a danceable waltz, in most listenable fashion. Depends on pic's power to reinstate the fairly recent vintage bits.

(Continued on page 40)



OSCAR PINK

SAYS

I'LL LAY ODDS
EVERYBODY WILL
COPY THIS
VERSION OFRICHARD HAYES'
"JUG BAND BOOGIE"MERCURY 5418
45 RPM 5418X45

RECORD BIZ HEADACHES?

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PROCESSING PROBLEMS

PRESSING PROBLEMS

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"WHY DREAM"

AND

"HOW CAN I SMILE"

By The Mid-Knights; vocal, Carmen Mondia.

Distributors wanted. Disk Jockeys, write for
your record.
MIDAM RECORDINGS
P.O. BOX 915 CUMBERLAND, MD.

Record Reviews

(Continued from page 39)

ARTIST	TUNES	COMMENT	OPERATOR
LABEL AND NO.			DISK JOCKEY
			OVER-ALL
RED NICHOLS & HIS FIVE PENNIES Capitol 984	What D'ya Mean, You Lost Your Dog? Silly tune, good demonstration of relaxed two-beat mark the return of the Pennies to wax.	62--62--60--64	
	Lazy Daddy Easy-flowing sampling of righteous old-hat two-beat by a group fronted by a veteran who knows how to do it.	65--69--65--67	
JACK RIVERS Coral 44043	Me and My Teddy Bear Light-hearted, genial rendition of this promising kiddie which is equally well suited for both pop and country markets. Rivers shows fine folk singing qualities.	81--82--82--80	
	That Lucky Old Red-Nosed Mule Cute and amusing ditty reflecting the contemporary state of the music biz is done lightly and charmingly by Rivers.	79--80--78--80	
PERRY COMO (Mitchell Ayres Ork) RCA Victor 20-3763	Let's Go to Church Perry's rendition of this chunk of homespun philosophy figures to push the Whiting-Wakeley dishing and personality share the honors.	88--88--88--88	
	If You Were Only Mine The warbler opens his tonalists wide to sack home this oldie. The performance should draw solid action from fans and general public alike.	88--88--88--88	
TERESA BREWER-JIMMY LYTELL (Dixieland All Stars) London 670	Choo'n Gum Sparkling novelty etching should provide Miss Brewer with a fitting winning sequel to "Music, Music, Music."	89--89--89--89	
	Honky Tonkin' This side has enough novelty infection to insure that the pairing should be a big money item for the thrush.	86--87--85--87	
CLAIRE HOGAN (Dixieland All Stars) London 681	Calico Sal A spirited two-beat novelty serves as the master for Miss Hogan's initial solo go on wax.	79--80--78--80	
	Juke Box Annie Formidable coverage on the latest of the gimmick novelties to attract attention.	81--82--80--82	
HUGO WINTER-HALTER ORK RCA Victor 20-3737	Symphony of Spring Lovely new tune is essayed enticingly in this tasty and winning Winterhalter ork and chorus setting.	85--86--86--84	
	As We Are Today Straightforward ork-chorus production projects this tune from "The Daughter of Rosie O'Grady" flick to top advantage.	78--79--77--77	
LES BAXTER TRIO (Bernie Parke-Lee Dukehorn) Discovery 519	Baile Modern effects and expert performance mold an intriguing side which the disk jockeys should spin heavily.	70--75--70--66	
	Caricosa This talented trio shows off more of its imaginative invention in this slicing of the evergreen.	67--70--67--64	
HAPPY LEWIS-EDNA MAE HARRIS National 9107	I Found My Mama Satisfying rendition of the talking harmonica novelty figures to catch some of the action if the Ham scores.	78--80--78--78	
	Where Is the Chicken? Whacky novelty spotting Al Trace and Toni Arden is reissued. The search for chicken in chicken chow mein doesn't figure to raise the blood pressure.	69--68--66--72	
RUSS CARLYLE ORK Coral 44107	Call Me Back, Pal o' Mine Carlyle warbles the oldie adequately while his ork slices a clean, danceable backing.	65--63--64--66	
	When You Were a Tulip Infectious clefting of the oldie, on a revival attempt via the "Cheaper by the Dozen" flick, should attract some small attention.	76--78--75--78	
ROY ROSS ORK Coral 44102	Bewitched Clean, unpretentious instrumental treatment of the revived lovely spots Ross' keyboard and odd Novachord or organ effects.	76--76--75--77	
	Where in the World Another neat reading of a pretty new song spots an adequate vocal by Eddie Wells.	76--76--75--77	
JERRY GRAY ORK Decca 24980	This Can't Be Love Another fine dance instrumental in the Miller style by the talented arrangers.	73--75--73--70	
	Blue Skies Medium jump dance instrumental version of the standard should please the college tars.	75--77--74--74	
EILEEN WILSON (Sy Oliver Ork) Decca 24981	I Didn't Know What Time It Was Oliver has made a beautiful mood setting for a captivating vocal effort by the Hix Persada thrush. Could spark a revival of the lovely show tune.	86--87--85--85	
	Never Have I Felt Like This Before The chirp does a rather pretentious, tho fine, tune handsomely.	72--76--70--70	
LEO FULD (Lewis Stone Ork) London 701	Pigalle One of the more popular Parisian hits is handed a set of English lyrics which are not terribly effective. Fuld sells the catchy ditty spiritedly.	71--73--70--70	
	Yaass A lengthy fret-lash-type intro segs into a bright ditty with an Old Country Jewish flavor. Should find ripest market in Jewish nabes.	70--70--70--70	
JOHNNY CRAW-FORD-JOAN ALBERT (Frank Johnson ork) Eques 31119	You Talked Me into It Pedestrian duet material is done brightly by Crawford and Miss Albert.	51--50--50--54	
	I Guess I'll Go On Dreaming Pleasant ballad is essayed in slow style by Crawford, working this time with a vocal group.	61--63--60--60	
MARGARET WHITING-JIMMY WAKELY Capitol 960	Let's Go to Church This one already is a sock hit in both pop and country markets. Delightfully simple treatment of a warm back-home ballad.	92--93--91--91	
	Why Do You Say Those Things? Bright new ditty draws straightforward, effective presentation by the heavy-scoring duo.	81--80--80--82	

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
XAVIER CUGAT ORK Columbia 38798	Guarare Cugat hasn't gotten entirely with the mambo fad yet, but he's playing potent rumba stuff here, with live beat, colorful montuno stuff by flute and trumpet, and gang chanting.	76--77--76--74
	Morocco A moderately paced rumba, his hunk of exotica is more in Cugate's light concert vein, with the rhythm more in the background.	72--76--72--68
JOHNNY CORVO (Moonbeams-Clipper Ork) Clipper 1001	The Peddler's Serenade Infectious Italian dialect novelty is warbled competently, but lacks mass appeal spark.	65--67--65--64
	In the Dark Warbler Corvo shows promise in a modest production of a coy ditty.	63--65--63--62
WILLIE SOLAR (Norman Leyden Ork) Columbia 38802	S'nora Vet vaude performer transfers one of his noted routines to wax. Doesn't come off especially well.	65--65--65--65
	The Abs Daba Honeymoon The most noted of Solar's routines makes a completely unorthodox old-timey etching with admitted "new" old sounds showing. Wild ending adds to the confusion.	68--69--68--68
DICK NOEL Columbia 38199	Kinda Sorta Miss You Rather heavy treatment of a light bounce ditty spots Noel in his single wax debut. He impresses here with a Dick Haymes' sound and style rounded out with some Eckstyling.	68--69--66--69
	Mist Pretentious, synthetic ballad production detracts greatly from Noel's fine singing. Here he fashions the lyric in a cross between Jeffries, Eckstine and Haymes. Sounds promising nevertheless.	60--62--60--58
JOE "FINGERS" CARR Capitol 982	Ivory Rag Novelty has the old-time flavor of "Old Piano Roll Blues." Vocal group harmonizes and piano tanks in the acceptable fashion of the honky-tonk renaissance.	71--72--70--70
	Sam's Song Lilting ditty is in a more modern corn groove. A contagious item, similar in style to "Down the Lane."	75--75--75--75
FRANK SINATRA- THE MODERN- AIRES (Axel Stordahl Ork) Columbia 38790	When the Sun Goes Down Lackluster performance of this bluesy ballad.	72--75--70--70
	Kisses and Tears (Jane Russell-Frank Sinatra-The Modernaires) Pleasant bounce ballad is handled heavily by this mass of talent. May do business on strength of name lures and attractive tune.	82--85--80--82
BILLY MAYO QUINTET (Cross Rhodes- Terry Lee) Dana 2074	Sentimental Me Vocal duo and light instrumental crew handle the dreamy ballad in tasty fashion. Could do okay wherever the big Ames and Morgan versions haven't copped too big a lead.	76--76--75--76
	Hasty Heart (The Mullennacs) Group affects back-country hillbilly flavor that's unlikely to appeal to buyers of flip. Effort doesn't come off.	59--58--58--60
EVA CARTER (Danny Manners Ork) Coral 65031	I'm Lookin' for Love Miss Carter has a sound style of an immature Ella Fitzgerald. She does a fair job with a pedestrian sort of ballad.	59--60--58--58
	Any Time at All The thrush show more of the Fitzgerald influence in her handling of this inconsequential ballad.	55--55--55--55
FRANKIE PROBA Decca 27001	Whispering Proba creates some corny, dancery material with his heavily accented piano, aided by organ and rhythm. A fair-enough standard juke side.	68--66--66--72
	You're in Love With Everyone Another oldie, rendered in similar fashion, could capably fill an odd slot on tavern boxes.	63--62--63--66
BILL HARRINGTON (Roy Rose Ork) Coral 65072	Thunder in My Heart Production type song is rendered in relatively undistinguished fashion in an unimpressive dinking.	62--63--63--60
	More Than I Should Competent, unexciting warbling of a pretty ballad.	63--63--63--62
ANDREWS SISTERS (Vic Schoen Ork) Decca 24998	I'm Gonna Paper All My Walls With Your Love Letters Bright pop-corn opus is orked with a shuffle beat behind a spirited vocal by the gals. Tune was launched by a strong Patti Page dinking.	79--78--79--79
	Choo'n Gum Galt romp thru the new smash and their version should be among the winners when the returns are counted.	88--88--88--89
JUANITA HALL (Benny Morton Ork) RCA Victor 20-3760	Love Can Hurt You This is the rich blues Miss Hall uses most effectively in her niterly engagements. For her "So. Pacific" fans.	62--62--64--60
	Shangri-La Contrived hunk of exotica falls short as a follow-up to "Bali Hai."	68--60--60--55
CY COLEMAN TRIO Coral 60107	Caprice Brilliant young pianist turns in a driving, flashy keyboard conception of the Paganini 24th Caprice in a pulsating samba tempo.	72--74--70--72
	Sabia Another rich keyboard display by Coleman on a high-flying samba original.	69--70--68--68
COUNTRY & WESTERN		
ELTON BRITT- ROSALIE ALLEN RCA Victor 21-0312	Tell Her You Love Her A country version of "Try a Little Tenderness" idea is harmonized warmly by the team.	72--73--71--71
	Written Guarantee Snappy ditty, built around a catchy title line, should score with the duo's sizable following.	78--78--78--78

(Continued on page 128)



GREAT!

SAYS

OSCAR PINK PATTI PAGE'S

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

AND

"PAPER ALL MY WALLS"

MERCURY 5396

45 RPM 5396X45

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OSCAR PINK

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"ROSES"

AND

"CROSS YOUR HEART"

MERCURY 5414
45 RPM 5414X45

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The
Billboard

MUSIC POPULARITY CHARTS

PART
IX



Record Possibilities

THE BILLBOARD PICKS:

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

SOMETIME Tommy Carlyn Ork, De Loris Randall and Vern Huston Mercury (No number available)

Disk is a sleeper which has been stirring in Pittsburgh on a local label, Beg Beg. Mercury last week acquired the master, and figures to do well with it. Tune is a fine Flo Rita-Kahn ballad aside; treatment, boy-gal-chorus-ork, is simple, in slow compelling tempo, and primarily, creates a strong torch mood.

ROSES Dick Haymes with Four Hits and a Miss and Gordon Jenkins Ork Decca 27008

Here's the Haymes of yore—rich, full-bodied, projecting. The group and ork make an ultra blend with him. Tune is already under way via Sammy Kaye; this version should close in.

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. I WANNA BE LOVED Andrews Sisters-Gordon Jenkins . . . Decca 27007
2. ON THE OUTGOING TIDE Perry Como Victor 20-3747
3. ROSES Sammy Kaye Ork Victor 20-3754
4. CHOO'N GUM Teresa Brewer London 678
5. DOWN THE LANE Jo Stafford-Gordon MacRae Capitol 969
6. JUKE BOX ANNIE Kitty Kallen Mercury 5417
7. VALENCIA Tony Martin Victor 20-3755
8. IF YOU WERE ONLY MINE Perry Como Victor 20-3763
9. BEWITCHED Mel Tormé Capitol 1000

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. I WANNA BE LOVED Andrews Sisters-Gordon Jenkins . . . Decca 27007
2. ROSES Sammy Kaye Victor 20-3754
3. HOOP DEE DOO Kay Starr Capitol 980
4. ON THE OUTGOING TIDE Perry Como Victor 3747
5. VALENCIA Tony Martin Victor 3755
6. HOOP DEE DOO Doris Day Columbia 38771
7. DOWN THE LANE Russ Morgan Ork Decca 24986
8. CHOO'N GUM Andrews Sisters Decca 24998
9. DOWN THE LANE Jo Stafford-Gordon MacRae Capitol 969
10. LET'S GO TO CHURCH NEXT SUNDAY MORNING Perry Como Victor 20-3763

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. HOOP DEE DOO Kay Starr Capitol 980
2. I WANNA BE LOVED Andrews Sisters-Gordon Jenkins . . . Decca 27007
3. CHOO'N GUM Andrews Sisters Decca 24998
4. I DON'T CARE IF THE SUN DON'T SHINE Patti Page Mercury 5396
5. ON THE OUTGOING TIDE Russ Morgan Ork Decca 24986
6. DOWN THE LANE Russ Morgan Ork Decca 24986
7. ON THE OUTGOING TIDE Jo Stafford Capitol 946
8. JUKE BOX ANNIE Kitty Kallen Mercury 5417

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. ROSES Sons of the Pioneers Victor 21-0306
2. BIRMINGHAM BOUNCE Red Foley Decca 46234
3. CRY OF THE DYING DUCK IN A THUNDER-STORM Cactus Pryor 4 Star 1459
4. 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.

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 Gonna Cry
B. Valentine Ork (I Want) Mer 8177
Angel Sent You, An
R. Kellogg-F. Green Ork (Sometime Somewhere)
Crystal 259
Ave Marie
Dolores-H. Schell (Lord's Prayer) Crystal 266
Barbara's Carol
B. Carroll Trio (You Stopped) Discovery 129
Because Your Blue Eyes Blink
F. Mullac Ork (If You're) Continental C-1271
Beloved, Be Faithful
R. Morgan Ork (You Dreamer) Dec 27006
Billy the Kid
F. Lynne-Moonbeam-Chipper Ork (What's Making)
Clipper 1002
Brand New Rainbow in the Sky
A. J. Seltzer-L. Carroll's Ork (You've Got)
Mer 5415
Brother Bill
D. Appel Trio (Sugar Baby) London 688
Cane Bottom Chair
R. McKinley Ork (Lonesome Whistle) V(78)20-3769; (45)47-3769
Choo'n Gum
T. Harper (Floppy) Col 38801

The following abbreviations are being used throughout the list of Advance Record Releases:
Cap—Capitol
Col—Columbia
Dee—Decca
Mer—Mercury
V—Victor

All other labels will continue to be sealed out.
Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-3769; (45) 47-3769, etc.

Choo'n Gum
K. Kallen (Juke Box) Mer 5417
Choo'n Gum
A. Shackner (I Found) Adventure A-17
Choo'n Gum
W. Sulek Ork (Wild West) Col 12457-F
Chuckwalla Swing
E. Miller Ork-Wagon Master Chorus (Forty Golden Nuggets) Rainbow 50033
Cross Your Heart
E. Howard (Rose) Mer 5414
Dixieland Ball
B. Sherwood Ork (Muskrat Ramble) Mer 5405
Dixieland Band, The
G. Waddy (Jamboree Jones) Dec 27013
Don't Worry Me No More
P. Watson-4 Hits and a Miss (I'm Gonna) Dec 48152
Doo Wacka Doo
L. Welk (Pizzazz) Mer 5412
Dooney to Your Heart
L. Raine (You Are) Universal 8923
Doughnut Song, The
F. Allison (Little Buffalo) V(78)20-3775; (45)-47-3775
Down the Lane
C. Thornhill (Sugar Foot) V(78)20-3774; (45)-47-3774
Duck Trot
C. Calloway Ork (Keeper) London 655
Floppy
T. Harper (Choo'n Gum) Col 38801
Forty Golden Nuggets
E. Miller Ork-Wagon Master Chorus (Chuckwalla Swing) Rainbow 50033

Girl That I Marry, Tim
R. Anthony Ork (They Say) Cap 1020
Give a Broken Heart a Chance to Cry
L. Shearin (I Need) Summit 109
Guarare
X. Cugat Ork (Morocco) Col 38798
Guy With the Voodoo
R. Hayes (Jug Band) Mer 5418
Half-Nelson
Roland Symphonet (Sally Is) Roland 1701
Harpist's Holiday Album—R. Maxwell (1-10")
Col (33) CL 6104
Hasty Heart
B. Mayo Quintet (Sentimental Mel) Dana 2074
Heart of Stone, A
B. Crosby (My Scandinavian) Coral 60211
Hi Neighbor
P. Slick Ork (Till We) Signature 15872
Hillbilly Fever
S. Cooley Ork (Honky Tonkin') V(78)20-3775; (45)47-3775
Honky Tonkin'
S. Cooley Ork (Hillbilly Fever) V(78)20-3775; (45)47-3775
Hoog-Dee-Dee
F. Yankovic (Night After) Col 38799
I Didn't Know What Time It Was
Fontane Sisters-H. Winterhalter Ork and Chorus
(I Wanna) V(78)20-3772; (45)47-3772
I Found My Mama
A. Shackner (Choo'n Gum) Adventure A-17
I Love a Piano Album—J. Buskirk (1-10")
Atlantic (33) 109
But Not For Me
Dancing on the Ceiling
Four Hand Boogie Woogie on Stomping at the Savy
I Can't Get Started
I Love a Piano
If I Knew You Were There
It Never Entered My Mind
Oh, Look at Me Now
One for the Road
So In Love
I Need You
L. Shearin (Give a) Summit 105
I Only Saw Him Once
R. Clooney-J. Thompson (On an) Col 38804
I Still Get a Thrill
D. Haymes-4 Hits and a Miss (Rose) Dec 27008
I Used to Love But It's All Over Now
F. Miller Ork (Tell Me) King 15045
I Wanna Be Loved
Fontane Sisters-H. Winterhalter Ork and Chorus
(I Didn't) V(78)20-3772; (45)47-3772
I Want You To Love Me
B. Valentine Ork (Ain't Gonna Cry) Mer 8177
If I Could Only See You Again
B. Butterfield Ork (It's Easy) London 676
If I Didn't Already Love You, Baby
A. Morgan (I've Got) London 679
If You're Only Willing
F. Mullac Ork (Because Your) Continental C-1271
I'm Gonna Paper All My Walls With Your Love Letters
L. Green (Sunshowers) V(78)20-3771; (45)-47-3771
I'm Gonna Paper All My Walls With Your Love Letters
P. Watson-4 Hits and a Miss (Don't Worry) Dec 48152
I'm Havin' West
D. Jurgens Ork (My Scandinavian) Col 38811
Is There a You?
B. Kames (You Are) London 664

(Continued on page 128)



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SAYS

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VIC DAMONE'S

"DON'T SAY GOODBYE"

MERCURY 5416

45 RPM 5416X45



IT SHOULD HAPPEN TO ME,
WHAT HAPPENED TO BUD GRANOFF

SAYS

OSCAR PINK

WHEN HE HEARD THE REACTION TO

KITTY KALLEN'S

"JUKE BOX ANNIE"

MERCURY 5417

45 RPM 5417X45

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)

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

BACH: THE ART OF FUGUE—Radio Orchestra of Beromünster-Hermen Scherchen, Cond. (3-10") 70
London (33) LLP-A 2

This monumental effort by the great contrapuntal master occupies three LP disks, which is a big order for the average buyer, musically and monetarily. But the current interest in Bach, and the big sale of such multi-disk packages as the "St. Matthew Passion" and "B Minor Mass," indicate that people will pay for quality. Previously, the fugue tour-de-force has been available in a string quartet arrangement, and in the original organ version. This is the first fully orchestrated version on disk, and it is an excellent one, beautifully recorded. The music isn't dry and academic, as one might think from the title. There's considerable variety, driving rhythm and, in this arrangement, color enough for a big segment of the long-hair market.

PAUL WHITEMAN ORK IN A PROGRAM OF GEORGE GERSHWIN MUSIC—Paul Whiteman Concert Ork (3-12") 80
Decca (33) DL-8024

The association of Whiteman with Gershwin's writings should lend lustre to this collection of four of the composer's popular serious works. Of course, Whiteman commissioned and initially performed the now famed "Rhapsody in Blue," which marked the first step in Gershwin's development as a major influence on American music, both serious and popular. The three recordings date back more than a dozen years and sound it, this disk, which is a recapitulation of a long-standing Decca best-selling shellac set, should attract more than moderate calls. Roy Barye handles the piano parts on both Rhapsodies and Ross Linda does the keyboard chore for the "Cuban Overtures."

JUKES
Not Suitable
Interesting grooves for historic musing on pop and light classic airs.

GOLDEN GATE SPIRITUALS—Golden Gate Quartet (1-10") 67
Columbia (33) CL-6102

No Restricted Signs; Joshua Fit De Battle of Jericho; Swing Down, Chariot; God's Gonna Cut You Down; Jezebel; Blind Barnabus; Wade in the Water; I Will Be Home Again. As one of the few spiritual groups performing regularly before pop audiences, the Gates have a fair-size market. Actually, their over-polished offerings lack the bite and the fervor of a number of other groups. This package, nevertheless includes some of the best sides they cut before joining Mercury label. One tune, "Home" is a straight ballad of slight merit and "No Restricted Signs" is synthetic stuff. The rest are good traditional spirituals.

JUKES
Not Suitable
Okay for a change of pace with pop audiences.

BACH'S ROYAL INSTRUMENT, VOLS. I & II—E. Power Biggs (2-12") 68
Columbia (33) ML-4284 & 4285

Bach: Toccata, Adagio and Fugue in C Major; Six Chorale-Preludes; Trio Sonata No. 1 in E-Flat Major; Trio Sonata No. 2 in C Minor; Prelude and Fugue in G Major; Prelude and Fugue in B Minor.

The cult of organ disk collectors has never been too large, but it has never lacked enthusiasm and here there is something to enthuse about. Some of Bach's most magnificent pages, penned for his personal instrument, are to be found on these two LP disks. And Biggs plays them with technical perfection and stylistic elegance. The organ has been recorded in its full-blown dynamic brilliance, without blurring and distortion. The first disk carries the "Toccata, Adagio and Fugue" on one side and the "Chorale Preludes" on the flip. The latter are a series of variations on chorales dating from the Reformation. Most of them are derived from his Cantatas and all are expressive, pictorial essays. The second disk features the delightful "Trio Sonatas," more in the vein of chamber music and two monumental pieces of contrapuntal writing. With the growth of the Bach market, there may be wider interest in his organ works. At any rate, these fine collections deserve a push.

THE CATEGORIES

MAX. PTS.

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

BRAHMS: Symphony No. 2, D. Major—Amsterdam Concertgebouw Ork-Mengelberg, Dir. (3-12") 76
Capitol-Telefunken (33) PB070

This is one of the top readings of the glowing Brahms score, and despite its age, the recording sounds quite good on this LP disk. Mengelberg, one of the great virtuosos of the baton, points up the architectural strength of the work, and dramatizes the romantic qualities. To the mass market this approach should register fine, however. Should be a strong, steady LP seller for Capitol.

JUKES
Not suitable.
Popular work in a profound vein, for feature spotting.

A CONCERT FOR ORGAN—Richard Kaye 65
Biggs (1-10")
Capitol (33) L-8089

Bach: Toccata and Fugue in D Minor; Sibelius: Chorale From Finlandia; Boes: March Champetre; Dandrieu: The Fifers; Schubert: Ave Maria; Bach: Fugue in E Minor.

A veteran organist from the West Coast is heard here in a popular cross-section of the organ literature. The recording is fairly good, without much distortion, but not too much brilliance either. The first side, containing the popular "Toccata and Fugue" is slow but there's good measure and good variety on the flip. For the "old" music, Biggs has baroque pipes for an authentic sound. A good capsule for those who like to have the instrument represented in their collection.

ZITHER MELODIES—Ernest Naser 60
(1-10")
Decca (33) DL-5198

Vienna City of My Dreams; When My Girl Was Twenty; You're Still in My Arms; Today I Am Happy; Mother Do You Know What I Dream? Tales From the Vienna Woods; Where the Beautiful Danube Flows; Vienna Girls; Love, Life and Song; On the Banks of the River; The Queen's Bodyguard.

"The Third Man" started it and now there may be some call for more zither disks. If so this collection could enjoy a modest sale. The mood is right and so are the tunes, for those who want to capture the atmosphere of a Viennese cafe. The player's imperfect technique is all part of the charm.

JUKES
Not Suitable
Gets dull in big doses, but an occasional tune makes for a good change of pace.

TOM AND JERRY AT THE CIRCUS—F. DeSales (2-10") 84
MGM 51

This kiddie picture book is the diskery's most attractive children's item to date. With 35 full-color pages enhancing the story thru reproductions of the popular cartoon flick and strip characters, this shapes up as a quick-acceptance unit. Irving Townsend wrote the lively story, which manages to bring in plenty of the circus facts kids go for. Betty Martin did a brisk, well-knit job from the direction standpoint. Cast and music are fine.

JUKES
Not Suitable
For a lively kiddie seg.

BACH: CANTATAS. 67 AND JESU JOY OF MAN'S DESIRING—Kathleen Ferrier-William Herbert-Cantata Singers-Jacques Orchestra-Dr. Reginald, Jacques, Cond. (1-10") 76
London (33) LPS-161

This disk may be a little easier to sell than the simultaneously released Cantata No. 11, because of the presence here of the popular "Jesu, Joy Of Man's Desiring." The Cantata itself is on a par with No. 11, which means it's tops musically, performance-wise and recording-wise. Miss Ferrier has a big following and Mr. Herbert merits one. Bach's following was never bigger and works of this nature are being "discovered" by a broader market. One set should sell the other.

(Continued on page 117)

The
Billboard

MUSIC POPULARITY CHARTS

PART
XIIThe Honor Roll of
Popular Songwriters

By Jack Burton

No. 59—THOMAS (FATS) WALLER

In its December 16, 1943, edition, *The New York Amsterdam News* printed the following poem in a box with turned rules:

"Today a silent piano broods,
No longer does it feel the touch
Of master fingers, magic moods
That thrilled and gave the world so
much.

Thou you are gone, we have your art
To keep alive your memory:
You left the music lover's heart
A rosary of melody."

These were the last lyrics Andy Razaf ever wrote for Fats Waller, who had died the previous morning on the Santa Fe Chief while returning from California to New York. And all Harlem was in mourning for its well beloved and most picturesque songwriter.

Thomas (Fats) Waller was a preacher's son, born in Harlem on May 21, 1904. He learned to play the organ at the Abyssinian Baptist Church where his father, Rev. Edward Martin Waller, preached. At the age of 15, he took first prize in a contest for amateur pianists, and showed further evidence of being a musical prodigy after graduating from DeWitt Clinton High School. On his first job as a console player at the old Lincoln Theater on 135th Street,

New York, he shared headline billing with a Negro chanteuse who later became the toast of Broadway and the rage of Paris—Florence Mills.

But it was as a composer that Fats Waller shone brightest. He was both prolific and unbelievable fast. With his derby hat cocked on one side of his curly head and a cigarette dangling from his lower lip, he fairly effervesced music as his pudgy brown fingers rippled over the keys. And while jazz was his forte, he also knew Brahms, Liszt and Beethoven, having been intelligently schooled in classical music.

Speed and Accuracy

He completed *Ain't Misbehavin'*, his greatest hit, 45 minutes after opening the cover of the keyboard and taking his first swig from the bottle of gin parked on top of the piano. He had the melody for *Honeysuckle Rose* finished an hour after he had the lyrics over the telephone. But even tho he worked at high speed, Fats never did a sloppy job. He took great pride in being accurate—with every note in its proper place. As a result, every piece of manuscript he transcribed could be sent to the printer without a single correction.

But like all geniuses, Fats Waller

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.

was unpredictable in his habits. He also had a great fondness for gin, and in uncounted square bottles of this fiery liquid he found the inspiration for his music. His recording dates were most informal and he often rounded up his sidemen on his way to the studio where the standard set-up was a bottle of gin on top of the piano and a spare bottle underneath.

Quick Europe Jaunt

In 1932 Fats went to Europe with Spencer Williams to play a series of vaudeville bookings, and got mysteriously lost the day after the boat docked. The next Williams learned of Fats was that the errant songwriter was back in New York. After a London binge, Fats had decided on a sea trip to sober him up.

For Fats Waller, whose heart was as big as his body, life was one long crescendo to be lived and enjoyed at an accelerated tempo. When his health and his eyesight started to fail, his physician warned him he would have to slow down. But Fats could only take it easy for just so long. Even when he died in 1943, the wheels of the Pullman on which he was riding were clicking off 60 miles every 60 minutes.

"One never knows, do one?" Waller's catch-line in the picture *Stormy Weather* was the philosophy of this preacher's son who strayed

from the straight and narrow path to find much joy and leave even greater joy on the road he chose to follow. He wrote his own theme song, *Ain't Misbehavin'*, and believed every word of it. Today, Waller's faults are forgotten—overshadowed by the timeless melodies he wrote and left the world as a heritage.

Andy Razaf

Andy Razaf, whose real name is Andreumentena Razafinkieriso, was Waller's favorite collaborator. The son of the Grand Duke of Madagascar, who was killed when the French took over that island in 1898, Razaf was born in Washington, where his widowed mother took refuge. Forced to leave school in order to earn a living, Razaf worked first as an elevator operator in a Broadway building where Irvin Berlin was one of his daily passengers. When Andy told Berlin that he wanted to become a songwriter, the composer of Alexander's *Ragtime Band* gave him both encouragement and help and thus opened the doors of Tin Pan Alley to this boy of royal African blood.

"There were many sides to Fats," according to Andy Razaf. "He was a great organist, a great pianist and a great composer. But I'll always remember him best as a great, happy guy who led a happy, carefree life that ended much too soon."

THOMAS (FATS) WALLER'S BEST-KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1925—SQUEEZE ME

With Clarence Williams. Clarence Williams Music Publishing Co., Inc.
(Available on the following records: Victor 20-2217, Fats Waller and his orchestra; Decca 18109, Mildred Bailey; Decca 23603 in A-448, Frank Foeba; Decca 23596, James P. Johnson, piano solo.)

1928—MY FATE IS IN YOUR HANDS

Lyrics by Andy Razaf. Santly-Joy, Inc.
(Available on Decca record 23595 in A-446, James P. Johnson, piano.)
I'VE GOT A FEELIN' I'M FALLIN'
With Harry Link. Lyrics by Billy Rose. Santly-Joy, Inc.

(Available on the following records: Decca 24332, Ella Fitzgerald and the Day Dreamers; Decca 24051 in A-1929, Fingert and Schott, piano duo; Decca 23593 in A-446, James P. Johnson, piano solo.)

HONEY-SUCKLE ROSE

Lyrics by Andy Razaf. Santly-Joy, Inc.
(Available on the following records: Decca 18108 in A-200, Mildred Bailey and the Alley Cats; Decca 23593 in A-446, James P. Johnson, piano solo; Decca 23066, Hot Club of France Quintet; Decca 18163, Bill Jordan and George Kent, piano duo; Victor 24826, Fats Waller orchestra; Columbia 35319, Benny Goodman orchestra; Victor P20-1544 in P-139, Dinah Shore; Victor 26219, Coleman Hawkins's orchestra.)

BLUE TURNING GREY OVER YOU

Lyrics by Andy Razaf. Mayfair Music Corp.
(Available on the following records: Victor C36206 in C-28, Fats Waller orchestra; Decca 23596 in A-446, James P. Johnson, piano solo.)

ZONKY

Lyrics by Andy Razaf. Santly-Joy, Inc.

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Will Present

JIMMY MCNUCH
BILLY HILL
LOUIS ALTER
THE TOBIAS BROTHERS
MILTON AGER
FRID AWLERT
HAROLD ARLEN
NACIO HERB BROWN

1930—KEEP A SONG IN YOUR SOUL

With Alex Hill. Mayfair Music Corp.

1931—CONCENTRATE ON YOU

Lyrics by Andy Razaf. Santly-Joy, Inc.

1932—KEEPING OUT OF MISCHIEF NOW

Lyrics by Andy Razaf. Mayfair Music Corp.
(Available on the following records: Victor P27767 in P-109, Fats Waller, piano; Decca 23594 in A-446, James P. Johnson, piano.)

1932—DOING WHAT I PLEASE

Lyrics by Andy Razaf. American Academy of Music, Inc.
HOW CAN YOU FACE ME?
Lyrics by Andy Razaf. Mayfair Music Corp.
IF IT AIN'T LOVE
Lyrics by Andy Razaf. Words and Music, Inc.

1933—AIN'TCHA GLAD?

Lyrics by Andy Razaf. Words and Music, Inc.

1938—THE JOINT IS JUMPIN'

With J. C. Johnson. Lyrics by Andy Razaf. Joe Davis Music Co.
(Available on Victor record P20-1552 in P-151, Fats Waller orchestra.)

1940—BLACK MARIA

Lyrics by J. C. Johnson and Andy Razaf. Paul-Pioneer Music Corp.
This was a rearrangement of "The Jitterbug Tree," written by Fred Rose in 1927.

Instrumental Numbers

1930—MINOR RAG

Southern Music Co., Inc.
(Available on Victor record P20-1553 in P-151, Fats Waller orchestra.)

1933—HANDFUL OF KEYS

Southern Music Co., Inc.
(Available on Victor record P27768 in P-109, Fats Waller, piano.)

1934—VIFER'S DRAG

Mayfair Music Corp.
(Available on Victor record P27768 in P-109, Fats Waller, piano.)

Stage Musicals

1928—KEEP SHUFFLIN'

An all-Negro revue with lyrics by Henry Creamer and Andy Razaf, and with sketches by Miller and Lyles, who headed the cast. Fats Waller and Jimmy Johnson, dual pianists, and Jabbo Smith on the trumpet were in the orchestra pit. Hairs, Inc.
HOW JAZZ WAS BORN
MY LITTLE CHOCOLATE BAR
LABOR DAY PARADE
KEEP SHUFFLIN'
EVERYBODY'S HAPPY IN JIMTOWN
WILLOW TREE

1929—HOT CHOCOLATES

With Harry Brooks. An all-Negro revue with book and lyrics by Andy Razaf, and presented by a cast headed by Jazzies Richardson, Jimmy Baskette, Eddie Green, Baby Cox, Thelma and Paul Morris, Edith Wilson, Margaret Simms and the Jubilee Singers. Mills Music, Inc.

AIN'T MISBEHAVIN'

(Available on the following records: Columbia 36922 in C-113, Benny Goodman Sextet; Columbia 36887, Harry James and orchestra; Capitol 371, Billy Butterfield orchestra; Decca 23594, James P. Johnson, piano solo; Decca 24051 in A-1929, Fingert and Schott, piano; Decca 23595, Louis Armstrong and orchestra; Decca 18799, Jimmy Dorsey orchestra; Victor 40-4003, Fats Waller.)

WHAT DID I DO TO BE SO BLACK AND BLUE?

(Available on Brunswick record 30111, Jack Teagarden.)

PICKANINNY LAND

SONG OF THE COTTON FIELDS
SWEET SAVANNAH SUE
SAY IT WITH YOUR FEET
DIXIE CINDERELLA
CAN'T WE GET TOGETHER
RED SKINLAND
OFF-TIME

1943—EARLY TO BED

A musical comedy with book and lyrics by George Marion Jr., and presented by a cast headed by Mary Small, Muriel Angelus, Richard Kolmar and George Zwick. Advanced Music Corp.

A GIRL WHO DOESN'T RUPLE WHEN SHE BEGS

THERE'S A MAN IN MY LIFE
MY OLD WORLD CHARM
SUPPLE COUPLE
SLIGHTLY LESS THAN WONDERFUL
THIS IS SO NICE
HI-DE-HO-HIGH
THE LADIES WHO SING WITH THE BANO
THERE'S 'YES' IN THE AIR
GET AWAY, YOUNG MAN
LONG TIME NO SONG
EARLY TO BED
WHEN THE MYLONS BLOOM AGAIN

Fats Waller Albums

DECCA A-446. Fats Waller Favorites by James P. Johnson, pianist, with Eddie Dougherty at the drums. *Honeysuckle Rose*, *I've Got a Feelin' I'm Fallin'*, *Ain't Misbehavin'*, *Keepin' Out of Mischief Now*, *My Fate Is In*

Your Hands, Squeeze Me and Turning Grey Over You.

VICTOR P-109. Waller on the Ivory. *Keepin' Out of Mischief Now*, *Viper's Drag* and *Handful of Keys*.

VICTOR P-151. Fats Waller's Favorites with Fats Waller and his orchestra and Una Mae Carlisle, vocalist. *Honeysuckle Rose*, *Ain't Misbehavin'*, *The Joint Is Jumpin'* and *Miscor Drag*.

OLD AGE PAY

(Continued from page 4)

ployees. Various show unions have been campaigning to have their members listed as employees rather than independent contractors, and the move has the general endorsement of the Federal Security Agency (FSA).

The agency considers as employed all people in the entertainment field with the exception of those with sufficient prestige to set their own acts and rehearsal times and select their place of employment. However, FSA says that this policy is not followed by all spots using acts. Those persons who wish to be shifted from independent contractors to employees to take advantage of the lesser tax rate prescribed in the new Social Security bill, can appeal to FSA on a special form provided for that purpose.

Still Muddled

The bill is still under consideration by the Senate committee in closed sessions and it is possible that tax rates and benefits may be changed before the bill goes to the Senate floor. However, the early vote to cover self-employed makes it almost certain that this provision will be included in the bill when it is reported out. The Senate is expected to go along with the committee recommendation.

Because of procedure the bill still has to go thru, it is likely to be late in the current session before it is sent to the President for his anticipated signature.

Hope Dim for RMA Phono Push

Trade Gloomy Over Lack of Diskers, Cash

No Remedy Forthcoming

By Joe Martin

NEW YORK, April 29. — Despite the existence of a special Radio Manufacturers' Association (RMA) committee to promote public interest in radio and TV combinations with phonographs, traders see little hope for any concerted industry action on this front. Among the prime reasons for the pessimistic outlook are: (1) The lack of any record manufacturers' group; (2) the absence of large record player manufacturers from RMA rolls and, (3) the shortage of funds available to the RMA committee headed by J. A. Berman, sales manager of Shure Bros.

It is also pointed out that the radio-TV manufacturers, distributors and dealers are too interested in TV production to "bother with" phonos or radio-TV combinations that include record players. Bearing out the pessimism are statistics which show that of 616 TV sets in the March lines of 80 different manufacturers, only 77 are equipped with record players—less than one such combo per manufacturer. RMA statistics for 1949 show production of a little over 1,250,000 pieces of radio-TV equipment capable of playing a phonograph record. That figure is matched against over 12,000,000 radio and TV sets produced. Most industry execs agree that the ratio of record playing sets to the total would remain the same with the addition of non-RMA production figures.

Diskers Members

Of the record manufacturers only RCA Victor, Columbia and Mercury are RMA members. Of the record player manufacturers, such large producers as V-M and Webster-Chicago (W-C) are not members of RMA, although W-C was invited as a guest member of the Berman committee, which met in Chicago earlier this month (The Billboard, April 22).

At the Chicago meeting, Berman's group announced that it was setting in motion "a broad-gauge sales promotion campaign to interest the public in buying TV and radio receivers with phonograph combinations or modernizing their present phonographs for operation at three speeds." Meanwhile, Berman appointed a subcommittee headed by William J. Doyle, sales manager of the Astatic Corporation, to work out a definite program for the campaign and to prepare a budget.

Clay's New Job Cans Rumor He'd Go RMA

NEW YORK, April 29.—The Radio Manufacturers' Association's (RMA) board of directors is re-examining a list of prospects for proxy in the wake of an announcement this week that Lieut. Gen. Lucius Clay, who was the RMA's top choice for the job, was unavailable. Soon after RMA disclosed that Clay would be offered the RMA presidency (The Billboard, April 28) at a salary reputed to be \$50,000 a year, RMA's board got word that Clay had accepted a high-salaried job as board chairman and exec officer of the Continental Can Company.

People, Products and Prices

News Notes on Manufacturers and Distributors

The board of directors of Emerson this week proposed a two-for-one split on the company's capital stock. . . . Elected to the board of directors of Sylvania were Max F. Balcom as chairman; Frank A. Poor as vice-chairman, and Edward J. Poor, Richard L. Bowditch and H. Ward Zimmer as directors. . . . Majestic added the following new distributors: Edward Einhorn, Norfolk; Electric Wholesale Supply Company, Jackson, Mich.; Ott Distributors, Harrisburg, Pa.; Pan American Electronics, Laredo, Tex.; Group Parts, Syracuse, and Radio Parts Company, Saginaw, Mich. . . . DuMont added to its distributors Arthur Fulmer, Memphis; Arthur Fulmer of Kentucky, Louisville, and James A. Walsh & Company, Houston. . . . Air King reduced the prices of Model 16C1 TV console to \$279.95 and Model 16T1 to \$249.95. . . . Andree cut the price of the Normandy 19-inch, three-way combination from \$649.50 to \$595. . . . Jack Pettersen was appointed assistant advertising manager, and N. H. Terwilliger was appointed sales promotion manager of Motorola. . . . Webster-Chicago announced the development of a color TV converter for the CBS color system that can retail at \$75. . . . Stewart-Warner named the Pacific Stationery Company, Portland, Ore., and the Wilmington Jobbing & Distributing Company, Wilmington, Del., to handle the company's line. . . . Graybar Electric, Grand Rapids, Mich., was named to handle Raytheon sets. . . . The new Edison TV line consists of a 16-inch console, with doors, listed at \$475, a 19-inch console at \$595 and a 16-inch console combination at \$795. . . . Dave Kreichman, Jackson Industries sales manager, in New York last week.

Apex Preems Two Radio-Phono Portables

Two new radio-phono portables in leather carrying cases were introduced this week by the Apex Electronics Sales Corporation. Retailing at \$49.95 is a combination 5-tube radio and three-speed record player. List priced at \$84.95, is another portable combination with automatic record changer made by Webster-Chicago for all three-speeds and all sides of records. Howard A. Jacobs heads the firm, with Max J. Zimmer as vice-president.

Five New Distributions Named by Steelman Phono

The Steelman Radio & Phonograph Company named five new distributors for the company's line of portable phono sets. Cardinal Electronics will handle several New York counties: Buhl Sons, Detroit, and C. H. Mitchell Company, Los Angeles, will distribute the line in their respective areas. The Lew Bonn Company, with offices in Duluth, Minneapolis and St. Paul, and Jerry Kaufman, Pittsburgh, will also represent the line.

Philly Group To Sue in TV Set Kickbacks

Assail Parts "Warranty"

PHILADELPHIA, April 29. — The Philadelphia Radio Service Men's Association (PRSMA) president, Paul Lau, announced that association's attorneys have been authorized to institute law suits against several local distributors for placing unauthorized fees on the purchase of a television set. These additional charges are commonly known as "parts warranty charges." As far as the association is concerned, it's not merely a "tie-in or kick-back" to be paid by the set purchaser but has become a means by which distributors force dealers to deduct the charge from installation fees paid by the dealer to the TV serviceman or contractor.

The parts warranty charges, claims PRSMA, also brought to light that many set buyers who do not buy service contracts assume that any serviceman called will replace parts at no charge because the set buyer paid a warranty charge. Association believes its membership will feel the brunt of the ill will when the set-owners start clamoring for the parts replacement supposedly guaranteed.

Spokesman for distributing firms expressed surprise over the association's action and stated that contractors, dealers and servicemen have pleaded with them for such protec-

Six Set Makers Corner 3/5 of L. A. TV Market

HOLLYWOOD, April 29.—Six tele set manufacturers have cornered three-fifths of the Los Angeles consumer market, according to a recent report by Coffin, Cooper & Clay, Inc., local tele rating and research org. Set makers include (in order of popularity) Philco, RCA Victor, Admiral, Hoffman, Motorola and Packard-Bell. Survey covers the first quarter of 1950 and encompasses all areas in the Los Angeles market.

Philco had a slight edge in leadership, accounting for 12.2 per cent of sets in use, as compared with 11.5 for RCA Victor. Admiral's 11.1 per cent was third, with Hoffman fourth with 9.6 per cent. Motorola sales totaled 7.7 per cent and Packard-Bell was sixth with 7.3. Remainder of the market was spread over miscellaneous name and off-brand receivers. Hoffman and Packard-Bell, it was noted, are both Coast manufacturers with headquarters in Southern California.

Screen sizes varied, with 12-inch sizes totaling 38.7 per cent of the market and 10-inches accounting for 36.4 per cent. These two screen sizes made up three fourths of the total sales in the local area.

However, the association counters that if the distributors desire to maintain a fund to pay for their parts handling, the price of the receivers should be increased, thus eliminating the method being used to cut price on TV service contracts.

Meck Springs 10-Inch Tele Set at \$99.90

\$40 to \$50 Below Others

CHICAGO, April 29.—Official announcement that John Meck Industries, Inc., of Plymouth, Ind., will have on the market in "a few weeks" a 10-inch TV set to retail for \$99.90 was made this week at a meeting of sales and merchandising execs gathered at the company's headquarters to map promotional plans to push the new line.

Priced between \$40 and \$50 below other nationally distributed sets with its screen size, the Meck model will be sold thru over 5,500 stores from coast to coast.

"The last major restriction on expansion of the television industry is being removed," stated John S. Meck, president of the firm. "A good set suitable for family viewing is now in the price range of the broadest part of the American public. With it, we believe, will come increased influence of television in family life, larger audiences that will support better programs and an even greater acceleration of TV's impact on the American economy."

Meck also predicted that the \$99.90 set would be popular as a second set in homes already having television, for children's rooms, dens and bedrooms. It will also be bought for summer homes, clubs and hotels, he said.

In reporting an advertising and sales plans behind the new 10-inch set and a line which ranges to a 16-inch console at \$229.90, Meck said:

"This is part of our policy of helping dealers keep sales volumes and profits up the year-round. Softening of the market has already been reported by some manufacturers and dealers as summer approaches. To be sure that our dealers will have promotional merchandise to keep the cash registers ringing thru June, July and August, we are giving them this extra super-low-price line. It is being backed by heavy advertising and promotional activity."

Meck also reported that the standard "X" line of Meck receivers, including combinations with AM radio and with radio and phonograph, will continue in heavy production during the summer.

NARDA Letter Starts Action On TV Freeze

(Continued from page 10)

fied dealers that the organization's television committee, which will next meet in Washington, would "spend an extra day there going around the city, talking to FCC commissioners, congressmen and others who can speed up action."

Along with the letter, the NARDA sent dealers a prepared speech which could be delivered to any local group and which stated in part, that while color TV is "intriguing," it is still in the laboratory stage and, "in any event, it is a luxury." The speech also expressed "annoyance" at a procedure that "puts colored icing on the cake of the 'haves' before giving us 'have nots' even a crust of bread in the form of every-day black and white television."

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OPS RAPPED BY BUYING SWITCH

Must Sign All Pacts Before Okay by Acts

AGVA in Complete Reversal

(Continued from page 4)

moment or, in some case, the job simply blew up.

Performers charged that when certain dates were okayed they turned down other work only to discover they had neither the original job nor the possible dates they could have had if they had known the first jobs weren't firm.

Trade sources, however, see in this rule a series of hassles that will hurt more than it can help performers. Asking buyers to sign contracts before the actors, will put the former in a position of signing a contract in blank, a stand few ops will be willing to take.

Furthermore, trade insiders asked, how will an op sign for an act on the assurance of an agent when it later develops that the agent can't deliver as promised.

There is still another ramification that will make for trouble. An agent may get a contract for an act that isn't signed to him, then contact the act direct with the offer. Obviously, the agent who has the act under exclusive agency contract isn't going to be happy about splitting commissions, while the agent who has the job will insist on a full 10 or a split before he discloses where the job is.

There have been similar cases where unauthorized agents have made deals for acts not on their list. In such cases it is not an unknown practice for the authorized agent to go over the head of the original agent, or booker, and submit the act for less than the original salary in order to freeze the first agent out.

Gambling Ban Puts Zing on Newport Clubs

NEWPORT, Ky., April 29.—Newport's gambling ban, which went into effect Monday (24) to include all forms of gaming, spread to the county Wednesday when Campbell County Police Chief Jacob Racke declared that all casinos in the county "are going to be closed from now on." Chief Racke's order followed Newport City Manager Malcolm Rhoads' edict calling for a complete shutdown of gambling in the city.

In a personal visit to the night clubs in the county, Chief Racke cautioned the managers that henceforth his men would check each establishment nightly and that if gambling were found, arrest would be made. Heat has been on the numerous local clubs for some time and business of local niteries has fizzled to a trickle as a result.

Chief niteries affected by the county gambling edict are Beverly Hills Country Club, Southgate, leading night spot in the Cincinnati area and one of the top niteries in the nation, and the Latin Quarter, Wilder, Ky. Glenn Rendezvous, another of the more popular spots in the Cincinnati area and located in Newport proper, folded several weeks ago.

Gambling bans are nothing new to the community but those in the know feel that this time local and county of-

(See Gambling Ban on page 51)

IN SHORT

New York:

The Lew and Leslie Grade office celebrated the second year of its New York branch with Eddie Elkart in charge by adding the Royal Theater, Dublin, to its booking list. Elkart has also brought Hans Lederer and Nat Debin into the office. . . . Louis Elliman, owner of the Irish Theater chain, arrived in this country last week to gander talent. . . . Peggy Loeb claims to be the exclusive booker for the Beverly Hills Country Club, Cincy.

Frank Sinatra out of the Copa show with a sore throat and Billy Eckstine, doubling out of the Paramount, is pinch-hitting. . . . Georgie Price readying a suit against a well-known op for failing to live up to contract. . . . Julius Monk, greeter at the Ruban Bleu, will open his Provincetown, Mass., cabaret room in the Atlantic House June 30. . . . The Plaza's Persian Room will get a face lifting this summer. Henry Dreyfuss will be the doctor. . . . Jose Curbello band held over at Havana-Madrid until June 23. . . . Plaque in memoriam of the late Hymie Goldstein, former president of agents' group, was unveiled at the Bellevue Hospital Synagogue Wednesday (26).

Adam Di Gafano leaving the business. . . . The phone numbers in big letters on back of the Latin Quarter showgirls are those of the Latin Quarter. . . . Baer and Rosenblum signed for Columbia shorts. . . . Jerry Rosan bought a house in Hewlett, L. I., and will move there. . . . The Jack Benny one-nighter at Carnegie Hall (June 4) will be all cuffs. The dough goes to various charities; even MCA's waiving commission. . . . Jean Carroll will open at the Miami Beach Five O'Clock June 8 for two weeks, with options up to six. . . . Agents cuffing the Palace each week will scream when they discover that for the house's anniversary show, a two weeker, starting May 18, there'll be no passes. The two-weeker has four acts set so far, Belle Baker, Smith and Dale, Cliff Edwards and the Mervells.

Hollywood:

Jeanne Burns, New York composer-pianist, makes her Coast bow from The Kings as featured 88-er-songsstress. . . . Tenor Clark Dennis broke two house records at the Thunderbird, Las Vegas, and has been booked for a return stint in the fall at the Nevada hostelry. . . . Singer Billy Daniels shattered attendance marks at Sunset Strip's swank Mocambo. Daniels follows with a date at the Flamingo Hotel, Las Vegas. . . . Jackie Gleason, who moved from bistro floors to radio and then tele, invades films shortly, having been inked to a featured role in U-I's "The Desert Hawk." . . . The Russells, Andy and Della, landed a two-week stint at Houston's Shamrock Hotel beginning April 28. . . . Nick Lucas will headline the next show at the Biltmore Bowl following on the heels of the eight-week run of Patti Moore and Ben Lessy. . . . Niteries comics Tom Noonan and Pete Marshall are up for pic stints as a result of their work in the new legit revue "Of All Things." Joe Rollo, handler of the team, turned down several bids for Noonan, insisting on holding the combo intact. . . . Kay Starr and Desi Arnaz set for stints at Palomar Theater, Seattle. . . . Dinah Shore's stint at Ambassador Hotel's Coconut Grove in May will be the thrush's first local niterie date since the war. . . . L. A.'s Orpheum Theater will tie up with tele outlet KLAC-TV in a talent show. Winners of the TV layout, limited to professional talent, will get a guaranteed date at the Orpheum.

Chirp Marion Morgan, protegee of Joan Crawford and former band thrush, will get a fat \$750 per frame when she opens at The Willows, Wilmington, Del. . . . Jimmy Durante has bowed out of his summer vaude stint at London Palladium due to illness of Lou Clayton, the comic's long-time partner and pal. . . . Jimmy Wakely returns for repeater at Las Vegas's Thunderbird Hotel during Helderado Week in May. . . . Patsy Parker, thrush, who has been busy in Frisco clubs, back in Hollywood to open at Charley Foy's. . . . Thrush Linda Waze, local canary who created a stir as fem lead in the original company of "Lend an Ear," is working as a thrush at Cafe Gala, Hollywood.

Jerry Lewis unveiled his camera shop last week, tossing a preview party for the trade. . . . Don (Creesch) Hornsby, one-man show, who recently closed a three-month run at Charley Foy's, was tele-auditioned by NBC last week. . . . George Shearing Quartet has been set for a run at the Oasis, beginning July 21. . . . Frankie Laine booked for first local stint since last year's Coconut Grove hit, opening at Ciro's July 21. . . . Pete Marshall and Tommy Noonan, comics who scored in "Of All Things," snagged a booking at the Mocambo as a result of their standout work.

Two Agents Face Action by AGVA

NEW YORK, April 29.—Action leading to possible revocation of franchises were started last week against Phil Tyrrell, Chicago agent, and Nick Agneta, New York percenter, by the American Guild of Variety Artists (AGVA).

Both agents have been formally warned by AGVA and their agent's org, Artists Representatives' Association (ARA), that their refusal to give up their court actions against two actors without first submitting their cases to ARA-AGVA arbitration, is a violation of AGVA-ARA rules.

Tyrrell, who has a case pending against Dean Murphy, and Agneta, who has a similar case pending against Jack Carter, have replied that

As the Girls Go

ATLANTIC CITY, April 29.—Niterie barmaids can keep the beach head they've established at the cafes and lounges but no new ones may be hired. Amended resort ordinance passed this week represents a partial victory in the battle of the sexes.

As originally proposed last February, it would have banned all fern bartenders, of which there are 91 around town. Amended law permits them to keep their jobs.

on the advice of their respective counsel, they will proceed against Murphy and Carter outside the framework of customary arbitration practices.

Miami Council Sez Now Hotel Shows Are OK

Cafes Beaten on Nix

MIAMI, April 29.—Local hotels tangled with cafe ops at Wednesday's (26) meeting of the Miami Beach City Council and came out of it with permission to run cabarets and stay open nightly until 1 a.m.

The cafe opposition was led by Danny Davis, op of Kitty Davis's Theater-Restaurant. The hotels were led by Ivar Blacker, of the Sherry-Frontenac.

The battle for shows in hotels has been going on for the past few years. Some hotels wanted shows on the same basis as the major cafes. The latter opposed them all down the line. The final council vote was six for and one against.

This new ordinance, while it will hurt such cafes as the Copa City, Beachcomber, Kitty Davis's and others, will help smaller actors by giving them additional work. Some trade sources saw in this move a possibility that the Beach hotels will become another borscht belt where work for acts is concerned. AGVA estimated that about 250 additional jobs will be created by this new ordinance.

Agents saw also a possibility that the major hotels will begin competing for the big-name acts, thereby upholding a high salary structure that many cafes claimed was directly responsible for the bad season just ended.

Under the new classification hotels will pay \$750 for a cabaret license in addition to the State license of \$1,500, of which the city gets half. Night clubs pay the same license fees but in addition are charged \$2,000 for a city occupation permit plus \$150 State occupation tax.

Tucker, Lewis For Chez Bill

NEW YORK, April 29.—Chi's Chez Parée will use a double barrel to hypo business for the first time in years. Starting June 2 the club will bring in Joe E. Lewis and Sophie Tucker on the same bill.

The original Tucker deal called for a mid-May opening, but the club bought Frank Sinatra and pushed her back. Subsequent dates apparently ran into Lewis bookings and the combo show was agreed upon.

Tho the price is undisclosed, it is likely that the spot is getting some kind of break, as both Lewis and Sophie Tucker are William Morris office properties.

Atlantic City Club Sets Summer Policy

ATLANTIC CITY, April 29.—Sam Singer's Club Harlem, which did a big business last summer in face of a general slump at the resort, will again use shows when it opens early in June, with Larry Steele producing. Spot will continue its \$1.85 admission policy.

Already set are George Kirby, mimic; Jimmy Smith, tap-xylophonist; tapper Teddy Hale, a line of girls and Milt Buckner's band.

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, April 27)

Capacity, 1,700. Price range, 50 cents to \$1.50. Four shows daily: five, Saturday. RKO chain booker, Dan Friendly. Show played by Don Albert's house band.

The new one starts with a good pair of young hoofers, Vince and Gloria Haydock, playing a return and doing as well as on their previous date. They gave the tee-off plenty of zip with their precision taps, finishing to big hands. El Cleve and Marilyn were okay in the two spot, with the male getting yocks for his xylophone comedy bits and the fem getting her share for the sight stuff.

Sara Ann McCabe got only fair attention at the onset of her act, tho she finally got them with her high notes on her longhair numbers, going off way ahead. Alphonse Berge, working with three girls, did a good job with his quick dress-making routine. Val Setz, comedy juggler, got the show back into high gear with his comedy bits based on Indian clubs, balls and assorted articles. His break-away-fallaway dish bit made a great finish.

Ballroomologists Okay

Rita and Allan (Adam Digaiano's brother) Farrell in their first Stern theater date made a fine impression. The couple's good looks and skilful ballroomistics, tied into a fine dance act, won them solid applause.

Tim Herbert and Don Saxon were terrific in their first date as a team (See Palace, N. Y., on page 51)

Senator, Pittsburgh

(Thursday, April 27)

Capacity 1,800. Price range 35 to 85 cents. Four shows daily: five on Saturday. House Booker, Anton Cilibila.

With current layout house will close after this week to get ready for fall legit season. Show this week is best of four presented. Tommy Carlyn's orchestra is showcased beautifully and shows promise of being one of the new name bands of the country.

With four brass, four reed and three rhythm and vocalists, Deloris Randall and Happy Houston, Carlyn held the show together with top arrangements, working in his singers and a vocal trio to sock results. Carlyn also does a pleasant emcee job.

First act on was Ed, Mack and Lorraine, a fast tap trio that got the show off to a flying start. Next act was the King Brothers, top hand balancing turn that got a terrific reception. Pansy the Horse, in usual sock standard turn, worked to good results. In the closing spot, Eddie White, a big fave here in years gone by, got by okay but should have brought his material more up to date. Introduced *Wait For Me, Mary* as a song that he predicted would soon be on the hit parade. Len Litman.

Olympia, Miami

(Wednesday, April 26)

Capacity 2,200. Policy, 52 cents to \$1.12. Four shows daily. House booker, Harry Levine. Show cut by Rhodes house ork.

The bill here this week, headed by Billy Gilbert, is satisfying entertainment, if nothing to rave about. The Arwoods and their trained pooches opened with the canines doing routine tricks and the fem member of (See Olympia, Miami, on page 51)

Roxy, New York

(Friday, April 28)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Show played by Roxy house ork.

On paper a show carrying Chico Marx, the Louis Armstrong combo, Martha Stewart and the Blackburn Twins, plus a comparatively unknown singing group looks pretty good. It missed mainly because Chico Marx didn't show much of an act. The crowd at show caught was a pushover. It wanted to laugh but Marx gave it little to laugh at. His routine consisted of piano-playing bits of melodic stuff, with comedy bits and Iowa chatter, some of it blue, thrown in. One gag about how the Marx Brothers saved marijuana as kids because they were "studying to be musicians," was an example of his humor. For added time Marx used the band pianist for duets.

On the opposite side of the ledger was one of the freshest acts caught in recent weeks—the Continentals—a six-man (one on piano) singing group which demonstrated what a class act could look and sound like. Using voices for sound effects and in catchy arrangements, boys went thru the *Donkey Serenade*, an amusing whistling solo of *Flight of the Bumble Bee*, winding it up with a medley of spirituals, to great hands.

Martha Stewart and the Blackburn Twins marred an otherwise solid job with a flag-raiser finish sung straight. Theirs is basically a song and dance act heavy on the latter for understandable reasons. The boys' precision taps are better than ever due to their greater assurance. Miss Stewart was in on the dancing tho her solo vocals were hardly show stopping. Team's biggest was *Dearie*, with special lyrics that hit until their super-patriotic finisher. The big hand was for obvious reasons.

Louis Armstrong, carrying Earl Hines, Jack Teagarden, Barney Bigard, Cozy Cole, Arvel Shaw and Velma Middleton on the vocals, did a solid job. Their first was vocal duet, Armstrong-Middleton, on *That's My Desire*, and second and last was *12th Street Rag*, with solos by every sideman.

Finale had everybody back for a Robert E. Lee number using black lights and silhouette impressions of a stern wheeler paddling up river. Pic, Wabash Avenue. Bill Smith.

Chicago, Chicago

(Friday, April 21)

Capacity: 4,200. Price policy: 50 to 85 cents daily. Four shows: five on Saturday. House booker, Harry Levine. Show played by Louis Basil's house band.

House should do terrific biz for the next two weeks with the combination of Bing Crosby's *Ridin' High* and Frankie Laine. Laine has never been better. While the Mercury warbler has always punched a song across, he's now captured a dramatic quality to sell narrative things like *Wild Goose* and *Lucky Old Sun*. He won huge mitts.

The Clark Brothers, Negro tap trio, open slowly with some weird cavorting around a cane, taking three minutes before they weave any continuity into their work. After that it's top-notch rhythm cleating combined with some out-of-this-world acrobatic. The final seven minutes were tops and got that kind of a hand.

Patti Page, in her first Loop vaude date, showed lots of potential. The Mercury chirp has an unusual delivery that's building with every release, and the same should be true of her personals. Costumed in smart blue taffeta, she delivered a wide range of lyrics effectively. Got good hands all the way and especially for *With My Eyes Wide Open I'm Dreaming*.

Alan Carney had a receptive audience for some rather old material at the start. He warmed them up after some school-day gags. Closed nicely with his standard labor union meeting. Johnny Sippel.

Capitol, New York

(Thursday, April 27)

Capacity, 4,627. Price policy, 55 cents-\$2. Four shows daily: five, Saturday. Loew chain booker, Sidney Piermont. Show played by Russ Morgan's ork.

The new bill has an agreeable lineup of dependable talent and sound commercial values.

Russ Morgan and his 18-piece ork play the stick-to-the-medley music preferred by the majority of theatergoers—schmaltzy with fiddles (six), a dash of novelty and a sizable slice of sure-fire nostalgia, via oldies *Limehouse Blues*, *Stumbling and Linger* and *Awahle*. Laryngitis canceled out Morgan's usual vocal stint, but he was a prepossessing emcee, with the crowd with him from the start. The band's tongue-in-cheek jam session on the *Johnson Rag* sparked a particularly warm response.

In the closing spot, Jackie Miles ran thru his regular routine about Miami, race tracks and garment center roundtable on a Gene Autry movie. Miles' flair for perceptive characterization and pantomime, even tho somewhat on the subtle side, got solid returns.

La Edwards Impresses

Joan Edwards, now blond, teed off with one of her own tunes, *You Can't* (See Capitol, N. Y., on page 51)

Radio City Music Hall, New York

(Thursday, April 27)

Capacity, 6,200. Price range, 80 cents-\$1.20. Four shows daily. House booker, Leon Leontoff. Show played by Alexander Smallev's house ork.

The big thing on the current show backing the flicker, *No Sad Songs for Me*, is the finale tagged *Heap Big Pow-Wow*, based on the song *I'm An Indian, Too*. The number started with an octette in Indian costume huddled on the stage doing a stint around the *Iowa Indian Song* against a drop showing squaws with papooses. The (See Radio City on page 51)

Palomar, Seattle

(Wednesday, April 26)

Capacity, 1,200. Price policy, 50 cents-\$1.25. Four shows daily. Show played by Ray Watkins house ork.

This show, for the most part, had the pewstitters hopping, with Capitol's Kay Starr singing in great style. The gal opened with *The Best Things in Life Are Free*, then clinched her first group with *I'm the Loneliest Gal in Town*, and followed with *He's a Good Man To Have Around*, *Momma Knows When*, and the inevitable *I Ain't Misbehavin'* for the finisher.

Big on the support bill were Barr and Estes, comic terpsists. The lad carries most of the act, soft-shoeing and pantomiming, tho the gal made good whistle bait.

Puppet Opener

The opener was handled by Tyler and St. Clair, who used puppets on the xylos to *Three o'Clock in the Morning* and *Swanee River*. Clem Hawkins, sound mimic, created the atmosphere of airports, creuses and barnyards for good mitts. Hawkins closed with version of *Shep Fields* doing the *Woodpecker Song*.

Ex-Spitalnyite Mary McClannahan started a bit slow with her fall-apart car entrance, but began to weave when she worked the skins for healthy solo breaks.

Pic, Gun Crazy. Wil Stevens.

Paramount, Los Angeles

(Monday, April 24)

Capacity, 3,371. Prices, 40, 50, 80 cents. Four shows daily. House booked-producer, Russ Stapleton for Fanchon & Marco. Show played by Rube Wolf house ork.

The Pied Pipers and Rio Brothers share the spotlight in the new Fanchon and Marco stage presentation. Show is short but well paced and varied, earning to reaction.

For the opener, 20 Fanchonettes are featured in an Oriental number, with Armandita Chiroi doing classical chirping and the adagio team of Don and Dolores spotlighted in a specialty number. Terp team displays some (Paramount, Los Angeles, page 51)

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Versailles, New York (Wednesday, April 26)

Capacity, 300. Price policy, \$4-\$5 minimum. Operators, Nick Frounias and Arnold Rosfield. Shows at 8:30 and 12:30. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget current show, \$4,000. Estimated budget, previous show, \$3,000.

In his first Stem cafe date since the Copa (1944), Johnnie Johnston showed the same boyish charm, the sun-bleached hair and well-tanned face, that drew attention previously. His friends in the opening-night audience applauded and cheered him on into encore after encore, a contingency which Johnston apparently was well prepared for.

Working in front of Ellis Larkin's fine piano backing and Emil Petti's excellent ork, Johnston opened with *C'est Si Bon*, went into *What's New?* and wound up his first group with *Most Beautiful Girl in the World*. After some chatter he gave with *Je Vous Aime Beaucoup* and wound up

NIGHT CLUB REVIEWS

This set with the novelty, *You Can't Take It With You*. Then came a series based on present-day songwriters, Carmichael, Porter, Burke and Van Heusen, using about 16 bars of their hits for an imaginative medley, closing it with his trade-marked *Old Black Magic*. Crowd applauded for more, and he did a reprise of his Paramount Theater gimmick, calling up two feds to flank him while he sang *My Foolish Heart*, paying them off with roses. His finale was *I've Got My Love To Keep Me Warm*.

While Johnston is a good-looking personality lad, he's no longer the singer he once was. It was also apparent that business (usually big on opening nights) was only fair.

Bill Smith.

Latin Quarter, New York (Wednesday, April 26)

Capacity, 525. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Booking, non-exclusive. Publicity, Bayne-Zusman. Estimated budget current show, \$18,000. Estimated budget, previous show, \$15,000.

This is probably one of the most colorful shows Lou Walters has put on in a long time. It packs a solid 90 minutes of big value and also becomes a showcase for a new type of comic, a foreign import, and gives a girl singer with a hit record a chance to display her latent abilities. The whole thing's wrapped up in flash and glitter, kaleidoscopic costumes on the 12-girl line, strips with gimmicks, dancing groups and acros, with everything moving fast and on the button. Incidentally, the Art Waner band has seldom played a show as well. It was sharp and precise and backed some of the intricate dance numbers with outstanding skill.

Tommy Trinder, tho visibly nervous, did a solid job. He disproved the theory that English comics are not for U. S. audiences. He punched British-accented gags in a fashion long believed to be an American attribute. Some of his material may have sounded familiar, but the twists he gave it made it down-to-earth yock-bait. Trinder, a fast man with a gag and a shifty ad libber, did only about 10 minutes, winding it up with a signature song and a beg-off speech that was at once humble and appealing. If England has other comics like Trinder, they shouldn't find it too hard to get work in this country.

Eileen Barton, who skyrocketed with her *Baked a Cake* on the Mercury-National labels, did something this reviewer has seldom witnessed here before—she stopped the show. The music for the subsequent production couldn't be heard above the applause, and she was forced to return for a beg-off speech. Gal opened with *Man Around the House*, overselling it unmercifully, followed by a thing based on a special California *Here We Come*, then went into another special, a calypso beat, *It's a Topsy Turvey World* (music by Herb Hecht; lyrics by Willie Gilbert and Jack Weinstock), a catchy tune with rhymed gags—and she was in by a mile. Tune showed potentials for a music pub. The inevitable *Baked a Cake* came next to deafening applause added to by a cake presentation by a delegation of disk jockeys.

In the other portions of the show, the Szonys (Giselle and Francois) repeated the smash successes they've had all over the country with their ballroomology. Team has added a new bit since last caught; the boy does a piano solo, *All the Things You Are*, while the girl does a dance story. Response was tremendous. Trini Reyes, an unusually pretty Spanish flamenco dancer, also hit strong. Working in male costume, the girl went thru rapid-fire heel clicks and hand claps with an undentable verve for solid applause.

Lucienne and Ashor, hold-overs, continued to prove they're one of the best apache acts around. Kanazawa Trio's Risley act was spotted capably for solid returns. Pirokka's modern dances were good for added values; Linda Lombard did well in the production singing slots; Ralph Young's booming bary was pleasant ear-stuff, and the productions looked like big money.

The Matilda Naaman Dancers, a mixed eight-person group, were competent in various numbers, tho here and there rough edges were apparent. The finale, *Coming Through the Rye*, featuring an original song, *Wee Bit of Scotch To Keep You Happy*, by Phil Charig and Burt Milton, made a big-time closer to an already big-time show.

Bill Smith.

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Bill Miller's Riviera, Fort Lee, N. J. (Tuesday, April 25)

Capacity, 1,026. Price policy, \$3.50 to \$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Dreyfus-Delynn-Moore. Estimated budget, \$11,000.

A show that can be a smash in one spot need not necessarily be a smash at another. This was demonstrated here by Jan Murray, Rose Marie and the Vagabonds. This same package which ran 18 weeks at the Miami Clover Club, where the writer first caught it, with the three acts working singly and together, got yocks which were unbelievable. Yet the same routines which killed them in the South, practically died up North.

Part of the fault is attributable to the Riviera preem audiences. They're more interested in being seen and heard than they are in shows. To that extent it is quite likely that show will get better responses from succeeding audiences. But some of it must be shouldered by the performers. Words like guinea and wop, which the actors used liberally, may get laughs in the Deep South. Up here they're insulting. The sum total of Rose Marie's reprise of her old material; the Vagabonds' shenanigans and Murray's fast glibness was embarrassing to watch.

By comparison the ballet and modern dancing of Katherine Lee was wonderful. The tall gal's suppleness, exciting choreography and superb performance pulled hefty hands time and again. Gal worked in two numbers of which the latter, used by her in *As the Girls Go*, was almost a show stopper.

The 12-girl Arden-Fletcher line was something to see. Costumed in sequins and feather effects, the kids went thru routines with a beauty and grace that indicated long rehearsals. The fact that each girl was pretty didn't hurt any either.

Walter Nye's band backed the show with verve and precision that added considerable to the sight values. Pupi Campo's rumba outfit jammed the floor for the Latin sessions. Pat Terry, good looking boy singer, did satisfactorily in the production numbers.

Bill Smith.

Follow-Up Review

EDDIE DeSURE'S OASIS, LOS ANGELES: Rapidly developing into one of the Coast's hottest spots for name Negro talent, Oasis tosses in a filler show between names. This one doesn't boast the b.o. magnetism of the recently closed Billy Eckstine, but it gives patrons their bucks' worth. All Negro bill, excepting Larry Stevens, balladist, debuts Damita Jo, a promising songstress; Slim Gaillard, a one-man show, and Eddie Beal's combo.

La Damita pleases, warbling *What Can I Say* and *Blue Prelude*, but should use a style of her own. Gaillard is still a great crowd pleaser with his zany lingo and antics. Stevens, former Jack Benny airshow vocalist, displays his sugar-coated pipes to good advantage, and with an assist from his winning personality, sells well. Beal's boys competently handle the terp tempi and accompany the acts.

Lee Zhito.

Jive Vs. Dirge

DETROIT, April 29.—A projected new ballroom here is facing opposition from a funeral parlor. Harold R. Parker, who has started construction of the dance spot in the East Side, may be stopped by a suit filed by an undertaker across the street, who insists that his establishment requires "an atmosphere of peace and dignity, and objects to the dance hall."

Seven home-owners also joined in the petition, altho the ballroom would be located on a main business thoroughfare.

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Supple, The Billboard

Variety says—
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Zabe, Variety

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April 27th

CAPITOL

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Chicago Daily News.

. . . Bela Kremo, a European import, is in many ways the finest juggler I have seen.

Chicago Sunday Tribune.

. . . greatest juggler to play this room to date is Bela Kremo.

The Standard, Montreal.

. . . some of his tricks are sheer genius.

Will Davidson, Chicago.

. . . Polishes off his performance with magic handling of three cigar boxes that's sensational.

Ray Hunt, Chicago.

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Long Runs, Fast Faders Pull Stem Combo Take to 342G

NEW YORK, April 29.—Long runs and fast fading bills in their last days pulled over-all takes of the Stem combo houses down to \$342,000 against the previous week's \$454,000.

Radio City Music Hall (8,200 seats; average \$128,000) exited after four weeks with \$117,000. Bill of the Eastern show and *Daughter of Rosie O'Grady* started off with \$144,000, jumped to \$185,000 and went to \$150,000. New show, reviewed this issue, has Rudy Cardenas, Rex Ramer and No Sad Songs for Me.

Roxy (6,000 seats; average \$76,000) wound up its four-weeker with \$60,000 for Fran Warren, Harmonicats and *Cheaper by the Dozen* after opening to \$115,000, followed by \$185,000 and \$80,000 respectively. New show, opening Friday (28), has Chico Marx, Martha Stewart, Blackburns and Washburn Avenue.

Capitol (4,627 seats; average \$56,000) finished with \$36,000 for its three-weeker with Nancy Walker, Sammy Kaye band and *Reformer and the Redhead*. It started with \$69,000 and went to \$50,000. New show, re-

viewed this issue, has Russ Morgan and Joan Edwards, Jackie Miles and Conspirator.

Paramount (3,654 seats; average \$73,000) moved back to \$70,000 for Billy Eckstine, Henny Youngman, Pete Rugolo and *Riding High* for its second week, after a preem take of \$100,080.

RADIO CITY, NEW YORK

(Continued from page 49)

latter dropped out of their slings and became the famed Rockettes, who went into their classical precision terperity. This segued into a full stage effect with everybody on for the Indian number, backed by red blanketed Indians with war bonnets silhouetted against a steam curtain, with the whole thing reaching a mad dance crescendo. When it finished, the applause was deafening.

The show started with a slow, dreamy ballet set to Chopin which developed out of a framed tableau. Patricia Drylie, Patricia Bowman and Robert DeVoye did commendable solo and duet dancing against the corp de ballet.

Ramer Hits Solidly

Rex Ramer was nicely presented as the head of a guide service instructing girl guides how to conduct Radio City tours. He got into his act by demonstrating what could be heard at one of the NBC stations, which gave him the cue to go into his vocal take-offs of various instruments. His Spike Jones Tea for Two finish won solid laughs.

Next was the Granada number on an indoor Spanish set full of colorfully costumed people. Donald Johnston did a fine bary job in the lead song, ably assisted by Jeanne Comfort, Loretta Hamilton, Helen Dodge, Doris Moore and the Glee Club. The dancing in this one was well handled by Maxine Marlowe, Brunhilde Roque and Wintress Perkins.

Rudy Cardenas, tiny Mexican juggler, started on the Granada set, moved up in front of the curtain which was dropped, allowing him to go on as a single. His fast juggling, stepped up to machine gun pace, got one of the biggest hands heard here in a long time.

Bill Smith.

CAPITOL, NEW YORK

(Continued from page 49)

Take It With You When You Go, and made a fine initial impression. Unfortunately, tho, she played the rest of her act from a piano, mid-stage, which hampered side and vocal value, since her accompaniment was hardly big enough to fill a house like the Capitol. Exuding super-assurance, Miss Edwards clicked with a medley of her Uncle Gus Edwards's songs (i.e., "and then Gus wrote this one"), then encoored with a series of vocal impressions including Lena Horne, the Ink Spots and Ethel Merman.

Rounding out the bill was Bela Kreno, a gentle juggler with deft timing and the whimsical charm of a European music hall turn. His shrewd knack of underplaying for effect paid off with a big hand for his trigger-timed climax, a rhythmic juggling trick.

Pic, Conspirator. June Bundy.

GAMBLING BAN

(Continued from page 48)

Officials really mean business. Without gaming most of the local clubs cannot operate profitably and many closings are expected to result from the ban.

In the meantime, gambling continues to flourish in adjoining Kenton County, where the Lookout House, one of the top niteries hereabouts, is located. Kenton County operators are apprehensive, however, lest the anti-gambling spread to their balliwick.

PARAMOUNT, L. A.

(Continued from page 49)

exciting bends and lifts, winding up with a thrilling series of overhead whirls.

Pied Pipers (three boys, one gal) display plenty of vocal polish and audience savvy, and prove a first rate visual act. Not content to rest on a rep from radio and disks, the group has built a palatable vaude act by using charming special material coupled with general flavoring of oddies and standards. Their vocalizing is a pleasant blend of smooth harmony which held customers.

For novelty, the Fanchonettes score best with a colorful square dance routine, expertly executed and handsomely costumed, with Capitol Records hoe-down Les Gotcher doing the calls. A precision tap routine, also featuring the 20-gal line, clicks.

Comedy chores are ably handled by the Rio Brothers, knockabout comics with a zany style. Lads do a satire on Cisco Kid, a burly slow motion hold-up and precision eccentric dancing. When caught, the team worked to a solid callback, winding up with a genuine ovation. Their style is broad and not unlike that of the Ritz Brothers. Given sock material, the act could hit the top rung.

Rube Wolf's ork wins favor with a comedy novelty number with Wolf working thruout for yocks. Band singer Ronnie Gibson, clicking locally via her weekly stints, scores okay with Baked a Cake and My Foolish Heart.

Pic: Captain Carey, U. S. A. Alan Fischer.

OLYMPIA, MIAMI

(Continued from page 49)

the Arwoods adding a few of her own to good returns. Dolly Dawn, on second, around a long time, improves with every return date here. She started with You Missed the Boat, and followed with My Foolish Heart and St. Louis Blues. She encoored with A Man Could Be a Wonderful Thing, finishing to a great hand.

Mits for Gilbert

Billy Gilbert, on third, was greeted with a warm hand, and his tongue-twisting technique had them laughing thruout. His bit with the fern stooge was good for solid yocks. The sneeze routine had them asking for more. Jimmie Husson, who emceed, had a tough time following Gilbert, but he wound up scoring heavily with his imitations of Walter Winchell, Fred Allen, Clark Gable, Bing Crosby and Al Jolson. Anthony, Allyn and Hodges (two boys and a girl), closed the show solidly with their trick and comedy dance routines.

Pic, Stage Fright. Art Green.

PALACE, NEW YORK

(Continued from page 49)

in a New York spot, Saxon makes a good straight man, tho he needs more aggressiveness, but Herbert's mad mugging and crazy dashes across the stage got big yocks. Their routines are a combo of succotash and plain looniness—but the audience loved it and them. The two boys know their way around showbiz and have a real formula. In time they could develop into real box office.

The Maxellos's standard Risley act was as deft as ever, with the laughs coming this time from Herbert and Saxon who got into the act plus the audience volunteers who came on later. The house gave it a juicy hand.

Pic, I Was a Shoplifter. Bill Smith.

New Detroit Show Bar Ops

DETROIT, April 29.—Latest in the wave of changes affecting ownership or management of top local night spots is the sale of the State Show Bar by George Agree to a partnership formed by Louis Basco, Philip J. Williams and George N. Doas, all newcomers to the niterly field. A cocktail lounge policy is being followed, with Bud Hanaway and the Novelaires working currently.

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Ballet Theater's 10th Anniversary Rewarding as 1st

NEW YORK, April 29.—It is 10 years since a fledgling dance group, calling itself the Ballet Theater, unveiled at the Center Theater. It has been a decade well spent artistically, even if the going has been frequently rough financially, and the troupe arrives at its 10th anniversary to general acclaim as the best purveyors of tulle-and-tights entertainment on the American scene. To celebrate, the troupe came back Sunday (16) to launch a three-week spring season on the same stage from which it took off back in 1940. It will play thru May 14.

It was particularly pleasant that the bright, particular star of a 10th anniversary should be a dancer who has come up with the years from the troupe's ensemble to the stature of one of our finest dramatic ballerinas. Nora Kaye had a really triumphant evening, with the faithful which packed the big Center bawling approval. She was in top form as the tortured young murderess of Agnes De Mille's *Fall River Legend* and technically brilliant in William Dollar's new and somewhat spottily patterned version of *Jour*.

Individual Skills

The Theaterites chose the perennially popular *Les Sylphides* for their program opener with Nana Gollner, Diana Adams, Norma Vance and John Kriza soloing in fine Ballet Theater tradition. Followed the above mentioned *Legend* with Hugh Laing, Lucia Chase, Ruth Ann Koesum and Peter Gladke lending Miss Kaye excellent support. The new *Jour* had Miss Vance, Igor Yousekevitch and Miss Kaye tried in a combination of athletics and sex to Debussy's original score. Much of its stepping pattern is light and frisky, but there were moments when individual skill had to triumph over downright awkward choreography. The evening wind-up was a revival of *Gala Performance*, which is peculiarly the troupe's own. It is always amusing, even the some of its comedy has worn thin with repetition. Mary Burr, Miss Adams and Shellie Farrell danced the rival ballerinas, with Antony Tudor and Eric Braun portraying their long suffering partners.

In addition to *Jour*, the balleters add three other new works to their rep for the current stand: John Taras's *Designs With Strings*; *Capriccio* by Herbert Ross, based on episodes from Goya etchings, and *Nimbus*, Antony Tudor's newest which will feature Miss Kaye, Miss Adams and Hugh Laing.

In sum, the tulle-and-tights got off to a fine Center start, with the same kind of noisy reception that met their unveiling efforts 10 years back. Bob Francis.

Schedule "Pacific" Train to New York

BRIDGEPORT, Conn., April 29.—The New York, New Haven and Hartford Railroad, which has been running monthly show trains to New York for more than a year, has hit the jackpot. It announced this week that its next show train will be to South Pacific on May 8. The only way the railroad accomplished the seemingly impossible was by outright purchase of tickets almost a year ago. Since that time they have hoarded them and kept the date a secret.

Instead of putting them on sale at stations from Hartford to Stamford, they will be distributed by mail, with first preference going to those who rode previous show trains and who signed to be notified of future shows. If any are left they then will be offered to the general public in various cities.

BROADWAY OPENINGS

PETER PAN (Opened Monday, April 24) IMPERIAL THEATER

A fantasy by James Barrie. Staged by John Burwell, Associate director. Wendy Toye, Maudie by Leonard Bernstein. Sets and lighting by Ralph Allsopp. Costumes by Morley. Conductor, Ben Steinberg. Orchestrations, Hershey Kay. General manager, Al Goldin. Stage manager, Mortimer Halpern. Press representatives, William Fields, Walter Alford and Arthur Cantor. Presented by Peter Lawrence and R. L. Stevens.

Nana	Norman Shelly
Michael	Charles Taylor
Mrs. Darling	Peg Billings
John	Jack Diamond
Wendy	Marcia Henderson
Mr. Darling	Boris Karloff
Peter Pan	Sean Arthur
Liza	Glennia Patricia
Tootles	Lee Barnett
Slightly	Richard Knox
Curly	Philippe Reburn
The Twins	Charles Brill, Edward Benjamin
Nibs	Buzzy Martin
Captain Hook	Boris Karloff
Starkey	David Kurlan
Smee	Joe E. Marks
Jukes	Will Scholz
Secoo	Nehemiah Persoff
Mulling	Harry Allen
Noodler	John Dennis
Cookson	William Marshall
Whipples	Vincent Beck
The Crocodile	Norman Shelly
Tiger Lily	Glennia Patricia
Big Chief Panther	Ronnie Aul

INDIANS—Kenneth Davis, Norman De Jole, Loren Hightower, Jay Riley, William Samner. MERMAIDS—Stephanie Augustine, Eleanor Winter.

PIRATES—Rannie Aul, Kenneth Davis, Jay Riley, William Samner.

To begin with, let it be recorded that Peter Lawrence and Roger Stevens have a hit on their hands at the Imperial. They have given Barrie's classic fantasy about *Peter Pan*, the boy who would never grow up, and the Darling children and their flight to the Never Never Land of friendly Indians and inimical pirates, a lushly handsome revival which will doubtless magnet the feet of young and old to the box office. *Peter Pan* was and will be always a heart-warming piece of theater.

Nostalgia, however, is a treacherous matter, and for a reporter, who as a youngster saw Maude Adams play the immortal Peter any replica must suffer by comparison. The same (See *PETER PAN* on opposite page)

A PHOENIX TOO FREQUENT

(Opened Wednesday, April 26)

FULTON THEATER

A comedy by Christopher Fry and a drama by Kenneth White. Staged by John O'Shaughnessy. Sets and costumes by Jack Landau. Company manager, Harry Shapiro. Stage manager, Lee Parry. Press representatives, Philip Bloom and Michael O'Connell. Presented by Steven H. Scheuer and Bernard Carson.

FREIGHT

Roty	Maxwell Glazville
Pant Boy	Lance Taylor
Pug	Ernest Truexdale
Miah	Raymond Hill
Oz	Lloyd Richards
Buckett	Kenneth Manigault
Lottie	Curtis Harry
Peg Leg	Marjorie Thompson
Samp	Doris Johnson
Jake	Glen Gordon

A PHOENIX TOO FREQUENT

Dynamene	Nina Foch
Doite	Wicki Cummings
Tugues-Chromis	Richard Derr

Since *A Phoenix Too Frequent* affords local citizenry an opportunity to view the first imported project by England's current wonder boy, Christopher Fry, it would be pleasant to report that it is, by all means the gem that advance bally would have had them believe. Unfortunately, it does not quite come up to expectations. There is no question but that Fry can treat the English language like a badminton rally, picking words out of the air and socking them home in a furious but perfect pattern which keeps the ear on the jump to pick them up. His wit is nimble, and his conversational jibes deftly barbed. But when all is said and not much done, *Phoenix* is just a frothy little one-act fantasy stemmed from a cute idea which can take just so long in the telling. In spite of some efficient playing and polished direction, Fry's sarcastic little fable about a Greek lady, self-immured along with her maid in the tomb of her late spouse, and her burgeoning interest in the advent of a handsome soldier, is not enough to fill a full hour of playing time.

So, altho Nina Foch is once more (See *A PHOENIX* on opposite page)

Sides and Asides

Stage Managers' Club Showcases "Talent '50"

The Stage Managers' Club (SMC) put on its annual showcasing of talent Friday (28) and the ANTA Playhouse (formerly Guild Theater) was jammed with producers, managers, talent scouts and just plain actors. "Talent '50" is the third opportunity for non-featured players to show their wares and has become a most important one for bit players and boys and gals of local ensembles. It also provides a splendid chance for budding composers, lyricists and sketch writers to get a hearing. This year's show, produced by Monroe B. Hack (assisted by Lucia Victor and David Jones) and emceed by Hiram Sherman, spotted plenty of bait for scouts and potential producers. In a program including over a score of numbers, there were half a dozen promising dramatic contributions and plenty of fine dancing. The singing crop didn't seem so impressive this year, altho there were a couple of well-staged production numbers with some good chanting. Dramatically, this department liked best the work of Perry Bruskla, Charles Durand and Theodore Goetz in a bitter sketch, called "This Is Tomorrow," and Carol Lee and Dorothy James in a scene from "One Sunday Afternoon." Dancewise, a little number, titled "I Laughed at Spring," had the imagination to bait it for a Stern revue; and three gals who bill themselves as The Mad Moiselles could be a natural for revue or television stunts. Plenty of bows are due again the SMC. The boys gave the hopefuls the best of everything in showcase staging. May "Talent '50" have many follow-ups.

Albert Dekker Takes Lead Part in Broadway "Salesman"

Albert Dekker will take over from Gene Lockhart May 8 as Willie Loman in "Death of a Salesman." Lockhart leaves for a pic commitment in "The Man From Algiers," scheduled to be made in Spain. Incidentally, Decca Records announces the release within a few weeks of a 90-minute album of "Salesman," with Thomas Mitchell in the lead slot, and the original New York troupe in support. Author Arthur Miller serves as narrator. The album will be available on both 78 r.p.m. and 33 1/3.

"Consul" Busy Slicing Melons

Chandler Cowles and Eftem Zimbalist Jr. have already payed off backers of "The Consul" to the tune of 25 per cent on their investments, and are readying a similar melon. The producers have also established a sinking fund of \$12,000. Current business signposts a potential pay-off of the entire production out of \$100,000 by the last week of May. This could be something of a record for a musical with a \$4.80 weekday top, and a boost of \$6 only on Friday and Saturday.

TICKETS, PLEASE

(Opened Thursday, April 27)

CORONET THEATER

A revue. Sketches by Harry Herzmann, Edmund Rice, Jake Rocher and Ted Luce. Music and lyrics by Len Boudry, Joan Edwards, Mel Tonkin, Lucille Kallen, and Clay Warnick. Staged by Mervyn Nelson. Dances by Joan Mann. Sets by Ralph A. Swan. Costumes by Peggy Morrison. Conductor, Phil Ingalls. Orchestrations, Ted Royal. General manager, Charles L. Shaw. Stage manager, Ted Luce. Press representatives, Karl Bernstein and Harvey Robinson. Presented by Arthur Klein.

CAST: Paul and Grace Hartman, Jack Albertson, Dorothy Jarnac, Patricia Bright, Tommy Wonder, Roger Price, Bill Novas, The Upstarts, Stuart Wade, Des Arlen, Larry Keri, Ronnie Edwards, Phyllis Cameron, Midge Parker, Mildred Hughes.

The Hartmans are back in town, heading another of their typical revuvers—typical in the sense that, if it didn't have the Hartmans, there would be practically no show at all. Tickets, Please has its lacks. The tunes and lyrics contributed by a quintet of composers are not particularly distinguished, altho their general effect is bright and cheerful enough. Some of the sketches by a quartet of authors can hardly be called provocative. There are, in sum, some dull spots. But if a pew-sitter is a push-over for Paul Hartman's brand of dead-pan clowning and Grace's gifted prattle, as is this reporter, he will have a fine time at the Coronet. With the Hartmans is framed a corps of able and willing assistants. Tickets will touch off no conflagration. But it has a nice air of unsophistication, and if properly nurtured, could offer pleasant summery entertainment.

The Hartmans take charge in practically all the sketches and kid such current topics as the roller derby, the Paris ballet, Senate investigators, ladies' literary clubs, and stage, screen and radio in general. Their efforts meet with varying success, according to background material, but they themselves are always in fine form. Paul is at the top of his bent in a cookery lecture in which he concocts a cake between sips of Serno, and when he lampoons a hammy stage magician, Grace, as usual, builds wonderfully with him, whether it is a burlesque strip-tease in a ballet satire or stooging his appearance at a literary tea.

There are bright spots contributed by their assistants. Jack Albertson and Roger Price are helpful in the comedy routines and the latter's two solo spots devoted to chalk-talks about his whacky family are chuckle-some. Patricia Bright shows considerable quality in a Stern debut. Bill Novas and the Upstarts, an exuberant group of youngsters, back up the singing and stepping chores.

However, on the dancing side, a reporter thinks that management has not made the use it should have of two outstanding performers, Dorothy Jarnac and Tommy Wonder. She is responsible for a delightful sequence in the first act, and thereafter disappears into the background until she duos handsomely with Wonder, close to the finale. Wonder is exactly in the same spot. He solos briefly and effectively in the first stanza, and then is practically on the ice to the close. Both are top-bracket show-salesmen, and a more generous use of their talents could give matters at the Coronet a decided lift.

Over-all, there is nothing novel about Tickets. Everything is in the familiar pattern for an intimate revue. But it is cheerful and unpretentious and doesn't over-try to please. Anyway, it has the Hartmans. And the Hartmans are fine. Bob Francis.

Announce Ann Arbor Book

DETROIT, April 29.—Bookings for a five-week spring drama season at the Lydia Mendelsohn Theater at Ann Arbor, Mich., were announced here by Valentine Windt, director of this annual event.

First play opening May 15 is to be *The Tempest*, with Vera Zoring and Arnold Moss. Follow-ups thru June 17 will be *Born Yesterday*; *The Winslow Boy*, with Basil Rathbone; *The Barrier*, with Muriel Rahn, and possibly Shaw's *Getting Married*, with Cedric Hardwicke.

Out-of-Town Review

THE LIAR

(Opened Monday, April 24)

PHILADELPHIA

A musical comedy. Book by Edward Eager and Alfred Drake. Music by John Mundy. Lyrics by Edward Eager. Directed by Norris Houghton with musical sequences staged by Hayna Holm. Musical Direction by Lehman Engel. Setting and Lighting by Donald Oenslager. Costumes by Motley. Presented by Dorothy Willard and Thomas Hammond.

CAST: Melville Cooper, Paula Laurence, Philip Coolidge, Joshua Shelly, Dennis Harrison, Glenn Burris, Russell Collins, Jean Handalk, Walter P. Appier, Barbara Moser, Karen Lindgren, Lester Litony, Stanley Carlson, Robert Penn and Barbara Ashley.

Perhaps inspired by his own efforts in behalf of the more lovely *Kiss Me, Kate*, Alfred Drake joined Edward Eager in going back to the mid-18th century Venice to create another costume musical from the classic Carlo Goldoni comedy of the same name. But apart from the fact that this is the first script by Drake to reach the production stage, its distinction stops there.

There's enough substance in the story of the troubles of a gay and romantic Venetian blade who colors his romantic career while on the lam from his lady love with a string of tall tales that keeps him hopping from one ridiculous complication to another. No real yocks, but enough to establish the necessary mood.

Just Good Intentions

However, apart from the honest intentions of all involved, it will take more than honest intentions to bring this late entry into the money. And if Drake has any designs on doing this himself, it'll take lots more than is being offered at this early stage. In the least, it would take nothing less than a Drake to at least make any vocal sense to the cowardly deceiver himself. For while Dennis Harrison is plenty glib with his gab, it's without the flair and the flavor to warm the cockles of the pew-holders. Worse yet, the guy can't even sing. As a matter of fact, there are too many glaring errors of judgment in the entire casting, heightened by the faulty direction that submerges even the youthful and hopeful enthusiasm of those on the boards.

G&S Influence

Even if not entirely original, with the Gilbert and Sullivan influence pronounced, composer Jim Mundy has whipped together a number of pieces that fall easy and tuneful on the lobes. Most pronounced is the *Lackaday* duet by Barbara Moser and Glenn Burris, while *Out of Sight, Out of Mind* packs all the haunting appeal one likes to find in a song. The patter pieces fall plenty short of the comedy mark, altho Paula Laurence fares best when singing about spring, while Joshua Shelly rhymes the wordage at the expense of his stomach.

The greatest measure of professional gloss is contributed by Melville

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.

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Cooper, who plays the role of Pantalone, the liar's perplexed pater.

While it is interesting to note while this 1760 comedy epic has been played all over the world, it has never been presented professionally on Broadway. It is doubtful that the powers-that-be will attempt the Stem with this musical adaptation in its present and painful shape. Not only is this a musical without dancing, but it's without too many other important ingredients to make any stage sense, unless a major metamorphosis sets in immediately.

Maurie Orodener.

A PHOENIX TOO

(Continued from opposite page)
eye-filling as a not-to-sorrowing sorrowing Ephesian matron, and Vicki Cummings displays her usual fine sense for caustic comedy as a lady with an eye for a bottle and a man, and Richard Derr presents the properly fine figure to intrigue both of them, there are actionless stretches—particularly an overlengthy love scene—when Fry seems to be stalling to get to the point, John O'Shaughnessy's staging is admirable. In fact, the amount of business he has devised for a conversation piece is remarkable. However, the best thing that could happen to Phoenix would be the chipping of a fast 10 or 15 minutes out of the dialog, even at the expense of tossing a lot of beautiful words down the drain.

Fast Freight

Perhaps the Fry unweaving is less effective by reason of the inclusion as a curtain-raiser of Kenneth White's *Freight*, the one-act tried out Uptown last year by The American Negro Theater. If Phoenix juggles lightly with words and emotions, *Freight* blasts them out bullet-wise and its implications carry a harrowing impact to keep its time-span bursting at the seams. The sheer drive and drama of this little vignette, highlighting the conflict in a Deep South freight-car between a carload white man and a handful of decent Negroes, is actually spellbinding. Anything to come after is bound to be anticlimactic.

O'Shaughnessy has directed this one superbly, and it is likewise superbly acted. Dots Johnson creates a magnificent portrait of courageous Negro who knows the answers, but believes somewhere and somehow they will add up to a better total. Glen Gordon is terrifically fine as a horrid decadent example of cowardly white trash. It is a performance of power and distinction. But then the whole cast is so satisfying that it seems almost unfair to single any one out. *Freight* is great theater.

A reporter would like to predict

PETER PAN

(Continued from opposite page)

was true when Eva Le Gallienne revived the play in 1928. Granting that retrospect can put an extra-heavy focus on rose-colored glasses and that there must be some dimming of luster over the years, somehow there are always half-remembered or imagined details which are lacking from the original, beloved pattern. Chiefly responsible for this in the current revival, a reporter opines, are the additions of songs and incidental music by Leonard Bernstein, in themselves pleasant enough but which actually impede the play's fairy-tale quality. And John Burrell's staging, latterly there are missing such small matters as the Napoleon tableau for the finish of the discomfiture of Captain Hook and his villainies and the fact that the Burrell concept of Peter seldom lets him strut his heroic make-believe in the Barrie-Adams tradition.

But these are likely personal and capricious grievances. Certainly, Jean Arthur, looking and sounding like a happy combination of Mary Martin and a youthful Burgess Meredith, is vastly engaging and gets much of the old magic into the title role, the spirit of eternal boyhood. If the portrait takes on an occasional coyness, blame it on the direction. Miss Arthur's is essentially a wonderful Peter. Splendid likewise is Boris Karloff's Captain Hook, which has just the right Gilbert and Sullivan quality of practical burlesque, and which he plays with an evident relish to give it double impact. Particular honors go also to Marcia Henderson, making a most favorable Stem bow and one which will mark up her future services for demand, as Peter's Wendy. She is completely delightful. There is fine support from a well-chosen cast, with Joe E. Marks registering handsomely as a slightly conscientious buccaneer and Norman Shelly doing likewise by Nana, the nurse dog, and the ubiquitous crocodile. Ralph Alswang's sets and the lighting of them are an ingenious combination for fantasy, and Motley has devised costumes in similar vein.

In sum, despite some deficiencies for one reporter, the Lawrence-Stevens edition of the Barrie classic still packs a wonderful charm and imagination. Youngsters will fight to get to see it and oldsters for the privilege of taking them.

Bob Francis.

commercial success for the combination at the Fulton. But it is gaited to a highly selective audience. In any event, such pew-buyers will get an infinitely rewarding evening.

Bob Francis.



BROADWAY SHOWLOG

Performances Thru

April 29, 1950

DRAMA

	Opened	Perfs.
A Phoenix Too Frequent.....	4-26, '50	5
(Fulton)		
Armour of Light.....	2-23, '50	48
(Blackfriars)		
As You Like It.....	1-26, '50	108
(Cort)		
Cleopatra.....	12- 3, '49	170
(Biltmore)		
Come Back, Little Sheba....	2-15, '50	85
(Booth)		
Death of a Salesman.....	2-10, '49	508
(Morosco)		
Detective Story.....	3-23, '49	461
(Hudson)		
I Know My Love.....	1-12, '49	208
(Shubert)		
Mr. Roberts.....	2-18, '48	901
(Alvin)		
Peter Pan.....	4-24, '50	8
(Imperial)		
The Cocktail Party.....	1-21, '50	113
(Henry Miller)		
The Consul.....	3-15, '50	53
(Barrymore)		
The Devil's Disciple.....	2-20, '50	80
(Royale)		
The Happy Time.....	1-24, '50	111
(Plymouth)		
The Innocents.....	2- 1, '50	102
(Playhouse)		
The Member of the Wedding..	1- 5, '50	132
(Empire)		
The Velvet Glove.....	12-26, '49	144
(Booth)		
The Wisteria Trees.....	3-29, '50	37
(Martin Beck)		
Tickets, Please.....	4-27, '50	4
(Caromet)		

MUSICAL

Arms and the Girl.....	2- 2, '50	100
(46th Street)		
Gentlemen Prefer Blondes...	12- 8, '49	164
(Ziegfeld)		
Great To Be Alive.....	3-23, '50	44
(Winter Garden)		
Kiss Me, Kate.....	12-30, '48	554
(Century)		
Lost in the Stars.....	10-30, '49	208
(Music Box)		
Rhapsodie Caribe.....	4-19, '50	13
(Broadway)		
South Pacific.....	4- 7, '49	436
(Majestic)		
Texas, L'il Darlin'.....	12-25, '49	180
(Mark Hellinger)		
Where's Charley?.....	10-11, '48	548
(St. James)		

CLOSED

Caesar and Cleopatra.....	12-21, '49	(151)
(National)		
With a Silk Thread.....	4-12, '50	(13)
(Lyceum)		

COMING UP

(Week of May 1, 1950)
Brigadoos..... 5- 2, '50
(City Center)

ROUTES

Dramatic and Musical

Ballet Russe de Monte Carlo (Opera House)
Boston.
Death of a Salesman (Davidson) Milwaukee.
Diamond Lil with Mae West (Errol) But-
talo 3-4; Syracuse 5-8.
Bury (Ohio) Lima, O. 3; (Shea) Ashta-
bula 4; (Auditorium) Rochester, N. Y., 5-8.
Horton, Edward Everett (Royal Alexandra)
Toronto.
Kiss Me, Kate (Shubert) Chicago.
Lend an Ear (Great Northern) Chicago.
Liar, The (Forrest) Philadelphia.
Mad Woman of Chailot (American) St. Louis.
Man Who Came to Dinner (Shea) Erie, Pa.,
3; (Avon) Utica, N. Y., 4; (Erie) Schenec-
tady 5-6.
Miss Liberty (Case) Detroit.
Mr. Roberts (Colonial) Boston.
Oklahoma (Erlander) Chicago.
Olson & Johnson (Biltmore) Los Angeles.
Silver Whistle (Curran) San Francisco.
South Pacific (Music Hall) Cleveland.
Street Car Named Desire (His Majesty's)
Montreal.
Yablouff (Plymouth) Boston 3-7.

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Burlesque

By UNO

WINNIE GARRETT, who alternates between stripping and functioning as a biz exec, is adding a music publishing firm to her recently established recording company. . . . Abe Gore and Jo-Jo Jordan are stock comics at the Empress, Detroit. . . . Alberta Reed and Patricia Warner, sisters and former chorines at the Roxy, Cleveland, are now appearing in production numbers with the Ringling-Barnum circus. . . . Leroy Collins, stage and video producer with Associated Artists Agency, New York, has booked the Cabana Boys, with Evelyn Apo, Cuban dancer, and Freddie and Flo, comedy duo, for the Columbia, Detroit, for four weeks opening May 26. Collins will also meet with Columbia ops to set acts for the all-colored burly units due to play a circuit of 15 weeks. . . . Marie Allen has replaced Diane Baron at Club 78, New York, thru Mickey Owens, who also has placed Nancy Waters at the Famous Door, another Manhattan nitery. . . . Troc, Philadelphia, shuttered for the season April 29. . . . Bob Aids, Jack Carson and Lola Albright, of the movies and the Honeywell Brothers, acros, were impromptu players in a comedy scene with Red Marshall at the Hudson, Union City, N. J., April 21.

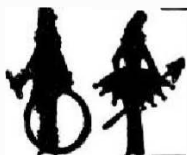
ROSE LaROSE will tour the straw hat circuit this summer as Lady Chatterly in "Lady Chatterly's Lover" a part she tried out last year at the El Patio Theater, Hollywood. . . . Gayety, Detroit, which recently reopened after an extensive remodeling, has its street front adorned with two huge paintings of Bonnie Boyla and Blase Fury, burly features, who were selected for that honor because of their being Detroit-born. . . . Hazel Walker, now Helen Drake, has wound up a Hirst Circuit tour and is now playing club dates in New England thru Dave Cohn. . . . Dorothy Denke returned to burly via the Howard, Boston, April 24. . . . Jimmy Meade, straight, and Betty Brooks, strip-talker, after their Hirst Circuit season will spend the summer at their home in Mongaup Valley, Monticello, N. Y. . . . Pat O'Neill, first-time Hirst Circuit strip, graduated from Margie Kaye's chorus at the Folly, Kansas City, Mo., and was recently with one of Harold Barry's Dancing Delights. . . . Renee Andre has closed as feature at the Grand, St. Louis, to reopen at the Club 606, Chicago. . . . Sy Majestic, parade girl, tried out as a strip principal recently at the Hudson, Union City, N. J. . . . Ida Ross, producer at the Palace, Buffalo, is mourning the death of Skippy, her dog mascot for 16 years. . . . George Lewis, of the National Laff Foundation, and George Mysels, free-lance writer, are press-agenting burly celebs. . . . Nat Burgess, singing straight, has just closed at the Terrace Room of the Sheraton Bon Air, Augusta, Ga.

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SCHENECTADY, N. Y.

SAG Claims Most Actors In TV Films

(Continued from page 4)

for a collective bargaining unit "composed of all persons employed as actors, including singers and stunt men," by all pic producers in this area.

Prior to calling for the NLRB election, SAG notified all flicker producers, tele nets and stations that it alone is the exclusive bargaining agent for thespians in films however exhibited, and that neither TVA nor any other union has the authority to rep film players. Concurrent with the NLRB petition, SAG Frexy Ronald Reagan blasted TVA's toppers for seeking to "veil their attempted power grab by claiming that they represent the performers in motion pictures used in television."

"SAG invites TVA leaders to intervene in this NLRB action," Reagan said, "and get TVA's name on the ballot. Unless TVA tries delaying tactics there is no reason why an impartial election of motion picture actors in this area should not be conducted immediately by the U. S. government thru NLRB. Such an election will clarify a great many issues and will show that the overwhelming majority of actors wish to continue to be represented in all forms of motion pictures by the organization which they themselves founded 17 years ago, the Screen Actors' Guild."

NEW YORK, April 29.—TVA execs Monday (1) will go to Washington to ask the National Labor Relations Board (NLRB) to hold hearings on the question of video performer jurisdiction. This action followed the SAG's filing of a petition with the Los Angeles regional office of the NLRB for an election for certification as bargaining agent "for all actors employed by all motion picture producers in the Southern California area."

The TVA position is that video performer jurisdiction is a nationwide problem and should be considered as a whole by the NLRB. If the NLRB should agree with the TVA view after holding extensive hearings, the next move would be to define the video labor unit before an election could be held.

In that event TVA would ask that the unit be defined on the basis of TV entertainers working for networks, advertising agencies, TV motion picture producers and package agencies. TVA holds that live TV cannot be separated from film TV. It views the SAG action as an attempt to localize the problem and narrow the issues on ground which the movie actors feel secure.

BOSTON LICENSE

(Continued from page 3)

that New Yorkers seldom stay overnight anymore, preferring to take an early train or plane to sampling the Hub's night life with its curfew of 1 a.m.

Mary E. Driscoll, chairman of the board, said that she would go along with Brier in his recommendations for extending the curfew, but she wanted to give the matter of the suburban area some thought, altho she said she favored a change there.

Judge Brier wants also to create two types of taverns. One would be the present kind for men only which close at 11, the other would be a "co-ed" tavern where only liquor could be served with no requirement that food be served, too. Closing hour would continue at 11.

Magic

By BUD SACHS

JOAN BRANDON postals from Miami Beach, Fla., that her "concert" tour with her own two-hour show winds up Thursday (4), after which she flies to Spokane, Wash., to open at the Cougar Club May 8. The following week she shows her wares at the Palomar Theater, Seattle. . . . The Great Lawrence (Lawrence Bishop), who lost his auto, trailer and all equipment in a fire on the highway near Foley, Ala., December 21 last, has resumed his road trek, with Linda and Jimmy Lee as assistants, and B. G. Mathis on advance and publicity. They are currently playing schools in Virginia and report things not too bad down that way. . . . J. J. Musselman (Aska), assisted by Pauline, presented his full evening show at the Shriners' Family Night at Kosair Temple, Louisville, April 21. Musselman is manager of the Rialto Theater in that city. . . . Heaney the Magician scribbles that he has just returned to his Oshkosh, Wis., headquarters after a tour that took him thru 38 States. He infers further that the remnants of the late Howard Thurston show are still stored in his warehouse there. . . . The Knights of Magic held their 29th annual show at the Barbizon-Plaza Hotel, New York, April 29, with the following participating in the program: the Nivella, the Great Maurice, the Whittell, John Cooper, Sis Felix Korim, Joe and Ann Karson, and Larry Weeks. Karson handled the emcee chores. . . . The DeMarale Sisters, formerly with the George Marquis magic show, are presenting their own magic and novelty turn on the high school circuit out of their native Covington, Ky. . . . Frances Ireland, of the Ireland Magic Company, Chicago, promises that the first combined convention of the International Brotherhood of Magicians and the Society of American Magicians to be held at the Sherman Hotel, Chicago, May 27-30, will be the biggest thing that ever happened in magic. Registrations already are near the 700 mark, Ireland says, and the committee is preparing for 1,000 registrants. Organizing and running the convention plans, says Ireland is Verns Uke, engineer by profession and amateur magician by choice. "Smooth is the only word to describe the way things are going," Ireland said.

NOEL LESTER (Great Lester)

typewriters from his home at Syosset, L. I., N. Y., that his injured foot is mending nicely and that he will be back on the road this summer with a major carnival with an illusion show under canvas. . . . Vantine and Cazan are current at the new Garden Cafe, Wilmington, Del., with their magic and escapes.

Jontay is being kept busy on club dates in and around Philadelphia. . . . They keep telling us to be sure to catch Ching Ling and Soo.

Chinese magic turn, who closed recently at the Rathskellar, Philadelphia. . . . Ben Holmes, of the Buck Brothers, magicians, writes from Port Arthur, Tex.: "We took our magic opy thru Pennsylvania, Ohio, West Virginia, Kentucky, Tennessee, Mississippi, Louisiana and Texas, piloted by that veteran agent, Clarence Auskings, but business was only so-so. Why do some magicians have to louse-up a school-assembly bill? We caught one bright boy recently who gave the kids a 10-minute show, altho he was contracted for 45 minutes. Some of them seem to think that all they have to do is pull a few dirty silks out of a can and tell a few dirty jokes and that makes them a magician. I ran into a bit of trouble and am being held here by the immigration authorities on the charge of having jumped a ship 20 years ago. Therefore, I'll have a lot of time on my hands and would like to hear from the boys and gals of magic dom. Eventually, it'll be

6,000 Flock to Ice Show in Ft. Worth

FORT WORTH, April 29. — Ice-Capades drew nearly 6,000 when it opened in Will Rogers Coliseum here Friday (21). Show was scheduled to go to Houston after ending the Fort Worth engagement Tuesday night (25).

Two regulars of the show were missing here—Donna Atwood, who has just presented her husband, boss John Harris, with twin boys, and comedian Eric Waite, who received a broken rib when a lurching train banged him against a washstand.

Patti Philippi, five skater who took off last season to become a mother, has returned. Her infant daughter and her husband, Company Manager Brain McDonald, accompany her.

Ice version of Student Prince is being readied as production number for next year's show, and Cinderella will be put on ice in 1952.

Show's run here was cut one day because of the Houston engagement.

WHITE'S TELEVISION

(Continued from page 13)

depend a good deal more upon visual rather than auditory effect.

The audience participation gags are okay and well handled, with a minimum of embarrassment to cast, audience and viewers. This is undoubtedly due in part to the ingenious handling by emcee Stan Shaw. However, at the end of each gag, when prizes are handed out, the scripters have indulged in a monstrous bit of bad taste by plugging the cost of the product given away.

Camera work for the show is fairly well handled, with one stage center front, the other stage right, and a constant shifting from one to the other. The show has just been renewed, which indicates that the store must feel the value of it, despite short returns to date.

Bill Riley.

straightened out but I'll have to sweat it out for awhile. Steve Buck has contracts to fulfill, so we signed a local boy to fill the bill. . . . Dr. Morris N. Young is secretary of the Magic Collectors' Association, a newly formed group to serve as a central agency and clearing house to provide for the aims and wants of collectors of magic, vent and juggling items, including apparatus and published works. Included in the membership are John J. McManus, collector of general magic and former president of Rolls-Royce; Walter Gibson, books and playbills; Audley Walsh, collector of rigged gambling devices, books and playing cards; Samuel Drellinger and Dr. Ben B. Braude, collectors of magic books.

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Inside Is Outside In Oklahoma City

OKLAHOMA CITY, April 29.—William F. Collins Jr., assistant municipal attorney, has ruled that outdoor theaters inside the city limits would be illegal—because they are outdoors. Collins wrote the opinion in connection with a controversy over whether the city should permit construction of a \$10,000 drive-in theater at NE 50 and Lincoln.

"The theaters display their only wares and merchandise—namely, pictures—outside the confines of a building," he asserted. Collins reasoned that this violates a section of the city zoning ordinance which provides "no article or material shall be kept, stored or displayed outside the confines of the building."

Walter Nelson, city building superintendent, said he would ask Emery A. Anderson, builder, to stop work on the site. Surveying and grading are already under way, Nelson having issued a permit under the assumption that the new drive-in, a combined theater and parking lot, was legal.

Negro Open-Air Set In Charleston, S. C.

CHARLESTON, S. C., April 29.—Palmetto Drive-In Theater Company, of which John H. Thomason is president, has opened the Ebony Drive-In Theater here. It is said to be the first in South Carolina built exclusively for Negroes.

Thomason said the name of the new drive-in was chosen by a vote of some 300 Negroes. The theater parking area accommodates 400 cars, and seats have been provided for about 300 walk-ins.

Sacramento Mulls Drive-In

SACRAMENTO, April 29.—Building permit for a \$112,000 drive-in theater here is to be studied by the county planning commission. David E. Reese, commission aide, said the application had been filed by A. J. Martinez, of Salinas, Calif., by his attorney, Irwin R. Lichten. Action was deferred on the matter to permit residents in the area to file their views and also to give the commission an opportunity to view the property.

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Hub Blocked on Drive-In License

BOSTON, April 29.—The Boston City Council was again blocked Friday (28) in an attempt to revoke licenses granted Michael Redstone, former Hub nitery operator, for two drive-in theaters in Dorchester and West Roxbury. Both localities are within corporate Boston.

Redstone had been granted the licenses by ex-Mayor James M. Curley, shortly before he left office to be replaced by John J. Hynes. Some weeks ago city Corporation Counsel William L. Baxter ruled that the city council did not have the authority to revoke the licenses. Yesterday he further ruled that drive-ins are not parking lots, a technicality which takes them out of the jurisdiction of the council. Efforts will be made next week by various council members to take the proposed drive-in sites by eminent domain for veterans' housing projects, or to require parking fees at drive-ins as well as their location at least 300 yards away from the nearest dwellings.

Rep Ripples

HAROLD (O'LEE) CARLSTROM is still in Good Samaritan Hospital, Los Angeles, where he's being treated for a broken hip sustained five weeks ago. He'd like to read letters from friends. . . . Don C. Carling is readying a platform unit to open near Ardmore, Okla., soon. Show will play short-cast bills in addition to presenting 16mm. pix. . . . William J. McDonald closes a 25-week coast-to-coast tour April 29 and then her. . . for Boston, where he will vacation until June 1. Then he'll play Eastern Canada. . . . Lawton and Crowe have formed a vaudepix unit to play Wyoming spots, with Casper set as the opening date. . . . T. G. Tellings will present his vaudepix attraction in Maine this summer. . . . Gerald Shay advises from Providence that he plans to go to Streater, Ill., this summer to attend the Honey Boy Evans memorial services. . . . Kidder's show opens in El Paso, Tex., under canvas late this month. Unit will play three and four-cast bills. . . . Henri Levine has closed his winter tour and will head for lower Canada for the summer. He features E. F. Hannan's "Wise Guy." . . . Arthur Starrall writes from Bloomfield, Pa., that he has had a good season with his 16mm. films and will try a small open-air theater near Kirby, Pa., for the summer. . . . James M. Stroy left Logan, Ill., recently with a small pic and vaude unit. . . . George Spicer reports good business with his three-person trick in Ontario. . . . Allan A. Gore writes from Troy, N. Y., asking someone to send in the roster of Leon W. Washburn's Tom Show of 1909. Gore was in advance of the unit.

Wilson Joins Brunk Unit

BOISE CITY, Ia., April 29.—Erby L. Wilson, burlesque straight and house singer, who closed at the Follies, Los Angeles, recently, joined Brunk's Comedians here last week as actor and singer. Rehearsals for the 1950 season got under way here Monday (17) under direction of Owner Henry L. Brunk.

NEWINGTON, Conn., April 29.—Mrs. Joseph Dolgin, wife of the general manager of the Pike Drive-In Theater here, served as director of the comedy, *The Dear Departed*, presented by the Hartford Jewish Center Little Theater recently. Mrs. Dolgin has been prominent in amateur theatrical productions for a number of years.

DETROIT, April 29. — The Sunset is the name chosen by Robert and Harold Schuckert for their new 400-car drive-in at Lapeer, Mich.

Comedy, Musical Co-Ordination Strong Showmanship Elements

By Doug Couden

TO ANALYZE the school show, one should give much thought to strong audience appeals and talent. For my money, the two strongest elements of showmanship are comedy and musical co-ordination. By the latter I mean performing in time to music. If the reader can come up with anything else as strong in the realm of show business, let's have it.

I believe that the three most inherent talents in the business are acting, music and singing. Without the first spark of talent along those lines, the performer can never do anything but mediocre. But, it is my belief that the top people in the business had something with which to start. Many claim it is 10 per cent talent, with the other 90 per cent being represented by hard work to develop that talent.

What has this to do with school shows? In the first place, how can the school showman use one of the strongest audience appeals, working in time to music, if he has no music in his show? The thing for him to do is to include music in some fashion in his offering. He should incorporate some singing and dancing in the show, in some way or another.

Neither my wife, Lolo, nor I are singers or dancers but we get it in the show. We do it because we believe that these two types of acts are the best known and most liked in showbiz. They also are of the musical co-ordination classification, another reason for their strong appeal. Singing comes under the inherent talent, label, while dancing is no amateurish act judging it from the angle of practice-hours required.

Ring It In

I did not mention how we ring in singing and dancing. It's simple. A marionette dances to music and the vent dummy sings for a closer, also with music. For music, incidentally, Lola plays the accordion. Here's an idea for these non-music acts. Want to carry a whole orchestra? And without pay? It can be done. Here's how. Use records, p. a. system preferably. The orchestra members are cardboard cutouts, their movements controlled from a revolving disk. I've seen it done, but it would be a real novelty.

Audience In Act

Another strong element in school shows is audience participation. There is no better method of getting under the skin of the children than by having them take part in some

way with the goings-on. Calling them from the audience is good, but the best method is to have the entire audience participate.

Now for something on acting. Of course troupes have played schools, doing a short opus for the assembly and a regular full-length three-act play at night. No doubt some of these shows did well, but here's something for the book. Rai and Lucille Baillie, rep and school show people, have just sprung a two-people assembly playlet which they have booked on Patton's circuit in the Carolinas. To the writer, this type of offering is tops in the school field.

Fire Destroys Obrecht Show

ROCHESTER, Minn., April 29.—Fire of undetermined origin in a storage barn on the fairgrounds here last week destroyed the equipment of the Christy Obrecht Show.

Included in the loss were all trucks, tents and stage effects. The barn was leveled by the fire.

Obrecht said that he plans to replace the lost equipment and play the same established territory that his org has been making for the past 35 years.

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Roy E. Fox Cincy Visitor

CINCINNATI, April 29.—Roy E. Fox, dean of American tent show men and who at one time had out his own three-car tent show, Roy E. Fox's Popular Players, thru the South and Southwest, was a visitor at the home office of *The Billboard* here Thursday (27) en route to Pittsburgh to visit his brother. With his wife, Hazel, Fox resides in Macon, Ga., where he manages the Dixie Theater for the Bijou Amusement Company of Nashville. A daughter, Royda (Mickie), is supervisor of fountain service for the Dixon drugstore in Macon, and another daughter, Sunny, is doing a vaude and nitery act with her husband. While in Cincy, Fox also visited with Mr. and Mrs. Bud Hawkins, who formerly had out their own tent rep.

Batesville, Ark., Spot Set

BATESVILLE, Ark., April 29.—Commonwealth Theater Corporation will construct a new drive-in theater on Highway 11, two miles north of here, according to Bill Headstream, manager of Commonwealth's local Melba Theater. Work is expected to be completed in 60 days, Headstream said.

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BARRANCO—Cesar Augusto, 69, former Cuban consul, April 24 in Detroit. He was a musician and composer and wrote one of Cuba's most popular songs, *Cuban Dreams*.

BEACH—James V., 60, clown for many years with the Ringling-Barnum circus, April 20 in Bridgeport, Conn.

BOWERS—Eton J. (Eddie), Toronto radio pioneer who assisted in founding the city's first station, CFCA, owned and operated by *The Daily Star*, April 19 in Toronto. He was the station's engineer for five years. In 1927 he was associated in the founding of CFRB. He retired four years ago. Two sisters survive.

BRALEY—Archie W., showman for 60 years, April 10 in Indianapolis. Survived by one son, Leslie, and four sisters. Burial in Forest Lawn Cemetery, Saginaw, Mich.

BUCCITELLI—Pasquale, 61, Hartford, Conn., trumpet player and at one time a member of the Capitol Theater orchestra there, April 21 in Hartford. Burial in that city.

As It Is Impossible

To thank each one personally, we wish to thank all for their many, many floral offerings, cards and telegrams sent to us in our hour of bereavement. We especially wish to thank Mr. and Mrs. Harry Craig for all they have done. The tribute to our loved one will always be cherished and remembered in our hearts.

MRS. JOHNNIE J. CANNON & SON, JUNIOR

CARTER—Howard E. (Shorty), 36, former carnival trower, April 18 in Jefferson Hospital, Birmingham. Survived by his parents, Mr. and Mrs. C. L. Carter; two sisters, Mrs. Estelle Hartley and Mrs. W. L. Phillips, Birmingham, and a brother, Master Sgt. C. L. Carter, of the army. Burial in Elmwood Cemetery, Birmingham, April 19.

CAVANAUGH—Hobart, 63, veteran character actor, April 26 at the Motion Picture Country Home Hospital near Encino, Calif., after an operation. His latest screen part was in *Stella*, yet unreleased. Since 1933 he played in *Captain Blood*, *Rose of Washington Square*, *Kismet*, *Margie* and *Driftwood*. In show business 50 years, he at one time teamed in vaude with Walter Catlett. He had appeared on the stage in *Irene*; *So Long, Letty*; *The Show-Off* and *Broadway*. His latest Broadway appearance was in *As the Girls Go*. Survived by his widow, Florence, and a daughter, Pat.

CHRIST—David, 83, former carnival ride man, recently in Springfield, N. Y. Survived by a son, Fred, Springfield. Burial in Maplewood Cemetery, Springfield.

CONNERS—Charles A., 70, with Endy Bros.' Shows in various capacities since the org's inception in 1908, April 18 in General Hospital, Philadelphia, of a heart attack. Burial in Holy Cross Cemetery, Philadelphia.

In Memory of MURIEL W. CORBETT

Who died April 30, 1946.
Greatly Missed by Both
MARY LOUISE CORBETT
JOHN M. CORBETT

CUMINO—Charles, 56, orchestra manager and violinist of the San Carlo Opera Company, April 20 in New York. He had been with the Metopera ork for two years and had played on major radio net shows. His daughter survives.

CURTIS—Olin Leslie, 60, general manager of Avery's Modern Shows, April 11 in Brighton, Mich., of cancer. He was formerly a concessionaire and promotion man with the Zeigler Tri-State and W. G. Wade shows. Survived by his widow, Marie, and a son, Jon, interment in Brighton.

CUSTER—James W., 73, musician for over 40 years, April 20 in St. Joseph's Hospital, Philadelphia. He was a member of the Keystone Band of Boyertown, Pa., before it disbanded several years ago. A sister and a brother survive. Burial in Fairview Cemetery, Boyertown, April 21.

ECKSTEIN—Mrs. Elsie Snyderdacker, 71, sponsor with her late husband, Louis, of opera and other musical events at the former Ravinia Park, Chicago, April 27 in that city. She

THE FINAL CURTAIN

was honorary chairman of the Ravinia Festival Association. Her brother survives.

IN CHERISHED MEMORY

HARRY DECKER

May 4, 1943

Devoted Husband of ANN
Loving Father of MARYANN

GIFFIN—John H., 58, for 25 years manager of the Coleman Theater, Miami, Okla., roadshow house, April 25 in that city of a cerebral hemorrhage. He was formerly mayor of Miami.

GORDON—Edward C., employee of the King Bros.' Circus, killed April 22 when the circus truck he was riding collided with another truck near Lebanon, O. Gordon's body was taken to the Johnson Funeral Home, Lebanon.

GRABILL—Dr. S. Becker Von, 78, one-time court pianist to the emperor of Germany, and once listed as one of the world's six leading pianists, April 22 at his home in Lancaster, Pa. One of his many compositions was *Marche a la Turque*. Since returning from a world concert tour at the turn of the century he had conducted a music studio in Lancaster until his retirement in 1935. A son survives.

HARVEY—Lee F., 55, former actor and manager of the Towers Theater, Camden, N. J., for the past 10 years, April 20 in Philadelphia. Formerly with the Chester Devone Stock Company and later featured in silent films, he started in theater management after World War I. His son, daughter, two brothers and a sister survive.

HENSLEY—Roland F., 60, orchestra leader, April 25 in Milwaukee. Survived by his widow, Lillian; son, Roland; daughter, Mrs. Myrtle Pankersky; four brothers, Frank, Larry, Edgar and Harry, and a half-brother, Clarence Ritzler.

HILD—Oscar F., 49, managing director of the Cincinnati Summer Opera Association for 16 years and president of the Cincinnati Musicians' Union, Local 1, American Federation of Musicians (AFM), for 19 years, in Holmes Hospital, Cincinnati, April 24. Hild was also a member of the executive board of the AFM for 10 years, and was that group's representative to the European meeting of the United Nations Educational, Scientific and Cultural Organization in 1949. Named to head the Cincinnati Summer Opera in 1934, Hild's efforts made the attraction nationally known, with top names in grand opera appearing during its run each season at the Cincinnati Zoo. Survived by his widow, Shirley; a daughter, Dorothy Ann; two sons, Guy and Allen; a sister, Mrs. William Burgrat, and a brother, Arthur, of Miami. Burial in Walnut Hills Cemetery, Cincinnati, April 26.

JEWETT—Charles R., former vaude performer, April 23 in Bridgeport, Conn. Burial in Lakeview Cemetery, that city, April 26.

LACKEY—Joseph O., former electrician on the Ringling-Barnum circus, April 22 in Kansas City, Kan., of a heart attack. Survived by his mother. Burial in Picher, Okla.

LAUBER—Elfriede, 20, circus girl, killed by two escaped lions at Baden-Baden, Germany, April 24.

MATAUSCH—Frank, 72, father and member of the Flying Otisaries, circus act, April 24 at his home in Sarasota, Fla. Matausch, five sons and a daughter comprised the act in 1934 when the Ringling circus brought them to this country from Europe. Survived by his widow, Louise; four sons, Alfred, William, George and Frank, and a daughter, Antoinette.

MCKINNEY—James L. Sr., 56, co-owner of the OST and Navaway theaters, Houston, April 18 at his home in that city. Active in the theater business for 35 years. McKinney was formerly associated with Columbia Pictures. Surviving are his widow and two sons.

MEHMAN—Mary, 77 performer in vaudeville with a trained dog act,

April 23 in Troy, N. Y. She and her brother, the late William Meehan, showed their dogs in the *Ziegfeld Follies* and Earl Carroll's *Vanities*. They retired 25 years ago.

MELIKOFF—Prince Maximilian, 54, former wealthy Russian who at one time was a ballet dancer in Rome, April 25 in Southsea, England.

MUCK—Elsie A. B., 57, silent film actress known as Elsie Brinckman, in Los Angeles April 22. Survived by her mother, Mrs. Marie Frese, and a daughter, Mrs. Nancy MacArthur, both of Los Angeles. Interment in Forest Lawn Memorial Park, Glendale, Calif.

OBNEY—Howard C., 54, projectionist at the Strand Theater, Alliance, O., for 10 years and a stagehand for 35 years, recently in Alliance. Survived by his widow.

PALMER—Milford, 44, radio and television actor, April 25 in Receiving Hospital, Detroit, of a stroke. He had played in *Hermi's Case*, *Green Hornet* and numerous network shows for many years. Survived by his widow, Dorothy, and a son, Milford Jr.

PEDIGO—Ned, 75, former minstrel and vaude performer for 20 years, April 21 at his home in Garber, Okla., of a heart ailment. In the early 1930s Pedigo had operated movie houses in Guthrie, Okla., and Garber. Survived by his widow, Maggie; three sons, Merrell, Farland and Spec, and a sister, Minnie. Burial in Garber April 23.

PILGER—John G. (Curley), for many years a ride man on the John Francis Shows, April 21 at his home in St. Louis. Survived by his widow, Esther, and a son, John. Burial in Memorial Park Cemetery, St. Louis, April 24.

RICE—Grace M., 66, wife of C. B. Rice, well known in carnival circles, recently at her home in Chicago.

ROSS—James C., 59, advance man with various shows, April 17 in Biloxi (Miss.) Hospital of a cerebral hemorrhage. Survived by his widow, Laura. Burial in Hattiesburg, Miss.

RUSSELL—Scott, 55, president and general manager of Greenville Broadcasting, Inc., operators of WESC, Greenville, S. C., April 21 at his home in that city. Survived by his widow and two sons. Burial in Riverside Cemetery, Macon, Ga.

SEEBURG—Mrs. Adolphine, 74, mother of N. Marshall Seeburg, president of the Seeburg Music Company, Chicago, at California Hospital, Los Angeles, April 19. She was the divorced wife of J. P. Seeburg, who founded the concern. Funeral services at Wee Kirk o' the Heather, Forest Lawn, Los Angeles, April 24.

SELDEN—Mrs. Elizabeth, mother of Arzeno Selden, known professionally as Selden the Stratosphere Man, April 23 at her home in Lansing, Mich. Burial April 27 in Deepdale Cemetery, Lansing.

SHERBO—Duilio, 68, music director of New York's Hotel St. Regis, April 26 in Forest Hills, L. I., N. Y. A cellist, he organized an ork which was one of the first to play over New York radio. Sherbo was once a well-known musical conductor at society affairs. He had been with the St. Regis 12 years.

SHERMAN—Mrs. Catherine (Catherine Mason), 80, former rep and stock actress, April 18 at the Nulfi Convalescent Home, Larned, Kan. There were no known survivors.

SMITH—Frank T., 54, former radio editor of *The Pittsburgh Sun-Telegraph*, April 15 in Pittsburgh. His widow and sister survive.

THOMPSON—Wilfred Otto, 81, former band leader, April 24 in Center County Hospital, Bellefonte, Pa. He directed army bands for nearly 20 years, and his musical arrangements brought nationwide distinction to the Penn State College Blue Band for 25 years. His widow, Claribel, survives. Burial in State College April 27.

TOOPS—Charles E., 85, former musician with the John Robinson, Barnum & Bailey and Ringling circuses, April 19 in Wilmington, O. Survived by his widow and four sisters. Burial

in Wilmington April 22. (Further details in Circus Department.)

TREDWELL—Mrs. Louise Orr, stage actress during the 1920s, April 20 in Ridgefield, Conn. Among the plays in which she had appeared was *No, No, Nanette*. Her husband and a brother and two sisters survive.

TUTHILL—Daniel, F., 53, former general sales manager for NBC, April 14 in Norwalk, Conn. He had been assistant to the president of NBC and assistant managing director of NBC's Artists Service. Later Tuthill became exec veepee of the National Concerts and Artists Corporation, and in 1946 established his own radio artists rep business. He was a member of many radio and advertising clubs. His widow, daughter and a brother survive. Burial in Greenwood Cemetery, Brooklyn, April 17.

VASOLD—Max, 31, stage carpenter at the Chicago's Erlanger Theater, April 15 in Chicago.

WAGNER—Samuel G., 49, musician of the old Stanley Theater, Pittsburgh, April 15 in that city. He also played with the St. Louis and the Pittsburgh symphonies, but gave up music when he was admitted to the bar. His widow, two sons and four daughters survive.

WEINER—Sam (Boze), 42, member of the Toronto Philharmonic Orchestra for 11 years, April 22 that city. His widow, Rose, and two sons, Larry and David, survive. Burial in Toronto April 23.

WHITE—Daniel A., 77, owner-operator of the Nusho Theater, Collinsville, Okla., from 1927 till 1947, when he retired, April 16 at his home in that city. Survived by his widow and three sons, one of whom, Leonard, operates a theater in Weatherford, Okla.

WIENIAWSKI—Adam, 74, Polish composer and music teacher, April 27 in Bydgoszcz, Poland. He has been director of the Chopin Academy in Warsaw since 1928.

WILSON—Mrs. Elizabeth Thompson, 78, former concert singer, April 17 in Columbus, Mo. Her son, Samuel T., drama and music critic of *The Columbia Dispatch*, survives.

WRIGLEY—Dewey, 51, Paramount Pictures cameraman for 18 years, April 20 at his home in Hollywood of a heart attack. As a lieutenant commander in the navy during the war, he photographed numerous operations in the Pacific and European war theaters. Survived by his widow, Amelia, a son and a daughter.

Marriages

ALEXANDER-LINN—Rod Alexander and Bambi Linn, both members of the Broadway *Great To Be Alive* cast, April 2 in New York.

ANISOF-BRANDO—Eliot T. Anisof and Jocelyn Brando, actress, April 13 in Terrytown, N. Y.

CALZAVARA-GRAHAM—Rudy Calzavara, Libertyville, Ill., rotoe performer, and Gene Graham, member of Graham's Western Riders, April 1 in Salina, Kan.

CORBETT-REX—Jay Corbett, emcee of the *Parisian Kiddies Hour*, radio revue on WDAS, Philadelphia, and Novelette Rex April 9 in Philadelphia.

COURTAND-BERGIN—Jerome Courtand, actor, and Polly Bergin, singer, April 15 in Las Vegas, Nev.

DAVIS-PETERS—Garry Davis, former actor and son of band leader Meyer Davis, and Audrey Peters, dancer, April 13 in Ellsworth, Me.

DeKAY-MCKEEVER—Thomas McKay, engineer at WLIZ, Bridgeport, Conn., and Carol Agnes McKeever, in Riverside, Conn., April 15.

DUFFORD-NEUGENT—Robert Dufford, transmitter technician at Station WNDR, Syracuse, and Mary Neugent, daughter of Mr. and Mrs. Richard V. Neugent, owners of the Tip Top Shows, April 15 in Syracuse.

HAWK-RECHNER—Bob Hawk, radio emcee, and Mary Rechner, former film exec assistant, April 11 in Hollywood.

HENNRICH-BOW—Michael Henrich and Elsie (Bobbie) Bow, cashier at the Gayety Theater, Cincinnati burlesque house, April 15 in that city.

Communications to 138 W. Randolph St., Chicago 1, Ill.

JOHNSON BILL SPARKS FIGHT

Admiss'n Tax Relief Voted By House Com.

Would Exempt Fairs

(Continued from page 3)

with them, as well as to cut the regular admissions levy on commercial shows, movies and sporting events from the present 20 per cent to 10 per cent. Municipal swimming pools and beaches were also placed on the exempt list by the committee.

The group wrote in one tax restriction compelling payment of the new 10 per cent tax rate on established prices rather than on any reduced admission price that may be in effect. If, for example, the established ticket price is \$1, the tax would be 10 cents even tho advance tickets or children's tickets should sell for 50 cents.

Reductions tentatively agreed upon by the committee so far amount to an estimated loss to the Treasury of \$75,000,000—far in excess of the \$190,000,000 limit President Truman asked on excises so far considered by the committee. Still to come are heavy revenue losses from reductions in transportation, telephone and telegraph levies. When the entire excise bill is reported out by the Ways and Means Committee, it is estimated that total cuts will exceed a billion dollars. The group will make up a portion of this by increasing taxes on corporations, gifts and estates, and plugging a few loopholes, but it appears impossible for the committee to raise sufficient extra funds to make up for the losses. Truman has stated that he will veto any tax bill that does not balance excise losses with other gains.

For that reason, proponents of tax cuts will be watching closely the vote in the House and later in the Senate. It takes a two-thirds majority vote in both Houses to over-ride a veto.

If the bill escapes or beats a veto, the effective date will probably be July 1, which will give the outdoor amusement world tax relief for part of the current season.

Edgar Deen Resigns As Fort Worth Stock Show Sec. - Manager

FORT WORTH, April 29.—Mayor Edgar Deen has resigned as secretary-general manager of Southwestern Exposition and Fat Stock Show here after 40 years, during which time he rose from a ticket-taker to general manager.

Deen said pressure of work as mayor and as sales manager of Armour & Company for the Dallas-Fort Worth area forced him to step down. Show officials have not indicated a possible successor. It is thought that there may be some rearrangement of duties among present officials in which secretarial duties may be assigned one man and the general management another.

Show registered its greatest rodeo attendance records during Deen's regime.

50 Friends Stage Surprise Party For Geo. Hamids

ATLANTIC CITY, April 29.—About 50 friends and associates of George and Bess Hamid welcomed the couple back to their beach home here last Saturday night with a surprise party. The Hamids docked in Boston earlier in the week after a 58-day Mediterranean cruise which included a visit to Hamid's birthplace, Lebanon, his first in 44 years.

As much of a surprise as the party itself was the fact that the secret was kept by so many people. The Hamids, content to relax in their home after their extensive travels, were successfully spirited away for the day while household help and volunteers prepared a bountiful buffet supper for the guests.

Bar Wagon Gift

With all of the guests assembled on the spacious sun porch-playroom, the Hamids—George, Bess and Jean—were given a rousing reception. George and Bess were gifted with a glass and chromium bar wagon—one of the few things planner Dorothy Packman could find lacking in the (See *Friends Surprise* on page 61)

Schermerhorn 20G 4 Days in Cincy

CINCINNATI, April 29.—Lloyd Schermerhorn's Indian Creek Rodeo, with a strong array of Western talent but without a top movie cowboy name, grossed \$20,100 in six performances in four days (20-23) at Cincinnati Garden. Matinees were held Saturday and Sunday.

Some 16,200 persons passed thru the Garden's turnstiles for the cowboy opsy, with 12,400 paid. Ducats were scaled at \$1, \$2 and \$2.50.

Loose Wording Draws Fire; Showmen Urge House Comm. To Rewrite Sen.-Passed Bill

Herbert W. Bye Picked To Appear Before House Group

CHICAGO, April 29.—Stunned by the loose wording of the Johnson bill, outdoor showmen this week rallied to protest the passage of the federal bill in its present form. A large representation of outdoor show interests, including the railroad show owners, named Herbert W. Bye, Chicago attorney, to appear before the House Interstate and Foreign Commerce Committee to voice objections to the loose definition of gambling devices as now set forth in the bill (HR 3357-Senate 3357). Passed Wednesday (19) in the Senate on a voice vote, the bill, tho aimed at slot machines, would bar from interstate shipment any "machine or mechanical device, or parts thereof, designed or adapted for gambling or any use by which the user as a result of the application of any element of chance may become entitled to receive directly or indirectly, anything of value."

Thus, showmen pointed out this week, even a guess-your-age scale if shipped across State lines might be classed as a gambling device. This was not the intent of the bill, showmen declared in expressing their objections.

Bye, in a preliminary statement filed this week with the House committee, stressed the intent of the bill was to ban interstate shipment of slot machines across State lines. He called attention to the federal definition of a slot machine and asked the committee to redraft the bill accordingly.

Bye, who will appear at the Washington hearing either next Wednesday or Thursday, urged the many showmen who would be affected by the bill, if enacted in its present form, to wire or write him, c/o the May- (See *JOHNSON BILL* on page 77)

Salisbury Asks State Action in Beach Revamp

SALISBURY BEACH, Mass., April 29.—Greater land development by the State is being asked by selectmen and business men here. The State owns the ocean front and 640 acres of cleared back land here but has not developed the site, altho the legislative committee on harbors and public lands is proposing to take over three beaches, Westport, Duxbury and Crane's Beach, by eminent domain, the selectmen point out.

President Jim Smith, of the Chamber of Commerce here, said that Salisbury Beach draws mainly from Lawrence, Lowell, Haverhill and Newburyport. He added that it could draw additional people from the Boston area if the spot was properly developed and had good highway approaches.

Salisbury Beach is the State's first venture into beach recreation outside the Metropolitan District Commission, which operates Revere and Nantasket beaches. Selectman Randolph Frothingham said the State had done nothing to increase revenue in the town.

Slow Development

Smith said that 15 years ago, when the State acquired the south end of the beach, there was talk of making it into another Jones Beach. The 1935 development was to have been separate from the beach's amusement section, but what has been built since then is an open, non-commercialized area for family picnics and bathing.

All interests here would like a (See *Salisbury Asks* on page 61)

Oliver Reportedly Quits Dailey Post

CHICAGO, April 29.—William Oliver, advance car manager, has resigned that post on Dailey Bros.' Circus, according to reports here this week.

At the same time it was reported that Ben Davenport, co-owner of the circus, had given two-week dismissal notices to part of the billposting crew. The latter action was linked to the show's plans to tour Canada and a theory that fewer billposters would be needed there.

Editorial

Hey, Rube!

Now is the time for all of outdoor show business to come out fighting!

The Johnson Bill (Senate 3357-HR 3357), published in *The Billboard* last week, shows why.

Aimed at barring slot machines from interstate shipment, the bill is so loosely worded that it would deal a body blow to large segments of outdoor show business.

Such a blow would come from the many and varied absurdities which would be created if the bill were passed in its present form.

Even a guess-your-weight scale would be illegal if shipped over State lines under the present terms of the bill, which states that a "gambling device" means "any machine or mechanical device, or parts thereof, designed or adapted for gambling or any use by which the user as a result of any element of chance may become entitled to receive, directly or indirectly, anything of value."

It is, of course, laughable to even contemplate that a guess-your-weight concession would be illegal, but that a guess-your-age concession would be legal, merely because the first uses a machine and the second does not.

Yet, this is but one of the many absurdities which would crop up if the bill were passed as presently written. While sure-fire laugh material at the moment, the bill would be no laughing matter if enacted in its present form.

That is why outdoor showmen should come out fighting. The bill has been moving with astonishing speed. It went thru the Senate without a dissenting voice, without a committee hearing. Currently, it is before the House Interstate and Foreign Commerce Committee.

To avoid later difficulties, it is vital that showmen act now. They should contact their Congressmen. Better still, they should contact members of the House Interstate and Foreign Commerce Committee. Too, they should give support to those representing the various segments of the outdoor industry in the hearings now under way. And, it is later than many think; the time to act is NOW.

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A 35% INCREASE OVER 1948, WHILE
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RICH BROS. FIREWORKS CO.

DEPT. B-1 BOX 114 SIOUX FALLS, SOUTH DAKOTA

Out in the Open

J. W. (Patty) Conklin spent last week supervising erection of 13 of his rides at Belmont Park, Montreal. . . . Louie G. King left New York Wednesday (26) for Paul's Village, Okla., to join Doc Powers' Hell's Angels On Wheels as general representative. . . . Ernie Warner, head of the Gotham poster printing firm bearing his name, last week visited the James E. Strates Shows at Perth Amboy, N. J.

Lee Barton Evans, partner in the Evans-Childers Circus, is back in New York after staging a successful presentation for the Moose in Binghamton, N. Y. . . . H. H. McElroy, general manager of Central Canada Exhibition Association, Ottawa, was recently elected a director of the Royal Winter Fair, Toronto.

Charles H. Stapleton, Detroit, is lining up concessions, shows, and rides for Tashmoo Park there. . . . Thomas H. (Tom) Morris, has been named manager of the Port Arthur (Tex.) Million Dollar Pleasure Pier by Collis P. Irby, president. Morris replaces Ben J. Rogers Jr. . . . Ralph Bell has again been named publicity director of California State Fair, Sacramento, and will wrap his flack around "California's birthday party."

Bennie Weiss was a New York visitor last week. . . . Omer Kenyon, Hamid-Morton exec, is handling the

advance for the Newark, N. J., engagement after vacationing with Bob Morton at the latter's Miami home. Trips to and from Florida were made by air to make the most of their stay at the resort.

Altho still under a doctor's care because of injuries sustained in a recent auto accident, Charles Kyle, of Kyle Productions, will produce his "Last Days of Pompeii" at the Yale Bowl, New Haven, Conn., this summer. . . . Ray Oakes, carnival game manufacturer, planned from Chicago to Buffalo Thursday (27) to confer with Harry Illions on his concession needs at New Liberty Park. . . . Earl (Rocky) Wolfe will take over as advance and general agent for the Jack O'Diamonds No. 2 unit thrill show upon his release from a veterans' hospital. O'Diamonds is manager, with Bob and Bill Leweday supervising the program and pit mechanics. Roby Myers handles the mike, press and radio.

Don't Wait

Why wait until the season sets underway and your old Power Unit starts giving trouble before you consider replacing it?

We have new "D-140" ELI Power Units in stock, ready to give you years of dependable, trouble-free service. The ELI Power Unit is not the cheapest Power Unit at first cost, but its dependability and long service make it the cheapest in the long run. Write for price list A-41 today. Details on this dependable Power Unit will be sent you by return mail.

ELI BRIDGE COMPANY

Builders of Dependable Products

800 Case Avenue Jacksonville, Illinois

New Highway, Nags May Boost Crowds At Old Orchard

OLD ORCHARD BEACH, Me., April 29.—A new super-highway from Boston and a \$2,000,000 race track are expected to give local concessionaires and ride operators a good season. Al Bottcher, Chamber of Commerce president, said the track, Scarboro Downs, a few minutes from the beach, will result in larger crowds than ever before. The new highway from the Hub permits motorists to make the trip to the beach in less than two hours. It is expected to be open for traffic June 21.

Barney Osher, manager of the new Palace Playland for kiddies, has assembled a number of new rides. Painting and repairing continues along the beach front for the opening.

THE WINNER!

LITTLE CHIEF FIRE ENGINE

The New Kiddie Ride

Awarded trophy for most meritorious new ride at NAAPP&B Convention, Chicago 1949. . . . Rides 16 kids—out-grossed all other kiddie rides at 1949 RR Fair. Cheap to operate—3 gallons a day. . . . Can also be used as a sound truck with the two-faced removable sign (furnished) mounted between seats.

Write, Phone or Wire Collect, Jack Gray, Sales Mgr. For Full Details and Literature

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Former Barnes Equestrienne Exhibits Paintings in L. A.

SHERMAN OAKS, Calif., April 29.—A one-woman show of 40 paintings by Marguerite Gormar Poley, former all-round equestrienne with the Al G. Barnes Circus, is being staged here at the Pool and Patio Shop. Display runs thru May 6.

Mrs. Poley's art exhibit includes circus scenes, Western life, horses and other paintings.

Featured in the show are Bareback Rider and Backyard Scene, owned by Sam Abbott and used in the Hollywood office of The Billboard.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1948.

WRITE FOR CATALOG, ETC.

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Swift Current Cele Set

SWIFT CURRENT, Sask., April 29.—Frontier Days Celebration, here June 30-July 1, again will be sponsored by the Kinetic Club. Last year's operations ended with a \$1,300 deficit.

36 PASSENGER

8 Wheel Drive **STREAMLINER**

TOM THUMB

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America's Finest, Fastest, Most Economical.

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The TILT-A-WHIRL Ride

Outstanding for

Public Appeal ★ Stability

Good Quality ★ Portability

High Class ★ Earning Power

SELLNER MFG. CO.

Faribault, Minnesota

Close-Up:

John and Henry North Inherited Ability To Run Ringling-Barnum

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

INCULCATED early in life by close association with his seven uncles, the famed Ringling Brothers, John Ringling North, Big Show prexy, has fed the culture with his own improvisations of management and showmanship to equal in most respects at 47 the exploits of his most famed predecessor and uncle, John Ringling.

It was not until 1947 that John North glued himself to the presidential seat of the Big Show by the acquisition of 51 per cent of the stock. This strategic climax of a decade of legalistic wrangling by members of the Ringling clan for control of the multi-million dollar show property during which attorney's fees alone amounted to over \$500,000. Involved, and



JOHN NORTH



HENRY NORTH

continuing as an able lieutenant, is his younger brother, Henry Ringling "V. North, 41, vice-president and assistant to John.

John and Henry were born to Ida Ringling, only sister of the noted brothers, and Henry Whitestone North. John was named after his Uncle John, whom he was to emulate in many ways. Both were exposed to the mechanics of the circus early in life and were employed on a full-time basis during vacations by the time they were 17.

Early Start for John

John was born August 14, 1903, in Baraboo, Wis., seat of the Ringling clan. He made his first entrance into the business by touring in his uncle's plush private car. At the age of 12, having demonstrated more than a passing

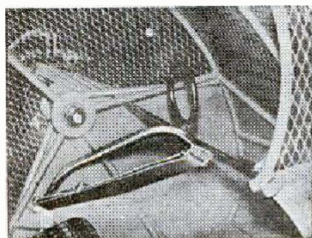
(See John and Henry North, page 71)

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are reporting greatly increased grosses on Eyerly rides having the new Eyerly automatic passenger safety belt. This speedy, positive and self-adjusting safety development, now standard equipment on the new Rock-a-Plane, Fly-o-Plane and Roll-o-Plane, actually saves from fifty to seventy-five per cent in loading time. Write for complete information.



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6. **COMPLETE!** Shipped complete with tent-top, sidewalls, crates, tools, etc. No "extras" to buy.

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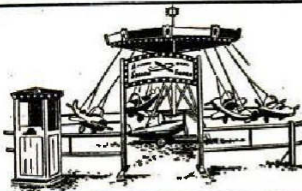
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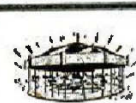
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DROME RIDERS

Want two more Riders, either boys or girls, straight or trick, to join here at once. Top salaries. Staterooms available. No time to write; wire or come on.

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WORLD OF MIRTH SHOWS, Wilmington, Del., now until May 6th.

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 33 cards, \$3.50; 50 cards, \$4.75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 2000 @ 35 per 100. Fibre Calling Numbers, 75c. Wood Calling Numbers, 31c. Printed Tally Card, 15c. Colored Heavy Cards, 25c, same weight as #1 in Green, Red, Yellow @ 54 per 100. **DOUBLE CARDS** No. 1 size, 5 1/2 x 11 1/4. 164 each

3000 KENO

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, \$5.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5 1/2 x 7 1/4, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 15c. Set Numbered Ping Pong Balls, \$15.00
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Middleweight Cards, 5 1/2 x 7 1/4: White, Green, Red, Salmon, Yellow, per 100 3,000 Small, Thin Bingo Sheets, 5 colors, 5 colors, loose only, no pads, 1.50
Size 4 1/2 x 7 1/4: White, Green, Red or Green, Round or square, 5 1/2" Diameter, M., 2.50
Scalloped Edge, Green only, M., 2.50
Smaller Size, 3 1/2" Diam. Red or Green Plastic, M., 1.50
Adv. Display Posters, size 5 1/2 x 3 1/2, Cardboard Strip Markers, 10 M. for Ruler Covered Wire Case with Clute, Wood Ball Markers, Master Board, 5-piece layout for, 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch, per M., 1.00
Featherweight Thin Bingo Sheets, size 3 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M., 2.00
Round White N. J. Cardboard Markers, 2 sizes: 1 1/2 inch dia., 1800 to 1b, larger size 4 1/2 dia., 1000 to 1b, either size, 1b. Attire Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90c. Send for illustrated circular, per, 131.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Talent Topics

Lolita and the Gay Rancheros; Cindy and Jeff, juvenile perch act, and Ken Card, comedian, have been signed to play the Mother Lode Fair in Sonora, Calif., May 11-14. A bill including the Royal Rogues, the Gay Rancheros; Felix Valles, trick roper, and Abie Goldstein, clown, has been booked for the Kern County Fair, Bakersfield, Calif., September 26-October 1. Both fairs were booked by the Abel-Nelson Entertainment Agency, Hollywood.

Bela Krems, European juggler booked thru the William Morris Agency, played the Capitol Theater, New York, last week. . . . Sky High Alcides are working their second season with Granite State Shows. Act was booked thru the Al Martin Agency, Boston.

Mike Ross, of the Ross and Ross act, underwent surgery for the second time this year at St. Charles Hospital, Aurora, Ill., April 24. He underwent a delicate operation for the removal of a growth which had penetrated the cheekbone at Mayo Bros.' Clinic, Rochester, Minn., on New Year's Eve and two weeks later his appendix ruptured while he was appearing with an International Harvester unit at Paw Paw, Mich. For several days he was not expected to live. The latest operation was for the removal of the appendix. . . . Wally Overman has signed with the National Booking Agency, Los Angeles, for 489 one-nighters, with opening slated for the auditorium, Grand Forks, N. D. Overman says the deal was set thru C. D. Rogers, of the National office.

Dick Clemens, wild animal trainer appearing with the Hamid-Morton Circus, gave his annual press party during the show's engagement in Harrisburg, Pa. Attending were Bob Morgan, circus director; Howard Foley, representing the Washington Shrine Circus committee; Pete Wambach, John Price, Dick and Abe Redmond, Joe Basile, Len Humphries, Omer Kenyon and Bob Mammas. Party was held in Clemens' new deluxe trailer and a buffet supper was prepared by his niece, Ann.

Damoc Dhotre, formerly with Ringling-Barnum and now with Cirque Amar in France, is recuperating after undergoing surgery and rejoins the show this month. Dhotre was given a reception at Bordeaux, with a public dinner and radio broadcast, reports Melvin D. Hildreth, Washington C.F.A. Cirque Amar is one of few French rail shows and plays one-day stands with a tent seating 5,000.

Tom Packs Circus plays the Kansas City, Mo., Blues Stadium June 21-24 for the K.C. centennial. Event also will offer fireworks. . . . Five Antaleks, perch; Schaller Brothers, comedy acros, and Hersogs (3) aerialists, are booked for St. Louis Police Circus, April 28-May 14. . . . Opening night visitors at Cole Bros' Circus in Chicago were: Mr. and Mrs. Benny Fox,

the Walkmirs, Egle Zacchini and Edna Curtis, Francisco and Delores. The last named were en route to Orrin Davenport dates at Duluth and in Canada. Dorita Konyot had 104 guests from her father's Chicago riding academy as guests at the premier.

The Great Wallendas are with Cole Bros' Circus only for the Chicago stand and will return to Ward Bros' indoor show at Midland, Tex., late this month. Helen Wallenda, who is in Sarasota, Fla., recovering from surgery, rejoins the act in about a month. . . . Capt. Jack O'Diamonds, thrill show op, infos from Littlefield, Tex., that additions to his No. 2 unit's personnel include Tommy Cazell and Artie Myers, clown stuntmen; Yvette Nalla, motorcyclist and crash driver, and Eddie Small, head-on collisions.

Albuquerque Awards Contract for New Grandstand Addition

ALBUQUERQUE, N. M., April 28.—New Mexico State Fair here has awarded a \$87,100 contract to A. G. Bradbury, local contractor, for the addition of 2,600 seats to the annual's grandstand, Leon Harms, secretary, announced. The addition, of concrete and steel, will give the stand a seating capacity of 7,000.

In addition, the construction will double the number of pari-mutuel windows, and increase soft drink and restaurant space. A new judges' stand will be built atop the structure. Fair has skedded a parade for opening day. A queen will be chosen from high school girl contestants from the State's 32 counties.

Leland Brison Lee Pilot; Raymond to Hillbilly Biz

COATESVILLE, Pa., April 29.—Leland Brison is taking out Lee Bros' Circus this year, his brother, Raymond Jr., having decided to give up the white tops in favor of a venture into the hillbilly entertainment field. The brothers had operated the circus since their discharge from the army.

Raymond has teamed with Deacon Wayne in the operation of Brandywine Park here, which they plan to open soon with Elton Britt and his troupe as the attraction. They also have the XL Ranch Boys on WCOV, Coatesville.

Proposed Regina Ordinance Would Require Show Bond

REGINA, Sask., April 29.—City council is planning to overhaul regulations governing circuses and has a draft amendment before it for consideration. An important provision is that circus operators be required to post a \$5,000 bond with the city license inspector when applying for a license. Part or all of the bond would be liable to forfeit if regulation were not complied with.

Another provision stipulates that admission prices be full and prominently displayed.

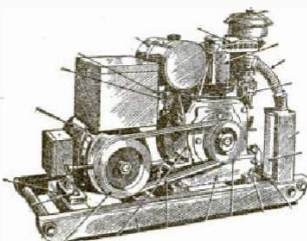
Billor Blows Lafayette Date

LAFAYETTE, Ind., April 29.—Billor Bros' Circus was forced to cancel its Monday (24) engagement here after heavy Sunday rains made the lot a mire. About noon Monday it became evident that no substitute lot could be obtained, so the show moved on to Kokomo, Ind., for its Tuesday date.

Indian Queen To Reign

WILLIAMS LAKE, B. C., April 29.—An Indian queen will share honors with a white queen in reigning over the Williams Lake Stampede here this year, June 8-9.

2500 WATT A.C. GENERATOR SETS



NOW ONLY

\$195 Reconditioned
Excellent

120 VOLT, 60 CYCLE, 1 PHASE
BRIGGS-STRATTON

NEW UNITS W/SPARE PARTS, \$250
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350 WATT TO 100-KW.
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15 FIVE AVENUE UNION, S. C.

FOLDING TABLES BENCHES CHAIRS



Steel Bench
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Portable or
K. D. Benches
The Monroe Co., Inc.
11 CHURCH ST. COLFAX, IOWA

\$14,000.00
IN 14 DAYS

That's what 20 HOLLYCRANES
grossed at the Canadian National
Exposition, Toronto, last year
August 26 to September 10.
Write for Circular

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CONCESSION TRAILER

For sale at sacrifice: 7x10 ft. Aluminum Top, Front, Sides and Canvas Awning. Equipped with Deep Fat Fryer, Grill, 2-place Burger, Butane Tanks, Ice Box, Juice Pumps, Utensils, etc. Also Cotton Candy Machine, Top and Frame. Available for inspection in Indianapolis, Ind. Contact:

R. W. McDUFF
2001 SHELBY ST., GA. 0001

Velare Double Wheel Set for Dallas Fair; Click at San Antonio

DALLAS, April 29.—Velare Bros.' double Ferris Sky-Wheel has been booked by State Fair of Texas this year. Under present plans the wheel will occupy a feature spot on the midway, at the right hand entrance, taking space made available by razing of the old Texaco building, a holdover from the 1938-37 Texas Centennial.

Sky Wheel was high money ride last year at Los Angeles County Fair, Pomona, Calif., marking the first time since 1939 that a double Ferris has appeared on a carnival lot. Semi-portable wheels made by Curtis and Elmer Velare now operate in Long Beach and Ocean Park, Calif., and Mexico City. The Velares have been experimenting for four years to make the 90-foot wheel portable. The device is transported on two 23-foot trailers and can be set up in about eight hours. Ride has two eight-chair wheels rotating on a 46-foot beam. Seats holds three persons each.

Elmer Velare placed the cost of getting the ride in operation at Los Angeles at \$135,000, which included dies and experimental costs. He visited Dallas and inspected the site on the midway en route from the San Antonio flower festival to Canada.

Fred Tennant Jr., State fair midway superintendent, is pleased with the booking and expects the wheel to be one of the midway's most sensational money-makers. Wheel is booked on the same concession basis as other rides, with fair getting a percentage.

The Sky Wheel, on the midway at the Fiesta De San Jacinto, San Antonio, topped all other rides in its first Texas appearance. Business at the San Antonio fete was estimated as 20 per cent over '49 figures.

SALISBURY ASKS

(Continued from page 57)

scenic boulevard such as the ones at Revere and Hampton, more parking space and electric light poles, according to Frothingham. Smith displayed a 1936 conservation department plan for a beach with a 50-foot-wide esplanade, two observation towers, a 1,500-seat auditorium, 26 stores, 2 rest rooms, 3,475 men's lockers, 2,130 women's lockers and 53 dressing rooms.

ASTRO FORECASTS

All Readings Complete for 1950
Crystal Balls Imported

On hand in these sizes: 3 1/2 x 1 inch: 3 for 18; 4 1/2 x 1 1/2 inch: 2 for 18; 5 1/2 x 2 inch: 1 for 18; 6 1/2 x 2 1/2 inch: 1 for 18; 7 1/2 x 3 inch: 1 for 18; 8 1/2 x 3 1/2 inch: 1 for 18; 9 1/2 x 4 inch: 1 for 18; 10 1/2 x 4 1/2 inch: 1 for 18; 11 1/2 x 5 inch: 1 for 18; 12 1/2 x 5 1/2 inch: 1 for 18; 13 1/2 x 6 inch: 1 for 18; 14 1/2 x 6 1/2 inch: 1 for 18; 15 1/2 x 7 inch: 1 for 18; 16 1/2 x 7 1/2 inch: 1 for 18; 17 1/2 x 8 inch: 1 for 18; 18 1/2 x 8 1/2 inch: 1 for 18; 19 1/2 x 9 inch: 1 for 18; 20 1/2 x 9 1/2 inch: 1 for 18; 21 1/2 x 10 inch: 1 for 18; 22 1/2 x 10 1/2 inch: 1 for 18; 23 1/2 x 11 inch: 1 for 18; 24 1/2 x 11 1/2 inch: 1 for 18; 25 1/2 x 12 inch: 1 for 18; 26 1/2 x 12 1/2 inch: 1 for 18; 27 1/2 x 13 inch: 1 for 18; 28 1/2 x 13 1/2 inch: 1 for 18; 29 1/2 x 14 inch: 1 for 18; 30 1/2 x 14 1/2 inch: 1 for 18; 31 1/2 x 15 inch: 1 for 18; 32 1/2 x 15 1/2 inch: 1 for 18; 33 1/2 x 16 inch: 1 for 18; 34 1/2 x 16 1/2 inch: 1 for 18; 35 1/2 x 17 inch: 1 for 18; 36 1/2 x 17 1/2 inch: 1 for 18; 37 1/2 x 18 inch: 1 for 18; 38 1/2 x 18 1/2 inch: 1 for 18; 39 1/2 x 19 inch: 1 for 18; 40 1/2 x 19 1/2 inch: 1 for 18; 41 1/2 x 20 inch: 1 for 18; 42 1/2 x 20 1/2 inch: 1 for 18; 43 1/2 x 21 inch: 1 for 18; 44 1/2 x 21 1/2 inch: 1 for 18; 45 1/2 x 22 inch: 1 for 18; 46 1/2 x 22 1/2 inch: 1 for 18; 47 1/2 x 23 inch: 1 for 18; 48 1/2 x 23 1/2 inch: 1 for 18; 49 1/2 x 24 inch: 1 for 18; 50 1/2 x 24 1/2 inch: 1 for 18; 51 1/2 x 25 inch: 1 for 18; 52 1/2 x 25 1/2 inch: 1 for 18; 53 1/2 x 26 inch: 1 for 18; 54 1/2 x 26 1/2 inch: 1 for 18; 55 1/2 x 27 inch: 1 for 18; 56 1/2 x 27 1/2 inch: 1 for 18; 57 1/2 x 28 inch: 1 for 18; 58 1/2 x 28 1/2 inch: 1 for 18; 59 1/2 x 29 inch: 1 for 18; 60 1/2 x 29 1/2 inch: 1 for 18; 61 1/2 x 30 inch: 1 for 18; 62 1/2 x 30 1/2 inch: 1 for 18; 63 1/2 x 31 inch: 1 for 18; 64 1/2 x 31 1/2 inch: 1 for 18; 65 1/2 x 32 inch: 1 for 18; 66 1/2 x 32 1/2 inch: 1 for 18; 67 1/2 x 33 inch: 1 for 18; 68 1/2 x 33 1/2 inch: 1 for 18; 69 1/2 x 34 inch: 1 for 18; 70 1/2 x 34 1/2 inch: 1 for 18; 71 1/2 x 35 inch: 1 for 18; 72 1/2 x 35 1/2 inch: 1 for 18; 73 1/2 x 36 inch: 1 for 18; 74 1/2 x 36 1/2 inch: 1 for 18; 75 1/2 x 37 inch: 1 for 18; 76 1/2 x 37 1/2 inch: 1 for 18; 77 1/2 x 38 inch: 1 for 18; 78 1/2 x 38 1/2 inch: 1 for 18; 79 1/2 x 39 inch: 1 for 18; 80 1/2 x 39 1/2 inch: 1 for 18; 81 1/2 x 40 inch: 1 for 18; 82 1/2 x 40 1/2 inch: 1 for 18; 83 1/2 x 41 inch: 1 for 18; 84 1/2 x 41 1/2 inch: 1 for 18; 85 1/2 x 42 inch: 1 for 18; 86 1/2 x 42 1/2 inch: 1 for 18; 87 1/2 x 43 inch: 1 for 18; 88 1/2 x 43 1/2 inch: 1 for 18; 89 1/2 x 44 inch: 1 for 18; 90 1/2 x 44 1/2 inch: 1 for 18; 91 1/2 x 45 inch: 1 for 18; 92 1/2 x 45 1/2 inch: 1 for 18; 93 1/2 x 46 inch: 1 for 18; 94 1/2 x 46 1/2 inch: 1 for 18; 95 1/2 x 47 inch: 1 for 18; 96 1/2 x 47 1/2 inch: 1 for 18; 97 1/2 x 48 inch: 1 for 18; 98 1/2 x 48 1/2 inch: 1 for 18; 99 1/2 x 49 inch: 1 for 18; 100 1/2 x 49 1/2 inch: 1 for 18; 101 1/2 x 50 inch: 1 for 18; 102 1/2 x 50 1/2 inch: 1 for 18; 103 1/2 x 51 inch: 1 for 18; 104 1/2 x 51 1/2 inch: 1 for 18; 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138 1/2 x 68 1/2 inch: 1 for 18; 139 1/2 x 69 inch: 1 for 18; 140 1/2 x 69 1/2 inch: 1 for 18; 141 1/2 x 70 inch: 1 for 18; 142 1/2 x 70 1/2 inch: 1 for 18; 143 1/2 x 71 inch: 1 for 18; 144 1/2 x 71 1/2 inch: 1 for 18; 145 1/2 x 72 inch: 1 for 18; 146 1/2 x 72 1/2 inch: 1 for 18; 147 1/2 x 73 inch: 1 for 18; 148 1/2 x 73 1/2 inch: 1 for 18; 149 1/2 x 74 inch: 1 for 18; 150 1/2 x 74 1/2 inch: 1 for 18; 151 1/2 x 75 inch: 1 for 18; 152 1/2 x 75 1/2 inch: 1 for 18; 153 1/2 x 76 inch: 1 for 18; 154 1/2 x 76 1/2 inch: 1 for 18; 155 1/2 x 77 inch: 1 for 18; 156 1/2 x 77 1/2 inch: 1 for 18; 157 1/2 x 78 inch: 1 for 18; 158 1/2 x 78 1/2 inch: 1 for 18; 159 1/2 x 79 inch: 1 for 18; 160 1/2 x 79 1/2 inch: 1 for 18; 161 1/2 x 80 inch: 1 for 18; 162 1/2 x 80 1/2 inch: 1 for 18; 163 1/2 x 81 inch: 1 for 18; 164 1/2 x 81 1/2 inch: 1 for 18; 165 1/2 x 82 inch: 1 for 18; 166 1/2 x 82 1/2 inch: 1 for 18; 167 1/2 x 83 inch: 1 for 18; 168 1/2 x 83 1/2 inch: 1 for 18; 169 1/2 x 84 inch: 1 for 18; 170 1/2 x 84 1/2 inch: 1 for 18; 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Dallas Thumps Tubs For Operetta Sked; Seeks Black-Ink Run

DALLAS, April 29.—State Fair of Texas will push the summer operetta season with the heaviest promotion in nine years. Big push is aimed at passing the break-even point in the expensive operation, which features top Broadway and Hollywood talent. Season of six musicals and operettas opens June 12.

Advertising campaign includes a 16,000-piece direct mail push on the season ticket sale; 3,000 advertisements in newspapers in 90 cities and towns and over 5,000 outdoor posters ranging from 3 to 24 sheets. Strong radio campaign also is planned.

Ad campaign is getting co-operation from Dallas merchants. Department stores, banks and other firms are mailing 200,000 envelope stuffers. Tie-in advertising, store-window displays and show cards in streetcars and busses are being used in Dallas and the trade area. Ray Beall Advertising Agency is handling the account. Julian Bowes is publicity director. Ligon Smith, State Fair special events director, is touring 12 towns in the immediate area to promote sale of season tickets and block sales.

Tremont, Pa., Adds 5% Tax

TREMONT, Pa., April 29.—A 5 per cent amusement tax became effective here April 10, with plans under way to boost the tax rate to 10 per cent in May.

Canadian Thriller Sets May Kick-Off

MONTREAL, April 29.—The Charles Lajcie-Mitchell Robinson Congress of Hollywood Daredevils begins its season in mid-May with a 26-week route laid out covering Nova Scotia, New Brunswick, Ontario and four weeks in Western Canada, reports T. A. McClure, press man.

All new Canadian-built Ford convertibles and sedans, plus English Ford Prefects, will be used this year, along with new ramp equipment and a mounted generator to supply track and grandstand lighting.

Personnel includes Buttercup Pearce, track manager; Buddy Young, Tex Saxon, Jimmy Curry, Roy Reynolds, Marcel Dupre, Betty Cook and Carole Fontaine, drivers; Four Marine Brothers, comedy Ford; Gerard Morrell, emcee, and Morris Feldman, concessions. Robinson will handle box office and gates.

New Iberia, La., To Erect 200G Exhibit-Show Bldg.

NEW IBERIA, La., April 29.—Louisiana Sugar Cane Festival and Fair here will begin construction of a new 200,000 exhibit building soon.

It will be used for year-round stage attractions, Keith E. Courge, secretary, announced. Building will incorporate a 60 by 120-foot stage.

U.S. Army Schedules Mobile Exhibit Unit At Kentucky Fairs

LOUISVILLE, April 29.—A mobile military unit from Fort Knox, Ky., will exhibit Kentucky fairs this year, William Kerburg, public relations officer of the State's military district, told representatives of 17 fairs Monday (24) at a meeting of the Kentucky Association of Fairs and Horse Shows, Inc., in the Brown Hotel here.

The unit will include souvenirs from the Gen. George S. Patton Museum, located at Fort Knox; military personnel, searchlights and a mobile kitchen, he said.

The association meeting, presided over by L. (Doc) Cassidy in the absence of President Clyde Peel, passed a resolution in support of Kentucky's Mid-Century Homecoming Celebration by designating all county annuals as homecoming fairs.

Other speakers included J. W. Whitehouse, State 4-H Club leader; Douglas Cornette, of The Louisville Courier-Journal and Louisville Times; Frank Cooley, agricultural and farm director of Station WHAS, and H. E. Logsdon, Kentucky Chamber of Commerce.

The association set its annual convention for January 4-5 in the Brown Hotel here.

Appoint L. Morson Ocean Beach Exec

NEW LONDON, Conn., April 29.—Leslie Morson, former manager of Station WNLC here, has been named director of activities at city-owned-and-operated Ocean Beach Park for 1950, according to Edward R. Henkle, city manager. Anthony Pero, who will assist Morson, continues as life guard captain, a post he has held since 1945.

The new appointees replace John K. Balentine and William R. Candy, co-directors of beach activities since 1946. Henkle said that both gave satisfactory service and the chief reason for the change is that the park needs a full-time director in the pre-season period when Balentine and Candy are occupied as teachers.

Bid for More Picnics

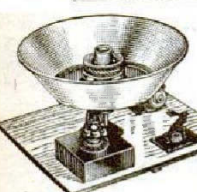
Henkle said the park particularly needs a full-time director this year since large sums have been spent and contracts arranged in anticipation of more group outing business. With this in mind the park board is building a new ball field, enlarging the picnic area and installing new toilet facilities at the west end of the beach.

In addition to directing park's life guards, Pero has organized and directed the Ocean Beach Water Follies. He also is a member of the city recreation board. A collegiate swimming exhibition is scheduled for June 24, Morson said.

No Nudes?

NEW YORK, April 29.—B. Ward Bear, rugged thrill show impresario, came in for a share of national attention recently as an artist's model for a page illustration in The Saturday Evening Post. Bear reports that the illustrator gave him the double-exposure treatment, using him in a courtroom scene as the model for both the kindly judge, complete with white hair and spectacles, and an attorney wearing a striped brown suit. Bear's other accomplishments in the field of art include posing for the artist who daubed the General Electric calendar for 1950. Topping the Post illustration by one, he appears in the calendar shot as the model for no less than three different figures. Future plans calls for Bear to pose for two more magazine illustrations this fall.

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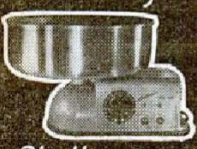
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5210 BONITA DALLAS, TEXAS



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

The New **FLOSS KING**
Challenger



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BOX 249 HARVEY, ILL.
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ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
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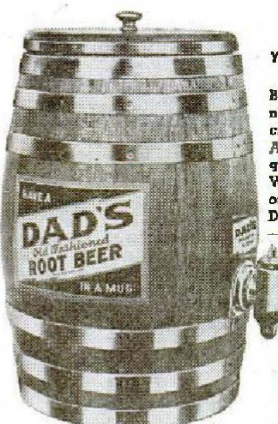
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiple of 10,000 tickets of a kind and color.

STOCK TICKETS
1 ROLL \$1.00
5 ROLLS 75c
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WELDON, WILLIAMS & LICK
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Tickets Subject to Fed. Tax Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

CASH IN with DAD'S
THE OLD-FASHIONED ROOT BEER



You can serve a big 10 oz. DAD'S at 5c—Make nearly 4c profit on each drink. Big profits are yours because this high quality, nationally advertised beverage brings you increased traffic at no increase in cost! Automatic barrel dispensers available in 45 gallon, 17 gallon and 8 gallon sizes. We have everything you need to get started on this extra profit, big volume business ... DAD'S root beer—barrels—fountain dispensers—mugs—glasses—with plenty of attractive advertising material.

Write for free catalog, also information on the amazing DAD'S Portable Roadside Stand—THE DAD'S ROOT BEER HUT.

DAD'S ROOT BEER COMPANY
Fountain Division
2800 N. Talman Avenue Chicago 18, Illinois

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TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy

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231 N. Second St. 2908-14 Smallman St. 1261-63 E. Sixth St.
Philadelphia 6, Pa. Pittsburgh 1, Pa. Los Angeles 21, Calif.

TENTS CANVAS SHOW

CARNIVAL—CONCESSION—CIRCUS
Prompt delivery any type tents to order

**KOLITE BLACK LITES
LUVA-LITE PAINTS**

**Consistent With Quality
The Lowest
Prices Always**

**UNITED STATES
TENT & AWNING CO.**
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

SERVING SHOWMEN OF THE
SOUTHEAST SINCE 1919 WITH

SHOW TENTS!

Camel has both the experience and facilities for making anything from a small concession to a circus "big top"! Get Camel's prices before you buy! Call, wire or write "Bill" Werner!

Camel Manufacturing Co.
329 S. Central, Knoxville, Tenn.

"America's Finest Show Canvas"
TENTS—SIDESHOW BANNERS
IN STOCK—NEW!

90 Ft. Round Top with 3 40-Ft. Middles. White Flameproofed DeLuxe Red and Blue Trim. 10-Ft. Sidewalls.

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

THE MAKERS OF...
Quality Show Canvas

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield, Inc.
145 W. 54th STREET, NEW YORK 19, N. Y.
Phone Plaza 7-8039

TENTS THIS WEEK'S SPECIAL!

9'x9' OFFICER'S WALL TENT; Water, Flame and Mildew Treated; NEW! 15.29 Cts. O.D.
Write for big free catalog on surplus outdoor equipment.
ROCKAWAY SALES Box 3628B, Route #5 CO., Rockaway, N. J.

D. M. KERR MFG. CO.
**SHOW
TENTS**

1954 W. Grand Ave. Chicago 12, Illinois

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine

CAMPBELL TENT & AWNING CO., INC.
100 CENTRAL AVE. (Phone 38985) ALTON, ILLINOIS

Expect To Complete Plans for New Calif. State Plant in July

SACRAMENTO, April 29.—Blueprints for the new California State Fairgrounds here are expected to be drafted soon after July 1. A committee of five board members has been named to make recommendations to the State's architect. The committee will decide the type, number and locations of the structures.

Committee consists of E. S. Pillsbury II, Solvang, chairman; Ward G. Walkup, San Francisco; Joseph E. Courtney, Sacramento; Dr. James E. McConnell, Sonoma, and W. C. Wright, Sacramento, board president, and ex-officio member.

Hal G. Hotchkiss, San Diego, vice-president, presided at a recent board meeting and, in Wright's absence, urged that the work start as soon as possible. He pointed out that the plant would be serving the public for the next 100 years and urged that building toward this end be considered.

Fred H. Bixby, Long Beach, urged that the first to be constructed be the Counties (or Agriculture) Building and the Livestock Building. He also suggested that the grandstand foundation be made sufficiently strong to support a double deck in the event it is needed in the future.

Fred W. Links, deputy State director of finance, advised the fair board that the drafting operation will be started upon receipt of the committee's recommendations.

California Aeronautics Commission has requested that the fairgrounds be designed so that it may also serve as an airport.

The board meets again May 18.

Shaunavon Names Manager

SHAUNAVON, Sask., April 29.—Wilt Hogg was named manager of the fair here. It will be held this year under auspices of the Shawnee Club. F. Leboldus is secretary.

SHOW TENTS

CARNIVAL — CIRCUS
CONCESSION
QUALITY
WORKMANSHIP
SERVICE

With Plenty of Flash
BILL SANDERS

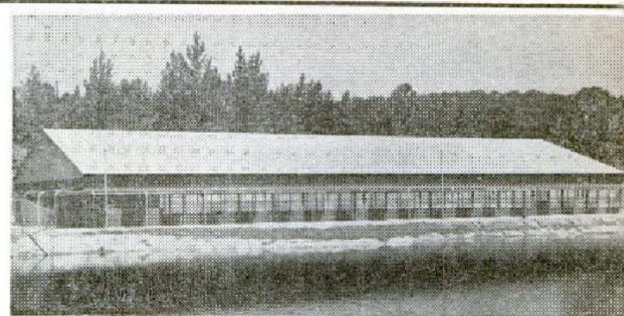
**AMERICAN
TENT & AWNING CORP.**

132 W. Main St., Norfolk 10, Va.

SHOW TENTS

**CENTRAL
Canvas Company**

516-518 EAST 18th ST.
Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE



MESKER STEEL TENTS

Made of **STRUCTURAL STEEL** framework covered with #26 Ga. galvanized steel sheets—portable—can be unbolted and moved from one location to another—no individual part weighs more than 150 lbs.—**COMPLETELY PREFABRICATED**, ready to bolt together.

Suitable for

SKATING RINKS, FAIR ASSOCIATION BUILDINGS, USED CAR LOTS, PAVILIONS, AMUSEMENT BUILDING, CARNIVAL AND MIDWAY, Etc.

Available in widths of 40-50-60 feet only; any lengths in multiples of 10 feet.

**FIREPROOF — ECONOMICAL
WRITE FOR PRICES**

GEO. L. MESKER STEEL CORP.
FABRICATORS Evansville 8, Indiana ENGINEERS

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS

Manufacturers: **MULTIPLEX FAUCET CO.**



STURDY OAK STAINLESS STEEL HOOPS
4228-B Duncan Ave
St. Louis 18, Mo.

**IF YOUR BIZ IS SLOW... LISSSEN JOE
WE STOCK THE STUFF... THAT SOCKS THE DOUGH!**

The only complete refreshment supply service in N. E. and Penna.

Save TIME... Save MONEY... Save WORK
Place ONE Order... at ONE Source for ALL the TOP MOOLAH MAKERS on the Midway.

IMMEDIATE DELIVERY ON EVERYTHING
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219 Stuart St., Boston, Mass. MU 2-4632
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Limited Offer

Top Quality AMPLIFIERS

★ 50 Watt With Case, \$150.00. ★ 20 Watt With Case, \$99.00.
★ Mobile 20 Watt AC With 2 Speed Phone, \$129.00, and 6 Volt Power Unit Extra, \$30.00.
★ 12 Watt, \$69.00. ★ Cash Orders Only, FULLY GUARANTEED. NEW!

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Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. & G. Am.: Enid, Okla.
Alamo Expo.: Amarillo, Tex.
American Bazaar Co.: Wilkes-Barre, Pa.
American Beauty: Fulton, Mo.; Columbia 4-13.
American Eagle: Covington, Tenn.; Ripley 4-13.
American Expo.: Massillon, O.; Charleroi, Pa., 8-13.
American Midway: Rotan, Tex.
Badger State: Rochester, Minn.; Albert Lea 8-14.
Bater United: Wabash, Ind.
B. & C. Expo.: Geneva, N. Y., 8-13.

Beau's Attrs.: Windber, Pa.; Somerset 8-13.
Bee's Old Reliable: Corbin, Ky.
Bell Farm: Pawtucket, R. I.
Belle City: (N. 1st & E. Capitol Drive) Milwaukee, Wis., 2-15.
B. & H.: Maxton, N. C.
Big Bend: Barksdale, Tex.; Rocksprings 8-13.
Big Four Am.: Nokomis, Ill.; Gillespie 8-13.
Big State Pecos, Tex.; Goldsmith 8-13.
Bill Karl W.: Geneva, N. Y., 8-13.
Blue Grass: Tell City, Ind.
Bogle, P. C.: Baxter Springs, Kan.
Bohn & Sons United: Hollis, Okla.
Boone Valley: Boone, Ia.
Borland: Alpine, Tex.
Buck, O. C.: Schenectady, N. Y.; Ogdensburg 8-13.
Burdick's Greater: Comanche, Tex.
Burke, Harry: Baton Rouge, La.
Burkhart: Havana, Ill.; Abingdon 8-13.
California: Dixon, Calif.; Orville 8-13.
Capell Bros.: Hominy, Okla.
Capital City: Marietta, Ga.
Carnival of Amusement: Montgomery, Ala.
Central States: Celby, Kan., 4-13; Stockton 4-6.
Cetin & Wilson: Petersburg, Va.
Chanos, Jimmie: Richmond, Ind.

Cherokee Am. Co.: Oswatimie, Kan.; Nowata, Okla., 8-11; Broken Arrow 12-13.
Coleman Bros.: New Britain, Conn.
Colorado Expo.: Seminole, Tex.
Continental: Kingston, N. Y.
County Fair: Ainsworth, Neb.; Valentine 8-13.
Crafts Expo.: Los Banos, Calif.
Crafts 20 Big: Burbank, Calif.
Crescent Am. Co.: Crossett, Ark.
Crescent Canadian: Vancouver, B. C., Can., 1-13.
Crystal Expo.: Montezuma, Ga.
Curt, W. S.: London, O.; Washington C. H., 8-13.
De Luxe: Holyoke, Mass.
Del-Mar: West Bridgewater, Pa.; Washington, D. C., 8-13.
Dickson's United: Davis, Okla.
Dixie Expo.: Amelia, Va.
Dobson United: Willernie, Minn., 8-7; St. Paul 9-15.
Douglas Greater: Olympia, Wash.
Down River Am. Co.: Scores, Mich.
Drew, James H.: Central Islip, N. Y., Va.
Dudley, D. S.: Wichita Falls, Tex.
Dumont: Tyrone, Pa.; Altoona 8-13.
Dyer's Greater: Cape Girardeau, Mo.
Eastern Am. Co.: Waterville, Me.; Portland 8-13.
Edie's Expo.: Kittanning, Pa.
Eddy Bros.: (69th & Marshall Road) Philadelphia, Pa., 8-13.
Evans United: Richmond, Mo.
Fair Am. Co.: Mooresville, N. C.
Farris, Carl O.: Ridgeway, Pa.
Fidler United: Perkin, Ill.; Dixon 8-13.
Fleming, Mad Cody: Waycross, Ga.
Folk Celebration: Santa Fe, N. M., 2-7.
Francis, John: East St. Louis, Ill., 4-13.
Franklin, Don, No. 1: Stamford, Tex.
Franklin, Don, No. 2: Kenedy, Tex.
Garden State: Coplay, Pa., 3-13.
G. & B. Rides: Mascott City, W. Va.; Ripley 8-13.
Gem City: Belleville, Ill.; Quincy 8-13.
Gentech, J. A.: Clarkdale, Miss.; Mayfield, Ky., 8-13.
Gold Bond: Bradley, Ill.
Gold Medal: Greenville, Tenn.
Golden West: Oakland, Calif.; Sonora 8-14.
Gooding Am. Co.: New W. Va.
Gooding Greater: Tronton, O.
Gooding Park Attrs.: Canton, D.
Grandland Greater: East St. Louis, Ill.
Grady, Kellie: Guntersville, Ala.
Grand American: Louisiana, Mo.; Kirksville 8-13.
Granite State: Manchester, Conn.
Grant's: Shilohville, Pa.
Groves Greater: Hammond, La.
Gulf Coast: Poplar Bluff, Mo.; Paragould, Ark., 8-13.
Hagenick's Rides: Ashdown, Ark.
Hahnman, Morris: West Chester, Pa.; Harrisburg 8-13.
Happy Attrs.: Zanesville, O.; Mansfield 8-13.
Happyland: Royal Oak, Mich.
Harry's Greater: Plymouth, O.; New Philadelphia 8-13.
Hawkeye State: Lineville, Mo., 7-13.
Heart of Texas: Big Springs, Tex.; Littlefield 8-13.
Hennies Bros.: Hot Springs, Ark., 2-3; Oklahoma City, Okla., 8-13.
Henson, J. L.: Bald Knob, Ark., 1-13.
Heib, L. J.: North Birmingham, Ala.
Hiawatha: Battle Creek, Mich.; Bronson 8-13.
Hill's Greater: Clavis, N. M.
Hollie, Buff: Jefferson, Ia.
Howard Bros.: Athens, O., 8-13.
Illiana: Greencastle, Ind.; Attica 8-13.
Imperial: Rock Falls, Ill.
Imperial (Am. Corp. of America): Monroe, La.; Little Rock, Ark., 8-13.
Imperial Expo: Quincy, Calif., 2-8.
Inland: Greenville, Mo.
Interstate: Shelbyville, Ky.
Illiana: Greencastle, Ind.; Attica 8-13.
Jack's Greater: Pineville, N. C.
J. & B. Drakes Branch: Va.
Johnny's United: Mt. Pleasant, Tenn.
Jollyline: Northumberland, Pa.; West Milton 8-13.
Jones, Johnny J. Expo.: Washington, D. C.; Johnstown, Pa., 8-13.
Jones United: Moberly, S. D., 10-13.
Karras, Gust: St. Joseph, Mo.; Bethany 8-13.
Kend W. C.: Hudson, Pa.
Keystone Attrs.: Shamsokin Dam, Pa.
Kile, Floyd O.: Albany, La.
Kinland Am. Co.: Gordon, Ga.
Kirkwood, Joseph J.: Lodi, N. J.
Klein Am. Co.: Sioux Falls, S. D., 4-5.
Krause Am.: (54 Gray Ave.) Philadelphia, Pa.
LA Cross: Bennington, Vt.
Lamb, L. E.: Metropolis, Ill.; Carbondale 8-13.
Lawrence Greater: Hamilton, O.
Lane, Sammy: California, Mo.; Clinton 8-13.
Lee United: Garden City, Mich.
Lone Star: Henderson, Ky.
Lone Star Rides: Steubenville, O.
Magni-Ember: Nashville, Tenn.
Maine Am.: Sanford, Me.; Kittery 8-13.
Manning, Ross: (Cambridge & B Sts.) Philadelphia, Pa.; Newburgh, N. Y., 8-13.
Marion Greater: Kershaw, S. C.
MAREK, John H.: Chester, Pa.
Marvel: Delavan, Ill.
McKen, John: Flat River, Mo.; Leadwood 8-13.
Meeker's: Wenatchee, Wash.
Merriam's Midway: Boone, Ia.
Merry Midway: Rutherford, Tenn.; Kenton 8-13.
Merryland: (Ezra Road) Detroit, Mich., 5-12.
Meyer: Atlanta, Ga.
Midway Expo.: Ulysses, Kan.
Midway of Mirth: Bowling Green, Mo.
Midwest: Payette, Idaho, 1-4.
Midwestern Expo.: Greenwood, Ark.
Mighty Hooper State: Seymour, Ind.; Columbus 8-13.
Mighty Page: Thomasville, N. C.
Miller, Ralph: Head of Island, La.
Model Lawton: Okla.; Greenville, Tex., 8-13.
Model Shows of Canada: Kitchener, Ont., Can.
Moore & Moore: Okmulgee, Okla.
Mount City, No. 2: Lakeville, Mo., 8-13.
New England Am. Co.: Worcester, Mass.
Nelson, George W.: Blue Earth, Minn., 8-13.
Nessler's: Shelbyville, Mo.
Nolan, Larry: Santa Rosa, N. M.; Albuquerque 8-13.

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Oxnard, Calif., 2; Ventura 3; Santa Barbara 4; Long Beach 5; San Luis Obispo 6; Paso Robles 7; Salinas 8; Monterey 9; Santa Cruz 10; San Jose 11; Palo Alto 12; San Mateo 13; South San Francisco 14.
Billie Bros.: Richmond, Ind., 2; Hamilton, O., 3; Chillicothe 4; Portsmouth 5; Ashland, Ky., 6.
Camp Bros.: St. Francis, Kan., 2; Wray, Colo., 3; Yuma 4; Akron 5; Brush 6.
Cole Bros.: (Stadium) Chicago, Ill., thru May 7; (Olympia) Detroit, Mich., 10-20.
Cole & Walters: Burdett, Kan., 2; LaCrosse 3; Plainville 4; Merland 5; Hoxie 6; Lenora 7; Beaver City, Neb., 8; Elwood 9; Cosad 10; Gothenburg 11.
Daley Bros.: Pittsburg, Kan., 2; Chanute 3; Ottawa 4; Tonska 5; Atchison 6; St. Joseph, Mo., 8; Chillicothe 9; Quincy, Ill., 10; Keokuk, Ia., 11; Burlington 12; Galesburg, Ill., 13.
Dales: Pottsville, Pa., 2; Tamaqua 3; Mt. Carmel 4; Shamokin 5; Bloomsburg 6; Davenport, O.; Ottumwa, Man., Can., 6-13.
Gainesville Community: McKinney, Tex., 4-5; Paris 12.
Hagen Bros.: Litchfield, Ill., 2; Springfield 3; Pana 4; Effingham 5; Mattoon 6; Clinton 8; Pekin 9; Galesburg 10; Princeton 11; Pontiac 12; Streator 13.
Hamid-Morton: Altoona, Pa., 1-6.
Kelly, Al. G., & Miller Bros.: Purcell, Okla., 4.
Kelly & Morris: Havana, Ill., 8; Logansport, Ind., 10.
King Bros.: Athens, O., 2; Marietta 3; Cambridge 4; Burnsville 5; Weirton, W. Va., 6; Vandergrift, Pa., 8.
Mills Bros.: New Castle, Pa., 2; Youngstown, O., 3; Rochester, Pa., 4; Pittsburgh 5; Uniontown 6; Brownsville 8; McKeesport 9; Beaver Falls 10; Niles, O., 11; Akron 12; Canton 13.
Polack Bros.: (Eastern): (City Coliseum) Austin, Tex., 1-7.
Polack Bros.: (Western): (Auditorium) Oakland, Calif., 4-14.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 7; (Boston Garden) Boston, Mass., 8-14.
Roger Bros.: Marietta, Ga., 2; Hapeville 3; Decatur 4; Griffin 5; Thomason 6; Americus 8.
Seal Bros.: Baker, Ore., 2; La Grande 3; Pendleton 4; Freeewater 5; Walsburg, Wash., 6.
Spartan Bros.: Gonzales, Calif., 2; Spreckels 3; San Juan 4; Castorville 5; Watsonville (Pajaro) 8-7.
Ward Bros.: San Antonio, Tex., 5-7.
West Bros.: Centerville, Ia., 2; Leon 3; Charleston 4; Indianola 5; Newton 6; Ames 7-8.

Misc. Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Ice Capades (Pan-Pacific Auditorium) Los Angeles, Calif., thru May 28.
Ice Follies (Arena) Minneapolis, Minn., 1-8; (Civic Ice Arena) Seattle, Wash., 11-21.
Lewis, Bud, Wheeling Jamboree (Tabb) Mt. Sterling, Ky., 3; (Strand) Middletown, O., 4; (Kentucky) Danville, Ky., 5.
Miller's, Irvin C. Brown-Skin Models (Grand Hall) Muskogee, Okla., 4; (Dreamland) Tulsa 5; (Aldridge) Oklahoma City 6; (Ritz) Lubbock, Tex., 8; (Palace) Littlefield 9.
Pan-American Animal Exhibit: Tonopahville, Ky., 3-4; Edmonton 5-7; Burkeville 8-9; Monticello 10-11.

Page Bros.: Madisonville, Ky.; Providence 8-13.
Paul's Am. Co.: Waldron, Ark.
Peerless Celebration Am.: Draper, N. C.; Iron Gate, Va., 8-13.
Penn Premier: Morrisville, Pa.; Port Jervis, N. Y., 8-13.
Pike Am.: Stigler, Okla.
Pine State: Moncks Corner, S. C.; Sumter 8-13.
Pioneer: Corning, N. Y.; Townsda, Pa., 8-13.
Playland: (Eight Mile & Harper Ave.) Detroit, Mich., 4-14.
Playtime, No. 2: North Reading, Mass.
Powelson Greater: Columbus, O., 2-13.
Prell's Broadway: Payetteville, N. C.; Charlottesville, Va., 8-13.
Rafferty, Wallace, N. C.; Windsor 8-13.
Reid, King: Glens Falls, N. Y.
Rocco: St. Paul, Minn., 4-13.
Rockwell: Winfield, Kan.
Rogers Greater: Camden, Tenn.
Rose City Rides: Portland, Mo.
Royal American: Memphis, Tenn., 3-12.
Royal Blue: Cedar Grove, W. Va.
Royal Crown: Lexington, Ky.
Royal Midwest: Waverly, Tenn.; Washington, Ind., 9-13.
Royal United: Sioux Falls, S. D., 10-13.
Schafers: Just for Fun: Longview, Tex.
Shan Bros.: Athens, Ga.
Siebrand Bros.: Hot Springs, N. M.
Silver Slipper: Ewin, Tenn.
Smith Am. Co.: Port Worth, Tex.
Smith, George Clyde: Conemaugh, Pa.
Smith's Greater: Clarksville, Va.
Snapp Greater: Fort Scott, Kan.
Southern Valley: Pine Bluff, Ark.
Strader, M. A.: Dodge City, Kan.; Guymon, Okla., 8-13.
Standard: Wheatland, Wyo.; Torrington 8-13.
Star Am. Co.: Judsonia, Ark., 1-13.
State Fair: Norton, Kan.
Stephens, C. A.: Newport, Tenn.
Strates, James E.: Binghamton, N. Y.
Sunset Am. Co.: Chillicothe, Mo.; Hannibal 8-13.

(See Carnival Routes on page 86)

NOW READY 1950 CATALOG

OVER 200 PAGES OF
"LIVE MERCHANDISE"

This new Catalog is the biggest ever issued. It contains thousands of new, up-to-the-minute items including Giftware, Appliances, Clocks, Lamps, Aluminumware, Glassware, Blankets, Smokers, Slum, Cans, Imported Novelties, Sporting Goods, etc.

IMPORTANT:

NATURE OF BUSINESS MUST BE
STATED.

CONTINENTAL DISTRIBUTING COMPANY
822 NORTH THIRD ST. MILWAUKEE 3, WIS.

COMPACT in Size . . .
But GREAT in Action!

\$8 to \$10 Popped Corn Per Hour!

CADET MODEL 51

This beautiful stainless steel counter model is the answer to limited space. The low priced CADET MODEL is compact, yet produces an amazingly large amount of popped corn. Speedy and dependable, it offers a tastier product which insures increased profits.

Size: 18"x24"x28" high



C. CRETORS & CO.

602 W. CERMAK RD.
CHICAGO 16, ILL.

THE DUPLEX Twin-Purpose Trailer

7 1/2 Ft. Wide by 14 Ft. Long. Living-Office and Vending . . . Living section furnished with desk, chair, filing cabinet, sleeper, lavatory, water tank. Fluorescent lighting and floor covering. We can furnish trailer completely equipped for kitchen operation. State your needs.

CALUMET COACH CO.

11575 S. Wabash Chicago 28, Ill.
Phone: WAterfall 8-2212

CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.



KING AMUSEMENT CO.

82 Orchard St.
Mt. Clemens, Mich.

Kiddie Truck Loan Offer to Firemen Lands News Picture

NORTH DARTMOUTH, Mass., April 29.—Offer of Lincoln Park here to loan its new Fire Truck kiddie ride to the local fire ladders in event they need reinforcements garnered a picture in a newspaper of near-by New Bedford.

The offer took on significance when it was pointed out that the ride was equipped with sound truck equipment and might actually come in handy for directing firemen or crowds.

Fire department officers from Dartmouth and New Bedford posed in the picture with a gang of kiddie customers.

Indian Point Skeds Barn Dancing, Pyro

PEEKSKILL, N. Y., April 29.—Scheduled to bow May 20, the same date as the initial boat trip of the Hudson River Dayline, Indian Point Park here will feature barn dancing and fireworks. In addition to 20 major rides, the funspot will feature a swimming pool, four baseball diamonds, a miniature golf course, river speed-boating and private lake boating.

The Dunderberg Mountaineers, a hillbilly ork, will furnish music for the barn dancing and will play until 11 p.m., a new closing time for the park. In the past the funspot shuttered daily at 6 p.m. to coincide with the departure of the last Dayline boat, but new arrangements have made possible the later closing time.

Philly Mailman Builds Exhibits Model Funspot

EDDYSTONE, Pa., April 29.—Given a two-page spread in Look magazine recently was the miniature amusement park of Omar Watts, a local mailman. The scaled down funspot has been erected by Watts in the basement of his home and includes a Roller Coaster, Merry-Go-Round, Ferris Wheel and Whip, all in correct proportion.

Watts has exhibited the layout in Philadelphia stores and on tour to more than a million persons. The small funspot measures 8 by 14 feet and is complete with 250 miniature people. The seven rides are driven by a half-horsepower motor, and the spread is flashed with 150 lights.

Milwaukee Police Show Signs Barnes-Carruthers

CHICAGO, April 29.—Barnes-Carruthers Theatrical Enterprises here will provide the show at the Milwaukee Police Department Relief Association benefit celebration, May 13-14, in the new arena, Sam J. Levy, head man of the booking office, announced.

Other dates to sign for B-C shows include the Muskegon (Mich.) Wholesale Company's grocers' party, May 3; *Milwaukee Journal* carrier circus and show, May 4, and the Wild West and Stock Show at Birmingham, May 8-13.

Bill Holland Incorporates

PHILADELPHIA, April 29.—Bill Holland, race driver, has incorporated his enterprises as Bill Holland Auto Daredevils, Inc. According to a petition filed by Attorney Martin H. Yusem, the firm was organized by Holland to promote and operate auto, motorcycle and bicycle races; auto thrill shows and similar events; fairs, carnivals, expositions, variety shows, dances, concerts, musical attractions, sports events, playgrounds, amusement enterprises and to provide food and refreshments at these attractions.

Mabel Stark Signs For Feature Role In Autobiog Movie

HOLLYWOOD, April 29.—Mabel Stark has been signed for the featured role in *Big Top Fury*, a full-length movie to start production in August. Boris Petroff will produce the film, which is based upon Miss Stark's autobiography, *Hold That Tiger*.

Several sequences will be filmed at World Jungle Compound in Thousand Oaks, Calif., about 75 per cent of the film will be shot on a circus yet to be selected. A national search will be made to secure a girl tiger trainer to portray Miss Stark as a girl.

Miss Stark was the recent subject of an article, *The Lady and Her Tigers*, by Maury B. Godchaux in *The American Weekly*.

Miss Stark was the topic of Ralph Edward's *This Is Your Life* radio show transcribed in Los Angeles recently. Circus people taking part in the program were Robert Thornton, Mrs. Charlie Post, Dolly Jacobs, Jorgen Christiansen and Eddie Trees.

Mid-Season Throngs Pack Mission Beach

MISSION BEACH, Calif., April 29.—Temperatures in the upper 80's brought out mid-July crowds to Mission Beach Amusement Center last week-end. Attendance was set at 9,000 for Sunday (16).

Ballroom's Saturday night (15) attraction was a square dance, with ticket sale hitting 663.

Plans to open the Center's plunge moved ahead, with workmen starting work on removal of the acoustic ceiling. Work, to cost \$3,000, was approved recently by city council. Board had the alternative of replacing the \$25,000 tile ceiling, which sagged because of moisture damage, or removing it.

Per Capita Spending Dip Affects Belle Vue's Take

MANCHESTER, England, April 29.—Annual report of Belle Vue, Ltd., operator of the local exhibition, sports hall, circus arena and amusement park, discloses that gross during the past fiscal year was \$66,908.80 under that of the previous year but net income dropped only \$7,655.20. Dividend was maintained at 50 per cent.

Drop in income was blamed largely on smaller per capita spending. Annual Christmas circus season proved the most profitable. Expenditures on liquor showed a drop, while restaurant business was better than in previous year.

Halifax Bars Competish With City-Owned Forum

HALIFAX, N. S., April 29.—City officials have barred outdoor amusement orgs from playing here in competition with shows in the city-owned Forum and will not grant licenses for dates within a week of Forum bookings, L. W. Fraser, manager, announced.

Billers Bros.' Circus recently requested July 14-15 dates and was given July 31 and August 1 dates so as not to conflict with a water show July 20-26.

50,000 Attend Aussie Cele

SYDNEY, April 29.—One of the biggest carnivals ever promoted in Australia was held during the second week of April at Coolangatta, shore resort, on the Queensland border. Carnival was run in conjunction with the Australian surf championship swim contests, in which 600 swimmers participated. Main events, April 9, drew 50,000. Practically all shore resorts in Australia hold such annual carnivals, which draw from 10,000 to 50,000, depending on the importance and accessibility of the spot.

Syracuse's Annual Political Football

SYRACUSE, April 29.—With blasts issued by C. Chester DuMond, commissioner, New York State Department of Agriculture and Markets, and Paul E. Fitzpatrick, State Democratic party chairman, the State Fair, staged here annually, seems to be turning into a political football. gubernatorial elections in New York are slated for November of this year.

DuMond charged recently that Fitzpatrick's remarks on the quality and scope of the fair were based "on either woeful ignorance or calculated disregard for the truth." Fitzpatrick said that the government, which took over the fairgrounds as a military storage depot during the war, returned the buildings to the State in better condition than they had been before the war. DuMond claimed that the fair received a thorough renovation job before the fair could be resumed last year as a full-scale operation for the first time since 1941.

DuMond said that last year's event was a record-breaker in attendance, despite Fitzpatrick's claims that thru "democratic prodding" in the State Legislature a good fair would be held this year. DuMond added that the only feature missing last year was harness racing, which will be restored this fall. He said that attractions were being engaged for this year's event and applications being received from exhibitors.

Aussie Royal Again Tops Million Draw

SYDNEY, April 29.—Royal Easter Show, one of Australia's annual fairs, chalked up a gate of 1,176,544 during its 10-day run, altho it had good weather on only two days of the engagement. Total attendance showed a drop of 6,821 from last year's show, but it was 18,385 above 1948 figures.

Show ran 10 days and eight nights. Cash receipts were \$280,000, while prize money totaled \$45,000.

Janus Tours Atomic Exhibit

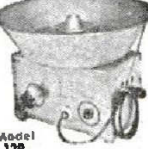
AUGUSTA, Ga., April 29.—Christopher G. Janus, who made a tour last year with a Hitler car exhibit, is making a jaunt thru Southern territory with an atomic energy exhibit under service club and veteran auspices. Said to cost \$10,000, the show is free, but contributions are accepted for the Fight Dictators Fund, a non-profit organization directed by Janus to promote democracy.

CNF Ups Capital to 50G

NEW LONDON, Conn., April 29.—CNF Amusements, Inc., outdoor amusement concern operating units at Ocean Beach Park, has notified the State of an increase in authorized capital to \$50,000.

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100,000	30.00
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Flashbacks

25 Years Ago

A storm struck the S. W. Brundage Shows at Peoria, Ill., doing damage estimated at \$10,000. . . . O. C. Goodwin, secretary of Breckenridge (Tex.) Chamber of Commerce, was spearheading a drive for establishment of an Oil Belt Fair Association. . . . Capacity Easter business was reported for Rosen's Wonderland Side Show at Coney Island, N. Y. . . . Ed L. Brannan, general agent of Robbins Bros.' Circus, was beginning his 35th year with the white tops. . . . Harry Hansen was engaged to make openings on the John Freeberg-Bobby Byland Athletic Show with the Blue Ribbon Shows. Keith Buckingham, contracting press agent for Sells-Floto Circus, was a Chicago visitor. . . . Mabel Stire, secretary of Mississippi State Fair, Jackson, announced the booking of the Four Cliftons, Boyd and Wallen, Camille Trio and Five Lendals as free acts. . . . Thomas J. Johnson, commissioner and counsel of the Showmen's Legislative Committee, reported success in securing an injunction against St. Louis police who would have barred five carnivals from the town. . . . Concha Morales arrived in West Baden, Ind., after an engagement with the Felix Morales Troupe on the Keith-Albee Circuit. . . . H. N. Johnson, president, and Oscar Hermsstad, secretary, signed a contract with L. C. Kelley for Fidelity Fireworks Company to supply displays at Western South Dakota Alfalfa Palace Fair, Rapid City. . . . Herbert S. Burns, general manager of Mission Beach, San Diego, Calif., signed Cliff Webster to supply dance music in the resort pavilion. . . . George A. Manchester began his second season as general agent with the M. J. Lapp Grester Shows. . . . D. L. McClintock and James Foster, with Hagenbeck-Wallace Circus Advertising Car No. 1, were billing Cincinnati and Norwood, O., for April 27 and 28 dates.

Executive committee of the sixth annual Little World's Fair at Yorktown, Tex., included E. G. Schiweitz, John G. Kerlick, E. E. Grun, G. M. Hinsey, E. R. Sauermilch and Paula Schmidt. . . . Cleveland's new amusement center, Geauga Lake Park, was being prepared for a May 16 opening by William J. Kuhlman. . . . Staff of Macy's Exposition Shows was announced as J. A. Macy, general manager; R. E. McCune, special agent; Hank Spellman, assistant manager; Dan Mahoney, legal adjuster; Mrs. Leona Macy, treasurer; Ernie Willis, electrician, and R. J. Huggard, trainmaster. . . . Gil Robinson, retired circus man, became a candidate for mayor of Somers Point, N. J. . . . Wyoming County Fair Association, Warsaw, N. Y., elected Jay M. Smith, president; Ernest C. Perry, secretary, and Walter J. Peckham, treasurer.

Deaths: Nelson Curry, circus performer; W. W. Downing, outdoor show agent; Billie Lillie, son of Maj. Gordon W. Lillie; D. D. Kohle, parachute jumper; John R. McGregor, carnival man; John Metzger, president of Amusement Engineering Company; Mrs. Robert Nelson, mother of Art Nelson, circus performer; Maude Sims, carnival woman; Harry A. Sylvester, circus musician.

10 Years Ago

Ringling-Barnum business continued strong at Madison Square Garden, New York, officials expecting the 26-day gross to top \$700,000. . . . Roy G. Williams was elected president of Georgia State Fair, Macon, along with E. Ross Jordan, secretary-manager, and Herbert Block, vice-president. . . . Manager Frank Rafal announced a modernization program for Summit Beach Park, Akron. . . . Glenn F. Ireton was appointed press representative for Endy Bros.' Shows. . . . Kenneth

Waite Troupe was booked to play the Shrine Circus at Winnipeg, Man. . . . Fred K. Moulton, former press agent for the Hagenbeck-Wallace Circus, was signed to handle publicity for Crystal City Park, Tulsa, Okla., said Manager John Mullins. . . . Johnny J. Jones Exposition was awarded a contract to play Kentucky State Fair, Louisville, reported L. Clifton Kelley, general agent. . . . Alice Maramoto, aerialist with Polack Bros.' Circus, was injured in a performance at Seattle. . . . Tri-County Fair Association, Horton, Kan., elected Dr. F. M. Baldwin, president; J. J. Lindsay, concession chairman; Joe R. Kennedy, entertainment chairman, and F. J. Henney, secretary. . . . Mr. and Mrs. Charles Golding took a lease on space at Galveston (Tex.) Beach for their two frozen custard trailers. . . . Dick Pauli was signed by Dick Gilsdorf, of Dick's Paramount Shows, as lot superintendent and electrician.

Dorothy Hilbert, aerialist, who fell while with the Webb Circus in 1936, was still in General Hospital, Salt Lake City. . . . Orange County Fair, Middletown, N. Y., booked Jim Eskew's JE Ranch Rodeo thru George A. Hamid, Inc., reported Fair Secretary Alan C. Madden. . . . Perry Rodman, director of Pleasure Beach Park, Bridgeport, Conn., announced the appointment of Don Felix as publicity director. . . . Larry (Giggs) Bove was reappointed superintendent of tickets and mail man on World of Mirth Shows. . . . Pat and Billy Kline, formerly known as the Monarch of the Air, registered their new Thunderbirds title with the secretary of state, Phoenix, Ariz. . . . Carl Schroeder was named president of Marinette County Fair Association, Wausaukee, Wis.; Ernest G. Sauld, vice-president; Phil Downing, treasurer; Charles B. Drewy, secretary, and Amos Grundahl, assistant. . . . Formerly with the John T. Hutchens Museum, Lou Louette returned to the T. J. Tidwell Shows.

Deaths: Whitey Davis, circus man; Otto Wells, amusement park operator; George Edwards, fairman; Mrs. Mary Francis, carnival woman; Dr. Louis L. Gilman, fairman; Walter C. Kirk, fairman; Verne Newcombe, carnival man and William L. Potter, clown.

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MOPPETS MOB MINIATURES

Palisades Tabs Big Opener With Boff Program, Flack Despite 45-Degree Weather

Rosenthals Forecast Record 1950 Season

By Tom O'Connell

NEW YORK, April 29. — Bowling as usual in the face of adverse weather, Palisades Amusement Park, Palisades, N. J., kicked off its 1950 season Saturday (22) for daily operations. Jack and Irving Rosenthal, co-owners, predicted a big business year ahead, and an estimated opening-day crowd of 55,000 seemed to bear out their prophecy. They expect a building boom in progress about the park area to provide 40,000 potential customers, in addition to throngs from New York.

Triplet Contest Clicks

An opening day promotion stunt was the fifth annual selection of the cutest set of triplets from among 43 separate trios, ranging in age from six months to 36 years. Park management will seek to fly in triplets from Europe and the Far West next year for the competition, according to Max Rosey, staffer with the Bert Nevins org., which again handles park publicity. Free attraction was the Downies, aerial act, booked thru the George A. Hamid & Son office. Henry Busse's ork provided the week-end

music, with Johnny Messner's crew slated to play as a season-long attraction.

Saturday, Sunday and holidays gate prices are pegged at 25 cents, with week-day admissions set at 17 cents. Gate fee includes free dancing, parking and a daily free act. Prices for the major rides are 25 cents. Kiddie rides are marked at 5 cents each, or a bargain rate of six for a quarter. Irving Rosenthal said that should there be any cut in federal admission taxes or if the taxes are abolished, ticket prices would be slashed in direct ratio.

New Rides Added

New rides this season are a Sky Fighter, streamlined miniature railway scheduled for unveiling today (29), Flying Saucer and Jet Bomb, also not yet in operation. All other units were functioning. Joe Rinaldi, assistant park superintendent, reported that the Sky Fighter and Flying Saucer drew well.

The park sports eye-catching paint and illumination jobs. The front of one of two group games buildings, which is flashed with 800 feet of neon tubing, cost \$38,000, the Rosenthals said. Giveaway sessions offering \$5,000 worth of television sets each Monday, fireworks and band concerts all are part of the Rosenthals' plans to lure business this season, which ends late in September.

Operating for its second season is the restaurant on the park grounds, which features a circus motif interior. Food and drink prices are scaled reasonably in the restaurant and cafeteria and the adjacent bar. A good spread was provided for the many opening day guests, with the Rosenthals, Bert Nevins and Max Rosey among others on hand to act as hosts.

Steel Pier Sets Week-End Play

ATLANTIC CITY, April 29. — George A. Hamid's Steel Pier will reopen early in May for a series of week-end shows until full time operations begin in June. Hamid said that many of the artists and features he found during his recent trip abroad will be presented at the pier.

Single admission policy to cover all offerings will continue during the Pier's 53d season. The first week-end show will be given May 6-7, with the Lee Vincent band featured. Johnny Barker and Russ Morgan are slated for subsequent week-ends, with a Decoration Day show offering Sammy Kaye, Harry Harden and Alex Barth's orks.

Detroit Zoo Adds Train

DETROIT, April 29. — Zoological Park will reopen May 11, again under the direction of Frank G. McInnis. Major change this season is installation of a trackless miniature train, designed to provide transportation to various exhibits, in addition to the existing 4-train railroad which operates over 2½ miles of track.

Rolling Green Adds To Kiddie Line-Up

SUNBURY, Pa., April 29. — Addition of a Kiddie Fire Truck and Jet Aeroplane gives Rolling Green Park here a total of six rides in its Kiddieland, R. M. Spangler Jr., assistant manager, reported.

Rolling Green began Sunday operation April 16, will shift to a week-end schedule the first week of May, and starts daily operation May 27. Shutdown is scheduled for Labor Day.

Spangler said he flew to Memphis recently to pick up the Auto Fire Truck from Fly & Harwood there. The Jet Aeroplane was purchased from B. A. Schiff, Miami, while Spangler was vacationing there.

Four concessions operated by Sol Jules, Miami Beach, Fla., will be on the midway, Spangler said, and the Arcade has been leased to Ed Norwat, Dayton, O.

Picnics continue as an important part of Rolling Green's patronage, Spangler said, and this year's outlook is good. About 100 events are set. Spot also offers seven major rides, boating, swimming, restaurant, athletic field and ballroom.

New Company Preps Venice For May Bow

Re-Name Ocean View Spot

VENICE, Calif., April 29. — Application for incorporation of Venice Amusement Park to open the amusement area formerly known as Ocean View brought new hope that the nearly 1,000,000 project here would finally debut. The date for the bow is set for the latter part of May.

The new corporation, which already has assumed charge, has capital stock of \$200,000. Principal incorporators include Earle Charleston, Earl Lachman and Sam Oschin. Charleston is a former motion picture theater manager and both Lachman and Oschin were identified as Venice business men. Charleston will be actively associated with the park operation and Lachman and Oschin will serve as directors.

Simultaneous with the announcement that a new corporation was being set up, came the announcement that permits had been obtained for the operation of "everything except group games." Under the administration of John Lorman, who headed the Ocean View Park group, permits for rides only were issued in January.

Seek Manager

Charleston told The Billboard that "unfortunately none of the men connected with the park are showmen" and negotiations are under way to bring in an experienced park manager. Also to be employed is a press agent.

Venice Amusement Park, Clifford Enger, of the firm of Enger & Hiller, attorneys for the amusement area, said, has signed a lease with the Venice Shore Trust for the ground. The pact, with option, gives the corporation use of the land for 20 years.

Work on the park started nearly two years ago and an estimated \$800,000 has already been spent. Original plans called for the park to be one of the most modern in the nation and most of the proposals will be carried (See Venice Firm Preps on page 68)

Gruberg Spoils In Big Preen

70G investment held reasonable for prime location — full-scale effort needed

NEW YORK, April 29. — A big year is ahead for kiddielands, and many more are in the offing, according to Max Gruberg, New York area pioneer, who last week-end opened new spot on Horace Harding Boulevard, Flushing, L. I.

Despite poor weather, an estimate 20,000 attended the opening, causing traffic jams, Gruberg said. On Sunday (23) in a steady rain, a sio grind resulted in a \$90 gross. With the weather clearing partially, the take was \$260 between 5 and 8 p.m. when cold drove the patrons away. These figures, together with his experiences in operating a moppet spot at Long Beach, L. I., offer ample assurance of steady earnings, Gruberg said.

\$70,000 Nut

Pre-opening expenses for the Flushing spot were estimated at over \$70,000 by Gruberg. New York City costs, he pointed out, were considerably more than could be expected in most other locales in the nation. Involved were such items as \$2,400 for underground cables — a job he might conceivably be accomplishing for as little as \$300. Fencing for each unit as required by the city, with the height stipulated and the posts set in concrete bases, cost about \$9,000, the price of several ride units.

Other costs include two years' rent at \$3,600 a year; \$2,500 for paving at \$1,500 for licenses and costs resulting from zoning petitions. The location, close to the major department stores, is worth the costs involved, Gruberg said.

10-Unit Minimum

Ride units already installed include a Buggy, Rocket, train, Roto Wheel, Chairplane, Fire Engine, Elephant, Ferris Wheel, Merry-Go-Round and boat. Gruberg said that a minimum of nine or 10 rides are necessary for profitable kiddieland operation. With two to four rides, improperly presented or set up on a highway location, the odds are in favor of going broke, he said.

Price scale at each Gruberg spot (See Moppets Mob on page 68)

Jones Beach Starts Expansion Program

NEW YORK, April 29. — Jones Beach, Long Island's top shore resort is undergoing a \$5,000,000 improvement program, only part of which will be completed prior to opening the bathing season, Decoration Day.

Principal project is the construction of a \$3,450,000 marine stadium, Zachs Bay. Work is well advanced on the pile foundations and bids for erection of the superstructure and water stage will be received during May. Other major project under way but not scheduled for completion this summer, is a \$799,887 drainage system and disposal plant to serve the beach area.

Work is expected to be terminal soon on new concession stands being constructed at a cost of \$252,792 on the alteration of the cafeteria section of the West Bathhouse, which will cost \$150,414. Also scheduled early completion is a \$271,000 Administration Building, which will contain beach shops and a first aid station.

Detroit Season Launched Early; Cold Spell Hits

DETROIT, April 29. — Local park season got off to an unexpectedly early start with a surprise week-end opening by Walled Lake Park (22). Business was disappointing. The spot, 25 miles northwest of the city, usually is one of the late openers, and Fred W. Pearce, veteran owner-manager, had intended to wait at least another week.

Deceptively balmy weather and satisfactory progress of spring preparations induced the decision to open. Cold weather hit hard again over the week-end, however, and patronage was slim.

Schedule for remainder of the spring calls for week-end operation only until May 19, when grand opening will introduce a policy of night operation.

Opening of the Walled Lake Casino, across the road and under separate management of the Tollette family, is set for May 5, with Tex Beneke orchestra in for a three-day stand. Frankie Carle and Eddie Howard are set for succeeding week-ends. Casino won't start daily operation until June 11.

At Tashmoo Park in the St. Claire River delta, the new management, headed by N. M. Constans, is converting the steamer Put-in-Bay from coal to oil fuel in preparation for the first season of regular service between the park and Detroit in a decade.

Jersey Spot Sets Concerts

OCEAN CITY, N. J., April 29. — Music programs will be presented throughout the summer at this resort under municipal auspices, starting July 3. Clarence Fuhrman, radio maestro of Station WFIL, Philadelphia, has been engaged to conduct a 20-piece orchestra nightly in pop concerts.

Why Keep a Poor Producer in a Good Location??

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THE GREYHOUND RACE

Top Draw in Parks All Over America

GREYHOUND AMUSEMENT DEVICE CO., INC.

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BROOKLYN 24, N. Y.

Moppets Mob Mini Funspots

(Continued from page 67)

nine cents or three for a quarter. A new gimmick is the offering of season tickets priced at \$10 for a total of 140 rides. On opening Sunday season ticket sales amounted to \$800, Gruberg said.

With a choice location, such as the Flushing spot, promotional opportunities may well be unlimited. Gruberg said that he already had been approached by merchant groups, Parent-Teachers Association, and others interested in tie-ups. No solicitation on his part was involved, he said.

Uniformed Attendants

Uniformed women attendants are used at both spots, Gruberg said. Chairs and tables are available for picnic parties. Parking is a problem and efforts are being made to alleviate this handicap, Gruberg said. Concessions at Flushing include custard, eating stands and Skee Ball.

Last Sunday (22) Gruberg bought a lot on the Boardwalk for \$42,000. The property, measuring 100 by 170 feet, will be used for his kiddieland. According to Gruberg, this was the last remaining piece of property adaptable for the presentation of rides. The property his units are now located on is to be used for building purposes, he said.

The Long Beach spot includes the same kiddie rides as at Flushing and a Tilt-a-Whirl, Ferris Wheel, Rolloplane, Caterpillar and Whip.

Gruberg also has units operating on lots in Philadelphia, with Raymond Shet as partner. Gruberg said his units will continue to remain open on week-ends thruout the off-season unless they should be covered with snow. His experiences experimenting with this type of operation have proven profitable, he said.

Venice Firm Preps For May Opening

(Continued from page 67)

out. All open areas will be landscaped and more than 10,000 cubic yards of top soil were brought in to facilitate this. The entire acreage was graded, giving the back of the property a 13-inch height over the front. Along with a well-planned tile system, the elevation assures the park of proper drainage. Also completed at a total cost of nearly \$60,000 were comfort stations. Altho serviced by bus and street cars, plans include parking for several thousand automobiles.

Old Contracts Okay

Contracts signed with the Ocean View Park Company are being recognized and operators and concessionaires are being given priority, Enger said. Already signed and contracts changed over to the new company are those on 14 rides and 12 concessions. These include the Bozo and Rapids rides that were installed some months ago by Harry Illions of Celoron Park, Jamestown, N. Y., and Liberty Park, Buffalo. The Venice company will sign additional rides and concessions to round out the fun zone.

With a definite opening date yet to be set, Enger said that everything was in readiness and that he could not foresee anything that would prevent its debuting as tentatively scheduled.

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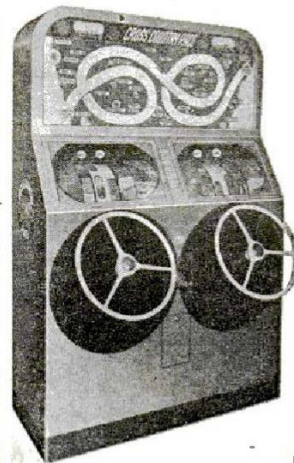
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Clarke, Majors Take Over Balt Cottage Grove

PASADENA, Md., April 28. —
Heintzman's Shore here, which
has a 40-year history of successful
operation on Chesapeake Bay, has
changed hands and been renamed
Cottage Grove Park. The new own-
ers, Norman E. Clarke, builder, and
F. L. Majors, real estate operator,
announced they plan development of
the spot into a first-class beach and
park. They have scheduled a Decora-
tion Day kick-off and plan daily
operation extending into October.

A 25-minute drive from the center
of Baltimore, the resort will draw
from a large residential area con-
tiguous to the park and a population
of more than a million within a 15-
mile radius, said Reese H. Jones,
public relation director, formerly
with Baltimore's new Bay Shore
Park.

The new owners already have
completed a major building project
in their development plans for the
83-acre tract. A new section has been
added to the bathing beach, and con-
struction work has been completed
on a Marine Dining Room having
capacity of 300 and automatic
kitchen equipment. A cocktail lounge
and bar are also features of the
room. Cottages and resort apart-
ments have been redecorated and fa-
cilities are being expanded. Plans
for a trailer camp are in the works.
A fleet of rowboats are coming in,
and there will be a power launch on
a concession basis.

Several operators are negotiating
for the 80 by 110-foot bingo building
on the midway, which will offer a
Penny Arcade, Shooting Gallery,
Skee Ball, Novelty Stand, Fish Pond
and Country Store. The park's lo-
cation in Anne Arundel County per-
mits unrestricted play of bingo and
coin machines. For the time being,
rides will be limited to kiddie de-
vices, but major rides are expected to
be added. Adjoining the midway is
parking space for 5,000 cars and an
athletic field. Pavilions and other
facilities have been added to handle
industrial picnics.

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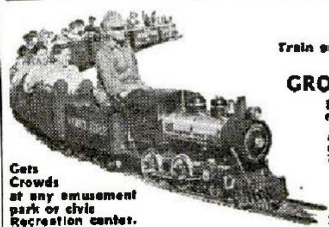
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Howdy Doody Take Reaches 30G for R-B

Full Houses at All Shows

(Continued from page 4)

arden personnel with Stone jobbing the Howdy group at a mark-up earn the owner's profit from this use of exploitation. Stone and associates in the Howdy adventure, including Bob Smith, puppet originator and the National Broadcasting Company (NBC), are receiving a flat fee for the presentation in the Garden since a single admission price covers the cost of the big show performance, Side Show and menagerie. When the Big One goes under canvas after the Boston engagement, Howdy will earn a percentage of a Side Show gross which in recent show years has at times exceeded \$10,000 a day.

While the 48G take on balloons one represents the sale of almost 3,000 units, the figures are believable since moppets have been carrying the inflated toys away in multitudes. The sale of up to six units to single customer has not been unusual. Of the estimated 375,000 persons who have attended the show to date, nearly 50 per cent have been children.

Record Pace Maintained

Business continues at a record-making pace with the size of the crowds attending the remaining eight night performances likely to determine the equaling or breaking of last year's estimated \$2,000,000 take. All matinee performances through the end of the run May 7 were virtually sold out a week ago with only seats offering an obstructed view left for sale. The matinees have been literally jammed. All night show houses have been good with perhaps a few hundred empty seats. As in the past the costly \$4-\$6 seats were the first to go. Vacant seats for the most part are located in the cheaper sections sealed down \$1.50.

The Big Show got away to a much faster start this year than formerly. Advance sales were up, and early matinee sessions had fewer empty seats than expected.

King Musician Dies in Accident, Driver Injured; Cat Killed

LEBANON, O., April 29.—A collision between a King Bros. Circus truck and an auto transporter at an intersection near here today resulted in the death of circus musician, injuries to the truck driver, who was also a musician in the King band, and loss of the show's leopard.

Killed was Edward C. Gordon, 22, Taunton, Mass., trombone player, who was thrown under the wheels of a trailer. Howard Stratton, trombonist of New Orleans, driver of the truck, was taken to Middletown Hospital suffering from head and internal injuries. Late today his condition was reported as fair. When the vehicles collided the impact burst the cage truck, releasing a leopard, which was later killed by pistol shot by Dr. T. M. Williams, arson county coroner. Show owner Syd King said loss to the show was out \$2,500. The accident occurred when Stratton allegedly drove through red light. The show was en route from Hillsboro, O., to play an engagement today at Middletown, O.

Gainesville Bow Draws Moola; State Dept. Makes Recordings

GAINESVILLE, Tex., April 29.—An 18 per cent increase in ticket receipts marked the three-day opening engagement of Gainesville Community Circus to usher in the 21st season of the nonpro aggregation here April 19-21. On hand to cover the event were cameramen for Fox Movietone, Paramount and Universal newsreels and Fort Worth's WRAP-TV. A recording of interviews with Gerry Murrell, A. Morton Smith and Rev. Johnstone Beech and sounds from the big top during the performance was made for the State Department's Voice of America program, to be beamed overseas. Glenn McCarthy, Houston oil operator and Shamrock Hotel owner, was honorary ringmaster and led a parade riding a Palomino horse equipped with his \$25,000 silver mounted saddle. Ten bands and many decorated floats were in the line of march.

Visitors included Mrs. Stewart Craven, 98, of Kansas City, widow of the famous elephant trainer. She appeared in the P. T. Barnum show in 1871, its first year on the road. Others included Tom Murray, Fort Worth, former coin machine editor of The Billboard; CFA members Cecil Crow, Waco; Harry Allen, Bethany, Mo., and Leonard Gross, Spokane, and their families, and Mrs. Grace Helfrich, wife of a CFA member in Wichita, Kan.

The performance, with 26 displays, ran 2 hours and 30 minutes. Outstanding new features were Betty Ward on a steel sway pole; Ralph Gerneth and Mary Louise Bezner, with their upside down aerial unicycle novelty, and the hoopla aerial ballet, with girls working in giant hoops.

Program

Display 1—"Circus Fantasy," opening spec with 74 people, 20 head of stock and tableau wagon; 2—principal riding act, Kay Rogers and Joy Bowles; 3—upside down aerial unicycle, Gerneth and Bezner; 4—clown stunts with 22 jokes; 5—dog, pony and monkey riding act; Vern Brewer and Bertie Sims; 6—hoopla aerial ballet, Joy Bowles, Donna Rogers, Kay Rogers, Nita Strauss. (See Gainesville Bow on page 73)

E-C To Repeat In Binghamton

BINGHAMTON, N. Y., April 29.—Evans-Childers Moose-sponsored circus, which did good biz here Monday (17) thru Saturday (22), has been awarded the contract to play the same stand again next year during Easter week. Move is expected to boost circus grosses thru the added patronage of the holiday moppet crowd. Evans-Childers also will abandon its reserved seat policy for the date and operate on a straight \$1 ticket basis.

Program here included: Concert overture by Charles Basile's orchestra; Williams Military Ponies, presented by B. W. Lucas; Wilfred Mae Trio, hoop rollers and jugglers; the Great Veno, high wire; Morgan and Wheeler, trained dogs, presented by Faith King; Laddy Lamont, rolling globe; clown act; Parker Bros., hand-to-hand acrobats; Capt. Johnny Weide, trained bears; Morgan and Wheeler, Liberty horses; clown act; Laddy Lamont, free balancing ladder act; Capt. Roland Tiebor, seals; Rosale Sisters, free balancing act; two clown acts; James Cole, elephants, and the Flying La Mars, aerial act.

Charles E. Toops, 85, Former Bandman, Dies

WILMINGTON, O., April 29.—Charles E. Toops, 85, veteran circus and band musician, died here Wednesday (19). Funeral services were Saturday (22). He had been with the John Robinson, Barnum & Bailey and Ringling circuses, Buffalo Bill Wild West Show and Sousa's Band. For many years he was a railroad telegrapher.

He directed the Columbus, O., Shrine and Elks bands and the Wilmington Municipal Band.

Survived by his widow and four

Clyde Beatty's Business Holds To Expectations

LOS ANGELES, April 29.—Business for the Clyde Beatty Circus, which returned to this area Saturday (22) for two days at Long Beach, continued strong. The Long Beach dates gave the show two near capacity and two capacity houses.

Following the Long Beach date, plans were made to take care of the show's transportation in the event of a Santa Fe trainmen's strike. Redondo Beach Tuesday (25) was the only spot in question and the circus had planned to move directly from its San Pedro date on Monday to Pasadena where it played Wednesday (26). A change in strike plans made it possible for the show to follow its scheduled route.

S. L. Cronin, assistant manager, said that business continued to hold strong and that it was up to expectations.

San Pedro had two good performances as did Redondo, the following spot. Pasadena had a three-quarter matinee and a capacity evening house.

Show plays this area until Monday (1) when it is in Van Nuys and then moves up the Coast toward San Francisco.

Three-quarter matinees and full night houses were scored by Beatty at Montebello (20) and Torrance (21). Matinees were on time and weather was clear and warm.

Mills Starts Tented Season in England

LONDON, April 29.—The Bertram Mills Circus opened its season under canvas at Luton, England, early in April. This year's program retains many of the feature acts of last summer's tour but has added a few new ones.

Roy Holt, a new feature, presents 12 Mills Liberty horses and with Phyllis Allen puts high school horses thru their paces. Also new is Alex Kerr, who presents five lions in capable fashion. The Cumberlands, a holdover bareback riding troupe, is composed of the three Baker boys and several members of the Stephenson family, who also appear in other numbers.

Other well-known acts are the Cavallinis (4), with their crazy car; Diana and George Stephenson, bounding rope; Michael, Tamara and Sacha, comedy trampoline; Florence Stephenson, equestrienne; Edouardo, juggler; De Riaz Trio, aerial novelty; Anita, trapeze; Six Raspinis, unsupported ladders; John Gindl, presenting six elephants and a number with six Arabian and six Shetland horses; Florence and Diane Stephenson, football dogs, and a big clown alley.

Stanley J. Franklin is general manager of the circus; Bob Alwyn, press representative; Tony Yelding and Frank Foster Jr., ringmasters, and Jack Lindsley, musical director.

sisters, Mrs. Kate Adkins, Columbus, O.; Mrs. Lucy Butchers and Mrs. I. C. Butchers, Washington, C. H. O., and Mrs. Joe Call, Mount Sterling, O.

Cole Biz Hits Sellout Peak After Wk.-End

Concession Gross Glitters

(Continued from page 4)

\$1,200 average of the Barnes Bros. Circus here last year, and the difference was attributed to multiplied attendance as well as Hopalong imprints.

Schools Dismissed

Schools were dismissed for the week, and this combined with lower ticket prices for children on weekdays to give big houses. Youngsters' holiday was for Clean-Up Week, annual event, and Stadium circuses always are booked to coincide with it.

Thursday's matinee was excellent. Only vacant seats were under balconies, where visibility is reduced, and over the back door. Night shows have had more vacant seats as a rule but these, too, were in the upper tiers. Show officials reported patrons go for the best seats first, with the rear pews begging.

Running Time Speeded

New program order, put into use the second day, cuts running time to approximately 2 hours and 30 minutes. Terrell Jacobs was back in the opening position, permitting setting up his arena before the show starts rather than during intermission. First night's mid-show position for him was an effort to change the opening from the old Barnes Bros. format of previous years.

Hopalong Cassidy, top feature of the circus, continues heavy draw, with kids shouting themselves hoarse and waving Hoppy banners in football-game style every time he shows. His center-ring talk varies slightly from show to show but follows a standard line. Introduction of his grooms and chats about his film cast buddies have been included.

Performing personnel for the next stand, Detroit, has not been announced, but Bill Horstman, circus veep, said it would be substantially the same. Here, Georgia Sweet came on as replacement for Jackie Lewis in the Roman standing act and may continue at Detroit. Kay Hanneford returned to the riding act Thursday (27) after a week's layoff during which Ernestine Clarke filled in.

Milton Is Trainmaster

Jack Tavlin, general manager, announced Ray Milton would arrive today to assume the trainmaster's duties. He replaces P. M. McGrath.

Whether Jack Plummer's Cole Bros. band would play for the Detroit stand still was in question but decision from the musicians' union was expected soon. Similarly, dispute with billposters had not been ironed out and it appeared that the circus would have no crew of its own at Detroit.

Frank Orman, manager with the show, planned to Detroit for a look at the Olympia Stadium there. Eddie Howe moved to Detroit Sunday (23) to work press in co-operation with Olympia staffers.

Exact route of the Cole show beyond Detroit remained in the air. Horstman said it definitely was not set and that execs would have to make trips to two possible spots before subsequent stands fell.

Stunt staged in Chicago's Loop Thursday (27) was tug-of-war between show elephant and a marine corps armored amphibious truck. Bull took the offensive but weakened and was saved by the bell in the first round. In the second phase the elephant won hands down. Pictures made afternoon papers. The calliope and a sound truck were on hand to draw a crowd.

Cole - Walters Tabs Top Biz In Texas Loop

Mishap Mars Show's Tour

SEYMOUR, Tex., April 29.—Good business marked the Cole & Walters Circus junket thru this North Texas territory. Show scored turnaways at night here (21) and at Haskell the day before. Matinees were both three-quarter houses. Both shows at Throckmorton were half houses. Graham, Tex. (18), turned out three-quarter houses.

Early Stands Strawed

The show, No. 2 unit of the Kelly-Miller organization, received excellent business at earlier Texas stands. Jefferson, Hughes Springs and Canton were turnaways.

Herb Walters is manager and Tom McLaughlin is general agent. Show will make Western territory. It moves on 11 trucks and started the season with a new big top, a 70 with three middle pieces. Side Show canvas is from the '49 Kelly-Miller show and houses the Cole & Walters animal line-up as well as Side Show attractions.

Alonzo Dever is in charge of the four elephants—three full-grown ones and a youngster. Additional animals are the pigmy hippo, which has been feeling the effects of its cage truck crash with another truck at Haskell; a camel, three bears, two lions, monkeys, deer and a kangaroo, with Wally Ross in charge. Six ponies, three horses and a dog act are carried. A chimp goes with a pit show.

Music by Organ

Music for the big show is by electric organ with Mildred Welbes at the keyboard. Record player is used in the Side Show, managed by Chuck Gamon and Charles Rorak.

Show follows the Kelly-Miller format, including elaborate paint job for rolling stock, heavy use of heralds, novel animal assortment and strong elephant line-up.

Program

Display 1—Spec; 2—trampoline, Kriel Trio; 3—riding monkeys, Beverly Vannette and Mrs. Bill Madden; 4—bicycle act, Eddie Shieler; 5—tight wire, Kriel Trio; 6—clowns, Mr. and Mrs. Lowell Kriel and Eddie Shieler; 7—monkeys, Beverly Vannette, and pony drill, Wally Ross; 8—dogs, Mr. and Mrs. Dever; 9—horses, Eddie Shieler; 10—globe act, Kriel Trio; 11—clown walk-around; 12—single elephant, Shirley Cole and Lucky Dever; 13—contortion, Jeanie Kriel; 14—clowns; 15—concert announcement; 16—clowns; 17—menage horses, Lucky Dever and Wally Ross; 18—clown; 19—acrobatics, Kriel Trio; 20—baby elephant, Lucky and Alonzo Dever; 21—ladders, Lucky Dever and Beverly Vannette; 22—concert announcement; 23—slack wire, Eddie Shieler; 24—web, Beverly Vannette; 25—clowns; 26—three-elephant act, Lucky and Alonzo Dever.

Staff

Herb Walters, manager; H. G. Inglish, assistant manager; Frank Ellis, legal adviser; Tom McLaughlin, general agent; Billy Wolfe, special agent; Paul G. Jones, brigade; John F. Lewis and Ralph Bliss, billposters; Helen Walters and Bianca Inglish, front door; Mrs. Bill Wolfe, banners; Mildred Welbes, Hammond organ; The Billboard and mail agent; Mr. and Mrs. Joe E. Wright, concert; Shirley Cole, reserves; Ernest Durham, light plants; Wally Ross, head animal man; Charles Rex, electrician; E. G. Foket, boss canvasser; with Clyde Curtis, James Page, James Johnson, Vertis Kelly and Joseph Freed; Walter Regland and Paul Williams, props; and Mrs. Lawrence Potter, cook.

Side Show

Chuck Gamon and Charles Rorak, managers; Fred Williams, manager; William Johnson, musical act; Shirley Johnson, sword box; Amy Miller, snakes; Ed Baker, cartoonist; Leo Burke, escape artist; Art Sneed, pin cushion; Lawrence Porter, boss canvasser; with T. F. Scott, Perry Jones, J. M. Byler and Leon Smith.

Concessions

Frank Ellis and Laura Anderson, owners; Frank Ellis, manager; Paul Lupo, assistant boss butcher; Grady Hardin, stock man; Jimmie Blackben, popcorn and snow; Jimmie Divins, candy floss; James Laughlin, No. 1 stand and candy applier; Mr. and Mrs. Lee Bradley, candy and privileges car; Al Johnson and Joe Freed, meat butchers.

John and Henry North Inherited Ability To Run Ringling-Barnum

(Continued from page 59)

interest in the family enterprise, he was given a job in the concession department, selling balloons and other novelties. At 16 he worked steadily during summer vacations and after a few seasons was promoted to the ticket department and spent several seasons in the Yellow Wagon.

In 1923, after two years at Yale, he quit college to join the John Ringling real estate organization in Sarasota. He continued to tour with the circus and in 1927 was put in charge of checking all concession sales and all cash registers with the Front Door. For three years, beginning in 1926, he did all of the banking for the show on the road.

Back to Wall Street

John quit the circus in 1929 to return to Wall Street where he had had a brief fling after leaving college. He devoted most of his time thru 1935 to financial affairs. He remained in close touch with his Uncle John and from 1933 until the latter's death in December, 1936, handled most of the older man's business affairs.

A codicil to Uncle John's will excluded John and Henry from benefits allotted them in the original document. However, their original designation as executors, together with their mother, remained unchanged and in this capacity they were entitled to vote 30 per cent of the circus stock held in trust for the State of Florida. They successfully maintained their position despite suits to oust them instituted by the State of Florida; their aunt, Edith Conway Ringling, and her son, Robert.

Borrows \$1,000,000

In November, 1937, John successfully refinanced the Big Show by borrowing nearly \$1,000,000 from the Manufacturer's Trust Company of New York. With this money he was able to discharge the remainder of a loan of more than \$1,000,000 made to John Ringling by Allied Owners, Inc. The circus was once more in Ringling hands after five years of banker management and the stockholders elected John president, a post that he was to hold until 1942.

John resigned his presidency and was succeeded by Robert Ringling in 1943. The crisis resulting in the resignation of both brothers developed when John proposed that the show be kept in winter quarters because of wartime travel restrictions. He was outvoted and backed away from the managerial picture but continued to draw full pay.

Show Debts Paid Off

The North regime was eminently successful. During his tenure all of the show's indebtedness was paid off, extensive modernization took place and there was veil over a \$1,000,000 in cash on hand. During the war John turned his managerial talents to settling virtually all debts of, and claims on, the John Ringling estate. In 1946 he turned over the John Ringling Museum and its contents, as well as the John Ringling residence in Sarasota to Florida, free and clear, and under the terms of his uncle's will. The estate was finally settled in 1947 when John established a trust fund of \$1,250,000 for the maintenance of the museum, and took over the estate's remaining assets in the form of a corporation with himself as president.

The tragic Hartford fire of 1944, which claimed 168 lives and was to cost the circus about \$4,000,000, took place during John's inactive period. John brought suit against the incumbent management, charging mismanagement and, at the involuntary manslaughter trial of executives in Hartford, testified that none was vitally important to the continuing operation of the show.

Acquires 51% of Stock

James A. Haley, veepee and top exec on hand at the time of the fire, was among those convicted. At the conclusion of his jail sentence he teamed with North to oust Robert Ringling. Haley became president and John executive vice-president in charge of production. In the spring of 1947 he was elevated to first vice-president, still in charge of production. In November, 1947, having acquired 51 per cent of the stock, he was again elected president.

Henry's career has closely paralleled that of his brother. John's successes and defeats have been mirrored by the fortunes of Henry.

Henry was born in Chicago, 10-month 12, 1899. He was brought up in Baraboo and Sarasota and, like (See John and Henry North, page 36)

Ringling-Garden Pact Rumored

NEW YORK, April 29.—Rumors were prevalent this week that the Ringling-Barnum circus had inked a new three-year contract with the management of Madison Square Garden here, where the Big Show is making a 33-day stand, due to end May 7. The present five-year contract between the circus and the Garden expires the same day. Ringling and Garden officials were mum.

If true, the report would mean an end, at least temporarily, to the hopes of Cole Bros.' Circus to secure the Garden date and edge R.-B. Arthur Wirtz, co-owner of the Cole org, is also a Garden stockholder. Negotiations have been in progress between Garden and Big Show representatives over the \$330,000 the arena officials seek from the circus as rent for a 33-day stand next year.

Medranos in New York Visit; Mull Talent for Paris Unit

NEW YORK, April 29.—Jerome Medrano, owner of Cirque Medrano, indoor circus arena of Paris, was a New York visitor last week. Medrano, currently a resident of Hollywood, where he is active in the motion picture field, motored to Gotham to meet Mrs. Marcelle Roulet, directress of the Cirque Medrano, who is here in search of new acts for the Paris house.

Medrano is accompanied by his wife and two young sons, Patrick and Daniel. After looking over the Ringling-Barnum show at Madison Square Garden and catching as many other shows as possible, the Medrano party will return to Hollywood, looking over tent and indoor circuses en route.

Ringling Connecticut Dates Set Except for Bridgeport

BRIDGEPORT, Conn., April 29.—Altho dates have not yet been set for this year's Barnum festival, Waldo Tupper, general agent of the Ringling-Barnum circus, has notified local authorities that he is holding open Sunday and Monday, June 11-12, for a local stand. It is doubtful whether a Sunday showing would win approval here, but if it does the circus would run a special show train in here from New York.

Since the Barnum Festival committee must still be appointed by Mayor Jasper McLevy, it is likely that the celebration will not be held until July this year, which means that the circus will settle for only the June date as originally scheduled.

Other slated Connecticut dates for the Big One are Waterbury, June 13; Plainville, June 14; Wallingford, June 16, and New London, June 19.

H-M Chalks Big Gate at Harrisburg

Record Net Likely

HARRISBURG, Pa., April 29.—An estimated 70,000 attended the third annual Zemo Temple Shrine-sponsored Hamid-Morton Circus in the Farm Show Arena here during the week ending last Saturday night (22). Altho the books are not yet closed indications are that the net revenue will exceed all former takes here. Cpl. Robert H. (Bob) Morton, circus director, said.

Contributing greatly to the overall success of the stand, was one of the best publicity-promotion campaigns ever staged in connection with one of his circus showings, Morton said. Local press and radio contributed heavily and the sponsoring group cooperated.

Opening night promotion, which (See H-M Chalks Winner, page 104)

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Billers Bros.

We had Sunday (18) off in Frankfurt, Ky., giving everyone a chance to catch up on their laundry. Marion Knowlton, who got pinned under a fallen horse recently, is out of the line-up. Gladys Fox is taking over elephant and menage for her. Weather and lots are getting better. Enoch, Mabel and Leo are doing a great job of getting the big top up and down in spite of late arrivals and bad weather. Benny Cristiani gathers plenty of laughs with his comedy tumbling with the troupe. The ladies' dressing room sports a charcoal burner.

Teresa Morales is kept busy over the tubs keeping her new baby in fresh laundry, but Ramona is really queen of the laundry. Bob Allen keeps our buckets overflowing with clean water. Betty Biller is pinching in the aerial ballet for Vanda Cristiani after the latter's accident Wednesday (19). Rita Biller is holding class on styling and poise for the ballet girls between shows. Zack Terrell and family visited in Evansville, Ind. Art and Betty Sturmak entertained some 50 members of the show during our stand in Jeffersonville, Ind. Betty and Rita Biller were kept busy entertaining them.

The Florenze Troupe never seems to run out of spectacular wardrobe. Ginny Bayne joined after a season of club dates in Miami Beach, Fla. The clowns now have a number called "Coconuts on Parade." Guy Pridemore is receiving orchids for his swell cookhouse. Mary Carlton is sporting a new hairdo. Hats off to Tripoli Cristiani, our equestrian director, for keeping the show running smoothly. The troupe is still the hit of the show. Hy Sturmak away from the show to drive his family back to New York.—BOB LORRAINE.

Sparton Bros.

Business and weather conditions continue favorable. The big top, Side Show and Monkey Show crews are getting it up with mid-season regularity. The spectacle, with new costuming and production by Ermae Burdick, is flashy. Wardrobe is colorful. A few words should be said concerning the Clyde Beatty Circus and its excellent treatment of Sparton paper. In almost every town we have played there have been Beatty notices, but in no case has any of our paper been touched. It's a fine commentary that two shows can play close together without harming each other's business or reputation.

In Fort Hueneme, Calif., the show was visited by Richard Brandon, Harry Burnette and Forman Brown, of the Turnabout Theater, Los Angeles. The publicity truck, which tours town every day, is drawing a lot of attention, particularly from school children. Todd Henry is driver, with Frieda and Joan Sparton, Evelyn Lopez, Charles Sparton, Lloyd Senter and the writer supplying bally.

Ernie Calhoun celebrated his birthday April 18. A photographer from The Ventura (Calif.) Free Star Press visited the show in Moor Park. Visitors have included Hap and Marie Henry, William H. Appleton, of The Sun Valley News, and Happy and Marie Louder. Last week's column listed Jimmy Woods Jr. as a visitor. It was Alan Woods. The lot at Oak View, Calif., was the hilliest encountered this season.—JOHN TOY.

Clyde Beatty

Show has been getting good weather of late. Herbie Weber and Johnny Cline went on a fishing trip and returned in time for the matinee. Mrs. Clyde Beatty, who underwent in operation recently, is recovering and plans to return to the show soon.

Red White, Side Show manager, was under a doctor's care with pneumonia but has returned to his post. Polanda Escalante will undergo an operation. George and Rusty Vesoldi visited many friends for the two days in Long Beach, their home town. (See Clyde Beatty on page 88)

Dressing Room Gossip**Polack Bros., Western**

George Jackson, recorder for the Ben Ali Shrine at Sacramento, extended personnel numerous courtesies. Sponsoring a party and stagershow for members of the org were Johnnie Jordan and family, Dr. John Rogers and family, Martin C. Boade and family and Dr. Eric Lund.

Entertainment consisted of Jordan Brothers, hand balancing; Johnnie Rogers, violin; Eddie Johnson, juggling; Martin Boade's dogs; Jeanette Jordan, marimba, and Fabin Bocklich, magician. The Great Johnston, magician, emceed. Music was provided by Ralph Lombardo's org.

Guests included Louis Stern, Ross and Mary Paul, Teddy Chirrick, Betty and Gus Bell, Dottie and Eddie Ward, Harold Ward, Millie Keathley, Hubert Castle, Hanna and Emil Pallenberg, Chet Morris, Mickey Blue; Honey, Walter and Alfred Shyretto; Jo and Slivers Madison, Harry Dann, Bobby Kellogg, Ethel Freeman, Virginia Powell, Jack Cline and Skeeter Ward.

Ray and Dolly, younger members of the Loyal Repensky family, are practicing daily. Both were aided by Zetta and Papa Loyal. Polly and Walter Majeski have acquired a talking parrot. Guistino Loyal's canine family had a litter of eight pups.

A movement is under way in Sacramento to raise a new CFA tent to be known as the Ward Bell Tent. Johnnie Jordan is one of its founders. Alfredo Landon took the wrong road coming out to the Coast and Victor, smallest of Landon's Midgets, came to the rescue and piloted him into Sacramento. All were saddened over the death of Margaret Evans. Viola Watson has recovered from a recent illness. Purchasing new cars were Louis Stern, Ross Paul, George Paige, Betty Bell, Harold Ward, Armida Loyal, Ray Perez, Hanna and Emil Pallenberg, the writer, Hubert Castle, Nana Woolford, Jo and Slivers Madison, Yvette and Eddie Kohl and Estrina and Joe Galasso.

Visitors included Chet Morris, Mickey Blue, Count Popo De Bathe and Merle Sprague. Mrs. Wally Newbury and Mrs. Otto Griebeling are on for the duration.—FREDIE FREEMAN.

Siebrand Bros.

Good crowds prevailed at Las Cruces, N. M., and opening night in Silver City, N. M., saw a packed house. Admish was upped 30 cents there. Jerry Van Deventer, on the new Hammond organ, is cutting the show in good style. The Hodgins have a 1950 Travelite trailer.

Tommy and Rosa Patine's after-the-show practices are fun to witness, as is Harry Ross's help and comments. Bob and Helen Renous's jump into Silver City was packed with excitement since they not only ran out of gas in the middle of nowhere but also one of their trailer tires caught fire. Recent visitors included the Fina Troupe, en route to Fort Arthur, Tex., and Don Rey and partner.—JOE HODGES HODGINI.

Rogers Bros.

Johnny (Sherlock) Frazier recently had an embarrassing time when several members of the junior commando lowered the boom in his private tent. Johnny runs a three-ball exchange parlor in his spare time.

W. C. and Franco Richards visited in Pensacola, Fla., and renewed acquaintances with their elephant, Suzie Q, who has been leased to the show for the season. Paul Knight bought Leon Snyder's motor scooter and trampoline and Leon bought Frankie Lou Wood's scooter. Wood purchased a new station wagon. Biggest yocks in the show occurred during the Bartons' audience participation pony ride.

Ellen Knight, who sustained a (See Rogers Bros. on page 86)

Ringling-Barnum

Circus Salts and Sinners came to see the show in a large group. The Doll family were guests at their luncheon. Annual show for the patients at Bellevue Hospital was given recently. Our special performance for the orphans and underprivileged children of New York also was given. Bill Antes has been keeping the clowns and performers busy with radio and television shows. The barn dance clown gag, staged by Everett Hart, is very good. Frank McClosky, Harold (Tuffy) Genders, Cucciola and Antoinette Concello celebrated their birthdays. Antoinette was serenaded by the band and presented with flowers from the web girls at the finish of the flying act. Coronet magazine carried a picture story of the Big Show.

Visitors were Ernie Burch's parents, Mr. and Mrs. McKenzie; James and Muncie Mooney and sons, Billy and Jimmy; Mrs. Dave Murphy, May Clark, Yario and husband, Mr. and Mrs. Bill Day, Mr. and Mrs. Jim Hoyer, Mr. and Mrs. Pratt, Dick Anderson, Dick Scatterday, John Reynolds, Ell Smith, Nate Eagles, Kathy Kramer's mother, June Perkinson.

First set of route cards are selling fast and keeping Tex Copeland busy. Softest spot in spec is occupied by Harry and Tiny Doll, who sit in two rocking cradles thruout the number. The new cheese clown gag by Paul Jung is a delight to watch. Grease joint is doing big business. Paul Wenzel's dragon in the spec is another of his many masterpieces. Ben Wilson, assistant superintendent of wardrobe, is doing a swell job.—MARY JANE MILLER.

Dailey Bros.

Program is running on schedule under direction of Paul Nelson. Riding act, under supervision of Norma Davenport, offers a new routine. Eddie Murillo and partner, Victor Gano, are getting laughs with their casting act. Rex Williams, menagerie superintendent, presents two riding tigers on an elephant. Joan Klein and daughter, Mary Joe, have an interesting contortion turn on a revolving table. Fred Birdsong, Brownwood, Tex., joined clown alley for the day.

Friends of the Harry Hammills and fans from San Antonio and Houston attended in Austin, Tex. Visitors included Leland Antes Jr., Lucille Weiser, Mrs. Paul Pyle, Mrs. Bob Cusson; J. H. Landers, of Temple Daily Telegram; Mr. Smith and Mr. Baker. The Temple Kiwanis Club, headed by President Bowmer, invited Mel Miller, press agent, the writer and Senor Simon, midget clown, to their luncheon.—HAZEL KING.

Stevens Bros.

Mr. and Mrs. Charles Smith have joined with their pie car, and Noble Hamiter and wife, Betty, with their elephant, Liberty and pony acts. Recent visitors were Mr. and Mrs. Tuffy Barnett; Paul Scrimager, of Paul's Amusements; Chuck Gammon, Charles Roark, Mr. and Mrs. Cliff Kams, Tom Buchanan and Homer Lee, former circus band leader and high school band of Monett, Mo. Jack, brother of George Bell, visited and sat in with the band. He was en route to Fort Arthur, Tex., where he opened his band on Ward Bros.' Circus.—BILL DEARMONT.

Polack Bros., Eastern

Kalamazoo, Mich., was the final indoor date for awhile. Business at Fort Smith was good despite cold weather. Several performers stopped over in Chicago for a tour of stage-shows and night clubs. While in the Windy City, the writer and Henry Kyes visited The Billboard office. (See Polack Bros. on page 86)

Seal Bros.

The program is moving rapidly under direction of Joe B. Webb, equestrian director. The Coriels are doing juggling, head jumps and head slide with Dottie, Earl, Everett and Verne. Wells Brothers, bar performers, were with the show last year and just returned from South America. Also back for another season is Al Coners with his wagon wheel. Novel Snyder is passing herself coming and going at the back door, doing six turns in the big show. Bandmaster Ray Aguilar handles mail and The Billboard. He has taken his band to the Hawaiian Islands for E. K. Fernandez Circus the past eight years. Bud Anderson, owner-manager, has a nice Liberty horse act with four whites and four blacks.—MAURICE MARMOLEJO.

Cole & Walters

At Decatur we found that the Texas mud sticks. Everything had to be pulled off the lot. Harry Parnell and Crystal Pal left us there. We didn't mind the jump from Seymour to Crowell because the scenery was beautiful.

George Hamid, of the Hamid-Morton Circus, and his wife visited. The Plunkets visited at Seymour and Throckmorton. Herb Walters, manager, is breaking in a new truck which replaces one lost in an accident.

Buster Todd joined for the concert. Since Leon Bennett and wife left, Chuck Gamon and Charles Roark took over the Side Show.—MILDRED WELBES.

Dales

Franklin, Va., greeted us with two packed houses. Sunday off in Suffolk saw many of the personnel headed for Norfolk. Ethel Pockery returned with a de luxe Rocraft house trailer. Bobby Ray Boulter's sister joined in Suffolk with her Liberty act. Marge Canter is holding down center ring in the web number. Barbara McLean is a new web girl. Recent visitors were Irene, Harry and Dolly Rutter; Ruby Larkin and Jackie, Mr. and Mrs. Gordon Cameron and son, Harry Taylor, Doc Cartland, Dick Sisco, Lyle Wilson; John Fulton, his wife and mother; Mr. Sanders, of the American Tent & Awning Company.—BILLY BARTON.

Kelly-Miller

After three rehearsals in Hugo, Okla., the show moved into Paris, where it went off like clockwork under the direction of Tiger Bill Snyder. Big top, horse top and new marquee make an impressive appearance on the lot with the horses, bulls and ponies quartered in the horse top. Helaine is featured in center ring with her web number, flanked by six girls over rings and stages. Red Rumble has the pie car fixed up.

Charlie Cuthbert and his band are good. Evelina Rossi sings in ladder number and also does trap act. Muggsy Gallagher's double to the chair scores. Show is using five rings and two stages. Eddie and Mrs. Robinson have colorful wardrobe.—EDDIE HENDRICKS.

Hamid-Morton

Loof Rios had a close one when one of the boys had his shoe ripped off on the anchor foot-hang. His other foot held, however, and he was able to hold on until Sa-So could pull the ladder under them. Peaches and her girls were almost asphyxiated in their trailer when the ice box sprung a leak and gas escaped during the night. Media Banta is working in the aerial revue numbers while Sherry is taking a brief rest. Pat McFarland and Joe Hanson are engaged. Carl Balmer is a man of much variety. This is his third year on the show and (See Hamid-Morton on page 86)

Gainesville Bow Draws Moola

(Continued from page 70)

Peggy O'Neal, Lucy Strauss, Margaret Jo Lynch and Peggy Wilson; 7-jumping teams, Price Sisters, Bob and Colleen May, Virginia Elliott and Mary Littlepage; 8-steer war, Betty Ward; 9-tight wires, Joy Bowles and Kay Fellers, Gerry Murrell and Vern Brewer, Evelyn Kaps and Margaret Jo Lynch; 10-Sardinian car, with 12 clowns emerging from a French Simca coupe; 11-aerial cradle, Betty Ward, Mary Louise Betner, hand balancing, Bud Lucas, Melba Moore, Lee Rudley; 12-rolling globes, Curtis Sisters, Peggy Wilson and Brenda Schmitz, Donna Rogers and D. D. Ward, Robbie Hyden and Ouida Kaps; 13-pony drill, Vern Brewer and Oetey Murrell; horse and pony, Fortis Sims; 14-Chic Sale clown number; 15-Electrically lighted aerial swinging ladders, with 17 girls; 16-els-horse liberty act, Vern Brewer; 17-Riding Aristocrat, bareback act, featuring Kay Fellers, Louisa Thurgill, Evelyn Kaps, Joy Bowles, Denny Pinson and Weldon Wells; 18-clown firehouse; 19-Bud Lucas troupe of teeterboard acrobats (7); 20-aerial perch, Weldon Wells and Betty Ward; 21-juggling, Bert Davis and Bobby Vaughan; 22-high school horses, Maxine Hatcher, A. B. Garvin, Gerry Murrell, Vern Brewer, Betty Ward and Fortis Sims; 23-trampoline, Price Sisters, Virginia Elliott and Mary Littlepage, Bobby Johnson, Paul Lang and Denny Pinson; 24-clown walk-around; 25-Texas, Bob and Colleen Skinner; role role, Bob Vaughan and Bobby Johnson; 26-lying act, Ralph Gerneith, Evelyn Kaps, Mary Louise Betner, Denny Pinson and Weldon Wells.

Clowns

F. E. Schmitz, producer; Lewis Rigler, Paul Niebel Sr., R. R. Edwards, Ronny Davenport, Paul Lang, Louise Smith, L. P. O'Neal, D. D. Ward, Bobby Vaughan, Johnstone Beech, Dan Smith, Charles O'Neal, Roy Stamps Jr., Bobby Johnson, Jim Bowles, Roy Stamps, J. M. Yarbrough, Jerry Smith, Raymond Steiner, H. B. Newberry and Pete Dennison.

Ballet

Nita and Lucy Strauss, Kay Fellers, Ruth Price, Joy Bowles, Margaret Jo Lynch, Peggy O'Neal, Thelma Bowles, Virginia Elliott, Mary Littlepage, Eva Hyden, Ouida Kaps, Brenda Schmitz, Peggy Wilson, Jane Curtis, Robbie Hyden and Donna Rogers.

Staff

Roy A. Stamps, manager; C. B. Springer, assistant manager; J. B. Saylor, secretary; Dr. A. A. Davenport, equestrian director; A. Morton Smith, program director and announcer; Emmett F. Curtis, legal adviser; Roy F. Wilson, front door; Mrs. Rita Stamps, personnel; Bob Eggleston, musical director, with calliope and 12 men; Vern Brewer, superintendent; Alex Murrell, chief electrician; Fortis M. Sims, rider; Mrs. E. E. Hatfield and Mrs. W. W. Welborn, wardrobe; Dr. S. M. Yarbrough, medical department; F. E. Schmitz, producing clown; Paul McGeehe, boss property man; A. B. Garvin, backyard superintendent; Foster Renfro, chief mechanic; Henry Skaggs, boss hoider; Joe M. Leonard Sr., transportation; C. C. Patterson, head under; Cecil E. Tinsley, ticket superintendent.

A 40-page souvenir program was issued. Show exhibits under a 110-foot big top with three 50's. Combination dressing and ring stock tent is a 50 with three 30's.

Next stand is Fort Worth, April 27, 28 and 29.

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UNDER THE MARQUEE

Ringling-Barnum circus will play New Bedford, Mass., June 17, reports William F. Machado. Kiwanis Club's circus there will be June 28-July 4, Machado said.

Lithographs depicting swinging ladder gals makes one fact plain. Hasty ones never swing.

Harry Doran, veteran advance man, has the brigade on Ward Bros.' Indoor Circus. . . Mrs. Lawrence Porter, head cook of the Cole & Walters Circus, suffered burns when a gasoline stove exploded at Throckmorton, Tex., but returned to work after treatment.

Typical manager is one who knows his show is going wrong but can't figure out just where.

W. E. Lock, Washington mortician and on vacation, joined the Hamid-Morton Circus as a clown when the show opened its April 24-29 engagement in Uline Arena, Washington, under Shrine auspices. . . Mills Dains and Wills, who caught Biller Bros.' Circus at Crawfordsville, Ind., Friday (21), report both the show and Joe Rossi's band good.

Most generally approved suggestion to new ticket sellers is that they should be self-supporting.

Clowns of Biller Bros.' Circus were guests at a dinner in Johnson City, Tenn., by Bill and Carroll King. Jokeys included Ira Gaskill, Jackie Lynn, Bob Lorraine, Happy, Italo and Frank Pedro; Tommy Whiteside and Bozo Watts. . . Tony Diano and Buck Moughman were guests of Mills Bros. at Circleville, O. . . Billy West pens that Gene, Joe and Dick Lewis, Earl Shipley, Smiley Daly, Snell Brothers, Bozo Harrell and Kenneth Waite were in clown alley at the Shrine Circus, Omaha. . .

All was going well around a big top until a beginner asked a boss canvasman what day he had off.

Ward-Bell Flyers and Linon. The Pantomimist (Adolph Dubsky), with the Polack Bros.' Circus playing under the auspices of Ben Ali Shrine in Sacramento, came in for a neat publicity break in that city recently. The Sacramento Bee ran a three-column photo of the flyers as they were being quizzed by the census taker. Linon had a two-column picture in which the counter was getting the necessary information while the clown was making-up.

Bill Green, press agent, Polack Bros.' Eastern unit, returned to his home in Detroit when his mother, Mrs. Ada Green, well known to showfolk, suffered a stroke Sunday (16). She is in Harper Hospital, progressing favorably and Bill will return to the show as soon as a sister arrives from Los Angeles. . . Mr. and Mrs. Clyde Wixom, owners of the Mat Wixom Greater Show title, were visitors at the opening of Mills Bros.' Circus at Circleville, O. The Wixom circus was recalled in an article by George W. Stark, Detroit historian, in The Detroit News recently. Clyde Wixom will serve as director of division No. 1 of the Circus Historical Society until a successor is appointed to succeed Dr. Harrison Powers, South Bend, Ind., who resigned because of ill health recently.

Old rascal is the old-timer, who, when looking at a seasoned annex dancer, stops to figure back the years to learn if she's past 50.

Edward J. Franz, well-known circus performer, is in Veterans' Center, Temple, Tex., and would like to read letters from friends. . . Al White, well-known phone man and for the past two weeks with J. C. Admire's No. 1 phone brigade in advance of King Bros.' Circus, has

been advanced to promoter by Floyd King, show's owner. Bob Adams joined Admire at Maysville, Ky. . . Line-up of Patterson Bros.' Circus, which chalked up two successful performances in Galion and Mansfield, O., recently, includes Buck Lucas, pony drill; Helen Jones, swinging ladder; Happy Holmes, clown; Bobby Hodgson, comedy wire act; Larry and Dee Duane, Australian whips; Grover O'Day, comedy bicycle; Caroline Hodgson, web; Patricia Hodgson, rolly-baby, and Faith King, Hollywood Canine Revue.

General agent with a really amazing memory is the guy that can say off hand, without checking a route card, where his show is playing.

Joe Rossi, bandmaster with Biller Bros.' Circus, this year is using a copy of "Oh, Katharine" which was given to him 25 years ago by Charlie Doble, former circus musician. Doble reports he caught Biller Bros. at Jeffersonville, Ind. recently. . . Howard Suez, owner of Hagen Bros. and Clyde Bros.' circuses, is negotiating for permanent winter quarters site at Tonkawa, Okla. Site is near Ponca Indian Reservation at former quarters of Miller Bros.' 101 Ranch Wild West Show. . . John W. Swain, former circus trouper, is superintendent of composers on the Springfield, Tenn. Times. . . Polack Bros.' May 19-21 date for the Elks' Club at Dallas was canceled because of city ordinance complications. Negotiations were started for a 1951 contract.

C. Foster Bell, press agent in advance of King Bros.' Circus, rambled into Cincinnati last week, while en route to several Northern Ohio spots, and visited The Billboard offices. Bell handled press relations for Tallulah Bankhead since September, 1949, until joining King early this month at quarters in Macon, Ga. . . Faith King's Hollywood Canine Revue was on the Evans & Childers Circus program, in Birmingham, N. Y., the week of April 17. . . R. W. Brandon, co-owner of West Bros.' Circus, pens that John (Shorty) Lynn joined the org as manager at St. Charles, Mo., April 23. Lynn has been with Dailey Bros. and Seal Bros., among other shows. . . Doc Candier (Scotty the Clown) was unable to take to the road this spring because of a bout with the flu. He will troupe later this season, going east with a Punch and clown act.

Appearing at the Circus Saints and Sinners Luncheon April 21 in New York were Felix Adler, Charlie Bell, Paul Jerome, Lou Jacobs, Buzz Potts, Jack Le Clair and Paul Mortier, all clowns from the Ringling-Barnum circus. R-B Side Show personnel who appeared at the luncheon included Betty Broadbent, Percilla Zern; Daisy, Tiny, Harry and Gracie Doll and Mossakuty Singalee. . . Visitors on King Bros.' Circus at Columbia, Tenn., were William Dugan and Swede Johnson, both of Pan-American Animal Exhibit; Frank Hunter, of Lone Star Shows, and Little Kokomo, general agent of James Heron's Wild Life Exhibit.

Line-up of Ringling-Barnum talent which played a charity performance at Bellevue (N. Y.) Hospital Friday (21), included Marion Seifert, riding; Paul Jung, clown act; Art Eldridge and his chimpanzees; Lottie Brunn, juggler; Will and Fred Hanlon, clown act; the Bogino-Schwartz Troupe, acros; Nelson and Nelson, clowns; the Tomigs, bareback riding; Franklin and Astrid, balancing act; Myron Orton, and Frankie Saluto and clowns Jack Gerlick, Carl Prince, Stephan Paul and Jimmy Armstrong. Eugene Scott handled the elephants. Merle Evans and his circus band provided music for the occasion, and circus announcer Harry Thomas emceed the event.

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N. Y. Annuals Break Million Mark in 1949

48 Events Gross \$2,465,559

ALBANY, N. Y., April 29.—New York's 48 county and town agricultural fairs drew 1,091,707 cash customers thru their gates in 1949, with total receipts amounting to \$2,465,559.61, a figure \$10,000 under the 1948 total, according to information released by the State Department of Agriculture and Markets.

Paid attendance at the events last year was \$93,918 under the previous year's total. Total receipts figure given by the department includes \$450,376.80 in State aid paid to the fairs last year as reimbursement for their 1948 shows. State aid for 1949 fairs totaled \$472,207.13.

Many fairs paid out more in premium money than they received from the State in 1949. It amounted to a total of \$582,606.61, including \$155,863.14 in harness race purses. The fairs spent over \$163,000 in permanent improvements and \$65,000 for repairs. Insurance, power, light, water, advertising and wages were among the heaviest expenditures, in addition to \$370,000 for attractions and music. Gates and grandstands accounted for \$744,317 of the receipts and also listed was \$437,000 in notes issued which are indebtedness and on which interest also must be paid. Concessions, midways and privileges made up nearly \$300,000 of the receipts and also included \$146,627 collected as federal admission tax and given to the government. Parking fees, money received from the boards of supervisors, entry fees for premiums and harness races and advertising in premium books made up much of the balance of the receipts. Not taking into consideration the money owed by the fairs on their notes, their balance on hand last November 30 was \$195,723.03. The law limits reimbursement to \$10,000 to any one society, and all but 19 received maximum State aid last year.

Kenefick Quits As Sacramento Secy.-Manager

GALT, Calif., April 29.—Eugene Kenefick has resigned as secretary-manager of the Sacramento County Fair after 15 years. A successor, to be recommended by the California Department of Finance, is yet to be named.

In accepting the resignation, the directors made no statement as to what prompted it. It is known that both Kenefick and the directors had been the subject of criticism by the Department of Fairs and Expositions, a division of the Department of Finance. Basis of the criticism was said to be the lack of business methods in the conduct of the fair. An audit is being made of the fair's book.

The fair lost \$20,000 promoting horse races three years ago and was in the red about \$6,000 as of January 1, 1950. At present the Department of Finance is considering a loan of \$20,000 to help out with this year's event.

Kenefick's resignation was made effective May 1. One of the possible successors for the job is To. J. Dodge, of the Fresno District Fair. However, it is not known whether he is interested as he has been with the Fresno annual for a number of years.

The Sacramento County Fair switched from a county to a district agricultural event two years ago.

Annuals Set Plans:

San Jose Preps Grandstand; Midway at York, Pa., To Glow

SANTA CLARA County Fair, San Jose, Calif., will present this year's attractions in front of a newly constructed 5,280-seat stand, Russell E. Pettit, secretary, announced. Three horse barns, two show horse barns and a new horse show and rodeo arena and stage will be completed for this year's exposition.

York (Pa.) Interstate Fair's midway will be brightened this year by the installation of a complete new lighting system along the fun zone, Clara Trageser, secretary, reports. Parking facilities are being increased by 30 acres and 5,000 square feet have been added to the annual's Agriculture-Horticulture Hall.

Hot rod racing makes its debut at this year's Elhart County Fair, Goshen, Ind., with two night race meets skedded on the newly lighted three-eighths-mile track, Roy M. Amos, secretary, advises. The rods are also scheduled each Friday night during the off-season.

South Arkansas Livestock Show, Pine Bluff, has awarded a contract for the addition of 2,000 seats to its grandstand. This will give the annual a total seating capacity of 6,000, Charles F. Varn, secretary, advises. Three tile restrooms, to cost a total of \$5,000, are also being added.

Continuing to put a portion of its profits back into the plant, Salinas Valley Fair, King City, Calif., will open this year with a new flower show building new sheep barns and additional landscaping, L. H. Burns, secretary, infos.

Kandiyohi County Fair, Willmar, Minn., will celebrate its 50th year and will stage all activities in commemoration of the event, A. E. Thompson, secretary, announced. A special pioneer day is planned to honor all Golden Wedding couples in the county and all natives of over 50 years.

A Western horse show and a thrill show will be new features at Harrison County Fair, Corydon, Ind., this year, Dr. L. B. Wolfe, secretary, informs.

New Mexico State Fair, Albuquerque, which will run nine days this year instead of the usual eight, will also add one more night of rodeo for a total of nine, Leon H. Harms, manager, announced.

Success of stock car racing still dates at Houston County and Tri-State Fair, Dothan, Ala., has prompted the board to schedule races as night attractions during the fair, Mrs. L. J. Lunsford, secretary reports.

Rusk County Fair, Ladysmith, Wis., will switch to a free gate this year, F. J. Manning, secretary, announced. For the first time in 20 years, harness horse racing will be held at Rocky Mount (N. C.) Agricultural Fair, Norman Y. Chambliss, owner announced.

A new 2,250-seat grandstand will be used for the first time by Kay County Free Fair, Blackwell, Okla., W. R. Hutchison, secretary, announced. Swift County Fair, Appleton, Minn., has enlarged its midway to make room for more rides and concessions, J. G. Anderson, secretary, infos.

Junata County Fair, Fort Royal, Pa., is in the process of organizing a tri-county fair to embrace Perry and

Mifflin counties, Dwight B. Hower, secretary, informs. Hower termed it doubtful if the merger can be executed prior to fair time.

Derby District Fair, Derby, Ia., has completed a new cement dance floor, 40 by 64 feet, Secretary Harry E. Robison, announced. Norman County Fair, Ada, Minn., according to A. K. Tvedten, secretary, has turned its dance pavilion into a home-maker's building.

Grounds of Leavenworth County Fair, Tonganoxie, Kan., were recently purchased by the annual, George L. Baker, secretary, reports. Rock County 4-H Fair, Janesville, Wis., will have a roofed grandstand this year, according to Secretary R. T. Glasco.

Television will come to San Joaquin County Fair, Stockton, Calif., this year in search of talent. Tryouts for TV will be one of the new features of the annual, E. G. Vollmann, secretary, announces.

Popularity of the small grain production contest at Tennessee State Fair, Nashville, has prompted the fair board to expand its scope to include wheat, barley and rye, in addition to corn, according to L. E. Griffin, secretary.

St. Louis County Fair, Hibbing, Minn., will bring back its poultry exhibit after an absence of three years, J. J. McCann, secretary, reports. Brazaria County Fair, Angleton, Tex., is spending \$10,000 improving its carnival and parking grounds, L. E. Bumgarner, secretary, announced.

Lapidary and mineral displays will be features of Orange County Fair, Santa Ana, Calif., this year, according to William F. Davis, secretary. Annual is running a slogan contest to produce a nautical theme for this year's event.

Reserved seating for the night grandstand show will hold forth at Eastern Idaho State Fair, Blackfoot, this year for the first time, according to Ruth C. Hartkopf, secretary.

In an effort to build the gate the first two days at Marias Fair and Rodeo, Shelby Mont., the annual will sell early bird tickets for \$1 which also will permit admission to the grounds on those days, Clifford D. Coover, secretary, announced. Regular outside gate has been 65 cents. The annual will pay more attention to children this year with a lot lot for tykes 2 to 5.

California State Fair, Sacramento, will internationalize its wine show and accept entries from all over the world, E. P. Green, secretary, infos. The show, continuous since 1855, has been restricted to California wines.

Springfield Annual Books Buck Kidd's Auto, Cycle Races

SPRINGFIELD, Ill., April 29.—Illinois State Fair here signed contracts Monday (24) with J. E. (Buck) Kidd to stage big car and motorcycle races at this year's annual Roy Yung, director of agriculture, and Hubert W. Elliott, manager, repped the fair in the negotiations which will bring Kidd back to the Illinois annual.

Big car races under American Automobile Association sanction will be staged August 18. Motorcycle races, August 20, will feature a 25-mile sprint under the American Motorcycle Association banner.

Calif. Annuals Confronted by State Aid Loss

SACRAMENTO, April 29.—Pointing out that only two of 70 odd fairs showed a profit in 1948, Fred W. Links, assistant State director of finance, told the assembly interim committee on fairs and expositions that fairs have been warned to get on a paying basis. Failure to do so may result in their support being diverted to other projects, he said.

With additional revenue needed for schools, pensions and other expenses, the finance department member recalled that in 1895 and 1897 it had been necessary to withhold fair money to finance other projects. He warned that history may repeat.

Fairs in California receive subsidies from approximately \$11,000,000 annual horse racing revenue. Committee members and fair leaders, after hearing Links, discussed means of modifying the apportionment of this revenue. It was proposed that smaller fairs which receive \$65,000 a year, the same as larger ones, take a lower amount.

A proposal to give the State fair \$500,000 instead of \$125,000, which it has received since 1935, was also made.

A move was made to eliminate passes, which secretary-managers have always considered one of their biggest headaches. A. J. Elliott, former congressman, said that at Tulare County Fair, which he handles, steps had been taken to eliminate all passes other than those issued to the governor, his wife, directors and members of the Division of Fairs and Expositions.

In addition to revenue from those who now use passes, Elliott suggested that small fairs up their take by expanding pari-mutuel betting.

Fairmen in attendance included Stewart Waite, Yolo County Fair; Robert McClure, Del Norte County Fair; Dr. J. N. D. Hindley, Humboldt County Fair; A. E. Snider, chief, Department of Fairs and Expositions, and E. P. (Ned) Green, secretary-manager, California State Fair.

11 N. H. Events Skedded Despite State Aid Slash

CONCORD, N. H., April 29.—Despite a sharp cut-back in State aid in the form of race track subsidies, 11 fairs are skedded for operation in New Hampshire this year, Perley I. Fitts, commissioner of agriculture, announced.

He admitted that the annuals are in a precarious financial situation but said the picture is not as black as the press has painted it.

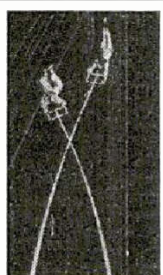
"I feel, after speaking with various fair officials thruout this State, that most of our fairs will operate as usual," Fitts said.

Fairs scheduled to operate and their dates include Cheshire Fair, Keene, September 7-9; Coos and Essex Agricultural Society, Lancaster, September 1-4; Deerfield Fair Association, Deerfield, September 28-October 1; Lake Grange Fair Association, Madbury, September 6-9; Mascoma Valley Fair Association, Canaan, August 30-September 1; Northwood Fair Association, Northwood, August 18-19; Pittsfield Agricultural Fair Association, Pittsfield, September 24-27; Rochester Fair Association, Rochester, September 17-23; Sandwich Town and Grange Fair Association, Sandwich, October 12, and Union Grange Fair Association, Plymouth, September 18-19.

Santa Ana, Calif., Gains Three Acres In Property Switch

SANTA ANA, Calif., April 29.—Orange County Fairgrounds added 34 acres to its west side in a swap with the Southern California Bible College, which received 31 acres on the south side. The land exchange extends the fair plant to Fairview Road, also known as Old Santa Ana Road, which is proposed as a north-south highway linking this city with Costa Mesa and the fairgrounds.

H. Clay Kellogg, fair president, said the deal was engineered by Cong. John Phillips. The annual gained three acres in the transaction. However, it was considered an even deal as each parcel contains 13 buildings and the appraised values were identical.



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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ending April 28. The complete List of Fair Dates was published in the issue dated April 4. A copy of that issue may be had by mailing 45 cents to the Cleveland Department, The Billboard, 1160 Patterson Street, Cincinnati 23, O. See each issue of The Billboard for corrections and additions.

ALABAMA

Altmore—Alabama Agri. Fair, Mid-October.
George M. Heard.

ARIZONA

Douglas—Cochise Co. Fair Assn. Oct. 4-5.
W. V. Borcharding.
Holbrook—Navajo Co. Fair, Sept. 13-15.
John H. Miller.
Prescott—Northern Ariz. Fair Assn. Sept. 15-17.
Alice Towne.
Tucson—Pima Co. Fair, Oct. 18-23. William C. Skaug.

ARKANSAS

Conway—Faulkner Co. Fair Assn. Sept. 27-30.
Walter Stephens Jr.
Danville—Yell Co. Fair Assn. Oct. 9-14. J. B. Briggs.
Greenwood—Sebastian Co. Free Fair Assn. Aug. 31-Sept. 2. Earl Pryor.
Mulberry—Crawford Co. Fair Assn. Sept. 14-16. B. O. Brauer.
Sparkman—Dallas Co. Fair Assn. Sept. 20-22. Mrs. C. E. Hays.

CONNECTICUT

Durham—Middlesex Co. 4-H Club Fair. Aug. 25-26.
Joan Hubbard. Middletown, Conn.
Monroe—Fairfield Co. 4-H Fair. Aug. 25-26.
Connie Creed. Brookfield, Conn.

GEORGIA

Covington—Am. Legion Newton Co. Fair, Oct. 8-14. Sam Tribble.
Pittsford—Am. Legion Community Fair, Oct. 8-14.
McDonough—Henry Co. Fair, Oct. 2-7. C. C. Glenn.
Thomasston—Upson Co. Fair, Oct. 2-7. W. N. Miner.
Winder—Barrow Co. Fair, Oct. 2-7. Paul S. Hesch.

KENTUCKY

Barbourville—Knox Co. Fair, Aug. 21-25.
Spud Suavely.
Providence—Webster Co. Free Fair, Sept. 15-21. James J. Townsend.
Sturgis—Union Co. Fair Assn. Aug. 1-4. A. L. Thorneberry.

LOUISIANA

Amite—Tangipahoa Parish Fair Assn. Oct. 5-8. Joseph H. Goldsby.
Clinton—East Feliciana Parish Fair, Oct. 19-21. W. D. Magee.
Jennings—Jeff Davis Parish Fair, Oct. 31-Nov. 4. T. B. Owens.
Marksville—Avoyelles Parish Fair Assn. Oct. 5-8. Kermit J. Ducote.
Opelousas—Louisiana Yambilee, Oct. 10-19. A. B. Reed.
Winnboro—Franklin Parish War Memorial Fair, Oct. 18-21. W. B. Scriber.

MAINE

Emden—Emden Agri. Assn. Sept. 16. Lella C. Case. North Anson, Me.

MICHIGAN

Hart—Oscoda Co. Fair, Sept. 6-8. George W. Powers.

MISSISSIPPI

Aberdeen—Monroe Co. Fair Assn. Oct. 9-10.
George W. Howell Jr.
Belmont—South Delta Fair Assn. Oct. 23-28. R. E. O'Brien.
Laurel—South Miss. Fair, Sept. 28-30. R. E. Jeffries.
Macon—Nokubee Co. Fair Assn. Sept. 4-9. T. S. Boggs.

MISSOURI

Columbia—Boone Co. Agri. Soc. Aug. 1-4. Ray Brueckner.
Ferryville—Ferry Co. Fair, Sept. 7-9. Gerald P. Popp.
Unionville—Putnam Co. Agri. Soc. Sept. 6-8. Marple S. Wyckoff.

NEW MEXICO

Bellevue—Valencia Co. Fair Assn. Sept. 18-19.
Fred Hunning Jr.
Las Vegas—San Miguel Co. Fair, Sept. 10-17. Lewis P. Schiele.
Levington—Lea Co. Fair Assn. Sept. 18-19. Ben Fort.

NEW YORK

Ballston Spa—Saratoga Co. Agri. Soc. Aug. 28-Sept. 2. Wendell Townley.
Dundee—Dundee Fair Assn. Sept. 18-22. L. R. Hammer.
Plattsburgh—Clinton Co. Fair, Aug. 13-19. David R. Lanigan.

NORTH CAROLINA

Troy—Montgomery Co. Fair, Sept. 18-23. James Cameron.

NORTH DAKOTA

Fessenden—Wells Co. Free Fair, July 11-15. Tony Lill.
Flinston—Burke Co. Fair, July 11-15. Bruce B. Bair.
Minnewaukan—Benson Co. Fair, July 8-9. V. A. Dalvert.
Mott—Hettinger Co. Fair, Sept. 4-6. Adella Soburn.
Rolla—Rolla Fair, July 10-12. V. L. Thompson.

OKLAHOMA

Boise City—Cimarron Co. Free Fair, Oct. 4-7. Rufus T. Dickerson.
Collinsville—Collinsville Tri-County Fair, Sept. 7-9. John Fox.

San Diego '53 Expo Fund Raising Plans Get Official O'kay

SAN DIEGO, Calif., April 26.—The California World Progress Exposition moved toward reality when the board of directors authorized a plan to raise \$2,000,000 to underwrite the 1953 event. Approval of the campaign was given after Clyde Vandenberg, fair consultant, has presented results of a three months' survey.

Vandenberg pointed out in his report that the city needed the exposition to help its economy. He added that San Diego was the logical place for the world's fair in view of the \$30,000,000 worth of buildings already available in Balboa Park. They were constructed during the 1915-16 and 1935-36 expositions.

Mass. Association Re-Elects Officers

WEST SPRINGFIELD, Mass., April 29.—All officers of the Western Massachusetts Fairs Association were re-elected as representatives from 21 towns, community and major State fairs met here Thursday (27). Miss C. M. Griffin was appointed temporary secretary-treasurer in place of the late Robert P. Trask, of Boston.

Officers re-elected for another year were president, Lee E. Wyman, Blandford; secretary, L. B. Boston, West Springfield; program committee, Willard A. Pease, Chester chairman, and Mrs. Barbara Matthews, Southwick; Mrs. Alfred Scher, Westfield; Leon Kelso, Chester, and William Townsend Sr., Westfield.

Date for the annual spring meeting of the association membership was set for June 15 at Worcester, Mass. Frank Kingman, of the Brockton Fair, and Miss C. M. Griffin were named as a committee to prepare the program for this event. At that time a new secretary-treasurer will be named.

Guthrie—Logan Co. Free Fair, Sept. 13-15. Harold Casey.
Hobart—Kiowa Co. Free Fair, Sept. 14-16. J. W. Kemps, Gotebo, Okla.
Pryor—Mayes Co. Fair, Sept. 7-9. Howard Nelson.
Talgus—Dewey Co. Free Fair, Sept. 14-16. William F. Taggart.

PENNSYLVANIA

Edinboro—Edinboro Fair Assn. Sept. 15-17. Nelson G. Tuttle.
Hopewell—Northern Bedford Co. Fair, Oct. 19-21. B. M. Fisher.
Orion—P. O. S. of A. Fair, Aug. 18-20. Wallace Hockenrock, Mt. Pleasant Mills.

SOUTH CAROLINA

Charleston—Charleston Agri. & Indust. Fair, Oct. 30-Nov. 4. W. M. Frumpton.

TENNESSEE

Clarksville—Montgomery Co. Negro Fair Assn. Aug. 17-19. Pope G. Garrett Sr.
Franklin—Williamson Co. Fair, Aug. 28-Sept. 2. Malcolm Wakefield.
Kingsport—East Tenn. District Fair, Aug. 21-26. A. B. Coleman.
Lexington—Henderson Co. Colored Fair, Sept. 18-23. Prof. C. G. Bond.
Ottawa—Greeneville—Ottawa-Greene Co. Fair, Sept. 20-23. Mary M. Chapman, Greeneville.
Rogersville—Hawkins Co. 4-H Club Fair, Sept. 27-30. Ralph Testerman.

UTAH

Deseret—Millard Co. Fair, Aug. 11-12. Cecil Warner.
Rayville—Davis Co. Fair, Aug. 25-26. Shirl Bishop.

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WEATHER BOPS EASTERN ORGS

Bankrolls Hit As Elements Nix Business

Early Bows Mostly Blanks

NEW YORK, April 29.—Old Man Weather, nemesis of outdoor ops, has been batting away at the alfresco field with a vengeance all spring. The brethren, faced with empty, wet and at times snow-covered lots, have had plenty of time to reflect on their manner of living and the means by which they can supplement their dwindling bankrolls.

All of the worst that can be expected from the elements has materialized. Cold, snow, rain and sleet have pummeled traveling units since the first of the month when some few ops took off the wraps, but not the long underwear, to pursue the season's first money. Bum weather has not singled out a unit or group but has been general thruout the East.

Bankrolls Dwindle

The loud wailing from some quarters has been translated into monetary deficiencies ranging from \$2,500 to \$10,000 accrued during the first few weeks of operation. Altho the long-range weather prediction emanating from Washington predicted below normal temperatures for the month, and the seers in the industry forecast no immediate improvement, there is hope in the business experience gathered to date.

Show ops who have managed to work in a few hours of steady play on odd occasions report that spending appears to be good and optimistically predict pretty fair takes once they get operating on a full-time basis. The fact that some few patrons have braved the not unusual 45-degree temperatures together with wet lots is indicative of the continuing appeal of this type of entertainment.

Conditions Widespread

Orgs opening south of New York have been only a little better off than those preeming in New England and up-State New York. Units showing the New York State watershed area, and this apparently encompasses the entire State as well as adjoining areas depending upon cloud drift, have been faced with the added hazard of artificial rain, induced to fill New York City's drought-drained reservoirs. Rainfall has resulted from each of the rain-inducing attempts, altho scientists connected with the endeavor modestly refuse credit for the precipitation. On Monday of this week a rain-making attempt resulted in considerable water mixed with chilling sleet. Previously several inches of snow fell over a large area, blanketing several carnivals.

Persistently bad weather has resulted in many concessionaires stretching out their inactive winter periods by remaining in New York and other centers. With topcoats and raincoats the order of the day, the agents have been congratulating themselves at each week's end for having held on to another stipend of privilege money.

This situation is not expected to extend beyond this week-end. Come the first of May, action by one and all is needed. There is no money in idleness and winter bank rolls are short.

Crafts' Lowest Bid Per Capita Gets Sacram'to Midway

SACRAMENTO, April 29.—Orville N. Crafts' 20 Big Shows again will play the midway at California State Fair. The contract was awarded on the basis of past record and the bid of .11856 cents per capita of gate admissions. Other bids for the midway included Ferris Greater Shows, .1225 cents and Foley & Burk Shows, .085.

Other bids submitted for the 1950 fair, which last year pulled 698,235 persons, included on a per capita basis:

Candy floss, apples, etc., Larson Bros.' Catering Company, .0013 cent; cigars, cigarettes, Capital Cigars and Liquor Company, .0025; frozen custard, Mrs. Harry Taylor, .0035; fruit snow, Ralston Smith, .0045; guess your weight and age, M. (Whitey) Monette, .0015; hot dogs and beverages, Pacific Catering Company, .06542; ice cream, Lyle Cook, .0078; orange juice, Ralston Smith, .008, and popcorn and peanuts, Robert Megetarian, .003.

Other bids included: Novelties, jewelry and souvenirs, M. Whitey Monette, .0015; hot dogs and beverages, Western States Operations, .22,690; chuck wagon, Jack Frye, 12 per cent of gross; checking, John R. Jackson, .775; sign shop, Sam F. Flint, \$500 and 8 per cent of gross; strollers and wheelchairs, Anderson & Wilson, .123; barbecue stand, W. V. Willis, 17½ per cent of gross; church and charity food stands, 11 per cent of gross; seats and pads, Patco Products, 20 per cent of gross, and laminated cards and pictures, Terrell's Plastics, 20 per cent of gross.

Menands Debut Okay for Buck

MENANDS, N. Y., April 29.—Despite cold, rainy weather, O. C. Buck Shows opened Friday (21) here to a crowd of 3,000 after the scheduled bow Thursday (20) was rained out. Saturday (22) matinee drew 2,500 kids in the face of more cold weather, with a 9-cent ticket policy proving a success. All rides were in operation except the Silver Streak and Hi Ball, which will be added later.

Side Show line-up includes Whitey Sutton, manager; Wally Everedge, magic and pin cushion; Billy Palmer, tattoo artist; Annie Wigans, electric act; Muriel Andres, mentalist; Stewart Eckert, fire eater; Odel Hendrix, wire-haired boy; Margaret Eckert, blade box; Edward Wigans, clown juggler and anatomical wonder; Tommy Sauble, headless boy; and Esther Lester, annex. Kittie Sutton is emcee; George Coughlin and Albert Sutton, tickets, and Clarence Catlett and Whitey Sutton, talkers and front. Mr. and Mrs. Brownie Mainfisch have the Baby Show.

Concession roster is: Eddie Evans and son, James; Mr. and Mrs. Gus Westphal, Freddie Wombol, Mr. and Mrs. Al Anthony, Mr. and Mrs. John Minarik, Mrs. Marie Steck, Jack Day, L. (Specs) Davis, William Burgess and Charles Law.

Colville to United American

COLVILLE, Wash., April 29.—United American Shows will provide the midway at the American Legion Rodeo here June 3-4. Dates have been changed from June 10-11.

Strates Tabs Top Grosses At Wilm'ton

Draws First-In Cream

WILMINGTON, Del., April 29.—James E. Strates Shows got their first rainless opening day Monday (17) and drew enough customers as the first-in shows to top their former grosses here. The weather remained fair and warm thru Wednesday (19), with business on a par with opening day. On Thursday (20) occasional showers and a cold wave checked attendance and spending. Altho the weather remained cool during the last two days, business was good, with a children's matinee Saturday (22) getting big play. Concessionaires also reported good biz here after playing four days in Chester, Pa., to rain, snow and freezing temperatures.

Concessionaires Listed

Concession line-up includes Al and Inez Campbell, two ballgames; Flo Schiavo, fish pond; Joe Schiavo, balloon darts; Jack DeMarco, novelties; Ernest Dellabate, dart store; Jean Dellabate, palmistry; A. A. Barthe, goldfish bowls; Scottie Roberts, cigarette pitch; Walter Cox, pistol darts and two balloon darts; Ed Lazar, string game; Ed McTeague, teddy bears; Ed and Babe Ebsen, popcorn and cotton candy; Joseph DeCapio, popcorn, cotton candy and candy apples; Charles Miller, glass pitch; Frank Spina, fuzzy bears and pan game, and Russ Tossy, greyhound races.

Louis Strates, cigars and candy; Peter Demico, dart balloons; Pat Welch, agent; Fred LeReine, jewelry; Frances Fournier, penny pitch, pitch-till-you-win and dart game; Sam Applebaum, grocery wheel; Frank Camerota, glass pitch; Al Chesner, Santa Anita race track; Harry E. Miller, French fries; Dorothy Murray, glass pitch; Carl Parsons, grab stand; Bill Jones, bingo, managed by Peter Stamos; Rocco Merolette, age and scales; Hy Stein, photo gallery; office-owned custard, O. H. Karch, agent, and Leon and Costeas, cookhouse.

Kokomo Date Gives Baker United Org Good Opening Stand

KOKOMO, Ind., April 29.—Baker United Shows ran into a cold and rainy week-end following their season's debut to ideal weather here Friday (21). However, crowds continued big and spending was good.

Saturday's children's matinee, with Hopalong Cassidy roller skates as prizes and reduced ride prices, proved better than expected.

Org opened here with 12 rides but will reduce this by two when it hits the road. Dan Riley joined with his Animal Show and Ken Griffin with Illusions.

Concessionaires include Mr. and Mrs. White, cookhouse; Mr. and Mrs. Wilbur Farrell, digger and derby racer; Ben Dilmhoff, popcorn; Mr. and Mrs. Gilpin, pony ride; Vern Everett, photo gallery; Chet Pierce, Jean Natin, Henry Shapiro, Ray Temple; Ted Miller, boat ride; Marge Miller, Laral Turner, Wit Clark, W. Shuffelbarger, James Farrell, Ambrose Saur and W. Reed.

Schoonover Unit Maps 5,000-Mile Trek to Alaska

MARYSVILLE, Calif., April 29.—One of the longest jumps in carnival annals will be made by the B & B Alaska Shows when the org leaves here shortly on a 5,000-mile trek to Anchorage, Alaska, to open a 30-day stand June 16 under auspices of the Lions' Club there. The org is a unit of Bob Schoonover's California Shows.

The majority of personnel and all rides and shows will make the trip by car and truck up the Alcan Highway. A few are planning to go by ship or plane.

Org's contract for the midway at the Alaska Territorial Fair will mark the first appearance of an organized carnival at the five-year-old fair. Five other Lions' Club-sponsored dates are skedded in Alaska. A. E. Stein, of the Schoonover staff, booked the route.

Coleman Begins 32d Annual Trek

MIDDLETOWN, Conn., April 29.—Coleman Bros.' Shows launched their 32d season at the Washington Street lot Thursday (20). The 10-day stand, ending tonight, probably will be a winner despite some inclement weather. Good matinees were tabbed Saturday and Sunday (22-23).

Since the org winters here, the opening move was inconsequential and the nut for this stand correspondingly lower. Owner Dick Coleman had all equipment ready to go. Many of the Coleman units were kept in operation at indoor doings as far south as Baltimore during the winter.

The org is set for its usual route of New England and New York stands. Sol Solomon, high diver, is the free act.

Blue Grass Bow Tops '49 Gross

OWENSBORO, Ky., April 29.—Blue Grass Shows threw off their winter wraps here Friday (21) in the home town of Manager C. C. (Specs) Groscurth and despite cold weather, ride and show grosses topped 1949's opening figures.

Leo Ardeungo papered the town, and shows bowed following a complete overhaul job. Fred F. Bancroft had a new Side Show with new tops and banners. Eddie Greene opened his Girl, Monkey and Wild Life shows with new fronts. Bob and Myrtle Thomas had their new Arcade in the line-up and Harry Starbuck was on hand with popcorn.

Mrs. Groscurth is awaiting her new candy floss rig. Mr. and Mrs. Bud Davis were on hand with bingo and are awaiting delivery of a Bulgie the Whale ride. Russell Groscurth was set with his train, kiddie swings and photo gallery.

Charley Reynolds has Bob Parker's diggers here. Other conesh ops include Mr. and Mrs. L. Hatton, Sammy Craden and Coach Kasin.

Prell's Inks Port Jervis

PORT JERVIS, N. Y., April 29.—Prell's Broadway Shows have been signed to play the firemen's celebration here July 17-22, Capt. Charles Love announced.

Johnson Bill Sparks Fight; Loose Wording Draws Fire

(Continued from page 57)

flower Hotel, Washington, D. C., expressing their objections to the loose wording of the measure. He also urged that showmen contact members of the House committee or their congressmen and advise them of their objection to the bill in its present form.

Excerpts from Bye's written statement to the committee follow:

"First, allow me to state that my clients have always understood and have been led to believe, by press reports, by statements of members of Congress, and by reports of all proceedings involving these bills, that the real purpose of Congress was to prohibit the transportation of so-called 'slot machines,' in order to control and eliminate the activities of organized gambling, or gambling on a commercialized basis, whereby those operating such activities can, or might be able to exert undue influence politically or financially, or both, and who, because of the wide extent of their activities, and their influence, could not be controlled by the State, county or city law enforcing agencies. In other words, we believed, and still believe, that the real purpose of this legislation is to eliminate the so-called 'slot machine racket.'

"Unfortunately, as the proposed legislation is now written, the strict enforcement of the same, if passed, would seriously affect the business being operated by my clients and the conduct of the whole outdoor amusement and entertainment business for reasons, which I wish to now point out to you.

"You might . . . well ask why the outdoor show business, as it is conducted, is in any wise interested in or why it should be opposed to HR 3357 or Senate bill 3357. I trust that the following will properly set forth our position.

"Altho none of my clients, nor any one else engaged in the outdoor show business, is engaged in or connected with organized or commercial gambling, nor do they own or operate so-called 'slot machines' on any part of their business, the concessions which are operated by them might, because of the wording of the proposed legislation, be construed as 'gambling devices' as defined in the bills under consideration by your committee.

"A number of these concessions, which have been used at fairs and celebrations for decades, and with

which you are undoubtedly familiar, are machines, or mechanical devices, not, in the language of the bills 'designed or adapted for gambling,' but might at some time, under a strict interpretation of the definition, be considered designed for 'any use by which the user as a result of the application of any element of chance may become entitled to receive, directly or indirectly, anything of value.'

"To show how the law, as now written would apply to two of the games, I submit the following:

Fish Pond

"In this concession there are imitation fish floating around in water agitated by a motor. The player pays 10 cents to catch one of the fish with a hook on a small pole. This equipment is used so that the game is more attractive and entertaining to the public. On the bottom of the fish is a number, which entitles the player to a designated piece of merchandise.

"Element of chance—mechanical device—article of value received—under present wording is 'gambling device'—2 years in jail.

"Now instead of fish in water agitated by motion, use paper cut in form of fish. Player pays 10 cents for privilege of picking up one fish from a table on which the fish are placed. Same number—same prize—same player—same 10 cents—same element of chance—no mechanical device, so no violation.

Bingo

"Numbers are printed on celluloid balls in container which blows balls in air and operator selects one at a time. This device is used to insure the public that the operator has no chance to draw any desired number—player pays 10 cents per card—gets bingo—receives doll—element of chance—article of value received—mechanical device—violation—2 years in jail.

"Now numbers are written on pieces of paper and placed in hat and withdrawn by operator. Same player—same 10 cents—same winning card—same prize—same element of chance—no mechanical device, so no violation.

"Many of the concessions consist of machines, or mechanical devices, and we must admit that the player, as a result of some element of chance, may become entitled to receive an article of merchandise, which is a thing of value. Also, because of the nature of the outdoor show business, these concessions must necessarily be transported from State to State. Therefore, under the present wording of the proposed legislation, the concession operator, the show owner, the State or county fair board, the American Legion, the labor organization, the Chamber of Commerce, the church, or the sponsoring unit, could all be charged with a violation of this law and be subject to fine or imprisonment.

"To strictly comply with the law as now written, all these concessions, which have been operated in this country for decades, and which have become a part and parcel of the State fair, county fair or other celebration enjoyed by the public, would have to be discontinued, and as we have pointed out before, without them the outdoor show business cannot operate, and millions of dollars would be lost to business firms, wage earners, fairs, veterans' committees and the others. Surely this is not the intent of this legislation.

"We respectfully request that . . . suitable changes be made in this bill so that it . . . will not prohibit the farmer or his wife from attending the State fair, Legion carnival or church bazaar, paying 25 to 50 cents for the thrill of trying for a blanket or a toy panda to bring home to the children."

Dream Houses:

'50 Trailer Models Prove Last Word in Comfort and Design

CHICAGO, April 29. — Trailers, practically a must item insofar as folks in outdoor show business are concerned, are veritable dream houses, an inspection of 1950 models shows.

Pacemaker Trailer Company, Elkhart, Ind., has a new model, the Pacemaker Mobile Sleeper Unit, this year which can sleep 16 persons, and has two rest rooms and two showers. The unit features plenty of storage space.

A mobile business and home combined is the slogan of the Indian Trailer Corporation, Chicago, for its vendor trailer. Sixteen feet long and completely equipped for ice cream, hot dog, hamburger and popcorn concessions, the trailer is ideal for use at carnivals and beaches. Sleeper quarters are up front, with the rear opening up to reveal counters and a screened "short order" kitchen. The trailer was designed and engineered by H. L. Bartholomew, president.

The Indiana Trailer Co. also features a Dineola, a restaurant on wheels. It has a complete restaurant service and is equipped with the latest in stainless steel kitchen and soda fountain service. Trailer measures 33 feet long. Rear counter opens up for outside and curb service. Dineola comes completely furnished with everything from dishes to an automatic dishwasher.

Calumet Coach Company, Chicago, which makes many types of standard model trailers, builds a Crystal Coach. This is equipped with giant popping equipment, 120-gallon drink dispensers, 3,000-capacity ice cream bar coolers and hot dog steamers. Coach is 1½ feet by 12 feet, windows are of plexiglas, exterior is all aluminum, finished in white enamel. Interior lighting is fluorescent, has illuminated red roof corners, clearance lights built into roof ball corners, double vending windows on each side for servicing, supplied with popcorn equipment, counters etc.

The Calumet company also makes the Duple the Showman and the Popcorn Special.

The Buckingham Trailer Manufacturing Corporation, Chicago, features white enamel interior and exterior with attractive metal trim. Back wall is blue Tilex which makes for easy cleaning. Floor is covered with inlaid linoleum and work tables and service counter are equipped with Consoweld tops. Trailer body is 6½ feet by 12 feet. Height is 6 feet, 6 inches, while the over-all length is 14½ feet. Body is of heavy gauge aluminum.

Kitchen equipment includes combination ice box and refrigerator, grill, steam table, warmer over, and sink.

WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

STOP! READ! WIRE NOW!

LEAKSVILLE, N. C., JUNIOR C. C. SPRING FAIR, May 15-20; Bassett, Va., May 22-29. Lot in Heart of Town. All factories Working 24 Hours a Day. Rocky Mount, Va., May 29-June 3. Good as Bassett, Buena Vista, Va. One of the best. Lot in town. More Good Ones to Follow.

We hold exclusive signed contracts for West Virginia State Firemen's Convention. Biggest event in the State. Can place for season: Wheels, Razle, Skifles, Bingo, Ball Games, Scales, Photos, Diggers, Pitch-Till-U-Win, Hoopla, Floss, Custard, Low privilege to all Hanky Panks. Will place Side Show, Fun House or Walk-Thru, also one Flat Ride or Rolloplane.

Troy, N. C., this week; Thomasville, N. C., next week.
All wires to BEN WOLFE

KIRKWOOD SHOWS

WANT FOR Poughkeepsie, N. Y., FOLLOWED BY BEST ROUTE NEW YORK AND PENNSYLVANIA STILL DATES OF ANY SHOW IN EAST

RIDES: Want set Kiddie Rides or will book any single Kid Ride, good show for Little Dipper. Can place Tire, Whip, Cat or any Flat Rides. SHOWS: Owing to disappointment, want Side Show with or without equipment, I will frame show for right party. Can place Wild Life, Monkey Show, Glass House Motor Drome or any Novel Show with or without equipment. CONCESSIONS: Place Cook House, Grab French Fries, Frozen Custard, Novelties, Palmistry, Ball Games, Water joints, Hanky Panks of all kinds. No ex. Live and let live prices, \$25 a week. Want Pan Game, Rat Game Eight Color, P.C. Place good P.C. Dealers. Opening for few choice Wheels, Pin Store, Blower, Bowling Alley. HELP: Want Ridersmen who drive jams, Dancing for Wheel, Flying Scooter, useful Carnival Help, Girls for Earl Walsh's Paradise Revue, Foreman and Posing Show Girls. All address:

RALPH DECKER, Lodi, N. J., this week; then per route

MODERNISTIC SHOWS

WANTED

Ferris Wheel Foreman. Merry-Go-Round and other Ride Help. Can use Agents on Blum Joints. Man and Wife to take charge of Popcorn and Candy Apples. Can use Blum Concessions of all kinds for two units. Wanted—Shows with own equipment for 32 Unit, also Ferris Wheel or any other Rides. Can use two good seasonal Free Acts. Free gate—no gift.

JOHN KEELER

Camp Somerset, Winterquarters, Westover, Md. Address: General Delivery, Princess Ann, Md. P.S.: Clifford J. Carter, Fredrick Brisling, Seattle Rivers, contact at once.

PALMETTO EXPOSITION SHOWS

Greenville, S. C., May 1-6; Walhalla, S. C., May 8-13; Westminster, S. C., May 15-20. Can place legitimate Concessions of all kinds. Want Mini Camp with one reader, Clothes Pin Pitch, Heart Pitch, Glass Pitch, Bowling Alley, Custard, Guess Your Age, Dart, Lead Gallery or any Grand Concession. Can place Shows with own outfit. Rides—Can place Merry-Go-Round and Kiddie Rides. Also want Foreman for chairplane and Second Man for Ferris Wheel. This show has a proven route of all and fair dates, including the best 4th of July dates in this territory; then heading for the tobacco markets. Our fairs start immediately after the tobacco market closes. All replies to:

MILTON McNEACE, Greenville, S. C., this week; then per route.

Endy in Philly Bow; Staff Same as 1949

PHILADELPHIA, April 29.—Staff of Endy Bros.' Shows remains virtually the same as last season. Line-up of the org, which bowed here Thursday (20), includes: David B. Endy, owner; Louis A. Rice, general manager; Robert A. Kline, general agent; Vernon Korhn, secretary; Tommy Allen, lot man; Joe Rowan, assistant general agent and purchasing agent; Judson Sleifer, billposter, and Seymour Selar, concession manager.

Tom Bush is trainmaster; Enough Ratzle, sound system; Jack Hornsby, The Billboard sales agent and mailman; Edwin Yestedt, public relations, and Jim Zabarski, Diesel engineer.

W. Braden Succeeds Felmet

SAVANNAH, Tenn., April 29.—W. F. (Buddy) Braden, veteran outdoor showman, has been named business manager and legal adjuster for Royal Midwest Shows, Bill Harris, org's general manager, announced. Braden replaces Bob (Doc) Felmet.

Rest of the staff remains intact with Pat Brady, publicity; Robert Harris, special agent and ride superintendent; Allan Clinker, billposter and sound car; Dottie Harris, secretary and The Billboard sales agent, and Al Gray, assistant special agent.

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Here's Check Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra, brilliant, iridescent finish that wins top prizes every season anywhere. A jewel for dependable performance. 50" and 52" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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Shrunken Heads and Shrunken Bodies. Fish Oil, Devil Child, Two-Headed Baby, Dried Pigmy Bodies. Many other attractions. We sell the wonders of the world. Write for prices and descriptions.

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54 S. Grove St., Mesa, Ariz.

Wanted for 1950 Season

Merry-Go-Round and Ferris Wheel for large fun spot. Olcott Beach, N. Y., directly opposite beautiful park. More details contact

A. C. FOX

Olcott Beach, N. Y.

SHRINERS' JUBILEE FESTIVAL (Colored)

Wants Carnival with first class Attractions of all kinds week of May 29th-June 3rd inclusive. First in good date, good lot. Durham, North Carolina. Write or wire J. Fred Pratt, using address or phone number below.

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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Complete line of Trailer Parts and Accessories available at all times. Mail orders a specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

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WANTS WHEEL HELP

Jack Rushton, Mac McCarthy, J. Sullivan, Contact: JACK KRUTT, 616 M. Rush St., Chicago, Ill. Phone OBlaware 7-6700.

FORREST C. SWISHER

Can place Agent for Short Range Gallery, Experienced Man and Wife for Map Outfit. Agents over 30 years old and free to drive truck given preference, with Parade Shows, Fredonia, Kansas, May 1-4. Permanent address: Box 125, Caney, Kansas.

MIDWAY CONFAB

Buttons Grantham and wife, formerly of Royal American and Hennies Bros.' shows, arrived in Richmond, Va., World of Mirth quarters recently to rebuild and paint their Animal Circus and Life Show. Doc Crosby has been engaged to handle the life exhibit. Grantham's gorilla is expected to arrive soon for the Animal Show annex. . . . Curtis Bottomley, Louisville, visited Talla Smith and the Loter family, on King Bros.' Circus, when the show played Elizabethtown, Ky., April 22. . . . Frank Lynch is out of the hospital and back with Pioneer Shows.

Harry and Alice Hennies, owners of Hennies' Bros.' Shows, were hosts to the org's staff at a turkey dinner April 19 in Hot Springs. Guests included Mr. and Mrs. Paul Olsen, Mr. and Mrs. Cline Shuford, Mr. and Mrs. Al Kuns, Mr. and Mrs. Keith Chapman, Mr. and Mrs. Harry Weiss, William B. Naylor, Chester May, Jack Kaplan and Mr. and Mrs. Bob Putvis. Following the dinner, the entire party attended the season's opening baseball game between Hot Springs and Pine Bluff, Ark.

Visitors on Vivona Bros.' Amusement Shows lot during the Perth Amboy, N. J., date were Dick O'Brien and Eddie Rahn, James E. Strates Shows; A. E. Humphries, John James, Leo La Salle, Larry Benn, Eddie Hoffman, Matt Prall, Meyer Goldstein and Ted Williams, owner of the shows bearing his name. . . . Marty Brown, "The Royal Canadian Jag," is manager of Chick Allen's arcade, Boston, O.

Harry (Roxanna) Fink and George (Amber) West have booked their Jewel Box Casino and concessions on Jolly Time Shows for the season. . . . Lela McIntosh, the former Lela Houser, and son, Bobby, sailed recently for Germany to join Staff Sgt. Carl McIntosh, who is stationed near Stuttgart with the American occupation forces.

Clyde (Pappy) Graham, carnival agent, is at his home in Oklahoma City, after being confined in a local hospital for 18 months and undergoing three operations. He plans

to return to the road about July 1. . . . F. W. Miller has signed his "Parisienne Follies" with World of Pleasure Shows, while Johala Miller has booked a French Casino attraction with the same org.

Joe Sherman, concession booking agent of Philadelphia, renewed acquaintances with members of Endy Bros. Shows when the org played the Yellow Jacket Park show lot there. With Sherman were Maxwell Kane, business manager of the Morris Hannum Shows; Walter (Dubbles) Tyeski and Joe Baker.

. . . Joseph Lehr advises that he shipped four new-type, spot-the-spot stands to Buck Suter, on Peerless Celebration Amusements in Elkin, N. C., recently. . . . Mr. and Mrs. Wallace David, who retired from the road in 1942 after trouping with Lawrence Greater Shows, are in Tonganoxie, Kan., where they are building a home. . . . William Hagelman, Jensen Beach, Fla., concessionaire, booked his bottle game, add 'em up darts and spot-the-spot stand on Endy Bros.' Shows in Philadelphia. Hagelman also has a number of stores booked on Krause Amusements, playing Philadelphia lots.

Edward (Red) Horwitz has been named general manager and general agent for Avery's Modern Shows, succeeding the late Leslie Curtis. Horwitz is a brother of Vic Horwitz, former owner of the Motor State Shows. The Avery org is skedded to open May 1 at Howell, Mich. . . . Crafts 20 Big Shows, came in for publicity in the Los Angeles Examiner recently. Story was given over to winter quarters work. Eddie Murphy, an employee, was pictured touching up Merry-Go-Round horses.

Mr. and Mrs. Lloyd Kelley and son, Tommie, opened with Nessler's Shows in Flora, Ill., April 24. They have their novelties and penny pitch booked with the org. . . . Mr. and Mrs. Thomas Blackman and their children are with Mighty Page Shows where they are operating their own grind show, known as the Strangest Mother and Baby. . . . Krause Amusements, under manage-

JOHN FRANCIS SHOWS

WANT

WANT

FOR EAST ST. LOUIS, ILL., LIONS' CLUB PICNIC, MAY 4 TO 14

Ride Help who can drive Semi Trailers and stay sober. Can place a few more clean, legitimate Concessions.

ALL ADDRESS: JOHN FRANCIS, MGR., E. St. Louis, Ill.

(17th & Summit, Moose Lot) This is a White Celebration. At Liberty for 4th July Week for Northern Illinois or Wisconsin.

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WANTS

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Cookhouse, Cigarette Gallery, Fish Pond, Duck Pond, String Game, Bowling Alley, Balloon Darts or any Hunky Panks. Ride Help, Merry-Go-Round Foreman. Bill McCoy, please contact. For Sale: Super Roll-o-Plane. Also 25 k.w., D.C. Light Plant—\$300.00 takes it.

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GREATER RAINBOW SHOWS

30 CELEBRATIONS AND FAIRS IN NEBRASKA AND KANSAS

Want Concessions. Also First Class Girl Show, we have equipment. Good deal for other Shows.

FOR SALE

Allan Herschell ten car Kiddie Ride. Good canvas, motor, new clutch, priced to sell, \$300.00. Organ, beautiful panel front, best offer takes it. 80x20 Side Show, complete, new canvas, will sell or book on show.

Opening Superior, Neb., May 13; Winter Quarters, Ohio, Neb. Greater Rainbow Shows

LOREN LEACH

ROGER WARD

WANT RIDES

Opening 800-car Drive-In on popular Chest Lake, outskirts of Morgantown, W. Va. Drawing from 200,000 people. Would like to hear from Rides contractor interested bringing outfit here first week in June.

Write or wire C. R. MAPEL

c/o FIRST NATIONAL BANK

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WANT

SHOWS: Motordrome, Mickey Mouse, Snake, Monkey, Wild Life, Working World. Can use Side Show Acts. Will book Hunky Panks.

WIRE: Metropolis, Ill., this week; Carbondale, Ill., next week.

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ROY MARR

WANTS

One more Spot-the-Spot Agent. Man for Hit and Miss, Girl for Penny Pitch, also other Agents. Good Route. Junction City, Kan., this week; Leavenworth, Kan., next week. People who have worked for me before, write: ROY MARR, c/o 20th Century Shows, Junction City, Kansas, this week.

Want Rides, Concessions

American Legion 4th of July Celebration One Day or Longer. Contact:

G. D. SMITH

American Legion Post Marysville, Ohio Phone 7651

FLOYD O. KYLE SHOWS WANT AT ONCE

Second Man on Merry-Go-Round and Hit; must be able to cut it and stay sober. Bingo Counter Man. Will place a few choice Stock Stores: Cake Bolls, Fish Pond, Hit & Miss, etc. One of a kind. No Grift, no Gate. This is not a Louisiana epidemic, we move every week. Have Chairplans complete, in good operating condition. Will sell very reasonable or will trade for 50 kw. or larger Transformer, Ground Cable, etc., or what have you? All replies: FLOYD O. KYLE, Mgr., Albany, La., thru May 6.

BILL HARRIS

WANTS

Outside Man for SKILLO. Don Bishop, Little Mickey, wire—Dealers and Outside Men for Brooms—Doughboy Car, Pat McCarthy, wire c/o Royal Midwest Shows, Waverly, Tenn.

CARNIVAL WHEELS
PADDLE WHEELS
MERCHANDISE WHEELS
BIG SIX DICE WHEEL
LAYDOWN CLOTHS
DICE CAGES
CHUCK-A-LUCK
 Write for Catalog
CARDINAL MFG. CORP.
 Manufacturers of Carnival Wheels and Supplies
 435 KEAP STREET, BROOKLYN 11, N. Y.
 Evergreen 7-5927

INSURANCE
IDA E. COHEN
 175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

FOR SALE
 Taylor-Made Striker. New last season, complete with lights, fence and strike control. This is a combination Striker, uses baseball or track hammer.
BILL STOPHEL
 Care Lee Secht Shows, 3745 Kellogg Ave., Cincinnati, Ohio, this week; then as per route.

AGENTS WANTED
 For Age 1: Weight, Coke Joint, Striker and Hanky Pank.
BILL STOPHEL
 Care Lee Secht Shows, 3745 Kellogg Ave., Cincinnati, Ohio, this week; then as per route.

S. W. PORTH
WANTS
 Agents for Ball Games, Milk Bottles and Hit and Miss. James Barfield, Juanita Punch.
 S. W. PORTH, c/o A.C.A. IMPERIAL SHOWS
 Monroe, La., this week; Little Rock, Ark., next.

RAY WILLIAMS SHOWS, INC.

GRAND OPENING, MARION, O., May 9-14

Want Hanky Pank Joints—Ball Games, Cork Galleries, Short Range Gallery, Pitch-Tell-You-Win, etc. Middle Rides wanted. Ride Help—Want Rolloplane Man, Second Men on all Rides. Must be sober. Agents wanted—For Rolloplane, Swinger, Buckets and Count-Em-Up Store Agents.

This week, Box 1664, Detroit 31, Mich.; next week, Marion, Ohio.

WANT BILLPOSTER WITH TRANSPORTATION

TO JOIN IMMEDIATELY
SHAN BROS.' SHOWS
 ATHENS, GEORGIA, THIS WEEK

PENN JERSEY BAZAAR CO.

For Philadelphia and suburbs. No stacks, no unemployment, no depression. Come and set it. Will book Merry-Go-Round and any other Rides not conflicting with what we have. Can place Custard, good proposition, and all kinds of Hanky Pank. No X. General Concession Help to take care of Concessions, contact Dutch "Radio" Whitehead. Don't write, come on. All Address.

EMIL SOLOMON, MGR.

317 WALNUT STREET PHILADELPHIA, PA.
 Phone from 9 a.m. to 11 a.m.: Kinsley 5-5855

WANT FOR NUMBER 3 UNIT

PHILADELPHIA, PA. AND VICINITY

Grab, Popcorn and Apples, Custard, French Fries, Long and Short Galleries, Age and Weight, Fish or Duck Pond, Pitch to Win or any Hanky Pank; Help for Ferris Wheel, Merry-Go-Round, Terraplane. Experienced Men only. No drunks. Semi Drivers. All apply!

SAM TASSELL SHOWS

1829 WALNUT ST. PHONE GRANITE 2-5852 PHILADELPHIA, PA.

PLAYLAND SHOWS

Opening May 4th, 3 Mile Rd. and Harper, Detroit, Mich.

WANT **WANT** **WANT** **WANT**
 Rides—Loopster, Spitfire, Concessions—Arts and Crafts, Bumper, Coke Bottles, etc. Will carry only a Bank amount of Hanky Pank, \$25.00 privilege. Shows—Fun or Glass House, Grind Shows, low P.C. to office. Ride Help and Hanky Pank Agents. Mechanic who can take care of ten trucks, also handle Juice, Alice and Scotty, get in touch with Jimmy Gallagher.

JACK GALLAGHER

FIDLER UNITED SHOWS

WANT **WANT**

Shows with or without own equipment. Can place Ride Help on all Rides, especially for Caterpillar. Will book Stock Concessions of all kinds that work for 10¢.

SAM FIDLER, MGR.

Pekin, Ill., this week; Dixon, Ill., next week.

ment of Simon Krause and Meyer Duke, opened their season in Philadelphia recently, with a two-week stand at 53d Street and Kingsessing Avenue. . . . James Rapp, formerly with Majestic Greater and Dick's Greater shows, has signed as billposter with Ross Manning Shows for the season. . . . Gust Karras Greater Shows have completed plans to open their season May 4 at the Apple Blossom Festival, St. Joseph, Mo., May 4. . . . Jimmy Summers, concessionaire with World of Mirth Shows, is in General Hospital, Lynchburg, Va., and would like to read letters from friends.

Robert Allen, member of the National Showmen's Association, has been discharged from the hospital and is recuperating at his home. . . . Jessie Sandusky and Hugh Payne have joined Mr. and Mrs. Binger McKord on the Model Shows where they will operate the photo gallery. . . . Ethel Weinberg, on a recent visit to the No. 2 Unit of I & T Shows, enjoyed chats with Manager Phil Isser, Secretary Louis Scherer, Morris Brown, Harry Baum, Al Horowitz, Al Crane, Harold Levine, Jean Grey Torres and Ann Lager.

Mr. and Mrs. Nels Wells joined Twin City Shows with their palmistry booth at the org's opening stand in Unionville, Mo. . . . Curtis Murray left Tampa last week after taking in the new water show that Bob Lohmar and Norman Synrex have framed for presentation on Royal American Shows. . . . Jimmy and Ann Ackley have returned to the U. S. from Haiti, where they were with the Ross Manning Shows, and have joined the W. G. Wade Shows with their scale, age, set spindle and bumper concessions. . . . Ray (Screwball) Wallace has joined Carl J. Lauther's Side Show on American Exposition Shows. He's doing his magic and musical novelty turns.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

BATTLE CREEK, MICH., MAY 5-13

WANT Motordrome, Mechanical City, Glass House, Walk Thru, Animal, Fat Show and other attractions. Can place Photos, Ball Games, String Game, Hoopla, Darts and other concessions. Will book P.C. Stands if you have Hanky Panks.

WANT Rolloplane, Spitfire, Dark Ride and Train. A-1 Mechanic for trucks and ride motors; join on wire. Ride Help on all rides who can drive semis; top wages.

JOHN QUINN, Battle Creek, Mich.—Now

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

JOHNNY'S PLAYING THE PORTLAND STRAWBERRY FESTIVAL

Now playing Mt. Pleasant, Tenn., with Chauden downtown following. Featuring Capt. Shin Senger High Dive Act. Concessions: Popcorn, Floss, Candy Apple, Snowball, Carmel Corn, Pronto Pop, Custard, Short Range, Novelty, Coke Bottle, Fish Pond, Watch-La and Bumper. Shows: Glass or Funhouse, Penny Arcade, Hit, Quack, Fat with own equipment and transportation. Have two 20 by 40 Tons if you have something for inside. Rides: Have nine office owned. Need Rolloplane Foreman, Chairplane Foreman to join in three weeks. Must drive. No chasers, drunks or would-be foremen. All replies: **JOHN PORTMONT, Mgr., Mt. Pleasant, Tenn.**

Bohn & Son's United Shows

Want General Agent with own transportation. Want Shows with own equipment. Want Bingo capable of making two spots per week. Can use Hanky Panks of all kinds; privilege \$12.50.

FRENCHY BOULLIOUN please contact

Hollis Okla., this week.

J. A. GENTSCH SHOWS

WANTED **WANTED** **WANTED**

All Concessions that can stand prosperity and will throw stock. Useful Ride Help who can stay sober, must drive semi, Shows with own outfit, Glass House, Fun House, Snake Show, Situation, Five-in-One, Mechanical or any Grind Show for proven route in Indiana, Illinois, Kentucky and the best Fair in Mississippi. Notice to all committees in Illinois and Indiana, all our contracts will be filled in these States. Captain Jimmy Shaffer wants Girls for Girl Show who can dance; good pay if you can work. All replies:

J. A. GENTSCH, Clarkdale, Miss., this week; Mayfield, Ky., May 8 to 13.

STATE FAIR SHOWS

Can place for following Still Spots and Fairs: Norton, Kansas, May 1-6; Goodland, Kansas, 5-13; Ft. Morgan, Colo., 11-20; Greeley, Colo., 22-27; Denver, Colo., May 25-June 3. Celebrations and Fairs start Overney, Wyo., July 2-4; Oakley, Kansas, Fair; Scott City, Kansas, Fair; Akron, Colo., Fair; Burlington, Colo., Fair; Julesburg, Colo., Fair; Eads, Colo., Fair; Hugo, Colo., Fair; and others I am not at liberty to disclose at this time.

Will book neat Cook House that can and will cater to show people; privilege in tickets. Can place capable Tilt Foreman, also Second Man on Wheel. Will book Middle Ride; Clyde Johns, note. Will book Mechanical Show or any Grind Show, 25% in the office, or I will furnish top book any and all Hanky Panks, \$17.50 a week. This show carries five Major Rides, plus Kid Rides and Shows. Can place one Skillo Agent and two Count Store Agents, also Outside Man. Will always place capable Ride Men who can stay sober. Vick Dunn, wire. All wire **SCOTT LAMB AS PER ROUTE. NO PHONE CALLS.**

WANTS—NESSLER'S SHOW—WANTS

ALL FIRST-IN SPOTS—3 RIDES—36 CONCESSIONS—3 SHOWS.

Help—Tilt Foreman (Bob Herds, answer), also Second Men on all Rides; must drive Semi. Ball Game, Pan, Pea Pool, Over and Under; all office owned. Concessions—Nice Sit-Down Grab, String Game, Age and Scales or any Hanky Pank that work for stock. Rides: Split Fire, Octopus. Shows: Girl Show, Fun House, Monkey, 10-in-1, Motor Drome or any Show with own equipment. Wire—Phone—Write

B. NESSLER, Shelbyville, Ill., May 1 to 6; then per route

BURKHART SHOWS & AMUSEMENTS

Want Concessions that work for stock. Ride Help for 7 rides. We play all celebrations in Illinois. Havana, Ill., May 1 to 6, on streets. Abingdon Legion Celebration, May 8 to 13; Roadhouse on Streets, May 15 to 20. P.S.—No racket or gypsies.

RAFTERY SHOWS

CAN PLACE FOR

WINDSOR FIRE DEPT. CELE., week May 8; ASHOKH POLICE BENEFIT, week May 10; CHERRY POINT (Marine Pay Day), week May 22, another good one; then THE BIG ONE, JACKSONVILLE, All Fern Carolina. CONCESSIONS OF ALL KINDS. Agents for office-owned Count Store and Blower. SHOWS—Will furnish complete outfit for worth-while Shows, particularly want GIRL SHOW, SIDE SHOW, MECHANICAL SHOW and WILD LIFE. Will give exclusive to persons with two or more Kid Rides. Can place Ride Help on all Rides. No time to write. WIRE. Pay your own. Address: **MRS. CARRIE RAFTERY, Wallace, N. C., this week.**

Weather Causes Suffolk Rehash By Va. Greater

SUFFOLK, Va., April 29.—Opening their 1950 season in inclement weather, Virginia Greater Shows played an extra week at this stand, starting Saturday (23), hoping for better conditions.

A new light plant, comprising two 60-kilowatt Diesels mounted inside a trailer and two light towers mounted atop the trailer, arrived from Memphis in time for opening. Manager Rocco Masucci also has ordered four more light towers to be erected at each corner of the midway. Five more tractors recently were purchased from George Berman, Pottsville, Pa.

Show's roster includes Rocco Masucci, general manager; Mrs. Rocco Masucci, secretary-treasurer; William C. (Bill) Murray, general agent; Arthur Gibson, chief electrician; Bob Millikin, ride superintendent and transportation master; Fred Allen, head mechanic; Albert Rivers, front gate tickets; H. W. (Hap) Arnold, mailman and The Billboard sales agent and Sam (Sheriff) Mitchell, boss canvasser.

Concessionaires Listed

Concession line-up is cookhouse, Ronnie Prue, manager, assisted by Mrs. Ronnie Prue; bingo, Bob and June Coleman, operators; W. F. Linnell and W. C. Riley, countermen; pop corn and candy apples, Tony Buzzella; Mr. and Mrs. Bob Rubin, Mike Adams, Mr. and Mrs. Walter Wallberg, Mr. and Mrs. Ray Conway, Mr. and Mrs. Benjamin Monroe, Mr. and Mrs. H. W. Arnold; Mr. and Mrs. Harrison, palmistry booth. Mrs. Kay Augustino has the pan game, fish pond, penny pitch and pitch-till-you-win, with Blackie Boll, Ed Vance, Joe Milden and James Brummage as agents.

Rides and their crews are Kiddie Auto, Hoover Bryam, foreman; Train, Leo Matina, foreman; Merry-Go-Round, Jim Burgess, foreman; William Thomas, second man; Ferris Wheel, Bob Crawley, foreman, James Chaney, second man; Whip, James Bowser, foreman, Johnny Riley, second man; Rolloplane, Jim Thomas, foreman, and Chairplane, Tom Burgess, foreman.

Shows and personnel are Wild Life, Louis Augustino and William Prevost; Augustino and Prevost's Side Show, George Most, magic; Mike, Ike and Leo, midgets; Louis Augustino, inside lecturer; Charles Boyer, front tickets; Illusion Show, George Brown, manager; Parisian Nights, C. J. McDonner, manager, with Peggy McDonner and Betty Allen, dancers.

GIRLS

for Girl Show and Posing Show, also feature Stripper. Top salary. Ruth Henderson, Lorraine and Tangara, wire.

F. W. MILLER

World of Pleasure Shows, Battle Creek, Mich., May 3-13.

ROYAL MIDWEST SHOWS

Want for Washington, Indiana, May 4-13: Lead Gallery, Flap Pond, Glass Pitch, Mouse, Apples, Book Concessions, Buckets, Line-Up, Photo, Swinger. Wire:

ROXIE HARRIS
WAVERLY, TENN.

CARNIVAL WANTED

June, July, August
Large space available. Sponsored: American Legion and Fire Dept. Railroad siding to grounds.
FRANK C. STORAR—BYFD
Saden, Penna.

GIVE TO THE RUNYON CANCER FUND

Sparkle Plenty, But Vainly:

Granite State, Out Three Weeks, Still Shooting for First Red One

By Jim McHugh

PEEKSKILL, N. Y., April 29.—The sparkling Granite State Shows, buffeted by adverse weather in the three weeks they have been on tour, were counting on a week-end play to make their date, which ends here tonight, pay off.

Granite State, which derived its title from New Hampshire, the commonwealth in which its winter quarters are located together with several choice spots, made its first bid for stature and dollars in the carnival field about five years ago.

William (Bill) Muldoon, former cookhouse operator, added a Merry-Go-Round and Chairplane and declared himself in business. Fortified for the past three years by the presence of William B. Moore, business manager and owner of considerable show properties, the org rapidly acquired multiple units and its current eye-appealing qualities.

Opening April 8 in Manchester, N. H., the org gambled with the weather and lost. Last week in Poughkeepsie, N. Y., the weather again was a contributing factor to a poor engagement. Rain and cold here, still persistent towards week's end, curtailed the possibility of peak business.

An about-face will be executed after this stand when the org heads back to its familiar New England territory where, show execs say, they regain their status as a big show since competition is nil.

The show as presented here, and especially in view of its youth, is of creditable size. Rides are Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane, Tilt-a-Whirl, Comet, Chair-

plane, kiddie plane, auto and train. The Octopus was added this season. Shows are Low Alter's Side Show, Congo's Jungle Show, Monkey Speedway, Havana Revue and Palace of White Gardenias. Show fronts are attractive, as is all of the equipment, and there isn't a hungry look anywhere on the lot. The org makes its own power with two kw. Caterpillar Diesels added last season.

Muldoon said the show travels on about 35 motor units. Rolling stock is attractive. Each unit, including tractor and trailer, is spotless white with the title painted in brilliant colors to add all of the necessary brightness.

This season prices on major rides were cut from 25 to 20 cents. Gate admission is 14 cents and nine-cent kiddie matinees, with a bicycle giveaway, are staged weekly. In the few hours that favorable conditions have prevailed since the shows opened, indications are that spending will be all right with a break in the weather, Muldoon and Moore agreed.

About 55 concessions were on the lot. According to Moore a number of hanky panks are carried by the shows so that the midway is kept balanced in the event of a falling off in space sales.

Shows do a good billing job in town and on country routes under direction of Philip Rockwell. In this locality it meant vying with the Ringling show, but Granite State's bull dates were just as big.

Staffers, in addition to those mentioned, include Pat Hanlon, general agent; Fred Pleasby, Diesels and rides; George Masternon, ride assistant, and Bill Bushey, secretary.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Windfall, Va.,
April 29, 1950.

Dear Editor:

When we mention the famous midway slogan which appears in midway help wanted ads, "Salary no object," we do so with reverence. Over-shadowing the saw that follows, "Long, prosperous and pleasant tour guaranteed," the "no object" line represents the greatest words to ever pass over an ad proofreader's desk. The ad has a lot of appeal. Its half century of usage has brought both joy and sorrow to showmen's hearts. However, like everything else, it contradicts itself, because nobody objects to a salary, even tho the salary be no object.

Manager Pete Ballyhoo is one of our greatest salary objectors who makes it an object lesson to the new and rising midway generation. In order to get the nut, the ad, "Salary no object," is necessary. Otherwise the nut may hie himself to another midway where they use the word "pay." Operating under the "no object" plan has proved satisfactory to the bosses. This is the way it works. When we open in the spring the first two weeks are considered rehearsals with no salaries, or the dress rehearsals may last longer should our employees fail to learn the routines of setting up and tearing down. Nobody gets paid during the following two weeks as the no-object money earned goes to the office as payment on wardrobe that comprises coveralls that carry the shows' title and uniform caps carrying the shows' initials.

The above-mentioned four to five weeks mean nothing to our people as the season is yet young and they have everything good ahead of them. During the next two weeks we start banking money in the office wagon safe as our contracts call for a two-

week holdback. Before the season gets much further under way the holdback automatically becomes a bonus, which is payable at the end of the season. Then from the seventh week on all employees start getting out of hock to the office by working out the meal tickets advanced and berth rents that piled up while going thru rehearsal and holdback weeks. Any conservative employee who hasn't been fined for displeasing a foreman can be drawing his "no object" by late August or early September.

To protect those who have already put in their full 18 weeks of rehearsals, holdbacks, wardrobe and getting off the cuff, the 60 extra ad answers, who we had no jobs for, are allowed to work and travel with the show until somebody leaves. If and when such a golden opportunity arrives, the one who is on the nut the deepest for meal tickets and berths is given preference.

Today a guy who has been hanging around doing nothing but setting up rides and shows while waiting for a steady job for 14 years was awarded a "no object" contract. Beaming the good news to the guy, Pete Ballyhoo gave him an itemized statement of the amount he owed in the wagon. The first item was for \$1,000 in brass that was advanced during the years from 1937 to 1941, plus 25 cents per week for portage (the office charges portage even tho one sleeps on the flat cars) for the five years which amounted to \$70. From 1941 to 1950 the amount for meal tickets, portage, tobacco and soap came to \$3,500, which for the 14 years made a total of \$4,570, not a bad sum for a total stranger to owe a manager when especially the borrower did nothing but juggle pig iron. If that isn't salary with no object, somebody get me straightened out.

Sun Finally Shines On Happyland Org

PONTIAC, Mich., April 29.—The sun finally smiled on John F. Reid's Happyland Shows here Sunday (23), following three days of cold or rain. Org broke in a new lot on Telegraph Road near Huron Street, with room for only six rides.

Harold Lucas adds his Screwball at the next stand and W. O. King is rushing completion of his new Scooter, which is being built on two semis.

Org had 20 concessions here and will add more at Monroe, Mich., May 18. George Faucek joins there with his renovated Funhouse.

V. L. Dickey, assistant manager, is pinch-hitting as org's secretary, awaiting arrival of Ethel Stager from Miami. R. J. (Speed) Quick joined from Fort Myers, Fla., as electrician. Burt Lamson is expected from the South soon with his bingo. Concessionaires here included George Stravos, Frank and Al Slewinski, Bill Abrams, Frank McKay, Don Garner, Eddie Miller, Homer Woods and Paul D. Sprague.

Cold Fails To Hurt Drew Season Opener

ASHLAND, Ky., April 29.—James H. Drew Shows opened their season here Thursday (20) to a big gate despite cool weather.

Org debuted here with 8 rides, 4 shows, 30 concessions and an animal act as free attraction. Manager J. H. Drew Jr. announced signing for the midway at Cocke County Fair, Newport, Tenn.

In addition to Drew, staff includes Frank T. Griffith, assistant manager; Mrs. Eula Drew, office secretary and treasurer; Ben Dover, superintendent; Hayward Jones, chief electrician, and Thomas Niswander, mailman and The Billboard agent.

Visitors included Herb Shive, general agent for Lawrence Greater Shows; Hal F. Eifort, general agent, Gooding Amusement Company; Bill Burton, Harry's Greater Shows; Lloyd Green, Camden; Otis R. Williams, Cincinnati, and A. C. Hill.

Crafts Inks Midway At Beaumont, Calif.

BEAUMONT, Calif., April 29.—Crafts 20 Big Shows will, for the first time, provide midway attractions at the Beaumont Cherry Festival this year. Ken Baker, general co-ordinator of the annual, announced. Bobby Cohn represented Orville N. Crafts in signing the pact.

Fair's run has been extended one day for a total of four this year, Baker said. Friday (16) has been designated as Kid's Day and all children will be given free admission. A barbecue will be the feature Saturday, with closing day to be called Family Day.

Cold, Rain Hamper Vivona Jersey Biz

PERTH AMBOY, N. J., April 29.—Despite cool weather and the fact that one night was lost to rain, Vivona Bros.' Amusement Shows reported good business at their local stand, Monday-Saturday (17-22). Press agent Stanley Reed reported a big crowd opening night.

Reed said that a children's matinee Saturday (22) clicked. Two bicycles were given away. Local press gave shows much space and a number of pictures during the week.

Mt. Sterling Books Diamond

MOUNT STERLING, Ill., April 29.—Diamond Midway Shows have been booked for Appreciation Days sponsored by the local fire department, May 12 and 13. Proceeds will be used by the sponsor to purchase fire fighting equipment. Among features will be a demonstration by a new fire truck.

PLASTER

The best money can buy. With new glossy finish. Large assortment, 25c. Medium assortment, 12½c. See us first.

Superior Art

1637 St. Clair Ave., Cleveland, O.
Tel. Superior 10635
AL. NUTI, Mgr.

FOR SALE

12x18 Center Pan Game. Blue Top, Awnings and Bally. Used 4 weeks, \$180.00. 12x12 Center Grab. Blue Top, Awnings and close-in Curtains. White Masonite Panels and Counter. With Butane equipped 6 Unit Carry Coffee Maker, Griddle, French Fryer, etc., \$650.00.

H. A. MacEachern
801 E. GRAND HOT SPRINGS, ARK.

Graceland Greater Shows

15TH & BROADWAY, E. ST. LOUIS, ILL.
WANT
Foreman on all Rides. All reply: HARRY ALKON, Mgr., Broadview Hotel, East St. Louis, Ill., all this week, including Sunday.

CALIFORNIA SHOWS

DIXON, CALIF.

WANT FOR ALASKA TOUR

Agent for Six Car, must be capable. Vince McCarthy, contact at once. No collect wires.

FOR SALE PENNY ARCADE

With or without truck. Can be booked on show. Sideshow Talkers, Bally Acta. Contact JAKE SEALO AUGHTMON c/o Coleman Bros. Shows Berlin, Conn.

WANT Burdick's Greater Shows

Can place one Major Ride not conflicting. Place Shows of any kind. Hanky Panky Concessions, \$15.00. These people get in touch: Gene McGee, Brownie Cole, Buster Ellis, Tony Ray, Slim King, Leon McLendon, Eddie Hahn, Comanche, Texas, week May 1. Ira Burdick, Mgr., Mickie McDonald, Asst.

WANT CARNIVAL

For One Week Stand, first or second week of July, benefit American Legion. Contact:

H. L. DUNCAN
BOX 501 BELLS, TEXAS

HAGENSICK'S RIDES

Downtown Ashdown, Ark., May 1-6
Will place Bingo, Concessions, Rides and Shows not conflicting. No racket.

C. E. HAGENSICK

WANTED

Wheel Operator. \$5 Wk. to join at once. If you drink, don't answer this ad. Must be able to drive semi.

LONE STAR AMUSEMENTS
1761 Harrison Amarillo, Tex.
Phone 2-5733

WANTED AT ONCE SCALE AND AGE AGENTS

Must Be Live Wires
FOR SALE—20x40 TOP, complete with counter poles, side poles, sidewalls, bally stand, ticket box, etc., good condition, \$175.
W. SILVERBERG
Prest's Broadway Shows Fayetteville, N. C.

AT LIBERTY

COOKHOUSE

Want to book same on Good size Carnival. Can join immediately. 20x18, kitchen in semi.
GORDON MIDDLETON
Kansas City Coach House
11th & Broadway Kansas City, Mo.

Morris Hannum Shows

One of the Great Eastern Shows

HARRISBURG, PA., 21st and Greenwood Streets—Heart of Town—First-in, May 8 to 13. Followed by a Mammoth Centennial Jubilee Celebration, May 15 to 20.

on the Streets in a Suburb of Philadelphia.

THIS IS THE BIG ONE IN THIS AREA

Want Rides, Shows, Legitimate Games and Straight Sales.

All replies to West Chester, Pa., now.

PENN PREMIER SHOWS

worlds • cleanest • midway

CONCESSIONS—Can place Photos, Darts, Novelties, Floas, Basketball or any other legitimate Concessions. RIDES—Can place \$5 Wheel for duals. Good proposition. SHOWS—Want Arcade, Wild Life, Funhouse or Animal Show. Want worth-while Side Show Acts and Freaks to feature. William Parsall, Leo Palmer, contact Joe Hilton. Can place good Geek who understands his business. Lew "Blinky" Bernstein can place Agents on all Concessions. All mail and wires to
LLOYD D. SERFASS, Penn Premier Shows
Morrisville, Pa., this week; Port Jervis, N. Y., next week.

MAD CODY FLEMING

SOME BIGGER • NONE BETTER

WANT

General Agent who can book a 10-Ride Show. Few 10-Cent Grind Concessions. Bingo, Custard. Butler wants Agents for Ball Games. In market for Midget Animals. Cecil Rice will buy one more 25-foot Snake.

Address Mad Cody Fleming, Waycross, Ga., this week

CRESCENT AMUSEMENT CO. WANTS

Best route 5000 Dates, Arkansas, Missouri, Iowa, Minnesota, with 16 Fairs, 4 Celebrations starting July 1st.

CAN PLACE Hanky Panks that don't conflict, Bumper, String, Jewelry, Short Range, Custard or Ice Cream, Photos, Penny Arcade. RIDES—Will book for season Super Rolloplane or Looper, Little Dipper. RIDE HELP who can stay sober and drive semi trailers. Geo. Edwards (Colored) Gastonia, wire me.

BILLIE TIMBERLAKE wants for finest Side Show on any midway, all new double decked Banners, Side Show Acts, Freak to feature, Girl for Illustrations, Runt for Bally. (No annex.)

SHOWS—Will furnish top and banners for Snake Show Operator, Mechanical City; Thomas, wire. Colored Performers and Musicians. Come on: this is a percentage proposition. Any Pit or Platform Show that can get money. Ted Snyder wants Drome Side, Bar and Girl Riders. Dan Stewart wants Cookhouse Help. Committees in Iowa, we have open time in June and July. All Write L. C. McHENRY, Manager; JESS WRIGLEY, Gen. Agt., Crossett, Ark., this week.

PINE STATE SHOWS

WANTED FOR SUMTER, S. C.—MILLS WORKING GOOD

CONCESSIONS—Short Range Gallery, Age, Scales, Novelties, Duck Pond, Hoop-La, Pitch-Till Win, Six Cons. Good opening for set of Diggers, Coke Bottles, String Game, RIDES—Two Kiddie Rides, Tilt or Spitfire. SHOWS—Jig Show, Animal Show, Wild Life, Monkey Show, Girl Show. George Kleier wants Agents and head of Stores for Rattle, Slum Skillo and one Wheel Agent. Have exclusive Stores, one of a kind. Johnny Williams wants A-1 Nail Agent. Two more weeks in the Carolinas than Virginia.

All replies: Moncks Corner, S. C. JOHNNY J. CARUSO, Mgr.; EARL MILLER, Agent.

CAVALCADE OF FUN

"YOU CAN'T BEAT FUN"

Open Monroe Center, Ill., May 17-21. All Celebrations to follow.

WANT clean Stock Concessions. NO GRIFT—NO GYPSIES—NO FOOLING. RIDE HELP for all Rides. AGENTS FOR OFFICE CONCESSIONS. Drunks and chasers, don't waste our time. Winter quarters now opened at Monroe Center, Ill. ATTENTION! COMMITTEEMEN: Have one open week in July and three in August.

CLARK BIGGERS, MGR.

MONROE CENTER, ILL.

J. BIGGERS, SECY.

KIDDIE RIDES

Also MERRY-GO-ROUND, FERRIS WHEEL and CONCESSIONS.

Write—WIRE—Phone

TOMMY SACCO

283 N. Wabash, Chicago 1, Ill.

ANdover 3-6172

WANTED FOR REGGIE HOLLYWOOD KIDDIE PARK

Waverly Beach, Racine, Wis. PARK OPENS May 20th.

Will Make Good Deal to Right Parties.

Also—Have open a few more RIDES and CONCESSIONS for GARY, IND., PARK and SO. BEND, IND., KIDDIE PARK.

RIDE FOREMEN

Caterpillar Ride Foreman needed. Can also place Rolloplane and Merry-Go-Round Help. Can use capable Boss Carversman.

JAMES E. STRATES SHOWS

Binghamton, N. Y., this week

WANT WANT WANT

G. & B. RIDES

WANT Bingo, Grab, Bumper, String Game, Photo. All Concessions except Penny Pitch, Fish Pond, Glass Pitch open. WANT Shows—All open, Mason, W. Va., May 1-6; then Ripley, 8-13; then Spencer. Long season; all Celebrations. Contact

R. C. JACKSON

Evenings Only

4402 Fisher Ave. Parkersburg, W. Va.
Telephone 85752
Or GEO. BROAS, Mason City, W. Va.

O. C. BUCK SHOWS

WANT

A Girl Drome Rider. Can also use a Straight Rider. Wire

O. L. HAGEN, Mgr.

Schenectady, N. Y., this week; Ogdensburg, N. Y., next week.

ANDY ZANE

WANTS

GIRLS FOR GIRL SHOW

No Experience Necessary.
Top Salary and Free Transportation.
Opening May 3d to 13th.
Wire or Come On, Care
GARDEN STATE SHOW
Coplay, Pa.

VOGT'S SOUTHERN AMUSEMENT SHOWS

WANT

Reliable party for nicely framed Snake Show, Acts for Side Show, Wheel Foreman top salary, if you can produce. Also, Six-Down Grab, Bingo Counter Help. Good treatment, fair salary. Will book one Milt Camp, Hanky Panks not conflicting. What have you? Postwar privilege. White Black wants Skills and Count Show Agents. All replies to Menard, Texas, May 1-4; Winters, Texas, 6-13; Eastland, Texas, 15-20.

TWIN CITY SHOWS

Due to disappointment, can book Bingo. Want Concessions of all kinds. Want Manager for Athletic Show, Manager for Girl Show. McCarty, wire me. Harry McCallery, Texas adjuster.
Unionville, Mo., May 1-4; Marshall, Mo., May 5-15. Wire or write
SAM WELLS

SMITH AMUSEMENT CO. WANTS

Concessions—Photo, Custard, Milt Camp, Hanky Panks of all kinds, Bumper, Hoopla. Agents for Clothes Pin, Roll Down. Johnny Hays needs Nail Game Agent. Ferris Wheel Foreman who can drive Semi, sober. Man to take charge Snake Show, completely framed. Roland Smith, Texas Hotel, Fort Worth, Texas.

CAN PLACE BOWLING ALLEY AGENT

To join immediately.

HERMAN WEINER

c/o W. O. WADE SHOWS, Fort Wayne, Ind.

WANT IMMEDIATELY GIRLS! GIRLS!

Experience unnecessary for Dancing Show. Also Talker. All join on wire. A-1 salary and season's work.

JIMMIE JOHNSON

c/o HEART OF TEXAS SHOWS

Big Spring, Tex., this week

Littfield, Tex., next week.

Community Celebration!!!

Need additional Concessions. 3 days in July—21, 22, 23. No gambling, strictly clean.

Contact Geo. Doumas
GAYLORD, MICHIGAN

FOR SALE

6 Car Kiddie Auto Ride

\$500.00 Cash

CARL UTTER

BOX 275, ADENA, OHIO

Larry Nolan

CLOVIS, N. M., April 22.—Show made a 512-mile jump in here and opened to good business. Rain and cold weather, however, killed action until Friday night, when the weather warmed and a good crowd came on the lot. Now in its eighth week, the show has played to business above expectations in Arizona. New Mexico business, however, has been off. In three weeks the show moves into established Colorado territory.

George Smith joined recently as general agent. Visitors here included Glen Brunk, agent of the Heart of Texas Shows; Red Bishop, Victory Shows agent, and Benny Tess, road man for a Denver novelty company.

Staff includes Larry Nolan, owner-manager; M. Nolan, secretary and *The Billboard*; Lloyd Pittman, electrician; LeRoy Huffman, transportation.

Ride and show line-up: Merry-Go-Round, Bob Grimm, foreman; kiddie rides, Poncho Mendoza; miniature train, John Ayers; Ferris Wheel, Joe Corbin; Rolloplane, James Currigan; Octopus, John Ritter, owner; Side Show, Gary Kern; Girl Show, Mary Kern; *Looking at Life*, Jimmy Travis, and Monkey Island, John Kent. Show has eight towers built under the supervision of Joe Divino and an office-owned cookhouse with Tom Collins as chef.

Concessions: Bingo, M. Noland and LeRoy Huffman; diggers, Gwyn Russell and Charles Scott; photos, Lola Scott; nickel board and cigarette gallery, J. and Mae Harding and Minnie Merrick; roldown, Brownie Yeakle and John Steffins; skillo, Earl Wells and Frank Phillips; ham and bacon, Al Wells; razzle dazzle, Ralph Shafter, Sonny Freeman and Harry Miller; nail show, Curly Lowe, Dave Miller and John Mosley; mitt camp, T. and Helen Frank; over and under, Gus Hively; beat the dealer, Mrs. Dave Miller; pan game, Loren Morgan; bumper and darts, Mr. and Mrs. Anderson; Coke bottle and hoopla, Pete Strum; Derby Races, Van Horn; short range gallery, Betty Wells; BB shots, Eloisa Lowe; ball game, Mrs. Al Wells; jewelry and novelties, Glen Beal; popcorn, floss, high striker and country store, Joe Divino.

Eddie L. Wheeler

SHANNON, Ga., April 29. — Org played here this week.

Rides and foremen are: Ferris Wheel, Hedgel; Chairplane, Frank Anderson; Train, Mr. and Mrs. Johnson. Doc Carpenter has received a good assortment of snakes for his show. Harry Banta again is electrician and Eugene Thompson has sound car.

Concessionaires include Mr. and Mrs. Cecil Meredith, cookhouse; P. Venner, bingo; Mrs. Bob Ward, popcorn and snow; Mr. and Mrs. Ed Conklin, balloon darts and pitch till-you-win; Ollie Baucum, whiskey bottles; Ruby Banta, ball game; Mr. and Mrs. Eugene Thompson, pea pool; Mr. and Mrs. Duke Mitchell, duck pond, glass pitch, pan game; Mr. and Mrs. H. G. Stuber, tags; Mrs. Hedgel, shum spindle; Doris Burks, over-under seven; Bill Burks, sets; Charles Newby, fish pond; Mrs. Eddie Wheeler, jewelry; office-owned roldown, skillo and percentage.

Mrs. Jennie Baucum has arrived from home, as did Mrs. Eugene Scott and baby, Mrs. Bob Ward, and Mrs. Wheeler and baby. The writer was confined at home with an ear infection.—MRS. LOIS WHEELER.

J. A. Gentsch

STARKVILLE, Miss., April 29.—Org opened here Monday night to a good crowd. Visitors at Brookhaven, Miss., were Mr. and Mrs. L. Dayberry, Leonard Neil, Leonard Higgs; Mr. and Mrs. E. E. Farrow, owners of Wallace Bros.' Shows, and Forest Poole. About 1,200 children were on hand for the Kiddie matinee, Saturday (15), at McComb, Miss.

FROM THE LOTS

Gem City

EAST ST. LOUIS, Ill., April 29.—Org's 10-day pre-season stand at the Broadway and 12th Street lot resulted in good business. Spending was above average each Saturday and Sunday despite cool weather. Manager Tom Hickey was on hand to greet his many friends in this area. Mrs. Hickey and children, Tommy and Sally, motored from Quincy, Ill., to attend the opening.

General Agent W. E. (Bill) Snyder visited several days. Johnny Beem, general superintendent, made a five-day buying trip thru the South. All equipment is newly painted and in perfect condition. John Francis, owner, John Francis Shows, and his press agent, Sid Sidenberg, visited. Other visitors included Mr. and Mrs. Sydney Belmont, Harry Elkon, Cy Horowitz, James P. Murphy, Al Williams, Frank Grimm, Mr. and Mrs. Jack Lucas, Jack (Red) Donnelly, Pat Patterson; Frank Hanasaki and daughter, Swano; Peter (Red) Kelly, Euby Cobb, William (Slim) McCoy, Jack Baillie, Dave Prevost, Tommy Blinn, George Reagan and Elmer Barnwell.

Org moved to East End Playgrounds for a 10-day stay beginning Thursday (20).—DAVE CARROLL.

Gem City

EAST ST. LOUIS, Ill., April 29.—Org opened here April 8, coming in from Quincy, Ill. Biz has been good. Manager Tom Hickey entertained friends opening night. General Agent W. E. (Bill) Snyder also was on hand. Mrs. Hickey and son, Tommy, and daughter, Sally, motored from Quincy for the opening. Shows wind up their run here today and move to Belleville, Ill., for their official opening at Swansea Community Park May 1. A special line of paper is being posted by the John Choate Billposting Company.

Visitors included John Francis, Curley Vernon, Sidney Belmont, Mr. and Mrs. Jack Lucas, Sid Sidenberg, Euby Cobb, Peter (Red) Kelly, George Reagan, Harry Elkon, James P. Murphy, Cy Horowitz, Frank Grimm; Frank Hanasaki and daughter, Swano; Elmer Barnwell and Frank Barton.—DAVE CARROLL.

O. C. Buck

MENANDS, N. Y., April 29.—Roy F. Peugh arrived here in time to handle press and advance for the opening date after a tour thru New York and Vermont visiting fair committees for auto races. Clayton Campbell is handling the Monkey Speedway, which opened with a new top and banner front, and Clayton Jr. is operating the Funhouse.

Larry Newman and Steve Jankura joined with a cat rack. Visitors included Mr. and Mrs. Eddie Rahn, James E. Strates Shows, and Mr. and Mrs. Artie Pensonauk, King Reid Shows.

Virginia Greater

SUFFOLK, Va., April 29.—Visitors here included Sam Stallings, local postmaster; Dr. L. C. Briggs, Mr. and Mrs. Wallace Goodrich, Larry Briggs, Ralph Ely, Hugh Holland, Sheriff Frank Culpeper; Dr. Karl Frischkorn, of Norfolk, and Sgt. J. Fiser, of the State Highway Patrol.

New tops purchased this winter from Bill Sanders of American Tent & Awning Company, Norfolk, included one for the Merry-Go-Round and another for the cookhouse. Orange, blue, and silver are the predominating midway colors.

Vogt's Southern

GONZALES, Tex., April 29.—Stand here proved good for all. Johnnie Reed, ball game, has ordered a new house trailer. Org will again play at the Battle of Flowers, San Antonio, its third year there.—LOU PEASE.

Jollytime

COLUMBIA, Pa., April 29. — Org opened here April 21 to a big gate. It has five office-owned rides, two kiddie rides, Merry-Go-Round, Ferris Wheel and Chairplane. Personnel includes Wesley Price, owner-manager; Pop Tannison, ride superintendent; Bob Noland, electrician and foreman of kid rides; Steve Tannison, Merry-Go-Round foreman; Miller Tannison, wheel foreman, and Herbie DeHaven, Chairplane foreman.

Concession line-up includes Sam Serlen and Tom Marshall, cookhouse; Mrs. Grace Cole, bingo and duck pond; Little Helen, popcorn and candy apples; H. O. Edgar, cork gallery; Lester Welch, pea pool; Mr. and Mrs. C. H. Perry, custard; Mr. and Mrs. Fred Sassamon, French fries; Mr. and Mrs. D. A. Dorn, ball game and darts; George West, roly poly; Mrs. Sam Serlen, jewelry; Mark Cobe, photo; Little Polly, milk bottles; Carrol Lynn, penny pitch; Mr. and Mrs. Lee Ford, pan game; EH Tannison, big six; Mr. and Mrs. Shorty Cramer and son, string game and pitch-till-you-win; Mama Tannison, palmistry; Mr. and Mrs. Sordelet, glass pitch, bumpers; Virginia and Tony, short range; Nick Haborechack, high striker; Chris Palmer, candy floss. Also on the shows are Bill Emery and George West's Jewel Box Casino and Peggy Murphy. The writer is the mail and *The Billboard* sales agent.—LEE FORD.

Hiawatha

ALBION, Mich., April 29.—Shows, owned by Mr. and Mrs. Glen Wyble, opened here April 22. Rides include Ferris Wheel, Merry-Go-Round, Tilt-A-Whirl, Spitfire and Chairplane. Kiddie auto and airplane are owned by W. C. Hatcher, and kiddie train by C. R. Johnson. A Johnson has the Penny Arcade and Harry Free has the Monkey Show. A. G. Dellinger's bingo is managed by R. F. Mellor.

Concessionaires include Charles Phillips, six cat; May Powers, beat-the-dealer; Joe Saunders, ball game, balloon dart, sound car and billposter; Mr. Melick, popcorn and floss; the writer, watch-la; V. Miles, office-owned cookhouse; Joe Rackley, pan game and pea pool; Mrs. C. R. Johnson, jewelry; Mr. Miller, palmistry booth.

H. J. Utley is chief electrician and Joe Rackley is on the advance. Org moves on seven truck-trailer units.—R. F. MELLOR.

Dickson United

WYNNEWOOD, Okla., April 29.—Shows opened here to good business. Mr. and Mrs. Bryer joined with four concessions; Sam B. Wells has three, also sound truck; Mr. Pitts has two; Mrs. Flory, one. Mr. Flory is in charge of Kiddieland. Mr. and Mrs. George Young have corn game; Mr. and Mrs. Bud Stue, cookhouse; Mr. and Mrs. Nichols, three concessions and high striker; Mr. and Mrs. Johnson, two and Rocket ride; Rachel and Frank Mitchell, palmistry; Jean Dickson, Whirl Around; Mrs. H. B. Dickson is in charge of office. Mr. Adkins has the Ferris Wheel and is in charge of rides; Buck Cappell is transportation manager; Mr. Sisk has the Skyride. Org will tour Oklahoma, Arkansas, Missouri, Kansas and Texas. Sam B. Wells handles press, radio, sound truck and is *The Billboard* sales agent.—H. B. DICKSON.

J. A. Gentsch

GREENWOOD, Miss., April 29. — Shows arrived here from Oxford, Miss., where biz was good. Wednesday night was merchants' night. On April 22 a bicycle was given away at the matinee. Sonny and Myrna Gentsch, children of Mr. and Mrs. J. A. Gentsch, from Winona, Miss., visited org in Greenwood Monday night. Frank H. Owens is in the North on a business trip for the shows.

Lee Becht

CINCINNATI, April 29. — Org opened at the Spring Grove and Colerain avenues lot to good business Monday (17). Fair results were obtained thru Thursday (20). Lee Becht is owner-manager, with Mrs. Becht, secretary-treasurer.

Next stand will be the Kellogg Avenue lot (May 1-7), then to Chase and Virginia (8-14).

Mrs. Gladys Nelson celebrated her birthday Saturday (22), and received a Cozy Coach trailer from her husband, Roy.

Recent visitors were Nelson Breeze, of Nelson Breeze Amusement Rides; Bill Holt, of *The Billboard*, and Mary Gads, formerly with the Cole, Ringling and Pan American circuses.

Ronald Kunkemoeller, brother of Tom Baldrick, of the F. E. Gooding Amusement Company, is working darts for Bill Bailey.

Roster includes H. Lemon, Kiddie Swing, popcorn, cat rack and pitch-till-you-win; John and Minnie Taylor, cork gallery and balloon darts; Charles and Eleanor Points, glass pitch and duck pond; Charles Monjar, candy floss; Bill Stophel, guess-your-age and scales, and Harry Himes, electrician, who also has the over-12 stand.

Louis Abshire, milk bottles; Bill Bailey, box ball and darts; Blackie and Gladys Nelson, photo gallery; Big Boy Harding, Ferris Wheel; J. H. Hamlin and Louis Grey, Merry-Go-Round; W. H. Guen, kiddie autos; Charlie Mathews, Chairplane, and the writer who clowns uptown, is *The Billboard* sales agent and works concessions. Org moves on 10 tracks, 8 storage trailers and 7 house trailers.—C. (DUKE) PATTERSON.

Buterly

ST. JOHNS, Ariz., April 29.—Shows' local stand is under auspices of the Boy Scouts. Ramah and Grants, N. M., follow. New org owned and operated by Mrs. Robert Buterly, was formerly known as Honest Bob Shows, of Hastings, Neb. Winter quarters are in Phoenix, Ariz. Shows are headed for Colorado and Nebraska, where the Buterlys had shows and concessions on Ralph Collins Shows for 15 years. The writer, is general agent, and his wife has two concessions on the show.

Rides include Chuck Buterly's Merry-Go-Round with Raymond McGuffin as operator; Floyd Buterly, Mixup, miniature train and kiddie airplane ride. Wild Life and Snake shows are under management of Archie Ogg, who is also show's auditor. Charles C. Hale's Side Show joined from California. Mr. and Mrs. R. H. Smith are in charge of concessions among which are Chuck Buterly's scales; Mr. and Mrs. E. Nick's cookhouse; Mae and Frank Buterly, bingo; Yvonne Buterly, ball game; Clyde Davidson, ball game and cane rack; Buck Peavey, darts, and F. Louery, jewelry stand.

Shows opened at Springerville, Ariz., to good business. Mr. and Mrs. Leo Lovell have the candy floss and apples housed in their new combination trailer.—GEORGE ROUSE.

L. B. Lamb

FAYETTEVILLE, Tenn., April 29.—The 229-mile jump in here from Alexander City, Ala., was made in good time, with Roy Varner's photo gallery being the first on the lot. Andrew Knight has the trucks in good shape. The Merry-Go-Round was the last truck in, but it was ready to operate three hours after hitting the lot. Weather has been only fair.

Mr. and Mrs. Ross Sinderson have been in Indianola, Ia., for the past two weeks because of the illness of Sinderson's mother. There are several shows within a 30 mile radius and there have been plenty of visitors. Most of them came from Johnnie's United Shows. The "Florida Flames Review" and "Nightly in Dixie" minstrel are top money getters. Kiddie matinees have been holding up well.—ERNE MURRAY.

DUMONT SHOWS**WANT**

SIDE SHOW MANAGER WITH PEOPLE FOR
COMPLETE SIDE SHOW

Tyrone, Pa., May 1-6;

Altoona, Pa., May 8-13.

ALL ADDRESS

LOU RILEY, Mgr.

VETERANS' UNITED SHOWS

WORTHINGTON, MINN.

LAST CALL LAST CALL

Opening May 6th, Worthington, Minn.

Those contracted, please verify. We have a good route for independent shows of all kinds with own equipment. Concessions: Can use a few more Hanky Panks that do not conflict, and also need useful Concession Help. Ride Help: Foreman for Ferris Wheel and Octopus. Top wages. Second Men on all rides. NO MITT CAMPS AND NO PHONE CALLS PLEASE.

JONES UNITED SHOWS**WANT**

Opening Wednesday, May 10th,
Moberg, South Dakota

For a good route of 2 and 3 day Celebrations and Fairs—South Dakota, North Dakota, Wyoming, Colorado. Second Man on Wheel. Red Bladell, come on. Foreman and Second Man for Chairplane. Want one more Show. What have you? Ferris Wheel Show. Can place following concessions: Novelties, Bumper, Air-Scapes, Coke Bottles, Slum Spindles, Slum Blowers. No racket or Cynicals or drunks. Write or wire at once to BOX 481, JONES UNITED SHOWS, Moberg, So. Dak. For sale: 30 new Hill & Miss Cars, never used, first \$35.00.

JACK'S GREATER SHOWS

Have for Sale No. 5 Hill Ferris Wheel, in perfect condition, with ticket box, motor and trailer complete, \$3,500. Have Eight-Tub Octopus, in perfect condition, with trailer, \$4,000. Can be seen in operation on show. Can place Slum Concessions of all kind. No exclusive, no sale. All wires to

FRANK HARRISON
Pineville, N. C.

MONROE HOGE WANTS

Agents for Skillo, Roll Down and Line-Up Store. Only Stores on Show. Stir Hunter, Red Downs, Earl Livingston, Joe Carroll, Bob Parker, Herman Wain, Buster Kiley; also Boys to up and down joints. Come on to Corbin, Ky.

BE'S OLD RELIABLE SHOWS

P.S.: No ups and downs.

COOKHOUSE AT LIBERTY

Have thirty-foot up-to-date Trailer. Will pass all health inspection. Will book on medium size show. Can join at once.

MAXIE GLENN

Hotel Noel Nashville, Tenn.

WANTED**HIGH FREE ACT**

Start May 8. Address Tyrone, Pa.

DUMONT SHOWS

WANTED

Join at once account of disappointment—A-1 Side Show Talker, thoroughly experienced. Work hour on and off, percentage, meals. (DRUNKS, save my time as you won't last.)

CARL J. LAUTHER
AMERICAN EXPOSITION SHOWS
Week May 8th, Chaffert, Pa.; week May 15th, Washington, Pa.

PICNICS, FAIRS, CELEBRATIONS

Sponsoring Committees, Get in Touch With Us.

Arkansas—Missouri—Kansas—Oklahoma.

Want—Can use a few Concessions not conflicting with what we have. Will book any Show or Ride not conflicting. Will buy one Hill Ferris Wheel or book one for the season. Geo. Penny Pitch Buddy, contact Luther Nichols at once.

DICKSON UNITED SHOWS

Davis, Okla., this week; then headed north

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

Want Shows. Any show except Girl. Committee money plus tax from tickets.

CONCESSIONS—Hanky Panks only. \$22.50 per spot.

Columbus, Indiana, May 6 thru 13, 10th and Wilson Sts.

Wire Greensburg, Indiana, this week.

Percell's

PIONEER SHOWS
high class midway attractions

MAY 8 TO 13, TOWANDA, PA.

STRONG AUSPICES—NORTHEASTERN PENNSYLVANIA'S BEST SHOW TOWN
WANT LEGITIMATE CONCESSIONS—Novelties, Arcade, Jewelry, Photos, Hanky Panks.

SHOWS of merit. Funhouse with own equipment, 20 per cent.
FOR SALE—20x30 Show Top, 20x20 Marquee, Loop-a-Plane.

WANT Ride Help: no phoney. Answer by Western Union.

MICKEY PERCELL Corning, N. Y., this week.

WALLACE & MURRAY
SHOWS

Featuring ZACCHINI CANNON ACT

Playing Industrial pay-roll cities and a string of 14 Fairs, starting August 1 and ending Armistice week.

WANT Girl Show Manager who can furnish girls and wardrobe. Want Motordrome with or without transportation. Want Funhouse, Wild Life or any other non-conflicting Shows. Can use Half and Half with wardrobe for annex attraction. Also want Working Acts. Will book Train Ride for season, very liberal proposition. WANT CONCESSIONS—Custard, Age and Scales, Photos, Hi-Striker, Jewelry, French Fries, Balloon Darts, Ball Games, Long and Short Range Gallery and any other legitimate Concessions. Good opening for Diggers. Pinky Compton, Iron Lung worker, contact Earl Baker.

AL WALLACE, Mgr.—BEN BRAUNSTEIN, Bus. Mgr.
This week, Lincolnton, N. C.; next week, Marion, Va.

TIP-TOP SHOWS

WANT a limited amount of Concessions to support a 6 Ride Show. SLUM STORES, DARTS, GOLD FISH, STRIKER, MUG, PONDS, GALLERIES, etc. Will not book more than 15 in all. IN TOWN LOTS—NO GATE—NO FLATS OR DRUNKS TOLERATED. We have a fine celebration route, weekly parades and fireworks. WANT Man and Wife to take complete charge of small Cookhouse. If you are capable, will put you in business. WANT Bingo Counter Men, also Roll-a-Plane Help who can drive semi. Will book Train, Pony, or any Punk Ride.

R. V. "DICK" NEUGENT

128 HURON STREET

PHONE 4-8255

SYRACUSE, NEW YORK

HOME STATE SHOWS WANT

For Opening May 5, Huron, S. D.—9 Days

Concessions—Bowling Alley, Fish Pond, Ball Games, Novelties. Buddy Larsen wants Countermen for Bingo. Ride Help, Second Men who can drive. Show Electrician to join at once.

HOME STATE SHOWS

STATE FAIR GROUNDS

HURON, SOUTH DAKOTA

EDDIE HACKETT WANTS

PERCENTAGE DEALERS

Curly Cowart, come on; Don, with me last year, come on.

Must stay sober. Wire

HENNIES BROS.' SHOWS, May 4 to 14, Oklahoma City, Okla.

CARPENTER BROS.' SHOWS

Opening St. Marys, Ohio, May 19th thru 27th, Armed Forces Celebration, sponsored by Am. Vets, National Guards, Am. Legion and V.F.W.

Want Hanky Panks of all kinds, Age and Weight, Cork Gallery, Ball Games, Pitch Till You Win, Candy Apples, Floss, Popcorn, one Mitt Camp. Want Help in all departments. Contact **NORMAN CARPENTER**, Mendon, Ohio

NORMAN C. WOLF

FOR MY POWERFUL
MARIJUANA EXPOSE

Capable Talker to assist me. Strippers, Models, former girls, wire. Talkers, Pitchmen, Canvasmen for two shows. All people to join Fort Wayne, Indiana.

NORMAN C. WOLF

Gen. Del., Fort Wayne, Ind.

P.S.—People in New Orleans, contact Don Kay, Rio Theatre, 316 St. Charles.

**WANTED
MERRY-GO-ROUND**

For Community Event in
Central South Carolina,
May 17 and 18.

Call or Wire

BRADHAM & CO.

Piedmont Bldg., Greensboro, North Carolina
Phone 3-4331

DEL-MAR SHOWS

6 RIDES—ONE SHOW

Washingtonville, Ohio, May 8-13

On the Streets

Can place Bingo and a few more Concessions. Write or wire

This week, DEL-MAR SHOWS, West Bridgewater, Pa.

P.S.: Teddy Cole, contact.

WANTED

Legitimate Concessions and Rides for Street Fair on July 3d and 4th, only one around here at this time. Expected crowd 17,000 to 20,000. Concessions limited to one of a kind. Sponsored by Gosport Lions' Club.

Contact

OTIS DUMMING
MORTIMER M. KING
Gosport, Indiana

**#2 MOUND CITY SHOWS
CAN PLACE**

A few more Stock Concessions, Ball Games, any clean Show, Merry-Go-Round and Wheel Help. Write or come to Lutesville, Mo.

Opening Saturday, May 6.

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

HAWKEYE STATE SHOWS

Have some open dates after July 4. Opening May 7, Linville, Mo.; then Cairnville, Mo., May 15-20; Gilman City, Mo., May 22-27.

Want Concessions and Shows not conflicting. Also Agents and Ride Help. Also No. 1 Man for new Ell 8. Contact

Doc Witthaus as per route

**WANTED
GOOD, CLEAN CARNIVAL**

Maximum number of Rides—Optional dates—Last weeks in June or July.
DR. J. L. SKULE, GRAND KNIGHT
Knights of Columbus, St. Paul, Minnesota

CLUB ACTIVITIES

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs

HOT SPRINGS, Ark., April 29.—One of the largest crowds of the season attended the last official meeting Thursday night (20). President Harry W. Hennies presided, with Vice-President Pat Ford, Treasurer, Clayton Holt and Secretary Clint Shuford assisting. The treasurer presented a strong financial statement. Clubrooms will be closed about May 3, the night Hennies Bros. Shows denote all midway proceeds to equip the new building of the Hot Springs Boys' Club.

New members elected to the club were Richard Dooley, George Tausk, Jacob Kohn, Arthur and Edward Barlick, Mickey Epstein, Art Samish, Jack Knott and Otto Frank Phillips. Members attending their first meeting in some time included Max Goodman, Don Remington, Eddie Raser, Sam Glickman, Bobbie Wicks, Harry Hunter, Harry Weiss, Jack Franklin, Chester Mays, Tom Fuzzell, Bob Sugar and Joe Strauss, many of whom were accompanied by their wives.

"Hit the road" party Saturday (22), put on by the auxiliary, was a big night for everybody. Over 250 members and friends were on hand for card playing, buffet supper and dancing. Caroline Holt was chairman, with Mrs. Charles Goss in charge of door tickets. Elsie Powell decorated the tables and Alice Hennies and Vivian Zimbar handled the kitchen.

National Showmen's Association 1564 Broadway, New York

NEW YORK, April 29.—Season's last regular meeting was held Wednesday (26), when welcome was extended President Emeritus George A. Hamid, who recently returned from a two-month Mediterranean trip. President Jack Perry, also ordered by his doctor to remain at home for a few days, attended and conducted a general meeting of members in the governors room, assisted by secretary Phil Isser. Also on the dais were counselor Max Hofmann, Dr. Jacob Cohen and Fred C. Murray, chaplain.

Hamid gave a talk on the highlights of his combined business and

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 29.—Past President J. C. McCaffery was in the chair at the regular meeting. A minute's silence was observed in memory of the late Harry J. Burke.

Back after long absences were M. J. Doolan, Herb Dotten, Dwight Pepple, Donald McLaren and, George McBeath. League members will be guests of Cole Bros. Circus May 2.

Mr. and Mrs. Jack Weiner off to join Prell's Broadway Shows. Al Rossman and Chick Schloss off for the Royal American Shows at Memphis. A. J. Spruill will join the Imperial Exposition this year.

Secretary Joe Streibich reminded members that a gold life membership card will be presented any member recruiting 50 members by November 27, 1950. Ned Toril, chairman of the Ways and Means Committee, requested prompt answer to letters he is sending the membership.

Ladies' Auxiliary

President M. Filograsso was in the chair at the regular meeting, assisted by Lillian Glick, Carmen Horan, Pat Seery and Elsie Miller. Edith Streibich read the invocation. Billie Wasserman, Mae Taylor, Blanche Latino and Jeannette Wall were reported ill. The death of Della Beasley, mother of Bernice Doolan, was reported.

Summer activities will include the usual award books. Co-Chairman Carmen Horan announced she is still picking up discarded clothing for the rummage sale.

Dolly Young, chairman of the membership committee, sent in 12 applications for membership. These will be acted upon at the final meeting of the season, May 4. Included were Edna Florence Mayer, Geraldine Gaughn, Melvena N. Mellen, Edith E. Arner, Barbara Jones, Lynn E. Greco, Mrs. Irene Beaty, Sally Rand, Doris T. Whitmore, Marjorie M. Leahy, Doris Coulston, and Mrs. V. Weaver.

pleasure trip. Vice-president Joseph A. McKee was unable to attend. James E. Strates made a special trip to attend the meeting.

Executive Secretary Ethel Weinberg and Mr. and Mrs. Jack Perry, visited Palisades Amusement Park during opening week and were welcomed by Co-Owner Jack Rosenthal, Park Superintendent Joseph McKee and Manager Anna Halpin. Herman Cohen, who was ill for a few weeks, is back in circulation. Frank C. Miller is still at the Harkness Pavilion, New York, and Charles Wertheimer remains at Peter Brigham Hospital, Boston.

Recent visitors included Max Miller, Herman Moskowitz, Philip Kaplan, Babe Harris, Michael Centanni, Sol Eichen, Harry Heller, Joseph Milana, Ben Gross, David Solomon, John Weisman, Ben Merson, Morris Batalsky, Herman Malek, Morris Gustow, Emanuel Silver, Edward McKee and Harry Levine.

FROM THE LOTS

Twin City

UNIONVILLE, Mo., April 29.—Org opened a week's engagement here today. Owners-managers are Sam Wells and George Crable. Shows have Merry-Go-Round, Ferris Wheel, Octopus, midget autos, two kiddie rides and pony track. Bob Wells has recovered from a recent eye operation.

Concessionaires include Buger Saunders, pan game; James Saunders, over and under; Mr. and Mrs. Whitey Nielsen, swingers; Mr. and Mrs. Huff, buckets and set stand; Marvin Crable, popcorn; Mr. and Mrs. Harry Mawally, slum spindle; Mr. and Mrs. J. Culver, cotton candy, snow cones and candy apples; Gean Joplin, bingo, fish pond and darts; William Elliott, short range gallery; Mr. and Mrs. Fred Wells, diggers; J. W. Wade, photos.

Mr. and Mrs. Fred Hill have the Side Show; Emil Netzer, midget autos; Fred Lehr, ponies; Frank Kenyon, pea pool; Tillie Crable, beat the dealer; Mr. and Mrs. Tander, cookhouse. Rides are Ferris Wheel, Jelly Saunders, foreman; Octopus, Bobbie Deering; Merry-Go-Round, Walter Crable, and kiddie rides, Walter Wittlock. Jimmie Steen is ride superintendent.—TILLIE CRABLE.

Midway of Mirth

LOUISIANA, Mo., April 29.—Cold and rainy weather hurt shows here. Lucky Thomas's show continues popular, as does Jack Rogers' educational exhibit. The Merry-Go-Round leads the rides. Helen Wherry's hit and miss ball game is doing well.

James Rogers handles the transportation chores. Frank X. Lavell is lot superintendent and The Billboard sales agent. George Barrett and daughter, Betty, have the bingo stand. Mr. and Mrs. C. Quall, with their baby son, Wayne, joined to work the diggers. Morris Simmons has a new derby concession, with Thomas Pierson handling milk. Owner Esther Speroni has about recovered from a lengthy illness and is on the lot nightly.—ROSE DAVIS.

Endy Bros.

PHILADELPHIA, April 29.—Cold weather greeted org at its opening at Yellow Jacket Field here. Josh Kitchens joined with his animal circus. Other shows include Murry's Motordrome; Mabelle Kldir, Seandates of 1950 Revue; Fathead Williams Harlem Revue; J. M. Pastor's Slide Show.

Dave Cambell has a dark ride; Millie Crist, Art Show; W. O'Grady, Latin Revue. Pastor's Snake Show and Maybelle's Unborn Show also are here. Mr. and Mrs. Elmer Shoemaker have the cookhouse and grab stand; Hazel Zabraski, popcorn; Joe Muchano, potatoes, and Ed Yestedt, custard.

Heart of Texas

ABILENE, Tex., April 29.—This org day and dated Dailey Bros. Circus here April 22 and Ben Davenport, Harry Craig, Harley Sadler, Joe Baker, O. C. Blas, C. C. Smith and B. McDonald were "in conference" all day. A spirit of co-operation was in evidence altho both shows were featuring a cannon act. No paper was touched and both orgs had an excellent showing. Press and radio gave equal space. Abilene was a tip-top spot from an office standpoint and indications were that the circus also was doing business.—JACK DONALD.

John McKee

POPLAR BLUFF, Mo., April 29.—Org opened here to good business after working in three weeks of rain and cold. Charles S. Reed, advance agent, has moved ahead of the show to line up additional fairs and celebrations.

Crystal Expo

VALDOSTA, Ga., April 29.—Org opened here April 22, under auspices of the Valdosta Boys Club to good business. Walter Bunts is owner-manager, and Mrs. Lucille Bunts, secretary. Ben Mottie has charge of the Crystal diner. Bill Porter, legal adjuster, has six concessions. Shorty Fordham is ride superintendent and electrician.

H. Anderson has the Tilt-a-Whirl; Scooty Carr, Merry-Go-Round; Henry Newberry, Ferris Wheel; C. P. Joyner, Octopus; John Freeman, kiddie rides. Glen Clendinning is here with a new custard stand. He is also mailman and The Billboard sales agent. The writer has the banners, and B. Webb the paper.—LEONA WEBB.

Page Bros.

RUSSELLVILLE, Ky., April 29.—Business was good here this week. Russell Thompson, Motordrome rider, fell while giving a performance Tuesday night and was bruised. Fred Chastean joined as special agent at Gallatin, Tenn. Org has been contracted to play inside of Camp Campbell week of May 29, sponsored by the Recreation Club there. Thurston Apple is repainting his kiddie rides. Jack Reader has built a ring for his Athletic Show.

Motor State

DETROIT, April 29.—Stand in Convention Hall here was a highly successful one. Owner J. J. Frederick brought in the Merry-Go-Round from the Maryland Shows, giving shows two of them for the date.

Shows, which played the date in 1949, have been booked for the 1951 celebration.—R. J. SCHMIDT.

Winter Quarters

Veterans United

WORTHINGTON, Minn., April 29.—Owners McDonald and Carroll returned two weeks ago from North Tonawanda, N. Y., with their new Merry-Go-Round. Mr. and Mrs. Jack McDonald and Mrs. Charles Carroll spent last week-end in Minneapolis on a combined business and pleasure trip. Org opens May 6 at Worthington for eight days. Rides and equipment are being repaired and repainted. A new popcorn trailer, and Funhouse were purchased. Jack McDonald and Billie Pappas left to pick up the Funhouse.

Personnel contracted include Paul Ebersole, bingo and jewelry; Bob Evans, diggers and corks; Bob Roedi, skyfighters, floss and pennants; Charlie Snyder, photos and short range; Happy Hooper's Arcade; Otis Porterfield, country store and glass pitch; Florence Cameron, mitt camp; Bill Pappas, clothespin, rattle and buckets; Rough-house Kelly, Athletic Show. Recent visitors here were Harriet and Mac Mathews, Paul Ebersole and Jerry Ramsey.

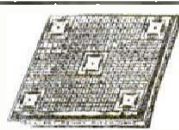
Ferris Greater Inked Again by Fresno Fair

FRESNO, Calif., April 29.—Ferris Greater Shows, headed by Rose and Larry Ferris, has been signed to play the midway at the Fresno District Fair here, September 30-October 8. Ferris was high bidder with 12½ cents per capita attendance.

The fall date will mark the first time this show has played the event. In 1948 Crafts' Expositions Shows were on the midway and last year West Coast Shows played the date.

Crafts bid 9.7 cents for the 1950 run while West Coast increased its 1949 figure from a 9 plus to 10½ cents.

Last year the Fresno event pulled 177,000 patrons.



Size 48x48", With 8 Jack Pins, \$52.00.

PENNY PITCH GAMES

Size 48x48", Price \$42.50.
Size 48x48", Price \$42.50.
With 1 Jack Pin, \$52.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-18-20-24- and 30-number wheels. Price\$27.50

BINGO GAMES

75-Player Bingo, Complete\$4.00
100-Player Bingo, Complete\$6.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

114-122 W. Illinois St. CHICAGO, ILL.

HARRY CRAIG WANTS FOR HEART OF TEXAS SHOWS

FEATURING THE GREAT WILDO, HUMAN PROJECTILE SHOT FROM CANNON
RIDES: Will book Little Dipper, Octopus, Prezel, Screw-Ball, Caterpillar, Rolloplane, Train, Boat, and Ride not conflicting.

SHOWS: Will book Illusion, Unicorn, Freak Animal, Maze Funhouse, Fat Girl, Midget (Theme Day, Alpha Wagon, contact), Grand Shows, contact. Can use Side Show Acts, Musicians for Minstrel, Manager and Talent for Athletic Show.

CONCESSIONS: Want Bingo, Cookhouse, Arcade, Diggers, Popcorn, Snow, Derby, Glass Pitch, Fish Pond, Hunky Park, etc.

WANT HELP AND AGENTS: Always glad to hear from good ride men who drive; use Wives on Tickets or Concessions. Want Tilt Foreman. Agents, contact. Want Line Up Agents with Crew, also Bowling Alley Agent. Want Mechanic with tools.

ADDRESS: HARRY CRAIG, MGR., Big Springs, Tex., this week.

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

900 E. 9TH ST.

(Phone: Harrison 4867)

KANSAS CITY 4, MO.

WANTED BILL HARRIS CURLY THOMAS WALTER MILLER

Get in touch with
F. A. (WHITEY) WOODS
5931 So. Arlesian Ave.
Chicago 29, Ill.

HENRY H. HETH

Wants all Agents contracted to answer this call. Simon, answer. Can place additional Agents.

FOR SALE

Roll-O-Plane, complete with Truck and 2-Wheel Trailer, first \$1500.00 cash takes it. Ride can be seen in operation on L. J. Heth Shows in Birmingham, Ala.

All Replies:
3123 N. 20th Place, North Birmingham, Ala.

CARNIVAL WANTED

3 Day August Standing
Benefit American Legion. Contact
J. R. BOWER
Monroeville, Indiana, immediately.

WANTED AT ONCE

A-1 Tilt Foreman, must be sober and capable. Also Murrey-Co-Round, Foreman. Semi Men on all Rides, must drive. CALL OR WRITE:

GUST KARRAS GREATER SHOWS
124 SO. 6TH ST. ST. JOSEPH, MO.
PHONE 2-1427

BLUE GRASS SHOWS

NOW BOOKING
SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

WANTED FOR TOMATO FESTIVAL

Aug. 31-Sept. 1-2
Rides, Concessions, etc.
JOHN CORCORAN, Ridge Farm, Ill.

WANT

To book small Carnival for all season to play all our spots in Wisconsin and Illinois. All our spots are sponsored. Also will book 3 or 4 independent Rides and Concessions of all kinds for other spots. Book now. Address:
INDEPENDENT AMUSEMENT BOOKING CO.
Mukwonago, Wis. Phone 372

WANTED

All Ghan Shrine Temple, Cumberland, Maryland, desires to obtain Kiddie Rides in connection with an outdoor carnival to be held on August 2, 3, 4 and 5. Owners of such Kiddie Rides as a Merry-Go-Round, Ferris Wheel, etc., or the like interested in bringing their Rides to Cumberland, communicate with W. E. LANDEFIELD, 709 Bedford St., Cumberland, Maryland, stating what is offered.

**WANT CARNIVAL
FOR FREE FAIR AND KY. HOMECOMING**
Held on the streets, July 19, 20, 21 and 22. Sponsored by Merchants, Businessmen and the Lions Club. Writer **HARRY WHITEFIELD**, Chairman, Morganfield, Ky.

General All Around Man

For small unit. One with mechanical and carpentry ability. Must operate wheel and drive tractor. Answer by letter, stating qualifications. Salary \$75.00; every Monday.

Kay Amusement Company
2756 N. 44th St. Philadelphia 31, Penna.

AVAILABLE

Completely new enclosed Baseball Park for Carnivals, Circuses, Shows, etc., while professional club in on the road, and for Nivally or individual Acts while the club is at home. Will rent or engage on percentage basis. I want good, high-class entertainment. Unless your show is the best, do not apply. Good dates June through September. Write **CHARLES W. HECK**, Box 1641, Lima, Ohio.

FOR RENT

Caroline Beach, N. C., Concession Stands suitable for Lunch, Arcade, Snowball Games, etc. Capital amusements. Only five stands left. Rents reduced \$300.00 season. Contact immediately.

SIDNEY ABRAMS
Conway, S. C.

LIONS' CELEBRATION

12th Year, Charlestown, Indiana
RUMBLE RIDES
JUNE 19 THRU 24, 1950
For Concessions, write
BOX 353, CHARLESTOWN, IND.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANTED

50TH ANNIVERSARY CELEBRATION—CATHOLIC BOYS' CLUB

Week of May 8-13, 67th & Dick's Avenue, WEST PHILADELPHIA, PENNA.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds.

SHOWS: One or two Grind Shows with or without transportation.

RIDES: Roll-O-Plane or any other ride not conflicting. Can place experienced Whip Foreman.

All replies to **JOHN H. MARKS**

This Week, Chester, Pa.; Next Week, Philadelphia, Pa.

MAGIC EMPIRE SHOWS

FEATURING FEARLESS GREGG, CANNON ACT, SHOOTING MEN OVER
FERRIS WHEELS, AS FREE ACT

WANT

Cookhouse (exclusive); Blackie Wilson, answer. Want legitimate Concessions of all kinds except Bingo, Popcorn, Floss and Apples. Want Novelties (exclusive), Cork Gallery, Basket Ball, Ball Games, Bottles and Cats. Want Show with own equipment and transportation, especially Girl Shows, Posing, Monkey Show, Snake Show, Fun House, Unborn, Midgets, Rodeo, Minstrel. Want Kiddie Rides, Spitfire, Rolloplane or any non-conflicting Rides with own transportation. (Bus McClannahan, answer). Want Motordrome, special deal to same. We have fifteen Fairs and best Still Dates in Indiana and Ohio. All address:

A. SPHEERIS, Mgr.

(Charlotte Street Lot) Nashville, Tenn., this week; then as per route.

F. M. SUTTON SR. Presents

GULF COAST SHOWS

Due to disappointment will sell Exclusive on Diggers, Custard and Milt Camp. Want Ball Racks, Fish Pond, Bowling Alley, Pitch-Tilt-You-Win, Cigarette Shooting Gallery, High Striker, Balloon Darts, any Stock Stores. Can place Tilt, Octopus, Roll-a-Whirl. Will furnish Tents and Fronts for Shows

ADDRESS: **F. M. SUTTON SR., MGR.**

Poplar Bluff, Mo., May 1-6; Paragould, Ark., May 8-13.

PEPPERS ALL STATE SHOWS

Want Concessions—Pea Pool, Candy Floss, Candy Apples, High Striker, 6-Cat, Sium Blower, Bumper, Balloon Dart, Duck Pond. Wanted—Girl Agents for Ball Games.

Want Ride Help. Can use a few more A-1, sober Ride Men. Must drive semis. Want Bingo Callers. Must be able to drive. Want Girl Show, not less than 3 Girls and must have own equipment. Good territory through Iowa and Minnesota. Want Man and Wife to operate Funhouse. Good proposition. All replies to:

FRANK W. PEPPERS, Benton, Ark., this week.

THOMAS JOYLAND SHOWS

WANT

SHOWS—Snake, Illusion, Tan-In-One, Monkey, Wild Life, Unborn, Fat Shows, Glass House, Arcade, Iron Lung. RIDES—Roll-a-Plane, Roll-a-Whirl, Little Dipper. CONCESSIONS—Cigarette Gallery, Glass Pitch, Bumper, Huckle Buck, Add-Em-Darts, Popcorn, Jewelry, Novelties, Coca-Cola, Photos, Hoop-La, Basket Ball. Can place Over-Twelve Agents, also String Game Agents. Wire:

L. I. THOMAS, Mgr.

EAST RAINELLE, W. VA., THIS WEEK

ROYAL BLUE SHOWS

WANT

WANT

WANT

Concessions—Hoop-La, String Games, Long Range, any Hanky Panks that do not conflict. Rides—Want Flat Ride for 8 good Fairs. Shows—Want Monkey Show, Freak or Tan-In-One, any good Show. Free Act—Want good Free Act; Silver Conders, contact. For a good season, get with us, we have real show people, a clean show and a good route. Write or wire:

D. W. CATER, Gen. Mgr.

Chesapeake, W. Va., this week; then per route.

GEM CITY SHOWS

WANT

Can use a few more Legitimate Merchandise Concessions. Can place good Hanky Pank Agents for office Concessions. Can always use good, capable Ride Help. Prefer those who can drive Semis. (Incidentally, all trucks in A-1 condition.)

ALL REPLIES: THOMAS D. HICKEY, Mgr.

Belleville, Ill., May 1 thru 7; Quincy, Ill., May 9 thru 14.

WANT TO BUY FOR CASH

ONE BALLS CONSOLES

Parker Distributing Co.

311 8th Ave., South, Nashville, Tenn.
Phone: 4-6194

FOR SALE

'Sambo Rambo' Hanky Pank, works for 10¢, sure winner on any midway. Framed 14x14 new Tent used 4 weeks, complete with stock consisting of Plaster and Bronze Horses, ready to set up and operate, price \$168.00. 1 AC or Battery-Operated Sound System used 1 week. Record Player built on unit, cost \$225.00, sell for \$125.00. New Print 16mm, 7 reel sound on film feature "Jungle Siren". Make offer.

RAY BROWN

520 MAIN ST. CHARLESTOWN, IND.

M. A. SRADER SHOWS

Will book any Ride that does not conflict. Good proposition for Shows with own equipment. Will furnish a Top and Front for anyone with a worthwhile Show. Can place Balloon Dart, Cigarette Gallery, Sling, Age and Scales, Boh Morgom can place Grind Store Agent.

Dodge City, Kan., until the 6th; then Guyman, Okla., May 8.

WANT AGENTS

Buckets, Hanky Panks and a Griddle Man. Leonard, come on.

JACK THOMAS

BRODBECK & SCHRATER SHOWS
Spearmen, Texas, this week; McPherson, 7-12.

WANTED

A clean Carnival, no flats or too many shows, with at least 8 or 10 Rides for Carrollton, Mo., Fall Festival on Sept. 13-14. To be on 3 blocks of our public square. Plenty of people will be here. We have a permanent built stage, would like to have show supply 3 Free Acts, we would pay for out of percentage if price is right. Write:

BILL KOLMEYER
CARROLLTON, MO.

FREE ACT WANTED

Free Act for Lions and Legion
Homecoming Carnival

2 Acts nightly, Aug. 24-25 and 25th. Quote kind of act and prices.

L. O. FRANKS, Chairman
JEROMESVILLE, OHIO

SIDE SHOW

People, Freaks and Working Acts. BOSTON, Mass., Revere Beach Bldg.; OLD ORCHARD, Maine, Beach Bldg.; NEW HAVEN, Conn., Rock Beach Bldg.; NEW ENGLAND (under top) dates. No false promises, your pay is sure. State lowest salary or no answers. Mail to: O'Brien Side Show Bldg., Revere Beach, Mass. Wire or phone until May 7th, O'Brien, President Hotel, N.Y.C. (Room 247).

CARNIVAL WANTED

For Fourth of July Week Celebration sponsored by Lions Club. Must be good, snappy outfit. Town near Niagara Falls, N.Y. Write:

HARRY H. BETTS
P.O. BOX 314 YOUNGSTOWN, N. Y.

MOLLY'S GREATER SHOWS

Last call. Opening in May. Free Act, 3-in-1, Snake, Monkey Shows. X on Ball Games, Grind Stores of all kinds.

M. YORK

80 Revere St. Portland, Maine

PENNY ARCADE FOR SALE

100 Machines, all in good working order; A-1 top, Semi-Truck and Trailer. Can be seen in operation. Will sacrifice, \$4,000.00. Write to:

BOX D-365

THE BILLBOARD, CINCINNATI 23, OHIO

WANTED

Count Stars and Skille Agents.

H. N. (FOOTS) REEVES

Dalhart, Tex., c/o Victory Exposition Show

John and Henry North Inherited Ability To Run Ringling-Barnum

(Continued from page 71)

John, attended Yale from which he was graduated with honors in 1933.

Henry Joins John

After a world tour Henry joined his Uncle John in 1934 to help in the management of his affairs. In 1936 he went to Marion, Ind., to learn the newspaper business under a friendly publisher, David B. Lindsey. After six months as a printer's devil he spurned the lure of higher wages to enter the Cincinnati office of *The Billboard* to get back into show business. In 1937 he joined John in Sarasota and in the fall was made vice-president of the circus. His tenure lasted only as long as his brother's, but again in 1947 when John regained power Henry was re-elected to the vice-presidency and named assistant to the president.

Henry went to work on the circus during summer vacations when he was 17. He started as a ticket counter on a trunk at the main entrance and earned \$17 a week. In 1923 he was promoted to full-fledged ticket taker.

Served With OSS

Henry was granted a commission in the Naval Reserve and called to duty in January, 1943. In April, after special training, he was sent to North Africa where he was assigned to the Secret Intelligence Branch of OSS. He participated in the invasions of Sicily and Italy and the invasion of Normandy. He was placed on the inactive list in 1945 with the rank of lieutenant. He received the Silver Star for action during the Italian campaign.

The Norths make a fine team. Henry is always on hand to fill in during John's many absences. The latter, like his Uncle John, is a boulevardier. For the past several years he has spent nearly all of each winter in Europe scouting talent for the Big Show. His choices, for the most part, have been excellent and many have been of such caliber that they remained in featured spots for two or more years—an extremely high rating to achieve around the Ringling show.

Sex Appeal Added

When John first took over the production of the program he created a major heresy by the injection of liberal amounts of Broadway lavishness which at times overshadowed the traditional circus format. To create new interest for the fathers in the audience he added large, but not unwholesome, amounts of sex appeal.

Old timers were shocked and critical of this flaunting of tradition and predicted that new presentation and its originator would soon pass into oblivion. They were wrong, of course, and the show went on to earn record grosses and acclaim. While the old guard, schooled under his Uncle John, was retained, John invaded Broadway to secure top-bracket producers, designers, choreographers and composers.

Equipment Improved

All of the emphasis has not been placed on the performance. The physical equipment has been constantly improved, principally thru the ingenious devising of Art Concello, general manager, inventor of the portable grandstands and the new aluminum ring curbs. The bulky, almost unruly massiveness of the Big Show under canvas, can only continue to be controlled by astute engineering. The Norths are well fortified with competent executive personnel and problems, big or small, disintegrate before their concerted efforts.

John has been married and divorced twice. He has no children.

Henry has a son, John Ringling North II.

The Big Show has long reigned supreme in the circus world. That it has even survived is largely due to John. The title, is believed by many to be one of the most valuable pieces of show property extant. It will likely remain so with the Norths in charge.

Glenn Ireton Appointed To D. C. Sesqui Post

NEW YORK, April 29.—Glenn Ireton has been named director of the special events section of the government subsidized Sesquicentennial celebration here.

Ireton is a well-known publicist in the outdoor and indoor show business fields, having handled flack and promotion for carnivals, fairs and motion pictures.

Collier Sets Frolics Acts

BOSTON, April 29.—A contract recently was inked by Salisbury Frolics, New England night club, appointing Jaco Collier, manager of the George A. Hamid booking agency here, the club's exclusive booker, this year. The Frolics plans to bring in name attractions during the spot's 11-week run starting about June 28.

CLYDE BEATTY

(Continued from page 72)

Bernie Griggs is back again after his accident. Tom Plank is ahead of the show on merchants tickets.

Blaine Young entertained the Side Show personnel at a dinner while the show was in San Diego and Alex Linton hosted members at a Chinese dinner. Jerry Lewis is becoming quite an acrobat during the comedy table number. S. and Ria Etheridge have entertained friends all thru the area.

Recent visitors included Mrs. Al Moss and son, Mrs. Pat Graham and her three children, Wade and Madge Zumwalt, Leonard and Virginia Karsh, John Sipco and Clarence and Dorothy Pemington. — LAURENCE CROSS.

HAMID-MORTON

(Continued from page 72)

he is doing everything from butcher to prop hand. Bumpy Anthony worked in clown alley in Washington and had a grand time renewing acquaintances. The writer visited with Doc Lamar on the Johnny J. Jones org. Jack Banta has shed the dark glasses and his eye is much better. Sandy Dobritch and Sherry Sumner were on the sick list. Many of the younger members of our unit are enjoying a week's vacation since they aren't allowed to work in Washington. Slim Collins and Lillian Angel celebrated their birthdays the same day in Harrisburg, Pa. Visitors included Candy Dixon, Happy the Clown and Arthur McCledd. — BILLY HUDSON.

Dog Obit Provides Riverside Flack

AGAWAM, Mass., April 29.—Owner-Manager Edward J. Carroll, of Riverside Park here, scored heavily in the local press recently when he announced that Jimmy, a dog which made the park its home, would be buried in a custom-made casket at the funspot entrance with a grave marker.

The 13-year-old pooch had been brought to the park daily by an employee and finally settled here. He was chosen "Dog of the Year" in 1945 by the local SPCA. Publicity Director Harry Storin, of Riverside Park, called Jimmy an asset to the funspot.

Exhibitors Plan for Eastern States Expo

WEST SPRINGFIELD, Mass., April 29.—Executives of 25 farm machinery and equipment firms which exhibit in the Eastern States Exposition met here Thursday (27) to discuss problems and suggestions for the 1950 event, to be held September 17-23.

With George Bernst, superintendent of concessions and outdoor machinery, presiding, guests welcomed by General Manager Charles A. Nash included A. G. Cochran, Somersworth, N. H.; C. G. Winters, Windsor Locks, Conn.; C. N. Arnold, Syracuse; Robert D. Davis, Holyoke, Mass.; A. E. Sigrist, Syracuse; Tom Pratt, York, Pa.; L. H. Litchfield, Boston; Kenneth M. Dennehy and Charles Works, both of Putnam, Conn.

Others present were R. J. Grazier, Batavia, N. Y.; W. W. Parker, Agawam, Mass.; Ralph U. Starr, Auburn, Mass.; Eric M. Spafford, Syracuse; William Sullivan, Springfield, Mass.; Earl A. Getman, Shortsville, N. Y.; Charles Tator, West Springfield; C. J. Reilly and John Armstrong, both of Brooklyn; C. W. Whitehouse, Fairless, Vt.; E. F. Redson, West Springfield, and Bruce Craine.

At the next meeting of the group exhibitors will be present to make final plans for their exhibits.

Gilmore Midgets Bow May 4 To Lower Admission Prices

LOS ANGELES, April 29.—With the 1950 midget race season set to start at Gilmore Stadium here May 4, Gene Doyle, stadium manager, has announced a cut in admission prices.

Adult prices have been cut to \$1, including tax. A special new price range for teen-agers, strongest boosters for the races, also is being established. This will permit high school and junior high school students to enter for 50 cents, including tax. Children under 12 will be charged 25 cents.

Gilmore's quarter-mile track has been reconditioned and the lighting system improved for the season.

ROGERS BROS.

(Continued from page 72)

fractured spine in a recent fall, is expected to return to the show soon. The parade in Jackson, Ala., drew big crowds and plenty of publicity. Zeke Lamont has new clown wardrobe. Mr. and Mrs. Harry Shell left for a few weeks' vacation at their home in Missouri. Harry played trumpet in the band while his wife had the track reserve seat box. The Aerial Christensen stopped off after finishing the Birmingham Chamber of Commerce Circus, reporting a good date. They were en route to Princeton, Ind.

Phil and Zee Streit are promoting the Chattanooga date. They motored over to Murfreesboro, Tenn., to say hello. Show day and dated Royal Crown Shows for the second time this season in Nashville. Bob Fisher and party caught the opening matinee. All four shows in Nashville were capacity. Corky Frazier and Rattlemore Davis are on the sick list.

Johnny Walker runs the snow cone and candy apple stands. Chickie O'Donald's good dog act was added to the performance in Murfreesboro. Chuck Sateja visited and shot several rolls of color film. — GEORGE HUBLER.

POLACK BROS.

(Continued from page 72)

show's office and the Ethel Robinson office.

Cleo Fleet is here for the summer. Bob Seyfer, CFA, and family visited. Bill Green, show's press agent, was called to Detroit because of his mother's illness. Terry Peers and the writer were godparents at the christening of Courtney Harrison, daughter of Clyde Harrison.

Charter members of the Gourmet Club and other guests were entertained by Mike and June Koculik. — IRENE LAFFERTY.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., April 29.—The matter of admission tax reduction begins to take on an optimistic appearance. Out latest information from Washington is that some type of tax reduction bill will come out of committee within the next few weeks and that the principal reductions will be made in excise tax items. We are informed that, so far as admission taxes are concerned, the matter now under consideration is the choice of an "across the board" reduction of all admission taxes, as against the principle we have been advocating, namely, the exemption of tickets selling for \$1 or less.

Additional support for tax reduction has come from the Delaware and Massachusetts members of the House. It is entirely likely that the House may report out a bill about May 1, but action in the Senate is apt to be retarded somewhat, with the prospect of passage of a bill with reductions to be effective July 1.

A new withholding tax instruction booklet has been issued by the Internal Revenue Department and employers in the industry are urged to obtain copies. This publication is known as Circular E.

Attention is called to the fact that April 30 is the final date for filing excise tax returns for March, and Social Security, unemployment and withholding tax returns for the first quarter of 1950.

We are pleased to report the receipt of a \$50 contribution to the public relations fund from Gooding Greater Shows.

A research service has called our attention to the development of a new type of tape for electrical wiring. It is abrasion resistant and protective against moisture, oils and acids. A new type of small-size portable typewriter also has been recently developed. It is capable of being carried in a brief case.

Altho expenditures for entertainment during the first three months of this year have been on the downgrade, indications are that the situation is improving. The employment picture is also improving considerably.

We have on file information issued by the Government Supply Administration with reference to items for purchase and sale of items of interest to the industry.

CARNIVAL ROUTES

(Continued from page 64)

Superior: San Leandro, Calif.; Fairfield 4-13. Tish, Barney: Rockingham, N. C.; Aberdeen, 8-13.
Tatham Bros.: Newman, Ill.
Texas: San Benito, Tex.
Texas Kid: Guntine, Tex.
Thomas J. Boyd: East Haines, W. Va.
Tri-State: Rogers, Ark.
Twin Expo: Sedalia, Mo.; Mexico 8-13.
20th Century: Junction City, Kan.; Leavenworth 8-13.
Twin City: Unionville, Mo.; Marshall 8-13.
Turner Bros.: Mattoon, Ill.
United Expo: Belleville, Ill., 1-3; Jacksonville 6-13.
United: Prosser, Wash.
United States: Lenox, N. C.
Veterans United: Worthington, Minn., 6-13.
Victory Expo: Dabhart, Tex.
Virginia Greater: Cambridge, Md.
Vivona Bros.: Jersey City, N. J.; Bayonne 8-13.
Vogt's Southern Am.: Menard, Tex.; Winters 8-13.
Volunteer: Nashville, Tenn., 4-6; Hartsville 8-13.
Wade, W. G.: Fort Wayne, Ind.; Jackson, Mich., 6-13.
Wallace Bros.: Humboldt, Tenn., 1-6; Memphis 6-14.
Wallace & Murray: Lincolnton, N. C.; Marion, Va., 8-13.
W. E. Altra: Lucedale, Miss.
West Coast: Pittsburg, Calif., 1-7; San Mateo 8-14.
West Coast Expo: Lodi, Calif., 6-7; Lincoln 12-14.
Wheeler, Eddie L.: Fair Mount, Ga.
Williams, Ray: Madison, O., 8-13.
Williams, Ray: Marion, O., 8-13.
Wilson Famous: East Peoria, Ill.; Bloomington, Ill., 8-13.
Wolf Greater: Webster City, Ia.; Fort Dodge 8-13.
Wells Am.: Troy, N. C.; Thomasville 8-13.
World of Myth: Wilmington, Del.
World of Today: Fort Smith, Ark.
World of Pleasure: Battle Creek, Mich., 8-13.
Ziegler: Ephrata, Wash.

JOHNNY J. JONES EXPOSITION

JOHNSTOWN, PENNA., CENTENNIAL CELEBRATION

10 DAYS — MAY 10 TO 20

CAN PLACE

LEGITIMATE CONCESSIONS of all kinds—limited number only. MONKEY SHOW or good Grind Show of merit. Also want SKOOTER or ROCKAPLANE rides. Excellent route of still dates and top fairs for such attractions. CATERPILLAR FOREMAN wanted.

JOHNNY J. JONES EXPOSITION

Benning Rd. and Oklahoma Ave., N. E., Washington, D. C.

W.G. WADE Shows

JACKSON, MICH., MAY 8 TO 13

NEW DOWNTOWN LOCATION — FIRST IN

CAN PLACE—Ballgames, Pitch-Till-You-Wins, Hoopla, String Game and other Hanky-Panks and General Merchandising Concessions.

WANTED—PENNY ARCADE and ILLUSION SHOW. Write or Wire!

W. G. WADE SHOWS

Fort Wayne, Ind., all this week; Kalamazoo, Mich., follows Jackson.

CARNIVAL SHOWS, INC.

WANTS FOR LONG ISLAND TERRITORY

First Show in an all spots. All Celebrations and Fairs beginning May 15th. Can use Last Supper or any other good Novelty Show, also Monkey Show and Motor-drome, very good proposition. Long Island is best spot for Shows in the East. Want all around Man, must be able to take care of front gate, also want Man and Wife to take charge of Bowling Alley and Ball Game. Can use all legitimate Concessions that don't conflict, Angie Dentinger, get in touch with me at once. Write, wire or call:

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Opening May 13th at Lockport, N. Y., right in the heart of town,
2 Saturdays and one Sunday included.

WANT HELP on all Rides—Tilt, Ferris Wheel, Chairplane, Merry, Kiddie Rides. Can use First Man on all Rides, good pay. WANT RIDES—Octopus, Train, Fire Truck, Boat, etc. WANT SHOWS—Can use two more Shows, not conflicting. WANT CONCESSIONS—Penny Arcade, Photo, Pitches, High Striker, String, Huckle Buck, Duck Pond, Pitch-Till-U-Win, Short and Long Range Gallery, or what have you not conflicting? WE PLAY ALL LIVE CELEBRATIONS, WITH PLENTY OF PUBLICITY, FREE ACT, FIREWORKS AND NO GATE. ADDRESS:

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WANT FOR COVINGTON, TENN., MAY 1 TO 6

Cookhouse, Six Cats, Age and Scales, Buckets, Pin Store, Devil's Bowling Alley, Blower, Heart Pitch, Black Pitch, Fish Pond, Duck Pond, Jewelry. RIPLEY, TENN., follows, May 8-13. Will book Chairplane or any Flat Ride. Want Frozen Custard. Will also book Roll-a-Whirl. Have good opening for Girl Show or Animal Show.

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One Small Wurlitzer Organ. Come and hear it. ADDRESS: DANNY ARNETT, Mgr., per route.

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May 15 to June 5 between 9 and 10 Mile Rds. on Van Dyke. Games of skill of all kinds. Can place Bingo and Cookhouse. Any small Show, also Rides that do not conflict with office owned. Have Centerline for July 1st to 4th. First show in Centerline in 15 years. Address:

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WANT—French Fries, Pop-Corn, Glass Pitch, Cig Pitch, Matt, Jewelry, Cig Gallery, Pitch-Till-U-Win, or what have you? Good opportunity for legitimate Concessions here. We carry no grift or racket.

DUE TO A DISAPPOINTMENT want Girl Show and Posing Show with all equipment. Can also use Grind Shows, Fun House or any worth-while Attraction.

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WANT FOR FOLLOWING CELEBRATIONS

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FAIR SECRETARIES AND COMMITTEES—THIS SHOW IS BOOKED SOLID FOR 1950, CONTACT US NOW FOR 1951.

Will book Mug Outfit, Custard, Novelties and Hanky Panks not conflicting. Have opening for Hanky Pank Agents; also Count Store Agents. All office owned. Will book High Act for season. Will book shows not conflicting with Fun House, Girl, Snake or Jig Show. Can use Second Men on all rides.

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Shows with own transportation and equipment.
First and Second Men on all rides; must drive semis.

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Expansion Mapped for Meyer's Price Hill Skatery in Cincy; Tab 20,000 Kids in Four Months

CINCINNATI, April 29. — Encouraged by excellent business experienced since the January 3 opening of Price Hill Roller Rink here, Lou Meyer, operator and prominent local contractor, has announced plans for enlarging the rink which is housed in a remodeled building formerly occupied by the Knights of Columbus.

Plans are nearly completed for the job which will add 70 feet of concrete block to the building's length, giving the rink an over-all footage of 60 by 165. A new ladies' rest room,

larger skate room and greater checking facilities are included in the plans. Cost of the project, expected to begin in early June, is estimated at \$30,000.

Since its bow-in, the rink has attracted more than 20,000 patrons, reports C. V. (Cap) Sefferino, manager. Price schedules are competitive with those of other rinks in the area. Meyer gets 75 cents for evening sessions, with an additional quarter for shoe-skate rentals. Matinees are 50 cents for admission and skating, plus the extra charge for shoe skates.

A good floor, excellent acoustical conditions owing to a fiberglass ceiling, and a varied program have met with approval of local skaters, said Sefferino. Altho recorded music is used, he has found that sock commercial platters such as *Tuxedo Junction*, *Twelfth Street Rag*, *Bake a Cake* and *In the Mood*, interspersed with standard dance recordings, lend necessary spice to the program without turning the rink into a rough-house.

Sefferino adheres to a dance program made up of the straight and Style B waltzes, collegiate, co-ed, Schottische, strut, one-step and 14-step. Standard events such as races, block contests, grand marches, tag skates, advance skates, and ladies' and men's—only numbers for fast skating are held for the concluding portion of sessions.

Party bookings and a three-week advertising spread on the back of local Coca-Cola trucks have helped business considerably, officials say.

The management says it does not plan to affiliate with any operator association in the immediate future.

Ludwig Beef Over Skip-Out on Date

CARROLL, Ia., April 29.—Failure of a professional skating act to put in an appearance for a scheduled date at Parkview Roller Skating Palace here is blamed by operator Charles C. Ludwig for disappointment to a large number of patrons.

Ludwig reports that he booked an act billed as Ralph Layman and Miss Jo Ann for a Sunday (23) appearance at Parkview, but that the act failed to appear and failed to notify him that they could not make the date, altho he received confirmation of the booking from them. Their action, Ludwig indicated, left a bad taste in the mouth of patrons who came to the rink expecting to see a show after he advertised the date heavily in advance.

Tri-District-States Meet Set

WASHINGTON, April 29. — Tri-District-States Control Board has set June 8-11 as dates for qualifying contests for skaters in the Maryland-Virginia-District of Columbia area belonging to the United States Amateur Roller Skating Association (USARSA). To be held in Bladensburg (Md.) Arena, operated by the America on Wheels chain, the contests will qualify skaters for national championships of the USARSA in Pasadena, Calif., July 17-22.

East Hampton Spot Opens

HARTFORD, Conn., April 29.—Skateland, Carrier's Casino, Lake Pocotopaug, East Hampton, Conn., owned by J. F. McCarrick, has opened for spring roller skating. The location is open Friday, Saturday and Sunday nights from 7:30 to 11.

Biz Shows Gain At Rollatorium; Preparing Show

STOCKTON, Calif., April 29. — Business continues to increase at the Rollatorium here, with March grosses showing a good increase over the February figure, reports Manager Paul J. Gilbert. The recently organized Junior Skating Club now has membership of 126, while the senior club numbers 50 members.

Gilbert and Richard McIlroy, his assistant director-producer, now have in rehearsal 100 skaters who are to take part in a two-and-a-half-hour skating show tentatively set for the afternoon and evening of June 11. First part of the show, *School Days*, in five acts, will depict school activities of the youth of Stockton. Highlight will be a May Day scene with 61 juveniles skating around six maypoles. Part two, in five acts, will illustrate Western life. Its principal scenes will be *Wild Bill's Barber and Beauty Shop* and *Streets of Laredo*.

The Rollatorium's position will be strengthened in the coming State championships of the United States Amateur Roller Skating Association at Montebello, said Gilbert. Dolores Cummings, State novice pairs champion and silver medalist in figure skating, is now living in Stockton and studying for the contests under Gilbert. Barbara Ziem, junior figure and senior pairs champion and two-time winner of the Barker Trophy for artistic skating, is moving to Stockton to prepare for the meet. Miss Ziem, who has been studying ice skating under Hans Johnson of Iceland, Berkeley, Calif., placed seventh in recent Coast ice championships at Berkeley. She is skating four parts in an ice show being held April 28-30.

Richardson Denies Bankruptcy; Forms New Skate Company

CHICAGO, April 29.—Denial of reports that the Richardson Ball Bearing Skate Company here is in bankruptcy was made this week by the firm's president, H. F. Whitcomb Jr. At the same time, William Lipman, owner of L & L Products Company, Chicago rink supply house, who was reported as buyer of Richardson assets, denied the purchase and bankruptcy reports.

In a statement to *The Billboard*, Lipman said, "It was a voluntary sale by the Whitcomb brothers, who were owners of the Richardson company. The good will, stock and all rights to manufacture the Richardson skates have been sold to the newly formed Richardson Skate Company, Chicago." Lipman said he will assume an active part in the new company.

New 1950 Model with Sensational "Snap-Back" Action



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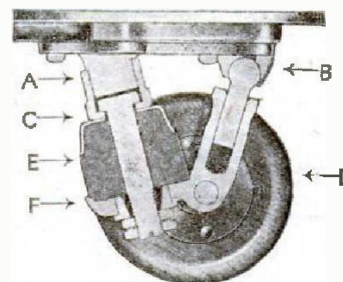
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- D—Rubber cushions heavy blows to ball and socket joint in hanger.
- E—New design Rubber helps truck to return to center position.
- F—New design insert and Lock Nuts, allows free truck movement and also brings truck back to center position.

Entry List Huge As N. Y. Skating Carnival Debuts

NEW YORK, April 29.—The News Welfare Association's first annual Roller Skating Carnival, sanctioned by the Roller Skating Rink Operators' Association, rolled away to a spectacular start today with hundreds of amateurs throut the metropolitan area beginning the quest for prizes and honors to be won in the Madison Square Garden finals on May 24. The schedule of preliminary competition for the first six days calls for 28 separate shows to be held in 12 rinks.

When the registration period closed, the number of entries ran into the thousands with representation not only from the five boroughs of the city, but from Long Island, Connecticut, Westchester and Orange counties, and from such distant sectors of New Jersey as Pennsville and Atlantic City.

In many of the competitions, entries are so numerous that in addition to preliminary competition, quarter-final and semi-final competition will be necessary to reduce the number of contestants to the required quota for the finals. Sixteen RSROA rinks are co-operating with *The News* in the extravaganza.

The schedule calls for four sets of quarter-finals to be held at the Bay Ridge, Queens and Gay Blades rinks on May 6 and at Shore Rollerdom, Neptune, N. J., May 7. Semi-finals will be held at Gay Blades on May 11 and on May 13 at the Eastern Parkway, Queens and New Dreamland rink.

Mrs. Jean Holt, 22-year-old winner of the 1949 skate queen contest conducted by *The New York Journal American* at Empire Rollerdom, Brooklyn, last spring, returned recently from a one-week Bermuda vacation. The trip aboard the Furness liner Queen of Bermuda, with accommodations at Harrington House, was the grand prize out of a \$1,000 jackpot of awards.

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Hotel Washington Indianapolis, Indiana

2-Pronged Promotion Drive Set Up at Detroit Arcadia

DETROIT, April 29.—Two-fold expansion of activities is marking a revival of promotional consciousness at Arcadia Roller Rink here, under the management of Orville Godfrey. First move is establishment of a full-scale skate room by Harold Greene, formerly in the vending machine business with a route of popcorn and gum venders and scales, who has leased the operation from Godfrey. It was formerly handled on a small scale by the rink management.

A complete line of all types of skates, as well as a representative selection of various manufacturers' products have been stocked. Costumes and accessories are also being featured. Typical of the policies designed to make this department more interesting to skaters is the current stress placed on graduations, with a special section for suggested gifts for graduating skaters.

Second new development is organization of the Detroit Roller

Club, established by a group of young skaters under the leadership of George H. Pickard and Clark Phillips. This is being operated as a regular skate club, with reduced admission for members. In addition, special parties are offered members for 25 cents, with door prizes. Occasional trips to rinks in other cities are planned by the group.

Bili Skelly has succeeded Izzy Reznik as assistant manager, the latter having gone into the meat market business in Highland Park, Mich. Rose Blavett and Frank Walsh are now the professionals at Arcadia.

Record Entries, Crowd Drawn by Gotham Contest

BROOKLYN, April 29.—A crowd of nearly 1,200 jammed big Empire Rollerdom here for Saturday's (22) 10th annual Skate Queen contest eliminations. Entries hit an all-time record for *The New York Journal American*-conducted event, with 590 girls from 30 rinks in five States filing. From this array, the 85 most attractive were picked to appear tonight in \$1,000 prize finals at Empire.

For the first time in contest history there were bladders in the event, and all three entered by Brooklyn Ice Palace made the grade.

Judges tonight will be model agent Harry Conover; Candy Jones, directress of the Conover Career Girl School, and Sid Mesibov, of Paramount Pictures. Eliminations were handled by October Brown, beauty consultant at the Conover school, and Journal American Camera Editor Seymour Spector.

Crowning of the queen will be by Jeff Clark, singing star of NBC's *Your Hit Parade* radio show. Nineteen rinks in three States will have girls in the finals.

Roberts Burned Out; Jay Takes Over Idyllwild

SANTA MONICA, Calif., April 29.—A shift in the fortunes of Jack J. Roberts here, former operator of Idyllwild Roller Rink at Los Molinos, Calif., was reported this week. Roberts recently sold Idyllwild to John R. Jay, of Los Angeles, and then bought a 70 by 170-foot war surplus building which he intended to operate as a roller rink in Oroville, Calif. In March, however, before remodeling work could be started on the uninsured building, the structure caught fire and about half of it burned, leaving Roberts with out a rink.

Roberts reports roller skating business in Southern California as mediocre. He calls the Hollywood Roller Bowl one of the best rinks in the area, drawing 500 to 1,000 skaters nightly.

Promotion Ups Co-Ed's Biz 33%

ALLSTON, Mass., April 29.—An increase in business of 33 1/2 per cent over the corresponding period of 1949 is reported by William T. DiMarzio, owner-manager of Co-Ed Rollerdom here. The big gain apparently stems from hefty promotional efforts on the part of management.

All attendance records for the rink were broken April 19 when the management offered a Sadie Hawkins night. Principal gimmick of the event was the awarding of prizes to patrons dressed in the best hill-country get-ups emulating the comic strip characters. So popular was the event, said DiMarzio, that patrons immediately petitioned him to stage another party. Accordingly, DiMarzio has scheduled a party for Wednesday (17), a costume event with a Mardi Gras theme.

Benny Aucoin, who has been doing recording with Boston entertainers, including Fred Hall, who waxed *He's All Dotted Up*, is Co-Ed's Hammond organist. Richard DiMarzio, son of the owner, has been successful in teaching skate dancing to large classes at Co-Ed. His figure skating club recently held a raffle and raised enough money to buy a sweater for each member.

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114 W. SECOND ST. SEDALIA, MO.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12¢ A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have
your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL
for any act; 1950 catalog free. Richmond, 5145
Strohm Ave., North Hollywood, Calif. m1

ATTENTION! — SMART SONGS, PARODIES,
Monologues, Ventriloquist Dialogues, Free
Nat. Tinsard, 110 W. 74th St., New York.

BE A RADIO STAR! — SEND A FOR BOOKLET
"Audition Tips." Don Tetzels, 37 E. 82nd St.,
Richmond, Ind. m13

"BLUE NOTES" — ANOTHER BOLD, NEW
laugh routine for male singles, night club
comedies; \$1. Springer, 555 W. 10th, Kansas City,
Mo. m13

DO YOU NEED FRESH MATERIAL? — WE
write comedy routines of all kinds to fit
your act; write for questionnaire and price.
Carr, 2975 Bowick, Detroit 14, Mich. m13

"EMCEE" MAGAZINE — CONTAINING BAND
Novelties, Parodies, Monologues, Comedies,
Jokes; subscription, \$2; add \$1 for four rag-
ged back issues. Emcee, 1508-B South Ho-
man, Chicago 23. m13

GAG-NATIONAL NEW COMEDY BOOKLET —
"Quint M. C. at Work" No. (number 1) for
M. C.'s and performers; repeats with openings,
introductions, a lib. insults, etc. \$1.
"Keys to Comedy," Box 1333, Hollywood,
Calif. m13

LAUGHS FOR SALE — NOW READY, MY
show expose quips, topical facts, topical
one-liners and one-line jokes; also funny
cracks, racy verse and peppy waxes for
wile-at-large; \$2. Buster Rothman's Laugh La-
boratory, 10 W. 22nd St., Bayonne, N. J. m13

NEW NIGHT CLUB ROUTINE — CONTAINS
over 40 socko one-liners; fresh, spicy ma-
terial; ideal for male singles; \$1. Gags, 2975 Bow-
ick, Detroit 14, Mich. m13

"OUR SOULS ARE SAVED" — A NEW RELI-
gious song price 50¢ per copy; song sale-
man, write for dealers price. Page Music Co.,
Box 487, Lima, O. m13

PARODIES AND MUSICAL GAGS — INCLUDES
songs, full of music, 5¢ each; 10¢ each; 15¢ each;
others; just words; \$1. Gags, 2975 Bowick,
Detroit 14, Mich. m13

RECORD STOCK FOR SALE — STOCK OF 3,000
records for sale; make an offer. Bill's Recor-
ding Service, Hartford, Ky. m13

AGENTS & DISTRIBUTORS

AAA SPECIAL—REPEATING ROLL CAPS, 1
gross each, 1¢ per cap; with order, 10¢
once C.O.D. Send for price list. Gent Novelty
Sales, Box 4088, Bridgeport 7, Conn. m13

A-1 QUALITY ART SLIDES — 32 FULL COLOR
exclusives open except New York State
lowest prices to dealers and jobbers; 100
plus, \$10 (refundable). Charles Case, 5864
Hollywood Blvd., Hollywood 28, Calif. m13

ABALONE PEARL SEA SHELL JEWELRY,
Italian imitations, mosaic jewelry, Chinese and
Mexican jewelry, real butterfly wing jewelry
and Compost, Ash Trays, real Feather Bird
Sculpture, Carved Coconut Faces, Tropical
Venirs and Novelties. Joseph Fleischman, 506
Tampa St., Tampa, Fla. m13

A COUPLE NEW "WINNERS" — UNIQUE
cavalier miniature, 10¢ each; 10¢ each; 15¢ each;
and pepper shakers; when empty; sample set,
\$1; choice seats "South Pacific" comic tickets;
samples, 25¢. Florent, 1763 Prospect, Bronx
2, N. Y. m13

ADVERTISING BARGAINS — ADVERTISING IN
100 newspapers for total cost of \$5. Many
other bargains. Nation-wide coverage. Send for
free booklet. T-28 State, 1430-E Invest-
ment Bldg., Pittsburgh 21, Pa. m13

AGENTS, JOBBERS, ROUTE MEN — BE FIRST
to sell America's proven fastest selling gift
remittances. Marshall Co., 502 Metropolitan
Bldg., Detroit 14, Mich. m13

AMAZING, NEW PERMA-GLOW CANDLES —
Look like wax but burn lighter fluid; smoke-
less and odorless; permanent, economical, safer
and cleaner than wax; every family and insti-
tution a prospect; fast profits. Write Morris Co.,
336-A Lincoln Ave., Pittsburgh 3, Pa. m13

A NEW "WRITING RENAISSANCE FOR FIFTY"
Interfill Fountain Pen. New bodied pen
holder more ink; rib-knot styling; satin gold
and silver caps; writes smoothly instantly; fully
guaranteed; send one dollar for prepaid sample
shipment. Write, Shaffer Co., Box 735,
Kansas City 10, Mo. m13

A RED-HOT NOVELTY FOR MEN — EVERY-
one buys; sell tap-rooms, bars, night clubs;
it's different; send 30¢ for prepaid sample.
Shaffer Co., P.O. Box 723, Kansas City 10, Mo.
m13

ATTENTION SALESMEN — BEST DEAL EVER!
Use Embossed Business Cards, and sell 'em
too. Write for free and wholesale
prices. Morley's Press, 527 Baker, San Fran-
cisco, Calif. m13

BEST COMPETITION WITH OUR FAST SELL-
ing line of novelties; first quality men's fancy
banner wraps, assorted colors, \$2 per dozen;
ladies' full fashioned nylon, one select grade,
style 500, \$6 dozen; style 501, \$6 dozen; mill
rejects, \$1 dozen; in lots of 10 dozen or more,
McDonald Mfg. Co., Cullman, Tenn. m13

BUY NYLONS DIRECT FROM MILL — WRITE
for list of mills. Joy Hosiery Mills, Dela-
ware, N. Y. m13

BUY THOUSANDS OF NATIONALLY ADVER-
tised products direct from manufacturers and
distributors; write for "Buy Direct and Save"
service. Publisher, 1430-F Investment Bldg.,
Pittsburgh 21, Pa. m13

CANADIAN GENUINE INDIAN BEADED BOO-
toms, white fur trim, ladies' sizes. Ideal
gifts. Write Colonial Products, St. Catharines,
Ontario, Can. m13

COMIC CARTOON CARDS, 100 FOR \$1 — LIST
first to dealers. Check for Fun House, 733
Foyd St., New Orleans 13, La. m13

COMPLETE LINE OF PLASTICS — SCALLOPED
Table Cloths, Aprons, Drapes, Curtains and
other novelties; lowest prices; free samples.
Samuel Rosenzweig Assoc. Co., 8 Herzl St.,
Brooklyn 14, N. Y. m13

CUTE NOVELTY SEASHELL JEWELRY — SEND
1¢ for color catalog; free samples. W. J.
Wunderland Studio, Inc., P. O. Box 7095, St.
Petersburg, Fla. m13

EARN EXTRA MONEY ADDRESSING ENVE-
lopes and mailing circulars for national ad-
vertisers; instructions plus list of 50 dealers
who pay cash for this service only \$60. Earl
Farley, Box 15, Evans, Ky. m13

EXCELLENT SIDE LINE FOR PRINTING AND
advertising salesmen. Decalcomania Name
Plate in small quantities; great demand; also
make money with our line of Automatic Initials
and Sign Letters; free samples. "Balco," KL-
Conbury, Boston 15, Mass. m13

FREE FOLIO — 700 MONEY MAKING DEALS.
Business Plans, Formulas, Mail Order Ideas,
wholesale supply sources, unusual items.
Kohlman, Box 674, Dept. A, Dayton 1, O. m13

FREE OUTFIT, WRITE TODAY! SELL 50¢
brooches, brooches, brooches, brooches, brooches,
Clothes, Initial Buckles, Balls, Badges, 2,000
Emblems. Hook-Fast Co., Box 4808B, Rossmore,
Va. m13

FREE SAMPLES — BIG PROFIT SHOWING
amazing glow-in-the-dark specialties; house
numbers, pictures, plastic novelties, ashtrays,
keyholders, religious and nursery objects, etc.
Nelson Plastic, 303 Fourth Ave., New York
10, N. Y. m13

FULL FASHIONED DEPENDABLE NYLONS —
Our select grade, \$5.00 per dozen; 3's, \$3.50;
4's, \$1.25 dozen; sample order sent postpaid
for \$1, consisting of 3 pairs of 3's and 4's
and 3 pairs of 5's; satisfaction guaranteed or
money refunded. Lookout Hosiery Co., Box
101, Phone 5-5328, Chattanooga, Tenn. m13

GLAMOUR GIRLS! "CLOSE-UP PHOTOS"
curvaceous beauties; 24 sets, \$4; sample set,
\$1 postpaid. Marshall, 3114-G Seminary, Chi-
cago. m13

JEWELRY BOXES — GROOMING SURPLUS;
for Pearls, Earrings, Brooches, Necklaces;
discontinued raven plush lining; leatherette
outside. \$4.95; \$1.50; \$1.00 each; unbelieve-
able sale! \$1.50. 100 for \$15.00. 500 for
\$75.00. American Standard, 1508 North 13th, Phila-
delphia 22. m13

JIG SAW PUZZLES, 6x6 AND 8x10, FOR CHIL-
dren and adults, inside on tray, individually
packed in cellophane bags; excellent items for
carnivals, bazaars, give-away or advertising
media; 6x6 Child Subjects, 100 for \$3.50; 8x10
Child Subjects, 100 for \$5.00. 500 for \$25.00.
DIBART, 306 E. 14th St., New York 51, N. Y. m13

LAMPS — BEST BUY! MARBORIZED TABLE
Lamps direct from factory with double
Shade; blue, white, green, 37" tall; com-
plete, \$3.95; packed 6 to carton. Elite Lamp,
490 Clinton Ave., Newark 2, N. J. m13

MAKE \$200 FIRST WEEK WITH OUR NEON
Signs — Adults, 100 for \$20.00; 500 for \$100.00;
climate territory to good men; no experience
needed. Electric Ad Clock Co., 223 North Jeffer-
son St., St. Louis 10, Mo. m13

MAKE PERFUME FROM OUR CONCEA-
lanted information free. Men, women, write
Car Laboratories, 1914 Chouteau Bb, St.
Louis 10, Mo. m13

MEN'S LANCY SOCKS — REPEAT SALES, \$1.50
per dozen in 50 dozen lots; sample dozen \$2
postpaid. Galtor Sales Co., 2540 Monterey,
Detroit, Mich. m13

NEW BARGAIN BUYERS' GUIDE — 64-PAGE
book for 1000+ money making ideas; new
novelties, carded goods, mail order spe-
cialties at rock bottom wholesale prices; send
postal. Business Publications, Middleburg, m13

NEW "SPONGE" DISH CLOTH — REPLACES
messy dishrag; handles dishwashing drudge-
ry; lightweight; seller; samples sent on trial.
Kline, 148, Akron, O. m13

OFFER NEWEST ITEMS FIRST — MONTHLY
bulletins tell where to get newest products
before reaching open market. Publishers,
Gardenville 3, N. Y. m13

ORIGINAL KOEHLER SIGNS — LEADER SINCE
1900 — 1000+ for stores, taverns, etc.
\$4 per 100; also changeable Signs and Religious
Motives; free catalogue. Koehler, 335 Goetz,
Lafayette, La. m13

OVER 450 PROFIT EVERY TWO HOURS OR
money back; weighs 3 lbs.; new glistering,
fascinating action clock for hotel realtor desks
and for 100+ money making ideas. Dome Ad-
Clock, 223 N. Jefferson, Chicago 5. m13

POCKET COMBS — 100 CARDS 12x2, \$15; POC-
ket Clip Combs, 100 cards 12x2, \$20; assorted
combs; sample card, \$2; send 25¢ deposit.
C. O. C. Co., Carleton House Distributors,
Tazart City, Tex. m13

QUALITY PLASTICS DIRECT FROM MANU-
facturer — Best sellers in tablecloths, aprons,
bade, etc. Write for free catalogue.
BBIS, Acclaim Products, 48 W. 54th St., New
York 10, N. Y. m13

QUICK WIT, HOW TO DEVELOP — INCLUDES
108 flash remarks provoking laugh every 4
seconds; valuable help; \$1 postpaid. Star Scout
Co., 1712 Boston Rd., Texarkana, Tex. m13

REAL GIRL PHOTOS — TREMENDOUS PROF-
it; sell on night; 34 different and wholesale
prices. Write, Shaffer Co., Box 735, Kansas City
10, Mo. m13

RURAL ROUTE MEN — MAKE BIG PROFIT
with America's leading, fastest selling poultry
magazine! Excellent market; peak interest
opportunities; maximum commissions.
Write Poultry Tribune, Box 100, Mount Morris,
Ill. m13

(Continued on page 92)

Genuine Swiss 2 Button
CHRONOGRAPH
Guaranteed New
\$3.75
Each
lots of 6 or more
Control buttons to start and
stop sweep second hand. Pol-
ished chrome case. Leather
strap. 2 tone dial. Sample \$5.15

BULOVA
ELGIN
BENRUS
GRUEN
WALTHAM
Precision
Rabbit
Newest
Styles

Plain dial
7 Jewel
\$8.50
13 Jewel
\$10.50
17 Jewel
\$12.50
Rhinstone dial, \$7.00 add'l

10K R.G.P. case with stainless steel back.
Dome crystal. Fine grain genuine leather
strap. Guaranteed. Plain or rhinstone
dial.

Grand New — Genuine
Swiss

CALENDAR WATCH
Fully automatic, dates
change in window.
Chrome top case with
sweep second radium
dial and hands. Genu-
ine leather strap.

\$4.50
25% Deposit on C. O. D. Orders.
Wholesale Only. No Retail.
Send for big catalog of fast selling items.

World Wide Watch Co.
121 Canal St., New York 13, N. Y.

FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old.
You can save time, money
in full or spare time. Every-
thing you need is furnished
free, and prepaid. Simply
fill out order for nationally
advertised Kenex outfit. You
may sell with amazing suc-
cess! This gives free replacement
if you lose or break. No re-
turn of money if you are
satisfied up to 3 months. Com-
plete line including interest-
ing 50 styles. Kenex outfit
includes Kenex Book, which
provides replacement or refund
of money if not as advertised.
Kenex. Also 3 additional
lines: (1) beautiful lingerie
(2) wonderful new 10¢ items
you need to wear every day
(3) complete line men's shoes
guaranteed to last and
replace free. No money or
experience needed to build
your own business. No adver-
tising. Collect. Advance cash plus
huge bonus. Postcard will
bring sample nylon stocking, sample of
Kenex robe and complete money-making
outline. Nothing to pay now or later. We ship-
ping.

KENEX CORP., BABYLON 51, N. Y.

CREW HATS

GUARANTEED Fast-selling, well-ta-
pered, TWILL crew hats—full-shaped with
extra wide stitched
brim. With or without
bands, buttons or pompadour
color crowns at no extra charge. Colors
available: White, Tan, Brown, Royal Blue,
Red, Gold, Kelly Green, Navy Blue,
Maroon.

FAST DELIVERY!

Two-color crew hat
with name of re-
sort, city, club, etc.,
plus any de-
sirable for name-
embroidery. Sizes:
Extra small, small,
medium, large.

\$55.20 per gross
and up
\$62.40 per gross
and up
Minimum order: 1
dozen and color and
print if desired.

TERMS: 1/3 Deposit — Money Order or
Cash—Balance C. O. D.
If Desired, Send \$1.00 for Sample Hats.

No-Ed Headwear
122 W. 21st St.,
New York 11, N. Y.
Warkins 9-4078

SPRING SPECIALS

Two-Blade Photo Jack Knife 3.25 Dzs.
One-Blade Key Chain Photo Knife 2.75 Dzs.
Two-Blade Jack Knife, fine quality 3.25 Dzs.
Extra Fine Quality Photo Knife 1.00 Dzs.
4-Blade Knife-Pen & Pencil Set 5.75 Dzs.
3-Blade Pen & Pencil Set 3.90 Dzs.
Water Lighter 1.50 Dzs.
Perfume Atomizer 1.25 Dzs.

Needle Book, 60 Gold-Eyed
Needles, with Threader 8.50 Or.
Army-Navy Needlebook 3.50 Or.
Midget Photo Camera 1.62 Ea.
25% deposit with order.

DOVAL SALES CO.
2 East 44th St. New York, N. Y.

Children love them!



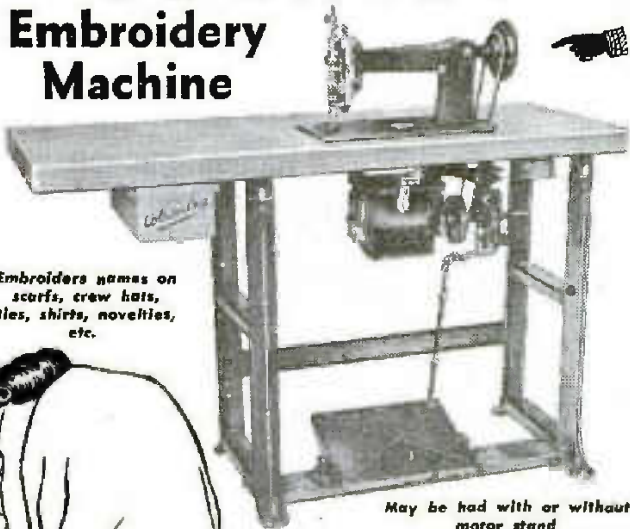
No. 17 MOTTLED ASSORTMENT

**See Your Jobber
Ask for EAGLE
Mottled Balloons**



EAGLE RUBBER CO., INC. - Ashland, Ohio

**There's BIG MONEY in this
CORNELY
Embroidery
Machine**



Embroiders names on
scarfs, crew hats,
ties, shirts, novelties,
etc.




May be had with or without
motor stand



**COLUMBIA
SEWING MACHINE CORP.**
—Sole Agents—
Sales, Service, Supplies
129-131 WEST 22ND STREET NEW YORK 11



NEW!

IRRESISTIBLE · PROVOCATIVE · FASCINATING

Big Profit LEG LAMP

Gorgeous gams are the pedestal. An alluring ballerina skirt is the shade. A sweet combination for tremendous sales volume.

- Unbreakable latex
- Approved wiring
- Mailable
- 19½" overall
- Plastic shade—
Choice of White or Pink

Shade and base packaged separately for safe delivery.

\$7.50 SAMPLE
CASH WITH ORDER

\$72.00 DOZEN
F.O.B. New York City

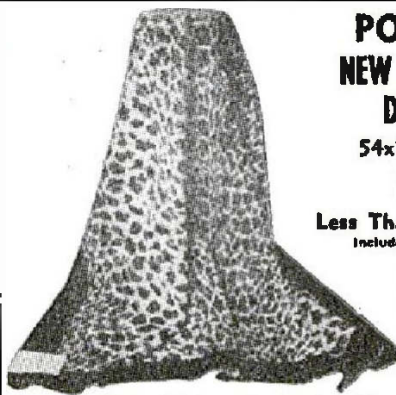
25% deposit with order—balance C.O.D.

ORDERS SHIPPED IMMEDIATELY

W. L. THOMAS Mfg. Co.

119 West 57th Street · New York 19, N. Y.

1. *Journal of the American Medical Association*, 1997; 278: 1039-1044.



POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

Ea. \$2.90

Less Than Case Lots, \$3.00 Each

Include 25¢ Postage for Sample Order

Do You Have Our No. 59 Catalog
Issued in 1949? If Not,
Write—Now Working on 1950
Catalog.

State Nature Your Business in First
Letter

1902 N. THIRD ST.
MILWAUKEE, WIS.

WISCONSIN DELUXE CO.

Just Like Old German Beer Steins
MINIATURE STEINS SALT & PEPPERS

White highly glazed porcelain is
trimmed with 22 karat gold. Steins:
Ceramic hunting scene decal, a
hinged brass-plated lid, 2 1/2" high.
Salt & Peppers: Floral ceramic decal,
nickel-plated screw caps. Border
shows some of 52 nationally ad-
vertised beer and soft drink min-
atures (non-alcoholic) for which
BILL'S is famous. Just off the
press is our 1950 Catalog, showing the
trade's latest crowd-pullers. Write
for a copy on your letterhead.

BILL'S SPECIALTY MFG. CO.
433 N. 2nd St. Milwaukee 3, Wis.

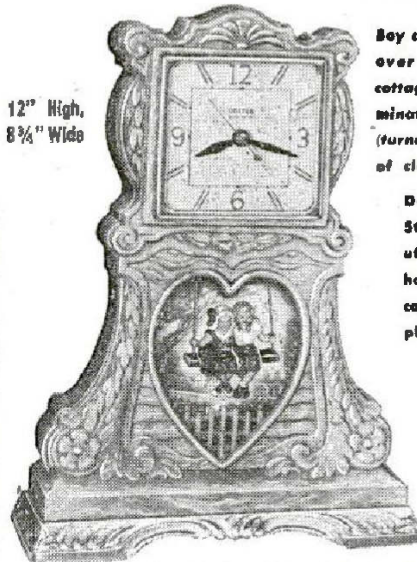
FIRST TIME ANYWHERE

AT THIS LOW PRICE!

Sweetheart Clock

Action • Flash • Appeal

12" High,
8 3/4" Wide



Boy and girl swing continuously
over picket fence. Painted
cottage scenic background illu-
minated by electric sunlight
(turned on by switch in back
of clock).

Dependable United Self-
Starting Electric Clock, man-
ufactured under Westing-
house license. Onyx-type
case mounted on 24K gold-
plated base.

#508 **\$7.50**
Ea. in
Doz. Lots

SAMPLES
\$8.50
Each

Guaranteed
Immediate Delivery

If not for resale, add Federal Excise Tax

25% deposit, balance C. O. D.

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

EXCLUSIVE CASEY CONCESSION CO. EXCLUSIVE
LICENSEE IN U. S. A. & CANADA
for **PENNANTS**
• **PILLOW TOPS &**
• **BANNERS**

Dealers—Jobbers—Distributors
Write, Wire or Phone for Full Particulars.

CASEY CONCESSION CO.
1132 S. Wabash Ave., Chicago, Ill.
Phone: HARRISON 7-7798

EXCLUSIVE

WE HAVE PLENTY OF MEN'S AND LADIES' RINGS. \$1.10 DOZ. AND UP.

Sample Assortment \$5.00
25% Deposit on A.H. C.O.D.

Complete line of all price ranges in costume jewelry. We also stock men's and ladies' stone set solid plate rings sterling rings and gold filled rings as well as plated novelty rings. The identa mentioned in the ad above are base metal and nickel silver.

GENUINE CAMEO
3ct with genuine diamond
\$13.50 doz.
pins and necklaces to match,
set with rough diamonds, at
\$13.50.

JOHN BERKOWITZ & SONS
WHOLESALE JEWELERS
113 S. DOUGLAS WICHITA 2, KANSAS

Frisco Pete 604 WEST LAKE ST.,
CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE... CALL FRANKLIN 2-2567

\$7.20 GROSS & UP **\$2.00**
SAMPLE ASSORTMENT

GRAB BAG MERCHANDISE ON HAND AT ALL TIMES 5¢ EACH

25% DEPOSIT REQUIRED ON C.O.D. ORDERS —PLEASE STATE YOUR BUSINESS

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. D, DALLAS, TEXAS

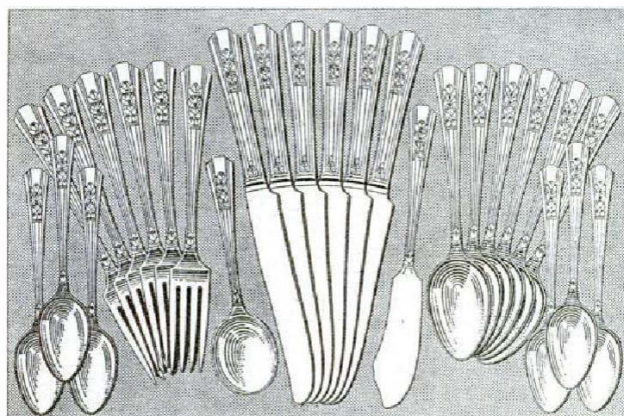
FIREWORKS

WE ARE ANTICIPATING 4TH OF JULY
.....THE BIGGEST 4 IN OUR HISTORY

ROMAN CANDLES		SIGNALING SUBMARINE,	
5 Ball, per gr.....	\$5.50	per gross.....	\$9.34
6 Ball, per gr.....	\$6.00	2" SALUTES, per 1000.....	\$6.56
8 Ball, per gr.....	\$7.50	3" SALUTES, per 1000.....	\$10.00
10 Ball, per gr.....	\$9.25	#2 BOX FIRE, per gr.....	\$6.90
FLITTER CONES		WHISTLING CHASER, per gr.....	\$6.90
#2 cone, per gr.....	\$6.80	DIXIE FLYER, per gr.....	\$6.90
#3 cone, per gr.....	\$8.20	SKY ROCKETS	
VESUVIUS FOUNTAINS		3 oz., per gr.....	\$7.34
#2 fountain, per gr.....	\$5.95	4 oz., per gr.....	\$9.80
#3 fountain, per gr.....	\$9.40	6 oz., per gr.....	\$12.25
FLORAL POTS WITH HANDLE		RED CONES	
6 inch, per gr.....	\$6.80	#2 cone, per gr.....	\$6.40
10 inch, per gr.....	\$9.80	#3 cone, per gr.....	\$9.40
SPARKLERS		GREEN CONES	
#8, per gross.....	\$6.00	#2 cone, per gr.....	\$5.95
TORPEDOES, per gross.....	\$2.80	#3 cone, per gr.....	\$9.40
CASTLE OF COLOR, per gross.....	\$6.90	WHIRLING DEVILS per gr.....	
GUSHERS, per gross.....	\$9.34	SMOKE POTS per gr.....	
CABIN ON FIRE, per gr.....	\$9.34		

NATIONAL FIREWORKS, INC.
603 FIRST AVENUE NORTH, MINNEAPOLIS, MINNESOTA

PRIZES and GIFTS FOR YOUR CARNIVAL SPECIALS



WM. A. ROGERS A-1 PLUS SILVERPLATE

Made and Guaranteed by ONEIDA, LTD.

THIS MONTH'S SPECIAL



26 Pc. Set, S.L. & C.N. Rogers XTRA Plate..... \$5.95 ea.
In dozen lots..... 5.75 ea.
30 Piece Fine Quality Stainless Steel Set..... 4.50 ea.

Our Catalog and best quantity prices mailed on request.
Terms 25% deposit required with order, balance Express C.O.D.

THE BEACON SALES CORPORATION

Dept. B, 37 S. Wabash Ave., Chicago 3

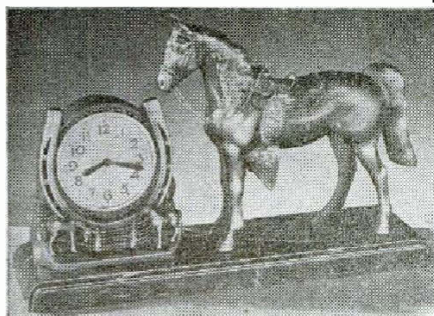
YOU CAN'T BEAT THIS LOW, LOW PRICE!

Nationally Famous Movement

WESTERN SADDLE HORSE CLOCK

The greatest value of all! Features a nationally famous 30 Hour Wind Alarm Movement (non electric). Fully guaranteed. Available in highlighted two-tone bronze finish. Mounted on wood or simulated marble plastic base. Size 17"x5 1/2"x10" high. Priced at only

\$4.95
EA.



Order Today! Immediate shipment. Terms: 25% deposit, Balance C.O.D. unless rated. Orders under \$10.00 must be paid in full.

TARLTON PRODUCTS, INC.
34 EXCHANGE PLACE • JERSEY CITY 2, N. J.



HOTTEST SALES SENSATION!

BE FIRST IN YOUR TERRITORY
MAKE UP IN THE DARK . . .

5 in 1 GLAMOUR KIT!!

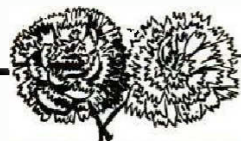
Beautifully designed light-weight case, in assorted colors. Ideal for gifts . . . loaded with sales appeal.

BUILT-IN FLASHLIGHT

**STURDY COMPACT LIPSTICK BRUSH
CIGARETTE CASE CIGARETTE LIGHTER**
BIG PROFITS—retails \$4.95 each. Send \$2.50 for prepaid sample.
Price Per Doz. \$20.00. Gross \$200.00.

A NATURAL MONEY-MAKER FOR: SALESMEN, CONCESSIONAIRES, WAGON JOBBERS, PITCHMEN AND STORES . . . JOBBERS' INQUIRIES INVITED . . . GOOD PREMIUM ITEM FOR PUNCHBOARDS. 1/2 With Order, Balance C. O. D.

PIÑES CO., 5831 W. 3rd. St., Los Angeles 36, Calif.



MOTHER'S DAY CARNATIONS

PINK & WHITE

Best grade. Sells on sight in a big way.

Per 100..... \$5.50

Per 1000..... 36.00

These carnations are tailor made. We also have them made up with green and are very beautiful.—Per 100..... \$5.00

Immediate Delivery.

25% deposit required—Money order or cash.

HARRIS NOVELTY CO.

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(Trade-Mark)

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JOBBERS — WHOLESALERS

Complete Line Carded Merchandise.

Notions—Novelties.

S & M SALES CO.

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GET IN ON THE GROUND FLOOR with this HOT NUMBER—BIG PROFITS!!

The
Sensational

KOKO MONKEY BANK



with KEY and TASSEL. Actual size 5 1/4" high by 3 1/4" wide. Hand cast, durable, hard metal. Brilliant Copper Plated and Beautifully Polished. Richly embossed with "Save for Tomorrow." "Koko the Wise." Glitters and Smiles at you. IDEAL for all, Smart Bingo and Bridge Parties, Nic Nac for Radio, Fireplace or Desk Top, etc., etc.

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DISTRIBUTORS!
SEND FOR PRICES ON
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AGENTS, PARK MEN, CONCESSIONAIRES,
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If he hasn't this sensational seller yet—
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12 DOZ. KOKO MONKEY BANKS... \$95

6 DOZ. KOKO MONKEY BANKS... 49

3 DOZ. KOKO MONKEY BANKS... 25

Terms: 25% deposit required with
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1 DOZ. KOKO MONKEY BANKS

\$10 postpaid or ONE SAMPLE

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Midway Sensation of '50 BROTHER & SISTER DOLLS

Rubber Skin — Moving Eyes.
They cry and sleep!

Dressed in assorted corduroy skirt
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ing brass star trimming. White shoes
and stockings.

JUMBO SIZE—27" HIGH... \$54.00 Doz.

Samples, \$5.00 Ea.

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Large stock always on hand. Novelties, Premiums, Glassware, Batons,
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Souvenirs, Slum and hundreds of other items.

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Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every
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IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and
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the latest and most complete
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Electrical Appliances, Glassware,
Aluminumware, Clocks, Lamps,
Toys, Dolls and hundreds of other
popular items suitable for Sales
board Operators' Premium Users, etc.
GELLMAN BROS. INC.
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REDUCED PRICES ON ALL NATIONALLY ADVERTISED WATCHES

★ Elgin ★ Bulova
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7-Jewel
\$8.65

Brand new 1950 model cases for sale and ladies. Rebuilt and guaranteed like new.



15-Jewel, \$10.65 17-Jewel, \$12.65
Gold Plated Stretch Band, 95¢ additional.
Leatherette Gift Box, 45¢ additional.



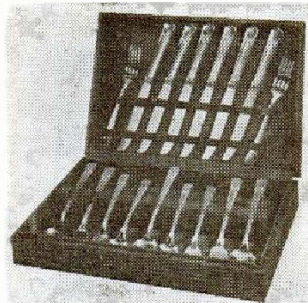
Above watches can be had in Swiss movements only. **\$6.50**

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Guaranteed Watches
Copies of expensive \$20.00 and \$30.00 watches. Rebuilt movements guaranteed like new. 7-Jewel, 17-Jewel, \$10.65.
FREE New 34-page 1950 Catalog jammed with premium items.
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25% Deposit With Order - Balance C.O.D. Open Account to Rated Houses.
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SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR
1088 Per Set **\$3.95** 10 Sets **\$3.85** Per Set
Display Chest Extra, \$1.00 Each.
ROHDE SPENCER CO.
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GET YOURS AT CUT RATE PRICES
GIANT \$10.65 VALUE—ONLY \$4.95
This Giant package carefully chosen to give you a wide variety of pieces would regularly retail at \$10.65. Mostly the low kind but contains many colorful displays for after dark. Giant Cannon Salutes, Sky Screams, Buzz Bombs, Star Shells, Block Busters, Zig Zag Whistles, Flashlight Crackers, Sky Rockets, Roman Candles, Repeating Aerial Bombs and many others. Fireworks move fast—rush order in today. No C.O.D.'s. Send Certified Check or M.O. Register letter if you send cash. Catalog FREE.

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High-Power, Pocket-Type



This handy Pocket Microscope instantly adjusts from 20 to 60 power. Highly ground and polished lenses set into fine sturdy chromium steel, finished in black. Excellent for hobbyists, stamp collectors, textile workers, craftsmen, doctors and wherever precision work is required. Retail for up to \$15.00 each. **NEW LOW WHOLESAL PRICE, \$26.75** per dozen units. Packed in attractive cartons with sample testing slide. Sample, \$3.00.
PALACE DIST., 125 N. 46th St., New York City

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Photo Mounts and Supplies, Kings and Comic Cards for Small Photos, Miller Supplies, 1535 Franklin, St. Louis 8, Mo. my27

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PHOTOMOUNTS—LOWEST PRICES, 35¢, \$2.50 a 100; \$25 a 1000. Free samples; other sizes. Penn Photomounts, 335 Woodland Avenue, Glenside, Pa. my28

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THE NEW EASTMAN IMPROVED TYPE DE. Positive Paper, now available in all sizes. Marks & Fuller, Inc., 70 82nd St., Rochester 4, N. Y. my27

WANTED—16MM. MOVIES OF ANIMAL ACTS, Jugglers, Acrobats, etc., suitable for children. Boys and girls or color, from 100 ft. to 400 ft. sound or silent. Need not be taken by professional, amateur pictures will do. Will pay \$100 or more for original film or return original. To be used only for children's toy projectors. Write to Dover Film Corporation, 151 Hallett St., Boston 24, Mass. my28

PRINTING

ACTS, AGENTS, BUSINESS MEN—1,000' Embossed Business Cards, \$3.95 postpaid; blue or black ink; send for free sample and style chart. Dick's Card Sales, Box 33918, Merchandise Mart, Chicago 54, Ill. my28

AMERICA'S BEST BUSINESS CARD VALUE—1,000 quality cards, \$3.95 postpaid; offer good U.S.A. only; samples free. Midwest Specialty Sales, Dept. 12, Box 1234, Detroit 21, Mich. my13

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. my28

DECALCOMANIA, SIGN LETTERS (MOISTEN, alide, apply); plain black or gold or silver with red or black borders; 1", 2", 1 1/2", 3", 4", 5", 10"; minimum order, 51; Labeling, 13¢; any blue or red imprint, 5,000 only \$4.20; Printed Scotch Tape, 1/2" x 120", two colors, \$5.00; no c.o.d.'s; fully guaranteed. Levine Advertising, Atlantic Building, Washington 4, D. C. my28

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500 ATTRACTIVE 2 COLOR LETTERHEADS or Envelopes, \$3.75, prompt service, samples. Mail Press, 2234 Charlestown, Toledo 13, O. my28

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BIG MONEY TAKING ORDERS—SHIRTS, TIES, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc., sales expert free experience unnecessary. Nimrod, 4822-D, Lincoln, Chicago. my28

ELECTRIC LIGHTED FISHING PLUG, \$1.50; dozen, \$10.80; Pistol Lighter, \$2.75; two, \$5. Face, 950 Hamilton, St. Louis, Mo. my28

WRITE 3 WORDS—COLLECT \$7.50 on 10-second demonstration to merchants; write on glass with Amazing Magic Crayon. Presto! 5-color advertising message takes fire—glows 100 brilliant words. LOW sales daily bring \$22.50 profit; rush postcard for details; complete sales kit free. Maximize Co., 125 W. Hubbard, Dept. CL-13, Chicago 16, Ill. my20

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"MICKY" MUSICIANS—DRUMMER, NAME experienced, wishes to contact musicians interested in forming small "style" band. Object: Pleasant steady location work north summer, Florida winter; travel wherever best work. Box C-96, Ellibroad, 2180 Patterson St., Cincinnati, O. my28

MUSICIANS—COMMERCIAL BAND EXPERIENCE, semi name and doubles preferred; sleeper bus, salary. Buddy Blair, Box 118, Coloma, S. D. my13

WANT SIDE SHOW GIRLS, RAY LYNN'S Circus, R. D. 2, Coatsville, Pa. my28

PIANO AND TRUMPET—BUTTERFLY STYLE, rust well, cut shows essential, locations only; trumpet, lead, cut shows, fine tone, tenor band, able to solo as act. Write details Chuck George, Oak Manager, Club 26, Atlanta, Ga. my28

WANTED—HILLBILLIES AND WESTERN PER-formers. Musicians for Jacobson playing indoor and outdoor; radio, movie or recording star to feature; blackface or hokum toby comic or team; opening soon; write stating all with photos, salary expected. Address: National Congress of Hillbillies, Gen. Del., Secalia, Mo. my28

WANTED—SINGER OF WESTERN SONGS; young, single, personality; work dude ranch for summer; interviews Fridays 8-4 p.m. Herman Friedrich, 707 Eighth Ave., New York, N. Y. my28

(Continued on page 98)

SALESMEN—GOOD EARNINGS; WISH TO hear from reliable men now established covering sale of equipment to outdoor amusements. Tom Thoms Steamrollers, Inc., Sarg, sota, Fla. my13

SALESMEN—LUCKY AUTO CHARM CHAIN; new and different; liberal commissions; permanent opportunity with well established house; exclusive territory; nothing but your sales ability to invest. C. & F. Novelty Co., 1182 Broadway, New York 1, N. Y. my28

\$70-\$100 WEEKLY CAN BE EARNED SELLING our new business necessity to all merchants, doctors, etc.; prospects everywhere; easy to sell, advice commissions; free sales kit. Write Holladay, Box 1724 S.S.S., Springfield, Mo. my28

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NIEMAN CARNIVAL CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios 1236 Halstead St., Chicago, CA 8-2544. my28

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MIRRORS—DISTORTION, FUNNY TYPE, wanted—ones; will pay cash; wire, write best price. B.H. Alderbury, Box 6005, Harlandale Station, San Antonio, Tex. my13

USED 16MM. SOUND WESTERN FEATURE—1 pay, \$20. Herbert Dry, 822 9th St., N.E., Canton, O. my13

WANT MAJOR RIDES—ANY KIND, ANY place. R. C. Beatty, 3448 Glenham Rd., Kansas City, Mo. my28

WANTED—OLD ELECTRIC BARROOM PIANOS, band organs; all makes; also music boxes, orchestras, old-time arcade equipment, etc. Ed. Zelnick, 11 Jordan Ave., San Francisco 18, Calif. my28

WANTED TO BUY—KIDNIE RIDES. C. KRING, Rt. 1, Box 363, Toledo 4, O. my28

WANTED TO BUY—USED 1 CENT MUTOscope. Electric Machines, makers, 10 to 15 years. Ohio Novelty Co., 320 West Fourth St., Cincinnati, O. my28

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VAUDEVILLE ARTISTS

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 2-8664. my27

HARVEY THOMAS—ONE HOUR VAUDEVILLE show for theater, nice club, lodges, parties; singer, dancer, musician, comedian. 182 North State, Chicago, Ill. my28

"MIRACLE OF VENTRILQUOY"—TWO GREAT acts (1) Boy and girl characters together in new, clean comedy and duets (2) Also "Gussie" (ventriloquist) Gossie, together with popular team, dancer, 4 features; wardrobe; transportation one way. Wesley Davis, 411 S. Wabash, Chicago, Ill. WA 2-8664. my27

NOVELTY JUGGLER DESIRES TO JOIN UNIT or magician; state all details. Will Chaffee, salary, \$125 net; best in wardrobe; transportation one way. Wesley Davis, 411 S. Wabash, Chicago, Ill. WA 2-8664. my27

SALARY UNIMPORTANT!—COMEDY M.C. wants work in summer resort. Write Floyd Sommers, 27 Bardach Pl., New York City 4. my28

WANTED—HILLBILLIES AND WESTERN PER-formers. Musicians for Jacobson playing indoor and outdoor; radio, movie or recording star to feature; blackface or hokum toby comic or team; opening soon; write stating all with photos, salary expected. Address: National Congress of Hillbillies, Gen. Del., Secalia, Mo. my28

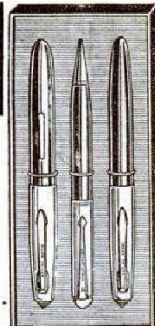
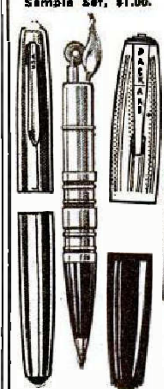
WANTED—SINGER OF WESTERN SONGS; young, single, personality; work dude ranch for summer; interviews Fridays 8-4 p.m. Herman Friedrich, 707 Eighth Ave., New York, N. Y. my28

(Continued on page 98)

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed. Free Cartridges. **SPECIAL PRICE**

50¢ Per Set
Sample Set, \$1.00.



These Pens Sell Like Wildfire!

Combination ball pen and lighter.

35¢ ea.
New 1950 Vacuum Filler

\$4.20 Doz.

\$48.00 GROSS
Smart gold-plated finish. 55% savings with order. Send \$2.50 for Samples.

ORDER NOW!
H. EPSTEIN
27 East 22nd St.
New York 10, N. Y.

PEARLS

Direct from manufacturer to you!

Attractively Boxed
EARRING SETS

\$2.10 per dozen

Attractively Boxed
NECKLACES

\$3.20 per dozen

Minimum order, 2 dozen
app., Est. C. D.
Send \$1.00 for sample of each item

SPENCER

NOVELTY MFG. CO.

141 Spencer St. Brooklyn 5, N. Y.

Simulated

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

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

MACK'S MONEY-MAKERS!

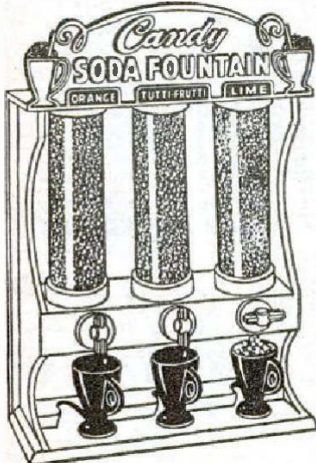


MAHOOT THE FLUTE

\$3.90 \$42.00
Dox. Gross

Blow on flute and snake comes out of basket dancing in time to the real snake-charmer music. Stop blowing and snake comes back into basket.

THE EXCITING NEW CANDY SODA FOUNTAIN



Made of shatterproof plastic. Turn the handles and cups fill with candy "bubbles"—looks like a real ice cream soda! Brilliant colors—lots of flash. Individually boxed in full-color cartons. Priced to sell fast.

\$4.00 Doz. Sample, 50c
REFILLS: 90c Doz. \$9.00 Gr.



MR. HOOZ-IT

Sensational Bouncing Novelty...
Action-Packed...
Everything Moves...
Colorful Plastic.

\$3.75 \$42.00
Dox. Gross

BUCKING HORSE & RIDER. \$3.90 dz.
Magnetic Action Novelty Trick. 42.00 gr.
Throws rider every time unless you know how.

SUNGLASSES—Air Force Type. \$8.40 dz.
High Grade, Metal Frame. Complete with non-breakable plastic case. Men's and women's styles. Sample \$1

GORY YANK-A-TOOTH. Looks like a tooth just pulled. Realistic. Individually Boxed. \$1.90 dz. 21.00 gr.

FAMOUS MILKING COW. \$8.40 dz.
Drinks—Gives milk. Complete with Milk pail. Sample \$1

PUPP 'N' TOOT PLASTIC TRAIN WHISTLE. Puffs smoke—rears like real train. 4 1/2" long. Packed in colorful box. \$3.90 dz.

327 MONKEY MISCHIEF. Hangs from trapeze bar. Live Rubber Monkey performs on trapeze bar. Comes with strong suction cup. \$2.75 dz. 30.00 gr.

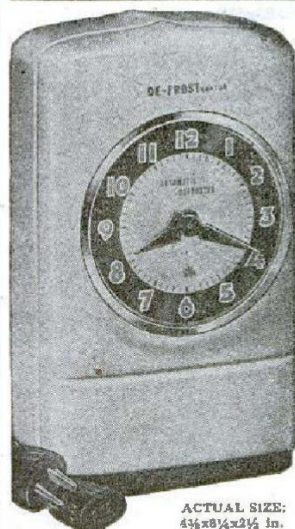
25% with order—balance C. O. D. Add 3% for Postage.

THE 1st With the Novelty Nuts
MACK CO. 32 N. WELLS STREET CHICAGO, ILL.

ENGRAVERS WITH IT SINCE 1907

ORIGINATORS OF THE ALL-ALUMINUM
IDENTS • MEN'S IDENT • LADIES
IDENTS • DOUBLE HEART IDENT
ALUMINUM 516-48 CROSS
IDENTS • MASSIVE LARGE
ALUMINUM IDENT \$2.00 DOZEN
MILLER CREATIONS
6428 KENWOOD AVE • CHICAGO 37, ILL. • Bayport 1-5338

BIG NEWS!...



ACTUAL SIZE:
4 1/4" x 4 1/4" x 2 1/4" in.

**NOW...the Double Duty
DE-FROSTerator**
is here for EVERYBODY!

A modern
**AUTOMATIC
DEFROSTER**
for home electric
refrigerators!

and
A nationally known,
self-starting
**ELECTRIC
CLOCK!**

An engineering phenomenon scientifically designed to instantly convert any home electric refrigerator regardless of age or make to the much desired self-defrosting feature. DE-FROSTerator automatically turns the refrigerating unit off and on daily for just the right amount of time to defrost it without affecting ice cubes or frozen foods. Easy to install—just plug in to refrigerator and stand on top of refrigerator or hang on the wall.

- Saves on electricity and refrigerator upkeep... ends defrosting nuisance forever.
- Helps foods stay fresh longer... keeps ice cube trays from becoming frostbound.
- Durable construction of metal... smartly designed as a miniature refrigerator... beautifully finished in refrigerator white. A real flash.

AT LAST! A HOT DEAL!

for PUSH CARD WORKERS... BOARD OPERATORS... AGENTS

20,000,000 home electric refrigerator owners are waiting for DE-FROSTerator. The miracle automatic combination self-defroster and electric self-starting kitchen clock that has 100% appeal.

DON'T PASS THIS ONE

This is the kind of deal that comes up once in a great while, push cards, boards, with deal that are placed in factories, offices, taverns, restaurants sell out quick.

YOU MUST TRY IT TO BELIEVE IT

WRITE FOR LARGE QUANTITY PRICES

NEW LOW PRICES

\$5.97
EACH
IN DOZ. LOTS

25% DEPOSIT,
BALANCE C.O.D.,
F.O.B. CHICAGO.
SAMPLE, \$6.00
Postpaid

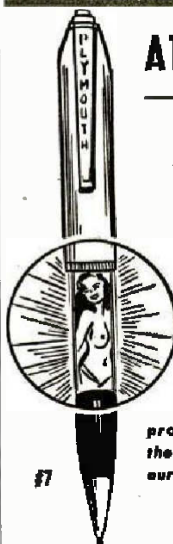
AVAILABLE—54-hole lithographed push card—takes in \$19.95, pays out 2 DE-FROSTerators—your profit \$4.75. 100% hit and take board... Average profit \$3.40, less cost of board.

MIDWESTERN PRODUCTS INDUSTRIES 623 S. WABASH AVE. CHICAGO 5, ILLINOIS

ATTENTION, OPERATORS!

SWEEPING THE COUNTRY!

"DREAM GIRL PENCIL"



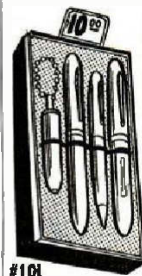
New sensational propel-repel pencil with gold-plated top and point, plastic barrel. PRESS THE TOP OF THE PENCIL AND THE BARREL LIGHTS UP! UNDER THE SPOTLIGHT APPEARS A RAVISHING BEAUTY IN EXCITING, NATURAL FULL COLOR!

Due to your tremendous response, we have increased production and pass the saving on to you—our new low price!

\$7.20
Dox.

\$72.00
Gr.
(Asst. Beauties)
SAMPLE \$1.50

Nothing Like This on the Market!



4 PIECE SET

Pen, Pencil, Ball Pen and Flashlight. Highly polished gold-plated set in attractive display box. Made to retail at \$1.00.

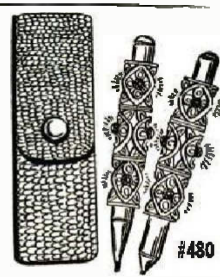
\$9.00
Dox.
Sets

\$102.00
Gr.
Sets

SAMPLE \$1.00

Golden Beauties

Twin 14K gold-plated, propel-repel pen and pencil set with beautiful gold-plated, engraved with simulated jewelry. Complete with carrying case. Big demand for this \$1.00 retailer that fits snugly into purse or pocket.



\$6.00
Dox.

\$66.00
Gr.

SAMPLE \$1.00

IMPERIAL MDSE. CO.

893 BROADWAY

NEW YORK 3, N. Y.

25% dep.—Money Order; bal. C.O.D.
Allow for postage on prepaid orders.
Write for list of Hot Specials.

BIG PROFITS!



CANVAESERS! PITCHMEN!

\$5.10 in 100 Make bigger profit!

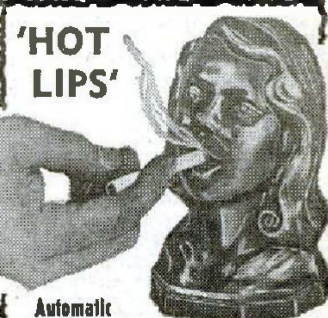
\$5.35 in dozens.

N.E.W. HOT NUMBER!
SWISS 3-HAND STOP
MASTER CHRONOMETER.

SENSATIONAL WONDER-WATCH SELLS ON SIGHT! 2 push button, triple face, special 45 min. and 6 hr. recorder, independent movement (watch runs when sweep hand stops), precision built, written guarantee. Formerly sold at \$20. A MUST FOR RACING FANS!
LOWEST PRICE! Fully guaranteed JEWELLED 2 PUSH BUTTON CHRONOGRAPH times all events, polished chrome case, sweep hand, two-lined face, glows in dark. Instructions. Best seller in watch history. \$3.25 100's, \$3.40 dozens.
UNMATCHED OFFER! COMPARE! WINDOW CALENDAR WATCH date changes automatically. ANTI-MAGNETIC, sweep hand, unbreakable crystal. A real bargain! \$3.50 gross lot. \$3.90 dozens.
73 POCKET DESK ALARM, terrific sell! \$4.25.

Choice: Leather, expansion band, gift box only 15c add. Sample watches \$1 extra. Send only 10% with order, rest C. O. D. Immediate delivery on all watches! BRAND NEW MERCHANDISE. SERVICE GUARANTEED. FREE! WRITE FOR ILLUSTRATED BROCHURE.

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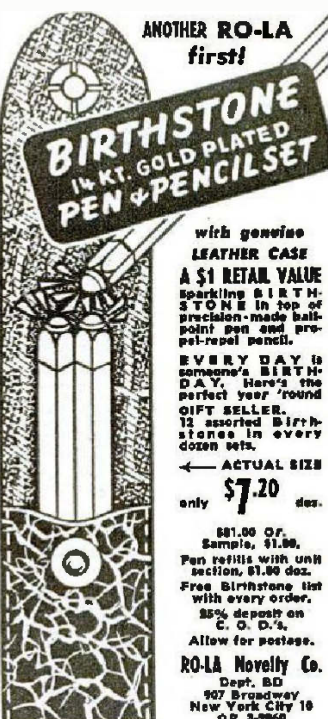
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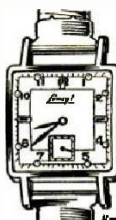
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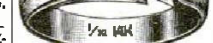
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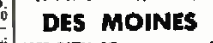
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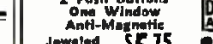
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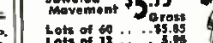
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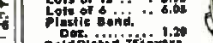
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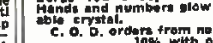
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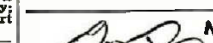
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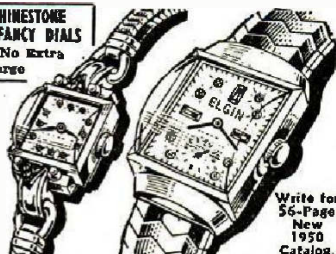
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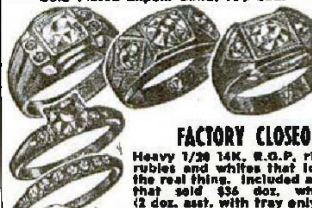
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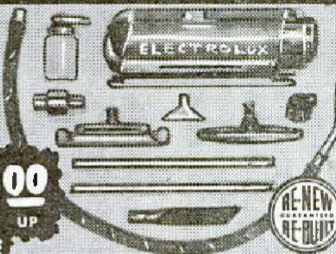
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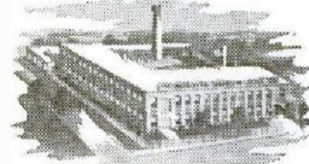
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T. V. Phelan

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DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, pendants and
stone-set bangles, such as hearts, stars, clovers, pendants,
jewel sets, heart and arrow, crescents, crosses, soldered link
chains, springrings, jumpings; rolled gold plate wire,
square and round, in all sizes and quantities; the slides, pearl
plates, hoops, ear wires, scatter pins and many other items.
We also supply such tools as pliers, ring mandrels, size
sets, etc. Illustrated is the Phelan Hand Made Gold Wire
Ring in 1/20-12K Gold Filled, for which we are sole dis-
tributors. It comes in birthstone colors for men and women
and makes a beautiful gift. Dozen lots, \$7 doz.; 8 for \$6;
less than \$4-5.10 each.

Write for \$5 sample line, stating requirements—\$2 deposit required—bal. C. O. D.
For Quality Merchandise, Highly
Stylish, at Lowest Prices. **EMROW JEWELRY CO. 25 Danforth St., Providence 8, R.I.**

Buy Direct From the Manufacturer and SAVE!

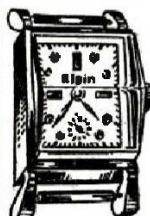


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CASES**

A perfect premium. Gay, colorful steel clad picnic
cases. Completely equipped with plates, tumblers and
implements. Send for folder showing complete line.
Serve two, four or six.

GENERAL FIBRE PRODUCTS CO., FITCHBURG 7, MASS.

NEVER BEFORE AT THIS AMAZING LOW PRICE! WE CANNOT BE UNDERSOLD

**MEN'S STYLES**

\$8.50
With Brilliant
Rhinstone Dial

Outstanding Extra
Pony Nationality
Advertised Repre-
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Extra.

★ ELGIN
★ BENLUS
★ BULOVA
★ WALTHAM
★ GRUEN

All new 1950 Styles
Beautifully cased and
timed to perfection.
Guaranteed like new.
WHOLESALE ONLY.
Large Quantities.
Write for Prices.

SPECIAL BANGLE BRACELETS

\$6.25

Dos.
(Regular \$12.50
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Charm Bracelets with
12 Charms, 4 of which
are movable. In Gold
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Set a Day Year-Round
Seller.

25% with order, balance C. O. D.
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J. ENGEL & SON

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#4 DART BALLOONS

10 to 50 gross, 65¢ per gross. 50 gross or
more, 60¢ per gross.

PLASTIC PINWHEELS

All striped material. Star design. Very at-
tractive. 1 to 5 gross, \$7.50 gross, 6 gross
or more, \$7.10 per gross.

TRI-MOTOR BOMBER

All plastic. Bright flashy colors. 1 to 4
gross, \$21.00 gross. 5 gross and up, \$20.00
per gross.

MAPLE WALKING CANES

Full size—1 to 5 dozen, \$3.00 per dozen.
6 dozen and over, \$2.70 per dozen.

CHARACTER DOLLS

Of all nations. Assorted characters. 1 to 6
dozen, \$13.20 dozen, 6 dozen and over,
\$12.60 dozen.

RED RUBBER BALLS

1 1/4 inch enameled sponge jack ball—1 to
10 gross, \$1.60 gross, 10 gross and up,
\$1.44 gross.

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MOSE, CO.**

P.O. BOX 593 DAYTON 1, OHIO
(614 Washington St., Dayton, Ohio)

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IMMEDIATE DELIVERY!

Electric Flash Boards
Electric Bingo Mowers

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Squirt Doll, doz. \$2.00
Bride & Groom, doz. 7.20
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Grand Deception doz. 1.20
Wham Jet Toy, doz. 1.50
Flip Stripper, doz. 1.75
Sinking Girl Folder, doz. 1.20
Strip-Strip Mural Folder, doz. 1.00
Mu-La-Mu-La Girl! 1.20
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Photo Matches, doz. 1.00
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Sucker Card Trick, doz. 1.50
We learn no catalog. No samples sent.
Check or money order must accompany
all orders.

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Letters and packages addressed to persons in care of The Billboard
will be advertised in this list two times only. If you are having
mail addressed to you in our care, look for your name EACH WEEK.
Mail is listed according to the office of The Billboard where it is held.
Cincinnati, New York, Chicago or St. Louis. To be listed in following week's
issue, mail must reach New York, Chicago or St. Louis by Wednesday morning.
or Cincinnati office by Thursday morning.

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Allan, Maurice
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Allen, H. R.
Allen, Kitty
Allen, Leo
Allen, Leslie
Allen, Michael &
Allen, Kathryn
Allen, Roy &
Allen, Ted &
Allen, Y. W.
Almond, Mr. Dimp
Alzona, Karl
Anderson Greater
Anderson, Mrs.
Anderson, John D.
Anderson, Mrs.
Anderson, Mrs. Margaret
Andriah, Peter
Anthony, John
Arnold, Erwin
Arnold, Leroy
Arnold, Linda
Arnold, Whitte
Angstadt, August
Austin, Dick
Austria, P. W.
Baltier, Shirley
Barby, James
Barfield, James
Barfield, John
Barney, Geo.
Baron, Mrs. E.
Barragan, Manuel
Bass, Delores
Beardley, Geo. B.
Bell, Mr. Jessie
Benett, Mrs. Fritz
Benjamin, Mrs.
Benjamin, Harry
Bennett, Chas.
Bennett, Spencer
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Berouach, Mike
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Blindall, Geo.
Blomberg, W. A.
Bodin, Leo
Bolbores, M.
Bolton, Alice
Bosch, Raymond
Bow, Wm. A.
Bowen, Alice B.
Bowman, Leo
Bradley, Lee
Brady, Allen
Brandon, W. Lee
Bray, W. M.
Break, Frank J.
Brin, Emily H.
Brinker, Andrew P.
Broome, E. H.
Brown, J. C.
Brown, Arthur
Brown, A. W. &
Brown, Mra.
Brown, Junior
Bryant, Hugh O. &
Burlison, Madam
Burns, Jimmy
Burke, Leon
Bush, J. T.
Bush, Mrs. Bobb.
Bush, Tom
Burbaum, Edw.
Byers, Earl
Cain, Frankie
Caldwell, Geo.
Caldwell, J. E.
Cantrell, Fred
Casper, Everett
Casper, Billy
Casper, Don
Cappell, John
Carlin, Mrs. Henry
Carroll, Burrell &
Caulley, Maudie H.
Cheslow, Anne C.
Cheslow, Leo
Cheslow, Mrs. Jane
Chiswick, Leonard
Clark, W. W.
Cleveland, Edw. J.
Clifford, J. Joe
Cobler, W. J. (Pete)
Cole, Stanley Fred
Coleman, Tommy
Compton, Gladys
Cook, Bill
Cook, Mr. Des
Cooper, James
Cooper, Roy W.
Corbett, Albert J.
Corcoran, Thos.
Corlew, Wm.
Cormier, Peter
Cotton, Ray
Coutney, John
Craden, Tom
Crane, Mrs.
Crandell, Mrs.
Crawford, Geo.
Crawford, Ralph W.
Crouch, L. L.
Curtis, George
Daley, Chas. M.
Daley, Mrs. Mabel
Daley, Mrs. Heath
Daniels, Richard
Davis, Jack "Wop"
Davis, Jimmy
Day, Fred
Delena, Walter
DePena, Frank
Deason, Roy W.
Ducker, Harry
Dees, John
Dell, Daniel
Delawater, Bob
Demetro, Archie
Demetro, John
Demetro, Rose
Demetro, Steve
Devald, J. M.
Diablo, El
Dickerson, Windell
Disler, Mrs. Roy
Dolan, (Cookhouse)
Doolin, Richard D.
Douglas, White
Droun, R. C.
Dubois, Henry J.
Duncan, Dick
Duncan, John
Dunlap, Pete
Dustin, Will T.
Earl, Mrs. Jack
Eaves, C. C.
Eddels, Harry F.
Edwards, A. B.
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Elliott, Mrs.
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Shows)
Ellis, Mrs. F. F.
English, Walter
Ereley, Joe
Ernsberger, Jack
Erstides, O. C.
Erstides, Mrs. C. C.
Evans, Brewster
Evans, Carly
Evans, L. W.
Everitt, Jessie J.
Farron, James
Ferry, Mrs. Kathryn
Fillon, Ralph
Fink, Harry
Fisch, Ted
Fisher, Geo.
Fitzpatrick, Freddie
Fockelman, S. A.
Folkard, Robt.
Fowler, Mrs. Bula
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Frances, Dave J.
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Fulkerson, Mr. Marion
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Galvin, Melvin R.
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Garley, Tim
Gee, R. H.
George, Farthay
Gerard, Albert R.
Gervey, John (Joe)
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Glucose, (Mickey)
(See Letter List on page 106)

THE WHOLE COUNTRY'S LAFFING AT THE NEWEST AND SCREWIEST

4 inches Tall 3 Doz.

\$12.00

BAR COMICS

Gross
\$26.40

**DAFFY LABELED MINIATURES**

Positively the Craziest, Funniest, Fastest Selling and
Largest Assortment in America. Each One a Scream.

They're Sensational for Souvenirs, Parties, Fun.

100 SA—CONSISTS OF STANDARD ASSORTMENT.

266 SHOTGUN WEDDING. Taste of Kentucky buckshot.

267 P.U. Bottled in barn.

268 FOUR BOZES. Boxcar special.

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273 OLD THUNDERBELLCH. Talks for itself.

274 GUT BURNER. Aged in asbestos, a loused-up drink.

275 LORD KILQUART. A stinker since the Civil War.

276 TWO-HEADED HENNESSY. Give a headache three ways.

277 SCHMOE OF DISTINCTION. First under the bar.

278 WHITE MAG. Flatter than a horse player.

279 OLD SLOUGHED HAMMER.

280 OLD QUONSET HEAD. A favorite with half-wits.

25% with order, balance C. O. D., F. O. B. Chicago

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JUST OFF PRESS—Write for Your Copy Today

Glant plush, sparkling plaster, first, second and third shall Bingo prizes, slum, new
top imports and a thousand and one other items. All at the lowest prices. State type
of business when requesting your copy.

MA101—Baseballs. Doz. \$2.00
MA102—Wood Betties. Ea.65
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MA106—Daisy Cork Guns. Ea. \$5.50
MA107—Corks. Per 1000 2.75
MA108—Hoop-La Rings. Doz. 7.00
MA109—Cane Rings. 100 for 4.50
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We Do Not Pay Postage—Include Full Amount

25% DISCOUNT REQUIRED WITH ALL C.O.D. ORDERS

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Established 1886

TERRE HAUTE, INDIANA

T-SHIRTS

Silk screen process—fine quality white cot-
ton shirts. One color Nav-Dye—any design—
\$2.50 per doz. 4 to 6 doz. \$1.50 per doz. 7 to
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deposit, balance C.O.D., F.O.B. Kokomo, Ind.

RALPH YATES
Kokomo, Indiana

RINGS—RINGS

AMERICA'S FINEST MONIE RINGS
Guaranteed not to turn or tarnish. All
types, \$5.00 doz. and up. Write for illus-
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L. L. Bonnett Mfg. Co.
Blount, Miss.

Sell Our Low Priced RINGS, WATCHES

Genuine Sparkling, Low Priced

DIAMONDS

An Opportunity to Cash
in Without Investment

**50%
DISCOUNT**



Spars or full
time, selling our
Sparkling Rings
at prices your
customers and
friends will thank
you for. Learn how to sell diamonds and rings
on sight. Only sample needed to attract sales.
Sell from beautifully illustrated catalog...
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undercut competition. Distributorships open
write today for free jeweler's equipment and
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We Have Everything For:

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- 3-PC. FOUNTAIN PEN SETS
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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

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Write for price list—mention games

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& Novelty Co.**

513 HURON RD., CLEVELAND, OHIO

"MISS PERSONALITY"

SHE WINKS—SHE SMILES



She MOVES her
lips. This new pat-
ented motion photo
SALES APPEAL—
BIG PROFIT AF-
FIAL—FOR YOU!
She shows her
"personality" right
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Also available
"Rula Rula"
Baby at Cat-
\$1.50 per doz.
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C.O.D. F.O.B.
N. Y. C.

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230 Grand Street New York, N. Y.

Biggest Profit Makers in WATCH History



RHINESTONE DIAL WATCH

In 14K Gold Plated Case

\$4.25 Each

- Brand New
- Written 1-Year Service Guarantee.
- 8 Flashing Rhinestones and 4 Stimulated Rubies
- Genuine Swiss Movement
- Looks Like \$80 Watch
- Individually Gift Boxed
- Genuine Leather Strap (Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)



JEWEL MOVEMENT Chronograph

\$3.75 Each

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
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- Guaranteed New—not Rebuilt (With Strap and Gift Box, 30¢ add'l.)

Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 4, 25¢ with order, balance C. O. D.

DUNHALL Imports Co.

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Be First with this OFFICIAL HOLY YEAR Prayer & Medal

Silver plated medal IMPORTED FROM ROME. Sure to be a winner wherever shown this year. 25 million Catholics are your potential customers. For CLUBS, SCHOOLS, CHURCH BAZAARS, MINGO PRIZES, BRIDGE PRIZES, etc. Medal and Prayer, including Color Photo of the Pope, packed in beautiful velvet-lined plastic box, sells for only \$1.00. Costs you 50¢ in gross lots—5¢ in less than gross lots. Send 25¢ cash, balance C. O. D., but rush . . . only a limited quantity imported.

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Utopia Station FLUSHING, N. Y.

ALL ORDERS POSTPAID

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Meet our star seller

BUSY FANNY

(Miss Budoir)

Outsells all other subjects combined, because she has more action and movement.

\$7.20 PER DOZ. POSTPAID

South Seas Beauty, Baby and Cat, Hula Girl

\$5.75 PER DOZ. POSTPAID

Assorted as desired.

Packed two dozen carton.

25% deposit, balance C. O. D. Send full amount to save C. O. D. charges. Shipment same day. Samples \$1.00 each. 15 years same address.

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FIREWORKS and NOVELTIES!

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog

Order Now • Lowest Prices

ACME SALES CO.

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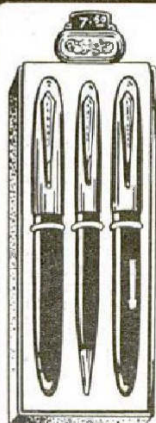
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Powerful Quick Demonstration.

Grease, Ink Stains come right out in cold water. Use over and over. Package holds 6 10"x30" Towels. Sells \$1.00 gross. Send \$1. for sample package. 5 Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

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634 4th St., South St. Petersburg, Fla.



3 PIECE PEN SET

\$4.50 DOZ.

\$51.00 GR.

"Original" 3 pc. Kimeo Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

FLOATING DOLL PENCIL

\$3.75 Dz. \$43.20 Per Gr.

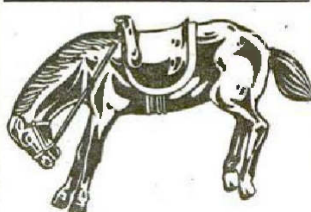


NEW MAGIC DREAM GIRL PENCIL \$4.00 Dz. \$69.00 Gr.
3-Pc. All-Gold Pen Sets \$3.50 Dz. \$52.00 Gr.
4-Pc. Pen Sets, including Pen Knife \$4.00 Dz. \$78.00 Gr.
5-Way Pen Set, including Flashlight and Cigarette Lighter \$5.25 Dz. \$108.00 Gr.
ITCHY DOGS \$2.50 Dz. \$39.00 Gr.
JUMPING FUR DOGS \$2.50 Dz. \$39.00 Gr.

KIM & CIOFFI

HOPALONG CASSIDY BUTTONS

\$3.00 Per C, \$25.00 Per M



"RED HOT" GOLD PLATED BUCKING BRONCO

\$12.60 GROSS

912 Arch St., Philadelphia 7, Pa. Market 7-2283

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Sewing Machine Operators LACED FELT COWBOY HATS

For Fairs, Parks, Carnivals and Circuses. Sensationally low priced.

\$36.00 per gross

Packed 6 Doz. to Carton.

25% Deposit. Balance C.O.D.

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NEW, LOW PRICED SENSATIONAL

LINE OF FAST SELLING

ANIMATED CLOCKS

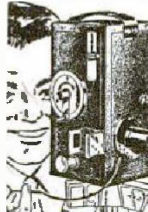
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Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 70% PROFIT. Write quick, get details about the great PHOTOMASTER.

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ATTRACTIVELY BOXED

10 pc. KITCHEN SET

(photo)

\$2.65

5 Pc. Cleaver Set, boxed, Ea. \$1.25, 7 Pc. Cleaver Set, boxed, Ea. \$1.75.

3 Pc. Carving Set, boxed \$4.00
24 Pc. Silverplate Steel Base 1.90
24 Pc. Stainless Steel Set 2.35
24 Pc. Silverplate, 16% Nickel Base, 2.70
(Minimum order 12, F.O.B. N. Y.)

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Sell Ultra-Blue Stock Signs

To stores, over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. Make money on our fast selling signs.

COST 6¢—SELL 35¢

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
15 Samples Ultra-Blue Religious Signs, 7x11 1.50
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Above Samples Mailed Postpaid.

100 Ultra-Blue Stock Signs, 7x11, \$6.00. No C.O.D.

LOWY, 612 Broadway, N.Y. 3, N.Y., Dept. 54



SWISS WATCHES

Sparkling new cases; genuine Swiss movements, precision rebuilt and guaranteed like new! 7-Jewel \$8.25

15-Jewel \$9.25; 17-Jewel \$10.25 (In lots of 3 or more, 25% deposit on C. O. D. orders.)

Gold Plated Expansion Band, 95¢ additional.

Beautiful Rhinestone Dial, 35¢ additional.

New LOW Price!



Refinished Like New! Every watch in excellent condition. 7-Jewel \$8.55

15-Jewel \$10.25; 17-Jewel \$12.25

Gold Plated Expansion Band, 95¢ additional.

Beautiful Rhinestone Dial, 35¢ additional.



New LOW Price SWISS WATCHES \$2.39

With Wire Expansion Band. Sweep Second Hand & Radium Dial. Beautiful Case. (In lot of 5 or more. Sample orders, \$1 extra.)

*Write for Free Illustrated Folder

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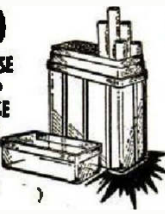
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Fastest Moving Items

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DOUBLE PURPOSE
MAGNETIZED
CIGARETTE CASEMagnet is mold-
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plastic cigarette
case. Will hold
magnetism for
ever.

Special Alnico Magnet holds case
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remain in sight and easy to reach.

Carried in pocket or purse as
regular cigarette case. Prevents
crushed cigarettes and loose
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Packed 12 to an attractive display
carton \$21.00
Per Gross

SMOKIE JR.

Black bakelite bit,
aluminum stem
with rich mahog-
any finish bowl.
Can be used as:

- SMOKING PIPE
 - CIGARETTE HOLDER
 - TIE CLASP
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- Dozen on at-
tractive display
card. Each card
individually
boxed.

\$21.00
Per Gross

Postage prepaid on orders of
5 gross or more

25% deposit, balance C. O. D.

DISK FLINTS. 24 on card. Pre-
paid in 100 cards \$.60
or more. Per Card

PLASTIC SLING SHOTS. Prepaid
return in 10 days and money will be re-
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Vacu-Mite is a car cleaner that
operates on the vacuum built by
the engine. The cleaner's so small
it fits into the glove compartment.
Easily installed, it retails for \$2.50.
... Albert H. Prow is now sales
manager at Eagle Rubber Company,
balloon manufacturers. ... Nimbus
Products is offering a tobacco pouch-
wallet in cowhide or pigskin to
retail for \$2. They're the makers
of the Fills-Easy Tobacco pouch. ...
Joseph Burten, of Burten Book &
Distributing Company, on a buying
trip to California and the North-
west. ... Fair traded at \$1, L. H.
Knibb is marketing the basketweave
line of Royal Knibb watchbands in
transparent display containers. ...
Berco Pen is offering Lady Yvette
for 98 cents. Display cards sell the
pen with the slogan, "Write with
perfumed ink—it brings fragrance
and beauty to your letter." ... Then
there's Commonwealth Plastics'
Magic Milk Bottle. If you know the
secret of this 10-cent item, you can
make the milk fluid slowly "dis-
appear". ... Soakem Six Gun is a
water pistol offered by Moresque

Enterprises. With a Western type
trigger action, the pistol can be
fanned as the cowboys do on tele-
vision. ... Colonial Creations market-
ing Slacky Bag, a 98-cent number.
It's a vinylite ladies' purse with
attached outside wallet that includes
card holder, picture and change
holder.

Lux Clock Manufacturing has a
new \$2.95 retailer. It's the En-
chanted Cottage Pendulette Clock
with swinging pendulum. The
brightly colored plastic "cottage"
features a small bird that bobs in
and out of the window. ... Full-
sized children's guitars and ukuleles
are manufactured now by Jefferson
Manufacturing Company. ... Croy-
den Company is presenting photo-
stamps to the trade. From a cus-
tomer's photo or negative, glossy
photographs — perforated and
gummed on back—are printed simi-
lar to postage stamps. A sheet of
100 stamps retails for \$2. ... A new
10-cent counter item, Ban, is de-
signed to banish breath odors. ...
Gerry Nufarm Products is offering
plastic seat cushions (latex foam
rubber) to retail for \$1.98 and \$2.75.
... Flat top bottle cap is a 15-cent
number, billed as a soda saver. The
counter card instructions say, "Snap,
it's on—tilt, it's off." ... Not much
longer than a cigarette is Pigmy
Pen, offered to the trade by Im-
perial Pen & Pencil Company. It's
a 39-cent ball point retailer. ...
Another 39-cent seller is the hand
painted wall plaque set entitled
"The Wolf and the Lady." ... Toss
it into the air; the chute opens and
Wang, the para-trooper floats to
earth. The item's marketed by
Saunders Tool and Die Company. ...
Eagle Specialty is offering a double
balloon baton. Balloons, one at each
end, are inflated simultaneously
thru a hollow baton. ... Religious
wood carvings, in all sizes and price
ranges, have been imported from
Europe by Henry Coshler Company.
... As a \$1.49 retailer, Central Die
& Casting is offering 3X field glasses

NEW! NEW! NEW!
BROTHER & SISTER DOLLS
SENSATIONAL LOW PRICE
COMPARE!

Brother and Sister Dolls dressed in attrac-
tive, authentic costumes. ... made of finest
quality poplin in solid colors, white shoes
and stockings and specially designed beret.
With famous life-like rubber skin, open
mouth, moving eyes. Brother and Sister
sleep and even cry "mama!" UNUSU-
ALLY BOXED. Sensationally Low Priced!

30" HIGH\$45.00
Doll

Special price for gross lots!
SAMPLE\$4.50 Ppd!

24" HIGH\$39.00
Doll

SAMPLE\$3.50 Ppd!
Send \$7.50 and receive BOTH Brother and
Sister Dolls Prepaid!

KUTIE DOLL, life-like skin, beautifully
dressed in lace ribbon dress, petticoat, rubber
panties, fancy bonnet with life-like curls,
moving eyes with lashes, open mouth, swivel
head and cries "mama!"

24" HIGH KUTIE
DOLL\$42.00
Doll

SAMPLE\$4.25 Ppd!

18" KUTIE DOLL

(without curls)\$27.00
Doll

SAMPLE\$2.75 Ppd!

25% deposit required, balance

C. O. D. if not rated

Special set-up for JOBBERS.

SALESMEN: Territories open.

Send for FREE catalogue of exclusive line of

Stuffed Fur and Furry Toys for Carnival and

Concession trade. Closeouts always on hand.

ACE TOY MFG. CO.

122 West 27th St. New York 1, N. Y.

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NEW CATALOG...FREE

EXTRA SPECIAL!



LADIES'
JEWELLED
WATCH

\$3.95
EA.

With Sweep Second

Brand New—Not

Reconditioned

BEAUTIFULLY DESIGNED LADIES' JEWELLED
WATCH with sweep second hand,
Polished chrome case. Radium
dial and hands. \$3.95 ea.
CHRONOGRAPH WRIST WATCH with 2
push button stop and start. Sweep second
hand. Chrome case. Expansion
band. Radium dial and hands. 4.00 ea.
MAN'S WATCH—chrome case, radium dial,
sweep second hand, stretch
band. 6 or more 3.00 ea.
Same as above with rhinestone
dial. 6 or more 3.95 ea.
MAN'S 7 J. WATCH—sweep second hand,
radium dial, stainless steel back,
leather band. 6 or more 4.50 ea.
MAN'S CALENDAR WATCH—7 J. automatic
window tells day, chrome case,
sweep second hand, radium
dial, leather band. 6 or more 5.50 ea.
Every Watch brand new—Not reconditioned.
10% Deposit—Balance C. O. D.

FREE Write Today for
Free Catalog and Details

**MARVEL WHOLESALE
WATCH CO.**
501 PINE ST. ST. LOUIS 2, MO.

FLASH! FLASH!

IT'S THE McCOY

The Much Wanted, FULLY AUTOMATIC
POCKET PISTOL LIGHTER. Local Stores
Retail for \$5.95. \$20.00 dozen/2 samples, \$5.00.

PISTOL LIGHTERS

Large size, chrome, 3 1/4" x 2 1/4" \$18.00
65.00 2 samples dozen 12.00
Black Handled, chrome, 3" 12.00
Black Handled, chrome, 3" 12.00
when open (medium size), dozen 14.00
These are not painted but black
simulated steel handles.
Chrome Plated, precision made, dozen, 11.00
Sample of each, all 5 styles, \$10.00

THIS WEEK'S SPECIAL!

Table Lighter & Ashtray Combination,
\$9.00; worth much more.

THE WOLF PACK

Cuties, World's Nudies—52 Beauties in
natural colors, plastic finish.
\$16.00. \$10.00 dozen full remittance.
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 prepare with full remittance.

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OR 9030 3-2419 SUITE 1810

★ PREMIUM BUYERS ★

★ JOBBERS! DEALERS ★

WATERLESS COOKWARE SET, \$8.50

14 pc. extra heavy gauge virgin alumi-
num. Display folder with \$49.95 price.
Recipe book. GUARANTEE! Min. order 6.

★ KITCHEN CLEAVER & CARVING SET, \$1.90

7 pc. gleaming stainless steel. Individu-
ally packaged in attractive display
box. 3 pc. set, \$7.35; display box
with \$4.95 price. Minimum order 12.

★ WM. A. ROGERS SILVERWARE

by Onaida, Ltd., Silversmiths
Highest quality. Full plate. Every piece
stamped "ROGERS A-1 PLUS." Service
for 6-8-12 at the lowest price available
anywhere. Send for illustrated folder
and price list.

★ IMPORTED ORIENTAL DESIGN RUGS

2'x3', \$1.35; 2'x4', \$1.75; 3'x5', \$3.00.

Minimum order 12.

25% With Order, Balance C. O. D.

★ H. B. DAVIS CO.

520 Hudson St. New York 14, N. Y.

NEW Suction-Cup Auto Flag-Holder

for DECORATION DAY
For Autos, Windows, Cel-
ebrations, etc. Complete with
3 American Flag, 4 1/2 x 6 1/2".
Sensational seller. Sell for
50c each. Samples, 25c.

Doz. \$2.20
Gro. \$24.00

25% deposit
with order,
bal. C. O. D.

Write for List of Over 350 Popular Items.

GORDON MFG. CO.
110 E. 23 St., Dept. BF, New York 10, N. Y.

It's
Sex-sational!

Original

"STRIP
TEASE"

Model Photos
(Sequence Series)
SELLS ON
SIGHT!

Watch the boys'
eyes pop when you
show them these
photos.

FAST,
DEPENDABLE
SERVICE

12 Different 4x5

Glossy Photos
to a set

Now only \$26.40 per gross.

Dozen lots \$5.50 per dozen set's.

RUSH \$5 (check or money order) for 14
dos. sample sets (min. order). Sorry, no
C.O.D.'s or free samples. Order with
confidence, satisfaction guaranteed. Send
your order today to:

R & E SALES MART, P. O. Box 26,
Triborough Sta., N. Y. 35, N. Y.

O-BABY!

KEY CHAINS

Sensational! Brand New!!
It's Hot!! Sells on Sight!
BIG MONEY MAKER!
Real photographs of beau-
tiful, gorgeous models,
shocking poses, Transpa-
rent, magnifying plastic,
ideal for engraving on re-
verse side. Key Chain li-
brated actual size.

SAMPLE DOZ., \$1.00.
\$9.50 GROSS

5 gross or over, \$8.50 per
gross. 25% deposit on
C.O.D. orders.

ROGER WILLIAMS MFG.
CO., 49 Westminster St.,
Providence, R. I.

RELIGIOUS PICTURES

Sell on sight. 30 best subjects such as the
Lord's Supper, etc. Size 5x11, chrome framed
with flaxglass, hanger. \$2.60 per dozen
postpaid, cash with order. Or \$1.00 deposit
for C. O. D. plus postage. If not satisfied,
return in 10 days and money will be re-
funded. Distributors, write for quantity
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REPEAT SALES

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The MIRACLE Chemical that helps
Batteries stay AUTOMATICALLY
charged. Adds Months of useful serv-
ice. Eliminates freezing, overcharging,
and cable corrosion. Restores old batteries. Saves time and money
for user. EAGLE BUYERS EVERYWHERE! Fleet owners, garages,
service stations and individuals all buy. FOUR EASY SIZES A
DAY NETS \$100 \$1500 WEEKLY Advertising and Promotional
Material free. Sold on subscription guaranteed or money back plan.
Send \$1.00 for special sample order enough for two batteries, or
write for free details. CITE IN THE BIG MONEY FROM DO IT NOW.
DON'T DELAY... WRITE TODAY!

BATTERY CHANGE PRODUCTS COMPANY
728 W. Peachtree Street Dept. W Atlanta, Georgia

with unbreakable plastic lenses. . . Twenty-four karat gold-plated clocks that apparently have no movements—the dials are transparent—are marketed as \$19.95 sellers by William P. Mahne Silver Company. . . Zippo's Lady Bradford (\$10 retailer) table lighter has hit the market. . . There's plenty of sales points for Rabar Plastics' doll that retails for 10-cents. The tiny doll has moving eyes, drinks, wets, and moves arms and legs.

A 3-in-1 combination cigarette lighter, flashlight and mechanical pencil sells for a dollar. It's marketed by Jarco Corporation. . . To enable dealers to capitalize on seasonal gift buying, Camillus Cutlery is offering a Father's Day counter card to merchandisers handling their line of jack knives. . . Nathan Silverstein, of President Novelty, says the Sweetheart Set, a \$3 retailer, is selling well. It's a gold-plated lacquered pendant and earrings in the shape of hearts and arrows. Sells individually at \$1 retail. . . Endorsed by Oswald Jacoby, the canasta and bridge expert, Monroe Manufacturing is offering a canasta scoring pencil as a dollar seller. It's 24 karat gold plated, and gives canasta players official scoring values. . . Valerie Jewelry, Inc., has moved offices to 29 West 36th Street. . . Offering unlimited possibilities for window demonstration sales, Lotta Lather—a \$1.98 bathroom accessory—has been introduced by NUnovelty Company. Lotta Lather is a pad of soft sponge rubber on one side with many tiny rubber bristles on the reverse side. A chrome chain with

plastic ring extends from each end of the pad. Grasping a ring in each hand, a person can achieve a vigorous backwash or scalp massage. . . Leopold Kende, of Kende Sales, says his \$100 to \$300 sellers represent the ultimate in imported musical novelties. One item, a bird in a gilded cage, retails for \$125. The bird sings and flutters realistically—"a marvelous demonstration of European ingenuity and craftsmanship." Then there's the tipler leaning against a street lamp pole—a \$120 seller. The street lamp lights up and the drunk turns his head from side to side as he whistles "Show Me the Way to Go Home!"

Hopalong Cassidy Items:

Imperial Knife Company is marketing a Hopalong Cassidy trail knife. . . Another Cassidy item is the Auto-Magic Theater. The box container serves as a stage and the flashlight gun—loaded with a film—shows movies in the box theater. . . Then there's Ullman Company's 39-cent retailer, a plastic Cassidy place mat. Hopalong, his autograph, and his horse are reproduced in color on the mat.

West Coast:

M. (Whitey) Monette, San Francisco dealer, was awarded the concession for novelties, jewelry and souvenirs at California State Fair, to be held August 31-September 10 in Sacramento. Privilege is \$7,583. He also was awarded the guess-your-weight and age concessions for .0015 cents per person attending. . . Beaumont Brokerage, Los Angeles,

is pushing the Bloody Cut Finger and reports that it is going strong. . . Leo Jacobs has brought out the Sun-Foto Kit. It has sufficient materials for the printing of about 150 pictures on paper, fabric or other smooth surface. No darkroom is needed. The permanent pictures are (See Merchandise Topics, page 195)

PLASTER WITH PLENTY OF FLASH
See our new smooth and high gloss finish, highly tinsel, with plenty of FLASH. When seen looks like china, not PLASTER. Prices: 6c, 12c, 25c. Must be seen to appreciate. **WINE TODAY.** All orders shipped same day received. 50% deposit required.
LOUISVILLE STATUARY COMPANY
2317 Frankfort Ave. Louisville 6, Kentucky

Handy EMERGENCY RUBBERS SENSATIONAL NEW IDEA!

Comes in Transparent Plastic Tube to Fit Pocket or Purse

• Plastic Container (4x1 1/4)

• 100% Rubber

• Fits Any Shoe

Fits any shoe—fits any space—handbag, car compartment, office locker, desk drawer, etc. Can be carried anywhere for instant use. Made of durable, soft 100% rubber that rolls easily to fit attractive container. Every woman a potential sale. Fits the average shoe—won't slip off. Watch the sales POUR in. Order today and see for yourself!

25% Deposit, } \$8 DOZEN
Bal. C.O.D. } Add 50c
F.O.B. N.Y.C. } postage
charges
when send-
ing check
or M. O.
for dozen
or more.

Enclose Money Order

For Sample Shipment!

MARK SALES CORP. Dept. 1209

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SENSATIONAL "CUTIE" PROJECTOR

STURDY • PORTABLE • COMPACT • POCKET SIZE

Fits in palm of your hand. Complete with bulb. Nothing to plug in. Uses ordinary flashlight batteries. Use it anywhere . . . everywhere. Projector equipped with 3-element lens. 16 mm. color transparencies changed with a simple finger control—no slides to take apart.

and REEL OF 40 FULL COLOR ART STILLS of
HOLLYWOOD'S LOVELIEST FIGURE MODELS

BE THE FIRST IN YOUR AREA!

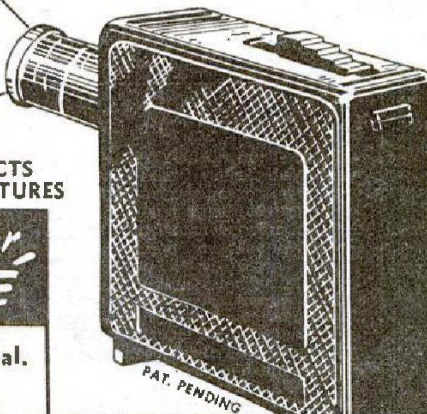
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Sample PROJECTOR
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25% DOWN, BALANCE C. O. D.
JOBBER INQUIRIES INVITED
REPEAT BUSINESS WITH NEW
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**A SENSATIONAL SELLER
FRESH - NEW
DIFFERENT
DUKE LANFRE**

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PLAYING CARDS**

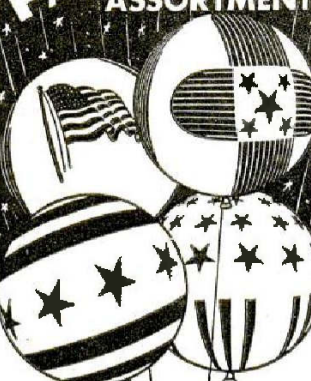
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Regulation size deck of 52 different and exciting young Hollywood Models reproduced in FULL COLOR from Kodachrome originals. Art studies in all their natural beauty. Plastic coated for protection. A sensation at card games. Delight your customers. Make excellent gifts.

ORDER NOW

\$15.00 per dozen C.O.D. 25% Deposit, Sample \$2.00 CASH

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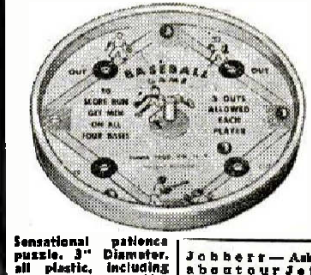
Hit the Holidays with these Flashy, Fast Sellers Money Getters at any Spot... Any Time

No. 9 PATRIOTIC ASSORTMENT \$7 Gro. Plus Shipping Charges Order from Your Jobber Today

The OAK RUBBER CO. RAVENNA, OHIO.

IMMEDIATE SHIPMENT
ON ALL OAK PRODUCTS
25% dep. with order, bal. C. O. D.
New 44 pp. 1950 catalog free upon request.
M. K. BRODY
1716 S. Halsted St. Chicago, Ill.

Cash In With Our 10c BASEBALL PUZZLE



Sensational patience puzzle, 3" Diameter, all plastic, including transparent top. Variety of two-tone colors.

Jobbers—Ask about our Jet Driven Locomotive and other puzzle games!

ELMAR PRODUCTS CO.
18 West 24th St. New York 10

FOR DEALERS ONLY

PLAIBLE PLASTIC BUGS (the original), 7 numbers Doz. \$1.50; Gr. \$15.00

YANKA-TOOTH (terrible) Doz. 1.50

SOOT-OH (loads of fun) Cd. of 24 1.25

TINY-LITE Flashlights Cd. of 12 2.49

NEW 3-WAY GAY 90's MUSTACHE clips to nose Doz. 1.50

LOWE'S "15" PUZZLE Doz. 7.25

WACKY SIGNS (35 numbers) Ass'd. Doz. 1.50

MAXIE THE MOUSE, Rubber Doz. 1.50

MYSTIC FLOWER, Match Vanishes and Changes to Flower Doz. 2.50

SQUIRTING NICKEL, the best Doz. 5.00

25% Deposit on All C. O. D. Orders.
P. O. B. Chicago, Ill.

ORDER NOW—GET ON OUR MAILING LIST.

RILEY-BORIN NOVELTY CO.
1909 S. Rhodes Ave. CHICAGO 19, ILL.

GIVE TO THE RUNYON CANCER FUND

Pipes for Pitchmen

By Bill Baker

CLAIR MOORE . . . is working the May Company store in Los Angeles with a new powder.

ROBERT HALLIE . . . is set to open his horoscope layout in front of the W. T. Grant store in Huntington Park, Calif.

JACK VINNICK . . . is getting ready to work the Shrine Convention in Los Angeles in June and the American Legion conclave there in October.

FRANK RIBEDEAU . . . is in Los Angeles, where he is reported to be manufacturing a new clear-quick varnish.

THEY TELL US . . . that Cliff Jones has quit the pitch game in favor of operating a toy factory on the West Coast.

BOZO CLARKE . . . and Ben (Hobo) Benson are in New York making plans to attend the Hobo Convention in Britt, Ia., in August and work sheet.

BETTE BESHES . . . continues to get the geedus with her GloShen products in the F. W. Woolworth downtown Los Angeles five and dimer.

LET'S HAVE . . . some pipes from the following: Art Nelson, George Haney, Harold Myers, Frenchy Laboe, Hubert Golden, Herbert Hull, Tubby McDonald, Glenn and Marcia Hosberg, June Coffey, Bud Jacks, Max Fried, Mike Devine, A. N. Dempsey, Jerry Grigg, Laura Foster, William M. Swanson, Mr. and Mrs. Marsh, Bob Tuzy, Jack Barnhart, Mabel Sackett, Solly and Marjorie Fields, Bud Gillyplant, Charlie Lyons, Lester Kane, Ben Nathanson, Lois Peterson Otto, Lichtenstein, Bert Moore, Zan Overall, Curtis Little, Henry Shapiro, Louis Lobarsky, Larry Simes, Harold (Buzz) Wagner, Ben and May Schwartz, Jack Tanter, Joe DeMercedes, John Venckus, Joe Sedler, George Truchan Jr. and Henry H. Varner.

DR. HOWARD . . . continues to grind out the mooia working the F. W. Woolworth store in Los Angeles.

BIG AL WILSON . . . blew into Cleveland last week to work cards and mice following a successful stand at the Sports Show in Fort Worth.

RED LARKIN . . . well known in pitch circles, is trailing the Clyde Beatty Circus on its tour of the West Coast.

"HAVE BEEN TAKING . . . it easy while waiting to go on the road with Freedman's Concessions," letters Richard Arcand from Los Angeles. "Made a tour of the local department stores and found only two pitchmen working. Have sighted a number of pitchmen going and coming. If a pitchman's goods does not stand up to the various local stores' regulations and standards they cannot get in, with the result that they find themselves on street corners cutting up jackpots. Working the streets here requires a State permit and city license in addition to the nut for the lot or doorway. So, if any of you must come West come with plenty of money in your pockets. Let's have some pipes here from Harry Mills, Mary and Madeline Ragan, Phill Kallail and Morris Kahnbroff."

H-M CHALKS WINNER

(Continued from page 71)

resulted in a full house, included the appearance of all Shrine uniformed bodies in a street parade, along with show elephants and other stock. The marching units also appeared in the spec.

Tuesday matinee (18) played to turnaway biz when all elementary schools were let out in time for the performance. Wednesday (19) was fair. Friday night and Saturday performances were turnaways.

An attractive red and white decorative scheme was used. Shrine officials in charge of the show included Robert M. Mumma, potentate, and W. Thomas E. Newman Jr., general chairman for the third year.

Poster Contest Aids

A poster contest, conducted for school children in nine counties, drew 394 entries. Nineteen prizes ranging from \$50 to \$5 were offered in each of two groups. The attendance of

contestants, their families and relatives, helped boost the opening night crowd. Promotion-publicity again was handled by Omer Kenyon, circus exec.

Hamid-Morton was awarded the contract for the 1951 show which will probably be held a week earlier.

The program: 1—Overture, Joe Basile's band; 2—Aeriales, Dobritch, Miss Francine; 3—Capt. Dick Clemens, wild animals; 4—Searl and Johnny, perch pole; 5—Loof Rio, aerialists; 6—John Kirk's trained dogs and ponies; 7—Clown production; 8—Triska Troupe, high wire; 9—Zavatta Troupe, riding acts; 10—Mlle. Myriam France and La Faloma, webs; 11—Great Smetona, slack wire; 12—Helen Haag's chimpanzees; 13—Clowns; 14—Capt. Berg's seals; 15—Zoppe Troupe, Four Angles, Slim Collins, acro-contortion; 16—Sensational Garcis, inclining wire walkers; 17—Four Sandys, trampoline; 18—Three Barretts, aerialists; 19—Freddy and Company, juggling; 20—Baranak Sisters, perch; 21—Two Garcis, perch and ladders; 22—Hamid-Morton elephants; 23—Sloan's canines; 24—Miss Betty's canines; 25—Five Amandis-Ricardis, teeterboard; 26—Clowns; 27—Flying Hartzells, Flying Valentines.

NEW LOW PRICES ON ALL PEN SETS

WE WILL NOT BE UNDER-SOLD \$4.50 Per Doz. \$51.00 Per Gr.

SPECIAL
3-Piece Pen Set, all gold finish
\$5.50 Per Doz. \$53.00 Per Gross
Sample \$1.00.

These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

SPECIAL
Fillmore Ball Point Pen and Key Chain with colored stones.
\$2.00 Per Doz. \$22.50 Per Gross
Keychain Flashlight, all gold finish.
\$2.75 Per Doz.

SPECIAL
Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$2.50 per dozen or \$25.00 per gross. All colophane wrapped. Sells on sight.
Sample \$0.25.

We supply mails for 3 and 4 piece pen sets, 4 piece pen set consisting of Knife, Ball Point Pen, Fountain Pen and Pencil in a beautiful box.
\$6.00 Per Doz. \$70.00 Per Gr.

We ship same day when we receive orders. We ship all over the world.

HARRIS NOVELTY CO.
1702 ARCH ST. PHILADELPHIA, PA.
PHONE: MA 7-7948

SAVE MONEY — SAVE EXPRESS

— WHEN IN JOHNSTOWN, PA., OR VICINITY

COME IN AND SEE US AND SAVE

#9 BALLOONS, Gr.	\$ 2.50	PLASTER, lg. Ea.	\$ 30
#11 BALLOONS, Gr.	3.00	PLASTER, Med. Ea.	15
REED BALLOON STICKS, Gr.	.75	MAGNIFIER GLASSES, Gr.	1.00
R. W. B. BELL BATONS, Gr.	14.00	ASST. PLASTIC SLUM, Gr.	1.00
SWAGGER CANES, Gr.	8.50	SIMPLEX WHISTLES, Gr.	.95
COWBOY HATS, Gr.	36.00	FOLDING FANS, Gr.	1.00
SPANISH HATS, Gr.	30.00	5" POCKET COMBS, Gr.	.95
MEXICAN CHALLO HATS, Gr.	26.00	WORTH. 83 T-BALLS, Doz.	2.25

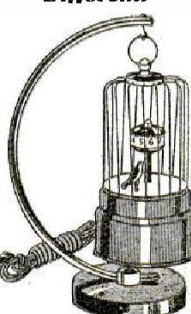
25% DEPOSIT WITH ORDER, BAL. C.O.D.

PEM PRODUCTS CO.

798 RAILROAD ST.

JOHNSTOWN, PA.

New! Fascinating! Different!



ELECTRIC BIRD CAGE CLOCK

All chrome construction, precision timed. An item of beauty and usefulness. Miniature Blue Bird dances a constant jig when clock is in operation. Operates on 110 Volt A. C.

A Sure Hit for Premiums, Concessions, Pitchmen, Salesmen and Retailers!

BE FIRST! ORDER TODAY!

ONLY **\$4.50 EACH** **\$53.00 PER DOZEN**
INDIVIDUALLY BOXED

TERMS: 25% deposit required on all orders—balance C. O. D.

Our new 44 page 1950 catalog just off the press. SEND FOR YOUR FREE COPY TODAY.

M. K. BRODY
1115 S. HALSTED ST. CHICAGO 7, ILL.
All Phones: MONROE 6-9520
SERVING THE CARNIVAL TRADE FOR OVER 34 YEARS

Mr. Schnozz, best solid Rubber Nose & Goggles, heavy Frame of Ass't. Plast. & Rubber, doz., \$3.00

Gargantuan, rubber ape, with succ. cup, doz., \$3.00

Jocko 10" Rubber Manik with succ. Cup, doz., \$3.75

Jocko Jr. 6" Rub. Manik w/succ. Cup, doz., 2.75

Mickey the Umbrella Monkey, 6", doz., 2.25

Rubber Alligator, with Rubber Bottom, doz., 4.00

SPECIALS: Doz. Carded Items, Per Card

Squirt Fruit, ass'd., \$.25

Rub. Spider, 12 cd. \$1.25

Rub. Lizard, red, 1.00

Rub. Chameleon, 6" 40

Rub. Chameleon, 6" 70

Rub. Lizard, 9" 1.60

Rub. Soft Snake, 2.10

Rub. Hard Snake, 2.25

Rub. Gory Finger, 2.00

Rub. Squirt Frog, 1.25

Ruck & Chuck, Magnetic Horse & Rider, dz. \$3.95

New Jumping Bloody Finger Bandage, dz. 1.50

New Mail Thru Finger Bandage, dz. 1.50

New Imitation Buns, per box of 48, 2.00

New Imitation Doughnuts, box of 48, 1.50

May Palm Beard (coin vanish), dz., 75¢, 6" 8.50

Maple Siding Coin Box, doz., 70¢ gross 8.50

Nickels to Dinars (best horse manik), doz., 6.00

Fib. Foe Factory, 534 Collins, Miami Beach, Fla.

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"WILD LIFE"—a hot seller for clubs, taverns—anywhere you find Punchboards, Slot Machines, Bingo, etc. They all like to "hunt" this way! Chests \$1.50-\$12.50 (deluxe \$15.00, Ill.). No C. O. D.'s. Write for big discounts—sales help—free lit. SAMUEL MARTIN, 605-G Union, Seattle, Wash.

Salesboards—Bargains

1440	44 Barrel Board	Prof. \$18.00	\$ 79
1440	104 Barrel Board	Prof. 34.00	99
2024	104 Barrel Jack	Prof. 32.00	98
1800	44 Lulu Board, X Tk.	18.00	110
1500	44 Dollar Board	Prof. 30.00	125
2000	44 Dollar Board	Prof. 35.00	132
1200	44 Texas Charley, Seal	\$102.00	90
1000	44 J.P. Board, Seal	25.00	134
280-400	254 Jumbo Bds.	Prof. 40.00	138
1650	254 Block Buster	Prof. 31.00	179
1400	44 J.P. Barrel	Prof. 31.00	149

DELUXE SALES CO., BLUE EARTH, MINN.

Predict 1950 Salesboard Show To Be Biggest Ever

CHICAGO, April 29.—With six new firms signing up this week for space at the Punchboard-Ticket-Novelty Industries' Convention and exhibit in the Sheraton Hotel here May 22-24, Convention Chairman Abe Ostrinsky announced booths were expected to be sold out within the next 10 days.

The new exhibitors, bringing total number of firms to date to 22, are Gopher Distributing Company, St. Paul; Crestline Manufacturing Company, New York; Fidelity Enterprises, Chicago; Emess Sales Company, St. Louis; DeFour Sales Company, Chicago, and T. I. C. Sales Company, Jacksonville, Ill.

It is expected that by the time space sales are closed, the widest

representation of large and small salesboard, ticket and novelty manufacturers to be assembled at a single show will have been effected. The fact that all will show their wares as a single group, using the main and balcony floors of the Sheraton's Grand Ballroom, will further stimulate interest and attendance during the three-day conclave, Ostrinsky predicted.

In addition to the exhibits, visitors will find a full program of entertainment plus "enough for all" free food and drink. On the board, ticket and novelty level, reports from participating firms indicate all are preparing new ideas and innovations to be introduced during the meeting.

SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, is in the midst of preparing for an open-house party at its factory showrooms May 22-24, according to Joe Robinson. "It's the place where good fellows from coast to coast

will get together in the informal Gardner surroundings, replete with private bar and extensive food and drink supplies," Joe says. Firm will unveil its new line of boards during the meet.

C. & O. Distributing Company, Kansas City, which recently opened its doors under the guiding hands of Mort J. Cowan and Harold B. Overton, is reported to be hitting with its varied line. Latter consists of novelty items, premiums, salesboards, tickets, carded goods, jewelry and gift items. Mort Cowan has been associated with a number of board firms, and also with Specialty Sales Company, Minneapolis, and Joe Glazier Distributing Company, Kansas City. Overton, who was manager of the latter firm for the past three years, and Mort are planning to do some extensive traveling to keep in contact with their customers and friends.

Irving Sax, general sales manager of Superior Products, Inc., Chicago, back from a visit to T & C Sales Company, Jacksonville, Ill., tells of the plus-size warehouse and showroom just set up at the firm's new Hardin Street headquarters. Both cover a 6,000-square foot area. A host of tickets, boards and novelties are on display in the new showroom. To round out the new move, firm official A. Trotter is the proud possessor of a brand new home, Irv says. Back at Superior's home office, Irv is winding up final details of the company's display at the Sheraton showing a few weeks hence.

Speaking for his ticket and salesboard firms, Universal Manufacturing Company, Kansas City, and Bee-Jay Products, Inc., Chicago, Joseph Berkowitz waxes eloquent about the forthcoming exhibits of each at the big get-together in Chicago. Many new items will be exhibited by both companies, Joseph declares, which will stress originality in concept and design. Bee-Jay and Universal displays will be side by side in booths 9 and 10 in the Sheraton's Grand Ballroom.

The McNamara Company, Chicago, reports hyped sales activity on its pellet numbers "all along the line." Walter McNamara, production head, points to a few of the sales pullers in the insert board line-up with mention of the quarter play Roll-Away, nickel Topper Tommy, dime play Blue Diamond and Son-o-Fun.

MERCHANDISE TOPICS

(Continued from page 103)

worked from a snapshot negative. . . J. R. Brownlow, of Olvera Trading Post, Los Angeles, is pushing Gay '90s derby and high hats. As a companion item he is offering Gay '90s sideburns. Brownlow expects better business with souvenir scarfs with the influx of tourists in Southern California. . . George St. Pierre, of St. Pierre's Hollywood Magic Company, is making the rounds of manufacturing spots in quest of new items. Firm maintains one of the largest and most complete inventories of trick items on the Coast. . . Betty Hoffman, who assists her father, Gene Hoffman, in the operation of Wholesale Specialty Company, Los Angeles, is anticipating the arrival of a new automobile.

Roy Rogers Items:

A Roy Rogers box camera with attached flash retails for \$3.49. Takes pictures 2 1/4 inches square; 620-size film; shutter speed 1/50 second—by Herbert George Company. . . Endorsed by Roy Rogers, Leslie-Henry's double-action pistol shoots and smokes simultaneously. . . Roy Rogers moving picture lamp retails for \$4.95. Pearson Industries markets the lamp which measures 17 inches in height. Colored action pictures of the famous cowboy and his horse revolve past two large viewing windows in the lamp's outer shade.

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WE EXTEND TO YOU A HEARTY INVITATION TO VISIT OUR EXHIBITS OF NEW ITEMS THAT ARE—

!! REALLY NEW !!

It's impossible for us to show you all the Colossal!! and Stupendous!! new items that Universal Mfg. Co. of Kansas City and Bee Jay Products of Chicago have originated for you unless you come to see our exhibits May 22, 23, and 24, 1950, in Booths No. 9 and 10 in the Hotel Sheraton, Chicago, Illinois.

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DON'T MISS BOOTH NO. 9

FOR EXHIBIT BY

UNIVERSAL MANUFACTURING CO., INC.

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DON'T MISS BOOTH NO. 10

FOR EXHIBIT BY

BEE JAY PRODUCTS, INC.

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WE HAVE THEM IN STOCK!

SENSATIONAL MONEY-MAKERS!

Black Beauty

PELLET BOARD

	5¢ Play	Aver. Profit
10¢ Play	121	\$ 50
25¢ Play	202	121

Golden West

Consists of 41 ticket
salesmen, 100 tickets
each and display
board.

	Aver. Profit
4¢ Play	\$111
10¢ Play	162
25¢ Play	248

LITTLE CHIEF GAMES

Triple Play

PELLET BOARD

	5¢ Play	Aver. Profit
10¢ Play	119.30	\$ 74.16
25¢ Play	193.48	119.30

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Wetherbee, Harold	Watt, Frank M.
Whitson, Howard	Wetherbee, Harold
Whitehurst, Paul H.	Whitson, Howard
Williams, Mark	Whitehurst, Paul H.
Wilson, Robert G.	Williams, Mark
Wood, Mrs. Bert	Wilson, Robert G.
W. Zimmerman, Miss	Wood, Mrs. Bert
W. Zimmerman, Miss	W. Zimmerman, Miss

JOHNSON BILL HEARINGS START

House Comm. Exempts Penny Machines From Excise Tax; See Other Levies Remaining

Recommended Location Reliefs May Help CM Grosses

WASHINGTON, April 29.—The House Ways and Means Committee voted this week to keep the coin machine excise taxes unchanged at \$10 for amusement machines and \$100 for gaming devices. The committee, however, voted to exempt penny amusement devices.

The committee's recommendations are expected to be made final in the bill to be discharged by the group for floor action. It is anticipated that the House Ways and Means Committee's draft will undergo few, if any changes in balloting in the House and Senate.

During open hearings on the excise question, the coin machine operator was about the only person directly affected who did not appear and seek tax relief. A 1,000-page volume of the hearings was released by the committee, and it failed to present a single statement on behalf of a coin machine tax cut the liquor, tavern, movie, bowling alley, skating rink and other representatives of so-called luxury industries presented numerous

statements urging cuts in their respective taxes.

There also appears to be little hope that the disk tax will be cut. The committee tentatively voted down a reduction in this levy and is expected to stick by its decision. There is a possibility that a disk levy cut will be inserted either by the House or the Senate, but it looks doubtful.

Chances are about 50-50 that the admissions tax will be cut from 20 per cent to 10 per cent, and proponents of the cut claim that it would (See House Comm. on page 130)

Weather Woes

MINNEAPOLIS, April 29.—Minnesota operators concentrating on the State's Vacationland were virtually praying for a change in the weather.

Snow during the last week of April—not once but at least four times—and the flood situation in several sections of the State, expected to become worse when warm weather arrives, have been on the weather menu here.

And the outlook, says the weatherman, is dim. Cold—and more cold.

With the fishing season opening May 13, the resort areas are praying Old Man Sol will really come out in a hurry—the ice is still in most of the lakes. If the resort season is short many facets of Minnesota's Vacationland business will suffer greatly this year.

Members Hit Language as "Too Broad"

Hear Opponents May 4

WASHINGTON, April 29.—As the House Interstate and Foreign Commerce Committee staged hearings here on the Johnson Bill to restrict interstate transportation of gaming devices, a substantial bloc of committee members indicated they will oppose the measure unless its language is clarified.

In the course of questioning witnesses during the first two days of hearings this week (27-28), several committee members indicated they believed the bill's definition of gambling devices was too broad. Two members of the committee bluntly assailed the bill as ineffective, and declared that local laws already exist to restrict gambling but that local officials are apathetic.

The committee's attitude toward the legislation came sharply into focus during sharp questioning of Hazel Plaine, spokesman for the Justice Department, which drafted the measure sponsored by Sen. Edwin C. Johnson (D. Colo.), chairman of the Senate Committee on Interstate and Foreign Commerce. (See JOHNSON BILL on page 130)

Operator Social Security Seen Getting Official Okay

WASHINGTON, April 29.—Social Security for operators became a virtual certainty this week as the Senate Finance Committee tentatively voted to endorse the House-approved section of the new bill which would cover nearly all self-employed persons. Operators would pay 2½ per cent of the first \$3,600 of their incomes under the House bill and on the first \$3,000 under the tentative Senate committee proposal.

The House bill calls for a rise to 3 per cent in the tax on the self-employed for 1951, but it appears likely that the Senate committee will vote to freeze the rate at 2½ per cent for the first year after the new bill goes into effect. Effective date is still uncertain, since the House bill passed last October specifies January 1, 1950. The bill may be amended to make

July 1, 1950, the effective day, but with that date rapidly approaching, the odds are that operators will not be covered until January 1, 1951.

Operators deducting the present 1½ per cent tax from wages of their employees and adding the employer share of 1½ per cent are slated to pay 2 per cent the first of next year under the House bill, but the expectation is that these percentages will also be frozen for another year by the Senate.

Higher Rates

Besides getting nicked for the self-employed tax, operators will come in for the same liberalized Social Security benefits. Their tax rate is to be higher than that of regular employees because there is no matching employer contribution.

(See Op Social Security on page 123)

Coin Exports Off to Slow Start in '50

Music Sales Set Pace

WASHINGTON, April 29.—Coin machine exports for January, 1950, totaled \$123,916 the U S Department of Commerce announced this week. Of this amount \$87,291 was spent on music equipment, \$18,953 on venders and the remaining \$17,672 on amusement games. Brightest spot in the over-all picture was the continued rise in prices brought by music boxes sold for export.

No single geographical area dominated sales made to foreign operators (See Juke Box Export on page 115)

Writ Okays New Universal Game For Chi Area

CHICAGO, April 29.—Universal Industries' Super Twin Bowler is operating in the Windy City under a writ issued in Circuit Court here Wednesday (26).

A skill game combining the high points of bowling with puck action, Super Twin Bowler is a one or two-player game featuring the new type disappearing pins. Cabinet measures 9 by 2 feet. When two play, each deposits a dime in the game's drop chute and the score alternates from one player to the other by frames.

Editorial

What Is It?

Is a watch a gambling device?

That question was raised last week in Washington as the House Interstate and Foreign Commerce Committee mulled over the broad definition of "gambling devices" contained in the Johnson bill (Senate 3357).

One member of the committee said if he bet he could walk to the Capitol in 2,000 steps, that would be gambling, and if he used a gadget to count his steps then he had a device that could be adapted for gambling purposes.

Another member added if the bet was on the time it took to walk to the Capitol, and a watch was used, then the watch would be a device adaptable for gambling and would be banned under the Johnson bill.

In such fashion, members of Congress themselves began to pick the obvious flaws in the controversial Johnson bill (See The Billboard, April 29, for complete text of the bill).

While these flaws were singled out, other equally obvious and more important questions remained to be answered:

Is it true that State and local governments are powerless to control gambling in their own areas? There are too many instances on record where State and local governments have acted successfully to control gambling to argue otherwise. Yet that is a prime reason proponents of the bill advance in its support.

Perhaps it is less expensive and more effective to centralize this power in the federal government. Every move toward centralization has been more expensive and less effective. Prohibition proved that.

Opponents of the Johnson bill have a right and a duty to register their objections. Take advantage of that right and fulfill that duty by wiring or writing your own congressman to oppose the Johnson bill.

Minnesota Op Orgs Meet To Air Bell Bill

MAGA Also in Session

MINNEAPOLIS, April 29.—The Minneapolis Amusement Operators' Association (MAOA) recently elected a new slate of officers for the coming year. William Averbeck, of Atlas Novelty Company, was named president.

The association spent some time considering the Johnson Bill now under consideration in Congress. While bell machines are banned in Minnesota under a law passed in 1947, there is a feeling among operators that the proposed national legislation will affect the entire coin machine industry.

Minneapolis operators went into considerable discussion but took no definite action on the situation, preferring to wait and watch developments in Washington.

Other association officers picked were Charles Webber, vice-president; Jim Karusis, of Jak Sales, secretary, and Amos Heilicher, of Advance Music Company, treasurer.

Meanwhile, officers of the Minnesota Amusement Games Association (MAGA), in the absence of their president, Tom Crosby, of Faribault, met informally in Minneapolis to talk about the bill. Taking part were Stan Woznak, of Little Falls; Kelly Diedrich, of Chaska, and Don Ehman, of Winona. The State officers took the same view that the bill would affect the entire coin machine industry and not only bell units.

Bulk Vender Output Increased

Mfrs. Offer New Op Aids, Sales Plans

Improve Mechanisms

CHICAGO, April 29.—Four of the eight firms producing 31 basic penny vender models report output substantially increased over 1949 levels, while five companies have introduced operator-aided sales incentives, according to a spot survey of the bulk equipment field by *The Billboard* this week.

With two firms reporting 100 and 400 per cent hikes in production this year, and others holding off slightly bettering last year's top monthly output, two definite factors were advanced as the reasons: (1) An earnest move to attract operator interest in penny vending by improved mechanisms, promotions, etc., and (2) increased interest on the operator level itself (*The Billboard*, April 29).

Program

As offered by five of the bulk machine makers, the "increase operator interest" program provides:

1. A lower per machine price when ordered in quantity.
2. Promotion of a specific brand penny candy with identifying decals.
3. Furnishing trial unit to operator without obligation (thru distributors). (See *Bulk Vender* on page 111)

Koffee King Vender Sold In Hush Deal

Bronx Plant Still Used

NEW YORK, April 29.—The controlling interest in Futuramic Machines, Inc., producers of the Koffee King vender, has been purchased by another concern, it was learned late Friday (28).

While details of the sale and the names of the principals were withheld, it was indicated the coffee machine would continue to be manufactured for the time being at the firm's Bronx plant, 2303 Westchester Avenue.

The new owners, who will take over active management, are said to be considering contracting out the production at a later date.

Clean Sweep

CLEVELAND, April 29.—Beckrest & Jans Corporation has installed 100 Kleenex venders throughout the downtown Terminal Towers Building here, mainly in washrooms for employee use. Stand, rather than wall mountings are used, following preference of building management.

Move marks the first complete coverage of a major "skyscraper" with such vending equipment. Beckrest & Jans, with headquarters in suburban West Lake, reports it is continuing to expand its Kleenex route of Vend-Rite machines.

Kleenex Sold Direct to Ops; New Vend Count on 5c Carton

CHICAGO, April 29.—International Cellulose Products Company has announced two cost-saving measures for Kleenex operators plus a new vend count for the nickel pack. B. E. Hopper, official, stated the vend pack can now be purchased direct by the operator and that additional savings are possible thru lower quantity orders at correspondingly lower prices. Both combine to effect about a quarter-cent saving per nickel pack, reducing the cost from .0305 to .0275 cents.

Quantity prices are now offered on orders of five cases (each three gross count) at \$13.18 each, 10 cases at \$12.55 and 25 cases at \$12 each. Formerly, quantity orders were held to

25, 60 and 65 case orders. The direct-purchase, quantity prices are available only on the new vend pack which eliminates the display carton, Hooper said.

Cellulose's sales and packaging moves, coming about a year after the licensing of at least three different manufacturers to produce venders dispensing the trade-marked item, is seen as a further stimulant to such operations. The first Kleenex vender was placed on the market early last year, following introduction of Cellulose's purse-size package in 1948. Originally, due to demand for the new size running ahead of supply, operators had to buy thru established Kleenex wholesalers, such as drug supply houses, etc.

NAMA Region 6 Meeting To Spotlight Op Costs, Sales

CHICAGO, April 29.—With *How To Keep Sales Up and Costs Down* as its theme, the National Automatic Merchandising Association (NAMA) kicks off its first 1950 regional meeting at the Edgewater Beach Hotel here Saturday (6). Conducted by Region 6, covering Illinois, Indiana, Minnesota, North and South Dakota and Wisconsin, it will feature a full day of grass roots discussion and addresses on the make more money level.

Chairman Herb A. Geiger will call the meeting to order at 9:30 a.m., following which six operators will give answers to the "\$64 question," *What Are Your Minimum Sales Needed per Machine per Week for Profit?*

Speaking for the candy operation will be Nick Novacic, West Allis Vendors, West Allis, Wis., and Bud Flaherty, Canteen Service of Central Illinois, Peoria, Ill. Cigarette operators will hear Vic Neiswanger, Elgin, Ill., and Fred Niedenthal, Hamilton, Harris & Company, Indianapolis. Jake Duryea, Chicago Concessions, Inc., Chicago, will answer for beverage operations, and penny-bulk operators will hear Tom King, King & Company, Chicago.

Round Table Talks

Follow-up discussions on each type of operation will be held during individual round table sessions starting at 3 p.m. Discussion leaders will be: Novacic, candy, gum, nut; Niedenthal, cigarettes; Duryea, beverage, and King, penny bulk.

Immediately following this session, John W. Mock, Chicago, management consultant to trade associations and corporations, will speak on *What Are You Selling?* His talk will be based on a survey of vender operations conducted especially for the meeting.

Afternoon Session

Starting at 2 p.m., following luncheon, a special NAMA *Is Your Business* session will feature six speakers. Fred L. Brandstrader, NAMA legislative council, will talk on *The 1950 Legislative Picture in Region VI—State and Municipal*. Bill Fishman, secretary of the NAMA Operator Account-

(See *NAMA Region 6*, page 111)

New Spacarb Model Offers Dual Drink Carbonation

NEW YORK, April 29.—Spacarb, Inc., holder of several basic patents for multi-flavor cup vending machines, this week announced a new technical development, claimed to permit variable carbonation within the same machine.

The achievement, capping a year and a half of research and six months of field testing, was said by the manufacturer to enable operators for the first time to dispense fruit and cola drinks out of a single vender, with each having the amount of carbonation recommended by the sirup companies.

William King, Spacarb chief engineer, explained that venders fitted with the new feature, Select-o-Carb, can be adjusted to deliver one or more drinks at a low carbonation, with the remainder dispensed at a higher rating. Thus fruit drinks, which require little more than 1.5 volumes of CO₂, and cola, needing about 3.6 volumes, may be served

properly out of the same unit. The actual range of settings, however, runs from a theoretical 0 to 4.5 volumes.

I. H. Houston, president, declared that Select-o-Carb eliminates one of the main objections certain sirup firms have had against cup machines. With multi-flavor venders thus far able to deliver at only one rate of carbonation, operators have been forced to set machines at an average rating somewhere between the low and high considered best for the drinks stocked. Cola firms have complained about the practice, Houston asserted, maintaining that their products served in this manner were below standard.

Houston said Select-o-Carb is available on production models of Spacarb's Model 4-D-51 machine as an optional feature at an extra cost of \$60. A modification kit is now being developed to permit operators to incorporate the device on older Spacarb venders. The kit will be available within 30 days, he said.

Oak Produces New Five-Cent Charm Vender

Intro New Features

LOS ANGELES, April 29.—Initial orders are being filled on a new 5-cent charm vender by the Oak Manufacturing Company, makers of the Acorn bulk merchandise machines. The new device will soon be available in quantities. Harold Probasco, firm's production manager and treasurer, said.

With the trend to larger giveaway items, Probasco designed the machine to meet this need. He said that it features a new brush housing and also a knee action design which allows the larger type of charms to move into the delivery chute without jamming. Tests over a long period have proved the machine durable and capable of accommodating the new type of premiums.

Three-Window Display

Made along similar exterior lines as the regular Acorn venders, the charm merchandiser stands 15 inches high and has a volume capacity of 5½ pounds. It differs from the merchandise venders in that it employs a three-window display die-cast aluminum cabinet. Plastic is used instead of glass. The vender is trimmed in chrome-plate, thus increasing its eye-appeal.

The Oak plant is geared to turn out a machine a minute, Probasco said, being designed for production line assembly.

At present one of the machines is being displayed in the Midwest by Sid Bloom, Oak's secretary. However, a public showing is scheduled May 22-24 at the American Coin Machine Manufacturers' Association show in the Hotel Sherman, Chicago.

Century Milk Gets 2d Pact For Air Base

LOS ANGELES, April 29.—Century Milk Dispensing Company, which two weeks ago signed exclusive contract to install vending machine equipment at the Las Vegas Air Force Base, has added the Norton Air Force Base in San Bernardino to its list of operations. Company is headed by David Feldman and William Bayer.

The San Bernardino contract calls for the installation of 27 Dari-Mart milk machines of the eight selection type, Super Vends, Drink-o-Mats, Refresh-o-Mats, non-carbonated beverage venders, Hawk-Eye Salted in the Shell peanut machines, Mills Coffee Bars, Niks biscuit venders and also Duree and Atlas Super-Selector candy merchandisers. The deal for machines was handled with the firm by Al Silberman, associated with Badger Sales Company.

At the Norton base, a section is being set aside in the post exchange for the equipment and also a complete Arcade.

The acquisition of the San Bernardino base brings to \$27,000 the total expended for equipment in air force spots.

In addition to these locations, Century is reported planning to spot 200 Dari-Marts in the local area.

10 NEW ITEMS!**NEW LOW PRICES**

COMIC-STRIP CHARMS, Price per M	
Plastic	\$4.00
Metal-Plated	6.75
GROCERY STORE CHARMS	12.50
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That Actually Cuts	10.00
LICENSE PLATE CHARMS	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal-Plated	6.50
ANIMAL HEADS, Metal-Plated	7.50
PIRATE COINS, Metal-Plated	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPPEY SUPER-CHARM MIX	
400 Ass'd in Bag	2.00
EPPEY FORTUNE BALL MIX	
1 Gross Ass'd in Bag	1.75
FAMOUS #1 CHARMS	
Plastic	2.50
Metal-Plated	4.25
BIG FAMOUS #2 CHARMS	
Plastic	3.00
Metal-Plated	5.00

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WSCOA Meet In Milwaukee Talks Vending

Surveys Manufacturers

MILWAUKEE, April 29. — Herb Geiger, president of the Wisconsin State Cigarette Operators' Association (WSCOA) wielded the gavel at the regular semi-annual gathering of the group at the Wisconsin Hotel in Milwaukee Monday (24).

Topping the agenda was a complete report by Geiger regarding the State beverage tax ruling requiring visibility of tax stamps on all cigarette packages in vending machines. Geiger had written to all known cigarette machine manufacturers for information on their plans to build equipment to conform with the regulations. The survey revealed only one vender to be out of bounds; however, the manufacturer promised modifications in the near future to comply with the law.

Mixed Prices

Second half of the confab was marked by a rather heated discussion concerning the mixed price situation in many parts of Wisconsin, with some equipment offering smokes at 20 cents per package and others holding the price at 23 cents.

Members in attendance were C. S. Pierce, of Brodhead; E. Z. Gregory, Madison; Herb Tonnel, Appleton; John Kop, Wausau; E. H. Andrews, Plymouth; George Card, Madison; Nick Novasik, West Allis Vendors; Nick Stacy, of the Stacy Tobacco Company; Peter Sampter, Scheeris Tobacco Company; Mr. Shimek, Manitowoc, and Bob Matheson, Racine.

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Packed in 50
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A 5c vender that brings not only **SOME** profit but **STEADY** profit. Ideal for bar, counter, table tops, etc. Vends bulk merchandise with speed and ease. Especially made for almonds and pistachios — it dispenses them evenly and **WITHOUT** injury to the merchandise.

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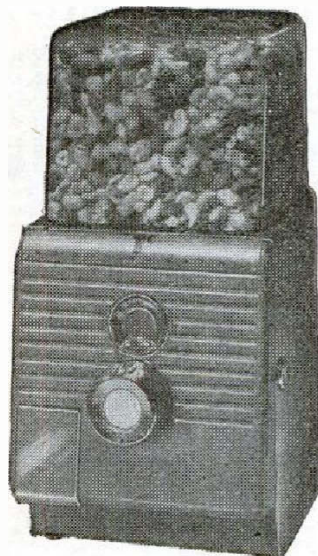


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SUCCESSFUL OPERATORS
Everywhere who know from experience say—
for Bigger Vending Machine Profits **BUY** the
famous **NORTHWESTERN** model.

Northwestern MODEL

49

BALL GUM OR NUT

FREE

100 LBS. OF BALL GUM

TO ALL OUR CUSTOMERS AS AN INTRODUCTORY OFFER, and to acquaint you with two outstanding products, we will give away free with every order of 12 **NORTHWESTERN Model 49 Venders**, 100 lbs. of the finest ball gum, sizes 5/8's—170's—210's, at the factory set prices for 12 machines—\$165.00.

★ **THIS OFFER ENDS MAY 31, 1950** ★

OPERATORS, NOTE

100 lbs. Ball Gum or about 21,000 pieces, sells @ 1c each - - - \$210.00

12 Famous Northwestern Ball Gum or Nut Model 49 Venders - - - 165.00

OPERATOR'S QUICK PROFIT - - - - - \$ 45.00

TERMS: 1/3 DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO

KING & CO.

2702 W. LAKE ST., CHICAGO 12, ILL.
PHONE: KEDZIE 3-3302

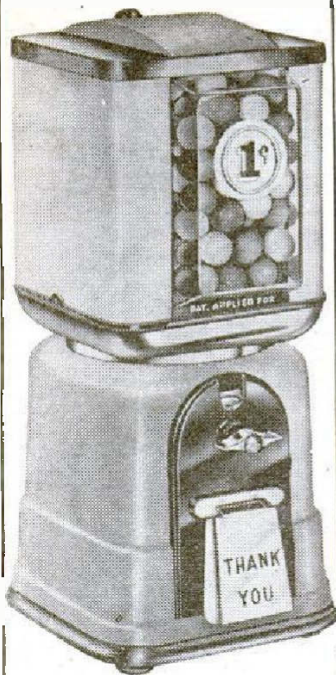
THIS
IS THE
FINEST

Introducing

For the first time the finest
quality full color **BALL GUM**
that can be made, in all
popular sizes

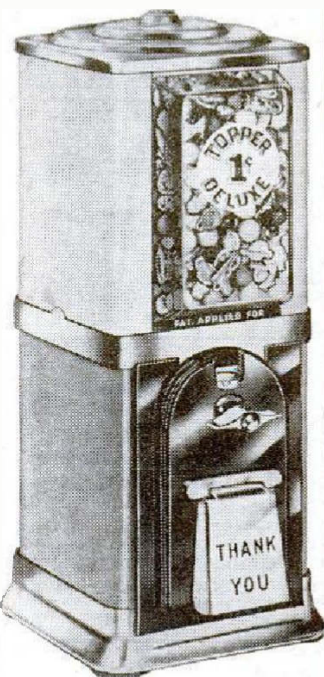
5/8's—170's—210's

MANUFACTURED BY
Ball Gum, Inc.
Chicago, Ill.



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 146, 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 DELUXE.

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.

5701-13 W. Grand Avenue
Chicago 39, Illinois

Bang-Up Clean-Up Job:

Pilot Shiner Route Paints Ops Bright Picture Which Includes Steady Profits, New Locations

By Is Horowitz

NEW YORK, April 29.—The pilot shoeshine machine route, started here by the Acme Sales Company to field test new equipment, boasts a record of sustained earnings and the opening of new locations to automatic shiners as it nears the end of its first full year of operation.

Acme, national distributor for the Uneeda Shine Machine Company, launched the operation early last June. While its main purpose was to search out the weak spots, if any, in new Uneeda machines subjected to full-time location use, Sam Sacks, owner, claims it also has returned a handsome profit.

Acme's units are currently doing a clean-up job in a variety of city locations. Its 30 shiners, operating at 10 cents, and seven nickel brush-up machines are spotted in hotels, bowling alleys, a parking garage, locker and rest rooms, bus terminals and a dance hall.

Cracks Hotels

The hotels, tho, are the locations Sacks is most proud of. These were the hardest to break into, he recalls, with managements reluctant to believe the machines could actually give a good shine. Now they are among the top earners on the route. Word has got around, and Sacks says he is often on the receiving end of requests for equipment by new hostellers.

The ice was broken during the Hotel Show and Exposition last year at the Grand Central Palace. Acme was an exhibitor, and hotel executives had the opportunity to try out personally the machines' effectiveness on their own shoes. Broached to management solely on the basis of service to guests, with commissions only an incidental inducement, the placement of units in hotels soon gathered speed.

Among such locations, Sacks now points to the St. George, Brooklyn's largest hotel, and the Concourse Plaza, rated as the biggest in the Bronx. Manhattan's Henry Hudson Hotel, however, has been the most progressive in placing the machines for maximum effect. It has set aside a special room off the lobby exclusively for two Uneeda shiners. Posters throuth the hotel direct guests, desiring a shine, to the facility.

Room Ads

Other hotels, too, promote the machines successfully. A number permit the placement of special cards under desk glasses in rooms and in eleva-

tors calling attention to the location of the machines. The cards, headed, "For the convenience of our gentlemen guests," point out that machines are available for use "24 hours a day."

Commissions to locations average 20 per cent of gross, and machines return an average of \$7 weekly, in the case of dime shiners, and \$5 from nickel brush-ups, according to Sacks. He claims service requirements are modest, with the machines holding up well and brushes designed to perform satisfactorily for more than a year.

Machines are checked on location every two weeks. Cash boxes are emptied monthly. Maintaining the route of 37 machines in good working order requires the services of one man putting in one full day weekly, Sacks asserted.

Checking earning records for the past year, he observed that gross income per machine remains fairly steady from month to month. Seasonal variations were said to be negligible, with patrons apparently seeking the use of the equipment equally as much in winter as in the summer.

VICTOR'S AMAZING NEW

TOPPER

Special May Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ PLUS 1000 Chams. 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 Chams. All for only... **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Chams. All for only... **\$51.25**

Sample Topper, \$11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$14.95 EA. WRITE FOR INTRODUCTORY OFFER.

RAIN-SLO GUM
146, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150¢ or more with freight prepaid, 25¢ lb., less 2%

COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 25¢ lb. 160¢ lots, 23¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

PISTACHIOS
23 lb. carton Large 85¢ lb. Small 55¢ lb. Full Cash With Order.

Plastic Auto-Graphed Baseballs, \$5.00 per M. Metal plated, \$8.00 per M.

Write for our FREE Complete Charm List.

175 Deposit, P. O. B. Brooklyn, N. Y.

Balance C. O. D.

Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: DIckens 2-7722

ATTENTION

—25¢ & 30¢ 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 3 Col., 308 Pack Cap. . . 85.00

Special 6 Col., 150 Pack Cap. 85.00

Special 4 Col., 100 Pack Cap. 27.50

SALE \$62.50

DuGrenier

MODEL W, 9 Col., 308 pack cap.

7 Col., 235 pack cap.

\$59.50

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

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

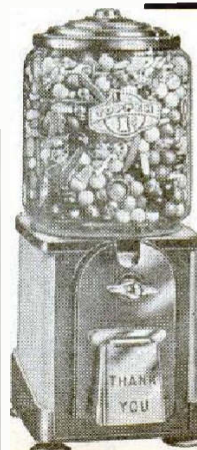
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4368 BROOKLYN 11, NEW YORK



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.

Uneeda Shiners Get Brush Kits For Suede Shoes

NEW YORK, April 29. — The Uneeda Shine Machine Company now has ready for delivery a special brush-up unit for suede shoes, Sam Sacks, president, announced this week. Two nylon bristle brushes, one for light shoes and the other for dark, rotate on a common axle.

The unit lists at \$295.50.

Coca-Cola Ups Newspaper Ad Budget to \$3 Million

NEW YORK, April 29.—The Coca-Cola Company will spend over \$3,000,000 in newspaper advertising this year, a substantial increase over 1949, assistant advertising director Robert T. Kesner told the American Newspaper Publishers' Association (ANPA) this week.

"GREATEST ADVANCEMENT
EVER MADE IN BULK VENDERS"



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.

THE NORTHWESTERN CORPORATION
329 E. Armstrong St. Morris, Illinois

The New Sensational Northwestern

MODEL 49 SPECIAL

Less than 25... \$13.75
Less than 100... 12.45
100 or more... 11.35

SPECIAL INTRODUCTORY OFFER

5 Model 49 Specials
plus 25 lbs. 210 Ball
Gum and 1000 of
Rake's
Special
Assorted
Charmes... **\$79.50**

1/3 deposit with order,
balance C. O. D.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

PITTSBURGH OFFICE
2120 Fifth Ave. Pittsburgh, Pa.
Coun 1-3245

"POP" CORN SEZ AUTOMATIC VENDORS

NEW OR RECONDITIONED
LOW PRICES—FACTORY
GUARANTEE, IMMEDIATE
DELIVERY.

AUTO-VEND, Inc.

5210 BONITA

DALLAS, TEXAS



GIVE TO THE
RUNYON CANCER FUND

Bulk Vender Output Upped; Mfrs. Offer New Op Aids

(Continued from page 108)

4. Water and weather tight construction.
5. Chrome plating of polished parts at no extra cost.

In addition, several firms have introduced new disk and dispensing unit designs, improved portion adjuster unit and low-cost availability of plastic globes.

Atlas Manufacturing & Sales Corporation, Cleveland, has "almost doubled" production of its bulk venders within the past year, according to President W. A. Jenkins. Setting up of a new advertising, sales promotion program is expected to make 1950 an even bigger year, he said. The firm plans the introduction of three new bulk units shortly.

Belvend Manufacturing Company, Inc., Chicago, introduced two operator-benefits during recent months. One was the use of brand merchandise in penny units (The Billboard, April 22), employing decals on each machine to stress such usage. Belvend's appointment as national distributor for Bunte Bros.' new pan candy line is seen as lending strength to the program. The second move was the refinement of the portion adjusting mechanism. Eliminating the former screw type adjustment, Belvend introduced a new drum type unit offering 13 different adjustments, effected without use of tools, each holding the pre-set portion within a two or three-piece variance.

Report Op Interest

Bloyd Manufacturing Company, Valley Station, Ky., while continuing steady level output of its single model without change, indicates a rising interest in bulk vending as evidenced by operator queries.

From Fielding Manufacturing Company, Jackson, Mich., production news is that output continues to be on a slight upward trend. A different disk design permits easier vending action, eliminating major causes for machine tie-ups. Firm plans to increase sales promotion this year on its two-model line.

A 400 per cent plus increase in business so far this year over 1949

NAMA REGION 6

(Continued from page 108)

ing Committee, will describe First Results of the First Nationwide Study of Automatic Merchandising Operating Costs. B. N. Osmond, NAMA staff member, will speak on How You Can Save Money by Participating in NAMA's Proposed Group Insurance Plan. L. L. Cavanaugh, NAMA staff, will discuss the NAMA "Red Feather" plan for operators, in a talk on How Rochester, N. Y., Operators Gained Good Will for Automatic Merchandising as a Whole Thru a Civic Enterprise. Concluding speech will be on Why Chicago in 1950 Is the Vending Show No Operator Can Accord To Miss, by Osmond Cavanaugh.

Business will be concluded following the report of the nominating committee on the election of a region chairman at 4 p.m. Special table reservations have been made for evening entertainment of operators and their wives in the hotel's Marine Dining Room.

IT'S HERE

BRADLEY COLORED BUBBLE BALL GUM

All Popular Sizes. Highest Quality.

25¢ PER LB.

F.O.B. Chicago

250 FREE pieces of Bubble Gum with each 25-lb. order. Freight paid on all 100 lb. orders and over.

CASH WITH ALL ORDERS

Bradley Associates, Inc.

1650 No. Damen Ave. Chicago 47, IL

has been reported by The Northwestern Corporation, Morris, Ill., for its six-model line. This is attributed to the 20 per cent reduction in price last September, and the adoption of 17 different mechanical improvements in the current models. Also, the offering of firm's Model 49s on a test basis to operators, without obligation, has resulted in upping order volume, officials claim.

In addition to its two Model 49s, on which Northwestern is concentrating sales activities, Models 33, 39, 40 and the Deluxe continue in production.

The four-model line of Oak Manufacturing Company, Inc., Los Angeles, has been made water tight, features a new brush housing to vend charms without clogging. Too, firm offers a choice of chrome finish on all polished parts without extra cost. A new painting department has been added to the plant to apply the baked enamel finish under closer supervision. Prices on three models remain unchanged, but the Jumbo Cabinet model has been reduced.

Production on all four penny models of the Silver-King Corporation, Chicago, are over last year's level, President H. L. Burt announces. New dispenser units have been incorporated into the entire line. To increase operator interest in bulk vending, the firm has effected lower per unit prices for quantity orders, and instituted an improved parts service plan. Sales and promotion accent is being placed on the Hunter ball gum model.

Victor Vending Corporation, Chicago, attributes the substantial increase in 1950 business to refinements and added eye-appeal incorporated in current models. Recent introduction of a new vending wheel, new type plastic globes and "display face" plastic front plates, which permit side and top views of merchandise on cabinet models, have contributed to the bettered demand picture, according to R. W. Norling.

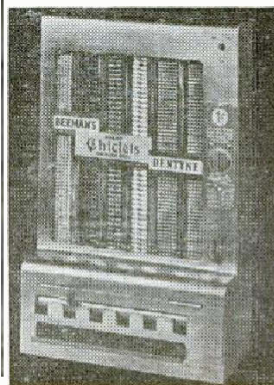
Bonanza Ups Output Of Popcorn Venders

LOS ANGELES, April 29.—Bonanza Manufacturing Company, announced it has started production on its popcorn vender at the rate of 300 units per month. Newest models feature thermostatic heat control. Price is \$149.50.

Firm reports it has discontinued manufacture of its automatic shoe shiner for the present, due to the increase in its popcorn vender output.

Henry Heide Jr. Dies

NEW YORK, April 29.—Henry Heide Jr., candy manufacturer, died here Tuesday (25) after a long illness. The 68-year-old senior vice-president of Henry Heide, Inc., joined the firm in 1901. It was founded by his father in 1869.



WEIGHT, 165 LBS.

\$25

DOWN

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS
\$65.00 IN PENNIES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago

NEW REDUCED PRICES!!

on Dentyne, Beeman's Pepsin and Chidets Gum
sold through MR's Famous Penny Venders

We have for immediate delivery rebuilt machines, factory reconditioned, which cannot be told from new in appearance and operation. They carry Standard New Machine Guarantee.

More than 50,000 of these machines now in operation—and for years!! More profit now with these new reduced gum prices!!

WRITE

HAL R. MEES

National Distributor

55 W. 42nd STREET NEW YORK 18, N. Y.

IT'S TOPPS

So Round
So Firm
So Good

BOZO BALL GUM

A high, high quality product priced no higher than ordinary gum. Nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profit you've ever known. Available in all sizes.

write for FREE samples

TOPPS CHEWING GUM

Incorporated
237 - 37th Street, Brooklyn 32, New York
South 8-9900

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 3 1/2" x 7 1/2" x 1 1/2". Has large, merchandise display and self-illuminating Plexiglas sign.

MODEL 700

Metal Cabinet and Base.
Ht. on Base, 46".
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustre Finish.

Write for Catalog or Complete List of 56 Gum and Candy Vendors.

ALKUNO & CO.
406 Concord Ave.
New York 44, N. Y.
MA 5-7557

PROFESSIONAL MATCH GAME

VICTORY

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.

TOP GRADE USED EQUIPMENT

Advance Model D Ball Gum	15.00	12 Marvel Cigarette Reels	124.00
AST Big Game Hunter, Late Model	17.50	Northwestern 22 Ball Gum	6.00
12 Camera Chief	18.00	AST Challengers	19.50
12 Vest Pocket	38.00	AST Skull Guns	25.00
12 Doyal Black Jack	14.50	12 Imp. Refinished	18.00
12 Bingo, Late Model	12.50	12 Duval 21. Converted Cigarette Reels	19.50
12 Old Model Penny Pack	18.00	36 Shipman Look	20.00

Operators find your routes for sale with us. No charge for introduction. No commission asked if sold. This is the type of service we give our customers free of charge and is one of the reasons we have grown to be one of the leading vending machine sales and service shops in the East.

WILLOW COIN MACHINE CO.
"A Shop Where Dealers Have Priority"
Phone: MARKET 7-2179 PHILADELPHIA 4, PA.
282-284 M. SECOND ST.
Terms 1/3 Deposit, Balance C. O. D. F. O. B. Philadelphia.

Coin Machines Going Full Blast In Most Factories, Survey Shows

NEW YORK, April 29.—Vending machines are the most popular source of supplementary feeding in industrial plants, according to results of a representative survey of medium-size firms in 10 States. The automatic dispensers are also the only type of food source returning a consistent profit to management or employee welfare groups, the poll disclosed.

The survey, results of which have just been tabulated, was conducted by the field research division of the Paper Cup and Container Institute. In-plant feeding systems in 26 plants. Each employing fewer than 1,000 workers, were studied. The program was initiated to learn how small plants are providing food for smaller groups of employees than normally can support full in-plant feeding services.

Twelve of the factories surveyed housed vendors for candy, cookies, peanuts and soft drinks. Several reported experimentation with machines dispensing wrapped sandwiches, altho none were in operation at the time of the survey. High cost and the difficulty of obtaining fresh sandwiches were given by management as reasons for discontinuing the service. But pollsters found that plant managers were following with interest the development of vendors to serve "substantial hot food items." Hot coffee was singled out particularly.

With cafeteria facilities in medium

plants usually run at a financial loss, commissions paid by vending machine operators were in some cases substantial. Profits from the machines were occasionally set aside to help underwrite cafeteria deficits. Often they were earmarked for important employee welfare purposes. In one New England plant cup machines earn \$200 a month for the employees' association.

In most cases, according to the report, management insisted on cup vendors as against bottle machines to reduce accidents from broken or rolling bottles. The Armstrong Cork Company, for instance, was said to ban any breakable utensil from its factory floor as a safety measure and for the protection of stock.

No Big Problem

Competition between vending machines and other food services was found not to be regarded as a serious problem. "One company," reported the Institute, "thought the candy and pop machines competed with sale of candy and pop in the cafeteria. In other plants competition was avoided by not serving vendored goods in cafeterias, but most felt that the competition was unimportant because the machines were selling at hours when the cafeteria was closed. A Cleveland foundry, for instance, liked the vending machines because they made it unnecessary to keep the cafeteria open beyond the lunch hour for snackers."

Plants sampled in the survey were scattered over California, Oregon, Ohio, Indiana, North Carolina, Florida, Rhode Island, Connecticut and Massachusetts.

Appoint New Execs At Worthington Co.

HARRISON, N. J., April 29.—Worthington Pump & Machinery Corporation, manufacturer of the Lions cup vender, announced this week that Walter H. Feldman was named vice-president in charge of sales. Other executive changes included the appointment of John J. Summersby as vice-president in charge of purchases; Frederic W. Thomas, general manager of purchases, and Carleton Reynell, general representative for the sales and purchasing departments.

At the same time it was reported the firm's net income for the first quarter of 1950 was \$1,185,130.

Peanut Report

WASHINGTON, April 29.—The amount of peanuts used in candy bars is rising sharply, while salted peanut use is slipping, Agriculture Department reports. For the first seven months of 1950 (September 1, 1949-March 31, 1950), 80,681,000 pounds of peanuts went into bars as compared with 65,842,000 pounds for the same period last season. So far this season, 71,367,000 pounds have been used as salted peanuts, while the comparable figure for last season was 73,755,000 pounds.

It's the TOPSI Victor's TOPPER

An efficient vender for charms and ball gum. Packed and sold 4 machines to the case, \$43.00 per case in lots of 1 to 5 cases.

\$10.00 per machine in lots of 25 cases.

On larger quantities, we allow 20 weeks to pay. Liberal trade-in allowance. Write for special location plan.

VINCO
Sales & Dist. Agency
1122 Mansley Ave., Hamilton, Ohio

IT'S Sidmor FOR VICTOR!

TOPPER
(Illustrated)
Lots of 100... \$10.00
Sample, \$11.25

VICTOR'S MODEL V
\$12.75 Ea.
24 or more, \$12.00 ea.

Victor's Universal
JUMBO
1 1/4 Ball Gum Vender
Builds locations FAST!
15 Day. with order.
SOL. C.O.D. F.O.B. Pch

Sidmor VENDING CO.
2035 FIFTH AVE. - PITTSBURGH 19, PA.

WE'VE GOT... TOPPER Victor's Terrific Vender

Amazing new operating features and a low price that enable 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.
2117 Third Ave., N.
BIRMINGHAM 3, ALABAMA

NEW CHARMS

READY FOR YOU NOW

There's really beauty in that sales appeal that means amazing increases in sales and more profits. Illustrated are new plastic knife and boxing glove charms priced as follows:

Knife, \$18.00 per 1000;
Plastic Boxing Glove, \$3.25 per 1000; Copper Finish, \$6.00 per 1000;
22K Gold, \$7.00 per 1000.
All postpaid.

Write now to get on our MAILING LIST.

Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS
BRILLION - WISCONSIN

CIGARETTE MACHINES
Buy With Confidence From STEINER
—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927
There was, is and always will be a demand for my famous "G".
"A" and "500" Models.
WE BUY AND SELL USED EQUIPMENT
—and what we sell is always completely refinished and reconditioned inside and out to look and work like new.
King Size Chutes, Mirrors, Parts and Locks for all Vendors.
Get the Facts on Our Nylon Deal
STEINER MANUFACTURING CO.
343-4 Hudson Ave. Brooklyn 1, N. Y.
Phone: TRINIDAD 8-8331

GIVE TO THE RUNYON CANCER FUND

WRITE FOR CATALOGOn Bulk Vendors, Merchandise,
Games, etc.**BUBBLE BALL GUM**140 or 120 Sds. Crown Brand
with colored centers, 25 lb. ctn. \$ 4.45
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 2.00
Silver Wedding Rings, 1,000 5.95
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Map Case" Buttons, 1,000 5.95
Plastic Colored Rings, 1,000 2.50

STANDSAll steel—aluminum finish. No
need to add sand, gravel, cement,
etc. Ready for locations. Weighs
17 lbs.**\$2.99 each**We are factory distributors for
all leading makes of VENDING
MACHINES.**VICTOR
TOPPER
DELUXE**The last word in
vending efficiency.**1 TO 23****\$12.95 ea.****24 TO 47****\$12.75 ea.****48 TO 99****\$12.50 ea.**100 or more,
\$11.75 ea.
Liberal trade-in
allowance.**1/4 DEPOSIT ON ALL ORDERS****PARKWAY MACHINE CORPORATION**
718 Manor St. Baltimore 2, Md.**Immediate Delivery on
ALL NORTHWESTERNS
RAKE COIN MACHINE EXCHANGE**

405 Spring Garden Street
Philadelphia 23, Pa.
Lombard 2-2674

2128 Fifth Avenue
Pittsburgh, Pa.
Court 1-3842

**New Low Price
KING OF VENDORS**Nut and Ball Gum Candy, Charms, Vendors,
1-1/2 U. S. and Foreign Coins. "Nut
Nut" Vendors.Slipper
Profits
from loca-
tions are a
natural
withSilver
Kings
or
"Charm
King"
Ball Gum
Vendor
Designed for sales
compelling
eye appeal
as low as
\$10.00
in
quantitiesAt All the Best Dealers—or Write.
Ask About the New "Hunter."**SILVER-KING CORP.**
622 Diversy Parkway CHICAGO, ILL.**CHARMS**Over sixteen different
series of new charms**LOW PRICES**Send 25c for cost of mailing samples, to be
refunded with first order**THE PENNY KING COMPANY**

413 Neptune Street Pittsburgh 20, Pa.

**GIVE TO THE
RUNYON CANCER FUND****WVMOA Asks
Info To Help
Ease Tax Load****Contact Equalization Board**LOS ANGELES, April 29.—The
State Board of Equalization has been
asked by the Western Vending
Machine Operators' Association
(WVMOA) for the establishment of
a uniform basis of figuring mark-up
on bulk merchandise sold thru ma-
chines.M. I. Slater, WVMOA president, at
the regular monthly meeting Tuesday
(25) night, advised the group that the
Equalization Board had taken the
matter under consideration.The vendors are seeking the ruling
for the purpose of reporting sales and
tax to be paid. In contacting the
board, Slater pointed out that such a
decision would simplify accounting
methods of each vending machine op-
erator as well as that of the State
board's audit of individual operators.Slater asked that a 100 per cent
mark-up over purchase cost at the
jobber, processor, wholesaler or man-
ufacturer serve as the basis for deter-
mining gross sales as reported to the
Equalization Board.If this is allowed, Slater added, the
operator could deduct costs for un-
salable merchandise, location commis-
sions, insurance, operating expenses,
loss of machines thru theft, etc.M. R. Leidenberger, secretary, read
the minutes of the previous meeting,
which were approved. Marvin Dren-
kow, treasurer, accepted the mem-
bership of James Roach, sanitary tis-
sue and bulk merchandise operator.Association meets the last Tuesday
in each month.**S. A. Insurance**NEW YORK, April 29. — A
manufacturer of a liquid de-
odorant here is surveying the
vending field, searching for a
suitable machine to dispense his
product. The tentative plan is
to place the unit in rest rooms,
particularly of dance halls, to
provide emergency treatment for
perspiring patrons.**ANOTHER
ADVANCE
Profit Maker
HERSHEY
5¢ BAR
VENDOR**Typical Advance sturdy
construction—all steel
for indoor and outdoor
use—with famous Ad-
vance coin detector and
window to show prod-
uct. Capacity 80 bars.
Hopper can be adjusted
to vend many other size
confection packages.
33 1/2" high 4 1/2" wide;
6 inches deep. A flexible
vendor that will make
money for you 52 weeks
a year.**SAMPLE
\$19.00**2 to 11 \$15.75
12 to 49 14.50
50 or more 14.25**ORDER TODAY**

1/2 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACHDistributors of Advance Vending
Machines.
1647 Bedford Ave. Brooklyn 33, N. Y.**11 WARNER BROTHERS' CARTOON CHARACTERS**

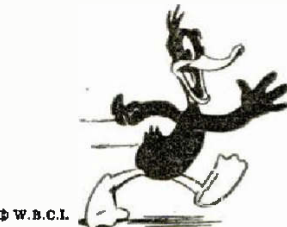
say:

*"We're CHARMED
to keep you Sales Happy!"***BUGS BUNNY**"What's up, Doc?" cried Bugs
Bunny.We can make you loads of money.
Warner Brothers signed us over,
Buy our charms and be in clover.

© W.B.C.I.

PORKY PIGI'm Porky the Pig, I'm proud to say.
I stalk my game both night and day.
But when I hunt for sure-fire sales
I know Karl Guggenheim never
fails.

© W.B.C.I.

DAFFY DUCKPeople say I always scurry,
Rush around in an awful
hurry.
Altho, I'm just a Daffy Duck,
I can help you make a buck.

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Now, just take a look below . . . everything is priced
so low . . . so very low . . . you can't afford to say no!

PLASTIC \$3.00 Per M
COPPER PLATED 5.00 Per M
GOLD FINISHED 6.00 Per M
SILVER FINISHED 6.00 Per M
NEW INLAY FINISH 6.75 Per M

Service and Quality for Over 40 Years

Cartoon Characters © Warner Bros. Cartoons, Inc.

**Karl
Guggenheim INC.****33 UNION SQUARE • NEW YORK 3, N. Y.****TWO
GREAT
WINNERS****VICTOR'S
TOPPER**

1 to 5 Cases

\$43.00 Per Case

(\$10.75 per mach.)

Prompt Delivery.

1/2 dep. with order,
bal. C. O. D.**DEVICES NOVELTY CO.**
467 MILWAUKEE AVE. CHICAGO 10, ILL.
PHONE MONROE 6-7233**VICTOR'S
Sensational
Custom Built
UNIVERSAL**Beautifully designed,
finest materials;
strong, clean, smooth
and trouble-free.
Blue Hammerfield finish

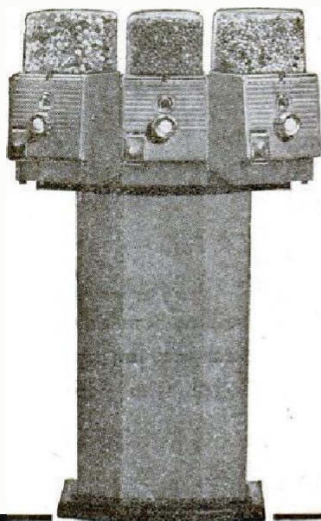
1 to 23

\$13.95 ea.

24 or more at \$13.50 ea.

SPECIAL FINISHFinest synthetic
enamel Beautiful high
gloss red—hard, tough
and durable. Difficult
to distinguish from ac-
tual porcelain. 80¢ ad-
ditional on all models.TERMS: 1/2 cash with order, bal. C.O.D. or send
full cash and save C.O.D. cost. All prices F.O.B.
factory.**ATTENTION, VENDING MACHINE SALESMEN**If you have had Main, Asco, Shipman or similar experience you may be able to make the
most profitable connection of your career. Our new machine is an old all-time winner
with a new angle which has put it at the top of the earnings list. If you can sell new
operators through Business Opportunity ads you should be able to earn \$750.00 weekly
up from the start. Protected territories are now being assigned to experienced producers.
Only a few more men needed. Write**Fortune Enterprises, Inc., 1060 Broad St., Newark 2, N. J.**

NOW!
Bigger Profit
 FROM EVERY LOCATION
 With the New
Northwestern
CABINET STAND
 FOR MODEL 49



WRITE FOR DETAILS
 OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
 829A ARMSTRONG STREET, MORRIS, ILL.

New Low Price
SILVER KING
CHARM KING
2 GREAT VENDORS



Sample, \$12.95.
 2 to 3, \$12.50.
 1 to 5 Cases
 \$42.00 Case.
 4 Cases or
 More
 \$40.00 Case.
 Packed 4 to
 Case.

CAMEO VENDING SERVICE

437 West 42nd Street New York 18, N. Y.

YOU WILL LIKE
ACE HIGH SALTED NUTS!

Try Our Freshly Roasted

776 Count Tiny California Almonds 75¢ per lb.
 450 Count California Almonds 65¢ per lb.
 500 Count Tiny Cashews 65¢ per lb.
 512 Count Filberts 65¢ per lb.
ALL FANCY NUT MIXES (Con-
 tains Select Almonds, Cashews,
 Filberts & Pecans) 75¢ per lb.
DELUXE NUT MIXES (Contains
 Almonds, Cashews, Filberts,
 Pecans & Virginia Peanuts) 80¢ per lb.
 Packed in 3 lb. Wax Bags—in 25 lb. cartons.
 Will ship case to your liking!
 F. O. B. St. Louis.

ACE HIGH PRODUCTS CO.

1811 So. 14th St. St. Louis 4, Mo.

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. 9-0406

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

Mars Offers 120-Count Packs
On Forever Yours, Milky Way

CHICAGO, April 29.—Mars, Inc., announced this week it was introducing a special count vending machine pack for its Milky Way and Forever Yours candy bars. Both are now being offered in 120-count pack at \$3.60, according to Vic Gies, vice-president.

Until this action was taken, Mars was the only major candy bar firm not offering special count packages to meet the vending machine industry's needs. Mars officials said the new pack was made possible by economies in production which justify the price.

For a number of years, Gies commented, Mars has been endeavoring to build a pack for vendors at a price which would be competitive. Not until recent economies were effected,

however, could the firm see its way clear to the introduction of a special work.

Pass Savings Along

"We have always been interested in the vending machine operator," Gies said, "because we realize that unless he is healthy we are not healthy. Naturally, we will continue to be interested in him and whenever economies are possible we will pass the savings along."

The 120-count pack represents Mars' first special count package, Gies said. The growth of the vending machine business, he added, influenced the company's decision to put out the special package.

Cig Op Celebrates
16th Year in Biz;
Holds Firm Picnic

MIAMI, April 29.—To mark the beginning of its 16th year, Ace-Saxon, Inc., last week celebrated with a day-long picnic for its employees and their families at Matheson Hammock.

Oldest and largest cigarette machine operation in the South, Ace-Saxon is headed by John F. Saxon, who is a director in the National Automatic Merchandising Association.

In a brief speech Saxon thanked the firm's employees for their loyalty and for the part they played in the development of the company. Looking to the future, he pointed out the rapid growth of South Florida and to predictions that this area will grow still further. This growth, he said, will be a challenge to the entire organization.

New Representatives
For Unimax Switch

NEW YORK, April 29.—Unimax Switch Division of the W. L. Maxson Corporation here announced the appointment this week of five new representatives to handle sales of its precision switch line.

In the Philadelphia area, R. Wilkinson and Samuel Morrow, Rydal, Pa., will handle the line; in California, Douglas Laukots, Glendale, Calif.; Missouri and Kansas, Norman W. Kathrinus Company, St. Louis, and Southern New Jersey, Eastern Pennsylvania, Maryland and Delaware, Millou Sales Engineering Company, Towson, Md.

American Chic Earnings

NEW YORK, April 29.—American Chic Company reported a net profit of \$1,182,189 for the quarter ended March 31. Earnings for the same period in 1949 were \$1,023,510 and \$1,354,244 in 1948.



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 Chunks
 - Features either 1c or 5c operation
- WRITE FOR COMPLETE DETAILS TODAY!**

DISTRIBUTORS!
 A Few Choice
 Territories Are
 Still Open.
 Write, Wire,
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 1349 Fifth Ave.
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WRITE FOR FREE
ILLUS. CATALOG
OF ALL TYPES OF
MACHINES

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(Illustrated)

Lots of 100... \$10.00

Sample, \$11.25.

Victor's Universal

JUMBO

1" Ball Gum Vendor.

Best Location-Getter

in Years!

Immediate Delivery.

Orders Filled

in Rotation

Received.

\$32.50

EA.

VICTOR'S
Basketball Game

First new
 counter game
 since the war
 —Plan of ac-
 tion — return
 ball feature —
 1c or 5c play —
REAL MONEY
MAKER! 22"
 High, 18" Wide,
 5" Deep. Sim-
 ple mechanism
 — guaranteed
 trouble-free.



Orders Filled

in Rotation

Received.

\$32.50

EA.

Jobbers, Write for Quantity Prices.

Distributors: Write for Special Priced 1/3 Dep. Bal. C.O.D.

VEEDCO SALES CO.

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 PHONE: LOCUST 7-1448



EMPTY
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.

BRAND NEW
LUCKY BOY VENDORS



\$9.75
 EACH
 1c or 5c
 MODEL

Lots of 5

\$4.75

Lots of 25

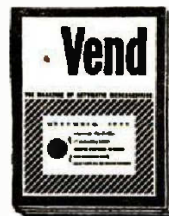
\$7.75

Nut and Churn Vendors hold 4 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully guaranteed. 1/3 Deposit. Balance C. O. D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLLOYD MFG. CO.
 VALLEY STATION, KY.



"The Magazine
of Automatic Merchandising"

"VEND is the best coin machine magazine I have seen. I cannot afford to miss a single copy."

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Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

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Tele Toboggan Gaining Momentum

MGA Elects VP At Meet; Hear Steinberg Talk

Commends Membership

NEWARK, N. J., April 29.—Humbert Betti, of Union City, was elected vice-president of the Music Guild of America (MGA) Tuesday (25) to fill the unexpired term of Jack Roberts, who resigned recently. Roberts stepped down after selling his phonograph route. Betti, a member of the board of governors, served as association treasurer in past years.

Fifty-four MGA members attended the dinner-meet in the Hotel Essex House's Mirror Room. They heard Dick Steinberg, executive director, report that juke box operation in the State had reached a stage of stability. He commended the membership on their prompt handling of MGA tune-play score sheets. The sheets, on which operators list juke tunes in order of play frequency, form an integral part of the association's programming and merchandising service. Sam Waldor presided at the quarterly confab.

CPMA Meets June 1 in Cleveland

Sked. Yearbook, Banquet

CLEVELAND, April 29.—The Cleveland Phonograph Merchants' Association (CPMA) will hold its annual convention and banquet June 1, Jack Cohen, president, announced this week. The day-long meeting and banquet, complete with entertainment, will be held at the Hollenden Hotel.

CPMA officials are completing a yearbook to be distributed at the convention, which will outline the history of the org. Heading the banquet entertainment program is Blue Barron and his orchestra. Program will be supplemented with recording artists.

Assisting Cohen as convention chairman are Sanford Levine, co-chairman; James Burke, James Ross, Nale Pearlman, John Bou-Sliman, Henry Ilg, Edward Kenney, Coleman Stutz, Richard Head, Hyman Silverstein, Joseph Solomon, Charles Comella and Ralph Parker.

Juke Champs

YANKTON, S. D., April 29.—Altho the baseball season is just getting underway, and despite a variety of weather ranging from floods to violent snowstorms, Mike Imig, president of the South Dakota Phonograph Association, reports his local baseball team, Mike's Jukes, has again annexed the city championship. An ardent baseball fan, Mike is now trying to figure out how he can whip together a girl's team. With four daughters, he figures in a few years he will be half-way home with another winning combo.

It Can Be Done:

Denver Op Finds Opportunities Can Be Developed Whereby Juke Grosses Are Bound To Increase

By Robert Latimer

DENVER, April 29.—There are not many opportunities for the music route operator to "merchandise music," but if he will take the trouble to single out ideas and do something constructive about each one, collections are bound to rise, according to Pete Geritz, manager of Peerless Music Company here.

Sizing up opportunities means more than merely good placement, a clean machine and readable title strip, the Denver operator says. First, the phonograph route operator must take stock of his own operating techniques "from the customer's standpoint."

"Too, many of us are prone to becoming 'musicians,'" Geritz said. "By that I mean that we let our own enthusiasm for a particular number run away with us, with the result the box is likely to be stocked with a list of tunes suited to our own fancy, which can hardly be expected to jibe with the customer. The operator needs to keep an open mind in selecting his tunes, and be guided by the play meter and nothing else."

Location Co-Op

Having carried this out, the operator should next consider seriously means of getting co-operation from the location owner or bartender, Geritz pointed out. "It's a good thing to put a record or two on the phono-

graph which has been specifically requested by the location owner, or someone who can be depended upon to plug the piece.

"It is a good thing to study each location owner's taste in music and play up to it, but only when the operator is sure that it is the owner's own requests he is meeting. If the bartender or owner likes a number well enough, he will play it whenever things get dull, and thus stimulate play in general."

Geritz feels that feeding machine by leaving \$2 in nickels is wasted effort. "Most frequently we find that all the nickels were deposited the first day or so, which actually shut the machine off from customer," he said. "A few location owners will conscientiously set aside nickels to be used for the juke whenever there is a lull, but most of them can scarcely be depended upon to do this. As a result, we have stopped the practice and find that actual machine income is better."

Op's Personal Touch

Because less than 50 per cent of the average crowd in a tavern plays the phonograph, Geritz believes it wise for the operator to circulate during the evening among some of his locations, both to watch what the customers play, and pick up some tips (See Denver Operator on page 117)

Juke Box Export Prices Bright Spot in Jan. Report

(Continued from page 107)

in January. The principal customers were Venezuela, Cuba, Belgium, Honduras, the Philippine Republic, Guatemala and Japan. Venezuelan operators purchased 80 units for \$41,971, mostly music machines; Cuba bought 97 coin-operated phonographs for \$9,517 and 77 automatic merchandisers for \$1,835. Belgium, the one Continental nation which seems to be approaching its prewar rating as a coin machine market, accounted for 12 juke boxes and 60 games with an aggregate value of \$10,530.

Top buyers of venders in January were operating firms in the Philippines. They spent \$6,730 for 20 mer-

chandisers. Other volume buyers of venders were Japan, Bahamas, Canal Zone, Canada and Panama. New buyers of U. S. venders were Ireland and India, each of which purchased a cup drink vender with large capacity.

Most of the music sales were at a high average price and ranged from the \$690 paid by Guatemalan operators to the \$325 per unit spent by Mexican coinmen. Vender average prices varied from the \$768, spent by an Irish firm, to the \$24 spent by Cuban operators for each of 77 merchandisers. Game prices were comparatively low and averaged \$69. Belgian coinmen purchased 60 used games for an average of \$68.

Export box appears on page 121.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are: COIN MACHINE TAX SEEN UNRELIEVED. House committee recommendations ask continuance of the \$10 tax (General Department).

VARSITY PLANS NEW LOW-PRICE 45 R.P.M. DISKS. The plattery will expand to three speeds with 45s at lower than present market price (Music Department).

CAPITOL LAUNCHES FIRST ALL-OUT 45 DRIVE. With a catalog built up, the diskery plans a big 45 push (Music Department).

MERCURY GETS BEE BEE MASTERS. Mercury obtains Sometime and Mariane, which are gaining local attention (Music Department).

TOWER SWINGS TO 45 WITH TWO RELEASES. The plattery is the latest to join the 45 ranks with its biggest items (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—six and three quarters column devoted to news merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Study, Reveals Jukes Coming Back Stronger

More Spots Drop Video

CHICAGO, April 29.—With juke box grosses holding strong despite off-season weather thru most of the country, operators have been heartened in recent weeks by the continuing decline of teevee competition in their locations.

Helping the cause along have been a series of newspapers articles appearing here and in other cities thru-out the country telling of the serious effects of sports telecasts on box office receipts. As a result, more and more sports are refusing to allow telecasts, and with a ban on major fights looming in the next few months, location television is diminishing rapidly here and in many other cities where video has taken large bites out of juke box grosses.

No Chicago Night Games

Baseball, which has been one of the strongest sport competitors of the juke box in the Chicago area, is again scheduled to be seen daily in this city. However, the White Sox, only major league rep locally to play night games, has nixed the arc light games for tele this year, thus giving the juke box ops an additional 22 nights of revenue which were lost last year.

Too, with neither team here considered a contender this year, many locations which have retained their sets have said they will be turned on only at the request of the patrons. Thus, when a game of little interest is played, the location tele sets conceivably will be dark, with the juke box allowed to play thruout the day.

As of now, few entertainment programs are being telecast in public spots in this area, with the only coverage of any consequence being given sport events. Boxing is due to fade shortly, and local amateur bouts have received little if any coverage, so that even if they are continued, they can not be classed as music competition.

Wrestling, an early teevee favorite here, has all but disappeared from the location scene, while special sporting events such as track meets, harness races (again scheduled to be seen this summer) and even major horse races are also getting little coverage.

Wurlitzer Names Rep in Albany, Syracuse Area

NORTH TONAWANDA, N. Y., April 29.—The Rudolph Wurlitzer Company here has appointed the Bilotta Distributing Company to cover the Albany-Syracuse area, it was announced this week. The distributing firm is headed by John Bilotta and maintains its headquarters at 224 North Main Street, Newark, N. J. It will, within the next two weeks, open offices and showrooms in Albany.

Bilotta has been associated with the coin machine industry for more than 20 years and has been working with phonographs since 1930. He entered the distributing field in 1937. Also associated with the firm are W. S. Wurtenberg, sales manager; James Bilotta, parts manager; Doug Williams, service manager; and Norman Frumosa, office manager.



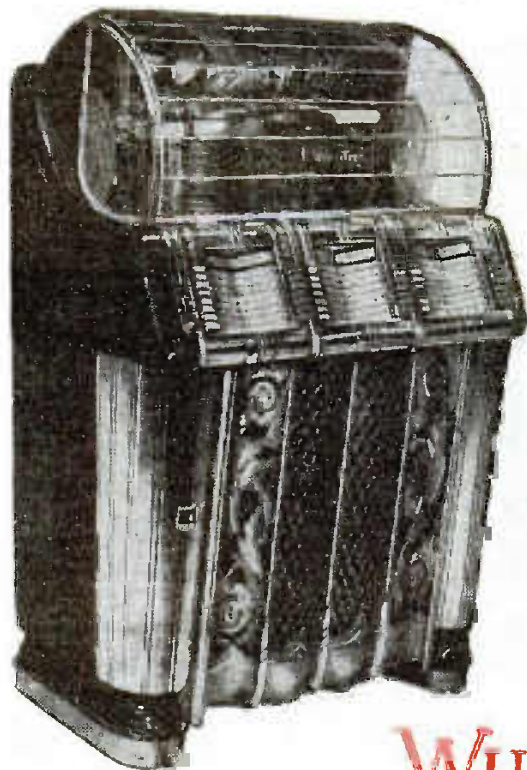
**PLENTY OF TUNES
TO STIMULATE PLAY**



**NO INCREASED RECORD
COSTS FOR YOU TO PAY**

PLAYS ANY SPEED RECORD

Can be quickly, economically adapted to play 33-1/3 or 45 RPM records.
No danger of obsolescence.



MANY MORE GREAT MONEY-MAKING FEATURES

DOESN'T OBSOLETE PRESENT REMOTE EQUIPMENT

All current Wurlitzer Wall and Bar Boxes can be used with the Wurlitzer 1250. Wurlitzer has protected your investment in remote equipment.

AMAZING DYNATONE SOUND SYSTEM

Brings out best musical qualities of any speed record by a mere turn of a tone control knob. Accurately reproduces high fidelity of the new speed records.

ZENITH COBRA RECORD ECONOMY

Twin Tone Arms equipped with Zenith Cobra Stylus assure finest tone with 50% saving in record and needle wear.

NEW EYE AND PLAY APPEAL

Sensational cabinet beauty. Maximum eye appeal at upper level visible from entire location.

MINIMUM SERVICE

New, simplified record changer with fewer adjustments. New accessibility when service is required. Quick replacement units.

PRICED FOR TODAY'S MARKET

New all the way through. Priced to produce maximum operator profit—the Wurlitzer 1250 is the latest, greatest example of Wurlitzer's leadership.

WURLITZER *Twelve Fifty*

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

Pierce Named Town Mayor For Two Years

Also Heads Wisconsin Org

BRODHEAD, Wis., April 29. — Clinton S. Pierce, president of the Wisconsin Phonograph Operators' Association and a director of the Wisconsin Cigarette Association, was inducted as mayor of this town last week. He was elected for a two-year term.

Pierce was a member of the American consular service in Sweden during the first World War. With his mother, Mrs. Seraph Clinton Pierce, widely known musician, he operated a music store in Brodhead, later expanding into the juke box and other coin machine fields. He also is a mem-

Juke Promosh

CLEVELAND, April 29.—Second in a series of mail promotions for juke box play in taverns and TV for the home is being sent to 1,500 locations in this area this week by the Cleveland Phonograph Merchants' Association (CPMA).

In cartoon style, the brochure shows a couple leaving an almost empty tavern where a woman's show is being telecast, and going to a tavern where a large and happy crowd listens to a juke box.

Caption on the leaflet is "I want music, music, music!" with the campaign slogan, "TV for the home... music for the tavern," prominently displayed at the bottom.

ber of the board of the Music Operators of America (MOA), president of the Brodhead Chamber of Commerce and a director of Cheese Day, Inc.

ALBUM REVIEWS

(Continued from page 44)

THAIKOVSKY: CONCERTO FOR VIOLIN AND ORCHESTRA IN D MAJOR, OPUS 35—Ruggiero Ricci—New Symphony Orchestra—Sir Malcolm Sargent, Con. (1-12") 78
London (33) LFP-172

Among the distinctions of this disk of a popular piece of repertoire the playing of the orchestra and Sir Malcolm's direction must be cited along with Ricci's excellent bow work. There is no dearth of recordings of this concerto, some superlative, in many respects but the version at hand is hard to beat for balance between soloist and orchestra. The ensemble is rich and full, an integral part of the performance, not merely a necessary adjunct. Ricci plays the difficult work with virtuosity and feeling, plus a restraint and control that makes Thaikovsky truly palatable. The distinguished performance and the wide appeal of the work should insure action.

BACH: SEVEN SONATAS FOR FLUTE AND HARPSICHORD—Fernand Caratze (flute) and Marcelle Charbonnier (harpsichord) (2-12") LPs 78
Vox-Polydor PL-6160

This is the complete set of Bach's sonatas for the combination and the performances are unlikely to be improved upon for some time to come. Previously the late, great George Barrere did three of them for Victor, but Caratze need hardly take a back seat. Further, he has been given magnificent recording. The harpsichord too is excellent and that difficult instrument has recorded with wonderful brilliance. The current penchant for completeness among Bach buyers makes the package a natural and Vox has catered to them with very classy packaging in a two pocket album, with flaps. Quality is apparent in every phase of this offering.

BEETHOVEN: SYMPHONY NO. 5 IN C MINOR, OP. 67—The Philharmonic—Symphony Orchestra of New York—Bruno Walter, Dir. (1-12") 84
Columbia (33) ML-4297

The recording at hand supersedes an earlier version of the Fifth by Walter. The conductor and the fine orchestra produce a powerful, dynamic performance. The ensemble sound is tremendous and forceful, so much so that the production becomes a bit murky in the fortissimo passages. The engineering problem thus posed should have been solved, but so impressive in other respects is the record that this drawback may be overlooked. The symphony is probably the best known in the entire body of classical music. Add to this Walter's widely recognized affinity for Beethoven and we have here a disk with strong and long sales potential.

BING CROSBY—A COLLECTION OF EARLY RECORDINGS, VOL. 1 (1-12") 72
Brunswick (33) BL-58000

Out of Nowhere; If You Should Ever Need Me; Just One More Chance; Now That You're Gone; I Found A Million Dollar Baby; Thru With Love; Good Night Sweetheart; Too Late. As the title of this 10-inch LP indicates, the selections are fairly early Crosby—about one period prior to the Columbia Crosby LP which has been out for some time. Admirers of Bing's early will welcome the disk at hand at least as much as they did the Columbia presentation. The selection is admirable; most of the tunes are still thriving and each of them will be remembered with affection by old Crosby-fans as favorites of the bu-bu-bu-bu era. Backed by Victor Young's arking, Bing croons, whistles, scats and recites verse and chorus in the beguiling style of his early days as a single.

JUKES Not Suitable **JOKES** A spinner's delight.

MUSIC OF ERIC COATES—The London Symphony Orchestra—The London Philharmonic Orchestra and The Light Symphony Orchestra—Eric Coates, Dir. (1-12") 70
Columbia (33) ML-4274

Knightbridge March; Cinderella; London Calling March; Television March; Dancing Nights Valse; The Three Bears; London Bridge March; Footlights.

Coates, a leading purveyor of light, semi and "pop" music in Britain, offers a selection of his most popular short pieces. He conducts three orks with a deft, light hand appropriate to the nature of the material. Perhaps the most beguiling of the selections is the "Three Bears" suite, with its recurrent "Somebody's been sitting in my chair" theme, about which a series of ingenious and pleasing variations are spun. The other pieces, mainly waltzes and marches, are pleasant and airy things.

ELLINGTONIA—Duke Ellington Orchestra (1-10") 62
Brunswick (33) BL-58002

East St. Louis; Fiddle-o-o; Birmingham Break-down; The Mooche; Rockin' in Rhythm; Twelfth Street Rag; Wall Street Wall; Black and Tan Fantasy; Mood Indigo. The Ellington represented here is of the late twenties and early thirties. These are cuttings from what really is the first recognizably Ellington stage—prior to the waxing of the originals like "East St. Louis" and "Birmingham." His disks sound like good hot dance disks in a style common to the day. Which leads to the point that this chunk of Ellingtonia has high import both historically and musically. The special band color of Ellington is heard here in its nascent stages—plus delightful solos by Carney, Hodges, Williams and especially the inventive Bubba Miller. Not a mass item, but excellent for fans.

JUKES Not Suitable **JOKES** Fine for jazz twirlers.

EDDY DUCHIN PLAYS THE MUSIC OF GEORGE GERSHWIN—Eddie Duchin (1-10") 65
Columbia (33) CL-6103

The Man I Love; Love Walked In; 'S Wonderful; Summertime; They Can't Take That Away From Me; Somebody Loves Me; Embraceable You; Someone to Watch Over Me. Name power and nostalgia will doubtless sell copies of this item, but the plain truth is that Mr. Duchin does not beautify Gershwin. With a muted rhythm section helping out on the beat, Duchin tackles the eight tunes in his well-known society style, decked out here and there with touches of "Gershwin's own playing," as the jacket notes phrase it. This would be all to the good were it not so mechanical and lusterless. In his faithful adherence to the melodies, the 88'er is so literal as to admit no imagination or lyric feeling.

JUKES Not Suitable **JOKES** Most spinners will find disk plodding.

BACH: CANTATA NO. 11—Kathleen Ferrier—William Herbert—William Parsons—Ena Mitchell—Cantata Singers—Jacques Ork—Dr. Reginald Jacques, Cond. (1-10") 75
London (33) LPS-160

An excellent performance of a moving work, beautifully recorded. The singers are fine and Miss Ferrier is magnificent. Jacques keeps things flowing and projects with a thorough understanding of the required style. The work is sung in English, which really doesn't make much difference, since the drama and religious feeling are in the music, which is easy to take on almost any listener level.

Denver Operator Develops Opportunities Into Grosses

(Continued from page 115)

for changes. "We can't depend on the location owner to tip us to what people are asking for," he stressed, "but by merely being on the spot we will often find out what the customers want. Also it builds good will with the location owner to spend both time and money with him."

Contacting Patrons

On such tavern calls, the operator will find interesting collections lie in watching who plays regularly and asking what favorites the customers would like on the phonograph during the ensuing week. Collections invariably jump when such personal effort is applied, Geritz finds.

There is a definite need for merchandising at the moment, Geritz emphasized, due to the fact that many customers have cut down on their nickel outlay for music.

"In any beer-versus-music equation, the beer is likely to win out," with the result that the operator must use everything possible to stimulate his sales. Naturally, this means extra effort, more calls to determine music choice, more gladhanding, and

certainly enlisting all of the support the tavern owner will give. It helps to point out how his own income will be increased. Some of my locations are now using typewritten music menus (which can be tossed on booth tables, counter, etc., where remote controls aren't in use) as a play stimulus."

Competition

Geritz isn't overly worried about Hammond organ installations in many of his phonograph locations. He has developed a practical answer in pointing out to lounge owners that the organ, usually costing \$150 per week or more, will seldom increase his volume more than \$150 or so, with the result the bar loses the play percentage on the phonograph, incurs more labor cost, and actually finds it difficult to break even.

Geritz has studied the experiences of many tavern owners in this direction, and finds that the organ nets far less than the phonograph.

"Any operator can better his route collections by applying a little extra effort," he said. "The big thing is finding the proper channels and then concentrating on them."

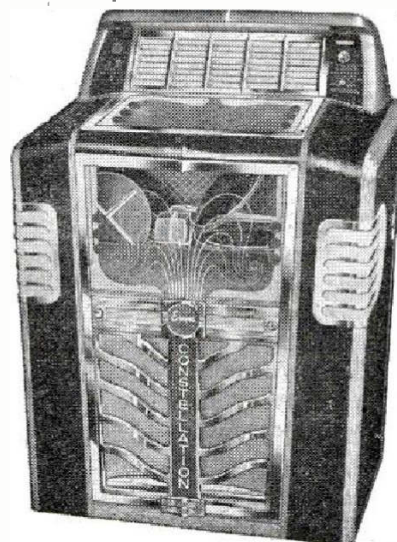
20 RECORDS—40 SELECTIONS—MAKE CONSTELLATION MORE ECONOMICAL TO OPERATE!

On the basis of extensive continuing location studies, operators concede that Evans' 20 Record, 40 Selection Constellation provides the most practical phonograph programming, 20 Records, with 40 selections, offer an effective wide range of player appeal, without costly record inventory. It's profitable economy to operate Constellation!

See Your Evans Distributor or Write factory Direct

NOW AVAILABLE: Evans' Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.



**EVANS' 1950
20 RECORD, 40 SELECTION
CONSTELLATION**

H. C. EVANS & CO.

1528 W. ADAMS ST.

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 139

**PHIL MASON WILL BUY FOR CASH
NEW OR USED**

• WURLITZER 750, 800, 1080, 1015, 1100
• SEEBURG M-100

• ROCK-OLA 1422, 1426, 1428

• AMI A, B, C.

• All Postwar Boxes

MASON DISTRIBUTING CO.

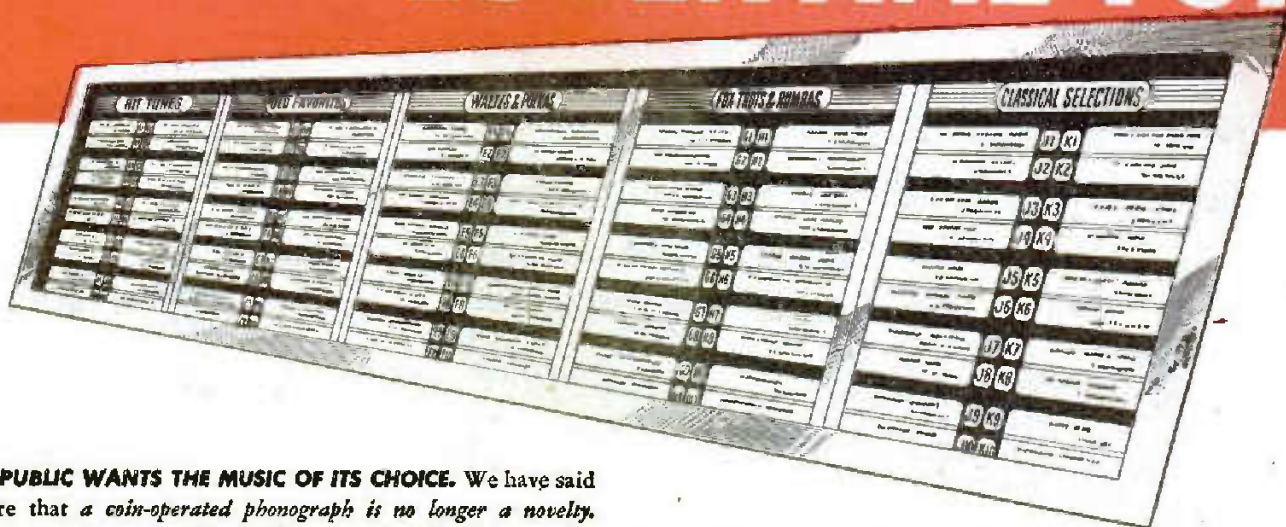
184 PAINE ST.

PHONE: ESSEX 5-6458

IRVINGTON, N. J.

**The American Foundation for The Blind Lights the
Way for Those Who Walk in Darkness**

THIS IS WHY 100 ESSENTIAL FOR



THE PUBLIC WANTS THE MUSIC OF ITS CHOICE. We have said before that a coin-operated phonograph is no longer a novelty. You cannot hope to either build or sustain a business on the thin thread of novelty. Today, the public—your customers and our customers—wants music. That is our product. Our task is to provide a better music service . . . one that readily permits you to offer "music for everyone."

THE IMPORTANCE OF PROPER PROGRAMMING. Successful merchandisers in every field—food, clothing, books, radio, television, appliances—have learned that the way to increase sales is by making products easy for the public to buy. That's just what the Selector Panel of the Seeburg Select-O-Matic "100" does for your business. It makes your product—MUSIC—easy to buy . . . because the music is properly displayed.

100 SELECTIONS AND THE 5 BASIC MUSIC CLASSIFICATIONS. Here is the key to successful music merchandising. By grouping 100 record titles under the five basic music classifications, you assure fast reference and easy selection with a reasonable choice of titles under each classification. This is possible only with the

Seeburg Select-O-Matic "100", which offers sufficient selections to permit constructive and varied musical programming.

YOUR ANSWER—"MUSIC FOR EVERYONE." Select-O-Matic "100" Music Systems are opening new horizons of opportunity for progressive music men. Today, people who never spent a nickel in a coin-operated phonograph are listening to their favorite tunes on the Select-O-Matic "100". Why? It's simple! Because with this modern music system there is "music for everyone" . . . for tots, for teen-agers, for old-timers.

See your Seeburg Distributor today. Compare this music system. You'll find it to be beyond compare.

*Be 100% with Seeburg
only Seeburg has*

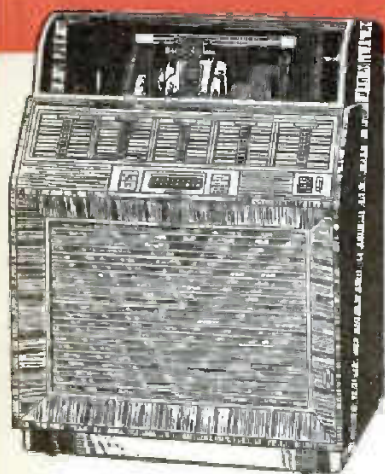
Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.

100

SELECTIONS ARE *Proper* PROGRAMMING

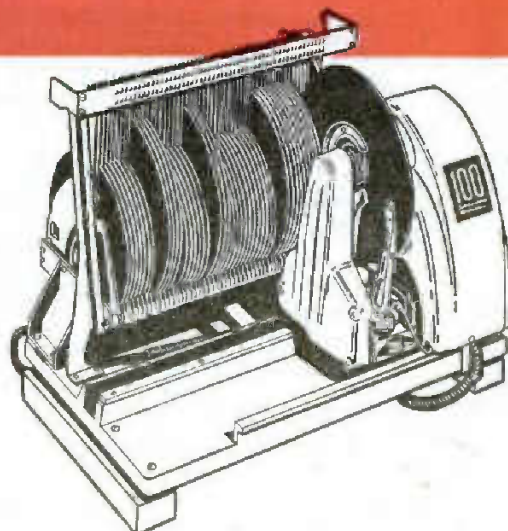


The Select-O-Matic "100". 100 selections all visible at one time . . . cataloged under the five basic music classifications. Completely equipped for Remote Control and Scientific Sound Distribution — no converters, adapters or other makeshifts necessary. Full operating power consumption only 240 watts.

**HERE IS THE
MUSIC SYSTEM
THAT ASSURES
COMPLETE**

Flexibility

FOR OPERATORS



The Select-O-Matic "100" Mechanism. The most revolutionary development in the history of coin-operated music. Operation in thousands upon thousands of locations has proved it to be the most economical, service-free mechanism ever incorporated in a coin-operated music system.



The Wall-O-Matic "100". The most remarkable remote selection system you ever saw. Brings 100 selections . . . cataloged under the five basic music classifications . . . right to the finger tips of guests.



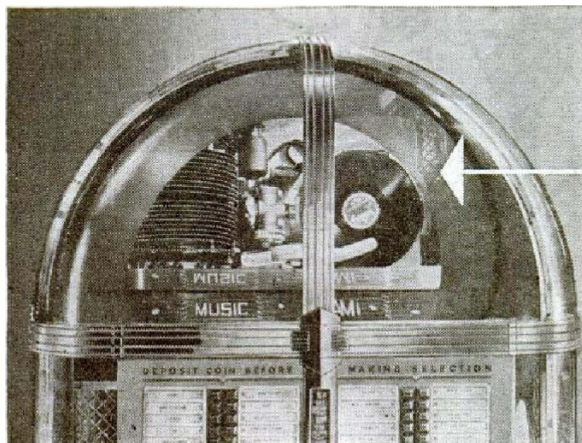
Scientific Sound Distribution. The Seeburg line of constant voltage speakers includes models to provide music at conversational level in any location.

SELECTIONS

***It's
Done
with a Mirror!***



The beautiful transparent dome of the "C" reveals, when machine is not playing, an activated color area that irresistibly commands attention. Now drop a coin — and presto! This multi-colored area is transformed into a revealing expanse of mirror, reflecting mechanism, the record being selected and the record playing all the way through. The "C" is the only juke box with this intriguing "before & after" effect — and it's all done with a mirror!



The action of this magic mirror sends play soaring, gives every customer a box seat for the performance, spurs on the spending spirit in the location and helps explain the extraordinary earning power of this new model. Smart music operators appreciate what all smart merchandisers and display people have known for years — mirrors double sales appeal!

AMI Incorporated

General Offices and Factory:
1500 Union Ave., S.E., Grand Rapids 2, Mich.
Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

Move To Amend NCMDA By-Laws

Coin Machine Exports

January, 1950

Country	No.	Total Value	Phonographs	Value	Av. Price	Vendors	Value	Av. Price	Amusement Games	Value	Av. Price
Venezuela	80	\$ 41,971	74	\$ 40,874	\$549				6	\$ 1,297	\$216
Cuba	97	11,352	20	9,517	476	77	\$ 1,835	\$ 24			
Belgium	72	10,530	12	6,430	536				60	4,100	68
Honduras	20	10,221	20	10,221	511						
Philippine Republic	35	8,900	2	910	455	20	6,730	336	13	1,260	97
Guatemala	11	7,590	11	7,590	690						
Japan	25	5,985	2	660	330	11	2,505	228	12	2,820	235
Salvador	10	4,835	10	4,835	483						
Bahamas	17	3,480				8	1,400	175	9	2,060	229
Haiti	11	3,308	5	1,250	250				6	2,058	343
Canal Zone	7	2,360				7	2,360	337			
Canada	45	2,105				10	1,167	115	35	948	27
Mexico	17	1,075	3	975	325				14	700	50
Nicaragua	3	1,650	3	1,650	550						
Dominican Republic	3	1,526	3	1,526	508						
Panama	4	1,287	1	603	603	3	684	228			
Turkey	76	772							76	772	10
Ireland	1	768				1	768	768			
India	1	729				1	729	729			
Other countries	67	2,892	1	450	450	41	785	19	25	1,657	66
TOTALS	602	\$123,916	167	\$ 87,291	\$523	179	\$18,953	\$105	256	\$ 17,672	\$ 69

Would Widen Assns. Scope Of Activity

Summer Meet To Decide

CHICAGO, April 29.—An amendment to the by-laws of the National Coin Machine Distributors' Association (NCMDA), which would open the way to membership of factory distributors of predominantly skill games, will be offered at the NCMDA summer meeting, the association's headquarters announced here this week. Lewis Bennett, NCMDA legal counsel, is preparing the text of the resolution.

As the group's constitution now stands membership is limited exclusively to five-ball game distributors. If the proposed resolution is accepted, factory appointed distributors of shuffle games, ray guns, shuffleboard, music machines and similar amusement equipment will be eligible. A resolution to double association membership was defeated at the last general meeting. A substitute measure designed to gradually add members, however, was accepted.

Under NCMDA procedure, amendments to the constitution are submitted to the membership by mail for informal consideration in advance of a general meeting. Prior to the session, the board of directors convenes to act on the proposal. If given board approval, the measure is placed before the membership for ratification.

Detroit Record Service Opened By Harry White

DETROIT, April 29.—The White Record Company has opened a new service store for operators at 8422 Linwood Avenue, under the management of Harry J. White. A veteran music and games operator in this city, White recently returned here after several years up-State.

Plan, similar to that used by the Angott organization here, is designed to centralize the purchase and physical handling of records for operators. A service charge of 5 cents per disk over the regular wholesale price is charged. Special attention is to be centered on providing request numbers, upon calls or written orders, within approximately 72 hours.

A sizable stock of the standard numbers which are not on the hit list, to meet recurrent requests for favorites will be maintained. White is offering a service enabling the operator to pick up all his record supplies at one spot.

Unique new feature will be the purchase of used records from the operator, providing an easy way of disposing of old stock at the same place. The store, which will be open evenings six days a week, provides for checking of records with four listening tables. There is also a retail section for sales to the public.

The store will be in charge of Mrs. Louise White, Harry's wife, and of his son, Patrick (Little) White.

ACMMA Show Hotel Space Near Sellout

Confab Begins May 22

CHICAGO, April 29.—Less than 100 rooms are available at the Hotel Sherman for the all-industry coin machine show, sponsored by the American Coin Machine Manufacturers' Association (ACMMA), to be held May 22-24. Vince Shay, chairman of the hospitality committee, said his staff is looking for additional accommodations in anticipation of record operator attendance. Exhibit space for the show was sold out two weeks ago (The Billboard, April 22) and virtually every known type of coin-operated machine, including vendors, games, music, bells and shuffleboard, will be displayed in the one compact exhibition hall.

Combine Biz, Pleasure

Shay reports that many of the show reservations are from operators in the South, Texas, California and other mild climate States who plan their Chicago trips for late spring when this area is enjoying its best weather and the social and sporting calendar is at its peak. This year they plan to take advantage of the May show to not only get a look at what is new in the trade but also sit down and talk over industry highlights with other coinmen.

One of the questions Shay answered repeatedly in the past two weeks concerns the 1950 Cadillac ACMMA show is giving away. "Eligibility for the Cadillac," he said, "is very simple. Any operator who registers for the show the first or second day, Monday (22) or Tuesday (23), will have an opportunity to win. The car will actually be given away at the banquet in the Sherman's Grand Ballroom, but attendance at the banquet is not a requirement."

Ben Smith Opens Own Office

NEW YORK, April 29.—Ben Smith Advertising, agency specializing in coin machine accounts, will move to 41 East 41st Street May 6. Dissolution of Smith's partnership with Perry Wachtel in DePerri Advertising, 95 Madison Avenue, was announced recently (The Billboard, April 29).

Tax Income Down

WASHINGTON, April 29.—Coin machine tax collections in March continued to run behind last year. Internal Revenue Bureau reported this week. Receipts totaled \$218,857, as compared with \$229,893 in March, 1949. For the first nine months of the current fiscal year, collections amounted to \$17,440,547—a decline of \$857,796 from the same period of the 1949 fiscal year.

5 More Firms Sign for CMI Show in June

Suppliers To Take Part

CHICAGO, April 29.—Five additional firms sent in signed contracts this week for the 1950 Coin Machine Institute (CMI) convention at the Hotel Stevens here June 26-28. Meanwhile Chairman Dave Gottlieb reported suppliers to the industry have contacted him regarding space for the CMI event.

Newcomers to the CMI show list are ABC Popcorn Company, Inc., Chicago; Continental Service & Equipment Company, Detroit; Zenobia Company, New York; First Distributors, Chicago and Coin Machine Journal.

Gottlieb said that booth sales are moving faster than at any previous show.

Annie Gets Jitneys

WASHINGTON, April 29.—Washington Music Guild has started a full-scale promotion on Juke Box Annie, a new Mercury recording by Kitty Kallen which has been selected as the record of the week on Eddie Gallaher's WTOP programs. Annie will get No. 1 billing in the nation's capital's phonographs.

Conn. Ops See Biz Hypo by Summer's Bow

Grosses Now Normal

HARTFORD, Conn., April 29.—Coin machine business is "about normal" in Connecticut, with coin operators anticipating increased trade from summer locations in the next month or so, according to Abe Fish, of General Amusement Game Company here.

Fish, who is president of the Connecticut State Coin Operators' Association, said that "coin trade seems about normal right now. It doesn't seem to have slipped drastically below the previous year's figures, and coin men tell me they're awaiting the standard summer trade."

Build Membership

Fish reports the membership campaign proceeding "steadily." William Jarrett, Waterbury, Conn., who was recently named the organization's membership solicitor (The Billboard, April 22), has been contacting non-members thruout the State, and many new members are expected.

The meeting scheduled for April 20 was postponed. All weekly meetings are being held in the Hotel Bond, Hartford, with Fish presiding.

Record Tourist Biz Predicted for Ky.; Coinmen To Profit

LOUISVILLE, April 29.—Coin machine operators thruout Kentucky may expect "better than 1949" business during the summer season if Gov. Earle Clements' prediction of a record tourist trade materializes.

According to the governor, 1,408,000 registered in the State parks last year and spent \$228,000,000, compared to \$184,000,000 in 1948. With tourist accommodations greatly expanded over the past year and a half, the greater influx of spending vacationists this year is viewed as an assured boon for all types of local businesses, the governor said.

Tourney Hypos Shuffle Interest

Louisville Meet Draws Top Teams; Heavy Flack Builds Patron, Location Interest

See Expanded League Set-Up as Result of Play-Offs

LOUISVILLE, April 29.—What appears to be a rejuvenation of shuffleboard play and increased interest in the game on the part of operators and locations, has resulted from a tournament held here Sunday (23) in which eight teams competed in an elimination series for a top prize of \$400. According to George S. Chenault, Shuffleboard, Inc., the tournament sparked a "tremendous revival of interest in shuffleboard" with tavern owners, who formerly had refused to allow tourney play, asking for the formation of new leagues. Teams competing in the elimination tournament had played thru regular season in organized loops, emerging as winners in their respective divisions after play-offs. In addition to the \$400 top prize, trophies were awarded the winning team, Schmitt's Liquor Bar, and the location. In addition to teams from this city, players from Jefferson County, Shively, Owensboro and Henderson, Ky., competed.

Draw Crowds

Matches started at 2 p.m. at Swiss Hall and continued thru midnight, when Schmitt's edged Stutzenberger's Cafe team for the championship. No admission was charged, and more than 500 persons watched the play-offs. For one week prior to the tournament, local newspapers and radio plugged the meet daily, and patrons of practically every location in the city, which had competed in the regular season league play, had representatives on hand for the finals.

Each league treasury donated \$40 towards the grand prize of \$400. Operators and locations donated the balance of the prize and trophy money and bore the expense of the tournament.

See Expanded Leagues

As a result of the unexpected spectator interest in the tournament, the newspaper and radio publicity, and the many requests received from locations to be allowed to compete in new leagues, shuffle ops here expect a greatly enlarged league system to be put in effect immediately in this area.

3 More Loops Name Reps for State Tourney

To Compete May 6

CHICAGO, April 29.—Three more teams this week qualified for the American Shuffleboard State Championship Tournament to be held in Peoria May 6.

Joining the four previously announced winners (*The Billboard*, April 29) this week were the Club 60-40, champs of the Roseland Division; Shea's in the Auburn Park section, and Wise in the Gage Park league. All will receive trophies for winning their respective league titles, and will travel to Peoria for the State meet.

Two more divisions have not as yet completed their schedules. They are the Argo-Summit and Chat-Field teams. However, play will end this week-end in both loops. The Town Tap group leads in the Argo division, while the Keller team tops the Chat-Field play.

Calendar for Coinmen

May 6—National Automatic Merchandising Association (NAMA), Region VI (Illinois, Indiana, Minnesota, North and South Dakota, Wisconsin), annual meeting, Herb A. Geiger, chairman, Edgewater Beach Hotel, Chicago.

May 9 and 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

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 25—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

May 30—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

May 31-June 3—National Candy Wholesalers' Association (*Calendar for Coinmen*, opp. page)

Brief and Important

Late Digest of Coin Machine News

Sicking Adds Indiana Rep

Fred Farber, who has been active in the coin machine field in Indiana for a number of years last week was appointed sales representative for that State by Sicking, Inc., distributing firm. Farber will headquarter in Indianapolis.

Chase Candy Appoints Exec

Chase Candy Company, St. Louis, last week announced the appointment of Smith H. Cady Jr., as director of merchandising and advertising. Cady joins the firm May 1. He was director of the Council on Candy of the NCA from 1944 thru 1948, then headed his own publishing firm on the West Coast. Cady will headquarter at the Chase plant in St. Louis.

New Spokane Pinball Ordinance

The Spokane city council last week passed a city ordinance making it unlawful for anyone under 16 to play pinball machines. Only the free-play type are legal here. Violation of the ordinance is punishable by a maximum fine of \$300, a maximum sentence of 90 days, or both. The commissioner of public safety also may revoke the license of the establishment permitting youths to play the pinballs. A license fee of \$25 a year was fixed for each machine.

First Holds 2-Day Shuffle Game Show

CHICAGO, April 29.—First Distributors held a special showing for Illinois, Indiana and Wisconsin operators of the Nation Wide baseball game at its headquarters here Friday and Saturday (21-22).

Attended by approximately 75 operators and servicemen, the showing was highlighted by open-house festivities. Charlie Gillar and Nick Wurtz, of Nation Wide, were on hand to help Wally Finke and Joe Kline, owners of First, explain the operation of the shuffle game.

Madis'n Tourney Scheduled May 7

MADISON, Wis., April 29.—Sixteen teams of avid puck fans are preparing for the Dane County American Shuffleboard 12-foot cushion tournament to be staged in Madison Sunday, May 7.

Sponsored and operated by Irv Goff, of Irv Goff Music Company, distributors in this area for American Shuffleboards, the tourney kicked off with a healthy roster of contestants April 16. Players in the finals will be vying for 4 cash awards: \$60 1st prize; \$35 for 2d; \$25 for 3d, and \$10 for 4th place. Consolation awards will also be given to runners-up.

Move Chi Office Of Specialists

CHICAGO, April 29.—Shuffleboard Specialists has moved to new quarters at 7126 Stony Island Avenue here.

Phil Cohen, firm head, said the new location offers modern facilities and fills the company's need for larger quarters. Showrooms and offices are now being completed. The firm carries a complete line of shuffleboards and accessories as well as new and used replacement tops.

Shuffleboard Specialists will be an exhibitor at the 1950 All-Industry Coin Machine Show, sponsored by the American Coin Machine Manufacturers' Association (ACMMA) at the Hotel Sherman here May 22-24.

Baseball, New Shuffle Game By Nation Wide

CHICAGO, April 29.—Nation Wide Novelties has announced production on Baseball, a shuffle game built around puck action and baseball scoring. A skill game, Baseball is a rebound type unit with an average playing time of a minute.

Equipped with a dime coin chute, the Nation Wide game consists of nine innings and the player makes three shots per inning. On each of the shots the player can record an out, single, double, triple or home run, depending on his accuracy. As in regulation baseball, the home run and triple are the most difficult shots to make.

Backglass of the game depicts an actual baseball game in progress. As play takes place and hits are scored animated runners move around the bases, and patron is able to follow action at all times.

Servicing on Baseball is from the rear, and mechanism can be replaced on location in a matter of seconds as it is compactly located in a drawer compartment. Charlie Gillard, Nation Wide president, said distributor shipments have started.

Keeney Intros Bowling Champ, New Conversion

CHICAGO, April 29.—J. H. Keeney & Company began distributor shipments of Bowling Champ, a conversion unit for shuffleboards which permits a switch from shuffleboard to shuffle bowling or vice versa in a few minutes on location. It is equipped with an automatic coin box.

Designed for dime play, Bowling Champ is equipped with light-up ins. originated by Keeney. When two play each deposits a dime and both players complete a game in about two minutes. Four pucks are used in Bowling Champ. After pucks have energized the light-up pins they pass thru the scoring area and are released singly, returning to players in gutters alongside of alley. Scoring is the same as regulation bowling and is automatic. When two play the scoreboard registers separately for the competing players.

Calendar for Coinmen

(Continued from opposite page)

(NCWA), annual convention, exposition, Hotel Commodore, New York.

June 1—Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.

June 2—National Automatic Merchandising Association (NAMA) Region XI (Northern California, Nevada, Utah, Wyoming), annual meeting, James Wilhite, chairman (Region X—Arizona, Southern California, New Mexico—and Region XII—Idaho, Montana, Oregon, Washington—also invited), Hotel Leamington, Oakland, Calif.

June 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

June 5—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 6—Washington Music Guild, Inc. (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—National Automatic Merchandising Association (NAMA), Region III (Maryland, District of Columbia, Delaware, Virginia), annual meeting, Erroll Eckford, chairman, hotel to be announced, Baltimore.

June 26-28—Coin Machine Institute (CMI), annual convention, exposition, Stevens Hotel, Chicago.

PUCK PATTEN

Chicago:

Ops in this area expect shuffleboard play to get a boost from the State-wide tournament to be conducted by American Shuffleboard in Peoria May 6. They also point to the national championship meet scheduled for the same city May 27-28, with more than \$26,000 in prize money already announced for the latter meet. Chicago will have nine teams competing in the State tournament, and hopes to have several in the national meet. Local newspapers have been giving the Chicago play-offs publicity, and this coverage promises to grow with the advent of larger tourneys.

Herb Perkins, head of Purveyor Shuffleboard Company, reports increased operator interest in shuffleboards, and attributes this, in part, to the soon-due opening of summer

locations. Altho this area has been experiencing a late spring, ops are nevertheless readying equipment for summer resorts, and shuffleboards are expected to play an important role in these spots. Meanwhile, Perkins has been getting optimistic reports from his roadmen, especially those covering Michigan, Indiana and Wisconsin.

OP SOCIAL SECURITY

(Continued from page 107)

Mechanics of collecting the tax on the self-employed is left to the discretion of the Commissioner of Internal Revenue under terms of the House version of the bill, and there is no reason to believe this provision will be changed in the Senate. It is considered likely that the commissioner will set up a system similar to that in effect for paying installments on the estimated income tax. This would mean payments would be made quarterly to the tax collector for the district in which the taxpayer lives.

Committee Action

The Senate committee is expected to report out the whole bill within the next 30 days at which time it will be sped to the Senate floor. Following Senate passage of the measure, it will have to go to a joint conference of House and Senate Tax Committee members so that the two versions can be rolled into one. The final tax bill that is to go to the White House for the President's signature will probably not be voted until late June.

EXTRA SPECIAL SHUFFLEBOARDS

New and Used Rock-Olas
20 and 22 Feet

New and Used Electric
Keeney Scoring Units

BEST OFFER TAKES

UNIVERSAL DISTRIBUTING CO.

210 North Ewing Ave. St. Louis 3, Mo.

\$175 New Deluxe SHUFFLEBOARD
WITH NEW MAPLE OR
MASONITE TOP

None Better Made
Finest Materials
24 Hr. Delivery

BEST NEW
1" MASONITE
(DIE STOCK)
TOPS, \$100

Best New Maple Tops, \$125
Best New ELECTRIC SCOREBOARDS, \$95
Rebuilt Shuffleboards with New Tops, \$75 Up

SHUFFLEBOARD Specialists

7126 S. Stony Island Ave. MI 3-1032-3 Chicago 49, Ill.

PURVEYOR—FAMOUS FOR VALUES

18 FT. NATIONWIDE
SHUFFLEBOARDS,
MAPLE TOP \$124.50

United's SHUFFLE ALLEY...\$144.50
With SUPERLITE..... 159.50

MISC. SPECIALS

NATIONWIDE SHUFFLE POOL...\$179.50 GLIDER.....\$49.50
GOTTIEB BOWLETTE..... 199.50 DALE GUNS..... 69.50
UNIVERSAL TWIN-BOWLER... 199.50 11 FT. FORMICA TOP SHUFFLE-
BOARD WITH PUCKS, ETC... 49.50
Crating \$10.00

PIN GAMES

Wisconsin.....\$ 39.50	Maryland.....\$119.50
Hit Parade..... 35.00	Big Top..... 59.50
Summertime..... 39.50	Merry Widow..... 44.50
Rondeau..... 49.50	Floating Power..... 99.50
Triple Action..... 34.50	Hit Parade (Rolldown)..... 44.50
Alice..... 59.50	Singapore (Rolldown)..... 39.50
Ali Baba..... 59.50	Tropicana (Rolldown)..... 39.50
Spinball..... 29.50	Bubbles (Rolldown)..... 34.50
Crazyball..... 44.50	Ballyho..... 39.50
Screwball..... 39.50	Cleopatra..... 39.50
Just 21..... 179.50	Gold Mine..... 39.50

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"NU-LITE" SHUFFLEBOARD LIGHT,
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COINMEN YOU KNOW

Los Angeles:

Mary and Katy Solle have been working overtime these past weeks at the Leuenhagen Record Bar, handling all the sales personally since their help quit. . . . Mr. and Mrs. Jack Mallett were in from Claremont to look things over. . . . Another visitor was Pat Patterson, of Glendale.

Homer Gillespie, of Long Beach, was making the rounds checking over his new Wishing Well. . . . Stewart Metz was in from San Bernardino for a looksee.

Robert McNaughton, vending machine operator, left Los Angeles following the Western Vending Machine Operators' Association meeting for a three-week air trip to the Middle West. He will visit friends in South Bend, Ind. . . . Stan Russo, Western representative for Stoner Manufacturing Company, became a papa for the third time Monday (24) when his second daughter, Robin Gayle, was born at the Cedars of Lebanon Hospital in Hollywood. In addition to the two girls, the Russos have a son. . . . Jim Roach, Inglewood, is a new operator in the vending machine field. He is operating some sanitary tissue machines and also bulk merchandisers. . . . M. I. Slater, president of Western Vending Machine Operators' Association. (See Los Angeles on page 126)

Detroit:

The Alpha Amusement Company, being organized by E. N. Karay, of the Parison & Sons Tobacco Company, is dickering to take over one or more Detroit theaters. . . . J. J. Goodwin advises the Temp-Rite Products Company plans to enlarge its production plant this fall to handle a new beverage unit for the vending trade.

Dave Russell, distributor for Holycranes, was here to visit his installation on the Wallace Bros. Shows, managed by Al Kaufman, en route to Montreal. . . . Frank Christenson is managing the Penny Arcade on the Wallace show.

Raymond Daneman, Charles Friedman and Bernard Rothstein have formed a partnership under the name of American Coin Machine Company to operate a route of washing machines, specializing in apartment house locations. Charles Friedman is manager of the company, which is establishing headquarters on McQuade Street. The firm has no connection with another of the same name established by Frank Healey at least 15 years ago and still active. The latter firm, which (See Detroit on page 126)

Vital Statistics

Deaths

Steve Valhos, of Nicholas Novelty Company, Washington.

Mrs. L. Richardson, mother of Earl Richardson, who is with the Prince Georges Amusement Company.

Mrs. Adolphine Seeburg, 74, mother of Marshall N. Seeburg, president of the J. F. Seeburg Corporation, Wednesday (19) in California.

Births

A daughter, Robin Gayle, to Mr. and Mrs. Stan Russo at Cedars of Lebanon Hospital, Los Angeles. Father is Western representative for Stoner Manufacturing.

A daughter to Mr. and Mrs. Jack Garrett last week in Minneapolis. Father is a coin machine operator in Minneapolis.

Twin Cities:

Delegates to the annual convention of the Minnesota Bottlers' Association in Minneapolis last week voiced opposition to the proposed new coinage of 2½ and 7½-cent pieces, claiming they're satisfied with the 5-cent pieces and business which they now do. . . . The Widman Hotel at Mitchell, S. D., where the South Dakota Operators' Association was set to meet April 30-May 1, was destroyed by fire the past week and Harold Scott of Moberg, S. D., association operator, is scurrying about trying to get another site for the session. . . . Don Leary, Minneapolis operator, was at the Radisson Hotel in Minneapolis admiring the singing of RCA Victor canary Mindy Carson. Leary took her in before the Optimists' Club of Minneapolis for a short speech.

Milo Whisman, former Hibbing, Minn., operator, has switched his base to Robbinsdale, Minn., suburb of Minneapolis, and started a new route which he is expanding rapidly. . . . J. A. Redding, Houston, Minn., operator, is adding bowling games to his route. . . . Bob Kesse, Forest Lake, Minn., coinman, has bought a few new music and five-ball units for his operation. . . . All excited is Mrs. Arne Teasmer who, with her coinman husband from St. Paul, is making plans to attend the coin machine convention and show in Chicago. (See Twin Cities on page 131)

Washington:

The Washington Music Company, headed by Gerald Davis, is busy with new installations. First of all, there's the new restaurant outside the marine barracks where Davis reports he's just put in a Seeburg Select-o-Matic and the nine booth boxes which control it. Davis reports his firm is also handling the installations at the Foremost Delicatessen in Nyattsville, and he's working on an experiment at the new Minute Auto Wash shops. Davis says that they're trying to adjust the juke boxes to automatically increase in volume when the blowers for the auto wash are in operation.

From Roman Brodesser, of Automatic Fountains, Inc., comes word that business is picking up a bit due to the advent of warmer weather. . . . Mendes Gottschalk, of the Coin Meter Washington Company, also reports a seasonal rise in his firm's activities. He says business is taking hold now with residential construction surging ahead. His company installs the laundry equipment in apartment developments. Gottschalk says the main traffic is in coin-operated washing machines. He reports extractors are not too popular because of the added cost to the consumer.

The Bell Coin Machine Company is gearing itself for the annual va- (See Washington on page 126)

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its regular board meeting Tuesday (25) in the association offices. Attending were Charles Kanter, recently re-elected association president; Phil Ostrand, Nat Barfield, William Strout, Abe Villinsky, Fred Engel, John Toney and Saul Ostrand. Kanter told the meeting he had donated a phonograph to the Western Theater in behalf of the association, during a personal appearance by Rex Allen.

Milton Cole, president of the Ohio Specialty Company, is vacationing in San Diego, Calif. Cole's family was visiting in San Diego and will return with him next month. . . . Officers and board members of the APOA will hold a special luncheon meeting at the Hotel Gibson Thursday (4).

Milwaukee:

Joe Robbins, sales rep for Sam London, Seeburg distributor, making his calls recently in Madison, was full of enthusiasm over business prospects. Joe reports orders coming in at a brisk pace for the new baseball game his firm in handling.

Showing signs of recovery from the stroke he suffered some weeks ago, Ed Brede, Brede Coin Machine Company, is feeling well enough to stop at the office for an hour or so, now and then. Gene Shew and Art Wisch, meanwhile, are still holding down the fort for Ed.

Nick Novasick, West Allis Vendors head man, is scheduled to deliver a short talk to NAMA members at their regional meet May 6 at the Edgewater Beach Hotel, Chicago. Nick's topic will be "What It Costs To Service a Machine." Based on his 16 years of experience in the coin machine field, Nick's observations should make worthwhile listening.

West Allis Vendors also report that they are among the firms in their locality that are providing financial backing for kid baseball leagues this summer. Nick Novasick feels that business firms should take the initiative in finding ways to keep the kids off the streets and on the playgrounds during the summer, a worthwhile civic contribution and public relations effort for the company.

Paul Strelzyk, Paul's Candy Service, recently made a business trip to Aurora, Ill., to take a look at the new Stoner vending equipment. . . . Also out on the road, in a swing thru the western part of the Badger State, was Vic Manhardt, H. C. Evans distributor. Recent visitors to the Manhardt headquarters were (See Milwaukee on page 126)

Indianapolis:

The Wayne Amusements, 738 North Holmes Avenue, operated by Arthur Jugg, filed application for membership in the Music Operators of Indiana, Inc. (MOI), and was accepted at the last meeting. . . . Sam Weinberger, Southern Automatic Music Company, reports sales of the AMI Model C moving good. The company is displaying all the late shuffle games and pinball machines in its showrooms.

Jack Mitnick, AMI Eastern sales rep, will be the guest speaker at the May meeting of Music Operators of Indiana, Inc. (MOI), to be held at the Janes Music Company, 803 North Delaware Street. . . . J. L. Flynn, manager, Shaffer Music Company, reports a good movement of the Select-o-Matic phonograph in the city and over the State.

Sicking is displaying the latest model of Chicago Coin Shuffle Baseball game, the new United game and Keeney's King Pin and Lucky Strike. These games are moving fast according to Mrs. Lottie Ber- man, head of the Sicking office.

Two new disks popular on local juke boxes are "Third Man Theme," in first place, and "Till Sail My Ship Alone," second. . . . There is a growing demand for the hot coffee coin-operated machines. Many new spots are reported asking for the service. . . . Midland Music Distributors, Inc., report a steady demand for the 1250 Wurlitzer phonograph.

Coin machine owners are moving their devices out of some locations and trying to find new spots for them. Machines in industrial areas that showed excellent earnings during the last few years have gone into a slump, while collections in other districts have stayed up. Taverns are still considered generally the best spots.

Chicago:

Jack Nelson, Bally sales manager, is due back from a brief road trip in the interest of the Speed Bowler. . . . Dan Moloney, who is in charge of the Southeastern States for Bally, expects a steady rise in sales in his territory. . . . George Jenkins, looking better every day, is now putting in a full schedule at his Bally office. He made a strong recovery from a recent major operation.

Sid Schneider, Atlas Novelty's ace serviceman, is in the southern part of Illinois making routine calls in the interest of music operators handling Select-o-Matic 100s. Meanwhile, Melvin Miller, who has been on the road the past two weeks, is back at the office catching up sales inquiries accumulated in his absence. Eddie and Morrie Ginsburg, Atlas heads, state that the loss of Lou Popkins, Pittsburgh Coin Machine Exchange exec, was a serious one for the Pennsylvania trade. They say that Popkins was a civic and religious leader as well as a good friend to all who knew him.

Avron Gensburg, Chicago Coin, is on vacation. Sam Wolberg and Sam Lewis are back from a Florida trip. Sam Gensburg says the firm's Shuffle Baseball game should make a hit with players all over the country. It can be played in about a minute per game. When two play simultaneously, each pays a dime and the score alternates between players at the end of each half inning. Chicago Coin is the first to announce a new sports theme using the shuffle game playfield.

W. C. Beaudot, president of the ABC Popcorn Company, has returned from an extensive tour of the South-Central and Southeastern States. He waxed (or popped?) enthusiastic about the possibility of (See Chicago on page 131)

New York:

Sid Bloom, co-owner of the Oak Manufacturing Company, Culver City, Calif., and Meyer Abelson, sales manager, are expected here next week. Late in May, Bloom will set sail for Europe on a big deal concerning the Oak bulk vender. . . . Tom Marcy, of Marcy Amusement, Booneville, N. Y., music and game operation, visited coinrow outlets last week.

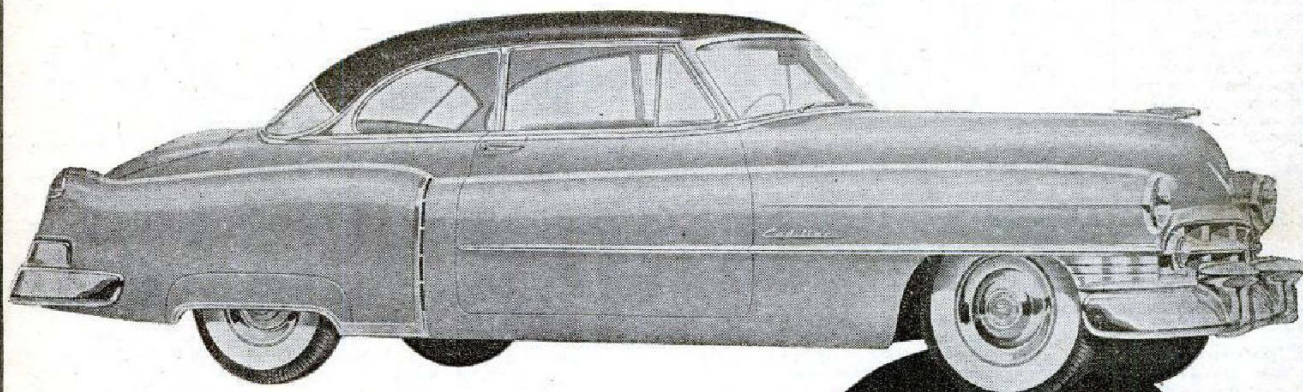
Joe Hirsch has returned to the city after a long stay in Florida where he was engaged in a coin machine enterprise. He plans to enter a new phase of the business here soon, although he wouldn't disclose any details. Hirsch used to operate a large city game route. . . . I. H. (Ike) Houston, Spacarb president, has returned from a vacation in Bermuda.

A. Joseph Geist, of Rockaway playland, was in Jamaica Supreme Court Thursday (20) asking that his case against the license department be heard soon. The action, aimed at requiring the city to issue arcade licenses, was adjourned until May 11. Also in the court room were Joseph Goldstein, who has brought a similar action in Brooklyn in behalf of arcade op Herman Wolff. (See New York on page 126)

Correction

An item in the April 15 issue gave the erroneous impression that Sid Luber is still associated with Budd-Melikian Inc., Philadelphia manufacturers of coffee vendors. Luber, formerly sales manager for Budd-Melikian, is now selling Tom Thum doughnut vendors. Budd-Melikian has no connection with the doughnut machine.

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A Cadillac car will be given away to some lucky operator who attends the ACMMA All-Industry Show, Hotel Sherman, May 22, 23, 24. The award is based simply on the operator's attendance at the Coin Machine Exhibits. The lucky winner must attend the Coin Machine Exhibits either the first or second day, May 22

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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COINMEN YOU KNOW

New York:

(Continued from page 124)
and George E. Hodes, Staten Island arcade owner and attorney.

Harney Sugarman, of Runyon Sales, entertained Mr. and Mrs. Paul Quackenbush, of Royal Amusement, Oneonta, N. Y., last week. They came to town on a combined biz and pleasure trip with Mayor and Mrs. Walter Stauffer, of nearby Vernon. Irv (Kempy) Kempner, Runyon's traveling sales rep, is back after a trailer tour of Connecticut. He was accompanied by Art Daddis, AMI factory engineer.

Dave Lowy, of the distributing firm bearing his name, and Dave Wallace, associate, are making plans to attend the American Coin Machine Manufacturers' Association confab in Chicago next month. They will be on the lookout for phono deals. . . . Al Simon, Chicago Coin factory agent, reports the firm's new game, Shuffle Baseball, has been okayed by the License Department.

Joe Richards, who operated a large route of juke boxes in Harlem, died Monday (24) of a heart attack. . . . Joe Hishman, Gordon Amusement topper, is back at work following a short illness. . . . Lou Brown, president of Coradia and Covideo, returned last week from the West Coast on which he broadened his distributor network.

Washington:

(Continued from page 124)
cation exodus of its employees, according to Harry L. Baker. . . . Juall Richardson, of the Prince George Amusement Company, reports his newly rebuilt night club, the Senate Inn, is doing well. The pinball machines he's installed there, are "just about holding their own" in his words.

The new Woodmont Country Club, preparing for its grand opening at the end of May is being furnished with vending machines by the Westaway Vending Company. Sidney Lotenberg, who heads Westaway, says it's going to be one of the most lavish clubs in this part of the country. Lotenberg's son, Howard Earl, just celebrated his third birthday.

Los Angeles:

(Continued from page 124)
is back on the job following illness. He announced that his son has enlisted in the air force. . . . Walter Schinkel, of San Diego, in the city and making a stop at the Badger Sales Company.

Harry Williams, of Williams Manufacturing Company, Chicago, spending a vacation in Southern California. While here, he is getting in several hours of golf with Al Silberman and William Happel, of Badger Sales. . . . S. W. Ketchersid, of San Bernardino, an out-of-town buyer. . . . Joe Arias has entered the games and music operating business. He is a former engineer. . . . Walter Gaunt, 29 Palms operator, has leased a home in Laguna for two months and will move his family there from the desert. His brother, Fred Gaunt, with General Music, will visit them while they are in their coastal home. . . . W. A. Kelley is soon to have a new vending machine on the market.

Milwaukee:

(Continued from page 124)
Chester Manhardt, of Minocqua, Vic's uncle, also in the coin machine business; Jimmy Rivers, and Walter Mazurka, also of Minocqua.

Merle Zuehlke, front-office man at the Fourteen headquarters, is off on a flying business trip to Okla. chobee, Okla. Merle and his partner, Herb Westphal, are both experienced aviators and do most of their traveling via company-owned planes.

Detroit:

(Continued from page 124)
is in the amusement machine business, is on the East Side, and is under the management of Frank Kutec.

Francis L. Shovein, whose brother has an automatic laundry in suburban Berkeley on the Twelve Mile Road, has just opened the new Northwest Automatic Laundry with extensive promotion thru the neighborhood, including special "get-acquainted" offers for housewives unaccustomed to the new type of service.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 41)

- In the Dark
J. Corne-The Ray Barr Keynotes (Paddlers' Serenade) Clipper 1001
It's Easy To Remember
B. Butterfield Ork (If I) London 674
I've Got a Sunday Feeling in My Heart
A. Morgan (If I) London 679
Jamboree Jags
B. Crosby (Oxleyland Band) Dec 27013
Jug Band Boogie
R. Hayes (Guy With) Mer 5418
Juke Box Annie
K. Kallen (Choo'n Gum) Ma 5417
Kathy
C. Dennis (Summer Night) Cap 971
Keeper of the Blues, The
C. Calloway Ork (Duck Trot) London 659
Little Buffalo Bill
F. Allison (Doughnut Song) V78120-3775
(45)47-3775
Loneliness Whistle, The
R. McKinley Ork (Cane Bottom) V78120-3769
(45)47-3769
Lord's Prayer, The
Dolores-H. Schell (Ave Maria) Crystal 266
Louise
R. Clary (Put on) Cap 972
Morocco
X. Cugat Ork (Gurara) Col 38796
Muskrat Ramble
B. Sherman Ork (Oxleyland Ball) Mer 5408
My Scandinavian Baby
B. Crosby (Heard) Owl 60211
My Scandinavian Baby
D. Jurgens Ork (I'm Headin') Col 38811
Night After Night
F. Yankovic (Hoop-Dee-Do) Col 38799
Oh, Marguerite
J. Saunders-R. Block Ork (You're My) Signature 15249
On an Ordinary Morning
R. Cloney-J. Thompson (I Only) Col 38804
Paddlers' Serenade, The
J. Corne-The Moonbeam-The Clipper Ork (In the) Clipper 1001
Pizazz
L. Welk (Doo Wacka) Mer 5411
Put on an Old Pair of Shoes
R. Clary (Louise) Cap 972
Roses
E. Howard (Cross Your) Mer 5414
Sally Is Gone
Roland Symphonist (Half-Nelson) Roland 1701
Sentimental Melody
B. Hays Quintet (Nasty Heart) Dana 2074
She's My Sunshine Every Morning
Paul Harris Ork (There's a) Belmont BEL 101
Sometime Somewhere
R. Kellogg-F. Green (Angel Sent) Crystal 259
- Roses
D. Jurgens (Heard) Owl 60211
27008
Sugar Baby
D. Appel Trio (Brother Bill) London 685
Sugarfoot Rag
C. Thornhill (Down the) V78120-3774
(45)47-3774
Summer Night
C. Dennis (Kathy) Cap 971
Sunshower
L. Green (I'm Gonna) V78120-3771
(45)3771
Tell Her You Love Her
V. Monroe (Thanks, Mister) V78120-3772
(45)47-3772
Tell Me That You Love Me Tonight
F. Miller Ork (I Used) King 15043
Thanks, Mister Florist
V. Monroe (Tell Her) V78120-3772
(45)47-3772
There's a Time and Place for Everything
Paul Harris Ork (She's My) Belmont BEL 101
They Say It's Wonderful
R. Anthony Ork (Girl That) Cap 1020
They Say It's Wonderful
E. Barton (You Brought) Mer 5410
Till We Meet Again
B. Block Ork (Hi, Neighbor) Signature 15272
Tiptoe Through the Tulles
G. Lombardo (Where Are) Dec 27005
Tain-Tain-Tain
P. Faith Ork (Violins From) Col 38800
Vilia
R. Martiere's Ork (Yesterdays) Mer 5415
Violins From Nowhere
P. Faith Ork (Tain-Tain-Tain) Col 38800
What's Makin' Me Cry?
F. Lynne-Moonbeam-Clipper Ork (Billy the) Clipper 1002
Where Are You Going To When the Moon Shines
G. Lombardo (Tiptoe) Winkle Dec 27005
Wild West Poika
W. Satek Ork (Choo'n Gum) Col 12457-F
Yesterdays
R. Martiere's Ork (Vilia) Mer 5415
You Are My One True Love
B. Kames (Is There) London 664
You Are My Wonderful One
L. Raine (Doorway to) Universal 8923
You Brought a New Kind of Love
E. Barton (They Say) Mer 5410
You Dreamer, You
R. Morgan Ork (Beloved) Dec 27006
You Skipped Out of a Dream
B. Carroll Trio (Barbara's Carol) Discovery 129
You're My Treasure
J. Saunders-R. Block Ork (Oh, Marguerite) Signature 15249
You've Got To Make Somebody Happy
J. Sellers-J. Carroll's Ork (A Brand) Mer 5415

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Capitol-Telefunken (33)LP-8077
Bach: Sonata No. 5 in C Major for Violin Unaccompanied & Concerto No. 1 in D Minor Album—J. Szpilgittel-The New Friends of Music Ork-F. Steyer, Dir. (1-12")
Col(33)ML-4286
J. S. Bach: Six Brandenburg Concerti Album—F. Reiner (1-12")
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Brandenburg Concerto No. 1 in F Major
Brandenburg Concerto No. 2 in F Major
J. S. Bach: Six Brandenburg Concerti Album (Vol. 1)—F. Reiner (1-12")
Col(33)ML-4282
Brandenburg Concerto No. 3 in G Major
Brandenburg Concerto No. 4 in G Major
J. S. Bach: Six Brandenburg Concerti Album (Vol. 2)—F. Reiner (1-12")
Col(33)ML-4283
Brandenburg Concerto No. 5 in D Major
Brandenburg Concerto No. 6 in B Flat Major
J. S. Bach: Mass in B Minor Album—RCA Victor Chorus and Ork-R. Shaw, Cond. (3-12")
V(33)LM-6100
J. S. Bach: Motets and Chorales Album (1-10")
Col(33)ML-2102
Beethoven: Symphony No. 1 in C Major & Symphony No. 8 in F Major Album—Amsterdam Concertgebouw Ork-W. Mengelberg, Dir. (1-12")
Capitol-Telefunken (33)P-8079
Debussy: La Mer Album—Brussels Radio Symphony Ork-F. Andre, Dir. (Ravel) Rhapsodie (1-12")
Capitol-Telefunken (33)P-8082
Great Baritone Arias From Italian Operas Album—F. Guarrera-Metropolitan Opera Association of New York City-F. Cleve, Cond. (1-10")
Col(33)ML-2114
Gilbert & Sullivan: The Mikado Album—D'Oyly Carte Opera Company-New Providence Ork. I. Coffey, Cond. (2-12")
London (33)ZB/90
- Concert for Organ Album—A. R. Keys Biggs (1-10")
Cap(33)ML-8069
Bach: Fugue in E Minor
Bach: Toccata and Fugue in D Minor
Bach: Marche Champetre
Dandrieu: The Filler
Schubert: Ave Maria
Sibelius: Chorale From Finlandia
Simon Bellison Plays Rarely Heard Music Album—S. Bellison (1-12")
Relax Records (Classic Edition) (33)CE-1001
Haydn: Symphony No. 99 in E Flat Minor—London Symphony Ork-A. Royston Kitch, Cond. (2-10")
London (33) LPS-171
A. Corelli: Christmas Concerto Album—Vienna Chamber Orchestra-A. Heller, Cond. (1-10")
Ray 10
Mengelberg Conducting Album—Amsterdam Concertgebouw Ork-Mengelberg, Dir. (1-12")
Capitol-Telefunken (33)P-8078
Beethoven: Overture, Allegretto and Finale
Beethoven: Turkish March
Brahms: Tragic Overture, Op. 81
Schubert: Overture to Rosamunde
Mozart Arias From the Abduction From the Seraglio, Don Giovanni, the Magic Flute Album—P. Anders-German Opera House Ork-H. Schmidt-Isserstedt, Dir. (1-10")
Capitol-Telefunken (33)LP-8084
Opera Excerpts Album—Berlin State Opera Ork-H. Schneider, Dir. (1-12")
Capitol-Telefunken (33)P-8087
Emmerich Kaiman: Countess Maritza; The Czar's Princess; Oskar Strauss: Chocolate Soldier; Three Waltzes; A Waltz Dream
Ravel: Rhapsodie Espagnole Album—Belgian National Radio Symphony Ork-F. Andre, Dir. (Debussy) La (1-12")
Capitol-Telefunken (33)P-8082
Tchaikovsky: Concerto for Violin and Orchestra in D Major, Opus 35 Album—R. Ritel-New Symphony Ork-Sir M. Sargent, Cond. (1-12")
London (33)LLP-172
Vienna Choir Boys: Songs by Schubert Album—The Vienna Choir Boys (1-12")
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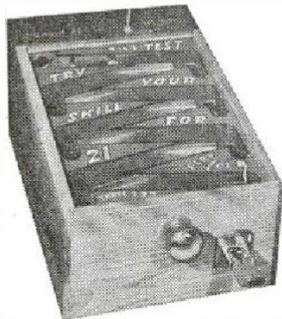
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RELIGIOUS

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Soul Stirrers (I'm Living) Specialty 360
God in the Element
V. Hugo's Charming Bell Gospel Singers (On
the) Selective SE-81
Heaven Bound Train
Jackson Gospel Singers (One of) Star 811
I'll Serve You Lord Until My Dying Day
Brother Joe May-Sister Wynona Carr (What
Do) Specialty 348
I'm Living on Mother's Prayer
Soul Stirrers (Feel Like) Specialty 360
I'm on the Battlefield for My Lord
Harmonizing Four (Lead, Ten) Gotham G-638
Is Your All on the Altar?
National Harmonizers (Death Comes) Fortune 800
For Bein a Stranger in My Father's House
D. Haymes (Me) Dec 14513
Lord, I'm Coming Home
Harmonizing Four (I'm on) Gotham G-638
On the Battlefield
V. Hugo's Charming Bell Gospel Singers (God in)
Selective SE-81
One of These Days
Five Blind Boys (Something Within) Peacock
1535
One of These Days
Jackson Gospel Singers (Heaven Bound) Star 811
Something Within Me
The Five Blind Boys (One of) Peacock 1535
Teach Me To Pray
Brother Joe May-Sister Wynona Carr (What
Do) Specialty 348 Dec 14513

Run On for a Long Time
B. Landford-The Landfordairs (Troubled, Lord)
Col 30203
What a Friend We Have in Jesus
E. Tubbs (Wonderful City) Dec 14515
Troubled, Lord, I'm Troubled
B. Landford-The Landfordairs (Run On) Col
30203
What Do You Know About Jesus
Brother Joe May-Sister Wynona Carr (I'll Serve)
Specialty 348
Wonderful City, The
E. Tubbs (Wonderful City) Dec 14515

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F. Zeitz (Moon Run) Standard T-158
Green Valley
H. Rene Ork (White Mountain) Standard T-157
Honeymoon Waltz
T. Kazmarek Ork (Hop-Sa-Sa Polka) Fortune
143
Hop-Sa-Sa Polka
T. Kazmarek Ork (Honeymoon Waltz) Fortune
143
Izam Za Dracochu
Jo-Jo Krall & Guitar (Umaria Mi) Conti-
nental 109
Jolly Peter Polka
L. Duchow (Beloved One) V(78)25-1159;
(45)51-0071
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P. Gilszczyński (My Sylvester Polka) Dec 45100
Moon Run Polka
F. Zeitz (Fell Lake) Standard T-158
My Sylvester Polka
P. Gilszczyński (Just a) Dec 45100
Polka Niedzielnia
T. Puskarz Ork (Polka 2) Continental 806
Polka Z Wypsy Coney
T. Puskarz Ork (Polka Niedzielnia) Continental
806
Poppy Polka
F. Yankovic Ork (Slovene Polka) Continental
C-1279
Sinoc Si Meendi Bekia
T. Zbor Serenaders (Zidana Marela) Continental
225
Slovene Polka
The Lausche Trio (Poppy Polka) Continental
C-1279
Tecza Polka
V. Zembruski Ork (Wyplata Polka) Continental
C-807
Umaria Mi Zena
Jo-Jo Krall & Guitar (Izam a) Continental 109
White Mountain Peak
H. Rene Ork (Green Valley) Standard T-157
Wyplata Polka
V. Zembruski Ork (Tecza Polka) Continental
C-807
Zidana Marela
T. Zbor Serenaders (Sinoc SD) Continental 225

HOT JAZZ

Errol Garner Rhapsody Album—E. Garner (3-10")
Atlantic (53) 109
Blue and Sentimental
Flamingo
I Can't Give You Anything But Luck
Impassions
Pavones
Reverie
Skyline
Turquoise
Twilight
Way You Look Tonight, The
Monday Date at Blue Note Album—A. Hodes Hot
Seven (3-10")
Blue Note 104
Bulle
Chicago Gal
I Never Knew What a Gal Could Do
Mr. Jelly Lord
Willie the Weeper
Wolverine Blues

FOLK TALENT AND TUNES

(Continued from page 37)

New York kiddie clothes maker, which will start a series of Burnette sweaters. He also had inked another year's pact with a comic book publisher, who has been printing a monthly Smiley Burnette book. Capitol will cut Burnette on a series of country music novelties soon. . . . Guy Willis and the Oklahoma Wranglers have added something new in Chuck Wright, a full-blooded Indian bass player, who wears the full redskin regalia on personals. . . . Anita Carter, youngest of the Carter Sisters and Mother Maybelle (Victor), has cut some vocals with the group for future release.

Radio station WJR, Detroit, has added the first h. b. act in Pie Plant Pete and Bashful Joe Trojan, who are doing 75 minutes daily. . . . Helen Harris, who has been working with Roy Acuff (Columbia), is the same girl who was recently working with the Rural Rangers at WREF, Worthington, O., under the name of Helen Bremer. . . . Boots and Her Saddle Pal, Tex White and His Gang, the Gibbs Family and others are now heard on WJER, Dover, O. . . . Mel and Stan, the Kentucky Twins, once as WSM, Nashville, are now with Red Belcher at WWVA, Wheeling, W. Va. . . . Dave Denny (Victor) has left WLS, Chicago, and is now at WPTZ, Albany, N. Y.



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Record Reviews

(Continued from page 42)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK Jockey RETAILER OPERATOR
COUNTRY & WESTERN		
JERRY JERICO 4 Star 1460	Let Your Conscience Be Your Guide Lyric is packed with proverbs, but still adds up to nothing special. Jericho's warbling is solid, as is the Western swing setting.	69--68--68--70
	You're a Bad Little Girl Another strong performance of slight material.	65--64--64--66
MERLE TRAVIS Capitol 965	Start Even With a blues theme, Travis takes account of himself, and talks up a personality-packed disk, accompanying himself on eight-string guitar.	79--80--78--78
	I Got a Mean Old Woman The guitar has 12 strings here to accompany a flavorful country blues rendition.	75--76--75--75
CLIFFIE STONE Capitol 966	Steel Strike Western swing instrumental features successive solos by steel guitar, fiddle, accordion and more guitar. Speedy West's work on the latter is a stick-out.	70--70--70--70
	Twilight Time in Texas Pretty, routine Western is sung in fine, dreamy fashion by the male trio against typical waltz setting.	69--70--68--70
TANI ALLEN & HIS TENNESSEE PALS Bullet 702	Tennessee Jive Rural dance opus, taken at a fine moderate tempo, offers nothing really distinctive.	68--68--68--68
	Rockin' Chair Boogie Like the flip, this is danceable, but routine stuff.	69--68--68--70
RED FOLEY Decca 30234	Birmingham Bounce Foley's the big man today, and this opus looks like a corner. Side figures to come in for heavy duty.	87--87--87--88
	Chocolate Ice Cream Cone Ours kid saga has been around a while without smashing thru. Could get some play after the flip's worn white.	79--79--78--80
DOLPH HEWITT RCA Victor 21-0311	When a Dream Is Broken in Two Sentimental waltz tune gets warm, gentle treatment by the fine warbler.	74--74--74--74
	An Empty Promise Willard Robinson penned this lightweight country thrasher. A minor effort.	67--66--66--68
JIMMY WAKELY Coral 54037	Gone and Left Me Blues Wakely's current popularity could mean some action for this release from his early Decca days. Material is so-so.	71--72--71--71
	Be Honest With Me A reveal push is on for the folk standard. Wakely's version is unlikely to move outside of his fan circle.	67--66--65--70
DALE EVANS RCA Victor 21-0318	Lock, Stock and Barrel Chirp sings the classy pop-corn tune with spirit, but no special distinction. Opus could get lost somewhere between the pop and folk markets.	61--60--60--62
	A Heart of Stone Slight hunk of stuff acquires some interest thru its rollicking boogie beat. But not enough.	58--56--58--60
SLIM WHITMAN-DOLORES WATSON RCA Victor 21-0313	Let's Go to Church Country boy-girl team sings the new pop-country hit in more vigorous style than previous versions. May be preferred by a small segment of the market.	71--70--70--72
	There's a Rainbow in Every Teardrop Whitman yodels and warbles solo here. Bright waltz ditty has ray mountain claim.	76--77--75--75
LATIN AMERICAN		
JULIO ANDINO ORK RCA Victor 21-1373	Fantasia (bolero son) Moderately paced, somewhat polite rumba dinking is a danceable instrumental that could do okay if pushed with Yankee rhumbugs.	69--68--72--68
	El Calman Enamorado (guaracha) More life, and heavier accents here. Solo and group chanting lend more authentic flavor. Excellent dance disk.	78--78--80--77
SEXTETO LA PLAYA RCA Victor 21-1372	El Mantoquero (guaracha) Lively, compelling dance side for rumba fans is performed in uninhibited native fashion. For those who can take it unadulterated.	74--74--76--72
	Apretando en el Subway (son mambo) More of the same, with forceful, eccentric rhythm pattern.	74--74--76--72
JOSE J. "CHQUITIN" GARCIA RCA Victor 21-1378	La Jicara (guaracha) Vocalist, with lively native conjunto, chants some full-flavored tropical fare with a powerful rumba beat. Authentic grinders.	72--72--75--70
	Se Murio El Duro (guaracha) Faster than flip, this wild one's for experienced hip-grinders.	71--71--74--68
BANDO DA LUA Decca 24900	Neja Do Cabelo Duro (samba) This is the Brazilian group that accompanies Carmen Miranda. Here their guitars and voices blend in a lively, danceable samba that lacks melodic interest.	63--63--63--62
	Chiquita Bacana (samba) Bilingual samba novelty is well-performed but adds up as nothing special.	64--64--64--63

CHILDREN

ART GENTRY—SAM KRAMAR ORK
Carnegie CS-201
(12-70)

Big Train—Little Train and Timmie's Toy Town
This picture book package represents one of the few serious attempts to create disk material suitable for babies. And it should be an overwhelming success. The material is very simple, the music is catchy. There are sound effects and all sorts of references to things the nursery-agers are aware of. The "Train" side, an especially infectious item, follows one idea thru, while the flip is broken up in several parts, so that interest is unlikely to lag. Gentry's delivery is clear and properly rhythmic.

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Record Reviews

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
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CHILDREN

ART GENTRY-
SAM KRAMER ORK
Caravan CS-202

Timmie's Busy Morning and Up and Down and All Around
Another disk-picture book, designed for tots just learning to walk and talk. Catchy tunes on one side are built around getting up, eating breakfast, and getting dressed. The flip is built on a single game played with imaginary pets. Material is comparable to some of the finest standard nursery songs, and Gentry handles them in arresting fashion. There's little competition for material in this age group at present, and the market is big.

82--NS--82--NS

JACK ARTHUR
(Toby Dean Peter
Pan Chorus & Ork)
(1-10")

Cinderella (1 & 2)
For 49 cents, this is quite a buy. The production is full, friendly, and paced nicely, and the story is presented in clear, simple fashion. Labels and packaging are colorful enough to display. Price will sell this where the superior Victor-Disney versions can't go.

83--80--85--NS

JUNE WINTERS
Mayfair K-124
(1-10")

Coney Island (1 & 2)
An attempt is made to get some of the excitement of a Coney Island visit into a series of songs with slight continuity in between. The songs aren't tuneful enough, and the orchestration lacks sufficient color to carry it off.

68--68--68--NS

JACK ARTHUR
(Paul Taubman
Ork)
Peter Pan L-12
(7")

The Three Little Pigs (1 & 2)
Two-bit waxing of the standard story has no competition at the price. Should be a big chain seller. Colorful pressing has excellent quality.

85--NS--85--NS

STUART WAYNE
Mayfair K-129
(10")

Barnacle Bill (1 & 2)
Story is the old charmer about how the sea got its salt. It's played on the familiar sailor character, and colored with some sailor songs and other ditties. Cover has eye appeal.

79--79--79--NS

INTERNATIONAL

FRANKIE YANKOVIC
& HIS YANKS
Columbia 38799

Hoop-Dee-Do
Yankovic's accordion, organ etc., serve up the new pop-polka hit for the international trade. Group vocal is above par.

78--76--80--80

Night After Night
Bright, old-fashioned style waltz is orted in typical Yankovic dance style, with good group vocal.

73--72--73--74

WALT SOLEK ORK
Columbia 12457

Choo'n Gum
The novelty is delivered in sock Polish polka style by the drummer-warbler-maestro. Vocal is in English and side should click in international nabes.

77--77--76--78

Wild West Polka
"William Tell Overture," the Lone Ranger's theme, is turned into a polka here, with vocal and sound effects added. Could find some mopeet acceptance.

70--71--70--68

SPIRITUAL

THE SPIRIT OF
MEMPHIS
QUARTET
King 4358

Jesus, Jesus
Preacher shouts against group humming, then mixed group breaks into a romping song. Fervent, but not too clear.

71--70--72--NS

On the Battlefield
Gospel crew holds a tight rhythm thru a comparatively lackluster chant.

66--65--67--NS

NORFOLK FOUR
Abbey 7006

Anybody Here Love King Jesus?
Simple, catchy spiritual is shouted in spirited harmony by the fervent male group. Solid, but unexceptional side.

70--70--71--NS

Preacher
Original lyric is thin, but the group projects with rhythm and flavor.

69--67--70--NS

PROPHET B. W.
WEST
Imperial 5083

My Cup Runneth Over
Preacher shouts his sermon with pulse and excitement, but the congregational effects are too thin to add much. An up-and-down side.

63--60--65--NS

Laid My Burden Down
Group participates more fully here and the excitement carries thru a more inspired preachin' side.

67--65--70--NS

ROBERT ROSS
SINGERS
Apollo 224

I'll Tell It
Fine male chanter leads the full-bodied group in a rich, medium-tempo spiritual effort. Material is traditional.

77--77--77--NS

Speak to Me, Jesus
Sweet, sustained prayer offering by the fine male soloist is most impressive.

78--78--78--NS

SACRED

HOMER A. RODE-
HEAVER
Dana 14511

Jesus Took My Burden
Followers of the late Billy Sunday are a clinch to take to this offering by his old song leader. The new generation may object to the wobbly pitch, however.

67--66--68--NS

Goodnight and Good Morning
Like the flip, the material is full of meaning, and Rodeheaver puts it over crudely, but emphatically.

69--68--70--NS

BROWN'S FERRY
FOUR
King 854

Jesus, Hold My Hand
Tangy, back-country crew chants with good rhythm and harmony. Clear recording is a big help. For the Southern and mountain States.
I'll Meet You in the Morning
More of the same effectively nasal harmony by the male group.

74--72--75--NS

71--70--73--NS

RELIGIOUS

CHUCK WAGON
GANG
Columbia 20489

On and On We Walk Together
Country gang, with mixed voices, harmonizes a moderately paced hymn in country church style. Okay for Southern market.

68--66--70--NS

No Tears in Heaven
Brighter tempo here and the harmony is full and effective. Lyric is ordinary.

70--69--71--NS

PHONOGRAPH BARGAINS

SEEBURG LOTONE

Rebuilt—2-tone finish—chromed front—looks, operates like new \$149

PHONOGRAPHS LISTED BELGW 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	Commande 49	Major 59
600R 39	President 49	Commander 59
Victory 39	MILLS	Cadet 59
616 39	Constellation ... \$195	Classic 59
		Regal 49

Above Prewar Phonographs Available With . . .

- ✓ Mechanism Overhauled
- ✓ Worn Parts Replaced
- ✓ Amplifier Reconditioned
- ✓ Tone Head Renewed
- ✓ Speaker Inspected
- ✓ Professionally Refinished Cabinet
- ✓ Unconditionally Guaranteed

... For an Additional \$35.00

Seeburg 147 Domes \$17.50

WALL BOXES

Seeburg 3W2-L56, 5c. 3 Wire \$29.00	Packard Pla-Mer \$14.50
Seeburg W1-L56, 5c. Wireless 24.50	Wurlitzer 3020 89.00
Seeburg WB-12, 5/10/25, Wireless Baromatic 17.00	Wurlitzer 125 7.50
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Seeburg Prewar, 5c. 3 Wire 8.95	Rock-Ola 1532, 30 Wire 11.50
Seeburg WS-22, 5c. Wireless, 8.95	Rock-Ola Dial-a-Tune 8.50
Seeburg S-20-12-30 Wire 8.50	
Seeburg WS-102, 5-10-25, Wireless 9.95	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.
WE SPECIALIZE IN EXPORT TRADE

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Williams DELUXE BOWLER

TWICE AS FAST!
THE THRILLS!
DOUBLE THE EARNINGS!

SAMPLE ON DISPLAY
IMMEDIATE DELIVERY!

SEABOARD NEW YORK CORP.

EXCLUSIVE WILLIAMS DISTRIBUTORS

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CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES

Williamsport Amusement Company

233 W. 3d Street, Williamsport, Pa.
Phone 2-3326—2-1648

"Central Pennsylvania's Largest Distributors"

FOR SALE—RECONDITIONED GAMES

UNITED SHUFFLE ALLEY (Like New)	\$139.50
CALIFORNIA SHUFFLEPIN (9 Foot)	69.50
CALIFORNIA SHUFFLEPIN (12 Foot)	99.50
KEENEY TEN PINS	139.50
UNITED SHUFFLE SKILL	39.50
1948 MILLS 3 BELLS (Like New)	195.00

CENTRAL DISTRIBUTORS, INC.

2334 OLIVE ST. (PHONE: CHestnut 8403) ST. LOUIS 3, MO.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

**WILLIAMS
STAR SERIES**
With Latest
Batting Assembly.... **\$199.50**

**WILLIAMS
QUARTERBACK**
With Star Series
Batting Assembly.... **\$149.50**

Bally HOT ROD
Like New **\$179.50**

1/3 deposit with order, balance C. O. D.

Scott-Crosse Co.
1423 Spring Garden Street
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Rittenhouse 6-7712

When you buy from Runyon

YOU BUY THE BEST

**SHUFFLE
BOWLERS**

**READY FOR LOCATIONS
PERFECT-A-1**

Bally Shufflebowl, 9 1/4" \$229.50
Chi. Coin Bowling Alley 229.50
Genco Bowling, 8" 219.50
Genco Bowling, 10" 229.50
Rock-Ola Shuffle-Lane, 8" 189.50
Rock-Ola Shuffle-Lane, 9 1/4" 199.50
Universal Twinbowl, 8" 229.50
United Shuffle Alley 139.50

NEW SHUFFLE BOWLERS

Bally Speedbowl, 8" \$199.50
Bally Speedbowl, 10 1/2" 229.50
Universal Super Twinbowl
Chicago Coin Shuffle Baseball
WRITE FOR PRICES!
1/3 deposit, balance C. O. D.

**RUNYON
SALES COMPANY**

Exclusive A.M.I. Distributors in N.Y. N.J. & Conn.
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**UNITED
SHUFFLE ALLEYS**
Reconditioned

\$140.00

**ALWAYS IN STOCK FOR
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1/3 certified deposit with order.

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Exclusive Distributor for Keeney
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WANTED

Will buy your Juke Box Route for cash any place in the U. S. A. Also highest price paid for used 100 Record Seaburg Machines and #1100-Wurlitzer or A.M.I. Models A or B.

American Vending Co.
2359 Coney Island Ave. Brooklyn, N.Y.
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Johnson Bill Hearings Start; Language Hit as 'Too Broad'

(Continued from page 107)

As Plaine testified in support of the measure, several members of the House Committee expressed views that the bill's definition of gaming devices was so broad as to cover almost every conceivable mechanical part. At one point, Rep. Robert Hale (R., Me.) asked Plaine if a spring could be banned under the bill. Plaine replied, "If it's going to be used in a gambling device, yes," Hale commented, "It's hard for me to believe that you want us to pass this bill in its present form."

In a series of questions, Rep. John Bennett (R., Mich.) succeeded in getting Plaine to state that the Justice Department considers pinball machines to be gambling devices, after the witness declared several times that he didn't wish to say so "categorically." Hale then remarked that it looked like the definition in the bill "leaves Justice wide open to include anything under the sun." Rep. Thomas Underwood (D., Ky.) said the bill would let the agency act "almost at whim."

Plaine, who had a prepared statement tracing the history and offering an explanation of the Senate-passed Johnson Bill, was unable to read more than a couple of pages in the three hours he was on the stand because of constant committee questioning.

Local Apathy

Both Rep. Oren Harris (D., Ark.) and Rep. Charles Wolverton (R., N. J.) told Plaine that apathy on the part of State and local officials is the chief reason why the slot machine racket flourishes in many parts of the nation. Wolverton, ranking minority member, said he felt "such a bill would do little good." He suggested to Plaine that the Justice Department try to narrow the terms of the definition clause of the bill.

While Plaine was catching his breath, Rep. John McGuire (D., Conn.) told him that a number of clubs run by the American Legion, Moose, Elks and others have machines for charitable purposes. "They

don't like this bill," McGuire declared, "so I'd like it understood that it's not crooks and gamblers who are opposed to it."

McGuire then said that in his State bells had been banned, leaving uncompleted a swimming pool that the American Legion had been building with proceeds from bells. "The taxpayers finally had to pay for the pool," McGuire added.

Harris later started describing a typical pistol machine common in arcades, and remarked that it could easily be adapted to gambling by adding a pay-off mechanism; other committee members joined in with descriptions of other amusement machines that could be used for gambling, altho not so designed.

"Common Sense"

To these comments Plaine declared that Justice would use a "common-sense attitude" in enforcing the bill. "We know what kind of machines we want to stop," he said. "The definition was made purposely broad so that its terms could not be gotten around by the evasions used in the past to circumvent State laws."

Also a witness at this week's session was Rep. Price Preston Jr. (D., Ga.), author of another bill which would ban all shipments of gambling devices as well as apparatus—including punchboards, Preston told the group he has been assembling material on the "slot machine racket" for two years. He said he had no reservations about the "acute importance of taking congressional action to strike at this cancerous situation." He claimed that there exists "the sinister and subtle operation of a vast syndicate from coast to coast."

Preston went into detail on the report of the California Crime Commission and the Chicago Crime Commission and their accusations about alleged mobsters operating machines. He declared the intent of both his bill and the Johnson measure are the same and urged the committee to take favorable action on one or the other.

Hearings Next Week

When the sessions resume next week, Plaine is slated to resume his testimony, with F. G. Morehouse, Federal Trade Commission (FTC), scheduled to follow Plaine on the witness stand. Treasury and Commerce departments will submit reports for the record but will present no witnesses. The Interstate Commerce Committee has filed a report asking that the Johnson Bill be amended so as to make it clear that common carriers are not liable for shipment of gambling devices.

Following completion of government testimony, the line-up of witnesses will include Dudley Ruttenberg, executive secretary of Coin Machine Institute (CMI), and John Pickering, public relations director of CMI, who will propose a "perfecting amendment" to the bill so as to draw a clear distinction between gambling and amusement devices. Herb Jones, president of the American Coin Machine Manufacturers' Association (ACMMA) and vice-president of Bally Manufacturing Company, will be among witnesses opposing the measure.

HOUSE COMM. EXEMPTS

(Continued from page 107)

result in a large business increase for movies. Any increase in theater patronage can be expected to be followed by an increase for theater-located coin machines.

Cuts in numerous retailer taxes are certain to be okayed by Congress, and these reductions are expected to boost business in retail stores, which, in turn, should hike grosses for coin machines.

Also in sight is a reduction and possible elimination of the freight tax, which now amounts to 3 per cent. Trimming the freight tax would result in a small reduction in the cost of shipping coin machines.

100 %

RETURN PRIVILEGE WITHIN 10 DAYS
IF NOT SATISFIED WITH OUR
RECONDITIONED EQUIPMENT

**MILLS
THRONE**

Fully repainted.
Perfect condition.
Ready for location.

\$99.50

(Credit)
1/3 with all
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C. O. D.

SEND FOR OUR COMPLETE LIST OF
RECONDITIONED PHONOS AND
GAMES



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NOW DELIVERING NEW

UNITED SHUFFLE ALLEY EXPRESS
UNIVERSAL TWIN BOWLER, CHICAGO
COIN BASEBALL, EVANS SHUFFLE
TEN STRIKE, WILLIAMS DELUXE
BOWLER, ROCK-OLA SHUFFLE JUNGLE
HI SPEED QUALITY WAX, Case

FIRST GRADE FUCKE, Est. 8..... 7.65
CONVERSION PIN KITS FOR ALL
GAMES, Just Plus 'Em In 13.92

WE WILL NOT BE UNDERSOLD

United SHUFFLE ALLEY \$129.50
Chi. Coin BOWLER 209.50
Chi. Coin BOWLER, Pin Model 239.50
Universal TWIN BOWLER (used) 209.50
Keeney TEN PIN 124.50
G.T. POOL TABLE 169.50
PITCH EM & SAY TEN 149.50
Chi. Coin GASKETBALL 145.00
Chi. Coin PISTOL 99.50
Exhibit DALE GUN 75.00
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1/3 Dep. bal. C.O.D.

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**MILLS
BELLS!**

We have all Mills latest Bells
in stock.

FRIEDMAN

AMUSEMENT COMPANY

441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



FOR 43 YEARS...
the foremost name in
coin machines... for
amusement and profit

O. D. JENNINGS & CO.

4307-39 W. LAKE ST., CHICAGO 24, ILL.

**ORIGINAL GLIDE-RITE
SHUFFLE POWDER**

\$7.00 a dozen

United Shuffle Express Bally Speed Bowler,
Universal Super Twin, Chicago Coin Baseball,
Cottlieb's Bowlette. Write for prices.

LEHIGH SPECIALTY CO.
826 N. Broad St. Philadelphia 30, Pa.

Coradio Names Field Rep for Western States

NEW YORK, April 29. — Lou Brown, president of Coradio, Inc., announced this week the appointment of the Superior Distributing Company, Denver, as field representative for the coin-operated radio manufacturer in all States west of the Mississippi except California. The Denver firm will perform the same function for Covideo, Inc., Coradio affiliate producing coin-operated television sets.

Del Harmon, of Superior, will handle the account, Brown said. His main job will be to set up local and regional distributors within the territory to aid penetration of the coin units in the Western market.

Brown also announced that deliveries were started this week on Covideo's new rectangular-tube model using a 14-inch screen. Shipments were held up for several weeks pending arrival of tubes.

Mrs. A. Seeburg Dies

LOS ANGELES, April 29.—Funeral services for Mrs. Adolphine Seeburg, 74, former wife of J. P. Seeburg, founder of the Seeburg Music Company, were held at the Wee Kirk of the Heather, Forest Lawn, Monday (24). Mrs. Seeburg died Wednesday (19) at the California Hospital. She leaves a son, N. Marshall Seeburg, Chicago, president of the firm his father founded.

COINMEN YOU KNOW

Chicago:

(Continued from page 124)

distributing popcorn thru firm's French Boy counter corn dispenser in that area. After discovering that hot popcorn was not available in recreation centers and clubs, among other potential high volume spots, Beaudot has set up a franchise sales program for those States which will be under the direction of T. B. Brady, firm's executive sales manager.

Al Stern, head of World Wide Distributors, reports operators have put the stamp of approval on Exhibit Supply's Strike and Williams's De Luxe Bowler. Both machines feature the new type disappearing pins and short playing time. Stern adds that the shuffle game business has reached such proportions that Sales Manager Monty West and his staff are hard pressed to take care of visiting operators. West says that World Wide's reputation for service and guaranteed satisfaction is partly responsible for the business spurt.

Another department at World Wide enjoying a boom is that devoted to exports. Inquiries have been coming from several European and South American countries. The firm's cable address is an easy one for overseas ops to remember, "Games-Chicago." World Wide's new finance plan is now in high gear within a three-State radius. It permits liberal terms and gives operators a chance to expand without delay.

The ACMMMA's convention banquet was announced only a week ago, most of the tickets have been applied for already, Dick Hood, banquet chairman, reports. The seating capacity of the Hotel Sherman's Grand Ballroom is 1,350.

All hands at Empire Coin Machine Exchange were doing double duty last week to keep up with the demand for shuffle and late model five-ball games. Gil Klit says that Midwest ops must be preparing for resort trade. The counter field is also getting action, Howie Freer reports. . . . Carl Huppert, head man at Auto Bell, also says counter game action is on the upswing, with the new games on location being reason. . . . Clayton Nemeroff, Monarch, has completed a swing thru the Southeastern States and Texas.

The new Gottlieb game Select-a-Card has already built up more interest than Just 21, Alvin Gottlieb reports. It utilizes the Gottlieb-developed range finder and turret shooter for five-ball action. . . . Dave Gottlieb says interest in the CMI show is beginning to pick up speed. Dave adds that he is surprised at the number of new coin machine manufacturers who want in for the CMI event. . . . Charlie Gillard, president of Nation Wide Novelties, reports visiting operators arriving in quantity the past two weeks. . . . Charlie Schicht, who heads up Monarch's new club and arcade division, reports a number of inquiries on the A. B. T. coin-operated Rifle Sports. Schicht says the big surprise is that the game is set for dime play, while first-lookers think it is a quarter game.

NOTICE!

CORRECT DIMENSIONS
OF KEENEY'S
LUCKY STRIKES
BOWLING GAME

9 FEET LONG 2 FEET WIDE

Bell-o-Matic Corp. Issues P-R Packet for Op, Distrib Firms

CHICAGO, April 29.—Because of the interest shown by the coin machine trade and other industries in a series of seven institutional ads, Bell-o-Matic Corporation has prepared a packet on the group to be used as a model public relations program.

Subjects of all seven and the explanatory copy on each were prepared by Grant Shay, Bell-o-Matic vice-president in charge of advertising. They are titled: Like a Great Heart; Endless; 15,000,000 Men; 20,000 Towns; What Is a Good Egg?; America, and the Quiet Samaritans. The appeal of each is that their approach to the coin machine field is accomplished by use of subjects close to the average American and in every day language. The each has resulted in thousands of requests for reprints. Like a Great Heart and America have proved the most popular.

Ad Copy

The "Heart" ad depicts the industry as a human heart pumping the life's blood in the form of financial aid into orphanages, cancer research, handicapped children's wards, blind institutions, child recreation and civic building funds. America pictures the United States as a nation of clubs, such as the American Legion, Veterans of Foreign Wars, AMVETS, Elks, Eagles, Moose, etc., and points out that more than 10,000 of them use bell machines to defray constant demands made upon them by charitable organizations.

Shay, publicity chairman for the American Coin Machine Manufac-

turers' Association (ACMMA), sponsored All-Industry Coin Machine Show, has been in the coin machine industry for 23 years. He started with Mills Novelty Company in the violin-virtuoso department. Later he successively became assistant advertising manager and advertising manager for the firm.

Elected V-P.

When Bell-o-Matic was formed in 1948, he was named advertising and promotional manager and eventually was elected vice-president and a member of Bell-o-Matic's board of directors. During the war his work came to the attention of the Secretary of Labor, Frances Perkins and he was appointed to the safety department's division, for which he prepared numerous safety manuals. He also addressed over 100,000 war production workers on safety and once collaborated with Walt Disney, the cartoonist, in a best-selling novelty book.

SAFE AT "FIRST"!

Whether buying new games or our "FIRST" class reconditioned games, remember, you are always "SAFE AT FIRST"!



Reconditioned FIVE BALLS

College Daze ... \$129
Tucson ... 59
Big Top ... 49
Saratoga ... 79
Merry Widow ... 59
Covet Girl ... 39
Kew-Dee-Voe ... 49
Ballerina ... 49
L. Robin Hood ... 49

NEW BOWLING GAMES

Keeney King Pin, 8 ft.; Keeney Lucky Strike, 8 ft. 4 in.; Lightning Fast! Evans Shuffle Tan Strike, Also Unwind, Universal, Rock-Ola, Exhibit, Bally.

SPECIALS

Bally Citation ... \$245
Bally My-Roll ... 48
California 12 ft. Shuffle Pins (uncrested) ... 129



FIRST

Distributors

Joe Kline & Wally Fink

Dickens 2-0300
1748 W. North Ave.
Chicago 22, Ill.

Twin Cities:

(Continued from page 124)

cago May 22-24. This will be Mrs. Tessmer's first visit to the Windy City and she wants to make it one she won't soon forget, she vows.

Les Bruns, Fargo, N. D., is adding Twin Bowlers to his route. . . . Several new five-ball units have been added by Don Smith, Sioux Falls, S. D., operator, who was in town the past week. . . . Joe and Clarence Totake, Fairmount, Minn., were in the Twin Cities buying music and bowling games. . . . Gil Hanson, St. Peter, Minn., bought several novelty games while here, while Glenn Rackliff, Superior, Wis., picked up a number of five-ball units.

Chuck Karter, Star Novelty Company, St. Paul, and his service manager, Eddie Unglue, were in Minneapolis buying bowling games for their operation. . . . Mr. and Mrs. Cecil Treveer, Winona, Minn., who are expanding their route, were in the Twin Cities buying up new equipment this past week. . . . Bobby Lane, head of the shipping department at Silent Sales Company, Minneapolis, is breathing easier these days because his wife came thru her operation quite well and is on the way to recovery.

An Expert Speaks

CHICAGO, April 29.—Ops here got a bang last Monday evening (24) when the Candid Camera television show featured a vending machine routeman in its commercial.

The man had entered the store, where a hidden camera was located, to service a cigarette vendor. Alan Funt, conductor of the show, asked him to light one of his own cigs, then offered him one of another brand. Object was to tell which was milder. However, during the running commentary of the test, cigarette vending machines came in for probably one of the biggest plugs ever received on the air.

THE COUNTER GAME PROFIT-LINE



WINGS 5-Reel Cigarette Machine

POK-O-REEL Straight Poker Game

YANKEE with cigarette and fruit reels changed instantly from cigarette to fruit reel on location.

KLIX "21" BLACK JACK

KLIX, WINGS, POK-O-REEL AND YANKEE

equipped with coin dividers, straight penny combination penny and nickel or straight dime play.

WRITE FOR PRICES

GROETCHEN Tool and Manufacturing Co.
126 N. Union Ave. Chicago 6, Illinois
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TRADE IN

Your used equipment . . . applicable on any of the merchandise shown here.

Send in your list and we will quote prices.

1/3 deposit with order.

COINEX "SPECIALS"!

EXHIBIT
DALE GUNS
With Moving Target . . . \$89.50

2
PHOTOMATICS
Complete as in
\$75.00 ea.

★ TOTAL ROLL . . . \$29.50
★ Chicago Coin PISTOL 109.50
★ Evans TEN STRIKE, '46 Model . . . 79.50

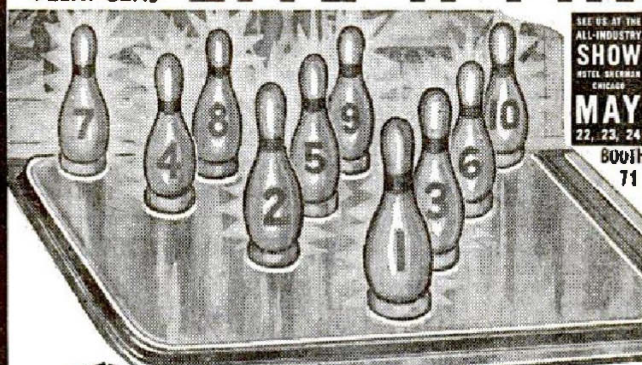
SWINGIN' MONK \$89.50
SEEBURG CHICKEN SAM \$69.50
Fully Reconditioned and Repainted.

Phone: CRaceland 2-0317
1346 Roscoe St. Chicago 18, Ill.

COINEX CORPORATION

M & T
CLEAR VIEW
PLEXI-GLAS

LITE-A-PIN



**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,
CHICCOIN, WILLIAMS, BALLY, KEENEY, AND
ROCK-OLA SHUFFLE GAMES.

SPECIFY GAMES AND MANUFACTURER

Distributors Wanted

COIN
OPERATED

SCOREBOARDS

ELECTRIC

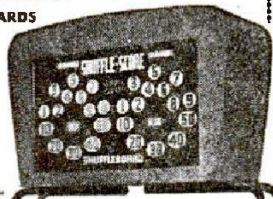
FRAME SCORING, HORSE COLLAR,
BASEBALL, ETC.

OVER HEAD SCOREBOARD

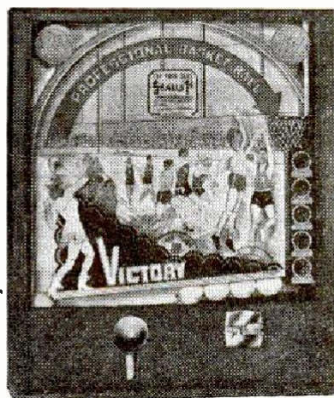
DOUBLE FACED, TROUBLE FREE,
SCORES 1 TO 50 POINTS.

SLUG REJECTOR. COIN BOX HOLDS ABOUT
\$200.00.

ALSO AVAILABLE IN FLOOR OR
WALL MODELS.



M & T SALES CO. Manufacturers
2845 W. FULLERTON AVE. CHICAGO 47, ILL.



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 sen-
sational action, life and suspense. Automati-
cally totalizes the score. Simplified mech-
anism 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.

NEW! GLIDE RITE BLUE LABEL

SPEED BOWLER WAX

**NEW! FORMULA SPECIALLY PROCESSED FOR
ALL SHUFFLE BOWLING GAMES!**

NEW LOW PRICES!

Write Today for Attractive New Low Prices.

For fast reply, write DIRECT TO US, as all inquiries made to
J. C. Paul & Co. will be referred to us, thus delaying our service
to you.

DISTRIBUTORS, NOTICE: Ask for Special Distributors'
Quantity Price List

EXCLUSIVE NATIONAL DISTRIBUTORS!



COIN MACHINE SERVICE CO. 1547 N. Fairfield Ave.
CHICAGO 22, ILL.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Turning Back the Clock

15 Years Ago This Week

CHICAGO, April 27, 1935.—Exhibit
Supply's Ticket Game was in the
18th month of production and several
of the firm's leading distributors
wired testimonials on the game's
earning power. Among them were
Modern Vending, New York; The
Markepp Company, Cleveland; Na-
tional Amusement Company, Los An-
geles; Ideal Novelty Company, St.
Louis; Ohio Specialty Company, Cin-
cinnati; A. A. Novelty Company, In-
dianapolis; A. H. Bechtel, Daytona
Beach, Fla.; B. D. Lazar, Pittsburgh;
Birmingham Vending Company, Bir-
mingham; Silent Sales, Minneapolis,
and Banner Specialty, Philadelphia.
Contemporary games which had an
unusual production run were Daval's
Chicago Express; Stoner's Cavalcade;
Bally's Traffic; Gottlieb's Kelly Pool,
and Pacific Amusement's Neotact.

Fisher Brown was elected president
of the Texas Coin Vending Machine
Operators' Association. . . . Calvert
Novelty Company switched its head-
quarters from East Baltimore to the
coin row section of Baltimore. S. L.
Anderson and O. L. Nyberg headed
the firm at the time. . . . The Cape-

hart Corporation, Fort Wayne, Ind.,
purchased all rights of Stanton A.
Guest in a patented automatic phonog-
raph.

The Sportland craze, already a fix-
ture in New York and Philadelphia,
started its westward movement with
the opening of the Theatrical Sport-
land, 36 W. Randolph Street, Chicago.
Backers of the enterprise were Dave
Goodman, Al Lubin and Chick Cicone.
Its patronage consisted mainly of peo-
ple in show business and others who
dropped in to see the celebrities. . . .
The Commodity Export Corporation
opened offices at 11 Broadway, New
York. Firm bought U. S. made coin
machines and sold them to European
and Asiatic operators after changing
the coin chutes to suit the country for
which they were destined.

10 Years Ago This Week

CHICAGO, April 27, 1940. — The
Phonovision Corporation of America
announced production of a machine
combining sound and pictures. The
unit showed music, sport or educa-
tional subjects from two to four min-
utes at a time. Phonovision has head-
quarters in Los Angeles. . . . K. C.
Novelty Company, Philadelphia,
moved to larger quarters at 419
Market Street. Abe Casnoff and Jack
Kaufman, headed the firm in 1940.
. . . Imp, a new counter machine,
was introduced by Groetchen Tool
Company.

Dolphus Dolinig, brother-in-law of
the Mills brothers of the Mills Novelty
Company, died in Chicago. He also
was founder of The Coin Machine
Journal and an associate of Jimmy
Roosevelt in a coin-operated movie
machine. . . . General Vending Ser-
vice, owned by Harry Hoffman, George
Goldman and Irv Blumenfeld, opened
a new distributing showroom in Bal-
timore. Firm was founded in 1925. . . .
Chicago operators were concentrating
on juke rentals for parties as a side-
line to their regular location trade.
One firm reported an average of 75
party dates a month.

The William Wrigley Jr. Company
announced profits at the highest level
since 1930. Part of the increase was
attributed to stepped-up vending ma-
chine sales. . . . Louis H. Cantor
Company established headquarters
in New York. The new firm was
headed by Louis H. Cantor and was
distributor of National cigarette ma-
chines in New York, New Jersey,
Maryland, Delaware, Virginia, the
District of Columbia and the New
England States. . . . Exhibit Supply's
Shortstop was in its ninth week of
production. Other top games in April,
1940, were Chicago Coin's Jolly;
Gottlieb's Oh! Johnny; Stoner's Brite
Spot; Bally's Glamor and Charm, and
Genco's Cadillac.

Marvin H. Stoner, founder of
Stoner, Inc., died at the age of 62.
Prior to 1932 he had been in the con-
struction and real estate businesses.
When the depression came, Stoner
with his sons Ted and Harry, began
manufacturing pinball games in the
family garage, an enterprise which
prospered and grew almost overnight.

S. Levin Joins Empire Staff

CHICAGO, April 29. — Stanley
Levin has been appointed to the sales
staff of Empire Coin Machine Ex-
change, Gil Kitt and Ralph Sheffield,
Empire partners, announced. Levin
will handle sales on the road and at
the firm's headquarters here. For the
past five years he has been with Na-
tional Coin Machine Exchange for
which he traveled the Central States.
He is a brother-in-law of Nate Gott-
lieb, executive of D. Gottlieb & Com-
pany.

Other Empire staffers include Jerry
Bremner, road sales, and Howie Freer,
office, advertising and promotion
manager.

Detroit Ops Say Biz Holding Up Despite Strike

DETROIT, April 29.—Despite the
impact of the Chrysler strike with re-
sultant heavy unemployment, opera-
tors of vending machines here are far
from discouraged, especially those
with various types of machines in in-
dustrial locations.

Employment in industrial plants
around Detroit has not been seriously
cut, with the bulk of the supply and
parts manufacturers continuing to op-
erate. This has kept the men in these
secondary auto firms busy while the
Chrysler men have been out.

The bulk of the vending machines
are actually in the smaller and me-
dium-sized plants, which are gener-
ally more receptive to their wide-
spread use than the bigger plants.

Sales Report

At least one major auto plant, for
instance, has had virtually no vend-
ing machines in its factory, except a
few on an experimental basis. Be-
cause of this, sales are slightly ahead
of a year ago for machine-vended
products, according to the summary
of William S. Emig, of Variety Ven-
dors, operating a sizable route of in-
dustrial plant sites.

However, Emig warned that a
slump was anticipated for operators
when these small and medium sized
plants shut down for a month or so
during the summer season. This
would be made possible this year by
the stock-piling of output which has
been taking place during the Chrysler
strike.

This situation ties in closely with
encouraging business reports from
such sources as the Board of Com-
merce, which reports total retail sales
holding up well in comparison with
a year ago, despite business pes-
simism.

Tobacco Firms Report Sales

NEW YORK, April 29.—Liggett &
Myers Tobacco Company, Inc., re-
ported net sales of \$123,220,000 for
the quarter ended March 31, com-
pared with \$133,433,000 for the
corresponding 1949 period. Net in-
come was \$6,239,000 against \$6,377,-
000 for the year previous. United
States Tobacco Company, reporting
for the first 1950 quarter, had net sales
of \$5,667,129 compared with \$5,300,-
399 in the similar 1949 period. Net in-
come was \$700,886, against \$735,129
last year.

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America's Bell Machine Center

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products

NOW DELIVERING
MILLS SENSATIONAL
21 BELL
ALSO
BLUE BELL TOKEN BELL
BLACK BEAUTY BONUS BELL
Write for Details

Limited Quantity—Brand New
MILLS VEST POCKET BELLS, \$65.00
Jobbers and Distributors.
Write for Special Price!

MILLS 5¢, 10¢ or 15¢
BONUS BELLS HL
Guaranteed reconditioned and repainted
\$165.00

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
\$125.00

MILLS 5¢, 10¢ or 25¢ 1948
JEWEL BELLS
Guaranteed reconditioned and repainted
\$135.00

RECONDITIONED SLOTS
Mills 10¢ or 25¢ Postwar Black Cherry... \$105.00
Mills 5¢ or 10¢ 1949 Black Beauty, HL... 175.00
Buckley 25¢ Crisis Cross... 95.00

RECONDITIONED GAMES
BALLY VICTORY DERBY, PD... \$29.50
Bally Citation, F.P... \$389.50
Bally Trophy, Comb. F.P., P.O... 195.00
8th. Safe Game, Latest Triple Switch Models, Like New... 109.50

EXCLUSIVE!
KEENEY'S NEW SHUFFLE GAMES—
KING PIN—8 FT. LONG
LUCKY STRIKE—9½ FT. LONG
Fastest Action—Disappearing Pins!
KEENEY ELECTRIC CIGARETTE VENDOR
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—United—Williams—Exhibit—Gottlieb
—Genco New Shuffle and Pin Games.

DELUXE LITE-A-PIN CONVERSIONS FOR CHICAGO COIN... \$24.50
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Aqueduct... \$89.50
Band Leader... 100.00
Buffons & Bows... 74.50
Carolina... 64.50
Cinderella... 50.00
Dallas... 77.50
Remons... 42.50
Screwball... 37.50
Keenev Pin Boy... \$215.00
Keenev Ten Pins... 180.00
Keenev Lineup... 105.00

RECONDITIONED PIN GAMES READY FOR LOCATION
Tahiti... \$108.50
Tampico... 94.50
Telecard... 74.50
Utah... 724.50
Rock-Ola Shuffle Lane, 8' x 183.00
United Shuffle Alley, 8' x 170.00

NOW DELIVERING NEW EQUIPMENT
Keenev's A-B-C BOWLER, Keenev's KING PIN & LUCKY STRIKE, Dreamy, Mercury, Select-A-Card, NEW MILLS VESTPOCKETS, \$65.00; Keenev's Electric Cigarette Vendor; Mills "21" Ball Regular, also New Chrome "21" Ball (the players like this so well they have nicknamed it "Three Sevens"); 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 2-Way Bonus Ball
Here's the new 36-25¢ Double-Quick Profit Producer.

ROY MCGINNIS CO.
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Color!

Color is the new trend, color and lots of it will be featured in presenting the new Mills Bell line at the **ACMMA Show, Hotel Sherman, May 22, 23, 24.** We'll guarantee that if you are anywhere near these Bells you will see them!

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Singing Towers (20 Selection)	\$ 29.50
AMI Hi Boy (40 Selection)	49.50
Filben FP-300 (30 Selection)	229.50
Mills Throne	29.50
Mills Empress	29.50
Seeburg Colonel	69.50
Seeburg 8200, 8800, 9800	69.50
Wurlitzer Twin 12	49.50
Seeburg Hideaway W/Packard Adapter	49.50
WS2Z Wireless Boxes	9.50
DS20Z Wired Boxes	9.50
3020 Wurlitzer Boxes	39.50
Packard Boxes	17.50

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FOR

LOCATION!

CLEANED!

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READY

FOR

LOCATION!

SPECIFY

SECOND

CHOICE

GAMES

Williams All Star Baseball	\$59.50	Puddinhead	\$59.50
Chicago Coin Goalee	49.50	1-2-3	64.50
Genco Glider	49.50	Yanks	44.50
Genco Total Roll	24.50	Virginia	39.50
Genco Advance Roll	24.50	Carnival	49.50
Sportsman Roll	24.50	Wisconsin	34.50
Genco Bing a Roll	89.50	Bermuda	29.50
Bally Hy Roll	69.50	Spinball	29.50
Triple Action	39.50	Catalina	29.50
Trade Winds	39.50	Thrill	39.50
Mardi Gras	39.50	Sermy	39.50
Merry Widow	44.50	Sunny	39.50
Screwball	49.50	Humpty Dumpty	39.50

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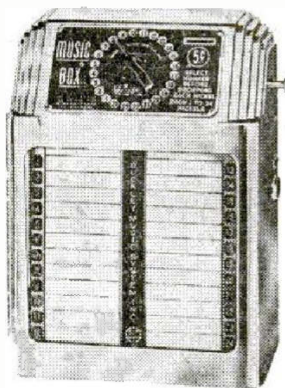
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5¢ 10¢ OR 25¢



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WALL and BAR BOXES

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RECORD SELECTIONS



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Here's the same 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. Scored like real baseball. A MUST for the summer trade.

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- DALE GUNS, Like New 75
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- Chgo. Coin HOCKEY . . . 50
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FLEBOARD . . . 35
- Genco BING-A-ROLL . . . 115
- Bally NY ROLL . . . 65
- Seabury Wi-Less
- WALLOMATICS . . . 22
- Packard #1800
- SPEAKER . . . 75
- TOTAL ROLL—
ADVANCE ROLL, Uncrested—Tan for . 100

CONSOLES

- Bally SPOT BELL . . . \$395
- Bally MULTI BELL . . . 275
- Keeney TWIN BONUS . . . 245
- Bally DELUXE DRAW BELL . . . 160
- Bally DRAW BELL . . . 125

WE'RE STILL BUYING

TOP CASH PRICES—ON 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

POST WAR SLOTS

- Mills BONUS BELL, 5-10-25 . . . \$135
- Mills JEWEL BELL, 5-10-25 . . . 115
- Mills BLACK GOLD, 5-10-25 . . . 135
- Mills BLACK CHERRY, 5-10-25 . . . 95
- Mills JEWEL BELL, 5-10-25 . . . 175
- Mills GOLDEN FALLS, 5-10-25 . . . 160
- Jennings MONTE CARLO, 50¢ . . . 275
- Jennings STEWARD CLUB CHIPS, 10¢ or 25¢ . . . 125
- SLOT STANOS—For Any Slots . . . 10

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- Keeney KING PIN, WRITE
- Exhibit BOWL-A-ROLL, one of two players . . . \$250
- Rock-Ola SHUFFLE LAKE, 8 or 10" . . . 175
- Williams TWIN SHUFFLE, Latest Model . . . 275
- Even Shuffle Ten Strike . . . Write

SHUFFLE GAMES

- United SHUFFLE ALLEY . . . \$125
- Genco BOWLING LEAGUE . . . 120
- Bally SHUFFLE BOWLER . . . 175
- Williams TWIN SHUFFLE . . . 120
- Genco Older 50 Pin . . . 125

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WANTED TO BUY . . . WILL TRADE NEW—

MILLS PANORAM
COTTIER JUST 21
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ROYAL PIN CONVERSION

Write for Special Price—Specify Game.

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Exhibit Strike
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United Shuffle Express
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and others

SPECIAL—COME AND GET 'EM! Advance Rolls — Total Rolls \$10.00 EA.

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With Pin Conversion \$154.50
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Buttons & . . . 25.50	Paradise . . . 25.50
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Carnival . . . 59.50	Singapore . . . 19.50
College Daze . . . 129.50	Star Dust . . . 39.50
Doubleshuffle 119.50	Tennessee . . . 39.50
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	Triple Action . . . 39.50

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Skee Ball, Flash Bowler	125.00	Bally Tornado	100.00
Skee Ball, Scientific, new	145.00	Bally Undersea Raider	100.00
Exhibit Kismet	30.00	Monkey Shine, Ray Gun, new	\$175.00
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Mutoscope Shoot-a-Matic	145.00		
Pokerino, Fac. Recod.	95.00		
Mutoscopes, movies	45.00		
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Roovers Name Plate, new	240.00		
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Hawkeye Popcorn Vendor, new	115.00		

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American Gripometer, new	\$135.00	Grandmother (Solar Horoscope)	\$115.00
Mercury Deluxe Scale, new	95.00	Solar Horoscope	115.00
Mercury Counter Grip Scale, new	39.50	Astroscope, Pastwar	149.50
Mutoscope Punching Bag	125.00	Myrtle Pen	125.00
Mills Punching Bag	125.00	Dorinda	425.00
And All Other Athletic Type Machines		Sunny Palms	100.00
		Voice-O-Graph, Fac. Recod.	\$400.00
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WAX	28¢	23¢	22¢	21¢	20¢	19¢

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Seaburg 146	200.00
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VIA PREPAID MOTOR FREIGHT

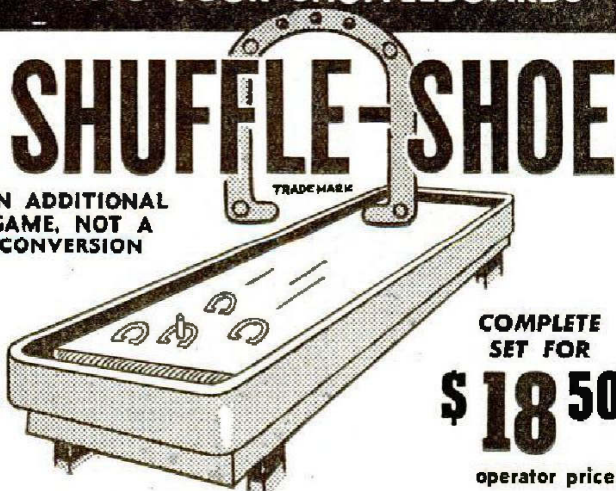
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Add SHUFFLE-SHOES to your present shuffleboard. Played like horse shoes. Score like horse shoes. Does not damage the board. Use your present scoring unit. 2 or 4 players. 8 or ten frames. 15 or 21 points. Faster than shuffleboard, an additional game, not a conversion. Installed in three minutes. Games changed in 45 seconds. Distributors wanted.

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Mexico	19.50
Puddin' Head	65.00
Rafonia	59.50
Robin Hood	63.50
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Shanghai	35.00
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Guns, new	49.50
Silver King Target	
Gum Vendor, new	32.50
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Silver King, 5¢ Nut	6.50
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National 950's	85.00
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1/2
deposit
with all
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Northern Ohio AMI Distributors

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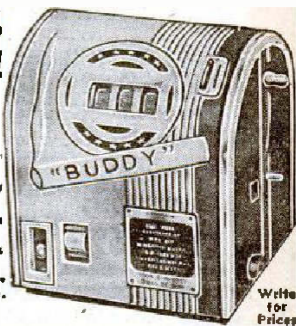
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Good assortment of recondi-tion-ed
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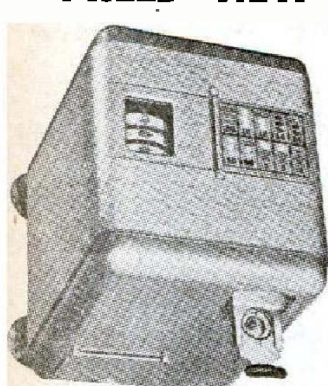
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One Ball Gum to all who press button. A saving of 75% on your Gum Grip Merchandise.

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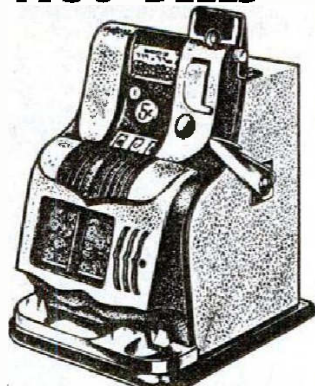
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5c-10c-25c-50c PLAY WRITE FOR PRICES

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Scores Like Real Baseball!

1 OR 2 CAN PLAY
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**ANIMATED
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WHEN SINGLES, DOUBLES, TRIPLES,
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10c ONE
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PLAYERS

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**IT'S FAST—
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SLOTS

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SET IT
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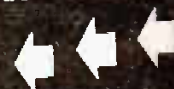
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release singly and
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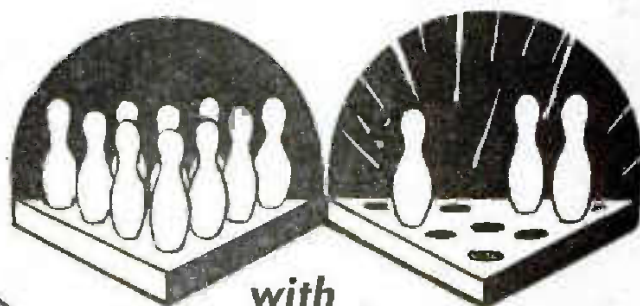
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**REAL UPRIGHT
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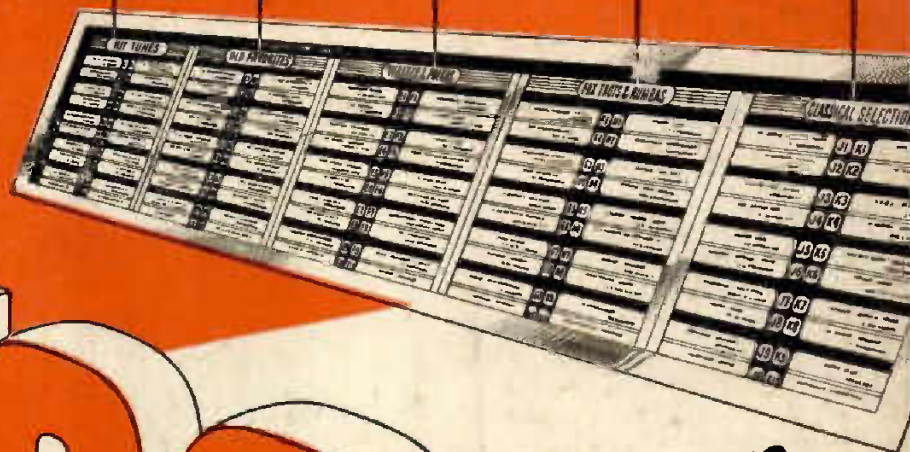
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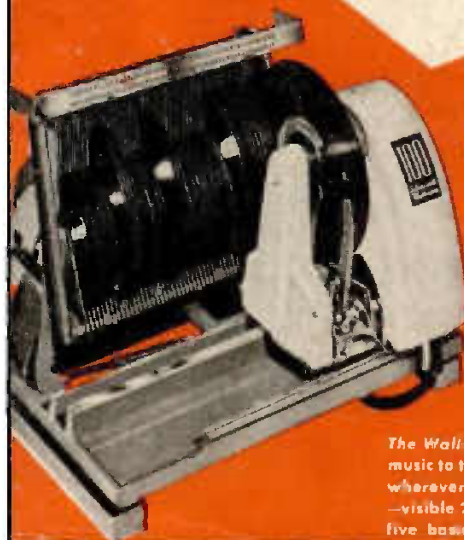


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