Spike Jones, with stars from his "1950 Musical Depreciation Revue." Sir Frederic Gas, Lois Rey, Helen Grayco and Doodles Weaver (left to right), dance the Charleston to George Rock's tooting. Giving a push to the revival of the '20s dance craze is his new RCA Victor album titled "Spike Jones Plays the Charleston." Includes four oldies, "The Charleston," "Black Bottom," "Varsity Drag" and "I Wonder Where My Baby Is Tonight," with two new tunes all done in Jones-styled Charleston tempo. At the box office, grosses for the first nine of the 20-week tour prove that Spike's revue continues to be a top attraction. Troupe winds up five weeks at Chi's Great Northern Theater March 11 and opens at the Lyceum, Minneapolis, March 13.
Columbia's Great New Singing Star!

Alan Dale

and his first releases...

"This is Heaven to Me" . . . . . . Columbia 38720

"You're My Treasure" . . . . . . Columbia 38720

"More Than I Should" . . . . . . Columbia

Record Number Not Available

"I'll Believe in You" . . . . . . Columbia

Record Number Not Available

Singing It Again" — CBS 10-11 P.M. Saturdays

Personal Management

Alan Dale Management

1650 Broadway, New York

G. R. Purcell

F. Ferrazzano

Exclusively

Columbia Records

Associated Booking Corp.

745 Fifth Avenue, New York 22, N. Y.

Chicago

203 N. Wells

Hollywood

9751 Sunset Blvd.
ASCAP CONSENT DECREE DUE

NBC Charges Hotfoot by CBS
On Bob Hope, 'Telephone Hr.'

HOLLYWOOD, March 4—NBC this week was doing a double burn at what it called unfair publicity tactics by CBS. Involved were the Telephone Hour, now airing on NBC Tuesday nights. CBS, according to NBC, planted stories about both shows, one to the effect that the phone show was 'filling NBC' and the other that if Hope were not renewed by Lever Bros., he would sign with CBS Board Chairman William S. Paley. Neither story was issued officially, however.

In the case of Hope, NBC declares that he has several more years to go under his contract and that air time is not until May. On top of that, NBC, without divulging details, declares that it has "understanding with Hope that he does become a liberty 'he'll stick with his work.'"

It was an easy way of spiking the respective Telephone Hour shift, NBC this week.

Disks Ready
On 'Cottontail'
For Easter

NEW YORK, March 4—The recording companies, apparently having learned a lesson from Raphael the Red-Nosed Reindeer, are taking no chances with Peter Cottontail. Interested parties are billing as the Easter time follow-up to Rudolph (See Disks Ready on page 17).

Radio Boosts the Dance Orks
Shows Switch To Bands, Aid Revival Move

Sinatra Takes Lead

NEW YORK, March 4—An invitation to the drive to restore the dance band business has been fostered on commercial radio programs which feature top vocalists. The trend on these same tables has been to cut some of the oldies from the programs. A standard 15 to 17-piece dance-type band, spot on regular sax, trumpet, trombone and rhythm configurations.

The Frank Sinatra five-day-a-week club was one of the first to return to the standard dance crew support. This show, next weekend, is the first to be sponsored by utilizing a regular dance band as general musical director and conductor for the program (See Dance Orch Rev on page 17)

NYCCHARGES
Hotfoot by CBS
On Bob Hope, 'Telephone Hr.'

HOLLYWOOD, March 4—NBC this week was doing a double burn at what it called unfair publicity tactics by CBS. Involved were the Telephone Hour, now airing on NBC Tuesday nights. CBS, according to NBC, planted stories about both shows, one to the effect that the telephone show was "filling NBC" and the other that if Hope were not renewed by Lever Bros., he would sign with CBS Board Chairman William S. Paley. Neither story was issued officially, however.

In the case of Hope, NBC declares that he has several more years to go under his contract and that air time is not until May. On top of that, NBC, without divulging details, declares that it has "understanding with Hope that he does become a liberty 'he'll stick with his work.'"

Indie Pubber Fights Movie Music "Trust"

By Bill Simon

NEW YORK, March 4—Edwin H. Morris & Co., Inc., one of the largest independent music publishers in the country, will undertake to carry the battle by unilateral action if the ASCAP, with national significance, is not better to alleged monopolistic tendencies of several film companies and their affiliated publishing houses.

In a suit which crystallized the long-standing complaints of numerous independent publishers and songwriters, restraint of trade on a broad scale was charged against the defendants, including five film companies and 14 publishing outfits. The move is seeking damages totaling $1,700,000 on behalf of itself and the Mayfair and Metronome publishers, all of which are wholly owned by the Morris corporation. The public is also seeking injunctive relief (See Fight Pir Music on page 17)

AGVA OKAYS ZONE RULE FOR TV

Members Vote March 13

NEW YORK, March 4—The latest proposals in the television code conflict were presented Wednesday (1) at an emergency meeting of the American Guild of Variety Artists (AGVA) TV committees, wherein the acceptance of the principle of zoning was a major accomplishment.

According to the newest plan, all AGVA performers are to get at least the minimum base pay from original TV station and duplicate stations, rates of pay to be determined by the committee either individually or via a kissence at a later date.

When at job gets: minimum salary (minimum yet to be established by New York station, all (See AGVA Group on page 54)

In This Issue

AGVA Group

Vol. 62. No. 10
March 11, 1950

The World's Foremost Amusement Weekly

Latest Federal Version Seen
All Embracing

To Include 60-20-20?

By Ben Atlas

WASHINGTON, March 4—The Department of Justice's revised consent decree in the American Society of Composers, Authors and Publishers (ASCAP) case is due to be filed shortly in the Federal Court of the Southern New York District in New York City. The revised decree which would permit a new series of standards for operation of storm-tossed ASCAP, will be submitted under federal judicial procedure in open court for the signature of Federal Judge Henry Goddard, inamorata Judge Goddard signed the original consent decree in the ASCAP case in 1941.

The amended decree is figured to be the all-embracing document touching variously the phases of ASCAP's operations, including some demonstration features protecting membership and sealing down any acts of unfairness. It is known the ASCAP amended consent judgment now had top priority on the department's consent decree at stake which had been seen hitch the ASCAP document could be filed as early as sometime next week.

60-20-20 Plan

The document is expected to include a revised version of the 60-20-20 formula for distribution of fees. In this case, the formula will not be quite general, leaving the details to individual agreements. Under the 60-20-20 plan, the distribution rates would be 20 per cent on current performances and 20 per cent on seniority.

The decree is also expected to provide from movie producers income from different sources of income and other plans, which were the practice which precipitated the Leibell decision against ASCAP. The draft arrangement in the revised ASCAP decree would provide for a flat rate performance income from each studio and the former exhibitor seat tax.

Another feature of the document, (See ASCAP Consent on page 16)

This Week's Top Issues

AGVA Group

"There's No Biz Like Showbiz"—You Ain't Kiddin'"

Sinatra Takes Lead

NEW YORK, March 4—Sinatra's wages are among the nation's lowest, topping only those of farmers and domestics, according to a survey by the Bureau of Labor Statistics which placed the number of employed workers at 496,000 in 1949.

Despite the low average earnings, the number of workers in the amusement field jumped nearly 25 per cent from the 303,240 employed in amusement and related services in 1945. More spectacular was the rise in the number of women in the field, up 59 per cent from 172,872 in 1940 to 260,972, a 50-year high. Some 13,758, or 6 per cent, were increased 16 per cent, from 318,063 to 377,000.

Because of the few number of women included in the sample survey, the Bureau calculated only male salaries in the amusement field. The average man in show business earned only $5,167 in 1948.

When at a job gets: minimum salary (minimum yet to be established by New York station) (See AGVA Group on page 54)
Pix Quit Tax-Cut United Front
Flicks Selling Other Showbiz Down River

WASHINGTON, March 4.—As the House Ways and Means Committee prepared to take action this week to draft the excise tax bill, the united industry front is being hit. The bill is falling apart, with the movie interests willing to sacrifice reductions in other excises for the sake of the admissions tax levy.

Prominent studio officials have put across to individual members of the tax committee the view that continuation of the tax on film and radio sets, plus the imposition of a levy on TV sets would make it possible for an admissions tax reduction without too much loss of revenue to Uncle Sam.

One-Track Minds
A reduction in the admissions tax would be more to the liking of the non-movie industry, but the motion picture interests have made it clear to Congressmen that their position is not with admissions bids on legitimate exhibits, but on the movie ticket levy. Their mail campaign has been directed not at the admission tax, but at the movie tax.

The motion picture group figures that a reduction of $5,000,000 in the tax in half would result in a loss of no more than about $25,000,000 a month. But a total tax of $25,000,000 a month would be equivalent to a $25,000,000 a month tax and would be a tax on the motion picture industry.

Unique twist in the arrangement is that the contract with the net states that motion picture exhibitors and sponsors in other markets. An exec of a corporation that makes movies is interested in negotiations with members of the American Film Institute.

Public Hearings End
The House Ways and Means public sessions Friday (3) after hearing a general tax testimony from individual congressmen. For the next couple of weeks, the group will meet behind doors, but it is likely that they will hear opinions of congressional staff tax experts connected with the joint committee on taxation.

Early in the executive phase of the hearings, the committee will consider a motion to reject the proposed bill every tax matter except excise cuts. However, administration forces have been working on this motion, since they claim President Truman will veto it.

All or nothing or nothing at all. There include provisions for raising revenue through closing loopholes and juggling the state aids and corporation levies. With all developments indicating that the Ways and Means committee will, in effect, work in putting things than Truman recommended and probably not so good for the tax hammer.

House vote when the committee bill is passed. A two-thirds majority vote is necessary in both houses of Congress to override a veto.

Thesaurus Preps Dixie Pkg.
NEW YORK, March 4.—The new Thesaurus, a two-page color section, has reached to release a Dixie package. The new section shows the scope of the package. The show features Jimmy Lytell and the Delta Eight.

WASHINGTON, March 4.—Barring any unexpected change of heart in the Federal Communications Commission (FCC), the stage is set for the March 18 opening of the off-toured Los Angeles hearings in the G. A. Richard case. Hugh Fulton, Richards’ new chief counsel (The Billboard, March 6, 1950), Friday (3) tossed a new eleven-hour motion to the FCC for a 30-day stay in the hearing. Earlier in the week (1) FCC hearing examiner J. Fred Wright issued a similar plea by Fulton, who in a stormy two and a half-hour prehearing conference declared strongly that the case would be appealed to the courts if the Rich-}

Nearing Hiatus Puts KBNH Eye on Sports

CINCINNATI, March 4.—Nearing end of its spring season, KBNH, local NBC tele outlet, will go all out on remote sports coverage after a hectic four-month busy season. Definitely set weekly sports coverage has been to be the first time such sporting event has been beamed to local viewers. In addition to the usual fare, there are a few bright spots as there has been to the right of Pacific Coast professional football, a league, covering two weekly telecasts.

In addition to the station’s hopes to provide viewers with sports highlights, the current hassle with gun and gunners and the long-time fray for boxing cards and will definitely bid for the big league football.

Heretofore, KBNH was unable to pitch for any sports event since all events that preceded any local coverage. By approach, the station’s hopes for opening time slots and the rescheduling of time and local shows that will open new blocks of prime time for sports and special events coverage.

Richards Hearings Open March 13; His New Lawyer Loses a Round With FCC

WASHINGTON, March 4.—Barring any unexpected change of heart in the Federal Communications Commission (FCC), the stage is set for the March 18 opening of the off-toured Los Angeles hearings in the G. A. Richard case. Hugh Fulton, Richards’ new chief counsel (The Billboard, March 6, 1950), Friday (3) tossed a new eleven-hour motion to the FCC for a 30-day stay in the hearing. Earlier in the week (1) FCC hearing examiner J. Fred Wright issued a similar plea by Fulton, who in a stormy two and a half-hour prehearing conference declared strongly that the case would be appealed to the courts if the Rich-
D. F. & S. Seeks Rate Guarantee on 'Beulah' TV

NEW YORK, March 4.—The Dancer, Fitzgerald & Sample Advertising Agency this week reported the $17,400,000 policy for coverage for the $17,400,000 rate protection deal with TV stations which threatened the fruition for the forthcoming TV film version of Beulah. The policy is currently sponsored on CBS by Procter & Gamble and will be under similar sponsorship in video.

Many stations feel they can offer no such rate guarantee because of the constant climb in tele rates.

Navy Rescue

DETROIT, March 4.—WWJ-TV here is carrying only the Navy Station show of NBC's current Navy Day Revue, dropping the show on the broadcast from the V-12 Base at Grosse Ile Naval Air Station. The show was taken off the air because of helping the Navy men raise money for their recreation fund by building attendance at the event, and WWJ-TV refused to retrans.

Y&R Preps a Drive For New PG Detergent

NEW YORK, March 4.—Young & Rubicam is currently preparing a campaign for a new Procter & Gamble detergent. The budget is said to be around $1,000,000 a year, with the money to be used to build the brand itself, in its various cleaner products.

Brief and Important

Last-Minute Digest of AM-TV News

TV Out at Chi Golden Gloves, But Gate Stumps

Despite the theories that TV might help attendance this Saturday in Chicago, Tribune Golden Gloves quarter finals, when there was no telecasting, was below last year's, when there was. Last year, when the contest was broadcast for three nights in a row, 7,235, 8,445 and 12,875, this year first-night attendance was not reported, but it was reliably stated by a Tribune source to be 3,500.

Connolly Moves to CBS-TV as Program Sales Manager

Tom Connolly, manager of radio program sales for CBS, last week moved over into the TV side of the operation to become manager of program sales for CBS-TV.

Weems Heads GAC Radio-Color Department

As Weems General Atomic Corporation (GAC) exec who has been in charge of the agency's New York office and whose forte has been the band business, last week was appointed supervisor of the GAC radio color department.

WPTZ Offers 4/5 of Rate for Strip Shows

A new strip program price was established last week by Alexander W. Dannemaun, WPTZ, Philadelphia, commercial manager. All local programs, totaling five consecutive days in a week will be available at the new rate of four-fifths the regular rate card for the five programs per week. Under the new structure, those who buy a Monday thru Friday show will receive the across-the-board coverage for the former Monday thru Thursday cost. Frequency discounts are secured at a rate of 5 per cent for 26 weeks and 10 per cent for 52 weeks. In explaining the new rate, Danneumaun said the move was made to compensate and encourage across-the-board purchases, particularly during the daytime hours.

NBC Leases Three Floors in N. Y. for TV Props

A three-floor, 6,000-square-foot area has been leased on West 36th Street by NBC, to house TV scenic design and storage facilities. Part of the top floor, rented from Sheldon Farms, also will be used for rehearsal space. The space will service NBC studio buildings at 106th Street, the International Theater and the RCA Building. Space will be left for use as a shop, paint shops, wardrobe rooms, scenic storage rooms and furniture loan.

Biow Pitches Pair for Summer Slot on "Take It"

Comedian Jack Paar, heard over NBC several seasons ago as the Jack Benny summer replacement, or related to the air as summer emcee of "Take It or Leave It." Negotiations with Paar are currently under way by the Biow Agency, which has pitched him as Eddie Cantor's son, but more conclusive talks are expected with Garry Moore, who emceed "Take It" for a stretch prior to Cantor taking the job.

WXYZ Sells AM and TV to Stokely-Jan Camp

Stokely-Jan Camp Company has bought its 52 series on both AM and video on WXYZ and WXYX-TV last week, thru the Gardner Advertising Company of St. Louis. On the deal is firm for three 15-minute segments at 1 p.m. in the Russ Muholland "Meet the Ladies" quiz show. The television deal is for a weekly participation in the Thursday's "Melrose Charm Kitchen" Thursdays and Fridays on WXYX-TV.

May Offer AM BB's Sane Cut As Television

Confab in Atlantic City

NEW YORK, March 4.—Revision of present AM hitus policies is now of prime interest to NBC and will be whipped into shape at an Atlantic City meeting of top web brass next week. The current NBC policy will, to some extent, change the network's approach to announcing shows shortly in connection with TV summer layoffs. It is expected that the NBC network will be taken off the air before the summer, and field will be opened to other advertisers for the summer season. NBC will offer TV advertisers an additional 50 per cent discount if they use video for 30 solid years.

The question, unsolved as radio is concerned, will be part of the general AM agenda being drawn up for the A.M. group's meeting in Atlantic City. The meeting will be chaired by Charles R. Drury, NBC's vice-president in charge of sales, and is also heading the NBC AM operation. Verbal issues for the NBC confab will be sales policies for the days when there will be no daily shows, and the problem of how to attract others, among others, are Kenny Kopf, AM sales vice-president; Walter Scott, Eastern sales manager; Tom McCray, program director; Leslie Hartl, Eastern promotion manager; and McCray's assistants.

NBC stations are currently working on changes in the web's rate structure, with particular reference to discounts and fees for hitus time. The NBC practice hereafter is to charge advertisers taking summer off the air 50 per cent for protection on the time segments. In re-examining this picture, One is to reduce the number of shows going off the air, making the price system more attractive for advertisers to stay on the air on a year-round basis via old-time radio. It is also expected to prove its competitive position, both with radio to other networks and other media.

Mutual Leads Pack

In Net Science Race

NEW YORK, March 4.—With the most miles ahead, the race to get science fiction adventure shows on the air, the first new NBC policy will be, to some extent, change the network's approach to announcing shows shortly in connection with TV summer layoffs. It is expected that the NBC network will be taken off the air before the summer, and field will be opened to other advertisers for the summer season. NBC will offer TV advertisers an additional 50 per cent discount if they use video for 30 solid years.

The question, unsolved as radio is concerned, will be part of the general AM agenda being drawn up for the A.M. group's meeting in Atlantic City. The meeting will be chaired by Charles R. Drury, NBC's vice-president in charge of sales, and is also heading the NBC AM operation. Verbal issues for the NBC confab will be sales policies for the days when there will be no daily shows, and the problem of how to attract others, among others, are Kenny Kopf, AM sales vice-president; Walter Scott, Eastern sales manager; Tom McCray, program director; Leslie Hartl, Eastern promotion manager; and McCray's assistants.

NBC stations are currently working on changes in the web's rate structure, with particular reference to discounts and fees for hitus time. The NBC practice hereafter is to charge advertisers taking summer off the air 50 per cent for protection on the time segments. In re-examining this picture, One is to reduce the number of shows going off the air, making the price system more attractive for advertisers to stay on the air on a year-round basis via old-time radio. It is also expected to prove its competitive position, both with radio to other networks and other media.

Century Pie Circuit

Inks Theater Video

NEW YORK, March 4.—The newest move to move into theater television is the Century Circuit, Inc., which this week signed to equip two of its 34 Metropolis New York houses with RCA large-screen equipment, for an initial investment of $300,000. The two houses to be wired for TV will be the 2,500-seat Yesler and the 1,000-seat Broadway in Brooklyn. Both will feature a screen image 20 by 15 feet, thrown from a distance of 20 feet.

Both houses are planning showings of motion pictures, in conjunction with their regular bills, with long-range plans of Century said to call for development of special theater TV material.

R. I. P.

NEW YORK, March 4.—The last remaining member of the Castletown, New York, C. B. Hooper, shown below, is the last but one to go, the last of his ilk. Hooper this week sold his AM network radio services to A. C. Nielsen.

Lucky May Go Into "Show Biz"

NEW YORK, March 4.—Lucky Steve Clooney is the latest potential bankroller who this week went into the TV business, now on CBS-TV Sunday nights. Clooney, the current sponsor of "The Tonight Show," with Eddie Bracken said to be an effective March 26. At the moment the cigarette company seems to have the inside track because its competitor would have to go through the NBC network to reach the screen on CBS-TV. Naturally, the web would be interested in the Strike business rather than a sponsor shifting programs. Clooney intends to exit from TV until next season.

"Times" Wants Copy Of Levant TV Cracks

NEW YORK, March 4.—The New York Times this week requested a transcript of the NBC-TV quiz show, called "Held That" following Saturday's (26) show on which Oscar Levant got off some critical comments about Mickey Rooney, the floor's favorite film critic.

Following a question concerning Rooney's appearance, the "Times" electrode was shocked to receive from the hit crater there earlier in the show. Levant got wound up in a dissertation on criticism in general, and identifying Rooney by name, declared the floor intro was, among other things, "opaque and ponderous."

Levant further complicated matters, after he had spouted for a while, by also the importance himself and said, on the air, "What the hell am I doing talking about this on television!"

March 11, 1950

Radio-Television

Communications to 1564 Broadway, New York, N. Y.

NRC Scans Status Horizon
Hooper and Nielsen

Clyde E. Hooper, the doughty head of C. E. Hooper, Inc., is down in Arizona, happily stowing his steed, and probably laughing to himself at the results of his deal with the Nielsen company. Nielsen, for $800,000, bought Hooper’s national and Pacific Coast network rating services as well as the new defunct U. S. Hooperings. Hooper will remain in the audience measurement business, confining his activities to market-by-market and individual city reports. Hooper owns or controls 80 per cent of C. E. Hooper, Inc.; Nielsen is paying the purchase price over 10 years.

While Hooper reports will be available for network programs with sales through Nielsen, it is virtually inevitable that they will be discontinued eventually and Nielsen’s reports, based on his audimeter and averaging a month or so behind actual broadcast date, will take over. Unless Nielsen speeds up his service—an achievement which so far has evaded him—immediately, to a great extent, will be a missing ingredient in program popularity measurements.

Can’t Mix ‘Em, Says Hooper

Hooper contends that there isn’t room, economically, for two national measurement services and that besides, as TV grows, it is making it increasingly difficult to report accurately, since it means mixing non-TV and TV cities. Hooper says he doesn’t think you can mix apples and oranges, although he himself did it in his U. S. Hooperings, which mixed diary and phone reports to project U. S. audiences. Projecting U.S. audiences was, until Hooper moved in, Nielsen’s specialty. The Nielsen service, incidentally, costs about three times the prices Hooper used to charge.

Research men state that despite its shortcomings, the loss of the Hooper national services may have some disruptive effect since, within a short time, a large body of data will become worthless without current figures for comparison. Nielsen’s adannacy against publicity may also prove to be an asset hereafter. In any event, the Hooperings, a handy reference, which despite shortcomings had been standard equipment in radio for almost 14 years, now are about to go out of existence. Presumably, Nielsen hopes his acquisition will fend off a repetition of his radio losses which, reports state, exceeded $81,000 last year in 1949.

But it sure was a good deal for the horseman of the Hooperings.

C. E. Hooper Prepares New AM-TV City Reports

NEW YORK

SHARE OF BROADCAST AUDIENCE

SUM OF STATION SHARES IN RANDOM HOMES = 100%

AVERAGES BASED ON SAMPLING CONDUCTED THE FIRST AND SECOND WEEKS OF EACH MONTH.

STATIONS WITH LESS THAN 10 INCLUDED IN OTHERS.

<table>
<thead>
<tr>
<th>JAN-FEB</th>
<th>DEC-JAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCAST AUD</td>
<td>RADIO SHARE</td>
</tr>
<tr>
<td>WKNR 20</td>
<td>W12 12</td>
</tr>
<tr>
<td>WQCM 19</td>
<td>WOR 17</td>
</tr>
<tr>
<td>WNNY 15</td>
<td>W12 12</td>
</tr>
<tr>
<td>WBNR 6.3</td>
<td>14.6</td>
</tr>
<tr>
<td>FEB-MAR</td>
<td>MAR-APR</td>
</tr>
<tr>
<td>BCAST AUD</td>
<td>RADIO SHARE</td>
</tr>
<tr>
<td>WNST 2.2</td>
<td>W12 12</td>
</tr>
<tr>
<td>WQCM 1.4</td>
<td>19.0</td>
</tr>
<tr>
<td>WNNY 11.5</td>
<td>15.6</td>
</tr>
<tr>
<td>WBNR 5.1</td>
<td>16.8</td>
</tr>
<tr>
<td>MAR-APR</td>
<td>APR-JUN</td>
</tr>
<tr>
<td>BCAST AUD</td>
<td>RADIO SHARE</td>
</tr>
<tr>
<td>WNST 2.1</td>
<td>W12 12</td>
</tr>
<tr>
<td>WQCM 1.7</td>
<td>19.0</td>
</tr>
<tr>
<td>WNNY 11.8</td>
<td>16.1</td>
</tr>
<tr>
<td>WBNR 6.4</td>
<td>15.9</td>
</tr>
<tr>
<td>OCT-NOV</td>
<td>NOV-DEC</td>
</tr>
<tr>
<td>BCAST AUD</td>
<td>RADIO SHARE</td>
</tr>
<tr>
<td>WNST 2.3</td>
<td>W12 12</td>
</tr>
<tr>
<td>WQCM 1.3</td>
<td>19.0</td>
</tr>
<tr>
<td>WNNY 11.1</td>
<td>16.1</td>
</tr>
<tr>
<td>WBNR 5.9</td>
<td>15.9</td>
</tr>
<tr>
<td>DEC-JAN</td>
<td>DEC-JAN</td>
</tr>
<tr>
<td>BCAST AUD</td>
<td>RADIO SHARE</td>
</tr>
<tr>
<td>WNST 1.8</td>
<td>W12 12</td>
</tr>
<tr>
<td>WQCM 1.8</td>
<td>19.0</td>
</tr>
<tr>
<td>WNNY 11.0</td>
<td>16.1</td>
</tr>
<tr>
<td>WBNR 6.0</td>
<td>15.9</td>
</tr>
</tbody>
</table>

The cut above shows what C. E. Hooper’s new city reports will look like in those cities where both radio and television are operating. In non-TV markets only the radio share, of course, will be shown. As usual, the Hooper report will be based on coincidental telephone surveys in which the basic question is, "Were you listening to the radio or viewing television just now?"

In the specimen shown above, covering New York only, the six-month interval between April and October has been deleted, but those months show, as does the last quarter, a convincing gain for the television share of the New York audience.

Broadcasters and radio researchers alike, however, have been quick to criticize the Hooper AM-TV survey procedure. They claim that by relying exclusively on the telephone, Hooper is repeating the statistical errors he made when he measured radio only. What makes it worse, they claim, is that in an urban TV area the errors are not only being repeated but are magnified on an even larger scale. The reason is that phone homes own an estimated 40 per cent of receivers compared to the normal 25 per cent receiver ownership.

Insofar as the New York audience is concerned, researchers argue that the skew of the ratio shown between AM and TV for the December period, as shown above, is both a statistical and actual possibility. They claim that the telephone survey used not only reflects the distortion accruing from the phone-receiver situation, but also fails to reflect as increase in radio use reported throughout the nation as well as in New York.

It is also argued that Hooper is not on sound ground in comparing the two media’s share of audience, since they are not equal in comparable units. Finally, while TV has cut into radio homes, it also has increased radio set use, according to most listening surveys, thus, in effect, giving radio a smaller share of a larger pie. This would not be reflected in a telephone-only survey.
**TVA Outlines Conditions & Pay Demands**

**Thespi’s Okay Needed**

By Leon Morse

NEW YORK, March 4.—Elimination of single-digit telecasts to radio stations or television networks is one of the conditions demanded by the Thespi Group in its efforts to secure approval for the middle of the month vote on various salary proposals.

Highlights of the salary proposals are minimum fees of $90 a quarter hour, $80 an hour for quarter hours, plus $8 an hour for rehearse hours, which the Thespi group plans to take amount to $150. Minimum rehearsal for an hour show is nine hours.

Rates for standard vaude union rates range from $250 an hour for singles to $175 an hour for quarter hour, plus $1 for rehearsal hours, plus $1 for rehearsal hours, plus $1 for rehearsal hours, plus $1 for rehearsal hours, plus $1 for rehearsal hours.

Audition Chores

TV auditions are to be paid for at the regular rates with additional supplementary auditions when the audition goes on the air. The rates for performers doing commercials and film telecasts are to be the same for those engaged for regular advertising since the audition is paid at the same amount. However, there is to be no fee for talent auditions, video screen tests or video tests that are to continue over a period of three consecutive days for hour programs, five, for half-hours, and ten for half-hour presentations.

There is no extra fee for kines, provided they are exhibited within 30 days. However, when required, all auditions for groups of dancers (eight or more) are to be three-quarters of the applicable minimum rehearsal fee for each individual. Walk-ons are to get $15 extra per hour. In addition to regular rehearsal charges.

Performances within two hours of a rehearsal will be paid for only if additional supplementary coverage is to be earned on the hour that the rehearsal occurred. Announcements who memorize commercials and perform on camera are to receive an extra 10 percent rehearsal fee, those using only voice-off arrangements are to be paid at one-third of the applicable minimum. In addition, any union member is to be paid on-the-hour for any additional fee in addition to the basic fee, in addition to the basic fee.

Performers going on location outside of New York, Chicago or Los Angeles must be paid $237.50 per day, plus first-class train or air fare and expenses, in addition to telecast fees. For retakes, the entertainers are to receive an additional 10 percent, in addition to the basic fee, in addition to the basic fee.

The Thespi group is insisting on payment to be made 30 days after performance date.
Broadcasters Protest U. S. NARBA Concessions to Cuba

WASHINGTON, March 4—U. S. broadcasters this week began an organized protest against the concessions to Cuba which they deemed illegal. The protest resulted in the United States members of the North American Broadcasting Association (NARBA) to be held in the nation's capital starting either July 1 or August 1. As it became apparent that representatives of the National Association of Broadcasters (NAB) will not attend the meeting this week after notifying the FCC Commissioner Royce Hyde, (See U. S. Broadcasters on page 14).... and its distinguished panel of judges for the 12th Annual Radio and Television Promotion Competition.

WLW: FIRST IN SALES PROMOTION
Clear channel network affiliates

WLW-T: FIRST IN GENERAL PROMOTION (tie)
Television stations

WINS: FIRST IN PUBLIC SERVICE and AUDIENCE PROMOTION
50,000-Watt non-network stations

Crosley Broadcasting Corporation

Town Bars TV
GREENWICH, Conn., March 4—Television stations have been barred this week by the Town Plan Commission this week vetoed a proposed change in the building code which would have put TV transmitters in the same approved category as radio stations and towers.

Coast Baseball Puts KFI-TV on Night Schedule

HOLLYWOOD, March 4—KFI-TV,locator which pioneered as country's first all-daytime video outlet, re-enters the nighttime field with the opening of its Coast baseball season. Station will air the Major League Baseball game to a new high of 80 hours weekly, beginning its present 6:30 p.m. schedule in addition to night airings.

To bridge into evening programming KFI-TV, which pioneered exclusive rights to the Los Angeles Angels' baseball team, will use KLAC-TV, which snubbed Hollywood Stars baseball rights and sought deals from the Angels. KFI-TV peddled the rights to Eastside beer and Emerson television distributors, getting $40,000 from each bankroll, plus an additional $15,000 for baseball line appearance.

Because the Angels will play locally every other week, the stations will fill alternate weeks with studio programming. In the works is a block of kiddie shows, special remotes and other features which will keep the transmitter parked until game time and on non-game evenings.

Station will also hypo its programming structure with the first all-tele soap opera series beginning March 7. Show, to be aired five times weekly, is tagged The Jonathan Story and will be produced on film by Will Langkergood Productions. Series is first attempt to mass-produce a soap opera for local syndicated film release and will be peddled to indie outlets for $20 to $30 per day, depending on size of tele market.

"Marriage for Two" Dropped by Kraft

CHICAGO, March 4—Marriage for Two, daytime serial aired on NBC under sponsorship of Kraft Foods Company, will be canceled, effective March 31. Alibi spoken for the agency, Walter Thompson, said there was no decision on how the portion of the program budget represented by Marriage would be allocated, it has been stated by Kraft execs that the dough would be allocated to newspapers.

Theory of the Kraft company, it is said, is that retention of Kraft Television Theater and Great Gildersleeve on ABC and NBC, with NBC's half of the program's coverage impact in major markets and that use of newspapers is needed to reach consumers in small cities and rural regions.

Marriage has been canceled since October 3, 1949, on NBC, Monday thru Friday, 9:30 to 9:45 a.m. under Kraft sponsorship.

Switch to TV Ads Sells 3,000 Units

DETROIT, March 4—The four-week sponsorship of the mid-afternoon Put 'n' Johnny show on WXZY-TV by Gee Bee Sales of Michigan, reads like a success story for video. The firm has been using its two participations weekly at a cost of $32 for the four weeks and sold 3,600 of its indoor units, each priced at $9.50, as a result during that period.

Previously the company had used 15-inch ads three days a week, spotted in the television sections, in all three daily papers at a cost of $2,180 for the month. When they went on video they placed half of the ads in newspaper on the one place list and sold 126 units the next day. The previous high had been 46 sales a day on a Saturday.

John Bogart, head of Gee Bee, signed a contract Wednesday (22) to double his participation in the TV spot, dropped all newspaper advertising several weeks ago.
Cauliflower Biz On Coast Gears Anti-TV Strike

Hollywood, March 4—Having heard from their wrestling brethren that video coverage supposedly kills gates, local booking boys are gearing to stage an “anti-video strike” some time in May. According to sources close to boxing hogways, the suitably frenzied will nix any future contracts if tele coverage is included without their okay. Both managers and pro boxers will be involved, and indications are that fighting will demand a hefty slice of tele revenue before fighting again in video arenas.

Contracts, with tele ops are up for renewal in both Hollywood Legion Studio and smaller South Gate Areas, beginning in May. Legion-Dou Lee team deal, currently running out a three-year, calls for flat payment of $150 per week for video rights. Bookers now hold the deal is below value and want both a percentage of the tele take and gate guarantees should video part the box office.

Meanwhile the wrestling situation is still unresolved (The Billboard, March 4). It was learned late this week, however, that a deal is in the wind to limit tele rights to one night weekly on an exclusive basis. Rights would be peddled on the open market to the highest bidder, similar to football during the season. Wrestling interests feel such a deal could bring between $50,000 and $85,000 into the till weekly, thereby ending any threat to the box office.

The current 30-day wrestling bar ends March 12, and a future policy decision is expected before that date. Wrestling activity is definitely limited, that no indiscriminate sale of rights to any number of stations will be tolerated regardless of the outcome of the present hassle.

WJBK May Build Auditorium for Detroit Boxing

Detroit, March 4—Objectives of sports promoters to telecasting of sports events may have a new answer in plans being made at WJBK, which has a theater auditorium studio awaiting construction. Tentative plans, Al Nangle, sports commentator, told the Television Round Table this week, call for a suspended ring which can be dropped down onto floor when in use, or lifted up to the roof when the studio is used for other purposes.

If suitable arrangements cannot be made with local promoters for boxing and wrestling shows, the studio will be in a position to produce its own events, amateur or professional, with plenty of good amateur talent anxious for a video appearance. The studio will seat several hundred spectators and provide sports telecasting under controlled ideal conditions if the plans go thru.

M. & M. Candy Quits Baker for Esty

NEW YORK, March 4—The M. & M. Candy Company this week shifted its agency affiliation from the Leo Baker Company to William Esty. The new agency will now handle the billing on the sponsor's recent purchase of the second half of Super Circus over ABC TV.

M. & M. canceled its bankrupting duties on the Joe Di Maggio radio show over CBS, effective March 11. The acquisition of the new account, plus the already heavy activity of Camel Cigarettes, places the Esty Agency in a front-running position among those advertising firms handling video. Camels is an Esty account.

Nets' 1st Free Lance Megger Pact Is Up for RTDG Okay

New York, March 4—Up for ratification by the membership of the Radio and Television Directors' Guild (RTDG) Monday (6) is the first contract with the newly covering free-lance directors, establishing commercial fees ranging from $50 to $60 a week for meggers. Other commercial fees include $200 a week for a 15-minute across-the-board show, $200 weekly for 30-minute programs and $200 a week for four-hour presentations. Sustaining rates are to be one half the commercial rates.

Except from the pact are news shows, forums, discussions, sporting events, man-on-the-street interviews and unrehearsed galls and audience-participation programs. The director is to get 75 per cent of the applicable fee for auditions, plus the remainder, if the show is sold.

Courses Only New York

The agreement covers only shows which originate in New York, but the RTDG will negotiate similar pact in other cities. Directors are to get 10 per cent of fees.

The contract, retroactive to January 29, is for one year and includes a no-strike clause. Both parties to the agreement will set up an arbitration board of four to consider differences in the interpretation of the agreement.

The pact is especially important at this time because it will set a precedent for TV free-lance directors. The RTDG can now point to this agreement when it goes in after a new video megger pact next season.

RWG Gets 1-Bit Hike For Scribes at CBS

Hollywood, March 4—After 11 months of wage negotiations, CBS agreed to raise Radio Writers' Guild (RWG) a 12½-cent hourly increase. Boost goes to scribers now on the staff, with new rates to be established for newly hired hands and those assigned to coast-to-coast sustaining shows. Net's previous contract is being altered in clauses dealing with staff scribers' duties, hours and grievances.

Wage hikes talked were started last April and reached a stalemate in the latter part of 1949. At that time the Federal Mediation and Conciliation Service was called in in an effort to untangle the situation. Since then the Guild has called strike meetings and at various times threatened a walk-out.

New pact is dated March 1 and will run for two-and-a-half years. Pay boost is retroactive to May 1, 1949, expiration date of the old contract.

He Has the Fans in His Fist

When WOR's Henry Stanley Lomax, famous to millions as "Stan", throws his eye on sports every weekday night at 6:45 PM, 239,702 people a minute are punch, puck or pigskin conscious. Why? Because for over 19 years Stan Lomax has made the sporting world more alive than a 3-ring circus... more colorful than a baseball diamond... more human, less humdrum.

A sportscaster who's always at the scene of the sport. He's relayed headline sports events and sampled the hook and jabs of Joe Louis so WOR listeners in 14 states could know what it felt like to trade blows with the Brown Bomber.

Given a dispatch, Lomax can make it a story. Given a product he can make it sell. His WOR fans have bought everything from beer to banking service. On a recent survey a sponsor found that men listening to Stan Lomax showed a 4½ to 1 preference over non-listeners for his product. You or your client can grab Stan to reach 130,273 Metropolitan New York homes a minute for 1/12th of 1¢ per listener. That, gentlemen, is a buy! Our address is that power-full station at 1440 Broadway, in New York.
Here's Morgan

Reviewed Thursday, 6:30 to 6:45 p.m.

Back to the original 15-minute chatter and screwy records routine on a local basis, a format which suited him to fame in the first place. Henry Morgan is out in front of WNBC's cigar store five nights weekly now. Based on a couple of the shows heard thus far, it must be said that this is unquestionably a natural type of show for Morgan's personality. It must be added, however, that Morgan also is exceedingly spotless off what was caught, evincing either an off-hand feeling by the comic for his old kind of show or too big a burden what with his regular web offering Saturdays and preparations for a TV series.

Some of Morgan's taut comments were trenchant indeed. Others seemed to be merely time-killers. One need not expect the full 15 minutes to be crammed full of stuff, Morgan style, to feel some deficiencies in the show. But based on the knowledge of what Morgan could do and has done with this type of stance, it still would seem that Morgan could have boosted a notch or two.

Rambles Critiques

But what is on tap still is undoubtedly a feast for those who are partial to Morgan's highly personalized rambles critiques on life and more. Anent the film industry's fight against the federal 20 per cent tax, he remarked that those who go to the movies twice a week deserve to pay the tax, and the movie moguls would do better to kill 20 per cent of the pictures they have been making. To the water commissioner's appeals for conserving aqua pure, he pointed out that the three-fourths of the earth's surface is liquid and demanded to know why they don't find any. Dewey, he said. (See Here's Morgan on page 14)

Radio and Television Program Reviews

Herb Sheldon Show

Reviewed Wednesday (1), Broadcast Monday thru Friday, 6:30 to 7 p.m. Sold on participating basis by WJZ, New York. Producer, Herb Sheldon; director, Jack Hillyer, writer, Arthur Whiting. Cast, Herb Sheldon.

To buck Henry Morgan on WNBC, Herb Sheldon is carrying the WJZ banner for 30 minutes across the board. The selection of Sheldon would seem a wise and interesting one. The style of the opposing comics are similar, yet not the same. This may also be said of the material. The outlook is that Sheldon may get a fair percentage of Morgan listeners, plus a good many who wouldn't go for the NBC comic.

Sheldon (like Morgan) uses a personalized technique and some novelty recordings, plus his observations on prevailing customs. But he picks no big squallables, tosses pebbles rather than rocks and the result is more level than that achieved by Morgan. It is also less irritating than Morgan at his best, but is less likely to offend than Morgan at his basest.

Sheldon's Style

Typical of the Sheldon style, is the ad he said one is likely to run into, what with the fuel shortage. This would have a young man with a heater, a young woman with a fuel, object being 70 degrees. Where Morgan is hypercritical of such institutions as motion pictures, Sheldon is (See Herb Sheldon on page 14)

Strictly for Laughs

Reviewed Wednesday (1), 7:30-7:45 p.m. EST. Sustaining via the CBS-TV network. Producer, Barry Wood; director, Arlo Lefevre. Featuring the Kirby Stone Quintet. Guest, Joe Bushkin.

This program, which features the Kirby Stone Quintet (piano, bass, drums, trumpet and sax) promises enough what with the line of colorfully dressed young musicians blowing their hot notes, but before the 15 minutes is over much of the interest has evaporated. The question is, why?

The first error seems to have been one of conception. This show seems to have been thrown together with little effort made to rehearse, change pace or offer more than just music. The boys seem to be doing the same act they did in cocktail bars. Undoubtedly the unit is a good cocktail act but they need a stronger set for video.

Lack Variety

The quintet is great on novelties but uses hardly any ballads. The fact that they usually use mappe goes for a lack of variety in the show. Television also requires a visual element. The group tries to add comedy, but their effort is not strong enough.

The boys had Joe Bushkin on as a guest to play the piano. The ivory tickler was okay till he went out of his element to sing. Kirby Stone, the leader of the combo, plays a good trumpet, but isn't strong enough vocal (See Strictly for Laughs on page 14)

All Your Strength

Reviewed Thursday (2), 11:30 to 12 p.m. (Sundays, 1 to 1:00 p.m. on NBC except in New York). Sustaining via the NBC network in cooperation with the United Nations Department of Information. Producer, Gerald Keen; assistant producer, James Harvey; writer, Robert Cendella; cast featuring Sir Cedric Hardwicke.

With the international situation reaching the high boiling point, it is timely that the United Nations and world cooperation are featured in new radio series getting started. With MBS readying a Corwin-produced group, NBC this week kicked off its own series, airing as part of the America United series. Scripted by Robert Cendella, veteran radio writer, the initial spot used a number of effective devices to illustrate the work of the economic and social council. Using a dramatic base, Cendella made the show's key figure the mayor of a small Canadian town, who resigned from office because of petty bickering and the resistance to reform of some hard-shelled council members.

As played by Sir Cedric Hardwicke, the ex-mayor was a UN employee in New York, before continuing his travels. But the stopover proved much longer, as the son piloted the old man around the UN and showed him the various subgroups of the economic and social council at work. The more the old man saw, the more he became revitalized, with the result that he returned the old boys with a new world outlook to help make a new start.

Smoothly directed and wisely scripted with several humorous touches and without sounding artificial or preachy, the show nevertheless did manage to get over a feeling of optimism while making for entertaining listening. There can be too many of this sort of thing.

Sam Chace

two in a row!

In New York, most competitive market in the country, advertisers put a premium on punchy promotion by a station. Such a station is WNBC, which for the second straight year, has walked off with the top award for Audience Promotion by a clear-channel network affiliate in The Billboard's Promotion Competition.

NOTE TO ADVERTISERS: This head-up advertising, publicity and exploitation is yours for the asking on WNBC

WNBC

NBC's key station in New York
Glamour-Go-Round

Reviewed Thursday, 9:30 to 9:45 p.m.

Despite some sloppy camera work, the opening of Ilka Chase's Glamour-Go-Round came off pretty well. This was due, not so much to the efforts of that lady or any writer or her colleagues, as to a mostly funny guest shot by the comic duo of Jim Kirkwood and Lee Goodman.

These ladies, who are probably a public relations or a public relations or a public relations, at the top of their game at present with a unit at Upper West Side studios, did a pretty devastating take-off on radio on with three of them.

It was a mistake on the part of the producers of this show, however, to follow the comic with a straight-faced commercial for Harriet Hubbard Ayer's Luscious Face Cream, for the plug proved more outrageous, if possible, than anything in the comic routine. This had the smooth-looking female clasp as a capella plea, for the audience to use the sponsor's product. However, an earlier plug was more effective, with some piano chords and clicking serving as a means of stressing husband's dissatisfaction of the fashion model's taking a faceful of goo to the nuptial cuoch at night.

Miss Chase has a few opportunities to show her wil, inasmuch as that portion of the show not used for the guest shot was given over to a build-up for Miss Chase. More time should be spared for the star of the show to do some stock in trade. Sam Chase.

U. S. Treasury Bandstand

Reviewed Saturday (18), 5:50 p.m.
Presented by the U. S. Treasury Department through CBS. Director, Clay Daniels, Ok. Jimmy Dorsey.

The music of Jimmy Dorsey and his Orch, featuring his first and stylized, the Dorseyland Eight, is a good selection for this spot on the Treasury show. The encore of Dorsey's newest material seems to be that it is equally palatable when playing for dancing or for listening. Too, jazzphiles should really appreciate the maestro.

For listeners who like the smooth, classy kind of musical treatment, Dorsey offered This Can't Be Love, It's the Dreamer in Me and I Don't Know Why. The last two numbers had the benefit of fine warbling from Kenny Martin and Claire Hogan, respectively. Both singers know what to do with a tune, and perhaps Martin carries his weight there. Dorsey, on the other hand, is a foil more to the hit parade. He does not offer the kind of showmanship that Miss Chase had on the Bing Crosby show.

Fame and Fortune

Reviewed Thursday, 10:10-10:30 p.m.

With a $1,000 bill as the come-on, this new show of fame and fortune is attractive to the average viewer. The producer, with talent of all sorts, scenes and sets to face the camera. Even if only one turn in 12 weeks of trying graba on the ground, the program is satisfying to the ego of the tycoon and those pros tempted by the grab bag. Even if the sponsor gets paid off plenty, he has a generous load of adjectives hurled at him, generous sprinkling of name cards spotting the "Otto" character trademark a carpeted bane, and two giant beer-bottles as the back-drop.

The Godfrey Digest

Reviewed Saturday, 9:30-10 p.m.
Presented by Chesterfield Cigarettes thru the Columbia Broadcasting System (CBS), Production supervisor, Will Roland; engineer, Frank Telek; producer, Tony Marvin; cast: Bill Lawrence, Edith Davis, the producers and the Marionettes. Starring Arthur Godfrey.

The Columbia Broadcasting System (CBS) certainly had itself a brainstorm when it decided to piece together parts of Arthur Godfrey's various shows during the week into a half-hour Saturday night program. The proceedings can aptly be tagged the best of Godfrey and the highest ratings of the CBS set when evening reflects his audience draw. The incomparable Arthur chats along and cracks jokes in his usual refreshing and relaxed style. On this program he did a satire on vocal exuberance which was both humorous and penetrating.

The entertainment side of his show was also very strong. Bill Lawrence did a duet with Janette Davis in I Wanna Go Home, then Lawrence sang Together, the Maricons quartet, Big Movie Show in the Sky and Godfrey paired with Miss Davis for If I Had You on a Desert Island. All were excellently done and had the benefit of fine musical backing from Archie Bleyer and the orch.

Arthur Godfrey made a few joking remarks to the Maricons being captured of the head, naval slang for the term not used on the air. This is not the first time he has let his wildness get out of hand.

(See The Godfrey Digest on page 14)

Quiz of Two Cities


Juged on its entertainment merits, Quiz is no worse nor better than many of the lesser TV audience participation series. A throwback to the radio feature of the same name, format is simple and foolproof. Of most significance is the fact that show marked the first successful airing of a two-way, microwave relay on the West Coast Stations involved are about 100 air miles apart. Instant switch from studios in both cities. (See Quiz of Two Cities on page 14)

Billboard Awards

the XL stations

for 1949-'50

PACIFIC NORTHWEST BROADCASTERS
First Place
IN GENERAL PROGRAMMING
Regional Networks

THE BILLBOARD'S 11TH ANNUAL RADIO AND TELEVISION PROGRAMMING COMPETITION 1949-'50

KXLJ-Portland • KXLE-Ellensburg • KXLY-Spokane • KXLI-Missoula
KXLF-Butte • KXLK-Great Falls • KXLQ-Bozeman • KXLI-Helena
Chi NBC Reshuffle Pattern
Cut From Cloth of Network

CHICAGO, March 4—Following negotiations with New York executives and local-departmental discussions locally, all of the local NBC operation this week was broken up into a pattern following the general reorganization which has been afoot within the network for months.

Sales have been broken into five divisions: AM network, TV network, AM local, TV local and FM local spot, AM and Gene Hogue was named head of network TV sales, while Paul MacIntire was given jurisdiction over network TV AM sales. John MacFarlin has also been named head of local TV sales. But in moves announced this week, E. C. Cunningham was named head of WMAQ (local program) sales, while Oliver Morley, who has charge of local and national spots as well as local AM sales, was placed over only net and local AM and FM spot sales.

Another change took place in the AM and TV program departments. Ted Mills, formerly program manager for TV, was given charge of network promotion, both AM and TV, while Hal Smith was made top man in the local promotion department.

Although it could not be confirmed, it was reported that Bob Gilbert, formerly in charge of AM continuity and commercials, would be responsible for only continuity acceptance hereafter, while continuity will come under the jurisdiction of the program director.

The order was that Bill Bay, a former AM program director, and head of network news, special events, special events, TV and night, will be responsible for continuity in charge of local and network news, special events, and special events. This is a change in the promotion department.

The engineering department was broken into AM and TV and restricted to Howard Lutgens. Under Lutgens now are Paul Moore, head of TV engineering, and Ted Schreyer, AM engineering chief.

Chick Showerman, head of NBC here, said the changes are an attempt to correct situation in which certain departments top heavy in man and bring about a pattern which would adapt themselves to a more efficient cost accounting and budgeting arrangement. Other execs added, off the record, that NBC here, except in sales and programming, had never to all practical purposes been changed into a strictly local operation under Jim Gaines, net head of o. and o. stations, in New York.

Sears Studying “Cat” Readers
In TV Pitch

NEW YORK, March 4—Sears, Roebuck & Company is considering entering television. As a means of ascertaining the type program that it should sponsor, it is surveying its known catalog customers. Sears, for some time, has had a policy of supplying catalogs only to those who live in urban areas. Now, it is following a survey procedure unavailable to other large retailers.

Indications are, from the questionnaires being asked, that Sears is primarily interested in daytime programs and its consumers are predominantly from women. After explaining that the company is thinking of a television program, the questionnaire asks whether the respondents own a TV receiver, whether they watch TV for entertainment only, or whether they watch TV for entertainment and other purposes, such as learning.

Whether the respondents own a TV receiver, they are asked whether they watch TV alone or with others, whether they watch TV with children, whether they watch TV at night or in the morning, whether they watch TV in the daytime, whether they watch TV during the week or on weekends, and whether they watch TV during the week or on weekends.

Indications are, from the questionnaires being asked, that Sears is primarily interested in daytime programs and its consumers are predominantly from women. After explaining that the company is thinking of a television program, the questionnaire asks whether the respondents own a TV receiver, whether they watch TV for entertainment only, or whether they watch TV for entertainment and other purposes, such as learning.

Whether the respondents own a TV receiver, they are asked whether they watch TV alone or with others, whether they watch TV with children, whether they watch TV at night or in the morning, whether they watch TV during the week or on weekends, and whether they watch TV during the week or on weekends.

Whether the respondents own a TV receiver, they are asked whether they watch TV alone or with others, whether they watch TV with children, whether they watch TV at night or in the morning, whether they watch TV during the week or on weekends, and whether they watch TV during the week or on weekends.

Whether the respondents own a TV receiver, they are asked whether they watch TV alone or with others, whether they watch TV with children, whether they watch TV at night or in the morning, whether they watch TV during the week or on weekends, and whether they watch TV during the week or on weekends.

Whether the respondents own a TV receiver, they are asked whether they watch TV alone or with others, whether they watch TV with children, whether they watch TV at night or in the morning, whether they watch TV during the week or on weekends, and whether they watch TV during the week or on weekends.
The Billboard

March 11, 1950

RADIO-TELEVISION

NBC Oughta Build a Statue With Max (Sat. Nite) Liebman

NEW YORK, March 4—NBC ought to build a statue, smeared dab in the middle of Rockefeller Plaza, in honor of Max Liebman. And Pat Weaver, NBC's vice-president in charge of television, ought to dedicate it—somewhat reverently, for the network in its controversy with the Chicago Daily News, must have trouble now in lining up its accounts. The program is a good buy, Saturday night or any night, and in the Chicago contribution was lacking in quality last week. It's a good bet to venture it will perk up before long.

Everything Boff

Usually, in a revue or vaude show, it's easy to find an adequate high spot, but Your Show of Shows, as the New York 1½-hour tag ends, offered no such chance. Actually there was only one log, an Imogene Coca number with a man as the star. Otherwise, it was a boff, boff and bigger boff, winding up with a truly terrific ballet number, with Kenneth MacKenna doing off-screen vocalizing on The Shooting of Dan McGrew, and the selection of dancers interpreting against a competing and mood-laden set.

Before that, there was, and Caesar, in a number of amusing sketches but serving in depth in his solo, a typical take-off on a fellow about to be married: Robert Merrill and Margarita Foy in a superb treatment of a Lawrence Welk excerpt built to a fine finish; Merrill, again, in a Gertrude Lawrence in a corny but come take-off (a sort of Lawrence take-off of Lawrence) on a triangle, as in real life and as how a Noel Coward might have done it; and then Gertia in an old-cap number. And before that, there was a completely entertaining Imogene Coca hit by Clifford Guest, an Aussie voice thrower, who took the familiar dumpy-in-the back suit of mono, sonorous and wailing, and refined it in a new style, Neil Fisher and Jerry Rose in a gay adaptation of Serre Pile, a folk song sung by Bill Hayes, Imogene Coca, somewhat of a surprise in her sincerity; Burgess Meredith was emcee, doubling in the sketch shows and Turu arul it, was Max Liebman's superb production and Hal Keith's able direction. There was pace, there was variety and there was knowing use of camera, emphasizing moments from the all-important ingredient of close-ups. Perhaps the New York half assumed a quality out of actual production because of its contrast with what had preceded it, but nevertheless, it was worth at its best. By reviewing this mark, Liebman took NBC off a ter- rific kick, a $58,000 weekly book, reports are true. That statue is about due.

But what happened to Chicago? Produced by Ted Kull, who has demonstrated a rare ability thru his like charm, and the Dave Garroway TV show, it was one continual hit. It offered a straight vaude show emceed by the hard-working, Jack Carter, but only once did it rise above mediocrity, with Cass Daley coming thru in her customary dawg bang. Mills seemed to lose in the use of cameras and play-ons because of the strictures imposed by theater origin (the Chicago show comes from the Studer, the New York from the International). This improved Mills, revealing the complete flexibility available on the Garroway show and others. The device of having the actors worked in by asking Carter for a job worn thin in the past, but in the end the fruits of available imagination.

Chili Level Off

Production levels were off, otherwise, too. Camera work was sloppy, dollying on to upcoming sets too soon. The show was up to a dull announcement of NBC's intention (the New York opening, too, was bogged down by a plethora of credits); with the Johnson Brothers, Jack Benny Baker: Four Piers (Brothers); Donald Richards and completely hopeless take-off. Richards scored well with his Wild Goose vocalizing, with the Mitchell-Robert dance giving an okay assist and the juggling Piero, a sad act, suffering from camera. Tone, replacing George Raft, did a Chet referee to sell Carter laughter protection. It could have been a good running gag, but that, and it had no payoff, and consequently was a bomb. The hooking Johnson provided a fast start. Carter just didn't want to do it. The material was so-so, even the he played it as well as possible. But the tempo was, after all, lived up to the expectations Carter had so and seldom delivered. In this case, the seemed the result of direction and treatment, rather than anything else.

Jerry Fraenken.

CBS Seeks License Rights For Merchandise Pay-Offs

NEW YORK, March 4—Columbia Broadcasting System's (CBS) recent decision to secure all radio and television rights from away its new talent emphasizes the little-known, but important merchandising operation at the station. The object of which is to derive secondary revenue from Columbia programs. Because of the impact of TV, these properties have suddenly acquired a new value, and the tempo of the operation is now being stepped up.

Currently pending are two record deals, George Shearing and Josswin Scott and amateur theater version of radio packages. Supremes Let's Pre- tend and Purple Poppers are, or will be on the stands shortly, and two Amos 'n Andy items—a plastic and a creeping doll. And WGBS-TV's Chuck Wagon has his own line of children's cowboy clothes marketed by the Kaufman Brothers, but with no license fees involved. These only scratch the surface of the merchandising possibilities.

WFIL Bows TWICE

WFIL is honored to receive FIRST PLACE awards in two categories of The Billboard's Twelfth Annual Radio and Television Promotion Competition. We are proud that these awards encompass the station's whole policy of creative service to the community and effective complementary service to the advertiser.

First Place ... PUBLIC SERVICE PROMOTION

Awarded for WFIL's $25,000 "Don't Be A Silly Willie" traffic safety campaign. The most ambitious safety drive ever conducted in Philadelphia, the campaign saved 15 lives in two months, brought the city's lowest number of traffic fatalities for a comparable period since 1921, when such statistics first became a matter of public record.

First Place ... AUDIENCE-SALES PROMOTION

Awarded for WFIL's promotion in connection with Abbott Dairies' "Teen Age Time" program. Enlisting the interest and cooperation of merchants, service clubs and community newspapers in Philadelphia suburbs, WFIL brought its search for the typical teen-ager right to the hearts and homes of the client's consumers.

WFIL is grateful for The BILLBOARD for this dual recognition...providing us with the opportunity to offer our audience a quality broadcast product, the WFIL Radio Station in Philadelphia, PA.
Richards Hearings Begin March 13

(Continued from page 4)
the witness has no thought of a let-up in the case, there was some talk that the FCC may have weakened position by withdrawing an original assignment to Com-}

(FRM. 10, page 7; 31.

the news of the day. It seems to me that the

a few days ago.

settings.


US Broadcasters Launch Protest
One Cuban Deal

(Continued from page 8)
chairsman of the U.S. delegation, and McConathy

NAB Pres. Justin Miller said that the broad-}

Since neither NAB nor the State Depart-

vance by proposed agreement.

Situation Grave

Neither NAB nor the State Depart-

FAMOUS

a commercial.

SMALL

Martha Stewart

World's Largest

HAB Shoulder

(Continued from page 10)

strictly for laughs

(The Billboard

and a more rounded supply of ma-

by service. We make reproductions on

on the latest identification cast per side.

5"x7" at 8¢. 8" x 10" at 16¢. Price per set $2.00. 10 sets $15.00.

Write for free samples and price list B-5.

GLOWSY

PHOTOS

8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top notch. Extremely low prices. Brevard and camera cards. Our 14th year of honorable, courteous, good

by service. We make reproductions on

$2.00. 10 sets $15.00.

Write for free samples and price list B-5.

MULSON STUDIO

Box 1941

Bridgeport 1, Conn.

A WATERTOWN Blanket and Sheet Embroidery

SALT LAKE CITY

PHONE 3-2338

(U.S. post office and post
card and picture reproduction.

in advance of the meeting (The Billboard

FAME AND FORTUNE

(Continued from page 11)
everything from a bird whistle to a

Genel Crane, as

a commercial.

FAMOUS

SMALL

HAB Shoulder

Buckelles

ESTABLISHED 1890

PRESS CLIPPING BUREAU, Inc.

317-325 N. Halsted St.

CHICAGO 6, II.

Bartley 7-2421

SALT LAKE CITY

A WATERTOWN Blanket and Sheet Embroidery
Meck Rakes TV Set Makers on Low Discounts

CHICAGO, March 4.—In an open letter to the manufacturers, John Meck, president of John Meck Industries, Inc., Plymouth, Minn., has asked TV set manufac-turers to look for not giving retailers high enough discounts on TV sets, and on TV salesmen's low discounts, if continued in the future, will have a destructive effect upon the industry. He also claimed that when his company a few weeks ago introduced retailer discount count-ings ranging up to 40 per cent, Meck sales have increased 81 per cent.

In his letter Meck stated, "This is only a small part of Air King's problem...has got to stop. Television is going through a survival of the fittest and you can't do business without dealers. Today, tomorrow maybe...you can get by with a policy of many dealers. But, gentlemen, sooner or later you will lose your market. The market is going to change, and then where will you be?"

Givin his reason for advocating higher dealer discounts, Meck said: 'A short-term industry requires new techniques. And, a realistic look at the television picture reveals the need for marked improvement in sales and service matters. Our own point of view is that the dealers belong to their customers. This costs money; it takes well-rounded sales trained retail service. One thing you can't do on a low markup, low profit, low maintenance.

At present, prevailing industry dealer discounts range between 20 and 28 per cent.

100G Ballyhoo For Macy TV Music Parade

NEW YORK, March 4.—Over $100,000 worth of the TV music parade show, presented by Ballyhoo, will be on hand for the opening of the Radio Television Music Parade which opened Thursday (2) and will continue until March 18. Radio and TV sets, and the record and radio-TV manufacturers have donated major products, such as a $100,000 worth of TV, Ballyhoo, the store's huge fifth floor. Promoted via heavy newspaper ads, window displays and posters thrust the rest of the store, crowds jammed the music-radio department and business was reported "above expectations."

Show business names such as Ray Bolger, Ted Harris, Frank Warren, Jan August, Frank Sinatra, Perry were also featured (See 100G Ballyhoo on page 17)

Philly TV Dealers War on Proposed Tax

PHILADELPHIA, March 4.—The "big ten" dealers made a public stand this week against the state's fed-eral tax on TV sets. The group sponsored large display ads in the local newspapers advertising their objection to the tax and the Congress and the public urging that the tax be repealed.

It marked the first use of institutional advertising copy here on the proposed tax on TV sets, the tax on television sets, and the forthright statement of this issue by the Philadelphia dealers, it was felt locally. The "big ten" group in-cludes Taylor's, Auer's, Mort Parr, Fierro and Saracchi, Barlow, Ger-ard's, Bond Radio, Levin's and Murr-ay's.

1950 TV Set Production

CHICAGO, March 4.—The following estimates of TV set pro-duction figures for 1950 was made by the Television Shares Management Company. The 15 manufacturers listed are TV Shares of the top 20 in the industry.

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Units</th>
<th>Average</th>
<th>Full Year</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA</td>
<td>1000</td>
<td>$145</td>
<td>$116,000</td>
<td></td>
</tr>
<tr>
<td>RCA</td>
<td>700</td>
<td>$155</td>
<td>$108,500</td>
<td></td>
</tr>
<tr>
<td>Motorola</td>
<td>1350</td>
<td>$150</td>
<td>$202,500</td>
<td></td>
</tr>
<tr>
<td>Westinghouse</td>
<td>1500</td>
<td>$125</td>
<td>$187,500</td>
<td></td>
</tr>
<tr>
<td>General Electric</td>
<td>300</td>
<td>$100</td>
<td>$30,000</td>
<td></td>
</tr>
<tr>
<td>Magnavox</td>
<td>100</td>
<td>$250</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>Capelhar-Farnsworth</td>
<td>100</td>
<td>$150</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>General Electric</td>
<td>100</td>
<td>$125</td>
<td>$12,500</td>
<td></td>
</tr>
<tr>
<td>Hytron (Air King)</td>
<td>100</td>
<td>$125</td>
<td>$12,500</td>
<td></td>
</tr>
</tbody>
</table>

**Brief and Important**

**Phono and AM-TV Receiver News Digest**

**Bauer Elected Prexy of Hartford NARDA**

J. Wilbur Bauer was elected president of the Hartford, Conn. chapter of the National Allied Radio Dealers' Association (NARDA) last week. Other officers elected were: Vice-president, Leonard P. Birnbaum, New Britain; R. A. Blau Jr., Middletown; Rus-sell J. Goff, Bristol; treasurer, with A. Thomas Masuzumi, Hartford, acting secretary; treasurer, William King, Windsor; and Donald Schively, Hartford, acting treas-urer.

**Small-Screen TV Sets Going Out of Picture**

TV sets with the smaller screens are rapidly becoming extinct, according to the latest TV tube shipment figures released by the Radio Manufacturers' Association (RMA) last week. Of 45,752 cathode ray tubes shipped during the first quarter of 1950, 12 were larger; the RMA said. Tubes of 12 to 13.9 inches accounted for 61 per cent of the total.

**3,182,351 TV Sets Shipped to 50 Areas**

TV set makers belonging to the Radio Manufacturers' Association (RMA), of which 3,182,351 sets to more than 50 television areas by the end of 1949, the RMA announced last week. Nearly a million sets were shipped in 1949, and about $94,940 for 1949...RCA named Walter S. Bopp as manager of radio and appliance sales for the international division. ...Ray Tompkins will head the northeastern division, Herbert Stroh the South Central division, Ray Velliquette the Western division, M. Coiter the Southern division, and W. M. Anderson has been appointed Southern district sales manager for the radio division; formerly was TV buyer for the W. & J. Sloan Beverly Hills, Calif., store, has been appointed Western regional sales manager for DuMont, Tele-Tone named Fleming Industries, Memphis, as dis-trict in the Western Tennessee, Arkansas, Mississippi and Mississippi.

**10 New TV Firms in Pennsylvania**

Ten new TV firms, including manufacturers, distributors, dealers and service outfits, last week filed certificates for conduct of business in Pennsylvania. They include Madison, Inc., for manufacture and distribution of television sets and parts; Bennett Radio Service Company, set up by Walter G. Bastow and Simon Mustekoff; Television Products Company, set up by Leslie M. Friedman; Multi-TV Sales Company, Inc. for radio and television service, and Standard Appliance & Television Company, dealers. New TV service firms include commercial Television Service, Inc.; Penn Television Service, Inc.; Metropolitan Television Service Company, set up by Howard B. Davis; Accut Television Sales & Service, established by Benjamin J. Laca and Salvatore F. Valenti, a new company, as Philadelphia Television Service Company, set up by Wallace B. Smith and William B. Caviness.

**TV Investment Fund Company Makes Survey**

CHICAGO, March 4.—Watered-down estimates of major TV set production this year, the TV industry will produce over 3,000,000 sets during 1950, a survey conducted by Television Shares Management Company, mutual investment trust, revealed this week. Television Shares, in many cases, cut estimates by as much as 20 per cent in an effort to eliminate reductions based upon undue optimism, and mentioned a possible general overlook of such adverse factors as a darkening of the general economic picture, continuing strikes and component shortages.

A spokesman for TV Shares indicated that after the manufacturers had been cut by stating that President had said it would produce the, RCA had said it would "at least as much as or more than any other manufacturer," and Zenith had predicted a production of 650,000 sets (note additional compilation). It was pointed out that compiled figures represented data from only top 20 manufacturers and did not reflect possible production by about 15 others.

Neutral trade sources that saw the report, however, believed that apparently the manufacturers were overlooking pending component shortages, particularly in the form of picture tubes, cabinets, condensers and resistors.

It was stated that total tube pro-duction of all manufacturers had been 3,223,671 by March 15, with figures far from enough to take care of needs for all users, radio and TV. It was said that the factory producing, and normal replacement for equipment now requires at least 110,000,000 tubes. This would theoretically leave the TV industry requiring to produce a TV set requires an average of about 15 tubes. It was stated that some shipping Dates along the line, with some manufacturers getting squeezed into production of sets, it would appear that shipments.

In other component fields similar shortages were forecast. It was said, for example, that a new demand for home furniture reflected at the recent Winter Market here indicates furniture makers (producers of most TV cabinets) would not be able to cre-ate as much production as the TV industry would like to making of receiver shells.

**New York, March 4.—Video set manufacturers in this area, while refusing to quote, generally decried the production estimates of TV Shares. RCA Victor officials, particularly, were that they would be able to produce the for the year. DuMont, Emerson, Tele-Tone, Sylvia and Garod-ken officials voiced similar opinion. Reports on the production figures would be higher than the estimates.**

*Many of the manufacturers who were not listed in the first 20 were also making sets, and some of which, if they would produce more sets than many producers listed in the top 20.*
Latest Federal
Version Seen
All Embracing
To Include 60-20-20?
(Continued from page 3)

ASCAP Confronts
Loophole

The Drama of the Moment
NEW YORK, March 4—Joe Pen Alley is intrigued by the timing of the recent weighty events. A notable, of course, is the filing of the Edwin H. Morris anti-trust charges against film publishers, a maneuver which apparently occurs on the eve of the ASCAP consent decree. The decree amounts to a new code of operation for ASCAP. Its impact has been long awaited by ASCAP and has been both a part of the government and ASCAP brass with a view toward averting the loss of this organization's activities once for all. The Baddis Morris complaint, however, comes into a moment when ASCAP is scraming at being subjected to rights with the federal government, dramatises the fact that so far as indie publishers are concerned, major surgery is still called for. The consent decree has been the subject of present overreperponderant power of the film publishers within the Society.

Embrassment?
The Morris charges point out a condition within ASCAP which has been duly noted by Judge Leibell. There's some speculation that the timing of the Morris complaint may embarrass the framers of the decree. It is believed particularly in the event Morris wins his case.

Some quarters also daily with the idea that the government may possibly enter the Morris suit. On the other hand, some members believe this is implausible at this time, inasmuch as the government, working with the Society, drew up the new code of standards.

In any event, the unfolding of the Morris suit in court would seem to be pregnant with possibilities.

Senate May Block Loophole

Okaying Dirty Disk Shipping

WASHINGTON, March 4.—The Senate is moving to block a loophole in the criminal code which permits defendants to make code violations conveyance despite the Supreme Court's U.S. v. Stone decision on obscene pictures, literature and films (The Billboard, February 18).

The Senate Judiciary Committee voted to send the floor this week two bills prohibiting any interstate move- ment of obscene matter or any impor- tation from abroad. Both bills appear likely to pass as soon as they reach the floor of the call of the calendar where they may be passed without debate.

Just to try to skew the other side, the committee wrote in a phonograph recording, electronic transmission or any other article capable of produc- ing sound. The Supreme Court had ruled that "other than direct sale" were present U.S. criminal code covers disks, although they are not specifically mentioned in the law.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of obscene disks by auto or by any other vehicle that will be okayed under the new bill, but lagging two rounds around will be persua- sive that they are planned for sale or distribution. However, if the other disk bills are signed, the law if the same cars are carried as the department will be in a position to act. The maximum penalty under the bill is $5,000 five and years in jail.

100C Sought

In Suit Over

"Chattanooga"

NASHVILLE, March 4—Chancery court last week was asked to deter- mine the author of the current song hit, "Chattanooga Shoe Shine Boy." Hiding on the court's decision is an estimated $100,000 in royalties. The sing along before it was recorded by William J. Wade by Mrs. Millie Lee Biggs, widow of David McCarr (Bumby) Biggs, veteran miner's leader who died August 29, 1948. Named as defendants in the suit are Buddy Morris and Nora Biggs, owners of rights to the song, owned by Pickwick Records, and James Ives, music publisher. State Supreme Court, without court's permission, may be passed without debate.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of obscene disks by auto or by any other vehicle that will be okayed under the new bill, but lagging two rounds around will be persuasive that they are planned for sale or distribution. However, if the other disk bills are signed, the law if the same cars are carried as the department will be in a position to act. The maximum penalty under the bill is $5,000 five and years in jail.

100C Sought

In Suit Over

"Chattanooga"

NASHVILLE, March 4—Chancery court last week was asked to deter- mine the author of the current song hit, "Chattanooga Shoe Shine Boy." Hiding on the court's decision is an estimated $100,000 in royalties. The sing along before it was recorded by William J. Wade by Mrs. Millie Lee Biggs, widow of David McCarr (Bumby) Biggs, veteran miner's leader who died August 29, 1948. Named as defendants in the suit are Buddy Morris and Nora Biggs, owners of rights to the song, owned by Pickwick Records, and James Ives, music publisher. State Supreme Court, without court's permission, may be passed without debate.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of obscene disks by auto or by any other vehicle that will be okayed under the new bill, but lagging two rounds around will be persuasive that they are planned for sale or distribution. However, if the other disk bills are signed, the law if the same cars are carried as the department will be in a position to act. The maximum penalty under the bill is $5,000 five and years in jail.

100C Sought

In Suit Over

"Chattanooga"

NASHVILLE, March 4—Chancery court last week was asked to deter- mine the author of the current song hit, "Chattanooga Shoe Shine Boy." Hiding on the court's decision is an estimated $100,000 in royalties. The sing along before it was recorded by William J. Wade by Mrs. Millie Lee Biggs, widow of David McCarr (Bumby) Biggs, veteran miner's leader who died August 29, 1948. Named as defendants in the suit are Buddy Morris and Nora Biggs, owners of rights to the song, owned by Pickwick Records, and James Ives, music publisher. State Supreme Court, without court's permission, may be passed without debate.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of obscene disks by auto or by any other vehicle that will be okayed under the new bill, but lagging two rounds around will be persuasive that they are planned for sale or distribution. However, if the other disk bills are signed, the law if the same cars are carried as the department will be in a position to act. The maximum penalty under the bill is $5,000 five and years in jail.

100C Sought

In Suit Over

"Chattanooga"

NASHVILLE, March 4—Chancery court last week was asked to deter- mine the author of the current song hit, "Chattanooga Shoe Shine Boy." Hiding on the court's decision is an estimated $100,000 in royalties. The sing along before it was recorded by William J. Wade by Mrs. Millie Lee Biggs, widow of David McCarr (Bumby) Biggs, veteran miner's leader who died August 29, 1948. Named as defendants in the suit are Buddy Morris and Nora Biggs, owners of rights to the song, owned by Pickwick Records, and James Ives, music publisher. State Supreme Court, without court's permission, may be passed without debate.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of obscene disks by auto or by any other vehicle that will be okayed under the new bill, but lagging two rounds around will be persuasive that they are planned for sale or distribution. However, if the other disk bills are signed, the law if the same cars are carried as the department will be in a position to act. The maximum penalty under the bill is $5,000 five and years in jail.

100C Sought

In Suit Over

"Chattanooga"

NASHVILLE, March 4—Chancery court last week was asked to deter- mine the author of the current song hit, "Chattanooga Shoe Shine Boy." Hiding on the court's decision is an estimated $100,000 in royalties. The sing along before it was recorded by William J. Wade by Mrs. Millie Lee Biggs, widow of David McCarr (Bumby) Biggs, veteran miner's leader who died August 29, 1948. Named as defendants in the suit are Buddy Morris and Nora Biggs, owners of rights to the song, owned by Pickwick Records, and James Ives, music publisher. State Supreme Court, without court's permission, may be passed without debate.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of obscene disks by auto or by any other vehicle that will be okayed under the new bill, but lagging two rounds around will be persuasive that they are planned for sale or distribution. However, if the other disk bills are signed, the law if the same cars are carried as the department will be in a position to act. The maximum penalty under the bill is $5,000 five and years in jail.

100C Sought

In Suit Over

"Chattanooga"

NASHVILLE, March 4—Chancery court last week was asked to deter- mine the author of the current song hit, "Chattanooga Shoe Shine Boy." Hiding on the court's decision is an estimated $100,000 in royalties. The sing along before it was recorded by William J. Wade by Mrs. Millie Lee Biggs, widow of David McCarr (Bumby) Biggs, veteran miner's leader who died August 29, 1948. Named as defendants in the suit are Buddy Morris and Nora Biggs, owners of rights to the song, owned by Pickwick Records, and James Ives, music publisher. State Supreme Court, without court's permission, may be passed without debate.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of obscene disks by auto or by any other vehicle that will be okayed under the new bill, but lagging two rounds around will be persuasive that they are planned for sale or distribution. However, if the other disk bills are signed, the law if the same cars are carried as the department will be in a position to act. The maximum penalty under the bill is $5,000 five and years in jail.
Diskers Ready On ‘Cottontail’ For Easter

(Continued from page 3)

by majors and almost majors, with two more tentatively scheduled for next week. This does not take into account smaller diskers and the off-key singers who are covering.

Only Columbia and Mercury record companies have released it in time, reaping 100 per cent of the sales. Now Decca and Decca have cut Peter three ways, with a fourth by the Coral subsidiary. Diskings are by Mervin Shuttert, S.M., who retired last month from a month-long tour of Mexico, Texas, and Mexico markets with the Spanish-language version of Frank Amaru, several Tex-Mex men, and a number of Mexican groups, including Arthur Perches as Tex-Mex talent scout for the company.

Much of the material cut for this market has been Spanish-language versions of American favorites, with the possibilities, Decca’s estimates that a dish in this vein can sell up to 100,000 copies.

Among those signed and aligned are the crooners of Los Angeles’ Caballeros de Lorenzo Caballero and orkister Rafael Gana. On his return, Diaz signed Johnny Lopez, a Cu-Mex with whom he previously cut for Decca and Secess.

In Mexico City several crooners were cut with Peter. Prado, including a mambo version of Chiquito Gomez She also had a hit with Chiquito and Frank Diaz, “the quality of the musicians and arrangers in Mexico City is ab- bles,” and that of Victor’s Mexican artist-recreo-rehearse-cret, Mariano Rivera Conde.

Lost: An Excuse

PHILADELPHIA, March 4 — The toolies will no longer be able to blame sour notes on the pants they are wearing out, with the off-key singers also losing their jobs. The Blue Ball, a heart of the American Federation of Musicians just put into effect a new rule that all toolies have to keep their pants in line.

Indie Pubber Leads War on Trade Barrier

Five Movie Firms Involved

(Continued from page 3)

to relate and specific territories and practices on the part of the companies and their “captive” pubberies which constitute restraint and unfair competition as defined by the Clayton-Sherman anti-trust acts.


Beside damages, Morris is asking that the court enjoin the defendants to cease and desist from their diskery — pubbery — publisher relationships which are illegal in violation of the Sherman monopoly and restraint of trade. Specifically it is requested that the film companies cease and desist from selling, leasing or renting, to or from any person, for their own benefit or the benefit of the company or their agents or employees, any sound motion picture, or an unexpired license to make, to use, to sell, to sell, to rent, to lend, or to dispose of the said picture.

Also that a contract between Universal Pictures and the same pubberies be declared illegal and invalid. It asks further that all of the de- (SEE INDIE PUBBER on page 125)

Easter Dance Orch Revival Gets Hypo As Radio Shows Switch Backing

(Continued from page 3)

Orchester, Bishop Henderson has been hired to take over the leader chores on the Sinatra show beginning Monday. Henderson, who is temporarily, give up his traveling with the local to the flight stage toolies which the radio show affords him. Henderson, will fill the Sinatra role, as several reports are in for Sinatra personally and will probably go into the Companions with the singer when he opens there later this month.

Club 101, The Club is a singer, too, has been working sans Faddys and has been described by John Peck, Gray, a dance arranging specialist, who is noted for his work with the Glenn Miller and Artie Shaw bands. Gray is currently being touted on RCA Victor’s records, and he is back in this quarter’s challenge to Ralph Flanagan in the race to cash in on the Miller's band. Club, 11, a fifteen-peter- week spec, has spotted vocalist Dick Haynes, Evelyn Knight, the Andrews Sisters and the Modernaires. Haynes is the new one on the scene by Bob Crosby, who formerly held down the male singing slot on the show.

The Oxydol five-day-a-week show, a part of the leadership with the Hall of Daniel Vol, is another which operates with a standard-type crew of dance band nature. This band supplies the background for both Dinah Shore and Jack Smith, the stars, as well as for regular music-minded guest stars.

100G Ballyhoo For Macy TV Music Parade

(Continued from page 15)

Como, Lisa Kirk and Gary Lombardo were set to make guest appearances at the stodgy part of the event.

Exhibits Invited

Exhibitors, all of whom were invited to participate by the Radio Music Syndicate, will include Admiral, DuMont, Emerson, General Electric, Motorola, Philco, Stromberg-Carlson, Telecoid, Westinghouse and Zenith. Record labels represented were Capitol, Columbia, RCA Victor and Decca. The Friers & Co. Inc., Feist and RCA Victor’s Disking companies also exhibited. March 14, a Polaron, Columbia, tape recorders and various labelled Macy private brand lines were also shown.

The store also prepared special sale items to be featured from day to day throughout the sale, opening with a three-speed, portable phonograph at $39.95, with five-inch plastic records from $249 to $29 for Decca, and a 13-1/2-inch table model set at $149.

Opening day festivities of the TV and Music Hit Parade included a cocktail party attended by the press industry executives, including Frank Folsom, RCA president; Edward Wallerstein, Columbia president; Milton Raskind, Decca topper, and Dr. Allen D. DuMont.

Geller to East For 5 Waxings

HOLLYWOOD, March 4 — Harry Geller, Mercury’s newly named artist-repertoire department head, leaves Los Angeles today for New York where he will handle five recording sessions. Before his departure he will establish Mercury’s offices here, where he will center his activities. Geller will become the first artist-repertoire executive at headquarters on the Coast.

While in New York Geller will record Joseph Shuster, Fats Page, Harry Sherwood, Jan August and Eddie Howard. He will hop to Cincinnati for sessions with Frankie Laine on projected disking sessions to be held at Geller’s expense.

Overwork Floors Whiting

HOLLYWOOD, March 4 — Illness resulting from overwork will prevent songstress Margaret Whiting from attending the annual Motion Picture Owners Association (MOA) gathering in Chicago. Other Cap artists will be present, including Jimmy Wakely, Tennessee Ernie, Mickey Katz and Art Van Dusen.

The Picture

NEW YORK, March 4 — Another of the picture company-publishing tie-ups, as indicated in yesterday’s report, is made official by the following complaint, filed: Loew’s, Inc., owns 51 per cent of the stock in Robbins, Feist and Miller corporations. Twentieth Century-Fox Film Corporation owns 26 per cent of each of the above companies. Universal Pictures has a contract which obliges it to deal exclusively with any of the three publishers above, as to all music which can obtain that the production and distribution of its pictures.

Universal Pictures, Inc., owns 100 per cent of the stock of Paramount Music and Film Corporation; Paramount Pictures, Inc., owns 100 per cent of the stock of Paramount Music and Film Corporation; and Atlas Music Corporation; also 50 per cent of the stock in Fox Music and in Advanced Music Corporation.

Warner Bros. Pictures, Inc., owns 50 per cent of the stock of Metropolitan Music Corporation, Harms, Inc., the Emmons Music Corporation, and Atlas Music Corporation; also 50 per cent of the stock in Decca, the Motion Picture and Advanced Music Corporation.

Loew’s, Inc., owns all the stock of MGM Record Company.
AMERICAN RECORDINGS

NO. 565 - SNOOKY LASON
"GOD'S COUNTRY"
Snoooky Lasonic with Benny Smith and His Orchestra

NO. 611 - JACK PLEIS
"RAGGING THE SCALE"
"STORY OF THE STARS"
Johnny Smith with Orch. and Orchestra

NO. 609 - GEORGE TOWNE
"DEARIE"
"CHATTANOOGA SHOE SHINE BOY"
George Towne and His Orchestra with The Sanitaires -

NO. 608 - RALPH YOUNG
"PLEASE TREAT HER NICE"
"I'VE Got THE WORLD ON A STRING"
Roger Young with Jack Phils and His Orchestra

NO. 606 - HENRY BRANDON
"YOU CAN'T STOP ME FROM DREAMING"
"STARS ARE THE WINDOWS OF HEAVEN"
Henry Brandon, His Piano and Orchestra with The Broadway Boys

NO. 612 - THE NOY-ALTES
"SPAGHETTI BAG"
"I WISH I COULD SHIMMY LIKE MY SISTER KATE"
The Noy-Altes with instrumental accompaniment

NO. 613 - LEE MONTIE'S TONIES
"IT GOES IN ONE EAR, AND OUT THE OTHER"
"WHOSE ARMS ARE YOU IN TONIGHT"
See Lirri MWT Tunes-

NO. 614 - JACK TETER TRIO
"PASSIN' MADELINE HOME"
"I DON'T WANT TO MESS AROUND WITH YOU"
Jack Teter Tri' read by Jack Teter

NO. 619 - CHARLIE SPIVAK
"MONA USA"
"LOVELY LOVE"

NO. 615 - KAY ARMEN
"I WILL LOVE YOU FOREVER"
"SURE THING"
Kay Armen with Orchestra and Choir conducted by Tall Shulman

NO. 618 - THE HOMESTEADERS
"TWO FACED HEART"
"LYN KISSES"
The Homesteaders read by CEM Peers and Homesteaders

NO. 620 - EVE YOUNG
"ONE! TWO! THREE!
ANOTHER KISS"
Eve Young and CEM Peers with orchestrated accompaniment

NO. 622 - BILLY BUTTERFIELD
"SINGIN' THE BLUES"
"STILL MY BABY COMES HOME"
Billy Butterfield and His Orchestra

NO. 621 - EDDIE HEYWOOD
"SUMMERTIME"
"THE PICCOLINO"
Eddie Heywood Piano with Rhythm Accompaniment

NO. 616 - ANITA O'DAY
"BLUES FOR BOJANGLES"
"YOUR EYES ARE BIGGER THAN YOUR HEART"
Anita O'Day with Paul Jordan and His Orchestra

NO. 650 - ROY STEVENS
"WHEN YOUR OLD WEDDING RING WAS NEW"
"SUGARFOOT RAG"
Roy Stevens and His Orchestra read by Roy Stevens and Patricio labal

NO. 617 - SALLY AND MARVIN CLARK
"BE Kind AND Make ME LOVE YOU"
"IS THERE SOMEBODY ELSE"
Sally and Marvin Clark with instrumental accompaniment

NO. 623 - BILL PANNEAL
"A HEART OF STONE"
"I MISS MY MISS FROM MISSISSIPPI"
Bill Panneal and His Orchestra - "Cigarettes"

RHYTHM & BLUES

NO. 17006 - RUDY RENDER
"WILL POWER"
"SO MANY BEAUTIFUL WOMEN"
Rudy Render with vocal and instrumental accompaniment

NO. 17007 - THE TRENCHERS
"EVERYBODY GET TOGETHER"
"WY DID YOU GET SO HIGH, SHORTY"
The Trenchers with vocal and instrumental accompaniment

NO. 17008 - "SCAT MAN" CROthers
"TO RATHER BE A ROOSTER"
"TELEVISION BLUES"
"Sax Man" Crothers with orchestral accompaniment

NO. 16015 - RUDY SOOTER
"YOU GAVE ME BACK MY RING"
"HERE I AM ALL BACK ON HEART"
"THE FROST IS ON THE PUMPKIN"
Rudy Sooter and His Orchestra

NO. 16016 - THE CASANOVA BOYS
"SECOND HAND HEART"
"SOMEBOY IS STEALIN' MY BABY'S SUGAR"
The Casanova Boys read by Bill Johnson

NO. 16017 - JACKIE DOLL
"I'VE Got TEARS IN MY EARS"
"TITLE ROUNDUP"
Jackie Doll and The Casanova Boys

NO. 16018 - DUSTY ELLISON
"I CAN'T FIND THE KEYHOLE"
"GOODPUS"


ENGLISH RECORDINGS

NO. 536 - ANTON KARAS
"THE 3rd MAN" THEME
"THE CAFE MOZART WALTZ"
Anton Karas, Zither Solo

NO. 645 - ANNE SHELTON
"EVEN THAT CERTAIN THING"
"OH BABY WHAT CAN I DO"

NO. 644 - VERA LYNN
"STAY WELL"
"THE LITTLE GRAY HOUSE"
Vera Lynn with Orchestra conducted by Bob Francesconi

NO. 646 - THE UNITONES
"BLOSSOM TIME IN SICILY"
"WALTZING UNDER THE MOON"
The Unitones directed by George Mitchell

NO. 643 - BILLY COTTON
"THE FRENCH CAN-CAN POLKA"
"OH NICHOLAS DON'T BE SO RIDICULOUS"

NO. 630 - EDMUNDO ROS
"THE SCOTTISH SAMBA"
"MORE AND MORE AMOUR"

NO. 628 - REGGIE GOFF
"WESTERN RANGE OF HEAVEN"
"DEEP IN THE HEART OF A ROSE"
Reggie Goff with The Violinists and Rhythm Accompaniment

NO. 639 - BILLY COTTON
"DO ANYONE EVER TELL YOU MRS. MURPHY"
"THEY'RE LOVELY"
Billy Cotton and His Band read by The Bandits
KEYS TO THE BAND KINGDOM

WAY TO ORK REVIVAL HEARD IN SYMPOSIUM

ANALYSTS GIVE REPORT

NEW YORK, March 4.—Concentrated merchandising of new personali-
ties, furnished by bands that have a certain order in the re-
 Mussie hea. A feature of recent years has been the
and assistant to Oberstein in his over-all operation, which is being expanded to
and an artist and repertory executive in the Mercury Records organi-
isation.

Eve replaces Joe Carleton, who last week left the post to assume a
position with the RCA Victor sales department.

Mojac's "Y. Monroe To Knock 'Em Dead As Gent Bandit In Flicker Debut"

HOLLYWOOD, March 4.—Capitol will unveil an odd story in- 
between its diskey and music pub in-
terests. Capitol's branches will receive music packs containing copies of the music firm's wares, with branch per-
sonnel offered a chance to push pulled public. Mickey Golden, head of the diskey's music
firms, feels that sheet displays at the branches will help in getting dealers to stock more Capital music.

The strengthening link between disc and sheet will be on a square dance folio issued by Beromoy, Capital. Following the release of April 13, Capitol will give first hoots for a dollar for a dollar. Booklets to be published in the series, with sheet music and instructions to be
voiced with the platters. Copies of the books will be handed out by Capital dealers to branches.

Golden expects branches to play a major part in getting the recently ac-
tained Songs Without Words contest's winning tunes into the legend. Cur-
rent releases, Drum Peddler's Sere-
ge, and Three Amigos, are being
waxed by Margaret Whiting, and Joe Stafford, respectively, will be pushed through the branches, in sheet form. Orders will be
also be hit disk jocks and dealers in the plug campaign.

Golden is after more tunes for his Capitol pinball machine, which are now being shipped to Capitol branches.

Merchandising Pays Off

FRIENDLY CHAT WITH CUSTOMERS SELLS DISKS, PHILLY STORE FINDS

By Maurice Orodener

PHILADELPHIA, March 4.—Altho a
comparative newcomer in disk ret-
tailing circles, Nick Petrelia has built up a
reputation for his personal
service that is equal to the veteran dealers by fol-

106 Tunes From Chi Plunge Mills Into 'Billy Field

NEW YORK, March 4.—Mills Mus-
ic is entering the hillbilly and West-
er field with a flourish. This be-
ning approach was made by Mills, its pop- 
ular executive, flushed a nest of hillbillies in Chicago. When the straws of the off-key kiddies died down, Mills showed a keen interest in the project. The latter, both who
are on the National Barn Dance over the ABC network, are Floyd "Sally"
Joy and Thelma "G eorge" Miller. And, Mati O'Neill, writer of "Shiday's Going
South," is in charge of the "Billy Field.

Mills, music-hungover among the years one of the greatest standards
in the music business, is a fan of the hillbilly and Western music.

One of Mills' recently acquired disk jockeys, My Menn, is being made two ways by both RCA Victor and Decca.

MORRIS LOSES "WAGON" TUNES

HOLLYWOOD, March 4.—Buddy
Morriss will not publish Stan Jones's score for the film "Jocks and Jockeys," which is originally sked-
ded for release in late April. Sound track scoring contains four songs from the hit sheet of the Wagon Master, Shoshone in the West, and, as yet, there are no plans in the sudden change in pin's release date.

Film was originally scheduled for August release, which permitted release in May. However, when Buddy was asked after the film April 23, which will not allow sufficient time for the pubic to work with the tunes.

Michael Brown Hits Big Time As A Tunesmith

NEW YORK, March 4.—Michael
Brown, young composer and song
writer whose renditions of his large
tunes have been winning him kudos
along the smart supper club crowd, is
a symbol of what it means to be a spe-
cular plunge into the commercial
time business. The Poor Boy and the Sugar Girl, will be
Frazzmere Laine's next Mercury re-
lease, and, it is a sure bet, will be
likely one of Laine's biggest records to date.

Brown is under contract to Hill &
Range to an exclusive, long-term deal, with his songs appearing on 
Brown's output, including performing
rights to the tunes. Two of the "Poor
Boy" songs, "Mr. Coachman" and "Believe In Me," have been optioned by
moguls and r.m. men, and are reportedly skedded for top-name waxing.

Michael Brown's next big release is his record of the song "The Hill"
staff only a year ago to debut as a
singer-pianist at an East Side nitery, and "The Poor Boy" was recorded in Chicago, with engagements at the Ritz, the Chicago, and the Mocambo in Hollywood coming up. The latter was to be released later, in addition to a load of topical and pop tunes, has a musicalized, at a dance club, with producing people interested.
DECCA RECORDS
An international SMASH HIT RECORD

C'EST SI BON
Coupled with WILHELMINA

From 20th Century-Fox picture "Wabash Avenue"
Both vocal with Lee Gordon Singers and Vic Schoen and his Orchestra

(It's so good)

by DANNY KAYE
The International Entertainer

DECCA 24932

America's fastest selling records
ASCAP TV Program License Formula Extended

The interim agreement between the American Society of Composers, Authors and Publishers (ASCAP) and TV negotiating commit-

tee members has been extended one month to April 1.

Romero Sings Laund/or to Personal Mgr. Pact

Garet Romero has signed Bill Landford and the Landford/Ors, rhythm and spiritual group. The duo are also with the Al Green group and Landford was once a key vocalist with the Golden Gate Quartet. Romero is preparing a promotion campaign, including radio, TV and press appearances in connection with the recording. A track is being

Keystone Label Grobs Cody and Haley

Don Grob, owner of the Keystone Records, and Bill Haley were

grabbed by Eddie Williams for his Keystone label. Cody, who co-wrote "Boogie Chillen" with John Lee Hooker, and Haley, who was

featured in newspaper shows of his own, cut a pair by Jocqueline William B. Richter in "Let's Go Out to the Ball Game" and "Down on the Delware," Haley, who is

Now

Cisna and Grean Attend Chi MOA Conjub

RCA Victor artists-repertory chief Joe Cisna and staffer Charles Grean were at Chicago's Elgin Hotel to participate in the convention (6-6). Grean will cut a date there with Tommy Dorsey's Czamba Seven, Dazzle, London combo.

Keys Takes Over Distributing of Dana Catalog

Nat Tannen's Keys Music Film has taken over national distribution of Dana Recording. Distribution rights to the catalog have been

poised for Dana disks, about 50 of which are ready imprinted copies. Among the acts who have signed with the new organization are

the "Hookey Woody Song Book" in conjunction with the Martin Stone Agency, producer of the smash TV show.

New York:

Phil Brist is back from the Coast, where he cut the "Square Dance Nights, Vol. 5," recorded at the Arts Rhythm, Rock, Ranch and the "Moon of Love," which he is scheduled to record with the Charlie Ventura ork.

... Veteran contact men Irw Tans and Sol Lot have each set up in music publishing under the name of Tans Lot Music with respective offices.

... Harry Bluestone has returned from Hollywood to serve as press agent for Rudy Rahn's Primex ork, into the Apollo for a week beginning Friday (5), opens a two-week stand at the Vic. Philadelphia, Friday (10).

... After an absence of three years, Connecticut's own Charles Spivack played the Acorn, West End, February 26 (5), booked 1,200 persons who paid a $1.50 admission.

... Eddie Fisher, 20-year-old Eddie Cantor protege, is the latest Bluebird artist. Fisher, who recently signed agent for the "H awk's New World," is the latest of the recent Thin Man Bluebird ranks. RCA spokesman says that the junior label will continue as a testing ground for new talent.

Paul Bloom, Hungarian violinist who has cut RCA Victor dates with

... Ben Bloom, chairman of the music publishing industry's division of the Red Cross drive.

... Lester Santi and Al Hoffman left for Florida Sunday (5). Stanni will stay two weeks, while Hoffman will spend three weeks in Palm Beach, Dick Lake, ex-Cbs master date

... Eddie Fisher, 20-year-old Eddie Cantor protege, is the latest Bluebird artist. Fisher, who recently signed agent for the "H awk's New World," is the latest of the recent Thin Man Bluebird ranks. RCA spokesman says that the junior label will continue as a testing ground for new talent.

... Ben Bloom, chairman of the music publishing industry's division of the Red Cross drive.

Star in the making is the York Theater, Chicago, March 3. The October

... Emory Deutsch, has formed his own combination and is currently booked at the Toledo Cafe. ... The Burke-Van Heussen settlement with E. H. Morris finds the writers taking with them those tunes in the catalog which they wrote, the remaining stay with Morris. B-VII gets such copyrights as "Spangle Song," "Rock Me Mama," and "Just to Be in the Same Room," and Morris retains "Christmas Song," "Old Buttermilk Sky," "Ivy," and other tunes.

... No business was reportedly cash free, on a straight copyright split...

... The project, which is being handled under a new arrangement under the supervision of writer Freddy Martin's publishing interests, Tentative arrangement will have Spitter heading up the operation from the Coast, Lester Sachs serving as New York rep, and possibly Jack Ostell as Chicago rep.

Chicago:

... Don Goin, once with Music Corporation of America's (MCA) New York office, has replaced Bob Birdwell, with RCA Victor here, in the flaccly department. Goin, who has had a number of years with the Victor as district sales rep out of Cincinnati. ... Master Record presides here.

... RCA Victor has hired Charles Tannen's merchandising staff, some of his equipment with that of Armour Plastic, presided over by Art Shearin. New plant will enable to more plating equipment and will also be available for the "Grand Union," a planned album which will

... The Fredy Nagelshe is (the MCA orker), which is being done at the State, now has its four State chapters, with others being formed in Wisconsin, Illinois and California.

In another meeting held Friday (14), the New York State Federation of Musicians heard a report that their Smy Hop, a well-known promoter, had been arrested for allegedly trying to be aired nightly on KJAB, Omaha, as a band remote pickup. The band, consisting of the late Bob Kjellman's orchestra, is now in the 150,000 outlet.

NBOA Grows Another Wing: Iowa Ops Organize Chapter

CHICAGO, March 4. — Another State organization within the National Broadcast Opera House Association (NBOA) was formed Monday (27) at the Hotel Sherman for State Broadcast Opera House Operators Association (NBOA). Harry Hoff, despond- ing, Rapp, Boston, and Ben Botje, Des Moines, were elected as presiding officers; L. D. Lurie, Collat, Des Moines, as secretary-treasurer. Otto Webster, mana-

... Board members include Wally Peter, Iowa Falls; Walter James, Storm Lake, Des Moines, and Bob Phillips, Remsen. An

... A fourth wing of the NBOA, under the name of the "Indy Broadcast Organization," was recently organized in Indiana. The group is now forming chapters in all State chapters, with others being formed.

CHICAGO, March 4. — Another State organization within the National Broadcast Opera House Association (NBOA) was formed Monday (27) at the Hotel Sherman for State Broadcast Opera House Operators Association (NBOA). Harry Hoff, despond- ing, Rapp, Boston, and Ben Botje, Des Moines, were elected as presiding officers; L. D. Lurie, Collat, Des Moines, as secretary-treasurer. Otto Webster, mana-

... Board members include Wally Peter, Iowa Falls; Walter James, Storm Lake, Des Moines, and Bob Phillips, Remsen. An

... A fourth wing of the NBOA, under the name of the "Indy Broadcast Organization," was recently organized in Indiana. The group is now forming chapters in all State chapters, with others being formed.

CHICAGO, March 4. — Another State organization within the National Broadcast Opera House Association (NBOA) was formed Monday (27) at the Hotel Sherman for State Broadcast Opera House Operators Association (NBOA). Harry Hoff, despond- ing, Rapp, Boston, and Ben Botje, Des Moines, were elected as presiding officers; L. D. Lurie, Collat, Des Moines, as secretary-treasurer. Otto Webster, mana-

... Board members include Wally Peter, Iowa Falls; Walter James, Storm Lake, Des Moines, and Bob Phillips, Remsen. An

... A fourth wing of the NBOA, under the name of the "Indy Broadcast Organization," was recently organized in Indiana. The group is now forming chapters in all State chapters, with others being formed.

... Board members include Wally Peter, Iowa Falls; Walter James, Storm Lake, Des Moines, and Bob Phillips, Remsen. An

... A fourth wing of the NBOA, under the name of the "Indy Broadcast Organization," was recently organized in Indiana. The group is now forming chapters in all State chapters, with others being formed.

... Board members include Wally Peter, Iowa Falls; Walter James, Storm Lake, Des Moines, and Bob Phillips, Remsen. An

... A fourth wing of the NBOA, under the name of the "Indy Broadcast Organization," was recently organized in Indiana. The group is now forming chapters in all State chapters, with others being formed.
Sure DECCA has the hits! Naturally, Decca hits spell P-R-O-F-I-T-S. But to keep volume high—month in, month out, hits are not enough. Steady sellers are important too. These standards from the Decca catalog chalk up profitable sales all year round.
A Scintillating Masterpiece by... 

Mary and Arthur Martin and Godfrey "GO TO SLEEP GO TO SLEEP COLUMBIA 38744"

The Nation's Top Tunes

| Part 1 |

**HONOR ROLL OF HITS**

**This Week**

1. **CHATTANOOGA SHOE SHINE BOY**
   - **Recorded by** Acuff-Rose (BMI)
   - **Published by** Acuff-Rose (BMI)

2. **RAG MOP**
   - **Recorded by** Willis and Anderson
   - **Published by** Hill & Range Songs (BMI)

3. **THERE'S NO TOMORROW**
   - **Recorded by** Hoffman, Convis and Carr
   - **Published by** Parrot (ASCAP)

4. **I SAID MY PAJAMAS**
   - **Recorded by** Eddie Poitier and George Wells
   - **Published by** Louis (BMI)

5. **CRY OF THE WILD GOOSE**
   - **Recorded by** Terry Gilkyson
   - **Published by** American (BMI)

6. **DEAR HEARTS AND GENTLE PEOPLE**
   - **Recorded by** Bob Hilliard and Sammy Fain
   - **Published by** E. M. Morris (ASCAP)

7. **IT'S NOT FAIR**
   - **Recorded by** Sylvester Seryoga, Frank Tashman and Richard Hober
   - **Published by** Wehms & Music (ASCAP)

8. **BABY'S LITTLE GIRL**
   - **Recorded by** Bob Beale and Homer Gentry
   - **Published by** Rowena (BMI)

9. **BIBBIDI-BOBBI-BODRO**
   - **Recorded by** Mark David, Al Holland and Jerry Liebmann
   - **Published by** Walt Disney (BMI)

**Last Week**

1. **CHATTANOOGA SHOE SHINE BOY**
   - **Recorded by** Acuff-Rose (BMI)
   - **Published by** Acuff-Rose (BMI)

2. **RAG MOP**
   - **Recorded by** Willis and Anderson
   - **Published by** Hill & Range Songs (BMI)

3. **THERE'S NO TOMORROW**
   - **Recorded by** Hoffman, Convis and Carr
   - **Published by** Parrot (ASCAP)

4. **I SAID MY PAJAMAS**
   - **Recorded by** Eddie Poitier and George Wells
   - **Published by** Louis (BMI)

5. **CRY OF THE WILD GOOSE**
   - **Recorded by** Terry Gilkyson
   - **Published by** American (BMI)

6. **DEAR HEARTS AND GENTLE PEOPLE**
   - **Recorded by** Bob Hilliard and Sammy Fain
   - **Published by** E. M. Morris (ASCAP)

7. **IT'S NOT FAIR**
   - **Recorded by** Sylvester Seryoga, Frank Tashman and Richard Hober
   - **Published by** Wehms & Music (ASCAP)

8. **BABY'S LITTLE GIRL**
   - **Recorded by** Bob Beale and Homer Gentry
   - **Published by** Rowena (BMI)

9. **BIBBIDI-BOBBI-BODRO**
   - **Recorded by** Mark David, Al Holland and Jerry Liebmann
   - **Published by** Walt Disney (BMI)

**WARNING**

The term "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Single word or small portions of any article, The Billboard, 1540 Broadway, New York, and permission will be immediately granted.
WHEN IT COMES TO DUETS COME TO RCA VICTOR FOR THE HITS!

TONY MARTIN AND FRAN WARREN
"I Said My Pajamas"
20-3613—(47-3119)*

TONY MARTIN AND FRAN WARREN
"Darn It Baby—That's Love"
"That We Is Me and You"
20-3719—(47-3243)*

MINDY CARSON AND DON CORNELL
"Go To Sleep"
20-3718—(47-3718)*

DON CORNELL AND MINDY CARSON
"Ask Me No Questions"
20-3718—(47-3718)*

FRAN WARREN AND LISA KIRK
"Dearie"
20-3696—(47-3220)*

LISA KIRK AND FRAN WARREN
"Just a Girl That Men Forget"
20-3696—(47-3220)*

LISA KIRK AND DON CORNELL
"Have You Ever Been Lonely!"
20-3694—(47-3218)*

DON CORNELL AND LISA KIRK
"You Missed the Boat"
20-3694—(47-3218)*

ROSALIE ALLEN, ELTON BRITT AND THE THREE SUNS
"Beyond the Sunset"
20-3599—(47-3105)*

ROSALIE ALLEN AND ELTON BRITT
"Quicksilver"
21-0157—(48-0168)*

ELTON BRITT AND ROSALIE ALLEN
"The Yodel Blues"
21-0157—(48-0168)*

ROSALIE ALLEN AND ELTON BRITT
"Acres of Diamonds"
21-0302—(48-0303)*

ELTON BRITT AND ROSALIE ALLEN
"Prairieland Polka"
21-0302—(48-0303)*

BRADFORD AND ROMANO
"Rag Mop"
"Chattanooga Shoe Shine Boy"
20-3685—(47-3208)*

HOMER AND JETHRO
"I've Got Tears In My Eyes"
(From Linn' on My Back in My Bed While I Cry Over You)
"She Made Toothpicks of the Timber of My Heart"
21-0162—(48-0170)*

HOMER AND JETHRO WITH JUNE CARTER
"I Said My Nightshirt"
(And Put on My Pray'a)
(Put Another Nickel in)
Music! Music! Music!
21-0169—(48-0161)*
### Sheet Music

#### Part II

**BEST-SELLING SHEET MUSIC**

Tunes listed are the national best sheet music sellers. This 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; (P) indicates tune is in a film (W) indicates tune is in a Chaplin music; (R) indicates tune is available on record.

<table>
<thead>
<tr>
<th>Position</th>
<th>Date</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>12-2</td>
<td>&quot;CUTTIN' THROUGH&quot;</td>
<td>J. B. Kay</td>
</tr>
<tr>
<td>8</td>
<td>12-9</td>
<td>&quot;DEAR HEARTS AND GENTLE PEOPLE&quot;</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>9</td>
<td>12-2</td>
<td>&quot;HURRICANE&quot;</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>10</td>
<td>12-9</td>
<td>&quot;I SAID MY PALAMAS&quot;</td>
<td>L. London</td>
</tr>
<tr>
<td>11</td>
<td>12-2</td>
<td>&quot;THE SLEEP WALKERS&quot;</td>
<td>L. London</td>
</tr>
<tr>
<td>12</td>
<td>12-9</td>
<td>&quot;THERE'S NO TOMORROW&quot;</td>
<td>Rosamond &amp; Range</td>
</tr>
<tr>
<td>13</td>
<td>12-2</td>
<td>&quot;DADDY'S LITTLE GIRL&quot;</td>
<td>Rosamond &amp; Range</td>
</tr>
<tr>
<td>14</td>
<td>12-9</td>
<td>&quot;OLD MASTER PAINTER, THE&quot;</td>
<td>Robbins</td>
</tr>
<tr>
<td>15</td>
<td>12-2</td>
<td>&quot;IT DON'T FAIR&quot;</td>
<td>Words &amp; Music</td>
</tr>
<tr>
<td>16</td>
<td>12-9</td>
<td>&quot;CRY OF THE WILD GOOSE, THE&quot;</td>
<td>American</td>
</tr>
<tr>
<td>17</td>
<td>12-2</td>
<td>&quot;MY FOOLISH HEART&quot;</td>
<td>Sandy-Joy</td>
</tr>
<tr>
<td>18</td>
<td>12-9</td>
<td>&quot;ENJOY YOURSELF&quot;</td>
<td>E. H. Morris</td>
</tr>
</tbody>
</table>

#### ENGLAND'S TOP TWENTY

<table>
<thead>
<tr>
<th>Position</th>
<th>Date</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>12-1</td>
<td>&quot;HAPPY LITTLE THING&quot;</td>
<td>Chappell</td>
</tr>
<tr>
<td>15</td>
<td>12-8</td>
<td>&quot;DEAR HEARTS AND GENTLE PEOPLE&quot;</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>16</td>
<td>12-1</td>
<td>&quot;JEALOUS HEART&quot;</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>17</td>
<td>12-8</td>
<td>&quot;HE'S A SCOTCHY LASSIE&quot;</td>
<td>Leeds</td>
</tr>
<tr>
<td>18</td>
<td>12-1</td>
<td>&quot;BONNIE BOY&quot;</td>
<td>Dickin</td>
</tr>
<tr>
<td>19</td>
<td>12-8</td>
<td>&quot;IVE GOT A LOVELY BUNCH OF COCONUTS&quot;</td>
<td>Benn &amp; Co.</td>
</tr>
<tr>
<td>20</td>
<td>12-1</td>
<td>&quot;I'LL STRING ALONG WITH YOU&quot;</td>
<td>Witmark</td>
</tr>
<tr>
<td>21</td>
<td>12-8</td>
<td>&quot;BEAUTY IN A GARDEN OF WEEDS&quot;</td>
<td>Leeds</td>
</tr>
<tr>
<td>22</td>
<td>12-1</td>
<td>&quot;OUR LOVE STORY&quot;</td>
<td>Dickin</td>
</tr>
<tr>
<td>23</td>
<td>12-8</td>
<td>&quot;MULE TRAIN&quot;</td>
<td>Chappell</td>
</tr>
<tr>
<td>24</td>
<td>12-1</td>
<td>&quot;IS IT TRUE WHAT THEY SAY ABOUT DIXIE?&quot;</td>
<td>Virginia &amp; Irving Greer</td>
</tr>
<tr>
<td>25</td>
<td>12-8</td>
<td>&quot;WHY IS IT?&quot;</td>
<td>Chicago &amp; BMI</td>
</tr>
<tr>
<td>26</td>
<td>12-1</td>
<td>&quot;FOREVER AND EVER&quot;</td>
<td>Feinberg &amp; Dist.</td>
</tr>
<tr>
<td>27</td>
<td>12-8</td>
<td>&quot;BETWEEN THE JACKSONS&quot;</td>
<td>Robbins</td>
</tr>
<tr>
<td>28</td>
<td>12-1</td>
<td>&quot;ALL AWE HAVE A SONG IN OUR HEARTS&quot;</td>
<td>Twentieth Century</td>
</tr>
<tr>
<td>29</td>
<td>12-8</td>
<td>&quot;IS IT TOO LATE?&quot;</td>
<td>Kerrigan &amp; Dickie</td>
</tr>
<tr>
<td>30</td>
<td>12-1</td>
<td>&quot;SCOTTISH SANS&quot;</td>
<td>Pickwick Music</td>
</tr>
<tr>
<td>31</td>
<td>12-8</td>
<td>&quot;KISS IN YOUR EYES&quot;</td>
<td>Bosworth</td>
</tr>
<tr>
<td>32</td>
<td>12-1</td>
<td>&quot;BETTY DOWN&quot;</td>
<td>Century</td>
</tr>
<tr>
<td>33</td>
<td>12-8</td>
<td>&quot;THE LAST HUFF HOME&quot;</td>
<td>Leeds</td>
</tr>
<tr>
<td>34</td>
<td>12-1</td>
<td>&quot;SHAME OF GALWAY GREY&quot;</td>
<td>Shasta-Borsteinia</td>
</tr>
</tbody>
</table>

**Publisher not available on The Billboard press so press.**

### Subscription Order Form

**The Billboard**

2160 Patterson St.

Cincinnati 22, Ohio

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

Name: 

Address: 

City: 

Profession or business: 

$10 enclosed: 

Bill me: 

Zone: 

State: 

3-11-PD
1928—"LONESOME ROAD"
1930—"SONG OF THE VAGABOND"
1932—"BROTHER CAN YOU SPARE A DIME"
1933—"Hallelujah I'M A BUM"

NOW... the great hit of 1950

VANDERIN'

INTRODUCED
ON A POWERFUL
"DOWN TO EARTH"
SMASH HIT
RECORD BY...

WITH A SENSATIONAL
VOCAL BY...

TONY ALAMO

RCA VICTOR Records

78 rpm
20-3680
45 rpm
47-3203
GRIPES & SWIPES...  Le l d n Chiles, WAPX, Montgomery, Ala., says: 
"The disc jockeys around the country supply you with a lot of info. Isn't it time to add a subscription blank guide for new disc jockeys? Dick Wright, WDEM, Providence, R. I., of course, is sufficient; the others, all total, are permitted; no more listing of the station numbers will be generated."

DIRECT FROM DIXIE... Bruce and Dorothy Herring, owners of WTVY, USX, Athens, Ga., are combing the musical corn waves by playing solid singles and duets on the dials of WTVY. "These are from Tom Herrell, Norton, Va., connoisseur of vintage recordings, "they're a real find." The Herring's are considering a new format that will feature old-time ring-in music."

CHICAGO CHATTER... Betty Burton, wife of the late Dave, d. Linn, lost her dad in Los Angeles recently. She serves as writer for "The Billboard" for the past three years. She is also the author of "The Billboard," the monthly trade magazine for radio stations in Chicago, who recently took over as "Big B" for the last three years. Betty is the daughter of Jack Burton, who passed away last year. She is survived by her husband, Jack, and two children, Jack Jr. and Betty. She is also survived by her parents, Jack and Katie Burton.

STRANGE FACTOR... Dick Davis, owner of the famous "Dick Davis' Discs," is reportedly working on a new format for his station, WZAM, Chicago. Davis is currently airing a mix of oldies, country, and contemporary music on his station. He has been known for his unique approach to radio programming, which has earned him the affection of his listeners. Davis is also the owner of Dick Davis Discs, one of the largest record stores in the city, which specializes in rare and collectible music. He has a deep passion for music and is known for his extensive knowledge of the music industry. Davis is expected to announce the details of his new format soon.
GREATER THAN "RUDOLPH"

Just in time for Easter

GENE AUTRY

SINGS

Peter Cotton Tail

BACKED BY "FUNNY LITTLE BUNNY"
(with the powder puff tail)

COLUMBIA RECORD 38750
7-INCH 1-575

SHIPPING NOW - ORDER TODAY

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music · Originators of LP Records For Uninterrupted Listening Pleasure
BETTER SELLING POP SINGLES

CHILDREN'S RECORDS

CLASSICAL SINGLES

CLASSICAL ALBUMS

POP ALBUMS

MERCHANDISING TIPS...

GRIPES AND SWIPES...

RADIO GIMMICK... 

CONNECTICUT...

NAMM REGIONAL MEETS...

Chicago Music Trade shows opened March 1950...
COMING SOON!

"SWAMP GIRL"

FRANKIE LAINE

AMERICA'S No. 1 INTERPRETER OF MODERN MUSIC

Musical Arrangement by Harry Geller

PRESENTED ON

MERCURY RECORDS
COLUMBIA RECORDS
First, Finest, Foremost in Recorded Music—Originators of LP Records
For Uninterrupted Listening Pleasure

Juke-Box Record Plays

Based on reports received last three weeks of Week Ending March 3

MOST-PLAYED JUKE BOX RECORDS

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.

Based on reports received last three weeks of Week Ending March 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IF I KNEW YOU WERE COMING</td>
<td>The Four Freshmen</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I MIGHT AS WELL BE BLOWING</td>
<td>Bill Haywood's Big Five</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I'M IN THE MOOD</td>
<td>Mantovani &amp; His Orchestra</td>
<td>Victor</td>
</tr>
<tr>
<td>4</td>
<td>I'M SORRY</td>
<td>The Morgan Brothers</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>I'M WORRIED</td>
<td>The Clovers</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>I'M YOURS</td>
<td>The Four Aces</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

WARNING:
In visiting these charts for buying purposes, readers are urged to give particular attention to information listed which shows the length of time a record has been on the chart and to check with local dealers for the availability of records no longer regularly listed. Information is shown by the left-hand column under the headings. There is also a check mark if a record has had an unusually long run, or if the current number of "off-the-presses" shows the record dealers should buy with caution.
For all the World to Love!

WALT DISNEY'S CINDERELLA

and Perry COMO'S

outstanding rendition of...

"A DREAM IS A WISH YOUR HEART MAKES"

and

BIBBIDI - BOBBIDI - BOO

RCA VICTOR RECORDS

78 rpm 20-3607
45 rpm 47-3113
MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records most played in j|Juke boxes according to The Billboard's special weekly survey among a select group of juke box operators whose locations require country or Western records.

**POSITION**

<table>
<thead>
<tr>
<th>Week</th>
<th>Last</th>
<th>This</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to date</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>CHATTANOOGA SHINE BOY</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>1. LOVE YOU BECAUSE</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>RAG MOP</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>CRY OF THE WILD GOOSE</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>QUICKSILVER</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>LETTERS HAVE NO ARMS</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>TAKE ME IN YOUR ARMS AND HOLD ME</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>TENNESSEE BINDER NO 2</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>GODS WERE ANGRY WITH THE . . .</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>I LOVE YOU BECAUSE</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>(Continued from page 34)</td>
</tr>
</tbody>
</table>

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here are in numerical order and are played most by the nation's leading country and Western disk jockeys. This is based on replies from weekly surveys among a select list of over 400 disk jockey specialists in country and Western towns.

**POSITION**

<table>
<thead>
<tr>
<th>Week</th>
<th>Last</th>
<th>This</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>to date</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>CHATTANOOGA SHINE BOY</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>1. LOVE YOU BECAUSE</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>RAG MOP</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>CRY OF THE WILD GOOSE</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>QUICKSILVER</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>LETTERS HAVE NO ARMS</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>TAKE ME IN YOUR ARMS AND HOLD ME</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>TENNESSEE BINDER NO 2</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>GODS WERE ANGRY WITH THE . . .</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>I LOVE YOU BECAUSE</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>(Continued from page 34)</td>
</tr>
</tbody>
</table>

FOLK TALENT AND TUNES

By Johnny Sippe

Disk Jockey Doings: Talbot R. Hood, WCRB, Waltham, Mass., writes that he is using Boy Scouts as guest d. j.'s to hypo interest. . . Uncle Don Andrews, WNNY, Saginaw, Mich., reports that a publicity stunt, in co-operation with Genie Autry's personal appearance there, did big biz. He offered the show. The station received 21 wires in 17 minutes after the announcement. . . Don Larkin, WAAT, Newark, N. J., reports that a local appliance dealer may sponsor Shorty Warren and the Rangers on WATV, video subsidiary. . . Rosalie Allen, WOV, New York, works the Olympia Theater, Miami, the week of March 1. . . Irr Witter has moved to WOR, New York, but WGN, Chicago, is continuing to pipe his five hours per night via transcription. He is doing three hours live per night over WOR. . . Jim Rappert is now doing a two-hour b. h. show over WRSA, Nashville, before Hugh Cherry's nightly shot. . . Joe Allison has moved from KMAC, San Antonio, to WMAK, Nashville.

Ray Merritt, KWTX, Springfield, Mo., asks if any country music act can beat the 17-year record of the Goodwill Family, Slim Wilson, Aunt Martha, Junior and George at KWTX. . . Wayne Johnston, KAMQ, Amarillo, Tex., needs his steel guitar to work a band date with Floyd Tillman recently Cliff Bruner (Decca and Ayo) and Rip Ramsay (Eagle) have merged their bands and are working at the Coliseum Club, Amarillo. . . Cactus Pryor, KTRG, Austin, Tex., will handle promotion for the two dates which a 4 Star road show unit will play there. . . Roy Dixon, KTRM, Beaumont, Tex., writes that Richard Price and his steel man Deacon Anderson, of that station, are the writers of "Near Me" and "Rag Mop," the hit pairing by Johnny Lee Wills on Bullet. . . Norm Alden, XXOL, Fort Worth, reports that Tennessee Ernie Ford entered the city January 28 for his one-nighter, riding herd on a string of mules. . . Danny Shaver, WLFR, Farmville, Va., reports that the Melody Mountainmen have joined this staff. . . Art Barrett, WSPA, Portsmouth, Va., reports that Norman Phelps and his Virginia Rounders have moved from WDBF to WGL, Newport News. Barrett has added 50 minutes to his daily schedule. . . Texas Slim, b. j. at WSAZ, Huntington, W. Va., has inked a p.m. paper with Ray Parker, of Valley-Hill Music, Hollywood. . . Uncle Charlie Clifton, KRKD, Los Angeles, reports that he conducted a contest to guess his age, with the winner (Continued on page 119)
**Rhythm & Blues Records**

**based on reports received last three days of Week Ending March 3**

**BEST-SELLING RETAIL RHYTHM & BLUES RECORDS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Otis Redding</td>
<td>Respectably Yours</td>
<td>Stax</td>
<td>12/1949</td>
</tr>
<tr>
<td>2</td>
<td>Sam Cooke</td>
<td>A Change Is Gonna Come</td>
<td>Vee-Jon</td>
<td>12/1949</td>
</tr>
<tr>
<td>3</td>
<td>Bill Doggett</td>
<td>Don't Let It End</td>
<td>Specialty</td>
<td>12/1949</td>
</tr>
<tr>
<td>4</td>
<td>Sam Cooke</td>
<td>I've Got A Woman</td>
<td>Vee-Jon</td>
<td>12/1949</td>
</tr>
<tr>
<td>5</td>
<td>Sam Cooke</td>
<td>String Along For Joy</td>
<td>Vee-Jon</td>
<td>12/1949</td>
</tr>
</tbody>
</table>

**Most-Play ed Juke Box Rhythm & Blues Records**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Color</th>
<th>Juke Box Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Double Crossing Blues&quot;</td>
<td>Herb. Kenny</td>
<td>Savoy</td>
<td>7235</td>
<td>11</td>
</tr>
<tr>
<td>&quot;Mistrustin' Blues&quot;</td>
<td>Herb. Kenny</td>
<td>Savoy</td>
<td>7235</td>
<td>11</td>
</tr>
<tr>
<td>&quot;Misery&quot;</td>
<td>Herb. Kenny</td>
<td>Savoy</td>
<td>7235</td>
<td>11</td>
</tr>
<tr>
<td>&quot;The Turkey Hop&quot;</td>
<td>Herb. Kenny</td>
<td>Savoy</td>
<td>7235</td>
<td>11</td>
</tr>
</tbody>
</table>

**Advance Rhythm & Blues Record Releases**

- Big Mouth Mama
- Star Dust
- The Hounds
- The Mules
- The Turkey Hop
- The Turkey Hop
- The Turkey Hop
Record Reviews

RATINGS (100 Point Maximum)

98-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for ostensible vogue; (2) for foreboding vogue; (3) for jock jockey. Each time on the basis of nine key categories. Each category is awarded a maximum number of points within which new releases are rated. The best possible rating is 100, a minimum is subject to changes depending on results of surveys of the music trend now being conducted. M. S. indicates a record in is not suitable for approval within the market.

The Categories

Pace Distinction: Songs caliber; 15 interpretative, 15 song writer, 15 record media attributes, etc. 5. music publisher’s air potential, 10; visualization (esoteric, impression film, etc.); other “clout” points; 10; manufacturer’s distribution power, 10; manufacturer’s promotion efforts, 5.

ARTIST

TUNES

LABEL AND NO.

COMMENT

DELTA RHYTHM BOYS

You Go To Your Church and I’ll Go To Mine

You can’t have a plateau plan to stick with religious and democracy is one full aware. Fine job in both the ‘singing’ and the spinning of the amazing part that goes with the song.

1. Beyond the Sunset 2. Should You Go First

The currently popular religious ballad and a traditional religious are handled tastefully and worship by the Delta’s.

67-70-66-66

Sometimes I Feel Like a Motherless Child

Sensitively conceived and delivered treatment of the spiritual. Delta’s sounds much like Mel Torme here. Religion rings in super.

Whispering

Unimpeachable rendition of the standard handled at its very top range.

Your’e Got To See Mama Every Night

Another release side upon Kay breaking out a spirited old victorian tune in her fine-wheeled, rancher style.

A great record.

46-65-63-64

TINNY HILL

A Precious Little Thing Called Love

Tina turns out on a dance side here. Weather handles the oldie in a possible way.

Rain

This oldie is now bouncy, and melodic piano is especially ear-appealing. Catch it on.

65-65-65-65

ELAINE JORDAN

I’ll Be Waiting, Darling

Self-slated slumber at a thin waltz tune.

Clap Your Hands When You’re Feeling Blue

Bright, happy side is generated by unusual group vocal and soft rhythm section. Catchy material here.

63-62-64-64

TINY HILL

It Serves You Right

Bill applies his pop-core formula to a suitable vehicle by Jerry Lee Lewis. Nothing special here, however.

55-55-65-55

TONI RINI

Tuck Me To Sleep In My Old ’Tucky Home

Tune formula is handled on a Johnson-type side.

57-68-59-56

PHANTAN ANDREW

I Was Lucky

Not much here that could cause a reviel of the stars.

55-55-55-55

RICHARD HAYES

I’m Not To Blame

Chiseled pianist and excellent singing go for sought because of weak material.

61-61-61-61

GEO WILLIAMS

I Oughta Know More About You

Boy-oh-dare is Victor Young’s material, “It is Carla.” Material is mildly entertaining, but doesn’t really come off.

Can I Come In For A Second?

86-86-85-87

DADDY APOLLON

Button Up Your Overcoat

Lilie is treated to a fresh modern scoring, played in clean, relaxed fashion by a better than usual rhythm section.

67-68-67-67

Gene Around the Moon

The Sirrus-Gruen based on “Moonlight on the Danube” serves as a minimal ringer.

65-65-65-65

JOHNNY MERCER

Veteran Apollon tries to emulate the Kansas original but it fails only partially.

The Cane Cafe Waltz

60-60-60-60

3rd Eastland Band

Merceroriginal is released for the Eastland revival. But scoring is better, and not stale.

Jamboree Jones

Jalopy, entertaining platter is also a release. Mercer is in few feature here.

(Continued on page 38)
Record Reviews
(Continued from page 37)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POPULAR</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| NAT "KING" COLE | Capitol 502 | The Horse Told Me | 74--76--74--73

34-35

112-112

86--86--86--88

TOMY PASTOR ORK
Columbia 30714

My Rose

88--80--80--80

The French Con-Con Polka

111--111--111

OLIVE MASON
RCA-Victor 25-415

Boogie on the Harmonica

47--45--45--50

Angry

45--44--44--48

KAY KYSER ORK
(Michael Douglas- Sus Bennett)
Columbia 39713

Woodwinds

81--84--80--80

Tatum, Carlin, Angel, Honey, Baby

78--78--78--80

ERNE HIGGINS-THE COLE MONGERS
Mercury 5379

What's-A-Doing Tonight, Dear

81--80--80--80

Mae Williams

64--68--62--62

Talk of the Town

64--68--62--62

MAE WILLIAMS- TOMMY REEVES
Cygnet 51-60

Don't Take Your Love From Me

66--70--62--65

Sleep, My Child

52--55--50--50

ARMAND MUG
Capitol 343

Blaze Rag

74--74--72--76

Hugin' the Keys

70--70--70--70

RAY ROBBINS ORK
Capitol 361

Baby, Don't You Say You Love Me

59--58--58--60

If I Know You Were Comin' I'd've Baked a Crke

87--84--86--87

Stay With the Happy People

84--85--83--83

JIMMY DORSEY
(Kenny Martin)
Gillespie 20731

When You Were a Tulp

77--78--78--78

Clap Hands

86--86--86--86

ARTHUR GODFREY
(Anchle Blower Ork)
Columbia 36712

Makin' Love Ukulele Style

77--77--77--78

Crazy He Calls Me

77--79--77--77

PEGGY LEE
Capitol 980

Shy There Eyes

72--72--72--70

FRANK FROBEA
Decca 24909

On San Francisco Bay

75--75--75--78

Put on an Old Pair of Shoes

81--82--80--80

*Popular" No.

AND

More and More Amour!

(\(S\)amba)
ONE MILLION AND ONE, ONE MILLION AND TWO,
ONE MILLION AND THREE...

OPERATOR,
"ENJOY YOURSELF"
COUNTING THE TAKE

with

Guy
LOMBARDO
and his Royal Canadians

Other Current DECCA Releases...

1. Raindrop Serenade
   La Golondrina
   Decca 24854

2. Cafe Mozart Waltz
   The Third Man Theme
   Decca 24839

3. Song of the Islands
   Sweet Leilani
   Decca 24867

4. My Lily and My Rose
   Dearie
   Decca 24899

Appearing for the 20th Season
THE GRILL, HOTEL ROOSEVELT
New York, N. Y.

*DECCA 24825 backed by
"RAIN OR SHINE"
### Record Reviews

(Continued from page 38)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JERRY GRAY ORK</strong>&lt;br&gt;Deca 24912</td>
<td><strong>POPULAR</strong>&lt;br&gt;Stormy Weather March&lt;br&gt;Highly thought of as one of his most effective Miller-style arrangements. A must for any collection.</td>
<td>86-87-85-85</td>
</tr>
<tr>
<td><strong>LIONEL HAMPTON ORK</strong>&lt;br&gt;(Ima Curry) Deca 24913</td>
<td><strong>Lionel Hampton</strong>&lt;br&gt;I'll Never Be Free&lt;br&gt;Miss Curry loses her opening effectiveness at this point of a promising tune and rhythm is fairly variable. Some cord change at the end.</td>
<td>74-74-72-77</td>
</tr>
<tr>
<td><strong>DIZZY GILLESPIE</strong>&lt;br&gt;Colpix 1972</td>
<td><strong>Dizzy Gillespie</strong>&lt;br&gt;The Road by the River&lt;br&gt;Simple walk Dixie roots exalted by Erle. Mary Turner piano perfectly to an old-fashioned band backing.</td>
<td>75-74-70-66</td>
</tr>
<tr>
<td><strong>HERB KERN</strong>&lt;br&gt;Decca 24913</td>
<td><strong>Herb Kern</strong>&lt;br&gt;Can't Help Falling in Love&lt;br&gt;One of the most familiar of the Kern style.</td>
<td>75-75-74-76</td>
</tr>
<tr>
<td><strong>JAN AUGUST</strong>&lt;br&gt;January 1949</td>
<td><strong>Jan August</strong>&lt;br&gt;Wunderbar&lt;br&gt;The typical &quot;come howl&quot; melody, in staircase, attractive melody. Should be used frequently in this way, with rhythm accompaniment material.</td>
<td>75-74-73-78</td>
</tr>
<tr>
<td><strong>KITTY KALLEN</strong>&lt;br&gt;Mitch Miller Ork&lt;br&gt;Midwest 3967</td>
<td><strong>Kitty Kallen</strong>&lt;br&gt;Mother Mother, Mother, Pin a Rose on Me&lt;br&gt;Very sentimental, one of the most lovable of the Kallen style.</td>
<td>75-72-73-78</td>
</tr>
<tr>
<td><strong>FREDY MILLER</strong>&lt;br&gt;Billy the Kid 35694</td>
<td><strong>Fredy Miller</strong>&lt;br&gt;Don't Be Too Hard On Me&lt;br&gt;Very sentimental, one of the most lovable of the Kallen style.</td>
<td>75-70-70-70</td>
</tr>
<tr>
<td><strong>DICK TODD</strong>&lt;br&gt;Posner-Chase&lt;br&gt;&quot;Finn's Polka&quot;&lt;br&gt;Miller Ork&lt;br&gt;Posner 20380</td>
<td><strong>Dick Todd</strong>&lt;br&gt;You're In Love With Everyone&lt;br&gt;Very sentimental, one of the most lovable of the Kallen style.</td>
<td>75-74-73-78</td>
</tr>
<tr>
<td><strong>ED FAILEY'S ORK</strong>&lt;br&gt;Other D. 337</td>
<td><strong>Ed Failley's Ork</strong>&lt;br&gt;Sie's My Easter Lily&lt;br&gt;Very sentimental, one of the most lovable of the Kallen style.</td>
<td>75-75-70-70</td>
</tr>
<tr>
<td><strong>THE CLAYN BROWN TRIO</strong>&lt;br&gt;Cassell 560</td>
<td><strong>The Clayn Brown Trio</strong>&lt;br&gt;Boss Up Your Overcoat&lt;br&gt;Falling playing, and excellent treatment of a jazz-style clarinet solo.</td>
<td>75-70-70-70</td>
</tr>
<tr>
<td><strong>KEN BROWN</strong>&lt;br&gt;Home 929</td>
<td><strong>Ken Brown</strong>&lt;br&gt;Mr. Music&lt;br&gt;Nice driving, clean, and extremely polished.</td>
<td>75-74-73-74</td>
</tr>
<tr>
<td><strong>AMES BROTHERS</strong>&lt;br&gt;(Roy Ross Ork) Deca 24914</td>
<td><strong>Ames Brothers</strong>&lt;br&gt;Sing Until the Cows Come Home&lt;br&gt;Very sentimental, one of the most lovable of the Kallen style.</td>
<td>75-75-74-76</td>
</tr>
<tr>
<td><strong>ROB PLANNERY-PHYLLIS BROWN</strong>&lt;br&gt;Capitol 771</td>
<td><strong>Rob Plannery-Phyllis Brown</strong>&lt;br&gt;Second-Hand Heart&lt;br&gt;Guitar-pop tune has a sharp, double-ended appeal in this pleasant and melodic tune, with a simple rhythm arrangement.</td>
<td>76-76-76-77</td>
</tr>
<tr>
<td><strong>BILLY COTTON</strong>&lt;br&gt;And His Band&lt;br&gt;No. 643&lt;br&gt;78 R.P.M.&lt;br&gt;35c plus tax</td>
<td><strong>Billy Cotton</strong>&lt;br&gt;&quot;Oh Nicholas! Don't Be So Ridiculous!&quot;&lt;br&gt;Very sentimental, one of the most lovable of the Kallen style.</td>
<td>78-76-76-76</td>
</tr>
<tr>
<td><strong>THE FRENCH CAN-CAN POLKA</strong>&lt;br&gt;London Records&lt;br&gt;NO. 30069&lt;br&gt;45 R.P.M.&lt;br&gt;35c plus tax</td>
<td><strong>The French Can-Can Polka</strong>&lt;br&gt;Very sentimental, one of the most lovable of the Kallen style.</td>
<td>78-76-76-76</td>
</tr>
</tbody>
</table>
...for the money (ARE YOU LONESOME TONIGHT)

...for the show (PENNY WISE and LOVE FOOLISH)

...to make ready (2 Smash Hits on 1)

...to go (Yes, Get a Box Full of...)

Blue Barron's

great recording...

"ARE YOU LONESOME TONIGHT"

PENNY WISH AND LOVE FOOLISH

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.
He scores one for himself!
The man who made some of the greatest arrangements ever recorded by Glenn Miller, Tex Beneke and Artie Shaw scores again—

WITH HIS OWN BAND.

Jerry Gray
and His Orchestra
Recording another GRAY GREAT!

Remember these great Jerry Gray arrangements?

STORMY WEATHER MARCH
(Decca 24912)

Management—BERLE ADAMS AGENCY
6365 Selma Avenue
Hollywood 29, California

THE BILLBOARD PICKS:

in the opinion of the Billboard music staff, records listed below are most likely to achieve popularity as determined by charting into best-selling, most played or most heard features of the charts.

1. ROULETTE
Tom Marlin... Victor 20-3691
2. CANDY AND CAKE... Arthur Goddard... Columbia 38731
3. I ALMOST LOST MY MIND... Fats Waller... Victor 20-3686
4. DADDY’S LITTLE GIRL... Mabley... Decca 24175
5. SILVER DOLLAR... Johnny Long... Decca 24075
6. THE THIRD MAN THEME... Guy Lombardo... Decca 24089
7. GOD’S COUNTRY... Frank S矗... Columbia 400
8. WHEN MY EYES WIDE OPEN I’M DREAMING... Bob Scott... Decca 24087
9. WEDDING... Ray Cannon... Decca 24085

THE DISK JOCKEYS PICK:

Picks that have appeared on various 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 listeners’ hot pick will be.

1. ROULETTE... Tom Marlin... Victor 20-3691
2. CANDY AND CAKE... Arthur Goddard... Columbia 38731
3. I ALMOST LOST MY MIND... Fats Waller... Victor 20-3686
4. DADDY’S LITTLE GIRL... Mabley... Decca 24175
5. SILVER DOLLAR... Johnny Long... Decca 24075
6. THE THIRD MAN THEME... Guy Lombardo... Decca 24089
7. GOD’S COUNTRY... Frank S矗... Columbia 400
8. WHEN MY EYES WIDE OPEN I’M DREAMING... Bob Scott... Decca 24087
9. WEDDING... Ray Cannon... Decca 24085

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 record retailers think tomorrow’s hot pick will be.

1. ROULETTE... Tom Marlin... Victor 20-3691
2. CANDY AND CAKE... Arthur Goddard... Columbia 38731
3. I ALMOST LOST MY MIND... Fats Waller... Victor 20-3686
4. DADDY’S LITTLE GIRL... Mabley... Decca 24175
5. SILVER DOLLAR... Johnny Long... Decca 24075
6. THE THIRD MAN THEME... Guy Lombardo... Decca 24089
7. GOD’S COUNTRY... Frank S矗... Columbia 400
8. WHEN MY EYES WIDE OPEN I’M DREAMING... Bob Scott... Decca 24087
9. WEDDING... Ray Cannon... Decca 24085

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 best operators think tomorrow’s hot pick will be.

1. ROULETTE... Tom Marlin... Victor 20-3691
2. CANDY AND CAKE... Arthur Goddard... Columbia 38731
3. I ALMOST LOST MY MIND... Fats Waller... Victor 20-3686
4. DADDY’S LITTLE GIRL... Mabley... Decca 24175
5. SILVER DOLLAR... Johnny Long... Decca 24075
6. THE THIRD MAN THEME... Guy Lombardo... Decca 24089
7. GOD’S COUNTRY... Frank S矗... Columbia 400
8. WHEN MY EYES WIDE OPEN I’M DREAMING... Bob Scott... Decca 24087
9. WEDDING... Ray Cannon... Decca 24085

THE COUNTRY & WESTERN 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 the Country & Western Disk Jockeys think tomorrow’s hot pick will be:

1. ROULETTE... Tom Marlin... Victor 20-3691
2. CANDY AND CAKE... Arthur Goddard... Columbia 38731
3. I ALMOST LOST MY MIND... Fats Waller... Victor 20-3686
4. DADDY’S LITTLE GIRL... Mabley... Decca 24175
5. SILVER DOLLAR... Johnny Long... Decca 24075
6. THE THIRD MAN THEME... Guy Lombardo... Decca 24089
7. GOD’S COUNTRY... Frank S矗... Columbia 400
8. WHEN MY EYES WIDE OPEN I’M DREAMING... Bob Scott... Decca 24087
9. WEDDING... Ray Cannon... Decca 24085

THE MUSIC POPULARITY CHARTS

Record Possibilities

The "Piano Roll Blues" introduction is a perfect way to sell this record to jazz fans. It's been a big hit with the jazz fraternity on the West Coast, and I heard that it was given a test run in New York last week and received enthusiastic反应 from the audience.

Jerry Gray
and His Orchestra
Recording another GRAY GREAT!
The **MODERN** way

is to **SURVEY**!

You're "on the level" when you study the record plays, retail sales and the music popularity picture thru The Billboard Music Popularity Charts.

Every week The Billboard conducts a continuing SURVEY of disk jockeys, record dealers and juke box operators. Ten different questionnaires are used. More than 10,000 are mailed. Popular, kiddie, classical, folk as well as rhythm and blues are represented.

There's nothing secret, but everything is sacred where accuracy is concerned in The Billboard Pop Charts. The "fine print" above each chart tells where and how it is compiled. Read it some time.

Anyone can do it. But why spend thousands of dollars and hundreds of work hours each week plus years of study and experience when you can hire The Billboard to do it for you for 25c each week. Pardon, that's "less than 25c" if you use the order form on the right.

---

**SUBSCRIPTION ORDER FORM**

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

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

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

311MU
If I Knew You Were Comin’ I’d’ve Baked a Cake
E. McCartney/Goodman (78) Dec 3914
I’ll Never Get There
M. Ludlow/Childs (1st Cap) 976
I’m a Little Tramp
M. Rideout/Kupfer (E. W.) Jul 3743
In a Chinese Garden
H. Minneapolis Quintet (E. W.) Jul 2547
Jazz in the Dark
L. Muzik-Tunes (What’s New) London 613
It’s Dark Four
B. Farrell (Recorded) MGM 53597
It Might as Well Be Spring
M. Whitney-P. Weston (How Deep) Cap 874
It’s Only a Paper Moon
K. Cole Trio (Contemporary) Cap 70809
It’s So Nice to Have a Man Around the House
Herman Keizer (r) Dec 24944
I’ve Got a Heart Full of Love
S. Muster (The Old) Dec 3077
June Eve
P. Neume (Remastered) Discovery 123
Stan Kenton’s Milleniums Album—S. Kenton Oct 6 (Cap)
Cap(1950-1101) (1310-518)
Anthony Jones
Anthony in Rythmix
Collaboration
Comet To End All Concerts
Interpretive Riff
The Fantastic Vendor
Kiss the Ha’penny, Kiss Me
A. Wallace Ork (Original) Gilt-Edge 1999
La Vie en Rose
M. Marceau (Oh We’ve) MGM 30287
I’ve Got a Love Song
P. Weston Ork (Lee Feuston) Capitol 68090 (45)
Fah0
Lucky Stars
P. Harris-W. Sracht Ork (God’s Country) V701-
So-P7341 (3517-7241)
Les Feuillen Maries
P. Weston Ork (I’ve) Capitol 83969 (45)
Little Joe
L. Fomin Ork (Gin Dec 43929
Look, Stock and Barrel
S. Armstrong-Diehl-Stam Ork (Aug 2929-
929)
Lou Luccia
A. Wallace Ork (Blue Cap) Capitol 7028 (804)
Mcd0
Mary Lee
S. Henderson (Sunday, Monday) Capitol 71031
Memories of Santa Lucia
S. Brito (Don’t) MGM 15649
Midnight Jazz
S. Brito (White Cap) Cap 673
Moonshun
S. Sain (Oct 6 (Cap) Discovery 123
Mother, Mother, Mother, I’m a Rose on Me
T. Arden (Radial) 31728
My Lily and My Rose
E. C. S. (Cross E. Ork) ‘80/’80—
Ne Love Me
H. Gol-K. Cape (Chicago) (Admiral) 1029
Old Piano Roll Elton, The
L. Lavelle (Eulogy) Del 2505
Once Upon a Love
R. Logan or (Herbal) Met Del 4024
On the Trail
E. Proctor-T. Curren (Another Kiss) London 620
Panhandle Joe
J. Boyd (Cape Guitar) Met 4424
Piano Fish and Chip Ork (As)
J. Arc-S. School Ork (Confidential) Del 25474
Piano Pals
H. Katz (There’s a Cap Del 593
Peter Fagan
D. Davis (Now Cap) Del 487
Peter Merchant (Mercury) Del 25474
Peter Constantin
C. F. Hardy (Flipped) Dec 30043
Place Brilliant Adam—C. Reyes Ork CapTCL37 (1949)
Adnas
L. ville de Bode (60)
Last Lane
L. Doane (Canada)
Rhythm Rhapsody
I. V. (Alex) M. (Horn In)
Polka-dot Del 59
H. Morgenstein ‘86 (Cap) Dec 52794
Rosa
T. Arden (Mother) (Mother Cap) 38727
Rumba
L. Poppin (Little) Del 24950
Ruts Field
P. Hart (Midnight Joy) Cap 6879
Sunday Afternoon with C. Reyes Ork CapTCL37 (1950)
L. Green (217-127)
Say Little Girl
Sister Goldie Robinson (Bouncing Ball Cap) 1701-
9793 (4535-7097)
Sunny for You Mambo and Here You Come Today
G. Washburn-G. Washburn (Brothers) Dec 5279
Sentimental Me
Mrs. Ruth F. (Blue Prov’n) Coral 16473
Sentimental Me
K. Monk (Time) Capitol 63142
Shine on Harvest Moon
G. Washington (Untold) Modern 282
Spring Made a Fool Out of Me
M. Farrell (Cap Ork (Every Country) MGM 10652
Shorty George
Czech-Italian (Cant O’runt) Brunswick 60134
Sooner I’ll Get Cuckoo
M. Young (Spanish Serenade, Recorded 218
Springball Rag
The Kell-Ollen(E) Wash London 121
Stars Are the Windows of Heaven
H. Brotman (Cant Ork) London 650
Steel Guitar Rag
J. B. Johnson (Steel) Rhy 6741
Sustained
Ibu.
A. Lund (Wilhelmina) MGM 15466
Sunday, Monday
S. Henderson (Mary Lou Cap) 70161 (45)
Surye Three
S. Arneson (E) London 618
Symphony of Spring
R. Camp (Ork with MGM 16644
Take Care, Take Care of My Heart
A. Wallace (Lime Light) (Gilt-Edge) Dec 5094
That Was Me and You
T. Marquard-W. Weston Ork (I’ve) V720-3750 (71437-3283)
That’s a Plenty
H. Lucier Ork (Capitol) 479
There’s a Hole in the Iron Curtain
M. Katz (Panball) Capitol 605
There’s An “X” in the Middle of Texas
D. C. Rags—H. Ork (How Does) V7320-3701 (45)
The Man Trash, The
H. McKinley Ork (I’ve) V720-3709 (71437-3283)
Truly

By JIM MOREHEAD AND JIMMY CASSIN

Recorded by

Ames Brothers
Ames Brothers
Ray Anthony
Ken Griffin
Martha Lou Harper
Martha Lou Harper
Vic Anthony
Martha Lou Harper
Vic Anthony
Billy Mayo
Russ Morgan
Ray-O-Vacs

Coral 60173
Coral 60140
Capitol 953
Rond 213
Rond 215
Autograph 813
Dana 2074
Decca 24904
Decca 48141

Knickbocker Songs Inc.
1616 Broadway, New York 19, N. Y.

New York, HAYDON BROUGHTON, Hollywood, HESS WALD.
NAMM Back to Chi in 1951; ‘52 Meeting Goes to N. Y.

CHICAGO, March 4—The National Association of Music Merchants (NAMM) will keep Chicago its 1951 national convention site but will move the music retailers’ confab to New York in 1952, it was announced by Bill Gard, NAMM executive secretary, following the midyear board of directors’ meeting in Honolulu last week. A committee, studying the regional election of board members, recommended that the present procedure of selecting reps from eight different regions be continued to make for nationwide representation.

The NAMM will show its sales training material in its process of completion, at the 1950 convention slated for July 10-12 at the Palmer House here. The film will show: (1) The responsibility and opportunities for selling music to the community; (2) over-the-counter sales, and (3) big ticket selling.

Gard reported that William H. Bratley, a NAMM rep and owner of the Southland, Dallas, appeared before the Ways and Means Committee of the House of Representatives on Feb. 21 to ask for a deduction or elimination of the excess tax on musical instruments. Bessey, in his report, quoted from a national survey by the NAMM membership which showed that 10% of all musical instruments are tax exempt because they are purchased by schools and religious organizations.

by a Staples and Richard family.

Regal Pacing In Hwd. Upbeat

HOLLYWOOD, March 4—Dixieland continues to storm the Los Angeles area, with Chino’s latest hit, “Rock a Tailgate Trip,” sitting some No. 1 ticket selling. The NAMM has informed its services to A. P. Stewart of Purdue University, who announced the first festival music for the Freedom Fair in Washington in 1921.

Gard reported that William H. Bratley, a NAMM rep and owner of the Southland, Dallas, appeared before the Ways and Means Committee of the House of Representatives on Feb. 21 to ask for a deduction or elimination of the excess tax on musical instruments. Bessey, in his report, quoted from a national survey by the NAMM membership which showed that 10% of all musical instruments are tax exempt because they are purchased by schools and religious organizations. He pointed out that an additional 60% per cent of the total purchased are taxed, but are used for such purposes as school or home instruction. The survey disclosed that the remaining 18 per cent are purchased for professional use.

Dixieland Pacing

in Hwd. Upbeat

HOLLYWOOD, March 4—Dixieland continues to storm the Los Angeles area, with Chino’s latest hit, “Rock a Tailgate Trip,” sitting some No. 1 ticket selling. The NAMM has informed its services to A. P. Stewart of Purdue University, who announced the first festival music for the Freedom Fair in Washington in 1921.

Gard reported that William H. Bratley, a NAMM rep and owner of the Southland, Dallas, appeared before the Ways and Means Committee of the House of Representatives on Feb. 21 to ask for a deduction or elimination of the excess tax on musical instruments. Bessey, in his report, quoted from a national survey by the NAMM membership which showed that 10% of all musical instruments are tax exempt because they are purchased by schools and religious organizations. He pointed out that an additional 60% per cent of the total purchased are taxed, but are used for such purposes as school or home instruction. The survey disclosed that the remaining 18 per cent are purchased for professional use.

Dixieland Pacing

in Hwd. Upbeat

HOLLYWOOD, March 4—Dixieland continues to storm the Los Angeles area, with Chino’s latest hit, “Rock a Tailgate Trip,” sitting some No. 1 ticket selling. The NAMM has informed its services to A. P. Stewart of Purdue University, who announced the first festival music for the Freedom Fair in Washington in 1921.

Gard reported that William H. Bratley, a NAMM rep and owner of the Southland, Dallas, appeared before the Ways and Means Committee of the House of Representatives on Feb. 21 to ask for a deduction or elimination of the excess tax on musical instruments. Bessey, in his report, quoted from a national survey by the NAMM membership which showed that 10% of all musical instruments are tax exempt because they are purchased by schools and religious organizations. He pointed out that an additional 60% per cent of the total purchased are taxed, but are used for such purposes as school or home instruction. The survey disclosed that the remaining 18 per cent are purchased for professional use.

Dixieland Pacing

in Hwd. Upbeat

HOLLYWOOD, March 4—Dixieland continues to storm the Los Angeles area, with Chino’s latest hit, “Rock a Tailgate Trip,” sitting some No. 1 ticket selling. The NAMM has informed its services to A. P. Stewart of Purdue University, who announced the first festival music for the Freedom Fair in Washington in 1921.

Gard reported that William H. Bratley, a NAMM rep and owner of the Southland, Dallas, appeared before the Ways and Means Committee of the House of Representatives on Feb. 21 to ask for a deduction or elimination of the excess tax on musical instruments. Bessey, in his report, quoted from a national survey by the NAMM membership which showed that 10% of all musical instruments are tax exempt because they are purchased by schools and religious organizations. He pointed out that an additional 60% per cent of the total purchased are taxed, but are used for such purposes as school or home instruction. The survey disclosed that the remaining 18 per cent are purchased for professional use.

Dixieland Pacing

in Hwd. Upbeat

HOLLYWOOD, March 4—Dixieland continues to storm the Los Angeles area, with Chino’s latest hit, “Rock a Tailgate Trip,” sitting some No. 1 ticket selling. The NAMM has informed its services to A. P. Stewart of Purdue University, who announced the first festival music for the Freedom Fair in Washington in 1921.

Gard reported that William H. Bratley, a NAMM rep and owner of the Southland, Dallas, appeared before the Ways and Means Committee of the House of Representatives on Feb. 21 to ask for a deduction or elimination of the excess tax on musical instruments. Bessey, in his report, quoted from a national survey by the NAMM membership which showed that 10% of all musical instruments are tax exempt because they are purchased by schools and religious organizations. He pointed out that an additional 60% per cent of the total purchased are taxed, but are used for such purposes as school or home instruction. The survey disclosed that the remaining 18 per cent are purchased for professional use.
PERSISTENT 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 they were produced, and film songs, according to the year of public release.

In the publishing list, the name of the publisher, and not the original publisher of the song, is given. (Titles first copyrighted in 1894 or before) have no publisher credit.

The record listing is representative, not necessarily complete.

No. 51—AL HOFFMAN

In the songwriters' lexicon "every cloud has a silver lining" or a reasonable equivalent, Al Hoffman will swear it is true. Back in 1931, then a discouraged tyro, pored his troubled heart into a song and called it Heartaches. Ted Weens whose two masterpieces of A—One for Victor and the other for Decca—had left Columbia, and were dastardly晴 than cash in the music stores. But 18 years later, in 1947, Al hit the Yearly Double with a two-song parody—Heartaches, the also-ran of 1931, and Chumba Chalaba, which earned him top ranking among the country's songwriters in The Billboard's Second Annual Music Record Poll.

And that's only half of Al Hoffman's success story.

Today he has another two-song parody even more dastardly than the above, handsomely, Bubbidi-Bobbidi-Boo and A Dream, I Wish Your Heart Makers, both from the latest Walt Disney picture, Cinderella, another Hoffman hit from the 1945-1946 Song Swoon, Sweeps, There's No Tomorrow, is in a challenging position close behind the front runners.

While these and other achievements have made Al Hoffman a marked man, there's also a marked distinction in Tin Pan Alley and the film studios of Hollywood and London, and, if there is a certain eclecticism of citizens who have no great affection for his music, there are those who unaccountably are led by a group of National League pitchers who vividly recall long walks to school with their Heartaches, dolefully chanted by the Boston backsliders after being kneedled out of the box by the pennant-hungry Braves of 1948.

A convict in the New Jersey penitentiary who, before he was a convict, was once so enamored of Heartaches that he played it over and over again on the juke box of a Nebraska saloon. One faceless, sightless and another customer demanded a change of tunes, and after the battle the royal that composed Heartaches, and the marquee and the defender of Heartaches, dutifully reeled off the song, along with his liberty.

In addition, there's an English bow that broke popularity, the way a stage coach driver got up on the off side to the strains of I Saw Stu, another of Hoffman's many song hits, played by Moddy & Mooney and entertained the fans between bouts with firearms.

And it should be set down here and now that Al himself has sustained unforeseen and permanent injuries that he made his debut on the radio hit parade in 1931.

Born in Minsk, Russia, on September 28, 1905, Al was six years old when his family emigrated to America and settled in Seattle. While still a child, he showed a remarkable aptitude for music that his father invested $390 in a venerable pedal organ, and Al immediately mastered both its keyboard and its mechanical elements by improvised melodies of promise upon it.

Al also gained some local fame as a banjo player and actor. In his interest centered in the theater rather than in music, and he had visions of becoming a stage star after doing a juvenile bit with David Warfield when The Auctioneer played Seattle. On the other hand, Al's younger brother, David, planned to make his career a music one, to become a musician, and Al had the later playing character roles in such comparatively small films as Popeye, Make a Date, and Moscou. The Conquerors and The Good Companions.

While in grammar school Al Hoffman concentrated on classical and modern music. He later played in the school of the famous of the flaming youth age and got about mastering every type of instrument from Mathews to the hands on, finally settling for a set of drums. Hoffman also played with several bands on the Pacific Coast, Al eventually became a band leader and did a lot of recording. He produced for his first song, Marcellona, a Seattle firm, which recorded it. The song was a man of the song, long now forgotten and in later days, Al also plugged his early songs himself, hounding the stage doors of the Seattle vaudeville houses where he worked at Al Jones, Jim Price and Ernest Bailey were playing, and finally talking into a record producer who placed the song, who in several years of hard work finally prompted Al to pack up his drum kit and hit for New York, to determined to become a songwriter with a high ANCAP.

It is well that Al Hoffman didn't leave his drum kit behind, for they were his "ace in the hole" during the lean years that followed. He picked up a song or two by plucking out such song and dance-jobs that invariably ended when the prohibition agents discovered the music Salesman's till where he worked.

ダメグッド and discouraged, Al finally sat down and started working on what has proved to be his first real hit song. While still a teen-ager and with but six years, but his open sesam to Tin Pan Alley success. In 1932 he had a hit in Little Man You've Had a Busy Day, destined to become a long-lived standard. That same year he had one of the big breaks in his career when Jack Buchanan used his song, This is the Way We Live, to come to London to the scores for musical films. While in London, Jack snapped up a feature picture that included Whistle, Without a Song. These were, co-starring Anna Lee and Lee Allen; She Shall Have Music, featuring Ray Higgin's band, and an old song, Landlord; Come Out of the Fun, starring Jack Buchanan; Bic of Old Drury, starring Anna Neagle; When Knights Were Bold, starring Jack Buchanan and Fay Wray. First a Girl and a Gangster in both Al's music on television. He also wrote the music for London productions: This Will Make You Happy, written with Leo Robin; Amorous Hearts, with Lee and Hide and Seek, with Cleo Courtwright.

Al Hoffman returned to the United States in 1937 that found the songs he had written so popular, this country that matched their overseas reputation, he found his life as a popular singer of sheet music was definitely behind him. Al Hoffman's BEST KNOWN SONGS AND RECORDINGS AVAILABLE

1915—EVERYTHING'S IN RHYTHM WITH MY HEART

1916—WHERE THERE'S A YOU THERE'S A ME

1917—SHE SHALL HAVE MUSIC

1918—I'M IN A DANCING MOOD

1919—I'M IN A DANCING MOOD

1919—GO TO YOUR ARMS AND SING THE OLD WALZ
E. B. Marks Music Company, Published by the New York Musician's Guild, January 1, 1919.

1920—BABBLES AND CHAPEL BELLS
With Al Goodhart and Maurice Silkin, Reynolds Music Company, Published by Reynolds Music Company, October 5, 1920.

1920—STORY OF A STARRY NIGHT
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of Tchaikovsky's "Pathetique Symphony." Recorded, Vocalion 25525, Woody Herman orchestra.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—I MUST HAVE MORE KISSES, KISSES
With Al Goodhart and Maurice Silkin, Fox Music Corporation, Copyrighted in 1921, Published by Fox Music Corporation, June 30, 1921.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.

1920—MARRIAGE OR A MANSION
With Al Goodhart and Maurice Silkin, Goodhart & Sons, Published by Peter Arnold, Inc., on the melody of J. Strauss, "Merry Widow." Recorded, Vocalion 2394, Jack Dempsey.
Chicagoland Inks Pablo Casals

NEW YORK, March 4—Columbia Records, having signed Sir Thomas Beecham and Leonard Bernstein recently, this week secured another big name when it added Pablo Casals, the violinist who has been living in a self-imposed exile in Paris, a French-Spanish former Crown, to be recorded in that town during a forthcoming Radio Festival, in which he is being organized around Casals by a group of musicians headed by violinist Alexander Schonberg.

Other artists who will appear at this festival and who probably will be recorded with Casals will be Rudolf Serkin, Joseph Schneider, Joseph Joest, and Isaac Stern.

Phillips Leaves ABC for Glen

CHICAGO, March 4—Bobby Phillips, Jack-of-all-trades for the past three years in the Associated Booking Corporation (ABC) office here, set to leave Monday (8) for Hollywood, where he'll take over as chief of the Joe Glaser Western office. Phillips, who did the majority of the jazz spot booking for Glaser the Midwest corporation during the past three years, will replace MIH Deutsch. It's reported that Deutsch is leaving ABC on April 15 to take over as manager of entertainment at the Western Village of the Last Frontier Hotel, Las Vegas, Nev. Freddy Williamson, manager of the ABC branch here, says that a replacement for Phillips will be appointed within the next two weeks. The Associated's Midwest office the past two weeks inked two more bands, making a total of 11 orks now being booked by the Glaser Agency. Russ Carlyle, ex-MCA property, is currently being booked by the office, while George Olsen, current at the Edgewater Beach Hotel here, will be booked by Associated after he closes the Northside hotel April 8.

Big Road Schedule For Capitol Brass

HOLLYWOOD, March 4—Capitol's top brass men are on the road. R.C. Cook, head of pop disk sales promotion, planned to arrive in Chicago to attend the jockey box office gathering in the next two weeks. He'll kick off New York in the coming weeks and plans plans to call on various Eastern distrub branches and help co-ordinate activities of new promotion department appointments.

Ned Herzman is attending the New York Associated Booking Corporation convention on York key convalesce with the New York Stock Exchange and with his Frank Sinatra show duties.

Floyd Biltaker, Cappaglia, in charge of sales, has returned from a three-week cross-country market study trip.

Columbia Inks Pablo Casals

NEW YORK, March 4—Columbia Records, having signed Sir Thomas Beecham and Leonard Bernstein recently, this week secured another big name when it added Pablo Casals, the violinist who has been living in a self-imposed exile in Paris, a French-Spanish former Crown, to be recorded in that town during a forthcoming Radio Festival, in which he is being organized around Casals by a group of musicians headed by violinist Alexander Schonberg.

Other artists who will appear at this festival and who probably will be recorded with Casals will be Rudolf Serkin, Joseph Schneider, Joseph Joest, and Isaac Stern.

We Did It and We're Sorry!

We are new planning our route for a trip to be made through the South within the next week or so, at which time we decide to contact distributors for our last selling, "unbreakable" GOSPEL RECORDS which result for 70c. We have the selection and the talent that you want with a good distributors' contract with this company that is known everywhere for its honesty and reliability. We are also interested in continuing trial and pressing plants, as we plan extensive promotion and distribution in the South and Southwest. We invite pressing plants to send us prices and samples with recommendations in which we might be interested. Talent may send audition tapes.

Gospel Recording Company

2401 Arleen Street
Teaneck, New Jersey

Our New Hit Record: No. 1. 1951

"Silently"—placed by "Beyond the Sunset," with Bob McDade and the Gospel Trio—organ arr. Will top them all. Order today!

We now have our routine for a trip to be made through the South with our "unbreakable" GOSPEL RECORDS which result for 70c. We have the selection and the talent that you want with a good distributors' contract with this company that is known everywhere for its honesty and reliability. We are also interested in continuing trial and pressing plants, as we plan extensive promotion and distribution in the South and Southwest. We invite pressing plants to send us prices and samples with recommendations in which we might be interested. Talent may send audition tapes.

We now have our routine for a trip to be made through the South with our "unbreakable" GOSPEL RECORDS which result for 70c. We have the selection and the talent that you want with a good distributors' contract with this company that is known everywhere for its honesty and reliability. We are also interested in continuing trial and pressing plants, as we plan extensive promotion and distribution in the South and Southwest. We invite pressing plants to send us prices and samples with recommendations in which we might be interested. Talent may send audition tapes.
NEW VICTOR, COLUMBIA
$12.00 per 100

THE BILLBOARD
March 13, 1950

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

Jack Fina
(Reviewed at Biltmore Ball, Biltmore Hotel, Hollywood, February 14, 1950)

Paul Neighbors
(Reviewed at Biltmore Ball, Biltmore Hotel, Hollywood, February 14, 1950)

Mooney Tied To Westerns
PHILADELPHIA, March 4. — A combination of urban and rural fare will be featured in the WJW Agency here for touring both the northeastern and midwestern areas this winter and summer. Art Mooney’s orchestra will present the modern approach to pop music in the urban areas and the more country oriented from the Joyce agency’s stable. A big business is expected in both areas as Mooney will link with the Joyce agency.

Mickey, fashioned for concert, show, and dance will be in theaters, restaurants and night clubs, including several day-to-weekend stands. Touring will also take in Canada, where the Joyce agency expects more than its fair share of attractions. Plan is for the Mooney-Mickey tour to go twenty-six weeks in the spring and summer.

Success of this proposed modern and Western blend promises to open up new and field of employment for the name dance bands, giving the rider his resignation before the first opportunity to crack the hillbilly belt.

W/J Disk Jock Quits in a Huff
GETS A SURPRISE

CLEVELAND, March 4. — WJW, Cleveland’s top-rank disk jock here turned out to be real when WJW had his resignation accepted by the station owner.

The tempete began when Kay, in clear terms, expressed to his boss that his 30-minute time allowance was being cut by five minutes to allow time for broadcasting rec-room results.

When the fuss subsided the situation was settled by Kay, station manager, through a friendly, intimate manner. Kay, who had stood up to do justice to the number, Main theme is handled by Fina’s piano, which is okay as far as Fina is concerned. The mood is set by the trombone slide (band is sans trumpets) and the guitars, the latter adding a bit of atmosphere.

The band has come a long way since this reviewer first bent an ear to its fledgling efforts at Clio’s two years ago. They have gained confidence, polish, confidence and ability to handle the job to the satisfaction of Fina. The company has even cut four sides by McHugh, including In the Mood, Easter Parade, On the Sunny Side of the Street, and The Four poster.

As a result of the preceding, the company has been able to bring in another type of religious disk, with a lavish production background, aimed particularly for radio production, rather than concerts.

Fireside Cuts Religious Disks
NEW YORK, March 4. — From the transcription package featuring Ed McHugh, the Gospel Singer, and Steady McHugh’s Records, Firebird Records, a disk which is identified with the religious tract ministry of the record company. The company has already cut four sides by McHugh, including In the Mood, Easter Parade, On the Sunny Side of the Street, and The Four poster.

As a result of the preceding, the company has been able to bring in another type of religious disk, with a lavish production background, aimed particularly for radio production, rather than concerts.

100G OUGHT IN SUIT
(Extracted from page 16)

and Stapp, the petition filed for Mrs. Biggs by attorneys Ward Hudson and Dick Kummel, who have not been enjoined any comment on the suit, while Stapp could not be reached. A ruling was rendered foruff-those Publications said the firm merely published the story.

The court advised that: (1) Biggs is the author of the song and should have all royalties under the contract between Stone and Stapp and the publishing firm; (2) that one or both of these parties be made to determine the amount due thecomposer; (3) that the publishing firm file a true and correct copy of the royalty contract executed with Stapp; and (4) the order may be appealed by Biggs.

Mrs. Biggs alleges that more than 3,000,000 copies of the song have been sold and that it was

Move Over, Bam!

PHILADELPHIA, March 4. — Owing to his NBC symphony concert here March 10, Originals label will have to publish its program for Put on an Old Fair Of Shoes, backed by Sleepy Taylor. In connection with Murray Seidman resigned Friday (24) from his position as assistant manager of the distributing branch in Buffalo to devote full time to the Command disk department of the Buffalo branch. He had been with the Buffalo branch for about five years and operated the Buffalo branch from its inception.

London Takes Over “Old Shoes,” “Gal”
NEW YORK, March 4. — London Records has taken over two masters from Command Records, June 16. The company has been” a rock and roll a frequent sight this season as he plans to appear on the programs of the world’s great orchestras. As a rule, he files a true and correct copy of the royalty contract executed with Stapp; and (4) the order may be appealed by Biggs.

Mrs. Biggs alleges that more than 3,000,000 copies of the song have been sold and that it was

Move Over, Bam!

PHILADELPHIA, March 4. — Owing to his NBC symphony concert here March 10, Originals label will have to publish its program for Put on an Old Fair Of Shoes, backed by Sleepy Taylor. In connection with Murray Seidman resigned Friday (24) from his position as assistant manager of the distributing branch in Buffalo to devote full time to the Command disk department of the Buffalo branch. He had been with the Buffalo branch for about five years and operated the Buffalo branch from its inception.

London Takes Over “Old Shoes,” “Gal”
NEW YORK, March 4. — London Records has taken over two masters from Command Records, June 16. The company has been
Merchandise

NEW YORK, March 4.—London Records’ projected release of the unique LP disk, Shooting Par Golf With Arnold Palmer, will get promotional assists from several companies. Among them are Budweiser and Wilson golf balls. Letters will go out to several thousand golfers in Philadelphia, informing them that Wilson golfers will call on them with a sample of the disk. The dealers are then instructed to send in orders to the local London district. London’s promotional program includes a Wilson golf ball.

The second tie-in is with Foot-Joy golf shoes. A spread is planned in the instruction book that accompanies the disk. Foot-Joy dealers in that country are the only tie-in because the crisp-backed golf album displays in their window.

Both tie-ins are for reciprocal service only, with no cash involved. The deals were set up by Budweiser’s publicity agent, Frank Nichols, who also produced the London general manager, D. H. Toller-Bond.

Orsatti at Somers Pt. Easter

PHILADELPHIA, March 4.—An Easter season opening has been set for April 15th by Art Orsatti, who owns Orsatti’s, a fine glassware, and also operated the Casino in Somers Point until last year. He dropped the casino business down there, but has decided to open the glassware business because the high-priced bands failed to pay off. On the other hand, he has built a smaller spot which will carry his name. New summer room will feature the smaller units, and Easter will also include a half dozen name units and small combos for the summer season.

Music Biz Feels Coal Strike Nip

NEW YORK, March 4.—The coal strike and generally strained economic conditions are beginning to show an effect on the record business. While there has been a sharp decline in the demand for all types of records, there has been no sharp decline, a slow but certain drop in business is beginning to be noted among manufacturers. This is due to a combination of factors, particularly the strike.

The Eastern territory has suffered a small business decline. But the demand still holds up. The strength of the industry, according to key executives in the field, is due to the fact that the coal strike is not of the kind that will take a large percentage of household income in this territory.

Trumpis-Collar Set

HOLLYWOOD, March 4.—Trumpis-Collar & Associates, consulting engineers, have announced that the Trumpis label will enter the disk distribution field by taking over American Copyright and distribution rights for Pan-Art Records. Pan-Art, Havana firm headed by I. Lewis Stahl, set the disk here by Trumpis-Collar will press the disk in London and it is expected that within a month the label will distribute the Trumpis label to London dealers.

PD Tacking Up Some *49*er Stuff

NEW YORK, March 4.—Tommy Dorsey and his band, who have commemorated this week by two memmories of the feeling of the country at the time of his 50th anniversary as a stick writer. The first trophy was awarded to the best writer on April 9 by Gov. Henry F. Schirringer, of Indiana, on behalf of their Circle of Indebted, where TD is playing a theater engagement. The second presentation will be made at the annual Jackson-Jefferson Day dinner in Indianapolis tonight.

Mpls. Carnival Denies It’s On

MINNEAPOLIS, March 4.—Rumors persist that the swank Club Carnival here will give up the summer season as a result of declines in attendance. The carnival, which since its reopening under its present name on April 14, 1948, has brought in such top names as Carmen Miranda, Lensia Home, Ted Lewis, Martha Raye, and Sophie Tucker, reportedly is losing upward of $150,000 a year in its efforts to be the Cabaret of the Midwest. So invaders feel it is better to drop the season and give up the week, which has more than two years to go, move to a new spot and operate on a smaller scale.

But Ted Cook, president and manager, says it isn’t so. He claims the Miranda date just finished. (See Mpls. Carnival Denies, page 52.)
IT'S ALL RIGHT O.N.Y. PREEM

Houses Take Dive; Crowds Flock to Para

Managers Face Stem Ills

NEW YORK, March 4—The Bob Hope Show, scheduled for Wednesday (1), sloughed the rest of the street. Everything was hit, the flesh-film combo houses and even the big grand theaters.

Hope took in $79,500 for his first day. If the pace keeps up, the first week's gross would be about $185,000. Every time a show played, the public would pay $60,000.

Against Hope, the grosses at the other theaters made poor reading. The Stardust took in $79,200; the Roxy, $2,000; the Palace, $1,200, and the Palace, $4,500. The last three theaters on the street were mining great standing with a twofold benefit.

With a marquee studded flicker, the Roxy, slated for a Broadway show, has a $79,500, twice the usual price for a four-day run.

The picture was ever more significant Wednesday (1) up to 6 p.m. A total of $3,024,910 had been paid in. The amount had in 1910, while Hope's State had only $380 or so in the till. The average price of admission was $2.50, the most he had ever shown on the street because of the poor weather.

On the other side of the street, the New York State theater, with a downtown star, had a $1,500 take.

This persistent old problem is worrying to the trade. The Save the Roxy campaign has resulted in the sale of a new price for the tickets.

The question of product has the entire industry gobbling aspirin. Every theater sold out and the house is showing something they want to sell.

The question of product has the entire industry gobbling aspirin. Every theater sold out and the house is showing something they want to sell.

NEW YORK, March 4—The latest in the many efforts to protect material has been started by Sam Levenson, president of the Library of Congress, with the Library of Congress, copyright, rule.

Under Form "C," tagged Protection of Oral Material, in force about six months, any person using speech for a livelihood or who earns up to $50 per week may protect any other person using speech for a livelihood or who earns up to $50 per week may protect under similar conditions. Levenson, now at the Latin Quarter, has hired two court reporters who sit out front to live-tape his whole act as he is taped, then filed with the Library of Congress.

Levenson said he had already heard from some actors who have taken his test and are using him as a token in different spots throughout the country. "In each case I will send a steno- gram to look down, and I'm sure the material used is a copy of mine immediately starts out," said Levenson.

"I'm not only willing but anxious to stop the test case," added Levenson.

"I don't want to hurt the small actor. But I will fight the big guys who don't care. I'm afraid someone can steal whatever they like and get away with it."

Levenson was asked what happened if a person using material can protect and then file a statement to his secretary, Mervin Rosenberg, that he had been informed that, according to copyright law, prior use had no standing where a copyright was on the total to his. Levenson said the copyright was assumed to have gone right despite any claims to the contrary.

WAITERS WANT TIPS TO COUNT FOR SECURITY

WASHINGTON, March 4—Representatives of hotel and innery workers are trying to get the Senate Finance Committee to write into the Social Security Act a provision to tax tips as income, while hotel employees are opposing the move. However, if the committee should supplement its present proposal to tax tips and the employees would pay substantially higher pay-roll taxes. Old-age benefits for such workers would be increased accordingly.

According to the Internal Revenue Service, tips can be included in income under the present law if the employee is also an income earner. As passed by the House, the Social Security amendments embodied in the bill would not allow this.

The first version of HR 6900, introduced in the House before the Ways and Means Committee started hearings, provided that "gratuities" were to be included as income. The committee, however, eliminated this section from the approved bill.

In testimony unfolded before the Senate Finance last week, the Bette Davis, head of the Screen Actors' Guild, and Josephine O'Brien, American Hotel Association (AHA) veep, said such a step was improper since employers were unable to arrive at an accurate estimate of employee tips.

La Pickens Sets New Act Preem

NEW YORK, March 4—Jane Pickens, who has been doing a single since the break-up of the old sister and Blackie Stamey's act in Detroit April 1.

The new format will use six boy singers in a new act prepared and rehearsed especially for cafes. It will also feature an updated version of the choreography by Roy Harrison.

The first date for the new Jane Pickens act is April 22, at the Athletic Club. Then there'll be a tour of major hotels in the area, and possibly, a brief tour of the Pennsylvania, starting April 19, followed by the Ogleby-Plaza, Boston, and the Waldorf-Astoria, May 11.

Simpson's First '50 Unit Opens March 22 At Leamington, Ont.

DEERFORD, March 4—The first 1950 unit for Hugh Simpson, of 571 Michigan Avenue, Windsor, Ont., will open March 22 at the Capitol Theater in Leamington, Ont. Under auspices of the Leamington Chamber of Commerce. The show features will be a direct hit play by two and three-day stands in Ontario towns, using audition and other locations as available, under local auspices in each case. Second show for this year, at the Leamington, 40 million annual, was a Canadian Auto Workers.

Simpson has been building live shows in neglected territory for three or four years. Three years ago he opened in the Leamington area, with a tour by Fonzoro, claiming prime

AGVA Group OKays Zone Rule for IV

Members Vote March 13

(Continued from page 2)

La Pickens Sets New Act Preem

NEW YORK, March 4—Jane Pickens, who has been doing a single since the break-up of the old sister and Blackie Stamey's act in Detroit April 1.

The new format will use six boy singers in a new act prepared and rehearsed especially for cafes. It will also feature an updated version of the choreography by Roy Harrison.

The first date for the new Jane Pickens act is April 22, at the Athletic Club. Then there'll be a tour of major hotels in the area, and possibly, a brief tour of the Pennsylvania, starting April 19, followed by the Ogleby-Plaza, Boston, and the Waldorf-Astoria, May 11.

Simpson's First '50 Unit Opens March 22 At Leamington, Ont.

DEERFORD, March 4—The first 1950 unit for Hugh Simpson, of 571 Michigan Avenue, Windsor, Ont., will open March 22 at the Capitol Theater in Leamington, Ont. Under auspices of the Leamington Chamber of Commerce. The show features will be a direct hit play by two and three-day stands in Ontario towns, using audition and other locations as available, under local auspices in each case. Second show for this year, at the Leamington, 40 million annual, was a Canadian Auto Workers.

Simpson has been building live shows in neglected territory for three or four years. Three years ago he opened in the Leamington area, with a tour by Fonzoro, claiming prime

Jack Lynch Quits Philly Casino; To Acquire Own Room

PHILADELPHIA, March 4—Jack Lynch, pioneer nitey operator in Philadelphia, has retired from the Latin Casino, top midtown nitey operated by Harry Steinman, Lynch, who runs the Latin along with Adolph and Walter, has been in charge of the Latin Casino several years ago. First to present production floor shows and restaurant and theater in 1959-60. Negotiating for a midtown room of his own.
VAUDEVILLE REVIEWS

Palace, New York

March 5, 1950

STEVE GIBSON and
JOLLY JOYCE

JOLLY JOYCE

CURRENT MENTALITY

The Billboard

NIGHT CLUBS-VAUDEVILLE

March 11, 1950

Chicago, Chicago

March 3, 1950

Follow-Up Reviews

LATE NIGHT REVIEW

BYRON AND MARGARET ANN
Entertaining Dancing

The Cotillion Room

New York City

HOTEL PIERRE

RECENT ENGAGEMENTS INCLUDED...

FOR BOOKING CONTACT:

Cotillion Room, New York City

Mention of a radio station does not indicate preference for the station. It indicates that the station was available when the program aired.

Chicago, Chicago

Capacity: 4,200. Price policy, 50 to 80 cents.

Bobby Hope's first stunt was a success. In the show, the audience was taken by surprise with the sudden end of the act, and it kept the audience laughing for hours.

Orpheum, Los Angeles

Capacity: 2,800. Price policy, 60 to 80 cents.

Bill Smith, a veteran of vaudeville, gave a fine performance in this show, which was well received by the audience.

Sit-Down Trio

The Sit-Down Trio is a group of three performers who entertain the audience with their unique style of comedy. They have been a popular attraction at vaudeville shows for several years.

Orpheum, Los Angeles

Capacity: 2,800. Price policy, 60 to 80 cents.

Bill Smith, a veteran of vaudeville, gave a fine performance in this show, which was well received by the audience.

The Sit-Down Trio

The Sit-Down Trio is a group of three performers who entertain the audience with their unique style of comedy. They have been a popular attraction at vaudeville shows for several years.
Helsing's Vodvil Lounge, Chicago

March 11, 1930


Despite fact that current show had to headline (Al Morgan dropped out at the last minute), it runs fairly smoothly. It is one of those shows where it sometimes, but lacks the headline turnover.

Diminutive Margo Good, a bruntle looker in a blue strapgowns dress, gave a group of packed numbers. She's a salesman all the way, with a coquettish pair of orbs. Gal sings vaudeville that has the second and third choruses of her ditties.

Whistler Mindle Lang has developed a throat that is held well above the almost singer's words. Gets a general laugh, but lacks the乐团, her excellent vocal talents. Good use of her hands helps to put her over.

Tapster Marvin Boone needs some new and better gag material to elicit in the comedy sketch. Clester gets only mild reaction to guy. Went into high gear when he used a variety ofGee, a shoe shining, which got good milking.

Billboard Capacity, $12,000. For $10,000, a dealer at $10,000, a dealer.

Client: The Clarinet Polka to well deserved applause.

Herman Middlemen's ork (5) did their usual competent job in cutting the show.

Len Lerman.

shows the beach has seen in a long time. He could well support from Frank Linole, especially where Miss Tucker was concerned.

Art Greene.
Jim Crow Test
In D. C. Watched
By Night Spots

WASHINGTON, March 4.—A court test of an anti-Jim Crow law applying to nightclubs and restaurants which requires showing the party wishing to use the premises to make a reservation by phone is underway in Washington in the wake of a case filed by D. C. authorities this week against John B. Thompson's Cafe, operator of a string of cafeterias.

The legislation which was enacted in 1877 is an integral part of the eating places. Since all night clubs and taverns are required to serve only those with reservations, the law refers equally to them if voided.

The local restaurant association had expressed its misgivings, with some resistance, but no attention to the law, which it claims, was repealed by late statutes.

BLUE ANGEL, NEW YORK

(Continued from page 1)

Showing here was an all-night variety with comedy and vocal effects.

Pertila Nelson, drum-thumped by Jane Russell's protege, showed a rich voice, high and clear in the upper register and strongly moving in the low and middle registers. Working easily with the smooth-sounding position,ALLOW on piano, Miss Nelson, a feeling of having made up-and-kick type in a black turban, made an impression on voice.

She was followed by Jerry Colonna, then went into A. A. Hennessee's When I War One and Twenty, an unusual hit for a black and white period, finished with an old New Coward song, Experiment.

The gala has possibilities but will need plenty of help from here on in to keep working.

Mellow Holmes, out of Alibi and Kicking, showed a style more suitable for a 4-5943 club than the Blue Angel. He works like many other comics, he's fresh and good for a while but eventually, his material is good; some can be dropped. It's not all a matter of conviction.

Imogene Coca came in with one routine, a funny thing based on a re-statement of the tired ideas, the way a tire goes, the kind of tire you need a better finish for it. The rest of her act was a regular--her standard material, the Clara Bow, Pela Negri and Spitalny things. But old comics are always laughed and the equally big-voiced Bill Smith.

SIMPSON UNIT OPENS

(Continued from page 52)

ority to the Olsen and Johnson use of the dates at the parallel, to put two units on the road for about eight months. The agreement has a clause that--Hit the Roof and Bottoms Up.

The present Just for Fun unit includes 18 acts, a change of the entire "tire". Already booked are Karl Fox, the "King of Korn"; Dave Davies, emcee; Orlando Brothier, accordianist; Jay Furby, half-bass; Murray Forman, tenor; Dewey Clayton, bass; Mary May DeMere, acrobatic contortionist, and Cliff Oldroyd, black face; the others being filled in.

CLINTON HOTEL

500 SPECIAL ROOMS in all DAILY SPECIAL WEEKLY RATES $5.00 and up. $2.00 BREAKFAST. $5.00 SPECIAL WEEKLY RATES. Two nicely furnished and equipped.

BEAUTIFUL AND COMFORTABLE. Installed by the famous "BEAUTIFUL AND COMFORTABLE" FLOORING WORK OF THE AMERICAN FLOORING CO., INC.

PHILADELPHIA, PA.

LAUGHS UNLIMITED

275 W. 39th St., New York City

We write special material, songs, etc. to order, Reasonable prices. Send for new price list.

COMEDY MATERIAL

For All Branches of Theatricals

FUN-MASTERS

"THE ORIGINAL SHOW-RIG C & G PAGE"

10d. thru 20 @ $1.10 each SPECIAL--FIRST 15 FILES FOR $9.00

3 BKE. PARODIES, per book $1.10

MINIATURE BUDGET

$5.00 for $3.00

49-cent special for BKE. PARODIES

All 4 different volumes for $25.00

CEREMONIES" (2) per copy, $1.10

PAULA SMITH


IT'S THE SAME OLD SHILLIGGLE

But just let you know that we need CELEBRATE PAUL'S BIRTHDAY! WIT, TOS, & COMING OF age! Imported from IRELAND, with a decorated statement to prove it, bed, made of real silver ribbon, 25-d-lt.

2 CENTS.

LUSTER, LTD.

14 W. Lake St., Chicago

IN SHORT

New York:

New Tenet is act for the Blue Angel, March 28....Jim Wallace writes from Miami that business is "so bad around Miami that the 10 percenters have all become 20 percenters."...Most of the big offices are full now, little new firing of resignation is expected. It will be a deal for that new cafe has apparently hit a cinder....Janet Blair is readying a suit against the Blackburn twins over the act they're now doing with Mario Stewart.

Pittsburgh:

The Deuces Wild, now playing at the Midway Lounge, formerly the Carnival Lounge, were faced with a two-weeks' notice for the first time ever. The proprietor, Allan, who combines booking and talent agent work with radio and nitery emcees work, got all the disk jockeys in town together and for a while a whole week that they plugged the boys over the air, which they did. Allan does the booking and the boys got off notice when the manager brooked in his new night club act at the Copa. He used comedian Tiny Smith as the host for the two weeks only to make a name for him in a nine-minute comedy stint....Ralph Harmon howe brought over $2,500 in his promotion of a Charles Laughton appearance at the Syria Mosque. Nine hundred turned out for the two-weeks' complete complete for churches and universities plus a $1,000 newspaper bill....Promoter Don Davis has setup headquarters in the Lincoln Building for his 1930 edition of his Junior Miss American Pageant.

Hollywood:

Roy Mack, stage and screen producer, has been linked to select east of "Red, White, and Blue," all-veteran legue being sponsored by National American Legion. ..Trenton Twins will make their motion picture bow in a Will Cowan musical to be produced by Universal International and featuring thrush Sarah Vaughan. ...Film singer Mario Lausa has been signed by Columbia to make an album....Singer Clark Dennis, last with GAC, has been taken under MCA's wing. His name is standard, his former talent boss, Al Crocker, recently signed as an ambassador Hotel's Coconut Grove, has joined the Lou Irwin agency....Los Angeles Million Dollar Theater reopened March 1 with Duke Ellington, who is in no hurry to get away. A new deal was made which will break the act to operate according to a cocktail-court concept. Spot uses being by take, 3,654 seats; average $1,000, $19,000 finished its two-weeker with $30,000 for Johnnie Johnson, Li Romay, Boyd Tinsley and Field in Full. It opened to $30,000. The new bill (reviewed this issue) has Bob Hope, Jackie Gleason, Les Brown's orchestra and Captain China.

New York, March 4.—The sorry picture of dwindling grosses was again repeated in the over-all take for the week which showed $328,000 against the previous week's $621,000. Part of the decline is attributed to the brown out. The other part is placed on the fact that the weather and high prices.

NEW YORK, March 4.—7-F, 2030 seats; average $128,000 opened to a bad $118,000 for its tee-off with Vic and Linda Starke and Stage 3000. Roxy (6,000 seats; average $75,000) existed with $50,000 for its second week with All-Johnie, Jane and Betty Keen and When the Back Door Opens. It opened to $85,000. The new bill has Beatrice Kay, Buck and Bubbles and Mother didn't Tell Me. Capitol (4,657 seats; average $96,000) took in $61,000 for its epe...with Blue Barron ork, Benny Fields, Gene Sheldon and Melody. Army Air Force (3,054 seats; average $1,000) finished its two-weeker with $30,000 for Johnnie Johnson, Li Romay, Boyd Tinsley and Field in Full. It opened to $30,000. The new bill (reviewed this issue) has Bob Hope, Jackie Gleason, Les Brown's orchestra and Captain China.

New York, March 1.—7-F, 2030 seats; average $128,000 opened to a bad $118,000 for its tee-off with Vic and Linda Starke and Stage 3000. Roxy (6,000 seats; average $75,000) existed with $50,000 for its second week with All-Johnie, Jane and Betty Keen and When the Back Door Opens. It opened to $85,000. The new bill has Beatrice Kay, Buck and Bubbles and Mother didn't Tell Me. Capitol (4,657 seats; average $96,000) took in $61,000 for its epe...with Blue Barron ork, Benny Fields, Gene Sheldon and Melody. Army Air Force (3,054 seats; average $1,000) finished its two-weeker with $30,000 for Johnnie Johnson, Li Romay, Boyd Tinsley and Field in Full. It opened to $30,000. The new bill (reviewed this issue) has Bob Hope, Jackie Gleason, Les Brown's orchestra and Captain China.
Mayor Accepts N. Y. Legiti

The new set-up obviously bans all resale changes by brokers above the 75-cent premium allowed by law as at the present time, but likewise puts resale in the hands by demanding written records of all transactions on the part of both the broker and the theater b.o. As in the past, there will be no resale to customers from b.o. windows or in or about theater lobbies, nor shall it be allowed to brokers or their representatives at the said window. However, the city may, under the provisions which will further tie the hands of any reseller with an eye on a possible future suspension of the law, see that there is no satisfactory explanation possible in support of any questionable transactions in one direction or another. The city may, for example, presume that a license will not sell for your $2,000 a week in selling the service. The license will not be permitted to sell tickets on the premises directly or indirectly for resale, unless such restrictions are modified by the city or the theater operator; (3) a separate record must be kept of all charge accounts, giving name and address of each customer, names of theaters, dates of performances and the number, value and class of tickets so sold; and (4) bills sent to such customers for accounts not paid for within 60 days must be accompanied by a written notice. 

For theater operators, new amendments to the substance of the LNTV, contained in the provisions of the city's new law, is the requirement for a written ticket order of tickets to any New York theater, for which a separate record must be kept of all charge accounts, giving name and address of each customer, names of theaters, dates of performances and the number, value and class of tickets so sold; and (4) bills sent to such customers for accounts not paid for within 60 days must be accompanied by a written notice.

LEGITIMATE

Communications to 1964 Broadway, New York, N. Y.

March 11, 1950

Mayor Accepts N. Y. Legiti

The new set-up obviously bans all resale changes by brokers above the 75-cent premium allowed by law as at the present time, but likewise puts resale in the hands by demanding written records of all transactions on the part of both the broker and the theater b.o. As in the past, there will be no resale to customers from b.o. windows or in or about theater lobbies, nor shall it be allowed to brokers or their representatives at the said window. However, the city may, under the provisions which will further tie the hands of any reseller with an eye on a possible future suspension of the law, see that there is no satisfactory explanation possible in support of any questionable transactions in one direction or another. The city may, for example, presume that a license will not sell for your $2,000 a week in selling the service. The license will not be permitted to sell tickets on the premises directly or indirectly for resale, unless such restrictions are modified by the city or the theater operator; (3) a separate record must be kept of all charge accounts, giving name and address of each customer, names of theaters, dates of performances and the number, value and class of tickets so sold; and (4) bills sent to such customers for accounts not paid for within 60 days must be accompanied by a written notice. 

For theater operators, new amendments to the substance of the LNTV, contained in the provisions of the city's new law, is the requirement for a written ticket order of tickets to any New York theater, for which a separate record must be kept of all charge accounts, giving name and address of each customer, names of theaters, dates of performances and the number, value and class of tickets so sold; and (4) bills sent to such customers for accounts not paid for within 60 days must be accompanied by a written notice.

Sides and Asides

"Heart of Matter" Postponed Till Fall After Hub Test

The great expectations of "The Heart of the Matter," a comedy by Graham Greene, and a new and unknown title, were not fulfilled at its Boston world premiere Friday (24). The play, which has been mounted with an amount of writing improved moved producers Richard Rodgers and Oscar Hammerstein to close the play Saturday (4) a week ahead of schedule. They have not announced whether they will announce that they hope to present the play in New York next fall.

ANTA Angles for Lease of D. C. Strand

In connection with the announcement of a lease of Washington's Belasco Theater from the government, the American National Theater & Academy (ANTA) has moved in with a new offer. The Strand, in the Street is a Strand. The offer was made to lease the Belasco for $35,000 a month. The offer was rejected by the Strand, which has been pledged $65,000 of the total. Since no one seems prepared to say how soon the Belasco can be taken over, the new deal is thought an excellent move. The theater, of course, would be run on a non-segregation basis.

Walton inked for "Pacific" Road Company

With its lease by New York City renewed for another five years, City Center is already buying a 1961-1963 schedule. It appeared that Maurice Evans will again present the New York City Theater Company for a six-week summer and spring span of three each. The company's other Belasco balleter with a union in the last season's set-up. 

La Clarke Steps Into Stem "Detective" Fen Lead

The Bat's interest pattern of the closed "Detective Story," has been taken over the fem lead slot in the New York company. She replaces Anne Burr, currently hon-

600 at Equity Session To Pick Nominators

Six hundred members turned out Friday (1) for Equity's third quarterly meeting at the Radio City. On top of the agenda was the selection of six members to serve with three council representatives, Dennis King, Barbara Robbin and Loring Smith, on nominating a slate of candidates to be submitted to membership at the annual meeting in June. Results of Friday's balloting will be announced at the next meeting. The important resolutions, such as an endorsement of a revival of the annual "Equity Ball" and a reduction of the number of meetings from seven to six. Two three-week council meetings without just cause, be asked to resign. Membership asked its governing body to suggest that the city or the theater operator, at the use of the City Center as a headquarters for all theatrical unions, and that it be done because the city has just renewed a five-year lease with the city's present occupants, the motion seems somewhat belated.

Penn. Half-Life Plays Under Canvas

Penn. Half-Life Plays Under Canvas

Penn. Half-Life Plays Under Canvas

Penn. Half-Life Plays Under Canvas

"Disciple's" Better Than Ever After Move to Stem

NEW YORK, March 4— The Dell's "Disciple's" move from the 35-year-old Second Street to the new City Center— and break all leg o. records there, has not been practiced intact to the stage of the Royal Theater—an eng- aged commercial cinnamon without having to say that it was at the Equiley Library Theater (ELT) proves with a superlative production. If it is the 1958 premiere of this title, it was an eye-opener and the original production script into two stories added to its emphasis and playing speed, and that the company's four-star cast was excellent, with every supporting role solidly filled. It can now be reported that in mere intimate surroundings—a house about a third the size of the City Center—and with excellent acoustics, matters and the play have improved greatly. Obvi- ously that such a trooper, after three- weeks of playing together, has shown early signs of feeling that the theater has been able to point out every scene with gratifying results. Overall the production was superb, withBlythe Danner and Kenneth Aldrich, Myers and Fleischman are to be congratulated. It is still Dennis King who practically artistic, and with a remarkably well-timed, rib-tickling por- tion of his play, adding to his and programming. 

Cast Top-Flight

Maurice Evans is in his best form as the young reprobate. Dick Dod- gers, as the city's mayor, is in top form. 

Equity Session To Pick Nominators

Six hundred members turned out Friday (1) for Equity's third quarterly session at the Radio City. On top of the agenda was the selection of six members to serve with three council representatives, Dennis King, Barbara Robbin and Loring Smith, on nominating a slate of candidates to be submitted to membership at the annual meeting in June. Results of Friday's balloting will be announced at the next meeting. The important resolutions, such as an endorsement of a revival of the annual "Equity Ball" and a reduction of the number of meetings from seven to six. Two three-week council meetings without just cause, be asked to resign. Membership asked its governing body to suggest that the city or the theater operator, at the use of the City Center as a headquarters for all theatrical unions, and that it be done because the city has just renewed a five-year lease with the city's present occupants, the motion seems somewhat belated.
Molly Picon, to mention first things first, is the first of her kind. In the season, Sadie is a Lady, in the Second Avenue Theater at Second Street. Running for three months and a half, and she does, again she is a great woman, a living example of the verve and sparkle. Not to be overlooked, however, is the backing given her by a fine cast of supporting players, and the production, all fitting it at particular capacity in her new role as a Yiddish Theater. Sadie is on a par with and should be as successful as her predecessor Kalish.

Jacobi Kalish's adaptation is let loose on a plot and keeps moving at a fast clip. It picks up a handsome reward for the return of Sadie old friends. Her husband as a wife by her family, steps in, claims the child, and goes on to produce the father, she accuses the minister, whom she's trying to hook anyway, and then it all begins again. But the minister is cleared when Miss Picon appears as the child's father, too, in a remarkable take-off of Charlie Chaplin, which leaves him free to marry the young daughter. At the last moment Miss Picon takes a sudden turn for the better and puts her casting aside the daughter and grabs the minister for herself, which is what he prefers anyway and that's that.

She Throws Away the Book

But the story, after all, is written for Miss Picon. For example, in explaining the minister why he should marry her, Miss Picon takes her two little sons and throws them in A floating island of an old angry aunt at a wedding, which explains the depth of the Jewish capacity for laughter.

Around Miss Picon is an excellent cast, many of them holders from the first set. The whole comedy is magnificently handled by Irving Jacobson, who, with the help of Miss Picon, works closely with Henrietta Jacobson and Max and Reitel Byock. In straight role, they are both master-players, and very much of a boy make much of little, and the long-suffering wife of Bronislau Kaperski, in their usual quota of charm and song.

Joseph Humpson has written a fine score for this production, and as tuneful as it is, it is more or less complete. The comic, however, is a different matter. In this set, the comedy is divided between Sadie and the minister, and they are both superb.

Joseph Humpson has written a fine score for this production, and as tuneful as it is, it is more or less complete. The comic, however, is a different matter. In this set, the comedy is divided between Sadie and the minister, and they are both superb.

 sắcs and at's c reating from plus for great purposes. Each of these two male sides of the triangle, their themes, bring out a strong woman, and not only that, but even the use of a woman, and not only that, but even the use of a woman, and not only that, but even the use of a woman. The result is a success of the coarse and together in fine style—with swift pace and quick wit.

To an uninitiated, the comedy may seem broad; the music, a strange mixture of the two styles, disconcerting. But a persevering doesn't have to knowledge. The music is that of Picon's, and the language, that of Joseph Humpson.

Less said of the plot, the better. This ELT group has done judicial pruning of some extraneous material, and lives it tidy a play in superior fashion. Everyone can take bow around.

Dennis McDonald.


**Burlesque**

By UNO

CRISTAL AMES, following feature bookings in Union City, N. J., and the Intercity Theater, and since leaving the town, has leased the Summit, New York, for an indefinite stay. With the exception of Miss Ames and the manager, it is closed. The Manager, Fred Smudje, is in New York preparing for the opening of the theater. It is not certain if the theater will open.

**CBS Can’t Clear Enough TV Outlets, NBC Snags Bob Hope**

NEW YORK, March 4.—Inability of CBS to clear time on enough TV stations to test the network Thursday and Friday Frigidaire radio scheduling show starring Bob Hope, Instead, the program is to be scheduled for the last Friday (24) and there will be a slight increase in the cost of the time. When NBC cleared a larger list of stations, totaling around 22, it cost them $50,000.

CBS has clipped several times and is now clearing time for the program for the original broadcast, last of Easter Sunday. The Frigidaire instance represents a double disappointment, since the agency, L. M. Dyer & Company, is handling the advertising campaign for the National Association of Christmas Trade and Holiday Telecasts, and it is feared that the broadcast will fall under the hammer and is being held up for the last Friday.

**RCA Will Buy Hour on NBC For Kid Show**

NEW YORK, March 4.—RCA Victor is planning to put into a daily daytime show to air over NBC stations from noon to 1 p.m. Both networks are subsidiaries of Radio Corporation of America.

**CBS To Peddle Revamped USA**

NEW YORK, March 4—Plans are in the works to revamp Inside USA so that it can be sold as a non-broadcast television package next season. The reveue is being dropped by CBS to NBC for a television package over CBS-TV.

**Now Lay (Continued from page 57)**

...But there is considerable fun in the bizarre nonsense engendered by Good's artless dogmatism, and it gives Frederick March a supporting role which plays into the hands of a lively portrait of a cute but thoroughly tiresomely hedonist. March's is a characteristically good-natured, selfish and shallow—but capable of moments of greatness within it. Well done. Likewise the stiffly refinedness of Florence Eldridge, who never has outgrown children's memories of a wallied-in English garden. There are sound contributions also from Henry Lasco as a peppery Gallic chef, and from Miss Newel, a thoroughly competent valet. Rick Jason comes off with credit as an Indian servant, and it seems likely that he is an archetypal figure or two as a brine screen.

It is possible that Sleep may get his chance to play on screen when the March-Eldridge names and personality appear in the first color television demonstration for the Federal Communications Commission, and that he appeared in the show of WGN television, Inc. Besides her salary, the gal is putting money into the show, including transportation, to end and during her stay in Washington. She is scheduled to return to New York City after a three-day stay in Denver for an engagement. The agents for the star are currently at Andre’s ‘700 Club’ and Cyra, a short stay after a two-week stand. She has moved with his crystal-clear voice to the Edge of the Edgewater Hotel, Madison, Wis., for the rest of the month. The cigarette girl is working the Wisconsin territory with an Independent agency.

**John Brandon, who since his recent return from Caracas, Venezuela, has been trekking westward to secure big civic auditoriums with her two-hour show, is now in Los Angeles, March 1, for a week, and March 9 is set at the Orpheum, Oakland, Calif., and then on February 29, Miss Brandon flew from Washington, D.C., to New York City, where she will appear in the first color television demonstration for the Federal Communications Commission.**

**The Counsel (Continued from page 57)**

The Counsel adds materially to the musical laurels which has already owned. It was produced by the late Ben S. Go to the Busty Institute at the University of Chicago, where he is now working on the circus. The Council, a regular member of the circus, has been planning a circus for a week with the circus.
ABBOTT—Mrs. Mabel, 78, former movie maid; daughter of Harry and Margaret Abbott, orchestra leader featured at Columbus, O., hotels and restaurants some 20 years ago, recently in University Hospital, Columbus, of in- juries rants at February 19 in O’Rielly’s Hospital, Columbus. Survives widow and three daughters. Burial in Lincoln, Ill.

BAUER—Harry A., 56, formerly in business at the old Knickerbocker Theater, Cleveland, and was also a turn as Love of Saul. Later he served as register in all Love house in Cleveland. His widow survives.

BRALEY—Albert E., 60, veteran singer, February 18 in Indianapolis. Survivors include his father, Albert, Allendale, Ill.; his mother, Mr. and Mrs. Henry, in Forest Lawn Cemetery, Indiana.

BRYAN—Thelma, 44, who appeared in musical comedies some years ago with the Happy Days and Walters, Buehler, February 14 in Deadwood, S. Dak. Survivors include her husband, Harry Evans, Bud Brewster, Billy Ireland, Fred Carmelle and Larry Woytuka.

CALDER—Edward, 46, radio staff manager, February 17 in Los Angeles.

CASTELLINI—William A., 50, former publicist and liaison officer of the Philco Radio & Television Corporation, Dayton, Ohio, and Cincinnati. His widow and three children survive.

COONEY—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Columbus. Survivors include his widow, A. W., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.

COONEY—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Columbus. Survivors include his widow, A. W., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.

COONEY—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Columbus. Survivors include his widow, A. W., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.

EXHALE—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Columbus. Survivors include his widow, A. W., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.

EXHALE—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Columbus. Survivors include his widow, A. W., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.

EXHALE—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Columbus. Survivors include his widow, A. W., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.

EXHALE—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Columbus. Survivors include his widow, A. W., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.
Brunk Set for Texas Debut; Repsters Make Home on Coast

INGLEWOOD, Calif., March 4—One of the all-time greatest vaudevillians, Ralph Brunk, the 82-year-old world-famous minstrel, is about to work out for Brunk's Comedian's Homecoming revue in Springfield, Ill. Ralph and his wife, Evelyn, Panama, and last night, Brunk made his home in the city. 

Brunk, who is well known for his great voice and his ability to perform many different roles, is expected to draw a large crowd to the show. He will be accompanied by his wife, Evelyn, and their daughter, Mary Ann, who is also a performer. The show is scheduled to run for three days, from March 5th to 7th.

Clifton Laments Minstrel Death; Praises Arnand

CINCINNATI, March 4—Harry (Slipfoot) Clifton, veteran black-face comedian, who had a long career in vaudeville, died in his home here yesterday. He was 82.

Syracuse Post-Standard, pointed out that the death of Brunk, who was a member of the company that played in the City of Syracuse, has broken the last link with the minstrel tradition. The show was announced in the newspaper, and the community was saddened by the news.

Clifton had been a popular performer for many years, and his death is a great loss to the world of vaudeville. He will be remembered as one of the greatest minstrels of all time.

Connecticut Operators Seek Drive-In Application OKs

HARTFORD, Conn., March 4—Applications for permission to build drive-in theaters have been filed with the State Police Commission, according to the Spalding, Conn., Times, reporting that the application was made by one of the major theater chains in the state.

An application for a drive-in theater was filed by one of the major theater chains in the state. The application is expected to be considered by the State Police Commission, and the decision will be announced shortly.

Evansville Group Elects Peal Head Of Minstrel Assn.

EVANSVILLE, Ind., March 4—Officers of the recently organized American Minstrel Association held the first meetings of the association here yesterday, and elected Peal E. Yeager, a well-known local businessman, as the first president of the association.

Yeager was elected unanimously by the members present, and he will serve as the head of the association for the next two years. The association is expected to grow in membership, and will work to promote the minstrel tradition in the area.

Grants Revue Unit Okay at Ga. Stands

ATLANTA, March 4—Bob Grant's Stars have been criticized recently for their shows, but the group is expected to perform well at the Georgia State University, where they will be the stars of the show. The show is scheduled for April 1st.
Standard Service Announces Releases

KEARNY, Neb., March 4.—Standard Photographic Film Co. this week announced the leasing of the following prints for the summer: L. Verne Silver’s “Spatters Weakness and Whittles” Family; Gyllot Players, Little Miss Lighting by Chayk Busby; The Comeback; Eddy Jason, Long Los Perkins; and Henry L. Broun, Shangri-Goldie.

Johnny Silvers, who is operating a stock show out of Alliance, Neb. under a show and dance policy, is using The G-Miss this time around.

REPRIPPLES

“REEF RIPPLES” is a 16mm. special for the coming summer season. “REEF RIPPLES” comes to the theater just in time to make your show a success. “REEF RIPPLES” is a sure-fire winner for all summer shows. It is a 16mm. special that is sure to please all audiences. “REEF RIPPLES” is a must for all summer shows.

Texas Spots Build Drive-In Layouts

HUSTON, March 4.—Contracts have been let for the construction of two 16-car drive-in facilities on East Main Street here at a cost of more than $600,000. Claude H. Extell, who operates a chain of 20 theaters in Texas, including three locally, will build the drive-ins. Extell’s interests opened a drive-in theater here in Paradise, Texas.

Work on the first drive-in theater for Galveston, Texas, got underway February 15. It will cost $25,000 and have an 800-car capacity. The latest in sound devices and heating equipment will be provided customers along with a children’s playground, miniature golf course and snack bar. Theater is being built for Galveston Theaters, Inc.

Hartville Drive-In Okayed

COLUMBUS, S. C., March 4.—The secretary of state has issued a charter for the 15 Drive-In Theaters in the County, near Hartville, S. C., which proposes to exhibit motion pictures using a 16mm. screen capacity of 2,000 persons. 6,000, Leland E. Blackmon is president.

New Drive-In for Prattville

PRATTVILLE, Ala., March 4.—C. C. Benfield and three sons are constructing a new drive-in theater on U. S. Highway 21, this month with a cost of about $75,000. Project is scheduled for completion in April.

New Orleans Spot Debuts

NEW ORLEANS, March 4.—The new Air-Line Drive-In, Theater, built on the site of the old Sportmans Park race track, held its formal opening January 23. The theater has a capacity of 600 cars, each serviced by individual speakers.
Outdoors

March 11, 1950

Communications to 188 W. Randolph St., Chicago 1. Ill.

“Let’s Go,” Sez Massman in Sesqui Post

New Site Sought

(Continued from page 3)

CARRYING on a $25,000-a-year salary, it was learned that the sesqui commemorating the 1851 Freedom Fair here. The commission has revised its hopes to get up a non-profit corporation which would be directed by a Massman. Under revised ideas for the Freedom Fair, which had originally been slated to start in 1950 but is now stalled until next year, the midway area would be considerably larger than the 25 acres blueprint for it in the fair’s original plans. The entire area now proposed for the fair consists of 120 acres, but some of the acreage is not yet available, and the sesqui has been unable to raise legal entanglements on financing and construction work.

National Scope

Massman said he plans to emphasize the national scope for the sesqui celebration and Freedom Fair. Carter T. Barrow, chairman of the executive committee of the sesqui commission, in announcing Massman’s appointment, said, “The sesqui celebration has an effect, ‘becomes the sesqui centennial’s selling point. It is the key to the success of the fair.”’

Massman indicated that he plans to make no changes in the already extensive sesqui program. It is the director of all the sesqui’s activities, will devote his full time to historical and cultural activities of the sesqui celebration. Massman is a taking a leave of absence from his post in the University of Illinois in order to have the 50th anniversary sesqui fair held in 1951.

OUTDOOR

McPherson

Midwest Fairs To Hold Up
To 1949 H Given Promotion,
Execs Agree at K. C. Meet

By Herb Dottin

KANSAS CITY, Mo., March 11—To save a work little harder but our fairs should hold up to 1949’s was the consensus of Midwest fair circuit execs here Friday (3) at their annual winter get-together in the Hotel Freid- dian, Kansas City. The general report of the day was that prices have remained fairly close to the 1948 levels in their efforts to keep fair patronage up to last year’s adequate levels. Ed Schultz, secretary of the Ne- braska State Fair, which will stage no additional fairs and that he also plans to put more money into outdoor advertising.

Purcell To Pilot

Chitwood Unit

PHILADELPHIA, March 4—Pat Purcell, well-known outdoor show- bige figure, this week was named East- ern manager by James W. Chitwood, the show’s general manager. Purcell will be moved up from his position as national sales manager and will be introduced to the district managers for this area.

To Expand Parade

Pete Bensinger, superintendent of the Ohio- state Fair, Ohio, re- ported that he would put increased emphasis on parades as a build-up for the fair. The parade introduced last year at Ohio- state Fair and was a success to the point of turn. Baker said he is considering the use of blow-ups of attractions in the parades as a way to increase grandstand atten- dance.

Krefet, Krefet Flying Service, Mountain Grove, Mo., reported picking up a late advertisement today for its mid-continent advertising, Krefet serves a plane equipped with a camera and is used at mid-season.

Chief development of the circuit will be the appointment of James Reynolds, manager of the Wisconsin State Fair, Milwaukee, to conduct a promotion and sales office for the Chitwood Fair. Mr. Reynolds will be assisted by a general agent of the Johnny J. Jones organization of Cincinnati. Mr. Reynolds will continue his association with the Jones organization when he joins the Chitwood for bookings in the eastern part of the country.

Purcell represented the Chitwood group at several recent state fairs and is known throughout the industry as a general agent. With this new respect for the Chitwood, an announce- ment, by Bill Talbot, executive assistant to McGow, left here yesterday (3) for Hollywood to assist in re-making the motion picture To Please a Lady, starring Clark Gable and Barbara Stanwyck. The film, which has a thrill show theme, will be photographed in color.

Cincy Garden Inks

Scherhermorn Org

CINCINNATI, March 4—Lord and Taylor of Cincinnati, Ohio, have chartered a garden by the Cincinnati World’s Fair, the 1951 World’s Fair, which is opening a year ago. The Scherhermorn will entertain 1950, $18 New Bldgs.

CHICAGO, March 4—The Chicago Fair of 1950 will add 18 new exhi- bition buildings to the park. Crosby M. Kelly, director, said this week, increasing the total number of buildings property will be a challenge. Kelly said.

Van Grant, Now of Grove, composer and conductor, was named music- director of the Ekap by Kelly, and a new building was added to the property.

Progress Report

On Polio Vaccine

• 90% effective on mice for one type of disease, but control is seen as distant

CHICAGO, March 4.—In the wake of an announcement by the National Foundation for Infantile Paralysis that tests with a new vaccine for polio were 90 percent successful on a group of 1,000 monkeys, Ed. L. Levinson, head of the Michael Reese Research Center here, warned that it’s still impossible to set an approximate date for achieving polio control.

The vaccine was developed by the Reese center. It is effective against only one type of polio. Similar tests on monkeys were 50 percent success.

There is no way to predict the time it will take to control polio,” Dr. Levinson stated. “It’s not fair to say even whether control might come within one, five, 10 or more years. There is no way to predict it. It is an extremely important step, but that the vaccine works and can be developed now for possibly four types of polio virus. Before similar tests may be under- taken, research is in progress on the virus and it is not certain that such tests would protect against all types, Dr. Levinson said.

The research exec pointed out that an empty polio solution might turn up in a test tube, which would be equally good that problems of the vaccine will be solved, Dr. Levinson said.

Dr. M. A. Conney

Dies in New York

NEW YORK, March 4.—Dr. Mar- tin A. Conney, 60, widely known as the “father of Modern Medicine” and a long-time resident of the Sea Gate section of Brooklyn, died in his home.

Dr. Conney was a specialist in handling prematurely born babies and the director of the World’s Fair Hospital. His research included the prevention of incubator babies at expositions and the development of incubator stand- dard equipment.

Dr. Conney became a permanent resident of the United States in 1930 and moved to New York City. He died.

SUMMER HEADS RODEO

SPokane, March 4—Toasstall, (Wash.), Dec. 30, 1949, reported that Guy Summers, president of the rodeo, has been elected to the board of directors of the new corporation. The event is scheduled for May 8.

Burns Named Elks Manager

AKRON, March 4.—Charles A. Burns, former manager of the Akron Rubber Bowl and well known in out- of-town circles, has been named manager of the Elks Club here.

Burns recently was elected a city councilman-at-large.
Close-Ups:

Free Ride Took Frank Winkley 
Out of Printing Into Showbiz

By Herb Dotten

(After serving much diligent bills, however, driver, longer would turn off baseball. He once played first base as a passenger on a bus.)

Frank Winkley

More Riders
More Profit

with
Eye-Catching
R-E Colors

McDougal-Butler Recreational Equipment Finishes Give colorful, lasting protection to show equipment

R-E Quick Drying Enamels ... for interior and exterior wood and metal surfaces. Cover in one coat, dry hard in four hours ... producing a glossy, waterproof, lasting finish.

R-E Spar Varnish Aluminum Paint ... for a brilliant, durable aluminum finish on hand rails and pipe supports.

R-E Oil-Proof, Moisture-Proof Maintenance Paints ... for interior and exterior structural iron work, machinery and all general maintenance work. One coat covers with a smooth, glossy, permanent finish!

R-E Platform Paint ... a special one coat finish for interior and exterior wood and metal steps, platforms and floors.

Sends for color cards today!

McDOUGAL-BUTLER CO., Inc.
BUFFALO 5, NEW YORK
Fine Finishes Since 1887

Auburn, Maine; Washington, D.C.; Salem, Mass.

New Kiddie Rides!

- Pony & Cart Ride
- Fire Engine Ride
- Airplane Ride
- Rocket Ride
- Elephant Ride
- Speed Boat Ride
- Auto Ride
- Miniature Trains

HIT THE DECK

Get your share of the 1950 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Cyclone, Kiddie Alpahouse, Kiddie Alpahouse Riders and Ocean Waves. Write, wire, phone for literature.

KING AMUSEMENT CO. • Mt. Clemens, Mich.

SMITH & SMITH

SPRINGVILLE, N.Y.

SUNSHINE MFG. CO.

Builders of the famous Electric Sunshine Choo Choo Train, all-metal folding portable Boat Ride, Baby Ferris Wheel, Kiddie Auto Ride, Airplane Ride and the new Sunshine Wheeler. Latest ride out. Carnivals, Fairs and Kiddielands, we can furnish you with one or a complete set of rides that are all proven money makers.

Wire, write or phone 323915, 2105 E. Chelsea St., Tampa, Fla.

GLEN R. EVANS

Complete Machine and Welding Shop

Rides and Trailers of All Kinds

Made to order. Boat ride now available. The only complete machine shop in Northern California catering to show business.

Address: 201 NORTH 14TH ST., SACRAMENTO, CALIF.
3000 BINGO

No. 1 Cards, heavy white, blank back. Six cards to 25 cards...

Made in set of 250 cards each. Priced in 2 piece lots of 25 cards, $4.25 per set of 25 cards, $450 per set of 100 cards, $4500 per set of 1000 cards...

LIGHT WEIGHT BINGO CARDS.
White coated, stock, printed cards, 200 cards...

1000 cards, $3.75, or over, $3.50. In lots of 250 cards, $1.75 each...

CONCESSION SUPPLY CO., Ruff St. and Sever Rd.

400 SEVER RD.

304 SEVER, TOLEDO 6, OHIO

CHAIRS
Every Type and Variety
• AUDITORIUMS
• ARENAS
• HALLS

Portable Bleachers

U. S. SEATING CO.

570 7th Ave., N.Y.C. (415) 14 43524

OUT IN THE OPEN

A trans-continental junket of a group of 12 professionals, business men, industrialists is being planned as a certain-raiser to the planned International Trade Fair to be held in the Motor City in 1951. Arrangements are being handled by Richard B. Frost, executive of the Detroit Board of Commerce in charge of world affairs activities. A 16-day trip is planned by Pan-American Airlines, to start April 27, with visits scheduled to four major European spots, Milan, Brussels, and Paris International Fairs, and the British Industries fairs at London and Birmingham.

Joe Hughes, George A. Hamid & Son agency, res. to be back in the first's New York office after an extensive sales trip which took him thru New England and Canada... Bligh A. Dodds, a director of the International Association of Fairs and Exhibitions (IAFE) and manager of the New York State Fair, Syracuse, has returned to his Governor, N. Y., home after appearing before the House Ways and Means Committee in Washington in an effort to have the 29 per cent excise tax on admissions lifted from all non-profit annuals. Dodds is reported optimistic about the outcome... Pat Packman, George A. Hamid & Son agency exec., is vacationing in Miami... The Miniature Train & Railroad Company, Rensselaer, Ind., hit the jackpot in Minnesota recently when George Smedal, NCA correspondent, wrote a feature on the org's Miniature Train Piece. Also carried a picture of two new Miniature Trains operating in River Park.

While en route to Miami to play the Olympia Theater, Nella and Jimmie Martin kicked off in Tom, Ohio, to visit the latter's father, who spent 45 years in outdoor show business before his recent retirement. The Troys also plan to visit Rockey and Donna, of the Rocky Ford Quintet... Harry and Charlotte LeVine and Edith and Walter Jenner and Rose and Buck Steeles recently while en route from Indianapolis to Detroit. The LeVines are exhibiting their chimp and baboons at sports shows and will do a television show in Chicago before returning to their home in Florence, N. J.

Art Signor, treasurer, World of Today Shows, info's from Muskogee, Okla., that at a recent get-together in that city, John A. Guthrie, told him he has retired from the rodeo field and is now dabbling in the oil business... Ernie Young, of the Ernie Young Agency, Chicago, has returned to his desk after two months' recuperation following an operation.

Alvin Steinberg is handling sale of concession space on Steel Pier, Atlantic City... Charles Davitt and Joe and Wally Beach caught the J. C. Harlacker Shrine Circus in Worcestershire, Mass., and the Frank and the Red Shrine Circus in Hartford, Conn. They were accompanied by Francis LaCenina at the Hartford doings. At the Court Theater, Springfield, Mass., Joe Beach reported, exhibiting with Roland and Janis Marcell, the Juvela, Hermine's Midgets, Dick and Amy, Freddy Lowel, V. Eddy, Doris Pats and Mrs. Waterfall... Bill Powell headed for Ber in other catching indoor shows in Belgium and Holland... George Firestone, French designer and manufacturer of rides and arcade equipment, is looking over the U. S. market.

Bob Morton and Howard Y. Bary, of the Hamid-Morton Circus, in Kansas City, Mo., last week for promotion of the Shrine date there. March 6-11, dropped in at the Hotel President Friday (3) to renew acquaintances with showmen there for the winter meeting of the Mid-West Fair Circuit.

HERE'S A RED PERSONALITY PLUS...

and ALWAYS on the job. One of the fewest men chancing ideas in years... the GLENRAY HOT DOG BARRIQUE is a natural money-maker for you.

EYE CATCHING... Tantalizing... and no mouth-watering to watch in action... no one can resist the temptation to buy a HOT-DOG... then another.

CASH IN WITH ONE OR MORE OF THESE GLENRAY BARRIQUE MACHINES NOW.

GLENRAY, INC.
303 STANDARD BLDG.
FORT WAYNE, INDIANA

PROMOTERS OF INDOOR AND OUTDOOR EVENTS

Services of high class Concessionaires available from February through June. Stainless steel equipment, clean modern stands, uniformed employees serving best products obtainable. Can handle complete concession setup for any size attendance. Flat or P. C. References furnished. For additional information contact.

J. R. BEGAN ENTERPRISES

121 STATE STREET
BOSTON 9, MASS.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

LAST CALL!

MUST COMPLETE LIQUIDATION OF WADUKESA BEACH COMING DOWN

THIS EQUIPMENT LEFT:

FERRIS WHEEL...
WHIP, 9 CAR...
LAUGHING LADY...
FUN HOUSE, complete, cost $29,000
16 ROLLER COASTER CARS...
ROLLER COASTER CHAIN...
75 HP. MOTOR, 220 Volts...
400 RPM, Starter and Controls from Roller Coaster..
CHLORINE PLANT, 12 pounds...
WATER POWER PLANT, complete with Pump...
POPCORN MACHINE, All Electric (Star French Fry type) make with Domes and Cones...
TICKET BOXES—BENCHES—TABLES...
MUCH EQUIPMENT FOR PARKS

Call Pawaukee 500 or write
CLARK AND PARKS, owners Wekoshaka Beach at PEWAUKA, WIS.

New Chevrolet
CARS AND TRUCKS
SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
JOHN BUNDY
REPRESENTATIVE
Hauss-Standard Chevrolet
1335 STATE ST.
EAST ST. LOUIS, ILL.
Talent Topics

Musician Battens, booked thru the Elm McDonal office, St. Louis, are in their eighth week of a 14-week tour of an International Harvester show. Other members of the unit include Ed Costney, harmonica; Lou Gerber, musician, and Ollie San- gal, accordionist. While in Salem, Ore., recently W. H. Batien visited with George and Mamin Baker, cir- cus folks; Eide Christiansen, socialist, and Will Kegley, former trumper, who now manage the Globe Theater in Salem. The Battens unit will play fairs this year for the Barnes- Cartwrights company.

Roy Vincent, trick roper, is mak- ing his home in Giovanna, N. Y., where he recently met Bud Carell, trick roper, during a vude stint. Vincent says he also met The Montana Kid during a recent far-west en- gagement there. Vincent added that he plans to return to the road late in March with either a circus, car- nival or med show. . . Dean Fox, better known in outdoor show business as Capt. Bill Fox, formeroner, has been confined to his home, 2044 Virginia Avenue, Richmond, Calif., for the past two years and would like to read letters from friends. Fox formerly engaged in the Al G. Barnes Circus and numer- ous carnivals. . . James Cogswell, clown, is scheduled to play the indus- trial show at Fremont, Neb., city auditorium the week of March 13. He closed at a similar show in Columbus, Neb. Cogswell also is slated to play several early carnival and fair dates.

BOOMERANG
1939 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT COMEDY ISLAND FOR 1939
WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
MARTY WILL
298 Junius St.
Brooklyn, N. Y.

36 PASSENGER
S.W. Drive
TOM THUMB STREAMLINER

American Finest, Most Economical.
TOM THUMB STREAMLINERS, INC., Sarasota, Fla.

CONCESSION
Electric Floss Machines
Bring in
Bigger Cash Profits!
They’re better built. Made by the world’s largest manufacturer of Floss Machines.
Check These Points
- Direct drive
- Rubber mounted throughout
- Rheostats for speed and heat control
Heat control makes continuous production possible 24 hours a day at the rate of 500 coins per hour.
Write for full details
CONCESSION SUPPLY COMPANY
3916 SEOR RD. TOLEDO 13, OHIO

THE WINNER!

LITTLE CHIEF FIRE ENGINE
The New Kiddie Ride
Awarded trophy for most merchandis- ing nov ride at NAMPT Convention, Chicago 1949. . . Ride 16 kids-out- grossed all other kiddie rides at 1949 ER Fair, Chicago to operate—3 gallons a truck ... Can also be used as a sound truck with the two-faced removable speaker cases mounted between seats.
Write West or wire Collect, Jack exec, Boba Rigs, For full details and literature
FLY & HARWOOD, Inc.
305 Madison Ave., P.B. 12-1244 Memphis, Tenn.

Carnival—Operators—Park
ONE MILLION 60" SEARCHLIGHT CARBONS
Pre-Season sale, single case of 20 cans, 25 set per can, $4.00 per can. The more you order the better I can make my price; good deal for quantity users.
Sperry 60" Searchlights with generators complete, $1,000.00. Also com- plete stock of Sperry light parts.
All above F.O.B. Norwood, Mass.

ORCUTT ELECTRIC
24 Greenville Avenue, North Providence 11, R. I.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

FLORIDA BOUND

INSURE THAT CAR AND TRAILER
Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law. Don’t wait until you have an accident! Penalty rates would then apply.

BE SURE! INSURE NOW!
CHAS. A. LENZ
A1338 Insurance Exchange
Chicago, Illinois

EYERLY AIRCRAFT CO.
SALEM, OREGON

A STEAL FOR SOMEONE
10-CAR ALLAN HERSHEY AUTO RIDE
Used only 10 months
$2,000.00
Cah. No Trade.
M. J. DOOLAN
2157 West 59th St.
Chicago 19, Ill.
FOR A

FAIR

MORE

BRILLIANT

SHOT

THE

STRONG

TROOPER

Portable High Intensity

A. C. CARBON ARC SPOTLIGHT

Produces a steady, sharp, uniformly illuminated snow-white spot. Silhouette and lettering can be cut with complete focal length lens system. Drawn only 10 ampere from any 110-volt A.C. convenience outlet. Adjustable, self-regulating transformer, an integral part of the lens, makes the use of heavy rotating equipment unnecessary. Easily operated. Automatic arc control maintains constant arc gap, free from blips or flicker. A trim of carbons tapers one hour and 20 minutes at 21 volts and 45 ampere. Horizontal motion of the arc can be angled at 45 degrees in each direction. Color boomerang contains six stripes and ultraviolet filter holder. Mounted on casters. Easily disassembled for shipping. 

SEE ANY OF THE FOLLOWING DEALERS OR USE COUPON FOR OBTAINING LITERATURE

ALABAMA

Alhambra Theatre Supply

Rutl Theatre Sup., Co.

ATLANTA

Rutl Theatre Sup., Co.

ATLANTIC CITY

Independent Film Enterprises

BALTIMORE

11 A. Jrly, Inc.

BOSTON

Rutl Theatre Sup., Co.

BUFFALO

Rutl Theatre Sup., Co.

CHARLOTTE

Rutl Theatre Sup., Co.

CHICAGO

Atlanta Theatre Equip. Co.

Gardner Janor, Inc.

Hollywood Stage Lighting Co.

Midwest Stage Lighting Co.

Midwest Theatre Service & Equip.

CINCINNATI

Rutl Theatre Sup., Co.

CLEVELAND

Rutl Theatre Sup., Co.

DALLAS

Krollable Theatre Sup., Co.

Modern Theatre Equip.

Modern Theatre Equip.

DENVER

Haman Bros.

Stevens Bros.

DEPSCOPE

Rutl Theatre Sup., Co.

DETERRENT

Rutl Theatre Sup., Co.

DEUTSCHE

Twentieth Theatre Sup.

FORTY FORT

C. u. Table Theatre Supplies

GREENFIELD

Standard Theatre Sup.

HOUSTON

Southwestern Theatre Equip.

INDIANAPOLIS

Rutl Theatre Sup., Co.

KANSAS CITY

Shaw Theatre Supply

LAKE MICH.

Rutl Theatre Sup., Co.

LAS VEGAS

J. C. S., Theatre Supply

LOS ANGELES

J. C. S., Theatre Supply

MANHATTAN

Rutl Theatre Sup., Co.

MILWAUKEE

M. S. Theatre Supply

MINNEAPOLIS

Minneapolis Theatre Supply

NEW HAVEN

Rutl Theatre Sup., Co.

NEW ORLEANS

Rutl Theatre Sup., Co.

NEW YORK CITY

Rutl Theatre Sup., Co.

NORTHFT.

Rutl Theatre Sup., Co.

OKLAHOMA CITY

Rutl Theatre Sup., Co.

OLYMPUS

Rutl Theatre Sup., Co.

PARK STREET

Rutl Theatre Sup., Co.

PEABODY PRIMA

Bluemere Bro.

Pittsburgh

ALASCA

Rutl Theatre Sup., Co.

RUTHERFORD

Rutl Theatre Sup., Co.

SALT LAKE CITY

Insignia Motion Theatre Sup.

SAN FRANCISCO

Rutl Theatre Sup., Co.

SEATTLE

Rutl Theatre Sup., Co.

SIOUX FALLS

Adams Theatre Sup.

ST. LOUIS

Moy Quant.

Rutl Theatre Sup., Co.

TOLEDO

Theatre Equip.

WESTLYE

E. M. O. Herbals Picture Service

CANADA

Bomanski Sales Equip. Ltd.

Montreal, Quebec

General Theatre Sup., Co.

Montreal, Quebec

Montreal, Quebec

Montreal, Quebec

Montreal, Quebec

Toronto, Ontario

General Theatre Sup., Co.

Winnipeg

The STRONG ELECTRIC CORP.

44 CITY PARK AVE.

TOLEDO, 3, OHIO

ольшор金牌

35 000.00

Aussie Cele Draws

50,000 First Day

SYDNEY. March 4—Success of the annual Mardi Gras at Manly shore resort has inspired Bondi, another local shore resort, to launch a similar annual under the Australian alight of Tab of Yulunga, which means a gathering of the tribes at the seaside.

Yulunga's Yulunga opened February 17 with a parade and fireworks display which drew an estimated 50,000. The fair ended its 16-day run February 27. One of the biggest collections of midwinter attractions ever seen at an Australian carnival was concentrated on the water front, with rides of all types, shows, games, coin machines and other concessions.

During March, April and May some 90 agricultural fairs are scheduled to be held in New South Wales, which include the big Royal Easter Show, so the outdoor showmen have a choice of locations to choose from, but they are keen to see more of these seaside annuals as they mean big money and small jumps between stands. Other shore resorts are expected to emulate the Sydney spots and these annuals are likely to become a summer feature on the beaches.

Terrell Prepns Tour

Under Sponsorship

BIRMINGHAM, March 4—Three-day and full-stand shows for fairs and circuses is played by Terrell. Circuses, which is being taken out this year under canvas and as a midway unit by Harry and Terrell for tour of Tennessee, Kentucky, Ohio and Michigan. Concessions and a de shows will be depended upon for revenue, with a program expected to provide the crowd lure.

No major rides will be carried, but table devices, along with conserva- tive shows, office-owned stock wheels in wagon and novelty concessions will be offered. Acts, to be presented at the rate of one every half hour, will appear in the center of the midway, in the center and near the Eight ring. 8 platform and 4 high acts are expected to be with the shows. The circus opens here April 16 for a 15-day and under auspices.

Page Contracts Wilson Fair

WILSON, N. C., March 4—A mighty Page Shows have been re-engaged for 1950 Tri-County Fair, New Bern, N. C.; it was announced this week by Page officials. New Bern officials have given the 4 and 8 Clat, fair sponsors, a 50-year option on the grounds at $1 per year. Harness races will be offered if the track is ready by fair time.

SUBSCRIPTION ORDER FORM

The Billboard

Ordering office: The Billboard

2160 Patterson St.

Cincinnati 22, Ohio

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

Name

Address

City

State

Profession or business

Copyrighted material

Root Beer Headquarters

We are national distributors for Multi- plex Root Beer Barrels. electrically cooled. The improved barrel with continuous twist. Tempite Pressed Coca-Cola, and barreled 25 gallon hour, weighs only 75 pounds. Hoxel-Atlas Root Beer Mugs, made of heavy glass. We are manufacturers of Super-强度 Root Beer Concentrate. One gallon makes 148 gallons of delicious root beer beverage. Super-Strength Birch Beer Concentrate makes a delicious natural tasting ice cream.

LOW PRICES—SPECIAL DEALS

WRITE TODAY FOR LITERATURE

OHIO CHEMICAL PRODUCTS CO.

1113 Dayton, N. W., Columbus, Ohio

MAKE $100.00 A DAY ON CANDY FLOSS

Extra! Extra!

SUPER WIZZARD CANDY FLOOS MACHINE

$250.00

FREE EXTRA PARTS INSTALLED—LIMITED TIME

WRITE TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.

329 Twelfth Ave., S., Nashville 6, Tenn.
25 Years Ago

Sam M. Dawson was engaged by Lee Bros., Animal Circus to work in advance. . . . R. H. Davis was re-elected secretary of North Missouri Fair Circuit. Dayton Funhouse and Riding Device Manufacturing Company, reported large contracts received would keep the firm busy for months. . . . J. C. Simpson was appointed general manager of the D. D. Murphy Shows, to serve as personal representative of Harry Herzog. High school rider, returned from tour with the Ringling Bros. and Barnum & Bailey, St. Croix County Fair, Owatonna, Minn., engaged the following free acts thus far with Way Amusement Service Association: J. Thomas Saxotette, Carl M. Nelles and Company, Terry, Missouri, and Company, and the Three Golfers.

Dudley S. Humphrey, owner of Echel Beach Park, Cleveland, was the subject of a feature article in The Miami Daily News. . . . James McSorley, of the Great Yorkshire Shows, was visiting in Cincinnati. . . . G. W. Crain, circus man, was recovering from an operation in Beaumont, Tex. . . . Emma Kneif, manager of Southworth Fair, Carthage, was elected a representative in the Missouri Assembly. . . . John J. Bennett announced the May 30 opening of Oak Grove Park, Milford, Conn. . . . Frederick Delcourty signed with the Howard Herman Exposition Shows as general representative. . . . C. W. (Red) Sells, clown, and his wife, manager rider, were engaged by Hagenbeck-Wallace, Circus. . . . Missoula (Mont.) County Fair Association, elected Charles M. Reardon, president, and R. G. Hall, vice-president.

Irving Cohen, president of Luna Park Amusement Company, Waterbury, Conn., was back on the job after an illness. . . . Charles H. Founds, secretary-treasurer of Greater Sheesley Shows, announced that he would not be on the road in 1925 owing to business interests in Foster, O. . . . Plans for demolition of the old Seven Stars Hotel, Philadelphia, old-time headquarters for circus people, were announced. . . . Mississippian Valley Fan Association, Davenport, la., elected M. H. Calderwood, president; P. F. McCarthy, vice-president; P. H. Jacobson, treasurer; A. P. Arp, secretary-treasurer; E. Baier, general manager. . . . Thomas C. Foster, lessee, was preparing to begin his sixth season of the Lakewood Park, Durham, N.C. . . . It was announced that John Haw, former concessionaire, was conducting a candy and novelty store in Kansas City, Mo.

Death: Howard Beall, circus performer; Col. Robert C. Clewry, a Chicago World’s Fair promoter; John H. Gale, concessionaire.

10 Years Ago

O. B. Simpson, Houston attorney, was named receiver of Downey Bros.’ Circus. . . . Kenneth R. Hamilton was appointed secretary-manager of California State Fair, Sacramento. . . . Irving H. Grossman was re-engaged to manage Riverside Park, Des Moines. . . . J. C. Simpson was contracted by Amusement Corporation of America by Elmer C. Velare, ACA treasurer, to be on the contract staff of the Buffalo, general manager. . . . L. B. Greenlaw and Max Fletcher were signed as contract staff for Col. Cyrus, Circus. . . . Premier Mussolini told newsmen that the week the World’s Fair in Rome will open as scheduled in the spring of 1942.

Paul H. Husepeh was the new general manager of Janitzen Beach Park. . . . Dr. Forrest Goodman announced he had signed Howard Ramsay as secretary-treasurer of Goodman Wonder Shows, Rex de Roselli was preparing to begin his fourth year with Cole Bros.’ Circus as spec and wardrobe manager. . . . Herbert J. Rushton was appointed general manager of Upper Peninsula State Fair, Escanaba, Mich. . . . Frank A. Cohler, president, and Benjamin Sterling Jr., managing director, had a five-year modernization program under way for Rocky Glen Park, Morenci, Pa. . . . Dug Thomas announced his retirement from the carnival business. . . . Following a performance at the Cleveland Grotto Circus, Orrin Davenport, show director, was presented with a gold wrist watch and plaque by performers . . . C. L. (Jack) Raum’s circus and thrill show was contracted for fairs at Fremont, Idaho, and Wooster, O. . . . Edward J. Carroll, Boston, named managing director, announced plans for rehabilitation of Riverside Park, Agawam, Mass. . . . Buster Gordon’s human bullet act and W. M. Geer, general agent, were contracted by B. & V. Shows. . . . Clyde Beatty was ill on closing day of the Milwaukee Tripoli Shrine Circus and his new manager, Harrel, presented his act . . . Big Horn Basin District Fair Association, Powell, Wyo., named R. A. Roney, president, and re-elected H. L. Rains, manager . . . L. W. Peters, manager of Sylvan Beach Park, St. Louis, announced that week-end rodeo would be presented during 1940 season. . . . The new Miami Outdoor Showmen’s Club of Florida elected David B. Endy, president; W. T. Tucker, John O’Hear and Melvin Dobson, vice-presidents, and J. M. Crotf, secretary. . . . Aerial Ortons made the Auto and Industrial Show at Brainerd, Minn., and were to play Shrine circuses in Minneapolis and Omaha. . . . Dr. D. A. O’Brien was elected president; Harley Tozer, vice-president, and Walter Dorsett, treasurer, of Inter-County Fair Association, Turtle Lake, Wis. . . . Jack and Irving Rosenbuhl, co-owners, announced improvement plans for Palisades (N. J.) Park.

Deaths: Charles T. Ogden, carnival man; George Palmer, circus man.

Flashbacks

CONTINUOUS CUSTARD MACHINE
AND BATCH ICE CREAM FREEZER

MILLS ALL-IN-ONE WITH REFRIGERATED SIDE CABINET
Greatest capacity and convenience. Refrigerated cabinet holds two 10-gallon cans. Mix is automatically fed to freezer as finished product is drawn off.

SHOOTING GALLERIES
And Supplies for Eastern and Western Type Galleries. EST. 1897. WRITE FOR CATALOGUE.
H. W. TERPENING
139-139 Marine St.
OCEN PARK, CALIF.

MILLS FREEZERS

MILLS INDUSTRIES, Incorporated
4110 Fullerton Ave.
Chicago 39, Illinois

BIG YEAR-ROUND PROFITS
Soft ice creams, frozen custards, frosted mints, and regular batch ice cream in all size packages are big, sure profit items.

Act now to get your Mills All-Purpose Counter Freezer and assure yourself of steady, startling year-round profits.

Write for free literature describing and illustrating the three models available and showing how sensational your income can be.
SHOW TENTS
CARNIVAL—CIRCUS
CONCESSION QUALITY
WORKMANSHIP SERVICE
With Plenty of Flash
BILL SANDERS

AMERICAN
TENT & AWNING CORP.
132 W. Main St., Norfolk, Nebr.

Dressing Room Gossip

Polack Bros., Western

Polack Bros., Eastern

Polack Bros., Southwestern

Polack Bros., Chicago

Gran Circo Americano

Show was held over an additional week in the Chicago Auditorium, W. I., due to non-arrival of IMS La Una, which was held up in storms in the Dakotas. Special children's matinees were given Monday and Wednesday. Chiffon Cigarettes brought out the magazine, Monday (27th), and was open-house for the local gentry.

Clyde Bros.

In Evansteville, Ind. Karl Knecht gave the show some excellent writers.

S. T. JESSOP
WINTER ADDRESS
123 FLORENTA AVENUE
SARASOTA, FLA.
PHONE 23-722

Gran Circo Americano
Show was held over an additional week in the Chicago Auditorium, W. I., due to non-arrival of IMS La Una, which was held up in storms in the Dakotas. Special children's matinees were given Monday and Wednesday. Chiffon Cigarettes brought out the magazine, Monday (27th), and was open-house for the local gentry.

Clyde Bros.

In Evansteville, Ind. Karl Knecht gave the show some excellent writers.

S. T. JESSOP
WINTER ADDRESS
123 FLORENTA AVENUE
SARASOTA, FLA.
PHONE 23-722

Gran Circo Americano
Show was held over an additional week in the Chicago Auditorium, W. I., due to non-arrival of IMS La Una, which was held up in storms in the Dakotas. Special children's matinees were given Monday and Wednesday. Chiffon Cigarettes brought out the magazine, Monday (27th), and was open-house for the local gentry.

Clyde Bros.

In Evansteville, Ind. Karl Knecht gave the show some excellent writers.

S. T. JESSOP
WINTER ADDRESS
123 FLORENTA AVENUE
SARASOTA, FLA.
PHONE 23-722

Gran Circo Americano
Show was held over an additional week in the Chicago Auditorium, W. I., due to non-arrival of IMS La Una, which was held up in storms in the Dakotas. Special children's matinees were given Monday and Wednesday. Chiffon Cigarettes brought out the magazine, Monday (27th), and was open-house for the local gentry.

Clyde Bros.

In Evansteville, Ind. Karl Knecht gave the show some excellent writers.
Peoria Exposition Gardens
Ready To Roll; Fair Is Set

Peoria, Ill., March 4.—At long last, Exposition Gardens here will go into operation. The crowd will have taken the date that the future coupon turn-ins will be light and the management may expect to obtain cash from its events while working off outstanding coupons.

Admission coupons, J. R. Huckleman, Exposition Gardens secretary-manager, are recognized as bail payment on any Gardens event, with coupon tenders required to pay the face value plus a 50-cent ticket price. Coupons were issued in valuable ranges from 5 cents to $1.

Grettenberger Imlay City Sea

IMLAY CITY, Mich., March 4.—R. A. Grettenberger has been named secretary of Imlay City Fair here, succeeding James M. Dunn, who held the post eight years. J. Leslie Payne succeeds Howard R. Churchill as treasurer. James D. Morris was re-elected president.

Dog Shows

ARIZONA

Tucson—March 10. Mr. and Mrs. J. Prentiss, R. R. Box 1.

CALIFORNIA

Los Angeles—March 10. Albert Antoneris, General Manager.

COLORADO

Denver—March 24-25. Gladys A. Scott, 1000 W. 8th St.

DISTRICT OF COLUMBIA


RHODE ISLAND

Providence—March 11. H. M. Powell, Box 85, Garden City, R. I.

RECREATION

Cleveland—March 12. Harold D. Slade, 31240 Lauson Ave., Cleveland, Ohio.

CINCINNATI—March 12-13. Miss Marie Reed, 122 W. 55th St.


MINNESOTA


OREGON

Portland—March 15-15. H. M. Powell, Box 85, Garden City, N. Y.

CALIFORNIA


KING AMUSEMENT CO.

82 Orchard St. Mr. Clemens, Mich.
ILLUMINATION THAT ATTRACTS BUSINESS

STEBER Better-Lighting Equipment

- For that inviting atmosphere which attracts business and influences people to spend, light up with Steber equipment. Economical to buy and use, surely for dependable service, engineered to provide maximum lighting, Steber units have a wide variety of applications. Columns are ideal for Kiddy Parks, Carnivals etc. Amusement Parks for entrances, and many other attractive effects - Steberlight for handy, brilliant spot and floodlighting - plus a complete line of other units described in illustrated literature. Write today for Bulletin 120-50.

THE NEW TRIPLE THREAT TURF

(all electric race-horse game) FOR PARKS, POOLS, BEACHES AND CARNIVALS

WWW.americanradiohistory.com

STEBER MANUFACTURING CO.
Dept. 95, Broadway (Maywood P. O.), Illinois

PEANUTS POPCORN SUPPLIES

STOCK TICKETS

ROCK DEEP, Ca.
March 4, 1950.

Dear Editor:

From division to division, side to side through the air of hot passing, borrowing and rock hocking, the Ballyhoo Bros' train arrived here Monday night with one day down and five to go. The shows were sponsored by the Buck Agile Shakers of this swing community. Shaking, shivering and trembling with chills, our 16-gallon hatted appetites met the train to escort the shows five co-owners to the burg's only hotel on a two-wheeled cart drawn by cow. Altho the hotel had no baths, it brought nothing but the only flush room, in the town.

The boxes found the lot to be a combination with a rolling \weeds, branches of trees and skeletons of stock that had mired down and died. It was infested with mosquitoes, rattlesnakes and tarantulas. Originally the land was owned by a lumber company that cleared the trees and cut Nothing but thousands of short stumps that almost covered the lot.

At first look convinced the bosses that they should pass up the burg, but after a staff huddle of our most brilliant men, it was decided to bridge the lot by using the stumps as a foundation and after load of rough pine lumber (charged to the auspices) was hauled to the location and the building begun. The only stage large enough to hold a carnival was under construction the world's largest stage, covering 10 acres, was finished and the work of putting up the shops and tents started at fever heat. Every attraction and concession was put up at night, and on the night great was this accomplishment that the burg's mayor declared the event a celebration, which he did. The privilege of another $5 per show, which had already been decorated from end to end with colorful lithographed chill, never to be advertised by patent medicine companies.

The grand opening drew a packed and jammed midway of medicine, music, magic, and many names. However, they passed up the usual rides and concessions.

Thru a bit of exploring, the boys found an abandoned still in the underbrush behind the lot, which had soon to be enclosed. So that the "bowl to all sufferers" Dr. Peter Ballyhoo's horse tent chill, fever and malaria relief came to mind.

Talkers, who wore goatees, were pushed from door to door and every show better they added doctor books and quinine capsules. Those who weren't chilled were given a chill. That made it necessary to have a little heat on the warm up the heat proved to be too effective and by Saturday night had to be at the last crack ice in place of shavings.

The only thing that marred the work was the fact that the boys had wanted to slough the gal revue. He insisted on the "tacky" for their work is a stage, as some claim it to be, this show built it.

YOUR MONEY BACK GUARANTEE

Five Sizes Boxes - Complete Line of Supplies - Midway Marvel Candy Floss Machine - Snow-Flake Snow Cones - All Makes Ice Shavers - Star Popcorn Machines - Cotton Candy Cones - Candy Pail Equipment & Supplies - Fresh Roasted Peanuts - Attractive Circus Bags - Candy Floss Bulk Ice. Send for Free Catalogue!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER

231 W. Second St.
2908-14 Smallman St.
Philadelphia 6, Pa.

ED RENO

1261-63 E. Sixth St.
316 S. Church St.

RALPH COBB

Pittsburgh 1, Pa.
Las Angeles 21, Calif.

CHARLOTTE, N. C.

STOCK TICKETS

One Roll - $1.00

Five Rolls - $5.00

Ten Rolls - $9.00

TWO ROLLS 250 EACH

Double Coupons

C. C. D. Grade

For 250 lima bean

$0.15

$1.25

$3.00

$5.00

$7.50

$10.00

$2.50

$0.75

$1.50

$0.90

$1.40

$10.00

It's easy to sell a snack a snack - until you stumble over one in the dark.

WE MAKE A WIDE SELECTION OF POPCORN SUPPLIES, INCLUDING BOXES, PAPER CONES AND BAGS, AS WELL AS A COMPLETE LINE OF CARNIVAL, DIAMOND AND ALL OTHER TYPES OF PRINTED CONCESSION TICKETS.

WE MANUFACTURE OUR TICKETS IN MANY STYLES AND DESIGNS TO SUIT YOUR CONCESSION NEEDS, INCLUDING THE DIOUBBLE TURF COMPANY TICKET.

WE CAN CUSTOMIZE YOUR TICKETS WITH YOUR NAME OR LOGO FOR A SMALL ADDITIONAL CHARGE.

WRITE OR CALL TODAY FOR A FREE SAMPLE TICKET.

WIN, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Parody - The Show With a Leaf of Gold

By Star

Hst Band, Tex.
March 4, 1950.

Dear Editor:

Presenting and billing the unusual is what makes a circus. To get away from knockers' beets. "If you've seen one, you've seen them all," the boss decided to find something that would give his patrons the performance that was different and give the show some pep. Without having a big salvo, "A man has a man has a man is to get such an act is to hunt for one in his world and advise the boss, and one he did.

Our special paper now consists of long long a master python or climbing python or boa constrictor raising an elephant, this writing the master with his tail. Following the bull is a float carrying 25 rattle snakes, with each a bell with its tail.

Let me state here and now that no drugs or brutality was used to train our reptiles. Here is how it happened. Because our light plant isn't big enough to generate enough power for both the big show and the Side Show, we had to轮流 on the side show when the big show opens, which leaves it in darkness. Often the girl in the snake pit has to put her charges into a box in the dark. But when she loses some of them. She finally thought up the idea of putting a small toy sleigh bell on each snake tail and by shaking them with a stick the snakes would ring the bells, showing their location. From then on no snakes were lost in the dark.

It was. Under Manager Lippert learned of the gal's unique method of locating a snake in the dark, he saw the possibility of making bells to sell. He worked on this for several days and by using them on each reptil's tail, and by cueing them with a cane certain times could be played. So our top trainers were put on the job.

In five days the trainers had our all-night band playing How Dry I Am. In another week they were playing Black Jack. But when the snakes hit up Over the Dinner while our flying act was working, the boss chased the big show ratters taking over the bandstand.

What made the music yet more appealing was the fact that every time the girls rattled the screen did a shudder come to the music that startled and amused the local people. You could see that special paper. The Snake Band. Reptile Bell Ringers With Python Conductor, is a knock out. At this writing the master knowledge of our reptiles is improving. The boss is looking forward to the day when he can advertise "Symphony With Bells by Reptile Musicians." However, the boss gave strict orders that no gears are to be allowed to go on with his circus or to travel with it. In his words, "Nobody is going to swallow our musical organization. When we have all these features, everyone is going to want to get it."

Kelly Assumes P. A. Duties

PRINCE ALBERT, Sask, March 4

-Daniel P. Kelly, formerly of Brandon and Regina, has taken over as publicist for Prince Albert Agricultural Society. The former Regina Exhibition Secretary has been changed and Dorothy Reed, acting secretary-manager, is now official secretary.

Matt Regina Heating Plant

Remember the plant - Plant for installation of a new heating plant in Regina last fall has been completed and is going to our. Some other possible alterations include a larger entrance and new artificial ice pipes.
Richwine Speedway
To Debut April 16

**MECHANICSBURG**, Pa., March 4.—The 1950 racing season at Roy E. Richwine’s Williams Grove Stock Car Speedway will get underway April 16 with AAA big car auto races.

Richwine has scheduled 10 big car races ranging from $500 to $2,000 in addition to the premiere, are: April 16-17, 11-12; July 11, 19, 26; Aug. 13, 20-21; Sept. 10-11. Childern’s rides will be in attendance.

Richwine, said he planned to attract auto, stock car, and motorcycle races and auto stunt shows.

No Trouble Booking Act, Picchiani Says

**NEW YORK**, March 4.—James Picchiani, a personal manager who has been on the road for the past few years, has returned to the act because it was not made up to his liking. Picchiani reported that he had expected the payoff to represent about $600 more than the round trip from the front. Picchiani said he had more than the usual interest in the 20-week long tour, but he couldn’t cancel them out. The three-person act is said to include a French woman.

Ernie Young Signs Show For Springfield Home Expo

**CHICAGO**, March 4.—Ernie Young, one of the Ernie Young Agency acts, has announced that he had signed to provide the stage show at the Springfield Expo, March 15-20. The events will run April 15-16 in Springfield, Ill. The production will be staged in the Art and Exposition Building on Illinois State Fairgrounds and talent line-up includes Chuck Brown, and Rita, comedy; Nissen and Duo, trampoline; John Ladd and Company, and elderly-lady-act, also, Rae, acrobats; Jane Morgan, dancer, and Novak and Fay, comedy.

Wharton Celo to Garden State

**WHARTON, N.J., March 4.—**R. H. Miner’s Garden State Shows have been expected to provide a two-week program during the spring way at this year’s Wharton Fire Company, Inc., celebrations to be held May 6 and 7, William Miner, executive board member and endorsement committee secretary, signed the show for the ‘come’ org at its regular monthly meeting this week. I. e., the show will be the first to exhibit in the city since 1946 and that it will set up in town on the fire company’s new grounds opposite Borough Hall and the firehouse.

**OKLAHOMA**


**Shoal Creek.**—Klaus & FFA Livestock Show, March 12-19. James Keeney, 118 Malm St., Oklahoma City.

**OKLAHOMA**

**Oklahoma City.**—Klaus & FFA Livestock Show, March 17-18. E. A. Deming.

**Shoal Creek.**—Klaus & FFA Livestock Show, March 12-19. James Keeney, 118 Malm St., Oklahoma City.

**LOUISIANA**


**NEW MEXICO**


**COLORADO**

4 good reasons...
for advertising in The Billboard
SPRING SPECIAL

1. MORE AND BIGGER EDITORIAL FEATURES!
   - 1950 Amusement Park List
   - 1950 Fair Dates
   - Special Features
   - Statistical Information
   - Timely News
   - Current Topics

2. LARGER CIRCULATION!

3. GREATER READER INTEREST!

4. IMMEDIATE AND FUTURE RESULTS FOR ADVERTISERS!

It's the first big issue of the 1950 outdoor season. The issue that buyers will use as a guide for months in ordering equipment and supplies. Reserve YOUR space NOW!

Issue dated
APRIL 8, 1950
Forms Close
MARCH 29, 1950

THE BILLBOARD PUBLISHING COMPANY
Ferris Greater 
Register's Okay 
BIZ IN IMPERIAL

IMPERIAL, Calif., March 4--Ferris Greater Shows, operating for the season at the Allison Auditorium here, has booked the California Midwinter Fair of Imperial Valley here (February 25-March 5). D. J. Snell, in charge, is the owner, announced. Inauguration of the season was on Sunday, School Day, Monday (27), strengthened a usually light day.

Jimmy Lynch, of the Gay-Lynch Enterprises, and Jeff Kettulke, were on the ground. The Animal Bazoos, built by foreshadowing and Carl Swan, was on the four machines using 60 pounds of pressure to shoot rubber balls at a target. The second game, a new version of the Derby, uses miniature cars. The owner, instead of horse, Built by Hal Fisher, it is owned by Howard Bishop, and operated by Mrs. Bishop.

Augusta, Ga., March 4--Signs on this week's tour as the free admission of Ben Braunstein as the new manager of the Warner and Murray Theatres, announced this week at or's winter quarters.

Cannon act is expected to be huge business, as the shows are routed across the state. It will be new.

Ready to go in for a huddle with Owner Al Wallace, enthused about the shows outlook. He said the organ has more than 40 concessions, as many shows and 40 concessions.

HARRIS ORG.PREPS 
FOR MARCH 25 Bow

GRENADA, Miss., March 4--Royal Circuit midway. This setup for the spring will be started at the Lincoln County Fair, in the center of the region where the 3GA and the fair company is located.

Prince and Prince, west of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.

Raymond Tresner, of Pat Tresner's ACME Shows, was on the grounds, with Bill Anglo, David Dail, and Don Picket, the new edition, Bill Gerard, worked the grounds as Sebe the clown. Gene Holloway, manager, worked as a walk-

4 Special Trains 
CARRY AUSSIE UNITS

SYDNEY, March 4--Showman's "Queen of Australia," a 450-ton general set-up in Queensland for the midway at the various state fairs, and claim there is never any trouble between the 3GA and the fair company. West of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.

Raymond Tresner, of Pat Tresner's ACME Shows, was on the grounds, with Bill Anglo, David Dail, and Don Picket, the new edition, Bill Gerard, worked the grounds as Sebe the clown. Gene Holloway, manager, worked as a walk-

4 Special Trains 
CARRY AUSSIE UNITS

SYDNEY, March 4--Showman's "Queen of Australia," a 450-ton general set-up in Queensland for the midway at the various state fairs, and claim there is never any trouble between the 3GA and the fair company. West of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.

Raymond Tresner, of Pat Tresner's ACME Shows, was on the grounds, with Bill Anglo, David Dail, and Don Picket, the new edition, Bill Gerard, worked the grounds as Sebe the clown. Gene Holloway, manager, worked as a walk-

4 Special Trains 
CARRY AUSSIE UNITS

SYDNEY, March 4--Showman's "Queen of Australia," a 450-ton general set-up in Queensland for the midway at the various state fairs, and claim there is never any trouble between the 3GA and the fair company. West of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.

Raymond Tresner, of Pat Tresner's ACME Shows, was on the grounds, with Bill Anglo, David Dail, and Don Picket, the new edition, Bill Gerard, worked the grounds as Sebe the clown. Gene Holloway, manager, worked as a walk-

4 Special Trains 
CARRY AUSSIE UNITS

SYDNEY, March 4--Showman's "Queen of Australia," a 450-ton general set-up in Queensland for the midway at the various state fairs, and claim there is never any trouble between the 3GA and the fair company. West of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.

Raymond Tresner, of Pat Tresner's ACME Shows, was on the grounds, with Bill Anglo, David Dail, and Don Picket, the new edition, Bill Gerard, worked the grounds as Sebe the clown. Gene Holloway, manager, worked as a walk-

4 Special Trains 
CARRY AUSSIE UNITS

SYDNEY, March 4--Showman's "Queen of Australia," a 450-ton general set-up in Queensland for the midway at the various state fairs, and claim there is never any trouble between the 3GA and the fair company. West of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.

Raymond Tresner, of Pat Tresner's ACME Shows, was on the grounds, with Bill Anglo, David Dail, and Don Picket, the new edition, Bill Gerard, worked the grounds as Sebe the clown. Gene Holloway, manager, worked as a walk-

4 Special Trains 
CARRY AUSSIE UNITS

SYDNEY, March 4--Showman's "Queen of Australia," a 450-ton general set-up in Queensland for the midway at the various state fairs, and claim there is never any trouble between the 3GA and the fair company. West of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.

Raymond Tresner, of Pat Tresner's ACME Shows, was on the grounds, with Bill Anglo, David Dail, and Don Picket, the new edition, Bill Gerard, worked the grounds as Sebe the clown. Gene Holloway, manager, worked as a walk-

4 Special Trains 
CARRY AUSSIE UNITS

SYDNEY, March 4--Showman's "Queen of Australia," a 450-ton general set-up in Queensland for the midway at the various state fairs, and claim there is never any trouble between the 3GA and the fair company. West of this oil-rich town, Rosemary Dunbar, the official photographer's guide, and Mrs. Willard S. Miller, sword dance; Roy McQueen, tattooed man, and Ginger Ray, mentalist.
WHEELS OF ALL KINDS
PADDLES—LAYDOWNS

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT
- ALUMINUM MILK BOTTLES
- CANDY RACE TRACKS
- COUNTRY STORYTELLERS
- CHUCK CASES
- LIGHTS—NEW YORK ALLEY
- HIGH STRIKER
- FISHERMAN
- JUMBO DIE WHEELS
- ROLL DOWN
- EIGHT—ELEVEN BALL GAME
- EIGHT—ELEVEN PITCH GAME
- THUNDERBOLT BUMP RACE
- WATCH-AL BLOCKS

Write for Catalog
H. E. EVANS & CO.
1526 W. Adams St.
Chicago, Ill.

THE WILD BOY
From the Journals of an
ABANDONED Heads and
FOOTSTEPS of a
UNHAPPY RUDOLPH, NOT
LONG AGO, BORN IN THE
WOODS OF ARCADE,
OPENING 10402
MEN.

Pitch HUBERT'S
Game, no
Popcorn
Want propositions.
THUNDERBOLT
HIGH BOX
OF
Hanky
Early.
Photo,

CARNIVALS
128, Men
week-ends
STRIKER
II
ILIZSGIA.,
Write
M.
BROS.'
Greater
U.S.,,
Ark.

BINGO,
BUMP
MUSEUM
U.S.,,

NEW
CARNIVAL,

FOR SALE, $2,940.00 EACH
16 UNITS—25-FOOT STEEL FRAME TRAILER. SOLID MAHOGANY ROLL-DOWN ALLEYS. WRITE FOR DETAILS.

JACK DOE
301 EAST 69TH STREET
LOS ANGELES 3, CALIFORNIA

NEW CUSTOM DERBYSHIPS

Howard Robbins, member of the National Showmen's Association, is celebrating the birth of his third daughter, . . . Charles Rubenstein, Jack Silverstein and Johnny J. Klute have returned to their eastern home quarters following a Florida vacation in Miami and Bay Shore. They are in Bath acquiring the natives with their custard machines.

To get advice in limited quantities, a maximum only to use an unsuccessful showroom for it.

Frank Gaskins, general agent of 20th Century Shows, has returned to his Ottawa, Kan. home following a West Coast tour that included City, Mo., hospital. . . Ervin Brown, who ran with J. A. Sparks show, is with the National Service & Supply Company, Detroit, learning the carpet business. He plans to join Sparks when the season opens.

An expert on midway knowledge is any person who knows the difference between a silly and a truck show.

B. C. McDonald, again will have charge of the office on Harry Grady's Heart of Texas Shows this season. McDonald arrived on 1091 with his brother, quarters, after working Florida dates with John J. Caruso, and Noble Faye, owner and manager respectively of the William T. Collins Shows, accompanied by Collins' brother, who were recent visitors at World of Today Shows' Brownwood, Tex., winter quarters.

We boast of our means of getting nuf via the quipsenate and then wonder why it's impossible to keep show secrets.

Mr. and Mrs. James R. Shipman have booked the popular and popular Mole reports that Marnie Butters is at the Palo Verde Hospital in Barstow, Calif., she plans to return from injuries sustained in a recent accident. . . Bill Perrot, member of the Greater Tampa Showmen's association, is still confined in the sanitarium at Orlando, Fla., and would like to read letters from friends. His address is Box 3153.

Cold mornings should be a warning to showmen with lucky legs to think twice before they merge their midways with low temperatures.

E. J. Casey, of R. J. Casey Shows, who operated the 714 Show, has moved to Winnipeg, his org's home base, in paying tribute recently to a newspaper Tribune upon the latter's 60th anniversary. The Casey org, using a quarter-participation system, has a huge 150-page anniversary edition published by the paper, detailed the dramatic rise of Casey in our show business. The text pointed out that Casey started in 1934 with one rido and $900 and that his equipment, which embraces 14 rides, 7 shows and 40 concessions, now is appraised in excess of $150,000. Ad went on to explain that the Casey organization played a large part in the fighting of $400,000 for various World War II funds.

No one in this bit has really been abused unless he's been a lot less men or was the pittance chairman of a show with been a lot men.

Gay-Lynch Enterprises will be at the National Orange Show, San Bernardino, Calif., with a cafeteria trailer, plus a group of grunts, grubs and a full concession, including eight rides and 37 concessions, now is appraised in excess of $150,000. Ad went on to explain that the Casey organization played a large part in the fighting of $400,000 for various World War II funds.

No one in this bit has really been abused unless he's been a lot less men or was the pittance chairman of a show with been a lot men.

For Hankey Panks, Fish Pond, Cigarette Gallery, Milk Bottles, Pitch Game, C. Aguins, Married Couple, Give Away, and Liberal propositions, Bingo Counter Men. (Phil Conley) "CONCESSIONS" Show opens early. All write.

ROSS E. REED
Box 2
Nelsonville, Ohio

WENDALL S. BROWN
Contact
R. M. WILSON
14043 State Ave.
DEFENSE OFFICE
157. MICH., DETROIT

MOON BROS. SHOWS
Opening Monday, March 13th, 1950

This show is a "Do Not Miss" show. A show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.

The Moon Bros. Show is a show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.

Clayton's Concessions

WANT
For entertainment, holdout shows, agents, branches, etc. A show to remember for years to come. Attractive, colorful and exciting conces- sions, all for sale or hire.

Address 501 E. Court St., Greenville, S. C.

CAMPBELL TENT & AWNING CO., INC.
100 CENTRAL AVE.
Phone 7225
ALTON, ILLINOIS

FLUORESCENT FIXTURES
For Carnival Installations.
Dealern, Distributors.
CONCESSIONS.
FLUORESCENTS
FOR EVERY PURPOSE
Direct From Manufacturer at Wholesale Prices.
AS LOW AS $2.10 EACH
Write for Catalogue and Price Lists.

BELNORD ACTS CORP.
business enterprises.
FLUORESCENT FIXTURES
714 Cherry St., Phila, Pa. Cincinnati 3-2729

BUD-UP IT TRAILER
TRANSPORTATION SPECIALITIES, INC.
Route 36, Box 417, Elkhart, Indiana

FUTURISTIC TRAILER INDEPENDENT OWNERS, INC.
Build your own trailer.

WANT

WASHINGTON, D.C. 9

FAVORITE TAYLOR MADE H-STRIKERS
Featured international—a combination Track and Scoreboard. BEST. Quality, lowest price. Shell #1 and #2, both heights varying, 14 and 16 feet from base, $8 each. Salesmen and Creditmen wanted. Write for more information.

B. W. TAYLOR, Box 287, Punta Gorda, Fla.

FOR SALE OR LEASE PORTABLE TWELVE CAR SCOOTER
(Park Type), 32'72'
Good condition. Operated last season, if interested must be aware of one.

LEO LANE
Box 12, Savannah Beach, Ga.

FOR SALE
KIDDE AUTO RIDE
Alsina & Sons, 122 W. 39th St.-N.Y.C. A revolving Terry's, Gift Mart, and 10 people. A show that will not be forgotten. A show to remember.

The Moon Bros. Show is a show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.

The Moon Bros. Show is a show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.

The Moon Bros. Show is a show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.

The Moon Bros. Show is a show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.

The Moon Bros. Show is a show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.

The Moon Bros. Show is a show that will not be forgotten. A show to remember. A show to have fun. A show to enjoy. A show to remember for years to come.
CARNIVAL WHEELS SIGHTSEEING PLANE TO COMBINE JAPANESE AND ENGLISH MOVIES!

A Carnival Wheel, one of the most popular attractions at carnivals and county fairs, is a sightseeing plane that combines Japanese and English movies. It offers an entertaining experience for visitors, providing a unique way to enjoy the cultural and cinematic offerings of these two nations. This innovative feature enhances the overall carnival experience, attracting a wider audience and creating a memorable atmosphere for attendees. The sightseeing plane serves as a bridge between different cultures, promoting understanding and appreciation for various artistic expressions. Whether it's the captivating imagery of Japan or the narrative richness of English cinema, thisCARNIVAL WHEELS SIGHTSEEING PLANE TO COMBINE JAPANESE AND ENGLISH MOVIES!

A Carnival Wheel, one of the most popular attractions at carnivals and county fairs, is a sightseeing plane that combines Japanese and English movies. It offers an entertaining experience for visitors, providing a unique way to enjoy the cultural and cinematic offerings of these two nations. This innovative feature enhances the overall carnival experience, attracting a wider audience and creating a memorable atmosphere for attendees. The sightseeing plane serves as a bridge between different cultures, promoting understanding and appreciation for various artistic expressions. Whether it's the captivating imagery of Japan or the narrative richness of English cinema, this

CARNIVAL WHEELS SIGHTSEEING PLANE TO COMBINE JAPANESE AND ENGLISH MOVIES!

A Carnival Wheel, one of the most popular attractions at carnivals and county fairs, is a sightseeing plane that combines Japanese and English movies. It offers an entertaining experience for visitors, providing a unique way to enjoy the cultural and cinematic offerings of these two nations. This innovative feature enhances the overall carnival experience, attracting a wider audience and creating a memorable atmosphere for attendees. The sightseeing plane serves as a bridge between different cultures, promoting understanding and appreciation for various artistic expressions. Whether it's the captivating imagery of Japan or the narrative richness of English cinema, this
La Cross Prepping For April 15 Bow

ST. ALBANS, Vt., March 4—La Cross Shows, opened March 1, turned a profit of $500, managed by Paul R. La Cross, are being whipped into shape at winter quarters here high up in the White Mountains before an April 15 opening. Painting and remodeling has been under way six weeks, and opening of rolling stock is scheduled to start next week.

The org, for its fourth season so far, will go out with 6 rides, 5 shows and 30 concessions. A night time free attraction is planned, as are fire-works once a week.

La Cross said that the personnel will be virtually the same as last year plus the addition of several new concessionaires and managers. The route will span 25 weeks, of which 20 already are booked. La Cross added.

Va. Greater Signs of Virginia Annuals

SUFFOLK, Va., March 4—William C. Muncay, general agent for Virginia Greater Shows, this week announced the signing of two Virginia annuals. They are the Eastern Shore Agricultural Fair, Keller, and the Norfolk County Tidewater Fair, West Point.

Murray and owner Rocco Mancuci said the org's fair route will include dates in North and South Carolina. Both premises are in winter quarters here supervising the general refurbishing program.

Horwitzi Pinch Hits as Avery A. Books Celebrations

DETOIT, March 4—Edward (Red) Horwitzi, concessionaire with Avery A. Shows, returned from a recent trip thru Michigan on which he booked celebrations, including one at Oxford, another at the July 4 event, at White Cloud, and the Drayton Plains Homecoming, as a substitute general agent for the org. Horwitzi is pinch-hitting for Lester Curtis, general agent, who is expected to rejoin the show soon following his release from the Brighton-Mich., hospital, where he is recovering from an illness.

Shoeshies are to open late in June, with a 10-day stand at Clavon, 10 miles north of here, under Veterans of Foreign Wars auspices. Owned by Mrs. Verna Avery, the show will come out with one and possibly more rides than it had last season, their first year out.

Aussie Showmen Re-Elect M. D. Darling President

SYDNEY, March 4—M. D. Darling was re-elected president of the Showmen's Guild of Australia at the Guild's mid-winter election. Other officers are S. Thomas and W. Howard, vice-president; G. M. Year, secretary; L. Duke Graham, treasurer. Committee members named are J. Foster, D. Uppman, J. Allen, E. Miller Sr., R. Byrne, C. Miller, A. Brown and H. A. Graham.

The 1948 fee for outside members was fixed at $12.50 and yearly dues $15.00. A bonus from financial member of Victoria and Australian states guilds eligible for acceptance by the secretary. The Guild's annual ball was set for March 28, with Mrs. George Sorlie as hostess.

No Padded Seats?

VANCOUVER, B. C., March 4—By the age of embryo showmen took over a concert mixer and invented one of their 10-year-old playmates to fock over 200 cents for a ride in the whirling mixer. In addition to the ride the moopet emerged with a black eye and a cut nose.

STARRY EYES HEPSTON Spring Hill, Animal, N. Y.

FLOYD WOOLEY WANTS FOR OPENING APRIL 1

SIDE SHOW WANTS WANTED, on opening route, 18 body sides, six states. Franks, Knife Act, Whip Crackers, Fire-Swallow Swallows; Magic that pitch, Fat Girl or Men, Baby Girls, Strong Mind Act suitable for high class side show. All replies.

FLOYD WOOLEY

205 S. Lake Ave. Jennings, La.

ELECTRIC CABLE FOR SALE

20,000 ft. of all new Three Rubber armored Super Service Electric Cable. Double conductor No. 2, and double conductor No. 4.

25c Per Foot T. B. Washington, D. C.

NELSON THOMAS


W. G. WADE SHOWS

Now Contratuing for 1950 Season.

RIDES SHOWS-CONCESSIONS

Will Book for Season, Reliable

CIRCUS SIDESHOW

Full Season—April thru October

C. P. O. Box 1488

Detroit 31, Michigan

BARNEY G. WILLIAMS

Contact

E. M. WILSON

14042 St. Helen St.

Detroit 19, Mich.

CAN USE

Aerial Act for Free Act. All men who can work with camera or all kinds. Fancy Stunts. For Corr and Candy Shows, 400 weeks.

Emory H. Hoekstra, 401 S. State, Detroit 8, Mich.

B. S. NELSON

305 S. Michigan Ave.

Detroit 2, Mich.

S. E. WEINTRAUB WANTS

WANTS WANTS

Hankie Patch Agents, Pav. Pav Agent, Real the Dealer. Agent. Joe Watkins, when in town, Arizona, with BLACK MAGIC EMPIRE SHOWS

Montgomery, Alabama, June 15th to 11th.

FOR SALE

ELI NO. 5 FERRIS WHEEL

Reasonable for Cash. Excellent condition for price at purchase. As is.

H. MCMHOR

110 Dean St. 3,000,000,000

Nashville, N. Y.

President 3-066

WANTED—A CARNIVAL

for our

Paul Bunyan's Fourth of July Celebration to be held week of July 1 thru 4th at Delano, Minn.

Frank Sturges, Commander

American Legion, Fort Bragg, California.

AUTO RIDE FOR SALE

Factory built 8 Car Auto Ride, nearly new, blue top and sidewall.

$8,000.00 CASH

P. O. BOX 518

NASHVILLE, TENN.

www.americanradiohistory.com
SHOWS:

**NEW PENN PREMIER SHOWS**

**FIRST CALL—OPENING CHESTER, PA., APRIL 10—FIRST CALL**

Can place Concessions—Cook House (large), Gosh, Novelities, Fish Pond, Hoop-La, Ball Games, Jewelry, Photo, Darts, Derby Racer and any legitimate Concessions. No gypsy.

Can place Pop Corn, Fries if you have any other Concessions. SHOWS—Can place Drome (due to disappointing). Clown House, Wild Life, Fun House, Arcade, Monkey or Animal Show or any Shows not conflicting. Joe Hilton can place a few acts and one strong Frank to feature in new 140-foot Circus Side Show. This Show is out 52 weeks; playing Miami now. Rides—Will place Copter or Fly-in Plane. Help—Can place Lot Superintendent, Billetipster (sharpen), and General Help on all Rides. Want to buy good Drome or Funhouse. No junk. Address all mail and wires to PENN PREMIER SHOWS—LODD D. BERNISH—SANFORD, N. C.

**FOR SALE**

@ 2–25 K. V. A. 900 R. P. M. 110–220–40 Cycle Single Phase, mounted on a 20-foot, 8 wheels very good and serviceable with 500 gallon extra storage gas tank installed.


@ 7–1½ kw. 1800 R. P. M. 110–220 volts Lenbi Motor. Mounted with trailer hitch.

@ 1–Q. C. 25 kw. Generator mounted on 4 wheels, hard rubber.

@ Prices ranging from $300.00.

HELP WANTED

**EXPERIENCED RIDE HELP WANTED.** Long season with good treatment.

**PETE PASQUA**

**HERMAN (SPEC) SMITH**

**JIMMIE DRESH**

**AL ZURAWSKI**

**BLACKIE RODAK**

Get in touch with me.

—CONTACT—

**JOHN A. BASS**

1662 Hutchinson River Parkway, Bronx, New York, or

**RALPH N. ENDY**

Plaza Hotel, Bronx, New York. Ph. Jerome 7-4700.

**MARKS SHOWS**

**MILE LONG PLEASURE TRAIL CAN PLACE SHOWS—Motor Drome, Wild Life or any first class grind show.
MONKEY SHOW—Have complete beautiful outfit and some animals.
Want reliable Showman to handle same.
RIDES—Good opening for one or two major rides not conflicting.
CONCESSIONS—Legitimate Merchandise Concessions. No wheels or coupons. All eats and drinks sold.

SHOW OPENS EARY IN APRIL IN THE VICINITY OF RICHMOND, Va. Address P. O. BOX 771, Richmond, Va.

**UNITED EXPOSITION SHOWS**

**LAST CALL! WE HAVE BEST SPRING ROUTE OF ANY SHOW IN THE UNITED STATES. BOOKED SOLID "FIRST IN" SPOTS UP TO THE BIG JULY 4 CELEBRATION AT OLMST, ILL. WANTED AT ONCE.**

SHOWS: Due to championship, want division Show Manager who has something to put in over 100. Oo. wouuld fit 1–11/2 kw. and could ride 10. What can you do? Want Girl Show daily liquor, Bar, Wine, Fats, Show, Mechanical Show, Monkey Show or Bandstand, Mechanical, other worthwhile Shows with own transportation. CONCESSIONS: Present Concessionaire's six Carts, Bulldog, Backyard Ball, Photo, Jewelry or any Wardrobe Cards. Two Second MGR. 20% High billing. Want to buy good Drome or Funhouse. C. A. VERNON, MGR.

BOX 344 OR WESTERN UNION

**GREENVILLE, SOUTH CAROLINA**

**ROYAL CROWN SHOWS**

**WANT WANT WANT**

Want 155 Foot Front, completely framed, with 32 Foot Trailer to transport same. Operation must bring 100. Source of same to have something to put in show. A fine route and a long season. No truckers tolerated. (Mr. Anthony, answer.)

**E. L. YOUNG, GEN. MGR.**

Daytona Beach, Fla., this week; followed with Luisa and Sanford, Va., at rail, then north.

**GRANT'S RIDES AND AMUSEMENTS**

**OPENING MAY 1—CAN USE**

Shows of any kind, reasonable percentages only taken out. Miller—Berry-Go-Round, Splitters or Comets; percentage same as above. Concessions—Can use any Grist Store not conflicting. Privilege, $50.00. Write—GEORGE A. GRANT—ROUTE 2 (VANCOUVER CO.), PLEASANTVILE, PA.

**WANT—DOBSON'S UNITED SHOWS—WANT**

WE ARE NOW BOOKING SHOWS AND CONCESSIONS. AND DOBSON with experience of Fair House or Mechanical Shows. Good opportunities for others. Terms fair. Address—J. M. DOBSON, MGR. 500 CHAMBERLAIN AVE., RICHMOND, VA. Box 109, WILLIBRIDGE, MINNESOTA.

**SUNSET AMUSEMENT COMPANY**

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 4—The

American has received word of

a recent decision in California with reference to the liability of carnivals and fairs to participants in

an Athletic Show.

So on file, and available to the

committee, is detailed information with regard to income tax returns which must be filed by these carnivals for

information furnished by the Commit-

tee for Economic Development.

Royal Crown Starts

Well in Plant City

PLANT CITY, Fla., March 4—A

show, cold breeze failed to prevent

a good opening night here February

2. The Royal Crown is now booked for the six-day Florida Strawberry Festival.

Fair Manager C. R. Patten, placed

the turnout at between 6,500 and 7,000.

Rides and the Penny Arcade

made the biggest play on the midway.

South Australia's Guild

Elna E. P. South president

ADELAIDE, March 4—Showmen's

Guild of South Australia (SGSA)

selected as officers for the coming

season: Patron, H. J. Roney; presi-

dent, W. E. Southon; vice-presidents,

W. F. Forrest, W. McCullock and

M. Worley; secretary-treasurer, A. E.

Ward; minutes secretary, G. W. Mc-

Currie.

Committee members named were

W. Stiller, W. Brooks, R. All, G. Bos-

wick, W. H. Holliday, A. Hurley and

G. Burwell. W. Brooks and W. Holl-

diday were elected trustees.

SLA St. Patrick's Party

Skedded for March 18

CHICAGO, March 3—March 18

was declared a success by the Buf-

falo Bill party, the Showmen's League

of America having held its annual

meeting: Patron, H. J. Roney; presi-

dent, W. E. Southon; vice-presidents,

R. F. Forrest, W. McCullock and

M. Worley; secretary-treasurer, A. E.

Ward; minutes secretary, G. W. Mc-

Currie.

Committee members named were

W. Stiller, W. Brooks, R. All, G. Bos-

wick, W. H. Holliday, A. Hurley and

G. Burwell. W. Brooks and W. Holl-

diday were elected trustees.

Sam Howard Wins

Pro Diving Title

NASSAU, March 4—Sam Howard,

water show operator, won the world's

professional high diving title recently,

coming out Barney Cronin of

Detroit, by two points. Ross Collins

was third, and Leo Couture

Montréal, fourth.

Honorary judges at the meet were

Irving Berlin, Mrs. (Billy) Eleanor

Rose and movie actress

Margaret Sullavan.

WANTED TO BUY

AT ONCE FOR CASH

#5 ELI WHEEL

Must be in first class condition. Address

C. C. GROSSEKHT

Box 821, Owenstown, Pa.

Phone 2-5121

WILL SACRIFICE

C.Cruise ride, used one season,

like new, ready to go. Loaded on one

axle. preferable with 1 hp. elec-

tric motor. Let it go for half

$5,500.00. Will deliver up to

1,000 miles. Also Tulip Race

Horse Game, used one season,

ready to go. $1,500.00; mounted in

special built trailer, $2,500.00.

Art B. Thomas Shows

Lennox, S. D.

HAVEL BUTAH

WANTS AGENTS

For Ball Games, Block and Balle, Fish

Pond, String, Midgets, etc., and experi-

enced professional man.

For SALE—Used Pan Game, complete

with new Blue Coat, new parts in

perfect shape, $200.00. Also used

bolt Game, painted, white, $45.00.

Can deliver. Also used a lot of the

lic. Also, many Pop Baskets, used

Jubilee painted, and highly varnished.

Men with similar business if any are

completes, ready to operate.

WORLD WIDE BOX

PECOS, Texas, contact me

AGENTS WANTED

Heads and Agents for Clothes

Pins and Razzle, I have all flats on

J. J. Denton Shows. Mike

Moore, Wire.

HOWARD PIERCE

care Western Union, Dothan, Ala.

Quality Trailers

New & Used

HORSE NORTH DAKOTA

5-STAR LOCATIONS

1-605 N. 19, Oklahoma City, Okla.

1-987 N. 19, Kansas City, Mo.

3-197 W. 3rd, Ely City, Idaho.

2-916 Equitable, Idaho Falls, Idaho.

Early Terms

telephone

The Showman's Friend

MIDWAY OF MIRTH SHOWS

WANT

Till Foreman, Semi Driver, Sober, waiting a season's job. Second Men who dig.

CONCESSIONS: Give Your Age, Block Shows not entertaining. American Mill Camp, no gypos.

ADDRESS: Winter Quarters, Trenton, Illinois

BLUE GRASS SHOW

NOW BOOKING

SHOWS, SIDE SHOWS, CONCESSIONS

P. O. Box 421, OWENSBORO, KY.

MERRIAM'S MIDWAY SHOWS

WANT FOR SEASON FROM MAY 1 TO OCTOBER 1

CONCESSIONS—Street Dance, Cook House, Watch-Lig, Coke Bottle, Whiskey Bottle, Concession and all other amusements loving. Address—Merrim, Metholantic, Big Pool, New York, N. Y. All replies: RUFFEY SHOWS, P. O. Box 1047, Phone 22792, Wilmington, N. C.

MERRIAM'S MIDWAY SHOWS

WANT FOR SEASON FROM MAY 1 TO OCTOBER 1

CONCESSIONS—Street Dance, Cook House, Watch-Lig, Coke Bottle, Whiskey Bottle, Concession and all other amusements loving. Address—Merrim, Metholantic, Big Pool, New York, N. Y. All replies: RUFFEY SHOWS, P. O. Box 1047, Phone 22792, Wilmington, N. C.
CARNIVALS

JOHN Q. ROSS, President

SHOWWOMAN'S LEAGUE OF AMERICA

SHOWWOMAN'S ASSOCIATION

PACIFIC COAST

Show Folks of America

1191 Market St., San Francisco

SAN FRANCISCO, March 4—President Mike Krexko presided over the regular meeting February 20. Charles Vare, Chairman of the Legends Committee, introduced Art Cranor on the rostrum. Corresponding Secretary Albert Roche read letters from the Regulars, Tom Troupers, Los Angeles, who enclosed checks for their share of the club's shares, and Estelle Rosenhall, Kate Christiansen and Billie Maxine Simons, who were present.

Elected to membership were Tom Basile,镕从s, President; Mike Hock, Brian Illick, Estelle Rose and Norman, who were present.

Showrolls by Carrie Smith, Mary Vella and Rose Feinberg, announced the next meeting.}

Showrolls by Carrie Smith, Mary Vella and Rose Feinberg, announced the next meeting.
**Greater Tampa Showmen’s Association**

**Tampa, Fla.**

TAMPA, March 4.—A barbecue was held at the directors’ picnic on Monday (28), with 450 in attendance. Gene Berni and his crew did the honors at the barbecue, which was held at the Glade. Seating was arranged around the tables with the feeling that one was sitting in a very nice restaurant. The entire show was run on a professional basis.

**State Fair**

PERRY, Okla., March 4.—Additions to the summer season of the State Fair, a trailer which has been converted into an office and four army stalls, are being put into the fair. More rides and games are being added and the fair is expected to have a very good season.

**Virginia Greater**

SUFFOLK, Va., March 4.—(Sunday) (33) outdoor activities had been progressing at a fast clip. Work will cease for the next two weekends until the plant can be inspected. Arthur Gibson has completed developing and testing the Ferrari and the equipment is being delivered to the Ford plant. Ro Ro Masucci has returned to quarters and will be on the job here after the race.

**Winter Quarters**

**TRENTON, Ill., March 4.—**Only minor changes have been made in the winter quarters which was last year, remain in the same condition. The camp is being used by Personnel, individuals, and will be the same as last year. Snow and ice conditions are the same and will play the same territory it has in the past.

Recent visitors included B. C. Hines, John Delaney, Norman Pless, Betty Walters and Mr. and Mrs. Neven Johnson.

George Barrett writes that he is looking forward to the rest of the winter in North Carolina and will be with the show as soon as the season, his first time out since joining the company organization. Van Johnson, Tankerley, cookhouse operator, now wintering in Florida, writes that he is looking forward to the spring and will be out of action several weeks.

**Midway of Mirth**

**B & C Expo**

HEMcloK, N. Y., March 4.—Ray Sanford is getting ready to roll and the rides were at quarters here Thursday. New TV was recently installed at the O'Farrell. Red Wright will be here in April.

Owner M. N. Colograve reports two more fairs booked, total of seven. Two more tops have been ordered. This week is leading today to visit her brother in Whippany, N. J., and Mrs. Briggs have been repairing and painting their parts. Mrs. Pratt will not be doing any painting, and will be visiting with her sister in Whippany.

Visitors were Mr. and Mrs. H. Drain, Mr. and Mrs. R. J. Lewis, Mr. and Mrs. R. S. Dean, Mr. and Mrs. A. B. Stine, F. Simmons, and Art Vaule, who will be here next week.—MRS. YANGIE SANFORD.
Polack Org Rents Generators To Beat Chi Power Shortage

CHICAGO, March 4—Polack Bros., Western Unit officials all but patented the show Sunday night (3) as the show officially opened its annual engagement in Midlothian, Ill., with a three-day, 50-cent a seat and a next-capacity night house. The show couldn’t have opened without the generators because of the electrical shortage, and he credited them with producing $50,000 gross for the full 15-day run.

Advance Up 50c

As it was by no means the "brightest thing" in its eight-year history to Mickey Blue, promotion manager. He said advance sales had been up about 15 per cent. The "life-saver," spotted behind the 4,100-seat temple, were supplying 90 per cent of the juice used to light the show, according to him. In it, according to the staff.

Look for 155,000 Fall

The engagement actually teed off Thursday (2) with a sneak preview for 4,500 employees of the radio and television industries, execs of which had bought the entire house for the radio industry to help it make a total attendance of more than 155,000 for the opening performances is given March 18. Schedule calls for three shows Thursday, 3, Sunday, one each Monday and two on other days.

Roll call: 

Billie Boots, Illinois; Jon, Chicago; Bates, Chicago; Hurey, Chicago; Kitchen, Chicago; Birt, Chicago; Jenkins, Chicago; Brown, Chicago; and a host of others.

Tickets are sealed from $1.25 to $3.50. Personnel of the staff and performance remains unchanged.

Packs Inks Wheeling

WHEELING, W. Va., March 4—Mr. and Mrs. Alfred Inks are operating a circus here by Ostris Tempel Shrine to play a three-day stand here next two weeks.

Ringling Seeks A. C. First, Since '36

ATLANTIC CITY, March 4—RIngling Bros. and Barnum & Bailey Circus is seeking for a license to appear here Sunday May 29, if granted, the Big Show will be its first appearance here since 1926. The license fee is $1,000.

The circus plans to show on the lot at Brigantine Boulevard and Mary Avenue.

Cora Davis Saras-Circus-Headline

SARASOTA, March 4—Mrs. Cora Davis, 68, the oldest member of the Saras-Circus Club at the recent annual meeting, is to be succeed by Mrs. Maudie Bailey, first vice-president; Mrs. Mildred Slik, second vice-president; Mrs. P. B. Slik, third vice-president; Mrs. Gladys Staley, corresponding secretary; and Mrs. Margaret Jain, treasurer.

BB Inks Plainville, Conn.

NEW BRITAIN, Conn., March 4—For the third successive year the Ringling-Barnum show will pitch its big top for Joe Titey’s Stadium in Plainville, for two performances on June 15.
WANT

ADVANCE MAN
Guaranteed 30-week season, $175 weekly. Must have car.
LARRY SUNBROCK
Rodeo Ranch, Orlando, Fla. Phone 7527

WANTED

FOR SHOWING MARCH 20-21-22
Dog, Pony and Circus Shows. Shows to perform at
BOYS' CLUB ANNUAL CIRCUS

EXPERIENCED PHONE MEN
FOR 4TH ANNUAL SHRINE CIRCUS
STARTS MONTGOMERY, ALA., MARCH 22. WEEKEND SHOW DATE
C. E. FLETCHER, CIRCUS MANAGER
BILL GILSTON, MANAGER
14 W. Saint Louis St., Austin, Tex.

PHONE MEN
BANNERS & PROGRAM
JACK KNOTT, E VICK BEASER - Wire.
1919 Hoffman Bldg., Detroit 1, Mich.
Phone: Woodward 6242 No Collects

WEST BROS.' CIRCUS
WANTS
Producing Promoters and Phases with ability to work big cities. Route in following: Seattle, Wash., March 7; Portland, March 10; Denver, March 13; Chicago, March 16-22; St. Paul, March 24-25; Detroit, March 27-28; New York, April 1-3. Will consider age of boys.

DALES BROS.' CIRCUS
WANTS
Concession Operator for Dinks. Brand, please.
DIEF FINEMAN, Legal Advisor
by phone after 6 p.m. 332-W Lake City, Fla.

MILLS BROS.' CIRCUS WANTS
18-Month Man, Ansonist for JACQ MILL, Big Top Circus, 150 S. Front St., Cleveland Hill, N. Y. All others can get new Winter Quarters, Cincinatti, O.

WANTED FOR SEAL BROS.' CIRCUS
Brigade Manager of crew. Lithographers and Billposters, Band Leader, Clown, also Wild West performers for Winter Work.
All addresses: R. E. ANDERSON, Seal Bros. Circus, Fontana, Calif.

WILD WEST PERFORMERS WANTED FOR CONCERTS
Man and Wife with black man who can Trick Ride and Horse Handling. Bring photos. Rate, $30.00 to $40.00. State just what you can do, experience, etc. Reply to this column and after arrival, with engagements and letters from former clients.
KING BROTHERS' CIRCUS
Fairgrove, Macon, Georgia

GIVE TO THE RUNYON CANCER FUND

THE BILLBOARD

WINTER QUARTERS

RINGLING-BARNUM
SARASOTA, Fla., March 4—Pageant will here have brought crowds to the Big Show Sunday. The pageant parade on a Saturday night had an impressive circus scene, with group of rider, several floats, the elephants, menage buggies, etc. The whole deal was a hit.

DOROTHY and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin performance. Nona Wright and Jean Lalleme joined the acrobatic girls in daily workouts. Winter date starts, & girls and boys took part. Linda Lawson, 21, in the baby world, is the "baby burro" called it "Mule Train." Doc Henderson rehearsed this set and it went over big.
Motorcycle Races Also Added

DES MOINES, March 4—Iowa State Fair, which this season will open its annual harness horse races for the first time in 58 years, has put increased emphasis upon auto and motorcycle races and four rodeo performances in its grandstand program.

National Jr. Miss winners named by Al Sweeney and Gaylord White, will be other attractions at the fair. The Sweeney-White organization will present big race cars three afternoons, Monday and Thursday, and a program of AMA-sanctioned motorcycle races Tuesday afternoon. Last year the fair offered three days of auto racing.

Crelent To Present Rodeo Leo Cremers, Sharecropper, Mont., will present the rodeo, with the cowboys scheduled to appear Friday night, Saturday afternoon and Sunday afternoon. There will be a rodeo held at 2:30 p.m. each night. Two thrill shows, Lynn's Dead Des Diggers and Joie Chitwood's Auto Daredevils, will be featured at the sun down on Saturday night and Chitwood Wednesday afternoon.

A new feature to be seen booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, will run five nights beginning at 8:30 p.m. each night. Last year a revival was presented.

Second Vote on Jockey

Contracts for the fair were closed here recently after the fair board voted to adopt in full a resolution recommending the discontinuance of horse racing on the basis of its low attendance. The board did not appeal to a sufficient number of prospective owners of racing stock. The vote was 5-3, the first vote on the question in December the vote was 7-3.

A delegation of horsemen appeared before the board to guarantee the fair against any loss. The loss in the last great fair of $1,114,000.00. Horsemen filed petitions signed by 5,000 horse owners in support of the continuance of a hotly racing. A pledge from 55 that they would send 110 horses in to assure a subscribed fund for the horse race, the conditions were attractive also was made to the board. The board's hope that higher stakes would improve the quality of the race, and pointed out that the fair as a fair not show a profit either.

The Bunn's department store, part of the fair secretary, said the board was primarily interested in programs that will attract more people and was not so concerned with the relatively small loss of money on horses.

Woodland, Calif., Revises Plan for Exhibit Building

WOODLAND, Calif., March 4—Abandonment of plans to construct an exhibition building at the 1949 fair was announced here by the Woodland Fair Board. Approval of the proposed structure rests with the State department of health, the Stuart Waite, fair manager, reported.

Costing $160,000 the building would have been ready for the fair this year. The purpose of the building, which is designed to accommodate dancers, Waite said. If State approval is given soon the structure is expected to be ready for the fair in August. The original plans called for two stories of exhibition space.

Wheaton, Ill., has been selected for the site of the new building. If approved, the proposed building would be of prefabricated materials which would reduce the time to complete the same time provide more space.

Meetings of Fair Assns.

Association of Commodity Produce Committees will hold its annual meeting March 4-6 at the Biltmore Hotel in Chicago.

Christensens Inked For Rodeo at Chico

CHICO, Calif., March 4—Christensens, brothers of Eugene, Ore., will stage a rodeo at the Chico District Fair in May, the fair board announced. The board also voted to open the fair May 22, the latest date on which the fair is scheduled May 25 in order to show the Christensens that this is a good place.

Fair Manager M. J. Hugan said improvement plans call for the construction of a new commercial cattle and to accommodate 50 cattle on the first day of the fair. This marks the first year commercial cattle breeders have shown at this fair.

Owosso Expo Postponed

OWOSSO, Mich., March 4—C. M. Bessey's Annual Industrial and Agricultural Exposition, which opened March 3 at Owosso, has been postponed due to a lack of coat. Official announcement is expected following the opening of the new dates have not been set.

ESE Chalks Big Advance In Space Sales

Conceal Ops Gobble 40%

WEST SPRINGFIELD, Mass., March 4—An advance in space sales and in the concession space and 35 per cent of the outdoor exhibition space already contracted for seven months ahead of its 1960 dates, September 28 to Oct. 3. A statement from the East Suburban States Fair committee here said the committee is looking forward to another banner year.

There are a number of other encouraging indications, exposition officials revealed here this week. Also, exhibit space sales in the Industrial Arts Building—which exceeded all previous records in 1949—will not start until April 15 when contracts will be offered, early indications are that more national advertisers will exhibit their products in this year.

Final count of the entries in the 1949-4-H Baby Beef Show places the entries below the number expected to be exhibited and sold at 180 head, the largest beef show in its history.

Assembly of the Fair

Officials said the sale of concession space did not start until February 15, and the machinery exhibited on February 21. The rush to sign and return contracts as soon as possible has been completed. The present stock of all space in the Industrial Arts Building is still in the original condition. Each day contracts are signed for the space reservations, officials said.

Total admission in 1949 was $59,097 despite rain on five of the seven fair days, and only $5,000 less of sales of exhibit and concession space. Total moneys profit, after depreciation, was $81,000.

Joie Chitwood Gets Springfield, Mo., B & H Annuals

KANSAS CITY, Mo., March 4—Joie Chitwood's Auto Daredevils received a new sponsor, the B & H Annuals, in Springfield, Mo., and the Alabama State Fair, Birmingham, are the new sponsors of their respective events. Each show will have a thrilling show performances. Swenson's midway employee, Eugene Engberg, an employee of Earl Swenson, the state fair chairman, with C. B. Boyd, secretary-manager of the Springfield event, and M. McIntosh, general manager, of Alabama State Fair.

Imperial Expo Tops '49 Pace First Five Days

Imperial, Calif., March 4—Activities of the Midwinter Fair of Imperial Valley, which classes a nine-day run here Sunday (5), run approximately 6,000,000 ahead of the corresponding period of 1949. Last year's fair was $35,828,359 last year.

Business held up despite rain Sunday, with most of the crowds for the cancellation of the night horse show after a few events had been presented. The crowd was estimated at 10,000, which is a good showing. Business was held up for the most part, with admission at $3 per person, while the high seasons, Four Jacks and a Queen, and the Wally Winkle booth.

Two vaudeville shows played the grandstand the remainder of the fair, both booked by the Hunt-Webb Agency. Initial bill, starting Tuesday (8), included Tom and Hattie's dogs; Lilya and Arlo dancers; the Hurricanes, roller skaters; West and Lomax from Idaho, with Johnny Romeo as emcee, and the Wally Winkle booth.

Second show, which debuted Frith Gifford, with his dancing partner, the Glenns, with their dancing partner, the Glenns, with their dancing partner, the Glenns, with their dancing partner, the Glenns, with their dancing partner, the Glenns, with their dancing partner, the Glenns, with their dancing partner, the Glenns.
JACOBS Shreveport Prey; To Spend 370G on Stadium

SHREVEPORT, La., March 4.—Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Andrews was named first vice-president, Jack Maid, second vice-president, and W. R. Hersch, treasurer. The Fair will be held September 1-12.

Blackfoot Re-Elects DeKay

BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair, here, Friday, with R. E. Buescher, Pocatello, vice-president, Jack More, Idaho Falls, named to the board of directors, and J. E. Ross, secretary, this year's annual animal sale will be held Sept. 1-12.

Star City Annual Chartered

STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., here, has issued a charter to the secretary of state. Authorized capital stock is $50,000 with incorporation fees of $1,000. Officers are: J. Guilt, chairman; E. S. London, secretary, and C. B. R industrial, Vlady.

Gauthier Succeeds Father

CORNELIA, La., March 4.—J. B. Gauthier, Sr., was named secretary of Adams County Fair here, succeeding his father, J. A. Gauthier. Lee W. rich was re-elected vice-president.

Jacobs Shreveport Prey; To Spend 370G on Stadium

SHREVEPORT, La., March 4.—Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Andrews was named first vice-president, Jack Maid, second vice-president, and W. R. Hersch, treasurer. The Fair will be held September 1-12.

Blackfoot Re-Elects DeKay

BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair, here, Friday, with R. E. Buescher, Pocatello, vice-president, Jack More, Idaho Falls, named to the board of directors, and J. E. Ross, secretary, this year's annual animal sale will be held Sept. 1-12.

Star City Annual Chartered

STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., here, has issued a charter to the secretary of state. Authorized capital stock is $50,000 with incorporation fees of $1,000. Officers are: J. Guilt, chairman; E. S. London, secretary, and C. B. R industrial, Vlady.

Gauthier Succeeds Father

CORNELIA, La., March 4.—J. B. Gauthier, Sr., was named secretary of Adams County Fair here, succeeding his father, J. A. Gauthier. Lee W. rich was re-elected vice-president.

Jacobs Shreveport Prey; To Spend 370G on Stadium

SHREVEPORT, La., March 4.—Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Andrews was named first vice-president, Jack Maid, second vice-president, and W. R. Hersch, treasurer. The Fair will be held September 1-12.

Blackfoot Re-Elects DeKay

BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair, here, Friday, with R. E. Buescher, Pocatello, vice-president, Jack More, Idaho Falls, named to the board of directors, and J. E. Ross, secretary, this year's annual animal sale will be held Sept. 1-12.

Star City Annual Chartered

STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., here, has issued a charter to the secretary of state. Authorized capital stock is $50,000 with incorporation fees of $1,000. Officers are: J. Guilt, chairman; E. S. London, secretary, and C. B. R industrial, Vlady.

Gauthier Succeeds Father

CORNELIA, La., March 4.—J. B. Gauthier, Sr., was named secretary of Adams County Fair here, succeeding his father, J. A. Gauthier. Lee W. rich was re-elected vice-president.

Jacobs Shreveport Prey; To Spend 370G on Stadium

SHREVEPORT, La., March 4.—Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Andrews was named first vice-president, Jack Maid, second vice-president, and W. R. Hersch, treasurer. The Fair will be held September 1-12.

Blackfoot Re-Elects DeKay

BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair, here, Friday, with R. E. Buescher, Pocatello, vice-president, Jack More, Idaho Falls, named to the board of directors, and J. E. Ross, secretary, this year's annual animal sale will be held Sept. 1-12.

Star City Annual Chartered

STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., here, has issued a charter to the secretary of state. Authorized capital stock is $50,000 with incorporation fees of $1,000. Officers are: J. Guilt, chairman; E. S. London, secretary, and C. B. R industrial, Vlady.

Gauthier Succeeds Father

CORNELIA, La., March 4.—J. B. Gauthier, Sr., was named secretary of Adams County Fair here, succeeding his father, J. A. Gauthier. Lee W. rich was re-elected vice-president.

Jacobs Shreveport Prey; To Spend 370G on Stadium

SHREVEPORT, La., March 4.—Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Andrews was named first vice-president, Jack Maid, second vice-president, and W. R. Hersch, treasurer. The Fair will be held September 1-12.

Blackfoot Re-Elects DeKay

BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair, here, Friday, with R. E. Buescher, Pocatello, vice-president, Jack More, Idaho Falls, named to the board of directors, and J. E. Ross, secretary, this year's annual animal sale will be held Sept. 1-12.

Star City Annual Chartered

STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., here, has issued a charter to the secretary of state. Authorized capital stock is $50,000 with incorporation fees of $1,000. Officers are: J. Guilt, chairman; E. S. London, secretary, and C. B. R industrial, Vlady.
Permanent Amusement Spot For Proposed Million $ Beach Is Dream of Tampa Mayor

Roll-Away Floor in Casino for Dancing, Skating Planned

TAMPA, March 4.—Show folks here are keeping an eye on the progress of a proposed $1,000,000 municipal beach. Mayor Curtis Hixon announced that if the present plan goes through, the beach will have a permanent amusement feature. The building floor in the two permit dancing, roller skating and pool skating. City officials are looking at the amusement center as one of the principal sources of revenue for the project. The proposed floor concession revenues will carry the plan to the completion of the building. The expanded building has been planned to house leg that beach amusement and new activities.

New Super Highway To Boost Gate at Carroll's Funspot

AGAWAM, Mass., March 4.—The new highway from Detroit, Conn. Park, and for half mile or more in each direction, will be more than doubled in width, according to an announcement of plans by the Massachusetts Department of Public Works. About $100,000 is involved in the construction which will provide easier access to Riverside and eliminate the traffic congestion along the highways and days and nights at Eddie Carroll's funspot.

The present stretch of highway is only 20 feet in width. New roadway will be 46 feet wide. Bids have been called for and work on the project will begin soon. Carroll has been facing problems in the area during the past 10 years and the news of the project has been welcomed with enthusiasm.

The new highway will be built to a standard highway with a proper road bed and new concrete running north-south from upper Massachusetts to the Connecticut line. Considerable traffic using the east Connecticut River highway will find the proposed new roadway more acceptable and result in extra visitors to Riverside, Carroll said.

Resume Boat Service To Detroit Tashmoo

DETROIT, March 4.—Resumption of regular boat service to Tashmoo Island, off the mouth of the St. Clair River, which had been suspended for the past year, was announced today by J. H. Holubowski, owner of Detroit Steamboat Line, who has an option on the island. The boats will be under the control of the city, which will purchase the island for a park and recreation area. The park will be used for picnicking and recreation, and the island will be maintained as a public park.

The service will be operated from the Detroit River, and will be available to the public on a regular basis.

Casey Postpones Kiddieland Plans

 Winniepeg, March 4.—J. C. Casey, owner of J. C. Casey Shows, who planned to open a $100,000 Kiddieland at Winnepeg on May 24, has postponed plans until May 31st. The reason given is due to the land, 15 acres, having been purchased and the operating building being built. The Kiddieland will also plan to build ski and toboggan rides. The funspot will be called the Casey Kiddieland. The fun spot is located at the junction of the Lake and Eton parks as originally planned.

Rules War Is Over

GREENVILLE, S. C., March 4.—The war is officially over in Greenville County, S. C. and Sunday afternoon, all public amusements are no longer legal. County Attorney J. D. Todd Jr., in a press conference national declaration of the official end of the war. He said in view of the virtual closing of the air force bases in the area, it is no longer applicable which permits amusements to operate on Sundays in counties where the United States government has established a military installation for the duration of World War II.

Million $ Pier Ruins Slated for Clean-Up, Ride Ops Interested

ATLANTIC CITY, March 4.—The entire front of the fire-ruined $220,000 Dollar Pier will be razed and the deck cleared back from the Boardwalk for a distance of 390 feet, city officials in charge of the boardwalk disclosed. The final plans of the pier, which have received bids from two parties interested in operating rides in the area, and all other amusements in the cleared area.

It was the original intention of Ocean City, Inc., pier owners, to leave the entire structure here, the fire-ruined pier, as a memorial to the pier and the public who use it. However, the decision to tear down the pier was made because the area was no longer safe for public use.

Indian Point Schedules Big Outings for May 20 Opening

PARKS-RESORTS-POOLS

Communications 118 W. Randolph St., Chicago 1, Ill.

March 11, 1950


Playland Sets March 26 Bow

Rockaway spot marks 22d year under Geist ownership — improvements Slated

NEW YORK, March 4.—Rockaway Playland opens its 1950 season on Sunday, March 26, marking its 22nd year as a popular summer resort of a. A. Joseph Geist.

The theme park will be open every week-end during the season and will feature a series of attractions planned for the April 1 week-end by Walter Keesler, park publicist.

Eight new rides representing an investment of $50,000 are being installed. Six of these are kiddie units slotted for Joytown, a special children's section. The other two, which are being added are a Bubble Bounce and a Log-O-Matic. The latter ride will be erected in the center of the midway.

Lloyd Young, superintendent, and Alfred Kelmans, controller, will supervise erection of the rides.

Landscaping Plan

Other improvements will include the landscaping of Joytown and the installation of a new spray fountain. Also planned is a five-foot "wishing well" into which patrons may toss coins to benefit charities.

The amusement center is scheduled to open May 17, and plans call for 300 new and equipment to play wire records and long playing records added.

A new fluorescent lighting system that will be installed will have a 10 cent per foot cost. The Beach Street entrance will be completely remodeled.

Trees, Bays, and Distances From Eastern Headlands

On Wednesday (1) a party was held at the park to celebrate the 22nd anniversary of Geist's ownership. Geist acquired the property in 1931, three years after the Rockaway builder, in 1928, Playland's eldest employee, Herman Knobloch, 64, and 10 employees, were killed in an air crash.

Mr. and Mrs. Geist are watching amusement parks on the West Coast.

W. A. Gelhaus Dies

N. J. Shore Spot

KEANSBURG, N. J., March 4.—William A. Gelhaus, 79, who directed one of the most popular beach resorts in the New York area, and was president of the Keansburg Steamboat Company, died at his home here yesterday.

In 1968, Gelhaus and four others acquired 15 acres of land along the Jersey Shore and developed it into a fully-fledged amusement resort with rides, alleys, arcades, and other recreational facilities.

Three years later the Gelhaus group organized the Keansburg Steamboat Line, which operated the steamboat, a popular attraction.

Shuttle service of the Keansburg Steamboat Line between lower New York City and Keansburg has always been heavily patronized. The steamboat was valued at a big asset to the resort.

The estate of Mr. Gelhaus, consisting of the New Point Community Beach Company, a director of the Keansburg National Bank, and the Keansburg Savings and Loan Association, is valued at an estimated $500,000. Mrs. Arabella Smith Gelhaus, a son, Henry F. Gelhaus; a daughter, Mrs. Lilian Holubowski, and a brother, Frederick O. Gelhaus.

Copyrighted material
WANTED - CONCESSIONAIRES

FOR THE FASTEST GROWING ALL-YEAR-ROUND AMUSEMENT AREA IN THE U. S. A.

RIDES - EXHIBITS - LEGAL GAMES

Permanent Percentage—No Guarantee—All Year-Round Deal—Summer Season—Week-End Off Season Permanent adjoining communities with 500,000 population—10,000,000 seasonal visitors, including Los Angeles

Newly completed million-dollar all-year State-county beach—adjoining this amusement zone which has been in existence for over 50 years

We are located only 18 miles from the city of Los Angeles and suburbs, with a population of over 3,000,000. This is not an experimental deal. This beach area has been in existence for over 50 years. However, with the discontinuance and condemnation of the nationally known Venice Beach (Los Angeles), city beach amusement pier, it was necessary to move the entire amusement field south to our area which is a just a few miles away. The State of California and the County of Los Angeles have spent hundreds of thousands of dollars improving our beach area which has only been recently completed. In addition to all of the above, our amusement zone adjoins the Redondo Beach city fishing pier where daily thousands of fishermen trek to cast their lines and where daily fishing boats load and unload these eager anglers all year round. This is an opportunity of a lifetime to become associated with a financially responsible waterfront development. We want honest—sweat—reliable parties familiar with the amusement field. Write immediately for personal interview appointment only.

MOHR BROTHERS
SOUTH BAY AMUSEMENTS COMPANY
111 S. EL PASEO FRONT
REDONDO BEACH, ON THE BLUE PACIFIC, CALIF.

INDIAN POINT

OPENING MAY 20TH
IN COOPERATION WITH HUDSON RIVER DAY LINE

For sale

BOAT RIDE & CUPPLEDOW WITH PROPERTY (approx. 80x110) AT
SOUTH BEACH, S. L. AMERICA'S FASTEST GROWING AMUSEMENT AREA

Both rides in A-1 condition and doing good business. Must sell for poor health and other business interests. $25,000 cash needed. Will consider less for responsible person. Write

M. P. AMUSEMENT CO.
140 ROOSEVELT BOARDWALK
SOUTH BEACH, S. L.
Phone: Cleve 6-6985 Ext. 8-10 p.m.

High Quality

KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS

CARPOLELY HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS Co., Coney Island 24, N. Y.

WANT RIDES, SHOWS

Have ideal location at established amusement resort; percentage basis preferred.

SALISBURY BEACH, MASS.

Season starts May 30.

Also have building 37x65. Write:

SHAHEEN, INC., Salisbury Beach, Mass.

Skee-Ball Has Exclusive Features

Don’t be confused by past experiences with imitations or old equipment. These new, scientifically designed Alleys cannot be compared with any previous alleys in player appeal, method of play or actual earnings.

The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised and accepted by the public as the best 5¢ coin operated bowling game of skill. IT IS A LEGAL GAME, EVERYWHERE.

Everybody likes to play. Women and children are ardently fans, and they’re good too. Whole families are your customers, young and old. The best people are your best customers.

Skee-Ball is the only skill game that can be successfully and profitably operated with prices under a merchandising plan.

The simplicity of its mechanical operation and parts, and its freedom from breakdown and repairs are a revelation to operators and mechanics.

Skee-Ball is a “natural” in Parks, Resorts and Arcades. Groups of 10 or more Alleys are gretting from $1,000 to $2,000 per Alley, season after season.

One resort Arcade operator replaced 12 old alleys with 12 new Alleys in 1949. His receipts doubled over any previous year. (The public likes to play on new and modern equipment just as you like to drive a new and modern car.)

A city Arcade operator started with 6 Alleys, soon bought 2 more and is now planning removal of partitions to accommodate 12 more Alleys. (He must like Skee-Ball.)

A Park operator buys 9 Alleys in 1948, increases to 16 in 1949. Another buys 16 Alleys in 1948, increases to 24 in 1949. (They made money with Skee-Ball.)

YOU TOO CAN ENJOY THE EARNINGS MADE WITH Skee-Ball. WRITE US, WE'LL DO THE REST.

PHILADELPHIA TOBOGGAN CO.
120 E. DUVAL STREET
PHILADELPHIA 45, PA.

AMUSEMENT DEVICE MANUFACTURERS
COASTERS - LAFFING FIGURES - FUN HOUSE STUNTS

MINIATURE STEAM TRAIN

Train crosses next to Coaster in three big parks. 26 Cars in operation.

GROSS $2,500 TO $15,000 A SEASON

Burns coal for normal steam operation. Makes real money in any town over 10,000 population.

Approved A.M.A. roller. Rolling trains are unrivaled for appeal and repeat riders. Roller cars from 12 to 72 feet in radius. 15% at every stop.

OTTAWAY AMUSEMENT CO.
Mrs. Miniature Steam Trains
324 W. DOUGLAS
WICHITA, KANSAS

NEW BAY SHORE PARK
ON BEAUTIFUL CHESAPEAKE BAY
ONLY 14 MILES FROM BALTIMORE VIA DUAL HIGHWAY UNDER NEW OWNERSHIP AND MANAGEMENT
BEAUTIFUL BEACH — MODERN BATHHOUSE — NEW DECORATIONS

WANTED

FISH POND, PITCH-TILL-U-WIN, DART-A-LITE, NOVELTIES,
GREYHOUND RACER, SHOOTING GALLERY, FERRIS WHEEL,
BINGO (CASH PRIZES), FUNHOUSE (36'x64'x9')

WRITE OR WRITE
WM. F. SHINNICK, Park Director, 1529 Hansey Bldg., Baltimore 2, Maryland
Free Ride Took Frank Winkley Out of Printing Into Showbiz

(CONTINUED FROM PAGE 63)

with Hindes, he did innumerable automobile head-on collisions and rolls, as well as motorcycle stunts.

A serious crash-up during a show in '38 almost took his life. His injuries included a broken rib, a broken shoulder and a leg fractured so severely that it required the grafting of two toes of bone—kept him in the hospital for nearly a year and off the job for 16 months. After the doctors discharged him, he returned to the thrill show field as a booker for Hindes. In '39, a year later, he was given a helping hand by Riebel, Liebmann, a Barney-Carlson Colored rep, and he launched his own thrill show, the Suicide Club—beginning 11 fair dates for its first season. He continued to operate that show until World War II. In addition, in '39, when Jimmy Lynch was playing the New York World Fair, Frank operated a show under the Lynch title in the Midwest.

Came the War

At the Chicago outdoor convention in December, 1941, he picked up many clubs that were for his Suicide Club and freel the best route he had. Then came the momentous Pearl Harbor attack December 7. Nine days later the first day married men were permitted into the club, Frank signed up. He joined the tank division of the army as a private and when he left the army a few years later he was a captain. It was his responsibility to train tank companies, each of which comprised of 240 men. His experience as a stunter and a thrill show manager stood him in good stead, and he knew how to handle men and motorized equipment. Moreover, his later assignments in Europe was evident to his higher. He was so successful in his assignments that his pursuit of training tank groups.

Fast Return to Operating

Back in civilian clothes, he hurried to return to thrill show operation. A month after his discharge, his show, the newly named the All-American Thrill Drive, was in action. The next year, 1946, he branched out, adding auto race promotions. His operations in auto racing were continued to till show dates and he met with success. The following year a new show, the Devil-burn and Emory Collins, big name Midwest drivers, asked him to join them and to make a pitch for fair auto races. The combination of Winkley—Collins—Winkley thus was formed and it held its own until last year, when Frank bought out Winkley and Collins. In the last few years, Frank has staged stock car and motorcycle races. In fact, he purchased a new garage is dedicated to a promotion of stock car racing in the Midwest.

Frank, now 45, has been married 12 years, his wife being the former Verna Winn, of Minneapolis. Show business has been a better route than a wife in the Winkley operation. With marked capability the handles the finances of the many Winkley operations as a manager and currently is the only member of the sex activity engaged in the promotion of auto races or thrill shows at fairs. Frank is one of a family of 12 children. His dad, now 84, is a stationery engineer who, during World War II, came out of retirement to hold down three different engineering jobs. His mother, 78, is an accomplished pianist.

FOR SALE

2 YEAR LEASE IN good park if desired

1 PORTABLE KIDDIE BOAT RIDE—2 yrs. old

1 PORTABLE CHairo-PLANE KIDDE RIDE

For information write

MR. H. L. WINTER
910 Elizabeth Ave.
Cleveland, Ohio

WANTED

RIDES, SKATING RINK, PHOTO OUTFIT, ETC.

SPEEDWAY PARK

Fronts 101 Highway, two miles north of Tijuana.
Permanent spot.

HAL OGDEN
Box 762, Imperial Beach, Calif.

WANTED

Would like to buy 5 or 6 stands, such as Coney Island, etc. Will buy all kinds. Boat show, etc. Will pay top prices. Information Phone Urgent 3498 or write

P. O. BOX 4118 West Tampa, Florida

FOR SALE

Coney Island Eden Musse

WAX SHOW

Fully equipped with comfort station

2570 West 8th St.
Brooklyn 14, N. Y.

FOR SALE

Up-to-date Pepsi, 25 tables, like new. Good investment. Write—Write

103 Country Road
TENAFLY, N. J.

RIDES AND SHOWS

KIDDYLAND PARK

Rental Park 

Write

PORTABLE RIDE, Photo, Dance, Dance, Rides, Carousel, Croquet, Water Slide, etc. Write—Write—Write

810 Country Road
TENAFLY, N. J.

 FOR RENT

CONCESSION SPACE ON THE PIER AND BOARDWALK AT SAVANNAH BEACH, GA.

LONG SEASON BEGINNING APRIL 1ST.

REASONABLE TERMS.

DO YOU HAVE? See or contact

LEO LANE
SAVANNAH BEACH, GA.
DETROIT, March 4—A 3-in-1 party was recently presented at Wal- ter E. Sulphen's Variety Gardens here, drawing three different crowds in one evening.

Owen was a rube party, designed as a costume and informal get-together. It was followed by a din- ners' party, devoted to those who had skated at the rink in the '40s and '50s. Over 69 turned out for the lat- ter.

Final event was a birthday party for Nancy Lee Packer, national senior ladies' champion. A surprise event, it drew many showfolk, skaters, opera- tors and teachers. The show was un- usual for a rink. A presentation of professional talent, apart from skating, proved a welcome diversion. During the rink event, a skating exhi- bition. She was presented with gifts, including dresses by Mrs. Lil- lian Sulphen, wife of the owner. Event closed with a buffet luncheon at 1 a.m.

Among those attending were Sheila, dancer, sister of 13-year-old Paul Kaasend, assistant director of Wayne University Radio Guild; Cury Astle, operator; Fred A. Martin, secretary, Roller Skating Rink Op- erators' Association; Dave, Overview and a number of carnival people.

CHICAGO, March 4.—Joseph F. Sulphen, president of Chicago Roller Skate Company, said this week that his firm has no connection with Sports Shoes, Inc., the firm whose alleged failure to reveal the foreign origin of the Princess roller skate outfit was challenged as deceptive by the Federal Trade Commission. "...some of our skates were used on their shoes by distributors, but we have no knowledge or control," said Shevelton.

The First Best Skate

QUALITY

RICHARDSON BAILLEAURAL SKATE CO.

1921-2151 Revere Ave.
Chicago, Ill.

The Best Skate Today

WE BUY AND SELL

New and Used Roller Skates

Half and full sizes and quantities

JOHNNY JONES SR.

A Need for Chicago Roller Skates

81 Chatham St.
Pittsburgh, Pa.

SUMMER RESORT

Swimming pool, skating rink, nite club, hotel, daily price. $10.00. Terms. Write

WILLOW BEE PARK

Dec. 31, Houston, Pa.

Midwest Floors and Rinks

Builders of Portable Rink Floors and Complete Portable Rinks

213 Pilsni St.
Cabinet City, Illinois

FOR SALE


WINTER GARDEN

All With Improved Steel Bushings

All With Improved Steel Bushings

No. 34N Long Neck Racing Co. No. 379 F. Fibre No. 86GCB and No. 96GCB

Rock Hard Maple—Steel Sleeves

Precision Bearings

"Hold-Fast" Non-Slip Prower

WRITE FOR CATALOGUE

CHICAGO ROLLER SKATE CO.

WINNER OF WORLD'S RECORDS FOR OVER 40 YEARS

4637 W. LAKE STREET
CHICAGO 24, ILLINOIS

WEST BILT RINKS

We make your size, floor, front or complete building. Rink, #4500. 00 cash, New #4000 F. Stable price. Write or phone.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS


BILT RITE RINKS & RINKS

439 S. Vine, Peoria, Texas. Phone 2425-A

BEST BILT RINKS

Ferry & Gillus, Peoria, Illinois.

CHICAGO ROLLER SKATE CO.

2200 Washington Ave., Chicago, Ill.

Write for Free Catalogue

CHICAGO ROLLER SKATE CO.

WINNER OF WORLD'S RECORDS FOR OVER 40 YEARS

4637 W. LAKE STREET
CHICAGO 24, ILLINOIS

FREE SERVICE

FREE SERVICE

FREE SERVICE

FREE SERVICE

FREE SERVICE
The original 3-piece Pen Set that has a fountain pen with a self-filler, a mechanical pencil that refills and expels, and a ball point Pen, all consisting of similar and pastel colors that come in a beautiful box and a gold embossed $7.50 price tag, and also a guarantee slip at a new low price of $6.50. Per Doz. — $5.25. Per Gross. — $24.00. This is the same pen set that we formerly sold at $8.00 per gross. Sample $1.50. We guarantee all sets in this deal. It is a real buy and the best buy in the country. We also have a 3-piece Pen set, all gold finish. Limited special. Price $6.50 Per Doz. $72.00 Per Gross $353.00 Per Sample. These Pen Sets also carry the same beautiful guarantee and gold embossed price tag $10.00. Filigree Ball Point Pen and Key Chain with colored names $2.00 Per Doz. $22.50 Per Gross $104.00 Per Sample.

SPECIAL Retirement of the Famous Collection of Color Ball Point Pen, Pencil and Fountain Pen of the new low price. $7.00 DOZEN $81.00 GROSS

SPECIAL Cigarette Lighter and Pen Point Pen Combination, inscribed gold finish.地元のもの repels $2.50 per doz. $25.00 per gross. All cushions wrapped. Sample $1.00. SPECIAL

We also have three dozen similar self-filler 3-piece Pen Set that comes in all pastel colors that come in a beautiful box, gold embossed $7.50 price tag and a fountain set. This set has a mechanical pencil, a ball point pen and a fountain pen. $4.50 Per Doz. $48.00 Per Gross Sample $1.50. Please state what suite on the order. We guarantee all sets in this deal. It is a real buy and the best buy in the country. 25% Deposit Required — Money Order or Cash — Balance C. O. D.

HARRIS NOVELTY CO.
1102 ARCH ST., PHILADELPHIA 7, PA.
Phone: Ma 5-7580

GOURGEOUS!

CHOCOLATE EASTER EGGS

REAL BUILT-UP DECORATED IN COLOR By the finest artists in America. With two color shades. No C.O.D. Available February 15th. Sample 15¢.

BARBARA FRITCHE CHOCOLATES

FRANKFORD, PA.

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 O. P. ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2100 Patterson St., Cincinnati 22, early in the week.

{Continued on page 92}
Finished Photos in Two Minutes!
Greatest Quick Photo Invention in History!

P D Q CHAMPION PHOTOMASTER
Takes and finishes 30 to 40 everlasting, black & white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SU-PER-SPEED" direct positive paper. Picture size 2½ x 3½ in., Complete, easy-to-operate portable photo studio.

700% PROFIT
Pictures cost 2c—sell for 15c to 25c. Folk see photos "come to life" in broad daylight. PHOTOMASTER is the dream come true for pitchmen, "muggers," etc.

WRITE TODAY!—Get all the facts about the new, amazing PHOTOMASTER

P D Q CAMERA CO.

Frisco Pete
604 WEST LAKE ST.
CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE... CALL FRANKLIN 2-1557

 IDs from

7.20
Sample Assortments, $2.00
Per Gross and Up
State Your Business

25% DEPOSIT REQUIRED
ON ALL C.D. ORDERS

New—Sensational
SNUGGLE HUG
SALTII AND PEPPERS
Everybody loves these little darlings! Nothing else like them. Exclusive, Patented. They buy each other. Place in an assortment of licenses. Aftermath sure an infallible money maker! Send for details to popular, reliable, or ethical dealers & girls. Shakers immediate delivery. 8c 40c per dozen and. F.O.B. Chicago, or lots of 100 doz. or more to any city. CARDS, 7 3c, postpaid.

WRITE FOR SPECIAL QUANTITY PRICES & 100% DI-
cular. Jobber Envelope Available. Open account to Retailers, otherwise 50% Domestic—Balance C.O.D.

BERKELEY MFG. CO., 2770 Arbor Ave., Chicago 8, III.

Copyrighted material
AGENTS • SALESMEN • DISTRIBUTORS

Why Fool Around With Pike's Propositions?

Your net profit may be increased by selecting the items that are best suited to your own location and customers, and by refusing to sell anything else. These are the three principles we have been using for thirty years to maintain a steady growth in our business. We are now ready to offer a new and unique product to the trade. It is called the "CHICK-IN-A-BASKET" and it is one of the most attractive and practical products we have ever seen.

CHICK-IN-A-BASKET

These are two line signs up to eight 4 inch letters or ten 3 inch letters on each line. Made up with customer's choice of color and styles. Colors available are red, green, rose, blue, gold and white. Signs are complete with tubing, trans.ener, switch, cord, plug and metal. Fixtures all hold type single and can be fixed in any desired arrangement and can be placed in any desired location. These signs can be used with any design and given any desired finish or color. These signs are both practical and attractive, and are made up with the best quality materials. The price is $24.75 per sign, or $3.00 each if placed in a crate. Our recommended selling price is $30.00, but in some localities you can get as much higher price. We will be happy to quote any order. You make your own selling price, deliveries and collections.

ONE SALE EACH WORKING HOUR NOT UNIQUES WITH OUR AGENTS

Order from this ad which tells our whole story!

Modern Neon Sign Co., Huron, Ohio

Complete Assortment of Jewelry

- COMPTONS • PINS
- COMP. MOUNTAIN PEN SETS
- RINGS • DIFFERENT NUMBERS
- ENCRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business!

We have everything for:

- JEWELERS • ENCRAVING
- DEMONSTRATORS

BIELE-LEVINE

POT OF GOLD

NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

EA. $2.90

Less Than Case Lots, $3.00 Each

Includes 50c Postage For Sample Order

Do You Have Our No. 59 Catalog? Issued in 1949! If Not, Write—New Working on 1950 Catalog.

Write Guaran re Your Business in First Letter.

WISCONSIN DELUXE CO.

Walter Street.

PIXEE Does It Again!

NEW LOW PRICES

The prices have been reduced for PIXEE, and you are the only buyer who has a better opportunity to sell more Pixee items. This means you can make more money selling Pixee items. You will find that the prices are lower than ever before, and the quality is better than ever. The prices are as follows:

- Baby Carrying 50c ea.
- Lady Winking 15c ea.
- Little Boy 50c ea.
- Little Girl 50c ea.
- Indian Girl 50c ea.
- Baby Carrying 50c ea.
- Lady Winking 15c ea.
- Little Boy 50c ea.
- Little Girl 50c ea.
- Indian Girl 50c ea.

PAXEE on 124 West 31st Street, N. Y. C.

25% deposit, balance C.O.D., F.O.B., N. Y.

PIXEE, 78-21 47th Drive, Middle Village, L. I. N.

ATTENTION!!

NOW COAST TO COAST

SAN FRANCISCO CHICAGO NEW YORK

ORIGINAL HOLLYWOOD NOSE

$7.20

Per doz. F.O.B.

1/3 Deposit Prices for Jobbers

Sample $1.00 ea.

IMMEDIATE DELIVERY

ROSE SALES CO.

SAN FRANCISCO — 547 36TH AVE.

CHICAGO — 1344 50TH AVE.

NEW YORK — 14 EAST 17TH ST.

MEET Super Salesman

The Amazing New Salesman who Sells for you

EVERY MINUTE

EVERY HOUR

COMPLETE INTEREST

- Commends Attention
- Flags Your Product Constantly
- Fast Profit Maker

Sales by entertaining. Plastic arrowwhites automatically every 60 seconds. Sells any item you want to push. Stimulates interest. Sales. Pays for its cost in short time. Spinning arrow catches the eye...around and around it goes, where it stops, nobody knows. Gleaming plastic and luminous chalk, shiny, dependable, long life, fully automatic. Unconditionally guaranteed. Prices on request. Write for dealerships or territories open.

Individual orders welcomed, Send yours today.

HARRISON NOVELTY CO.

1104 Arizona Street

El Paso, Texas

(Owners & Originators of "Automatic Mac")
FOR SALE
SECONDHAND GOODS

SALE—FRIENDS, ODDS& ETHICS, ANATOMY MOD.

16MM. SCENERY— \$1.00 each.

CARNY COUPE— \$1,500.00.

SPECIAL OFFER: SINGLE-CUT CORK WINDUPS—all sizes.

$1.00 each. 50¢ each for 5.

The Big Film Maker—Up to 36 ft. color.

SILVER PLATED
32 Pc. Service for Six

SELECTIONS
LAMPS

ALL PHILIPS LIGHTS

DIRECT FROM ONE OF AMERICA'S

MOST RELIABLE FACTORIES

FOR SALE!

ALLEEN JOHN W. MCMAHON

ROBERT C. HOBSON, N. Y.

NEW YORK 18, N. Y.

Look at These Values in

SLUM

Carded Horseshoe Magnet—\$1.00 gr.

Large Finger Traps—\$1.00 gr.

3 Wise Monkeys—\$1.00 gr.

"7" Rubber Dogs—\$1.00 gr.

Carded Metal Barrettes—\$1.00 gr.

Inflatable Plastic Animals—\$1.00 gr.

6" For Monkey—\$1.00 gr.

"3" For Monkey—\$1.00 gr.

Dangling Skeleton—\$1.00 gr.

Send for our complete "Early Bird" price list of over 300 Carnival and Novelty Items.

Orders Shipped Same Day Received.

Karl Guggenheim, Inc.

33 Union Square

New York 3, N. Y.
**SHELL LAMPS**

Direct from manufacturer
- **BEST REORDER ITEM IN YEARS!**
- **TERRIFIC SELLERS!**
- **BIG FLASH!**

Handpicked scenes. Complete with cord and light fixture. Available in 4 beautiful styles and sizes at only 2.75. Complete sets only $12.50. PLACE YOUR ORDER TODAY!

- Brite Spot, $2.75
- Colonial Lamp, $2.50
- Gold Lamp, $2.75
- Oriental Lamp, $2.75

**WHOLESALE DISTRIBUTORS**
1432 Second Ave., Dallas, Texas
Howard 9310, FLORIDA

---

**NEW LOW PRICES**

**PLASTIC SPECTACLES**
Hawk Nose-Heavy Frames

**"MR. BEAK"**

The Original

**HOLLYWOOD HIT ITEM**

$5.00 Per Doz., $4.80 Per Doz., 25% Discount

Immediate Shipment

**PARASOL KID**

Manufacturer and Pastry, 25¢ Per Doz.

**MICKEY JR.**

With Car Windshield Button Cup $3.00 Per Doz., Withdrawn Stock Items.

**ESKY COINS**

$5.00 Per 100

25% With Order, Balance C. O. D. or Postpaid.

**PYRAMID SALES**

922 West Washington Blvd.
Los Angeles 5, Calif.

**BINGO**

**THE BANKER**

- **HOLDS $1,000 OR MORE**
- **FLOODED ON DURABLE PLASTIC**
- **FEELS LIKE PUPPY FUR**
- **COCKER BROWN OR BLACK**

A smart, attractive decora-
tive accessory; Cocker Spaniel. Per Doz.

A Radial Covering from the Cocke-
ry's "Take Me Home" expression and
embodying true love. Twelve 1 1/2" tall,
3" high. Individually boxed. Rated FedEx.

**CORE AND KAYE**

322 N. Paulina St.
Chicago 22, Ill.

---

**RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR NEW CATALOGUE**

We have 81 Exclusive Styles in Expensive Coloring, whether 14K Gold Filled and Silver Plate Marked or Labeled SELL.

Also 50 New, Flashy Jewelry Items for Fair, Carnival and Rodeos.

Slate Your Business.

HARRY MAREN RING CO.

**WRIST WATCH**

$2.75 Ea.

BRAND NEW—NOT RECONDITIONED

With Stainless Steel Expansion Band, Diamond dial and hands. Red and White Stone Combinations... $1.50

**WRING ONLY**

10% Deposit—Balance C. O. D.

BURTON SALES CO.

839 W. Madison St.
Chicago 7, Ill.

---

**BINGO**

Heavy Cards, Spades, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.
**PHOTO SUPPLIES DEVELOPING-PRINTING**

*BRUCECO FANS. ARTISTS, ART STORES—Professional Film, 1000 ft., 24mm, removable cores. Box, Lee Boreal, 357 Woodward Ave., Detroit.***

**COPIER FOREGROUNDS AND BACKGROUND**

*1500 Framed Scenes, 25000 Copies each, 200000 total. For sale, 150000. Direct, W. C. A. W., Box 123, New York, N.Y.***

**DIRECT PHOTO OPUSITIONS—WE OFFER BARGAIN PRICES**

*On 125 copy 4x5.5 rolls, 25 rolls, 2500 sheets, and 25000 sheets. Also, 50 rolls, 1000 sheets, and 10000 sheets. Must be picked up by April 15. Direct, W. J. P. Paper, 200 Washington St., New York, N.Y.***

**DUNHALL IMPORTS Co.***

109 Cedar St., New York, N.Y.

---

**JEWEL MOVEMENT Chronographs**

*In Gold Plated Case***

A Written 1-Year Serv. Dr. 1 Free Prescision Tape Measure Diamond Dial, Solid Brass Case With 14kt. or 18kt. Gold $3.75.

Distributor: 106 Golden St., New York, N.Y.

---

**FLASH DOUBLE HEAD ELECTRIC SHAVING**

Never cut or tear your face. Ideal for those who want to save time and money! The best electric shaving machine available! Price: $2.00 each. D. O. S. Postage.

National Distributing Co.

Customer Dept.

MIAMI, FLA.

---

**FLASH**

HOLLYWOOD SENSATION!!

NOSE & GLASSES

$4.00 D.A.

**J O B B E R S, W R I T E—S A M P L E $1.00**

LARGE RUBBER LIZARDS—$10.00 Gr.

SMALL BABY LIZARDS—$3.75 Gr.

25% deposit with order, bal. C.O.D. plus postage

CALIFORNIA MOLDING & MFG. CO.

—NOTE OUR NEW ADDRESS—


---

**HELP WANTED—ADVERTISEMENTS**

RATings—12c a Word

Minimum $2

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week’s Issue

---

**DIRECT FROM MANUFACTURER**

**SALESMEN WANTED**

**RIG MONEY-TAKING ORDERS—SHOES, TIES,**

**ties, jewelry, watches, etc., for 50% pay.**

**A sample is free.**

**Inquire to: B. S. B., 555 5th Ave., New York, N.Y.***

**SALESMEN—ARE YOU EARNING YOUR PAY?**

**Our line exceeds the figure selling range of 99% of all the manufacturers in the field.**

**Profit percentages in excess of 50% are available.**

**Inquire to: B. S. B., 555 5th Ave., New York, N.Y.***

---

**SCENERY AND BANNERS**

**NIXON CARNIVAL-CIRCUS BANNERS THE MIDWAY—STEPS.**

**1300 W. 9th St., Columbus, Ohio 225 3986.***

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, DESIGNS, COLLE-**

**nies, Ornamental German Peach Patterns, 1st Class Postage.**

**WRITE FOR PRICES!**

**OUR TREE**

25 W. 1st St., St. Paul, Minn.

---

**WANTED TO BUY**

**ACCOUNTING—VERSATILE, BANKING, BOOK-**

**KEEPING, OTHER FORMS, SCRIBBLING.**

**WRITE SNACK MILL, 1125-14th St., New York, N.Y.**

**WANTED—MODERN MACHINES.**

**WRITE FOR PRICES!**

**OUR TREE**

25 W. 1st St., St. Paul, Minn.

---

**WANTED**

**JEWELRY—HOT! HOT! HOT!**

**BAUERFORD STOCK. SCARFING/FOURNITURE/CASH.**

**1000 to 25000.**

**Brass, Copper, Nickel, Silver.**

**For Cash or Installment.**

**Inquire to: B. S. B., 555 5th Ave., New York, N.Y.***

**LUCY PRIZE BOXES**

**NOVELTY**

**12c each, 25c a box.**

**10005000.**

**For Children, Christmas, 1934.**

**INDEPENDENT MFG. CO., 19 1/2 16th St., New York, N.Y.***

**TALK ANYWHERE—TO ANYONE**

**Instantly With Inter-Talks**

**AUTOMATIC MOUTHPIECE, WIRELESS Microphone.**

**1935.**

**Best name, best price.**

**INNOVATIVE MFG. CO.**

12323 Broadway, Chicago, Ill.

---

**ACME SALES CO.**

P. O. Box No. 1141, Atlanta, Ga.

---

**NYLON HOSIERY CO.**

3021 Broadway, Chattanooga, Tenn.

---
FLASH
WE DID IT AGAIN!!!

12" TALL
22" LONG

THE RANGEr
and his HORSE
In High Luster 24 Karat Gold Plate
With Silver Highlights

ORDER NOW!
25% Deposit, Balance C. O. D. If not for resale, add Federal Excise Tax.
Write for new Easter Catalog.

CUTTLER & COMPANY, INC.
998 Broadway...New York 10, N. Y.
Telephone: O'Regan 3-6330

RANGER
and his HORSE

UNITED NATIONS DOLLS—36" tall—AUTHENTIC
Has composition arms, legs and head, papier mache eyes and mouth, rubber feet, soft body. Beautiful, authentic costumes of multi-colored taffeta, hair style harmonized with costume, full-length flared skirt.
Miss America comes in assorted colors, including bride. Stands for doll. $8.00 each.
$4.10 ea., $48.00 doz., $62.50 case—(16 Assorted or Individual Dolls)
Prices F. O. B. Indianapolis. Include postage with order. 25% deposit with C. O. D. orders.

Wholesale Distributors since 1908
106-64 SOUTH MERIDIAN STREET,
INDIANAPOLIS 25, IND.

Merchandise You Have Been Looking For

Catalog Now Ready—Write for Copy Today

IMPORTANT! To obtain the proper listings be sure and state in detail your business and type of goods you are interested in, mention name.

PENFIELD
ACME PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo.
Pipes for Pitchmen
By Bill Baker

BILL TEESE . . . who is working New Jersey chain stores with the N. K. Morris slicker combination, reports that he's corolling plenty of the long green with the item.

NECESSITY is the mother of excuses for some pitchmen.

JAMES (KID) CARRIGAN . . . blasts from his home in Burbank, Calif., that he's anxiously looking forward to his annual spring trip that will take him thru the Midwest.

EDDIE KAPALKO . . . is anxious to carry Morris's new slicker combination in five and dime stores around Scranton, Pa., to suck returns.

Poor contracts make for slim diets.

"I'M STILL WORKING . . . and the auction sales and it has been a bit rough in spots" writes Bob Pesey from Springfield, Ill. "Following are some fairly good sales that can be worked if one does not use up much time: Springfield on Fridays is good. The Glen Stanton Sales are held north of the fairgrounds on Route 4. They are day sales and better than some. The G. S. G. Sales are held each Saturday on Route 66 and this one is held early in the morning. On Monday one can make Pana, Ill., and Aurora, Ill., is good on Tuesdays. On Wednesday night it sales are held in Jacksonville, Ill., Friday is the sales held in Colchester, Ill.

"Being a novice in Frichcon cannot long be camouflagued."

BOB DAVIS . . . pipes from Atlanta where he has been working for Morris since December 3. In front of the Fields Drug Store on Peachtree the sales are good. "Business was okay until Christmas," Davis writes, "and I've been making the nut since then. The gang around here

is engraving names on the sets at 25 cent extra, and 60 per cent of the customers are going that route. They also bring in other merchandise for engraving because they seem to like the personalizing idea. A showmen's party was held here February 23 and many members of the trips and keister fraternity took in the fun. Glad to learn that Eddie Gillette and Mike Dunn are doing okay and that Red Davis, Big Al Wilson, Jack Happy, Chet Malone and Jerry Martin are getting their shares of the lute. I know Tubby McDonald and June Karl are always modest but seem to have made all right. It seems that Fort Worth had about 32 pitchhers, but then, it's just a good on the pitch. Let's have some pipes here from Tom Kennedy."

Distance lends enchantment—

JACK RODEN . . . is clicking with the N. K. Morris slicker combination in the H. L. Green store, Elizabeth, N. J., according to reports hitting the pipes desk.

MURRAY BECKER . . . a newcomer to the pitch field, is reported to be getting the good work.

I. G. Sales are held each Saturday on Route 66 and this one is held early in the morning. On Monday one can make Pana, Ill., and Aurora, Ill., is good on Tuesdays. On Wednesday night it sales are here in Jaksonville, Ill., Friday is the sales held in Colchester, Ill.

"Being a novice in Frichcon cannot long be camouflagued."

A. Freeman

REPORTS EMANATING from Mobile, Ala., indicate that the city's Mardi Gras celebration, which ran from February 15-21, was one of the best ever from a standpoint of the amount of novelties sold. William (Wimpy) Walton, veteran pitchman, who has been operating in the South.

"See Pipes on page 162"

GRUNNY RUNWAY FUND

GIVE TO THE

STEINBERG & CO.

105 W. 9th St.
Kansas City 6, Mo.
RESULTS COUNT!

Whether you spend your advertising dollar in neighborhood newspapers or in Life magazine, it's the results that count.

THAT'S WHERE WE COME IN...

When it comes to quick-action results, The Billboard delivers. The Billboard offers you a steady, year-round cash with order market for novelties, prize and premium merchandise that is tops in its field.

PROOF OF RESULTS...

Send for the amazing story of the TALKING WOLF. See for yourself how, in the fall of 1949, three test ads run in The Billboard at a cost of $311.40 pulled over $2,700 in cash business on only one novelty item!

CONVINCE YOURSELF...

THEN START YOUR ADVERTISING CAMPAIGN IN THE BILLBOARD'S ANNUAL SPRING SPECIAL... (see page 91) the issue that starts Outdoor Show Business off with a bang!

The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

Gentlemen:
Rush my copy of the amazing story of the TALKING WOLF.

Company Name

Individual

Address

City

State
UNIV. JOBBERS, its distinctive red and white label, is "the smart choice" of store managers who know value is the key to long-time customer loyalty. This is not mere advertising—UNIV. JOBBERS have been built on nothing but good business sense. Storemen have learned that when the UNIV. JOBBERS are consistently good, the jobbers are appreciated—sales increase and the store is a success. Wonder of wonders, the UNIV. JOBBERS are sold in steadily increasing quantities. They are a smart, low-priced buy all the way through. Direct buying—buying all it takes to make them the biggest jobbers in the business. UNIV. JOBBERS are right for you, too. Write in for your regular quota jobbers. Send your regular order and you will be addressed by name immediately.

JOBBERS! Check your stick on this and all our fast moving Jake items. GET SET FOR APRIL FOOL DAY NOW!

LYLE DOUGLAS MFR. JOKE NOVELTIES 340 W. Davis Dallas, Texas


SPECIAL PRODUCT

INCORPORATED

BRAND NEW, CHROME CASE CLOCKS

7 Jewel $5.50
15 Jewel $10.00
17 Jewel $12.00
Guaranteed.

30 Day Returns.

Two SIZES DISCONTINUED

IRVING BERK

POCKET PISTOL LIGHTERS


FLASH! New Three-Star Sat


Store Route Plan PAYS BIG MONEY

Build goodwill business of your own. We'll help you. Sell all kinds, watch nationally. Remember, the best buy is the best seller. Our big sale of 800,000 of货品 PAYS BIG MONEY. Send in coupon for big catalog.

ACE TOY MANUFACTURING CO. Manufacturers of fun-stuffed toys. 1014 W. 42nd St. Kansas City, Mo.

FOR APRIL FOOL DAY and EVERYDAY

PROMPTERS, FUN, NOVELTIES, etc.

America’s fastest selling novelty assortment! Now contain 53 quick moving jobbers. All different types such as Trick Alice, Jumbo Army Cigarette Holder, Coca-Cola Enamel Cup, King Cub, Big Big, etc. Great for trade or any special occasion. Send for your regular quota jobbers. Send your regular order and you will be addressed by name immediately.

JOBBERS! Check your stick on this and all our fast moving Jake items. GET SET FOR APRIL FOOL DAY NOW!

LYLE DOUGLAS MFR. JOKE NOVELTIES 340 W. Davis Dallas, Texas


SPECIAL PRODUCT

INCORPORATED

BRAND NEW, CHROME CASE CLOCKS

7 Jewel $5.50
15 Jewel $10.00
17 Jewel $12.00
Guaranteed.

30 Day Returns.

Two SIZES DISCONTINUED

IRVING BERK

POCKET PISTOL LIGHTERS


FLASH! New Three-Star Sat


Store Route Plan PAYS BIG MONEY

Build goodwill business of your own. We'll help you. Sell all kinds, watch nationally. Remember, the best buy is the best seller. Our big sale of 800,000 of货品 PAYS BIG MONEY. Send in coupon for big catalog.

ACE TOY MANUFACTURING CO. Manufacturers of fun-stuffed toys. 1014 W. 42nd St. Kansas City, Mo.

FOR APRIL FOOL DAY and EVERYDAY

PROMPTERS, FUN, NOVELTIES, etc.

America’s fastest selling novelty assortment! Now contain 53 quick moving jobbers. All different types such as Trick Alice, Jumbo Army Cigarette Holder, Coca-Cola Enamel Cup, King Cub, Big Big, etc. Great for trade or any special occasion. Send for your regular quota jobbers. Send your regular order and you will be addressed by name immediately.

JOBBERS! Check your stick on this and all our fast moving Jake items. GET SET FOR APRIL FOOL DAY NOW!

LYLE DOUGLAS MFR. JOKE NOVELTIES 340 W. Davis Dallas, Texas


SPECIAL PRODUCT

INCORPORATED

BRAND NEW, CHROME CASE CLOCKS

7 Jewel $5.50
15 Jewel $10.00
17 Jewel $12.00
Guaranteed.

30 Day Returns.

Two SIZES DISCONTINUED

IRVING BERK

POCKET PISTOL LIGHTERS


FLASH! New Three-Star Sat


Store Route Plan PAYS BIG MONEY

Build goodwill business of your own. We'll help you. Sell all kinds, watch nationally. Remember, the best buy is the best seller. Our big sale of 800,000 of货品 PAYS BIG MONEY. Send in coupon for big catalog.

ACE TOY MANUFACTURING CO. Manufacturers of fun-stuffed toys. 1014 W. 42nd St. Kansas City, Mo.

FOR APRIL FOOL DAY and EVERYDAY

PROMPTERS, FUN, NOVELTIES, etc.

America’s fastest selling novelty assortment! Now contain 53 quick moving jobbers. All different types such as Trick Alice, Jumbo Army Cigarette Holder, Coca-Cola Enamel Cup, King Cub, Big Big, etc. Great for trade or any special occasion. Send for your regular quota jobbers. Send your regular order and you will be addressed by name immediately.

JOBBERS! Check your stick on this and all our fast moving Jake items. GET SET FOR APRIL FOOL DAY NOW!

LYLE DOUGLAS MFR. JOKE NOVELTIES 340 W. Davis Dallas, Texas


SPECIAL PRODUCT

INCORPORATED

BRAND NEW, CHrome CASE CLOCKS

7 Jewel $5.50
15 Jewel $10.00
17 Jewel $12.00
Guaranteed.

30 Day Returns.

Two SIZES DISCONTINUED

IRVING BERK

POCKET PISTOL LIGHTERS


FLASH! New Three-Star Sat

SALESBORDS

Irwin Secore, Secore & Secore, Chicago, reports customers are still returning for skating equipment on a board. A recent introduction, the number hit a silver sales trail right on the heels of its release, and continues to return. As Irwin avows... Sam Feldman, sales manager at Harlich Corporation, Chicago, tells of the new broadside to their lineup. Aside from red shorties, he includes mention of 30 different merchandise items for the hottest Harlich money boards, Sam says. The presentation will be sent to all customers on the firm’s mailing list.

Casey Company, Inc., Chicago, has a new salesboard premium which is expected to find a wide niche in the field. Called Bl-Bye-Baby, it is a true-to-life toy. Six inches are regained baby, with wrinkled and red skin and a realistic flesh-like. The 2i-inch doll also cries like a newborn baby. Officials are featuring it as top salesboard operator package.

Gardner & Company, Chicago, reports the addition of new production equipment to a further stage of final output. New boards, tailored to the present market and featuring novel player designs, indicate marked production peaks possible. Among the new systems are quarter punch; Double Up, dimple play, and Double Shot Winners in 10-1 cent-pieces.

Leedy, resigned sales manager, and other findings results for testimonial cocktail party by Gardner-sites on the eve of their appearance for Califoye-Leedy. They take up the post as West Coast sales manager when he winds up a two-week tour on July 11.

Royal Galentine, Galentine Novelty

SALESIDELIGHTS

RSROA GETS IN

(Continued from page 89)
detrimental to our business, forcing many operators to cut their entire investment, thru lack of patronage.

The patronage of roller skating rinks consists of 30 per cent juveniles and teen-agers. The burden of 20 per cent of the population is the skating admissions, a feature too much for their limited allowance, which is often the result of needed recreation.

We could write a long list of reasons why roller skating operators are highly concerned with our business, plus welfare of youth, and are turned off by the thought of being left to supervise the conduct and maintenance of our rinks to provide a good, clean atmosphere and to see that the child enjoys this healthful recreation. We who are here today are highly interested in requesting that this tax burden be eliminated, and recommend for your consideration the removal of the 20 per cent admission tax from roller skating. We do not believe the elimination of admission tax on skating acreage means the income of excess tax revenue more than 1½ per cent, based on total amount of all admission tax collections, and that this is as compared in your statistics in Public Affairs Bulletin No. 72, July 1, 1949, showing a total amount of $46,127,057. However, we are not asking the removal of the tax on skating admission purchased by the roller operators.

Therefore, we are not asking for total excess tax relief as affected by the roller skating business.

Salesboards—Bargains

429 $6 Jumbo Lulu Post... 50c 739 $1 Derby Post... 50c 959 Indian Chief Card 95c 779 Rock & Roll Card 95c 1089 Mexican Chief Card... 95c 979 J.P. Martin 999 Post... 75c 729 J.P. Martin 997 Post... 75c 989 J.P. Martin 990 Post... 75c 509 J.P. Martin 990 Post... 50c 529 J.P. Martin 999 Post... 50c 549 J.P. Martin 999 Post... 50c 999 J.P. Martin 999 Post... 50c

Money Boards

LOWEST POSSIBLE

HENRY H. LUSKMAN

6720 York Road

Philadelphia 36, Pa.

March 11, 1950

The Billboard 103

COMMUNICATIONS TO 188 W. RANDOLPH ST., CHICAGO 1, ILL.
SALEBOARDS FACTORY FOR SALE

Will sell as a whole or piece by piece. Tremendous opportunity for a bargain as this factory is liquidating and must vacate present location. Equipment may be seen in operation. Terms: Cash, F. O. B. factory. Will deal only with principals. Tremendous stock of punchboards also available at a fraction of manufacturing cost.

If interested, write BOX D-338, c/o BILLBOARD, CINCINNATI 22, OHIO

DISTRIBUTORS — JOBBERS

SALEBOARDS — JAR TICKETS

New Low Prices

ALL ORDERS SHIPPED

SAME DAY RECEIVED

No Jan Tickets

Lowest Prices in History!

SALEBOARDS — JAR TICKETS

NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS

JANUARY 10TH DISCONTINUATION

100 DETERMINED RARE JAR TICKETS 10¢ EACH

LEGALSHARE SALES

P. O. Box 86-A, Peoria, Ill.

March 11, 1950
STRIKES and Rallies in New Jersey Locations, Partament.

Game operators in the Milwaukee area are agog these days at the success and finesse with which the Mitchell Novelty Company, headed by Joe Beek, has successfully promoted the first month's cycle of the Amusement Alley Association Shuffle Alley Tournament. Run on a city-wide basis, the contest attracted 6,600 entries in 120 locations, with the enthusiastic participants yelling for more of the same when the tournament ended.

Entry was free and prize money totaling $1,000 was awarded 40 winners. First prize for highest three-game total brought $250, and there were cash awards for single high scores. 

Trade Groups To Take Part In CMI Show

Mexican Rep To Attend

CHICAGO, March 4—Representatives of five trade associations have notified the Coin Machine Industry (CMI) that their members were planning to attend the 1950 CMI convention and show at the Hotel Stevens, June 26-28. At the same time John Pickering, CMI director of public relations, announced that almost two-thirds of the exhibit space had been reserved by individual and corporate members.

(See Trade Groups on page 130)

Dan Brennan Joins General Sales Corp.

Firm Celebrates 25th Year

Baltimore, March 4—Daniel P. Brennan, well known as an operator, distributor and manufacturers' representative, has joined the sales staff of General Vending Sales Corporation here. Ibid Blumenfeld, president, announced the appointment.

Brennan entered the coin machine business with Wolf Sales Company, Denver, later was affiliated with the Chicago Simplex Distributing Company and managed branches for that firm, including one in Baltimore.

Leaving Simplex, Brennan went into the operating business in Maryland until 1946 when he became regional sales manager for the Arenco Manufacturing Corporation. He represented Arenco until that firm ceased production.

(See Brennan Joins on page 130)

D. C. Arcades To ProfitFrom Bldg. Program

Washington, March 4—The impending transformation of Washington's old row, lower Ninth Street, into a big modern entertainment center has been considered to have a stimulating effect on the down town coin arcades in the vicinity. The Gayety, a former burlesque theater, has undergone a complete face-lift and is presenting high-three game series. Players were allowed to enter as many games as they cared to play as long as all games were played at official Amusement Alley Association locations and the score of each player was verified by the location owner's signature. The finals were conducted before large crowds under the supervision of the Milwaukee Shuffle (page 130)

MRS. Forced To Cut Work Week; Shipments Cautiously To Reps; Glass Bar Dwindling

See Slow Recovery as Effects Spread to Other Fields

CHICAGO, March 4—The coin machine industry this week felt the full brunt of the nationwide coin strike situation. Operators of the distributor and manufacturer affected. Plants turning out amusement machines and metal equipment were partly crippled by the cut in power and shipments of equipment were curtailed in all areas. Operators were in owing the most difficult position. Not only were locations closing earlier, but widespread layoffs in industrial areas cut grosses drastically. Most important to operators in the machine field was the week drew to a close, however, expected the coin strike end, was recovery to near normal. Shortages were developing all down the line.

Practically every manufacturing plant in the coin machine field has been affected. Here in Chicago, plants were effectively working and were having to cut their power use 27 percent. To many firms this meant a three-day work week, to others a reduced daily output. Some machine manufacturers were shut down as early as 2 p.m. Examples of the steps taken by the manufacturers showed Storer working a shortened week, and the Chicago Coin Corporation working until its power limit had been reached, this reducing its work week considerably, and D. Gottlieb & Company shut down its assembly lines temporarily.

Like all merchants in every industrial area, the coin machine firms were facing a bleak immediate future as the strike continued the effect on industries took on a wider scope. Steel workers by the thousands were being laid off and coal furnaces were banked due to coal shortages. As and the city's daily stopped, lights darkened.

Estimates from various sections of (See Strike Smoke on page 119)

Name Grueber
Head of A.B.T. Eastern Office

CHICAGO, March 4—Designated as step up service to customers in the East, A.B.T. Manufacturing Corporation announced that Louis J. Grueber has been appointed Eastern office manager.

The office will be under the direction of George Groebner, who has been associated with the amusement game, vending, and music machine field for many years, mostly in New York State.

Budd emphasized the New York office will handle inquiries originating in the East on all A.B.T. products and services. He said all firm products will be on display there.

Copublished material
Bulk Ops Air Improvement Views

Non-Corrosive Parts Are Prime Want; See No Real Need for Slug Protection

Also Want More Easily Cleaned Units, Streamlined Design

By Dick Schelvis

CHICAGO, March 4.—General use of non-corrosive materials for those parts of vending machines in contact with drink mixtures has been advocated by many bulk vending manufacturers. These materials would be more resistant to the types of mixtures used in bulk vending machines than those of the present design. The term "bulk" is used to describe machines that are designed to handle large quantities of products such as milk, soft drinks, and frozen foods.

This is the last of two articles outlining suggested improvements in vending machines. The first article appeared last week, and dealt with suggestions for cigarette suppliers and machine manufacturers.

Operators did not enlarge on their suggestions to the National Grocery Association, a unit of the American Dairy Association, which was asked to express an opinion on the problem of the use of bulk vending protection in bulk machines.

Searles Sets Production on Kalva Vender

Folllows 17-Month Test

CHICAGO, March 4.—Following 17 months of location testing and design refinement, Searles has announced that its new automatic vending machine, the Searles 3-Way Kalva, will be ready for production in two months. The machine is designed to handle bulk items such as milk, soft drinks, and frozen foods.

Western Vending Ops Discuss Commissions, Taxes at Meeting

LOS ANGELES March 4.—Location commissions occupied the discussion spotlight during the monthly meeting of the Pacific Vendors Association (WVMA) here today. Paying the commission per cent by some operators was the "bone of contention," one group charging that it has increased the cost of doing business.

President M. I. Slater, president of the meeting, reported that a new policy for the collection of location commissions was being considered. The policy would involve a uniform commission rate and would be subject to review by the national association.

Tax Talk

Remainder of the meeting was taken up with tax developments. Slater and Secretary Robert Leidendecker discussed the tax situation with the board of directors. The meeting adjourned at 2 p.m.

Nickel Stretcher

LANCASTER, Pa., March 4—Trying to go the slug users one better, a Lancaster firm has developed the "nickel stretcher," a machine that has turned up with some ingenious devices to beat Lancaster's vest-pocketed dainties in the cents category. But, as nearly as they are able to estimate it, their machine will last only a few weeks before it is out of order.

Louis P. Milian, resident traffic manager of the firm, reported that the dozen parking meters were put out in commission by district officials as jamming toothpicks in the coin slot, coating a penny with chewing gum and inserting the penny, and cementing a bobby pin to a penny.

Cooled Sandwich Vendors Tested on Jersey Route

NEWARK, N. J., March 4.—The Jersey Milk Vending Company here is making strides toward the long range goal of a complete in-plint feeding service thru coin-operated machines. The company has installed in the try-out of 100 of its own—efficient conversions of old cigarette machines about five or six varieties of refrigerated sandwiches. Still experimental, the sandwich machine is one of the most interesting of the test program that is not due to end this month. Some operators already said that they have hoped that solutions to the problem of the refrigerated food vending machine will have been worked out.

Rowe Subsid

Jersey Milk, headed by John Shorenow, is a Rowe subsidiary and works out of the same headquarters as North Jersey Cigarette Sales, Inc. The milk route is the largest controlled by Rowe and has figured as a proving ground for the parent company's expansion into food-product vending.

The Jersey Milk Vending Company has been in business for 20 years and has developed a system of in-plint feeding service that is proving very popular with consumers. The company has installed 100 of its own—efficient conversions of old cigarette machines about five or six varieties of refrigerated sandwiches.

The sandwich machine is one of the most interesting of the test program that is not due to end this month. Some operators already said that they have hoped that solutions to the problem of the refrigerated food vending machine will have been worked out.

Six Already Placed

Six machines have been placed to date. The most recent, installed this week, is serving students at Upsala College (See Cooled Sandwich on page 110). This is the last of two articles outlining suggested improvements in vending machines. The first article appeared last week, and dealt with suggestions for cigarette suppliers and machine manufacturers.

Revco Stops Cup Ice Cream Vender Output

DEERFIELD, Ill., March 4.—Production has stopped on Monomat and Duomat ice cream vending machines by Revco, Inc., and the firm will temporarily discontinue its advertising line to concentrate on commercial deep-freeze boxes.

G. F. Forsyth, president of Revco, said the firm, the oldest manufacturer of ice cream dispensers, had definitely not abandoned automatic merchandising but was now at work developing a new automatic merchandizer with a canister on an eye on the 1951 market.

No details will be released on the contemplated machine, Forsyth said, until later this year. Asked what he thought the new machine might be, Forsyth said the Revco system feels ice cream machines can be more universal, simple, and less expensive. Since the single non-corrosive manufacturer met the test, the firm decided to suspend production of an automatic machine to do the job.

Canceled Distributors

The firm's distributors, appointed 18 months ago to handle the new line, have given Revco the opportunity to concentrate on the new automatic and to save money in the process.

Revised Plans

It is practically no inventory of new machines either at the plant or in distributors' hands that could be sold. Parts for these machines now on location will continue to be available.

While Revco's move, no firm is currently producing an ice cream vending machine, since the remaining manufacturers in the field are concentrating on the cup-type ice cream vender. Forsyth, however, said that his company's opinion is that their next machine should be a cup-type ice cream vender.

(See Revco Stops on page 110)

Chi Cears Pkg.

Food Vendors; Bulk Due Next

CHICAGO, March 4.—Following a series of conferences between Chicago health department officials and representatives of the National Automatic Merchandising Association (NAMA) this week, several definite conclusions regarding regulation of food vending machines were adopted.

The board, at its February 27 meeting, recommended that any vending machine dispensing a sufficient variety of approved food vending machines was adopted.

The board, at its February 27 meeting, recommended that any vending machine dispensing a sufficient variety of approved food vending machines was adopted.

The board, at its February 27 meeting, recommended that any vending machine dispensing a sufficient variety of approved food vending machines was adopted.

The board, at its February 27 meeting, recommended that any vending machine dispensing a sufficient variety of approved food vending machines was adopted.

The board, at its February 27 meeting, recommended that any vending machine dispensing a sufficient variety of approved food vending machines was adopted.

The board, at its February 27 meeting, recommended that any vending machine dispensing a sufficient variety of approved food vending machines was adopted.
brief and important
late digest of cola machine news

sreeden buys l. a. route
phil sreeden has bought the Louise Drury vending machine route of 75 locations in los angeles. in business 15 years, the Drury route was one of the oldest in the city. Sreeden, who has been in the declining business five years, is replacing all Drury equipment with 500 new Acorn vending machines. the deal, including replacement of machines, will run approximately $15,000, Sreeden said.

kentucky house okays new tax
by a vote of 82 to 2, the Kentucky house February 24 passed a bill taxing coin-operated machines. the bill, now going to the senate, would repeal and replace the present tax which has been unconstitutional by a circuit court. the present tax is still being collected, as a formal court order has not been entered.

david new hines company prez
edward W. david was elected president of the Charles E. Hines Company last week. david has been associated with Hines since 1920 and had been vice-president since 1943.

write for catalog
operators, games, etc.

bubble gum info
140 or 170 tips crown jack brand
129 tips of other brands 11.99

charms
plastic charms, small. 99
plastic charms, large. 1.00
silver charms, small. 5.00
silver charms, large. 10.00

charm buttons. 1.00
100 walt disney charm buttons. 1.00
100 disney charm buttons. 1.00
100 disney charm buttons. 1.00

write today! mountain state acorn
1st all american machine 1943

parkway machine corporation
552 west north ave. baltimore 17, md.

$13.95 ea.
write today!

for the hottest line in character charms

shmoosh

kiswy

charms including coca-cola, etc.

chactar charms

1407 east 16th st. los angeles 21, calif.

give to the runyon cancer fund

b. mills corp.
ships-200-cup java venders

lombard, ill. march 4. the b. mills corporate shipments of its new 200-cup coffee bar vender this week, following completion of the first 10 machines, vice-president herbert chadwick announced.

it is planned to produce 20 of the junior java models this week, a corresponding increase in output will follow next week and sustained production thereafter. to date 50 per cent of orders for the new unit specify variation of the coin changer, which increased the delivered price from $494 to $494, chadwick said.

this 200-cup model, conceived from operator suggestions during the national automatic merchandising association (nاما) convention last november, is essentially the same mechanism as the larger 600-cup capacity model. the face front of the small model is maroon, while sides are a golden color.

chadwick also announced the enlargement of the mills plant to 10,000 square feet, a 4,000 square foot increase. added space was made available recently in the present plant.

steele new pepsi prez; mack named board chairman

long island city, n. y. march 4. m. f. m. stein and pepsi-cola company, re- porting a change in top level management this week announced that walter s. mack jr., president, was elected chairman of the board. first vice-president alfred n. stein was elected president and will assume charge of domestic operations.

there was no mention by the firm's board of directors in making the announcement, of a new first vice-president to succeed stein. the board also elected shelton r. coons, president of the board of directors. coons, a new york business consultant, has had pepsi-cola as a client for several years.

mack has been-president since 1937, while stein was brought into the organization last year from the drury company, where he held a vice-presidency.

school ko's vendors

saskatoon, sask. march 4. the collegiate board here decided against installations of vending machines. the board refused an offer to install soft drink machines and decided that no chocolate candy, or other vending machines, would be allowed on campus as fall machines might interfere with class schedules.

a picture of perfection
america's finest five cent vendor

the atlas bantam tray vendor

here is the 5c nut vendor that operators have long awaited. a brilliantly machined unit that vends all types of nuts with ease of operation—equal amounts, no injury to the merchandise, consistently fresh. all of these points mean satisfied customers—returns sales. beautiful chrome finish makes it an eye catcher in any location.

order atlas brand demand
in 5j vacuum cans for best results.

salesmen and distributors—there are territories open—write now.

manufactured by
manufacturing and sales corp.
12230 tiskett rd., dept. 313
cleveland 11, ohio

50 will be mft with
acorn or sc all purpose bulk machines
order yours today!

look of these outstanding service need devices
enables you to do a better, more thorough cleaning of your machine. no other device cleans as deep as atlas. operators demand it.

write for samples.

becker vending service
brilliant wiz has been taken over by us...

write today for samples-pieces

charms, inc.
manufacturers and distributors

brillion, wisconsin
**RAKE Sells Fine Equipment at Fair Prices**

**NEW COUNTER MACHINES**

- **E. K. Martin**
  - **$60.00**

- **C. C. King**, 10 & 15 Cent
  - **$60.00**

- **A. R. Smith**, 10 & 15 Cent
  - **$60.00**

- **Non-Color Marrel**
  - **$65.00**

- **Knapp**, 10 & 15 Cent
  - **$65.00**

- **Brannuch-King**, 10 & 15 Cent
  - **$65.00**

- **Stokes**, 10 & 15 Cent
  - **$65.00**

**Variety--Plus Is Op Theme With Stoner Food-Notion Vender**

AURORA, Ill., March 4—Citing the steady increase in items sold thru its bulk vender since its introduction two years ago, Stoner Manufacturing Company this week pointed to one of the newer adaptations used by Necessitites Inc., Miami, Bip Glasgold, gen- eral sales manager, reported the success- ful sale of sanitar oils, cosmetics and other drug sundries sold thru the Model 80 vender has opened new markets and is returning increased volume for the firm.

Used on a nationwide scale, the Model 80's multiple price capability, automation, permitting nickel operation from $0 to 20-cents and 25 cents to $1, made it possible diversified price and merchandise usage, Glasgold said.

In addition to food confections, candy and cigarette operators are using the machine in conjunction with regular equipment in both in- dustrial and public type spots.

The I.C.A., Inc., Northeastern unit, starting out with cakes, pies (small size), crackers, sanitary bath, tobacco, and occasionally beer, which is not constantly broadened, Glassgold stated. Shortly, several new items will be introduced to vender thru the machine, he added.

**Amer. Coin Change Sets New Distrib**

BOSTON, March 4—With the ap- proximation week of sale approach- ing, a service organization in Los Angeles, New Orleans and Dallas, American Coin Change Company, announced that its arrangements for the representation had been completed.

The R. S. Anderson Company, thru its D. E. and Daniels offices, will sell and service American coin changers all of the Southern States, Jules Medow, 14-50 East Fourth Street, Los Angeles, will represent American on the Pacific Coast.

Earlier, American had set up sales and service facilities in both New York, Chicago and Charlotte.

**Patents Sought On Bulk Vender**

CHICAGO, March 4—Anton Obod- zinski, Devices Novelty Sales Com- pany, this week announced he has developed a bulk vender machine, embodying several new principles.

Two of the covering the new fea- tures, have been applied for, Obod- zinski said.

Unit will vend chards and gum without any adjustments it was stated.

Plans for production of the unit are now being set up by Devices.

**J. Jaffe Forms New Candy Firm; Introns 5-c Bar in Vend Pack**

NEW YORK, March 4—Chuncky Chocolates Corporation, formed last week and headed by Jeff Jaffe, has introduced a nickel candy bar in both 24 and 48 vend counts. The firm suc- cedes Candytown, Inc., which was purchased by Jaffe.

Jaffe formerly advertising manager of the Swee Cheetahs of America, Inc., which post he resigned a few years ago. He was associated with the Left Candy Corporation prior to this.

Chuncky Chocolates, 200 Delancy Street, has started production on its nickel candy bar. Chuncky, with its history now under way to distributors. Firm plans national sale of the new bar.

**Amer. Coin Change**

**Sets New Distrib**

**BOSTON, March 4—**With the ap- proximation week of sale approach- ing, a service organization in Los Angeles, New Orleans and Dallas, American Coin Change Company, announced that its arrangements for the representation had been completed.

**The R. S. Anderson Company,** thru its D. E. and Daniels offices, will sell and service American coin changers all of the Southern States, Jules Medow, 14-50 East Fourth Street, Los Angeles, will represent American on the Pacific Coast.

**Earlier, American had set up sales and service facilities in both New York, Chicago and Charlotte.**

Peter Paul Names New Ad Agency; Plans Chi Plant

NAUGATUCK, Conn., March 4--Peter Paul, Inc., has announced the appointment of Maxon, Inc., to handle all advertising for the company.

Peter Paul president, stated a pro- posed increase in the first adver- tising budget made necessary the consolidation of the account with one agency.

The candy firm plans to set up a plant in Chicago, supplementing its facilities here, in Oakland, Dallas and Philadelphia.

**Canadian Drink Sales**

**Up After Tax Repeals**

TORONTO, March 4—The Cana- dian soft drink industry chalks up a 66 per cent increase in sales during the six months following the repeal March, 1945, of wartime taxes as an approximately 2 cents a bottle, ac- cording to Joseph Whitmore, gen- eral manager of the Canadian Bot- tered Beverages (CBCB).

The tax, a 3-cent per excise tax and a 1-cent per bottle tax, had been in effect since 1941 and 1942 re- spectively.

O'Malley Joins Ad Agency

CHICAGO, March 4—Charles J. O'Malley, sales manager of Paul P. Beich Company, joined the Ollan Ad- vertising Company, as its new president. He will be in charge of marketing packaged products selling thru food, drug and tobacco outlets.

O'Malley was associated with Beich for over 15 years.
Operator Suggestions

In a recent survey by The Billboard Publishing Company, operators of all types of equipment have noticed a decline in sales. For the average operator of bulk equipment, sales have only increased slightly in the areas where metal punchings from a particular industrial plant may cause trouble.

Once the source of the punchings has been informed of the area to which the metal is sold, slugging usually ceases within days, because manufacturers of forklifts and other Federal laws to manufacture metals which approach the shape of coins in diameter or thickness.

Slag Protection Eliminated

Many new bulk machines have slag protection at all times. These machines are readily adaptable to such protective methods in mills and plants. But large bulk operators report most of their equipment and the slag protection equipment eliminated when iron costs were increasing in large quantities. Since available slag retention equipment for small bulk machines reacts iron, the so-called "silver" costs would not pay into equipment to eliminate the protective measure.

Heyman Offers Vending Coffee

NEW YORK, March 4—A new coffee concentrate method has been patented in the United States. This concentrate method has been patented in the United States. This method, which is called Quick-Kup, is said to retain the aroma and flavor of freshly roasted coffee, has been introduced here by the Heyman Process Corporation. Called Quick-Kup, the preparation uses no preservatives and will retain its original freshness for as long as three months without refrigeration, according to Albert H. Heyman, president.

Quick-Kup is manufactured at the Heyman plant here. Packaged in glass jars, it will sell to operators at 50 cents a daily. The company is currently delivering the concentrate in cans at a later date.

C-8 Developing Second Vender

CHICAGO, March 4—C-8 Laboratories, manufacturers of the Electro abrasive label, is developing another type of automatic vender unpatented in the tobacco field. According to Lew Jaffa, vice-president of Eastern Electric, the national distributing organization, Jaffa, who stopped over in Chicago, said he was not elaborating on the development but added that C-By president, Marie Caruso, intends eventually to diversify his line by building other types of equipment in addition to cigarette venders.

With the recent decrease in Electro list prices, brought on by lowered imports, manufacturers are claiming sales methods. Jaffa said that sales had increased appreciably and the factory increased production.

American Tobacco Gross

No Income Moves Upward

NEW YORK, March 4—American Tobacco Company reports its total and per share income for three months ending March 31, 1948, and 1947. For 1948, total income was $844,363; per share net income, $459.17; and net income, $459,359. In 1947, total income was $480,388, net income, $483,303, and net income, $483,303, and net income, $483,303.

New Worthington Ad Mgr.

Cooled Sandwich Venders Tested on Jersey Route

(Continued from page 106)

College in near-by East Orange. The first was placed on duty at the Ford International plant last October. In all cases they have been placed side by side with milk, cookie, cake and soft-drink venders to provide rounded service.

Vended at 20 cents each, the sandwiches will sell out daily if costly variations are to be avoided. The food is prepared by an industrial feeding firm and picked up daily by Shore's routemen at 8:30 a.m. All machines are filled by 10 in the morning. Each machine is visited twice again during the day to check on sales and determine the number and type of sandwiches needed the next day. Orders must be placed with the industrial feeding firm at 2 p.m.

Since the vendors hold 22 sandwiches in each column, the more heavily patronized machines are reloaded during subsequent visits by the women. Extra sandwiches are stored in non-vending compartments of the milk machines for this purpose.

To be on the eating habits of locations, Shorenow assigns a man to spend a week or two at each new spot after a vendor is placed. Preferences are checked and the times when the machines are used and used most carefully noted. And once the pattern of trade is determined, a decision is made on the times when routemen attendance would be most productive.

In industrial plants Shorenow has found that the 1st and 15th of each month, i.e., pay day weeks, when employees leave the plant premises during lunch hours to each checks. In school class schedules have to be watched. Free periods during mid-morning and early afternoon leave many maverick patrons.

Most popular sandwiches dispensed are whole ham, egg salad and root vegetables. Other vended items include whole and sliced ham, banana and apple slices, and tuna fish salad. All are prepared with wax paper and wrapped in wax paper and inserted in carton containers, measuring three and a half inches by five and a half inches by one and a half inches.

Management has shown itself receptive to a full-fledged and complete self-service system, Shorenow said. In some cases he has dropped self-operated feeders to make it easier for the sandwich winter.

Topanel an experimental program, Shorenow is little concerned with making the sandwich machines available at this time. In his main purpose is to gather basic economic facts and technical experience.

ATTENTION

—25 & 30c CONVERSIONS


CIGARETTE MACHINES

UNEEDA, 6 Cols. .......... $100.00
UNEEDA, 6 Cols. .......... 95.00
UNEEDA Model 50, 9 Cols. .......... 50.00
9 Cols. .......... 100.00
5 Col., Model E, 270 Pack Cap. .......... 59.50
ROWE, Resident, 10 Col. .......... 100.00
Rowe Imperial, 5 Col., 240 Pack Cap. .......... 85.00
Rowe, 150 Pack Cap. .......... 65.00
National 9-90 .......... 35.00
Currier, 150 Pack Cap. .......... 38.00
DeCrescent, 6 Col. .......... 32.50
Special 4 Col., 150 Pack Cap. .......... 27.50
Cigarette Vendor .......... 105.00
100 Col., 400 Pack Cap.

SALE

ROWE ROYAL

CANDY MACHINES

Rowe, 120 Bar Cap. .......... $75.00
Rowe, 150 Bar Cap. .......... 65.00
Rowe, 150 Bar Cap. .......... 65.00
VENDIT, 150 Bar Cap. .......... 57.50
320 Pack Cap. .......... 15.00
Top Equipment — Unconditionally Guaranteed

ON-DEMAND WITH ORDER — BALANCE C. D. O. Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING SERVICE"

146 CLYMER STREET

E.VERGEEN 7-5468

BROOKLYN 11, NEW YORK

Tele Bubble

PHILADELPHIA, March 4.—Philadelphia chewing gum Corporation announced last week that it is expanding sales promotion of its bubble gum through television advertising.

Purchase of the New York originated Mr. Movie video show enables the 5-cent Mystic bubble bag to be seen on all television cities.

Intro Back-Mounted Manual Drink Unit

CLEVELAND, March 4—The Dow-Pak Corporation last week announced that it had expanded sales promotion, of its bubble gum through television advertising.

Purchase of the New York originated Mr. Movie video show enables the 5-cent Mystic bubble bag to be seen on all television cities.

New Low Price

KING OF VENDORS

Ice and Bell Gum, Candy, Venders, Full and Two Part Contracts, Half Price Vendors.

Bigger Thin Pail from local Stocks at
Silver Kings or "Charm Queen" at Ball Gum Vendor

One Penny for sales as low as $10.00

Silver-King Corp.

122 Division Way, CHICAGO, ILL.

DO YOU KNOW?

You can buy all machines made by

• Vitec Vending Corp.
• K. Westphal Corp.
• J. R. Corp.
• Silver King Corp.
• Hamilton Scale Co.
• Marshall Scale Co.

Any of the above or dozens of others are available for quick delivery. Write for details TODAY!

ROY TORD

LANDSOWNE, PENNA.

WANTED TO RENT

LEASE OR OPERATE

On a percentage basis. New or old model Cup Drink Dispensers. We are an old established, reliable concern operating in a highly industrial area.

AMERICAN MUSIC CO.

1805 East 28 Street

Lorain, Ohio

SALE

—$2.50. 15% OFF—

SALE NATIONAL Candy Vender .......... $100.00
Rowe, 120 Bar Cap. .......... 65.00
9 Col., 140 Bar Cap. .......... 57.50
320 Pack Cap. .......... 15.00
Top Equipment — Unconditionally Guaranteed

ON-DEMAND WITH ORDER — BALANCE C. D. O. Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING SERVICE"

146 CLYMER STREET

E.VERGEEN 7-5468

BROOKLYN 11, NEW YORK

Seabars Sets

(Continued from page 109)

Key coin mechanism permit a three-stock, using uniform or three prices simultaneously.

From a 15-year-old firm in the metal parts fabricating field and previously manufacturer of bottle vending, leading firm now is the manufacturer of the rights and patents to the Kohler Company from H. L. Larrimore's and Venda, Inc., in October, 1945.

Ashbon declared that a new sales department was now being formed, with details to be released shortly.

NEW YORK, March 4—Economy candy and confectionary, distributor of chemicals, machine parts, pucks and wax, moved to 677 10th Avenue, building occupied by the Mike Munyes Corporation, Joe Munyes, the company had offices at 615 10th Avenue. The company was then in its new quarters for tooling special game and vender parts. Firm also handles a vendor for Norseman packs.

Worried that the "Vending" TOPPER

Any special tops for change and bell gum. Machines run with or without coins to the case. Two Cases of 200 or 5 Cases of 100=

$100.00

One case can allow 20 weeks to pay. Liberal trade-in allowance. Write for special delivery plan.

VINBO, Inc., 203 National Bank, Hamilton, Ohio

OH, MR. EPWY... NOW THE "90°" IS YOUR "COMIC STRIP CHARMS"!

20 ass's plastic 14 M. metal-plated 16.50

EPPY 91-15 14 Pl., Jamaica 2, N.Y.

GROCERY STORE CHARMS

59 Varieties

$12.50 per M. ass't.

R.O.B. Jamaica, L.I.

Eppy Reduces Charm Prices

FAMOUS #1 CHARMS

Plastic $2.50 per M. metal-plated now $4.25

Plastic $3.00 per M. metal-plated now $5.00

Eppy 91-15 14 Pl., Jamaica 2, N.Y.
Buffalo Ops Promote Boxed Hankie Sales Thru Cig Machines

BUFFALO, March 4.—The sale of boxed Hankie machines through vending machines will be promoted by the Hank-Kerchief Company organized here last November by Peter M. Co., machine operators. They announced this week that they had immediate product in a three-month test of their merchandising idea. Each Hank-Kerchief is packed in a cardboard container, printed in color, and sealed with cellophane. The boxes can be stacked in any column of a standard cigarette machine without mechanical. Facsimile box faces are furnished for display purposes as well as arrow-size contracts to the handkerchief column.

Packed Like Cigarettes

Henry P. Inman, partner in the firm, said that Hank-Kerchief, in addition to being boxed in a cigarette package size, are packed 10 to a carton, 50 cartons to the case for handling and for inventory purposes. Also, different prices have not been set and Hank-Kerchief, Inman said, single cases have been shipped to points as distant as Houston for only $1.77. He said the company will announce its price as soon as it completes its distributor organization.

Pepsi-Cola Company Sells Cuban Subsid

NEW YORK, March 4.—Pepsi-Cola Company announced this week that it has been in the market for the purchase of 25,000 in the former Pioneer Automobile plant. Other partners in the firm are George Mead, Buffalo; Charles A. Friedberg, 122 W. 35th St., New York, New York; Edward C. Tuttle, of Vernon, California; and Tuttle, have just returned to the country after an assignment with the military government in Germany. Inman and Mead of the Former Pioneer Automobile plant were an important part of the new Automatic Border Research Association.

Pepsi-Cola Company Sells Cuban Subsid

NEW YORK, March 4.—Pepsi-Cola Company announced this week that it has been in the market for the purchase of 25,000 in the former Pioneer Automobile plant. Other partners in the firm are George Mead, Buffalo; Charles A. Friedberg, 122 W. 35th St., New York, New York; Edward C. Tuttle, of Vernon, California; and Tuttle, have just returned to the country after an assignment with the military government in Germany. Inman and Mead of the Former Pioneer Automobile plant were an important part of the new Automatic Border Research Association.

George Sweetser New VP at Huyler's Co.

NEW YORK, March 4.—Huyler's Company, the world's largest manufacturer of chewing gum, has appointed the new executive for its national accounts, George Sweetser of Philadelphia, as vice-president in charge of sales, succeeding John Dunn, who left the company in January. George Sweetser, who was also named a director, was formerly published in the New York Herald Tribune as vice-president of Esquire, Inc.

Worthington Pump Earnings

HARRISON, N. J., March 4.—Worthington Pump reported a net $148,839, or $0.81 per share, for the first three months ended December 31, 1948. The company also declared a 5% stock dividend and a $0.15 per share cash dividend.
Supplies in Brief

Smokers Level Off
WASHINGTON, March 4.—The steady upward trend in cigarette consumption over the past 15 years is apparently leveling off according to a new all-time record of 582,000,000,000 in the Agriculture Department report.

Despite the record-breaking domestic consumption of cigarettes last year, total production was 2,000,000,000 short of 1946. This was due, according to Agriculture, to a sharply cut-tailed export market. The department expects a leveling off of domestic smoking in 1950 is based on half-year comparisons of 1949 and 1948. Consumption during the first half of last year, consumption was up some 2 per cent over the same 1949 period. Consumption, however, was virtually the same for the last half of both years.

Prices
Price seemed to be the chief reason for the drop in consumers for cigarettes last year. Altogether, over-all sales were off, other factors that influenced sales were a 6 per cent and under production of 19 per cent in 1948. By the end of the year, this price range accounted for 80 per cent of the $1,000,000,000 worth of cigarettes put on the market.

In August, the most evident reduction in the market came from the first half of last year, consumption was up some 2 per cent over the same 1948 period. Consumption, however, was virtually the same for the last half of both years.

Mills Introa New Ice Cream, Custard Unit
CHICAGO, March 4.—Mills Industries, Inc., this week introduced a non-coined, unincorporated cabinet model (May 4) that combines Custard and Bar, and a new ice cream machine. The double automatic dial control, simple design and a 30-gallon per hour capacity.

Coming Soon!
VICTOR'S UNIVERSAL JUMBO
For Vending Jumbo Size Ball Gum
Tested and proven on location by Victor for over one year
Be First with the FINEST . . . Buy Victor's
VICTOR VENDING CORPORATION
5701-53 W. Grand Avenue

JUST OUT!

CIGARETTE MACHINES
Buy With Confidence. Connecticut Cigarette Machine Co., 123 S. Broadway, St. Louis, Mo. Write, wire or phone.

SOMETHING NEW for BULK VENDOR OPERATORS
AJAX SERVICE KIT
Write for Circular and Price

NEW LOW PRICE
SILVER KING CHARM KING
2 GREAT VENDORS
Sample, $3.50.
1 to 2, $3.00

AJAX SERVICE KIT
Write for Circular and Price

New Vending Service
242 West 32nd Street
New York 18, N. Y.

VICTOR'S NEW 1" JUMBO GUM VENDOR
SOON AVAILABLE—WRITE!

Rush Your Order Today

VICTOR'S NEW 1" JUMBO GUM VENDOR

AMAZING NEW TOPPER

Write for Our Illustrated Catalog!

VICTOR'S NEW 1" JUMBO GUM VENDOR

JUST OUT!

JUST OUT!

VICTOR'S NEW 1" JUMBO GUM VENDOR

JUST OUT!

JUST OUT!

JUST OUT!

JUST OUT!

JUST OUT!

JUST OUT!

JUST OUT!

JUST OUT!

JUST OUT!

JUST OUT!
Have you seen the SuperVend three-drink vendor? We believe it's the finest drink-vending machine ever made. The vendor pictured above is also available with hot drink attachment for hot chocolate or hot soup— in addition to the three regular drinks.

Also SuperVend Cigarette Machine

SALES CORPORATION
134 N. LaSalle St., Chicago 2, Illinois.

To all M. O. A. Members:
Welcome to Chicago— for the M. O. A. show. While you're in the city, be sure to stop in at the SuperVend office at 134 N. LaSalle Street. We would like to renew old acquaintances— to say "hello" again, even if we don't talk any business.

Mike

P.S. Larry Cooper, Paul Fuller and the rest of the fellows would like to see you, too.

A Message from MIKE HAMMEGREN, President
SuperVend Sales Corporation
1ST MOA CONVENTION BEGINS

Business Sessions Highlight Three-Day Meet; Operators To Meet With Manufacturers

Banquet Set for Wednesday; Exhibits To Be Open Daily

By Norman Weiser

CHICAGO, March 4—Music Operators of America (MOA) will convene its annual three-day convention, the first exclusively music con-

fabor of and for operators, at the Palmer House Monday at 9 a.m. As the cur-

rent week drew to a close, it appeared to be on the agenda that would surpass origi-

nal estimates of 250 operators by as many as 250, and that George Miller, who has served as national chairman since the org was formed, would be unanimously re-elected to that post. The vote on the organiz-

ation slate is set for Wednesday (5).

Unscheduled until late this week, and to be absent from the agenda by those reporting that they would be in attendance at the session, was a bandwagon, which will be held Wednesday at 7:30 p.m. at the Palmer House. Duo sessions will be presented; some of the PermNo op contest will be named, and following the dinner an entertainment program will be pre-

sentated.

Big Sessions

Concertation will be on business sessions at the convention, with daily updates scheduled to start promptly at 9 a.m. Monday's agenda covers a welcoming address by George A. Mil-

er, president of AMI; Art Olson, president of PermNo; Lester Rieke, manager of the phonograph division, H. K. Evans and Company; and reports on finance, depreciation, taxes, etc.

Tuesday's sessions will start with a talk by Edward H. Mehlens, president of the Square Company, on intermediate engines, and will be fol-

lowed by a session at which manufac-

turers will participate. Approaching the end of the program are John Haaddock, president of the National Phonograph Company, and representa-

tives of the American Phonograph Company, the Primitive Phonograph Company, and the American Phonograph Company.

Items to be covered Wednesday in-
clude subjects of promotion and merchandising (by Hirsch de la Vizc and Dick Steinberg), Sales

Ind. Juke Ops Elect Bryce '50 President

Name Other Officials

INDIANAPOLIS, March 4—At a meeting of the Indiana Phonograph Operators' Association of Indiana, Inc., officers were elected for the coming year. James H. W. Meeker, head of the Zim-Be Amusement Company, was re-elected president of the group. George Miller, of the Meeker Music Company; L. J. Borer, B. and P. Music Company; and John F. Miller, Indiana Vendors, secretary, and Alfred L. Bowers, treasurer.

Committees will be appointed at the next regular meeting, March 29, to be held at the Evans Music Company.

WMG Cancels Meet

WASHINGTON, March 4—Horace Biederman, secretary-treasurer of the Washington Music Industry (WMG), this week announced the org will cancel its regular meeting scheduled March 9. Many WMG members will be on the road however, attending the Music Operators of America (MOA) convention which will be held Wednesday.

The next meeting will be held April 13.

Know Your Biz:

Detroit Op Allinwort Stresses a High Standard of Service and Thereby Hangs a Success Story

By H. F. Rees

DETROIT, March 4—a system of rigid standards for close knowledge and control of each location and insistence on high standards of service were the keys to success of a small but know-

ing company one of the recognized leaders of the local industry. Frank Allinwort, the owner, doesn't put it quite that way. He says, "The first requisite is hard work!" and he works from 8 a.m. to 6 p.m. six days a week.

"Whether you go into the office of the back room, you have to be able to know what you're talking about," Allinwort says, and his own early training provided the background in both the mechanical and the musical field. How his firm started is a long story, but it involved the later worked in a garage, became a foreman, learning how to handle and repair equipment, and then had some contact with the juke box business.

"When I first went into the field," he reports, "I was a boy of 18. He became a driver, then a route man (See Motor City Op on page 118).

Detroit's Wartime Babies, Juke Service Orgs, on Decline; See Possibility of a New Shortage

DETROIT, March 4.—A marked decrease in the number of companies providing juke box service is evident from the new edition of the Detroit classified telephone book, with only one firm now listed as providing work under "Phonograph Repairing." Three other firms under that listing are primarily concerned with home record-player service. The directory, which comes out every three years, lists a half dozen companies providing this service. There are probably even fewer firms in the business, but the only one which specializes in repairs to juke boxes is equipped to handle and repair equipment for these companies.直营 service company became an important factor in the stability of the juke box industry. Today, some of these companies have disappeared from the picture, or have been forced out of operation and become, for example (See Detroit's Wartime Op on page 118).

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:

DISKERS READY ON 'COTTONTAIL' FOR EASTER. Not to take chances, the diskers have lined up Peter Cottontail for big push (Music Department).

RADIO BOOSTS THE DANCE ORKES. As an indirect aid to the renewal of bands and music, several radio shows pull switch (Disc Department).

PICT QUIT TAX-CUT UNITED FRONT. The film industry sells out or appears with fronts, including juke box industry (General Department).

MICHAEL BROWN HITS BIG TIME AS A TUNESMITH. New Franklin equipment has strong appeal to the public, and sales are up (Music Department).

And other informative news stories as well as the Honor Roll of Hits will be found in the Phonograph-TV section.
Ed Wurlitzer Says

GENERAL SALES MANAGER

"THANKS, FELLOWS"

TO OPERATORS ALL OVER THE WORLD FOR YOUR SPONTANEOUS DELUGE OF ORDERS—APPRCIEATION AND PRAISE FOR THE

WURLITZER

Twelve Fifty

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.
Detroit's Wartime Babies, Service Orgs in Decline

(Continued from page 114)

extant, competitors of their former customers. The reason for the sharp decrease in service companies appears to be the failure of a substantial number of music companies to take care of their service bills, according to Frank Antaya, head of the AA Company. He was careful to point out that this situation had not applied in significant degree to his own clients, but that "there have been a lot of good service companies that have the misfortune to get hold of some bad accounts. The business is no better than it looks, and you have to collect every penny to keep operating."

Credit Situation

Service companies are generally given a credit extension of 30 days. Antaya said, and plan to pay their own accounts within that time, so that they are in a position to get credit for parts in a hurry for their customers when needed.

"We would like to be treated in a similar manner," he said. "Our telephone service has to be paid every 30 days, or you know what would happen."

"We maintain a 24-hour telephone service, and have often found it necessary to leave a nice warm bed on a stormy night to go out and service a location for any operator who has treated us fairly. That is our job as operators. And we willingly take these calls, provided the operator has treated us as a fair man when it is his turn."

The difficulty arises from the fact that many operators look for the operator to phone in a service call in an emergency, thereby to forget to pay for parts earlier. Antaya checked the firms that were active in the service field a year or two ago, and found that their receivables for quitting was usually "bad accounts."

There are an increasing number of machines which are not operating properly today as a result of deficient service. Antaya said. This can be attributed to the same cause.

Lost Profits

"How much money can a new machine make when it is out of order?" is his question directed to operators. He pointed out that servicemen have been contacting an increasing number of locations where the operator is disgruntled because of poor servicing of machines, and that the mechanic has been told a machine has not worked right for six months. Such conditions will lead, naturally, to a desire to change the existing location arrangement.

"If it wise to plunge on a repair bill and lose a good location?" Antaya asked. "If the operator had treated his repair service in a proper manner, his machine would be in A-1 working order."

"Today, it is an easy matter for a location owner to buy his own machine, with a service policy. Don't let this happen. See to it that equipment is in good operating order."

The "bad accounts" problem here is not that created by the relatively few operators who have failed and quit the business, leaving a stack of bills behind them, Antaya said. It is, rather, caused by operators who remain active in the business but have been "at least in slow." In their payments.

He was careful to note that this situation does not apply to a large number of operators and firms, but to his criticism is in a fair manner. He hopes that the rest will awaken and keep phonograph music the operators' business.

Detroit's Wartime Babies, Service Orgs in Decline

(Continued from page 114)

extant, competitors of their former customers. The reason for the sharp decrease in service companies appears to be the failure of a substantial number of music companies to take care of their service bills, according to Frank Antaya, head of the AA Company. He was careful to point out that this situation had not applied in significant degree to his own clients, but that "there have been a lot of good service companies that have the misfortune to get hold of some bad accounts. The business is no better than it looks, and you have to collect every penny to keep operating."

Credit Situation

Service companies are generally given a credit extension of 30 days. Antaya said, and plan to pay their own accounts within that time, so that they are in a position to get credit for parts in a hurry for their customers when needed.

"We would like to be treated in a similar manner," he said. "Our telephone service has to be paid every 30 days, or you know what would happen."

"We maintain a 24-hour telephone service, and have often found it necessary to leave a nice warm bed on a stormy night to go out and service a location for any operator who has treated us fairly. That is our job as operators. And we willingly take these calls, provided the operator has treated us as a fair man when it is his turn."

The difficulty arises from the fact that many operators look for the operator to phone in a service call in an emergency, thereby to forget to pay for parts earlier. Antaya checked the firms that were active in the service field a year or two ago, and found that their receivables for quitting was usually "bad accounts."

There are an increasing number of machines which are not operating properly today as a result of deficient service. Antaya said. This can be attributed to the same cause.

Lost Profits

"How much money can a new machine make when it is out of order?" is his question directed to operators. He pointed out that servicemen have been contacting an increasing number of locations where the operator is disgruntled because of poor servicing of machines, and that the mechanic has been told a machine has not worked right for six months. Such conditions will lead, naturally, to a desire to change the existing location arrangement.

"If it wise to plunge on a repair bill and lose a good location?" Antaya asked. "If the operator had treated his repair service in a proper manner, his machine would be in A-1 working order."

"Today, it is an easy matter for a location owner to buy his own machine, with a service policy. Don't let this happen. See to it that equipment is in good operating order."

The "bad accounts" problem here is not that created by the relatively few operators who have failed and quit the business, leaving a stack of bills behind them, Antaya said. It is, rather, caused by operators who remain active in the business but have been "at least in slow." In their payments.

He was careful to note that this situation does not apply to a large number of operators and firms, but to his criticism is in a fair manner. He hopes that the rest will awaken and keep phonograph music the operators' business.
He is ambassador to the heart of America, a bringer of food to the music hungry, a
dynamic sponsor of joy.

He seeks out new points and places and stations for his equipment, opening avenues
of revenue to merchants who never expected this windfall when they began their busi-
nesses. He brings life into these places—people, song, and laughter—and four hundred
thousand of them feel an extra touch of human warmth because the music operator has
been there.

He is the producer whose show can never stop; day and night, month after month,
his boxes must keep on playing. He is a vassal of the telephone, a slave to public fancy,
dashing from here to there to keep his machines perpetually turning, shuffling his black
wax discs to serve a satisfying menu to countless special appetites.

In twenty years he has become a public servant, unique and indispensable, but his
service is anonymous. The cheers and gratitude his equipment elicits are never heard by
him—the credit and the Oscars go elsewhere. Yet he loves his work and glories in its
nature, and would not trade its excitement and challenges for any other calling.

AMI salutes him, his greatness and his strength, and wishes him a forever of continued
health, physical and financial. AMI has never tried to force on him products he doesn’t
need and cannot use profitably. AMI here and now re-affirms its trust: to continue to
build for him the kind of equipment that will make his life and work freer from care,
decrease his troubles, and increase his rewards.
Fractional Coinage Drive
Gathers Steam in Congress

WASHINGTON, March 4 — The strongest drive for fractional coins in years was launched this week as four senators, three of them members of the Banking Committee, introduced a bipartisan bill calling for the minting of 7½ and 2¼-cent coins.

Formally presenting the measure on the Senate floor was Glenn Taylor (D., Idaho), Co-sponsor of the bill with Senators Sheridan Downey (D., Calif.), who has another coin bill pending; Harry Cabell (R., Wash.), and Homer Capehart, B., Ind.). Taylor is second-rank member of the Senate Banking and Currency Committee, to which the bill was referred, and Cabell and Capehart are minority members of the group.

Press for Hearing

The four sponsors of the coin measure announced that they will press Committee Chairman Burnet Maybank (D., S. C.) to call hearings this session. Since the committee has finished its lengthy hearings on housing legislation, its agenda is comparatively free, and hearings could be started within the next few weeks if Maybank is willing.

The dimensions and weight of the proposed coins would be left up to the Bureau of the Mint under terms of the bill. Mint officials have freedom of action so long as they have made any bills they desired to do by the end of the session.

Despite the prestige given the drive for new coins by its sponsors supporting the new bill, the odds are still against enactment of any coin bills this session. Even if the most recent measure should be passed by both Houses, it could still be blocked, either by the congressional appropriations committee, which would have to approve additional funds for the mint to pay for any new coin denominations.

Other Bills

More coin bills have been introduced in the 81st Congress than during any other session of the last decade. Pending in the Senate Banking group beside the new measure are a similar one by Downey and two by Sen. W. W. Wagner (D., Wash., authorizing 3½- and 7-cent coins.


Most of the pressure on Congress for new coins has been exerted by the American Institute of Intermediate Coinage (AIFC) and its chairman, Edward Mellen, who is also president of the Squirt Company. A number of local juke box interests have also expressed interest in new coins.

Thank You, Music Operators of America

for your successful and inspiring meeting

It was a privilege to have been a part of your endeavor, and we heartily pledge our support to your future conventions.

We are sincerely grateful, too, for your reception of

EVANS' 1950
20 RECORD
10 SELECTION
CONSTITUTION PHONOGRAPH

If you were unable to attend your M. O. A. convention this year, you can now have all the fun and action at home.

The new model has improved the features that have made it the world's most popular model.

H. C. EVANS & CO.
1528 W. Adams St.
Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 140

Motor City Op Alluvot Stresses
A High Standard of Service

(Continued from page 70)

Alluvot started in 1931, according to the man for whom the company is named. He has been with the company for 15 years, serving in various capacities, including that of purchasing agent. He has been responsible for all purchasing and inventory control, and is currently in charge of the company's purchasing department.

Alluvot is like most Motor City music operators—opposed to the use of record players in public places. He points out that service is a big factor in maintaining volume business and keeping locations. An analysis of his operations shows that the best things he has done, as he plans it, directly or indirectly, are all those things that benefit the customer or location owner.

His business is conducted from a centrally located structure, with 43 feet of window space in the front, providing a light and inviting salesroom. The front portion is trimmed in knotty pine, with Walnut finish in the main lobby. The salesroom is floored in two-tone tan ash. The salesroom is kept bright and presentable. A stockroom and the general offices are separated from the salesroom, while an impressive private office further back, together with a small office for his salesmen, keep their reports and other office work handled conveniently. The rear is the large service department and stockroom. Special stockroom is provided for records.

Public Display

In the front salesroom, extending the width of the building, are a dozen or more jive boxes of different models, old and new, making an impressive showing for the passer-by or the main highway—or for the location owner who comes to visit. The attractive front in itself does a great deal to impress upon Detroiters the large number of juke box business that is here.

The stockroom carries an inventory of about $4,000 in parts. The practice is to buy in quantities, 100 cases of bulbs or 1,000 tubes at a time, in order to take advantage of the best available discounts, including the bulk discount. The result is that operating costs are kept to a minimum and there is little delay because of any standard item being out of stock. Thus, the inventory is the background of the service operation.

This emphasis on the mechanical dimension is indicated in the company's attitude toward a new machine. It feels that only the operator who has a good mechanical background is in a position to deal with a new model to maximum satisfaction. There may be some "bug" which may not be too obvious, but gives a good mechanical man an easy cue to uncover, and it is expected that this kind of work is done by someone else.

Diversified Phonos

Accordingly, Alluvot has a few machines of each new model that is brought out by the principal manufacturers he has about 20 or 40 pieces of each of the leading makes. This diversification of makes and models enables him to meet the needs of each type of location more handily and comfortably and makes it possible for him to fill any restricted selection. An older model of a familiar make, or a stock箱, he can sell, will fill the needs of the location owner. A new machine, however, he will be able to sell to the customer, who may often specify a certain make or model.),(Continued)
FOLK TALENT AND TUNES
(Continued from page 3)
being announced January 6, which was his 47th birthday and the 11th anniversary of his debut album, "High-Po Poems."  

Big Jim DeNecco (4 Star), 6-foot, 7-inch singer and d.j., has a Western swing band touring thru California and is on KDON, Salinas. . . . Uncle Ervin Victoria has moved back to Chicago, where he'll do his five hours of d.j. nightly over WGN and continue his three hours daily on WOR, New York. . . . O'Connor of KMAC, San Antonio, has started his own half-hour video show weekly over KEYL, San Antonio. He is using Jack Tom and his Tomcats and chipp Francis King . . . Ed Klein, WWLL, Ill., has been given the responsibility of the workers return to their jobs be- cause it was determined to be normal. On this basis, operators are expected to at least another month of rough and may be in the way of an early settle- ment.  

Too, ops in those areas where Indust is not effectively affected, say it will take them even longer to recover, as fuel will have to be first mingled, thendistributed, before they can return to a full work week.

Mr. Cut Work Week
(Continued from page 105)

the country, based on past perform- ance, facilities placed large blocks of workers on the unemployed list, indicate that the number of workers return to their jobs be- cause it was determined to be normal. On this basis, operators are expected to at least another month of rough and may be in the way of an early settle- ment.  

Too, ops in those areas where Indust is not effectively affected, say it will take them even longer to recover, as fuel will have to be first mingled, thendistributed, before they can return to a full work week.

Calif. Music Ops Feted at Party
(Continued from page 114)

bow, and Wham-a-Lam, done by Joe Farmer.

Scheduled as extra numbers were 10 Love a Dream, Ted Mossman on organ, Dolly O'Neil, of Detroit; Lipbilly Tilton and Harry Babbitt on Coral; Hal Dunan, Morgan Dunan and Dusty Jink, on Capitol; Copper Canyon, Russ Morgan on Decca, with Jimmy Knowles; Mickey Rooney and featuring Vic Dunam and Dee's Dees; and Mickey Rooney who was slated for a guest spot, was unable to make an appear- ance.

Recording reps attending the pre- view included Victor, Recode, Decca, and Al Sherman, King.


Serious pet, an electric roaster was won by Mrs. Rusty Jones; second prize, an electric toaster, by Abe Cohen; third prize, a record player donated by RCA Victor, was won by Thomas Harsfield.

Refreshments were served the evening.

The final number of the preview party will be held in two months.

First MOA Meet Gets Under Way
(Continued from page 113)

has been hours before 5 and 10 p.m. daily.

The West Side will be a preview of the new 29th Century motion pic- ture, Wabash Avenue, at the Monroe Theater, beginning Friday afternoon.

The screening will be followed by a dinner at the Lincoln Hotel, 2400 E. 9th, Chicago.

Tickets for the Breakfast Club, Welcome4s, Two-Ton Baker, and several other radio shows will be available at the WABC, Morgan TV show Tuesday night.

Strikes Smack Industry; See Slow Recovery

Russe Barnes, WOOF, Donah, Ala., reports that Bobby Jones has organized his own group with his own material and Little Betty Deal on rhythm guitar. . . . Sonnie Dee, Deacon Moore's secretary at KXLA, Los Angeles, reports that Little Slaugh- ters has jumped on KXLA and that he is hitting his stride after the two-weeks break-in period. . . . Foreman Phillips is back doing his four-hour Friday night show over KRKD. . . . Deacon Moore is working an amateur show student Sundays at the McDonald Balloon, Compton, Calif. . . . Van Lee, KEN, San Jose, Calif., reports that he is starting a "Sista's Cut Corner" on WOEE.

Leslie Carroll, WHTY, Marianna, Fla., reports that his station is re- ceiving its Saturday afternoon hillbilly jamovers, with all the station's live cast featured.

"Jamboree Juke Box Male Singers" is now heard daily on WAGF, Bob McCoy, of the McCoy Bros, has left the act to start his own company and full hotel business at Sea Island, Ga. . . . Cecil Griffin and His Young Muskies have moved from Knoxville to WAGF . . . Jack Whitley, WKRE, Griffin, Ga., reports that Jack Fox is now on "Fox's Big Juke Box". . . . Jim Lopo, WROM, Rome, Ga., reports that Earl and Bill Belkic (Belkies) on the Blue Grass Line, are selling well on WRFR, Leighton, WKIC, Hazard, Ky., reports that he old big business for the "March of Dimes" February 4 when he enclosed a live h. b. show, featuring 10 acts, a "live" jamboree, and 100 other radio shows.

The Arts: Activities: Don Kilpatrick, formerly of Capitol's At- lanta branch staff, is now assistant to Lee Girdler, the diskjockey's country music boss . . . Wesley Paul and Capitol parted company . . . Mervyn Silverman, the West Coast representative of the North View Hotel, Sault St. Marie, Mich. Flanny cut four records for Capitol . . . The Chicago, Ill.,肿er. . . . The entire folk music cast at WSB, Atlanta, has received its two weeks notice. James and Martha Hurst have moved to WKBW, KNOX, Knoxville, WSB intends to drop all its live music programs.

Airing this winter is a radio "P.L.N.A. wind-up nutery," which will beURN

Don Farmer, WAGA, Atlanta, reports that Georgia Boy Jake Plits is now heard daily on WAGA. . . . Bob McCoy, of the McCoy Bros, has left the act to start his own company and full hotel business at Sea Island, Ga. . . . Cecil Griffin and His Young Muskies have moved from Knoxville to WAGF . . . Jack Whitley, WKRE, Griffin, Ga., reports that Jack Fox is now on "Fox's Big Juke Box". . . . Jim Lopo, WROM, Rome, Ga., reports that Earl and Bill Belkic (Belkies) on the Blue Grass Line, are selling well on WRFR, Leighton, WKIC, Hazard, Ky., reports that he old big business for the "March of Dimes" February 4 when he enclosed a live h. b. show, featuring 10 acts, a "live" jamboree, and 100 other radio shows.

The Arts: Activities: Don Kilpatrick, formerly of Capitol's At- lanta branch staff, is now assistant to Lee Girdler, the diskjockey's country music boss . . . Wesley Paul and Capitol parted company . . . Mervyn Silverman, the West Coast representative of the North View Hotel, Sault St. Marie, Mich. Flanny cut four records for Capitol . . . The Chicago, Ill.,肿er. . . . The entire folk music cast at WSB, Atlanta, has received its two weeks notice. James and Martha Hurst have moved to WKBW, KNOX, Knoxville, WSB intends to drop all its live music programs.

Please address all communications to Japhy Sippey, The Billboard, 180 W. Randolph St., Chicago 1, III.
TRADE SHOWS TO SHUFFLE

Large Op Concentration in Chi Seen Boosting Sales; Strikes Hit Board Grosses

Labor Situation May Cause Tournament Planning Delay

CHICAGO, March 4.—Influx of operators to this area during the next four months for the Music Operators of America (MOA) convention March 6-8, the American Coin Machine Manufacturers' Association (ACMMA) convention May 22-24, and the Coin Machine Institute (CMI) convention June 28-29 is expected to play a material part in a large-scale revival of the shuffleboard biz, a check this week revealed.

With shuffleboard business in general showing a gradual upturn during recent weeks (albeit slowed down by the labor difficulties), manufacturers and coin-op owners are start buying boards when they visit Chicago for one of the coming trade shows.

Strike Effects

Shuffleboard play was affected by the strike for the first time this week, but in one respect fared better than many amusement's equipment. League play continued unabated, despite the layoff, as most players were near home, and schedules were not interrupted.

On the other hand, tournaments which were cut off the latter part of the month and during the April-May season (such as St. Louis) are not to be expected until the discard until the strikes and power cuts are over. Actually, it is estimated that by the end of the month from the date the strikes are settled, play will be back to normal.

Suppliers Active

On the other hand, interest in shuffleboard equipment sales also have been on the increase. Scoreboards are moving at a slow, but steady rate, while Exhibit Supply and Metro-Electronics conversion units have been moving well. Weight, width and other essential alterations along the line have been in steady demand, firms report.

On the league front, Standard Shuffleboard Club of America (SSCA), American, and National conventions are constantly setting up new lofts and conducting play on already-established fronts. At the present time there is every indication that at least one large tournament will be held this month by the Southwest League. Player and location interest in large-scale tournament play, with substantial cash awards, is growing, and it is certain that if enough interest is shown, plans can be made to underwrite such a meet, even if it means an expenditure running into the six figures. This money would be channeled off to advertising and promotion, while the grand-prix expenditure that is considered vital to the future of location shuffleboard.

PUCK PATTER

Chicago:

Col. L. Lewis is back from an extended tour of the Southern States for Merco Industries. The scoop in the parlor is that the Lewis shuffleboard is still on the upgrade and due for a noticeable upswing in play. It is reported that the labors served that the Metro-Electronic conversion units are found to be highly popular with Southern players.

Phil Cohen, Shuffleboard Specialist, says there is a definite upswing in business despite the trying circumstances brought on by the coal strikes. Orders are running special on new shuffleboards in an effort to keep the ball rolling. The board that first came into the Cohen firm is also getting good results from Chicago area.

(Puck Patter, opp. page)

Calendar for Coinmen

March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

March 7, 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

March 7, 21—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

March 8, 16, 23—Coin Machine Operators' Association (CMOAC), monthly meeting, Los Angeles.

March 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meetings, Macaione Building, Detroit.


March 12—Coin Machine Operators' Association of Harris County (CMOARCH), monthly meeting, Hotel Bond, Hartford.

March 12—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.

March 12—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 13—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Chicago.

March 14—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2411 North Charles Street, Baltimore.

March 15—Coin Machine Operators' Association of Harris County (CMOARCH), monthly meeting, Houston Chamber of Commerce Building, Houston.


March 16—National Peanut Council (NPC), annual convention, Greensboro, North Carolina.

March 17—American Golf Scooter Association (AGSA), 19th annual packaging exposition, Navy Pier, Chicago.

March 17—American Coin Machine Operators' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

(Association officials are invited to submit convention and scheduled programs to the editors of \(218\) West Randolph Street, Chicago 1, for listing in this calendar.)

CHICAGO, March 4.—Highlighted by the sustained interest of players down to the final matches, Mero Industries closed its 16-week league schedule here this week with team and individual players vying for the Inn winning top prizes. Cash prizes, totaling $1,400, were awarded. Of this amount $1,299 were in prizes awarded for individual performances.

Mero officials stated that the league proved popular both with patrons of the 10 locations participating and with those in the room occupations in the South Side area where the league play took place, despite the absence of organized promotion. They added that when the league schedule is resumed later in the year, in all probability several leagues will be formed in Chicago to accommodate the numerous locations which were without leagues.

How played

During the 18 weeks of competition, 283 games were held in 16 games. The matches were held Tues., Thurs., and Sat., and the prize money was supplied by the competing teams. All teams had 10 players. They were divided into two sections and at the end of the year two players served as a spare combination. Each of the doubles teams competing on a given night played three games.

By finishing at the top with a 166 won and 59 lost record in the 18 weeks of play, Grove Inn players shared the $500 first place prize. Crystal Tap with a 145-71 score won a $300 sec. (See Player Interest, opp. page)

Conn. League Holds First Sports Night

Shufflers Entertained

BRIDGEPORT, Conn., March 4.—More than 500 persons attended the First Annual Sports Night of the Connecticut State Shuffleboard Club held at the Schweibachers Mennercher Club.

The program included sports movie songs by the Park City Quartette, and personal appearances of Mayor Jasper McEvoy; Jimmy Rooney, featherweight boxing contender; Johnny Mason, his trainer; Bobby Sherwood, of the Bridgeport baseball club; Frank McGeorge, member of the Bridgeport Board of Education and Bridgeport attorney; Cyril E. Blaney; Chet Glatchuk, former All-American football player; Louis Graham, Sol Solomon, and Freddie Reichert, one of the city's outstanding athletes; and Jules Bass was chairman of the event and Ray Weaving, representative of the American Shuffleboard Company, was co-chairman.

Edelco Prepz Ups Production; New Unit Announced

DETROIT, March 4.—The most optimistic note heard in this area in a long time was sounded this week by Henry Solomon, newly elected president of the Edelco Manufacturing & Sales Company, who announced the adoption of a second shift of production employees for the factory here, in order to speed up output of amusement games, conversion units and shuffleboard scoreboards.

In adopting the two-shift plan, Solomons pointed to a market change in orders, despite the fact this is contrary to the trend of many business firms.

Major reason for the changeover is the fact that there is a new conversion unit which is being placed on the market for various shuffle games.

The new unit has a series of ten plus, made of die-cast aluminum and steel, which light up when the game is played.
PLAYER INTEREST
(Continued from opp. page)
and team prize. Sheehan's Tavern players finished third with a 131-83 record and $25, while Lee and Ruth's (tavern) league players shared $100 for finishing fourth after winning 125 and losing 81 matches. McCabe's Tavern, a league champion last year, completed the first division standings with a 122-84 record, good for $50. The remaining five teams finished as follows: Joe Duvall's, 6th (107-186), $25; Sandy's, 7th (91-185), $15; Cahill's, 8th (72-144), $10; McInery's, 9th (60-182), $10, and B & J, 10th (57-155), $10.

Gill Top Player
Grove Inn's Bob Gill, competing in the full 54 game schedule for individuals, was the winner of the $100 top prize in the individuals standings. In the 18 weeks he tallied 705 points or slightly better than 38 per game. The $50 second prize in this division went to R. Norman, of Cahill's. He completed 39 games and racked up 403 points or just under a 12 point per game average. Crystal Tap's J. Johnson won the $25 third prize. B. Coets, of Lee and Ruth's, the $20 fourth prize, and B. Sommers won $15, finishing fifth. The following won $10 each, finishing 6th thru 10th: G. Sheshan and M. Wheeler, both of Sheehan's, R. Rompler, A. Greueter and B. Duckett, all of Grove Inn.

PUCK PATTER
(Continued from opp. page)
be on hand for the music convention at the Palmer House beginning Monday (6).

Over at Monarch Shuffleboards, all hands are moving double time to keep up with refinishing orders. Clayton Hone of said that there is plenty of optimism for increased business during the next couple of months. Monarch's Detroit office manager, John Moss, was a recent visitor.

Milwaukee:
Carl Happee, head man at the Badger Novelties, reports a recent boost in shuffleboard sales. The gain he says, is due to recent formation of league activities in locations. Some alert operators, he reports, are taking the initiative in the formation of these leagues which are beginning to pay off. Badger Novelties also boasts that their parts and supply department is the largest and most completely stocked organization in the State. In charge of this division in Ray Van Toon.

Detroit:
George Hester Jr., heading Co-Operative Sales, is using special location cards similar to point-of-play (See Puck Patter on page 130)

EAR TESTED AND PROVED!
SLICK Shuffleboard Wax
65% Less Abrasive Than Any Other Wax-CONTAINS NO PLASTIC

PLAYERS everywhere prefer the smooth, uniform, accurate game which they get with SLICK Shuffleboard Wax.

OWNERS prefer SLICK too. Its special, quality composition triples the life of the Shuffleboard top.

For SHORT-TABLE SHUFFLEBOARD—SLICK keeps weights alive and under control on shorter playing surface.

SLICK SAM SAYS: "Watch Out for a Fast Count!"
So-called "waxes" composed of Plastic, are now advertised to produce a non skidding, smooth waxed playing surface. They are useless for an independent game and hurts players' accuracy. Plastic actually is harder than your shuffleboard top. This means more friction greatly retards the roll of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game you regular players prefer.

WEAR TESTED AND PROVED!}
SLICK Shuffleboard Wax
65% Less Abrasive Than Any Other Wax-CONTAINS NO PLASTIC

SLICK SHINE CO.
297-15 Astor St., Newark, N. J.
Manufacturers of Quality Waxes, Pastes and Cleaners
SINCE 1901

Factory Distributors: Rock-Ola Shuffle Lake, Shuffle Pool and All Other Games

S A L E
NEW 1950 DELUXE SHUFFLEBOARD $200
NEW MAPLE TOP

[Ad for shuffleboard equipment and accessories]

BARGAINS GALORE!
YOUR CHOICE $89.50

• Dale Guns
• Gliders
• Pro-Scorers (2 for $89.50)
• Advance Rolls (3 for $89.50)
• Total Rolls (3 for $89.50)
• Mills Four Balls
• Bubbles

Mimi
Kitoy

SLICK SAM SAYS: "Watch Out for a Fast Count!"
So-called "waxes" composed of Plastic, are now advertised to produce a non skidding, smooth waxed playing surface. They are useless for an independent game and hurts players' accuracy. Plastic actually is harder than your shuffleboard top. This means more friction greatly retards the roll of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game you regular players prefer.

WEAR TESTED AND PROVED!}
SLICK Shuffleboard Wax
65% Less Abrasive Than Any Other Wax-CONTAINS NO PLASTIC

PLAYERS everywhere prefer the smooth, uniform, accurate game which they get with SLICK Shuffleboard Wax.

OWNERS prefer SLICK too. Its special, quality composition triples the life of the Shuffleboard top.

For SHORT-TABLE SHUFFLEBOARD—SLICK keeps weights alive and under control on shorter playing surface.

SLICK SAM SAYS: "Watch Out for a Fast Count!"
So-called "waxes" composed of Plastic, are now advertised to produce a non skidding, smooth waxed playing surface. They are useless for an independent game and hurts players' accuracy. Plastic actually is harder than your shuffleboard top. This means more friction greatly retards the roll of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game you regular players prefer.

WEAR TESTED AND PROVED!}
SLICK Shuffleboard Wax
65% Less Abrasive Than Any Other Wax-CONTAINS NO PLASTIC

PLAYERS everywhere prefer the smooth, uniform, accurate game which they get with SLICK Shuffleboard Wax.

OWNERS prefer SLICK too. Its special, quality composition triples the life of the Shuffleboard top.

For SHORT-TABLE SHUFFLEBOARD—SLICK keeps weights alive and under control on shorter playing surface.

SLICK SAM SAYS: "Watch Out for a Fast Count!"
So-called "waxes" composed of Plastic, are now advertised to produce a non skidding, smooth waxed playing surface. They are useless for an independent game and hurts players' accuracy. Plastic actually is harder than your shuffleboard top. This means more friction greatly retards the roll of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game you regular players prefer.
New York:

Lou Forman, president of the just-formed New York Coin Machine Institute, circulated a letter among local operators last week urging them to join the group. While the association has not yet been formally organized among its members, the main emphasis for the time being is on the establishment of a trade magazine and a manufacturer and distributor newsletter will form a separate segment of the new organization.

A few weeks ago, the Shell Oil Company purchased two shuffle-type bowling machines, adding them to its extensive coin-operated game collection. The Shell Oil Company plans to convert its main showroom into a bowling alley.

Milwaukee:

A family affair all the way through, the E. S. Peckler & Son Company, operating in St. Paul and Chicago, bought a successful operating firm in Southern Wisconsin. Operating almost every week of the year, the Peckler Company is one of the largest vending machine operators in the State. Clyde and Eldred Peckler, sons, and their father, the late Charles Peckler, are the rest of the family personnel. Marketing is oriented to clubs and colleges. The Peckler Company has more than 14,000 machines in operation.

Detroit:

Music operator Gerhard (Gay) Wohrmann, of the Gay-Coin-Disc Co., Detroit, reported a high percentage of sales-stimulating activity last week when he stated that he was continuing to open up new accounts. We try to teach them that it is much cheaper to keep their machines in operation rather than to help business." Gay's policy is reflected mostly in an attitude of careful planning rather than in any specific procedure. According to Gay, any change in the way business is done is one that the people at home will support, that "what you do in one will not be possible in another."

Chicago:

Alcero's Dick Angelus reports operator response to the firm's sandwich vending machines has been very favorable, with some orders already in the pipeline. Dick also reports that the company will increase steadily, with inquiries being received almost daily from other locations.

Unit sells a virtual meal, with some ops using, in addition to sandwiches, such items as baked beans, white bread, brownies, so that the patron gets his meal for a dollar and a half, which provides a good profit unit for a total cost of 20 cents. Angelus says Alcero's is now lining up sales agents in the Midwest, and that Danny Dennis, West Coast manager for Alcero, will be making a top job with the sandwich unit.

Al Stern, head of World Wide Distributors, announced that Marshall County, Ill., has ordered a $600 model formerly handled by W. Pinke, whose service with the firm terminated just a few weeks ago, and that Gilbert is a personable young fellow whose chief in the coin machine business. Meanwhile Sales Manager Monty West reported that a firm is doing a big job with Williams's Twin Shuffle, Chicago's Coin-Op Business and Exhibit Supply's Shuffle Bowl.

Vital Statistics

Death


Fred W. Gigax, 73, Saturday (25) following a four-month illness, was president and general manager of Capheat, Inc, Fort Wayne.

Statistics

New York:

$153,710.00, reported by Mr. Forman. 1950.

Milwaukee:

A family affair all the way through, the E. S. Peckler & Son Company, operating in St. Paul and Chicago, bought a successful operating firm in Southern Wisconsin. Operating almost every week of the year, the Peckler Company is one of the largest vending machine operators in the State. Clyde and Eldred Peckler, sons, and their father, the late Charles Peckler, are the rest of the family personnel. Marketing is oriented to clubs and colleges. The Peckler Company has more than 14,000 machines in operation.

Detroit:

Music operator Gerhard (Gay) Wohrmann, of the Gay-Coin-Disc Co., Detroit, reported a high percentage of sales-stimulating activity last week when he stated that he was continuing to open up new accounts. We try to teach them that it is much cheaper to keep their machines in operation rather than to help business." Gay's policy is reflected mostly in an attitude of careful planning rather than in any specific procedure. According to Gay, any change in the way business is done is one that the people at home will support, that "what you do in one will not be possible in another."

Chicago:

Alcero's Dick Angelus reports operator response to the firm's sandwich vending machines has been very favorable, with some orders already in the pipeline. Dick also reports that the company will increase steadily, with inquiries being received almost daily from other locations.

Unit sells a virtual meal, with some ops using, in addition to sandwiches, such items as baked beans, white bread, brownies, so that the patron gets his meal for a dollar and a half, which provides a good profit unit for a total cost of 20 cents. Angelus says Alcero's is now lining up sales agents in the Midwest, and that Danny Dennis, West Coast manager for Alcero, will be making a top job with the sandwich unit.

Al Stern, head of World Wide Distributors, announced that Marshall County, Ill., has ordered a $600 model formerly handled by W. Pinke, whose service with the firm terminated just a few weeks ago, and that Gilbert is a personable young fellow whose chief in the coin machine business. Meanwhile Sales Manager Monty West reported that a firm is doing a big job with Williams's Twin Shuffle, Chicago's Coin-Op Business and Exhibit Supply's Shuffle Bowl.

Vital Statistics

Death


Fred W. Gigax, 73, Saturday (25) following a four-month illness, was president and general manager of Capheat, Inc, Fort Wayne.

Statistics

New York:

$153,710.00, reported by Mr. Forman. 1950.

Milwaukee:

A family affair all the way through, the E. S. Peckler & Son Company, operating in St. Paul and Chicago, bought a successful operating firm in Southern Wisconsin. Operating almost every week of the year, the Peckler Company is one of the largest vending machine operators in the State. Clyde and Eldred Peckler, sons, and their father, the late Charles Peckler, are the rest of the family personnel. Marketing is oriented to clubs and colleges. The Peckler Company has more than 14,000 machines in operation.

Detroit:

Music operator Gerhard (Gay) Wohrmann, of the Gay-Coin-Disc Co., Detroit, reported a high percentage of sales-stimulating activity last week when he stated that he was continuing to open up new accounts. We try to teach them that it is much cheaper to keep their machines in operation rather than to help business." Gay's policy is reflected mostly in an attitude of careful planning rather than in any specific procedure. According to Gay, any change in the way business is done is one that the people at home will support, that "what you do in one will not be possible in another."

Chicago:

Alcero's Dick Angelus reports operator response to the firm's sandwich vending machines has been very favorable, with some orders already in the pipeline. Dick also reports that the company will increase steadily, with inquiries being received almost daily from other locations.

Unit sells a virtual meal, with some ops using, in addition to sandwiches, such items as baked beans, white bread, brownies, so that the patron gets his meal for a dollar and a half, which provides a good profit unit for a total cost of 20 cents. Angelus says Alcero's is now lining up sales agents in the Midwest, and that Danny Dennis, West Coast manager for Alcero, will be making a top job with the sandwich unit.

Al Stern, head of World Wide Distributors, announced that Marshall County, Ill., has ordered a $600 model formerly handled by W. Pinke, whose service with the firm terminated just a few weeks ago, and that Gilbert is a personable young fellow whose chief in the coin machine business. Meanwhile Sales Manager Monty West reported that a firm is doing a big job with Williams's Twin Shuffle, Chicago's Coin-Op Business and Exhibit Supply's Shuffle Bowl.

Vital Statistics

Death


Fred W. Gigax, 73, Saturday (25) following a four-month illness, was president and general manager of Capheat, Inc, Fort Wayne.

Statistics

New York:

$153,710.00, reported by Mr. Forman. 1950.
Twin Cities:

Among the latest to enter the coin machine business in Twin Cities is LeBeau Novelty Sales Company, located at 3501 Chicago Avenue, Minneapolis. LeBeau is a veteran of the coin machine industry and has been in the business for over 20 years. He has worked for several companies, including Bessler, Carter, and LeBeau. LeBeau is a well-known figure in the coin machine industry and is respected for his knowledge and experience.

Los Angeles:

Los Angeles: A world of opportunity awaits those who enter the coin machine industry in Los Angeles. L. Lowman and Claude Sharpenstein, both from New York, have just opened a new location in Los Angeles. Their goal is to provide high-quality coin machines and accessories to the local community. They are known for their exceptional customer service and are always willing to help customers find the right machine for their needs.

Washington:

Washington: The coin machine industry is thriving in Washington, with several new locations opening this year. One of the latest is a new location on 13th Street, NW, in Washington, D.C. This location is owned by John Phillips, a seasoned veteran in the coin machine industry.

G. Rex Byington of Triangle Sales, reports the Shuffle-Bowler is doing well in Prince George County. The company has expanded to 55 locations across the region, providing high-quality coin machines to customers. The Shuffle-Bowler is well-known for its reliability and customer service.

Dallas:

Dallas: The coin machine industry is booming in Dallas, with several new locations opening this year. One of the latest is a new location on 13th Street, NW, in Washington, D.C. This location is owned by John Phillips, a seasoned veteran in the coin machine industry.

Frank Mencuri, Exhibit Supply, flew back from San Francisco World's Fair and is now at his warehouse in Chicago. He says business is picking up, and he expects to see an increase in sales over the next few months.

Dudley Ruttenberg, CMI executive secretary, reports interest in the association's June convention at the Stevens Hotel here is growing steadily. Ruttenberg and his staff are hard at work planning for the event. They are expecting a record attendance this year, and the convention is expected to be a huge success.
Record Reviews
(Continued from page 116)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINI BROWN</td>
<td>NATIONAL 9102</td>
<td>BLUES &amp; RHYTHM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>48-46-50</td>
</tr>
<tr>
<td>ROY HAWKINS ORK</td>
<td>MODERN 2749</td>
<td>WHY DO THINGS HAPPEN TO ME?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>83-83-88</td>
</tr>
<tr>
<td>CENE PHILLIPS-JACK McVEA</td>
<td>MODERN 2749</td>
<td>WHY DO THINGS HAPPEN TO ME?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>69-69-67</td>
</tr>
<tr>
<td>JOHN LEE HOOKER</td>
<td>SAMPLER 50</td>
<td>ROLLER DANCE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>70-71-69</td>
</tr>
<tr>
<td>CECIL PAYNE ORK</td>
<td>OMEGA 4839</td>
<td>CALL ON ME</td>
</tr>
<tr>
<td></td>
<td></td>
<td>69-69-67</td>
</tr>
<tr>
<td>T. J. FOWLER ORK</td>
<td>SAMPLER 50</td>
<td>MIDNIGHT CLIPS, PARTS I &amp; II</td>
</tr>
<tr>
<td></td>
<td></td>
<td>70-78-79</td>
</tr>
<tr>
<td>JIMMY McCracklin</td>
<td>MODERN 2738</td>
<td>DESCENDING BLUES</td>
</tr>
<tr>
<td></td>
<td></td>
<td>73-77-78</td>
</tr>
<tr>
<td>HADDA BROOKS TRIO</td>
<td>MODERN 2738</td>
<td>MIDNIGHT BLUES</td>
</tr>
<tr>
<td></td>
<td></td>
<td>73-77-78</td>
</tr>
<tr>
<td>EDDY DUCHIN ORK (Tommy Mercer)</td>
<td>MODERN 2738</td>
<td>DESCENDING BLUES</td>
</tr>
<tr>
<td></td>
<td></td>
<td>73-77-78</td>
</tr>
<tr>
<td>SAUNDERS KING</td>
<td>ALADDIN 5046</td>
<td>MISERY BLUES</td>
</tr>
<tr>
<td></td>
<td></td>
<td>56-55-58</td>
</tr>
<tr>
<td>CALVIN BOIX</td>
<td>OMEGA 4839</td>
<td>WAITING AND DRINKING</td>
</tr>
<tr>
<td></td>
<td></td>
<td>83-83-83</td>
</tr>
<tr>
<td>EARL BOSTIC ORK</td>
<td>KING 4363</td>
<td>NO NAME BLUES</td>
</tr>
<tr>
<td></td>
<td></td>
<td>71-70-70</td>
</tr>
<tr>
<td>PAUL WILLIAMS &amp; HIS HUCKLE-BUCKERS</td>
<td>SASSY 234</td>
<td>WHAT'S HAPPENING?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>85-85-85</td>
</tr>
</tbody>
</table>

IN STOCK READY FOR IMMEDIATE DELIVERY

CHAMPIONS, CITATIONS, PHOTO FINISHES, GOLD CUPS, JOCKEY SPECIALS.

SPECIAL ENTRY, VICTORY SPECIALS READY TO GO.

Write, wire or phone

AMUSEMENT SALES CORP. OF GA.

224-6 WEST CONGRESS STREET

TELEPHONE: 4-6641, 4-6642

SAVANNAH, GEORGIA

OPERATORS, THIS IS IT

Be the first in your territory. Williams High Score Tournament can be used on any pinball or arcade equipment. Prize list on sale now or on special. Let's sell it. Ten sets each at 48 or 89 per hundred. One-thousand balance, C.O.D.

We are also making delivery on Nationwide Slotted Paddles.

WILLIAMS DISTRIBUTING CO.

FT. WALTON, FLA.
Record Reviews

ARTIST TUNES LABEL AND NO. COMMENT

VOCAILERS Session 27 RHYTHM & BLUES
72-70-70-75
The Preacher and the Bear
Swing Low, Sweet Chariot

ZEKE TURNER ORK Regent 175 COUNTRY & WESTERN
76-75-75-78
The Third Man Theme
I Said My Prayers (9-11-15)

HOMER & JETHRO JUNE CARTER RCA Victor 21-8109 Country
74-74-74-74
Be My Teddy Bear

SHORTY SHEED & HIS WHOOFTOWLS Selection 5-950 Country
75-75-75-77
I Love You With All My Heart

RED PLEASANT Selection 5-950 Country
79-80-80-80
Jesus Hates Like the Atom Bomb

ERNIE LEE & HIS SOUTHERNERS RCA Victor 21-7970 Country
60-60-60-60
Mississippi Boogie

STUART HAMBLEN Columbia 23224 Country
77-77-77-77
Sheepskin Corn and a Wrinkle on a Horse

ANN JONES & SMOKY ROGERS Capitol 864 Country
77-77-76-75
Bleedshot Eyes

CHAPUSAUX Y DAMIRON Soccor 679 Latin American
77-77-80-70
Arriba Y Down (chacahue-mambo)

CHUCO MARTINEZ Soccor 681 Latin American
79-79-82-76
Mi Conquista (bolero)

EL CRINGO'S BRAZILIENS YMC 1555 Latin American
81-82-80-80
Quita-Baca

EL CRINGO'S BRAZILIENS YMC 1556 Latin American
79-80-78-78
The Color of Her Hair

CHUY REYES Capitol 856 Latin American
68-69-66-69
Buenas tardes

BOBBY CAPO Selco 7007 Latin American
83-83-83-83
Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)

Me Mando de Llame til Y (guarachas)
**MANUFACTURERS**

This wide variety of color combinations meets any requirement of wiring known to be in the coin and vending machine industry. Cuts production costs... Simplifies wiring diagrams... Facilities field repairs... Insures positive accuracy... Saves time.

Service organizations and distributors are invited to write for complete information on how they may better serve their trade by furnishing them with RUNZEL quality wire.

**Immediate delivery from stock**

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unsurpassed. Some of the world's largest manufacturers of coins and vending machines are our customers. We also maintain an expert staff of engineers to design best results for your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable, Inter-Com cable requirements solicited.

---

**MANY METAL TYPEPERS AND PARTS AND SUPPLIES**

**FINEST ALUMINUM DISCS**

Plain or Colored Silkscreen Copy Direct

**STANDARD SCALE CO.**

1609 Dalmor Blvd. St. Louis 2, Mo.

---

**RECORD REVIEWS**

(Continued from page 125)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRIO JOHNNY RODRIGUEZ</td>
<td>Latin American tunes</td>
<td>74-75--74-73</td>
</tr>
<tr>
<td>MACUCHO</td>
<td>Exhira 307</td>
<td>75-76--75-74</td>
</tr>
<tr>
<td>ALFREDO MENDEZ ORK</td>
<td>Standard T-155</td>
<td>73-72--77-70</td>
</tr>
<tr>
<td>PARDO ORK</td>
<td>Victor 12-1435</td>
<td>71-71--76-69</td>
</tr>
<tr>
<td>BOBBY CAPO</td>
<td>Senso 1209</td>
<td>70-72--70-68</td>
</tr>
<tr>
<td>CARLOS RAMIREZ</td>
<td>Victor 12-1328</td>
<td>62-63--62-62</td>
</tr>
<tr>
<td>CONJUNTO SABROSO-PEREZ PRADO</td>
<td>Loma 12-1310</td>
<td>76-78--77-73</td>
</tr>
<tr>
<td>PETERS KREDER</td>
<td>RCA Victor 23-80177</td>
<td>81-82--80-80</td>
</tr>
<tr>
<td>DANIEL SANTOS</td>
<td>RCA Victor 23-1328</td>
<td>78-74--77-70</td>
</tr>
<tr>
<td>PEDRO VARGAS</td>
<td>RCA Victor 23-1310</td>
<td>74-78--74-70</td>
</tr>
<tr>
<td>LOS UNIVERSITARIOS</td>
<td>(Nacional 302)</td>
<td>67-72--72-58</td>
</tr>
<tr>
<td>BROWN'S FERRY FOUR</td>
<td>King 812</td>
<td>74-78--74-70</td>
</tr>
<tr>
<td>BUDDY STARCHER</td>
<td>Columbia 24545</td>
<td>72-78--78-60</td>
</tr>
<tr>
<td>KATIE BELL HUBIN</td>
<td>Delta 1030</td>
<td>78-78--78-78</td>
</tr>
<tr>
<td>VIVIAN COOPER-SAM PRICE TRIO</td>
<td>Exhira 13834</td>
<td>78-78--78-78</td>
</tr>
</tbody>
</table>

---

**PITCUT PARADE**

Ships your complete game via prepaid motor freight.

NATE SCHNELLER

1427 North Broad St. Phila., Pa. 202

Get ON OUR MAILING LIST FOR FUTURE MODEL CONVERSIONS

---

**MILLS BILLS!**

We have all Mills Latest Bills in stock.

FRIEDMAN AMUSEMENT COMPANY

411 Woodruff St. S.E., Atlanta, Ga.

AUTHORIZING RELIABLE DISTRIBUTORS

---

**READY TO OPERATE**

BLACK TOP COMPLETE WITH COIN UNITS

22 ft., Shuffields... $250.00

18 ft. Shuffields... 250.00

12 ft. Shuffields... 250.00

2 Prayer SHUFFLES ALIEN... 250.00

2 Prayer SHUFFLES BOWLER... 250.00

CITATION.. 250.00

COLD CUP "Like New"... 50.00

DICEY "Like New"... 40.00

DICEY "Like New"... 40.00

VICTORY SPECIAL... 25.00

DAILY RACES... 25.00

Late at Lake 5 Ball Game.

1/2 Deposit. F. O. B. St. Louis.

REEL DISTRIBUTING CO.

2521 N. Pershing... St. Louis 13, Mo.

RO 3002

---

**TREMENDOUS BARGAIN**

TRIPLE STEEL SAFE CABINETS

Reduced from 300.00 to 225.00 Absolutely

WILL S S C O. LTD.

1446 18th Street

OAKLAND, Calif.
MARFE COLUMBIA VST. STARS

DIRE. STARS SINGERS

Decca (Artie Ork 2063)

Pege Felefunken, WYTE 8167

BOY CR. SHEARING-GARNER ballad

Mills 5¢, 10¢, 25¢, 50¢ Bonus Bells, 75¢, $1 bonus.

Jennings 2¢ or 3¢ Deluxe Line.

Jennings 3¢ or 5¢.

Jennings 5¢.

Jennings 3¢ or 10¢ Bonus Box.

Jennings 10¢.

Jennings 10¢ or 25¢ Bonus Bell.

Jennings 25¢.

Jennings 25¢.

Jennings 25¢.

Jennings 25¢.

Jennings 25¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.

Jennings 50¢.
**Trade Groups Take Part in CMI Show**

(Continued from page 195)

They intend to display coin machine equipment at the show.

One of the first groups to announce its participation would be represented at the CMI show was the National Association of Automatic Phonograph Owners of the Republic of Mexico. This organization, through its CMI official: "Our association will be officially represented at the CMI show by our president, David L. Rivero, who will have a booth at the Rock-Ola Motor in Mexico."

**Hanna, N. Y., Rep.**

Joseph A. Hanna, president of the New York State Coin Machine Dealers Association, responding to CMI's show committee: "I am personally planning to attend both the Utica (N. Y.) and New York State Coin Machine Dealers Association. In behalf of the coin machine men in New York, I extend to you all sincere wishes for a most successful convention."

Hanna is head of the Hanna Distributing Company, based out by that city's Chamber of Commerce for civic honors on many occasions.

Other groups which signified they would have suitable representation at the CMI June event were the South Dakota Phonograph Association, headed by Mike Enig, Yakonta Operators' Association, headed by Wolf R. Roberts, the Washington State Coin Machine Association, whose representatives were assembled by the state diced-fruits.

Show Chairman Dave Gottlieb disclosed that early responses to the convention had extended to bring more rooms at the Stevens. He added: "Some of the small houses have been set aside for those attending the three-day CMI event, reservations for rooms should be made direct to the hotel with the requests for are for the CMI Show."
is a nation of clubs. America's strongest link to patriotism is clubs such as the American Legion, Veterans of Foreign Wars, Amvets, Elks, Eagles, Moose, etc. The only "ism" existing in their clubrooms is Americanism. Bell machines have been an American tradition in clubs since 1889.

Over 10,000 clubs in the United States, fraternal, patriotic and civic type, use Mills Bells to defray the demands made upon them by local charitable institutions. Orphanages, hospitals, cancer clinics, blind institutions and crippled children's wards are the heavy beneficiaries to the profits derived from the Bells which are in operation in these clubs. Many of these clubs would not be in existence today if it were not for the revenue they receive from Mills Bells.

Our service organizations in this country, as well as in occupied zones, are also deriving great benefits from Mills Bell revenue. Many maintain their entire social and athletic expenses from their Mills Bell profits as well as enjoy the much needed fun and relaxation that these Bells bring into their recreation centers so far from home.

 Clubs need Bells to maintain a steady revenue; their members favor and enjoy them in their clubrooms. Bells are definitely the biggest single, as well as most constant, contributor to worthy causes in the communities where they operate. They channel more monies into local charity drives than any other single unit in the United States, whether that unit be human or manufactured. We are proud of the Mills Bell and the job it is doing in the clubs of America!

BELL-O-MATIC CORPORATION
WASHINGTON:
(Continued from page 123)

of the reasons for its popularity, ac-

According to Richardson, is that there's a

good profit in it for the owner.

From Bill Schwartz, of the Wash-

ington Music Guild, comes word that the

Winters Distributing Company of Mary-

land gave Washington coin-

men their first official glimpse of

the new Wurlitzer 1250 March 2. It

was put on display at the Guild's open

meeting which also saw the in-

stallation of this year's new officers.

The staff of the Atlas Amusement

Company is richer by several new

mechanics, Anthony J. Cicala, of

that firm, reports that the machines

have been hired to service the shuf-

fleeball machines which he has dis-

tributed in the Washington and

Maryland area.

Two more banks in the Washing-

ton metropolitan area are featuring

Sherrick stamp vending machines

as a special service to their cus-

tomers. James Whitaker, of Whit-

aker Bros., distributor of the Sher-

rick machines, says that he's in-

stalled the machines in the Reddi-

burg and Avondale branches of the

Citizens Bank of Riverdale.

Harvey Goldman, of Capitol Amu-

sments, reports that his new arcades

at 831 Pennsylvania Avenue S.E. is

doing a fair business in the last few

weeks of existence.

The new game 21 and Shuffle Alley

are particularly popular. The open-

ning of the Capitol Arcade in south-

east Washington marks another

"first." So far, it's the only amuse-

ment center in this fast growing sec-

tion of the district.

From Harry Schwartz, of Schwartz-

Bros., distributor of juke box rec-

ords, reports that more Washington

nickels are sliding down the chute

for "God's Country," and "Call of

the Wild Goose" than any other rec-

ords. Both are Mercury releases.

Washington's recent spell of cold

and rainy weather didn't find much

favor with local coin men. For in-

stance, R. A. Brodessor, president

of Automatic Furnaces, Inc., says that

cold wintry blasts do not exactly

stimulate thirst. Brodessor's firm

supplies economical beverages. John

Rainer, sales manager of the Coin

Motor Washington Company, Silver

Spring, Md., also is unhappy about

the weather. Rainer's firm puts

Westinghouse coin washing ma-

chines in the basements of new

apartment developments and, when

it rains, says Rainer, construction of

new housing comes to a standstill.

With the advent of spring, he's hope-

ful that construction will spurt ahead

and provide new opportunities for

coin washing machine business.

Paul Robertson, Motor Wash Com-

pany, Hyattsville, Md., agrees that

the bad weather has cut into the dis-

tribution of coin washing machines

although not as significantly as

some other companies have felt. Ro-

bertson's firm distributes Bendix as

well as Westinghouse machines.

One coinman in this part who isn't

bothered too much by the weather

or seasons is Harry H. Hoke of

Hoke Distributing Company. Says

Hoke it's a two-way proposition as far

as the average coin amusement ma-

chine is concerned. In the sum-

mertime, Hoke points out, he gets ma-

chines at the beach resorts. As far

as the city trade is concerned, Hoke

says it doesn't matter much what

the temperature is outside. If busi-

ness is on the upswing, it will be

on the upswing regardless of what

the weatherman says.

Competition in the cigarette vend-

ing machine field is getting keener, but

Kenny's is moving ahead. That's the

tough stuff of Walter E. Brickman,

president of the Leader Distributing

Company, Silver Spring, Md. Brick-

 wides finds the Kenny cigarette

machine more in demand than ev-

er before, with calls for it coming in from

companies who recently have increased from 10 to

25 per cent. Brickman is a part of the Kenny machine's

popularity to the fact that, "the pack of cig-

arettes you see in it is just as good a cigarette

as the pack you get." Brickman also reports prod-

uction and distribution of the machines are match-

ing the increased demand.

Jack Wolf, of the Fun Arcade, re-

ports that Simon Gerber is receiv-

ing a tremendous amount of busi-

ness and is expected to be it as a

fiddle soon.

LOS ANGELES:
(Continued from page 123)

the next session of the State meeting

of operators to be held sometime in

April in Milwaukee.

Gordon Horlick of the Williams

Manufacturing Company, plans out

for Chicago after a Coast business

trip. Horlick is also stating that the

pinball conversion set he has for all

kinds of shuffle alleys is doing well

also showing off the new portable

coin sorter turned out by Kopp

Manufacturing Company. Horlick

tells how his two children celebrated

morning in the Ambassador Hotel

district by coming down with chicken pox.

N. P. Craver was up from his San

Diego headquarters to look over some new games

with Mrs. John Mallei, Claremont.

Bill Leuenhagen, of the W. H.

Leuenhagen Company, is showing off the Eichle Electronic Terrestrial

topos, the dime play telescope.

Pete Peterson, of Dennis, was mak-

ing the rounds, renewing acquaint-

ances on Pico Street.

Bill Schrader and Denny Denni-

son are in the East obtaining soon machine plans. Gary Thomp-

son, of Thompson Brothers, was up

from Long Beach, discussing the

new Henry Littlejohn as an operator,

Ed Wilkes, of the Paul A. Leypson

Company, is really pushing the Bal-

ly Speed Bowler and Gottlieb's Just 21....

Tec Mitchell is back in the San

Francisco making the rounds and look-

ing over the latest in coin machine

equipment.

Larry Jackson, one of Pico Street's

blatant salesman, recently garnered

his kennel club a lot of local publicity

on the Spring Spanish field trials

last week.... Jud Lilley made one of

his frequent trips in from Monteb-

ello.

Phil Robinson, of Chicago Coin, is

getting a lot of favorable comment

on the firm's Band Box.... Ray

Tisdale, La Cresenta, is still on crutches recovering from his recent operation. If you long for him, he tells friends.... Cecil Ellison was in from Lancaster, San

Francisco, and was on Pico Street lining up some new equipment that he and his la-

ziest tourist dates this summer....

Another visitor was Tony L. Simon, who operates in Bayview.

DETROIT:
(Continued from page 122)

Detroit, and replaced all units with

standard type juke boxes. The clos-

ing of an era in the industry is

marked by the end of the installa-

tion, which was originally estab-

lished by AMI a number of years ago.
March 11, 1950

Breaking ALL PRODUCTION RECORDS!

Chicago Coin's BOWLING ALLEY

NOW IN ITS 19th WEEK

November December January February
And Still Going Stronger than Ever!

It has been the "Cash Box" answer to an operator's dream

Plus these extra features

- Cork lined rails for Bank Shots and Silent Play
- Pick up splits for added "real bowling" thrills

Chicago Coin Machine Co.

1725 Diversey Blvd. Chicago 14, Ill.
**Wis. City Sets New Tax Sked, Covers Shuffle**

**MADISON, Wis., March 4—Madison city council has passed new ili- nium covering all amusement equipment industries, in all of the city. The action was taken after the city council heard a report from the fire department on the need for more shuffleboard equipment. The tax will be effective January 1, 1949.

The new tax schedule calls for a $2 tax per year to be paid by each amusement equipment operator. Each amusement equipment operator will pay $2.50 for the first unit, $1.50 for the second unit, and $1.00 for each additional unit. The city council has determined that the tax will be a fair and equitable method of financing the purchase of new shuffleboards.

**Indianapolis**

(Continued from page 123)

Two-alarm fire swept thru the Peak Nut Company, 621 Vermont Avenue, yesterday, doing damage estimated at $75,000. The fire was contained in a first-floor storage room and was extinguished by local fire fighters. The company president, John Wyant, Ind, died Saturday (25), in Windsor Village. He had been ill for several months.

**New York**

(Continued from page 121)

when they were unable to get plane reservations, a New York cinema manager of the Associated Theatres told it, the firm is no longer involved in New York, was ended down with an attack of the flu last week. . .

**George Federow, who reps a French manufacturer of amusement equipment, is here on business. One of his purposes is to gauge American possibility of acceptance of a strange game he has designed.**

**Bill Gaunt, of Capitol Auto-**

**nic, has recuperated from the flu. Harry Berger, of West Side Distributors, was away from his office last week nursing an attack of the flu. With many local music ops vacating in Florida, the Mid-Operators' Association (AMOA) called off its general meeting scheduled for Tuesday. the group won't reconvene until after the MOA convention. Al Devery, prayed, will call for the next one to order March 28.

**National to New Quarters**

**PONSLEIGH, Va., March 4—National Amusement Company, local firm specializing in pinball, has moved to Al Quint's West Street building, according to Jack Sutrin, member of the firm.**

**MERCHANDISING PAYS**

(Continued from page 20)

**those customers who elected to be notified by mail. The store's mailing list, indexed according to a number, gives a good measure of the total sales.**

P.D. D-By Artists

Another important factor in the successful promotions staged was the appearance of Mario Lanza's appearance created record history for the town.

From the fact that Lanza had come in town in connection with the premiere of his movie, "That Midnight Kiss," the singer also happened to be a resident of South Philadelphia. A large amount of display material was utilized, including windows, posters plastered all over the neighborhood. The record's literature, miniature models and More.**
Indie Pubber Leads Fight On Music Trade Barrier

(Continued from page 17)

(Aged 34x97) damages for publishing Cahn and figure age in plot to exploit indie music, it is also asked that as long as the pubberies are picture-owners, they be excluded from publishing any music obtained thru monopolistic practices, and that receiver be appointed to sell rights, copyrights, etc., obtained by such practices.

Film Music Control

According to the complaint, 60 per cent of the music usable in films is owned by the "captive" pubbers. It also states that these 16 pubbers receive 37 per cent of the performance royalties divvied up annually among the members of the American Society of Composers, Authors, and Publishers (ASCAP). Nearly 80 per cent of the copyrights suitable for films are licensed thru ASCAP. This ASCAP take is defined in the complaint as the second largest source of publisher income, after sheet sales. (Infringement rights are rated fourth.)

In a recount of the "plugging" system, the Morris brief points out the importance of song exploitation thru the film medium, claiming that, with an audience of 30 to 40 million, this is the most lucrative song-selling medium. It further follows, states the brief, that film songs get the heaviest air play and public attention, and consequently stand the strongest chances for success. The result has been that top tunesmiths have been forced to play ball by signing their film music, ever-fearful of infringing on established pubberies, to the exclusion of the independent. The complaint states that the flickers therein named produce 80 per cent of the important films, and 85 per cent of the features produced, including Westerns. The same composers get 60 per cent of the music available for films. As a result of this condition, deals made with independent publishers can be forced at about one-half the value of the material, or the indie may not be able to sell at all.

Breakdown

A breakdown of the $1,700,000 damages follows: For inabilities to exploit via synchronization of material in films, and resultant royalties from public performances of the film, in excess of $100,000 per year, for the past six years, or $620,000. Under provisions in Section 4 of the Clayton Act, this is divided among the 16 pubbers. For losses from the absence ofirable damages, or $250,000. For losses from the absence of protective fees thru resultant temporary monopoly, $50,000. Here it is claimed that the 16 pubbers have insisted on publishing rights to compositions, and on future publications of a large portion of the tunes.

A charge of secondary boycott is levied against Warner Bros., in connection with the Warner firm and Sammy Cahn, with a treble-damages figure of $450,000 asked. Morris charges that in 1945, Cahn, in a five-year pact with him in 1945, but Morris, precipitated a break, claiming the team for a flick score it refused to negotiate unless it got the team lock, stock and barrel. Morris and Cahn were coerced into boycotting Morris' publica chooses. The complaint cites the publishing rights to Warner-affiliated Morris contends that he would have gotten six per cent of the receipts, settling a minimum profit of $150,000. Loss due receipt of fair competition, $180,000, treble damages for the six-year period, are sought.

Morrison's own selling.

The Morris complaint also takes a jab at Loew's affiliate, MGM Records, charging that this diskery shows a preference for the music published by Loew's affiliate who publish the record. It also calls attention to the practice of various pubberies would be joined in contracts controlling all of the artists' professional appearances and performances in all entertainment fields. These artists, it is maintained, are required to exploit certain music, and in many cases the indie pubber can't even show his stuff.

When Order Reaches Court, What Then?

Obstacles Galore

(Continued from page 16)

What 60-20-20?

The rebellious young songwriters are another story. The 60-20-20 split the pluggers have requested is set into the decree is not the 60-20-20 they were originally told they were getting. The difference lies in the limitations to rise and fall in the 1,000-point scale, with the possible rate of full much slower than the possible rate of ascent. Writers at the top cannot drop more than 100 points between the 1,000 top and the bottom, or the note they drop can only 50 points at a clip until they hit the 100 mark, after which they can drop only 50 points at a time. On the other hand, they are told they will drop 200 points at a time, until they reach the 500 mark, after which they can drop only 50 points at a time. The year starts at a set-up and also at the 15 per cent slice which may be set aside from the 80 per cent mark on five-year performance average. The fund may be used to encourage new creation of ASCAP for "those artists the values of whose works is not reflected in actual performances," which the Turles translate as "the Beverley Hills pensions problem."

What Power Turks?

Whether the rebels can change the impending classification plan remains to be seen. They are being given credit in some quarters for having stopped the Meyer plan, but the Department of Justice is reportedly satisfied with the new plan, with Federal Court the next step.
PLEASE NOTE

Top Manufacturers always
selected Established, Reliable
Distributors!

Reputable, reliable distributors cannot be
UNDER SOLD because their PRODUCTS are SERVICED
and GUARANTEED

Whether Buying or Selling?
Do business with established
firms!

EXHIBIT

TWIN SHUFFLE BOWLING Alley
FULLY ASSEMBLED & Ready for Immediate Use

All Originals - Postwar - Fully Guaranteed

SLOTS

CONSOLES

January 1949

The Twin Shuffle & Bowling Alley

MELON JEWEL

Plan

TWIN

IMI IMI

ft.

WILLIAMS

ENTRY, P.

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,

8

CHASE

- WILLIAMS

CLUB,
CLEARANCE SALE!

GUARANTEED FACTORY REBUILT
5c, 10c, 25c

AUTOMATIC JACKPOTS
OR
GUARANTEED JACKPOTS
WITH TOKEN PAYOUT and METER

LOOK LIKE NEW!
OPERATE LIKE NEW!

$95.00 to $150.00
MONEY BACK GUARANTEE

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST.
CHICAGO 24, ILL.

CLEARANCE SALE ON USED PHONOGRAPH'S
ALL EQUIPMENT COMPLETELY RECONDITIONED
ALL IN EXCELLENT SHAPE

46M Seeburg ................................ $279.50
W1L56 Nickerl, Dime and Quarter
47M Seeburg ................................ 359.50

48M Seeburg ................................ 459.50

(See last two for new)
1015 Wurlitzer ......................... 265.00

W1L56 5c Wireless Seeburg
1100 Wurlitzer ...................... 400.00

1122 Rock-Ola ..................... 175.00

Wall-O-Matic Ex. ................... 28.50

1126 Rock-Ola ..................... 225.00

Also a large assortment of price Seeburgs, Wurlitzers and Rock-Olas of extremely low prices. Write for complete lists.

EXCLUSIVE SEEBURG, WILLIAMS & GOTTIEB DISTRIBUTORS
Remember
IN NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 10, MASS

"SHUFFLE ALLEY" CONVERSION
NO WIRING NECESSARY
INSTAL ON LOCATION IN 3 MINUTES!
ALREADY WIRED = DON'T MESS IT UP WITH A SENSATIONAL MONEY MAKER
GIVES PLAYERS REAL PEDS TO AIM AT

$19.50

1/2 DEPOSIT WITH ORDER,
BACANCE C.O.D.

PHILADELPHIA COIN MACHINE EXCHANGE
344 N. BROAD STREET
PHILADELPHIA 30, PA.

WAX
20¢ ea. 25¢ ea. 22¢ ea. 23¢ ea. 21¢ ea. 20¢ ea. 19¢ ea.

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!
PUCKS 3¢ 4¢ 5¢ 6¢ 10¢ 15¢ 20¢ 25¢
MUNYES WAX 10¢ 15¢ 20¢ 25¢

WAX 2¢ 4¢ 6¢ 8¢ 10¢ 12¢ 14¢ 16¢

25¢ 30¢ 35¢ 40¢ 45¢ 50¢ 55¢

ALL GAMES CLEANED AND CHECKED

WESTERN DISTRIBUTORS
3126 ELLIOTT AVENUE
SEATTLE 1, WASHINGTON

COIN RADIOS
Buy Direct From the Makers and Save
Steel Cabinet—Modern Design—Coin Selector—$85.00 list P.O.S. factory.

In Deposit. Balance C.O.D. Write—Write—Call for quantity discount—Send for full story.

COIN RADIO & TELEVISION CO.
300 WEST 23RD ST.
DEPT. B
NEW YORK CITY
There is No Substitute for United's Original
Super Shuffle-Alley

For Immediate Delivery in this territory

MAINE
NEW HAMPSHIRE
VERMONT
MASSACHUSETTS
RHODE ISLAND
CONNECTICUT
NEW YORK
NEW JERSEY
DELWARE
MARYLAND
D. C.

Contact your local jobber or
Direct Factory Agent

Dave Simon
Simon Sales, Inc.
627 Tenth Ave., New York 18, N. Y., Phone Plaza 7-5660
CLEAR VIEW ACTION ALL THE WAY WITH

LITE-A-PIN

* Base and Bowling Pins Illuminated

FIRST TIME SHOWN ANYWHERE

JUST PLUG IN—NO SOLDERING!

It takes only a few minutes on location for operator or mechanic to install “LITE-A-PIN” unit on your shuffle game. No soldering—just plug in to light box.

The money-making unit operators everywhere have been waiting for.

IT’S TERRIFIC!

IT’S TREMENDOUS!

IT’S OUTSTANDING!

GET ON THE BANDWAGON TODAY!

M & T SALES CO. Manufacturers
2845 W. FULLERTON AVE.

THE WORLD’S GREATEST COUNTER GAMES

"MARVEL" and "AM, EAGLE"
Both "Marvel" and "American Eagle" come fully equipped with Token-Proof and are available in two models: 1) Non-Coin Operated (Tax Free) 1¢ or 2¢ Pay and, 2) Coin Operated, 1¢ or 5¢ Pay.

"BUDDY"
Features Cigarette or Food Racks. Comes fully equipped with Two Cash Boxes (one for location, one for operator's Play Coin Division). Can be had in 1¢ or 5¢ or 10¢ Pay.

"CUB" and "ACE"
"Ace" features Poker Racks and is priced Low. "Cub" features other cigarettes or two reels. Mightiest unit in the money-making field. Comes in 1¢ or 5¢ or 10¢ Pay. Order by the dozen.

WE STOCK PARTS FOR ALL DAVAL GAMES

WE CONVET

COMET INDUSTRIES, INC.
2845 FULLERTON AVE, CHICAGO 47, ILL.
(Tel.: Dickens 2-6249)

WICO CORP.
2913 N. Pulaski Rd.
Chicago, Illinois

WICO HAS THE NEW M AND T ALL PLASTIC LITE-A-PIN

SENSATIONAL STIMULATOR THAT BOOSTS SHUFFLE GAME EARNINGS

ORDER NOW FOR IMMEDIATE DELIVERY

GIVE TO THE RUNYON CANCER FUND

THE BILLBOARD

March 11, 1950

COIN MACHINES
EVANS' COALTOWN
Greatest Free Play Console Ever Built!
Especially Adaptable for Free Play Territory!

EARNs UP TO

4 TIMES AS MUCH
AS ORDINARY
GAMES—BY
ACTUAL TEST—
WITH
FEATURES
LIKE THESE!
* GUARANTEED
ODDS OF 24 FOR 1
on the first 4 coins played
with additional possibility
of higher odds.
* ODDS
"IMPROVER!"
* 400-REPLAY
HIGH SCORE!
* EXTRA
ENTRIES—
up to 6 entries each
round!
* FAST CONSOLE
PLAY! FLASH-
LIGHT ACTION!
5c, 10c OR 25c
PLAY, SINGLE
COIN ENTRY.
LUXURY CABINET.

Don't take less! COALTOWN takes in not a few coins,
but as many as player desires to improve his Odds
and Entries. When player has obtained desired Odds
and wishes to improve his Entries, the Odds Raising
Button, when pushed, will hold the Odds. Additional
coins may be inserted until desired Entries are obtained.
Multiple Coin play at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE
FACTORY DIRECT. ALSO AVAILABLE IN FREE PLAY CON-
VERTIBLE OR STRAIGHT CASH PAYOUT MODELS.

DISTRIBUTORS: Distributorship available in some Free
Play Territories.

H. C. EVANS & CO.
1528 W. Adams St.
Chicago 7, Illinois

SHUFFLE ALLEYS
AUTOMATIC SCORING
“KEENEY’S” TENPINS AND PINBOYS
“UNITED” SHUFFLE ALLEYS
“GENCO” BOWLING LEAGUES
“CHICAGO COIN” BOWLING ALLEY
PROMPT DELIVERY

SLOTS—SAFES
New and Used

Wurlitzer 600 ........................................ $69.50
Wurlitzer 700 ........................................ 99.50

ARCade EQUIPMENT
Specials

Wurlitzer, Standard Model .................................. 195.00

Write • Wire • Phone • ADAMS 7254
CENTRAL OHIO COIN
MACHINE EXCHANGE
525 S. HIGH ST.
COLUMBUS 15, OHIO

MATCH THIS BARGAIN IF YOU CAN

Cabinet Refinished, Amplifier, Mechanism Rebuilt, Ready for Location

Wurlitzer 600 ........................................ 99.50
Aireon Deluxe, Wurl. Mech. ................................ 99.50
Wurlitzer 700 ........................................ 195.00

GAYCOIN DISTRIBUTORS
In Business Since 1933—Ask Any Successful Operator

4866 WOODWARD AVE.
Temple 1-7500
DETOIT 1, MICH.
1st Bowling Type Shuffle Game with Authentic Scoring for 1 or 2 Players!

- Gets Double the Earnings!
- Strikes & Spares Doubles & Turkeys Railroads Splits & Etc.!

Terrific for Competitive Play!

Recessed Coin chute and puck return to protect player.

Automatic puck return

Puck locked in after each game

Ideal size for any location

See it—Buy it at your distributor now!

Shuffle Alley Conversion Kit with Plastic Pins that Lick Up!

- Linoleum guard protects pins from box when stored
- New includes 100 and back cushion
- Instructions included

Specify game you wish to convert

Immediate delivery $29.75 Complete

Shuffle Alley Wax $7.50

15. With Order—Balance due

Send us your name for our mailing list.

Active Amusement Machines Co.


58 Frelinghuysen Ave. Newark, N. J.

Chicago 2-4400

"You can always depend on active—All Ways"

Free buyers guide for operators

Reconditioned Pin Games Ready for Location

Bally

$15.00

$17.50

Keystone

J. H. Johnson

$7.50

$9.95

Goldsren

$5.00

$7.50

Mills

$15.00

$17.50

Kenney's Electric Cigarette Vendor

$20.00

$22.50

Mills 3-Ball Bell Register, Also new Chrome

$15.00

$17.50

Mills Blue Bell, Mills Black Beauty

$15.00

$17.50

New Legal Cabinets for all Mills Ball Machines

$15.00

$17.50

American Johnson Coin Counter

$15.00

$17.50

Now delivering New Equipment

New Mills Vest Pockets

$65.00

On Display! See it Today!

Keeney's Pyramid

2-Way B & U & Bell

Manufacturer's Representative

Keeney's Electric Cigarette Vendor

$20.00

$22.50

Distributors for all Mills Ball Machines

$15.00

$17.50

Balleymore Coin Counter

$15.00

$17.50

On Display! See it Today!

Of Dependable Play Appeal!

142 NATIONAL TECT

CHUTE

RECESSED

RETURN

DOORS ON PLAYER.

GOTTLIEB'S SENSATIONAL NEW
BOWLETTE

A Shuffle Bowling Game

Only 63" Long-65" High

20" Wide

Assures Big-Location Earning Power in a Small Space!

Immediate Delivery!

Phone—

Buckingham 1-6466

Buckingham 1-6666

Buckingham 1-6990

National Coin Machine Exchange

1511-13 Diversey Blvd. Phone: Buckingham 1-6466

Chicago 14

March 11, 1950
EARNINGS INCREASED to $8-$10-$12-$15 PER DAY
OPERATORS with SHUFFLE BOARDS TELL US!

BEFORE and AFTER with EXHIBIT'S

'SHUFFLE BOWL' WHEN INSTALLED ON YOUR SHUFFLE BOARD

—from WICHITA, KANSAS

Several weeks ago we installed a 'SHUFFLE BOWL' unit. We have much praise for this game. Our shuffle board was taking in less than $10.00 weekly. For the last twenty-seven days our average has been better than $14.00 per day.

—from CHICAGO, ILL.

On our Rush Street location where we installed 'SHUFFLE BOWL' on the shuffle board, I am happy to tell you this location grossed $100.00 in ten days, and on another location that was absolutely dead we also installed 'SHUFFLE BOWL' and received for our share $55.00 in less time. We now have something that has revived the shuffle board business.

EXHIBIT'S 'SHUFFLE BOWL' ASSEMBLY IS ALSO AVAILABLE FOR REBOUND SHUFFLE BOARDS SEE YOUR EXHIBIT DISTRIBUTOR FOR DELIVERIES

EXHIBIT SUPPLY CO.

1 TO 5 CAN PLAY
10° 20° 30° 40° 50°
EACH ALLEY LIGHTS UP FOR EACH LINE PLAYED

www.americanradiohistory.com
UNITED'S
Super Shuffle-Alley
PATENT NO. 2,192,596
REGULATION BOWLING SCORING
NEW ANIMATION!
LIGHTED UPRIGHT BOWLING PINS
COMPLETE ACCESSIBILITY...
Entire Play Field Hinged
TWO SIZES
8 FT. OR 9 1/2 FT. LENGTHS
EACH 2 FT. WIDE
NEW MODERNISTIC CABINET DESIGN
UNIVERSAL APPEAL
FUN FOR EVERYONE
EXCELLENT FOR COMPETITIVE PLAY
PUCK RETURNS AUTOMATICALLY...
LOCKED IN AFTER EACH GAME
SEE YOUR DISTRIBUTOR
UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
BY POPULAR DEMAND!

D. Gottlieb & Co.

PROUDLY PRESENT

Bowlette

ONLY
63" LONG—
65" HIGH—
20" WIDE!

ASSURES
BIG-LOCATION
EARNING POWER
IN SMALL
SPACE!

THRILLS OF BOWLING!
SUSPENSE OF BOWLING
SCORING!

All Built into a Game
that "GOES" ANY-
WHERE—Is Welcome
EVERYWHERE!

SMOOTH—QUIET—
FAST PLAY!

ORDER FROM YOUR
DISTRIBUTOR
TODAY!

More Appeal—More Play than Games up to Twice as Big!

ACTUAL STANDING LIGHTED PINS!
STRIKES—DOUBLES—TURKEYS
SPARES—RAILROADS—ETC!

FULL GAME—10 FRAMES!
FAST PLAY! Average game
requires only 2 minutes!

AUTOMATIC PUCK RETURN
PUCK LOCKED IN AT END OF PLAY
COMFORTABLE TABLE HEIGHT
—encourages extended play!

GOTTIEB'S FAMOUS
TROUBLE-FREE
MECHANISM!

"There is no substitute for Quality!"

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

CHICAGO 51, ILLINOIS
NEW HIGH-SPEED TOTALIZER CUTS PLAYING TIME IN HALF... 

...DOUBLES EARNING POWER!

Bally® SPEED BOWLER 
NEWEST SHUFFLE-BOWLING SENSATION!

Entire Mechanism Located in Back-Box

TWICE AS FAST AS ORDINARY SHUFFLE-BOWLING GAMES

NEW TOTALIZER REGISTERS SCORES

PAT. PENDING

Animated Upright PINS ACTUALLY DISAPPEAR as roll-overs are hit... automatically reset

2 SIZES 9½ FT. LONG 
8 FT. LONG (FOR CROWDED SPOTS) BOTH 2 FT. WIDE

SLUG-REJECTOR COIN-CHUTE
Same as on Famous Bally One-Balls and Consoles

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, DOUBLES EARNING POWER... plus new, animated upright pins that actually flip out of sight as roll-overs are hit... plus SLUG-REJECTOR.

Drop Coin-Chute used on Bally consoles and one-ball games... plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order SPEED-BOWLER now. Choice of two sizes: 9½ ft. by 2 ft., 8 ft. by 2 ft.

A gold-mine either way!

Bally MANUFACTURING COMPANY 
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
HATS OFF TO THE WINNER!

UNIVERSAL'S TWIN BOWLER
... best money-maker of all!

BEAUTIFULLY DESIGNED CABINET
STREAMLINED SIMPLIFIED MECHANISM
CUSHIONED ALL AROUND FOR SILENCE
PUCK REBOUNDS INSTANTLY!

FAST! LESS THAN ONE MINUTE PER GAME!
FULLY VISIBLE MECHANISM
TWO PLAYERS OR ONE QUICK PROFITS!
DROP CHUTE

Can be serviced on location by removing back door

UNIXERAL'S FEATURE BELL

SINGLE HEAD, MULTIPLE COIN

UNIVERSAL'S FEATURE BELL
MYSTERY TYPE ADVANCING ODDS!
First console with the "FEATURE FLASH"
PLAYER CAN "BUY" UP TO A COMPLETE SET OF WILD SYMBOLS!

INSTANTLY CONVERTIBLE

• TOP SCORE: 500 POINTS
• JUMBO ELECTRIC MOTOR DRIVEN ILLUMINATED REELS
• NEW CABINET DESIGN

FREE PLAY Conversion to 1 or 3 Ball Play also available in automatic model

UNIVERSAL INDUSTRIES, INC.
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
5737 NORTH BROADWAY • Telephone Uptown 6-2345 • CHICAGO 40, ILLINOIS

Order from your UNIVERSAL DISTRIBUTOR
why be satisfied 
with anything less than 
the 100% Music System

100
Selections

Only this music system has sufficient selections to permit programming under the five basic musical classifications. This is your musical menu with "music for everyone."

More selections—100—all visible at one time under five basic musical classifications. More sales appeal. More operating economy! More Convenience—the Wall-O-Matic "1" brings 100 selections right to guests' fingertips. Cataloged under 5 musical classifications...visible 20 selections at a time.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.