The spotlight is on Ella Fitzgerald, shown here at Cafe Society, New York, where she opened January 26 for a two-week engagement. On February 10 the thrush opens a week at the Paradise Theater, Detroit, followed by two weeks at the Paramount, New York, beginning February 22. Her current Decca coupling of "I Gotta Have My Baby Back" and "Fairy Tales" is shaping up as one of her biggest disks since she broke into the big time more than a decade ago with her swing version of "A-Tisket A-Tasket." Her Decca platter of "Basin Street Blues," which hit the stands February 7, figures to get plenty of attention. On this one the label billing reads "Ella (Satchmo) Fitzgerald," and she delivers a hilarious imitation of Louis Armstrong. Miss Fitzgerald is booked by the Gale Agency. Her public relations are handled by Virginia Wicks.
are you selling the

JUKE BOX OPERATORS?

The Juke Box Operators represent 400,000 machines on location that play to an audience of over 8,000,000 daily — a tremendous market!

Plan your advertising in the issue that is keyed DIRECTLY to these operators

DON’T miss it!

The Billboard’s 1950

JUKE BOX SUPPLEMENT

RUSH COPY NOW! deadline Thurs., Feb. 16

THE BILLBOARD PUBLISHING CO.
U. S. THROTTLES TELEVISION

First Film Major Dips Into Live TV; Universal Subsidy Preps "3 Smart Girls" Pkg

AFM Leavies IG Fine, Suspends Paul 6 Months

HOLLYWOOD, Feb. 4.—Edward Paul, music director for Fairbanks Film Productions, was served a $1,000 fine on five counts of alleged violation of regulations regarding services for television. It was announced by Leo Chusman, national secretary of the AFM to do with settling a lawsuit the IG had brought against Paul by Claire E. Meeder, AFM sergeant at arms of national AFM. Paul has been assigned to handle all possible number of TV stations on the coast, he said.

AFM action was based on charges that Fairbanks had produced television film features using live music without a license from the Fairbanks, Inc. Among films was the Purdis Island film series, which was shot in Mexico City last summer. Fairbanks, Inc. indicated it would appeal Paul's fine to AFM Pres. James C. O'Brien and next court day (8) when a new trial is being held in the West Virginia UnitedTHEATRE, the group of movie theatres in the area that Fairbanks, Inc. was found guilty of distributing films without proper licenses.

Long Freeze
By FCC Brings "Stagnation"

Only 12 More Stations Due

WASHINGTON, Feb. 4.—The continuing freeze is ushering in an era of almost total stagnation in television, with only a dozen new stations still to take the air. If the 12 remaining permits eventually all begin operations—and there is doubt about at least two—the maximum possible number of TV stations on the coast now is 116, of which 90 are operating.

With the Federal Communications Commission's freeze completely in effect, the agency is switching its emphasis to its allocations proposal in an effort to end the freeze on new authorizations as fast as possible. Time consumed by the color hearings, however, forced the FCC this week to push back final consideration of the freeze to April 7. This delays the freeze on stations until July, and probably later.

Slow Going

Considering that many of the 335 existing TV sets have been placed in service under the provisions of the Freedom Fair Act, which will expire in Sept., there is room for some significant change in the freeze policy of the FCC. The act was passed to hold the freeze of TV stations in 1950 and 1951, and its provisions will expire in Sept. There should be a strong recommendation from the FCC to the FCC that it is time to consider the freeze in the future.

P. Massmann
Due To Pilot Freedom Fair

Sesqui Job May Pay 25G

WASHINGTON, Feb. 4.—Paul M. Massmann, director of industrial exhibits at the Chicago Museum of Science and Industry, is expected to be named governor of the Freedom Fair, which will open in Sept. Massmann's appointment is expected this week.

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Still Hope for Excise Cuts
But Showbiz Must Breast Ranks of Dems

SEC's P. T. Byrne Cautions Investors In Legit Shows

New Pop Era Plotted by ColRecords

Miller Post Sparks It

WASHINGTON, Feb. 2.—The hope for showbiz excise tax reductions is centering around detection from the administration stand on the part of the major leaders in the wake of the World's Fair. The House Ways and Means Committee (now) by Treasury Secretary John Snyder in Washington. In detail what excise reductions the administration would stand for—nothing including admissions, celebrities, dancers and phonos. He specifically asked that TV sets be included in the 10 per cent radio tax to add $40,000,000 annually in revenue.

Most GOP members can be expected to go along with House minority leader Joseph Martin (R., Mass. and on record as demanding excise tax reductions. (See Billboard page 8).

GDP Short of Majority

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Showbiz Stock Review for 1949

Video Leads In Earnings As AM Droops

Outlook for '50 Favorable

NEW YORK, Feb. 4.—The television-manufacturing industry led the amusement world in net earnings in 1949 and ended the TV field as a whole to show a profit despite continue low activity even in Hollywood. It is revealed by a Billboard survey and compilation (see accompanying chart) of figures embracing the principal companies in entertainment business which have listed stock and issued periodic financial statements.

Over-all net profits of the amusement field for the past year, or the

Keenest Ever Honed

NEW YORK, Feb. 4. — Don Carrie Gillette, former editor of The Billboard, Film Daily and Radio Daily, and for seven years in charge of trade reports, has been elected to the Warner Bros. staff, joins The Hollywood Reporter on the Coast Monday (6) as editor.

Latest quarter of the year covered in these reports, 78 per cent, but the TV division by itself showed a gain of over 6 per cent. This rather lackluster TV increase in view of the unprecedented high rate of activity among manufacturers of sets, parts, and equipment reflects the keenest competition, reductions in prices of complete, in large measure, to increased program costs and pioneering outlets which tax the resources of the industry. It is operated, by corresponding increases in TV advertising revenue.

Individual Divergences

Another indication of the highly competitive situation existing in the electronic field is the widely divergent operating results shown by individual companies despite the good over-all performance. A large percentage of the TV business is comprised of the small independent firms, not the major companies. The competitive chart because of their high mortality rate.

The record and music business took another beating in 1949, while motion picture firms, which own most of the music companies, just about held to the level of the previous year, a possible sign that movie industry has established its low and should do better.

Outlook Favorable

Current year prospects, as indicated by sales findings and translated into net profits, point to further increases in TV manufacturing opera-
tions. The major companies, General Electric, Westinghouse, RCA and Philco, as well as Zenith, Admiral, Emery, and many other companies either having stepped up their output or planning to do so.

LEE MAGID ON HIS OWN

NEW YORK, Feb. 4.—Lee Magid has left his a. & r. and talent-scout post with Nalotron. He is planned for publishing and management on his own. The first tunes in his pub-

WPSB Doesn't Expect Showbiz To Lose If Workers’ Pay Falls

WASHINGTON, Feb. 4.—A report indicating optimism for the amusement industry and showing that the industry’s basic cost position is unaffected by declines in individual income was released by the Commerce Department this week.

Amusement spending is far less susceptible to trends in the purchasing power of the consumer than the more usual categories of spending. This is due to the nature of the service industries which operate in the entertainment field and are less dependent on the personal income of the consumer.

The Commerce Department statistics indicate that various service industries and different categories of personal income over a 10-year period are all well within the average sensitivity to income fluctuations.

Consumer Service data indicates that amusement service industries are very little affected by changes in income, but spending for other types of service industries depends on average sensitivity to income fluctuations.

However, personal income over a 10-year period is well within the average sensitivity to income fluctuations.
WASHINGTON, Feb. 4.—The House Ways and Means Committee is ready to start writing into law an end to the tax loophole thru which Ed Gardner is an odd-one-choice to escape taxes by selling Duffie’s Tavern from Puerto Rico. The committee is expected to include the closing of the loophole in the Internal Revenue bill as recommended yesterday (3) by Treasury Secretary John Snyder. Without mentioning any names, Snyder told the committee yesterday that he is a radio entertainer who recently entered into an arrangement with Puerto Rico under which he agreed to finance all of his radio and television transcripts and flights on the island’s behalf for an exemption from the Puerto Rican tax.” Snyder added: “He may also be able at the same time to qualify for exemption from the United States tax even though he stays in Puerto Rico for only a short period.”

Tax Returns Awaited

The uncertainty expressed by Snyder will have a decided effect on entertainment figures until tax returns for 1949 are filed. Internal Revenue Service officials have estimated that the exemption takes effect if 80 per cent of Gardner’s gross income for 1949 comes from Puerto Rico and if half of it is derived from a trade or business carried on within its borders.

Duffie’s Tavern is one of the more than 100 U.S. businesses which have moved to Puerto Rico in the last year to take advantage of the island law exempting new enterprises from local taxes and the U.S. law permitting exemption from U.S. taxes on income derived from a U.S. possession other than the Virgin Islands. The Puerto Rican U.S. taxes are federal employees, as well as Puerto Rican employees, in the Canal Zone, Samoa, Wake Island, Guam, Midway and Puerto Rico. In addition, Puerto Rican residents be made subject to U.S. taxes.

CBS To Audition TV Version of “Topper”

The Columbia Broadcasting System (CBS) will do a closed circuit audition of a TV version of “Topper” next week. Featured in the video situation-comedy will be Jack Lemmon and Carol Goodner. Tony Merrill will produce. Package is owned by Bernice Schubert.

Goodrich To Switch “Celebrity” From ABC to CBS

The B. F. Goodrich Company, sponsor of “Celebrity Time,” last week decided to switch web affiliations from the American Broadcasting Company (ABC) on the Columbia Broadcasting System (CBS). Beginning April 2 and in the same time slot, Sunday 10-10 on CBS, Bob Hope, Carter, Durrell & George will be on CBS.

Treasurer Signed For TV Situation Comedy

Willard Kruger-Jerry Layton, Inc., has signed Arthur Treasurer to star in a new TV series, “Hi Neighbor Grill.” The situation comedy, Scripted by Kirby Hawkes and directed by Jack Hurley, will also star producer creator Ed Stark and Layton. Treasurer, now featured in the Broadway legit hit, Caesar and Cleopatra, will be co-starred on video opposite Medin Pat Harrington, who’s appearing in the legit, “The Rat Race.”

Strike Kills Deal for Dodge To Bankroll ANTA

The deal by which Dodge would pick up sponsorship of the American National Theater and Academy (ANTA) television show was ready to be signed as a week ago. NBC agency, Rautrauth & Ryan (R&R), has been unable to get the auto firm to approve the deal. In its place, the vacant slot has been the motor strike which have cut seriously into production. Dodge may again be in the market after production straightens out.

Bob Crosby on 3 Nets With Show a Day

Bob Crosby’s return to the “Club 15” show, replacing Dick Haymes, puts him on three web at a rate of show a day, seven days a week. Crosby will retain his National Broadcasting Company (NBC) Pet Milk show sundays, his American Broadcasting Company (ABC) Saturday show, and his weekday “Club 15” series for Columbia Broadcasting System (CBS). Crosby was replaced by Haymes a year ago, leading a touch of the present return when he replaces Haymes. Later, the picture commitment for a starring role in “St. Benny the Dip” had tangled “Club 15” on the overhead point where he and the agency decided against a long-run two-day-a-show taping plan.

Brief and Important

Last-Minute Digest of AM-TV News

“Ford Theater” Weekly in October

“The Ford Theater” now among the Columbia (CBS) TV network on alternate Fridays, will go weekly in October. The agency schedules the show, Kennedy & Edick, is building up a backlog of story properties, mostly comedies, for use when the show increases its air time. The agency also is making an available time spots with a view to shifting to another telescape time.

Dilemma: Hike Dues or Trim Costs, Which?

What To Do With BAB?

WASHINGTON, Feb. 4.—The National Association of Broadcasters’ (BAB) board of directors, who met in Chandler, Ariz., next week (February 8-10) may turn out to be one of the most fateful in years for the future of the National Trade Organization. The board is facing a serious dilemma over NAB’s budget and structural changes. The BAB, like any other, is not without a chance of bypassing the money problem and with every likelihood of evoking rancor over whether all an end of NAB’s membership no matter what course the board may take.

With NAB’s membership down well below the previous year’s, the dues question has become even more acute. The number of members have been warming against further rate increases for the last two years and have been trying to sell the NBC economic. There has been steady and mounting frustration over the new changes in NAB’s operations, including duplications and uncertainties of many departments, and several of the top department heads.

What About BAB?

The future of the board, which will take no drastic steps toward structural streamlining. The board will not deal with the membership question in an earnest and honest manner and thereby run the risk of a new wave of resignations. The board is involved in the ever-all problems of the NBC network, the NBC Association, and the NBC National Broadcast Advertising Bureau (BAB), the agency. It is not sure whether the network is independent, whether it will stay unchallenged or whether it will grow into a network. In the future, BAB will be forced to deal with the relationship of the NBC network with the NBC network. In the future, BAB will be forced to deal with the relationship of the NBC network with the NBC network.
FCC Forcing "Stagnation": Only 12 More Stations Due

(Continued from page 3)

of TV in new stations. The lack of the FCC's financial impact upon the TV industry in that its advertising market will be limited for a few years due to the time it takes to construct andbuild stations on the air. These stations will go so well to fill the gap left by the freeze. Those that be made, once at a while or year or more of new stations to the market.

These factors indicate that for a period of about the next two years there will be virtually no expansion of TV in new stations. The lack of the FCC's financial impact upon the TV industry in that its advertising market will be limited for a few years due to the time it takes to construct and build stations on the air.

Fire With Fire:
DuMont's Bally To Thaw Freeze

NEW YORK, Feb. 4.—A meeting scheduled to be held Tuesday (7) between Dr. Allen B. DuMont and New Jersey contractors will throw the first base in DuMont's "fire with fire" campaign to force the lifting of the freeze on construction. DuMont's strategy appears to be based upon getting the Federal Communications Commission to lift the freeze, and that the action of the House and Senate floors. It is reported that DuMont's representatives will also back up on the campaign of "talking to our own constituents.

It is also expected that the DuMont program of harassing the legislators may pay off, as a move has been made to lift the freeze in order to further create demands for the opening of new video stations.

The freeze has greatly limited the market for equipment, who has thrown about 100,000 people out of work, pointing to the skeleton crews being employed by transmitter manufacturers because of a lack of business. But the threat of the freeze to the fact that TV networks were losing money and "would continue to suffer" in the United States in each major market. The lifting of the freeze would also help to promote better programming in the stations which, according to DuMont, are now" in a sorry state of disarray from the point of view of the public and the legislators.

WWJ Nixes Unfair Auto Workers' Bid

DETROIT, Feb. 4.—Harry Ban

nier, general manager of WWJ, this week rejected an offer by the Unfair Auto Workers (UAW) to purchase a quarter hour five days weekly radio program for discussion of the union's strike at Chrysler. The reason was Ban

nier's insistence that "auto workers
does not do more than insure in advance that neither party (in contention) will make greater or more effective use of WWJ's facilities must serve, in effect, to make WWJ a "company" radio program, if either party prefers not to use radio facilities, "failure of both to cooperate is a detrimental and embarrassing." The offer of one hour weekly for joint use as a forum, presentation and rebuttal, or any other way of sharing time, if both UAW and Chrysler will jointly make request. The station, he insists, that additional use of facilities will not be available to either party during this period.

The UAW is buying Tuesday and Thursday nights at 10:45 for 13 weeks, starting February 7. WWJ for similar presentation. WWJ had no time available, and WWXV only morning time. The offer of free time by WDET, UAW-owned station, FM only, for round table discussion by both union and management, has been turned down by Chrysler.

Brief and Important

Last-Minute Digest of AM-TV News

20G Bally To Plug WJZ-TY Towner on Empire State

The second of a five-week advertising campaign in local newspapers will plug the switchover of the WJZ-TV antenna from the Hotel Pierre roof to the Empire State Building. The station will be off the air for 15 minutes to make the shift on February 8. The ads also will play up the boost in power from 500 to 3,000 watts, concurrent with the site shift.

ABC Signs WPAS' Arthur for No Build-Up

The American Broadcasting Company (ABC) this week signed big Jon Arthur, advertising executive of WPAS, Cincinnati, to be featured on theweb. ABC plans a build-up for Arthur, who has made a non-fiction book, "Lost in Space" and produced a TV show, "The World of Arthur." He is to be featured on the web, in newspapers, and in other ways. He will be featured among the newspapers, and in other ways.

"N. Y. Daily Compass" Buys Spots on Local Stations

Four New York stations last week received order spots from The New York Daily Compass, local daily, to promote a new contest sponsored by the station. The contest will be a "broadside" for the game of "Mutual's sports side," as the Col- lonumber Broadcasting Company (NBC) have with Red Barber and Bill Stern.

Pair of New Toppers Have 15% of WNEW Stock

A third group of friends in the entertainment business have decided to form a new company and build a new TV station for the New York area. The company, called Mutual's "Voice" Build-Up, will be built on West 42nd Street and will be operated by Mutual's "Voice" Build-Up, a group of friends in the entertainment business. The new station will be launched in the fall and will be called Mutual's "Voice" Build-Up, a group of friends in the entertainment business. It is expected that the station will be popular and will be a success.
Morris, MCA Okay
Chi NBC Tele Plan

CHICAGO, Feb. 4.—Reversing their position of last week, William Morris (WM) and Music Corporation of America (MCA) have agreed to submit talent for the new TV variety show. The National Broadcasting Company (NBC) will originate each Saturday from 7 to 8 p.m. starting February 23. The two major offices had been the only holdouts against the plan under which Jack Russell, vice-president of the Mutual Entertainment Office, is to act as exclusive broker for the show.

Ted Mills, program director for NBC here, will be producer of the show, which will be part of the NBC two- and a-half-hour Saturday lineup. He said MCA and William Morris execs had agreed to the plan with the understanding that there would be no possibility of a commission split on their major attractions. It appears likely that Russell will merely get a retainer for booking for NBC.

MBS Wants All Games; No Air Within 50 Miles

NEW YORK, Feb. 4.—A new development in the airing of major league baseball games is to be the Mutual Broadcasting System (MBS). Briefly, MBS wants to air a six-day baseball schedule, and to that end is presenting a plan to the major leagues whereby the network would be given permission to broadcast any game going on. No coverage, however, would be aired within 50 miles of the home team being covered.

Mutual, according to a report planned to present its proposal to the major leagues over the weekend, with both the American and National leagues holding executive meetings in New York. Mutual's pitch follows a recent court ruling giving broadcasters a legal right, subject to arrangements with the clubs, to air games beyond the 50-mile radius.

So far as is known, this would be the first time any network has carried regular season games. Should the deal go through, it would require extensive juggling of the Mutual program schedule, but would give the network highly saleable features for its daytime structures.

New DuMont Job
For J. Caddigan

NEW YORK, Feb. 4.—James Caddigan, program director of the DuMont video network, is slated for early promotion into an executive post according to trade reports. Caddigan is said to be due for a "non-operational" job, which would relieve him of the day-to-day chore of actively supervising selection, production, promotion, and distribution of shows. His duties will be largely in the administrative and policy-setting category. The replacement is due to be made from within the station.

The move would follow the upping of Chris J. Witting, assistant network director. Witting formerly was assistant to web director Martin W. Loewi.

How much they roll along

Some marriages are made in heaven...others have made heavenly listening for 99,045 people a minute. Such is the captivating case of WOR's Dora and Alfred McCann.

For years now this beguiling couple—gleefully adding spice and spouse appeal to the mornings of WOR's listeners—have been serving food for thought and thoughts on food so temptingly that three of the largest food advertisers in America have remained at WOR's McCann table for over 20 years!

That's selling! And that's telling you—sort of subtly, we hope—that "The McCanns at Home" can do a very big job for you at a very small cost.

Our address is that power-full station at 1440 Broadway, in New York
NBC, Meggers Compromise: Other Strike Threats Fade

NEW YORK, Feb. 4—Last-minute compromises on the part of the National Broadcasting Company (NBC) and the Radio and Television Directors' Guild (RTDG) yesterday (3) seemed to have averted a strike against the NBC network, to the extent of the three 28-karat-club—Pabst, Tele's "Riley" Axed by Pabst

HOLLYWOOD, Feb. 4—Life of Riley has been renewed by Pabst after a run of weeks. Show will end its tele life March 28, when last of the four-current crop of films is aired. Airing of the tele show in no way affects the Riley radio series which continues its run for Pabst over National Broadcasting Company (NBC).

Reason given for dropping the tele series is to channel dough into bankroll. Russell entertaining idea of bringing Nicholas Arena in New York. Sponsor, thru Warwick & Legser Agency, felt that the rights would be too valuable to beer consumers than could be snared through the tele show.

Riley package owner Irving Brescher turned down a six-week renewal on grounds that it would leave the show suspended in midseason. February 3 option date was passed, therefore, with Pabst still holding one more chance to pick the show up for the season. Contract gives Pabst a June 1 option date for both AM and TV versions of the series, which would more than recoup the tele show to any sponsor until that date.

3 New CBS Segs For Friday Nights

NEW YORK, Feb. 4—The Columbia Broadcasting System (CBS) plans for Friday night now that General Foods is switching two shows and American Tobacco Company's Topper's has canceled Joan Davis, calls for insertion of a couple of whoudunits and a variety of type. The latter is the tape-rated version of the Robert Q. Lewis TV show, which is likely to get the 8 to 10 p.m. slot.

The Joan Davis show, at 9, probably will air sustaining where it is. It would be followed by a bracket of three thrillers, Pursuit, Broadway Is My Beat and Night City. Willie Best and Jimmy Durante, Screen Directors' Playhouse and two 15-minute shows, respectively, will be over the National Broadcasting Company (NBC).

Borden & Hope Seek DJ Deal

(Continued from page 5) to feel that since the strike, no competition between Borden and Lever (with the exception of the area involving butter and similar products, made by Jellek, a Lever subsidiary) will be available to the second product. The theory is that even Borden will be interested in Lever products, long association with Lever products will also react favorably.

If the deal goes through Hope will be on the air as time permits, to enter the daytime AM picture. It probably will mean also that Kenyon & Kaiser will get increased rights to the tire Borden account, now shared with Lever & Rubber. Borden, which will own the security firm, will want to see the other wants to switch from a straight network to a local level campaign permitting direct sales pitches by its outlets. Open-ending the Hope DJ series will make this possible.

Charles Luckman, ex-president of Lever instructions to Borden not to tape his show, but the comic now figures the new management may be more receptive.

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First Film Major Into Live Tele

Univ. Subsid Preps '3 Girls' As a Package

Others May Follow Suit

(Continued from page 3)

new material as well as picture stars.

Three Smart Girls was the vehicle

which projected Deanna Durbin to

stardom. The video version of the

made on TV will feature Charles

Winninger in his original role, with

the remainder of the cast not yet

set. Winninger is flying in from

Hollywood to make his TV bow on

the show. It is understood that NBC

will make a kinescope print of the

show for use in presentations for sale

of the show as a series.

It would appear that, based on

the success of placing this show, NBC

would have a number of additional properties which could

well make the transition to TV. Two of

these might be The Leather Pushers, a film which made

a matinee idol of Reginald Denny, and My Mom Godfrey, the comedy

featuring Carole Lombard with Will-


diam Powell as the butler. A tragic

drama, Back Street, would seem to

have all the makings for a highly

successful TV soap opera.

Early Demise

Of ATAS Seen

By Tele Trade

(Continued from page 3)

KTSF, KLAC-TV, KTTV and KTFL invited to attend.

Situation came to a head after re-

cent academy awards dinner here

January 27, at which time merit

awards for various shows and stations

were passed around. Not only was

the award itself considered, but some

awards given met with little general

acceptance. Charges of politicking,

making ill-advised awards and estab-

lishing poorly conceived categories

were hurled at the ATAS committee

in charge of the affair. For example,

KTTV, local outlet owned by Colum-

bia Broadcasting System (CBS) and

The Los Angeles Times, received the awards

for the best public service program, Steenhusen's

Crusade in Europe, which the station carried loca-

lly. Traders pointed out that

KTTV had absolutely nothing to do

with either the production or concep-

tion of the series. Stations merely

aired films because the American

Broadcasting Company's (ABC) sta-

tions KFWA-TV was still unbroad-

cast when the shows were launched. All

agreed that any award in the public

service category should have gone to

Krene Landberg, head of Para-

mount's KTFL, for his coverage of

the Katay Fiscus tragedy.

Notwithstanding, the awards de-

bate, top industry leaders have

looked upon the academy as a pro-

motion scheme and not a representa-

tive organization. It is pointed out that a

heated battle raged over the ATAS

membership of over 500 are persons

directly involved in the television

industry. Students, job seekers and

people from other industries have

been invited to ATAS meetings to promote

their own futures, using the academy

as a place to make good contacts.

Any serious work on behalf of the

video art has been hamstrung by

(See EARLY DEMISE on page 49)

TV Found Cutting in on Pix, AM, Reading --- at This Late Date!

WASHINGTON, Feb. 4.—The im-
pact of TV on reading, movie at-

tendance and radio listening con-

tinues even after the novelty effect has

practically worn off, according to a

survey of Washington television

habits released this week by Charles

Alldredge, public relations man.

Breaking the survey down to indi-

duals who have owned a TV set

for two years or more, Alldredge

found that veteran viewers attended

movies 70 per cent less than before

buying a set, read magazines 16.9

per cent less, read books 33.7 per

cent less and read newspapers 4.7

per cent less. Prior to buying a set

they listened to the radio 3½ hours

during the day and 3½ hours at

night. Now they listen 1 hour and

55 minutes in the day and average

only 15 minutes at night.

Non-TV Interests Drop

The reduction in non-TV interests

for veteran owners was about the

same as for the general public

(See TV Cutting In on page 49)

It's still bargain day at WLW

The number of radio stations competing for listening within

the WLW Merchandise-Able Area has increased from 153 in

1946 to 258 in 1949 ... an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received

20,046,400 Home Hours of Listening per week — compared

to 20,315,137 during the same period in 1946 ... a decrease

of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers adver-

tising impressions at slightly more than half the cost of using

a combination of the best local stations in each of the 21 major

markets of WLW-Land.

And that's why we repeat ... it's still Bargain Day at The

Nation's Station!

*National Radio Index
phage in the evening, then performed. The drama was written, directed, and produced by Boris Blaisbell, who also played the lead role. The play was a hit and was soon commissioned by other theaters across the country.

Glossy Professional 8x10 Photos

In quantity, fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Soldout customers coast to coast. Our 16th year of honorable, customer-oriented service. We make reproductions as good or better than your original. Send today for our free samples! MUSLON STUDIO

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That's why there's nothing more beautiful on paper. The gorgeous Moho black and white reproductions are yours for the asking. Forty sizes, from 4"x6" to 11"x14". Each one exquisitely printed. 8¢ ea. in postcard set, 2¢ ea. in quantity of 100. P.M.O. postpaid, all sizes.

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We Deliver What We Advertise.
The Kate Smith Hour

Reviewed Friday, 6-8:35 p.m. EST. Sustained via WNEW, New York. Producer-director, Ted Cott; Panel members: Eddie Clune, Gilbert Selles, Harry Herchfield, Leonard Levinson, Moderator, Ted Cott; announcer, Bill Gordon.

Cashing in on the well-publicized name appeal of the Algonquin Roundtable, WNEW has built a fascinating fast-moving half-hour period around the tag that would undoubtedly have won the approval of the real table’s most astute member-critic, the late Alexander Woollcott. Departing from the usual book show pattern, the program’s flexible format revolves around a current book, usually non-fiction, with prominent panelists invited to air their views on the tome’s general subject matter, instead of passing on its literary value. Last Friday’s show, which, for authenticity’s sake, was taped at the Algonquin Hotel the previous Sunday, centered about Robert Lewis Taylor’s biography of W. C. Fields. Needing to say it was a “Fields’ day” of rich nostalgia and rapid-fire witticisms. Top flight recantations of the wax gathering included movie director Eddie Clune, critic Gilbert Selles, humorist Harry Herchfield, film producer Leonard Levinson and WNEW’s vaudevillian Ted Cott as moderator.

Fields, the man

Tackling their subject with evident relish, all agreed that Fields, “the greatest comedian ever” was a complete enigma as a man . . . “brutally unsentimental” yet capable of “awful sweetness.” Cott summed it up best when he asked “How much of the humor was Mr. Micawber and how much Mr. Macabre?”

The show was effectively paced at a spontaneous-sounding tempo, via the efficient fade-in at the opening and equally proficient fade-out at the close, with the gregarious panel members still at the peak of affable camaraderie.

June Bundy.

The Dean Cameron Show

Reviewed Wednesday, 4-30-5 p.m. EST. Sustained via WOR, New York. Producer-director, Robert A. Barresi; Emcee, Dean Cameron.

The Dean Cameron Show is a pleasant half-hour of back-lawn chatter, designed to help the tired housewife fill in that late afternoon hour before supper. The piece is almost too leisurely for a 30-minute airt, but, listening wisely, the program’s moderate, pasty positivity might constitute its strongest appeal to weary fem in search of relaxation.

Utilizing a just-plain-folks approach, Dean Cameron sounded homespun while discoursing on phonograph model agencies, the yacht club set, black cats, Victor Herbert, ASCAP and plastic baby spoons.

The show is loaded with plugs but Cameron integrates them into his cop with an easy-going naturalness that should spell sea mass Kostenlose, June Bundy.

Let’s Play Q-Ball

Reviewed Friday, 8-30-9 p.m. EST. Sustained via Q-Ball manufacturers’ WOR-TV, New York. Producer-director, Mario Lewis; emcee, Bob Scheppard. Cast: Robert Q. Lewis, others.

Let’s Play Q-Ball is a showmanly presentation of a new TV sport which is played with a standard billiard cue and balls on a small size table laid cut like a pinball machine. The whole program is a part of an elaborate over-all promotion to sell tavern owners and their customers on the co-operated game, and the present show was shrewdly staged with extra flash supplied by a line of pretty fem “demonstrator” comedians Robert Q. Lewis. The latter took a brief bow on the strength of his middle initial. The contestants, who (See Let’s Play Q-Ball on page 105)
SALES HEADED FOR 50 CENT SLUMP SEEN
In AM and TV Sets, Players

WASHINGTON, Feb. 4.—The American public will spend approximately $3,500,000,000 for purchases of radios, TV sets and record players, according to an estimate by the Chamber of Commerce. This figure is far below the $3,500,000,000 which the Radio Manufacturers Association (RMA) estimated was spent on such purchases in 1949.

Breakdown by Income
In a breakdown of spending habits by income groups, the Chamber reported that an individual with an above-average income buys a radio, record player or TV set every two years, while the average household buys one every three years. A family with an average income buys a radio, TV set and record player every four years. (See Sales Seen Headed for 50 Cent Slump on page 16)

U.S. WOULD TAX TV SETS 10%
WASHINGTON, Feb. 4.—A 10 per cent federal tax on the manufacturers' price of TV sets was requested yesterday (3) by Treasury officials. John J. Anderson, assistant secretary of the administration, has been closely studying the question of whether the tax would be acceptable to the public.

Snyder estimated that a TV set tax of 10 per cent would add $500 million annually, thus reducing the estimated revenue loss of $805,000,000 which would come out of general expenditures on sets purchased by consumers, which Snyder asked for an exception increase. The Secretary's recommendation was heard late in the session.

Trade and Industry
Before the Senate Commerce committee, the Commerce Department's Federal Trade Commission reported on the effect of trade and industry on the TV set market.

Income Fluctuation Affects Set Buying
WASHINGTON, Feb. 4.—Sales of radios, phonographs and discs are more sensitive to income changes than any other personal expenditures, except sales of pleasure boats, the Department of Commerce reported this week in a searching analysis of the effect of income on spending and personal income.

Examining data covering the last two decades the Commerce Department statisticians found that a change of 10 per cent in personal income was accompanied on the average with a change of 25 per cent in expenditures for phonos, radios and records. On the other hand, a change of 1.8 per cent in the value of personal income in the United States, which is 8 per cent in the revenue act of 1948 and 10 per cent in the revenue act of 1949, according to the Commerce Department.

Brief and Important
Phono and AM-TV Receiver News Digest

Minnesota Firm Announces New Paper-Backed Tape
A new paper-backed sound recording tape has been announced by the Minnesota Mining & Manufacturing Company. The company, the tape is designed for home, school or other non-commercial use, and includes one 12-inch roll of tape, said to provide better frequency response, lower noise level and higher output. All the company announcement did not reveal its price, it is said to be around $1.50 for a 1,200-foot reel, when purchased in quantity.

DuMont To Market Color TV for Closed-Circuit Use
The Allen B. DuMont Laboratories disclosed Friday (3) that it will be the first company to market color television systems. A complete color electronic system will be on the market by the end of the year. The home of the system will be on the market in the fall of 1950.

Notes on the Manufacturers
Philco Vice-President David B. Smith joined the general management of the TV set division of the company, which is now known as the TV division of the General Electric Company. Philco also changed its top management, with the appointment of a new president, Louis D. Liberman.

In the meantime, the DuMont Laboratry announced the appointment of a new executive vice-president, Dr. Charles F. Dillard, who will be in charge of all the company's operations.

Better Biz B. Casts Bilious Eye on Video
NEW YORK, Feb. 4.—The Better Business Bureau (BBB) is seriously concerned with the service conditions of the video service contracts. The BBB service contracts are adequate assurance for set owners, Leonard Barratt, director of the BBB, said this week that he has asked several service companies to submit their service contracts for study.

According to Barrett, a study is being issued under the recent ruling of the New York State attorney general's office that the owner only for replacement of parts not for service.

"Take It on Lam" is no assurance that the serviceman or dealer will be in business long enough for adjustment calls, said Barrett. "Unnecessary expense is involved in the buying of a policy on second-year service renewals until they found some method of guaranteeing the customer's assurance that he will be properly seen."

In general, the BBB has not received any great number of complaints against video service men or servicemen. However, said Barrett, the complaints are being answered fairly late. "They are not out of proportion to the amount of sales they are getting. They are keeping their stores open seven days a week and 10 p.m.

Prospects for TV Sets

In New York the Vim stores chain unveiled a new line of "La-\n
ian Limousine dinnerware" with the purchase of any one of 10 different items, a "plus discount of $50 to 60 per cent." Republic Light & Furniture Company, Cincinnati, ran separate ads devoted to a "16-piece living room suite including a 12-inch table model television set," "Bargain Offer" for $229 and a 12-inch TV set "made famous manufacturer for $140."

Clearance and close-out sales were also featured by the Fair and Pogue in Cincinnati. Private brand adverisers included Hutlizer's in Baltimore offering AMC 12-inch table models at $190.50, and Steinberg's in Cin-

In addition to the TV sets, a "Limited Edition" of 12-inch table models at $150.

Nineteen-inch consoles were associated with "there's no better service warranty, but turns over to a service organization the lack of business." The BBB has also received complaints in connection with the sale of TV sets.

With this set-up, complaints state, the consumer gets no satisfaction from the dealer or from the manufacturer. The BBB has suggested that the consumer ask whether the service contract is being handled by the retailer or from the manufacturer. The BBB has also suggested that the consumer ask whether the service contract is being handled by the retailer or from the manufacturer.
ASCAP Cartel Peace Possible

Wexler's Finger

PHILADELPHIA, Feb. 4.—Benny Goodman's waxing for Capitol during the week is part of the Columbia's Bill means hitting the jackpot for Elliott Wexler, partner in the Kaykey Company, local record distributing firm. Altogether Wexler's firm doesn't handle the label, Wexler has his fingers in everything else. He's the owner of the Kaykey and publishes it, serves as personal manager for Goodman and is the personal manager for Buddy Greco, who handles the vocal on the side.

Cap Promoting Hopalong Album

HOLLYWOOD, Feb. 4.—Capitol Records is launching an all-out push on behalf of Hopalong Cassidy and the Singing Bandit, Bill Boyd kid side show, which is about to be released for its merchandising interest in the kid character. Discjockey will blanket the country, advertising department will be sending promotional tie-in material to the top department store trade executives.

In addition to routine sales promotion, this new William will be using Hoppy hats and ties and distributing ties to stores salespeople plugging the album. Boyd will cut an interview disk to be distributed to disk jockeys. Discjockey is advising record dealers to set up reciprocal merchandising arrangements with near-by specialty shops handling Hoppy brand items. In department stores, Cap's suggesting reciprocal displays between kids and record departments.

Album is slated for release February 27. Package consists of a record reader, but differs from recent releases. In accompanying the album are not drawn photos actual photos illustrating the comic column in a manner similar to regular film production.

Oberstein's Hit Disks To Debut At 79c Level

NEW YORK, Feb. 4.—Hit Records, Eli Oberstein's bid to enter the $79c disk sweepstakes, will make its debut over the counters coming next week. This line, unlike Oberstein's low-priced Varsity disks, will be handled through the local radio and retail channels at the discount rates prevalent here. It too would run from April to June, commented that "the big trouble with bebop is that it's not too good for dancing; jazz is both good for dancing and listening.

More Indies Set To Issue Disks On New Speeds

NEW YORK, Feb. 4.—A new flock of indie labels this week got set to release their wares on one or both of the new-speed systems. In addition to Mercury's (Modonna, among others) this issue) the latest 45 rpm entries include Savoy, Regent and Caravan. Wittels, a kidjazzy bringing out an LP line of four titles.

Savoy and Regent, both headed by Harman Lubovick, will bring out 28G bands on similar organ sides and kerry Garner disks. Lubovick reports that there is little demand yet for rhythm and blues disks on 45. He is also bringing out his second LP entitled "Unity".

Caravan will issue half a dozen of its kiddies on 45. As soon as pressing prices come down and delivery dates can be guaranteed by the factory.

May Tie In With Consent Decree Verdict

Single Package Likely

By Ben Atlas

WASHINGTON, Feb. 4.—American Society of Composers, Authors and Publishers has filed a consent decree against the U.S. Department of Justice's long-pending suit against the American Broadcasting-Paramount Theatres Corp. The suit, filed in the U.S. District Court for the Southern District of New York, seeks an order compelling ABCPT to license ASCAP in any substantially identical activity.

Dreyer Forms 2 Hillbilly Pubs

NEW YORK, Feb. 4.—Music publishers have formed two new firms for an invasion of the hillbilly music market. Both Barnhill Music and Tennessee Record Company are affiliated with Broadcast Music, Inc. (BMI). The latter firm is also linked with the newly formed Tennessee Record Company.

The new outlet has already inked two writers, Vic McAlpin and Kirby Riddle, to exclusive contracts. McAlpin is also a music contractor and recording artist, and McAlpin doubles as BMI's regional representative for the pulperry.

La Truman Inks Pact With RCA

NEW YORK, Feb. 4.—RCA Victor has signed Margaret Truman to an exclusive recording contract. For the debut year this as a touring concert artist, record on the label.

According to an announcement by Frank Fosom, RCA president, the singer will cut her first Victor disk upon completion of her present tour. The release will coincide with her first major concert season. Miss Truman has already appeared in 15 of the 30 cities on her itinerary.

Columbia Blows New Era

Miller Post Sparks Major Policy Change

Lieberson Sets Blueprint

(Continued from page 3)

What It Means

What it means is, of course, a stiffer attitude with regard to the end-product—the disc—and it is known that this thought has been in Lieberson's mind ever since he came from the masterworks division to his present position. Lieberson also indicated that he will give the artist equal billing.

Miller, who comes to Columbia from Mercury, where he was director of popular music, is understood to be opposed to Columbia for a three-pearl policy.

BG Going Abroad; Rates Jazz Above So Good' Bebop

NEW HAVEN, Conn., Feb. 4.—Ben
ny Goodman, the orchestra leader, headliner for Europe in April for a con
cert tour with his orchestra, he dis
closed. The band is participating in a swing concert at Yale University's Sprague Hall last week. According to Lieberson's draft for the Yale University School of Music's student program.

The five men expressed the belief that the future of American jazz was at hand, pointing out that "perhaps jazz better than anything else expresses American idiom."

Goodman, who said his European tour will be participated in a swing concert at Yale University's Sprague Hall last week. According to Lieberson's draft for the Yale University School of Music's student program.

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MUSIC

The Billboard
February 11, 1950

MONROE TAKES THE ROAD

Sets 1-Nites For 16 Weeks Country-Wide

BOOG Cross Expected

By Hal Wehman

NEW YORK, Feb. 4.—Vaughn Monroe, who last year undertook one of the most successful radio-touring projects in the recent history of the business, has announced that he will carry his “400 in 60 days” radio-tour to as many as 140 stations this year. The tour will be divided into two segments, each of which will consist of 70 radio stations.

The tour will begin on June 1 and will continue through September 15. The first segment will run from June 1 to July 15, and the second segment will run from July 16 to September 15. Monroe’s management has contracted with a number of major radio stations to participate in the tour, including WLW, WDIA, WOR, and WLS.

The tour will be divided into two segments, each of which will consist of 70 radio stations. The first segment will run from June 1 to July 15, and the second segment will run from July 16 to September 15. Monroe’s management has contracted with a number of major radio stations to participate in the tour, including WLW, WDIA, WOR, and WLS.

London Plans Expansion of A. & R. Set-Up

To Hypo Staff, Scope

NEW YORK, Feb. 4.—When London Records moved to 18,000 square feet of new, enlarged quarters on Grant’s Way, the first department to expand its scope was that of its personnel. The expansion was designed to meet the increased demands of the sales force and the public.

The sales force was expanded from 14 to 28, with an additional 10 personnel added to the marketing department. The expansion was necessary to meet the increased demand for records and to provide better service to the customers.

Local 47’s Wallace, Tegroen At Odds, Toss Hats in Ring

HOLLYWOOD, Feb. 4.—Top level dissatisfaction among officers of Local 47, American Federation of Musicians, has come to light this week when it was learned that J. K. (Spike) Wallace, Local 47 president, had announced his intention to retire and would run for a third term in the election. Wallace’s announcement came as a surprise to most of the officers and members of the union.

Wallace, who has been president of the local since 1940, said that he had changed his mind and would not run for re-election. He announced that he had decided to retire and would run for a third term in the election. Wallace’s announcement came as a surprise to most of the officers and members of the union.

Parodies Need Writer OK—SPA

NEW YORK, Feb. 4.—The Songwriters’ Protective Association (SPA) is sending a letter to publishers suggesting that they obtain the consent of the songwriter before authorizing the publication of a song. The letter follows a canvassing of publishers by the SPA to ascertain their views on the usual practice in authorizing the publication of copyrighted material in the usual manner of a copyright or a composition.

The letter has also asserted that most of the publishers are not in favor of the usual practice of authorizing the publication of copyrighted material in the usual manner of a copyright or a composition. The letter has also asserted that most of the publishers are not in favor of the usual practice of authorizing the publication of copyrighted material in the usual manner of a copyright or a composition.
**B’swick, Coral Join LP Ranks In Mid-March**

NEW YORK, Feb. 4.—Decou Records independently distributed subsidiary, Coral and Brunswick labels, will enter the long-playing (LP) field in mid-March. This will round out the full growth of Coral as a major factor in the disc business. Coral sitter slightly over a year ago as a major factor in the field of top-flight pop items, including the currently fast-moving Ames Brothers duo of Ray and Bobby.

The initial LP release, which combines Coral and Brunswick wax, will contain a top-flight pop item, which will be priced at $2.85.

**First Releases**

The first records on the release will include at least two from Coral—Bob Crosby Dixieland band group and a square dance set—and a minor item of four from Brunswick, which will be rolled from the collector's series of a regional artist, released in recent years. Some of these albums included one or more Bing Crosby-Duke Ellington, the New Orleans Rhythm Kings, Jiji Roll Morton and other eminent jazz heroes.

Brunswick jazz LP sides will be the first major item to be made available in the long-play idiom.

---

**Cromwell Now All Richmond’s**

NEW YORK, Feb. 4.—Howard Cromwell has purchased the interests of Carl Siccardo and H. Z. Rodina in Cromwell Music and is now sole owner of the young publisher, which has been active in the Jaykay record, Hop Scotch Polska and is now in high gear with Music, Music, Music.

Cromwell, who also disposes for John Paree (formerly known as Etienne Paree), has arranged a recording contract for Paree with C. P. Parrish, the composer of Music, and sang with the Miller (Gus) Miller orchestra, on the Rainbow disk which launched the tune.

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**Thesaur’us Adds Roth, McKinley Packages**

NEW YORK, Feb. 4.—Two new program packages, billed around Allen Roth and Ray McKinley, were released to station subscribers by the new Thesaur’us, RCA’s library transmission service.

Music by Roth, starring Roth’s orchestra and a chorus of the half-hour, three-week program. Ray McKinley and his orchestra are a two-hour program for broadcast one or more times weekly, features McKinley and the vocals of Dale Namally.

---

**Cap Sets Hefty Promotion Push On Kenton Tour**

HOLLYWOOD, Feb. 4.—Capitol Records will unleash on the West Coast the biggest promotional campaign it has ever staged for an artist on behalf of the Frank Jenelton tour. The tour’s full weight behind 23 of the West Coast Capitol offices and dozens of local distributors and agencies, and offices and distributors co-operating all the way on the remaining tour dates for the 23 dates panel is taking over the complete promotion, starting with the promotion of any copy and platters, supplying window display, point-of-sale material and working with disc jockeys and dealers on Kenton contests.

Disc jockey has recorded Kenton in a series of concerts which relates the history of the band and what he now is striving to achieve in contemporary music, with its impor-
tive in Modern Music scorings. These concerts will be used in the drive for the advance of Kenton’s appearance.报社 is seeding 5,000 Kenton eases and 5,000 stickers to its branches pub-
ging the concert.

Branch managers will work directly with concert pro-
grams and introduce Kenton in each case when it has been staged by Kenton himself, transcribed from his Kenton's own notes. Kenton and the band will take over handling promotion themselves.

Disc jockey and dealer contests are set in some districts with giveaways including free tickets to the concert and record al-
bums, and also radio airplay and possibly concerts for records only. Contest dailies are being worked out thru the promotion department. The campaign only return on investment will be boosting Kenton’s stature and whip-
ing up interest in his records.

Our attention, however, is on the disc jockey promotion.

Kenton’s tour is being hailed as one of the most important of the past postwar years.

**Petrillo’s Fine Italian Mitt Revealed in House Bill 6000**

By Johnny Sippel

CHICAGO, Feb. 4.—The connection between the National Broadcasting Company and the American Federation of Musicians was a major factor in the passage of the House of Representatives version of the Social Security Act, which was greeted with all the credit of being of great benefit to our mu-

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Branch managers will work directly with concert pro-
grams and introduce Kenton in each case when it has been staged by Kenton himself, transcribed from his Kenton's own notes. Kenton and the band will take over handling promotion themselves.

Disc jockey and dealer contests are set in some districts with giveaways including free tickets to the concert and record al-
bums, and also radio airplay and possibly concerts for records only. Contest dailies are being worked out thru the promotion department. The campaign only return on investment will be boosting Kenton’s stature and whip-
ing up interest in his records.

**Petrillo’s Fine Italian Mitt Revealed in House Bill 6000**

By Johnny Sippel

CHICAGO, Feb. 4.—The connection between the National Broadcasting Company and the American Federation of Musicians was a major factor in the passage of the House of Representatives version of the Social Security Act, which was greeted with all the credit of being of great benefit to our mu-

Our attention, however, is on the disc jockey promotion.

Kenton’s tour is being hailed as one of the most important of the past postwar years.

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MUSIC

Sales Seem Headed for 36 Skid

Slump Seen In AM and TV Plays

740 Miles Total Predicted

(Continued from page 2)

and the family name $26. A below-average-income family buys a set every six years at an average price of $45, according to Chamber estimates.

Approximately $250,000,000 will be spent on these and other musical instruments during 1950, according to another Chamber estimate. This sum represents almost 45 percent of the $9,000,000,000 to be spent on all types of house furnishings.

$430 for an Instrument

It was further estimated that families with incomes of $5,000 or over will spend an average of $430 for each type of musical instrument they buy. Purchases of such products, however, are made by the average high-income family only once in 20 years, according to the Chamber.

The average transaction in the musical instrument field for families in the Andrews-Sisemore bracket ranges from $100 to $130, with purchases being made by the high-income family in this group only once in 20 years.

For families with below-average incomes, a typical musical instrument transaction amounts to $100. The average frequency of purchase is in excess of 35 years, according to the Chamber.

Cap's Bittaker

On Field Tour

HOLLYWOOD, Feb. 4.—Floyd Bittaker, Capitol’s vice president in charge of sales, leaves his Century City headquarters on a month’s coast-to-coast tour of the Capitol field sales and Tudor district offices. He will concentrate mostly on the Eastern and Midwestern regions.

Purpose of the junket includes gaining the pulse of the industry’s music market, keeping abreast of Capitol’s activities, and being made familiar with Capitol’s sales strategies and sales promotions, and special emphasis to be placed on Deluxe-Ideals, jockey and juke box operator relationship.

Day Plugs ‘Clancy’

As St. Pat’s Theme

HOLLYWOOD, Feb. 4.—Dennis Day’s new Metro Goldwyn-Mayer film, “Clancy,” is an annual St. Patrick’s Day celebration, in the hope of establishing tune as an annual St. Patrick’s Day standard. Tune will be aired during the week preceding St. Pat’s on the Big Brother, Alice Faye and Dennis Day shows.

Day’s own, Victor recording of the Irish novelty will be mailed to jockeys in 50 cities as part of the release promotion. There is also a strong sales drive by Capitol’s field sales and music sales. Records of “Clancy” have been cut by Andrews Sisters’ Debut, Korn Kobblers (MGM) and Ames (Capitol). A tie-up also is being made with Universal-Chain-Jukebox National Studios, which used the tune as the title song of their production number in The Girl Who Took the West.

Scott’s Unique This Time With 1-Man Disk Biz — Master Records

NEW YORK, Feb. 4.—Raymond Scott, who has broken the orthodoxy, is back in the news with another of his musical ventures. This time, its a one-man disk production master. Records, handled in every detail by Scott himself, is in preparation for Scott’s production label. Scott’s output is a variable record with one of his own well-known arrangements on both sides of the platter. The disk is $2 a copy and is mailed out in an equal and attractive package containing the label. Scott’s label is a characteristic Scott “program note” explaining the rationale of the composition or arrangement.

Master of All

The venture is the materialization of a theory Scott has that musical perfection can be approximated only if the composer has a hand in every stage of recording, including in some way, arrangement, supervision of the musicians and direction of the technical recording process. Since, as Scott states, “I’m no expert in decibels and amps as he is in playing and conducting, he is particularly fitted to take out the idea. The music was taken as the source of his equipment.

Musically, there will be the usual debate over the Scott brain children. The pieces are unmistakably Scott, in the familiar instrumentation, with the same shifting rhythms and intensities. However, there are indications that the composer has developed and matured and is not so much given to strong, easily understood only by the buyer and his equipment.

Scott is merchandising these records with the same care as any other producing organization. “I’d be quite happy,” he says, “if there were 5,000 people like me who would buy these records.”

Having heard the records, we can say that they are without question a rare and quite possible of further growth.

Jerry Wedler

Exam Before Trial
In Grove Vs. Glaser Is Set for February 20

NEW YORK, Feb. 4.—Examination before trial of Plaintiff Izzy Grove in Grove vs. Max Glaser отношения, has been set for February 20. Grove is asking $10,000 in his suit, which is based on the earnings of Clifton Hampton and Billie Holiday, allegedly due under an agreement he claims to be made with Glaser.

The trial is on the New York Supreme Court calendar for March 12. Grove is represented by attorney Louis Nizer, Glaser by Morton Miller.

Plunge Into 45s

For Modern Records

HOLLYWOOD, Feb. 4.—Modern Records, the label of the late Decca Records head, has announced this week what Platter said it would issue $16 single records for the year. Modern Artists will offer to Eddie Gomez, Steve Bench, Albie Staar, Errol Garner, Andre Previn, and Nappy Lamare and others of the first rank.

Coral Signs Up

Bob Crosby for Dixie Platters

NEW YORK, Feb. 4.—Sparked by the resurgence of Dixieland music, Coral Records, Decca subsidiary, this week signed Bob Crosby to record for Bob, who has a strong Dixieland group for the label. Crosby, who gave up his regular job at the Cotton Club when the service has been working as Dixieland leader, theater and radio and since his discharge, Crosby’s old group formerly waxed for Vocalion. These recordings were recently released on the old Vocalion label.

Coral’s old group of Dixieland bands on the old Vocalion label, which makes the trade that the long talked of revival is now a fact.

Coral’s old group of Dixieland bands on the old Vocalion label, which makes the trade that the long talked of revival is now a fact.

La Smith To Intro

"3d Man" Themes When Air’s Clear

NEW YORK, Feb. 4.—Kate Smith will introduce the sound track recording from The Third Man of the United Artists pictures, on her WOR platter show when the American Federation of Musicians and Chappell publisy lift their restriction on the music.

Exactly when this will be nobody yet seems to know. A spokesman for Chappell said that the “restriction” is being maintained until the film, which opened at the Victoria here the week of February 11th, has closed. Disks of the music, which were finally allowed to go on sale by Chap-

peal, cannot be cleared for airplay. The record labels held the music in center of controversy. Hoffman, and by the Selznick office, in order not to impair the value of the picture.

Record Execs Unhappy

Record executives said they are unhappy with the whole affair. The series of legal actions, brought by the fact that the fact that now have just the records on the market they can’t be sold on the air, makes them feel that the original trade and public relations are being run off into a feeling of “we won’t sell this to you if you don’t use the flippers, a serious item in recording, that they feel that their discs have been hurt.

Meanwhile despite the air ban, The Exclusive Records, owner of Third Man disks by deejays and dealers, and also by the the “best bets,” “most requested” disks, etc.

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TO: ALL DECCA DEALERS AND MUSIC OPERATORS

TEN IMPORTANT SPECIAL RELEASES

ACT IMMEDIATELY...ORDER NOW!

THE 3rd MAN THEME

CAFÉ MOZART WALTZ
(Both Selections from the Carol Reed Motion Picture Production "The 3rd Man")
GUY LOMBARDO and His Royal Canadians
DECCA 24839

CAN I COME IN FOR A SECOND?

I OUGHTA KNOW ABOUT YOU
(From the Musical Production "A la Carte")
DICK HAYMES with PATTY ANDREWS
VIC SCHORN and His Orchestra
DECCA 24896

THE CRY OF THE WILD GOOSE

IT ISN'T FAIR
JOE MARINE with Waring Pop Orch. Conducted by HARRY SIMEONE
DECCA 24895

(MP)

MUSIC! MUSIC! MUSIC!
O, KATHARINA
CARMEN CAVALLARO and His Orchestra
DECCA 24881

BRING HER OUT AGAIN

THE FRENCH CAN-CAN POLKA
ETHEL SMITH with the Smith Singers
DECCA 24886

WITH MY EYES WIDE OPEN, I'M DREAMING

LOST IN A DREAM
INK SPOTS with Orchestra
DECCA 24887

MARTA
(Rambling Rose of the Wildwood)

WHEN THE WIND WAS GREEN
DICK HAYMES
DECCA 24893

BAMBOO

ONE! TWO! THREE!
(From the Musical Production "Alive and Kicking")
JERRY GRAY and His Orchestra
DECCA 24894

BROKEN DOWN MERRY-GO-ROUND

THE GODS WERE ANGRY WITH ME
EILEEN WILSON and DICK THOMAS
DECCA 24880

THE 3rd MAN THEME
(From the Carol Reed Motion Picture Production "The 3rd Man")

LOWDOWN BILLY
HANK "SUGARFOOT" GARLAND
DECCA 46218

America's Fastest Sellers!

DECCA RECORDS
Merchandising Pays Off
Chi’s Skidell Mixes Sales, Promotions Ideas for Success
By Johnny Sippe1

CHICAGO, Feb. 4.—After hiking from record store to record store for 8 years as a salesman for various local distributors, Bernie Skidell decided to open his own shop at 9150 N. Commercial Avenue. Proof that he made the right decision each box, 1945, is the fact that he has to do double his floor space after six months’ operation. His ABC Record-teria is a mixture of the promotion he recently promoted picked up as a salesman for J. F. Bard Distributing Company, local indi- die label distrib, and Decca.

Skidell is an apostle of self-service. Since opening his basement store, which is entered by walking thru the main floor jewelry store, he’s worked on the premise that the customer must be continually exposed to tempting disk merchandise. His store is an L-shaped affair, with merchandise along all walls and racks in the middle. He figures that he has 2,000 different disks and 600 albums at the custom- er’s easy reach.

He checks his racks three times weekly to replace stock. In the case of the top 15 pop hits, as listed in The Billboard, he has these items checked daily. In order to keep his in- ventory up, he keeps a cross-file card index. When he makes out a title to be pasted on the big white cardboard list that separates the various titles in each rack, he makes a carbon copy which he pastes on the index card. He has an additional cross index card. On the original index card, he types the date of the first purchase of the record and how many were pur- chased. He keeps a running account of his present purchase, in order to give him an idea of how the name has been going.

Michael Ginzberg
When he was ready to open his store, Skidell noticed a small clout which seldom could be utilized for anything type of record sales and was far from his power molasses. He decided to buy a table Wilco-Gay recorder and make it a recording booth. He’s found that this recorder has paid off in many ways. He now makes from $8 to $10 per week profit from selling disks to be cut on the recorder. In addition, it’s become a terrific promotion gimmick. When he wanted to familiarize pat- on with self-service methods, instead of buying signs, he put rec- eipts in which he cut, inside the list. On the shelf of the record, he put “Mystery Disk” and a message asking patrons to listen to the record.

On the record he thanked the new customers and asked them to put rec- orders they didn’t care to buy on a special rack. His employees then re- place them in the proper rack. To stimulate holiday disk sales on Mother’s and Father’s Day and Christ- mas, he gave each patient a coupon with an album blank disk, on which the purchaser could sign a message to his parents or person to whom he’s giving the album. He has a bunch of messages and various cards that are proper for that particular holiday.

Terry Programs
Because of the varied nationality life in the steel mill vicinity where the store is located, Skidell handles a wide variety of records. He handles Polish and Slovak disks. To get the word around that these disks were available, Skidell started to advertise in nationality dance programs. He’s done a fine job of this economic advertising and has been continuously building his clientele. To stimulate disk sales, he tied in closely with movies at a near-by theater. The disks were played at a special kiddie showing. He provided Bozo the Clown, the Capital kiddie seller, whenever the theater has such a showing and gave out 10 albums in the prize giveaway.

His two clerks are instructed always to give any child who enters the store a purchase either a balloon, balloon or stuffed animal. In order to get a special mailing list for kiddie records, he asked persons signing the mailing list to identify if they had children. Because of the kiddie trade he does, he’s bought a large lot of T-7-inch albums at a discount. He also bought up stocks of defunct T-7-inch disks and had them printed off at 10 in an album for $2.59. He already has sold 1,750 of the albums.

Skidell inaugurated a merchandising card for his steady patrons soon after the store opened. When a customer makes a purchase, he gives him a card with 10 numbers on it. A similar card with the customer’s name on it is placed in a file under the counter. Each time the customer buys a disk, he places the edge of the card on the counter. When the file shows 10 punches, the customer gets a 7-inch album. Each week a merchandise card customer’s name is drawn and presented with a $10 merchandise certificate to encourage more card holders.

Because of a Chicago ordinance prohibiting the use of loud speakers for sidewalk promotion, local retailers can’t get the play-along disk they like. Skidell overcame that ordinance by installing a loud-speaker in the bottom of his air-conditioning unit which turns the music to the side- walk passersby. He tries to use only hit disks on the play-along ideas, such as Let’s Smiley Be Your Umbrella when it’s raining, White Christmas during the summer heat.

Skidell also finds that he can hypo needle sales a great deal by getting out huge buttons, bearing the in- script, “Have your needle lately?” These buttons are only smallpeople invariably boast needle sales 80 per cent. He also doesn’t wear the button about every two months. In order to get word around that the new record store had opened, Skidell went to the publisher of the city’s community newspaper with the idea that he do a record column weekly.

The publisher grabbed up the idea and Skidell continued the writing assignment until several months ago, when the pressures of the store made it impossible. He believes that the column increased readership of his weekly 60 per cent, which he appears next to the review space.

Tyro Dick Levy
Gives It a Whirl

PHILADELPHIA, Feb. 4.—In spite of all the gloom permeating the adventures of the Hot Jock, Dick Levy is determined to make the dash. And while the young gunner’s troubles remain his own, his family connections will immediately focus special attention on his entrance in the e-n-whirl. Levy, an 88-er of the hot jazz school, is the son of J. Levy, a member of the board of the Columbia Broadcasting System (CBS) and former of Syracusian stock. It is his father, who has extensive holdings, who also owns Columbia. Levy had his own, an e-n-whirl’s career, and after schooling with top- notch jazz pianists, is currently working his time pounding the keys at the CBS Club, each other-night. At the same time, he’s formulating plans to build a big band of his own.
Double your money's worth...

2 great sides with

Spike Jones
and his City Slickers

RCA VICTOR

MORPHEUS
and WILD
BILL HICCUP

MUSICAL DEPRECIATION REVUE OF 1950
Now appearing
Great Northern Theater
Chicago • Illinois

PERSONAL MANAGEMENT RALPH WONDERS, PRES
ARENA STARS, INC.

WATCH FOR OUR NEW ALBUM IN MARCH
DESIGNED FOR DANCING

MUSIC CORPORATION OF AMERICA

February 11, 1950
The Billboard
MUSIC 19
HONOR ROLL OF HITS

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This Week

1. DEAR HEARTS AND GENTLE PEOPLE
   By Bob Hilliard and Sammy Fan
   Electrical transcription libraries: Key Amer, Associated; Bob Crosby, Stanford.

2. CHATTANOOGA SHOE SHINE BOY
   By Stone and Starse
   The Starlighters-P. Westwood Ccp 24876; O. Daniels, Dec 24816; J. Daniels, Dec 24819. (See note on electrical transcription libraries available as The Billboard goes to press.)

3. RAG MOP
   By Willie and Anderson
   Records available: Ann Boulton, Dec 24872; Bud Williams, Nov 24872; B. Ork, London 5782; B. Ork, London 5783.
   The Starlighters-P. Westwood Ccp 24876; O. Daniels, Dec 24816; J. Daniels, Dec 24819. (See note on electrical transcription libraries available as The Billboard goes to press.)

4. OLD MASTER PAINTER, THE
   By Beasley Smith and Kaye Gilgeff
   Records available: B. Harris, Jan 24872; J. Conlon's B. Juke, Jan 24874; B. Ork, London 5782; B. Ork, London 5783.
   Electrical transcription libraries: Bob Crosby, Associated; Eddy Howard, World.

5. I CAN DREAM, CAN'T I?
   By Irving Kahn and Sammy Fan
   Records available: Anna Stidweils-G. Jenkins, Dec 24765; L. McBeth, A. Winterhalter Ccp 24872; B. Ork, London 5782; B. Ork, London 5783.
   Electrical transcription libraries: Bob Crosby, Associated; Eddy Howard, World.

6. THERE'S NO TOMORROW
   By Hoffman, Conley and Cerr
   Records available: B. Harris, Jan 24872; J. Conlon's B. Juke, Jan 24874; B. Ork, London 5782; B. Ork, London 5783.
   Electrical transcription libraries: Bob Crosby, Associated; Eddy Howard, World.

7. JOHNSON RAG
   By Hall, Hennick and Laurence
   Records available: P. Bailey, Ccp 24872; L. McBeth, A. Winterhalter Ccp 24872; B. Ork, London 5782; B. Ork, London 5783.
   The Starlighters-P. Westwood Ccp 24876; O. Daniels, Dec 24816; J. Daniels, Dec 24819. (See note on electrical transcription libraries available as The Billboard goes to press.)

8. BBIBIDI-BOBIDII-BOO
   By Mack David, Al Hoffman and Jerry Livingston
   Published by Walt Disney (ASCAP)
   Records available: Ann Boulton, Dec 24872; L. McBeth, A. Winterhalter Ccp 24872; B. Ork, London 5782; B. Ork, London 5783.
   Electrical transcription libraries: Bob Crosby, Associated; Eddy Howard, World.

9. DREAMER'S HOLIDAY
   By Kim Gannon and Mabel Wayne
   Published by Shapiro-Bernstein (ASCAP)
   Electrical transcription libraries: Bob Crosby, Associated; Eddy Howard, World.

10. I SAID MY PAJAMAS
    By Edie Prince and George Gabe
    Published by Harry Marston (ASCAP)
    (See note on electrical transcription libraries available as The Billboard goes to press.)
This week's
New Releases
... on RCA Victor

RELEASE 40-6

POPULAR

FREDDY MARTIN
Wilhelmina
(From the 20th Century-Fox film "Washbash Avenue")
Music! Music! Music!
20-3693 — (47-3217)*

LISA KIRK AND DON CORNELL
Have You Ever Been Lonely?
(Have You Ever Been Blue?)
You Missed the Boat
20-3994 — (47-3218)*

TONY MARTIN
Boulette
It's Easy for You To Say
20-3663 — (47-3219)*

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

HUGO WINTERHALTER
The Flying Dutchman
Count Every Star
20-3997 — (47-3221)*

IRVING FIELDS' TRIO
The Third Man Theme
(From Carol Reed film production "The Third Man")
Poet and Peasant Rumba
Based on "The Poet and Peasant Overture"
20-3668 — (47-3222)*

COUNTRY

HOMER AND JETHRO
I Said My Nightshirt (And Put On My Pray'rs)
Music! Music! Music!
21-0162 — (48-0161)*

ERNIE LEE
Headin' Home (To Old Kentucky)
Second-Hand Heart
21-0170 — (48-0162)*

RHYTHM

BIG JOHN GREER
Rocking Jenny Jones
I've Just Found Love
22-0068 — (50-0051)*

*45 RPM. catalog numbers.

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

A Lovely Bunch of Coconuts
Freddy Martin
20-3554 — (47-3047)*

It Isn't Fair
Sammy Kaye
20-3609 — (47-3115)*

Bamboo
Vaughn Monroe
20-3627 — (47-3143)*

Dear Hearts and Gentle People
Dennis Day
20-3596 — (47-3102)*

Bibbidi-Bobbidi-Boo
Perry Como
20-3607 — (47-3113)*

Dreamer's Holiday
Perry Como
20-3545 — (47-3036)*

I Said My Pajamas
Tony Martin-Fran Warren
20-3615 — (47-3119)*

Mommy and Daddy Broke My Heart
Eddy Arnold
21-0146 — (48-0150)*

Martia
Tony Martin
20-3398 — (47-3104)*

Old Master Painter
Phil Harris
20-3608 — (47-3114)*

There's No Tomorrow
Tony Martin
20-3582 — (47-3078)*

Please Believe Me
Did Anyone Ever Tell You, Mrs. Murphy?
Perry Como
20-3608 — (47-3211)*

* "A pleasing ballad and a lively melody with a twisters finish are done with a typical Como influence and charm." Billboard Possibility February 4th.

Rag Mop
Pee Wee King
21-0167 — (48-0179)*
(Number 1 in Country and Western Disk Jockey Pick: The Billboard February 4th.)

Take Me in Your Arms and Hold Me
Eddy Arnold
21-0146 — (48-0150)*
(Number 4 in Country and Western Record Most Played by Disk Jockeys: The Billboard February 4th.)

Siampede
Roy Rogers—Sons of the Pioneers
21-0101 — (48-0161)*
(Number 3 in Country and Western Records Most Played by Disk Jockeys: The Billboard February 4th.)

The stars who make the hits
are on RCA VICTOR Records

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

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC "45"
Tony Martin and Fran Warren

"I Said My Pajamas"

Tony Martin

47-37; 5
20-3613-
22

Sammy Kaye's

LATEST HIT

45 rpm RCA Victor Records

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:
State:
Profession or business:

I have enclosed $10.

Bill me.

Mail me.

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Order from your record dealer, or direct to Billboard Publications, Inc., 809 Seventh Avenue, New York 19, New York.
The song that was written on One Wonderful Note!

MARGARET WHITING
sings her sweet, sensitive, sensational interpretation of...

Be Mine
with the Jud Conlon Singers
and Frank DeVol and His Orchestra
on 78 rpm No. 841 - on 45 rpm No. F841

FIRST WITH THE HITS FROM HOLLYWOOD

RAY ANTHONY and HIS ORCHESTRA
Acclaimed America's Top Dance Band!

* 'Sitting By the Window'
  and 'Dixie' ........... 78 rpm 794—45 rpm F794
* 'Bamboo' and
  'Count Every Star' ....... 78 rpm 859—45 rpm F859
* 'I'll See You In My Dreams' and
  'My Baby Is Blue' ........ 78 rpm 819—45 rpm F819

* 'A Dreamer's Holiday' and
  'Bye Bye Baby' .......... 78 rpm No. 761

WRITE OR WIRE YOUR CAPITOL DISTRIBUTOR TODAY!

www.americanradiohistory.com
Records Listed Here in Numerical Order Are Those Played Over the Greatest Number of Record Shows. List Is Based on Replies from Weekly Survey Covering Disk Jockeys Throughout the Country. Unless Otherwise Shown in This Chart, All Other Lists Are Compiled By Means of Questionnaire Sent to Members of the Radio Trade. A List of Members of the Radio Trade, Their Calls, and a List of Members of the Record Trade; Their Calls, Will Be Published in Each Issue of This Magazine. A Composite List of the Most Played Records in the Country Will Be Published in Each Issue of This Magazine.

**Radio positions**

1. RAG MOP
   - Annette
   - 8:20-30 AM
   - WABC

2. I CAN DREAM, CAN'T I
   - Andrews Sisters
   - 11:50-25 AM
   - WABC

3. CHATTANOOGA SHOO SHOO
   - R. Fairly
   - 12:15-20 PM
   - WABC

4. H minus 10:00 TONIGHT
   - T. Martin
   - 9:40-55 PM
   - WABC

5. CHATTANOOGA SHOO SHOO
   - R. Fairly
   - 1:00-10 PM
   - WABC

6. DEAR HEARTS AND GENTLE PEOPLE
   - Bing Crosby
   - 9:00-30 AM
   - WABC

7. DEAR HEARTS AND D. Shure
   - Gentlemen
   - 12:00-30 PM
   - WABC

8. RAG MOP
   - R. Fairly
   - 12:00-30 PM
   - WABC

9. I SAID MY PIANO
   - R. Ron-T.-Martin
   - 11:00-30 AM
   - WABC

10. MUSICAL INTERLUDE
    - T. Brown
    - 12:00-30 PM
    - WABC

11. BANJO
    - E. Warren
    - 12:00-30 PM
    - WABC

12. OLD MASTER PAINTER
    - B. Foster, McKee
    - 1:00-30 PM
    - WABC

13. WITH MY EYES TIDE
    - P. Gaye
    - 12:00-30 PM
    - WABC

14. OLD MASTER PAINTER
    - H. Harris
    - 12:00-30 PM
    - WABC

15. I CAN DREAM, CAN'T I
    - A. B. G. and H. Warne, Jr.
    - 12:00-30 PM
    - WABC

16. SLIPPING AROUND
    - W. Martin
    - 12:00-30 PM
    - WABC

17. DREAMERS' HOLIDAY
    - A. P. Conn
    - 9:00-30 AM
    - WABC

18. DREAMERS' HOLIDAY
    - B. White
    - 9:00-30 AM
    - WABC

19. LITTLE GIRL
    - E. Martin
    - 9:00-30 AM
    - WABC

20. DREAMER'S HOLIDAY
    - A. B. G. and H. Warne, Jr.
    - 9:00-30 AM
    - WABC

21. I TOLD YOU LANTY THAT I LOVE YOU
    - R. B. Davis
    - 9:00-30 AM
    - WABC

22. THE COWBOYS
    - E. Martin
    - 9:00-30 AM
    - WABC

23. THE COWBOYS
    - E. Martin
    - 9:00-30 AM
    - WABC

24. DEAR HEARTS AND GENTLE PEOPLE
    - Bing Crosby
    - 9:00-30 AM
    - WABC

25. BOY FROM ME
    - G. Gershwin
    - 9:00-30 AM
    - WABC

26. OLD MASTER PAINTER
    - D. Hume
    - 9:00-30 AM
    - WABC

27. THE RHYTHM OF THE TIMES
    - E. Martin
    - 9:00-30 AM
    - WABC

28. DREAMER'S HOLIDAY
    - A. B. G. and H. Warne, Jr.
    - 9:00-30 AM
    - WABC

29. LITTLE GIRL
    - E. Martin
    - 9:00-30 AM
    - WABC

30. BOY FROM ME
    - G. Gershwin
    - 9:00-30 AM
    - WABC

**Songs with greatest radio audiences (ACD)**

**February 11, 1950**

**PHILLY PHADDLE**

George Skinner, who has his spinning television each afternoon via WPTZ, is his light pattern to watch at the records play... Special campaign for the network's distribu- tor for the London label in giving both Pritchard (WDAS) the first spin on Eddie Hodgson's first- class record... Each of the 100 television stations that make the recognition a getting a record... The station that will be hit by the record will have a participating sponsor in the TV disk jockey show of George Skinner on WPTZ, adding a "mystery" voice to the radio audience with the one making the recognition getting a record album... The station that was chosen was com- plete with these three playing stations... Santa Claus for the kids at the Alexander-Wilson Public and the school's children in the worship service, which was a personal appearance... WPTZ adds a disk girl to the spinning staff in that station, who gets a Sunday slot from 11 p.m. to 1 a.m.

**HAWAIIAN NOTE**

Fred Bundy, Miami Beach, Fl., is now doing a midnight to 2 a.m. show from the Empire Room of the old Hollywood Roosevelt Hotel. Bundy has a Dixieland Club show, WHAN, Charleston, S. C., leads off the all-day parade of jocks in the town who take lists. The Dixieland club show is a good idea and is probably topped because he and other spinners get post service from the district. Good service will en- able record companies to sell more records... Bill Elliott, WNOE, New Orleans, is acting as em- cee for the two-hour parade at the Paradise Room. Larry Blair, WTVS, Jackson, Tenn., celebrated his third anniversary behind the mike on WMUJ, the Dixieland station... Larry Shiu, Shuzo, Japan's leading movie star, ... Martin A. Culpepper, WOAI, Elizabeth City, N. C., reports that he can do a nine-o'clock show, Culpe- per handles an hour-and-a-half shift across the board every evening.

**SWITCHES**

Tom Dunn has added from production supervisor at WCMB, Bristol, Va., to program director at WMBD, Moline, Ill. Bert Mulligan leaves WARD, Johnstown, Pa., to WJHK, Owensboro, Ky., and Tom White, from WGL, Richmond, Va., to WJIE, Hagerstown, Md., and Harrold Browne from WKG to WYVE, Mountain Home, Ariz., George Moody leaves WGL, from WCIR, Morristown, Tenn., reports getting terrific reaction to his show.... Henry Warner from WKKD, Lake Superior, Ojibwe Reservation, at the West Music Store in that city.... Herb Olsen, program director at WRL, will have a new music director, ... Wenda Boggs is back to his home base, WLLB, Carollton, Ga.

**FOLK FARE**

Peanut Fairfield, who plays pop disks but styles in the style of a hillbilly disk jockey, has forwarded the claim that he's the smallest spinner extant. He informs us that he's four feet ten inches tall as he weighs 78 pounds. He's 22, married and the father of a girl born Christmas Day, 1939, Ted Booth, WPTZ, Greensboro, N. C., is now a regular Hit Parade, daily afternoon airing.... Terry Saint, WCCO, Minneapolis, Minn., removed his voice to his chores at WIBB, Mason, Ga., Slim Carter, MGM recording star, does an across-the-board program on WLS, Chicago, O. I., plus, live show evenings.

**CONNECTICUT**

In Hartford, for personal appearances, the State of the Air is being heard at a weekly party by James F. Smith, sales promotion chief of Stern & Company, over Columbia Records distribu- tors; Elliott Miller, WITI disk jockey, and others at the WITL studios. Jim Fenamoli and John Brubaker, the Hartford disk jockeys, have been for the (Continued on page 26)
Here's Another SUREFIRE HIT!

With Men Who Know Tobacco Best
It's Women Two To One
backed by
Three Little Girls Dressed in Blue
Capitol No. 40276
(45 rpm F 40276)

TEX WILLIAMS

Remember
SMOKE SMOKE SMOKE
and the Sure Fire Hit
it was for OPERATORS-
DEalers and
DISK JockeYS
and NOW
It's ...

Orchestra
and Trio...
Smokey Rogers &
Deuce Spriggs

UNIVERSAL PICTURES
N.B.C. NETWORK
KNBH-TV, Hollywood
Press Representative: THOMPSON-McDONALD

Personal Management: CLIFF CARLING
6223 Selma Ave., Hollywood
### Best-Selling Pop Singles

Records listed are those selling best in the Nation's top 30 retail record stores. List is based on The Billboard's weekly survey among the leading record stores in the nation's top market area. Sales records are weighted according to size of each record store. These records listed numerically, according to sales. The "B" side of each record is also noted.

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BOOZED</td>
<td>Ray Price</td>
<td>68,000</td>
</tr>
<tr>
<td>2</td>
<td>LITTLE TOT</td>
<td>The Everly Brothers</td>
<td>48,000</td>
</tr>
<tr>
<td>3</td>
<td>BOOZY AT THE CIRCUS</td>
<td>The Beatles</td>
<td>38,000</td>
</tr>
<tr>
<td>4</td>
<td>WOODOO &amp; THE WOODOO</td>
<td>The Beatles</td>
<td>28,000</td>
</tr>
<tr>
<td>5</td>
<td>BUGS BUNNY IN STORYLAND</td>
<td>The Beatles</td>
<td>22,000</td>
</tr>
<tr>
<td>6</td>
<td>HONEY DOODO &amp; THE ANTI-COODLE</td>
<td>The Beatles</td>
<td>18,000</td>
</tr>
<tr>
<td>7</td>
<td>ROB ROY</td>
<td>The Beatles</td>
<td>13,000</td>
</tr>
<tr>
<td>8</td>
<td>BARBIE</td>
<td>The Beatles</td>
<td>10,000</td>
</tr>
<tr>
<td>9</td>
<td>JJ-JJ</td>
<td>The Beatles</td>
<td>8,000</td>
</tr>
<tr>
<td>10</td>
<td>THE CITY THAT NEVER SLEEPS</td>
<td>The Beatles</td>
<td>7,000</td>
</tr>
<tr>
<td>11</td>
<td>I'M NOT GONNA LET HER GET AWAY</td>
<td>The Beatles</td>
<td>6,000</td>
</tr>
<tr>
<td>12</td>
<td>THE SWEETEST SONG OF ALL</td>
<td>The Beatles</td>
<td>5,000</td>
</tr>
<tr>
<td>13</td>
<td>I'M A MODERN-day</td>
<td>The Beatles</td>
<td>4,000</td>
</tr>
<tr>
<td>14</td>
<td>LADY PLEASURES</td>
<td>The Beatles</td>
<td>3,000</td>
</tr>
<tr>
<td>15</td>
<td>IT'S A LONG WAY FROM HOLLAND</td>
<td>The Beatles</td>
<td>2,000</td>
</tr>
<tr>
<td>16</td>
<td>I'M NOT SURE</td>
<td>The Beatles</td>
<td>1,000</td>
</tr>
<tr>
<td>17</td>
<td>BOOZY'S JUNGLE JIVES</td>
<td>The Beatles</td>
<td>900</td>
</tr>
<tr>
<td>18</td>
<td>THE LITTLE RAG</td>
<td>The Beatles</td>
<td>800</td>
</tr>
<tr>
<td>19</td>
<td>I'M NOT SURE</td>
<td>The Beatles</td>
<td>700</td>
</tr>
<tr>
<td>20</td>
<td>THE LITTLE RAG</td>
<td>The Beatles</td>
<td>600</td>
</tr>
</tbody>
</table>

### Children's Records

Records listed are those records selling best in the Nation's top 30 retail record stores (45's) according to The Billboard's weekly survey among the leading record stores in the nation's top market area. Sales records are weighted according to size of each record store. These records listed numerically, according to sales. The "B" side of each record is also noted.

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<td>The Beatles</td>
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<td>15</td>
<td>I'M NOT SURE</td>
<td>The Beatles</td>
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</tr>
<tr>
<td>16</td>
<td>THE LITTLE RAG</td>
<td>The Beatles</td>
<td>1,000</td>
</tr>
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</table>

### Classical Singles

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I WANT IT</td>
<td>Joe Brail</td>
</tr>
<tr>
<td>2</td>
<td>JOHNSON</td>
<td>Boston Pops, Arthur Fiedler, conductor</td>
</tr>
<tr>
<td>3</td>
<td>STING Lilly</td>
<td>Boston Pops, Arthur Fiedler, conductor</td>
</tr>
<tr>
<td>4</td>
<td>TAIL</td>
<td>New York Philharmonic, Leonard Bernstein</td>
</tr>
<tr>
<td>5</td>
<td>WIND</td>
<td>New York Philharmonic, Leonard Bernstein</td>
</tr>
<tr>
<td>6</td>
<td>DREAM</td>
<td>New York Philharmonic, Leonard Bernstein</td>
</tr>
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</table>

### Classical Albums

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
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<td>5</td>
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</tr>
<tr>
<td>6</td>
<td>DREAM</td>
<td>New York Philharmonic, Leonard Bernstein</td>
</tr>
</tbody>
</table>

### POP Albums

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SOUTH PACIFIC (Stern Records)</td>
<td>Mary Martin &amp; Olson Pinto</td>
</tr>
<tr>
<td>2</td>
<td>1620</td>
<td>The Everly Brothers</td>
</tr>
<tr>
<td>3</td>
<td>JOLSON SINGS AGAIN (45 RPM)</td>
<td>Jolson</td>
</tr>
<tr>
<td>4</td>
<td>GENTLEMAN PREFER BLONDES (Stern Records)</td>
<td>Tony Martin &amp; Rosemary Clooney</td>
</tr>
<tr>
<td>5</td>
<td>ROSE &amp; ROSE (45 RPM)</td>
<td>Tony Martin &amp; Rosemary Clooney</td>
</tr>
<tr>
<td>6</td>
<td>NO CRYING IN HELL (Stern Records)</td>
<td>Tony Martin &amp; Rosemary Clooney</td>
</tr>
<tr>
<td>7</td>
<td>THE LITTLE RAGS</td>
<td>The Beatles</td>
</tr>
<tr>
<td>8</td>
<td>THE LITTLE RAGS</td>
<td>The Beatles</td>
</tr>
<tr>
<td>9</td>
<td>THE LITTLE RAGS</td>
<td>The Beatles</td>
</tr>
</tbody>
</table>

### Personal Appearance

The Personal Appearance section lists the personal appearances of the stars of the world of music in the United States. This section is compiled from information received from wire services and industry sources.

- **Perry Como**: An American singer and actor, he is known for his smooth, tenor voice and charismatic stage presence. Como was known for his crooning style and was one of the most popular male vocalists of the mid-20th century. He was also known for his comedic roles in television and film and his philanthropic work. Como was inducted into the Rock and Roll Hall of Fame in 1987.
- **Duke Ellington**: An American composer, pianist, and conductor, he is widely regarded as one of the greatest composers of the 20th century. Ellington was a key figure in the development of jazz and swing music and is known for his sophisticated orchestration and unique arrangements. He was inducted into the Rock and Roll Hall of Fame in 1983.
- **Bob Hope**: An American actor, comedian, and singer, he was known for his slapstick comedy and his distinctive voice. Hope was a major star of the 20th century and was inducted into the Rock and Roll Hall of Fame in 1988.

### Six Basic Types

- **Orchestra Music**: Includes recordings of classical orchestras, such as The Philadelphia Orchestra or The New York Philharmonic. These recordings are typically performed in concert halls and are known for their technical precision and emotional depth.
- **Jazz Music**: Includes recordings of jazz bands, such as Louis Armstrong's All Stars or Duke Ellington's orchestra. These recordings are known for their improvisational style and are often characterized by their use of swing rhythms and intricate arrangements.
- **Country Music**: Includes recordings of country and western music, such as Hank Williams or Patsy Cline. These recordings are known for theirRoots-based style and are often characterized by their use of honky-tonk rhythms and traditional instrumentation.
- **Rock Music**: Includes recordings of rock bands, such as The Beatles or The Rolling Stones. These recordings are known for their use of electric guitars, distorted bass tones, and a driving beat.
- **Pop Music**: Includes recordings of pop songs, such as Frank Sinatra or The Beach Boys. These recordings are known for their catchy melodies and are often characterized by their use of harmony vocals and simple instrumentations.
A message to everyone in any way connected with the record business, from the President of the Radio Corporation of America—

the world's original disc-record makers, and the only company making both records and phonographs

**Facts About Records**

**78 rpm**

**45 rpm**

**33 1/3 rpm**

**In Brief...**

As the leader in the field of recording, we believe it is RCA Victor's responsibility to make better products for everyone's greater satisfaction. That is why we introduced the RCA Victor "45" system. "45" is clearly a great advance in recorded music. Eventually, it will almost completely replace the 78 rpm system. That is inevitable.

America has accepted "45" with high enthusiasm—proving far better than words the superiority of "45" over the old system. RCA Victor's plants, and the plants of competitors, are taxed to capacity producing "45s." Already 10 other record companies are making or have announced they will make "45's" early in 1950.

RCA Victor will continue to make 78 rpm records as long as there is a reasonable demand for them. But as sales of "45's" grow, the sales of 78 rpm records are bound to decline until they are replaced almost entirely by "45's."

Selections on RCA Victor "33 1/3" records will all be on "45's," too, for those who don't want to buy a long-playing attachment.

Our plants are working around the clock to fill orders for "45s." Because of this, releases of RCA Victor "33 1/3" long-playing records will be slower than we or you would like. Be assured we are doing our utmost to bring you long-playing records by as many RCA Victor world-famous artists as possible, as quickly as possible.

**FREE BOOKLET FOR YOUR CUSTOMERS**

The message above has been expanded into a booklet, directed to record and phonograph buyers. You can help sales by ridicing your customers' minds of any confusion. Give a copy to everyone who comes in. Order "Facts About Records" from your distributor.
Jo Stafford and Gordon MacRae

"DEARIE"

"Monday, Tuesday, Wednesday (I LOVE YOU)"
78 rpm No. 858—45 rpm No. F850

First with the Hits from Hollywood!

Other Stafford-MacRae Hits:

"Echoes" and "Bibbidi-Bobbidi-Boo" No. 782
"Wunderbar" and "I'll String Along with You" No. 786
"Whispering Hope" No. 690

78 rpm 45 rpm

---

The Billboard Music Popularity Charts

**Most-Played Juke Box Records**

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on reports received last three days of Week Ending February 3.

**Position**

1. CHATTANOOGA SHOE SHINE BOY...R. Frazier
2. DEAR HEARTS AND GENTLE PEOPLE...Billie Holiday/Barry's String Band
3. I CAN DREAM CAN'T I...T. Martin
4. RAG WOP...Amos Brothers
5. THERE'S NO TOMORROW...T. Martin
6. SLIPPING AROUND...J. Wadley and M. Wadley
7. OLD MASTER PAINTER...D. Raines
8. DEAR HEARTS AND GENTLE PEOPLE...D. Sherr
9. OLD MASTER PAINTER...D. Sherr
10. QUICKSILVER...B. Crosby-D Andrews Quartet
11. CHATTANOOGA SHOE SHINE BOY...Ding Crosby, V. Shook
12. BROWN DUVY WIGGLES-ROUND...M. Winfield
13. OLD MASTER PAINTER...D. Sherr
14. RAG WOP...D. Sherr
15. JOHNSON'S RAG...R. Morse
16. BIBBIDI-BOBBI-BO...R. Morse
17. IT ISN'T FAIR...S. Van Ork
18. CHERRY OF THE WILD GOOSE...F. Laine
19. MULE TRAIN...F. Laine
20. LULLABY...S. Smith
21. MAMMY...S. Smith
22. JOHNSON'S RAG...D. Sherr
23. OLD MASTER PAINTER...D. Sherr
24. BAMBOO...V. Monroe

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**Warning:** In utilizing these charts for buying purposes, readers are urged to consider the following information listed which whatsoever a record's popularity has increased or decreased, this information should be taken into consideration. If a record has had an unusually high standing, it should not be immediately assumed that its popularity will continue at the same height. When a record has been on the charts for three weeks, it is considered to be in its final stage, and unless it continues to show improvement, further purchases are not recommended.
Suqar'n spice'n everything nice!

BOB MERRILL'S Latest...

'CANDY and CAKE'
Served on a platter by...

MINDY CARSON

Backed by

"MY FOOLISH HEART"
from the Goldwyn film "My Foolish Heart"
RCA Victor—78 rpm 20-3681
RCA Victor—45 rpm 47-3204

RCA VICTOR RECORDS
A SURE WINNER!

The Billboard Music Popularity Charts

The Billboard Picks:
In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by early disc hit selling, most popular or most desired features of the chart.

**Broken Down Merry-Go-Round**
- Margaret Whiting & Jimmy Wakely, Capitol 868
- The team applies its well-shuffled talents to an amusing little ditty that's sure to be popular in character.

Open Door, Open Arms
- Jo Stafford, Starlighters, Paul Weston Orch., Capitol 924
- The through vocal strain and easy melody in a background suited sound that has the "Hit" going.

The Disk Jockeys Pick:
- Record that has appeared for three consecutive weeks or three times within a six-week period are repeated below. Based on a weekly survey among those who watch disk jockeys think tomorrow's hits will be.

**Broken Down Merry-Go-Round**
- J. L. With, Capitol 656

The Retailers Pick:
- Records that have appeared for three consecutive weeks or three times within a six-week period are repeated below. Based on a weekly survey among those who base the record retailers think tomorrow's hits will be.

**Broken Down Merry-Go-Round**
- Sammy Kaye, Victor 20-3691

The Operators Pick:
- Records that have appeared for three consecutive weeks or three times within a six-week period are repeated below. Based on a weekly survey among those who base the record operators think tomorrow's hits will be.

**Broken Down Merry-Go-Round**
- Roy Rogers, Victor 21-6154

The Country & Western Disk Jockeys Pick:
- Record that appear for three consecutive weeks or three times within a six-week period are repeated below. Based on a weekly survey among those who watch the country & western disk jockeys think tomorrow's hits will be.

**Broken Down Merry-Go-Round**
- Margaret Whiting-Jimmy Wakely, Capitol 868

"Broken Down Merry-Go-Round"
- Recorded by MARGARET WHITING-JIMMY WAKELY
- Capitol Records
- PATTI PAGE-Rex Allen
- Mercury Records
- Eileen Wilson-Dick Thomas
- JON AND SANDRA STEELE
- Coral Records
- BOBBY LEE
- 4 Star Records

FAIRWAY MUSIC CORP.
6612 Sunset Blvd.
Hollywood, Calif.
MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

FOLK COUNTRY & WESTERN RECORD Section
Based on reports received last three days of Week ending February 3

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION
Weeks Last in Top 10

1 1. CHATTANOOGIE SHOE SHIRE BOY... R. Fairley... Dec 45-725-B–
   2. TAKE ME IN YOUR ARMS AND... E. Arnold... V7872-014-M, (45-14-030-BW)
   3. 3. TENNESSEE RAGS... No. 2... E. Fairley & R. Fairley... Dec 45-726-BW
   4. 4. BLUES, STAY AWAY FROM ME... Delmore Brothers... King 802-BW
   5. 5. SLIPPING AROUND... R. Fairley... Cap 79-074-B
   6. 6. RAG DIP... J. White... RCA... ERS-06-B
   7. 7. BROKEDOWN NAGGY-RO-GROUND... M. Whiteley-J. Whaley... MCD-02-BW
   8. 8. BLUES, STAY AWAY FROM ME... D. Brothers Quartet... Coral 46-0177-B
   9. 9. CARELESS MISTRES... R. Fairley... Dec 45-726-BW
   10. 10. DON'T BE MARRIED WITH YOUR MIND... R. Fairley & R. T. Teagle... Dec 44-509

COUNTRY AND WESTERN RECORDS MOST PLAYED BY DISK FOLK DJS

Records Listed here in numerical order are those played most by the nation's leading country and Western disc jockeys. List is based on returns from weekly surveys among a select list of over 400 disc jockeys working in country and Western fields.

POSITION
Weeks Last in Top 10

1 1. CHATTANOOGIE SHOE SHIRE BOY... R. Fairley... Dec 45-725-B
   2. TAKE ME IN YOUR ARMS AND... E. Arnold... V7872-014-M, (45-14-030-BW)
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   10. 10. DON'T BE MARRIED WITH YOUR MIND... R. Fairley & R. T. Teagle... Dec 44-509

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Eddy Arnold (Victor) has increased his electrical transcription scope. In a deal set by Bill Ermeling, Ch. 729 for Monograph Radio Productions thru the Katur Agency, Arnold is heard on a 15-minute seg for a week in 25 Northern markets. This marks the first time that Arnold, who already has a large number of Southern outlets for his records, has penetrated the Northern and Eastern outlets. He is heard in New England on the series for Robin Hood Hour. . . . Dee Stone (Liberty) now has his own strong band and is working dances at the Piedmont Warehouse, Stoneville, N.C. . . Uncle Joe Johnson has celebrated his second anniversary at WPFA, Mount Airy, N.C., and is doing 10 hours per week.

Ernest Tubb

Just Released

"I LOVE YOU BECAUSE"

on DECCA RECORD NO. 46213

Hank Williams

Just Released

"I JUST DON'T LIKE THIS KIND OF LIVIN'"

coupled with

"MAY YOU NEVER BE ALONE"

(Written by Hank Williams-BMI)

on MGM RECORD NO. 10609

Carl Story

Just Released

"WHY DON'T YOU HAUL OFF AND GET RELIGION"

(Written by Claudio Boone-BMI)

on MERCURY RECORD NO. 6229

Red Hot on the Boxes

'BOOGIE BEAT RAG'

(Written by Billy Nordison and Randy Wood-BMI)

coupled with

"HONEST HEART"

(Written by George Toon-Randy Wood-BMI)

by THE TENNESSEE DRIFTERS

DOR RECORD NO. 1001

WE DO NOT SELL RECORDS
WE SELL RECORD SHEET MUSIC AVAILABLE

AUCK ROSE

PUBLICATIONS

2510 FRANKLIN ROAD

NASHVILLE, TENNESSEE

NOW ORDER

FROM YOUR RECORD DISTRIBUTOR

(Continued on page 36)
Rhythm & Blues Records

Best-Selling Retail Rhythm & Blues Records

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist</th>
<th>Week Ended</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>For You</td>
<td>L. Dorrell</td>
<td>2/11/50</td>
<td>Regal 2040</td>
</tr>
<tr>
<td>2</td>
<td>Lost My Baby</td>
<td>L. Dorrell</td>
<td>2/11/50</td>
<td>Regal 2040</td>
</tr>
<tr>
<td>2</td>
<td>I Almost Lost My Mind</td>
<td>L. Dorrell</td>
<td>2/11/50</td>
<td>MGM 16938</td>
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<tr>
<td>3</td>
<td>Green's INVALID BLUES</td>
<td>Esther &amp; the Robins</td>
<td>2/11/50</td>
<td>Savoy 3039</td>
</tr>
<tr>
<td>4</td>
<td>Sunday Night Fish Fry</td>
<td>L. Jordan</td>
<td>2/11/50</td>
<td>De 19725-601</td>
</tr>
<tr>
<td>5</td>
<td>Big Fine Girl</td>
<td>J. Walker &amp; Blue Flames</td>
<td>2/11/50</td>
<td>Modern 20-721</td>
</tr>
<tr>
<td>6</td>
<td>Rag Moan</td>
<td>Joe Turner</td>
<td>2/11/50</td>
<td>De 19456-601</td>
</tr>
<tr>
<td>7</td>
<td>I Quit My Pretty Mama</td>
<td>L. Dorrell</td>
<td>2/11/50</td>
<td>King 32735-601</td>
</tr>
<tr>
<td>8</td>
<td>Rag Moan</td>
<td>Joe Turner</td>
<td>2/11/50</td>
<td>King 32735-601</td>
</tr>
<tr>
<td>9</td>
<td>No Rollie Blues</td>
<td>J. Walker &amp; Blue Flames</td>
<td>2/11/50</td>
<td>Modern 20-721</td>
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<tr>
<td>10</td>
<td>My Baby</td>
<td>L. Dorrell</td>
<td>2/11/50</td>
<td>Regal 2040</td>
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<tr>
<td>11</td>
<td>Sunday</td>
<td>L. Jordan</td>
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<td>De 19725-601</td>
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<tr>
<td>12</td>
<td>Confused Blues</td>
<td>L. Johnson</td>
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<td>13</td>
<td>Blues, Stay Away From Me</td>
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<td>14</td>
<td>No Number - Boogie</td>
<td>Sugar Cuba Robinson</td>
<td>2/11/50</td>
<td>C.P. 79-1957-601</td>
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<td>15</td>
<td>Honey's Blues</td>
<td>C. Brown</td>
<td>2/11/50</td>
<td>Aladdin 3039</td>
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</tbody>
</table>

Warning:

In utilizing these charts for buying purposes, readers are urged to exercise particular attention to information that allows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand column under the headings "Weeks On Chart," "Loud & "Triple Hit." If a record has had an unusually long run, or if its current position is a "new entry" or "vintage Wall Street" weeks above a sharp drop, readers should hop with caution.

Most-Playe Juke Box Rhythm & Blues Records

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week Ended</th>
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Advance Rhythm & Blues Record Releases

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<tr>
<td>Advance Blues</td>
<td>J. Handy</td>
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<tr>
<td>Ain't Gonna Be That Way</td>
<td>G. Craze &amp; His Good Time Sin</td>
<td>2/11/50</td>
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<tr>
<td>I Got a Fast Train</td>
<td>L. Jordan</td>
<td>2/11/50</td>
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<tr>
<td>My Favorite Blaze</td>
<td>L. Jordan</td>
<td>2/11/50</td>
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<tr>
<td>You Ain't Gonna Get Your Money Back</td>
<td>J. Handy</td>
<td>2/11/50</td>
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<tr>
<td>She's the Talk of the Nation</td>
<td>L. Johnson</td>
<td>2/11/50</td>
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<tr>
<td>Ain't No Love Around Here</td>
<td>J. Handy</td>
<td>2/11/50</td>
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<td>J. Handy</td>
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<tr>
<td>Ain't No Love Around Here</td>
<td>J. Handy</td>
<td>2/11/50</td>
</tr>
</tbody>
</table>

Inquiries should be directed to the appropriate agency or publisher.
BILLY ECKSTINE
MY FOOLISH HEART
(We’ve Got A) SURE THING
M-G-M Non-Breakable 10623

SITTING BY THE WINDOW
LOST IN A DREAM
M-G-M Non-Breakable 10602

BILLY FARRELL
IT ISN’T FAIR BAMBOO
M-G-M Non-Breakable 10637

The Great Mr. B

Startling New Singing Discovery

BILL FARRELL

M-G-M RECORDS
THE GREAT NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.
Record Reviews

(Continued from page 33)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
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<tr>
<td>VINCENT LOPEZ</td>
<td>ORK (Ann Warren)</td>
<td>Columbia 1527-1459</td>
<td>64--65--64--62</td>
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<tr>
<td>NELLIE LUTCHER</td>
<td>Capitol 7006</td>
<td>61--62--62--58</td>
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<td>FREDDY MILLER</td>
<td>(Janet Parker-</td>
<td>67--68--68--65</td>
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<tr>
<td></td>
<td>Rick Mardell)</td>
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<tr>
<td>JOHNNY LONG ORK</td>
<td>King 15015</td>
<td>62--58--60--66</td>
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<tr>
<td>RICHARD HAYES-</td>
<td>MITCH MILLER</td>
<td>54--52--54--57</td>
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<td></td>
<td>Capitol 2680</td>
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<tr>
<td>FRANKIE LANE</td>
<td>(Harry Geller Ork)</td>
<td>80--80--80--80</td>
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<td></td>
<td>Mercury 5952</td>
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<tr>
<td>DANNY CASSELLA-</td>
<td>SKIP FARRELL</td>
<td>86--88--85--85</td>
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<tr>
<td></td>
<td>Tower 1770</td>
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<td>EDDIE &quot;PIANO&quot;</td>
<td>MILLER</td>
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<td>Rainbow 9066</td>
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<td>SEXTETTE FROM</td>
<td>HUNGER</td>
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<td>Max Greger 9003</td>
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<tr>
<td>HORACE HEIDT</td>
<td>Victor 19002</td>
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<tr>
<td>ALEX PIERCE ORK</td>
<td>Lido L.101</td>
<td>64--64--62--66</td>
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<tr>
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<tr>
<td>JOHNNY DESMOND</td>
<td>(Tony Mottola Ork)</td>
<td>61--64--66--57</td>
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<tr>
<td></td>
<td>MCA 18619</td>
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<tr>
<td>MARGARET PHELAN</td>
<td>(Russ Case Ork)</td>
<td>61--64--60--60</td>
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<tr>
<td></td>
<td>MCA 18614</td>
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<tr>
<td>CHUCK CABOT ORK</td>
<td>Atlantic 1940</td>
<td>61--60--60--60</td>
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<tr>
<td>CHUCK CABOT ORK</td>
<td>Atlantic 2003</td>
<td>60--60--60--60</td>
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</tbody>
</table>

CUTTINGS

POPULAR

In Santiago by the Sea—Surely excellent, only the shipping side offers nothing to get excited about.

Here Comes That Mood—Bob Beaumont's vocals are warm and hard but a week s-on.

Little Sally Walker—Rhythmic, spirited rendition of some flimsy, fake material.

Only You—Her audible silence has a stilted, tired feel, but little more.

I Can't Make You—Excessive dirty lyrics to make capital on its title, but nothing more.

Row, Row, Row—a self-contradicting moping doesn't help the catchy tune any off the ground.

Dixie—Rat's nearly two-bit reading of the Southern anthem has infection and should shake off a chord of change.

Silver Dollar—Leland Bruce, Another Longingly everything-but-the-chicken-skin arrangement of a cute ditty holds promise.

My Foolish Heart—Always. Ric's take of our problem is done reasonably well by young singer with neat line and lush qualities.

The Flying Dutchman—Another diretry commercial song capable of synthetic exaltation is wrapped up in a waltzing production for relative success. Hope we may hear the following "Better Things Ahead" here.

The Cry of the Wild Geese—Another lovely smash in the "Wild World" genre, but you same excitement and incorporates a superb lyric idea.

Black Lace—Left alone. It deserves to sell this rather mellow ballad.

Mama Loves Papa—Broad, brassy rendition of a very flimsy score or memorable and Skip Farrel turning in some specialty which warrants derision.

I've Had My Moments—Rather understated wowing of an ordinary ballad title a Bob Farrell vocal.

Fifi—Fresh, spirited production built around an irresistible kind of material. Sounds like another tail grabber for the fast-moving teen.

Two Faced Heart—EqualleyミミミミミミミミミミMissed with a decided assent for the songs, but, eventually, the rhythmic component.

Yes Sir, That's My Baby—The title is rondon Guild's style with Walt Disney doing the vocal honors.

Darktown Strutters' Ball—More bounce is put down in the pleasing with some interesting corn thrown in for flavor.

Night and Day—Mild, jumpy arrangement of this does a rather shabby job of the standard.

Dance of the Vienna Woods—Sounds like a clumsy arrangement of this title创业, but they are a 4/4 adaptation of some familiar Johann Strauss.

Don't Let The Word Get Around—Pleasing wowing of a schmaltzy, albeit rather pedestrian ballad.

One Moment's Madness—Mushy lyric spews an otherwise wholesome score but the song is well sung by Dick Haymes.

Hand In Hand—Need production of a Waltz of foments substance, which is an improveable thing.

Cuttin' Off—It is by far the best thing Desmond has done in a very long time. The light and airy ballad suits the soft production plus excellent Deborah choralizing.

If You Cared—Sensational subject with a better than average rendition.

Why Don't We Do This More Often?—Currently being released, the pre-war tune doesn't get much assistance from a thin Pirincelli voice.

I Like A Man Around The House—La Peraza does a much better job on a tune that's slow or nightly club material.

In San Francisco—Tunes have some reaper for the bands 'wll like the sentimental material.

Wedding Waltz—Another sentimental, puffy in an entirely new.

Ruth—Fresh and lively, but doesn't sound anything up by better-than ordinary Bill Atomic for its little daughter, it doesn't quite make the grade.

I Used To Call Her Baby—Mediocre record about the river's salt water and married his rich butter. Nothing worth much attention.
### Record Reviews

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BING CROSBY, JUD CONLON'S RHYTHMAIRES-PERRY BOTKIN'S STRING BAND</td>
<td>POPULAR Dear Hearts and Gentle People</td>
<td>Side is an established smash. Originally coupled with &quot;Make Believe&quot; it has been re-marshaled in the interest of prosperity and to boost flip side. 90-90-90-90</td>
</tr>
<tr>
<td>DICK HAYMES</td>
<td>Make Believe</td>
<td>Bing Crosby-Carroll Carroll. This side also appeared some months back, but was lost in the shuffle. Casual, breezy, and infectious. 80-80-80-80</td>
</tr>
<tr>
<td>ANDREWS SISTERS (Lee Gordon Singers-Vic Schoen Orch)</td>
<td>Be the Good Lord Willing</td>
<td>Slow-moving title goes after a crooner. Tune is not unfortunate folio, says after much production. 64-66-64-62</td>
</tr>
<tr>
<td>CARMEN MIRANDA-ANDREWS SISTERS (Vic Schoen Orch)</td>
<td>Scarlet Ribbons</td>
<td>Crooner, a quality tune, emerges most attractively, with Andrews singing with clarity and feeling. 83-84-83-82</td>
</tr>
<tr>
<td>REGGY LEE</td>
<td>Open Door-Open Arms</td>
<td>Gets on an easy but not inspirational job with a good sentimental facsimile. 77-77-77-77</td>
</tr>
<tr>
<td>JAN CARBER ORK</td>
<td>The Blossoms on the Bough</td>
<td>Blossoms have brought last results to the Andrews in the past, and this one could do likewise. It's typical fare-very pleasant, watchable. 86-86-86-86</td>
</tr>
<tr>
<td>ROBERT CLARY</td>
<td>The Wedding Samba</td>
<td>A Jewish wedding melody. In saucy time emerges as one of the top current sides under the skilled Miranda-Andrews treatment. 90-90-90-90</td>
</tr>
<tr>
<td>JO STAFFORD</td>
<td>I See, I See</td>
<td>The construction does none more Utahy detailing on a Latin novelty. Sure, but not of flip caliber. 74-75-74-73</td>
</tr>
<tr>
<td>GORDON JENKINS</td>
<td>When You Speak With Your Eyes</td>
<td>Lee and Dave Barbour turned with Vera Tucci to write this tongue-tying ballad. Not enough, tho', in the delivery to break for the box. 75-75-75-75</td>
</tr>
<tr>
<td>GUY LOMBARDO (Kenny Gardner)</td>
<td>My Small Senor</td>
<td>Argentina follows original that concurs on volume of a quite more scene. Joba should be giving this lots of applause. Sure, accord, but not the same potential as Lee's &quot;Blossoms.&quot; 77-78-76-76</td>
</tr>
<tr>
<td>FRED WARING &amp; HIS PENNSYLVANIANS</td>
<td>Confidently</td>
<td>Front denouement to the Gardner wacky with an Oretha Matthews vocal that suits the asking. 73-73-73-73</td>
</tr>
<tr>
<td>THE HONEY-DREAMERS</td>
<td>Dineh</td>
<td>Vocal on the whole is handled in fashion of the immortal Dorsey &quot;Make Me.&quot; The dance beat is always there and the asking is typical Carter. 75-75-75-75</td>
</tr>
<tr>
<td>CLYDE McCLOY ORK</td>
<td>E'Et Si Ben</td>
<td>Cute possible description of Clary's value is &quot;There's one accent.&quot;, June seems to be getting some action and Clary will come in for a share of it. 76-79-79-75-74</td>
</tr>
<tr>
<td>WILMA DEEbens</td>
<td>Do It Again</td>
<td>If the girls are still in the mood for Sincere-type singing, this guy couldabout it with this disc—especially if phonetically using form &quot;triumphing&quot; sound like &quot;triumphant.&quot; 81-82-81-80</td>
</tr>
<tr>
<td>GORDON JENKINS</td>
<td>Diamonds Are A Girl's Best Friend</td>
<td>Gems from &quot;Homecoming Party Boogie&quot; gets from Brisk competition from Alford Stafford. 83-85-85-80</td>
</tr>
<tr>
<td>JO STAFFORD</td>
<td>Open Door—Open Arms</td>
<td>Stafford, The Dillinger and Paul Weston could be for a fine glazing of a ballad with meaning and commercial potential. The vocalizing is no less than material. 88-89-87-88</td>
</tr>
<tr>
<td>FRED WARING &amp; HIS PENNSYLVANIANS</td>
<td>There's A Lovely Lake In Loveland</td>
<td>Liking Lombardo waltz rendition of the English precursor in &quot;Healing Down The River.&quot; If tune breaks, side will be hit. 74-74-73-75</td>
</tr>
<tr>
<td>THE CANASTA SONGS</td>
<td>Come Dance With Me</td>
<td>A very catchy waltz duly gets the usual tarry Waring cheer and ask production. More market appeal than the usual Waring disk. 80-80-80-80</td>
</tr>
<tr>
<td>THE RHYTHMAIRES</td>
<td>There's No One Here But Me</td>
<td>This one moves on the side-a-side chord work and a bit erratic. 81-82-81-80</td>
</tr>
<tr>
<td>THE HONEY-DREAMERS</td>
<td>Sweetheart Semicolon</td>
<td>New group debuts auspiciously for Bluthner with a cute acid-crust vocal job. Ingenious, fetching musical &quot;punchline&quot; by Carolyne Green makes the side. 68-68-70-66</td>
</tr>
<tr>
<td>CLYDE McCLOY ORK</td>
<td>Hey-He Virginia Reed</td>
<td>Special pop material fashioned out of obscure dance source material. Would seem better for floor material. 67-70-67-65</td>
</tr>
<tr>
<td>THE HONEY-DREAMERS</td>
<td>There Are No One Else But Me</td>
<td>This one moves on the side-a-side chord work and a bit erratic. 81-82-81-80</td>
</tr>
<tr>
<td>EDMUNDO ROS ORK</td>
<td>The Canasta Song</td>
<td>A quite obvious effort to cash in on the current card deals sage has a bit more buoyancy than most similar items. 68-68-70-66</td>
</tr>
<tr>
<td>EDMUNDO ROS ORK</td>
<td>Sister Kate</td>
<td>Mother's wish trumpet and an old-timey sound may attract some attention to this revival of an old Decca favorite. 79-80-78-78</td>
</tr>
<tr>
<td>ZING ZING ZING BOOM</td>
<td>Zing Zing Zing Boom</td>
<td>The &quot;wringing Samba&quot; man has himself another gay attractive Latin rhythm in this echoing which reminds tragedy of &quot;This Time&quot; in positions. 86-87-85-86</td>
</tr>
</tbody>
</table>

### The Public Will Buy...

**Lee Lawrence**

Singing with Stanley Black and his orchestra

"**How Can You Buy Killarney?**"

No. 375

75¢ plus tax

### London Records

(Continued on page 97)
TERESA BREWER
Sings with JACK PLEIS and his orch.

NO. 511

WHEN THE TRAIN CAME IN

(Continued on page 70)

(Continued on page 201)
**The Billboard**

**Music Popularity Charts**

**Part XI**

**Album and LP Record Reviews**

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<tr>
<th><strong>THE CATEGORIES</strong></th>
<th><strong>RATINGS</strong></th>
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<td>2. Writings of Success</td>
<td>Max. 75</td>
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<tr>
<td>3. Caliber of Material</td>
<td>Max. 10</td>
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<tr>
<td>4. Interpretation</td>
<td>Max. 5</td>
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<tr>
<td>5. Executive Aids</td>
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<td>6. Record Company or Other Support</td>
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<td>7. Production Quality</td>
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<td>8. Manufacturers Production Efficiency</td>
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<tr>
<td>9. Packaging (art work, binding, wrapping)</td>
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</table>

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**AROLD SCHENBERG: SERENADE OP. 28 FOR SEPTEIT AND BARTOINE VOICE—**

60

**DOHNANYI: SUITE EN VALSE, OP. 39A, Dohnanyi Waltz Settings, Ernest Van Dohnanyi-Ekstrom Conductors**

Columbia (33 B.M. 4256)

Dohnanyi's "Suite En Valse," which occupies one side of this LP disc, is brilliant, heady music, played with verve by the composer and his gifted pupil, Edward Kienle, on two pianos. The work, in four parts, recapitulates and develops four different stages of a symphony, in repetition with variations. The composer's gift of poetic melodic inventiveness in the suite will charm devotees of Dohnanyi, Lutoslawski, and Chopin. It's the kind of fare—lively, limpid Waltz music, too—whom the second side Kienle solo performs two Waltz settings by Schubert and Schumann's "Waltz Noble." Op. 77—more delightful piano music, admirably performed.

**BRUCKNER: SYMPHONY NO. 5, B FLAT, Parts 1 & 11—**

72


Philharmonic-Symphony Orchestra, Efrem Zimbalist, Louis Krasner, Leopold Stokowski Conductors
double LP, Columbia (33 B.M. 4257)

Bruckner's music comes magnificently on two Prokofiev piano-violin sonatas here (extensive program notes and contract of Acme). The music for the Violin is scored for the music as a whole. Both Krasner and Zimbalist do a good job of technical and interpretive background. The result is an impressive, balanced and satisfying rendering. The Violin has been exploited on Columbia albums, and the music fits the Violin perfectly. It is a question to the music itself, which is the frequent study of the Violin. The music is fine, intense, and a pleasant experience.

**ORPHEUS: LES SYLVIDES VIOLLE LIBRS—**

82

**VERGL THOMSON: LOUISIANA STORY—**

83

**CONIFER: LES SYLVIDES VIOLLE LIBRS—**

84

**BARTOK: IMPROVISATIONS, OPUS 20—OUT OF DOORS SUITE—**

64

**TONKOVSKY: SYMPHONY NO. 8, S. 534, Tchaikovsky—**

70

**KRONKOBBLER: MCM 10834**

6115 Selma Ave.

**KENMOR MUSIC CO.**

Hollywood, California

**KENMOR MUSIC CO.**

24610

**GREGORY SISTERS**

Don't let old Clancy lower the boom on the gloom in your profit department... let him lift sales on records and sheet music... not only on ST. PATRICK'S DAY, but all around the calendar.

**STOCK UP NOW!**

Their records have sold millions!

**DENNIS DAY**

RCA Victor 20-2310

**KENMOR MUSIC CO.**

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Dotco 24610

**KORN KOBBLERS**

MCM 10834

**AMES BROS.**

Coral 60035

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**Music Popularity Charts**

**Part XI**

**Album and LP Record Reviews**

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**AROLD SCHENBERG: SERENADE OP. 28 FOR SEPTEIT AND BARTOINE VOICE—**

60

**DOHNANYI: SUITE EN VALSE, OP. 39A, Dohnanyi Waltz Settings, Ernest Van Dohnanyi-Ekstrom Conductors**

Columbia (33 B.M. 4256)

Dohnanyi's "Suite En Valse," which occupies one side of this LP disc, is brilliant, heady music, played with verve by the composer and his gifted pupil, Edward Kienle, on two pianos. The work, in four parts, recapitulates and develops four different stages of a symphony, in repetition with variations. The composer's gift of poetic melodic inventiveness in the suite will charm devotees of Dohnanyi, Lutoslawski, and Chopin. It's the kind of fare—lively, limpid Waltz music, too—whom the second side Kienle solo performs two Waltz settings by Schubert and Schumann's "Waltz Noble," Op. 77—more delightful piano music, admirably performed.

**BRUCKNER: SYMPHONY NO. 5, B FLAT, Parts 1 & 11—**

72


Philharmonic-Symphony Orchestra, Efrem Zimbalist, Louis Krasner, Leopold Stokowski Conductors
double LP, Columbia (33 B.M. 4257)

Bruckner's music comes magnificently on two Prokofiev piano-violin sonatas here (extensive program notes and contract of Acme). The music for the Violin is scored for the music as a whole. Both Krasner and Zimbalist do a good job of technical and interpretive background. The result is an impressive, balanced and satisfying rendering. The Violin has been exploited on Columbia albums, and the music fits the Violin perfectly. It is a question to the music itself, which is the frequent study of the Violin. The music is fine, intense, and a pleasant experience.

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Billboard Magazine Picks:
"...the most dramatic version..."

VIC DAMONE

Singing

"GOD'S COUNTRY"

This rich, earthy ballad is a natural for the thrilling voice of America's youngest hit maker!

Mercury 5374

TV viewers all over America are still talking about Vic Damone's thrilling presentation of his recent Mercury release on Ed Sullivan's "Talk of the Town"

"Why Was I Born"

...and these two Billboard Picks are Top sellers

'KISS ME'
Mercury 5350

'SITTING BY THE WINDOW'
Mercury 5343

Only *Mercury* has the Hits on *Non Breakable Records*
PERCENTAGE DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a small music sale of one million or more are marked with an asterisk (*) in the publisher listing, the name of the present publisher, and not the original publisher. A full listing of recordings, no so-called collector's items are given. The record list is representative, not necessarily complete.

SONGWRITERS COMING UP!

SIGNUM ROMBERG (IV)

In Succeeding Issues The Bulletin Will Present

AL HOFFMAN
DUDLEY ELLINGTON
J. FRED COOTS
HAYLEY CREWS
RUBY PERRY
FATS WALLER
HERBERT ARTHUR
JIMMY MANCHESTER

SONGWRITERS COMING UP!

SIGNUM ROMBERG (V)

In Succeeding Issues The Bulletin Will Present

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SONGWRITERS COMING UP!

SIGNUM ROMBERG (VI)

In Succeeding Issues The Bulletin Will Present

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DUDLEY ELLINGTON
J. FRED COOTS
HAYLEY CREWS
RUBY PERRY
FATS WALLER
HERBERT ARTHUR
JIMMY MANCHESTER

SONGWRITERS COMING UP!

SIGNUM ROMBERG (VII)

In Succeeding Issues The Bulletin Will Present

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J. FRED COOTS
HAYLEY CREWS
RUBY PERRY
FATS WALLER
HERBERT ARTHUR
JIMMY MANCHESTER

SONGWRITERS COMING UP!

SIGNUM ROMBERG (VIII)

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DUDLEY ELLINGTON
J. FRED COOTS
HAYLEY CREWS
RUBY PERRY
FATS WALLER
HERBERT ARTHUR
JIMMY MANCHESTER

SONGWRITERS COMING UP!

SIGNUM ROMBERG (IX)

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DUDLEY ELLINGTON
J. FRED COOTS
HAYLEY CREWS
RUBY PERRY
FATS WALLER
HERBERT ARTHUR
JIMMY MANCHESTER

SONGWRITERS COMING UP!

SIGNUM ROMBERG (X)

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DUDLEY ELLINGTON
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HAYLEY CREWS
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SONGWRITERS COMING UP!

SIGNUM ROMBERG (XI)

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SONGWRITERS COMING UP!
Music As Written

Columbia Records Mulls Sinatra-Russell Team-Up

Columbia Records will team Frank Sinatra and Jane Russell on a new picture if current plans hold. The project is a musical comedy about a ship that runs aground, and will be directed by Vincente Minnelli.

Robert, Politi Form Mood Diskery in Cleveland

Mood Records, a new diskery, has been organized in Cleveland by Marle Roberts and Bob Politi. Technical advice for the outfit is being given by Harry Resvadine. Discs are to be pressed on break-resistant material, and will retail at 79 cents. Artists inked for the label, exclusively according to Politi, are Al Knopp, Jan Holiday, Jackis Lind and Mal Fitch.

Valverne To Distrib Mercury in Conn., Mass., Upper N. Y.

Valverne-New England, a new branch of Valverne Distributors, New York, has been named Mercury disk jobber for Connecticut, New Hampshire, Massachusetts and Upper New York State, effective February 6. The outfit is located in New Haven, Conn. Valverne also distributed Mercury in the metropolitan area. The New England branch will handle Regal disks as well. In Miami, Mercury Distributors has taken over the Mercury line for Florida. The outfit is headed by E. Brokman, former veep of Florida Record & Music Company, Capitol disk distributor.

Full Fuld in U. S. To Push His London Wax

Lee Fuld. Dutch-born, American-nationalized entertainer, returned to the U. S. last week from England specifically to promote his London Wax label. The warbler, who sings in both Jewish and English, knocked around New York for several years with little success, then went to England and became a top money-maker. London will soon issue a general new sides to follow up his successful "Where Can I Go?" waxing.

lanagan's Ork Gets Going With N. Y. Cap Date

Ralph Flanagan's ork, which swings into action in mid-March, will play the Capitol Theater some time in the next six months with a two-week deal and options. The new orkster will get $7,500 for the first week, $5,500 for the second stanza and $4,500 for each succeeding week.

Gets Eastern Rights to "Broken Merry-Go-Round"

Net Tannen's Keys Music has acquired the Eastern selling rights to the new country hit "The Broken Down Merry-Go-Round." The tune, published by Fred Stryker's Fairway Music Company on the Coast, has been waxed by Decca, Capitol and Mercury, in each case with a combination of pop and folk names.

SnoNN, Stone To Take Over George Evans Biz

Budd Gannof and Charles Stone, in New York, and Jack Keller, in Hollywood, will take over the management of the public relations business of the late George B. Evans. The office will keep all of its current clients, including Frank Sinatra, Peter Lind Hayes, Duke Ellington, the Copeland sisters and others. The late Evans's son, will resume active participation in the organization.

New York: 

Boyd Raeburn, who has been turning out arrangements for orckesters and many top hits for publishers, will organize his own crew or a nine-week tour, which will include a stand at the Paramount Theater here. His wife, Ginnie Powell, will be the thurh with the crew. The songs were obtained thru both General Artists Corporation and the Gale Agency... John Scalise, a veteran in the Capitol Records sales organization, last week shifted from Capitol to Decca's national sales department... Hugo Winterhalter, who underwent an emergency appendectomy in his second week in the Victor artists-and-reperoire organization, will return to the job late next week.

Jack Kearny, veteran agent, has joined the Willard Alexander Agency as an agent for the booking office. . Bregman, Vocco, Conn acquired all rights to the newest of the Italian folk song adaptations, "My Treasures," which was penned by Tony Starr and singer Jimmy Saunders. . .

Cia Cola Trio goes into the Paramount Theater here March 8... Peggy Sheahan will star in the Thunderbird Hotel, Las Vegas, beginning February 10... MCM Records inked the Mary Ellen Quartet, featuring vocalist Robert Scott, to a waxing pact... French import and Capitol Records' newest starstruck, Robert Clark, has been signed to a General Artists Corporation management pact... Contact man Mack Clark shift from the Dorsey brothers' firm to Maypole Music last week... Ralph Flanagan will probably release his new ork at Frank Tully's Oldsmobile social in mid-March.

Chilean thrush, Rosita Serrano, holding forth at Pierre's Cotillion Room, 1331 Broadway, next several weeks, backed by the reviewer's perennial maestro, Stanley Melba. Melba will also cut some sides for the label. . .

Irv Katz, Apollo Records sales manager, who has a journey South, has named Bishoply Distributors to replace Panama Distributors for Florida. In St. Louis he has switched the line of distribution for Mercury to Midwest distributors.

Will debut on Victor wax a recorded version of the forth-coming Disney flick "The Brave Engineer." The single disk will be released exclusively with the film March 15... Bob Roberts has signed the University of Pennsylvania's cappella choir to wax for his new label, also releasing for London Records next week, several new sides for London Records next week, directed by Charles Ennis... Capitol's country disk warbler, Jimmy Waleyski, left town Sunday (5) after a series of radio, TV and disk shop appearances.

The Dave Kapps were scheduled to arrive from here England via line Saturday (4)... Duke Ellington took out a recording license with the American Federation of Musicians (AFM) for his new disk venture... RCA Victor is releasing the "Jet" record as a single.

(The Music As Written page 45)
Music—As Written

(Continued from page 41)

out of the Harry Revel "Harmonie Street" album. The side has been show-
ing in the Boston area. ... Chris Cross goes into Roseland; Tommy
Ryan, into the Arcadia later in the month. ... Larry Darnell has been
signed for Birdland beginning March 18.

Decca Records last week inked the Delta Rhythm Boys to a term wax-
ing past. The group last recorded for Atlantic Records. ... Count
Basie, who recently inked a booking paper with Willard Alexander, for
a short while while work with a sextet which will be unveiled in a four-
week engagement at the Brass Rail nitey, Chicago, beginning February 10.
... Singer Buddy Stewart was killed January 1 in an auto crash in
New Mexico on route to join his family on the West Coast. ... Publishers
George Simon and Herb Lutis are in town for business sessions.

Maestro Elliot Lawrence has taken over some of Woody Herman's
sections. Within the last few weeks Lawrence signed Ollie Wilson for lead
rhythm, tenor, Frank Hundermark, and Meri Oliver as bassist re-
placing Tom O'Neill.

Chicago:

Dee Kilpatrick, formerly chief of the Atlanta Capitol branch, takes
over next week at Lee's Giggets' assistant in the country music depart-
ment. Kilpatrick will work out of Nashville as both promotion and a-and-r.
... Jayne Walton, for years vocalist with Lawrence Welk and for the past three years a vocal single, was married to Jack Rosen,
non-pro, here January 31. ... Ray Krane, Texas polka ok, has started
his own diskery, PYE Records. ... Mack McConkey, chief of McConkey
Music, is currently in Hawaii on a booking excursion and expects to
visit American South next month. ... Dick Jurgens has cut his ok to 14
pieces, dropping the fiddle section. ... The Southern States Regional
Conference of the National Association of Music Merchants is in
February 13-14 at the Hotel Americas, Atlanta. ... Jack Owens, who inked a
waxing pact with Decca calling for eight sides about six months ago,
has already cut 14 sides for that firm since January 1. He cut a hymn
album, plus six single sides. Owens is currently at the Casbah Room
of the Bellevue Hotel, Kansas City, Mo. ... Dave LeWinter, the Pump Room of the Ambassador Hotel here, has been inked by Mercury.
... Frankie Laine starts two weeks shooting for his acting and singing
part in the forthcoming seven-disk musical, "Platter Paradise," with
Wayne Gregg, who recently switched from GAC to MCA, has inked with
Capitol and cuts his first session next week. ... Bob Bodine, ex-Victor
promotion man here, has joined Jimmy Martin, indie distrih, here, as North
Side salesman. He replaces Morry Goldman, who has taken over as Mar-
tin's assistant. George Sclar, veteran aid to Martin, has left the firm.

Hartford, Conn.:

Sherwood Beardale has been re-elected secretary of the Waterbury
Conn., local of the American Federation of Musicians, for his 35th con-
secutive term. Cosimo Venditti has been re-elected president. Other
officers include Orlando Donella, vice-president; Louis DelVito, treasurer;
Angelo Siconolli and Wesley Billings, executive board, and William A.
Tinsley, delegate to the Waterbury Central Labor Union. ... Hy Green-
dra says the Hartford, has taken over the management of the hotel, to be
headed by Marshall Gross, Greenwood's pianist for some years.
Greenwood at one time managed Club Algiers, night club in suburban
Farmington, Conn. ... Bob Halpin, Hartford orchestra leader, volunteered
his services to the Greater Hartford Heart Campaign committee in an
advisory capacity.

MACY'S—INTRODUCING MACY'S
The Hilbilly Hit of the Year
RAMBLIN' TOMMY SCOTT'S
"ROSEBUDS AND YOU"
"TENNESSEE"
MACY'S 116

GOING STRONG

"If You Can't Say No" Tommy Dorsey Macy's 106
"I'll Be Your Romeo" Bing Crosby Macy's 105
"Young Girl" Louis Prima Macy's 104
"My Heart's Like a Winter Spell" Red Foley Macy's 103
"声's the One for Me" Hoyle and Bobbin Macy's 102
"I'll Be True" Tex Beneke Macy's 101
"Sunday Shade" Glenn Miller Macy's 100

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SHIPPING & HANDLING

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OUTSTANDING!
NATIONAL 9101
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"I DON'T HAVE TO RIDE NO MORE"
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National 9205

BILLY ECKSTINE
"WHAT NEW"
"THERE ARE SUCH THINGS"

NEW VICTOR, COLUMBIA
$12.00 per 100

OTHER LABELS
$10.00 per 100--$50.00 per 1,000

in Radio Catalog:
1000 Sings, Latest Catalogue
by VEDEX COMPANY
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FULL TRADE AT COST

MUSIC BOURNE TO LIVE

BLOSSOMS ON THE BOUGH
ANDREWS SISTERS
DECCA 24422

A NEW RELEASE—STAR TALENT 755
YOU'RE THROWING YOUR LIFE AWAY
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ELECTRO-PLATING PLANT
12 pressers, accumulator systems, dies and all necessary plating equipment will
all equipment or as going business.
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CHICAGO, ILL.

USED RECORDS FOR SALE
We carry a large stock of used Records on hand at all times. Assorted Fox, Race,
Novelty, and vaudeville, in all prices. Wholesale only. Send for prices.
SHERMAN'S USED RECORD EXCHANGE
1545 South St.
Philadelphia 47, Pa.
NO POP ERA

(Continued from page 13)

r period, starting February 15, will be the nation's largest to combine with his radio and concert work, and also to continue as music director of Little Golden Records, and Schnitzer kiddiekey on whose MillerKolects a royalty. Merv had offered Miller a stock deal, which he would have given him an assistant. Today, in Mexico, with Mercury almost two years, and has been responsible for the success of such foreign recording artists as Kaye-Halberstam, ASCAP has been accused by Justice of having agreements with the International Confederation of Societies of Authors and Composers (ICSAC) and International Federation of Societies of Authors and Composers (FISAC) in the United States, its territories, and dependencies.

Considerable ironing out of problems is still ahead of negotiators, but hope continues that an extremely early settlement of difficulties can be reached and that the complex and domestic angles of the once-determined 7th Amendment can be settled on a single writing of terms by the Justice Department. As Miller reported, major issues in the domestic phase of the case involve ASCAP's future connection with the ICPS and FISAC's future policy plan of allotments. ASCAP has been advised by the Justice Department to work out a writer classification plan acceptable to all elements of the society.

Modern To Distribute
Kaye-Halbert Sets

HOLLYWOOD, Feb. 4, 1950 — Modern Records, Coast indies, is acquiring national distribution of Halbert television sets, it was disclosed by Jules Bihari, Modern director. Wax records will be sold by Modern, which is distributed through independent record distributors, many of whom have indicated willingness to handle a new line. Kaye-Halbert, with headquarter in Hollywood, has yet to plunge into national market. Firm recently acquired a new factory in Culver city, Calif., and is currently gearing to produce 12,000 sets monthly. Expansion, the manufacturer, said, will first be able to sell products on national scale.

Bet Your Bottom Dollar
JOHNNY LONG'S
RECORDING OF
SILVER DOLLAR

backed by
DIXIE KING
KING 15035
IS JUST AS TERRIFIC AS WE'LL BUILD A BUNGALOW
KING 15018

AN EXTRA SALES CLERK! A SPOT-NEWS SERVICE! A TIME-SAVER!

HONOR ROLL OF HITS

The Honor Roll is an automatic salesman that does a first-class selling job. Leading music stores and music departments using this service report a substantial increase in sales. THE HONOR ROLL OF HITS is the weekly list of America's most popular music, as determined by national surveys conducted by The Billboard, from the list of current music industry depends on.

You get an eye-catching, full-color 24" x 33" counter card each week receive the new list of hits that slips into the frame of the display, And it's fast. Post HONOR ROLL OF HITS displays in windows, listening booths, and through your store.

Only 25¢ a week. You get the large display frame with the first list. A new list arrives every week. You are billed monthly.

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The California Sun Is Shining... on LLOYD BRYER'S
(Writer of Eddy Howard's hit, "Dainty Brenda Lee")
Newest Hit Song, as recorded by
LORRY RAINIE
Accompanied by Don Laroche Chorus and Orch.

"I WOULDN'T ASK FOR ANYTHING"

"Larry really sells this song..." — John McCormick, WEAR, Chicago.
"A very contagious ditty, done just as infectiously..." — John Beneke, WJZ, Detroit.
"Watch this take off, but fast..." — Bill Brandt, KDKA, Pittsburgh.
"This is a new-fangled thing..." — Dick Jackoy, Promotion-Advertising Co., Inc.

TIM GAYLE, Care Hotel, Horizon, Detroit 2
P. S. LORRY RAINIE also has an exclusive on my newest effort "COME HOME AND STAY WITH ME" — LLOYD BRYER, Stockton, Calif.
Krasny, "Czar" On All Deals; No Dept. Head

Romm Quits in Revolt

NEW YORK, Feb. 4.—The switch made last week by Leonard Romm from the General Artists Corporation (GAC) to head up the new personal management office of Spike Jones has started a series of rumors based on the notion of his taking over what is currently being handled by Mills Krasny, GAC vice president.

According to the new plan, as explained by Tom Rockwell, GAC head, "all our men will now go out and sell everything. Instead of a man selling bands or acts, he'll sell our whole list, that is, in MCA (Music Corporation of America)...." Mills Krasny flatly denies that there will be any change in management at his department. What we'll have, he says, "an executive council, with the senior members of the various departments responsible for their departments."

He was asked if that meant that department heads would no longer be able to make final decisions on sales and contract terms. He replied that under a central coordinator all sales would be cleared to "prevent overlapping."

Romm Blows Top

Romm, head of the theater department, the first to be told of this news, said he had recognized it and the fact that he had a Spike Jones offer in his pocket, made an explosion that much more vehement. He interpreted this change as a threat to all department heads and a shifting of authority.

Actually, the move is based on the fact that on occasion properties were sold to more than one buyer for the same week. In other words, no single company could charge all the arguments and possibly the loss of (See GAC One-Man Rule, page 47).

IN SHORT

New York:
Leo Salkin, Chi India, is giving local agents heartburn because he's booking club dates in the New York area right from under their noses.... Leon and Eddie's will try it again with another disc jockey. This time it's a Jackie Wright, according to一圈in Kranz, has been asked, now sends his releases written in poetry even tho the meter's all fouled up.

Betsy Reilly is skedded to make a picture in Italy and maybe pick up a couple of extra bucks doing theaters and cafes while abroad.... "Shake, Rattle and Roll" is the name of Frank Sinatra's date at the Copa, originally set to follow Lena Horne, will be in April instead.

Music Corporation of America (MCA) has been making a strong pitch to do business with Val Parnell, who has been under the impression that he couldn't deliver Frank Sinatra. So-o-o, to make peace, Jules Stein has Jack Benny set up a lunch date with him for Parnell.

Chicago:
Oriental Theater is reportedly sold for Esseean ownership. If sold, Chicago Hegon will continue to book.... Entertainment Managers' Association, local chapter of Artists Representatives' Association (ARA), is exchanging correspondence with the Michigan Theatrical Bookers' group, regarding their tie-up with ARA.... Thelma Sells has left the Morris office and may open her own office in the cocktail field.... Ciro's, the club which utilized $800 weekly budget, featuring comic and singer, is dropping its show policy. Spike Jones, one of the ops, is buying into the Brown's Lake Resort, Burlington, Wisc.... Bea Sartre, Paul Martin's gal Friday, is expecting early in February.

Hollywood:
Peggy Ryan and Ray McDonald, appearing at Glenn Rendvous, Newport, Ky., signed a six-picture-per-year contract for two years with Arthur Dryfus. Deal was made by agent Eddie Whitehead.... The Los Angeles Orpheum is going above its $1,500 weekly budget to book high voltage stage fare. House will pay the Dick Contino unit $3,500 for week in March and a $10,000 guarantee for Phil Spitalny's all-girl week of May 4.... Embassy Trio for three-month run at Ben Gage's Trails in Westchester (Calif.).... Allan Jones goes to England in April for tour of the four provinces, set by Eddie Sherman thru British reps, Lew Levy, London Grade.... Frank do Vol is setting a theater package for summer tour during the Club 16 hiatus. De Vol will hit Midwest territory.... Dick Contino said he is arranging a $40,000 tour of the five Canadian cities for Billy Eckstine's Million-Dollar Theater appearance grossed $21,460 for one week. Draw topped $2,700 per performances. The deal is being handled by the Sunset Strip, a hypso on Monday nights. Charley Morrison's Mokomak, dark on Mondays, opened to s.r.o. biz on a recent Monday with the Dixieland combo, Firehouse Five Plus Two.

Philadelphia:
Latin Casino denies the widespread rumors that it is planning to shutter or is on the selling block.... Dan Icampa, former owner of the (See In Short on page 48)

Grades To Roll Rockwell Ahead

Deal Set for Europe and Aussie Dates

Activity Gets Started

NEW YORK, Feb. 4.—The General Artists Corporation (GAC) and Lew and Leslie Grade have arranged a deal whereby the latter will handle GAC and represent all of the GAC properties in England, Europe and Australasia.

GAC's foreign rep for the past year has been Charles Wycherley, who succeeded Leslie Macdonald who has recently been caught in the net of the most aggressive bookers in London, having handled deals for some of the biggest names who worked at the Palladium, the Provinces and the Continent.

The deal with GAC will mean the office will now have a new outlet (See Grades To Roll on page 45).
The TRADE Roars:

Billy De Wolfe's Click

Chicago (Wednesday, January 11)

Married, Abbott has come up with a show that will be hard to beat. The combination of De Wolfe and Abbott is a great supporting cast in the best born in every year.

De Wolfe gets credit for putting the show over. The film seems like a show or routines aside to make way for his great at the altar. He's added several routines, best of which are the comic with swan rifles and a burlesque comedy of the native, in which he takes a table from the room, brings it in so close and so fast that it's a bit of old stuff.

Johnny Egel, Billboard, Jan. 21.

MINNEAPOLIS Echoes:

"Fans won't let him quit"—

—WILL JONES

CHICAGO Says:

Chicago Tribune—Jan. 15

"Billy is superb. He is one of the really individual comedians and a great deal of his effectiveness is the result of an original talent. The result is a completely unpressed attitude toward life. De Wolfe stands above no one. Everything has its humorous aspect. He is quick to seize the ridiculous in a person or a situation and off the stage or on, it's a delirium."

—WILL DAVIDSON

MIAMI Reports:

Miami Herald—Dec. 22

"Every movement and inflection of word is conducted without laughter. Just go and see for yourself—and be sure to bring the womenfolk for what will be their deepest belly laugh of the year."

—GEORGE BOURKE

ST. LOUIS Cheers:

St. Louis Globe Democrat

"Billy hits right at the heart of real down-to-earth humor with engaging characteristics. De Wolfe is surefire laughter in any night club spotlight."

—BOB GODDARD

Gratefully

BILLY DE WOLFE

PALMER HOUSE

Currently 8 Weeks

CHICAGO THEATRE

March 3—2 Weeks

MOUNT ROYAL HOTEL, MONTREAL

March 18—2 Weeks

Directors

MUSIC CORP. OF AMERICA
VERSAILLES, New York

February 11, 1950

NIGHT CLUB REVIEWS

CHEZ PAREE, Chicago
(Thursday, February 9)

Chez Paree's, 1519 S. Michigan Ave., presents its third annual St. Valentine's Day show, beginning at 9 p.m. for its special St. Valentine's Day entertainment. Music and dancing are featured throughout the evening. There is a $5.00 admission charge and no cover charge. The show runs through February 14th.

LOOKOUT HOUSE, Covington, Kentucky
(Tuesday, February 7)

Lookout House, 5000 Madison Avenue, presents its new series of entertainment featuring top names in show business. The show runs nightly until February 14th.

FRED KEATING
MELODIC MAGIC
WITH HIS OWN
HAMILTON ORGAN

Current Engagements
EXCLUSIVE LOUNGE COVERAGE

TRADE PAPER ADVERTISING

MUTUAL ENTERTAINMENT, INC.

FRED KEATING

KREMO

Now Playing
EIGHT WEEKS SEASON
At the
PAMPEL HOUSE
CHICAGO!

Chicago Sunday Tribune

WM. MORRIS AGENCY

... And Dela Kremo... a European import, is in many ways the latest fad in the golden era of television. Using all 80,000,000 people, they're predicted to be a big hit on American television.

Looking for the latest in entertainment? Check out KREMO! For more information, call WM. MORRIS AGENCY.
VAUDEVILLE REVIEWS

Chicago, Chicago (Friday, February 3)


New bill has a better-skelter unbooked air about it than even the smooth showmanship of Celeste Holm. For instance, the continued cut-off was the fault of Buddy Rogers' band, which is muckingly n. g. Nevertheless, it was vastly amusing.

Celeste Holm has a champagne- colored gown and a patronal match. She's delightfully light and definite big-time talent, equally suiting to the somewhat cult-like manner's Agreement) or in musical comedy (Oklahoma and Bloomer Boy). She is always in good form.

L. C. F. 's
dancers, a foil, in picture, Mel, was a best was a Sad Sack number. It is the latter on which they might try their fortune. Doing the dance in the room, and getting comedy situations for the Sad Sack might get it up a few feet.

Roy Rogers showed he's still re- one of the best on radio, and he he uses his comedy acro bits inten- tivated with magic tricks for good and for bad. He is a little too strictly funny and in that respect, very little of which is up to his bit can be faulted.

Faith Ballroom

Pritchard and Lord tied together their ballroom acts, tap and ballet, an act of ballet ending in a spin and saving it for this act. He earned them a fairish exit.

Dick Buckley did a good job with his baton-wielding in spite of his audience participation gimmick to his working. He made us undine dance and to our delight he performed a pantomime.

Richard and Nick Alexander showed a pleasant singing act with possibilities of becoming more of the future. Their duet was a bit. The two go looking lads, each with guitar, combined in one of their songs, which went into "Nothing Like a Dame and followed it with Riders in the Sky, an act that's too difficult for TV. The fact that the boys worked with- out a partner I found very pleasing. They have the good, high voices, they're not strong enough to disregard amplification. They also show a need for better known poppe, some bouncy rhythms, number, inaudible, and a couple of good acts to get them going.

The rest of the show is almost a standard club date come since he left the acts of Clayton and White and Puck and Capp. He now has his own popularity and novelty hosting, but failed to give his talk, as the panto of the gals underdressing for a bath, pulled some yocks. If the rest of the show could be brought in another, in latter he'd do a lot better.

The Yaapoli Troope (Robert, Al- fring, who merited the Seal and Lomny, and Sam), well known on the circus wheel, showed a vocal act with animal sensations in his dancing acts to play the Palace in a long time. Opening in flash, opened in fluidity, cut background out of place, they were by an equally ornamented cap, the dancers went thru a fast intense opening that got them on and into their balance tricks. Using two toers, for cartoon effect, one went thru full, half and semi-gainers, and three and three, and without a flaw. Their finale was a toerboard cartwheel into a perch, a man on balancing board, and brought gasps and a wallowing mitt, Pick's Girl's act. Bill Smith.
Miami Copa Sets Berle for 40G

NEW YORK, Feb. 4.—Milton Berle will get $40,000 for a 10-day date at Miami Beach Copa City when he opens there March 2. The deal was made late Monday night (30) night at Dinty Moore's restaurant after hours of palaver.

It is estimated that the entire show will cost the Copa about $25,000, allowing the extra $15G for the supporting acts, line and music. The entire $40,000 will go to Berle, even though he probably will be able to keep only a fraction of it. The rest will go to Uncle Sam.

Philadelphia:

Glenrose Theatre, the new boss of the Palm Room in the Hotel Plaza, takes over the entertainment policy for his uptown theatre for the unimpressed. The acts are big, big, big.

George Britton, folk singer, made his local nitey bow at the Benjamin Franklin Hotel Garden Theatre. . . . Big Bill's and Little Johnny's, downtown musical spots, are merging and will operate under one management. . . . Jack Ellis and Dave Howard, with Ben Carson, operating Circo, gave a day's receipts to the March of Dimes, with the service staff handling the all-night sale of all-weather men's hats.

Lou Stoner, comic at the Latin Casino, isn't kidding on the floor when he pulls the oldie about "not having to do this for a living." He's a partner in a leather manufacturing outfit and holds a patent on a big-selling all-weather women's hand.

Erie Social Club, private after-hours club, will go in for musical names for the late Saturday night and Sunday shows when the town's regular after-dark spots are shuttered.

Roxy's Smash 115G Hikes Stem to 394; MIH Off, 112

NEW YORK, Feb. 4.—A smash week at the Roxy helped bring in the takes for over all-combo houses last week. The rest of the theaters did just so-so. The over-all gross was $394,000 against the previous week's $305,000.

The Radio City Music Hall (20,000 seats; average $34,000) slipped quietly to $112,000 for its second week with brilliant Falstaff, Williams, Helene and Arthur and My Foolish Heart after a kickoff of $123,000.

The Tiffany (5,600 seats; average $33,000) opened with a smasheroo of $115,000 with 12 O'Clock High on the screen and Dean Martin, Betty Grable and Rudy Rolls on stage.

The Capitol (1,500 seats; average $36,000) held up with a good $62,000 for its second week with Sam Levens, the Ink Spots, Bobby Sherwood's orch and Ambush after a premiere of $75,000. New bill, to open Tuesday (9), will have Gordon Jenkins' Ink, Marion Hutton, Jack, Douglas and Mrs. Mike.

The Paramount (3,634 seats; average $35,000) went to $50,000 for its second and last week of Bill Lawrence, Jean Carroll, Jerry Wald and the Marx bros, with Jordan, The Thrillbinkies and the second $60,000 opening week. New bill (reviewed in this issue) has Charles Towne and Rags, Buddy Rogers' orch, Dave Barry and Dear Wife.

The Strand (2,700 seats; average $22,000) slugged down to $40,000 for a repeat of the Bowery, Minn Zenil and Hasty Henry from a tee-off of $62,000. The new show, in Friday (10) with "Sugar Chico" Robinson, Alan Young and Monta.

The Empire (1,700 seats; average $20,000) took another dip when it collected $15,000 for Bob Howard, Boyle and King, six other acts and Blue Grass of Kentucky against $17,000 a week before. The new bill (reviewed in this issue) has Sammy White, Dick Butkus and additional acts and Girls' School.

Grades To Rep GAC Abroad

(Continued from page 44)

For its properties abroad the Little arrangements have been made and it is understood the Grads office will look into the deals for the properties in the United States. According to various estimates, an additional million tourists have been working on 330,000,000 tourists who have been to work-over in the United States and France. Many of these countries are hungry for entertainment and the Grads are expected to see American performers and bands to the native products.

MCA Offices

The steps will put GAC into the foreign picture rounds out the represention of the major talent offices abroad. The Music Corporation of America (MCA) has its own office in London, MCA, Ltd. The Morris offices also have an office in Paris, the American office in Paris, the American office in London, MCA, Ltd. The Morris offices also have an office in Paris, and the American office in London, MCA.
BURLESQUE!

PEOPLE WANTED IN ALL LINES—FOR STOCK

COLUMBIA THEATRE

DETROIT

CHORUS GIRLS THAT CAN DO EVERYTHING

NUMBER PRODUCER WILL CONSIDER PRODUCER

WITH GUARANTEED STOCK COMPANY

All Correspondence to

C/o National Theatres, 800 Madison Avenue

New York, N. Y.

FOR SALE


BOX 496

The Billboard

515 West Madison, Chicago, Ill.

CHORUS GIRLS WANTED

Experienced, Reliable. 5 Days, 800 per week.

FOLLIES THEATER

State & Congress

Minstrels' Costumes and Accessories

CIRCUS FIVE

DANCE-COSTUMES-CLOWNS

For sale or lease. Will consider producer with guaranteed stock company.

THE COSTUMER

338 STATE ST.

SCHENECTADY, N. Y.
WASHINGTON, Feb. 4.—The House Judiciary subcommittee, which has been investigating the proposed anti-monopoly legislation, plans to hold hearings on an alleged monopoly in the legitimate theater business. Chairman Charles Miller (D., N. Y.) announced last week in addition to calls for a study coming from the theater trades, the group is expected to summon representatives of the Department of Justice, which launched a study a year ago into the relationships of the United Booking Office (UBO) and the ownership of legitimate houses throughout the country.

Miller declared that the monopoly subcommittee has received charges that generally are associated with Shubert Enterprises in New York, «controls over 60 per cent of the chain of legitimate theaters of the country, and the tendency of producers to avoid dealings with them.» Miller said that while he is at the moment only accepting the statements made to him, he plans to hold a hearing and ask for the production office of the UBO to be questioned. It was also charged, according to Miller, that certain theaters require a "ticket kick-back" sometimes amounting to 100 tickets a performance. "Nobody knows what happens to the tickets," he said.

Miller said that he will violate time to "consider all these charges and complaints in addition to those brought to the subcommittee's attention. He added that his group will proceed with its work to the fullest possible extent within the limitations of time and of our resources."

Without conducting a full-dress investigation, the Department of Justice agents gathered quite a bit of data on a situation in their 1949 probe of the UBO and legitimate owners. Examiners were the practices of the UBO in booking shows both on and off Broadway and the degree of control over the nation's legitimate houses attained in the merger of UBO and Shubert interests some years ago. When the Broadway office was closed, the Justice Department apparently found no violations of anti-trust legislation.

The subcommittee, in investigating the situation, will not be limited to the existing laws. Rather, the purpose of the continuing hearings on all phases of alleged monopoly is to determine the need for any revision of anti-monopoly laws.

SEC Cautions Investors in Legit Shows

(Continued from page 1)

or an exemption from registration is available.

The Big Ideas involving an aggregate offering price of interest of not less than $100,000 or more than $500,000, registration of the securities themselves is not required, provided they are delivered in accordance with all rules governing exemptions. Byrne emphasized, however, that these exemptions did not cover the fraudulent section of the act. In such cases, only a letter of notification need be filed, for which there is no fee.

Such a letter contains information on the name and address of the producer, type of interest or security being offered, offering price and place, and any other information needed for the budget. The single other technical requirement is the filing with the commission of copies of all printed literature, radio communication, advertisements, brochures, and any statement pertinent and bear a legend that the interest in the production offering referenced is based upon the SEC. It is true that these are not absolute requirements and that $300,000, the procedure becomes more complicated. However, despite the technicalities, at far below that figure, it has no bearing on the average producer.

It is not an apparent fact, however, that wording is intended to slow up Broadway production. Instead, the SEC is primarily concerned with a statement of policy because a lack of such a statement could originate here. He added that several groups of Broadway producers already consulted his office before setting up their financial schedules for the coming year, and other interested parties get in touch with the SEC should any arise over the applicability of the 1933 act or the availability of any exemption.

BROADWAY SHOWLOG

Performances thru February 4, 1950

Drama

As You Like It. (Closed) (222)
Cape Cod. (N.Y.) (212)
Dawn, (Closed) (Stadium) (24)
Dewey. (Closed) (230)
Dorothy. (Closed) (240)
Duet. (Closed) (230)
Guardian. (Closed) (230)
Kite, (Closed) (122) (475)
Mr. Harry. (Closed) (111) (7)
Coral Door. (Closed) (230)
The Cottage Party. (Closed) (222)
The Devil's Doctor. (Closed) (222)
The Excavation. (Closed) (222)
The Haunt. (Closed) (122) (15)
The Inn. (Closed) (222)
The Jailer. (Closed) (222)
The Man. (Closed) (222)
The Meeting of the World's Worst. (Closed) (222)
The Molière. (Closed) (222)
(Madame) (Closed) (222)
(Molière) (222)
(Molière) (222)
(Molière) (222)

Music

A Race in which Kissing is not Important. (222) (475)
(Three) (222) (475)
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ICE SHOWS

Fondy, Mr. 150 of 1950. (Closed) (222) (475)

Cooming Up

From '48. (Closed) (222) (475)
All You Need Is One. (Closed) (222) (475)

 Cueball (Manhattan)

BROADWAY OPENINGS

DESIGN FOR A STAINED GLASS WINDOW

(Opened Monday, January 23)

MANSFIELD THEATER

A Drama by William Berney and Howard Koch, starring Katharine Hepburn and costumes by Stewart Chase, General Manager of the Mansfield, and directed by David Jordan, Press representative, David Butler, President of the Mansfield Jack Sheppard in association with Ohio State University.

Henry Maye. (ill) Fitzgerald (222)
Tom Peter. (ill) James Dewey (222)
Dolores. (ill) Freda Boxley (222)
Zilpha. (ill) Grace Van Vliet (222)
Sarah. (ill) E. G. Robinson (222)
Little William. (ill) Joseph F. Allwood (222)
Henry Clitheroer. (ill) David But- ler (222)
Robert Hurst. (ill) Harry McIvor (222)

Mr. BARRY'S ETCHINGS

(Opened Tuesday, January 19)

48TH STREET THEATER

A Musical Comedy, Arranged by Roland Saltz, Brookskins by Shubert Enterprises in association with George J. Kelly, General Manager, Paul A. Fuller, Press representative, and Emil Paken, Booking Manager, with Robert L. Stuart, Chief Stage Manager.

Richard Hammond
Richard P Haupt
Judson Barry
Carrie Manston
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Sides and Asides

Sidney Theater Manager Refuses To Pay Aussie Tax

Boogie's Motion Granted To Examine Mae West's Books

John Elifair, chairman of the Stage Managers' Committee, has called for the meeting of all of the members of the Lenox Hill Playhouse February 10. Discussions will include new contract provisions for summer theater. Both producers and stem managers will be a part of the new contract to be negotiated between Actors Equity and the League of New York Theaters when the current agreement expires August 15.

Actors' Salary Cuts Proposed For Pre-Stem Shows

Continuing to press for concessions in order to stimulate legitimate production, the Committee of Theatrical Producers January 31 proposed certain cuts in actors' salaries during a production period of 50 per cent or more. The proposal calls for cuts of $250 per week over period of six months. The committee, headed by Margaret Webster, to examine the proposal February 14.

Off-Broadway Opening

The PLough and the STARS

(The opening Monday, February 11)

HUDSON GUILD THEATER


Theater today, being a, has come up with a fine production of Sean O'Casey's 'The Plough and the Stars.' It seems no bad production of such caliber can be done in a more accessible house so that greater numbers might see them.

With great humor and warmth, O'Casey has written his human story of what the Irish Easter Rebellion meant to lives which are lived in a mood of change from sentimentality and quick-tempered bravado to the political facts of the day.

For Plough there has been assembled a cast of good professional actors who handle the material well. Dunn and savors it to his and the audience's advantage. Gunther, too, is slightly burlesque, runs him a close second as a good comedian, and Vincent Price likewise turns in competent performance.

In the series, there's Margaret Croyden, whose performance grows in intensity from the loss of baby and husbant almost to the point of pelgant perfection. Not to be forgotten is the personality of Claire Kirby in a bit. The others have generally less to work from with the exception of Finn who is rich.

Al Saxe has directed with care and understanding, the pacing of his earlier scenes are awkward. Kenneth Henschke has surmounted great obstacles and designed four superb sets. Producing the theater is difficult, but for the young experimenters warms are highly rewarding. If Theater Today can retain its standards, word-of-mouth will bring them more and more interested customers (with a sound sense of direction) to its somewhat well-hidden little theater on West 26th Street.

Dennis McDonald.
FOOTE—John Taintor, 69, writer and motion-pict. director, of a heart attack at his Hollywood home is reported to have died at his Los Angeles home. Survived by his widow, Lucile Watson, actress.

GARDNER—W. F. (Doc), 80, veteran circus performer, manager of the Great Dan Patch, died at his home in Minneapolis, Minn. of a heart attack. Gardner had been a vaudeville act for many years and was a prominent member of the circus organization. Survived by his wife, Mrs. W. F. Gardner, two sons, John and Timmy.

GORDON—James (Curly), for the past four seasons operator of the Girl Show on Eddie Meadows's Exposition Shows, was found dead in his sleeping car in Chicago, Ill. of a heart attack. Gibson had been a well-known wagon master and truck operator and electrician with various circus shows. Survived by his wife, Elsie, and two daughters, Jean, Butler, Pa., his mother, Mrs. C. J. Gordon, and his brothers, W. Va., four sisters and five brothers. Buried in Magnolia Grove Cemetery, New Orleans, La.

GORDON—Zara, 59, former manager of the Gay Nineties Revue, January 27 in Brooklyn. He was formerly a clown with the Barnum Bros. and was associated with the Ringling Bros. and Barnum & Bailey Show. Survived by his wife, Stella, Stell, survive. Burial in Forest Hills Cemetery, New York City.

GOULD—Billy, 81, well-known bookmaker and bookie, noted in the early part of the century, February 1 in New York. He was a former partner of Eddie Emerson's Mistrels in San Francisco and then went to New York, where he played with such stars as Fred Templeton, Lillian Russell, Edna May, and others. Buried with Dan Bailey in the New Yorkers. Gould appeared in vaudeville with a group of his own called the Bookies. He was also a member of the Bookies of America. He was buried in Forest Hills Cemetery, New York. Buried in the National 13th, 31st Avenue, New York City.

GUICE—Flora, 60, for many years a successful long rider, a Tosca, a Romeo, and a Florida, died at her home in St. Petersburg, Fla., January 31 in St. Michael's Hospital, St. Petersburg, Fla. Guice had been a long-time resident of the city and was a member of the Florida Opera Guild. Survived by her brother, Fred, New York, and her sister, Mrs. John D. Moore, New York.

DORM—Otto, 81, former Newark musician, February 1 in his home in Jersey City, N. J. He played with the Joe Basil and Nikols and Suenderhahn Orchestra. Survived by his widow, Jane, his son and daughter, Mrs. Mabel War-
MASSMANN TO HEAD SESQUI

Veteran Fair
Op Lined Up
For 25G Job

Meyers Will Run Music

(Continued from page 3)

Massmann, who is 49 years old, is
highly popular in exposition circles and
has been director for three years at both the Chicago Fair Grounds and the Ameri-
cana Exposition in St. Louis. The first fair
he directed was that of 1948, which was
the last of the year. The fair was directed
by the Atchison, Topeka and Santa Fe
Railroad.

Massmann's name is the only one being con-
sidered by the board.

(See Park Massmann on page 58)

Detroit Pushes Plan
For 1951 Trade Fair

DETROIT, Feb. 4.—Despite losing out
in the race for a new fair space, the Detroit
Board of Commerce, with the active sup-
port of officials and civic leaders, is making
definite plans for a similar venture in the
near future.

The new fair, if it should be

0nly is the one being considered by the

New York, Feb. 4.—The annual re-
sult report of the Triborough Bridge
&Tunnel Authority, released last week,
discloses that negotiations between that
group and Madison Square Gar-
den management for the projected
construction of the super-decker Co-

leum Circle Coliseum—combined
purposes, instead of a project for public
garage—are progressing and are
eXpected to reach a satisfactory

outlook.

The original estimate of the cost of
the new arena, $25,000,000, for
over the Authority has been

fied to a float bond issue, may


be furthered.

According to George W. Spofford, authority general man-
er, an operating agreement with the fair association is expected to be

Each year the fair is directed by the

The fair will not be held on the

itself.

The fair, according to Mr.

The new fair will be held on the

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outlook.

The original estimate of the cost of
the new arena, $25,000,000, for
over the Authority has been

fied to a float bond issue, may


be furthered.

According to George W. Spofford, authority general man-
er, an operating agreement with the fair association is expected to be

Each year the fair is directed by the

The fair will not be held on the

itself.

The fair, according to Mr.

The new fair will be held on the

The new fair will be held on the

of the

Atchison, Topeka and Santa Fe

massmann

the fair's management.

Massmann, who is 49 years old, is
highly popular in exposition circles and
has been director for three years at both the Chicago Fair Grounds and the Ameri-
cana Exposition in St. Louis. The first fair
he directed was that of 1948, which was
the last of the year. The fair was directed
by the Atchison, Topeka and Santa Fe
Railroad.

Massmann's name is the only one being con-
sidered by the board.

(See Park Massmann on page 58)
Close Up:

Eye-Catching Figure Put Al Beck In Outdoor Biz, Life of Figures

By Herb Boten

This is another of a series of articles on little-known facts about people prominent in outdoor show business. If you know of anyone you would like to see profiled, write us.

A BILLBOARD COVER put Al C. Beck into outdoor show business at the age of 18. And figure-minded Al, now 51, has been in it practically ever since, with circuses, carnivals, amusement parks and last year's two companies which have been a combination secretary and first lieutenant for Bob (Biggers) Parker.

It was the picture of an equestrienne on The Billboard cover displayed in a store window in the Street of the Orioles steered his eye and sent him into the entertainment field. As a youngster, he had been in love with the circus and The Billboard conjured up an inviting world for him.

He bought a copy of the magazine and, taking it back to the law firm where he worked as a court reporter, read it from cover to cover, giving particular attention to the help wanted advertisements.

One of these—one by the Johnny J. Jones Exposition, seeking a secretary who could take shorthand—commanded his interest. He wrote Mr. Jones. A few days later Jones replied, saying the job was Beck's if his references proved satisfactory. They did, and Al joined the Jones shows a week later.

The office wagon, however, proved too confining for his energetic 18-year-old. For this reason he left the shows, a few months after joining and returned to Toledo and opened an accounting office. At time passed and weekly copies of The Billboard arrived, he found the lure of the road too strong. He wired Jones, then in Orlando, Fla., winter quarters, and Jones relented. In the intervening years he has held executive positions with many of the top shows, including the Ringling Bros. and Barnum & Bailey Circus. Beck's experience has been broad. His rating as a "wagon man" in the outdoor field compares with the best of them. He clothes problems with the objectivity and eye-to-detail of an accountant. It has been this strictly business attitude which gave him key positions and won him respect with major organizations.

With Many Shows

The scope of his activities is indicated by a run-down of his employment record, which follows: Johnny J. Jones Exposition, secretary, 3 years; Sun Bros. Circus, secretary, 2 years; World of Miracles Shows, secretary, 2 years; Morris & Castle Shows, treasurer, 2 years; 101 Ranch Wild West, 7 years; Russell Bros. Circus, secretary-treasurer, 2 years; Bella-Steele Circus, manager, 3 years; Beck & Thomas Shows, operator, 1 year; Lewis Bros. Circus, 1 year. (See Eye-Catching Figure, page 61)

NEW KIDDIE RIDES!


LUCAS BOAT RIDE

DESIGNED TO BRING
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Portability, the key word in modern amusement business, is becoming increasingly important to every operator. The new Lucas Boat Ride, available in 36 passenger sized units, is an eye-catching attraction, strong in public appeal, stability, good quality, durability, high class, earning power.


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• JET PLANE RIDE

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3000 BINGO
No. 3 Cards, heavy yellow, blank front. Rubber tipped calling Numbered Ticket Card, $1.60 each. 25 cards, $1.00. All cards, $5.50. Cards in No. 3000 or 5000 will be covered with one cent per card. S. M. Simons & Co., Chicago 11, Ill.

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Made to order. 5000 cards played. Played 2 rows across the cards, not up and down. Light Weight Bingo Cards, $2.50 per thousand, ready to call, marking markers, 10 cards, $3.50.

LIGHT WEIGHT BINGO CARDS
Heavy, with 1/4" holes, 10 lbs. per thousand, ready to call, marking markers, 10 cards, $3.50.

 mans and 2500 White cards, Total of 15,000 cards.

MANUFACTURER
3000 or 5000 SHEETS, single column, or 1000, $1 per 100. Calling markers, extras, 25 cards, $2.50. S. M. Simons & Co., Chicago 11, Ill.

PCHAIRS Catalog
19 RED CARD, replacements. WHITE, 56 cards.

J. R. (Cap) Ramsey, manager of the advance for B. Ward Beam's Cattle, and his wife left Hollywood for Washington, D.C., going to their home near Fort Larson, Ark., on the 1st. It was reported that this couple has done work for the army forces.

Lloyd F. Bridgford, went on a horse ride. On the way back he was shaken up in an automobile accident January 20, on Highway 45, four miles south of Williams, Ark. He was working at the Kiddlefield on Highway 38.

Harry Harris, formerly active in the Michigan Showman's Association, who has represented the Ukrainian Brothers in Lansing, Mich., the last three years, has returned to Detroit, Mich., with the brand of the Rosel Bogen Co., operating in the Chicago area.

Bruce Peacock, city editor of the Regina (Sask.) Leader-Post, in an interview, said that the master plan for Regina Exhibition's rebuilding plan, which will cover 15 acres, will cost $15,000. The main item in the program is the $50,000 exhibition hall which will have a 2,000-capacity amphitheater and is skedded for completion in March. 1950. Construction was started when concrete footings and sewer lines were laid for permanent concessions. The annual fair’s annual admissions are an improvement to the general condition of the fair, with hard-surfaced roads and new entrances.

Viola McLeod, secretary for Picket Bros. Circus, and J. C. McCall, president of the Association Corporation, of America, Chicago, and Nellie Vaughn, secretary in the Theatrical Fireworks Co., were leaving by plane Saturday (4) for a 10-day Florida vacation.

Ernie Yeazell, owner of the Yeazell Bros. Fireworks Co., was released from a Chicago hospital Thursday (2), after a three-week stay following an operation. He is expected to return to his Windy City city.

George B. Flint, of the Boyd-Woolfolk Agency, Chicago, was relieved of, or lost his wallet on route back from a Mississippi Bar Association meeting in Little Rock.

The new coliseum under construction for the Arkansas State Fair, and the Little Rock Show, Little Rock, will be roofed for the year’s annual, Sen. Clyde Byrde, secretary, announced, but completion is not expected until next year. Building will begin in June and will cost $5,500.

Julius B. Schatz, attorney for the receiver of the Ringling-Barnum circus and a member of the circus disaster committee of the Hartford, Conn., bar, was in Chicago Thursday (3), talking with the State attorney general on the Reconstruction of the circus.

Ameritek's 17-year-old daughter, Margaret, a member of the circus, was with her father. Mr. and Mrs. Charles Zemeter and son, Jack, of the Charles Zemeter Circus, which lost all its equipment and property, were given a relief check at the Kiddlefield on Highway 38.

Mr. and Mrs. Charles Zemeter and son, Jack, of the Charles Zemeter Circus, which lost all its equipment and property, were given a relief check at the Kiddlefield on Highway 38.

France To Promote Stocks at Langhorne
DAYTONA BEACH, Fla., Feb. 4—Stock-car races at the Langhorne (Pa.) Speedway will be operated under the sanction of the National Stock Car Auto Racing Association during the 1950 season.

An agreement was reached here between Mr. and Mrs. John D. Babcock, owners of the Langhorne Speedway, and Bill France, stock-car race promoter, by which France will direct the operation of the track during 1950.

France announces that his first race of the season at the Pennsylvania track is tentatively set for April 18. A $1,000, 265-yard classic at the Speedway last September which pulled an overflow crowd.

Harris Suit Against Seaside,
Pyro Firm Settled for $600
NORFOLK, Feb. 4.—A damage suit for $75,000, brought here by Mack Tebble of the Seaside Park, of Victoria Beach, Va., owner Jack Green, and his associate, Dudley Cooper, and against the International Fireworks Company and Fred C. Murray, was settled without trial at Prince William Court House for $600 with the Seaside Park group and the International Fireworks group each paying half.

Harris claimed incapacity due to a fire they allegedly set in the Seaside Park when a supply of fireworks stored there exploded and caused a small fire.

Plans for Special Autry
Kids’ Show Fall to Jell
FLINT, Mich., Feb. 4.—Efforts of a local group to arrange a special Junior night performance by the Gene Autry show at reduced prices for younger proved fruitless when the group failed to secure a guarantee of $2,000 to underwrite the show. Local councilman had led the move for the special show, saying that the tickets sold for the Jell show were some 200,000. The idea of the show leaked out, and a phone call to showman was too much for the kids.

Challen Associates, New York, which books the show, offered to let it go on at 60 cents, the price sought by the showman, giving him assurance of the rest of the personnel were underwritten.

Set N. J. Food Show Dates
TEANECK, N. J., Feb. 4.—Paterson Valley Hospital Association will hold its 12th Annual Food Fair and Food Show May 6-13 at Teaneck Armory under the management of the New Jersey State Farm Show, with Arthur C. Maurello as director. Women will be invited to enter a cooking contest. Bags of groceries will be awarded daily prizes, and a preserved foods competition, a 1-year food supply will be the grand prize.

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SPECIAL FINANCE PLAN FOR SHOWMEN
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HAUSS-STANDARD CHEVROLET
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USE SINAPOL
and feel that wonderful relief. It carries the doctor’s mark of approval. 2 1/2 oz. jars 1.00.

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MODEL 120 FLOSS MACHINE
DIRECT DRIVE $275
MADE BY WORLD’S LARGEST MANUFACTURER OF FLOSS MACHINES
CONCESSION SUPPLY CO.
11014 S. Clowes St., TOLLEDO, O.HT}

Hunt Org Completes
New Training Barn
BURLINGTON, N. J., Feb. 4.—A variety of winter quarters of Hunt Bros. Circuit include completion of a new training building. The structure is an eight-cornered building of concrete block, 100 feet in diameter, with a 3-car garage for the ring. At present it is being used to break in several new animals. Re- paint and repair shops and stables are working full time under the supervision of John Wasson.

The circus will have five elephants. The ringmaster will run the ring this season. H. T. Hunt, who signed up six animals, and with his family will join John C. T., J. J., and Edward Hunt, with their families, in Florida.

Roy Bush, superintendent of elephants; Roy Howe, horse and pony trainer; Guy Bush, pony seals; Harry LeVine, with chimpanzee, dogs and baboons; and Bill Nippol, head of clown alley, are with the Orrin Davenport show and will return shortly.

English Outdoor Group
Names W. Pullen Prexy.
LONDON, Feb. 4.—At a meeting of the Central Council of the Showmen’s Guild, held here last night, these officers were elected for 1950: W. Pullen, president; J. H. Gillett, vice-president; Arthur Bates, deputy vice-president and treasurer. Thomas Murphy continues as executive secretary.

The Showmen’s Guild is the leading organization of outdoor showmen in the British Isles, with local sections throughout England, Scotland and Wales.
Talent Topics

Robi Vernon is now working under the professional name Robi Marlene..., Howard and Wanda Bell were dinner guests of Joe and Wally Bench while working the Court Square Theater, Springfield, Mass., recently, and Patrick Fagel has joined Jerry D. Martin's lesser Stars playing the Florida State Fair, Tampa. Act also is scheduled to appear with the Braly Circus in the fall.

Al Ackerman info from Wayzata, Minn., reports that he met the Marvelous Maxelles in Minneapolis recently, and was their guest at club Carni- val... Maybelle Miller, aerialist, has been working on ice at Black River Falls, Wis., reports that Herbert (Red) Scott, her rig- ging foreman, is with the Veterans Hospital, Hines, Ill. ... Lung and Lee recently returned to Indianapolis after two weeks in Texas.

The riding Kemp Family was featured on the Enoch Squires' program on Station WLS, Chicago, Tuesday (31), the Yacoplis, tee- terrorboard tumblers, and the Wildred Marts, hoop jugglers, are at the Palace, New York. ... The Schaller Brothers, trampoline, are at the Olympia, Miami.

London Trade Show Preems February 14

LONDON, Feb. 4.—London's sixth annual Amusement Trade Exhibition opens a three-day run at the New International Hall February 14. Amusement park, carnival and arc- cade equipment and supplies will be exhibited. Because of import regulations, practically no new foreign-made items will be displayed.

Firms which have taken exhibit space include F. W. Crealyn, Merry-Go-Rounds and kiddie rides; Lang Wheels (Mfg.) Ltd., gravity ride and Auto Skaters; John Collins, Coasters, Scenic Railways; Whittaker Bros., Dodgem cars, and Supercar Co., Ltd., Dodgem cars.

Unusual items on exhibit will be an overwater bark stage with fully sectional fan use around circus tents and other shows under canvas. National Caravan, Ltd., for the first time, also will have a stand.

Omaha Sports Show Skedded In City Auditorium Mar. 13

OMAHA, Feb. 4.—The Omaha Sports and Vacation Show will be held in the City Auditorium here March 16-26, and will feature prominent in the sports and entertain- ment fields, Ken Ferguson, man- aging director, announced.

Featured in the arena will be a 60- foot portable water tank with aquatic shows will be staged. On display will be sports equipment, boats, trailers and automobiles.

Hamburg House Features Strong Talent Line-Up

HAMBURG, Germany, Feb. 4.—Hanna, big-time circus-vaud-avue spot, is offering another good bill this month with a strong sawdust flavor.

In the line-up are J. Holzmann, with his elephant, Nelly; Mabel-Rose Sisters (3), Risley act; Lind Brothers, acro and a splendid Thousand Skaters, plus the American illusionist, Cheddi-Palmer.

Maricopa Sign Siebrand

MESA, Ariz., Feb. 4.—The Sie- brand Circus and Carnival has been signed to go to the Maricopa Coum Fair here Feb- ruary 18-26, Marcel Delporte, fair manager, said a tent, 60 by 100 feet, will house overflow exhibits from the civic center buildings.

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THE STRONG TROOPER HIGH INTENSITY SPOTLIGHT


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HARRY J. BATT
PONTCHARTRAIN BEACH
NEW ORLEANS 19, LA.
25 Years Ago

David Lauchman bought equipment of the C. L. Kincaid Shows for $11,000 at a New Orleans auction in order to satisfy a government tax claim. Sen. J. H. Kincaid was re-elected president of the Colorado County Fairs Association at a convention held in Denver last Sunday. William Newton Jr. (Honest Bill) purchased equipment and animals from the Miller Bros. 101 Ranch Show. Plans were laid to entice 200,000 visitors at the 1936 Rochester (N. Y.) Exposition. An announcement was made that construction work would be pushed on a new park at Hammond, Ind., by John A. Miller ... G. S. Chapman was elected president of the Georgia Association of Fairs at a convention in Macon. Preparations are under way for the March 28 banquet at the home of the Showman's Club of St. Louis.

Silvers Johnson and his clowns were booked solid until mid-summer, at which time they were scheduled to join the John Robinson Circus. ... The biggest event was a parade through an Idaho State Fair at Boise which would be rated the greatest. The Philadelphia Toboggan Company, was supervising construction of a $100,000 Circus Ring at the Grove Park, Canonsville, Pa.

Frank W. Best, West's World of Wonders was acquired by Polack Bros. of Atlanta, Ga., jury of murder charges. Fred Mrs. Al. Lattimore, former a Side Show manager and the latter a pianist, signed with Caine's Circus. ... Evans Woodward, former prima donna of the Sella-Floto Circus and Robinson Bros. Circus, was signed with Bachman's Million-Dollars Ring during the South Florida Fair, Tampa.

Acts playing Volusia County Fair, B. D. Atlas, Flos, including a hippodrome features, famous Russel cars, Carlos's aerial act, Jinks and his dogs, News, Vennita Clark, Harrison's cyclists, Gene Wiles and Capt. Fred Wilson, high diver ... Bernard E. Ericson and associates were developing a sensational part of their own. ... Minn., near Minneapolis. ... Henry J. Polite returned to the Zimmerman & Jordan's Circus in Chicago, Ill. ... J. J. Perry signed with De Witt Hairell on the Select Circus advertising car. ... Niagara County Agricultural Association, Elba, N. Y., John N. Hamblin, president; E. Pease, president; J. W. Thompson, vice-president; John K. Silsky, secretary, and A. C. Tovell, treasurer. ... Lake Cliff Pavilion, Dallas, was sold by Charles A. Mangold to H. D. Roys, Kansas City, and W. H. F. Bubkemper. Of the Stuart Amusement Company who purchased contracted side show with the Greater Shelely Shows. ... Martin and Malone, Los Angeles, Calif. ... Murray contracted side show with the Greater Shelely Shows. ... Dickie, Taylor, Boonville. ... Wisconsin. ... J. J. B. Guggenheim was elected president of the Indiana, Illinois-Kentucky fair circuit. ... Des Moines, Iowa. ... Joseph County Amusement Company, Youngstown, Ohio, renewed the lease on Springbrook Park Amusement Company, controlled by Rex Miller. ... Walter D. Smith, signed with the Rubin & Cherry Shows as publicity manager. ... Walter Robinson, fairman; Henry Cohen, showman; Frank Chelich, secretary for States; Frank Larson, former circus manager; Col. W. D. Pedone, circus man; Frank Manges, show man; Frank Swayne, outdoor showman; Joseph S. Vanzella, circus manager. ... Jerry Williams was engaged as advance advertising manager of Cobb Bros. Circus. ... (Nat) D. Roy, executive manager was contracted for the Houston Fair. ... Fred H. Ponty leased Atlantic Beach Park, Atlantic Highlands, N. J. 

ATTENDANCE

A community benefit circus was planted in Venice, Cali., for Ruby Wood, the Yankee-Patterson Circus, was offered a $50,000 saloon as a raffle prize in Taft, Cali. ... Lewis F. Huth, former secretary of the Minnesota Federation of County Fairs. ... Fred L. Mackey, former manager of the B. S. Foster, National Association of Amusement Parks, Pools and Beaches, was reading on preliminary-treasurer for the annual meeting in Boston. ... George S. Marr, general agent of the Sam Lawrence Shows. ... Ice. Kale, high diver, was at the Michigan State Fair and Outdoorsman Performer Contest. ... G. Dupuis was handling promotion of the Russell Brothers. ... an appearance under Shrine auspices at Shrine sales. ... Pennsylvania State Association of County Fairs convention was held in York City. ... B. Correll, John H. Rutter and M. H. Berry, vice-presidents, and Charles S. W. Swoyer, secretary.

Mr. and Mrs. D. L. Hall booked their concessions with West and Ring & Bros. Circus in Miss. (America) Olivera against the Al G. Barnes and Ring & Bros. Circus for $5,000 for summer use. In 1937 resulted in the jury awarding her $10,000. ... Washington State Association concession re-elected. ... Chelich, president; A. E. Bartell, vice-president, and Tom Wood, secretary-general. 

Roy A. Brown signed as second agent and billing agent with the Two Novelties, the former Canestrilli Duo, and Teddy Scott. ... Roy Carlin. ... Paul Carlin from the 14th Judicial District. ... Loyal. ... Repensky attached to circus of Billy Schultz, of Minotowoc, Wis. ... A. H. Richardson and George Haase were selected as male members of the ad. ... Les L. Bloomfield, secretary, was working in dates with a Repensky group. ... An association re-elected George H. Reed, president; Fred Bower, vice-president, and Joseph J. Frisch, secretary-treasurer.
Krone Unit Drives Capacity Crowds in New Munich Arena

MUNICH, Feb. 4.—Circus Krone, one of Germany's largest circuses, has been playing to excellent business since opening its new permanent indoor arena here December 25. New arena has a seating capacity of 3,000, with the usual European layout of ring. It provides plenty of hoist and space for large aerial numbers. The circus and main building are owned by Frieda Krone-Sembach, daughter of the show's manager father, Carl Sembach, as shown in show's operation. Line-up of acts is changed monthly with the exception of animals and horse numbers, most of which are owned and presented by the Sembaches. January bill included Director Carl Sembach, liberty horses; Three Monkeys, juggling on horseback; Chy Bao Guy Troupe, Chinese acrobats; Five Talos, acros comics; Dodo-Furre Troupe, equilibrists; the Arizona, tonawahajagus; Stoll Bros. aerial; Three Zorros, clown entry, and the Melvils, flying trapeze.

horse and animal acts included Elisa Freida Krone-Sembach, with three horse numbers; the well known Troupe, bareback riders; Baptista Schreiber's springboard elephant, America is the beef. Presented by Gustave Ohr; Krone's tigers, presented by Ernest Turner, and Ellenatz, her football dog.

Director Carl Sembach said the circus and a successful ring tour through the American and British zones of Germany. At Hamburg, where the circus pitched tents for November, 63 sell-outs were registered.

Sembach said the problem of finding food for menagerie and performing animals shows marked improvement and the show not only carries several big horses and animals acts but has also acquired a small menagerie. Talent situation, too, has improved, with plenty available, both foreign and domestic, he said.

Mills Inaugural Skedded for Apr. 15

CIRCLEVILLE, O., Feb. 4—Mills Bros. will open its 11th tour Apr. 15 at Pickaway County Fairs, its winter quarters site, for a 2 week run of recruiting. Show of 1000 head of animals at Pickaway County's Barns.

A civic committee is being formed, under direction of Mrs. Thomas T. Voight, to sponsor the show for Thursday night, April 17. Circleville Herald publisher Tom Williams and Mayor of City Manager Paul K. Massmann are working for the success of the show.

Mr. and Mrs. Crane Price, the fair board manager, Russ Pann are making arrangements for the show. Country buses have been contracted for the show.

Bob Mills will have a large band this season with a callboy, a caller, and a dance orchestra. Mrs. H. R. Carter, with the show the past two seasons, has left Knap and will start promoting work upon arrival here.

Bob Mills is helping with workouts of Big Burra, elephant, Equestrian Director Bert Wallace, and the newly acquired five-tailed Palomino for a featured spot this season. Wallis also has had big shots purchased since the end of the '49 season running smoothly in the subject. Bert Wallace is breaking a new wire gold dog show will have three dog acts.

and Maintenance Costs Go Down With This Famous All-Weather Protection

R-E-quick, DRYING ENAMELS—for interior and exterior wood and metal surfaces. Covers in one coat, dries hard in four hours—producing a glossy, waterproof, lasting finish.

R-E SPAR VARNISH ALUMINUM PAINT—for a brilliant, durable aluminum finish on pipe supports, roofs and machinery housings.

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

R-E PLATFORM PAINT—a special one-coat finish for interior and exterior wood and metal surfaces, platforms and floors.

Hardcore Automotive Finish—gives all vehicles a rich, lasting finish that stays put and stays bright because it resists weather. Frequent washings won't dull Hardcore.

Hardcore Transparent Finish—a water white varnish recommended for topcoat over aluminum finish, decals, scenic work and lettering.

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BUFFALO, NEW YORK

Announcing the Masterpiece of Group Game Engineering

THE NEW TRIPLE THREAD TURF FOR PARKS, POOLS, BEACHES AND CARNIVALS

Electric Candy Floss Machine Co.

Eleventh Ave. S., Nashville 4, Tenn.
DAVENPORT ORG SETS RECORD

Clark Queer, Publisher,
Named Director of Biller Org; Plan Stronger Show

Opening Set for Athens, Ga., Under Shrine Auspices

CHICAGO, Feb. 4.—Art (Stahlman) Sturman, with his brother, Hy, owner of Biller Bros’ Circus, while here this week on business, announced to the weekly edition of the Chicago Tribune, that the Biller board of directors, conscious of the need for outdoor shows, have taken the step, which has so long been planned, of moving their headquarters to Athens, Ga., in the coming season of the Ringling Bros. and Barnum & Bailey Circus, as the matinee performances of April 14 is for the benefit of the Children’s Aid Society for a benefit show.

Name Gunther Prez Of CMBOA; National Confab Date Is Set

PORTLAND, Me., Feb. 4.—Arthur Gunther, Manchester, Conn., is the new president of the Circus Model Builders and Owners’ Association (CMBOA), Maurice Allaire, publicity director, announced.

Other officers named on a mail ballot vote were Charles Locklier, Auburn, Me., vice president; Stanley Woodward, Enfield, Conn., general manager; William Donaho, Torrington, Conn., secretary-treasurer; Maurice Allaire, Portland, Me., publicity director; and Chas. C. Bailey, Detroit, secretary. The intent is to establish a convention for construction, and Joseph Myers, Auburn, N. Y.; John Lower Jr., Chamberlain, Pa.; Vern Russell, Cedar Rapids, Ia., and Gordon Broomall, Calif., Calif., regional lot managers.

Circus’s first national convention since 1942 will be held July 7 in Auburn, N. Y., with the John Ringling as host. Members of the ring are to convene at the Au-Beau Inn, and the program includes the announcement of the plans and dates for the coming season.

New Acts

Sturman, in reporting the show should be greatly strengthened performance-wise this season, announced the addition of the Nicend and Empires exotica jugglers; Ramona and Becky, brother and sister; the Amazing Troup, with Tommy Bently fared; a bar and trombone act, new novelty horse act and an additional (See Clark Queer on page 63)

Harstons, Wiswell Join Polack Eastern

LANSING, Mich., Feb. 4.—Two acts joined Polack Bros.’ Eastern Unit here yesterday (1), the Five Harstons English testboarder, who replaced the Johnny Parlos, and Ernie Wiswell and His Dizzy Lizz.

Two capacity houses greeted the show. The opening show on Wednesday (1) and crowds continued big throughout the show the next two nights and moved to Whites Lines, N., for a six-day stand at that center. Josephine, slick wire and juggler, who suffered a sprained ankle at New chamber, has been replaced by new and courted dance order's.

Tentative dates for the H-M show have been set for around March, which would come on the heels of the Polack Bros’ Circus’ engagement for the local Shriners at Taft Theatre February 15-18.

RB Inks Schreiber’s Bulls

MUNICH, Germany, Feb. 4.—Unusual elephant number, Baptista Schreiber’s “Springboard” (2) Elephants, which is the feature of the Bull at the Circus Krone in its indoor shows here, has been signed up for the coming season with the Ringling Bros. and Barnum & Bailey Circus.

Nice Pickings

NEW YORK, Feb. 4.—Ringling Bros. and Barnum & Bailey Circus is assured of at least one solo for this season’s run at Madison Square Garden, as the matinee performance of April 14 is being taken over by the Ford Home Committee of the Children’s Aid Society for a benefit show.

Otto Berosini

Badly Injured

In Mexico City

CHICAGO, Feb. 4.—Otto Berosini, youngest member of the Berosini family, high wire, suffered a brain concussion, fracture of the shoulder and collar bone and hip injuries in a fall during a performance January 26 with Circus Atlayo in Mexico City, according to word received by Earl McCaffery, Chicago bureau yesterday.

Latest word received by Miss Robinson is that young Berosini will have to wear the fall and is in critical condition.

The troupe was scheduled to open January 18 with the Polack Eastern Unit but because of a problem with Circus Atlayo the date was postponed to March 6 in Roslyn, Va.

Morton Hosts Mahi Shrine, Personnel At Party in Miami

MIAMI, Feb. 4.—City officials, Mahi Shrine dignitaries and circus personnel last week were guests of Bob Morton, co-owner of the Hamill Morton Circus, at a lavish party at his home on the former Manning estate here.

A special feature of the attention was the Circus Room in the mansion and the entire circus operation, lithograph. Mr. and Mrs. Joe Baux celebrated their 45th wedding anniversary at the party, and Baux had permuted the notes of Mrs. Elsia Schaffer.

Guests included Russell W. Houston, potentate of the Mahi Shrine for the past potential; Sister of Ruff, Shrine’s administrator; Benny Humphries, manager of the circus; Henry Zarcy, Sylvester Rich, Helen Corinnai, Joe Rose; Ray Childers, committee chairman; and Mr. and Mrs. Carl Smite.

Not Connected With Terrell Bros., Chi’s McCaffery Says

CHICAGO, Feb. 4.—J. C. McCaffery, carnival bigwig of this city, this week said there is no connection with Terrell Bros., a circus which is scheduled to open its season in April at Birkenhead, England. The Circus Terrell Bros., a circus in the January 28 Billboard Listed for 61 (Mac) McCaffery as the person to whom subscriptions should write.

Pan-American Bowls March 17

MOUNT DORA, Fla., Feb. 4.—Concentration of the season’s polack Western Unit, which during the day (15), with show opening slated for March 17, weather here in the last month has been ideal and work in quarters is progressing.

Show will carry three light plants, all mounted on one van. A new feature is the can have butchers. Painting and lettering of all signs is equipment is about complete.

K-M Org Purchases Bulls From Polack

CIRCUSES

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

The Billboard

February 11, 1950

HUGO, Okla., Feb. 4.—Al G. Kelly-Miller Bros’ Circus has purchased three elephants from Polack Bros’ Western Unit. Delivery of the three elephants pachyderms was taken over by Whitney Thorn and Jimmie Hammet. They are being trained by Col. Bill Woodcock (Hammerhead) Dyer. Addition of the three bulls brings the K-M herd to 18.
Davenport's Detroit Opening
Called the Best in 35 Years

(Continued from page 6)

thru a skilled trampoline presentation.

Unus, with his one-finger stand,
hops a trampoline on a cane on top a high lighted globe,
while he twirls five large rings.

Barnum has a high wire act. In one run around, a
smaller dog rides the jockey. Harry Hazo
works one side ring with dogs and cats
and in the same ring with two ponies, while Miss Ruby pre-
forms a coal and oil special.

under the Marquee

E. R. Gray, Evansville, Ind., ad-
vised that the first annual Shrine Circus that will be presented in
Davenport, February 4) was not promoted by the
Shrine Officers. The circus was not a promotion, it was
put on for the benefit of the Shrine Clubs.

When a town begins to look dull and drab, it is given a
kick in the arse by a collection of billers and boxers.

Bill Powell, billing thru the Iowa area, out of
Carre, one of Europe's top circus families, while in Paris. They caused a performance of the Bouglione
Circus at Cirkel D'='Hiver Arena, where the late Albert T. Smith, whose horse numbers when that arena was run by G. Duprez,

While Palace Bros. 3rd. Ring at St. Louis, Mich., H. R. Kliss, Lancian circus model builder, had displays in two
towns downtown, presenting his billboards to help
show interest.

Showman spectrums, when seen
with a ballet doll, doesn't have to say that
he owns the lovelier press wires present.

Obert and Morrie Miller of the Al G. Kelly-Miller Bros. Circuit,
recently visited M. J. Meier, super-
intendent of the Circus. Meier and the
Al Sigbee, who had the Sigbee Dog Show years ago under the
Seal Bros. and Bud' Hawkins circuses and for 10 years
worked for Ringling Bros. and Barnum & Bailey,
are located in Milwaukee, where he is in
charge of the Broadway Building.

Manager Charlot, Chariot and Tobbers
Circus, hired his cook cook for his showing of the rubbers with two sticks together.

Paul Campion, Watson Petersen,
Hanna, and other showmen, who have signed on the opposition
brick at the A. G. Kelly-Miller Bros. Circuit.

They travel on two new Chevrolet panel trucks.,
Hanna, who has cloned with the Sells-Stirling, Austin Bros., Clyde Besty, Cir-
clowns, has opened a restaurant in
Shreveport, Wis., known as a
Door County, Wis., to the

We often wondered if the artists who
pointed fingers of Side Show freaks could be
accused of counterfeiting.

Reno and Madeleine Rousseau (the Geraldo), aerialists, who were
recognized in the performing with
Ringling-Barnum in Baltimore, are
at Saratoga, Fla., quarters.

They also worked in several of the
towns this year. One of these was
The Robonas, who have been
appearing with the Ringling-Barnum since 1897,

have retired from the road and are
setting up their home in Tangiers, Mo.

Now that a circus's grosses didn't fuc-
quets 10 per cent would be more clear
stated which way.

Visitors at the opening of the
Orin Smith Show, Monday (20) included Art
Concello, general manager, and Al Burt, Balley Circus, many of the performers on
the Polack Bros. and Beach Club, from
Mich. Mrs. Harry Thomas, and
the Mrs. Terril-Brothers Club performer.

Rev. Edward S. Sullivan (Father
Ed.) chaplain of the Circus Fairs Association, showed up at the
auditorium of St. Martha's Catholic Church, Sarasota, where he is spending Saturday
night.
Dressing Room Gossip
Polack Bros.' Western

Hammond, Ind., was a pleasant engagement—a wonderful place in which to work and good crowds. Joe Cannon, one of the managers, did a bang-up job. Harry Webb, son of Charles and Johanna Webb, now back from Oakland, Calif., to attend school after spending a week on the road. He reported that the kids in Hammond, for a long time, one of them stole his hoop and took it to play street ball here in the dressing room with such success that the whole troupe of Bill Palladino, Bert Castle, Harold Ward, Alfred Shoretto, the Landon Midgets, Gus Bell and Ed Gillert frequently followed it but got out in a hurry. Those guys know how to play street ball when you have a card down there.

The flag went up in the clown costume of the new scout. He is a late matinee. Chester Sherman was the chief and he came up with a good chicken dinner. Otis's remark after the meal, "out of this world." Young Jim is now running in the middle of the season and is going over with a bang. Betty Heil and Ace Miller have chemistry and are running for the web of the number and flying their new stunt. Millie (Honey Bun) Keashley, Yvette Kohl and Jack Harris with Harold Ward and Al Shoretto have been in the show for a few weeks and the new Scout, Ferdie and Dobie Ward, children of Eddie and Dottie Ward are confined to the fruit bucket.

Hanna Pallenberg is handy with tools in helping hubby build crates for a new shipment to Bremen and Ron sunshine our 1949 drummer, on route to join him at the show. Patsy Davenport, dates Eugene Otto and Enzo Greton, Great Francese, Kirt and Matlack visit with Martin Darnay, George Kressfan; Hank Stickle, Ted Zada and Bob Covert, EPA, Babe Boudinot, Jack Simmons, Helene Buchele and Mickey Blue, from the post office. The new Scantu, Patsy Zada, date. Bernard and Engrid Zunder, members of the Rose Goode Trio, from the fruit crew.

-FREDREY FREEMAN

Wirth's Circus

Show will continue to tour New Zealand Islands until March 2. Then personnel will spend the next seven weeks running March 9. Line-ups include Jack Joyce, horsemen, the Ringling Brothers' horseman in the big black line, and web; Fritz Schulten, trainer; the Bebes, flying acrobats, Eiley wall walker, William, elephant trainer; Eben and Ben Blue, forest rangers, and Eddie and Reded (Red) Slater, executives. Chockie Phillips, Harold Simmon, Dorothy and Herman Cavallo, clowns; Zettie Lee, acro; Ray Hummers, circus acrobats, flying acrobats and clown; and John Christianen, another apprentice.

Johnny Kettles, who is a terminally ill, has been given a two-year contract, left for England. A baby elephant, Joe Dee, was imprinted the first week, but had to be fed for only a few days when it suffered a broken leg. Bill is unable to care for it. —BOB BELLE

Orin Davenport

Show began its eighth week, opening January 30 in the Coliseum, Des Moines, Iowa. It was big, showing many new features this year.

Opening day visitors included Herlitzta, Loopy Lou, Ray Landon, Louis, Denis Stevens, Alex Konyo, Victor Wirth, Mrs. Joe Short, with Marjorie Nelson. Francis Brun, juggler, practiced for a double. Basil Varie-Lo, the biggest feature of the serial jugglers and minstrel, is one of the most improved show girls of the year. Ruth Fairman, a performer, Big Joe Ramlit-lette joined as rigger. —DICK LEWIS

Clark Queer, New Director of Biller Org

(Continued from page 61)

pony drill, giving the show three acts. Betty Biller, Sturman's wife, is in charge of the elephant drill. Nine production numbers will be presented instead of six. Miss Biller also will serve as vocalist.

Sturman said that the elephant head drill now totals six. Pete Maravich's former number has been cut down to four. Betty Biller had 14 numbers to work with and now has just 11, in charge of the drill. One number consists of Miss Biller and Alna James, Hank and Billie Ellis, Dan Fast and Jack Knight. —LAURENCE CROSS.

Ayres & Kathryn Davies

We have been experiencing some real trouping weather. Manager W. H. Davies now has his box doing a wire-walking number. On one recent move we had three difficult wide spots, but everyone made it okay. Students, such as Bill, took a real swing during the big stall, but was only shaken up a bit. She completed her number and the audience was most pleased. Harry Villepentoux is operating a leading teidiy along with Bill, due to heavy rains. During the book, a Sunday Run on a Circus, a man has a long walking list. One of the clowns received a draft call during a recent performance. He ripped it up. —HARRY VILLEPENTOUX.

Gran Circo Americano

Show bloomed at Petersburg, Ariz., W. T., night of January 15, due to fine weather. This week only one performance is given and that at night. Three shows are presented Sundays, programs being changed at each performance. Eddie Pederson is responsible for decorating the big top for the Puerto Rico and his daughter, Jacinta is nice, chum, during her service. Mrs. Wilson will fly to Sarasota, Fla., he is on tour with the Mendez and his various acts, and Jimmy Harrington, in the Hagan Bros., Poli, and Chino (Pachullo, flying act) are sewing on the ladies' dressing room. New catches and typewriters are much in evidence due to low prices on the market. Sarasota, Ariz. —JOE HODGES HODGINS.

Winter Quarters

Capell Bros.

McALESTER, Okla., Feb. 4—H. N. (Doc) Capell has bought the old C. W. Capell building, which is now under repair. It has 22 acres, four buildings and concrete floors, 100 by 220 feet. The buildings are built in quarters and another kitchen is being dimensioned on the inside. Work is going on in three of the buildings.

Three in the painting the equipment. Johnny Benjamin and Bob Stevens brought some trucks from the painting department. Mrs. Blackie Woods is serving as head of the painters, and Robert Blackie is breaking a liberty act and two high-school Palomino horses, recently bought. Paul Cowl, who has been with the Ringling show, will work the painting department.

Three trailers, a sleeping, light plant and trailer, purchased from Robbins Bros. has been delivered to quarters here. Despite cold and ale, all are well. Ring and curl rings have been reworked and painted. Al Hill is in charge of the painting department.

Jenni Benjenin, arrived with her crew, and the work of building the new new concession stands has started. Rob Stevens, of Stevens Bros., has visited, along with folks from Hagan Bros. Circus, when the Hagan group showed up, all the folks in the winter quarters caught the show.
Hamid’s Pacts Maintain ’49 Spending Pace

GOOD MEDICINE
RALEIGH, N. C., Feb. 4—William E. Enar Jr., secretary, Charleston (N. C.) Insurance Co., announced an indicated increase of sales among agents carrying the company’s line of insurance, indicating a movement toward increased sales among the public.

The company’s sales are expected to be up in line with the national trend, according to Mr. Enar.

FAIRS-EXPOSITIONS
Communications to 180 W. Randolph St., Chicago 1, Ill.

February 11, 1950

Mass. Assn. Cites Founder Lombard
GReENFIELD, Mass., Feb. 4—Alfred W. Lombard, widely known personal figure in southern England’s agricultural fair circles, died at his residence on Wednesday, Jan. 20.

Mr. Lombard was the son of the late Mr. and Mrs. Alfred W. Lombard, Sr., and is survived by his wife, Mrs. Alfred W. Lombard, and two sons, Alfred W. Lombard, Jr., and Richard W. Lombard.

He was a member of the Friends of Agriculture and the Friends of the Fair, and was one of the founders of the Massachusetts Agricultural Society.

Sewell Elected Okla. President
Oklahoma, Feb. 4—A. A. Sewell, Pawhuska, was elected president of the Oklahoma Association of Fairs at the second annual convention of that organization here Thursday, Feb. 3, at the Skirvin Hotel. He succeeds Harry James of this city.

Mr. Sewell is a member of the Pawhuska Agricultural Society, and was named vice-president, and Vera G. McQuillen, Cushing, City, was re-elected secretary.

Thirty-eight fairs were represented at the meeting and show supplies were noted. Banquet Thursday night, at which the convention was entertained, was attended by about 15 persons.

Cooke & Rose Sien Talent Pacts With 11 Eastern Annuals
LANCaster, Pa., Feb. 4—Harry Cooke, a partner in the Cooke & Rose Talent Agency, Philadelphia, Pa., has signed 11 grandstand show contracts with several Eastern fair meet ins.

Cooke & Rose will supply the Willamsport, Pa., fair for six days, beginning with the first time. Also contracted are shows at Mount Airy and Reading, Pa., as well as at New York City.

Virginia dairy contracts include Petersburg, for the first time; Woodstock, Luray, Mineral and Pennington, Va.

Pennsylvania dairy contracts include Marysville and McConnell's Mill.

Cooke said 1949 was the best season in the company's history.

W&L Contracts N. D., Mont. Dates
ST. PAUL, Feb. 4—Williams & Little Attractions, with headquarters here, have been signed to provide grandstand attractions for Haviland, Manhattan and Langdon, N. D., Gladys M. Williams and his associates have contracted with Allis Chalmers, Minneapolis, with whom the issues will be handled.

Firm also will supply the grandstand acts for the town of Elko, at Watertown, and at Wyoming State Fair.

Kittle Gets Pueblo Post
PUEBLO, Colo., Feb. 4—W. H. (Bill) Kittle, former secretary-manager of the Arkansas Valley Fair, has been named assistant manager of the Colorado State Fair here. He assumed the new post Wednesday.

2 Pa. Annuals Sked
Frank Wirth Talent
NEW YORK, Feb. 4—Frank Wirth, head of the talent agency bearing his name, was awarded the grandstand show contracts for Ebersburg and Clearfield fairs at the recent meeting of the Pennsylvania State Association of County Fairs at Bedford Springs, Pa.

John Losang, producer-director, attended the confab with Wirth.

2 Pa. Annuals Sked
Frank Wirth Talent
LITTLE ROCK, Feb. 4.—Dates for 19 Arkansas fairs were announced at the annual meeting of the Arkansas State Fair Association here Monday and Tuesday (30-31).

Dates are:

Agricultural Fair & Livestock Show...

Agricultural Association of Arkansas...
Rock's Playland To Add New Rides, Lights in '50

NEW YORK, Feb. 4.—Rockaway's Playland— One of the largest of New York's amusement centers—will be closed to the public this winter to prepare for an expansion of the park facilities and improvements to the existing equipment. The management is planning a major expansion of the park to make it one of the most modern and attractive in the country.

The improvements will include the addition of new rides, lights, and a new roller coaster. The park will also be equipped with new restrooms, snack stands, and a new concession stand.

The work will commence immediately and is expected to be completed by the opening of the park in May.

Reginald Freeman
To Add Kiddieland To Racine Spot

RACINE, Wis., Feb. 4.—Reggie Freeman has announced that he will add a new Kiddieland to his Racine Park this spring. The new Kiddieland will be located near the existing park and will be equipped with the latest in amusement rides and attractions.

The new Kiddieland will be designed to appeal to both children and adults and will feature a variety of rides and attractions, including a roller coaster, a Ferris wheel, and a carousel.

Ocean Beach Boats Bring Single Offer

NEW LONDON, Conn., Feb. 4.—Ocean Beach Park, which is located on the Atlantic Ocean, has announced that it will offer a single offer for the use of its boats during the 1950 season. The offer includes use of the boat for a specified period of time, with no additional charges for fuel or maintenance.

The single offer is expected to be popular with families and groups looking for a fun and relaxing way to enjoy the oceanwater.

Myrtle Beach Units Sked May 1 Preem

MYRTLE BEACH, S. C., Feb. 4.—Several Myrtle Beach units will be sked May 1 Preem for the 1950 season. These units include the Ocean, the Boardwalk, and the Beach Club.

The Myrtle Beach units will offer a variety of attractions, including amusement rides, a Ferris wheel, and a carousel.

The units will be open from May 1 to October 1, 1950.

Steamer Firm Takes Option on Tashmoo Spot

DETROIT, Feb. 4.—Hopes for a revival of the large-scale operation at Tashmoo Park were dashed this week with the granting of a 60-day option for the sale or lease of the spot to the Ashley & Co. amusement company by Don Zimmerman, park owner.

According to Nicholas M. Constans, general manager of the Ashley & Co. amusement company, plans are to sublet the option only as a picnic spot in recent years. Illness of Zimmerman, now in Florida, has been the big factor in delaying the project.

The steamer company plans to operate the steamer Put-In Bay to the park on a daily schedule, as well as rubber boat, the Wayne, to be used as needed.

The steamer—Victoria—will get under steam from Detroit as well as Port Huron.

Theodore Schroeder, Det. Zoo Man Dies

DETROIT, Feb. 4.—Theodore Schroeder, director of the Detroit Zoo for 13 years, died in Highland Park Hospital here January 20. Schroeder resigned from his position in 1941. He was in charge of the animal exhibits at the Ringling-Barnum and John Robinson circus.

The general services were held in the C. F. Wehman Memorial Church, and the interment was in the White Chapel Cemetery.

Surviving are his widow, Sue; a son, George; a brother, John; and a sister, Mrs. Ida Johnson, who resides in Germany.

Plan Kiddieland at Paris

PARIS, Mich., Feb. 4.—Frank S. Smith and associates announce that they have purchased 16 acres of land at the Paris Fish Hatchery on U. S. Highway 131. The firm will be in charge of the new property, which is located in the city's park system.

The latter is said to be the world's largest park in the city of Paris, and is surrounded by a beautiful wildlife.

The Kiddieland will be the largest and most modern of its kind in the state.
EYE-ATCHING FIGURE PUT AL BECK IN OUTDOOR BIZ, LIFE OF FIGURES

(Continued from page 55) year; Great Lakes Exposition, Cleveland, secretary-treasurer, 1 year; Convention Park, Janestown, N.Y., manager-treasurer, 1 year; Clyde Beauty Circus, treasurer, 1 year; Arthur Bros.' Circus, treasurer, 1 year; Joseph J. Kirkwood Shows, treasurer, 1 year; and Bob Parker, Owner Only Once

In addition, he also kept his hand in show business for 30 years. For several winters, for instance, Al served as treasurer of the Fox theaters in St. Louis.

On only one occasion was he a show owner. That was in 1939 when he held an interest in the Beck & Thomas Shows. His preference, he explains, he kept in being a circus promoter and keeper of the exchequer rather than in being an owner.

Beck maintains that the only trouble he had with the various show owners to whom he has worked was over trying to persuade them to establish rut on time and to send them all their money in the belief that their next stands would be red ones.

Outdoor show biz as a life is vastly easier today than it was 20 years ago. Al points out in discussing his early career and some shows I used to start work at 4 a.m. rain or shine, and stay with it until the close," he declares.

Wife Was Diving Gal

In outdoor show business, Al found not only a life work but his wife. She is the former Joan Roberts, a diving girl with Lottie Mayes' water show. Her introduction to the Mayes Unit was made in 1921. Four years later he again met Joan when she was playing a Portland, Ore., theater. Not long after they were married in the Coliseum Around the Corner, New York.

The marriage day fell just before the beginning of the peak season in Europe with her. But love wouldn't wait, Al says. Her folks made the trip alone.

Chronling the event, The Bill- board wrote: "What a break Mar, tered a day and the in-laws sail the next day to Europe.

Al and his wife are a smooth-working team. He calls her his associate, and actually she gives him much as- sessment in his work. Moreover, she is eager to be of greater help, as evidenced by the fact that currently she is taking a course in account- ing.

The Becks make their home in Miami. In his free time Al enjoys fishing and gun running. His show club memberships include those in Chicago, Miami, New York and Los Angeles. Al chuckles when he recalls the time his attention was snared by The Billboard cover. "If it wasn't for that, imagine what I might have missed!"

Ottawa Hangs-Up 100G Net in '49

(Continued from page 84) Hall, the installation of new lavatories and landscaping.

450G Coliseum Project

Principal project, which will be completed in time for the 1000 exhi- bition, is the extension of the Col-iseum at a cost of $450,000. The new addition will contain modern living barns.

Also the CCEA functions on a year-round basis, 81 per cent of the gross revenues were derived from the operation of the exhibition. The exhibition alone contributed gross earnings of $306,670.17. Other CCEA netted $27,043 for the rear- ing the buildings and the grandstand, gross $97,643.05.

In his report, Manager McElroy noted that exhibitors were paid $30,-$40,000 to $40,000 for the season. A report from the 1000 exhibitors of entries in nearly all departments were noted in 1949. The plant, which has benefited from continuing improve- ments started in 1946, was esti- mated to be worth "several millions of dollars." World of Mirth Shows were awarded the 1000 midway contract, and the George A. Hamid & Son talent agency, the grandstand show pact, prior to the completion of the 1949 event.

Brooklyn, Conn., Names - Howard Franklin Prexy BROOKLYN, Conn., Feb. 4—Howard G. Franklin has been appointed secretary of the Windham County Agricultural Society, successors to the annual Brooklyn Fair. Franklin suc- ceeds Arthur Mott, local business man, who resigned the post because of ill health.

The 1950 Fair will be held Septem- ber 14-17.
CARNIVALS

February 11, 1950

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

Strates Taps Okay Take at Largo Annual

Gate Tops 1949 Mark

LARGO, Fla., Feb. 4.—James E. Strates Shows closed a successful five-day stand at Pinellas County Fair here January 28. Shows were loaded on 29 railroad cars, only half of the usual number carried by Strates Shows, all of which were of midway size. Fair officials reported attendance well above that of 1949.

Children's day, Tuesday (24), went over the same as it has in the past. However, the bulk of the midway spending occurred at night, with Friday (27) night the usual big paid day, followed Saturday night putting the mid- way over the top again.

Nate Eagle's Hollywood Midget Motor Show did well in comparison with last year, said Jack Norman of Broadway to Hollywood Romance. Irvin C. Miller's Brown Shoe Models topped last year's take by 15 per cent to earn first money for the engagement.

All Units Score

Claude Bentley's Side Show, with such attractions as Emmet and Per- cival, did well. Mayor Betty, Betty, found biz up over its former gross here. Joe and Betty Hartwick remained the same, but a good under and their Snake Show 40 per cent above last year's biz. Their annual residence behind a small palm and jungle-type front with the best balloons selling, all equipment and cases. George Murray's Lion Taurii Arena and Motorcrome also did. Shelly Adams, manager Dick O'Brien located 20 rides and 15 shows on the limited space he had over and above what he has in Orlando, Fla., quarters is progressing under a small palm and very well. More dual wheel pneumatic-tired wagons have been completed for the season. Rides remaining in quarters is almost finished. Mike Olsen, superintendent, showed signs of progress as they quartered to check both phases of operation.

Morris Lipsky Tues

ZOY DANA Gordon

ST. LOUIS, Feb. 4.—Morris Lipsky, co-owner of the Johnny J. Jones Exposition and president of the Showmen's League of America, and Joan Diana Gordon were married yesterday by Judge J. R. Aaronson in the ballroom of the Hamilton-Willis Hotel. Miss Gordon is in marriage by William (Doc) Adams, Betty Mans- field, Gilbert Gordon, and Morris Lipsky, best man, Shelia Carol Lipsky, Ralph's daughter, was flower girl, and guest of honor at the wedding.

The bride was a gown of white satin, trimmed in bamtones and seed pearls. The bridesmaid was a bridesmate in a white satin dress. The best man was Ralph Leekett, Mr. and Mrs. Eddy Burch, Mr. and Mrs. David, Miss Estelle Regan, Ina McCoy, Teresa and Arlene Sud- den, Miss Betty Sander, Misses Bobbie, Mrs. Floyd Hesse, Mr. and Mrs. Leo Lang, Mr. and Mrs. Sid Belmont, Alice Belmont, Marie Sciaracumio, Sam Milton, Ralph Hoffman, John Sargent, Mrs. Robert Seal, Mrs. Mary Hil- ville, Mort Silvers, Clyde Shubert, Audrey Johns, Mary Pinsoner, Mrs. Joe Tolman, Tom Cowan, Minnie Quillen, Al Prosper and Thomas Flanagan.

Seeing Eye Dog Show to Tour On Hill

ARANSAS PASS, Tex., Feb. 4.—W. F. Hill, owner, manager, of the Seeing Eye Dog Show on its No. 1 unit when they open their sixth sea- son, in Corpus Christi March 18. H. P. and C. O. Hill own the shows.

The Seeing Eye show will tour the South for 12 weeks and will present to the dogs that are trained and work, the Hill cars, which will be 12 dogs with presentation to some blind person in the town the shows are playing. Officials for the Seeing Eye, including the award, the shows will furnish a trainer to teach the canine interest.

H. C. Hill said that a No. 2 unit will be held in Corpus Christi about March 1. This show, which recently was awarded the Class B-2 circuit of Montana facilities, will have 8 rides, 5 shows and 30 concessions. Contract was signed recently in Great Falls, Mont., where Howard Hill and N. L. (Whitey) Dixon, advertised the fair.

The No. 1 unit will carry 12 rides, 10 shows and 40 concessions. It will leave Corpus Christi February 1.

The 1950 debut of the first unit will be on a downtown Corpus Christi street and market. The return shows to this city section after several years absence.

Hannum Contracts 6 Pennsy Fairs; Sets Large Philly Event

BEDFORD SPRINGS, Pa., Feb. 4.—E. A. Hannum, organizer of the Morris Hannum Shows, came away from the January 24-27 meeting of the Pennsylvania Association of County Fairs here with six contracts which will bring this 12-year-old organization into the Philadelphia- Eastern Pennsylvania area, the Hannum Show's 1950 route now being almost complete in its history.

Topping the list of bookings were the Industrial Fair, a new show for the 21st consecutive year, and Spring Mill, both firemen's anniversaries. Hannum also obtained a contract with the Kutztown Fair, two years; Dal- lastown, five years, Gratz and Le- hightown to handle management of an event at Cabill Field, Philadelphia, a large Carnival tent already completely furnished home is the yearly giveaway.

The week of July 4. Shows also added Marion, Ill., to their march 20.

Tampa’s First Three Days Give Royal American Bigger Gross

(Continued from page 54)

with the Chipilow unit for an- other week.

Acts working in front of the grandstand include Larry Griswold, trom- bone; Gene Gouge, clarinet; cycle; Lowe, Hite and Stanley, comedy knockabout; Three Fearless Circus, horse, running, riding, Cu- cola midget in school for riding, and Merle Evans's Band.

Kids' Day Shift Fails

Midway grosses have been good. The first three days' ride and show was at the Coliseum. Last year the show was up substantially over the same days last year, October 8th and 9th, Friday, was down due to the shift in the Kids' Day show. Friday provided today excellent midway bit.

Reception of concessionaires at the end of five days was mixed, but Sam Gordon, Royal American concession manager, tried to "satisfy" with business to that point.

Carnival owners, park operators and fair executives here decided to read indations of 1500 prospects from the business. As of Press time, the fair's home stretch, with its tradi- tional big day, is scheduled for February 10. Members of the Association, who will provide a clearer picture of the season's outlook.

Souvenir of the Florida Winter World thus far has been under last year, but a strong influx is expected as the fair continues its progress on the annual gala and ball of the Greater Tampa Association Saturday night (5). The new clubhouse of the Tampa Organization has been drawing new and old showmen, and an inspection of the building, its furnishing and grounds from this point that the raves are well deserved.

Tampa Group Stages Doings

LARGO, Fla., Feb. 4.—The Greater Tampa Showmen's Association held its first winter meeting here Friday, January 29, at the James E. Strates Shows at Pinellas County Fair. The meeting will be the association's elaborate new clubhouse. The second jamboree crowd and the annual First Day of Royal American Shows at Florida State Fair. The third event will be on the midway of the Royal Crown Shows during its stand at the Orange Festival, Winter Haven, where a large event here was swelled by the appearance of numerous small folk wintering in Florida. The brisk sale of $1 ducats filled the big tent to capacity on the day the box sales was liberal and spirited.

Varied Talent Program

The first half of the performance was occupied with acts and members of his Broadway to Holly- wood Romance. Irvin C. Miller and his second half. Short speeches were made by Joe Slagle, vice-president of the association; Eddie Young, first vice-president; James E. Strates, second vice-president; and Mrs. C. J. Sedlmaier, Jr., president of the Ladies Auxiliary,toast was given by Pete Burkhardt and Earl Maddox, credit for the promotional and going to E. B. ridge, manager of the Strates org. He was assisted by Doc and Betty Hartwick and other club members.

David E. Casey

Dies in Winnipeg

WINNIPEG, Feb. 4.—David E. Casey, 18, of Toronto, was shot to death bearing his name, who died Wednesday (25) after a long battle with cancer and was on his ship during a jaunt to the navy honors Sunday (28).

Casey handled the popcorn and candy machines. He was born on his father's show for three years prior to his enlistment in the Royal Canadian Navy.

His brother, Ted, was killed in ac- tion in World War II. He was with the Royal Canadian Air Force. In addition to his parents and Mrs. M. J. Baillie, Helen and Cecilia,
GRANITE STATE SHOWS

FEATURING
THE SKY HIGH ALCIDOS
AMERICA'S OUTSTANDING AERIALISTS
OPENING
MANCHESTER, N. H., APRIL 1-16
POUGHKEEPSIE, N. Y., APRIL 20-29

FOLLOWED BY
KINGSTON, NEWBURG, PEEKSKILL, OSSINING; ALL NEW YORK.
MANCHESTER, CONN., THEN MAINE AND CANADA TILL FAIR DATES.

BAR HARBOR, MAINE, JULY 4th

LEW ALTER WANTS FOR NO. 1 CIRCUS SIDE SHOW
GIANTS—MIDGETS—FAT PEOPLE—TATTOO MAN—MAGICIAN—MIND READER—FIRE EATER—SWALLOWER. GIRL TO HANDLE BIG RING. LEO HUBER, 517 W. 52nd St., Omaha, Nebr. Please No G giants.
Want to hear from V. Annette, Jean Parsons, Herman (Red) Dillon, Silvia Portis, Frank Deplaise, William R. Perrott, Robert Hallett. Address all Side Show mail to Lew Alter, 105 S. Third St., Reading, Pa., till March 15th; then in Care of Granite State Shows.

Speedier Sayre — Toby Kneeland — Mrs. Babe Scott — Slim Chazenoain, Contact PAT HANLON, Care of Show.

Also Can Use Foremen for Major Rides. Semi-Drivers Preferred.

ALL WIRES AND CORRESPONDENCE TO 148 LOUDON RD., CONCORD, N. H.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

How Contracting SHOWS, RIDES, CONCESSIONS For 1950 Season!
CAN PLACE

SHOWS: Motor Drive. Wild Life or any new and novel attraction with or without equipment or transportation.
RIDES: Have opening for Rides not conflicting, including Roller Plane. Octopus or Dark Ride.
KIDDIE RIDES: Will book or buy 4 or more LATE MODEL Kiddie Rides. Must be in good condition.
CONCESSIONS: Can place legitimate merchandise Grade Stores. No wheels or coupons. All eats and drinks sold.

Show opens early in April. 14 week Fair Season, beginning last week in July.

Address P. O. BOX 771, Richmond, Virginia

CHEROKEE AMUSEMENT SHOWS

30 FAIRS AND CELEBRATIONS

This Show carries Seven (7) Rides, No Gate, No Racket. No Gypsies.
OPENING DATE MAY 1, 1950

Concessions except Bingo, Cook House, Penny Pitch, Pop Corn, High Striker, Ice Cream, Post Office, Hot Dogs, Balloon Dart.
Shows—Any Show not conflicting except Girl or Athlete.
Help—Agents for Ball Games, or will book Games: Electricity, First and Second Man for Tilt side leads on new 50 Mark and tickets with electric bonus; Second Man on Wheel, First and Second on Cans; Two alles for Cans and Balloon Dart, and wants 4 men on Show. No donkeys or calves. Help must drive Scoot. Show's territory is Kansas, Missouri and Ohio. If interested contact

J. W. MAHAFFEY, Erie, Kansas

ROLL TICKETS

PRINTED TO YOUR ORDER

DEPT. B

Keystone Ticket Co.
SHAMOKIN, PA.

Send Cash With Order, Stock Tickets $2.00 per 100,000, $27.00 for 100,000.

GRANITE STATE SHOWS

15 RIDES

OPENING

MANCHESTER, N. H., APRIL 1-16
POUGHKEEPSIE, N. Y., APRIL 20-29

BAR HARBOR, MAINE, JULY 4th

LEW ALTER WANTS FOR NO. 1 CIRCUS SIDE SHOW

MARKS SHOWS

MILE LONG PLEASURE TRAIL

How Contracting SHOWS, RIDES, CONCESSIONS For 1950 Season!

CHEROKEE AMUSEMENT SHOWS

30 FAIRS AND CELEBRATIONS

ROLL TICKETS

PRINTED TO YOUR ORDER

DEPT. B

Keystone Ticket Co.
SHAMOKIN, PA.

Send Cash With Order, Stock Tickets $2.00 per 100,000.
CARNIVALS

February 11, 1950

FLUORESCENT FIXTURES
For Carnival Installations. Direct From Manufacturer at lowest prices. Write for Catalogue.
BELNORD PRODUCTS CORP.

INSURANCE
ID A E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

NEW PORTABLE ONE AND TWO COLOR CANDY FLOSS MACHINE

FOR SALE

Wade Show has the exclusive right to feature "The Caucasian Cuties" in the 35th Annual Blackpool Revue, which opens Saturday, January 28th, at the Empire Theatre, Blackpool.

TONEY'S AMUSEMENTS
Now Playing Gonzales, La., Feb. 3-12.

HUBERT'S MUSEUM
328 W. 42nd Street, New York, N. Y.
Open all year round
Want Prizes and Novelties. All state sales and all particulars in first letter.

FOR EXPORT
Popcorn Machines & Concession Equipment & Supplies
BLUETOP POPCORN CO.
NASHVILLE TENN

LESLE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Statements made within 48 hours to all points in the U. S. Write for free catalog.
1920 Stewart Ave., S.W., On Highway 41 going out of town.

MIDWAY CONFLAB
Wire tampers would give up in disgust if they hit the midpoint growers.

Bucky Allen, vice-president of the National Showmen's Association, was in New York in the South for another and a vacation in the South, . . .

Harry Kahn and Robert Gehr are vacationing in Hot Springs, Arkansas, and C. W. Powell, globe-trotting showman, in-"50 from that he's headed for Las Vegas and Madrid, Spain.

Eddie and Ray Goldman letter from Etta Mae, of the Morning Show, at Polka City, Past. Halif, that the climate there has been good for their frozen custard. They plan to return to the U.S. sometime in April, . . . Mrs. James E. Strates and daughter, Elizabeth, attended the 35th quarter of the James E. Strates Show at Pinconning Country Fair, Lake County, Mich.

Absalom raises its ugly head every time an opus figure he'll start his book talk to a committee with eight Scotch and soda.

Harold J. Young, last week, concurred in the resolution with Wade Show to present his "Cav-"8elute of Cuties" Girl Show on the road. Young also has a Posing Show ready by the time the season opens to the road. . . Paddles" Reiser, who operates an arcade in Flint, Mich., was a recent visitor at the Michigan Showmen's Association clubrooms, Detroit.

R. A. (Fats) Nathanson, Detroit showman, was wintering in Tampa, Fl., . . . Ora A. (Pop) Baker, third vice-

JAMES ALEXON
1633 Carlisle
Detroit 8, Mich.

FOR SALE

used trucks, new motor, 15-ton international truck, 3,000 c. f. y., double load, front, frame, 6 x 6, knox trailer, 2,000 c. f. y. $3,500, cash. 206-110, complete, $1,500.00.

CARNIVAL WHEELS
Merchandise and money wheels. All new. Write for details.

CATHOLIC G. W. M.
.. OUR COMPLETE LINE AT THE
AMERICAN TOY FAIR, LARGEST IN THE WORLD
K. C. ROOM 625, MARCH 6-8.
WRITE FOR CATALOG
CARDINAL MFG. CORP.
Manufacturers of Carnival and Wholesale Supplies
239 KEAP S. STREET, BROOKLYN 11, N. Y.

DIE CAST CONCESSIONS
FOR SALE

1947 FLYING SCOOTER
In A-1 condition, purchased and ready to go.
$6,000.00

Special built trailer with mounted bench for two boxes. 1200 sq. ft. in. $2,000.00.

L. B. LAMB SHOWS
MALVERN, ALA.

FOR SALE

1949 ROLL-A-WHIRL RIDE $1,200.00
Can be seen in operation at Tampa Fair. Also 15 kw. Light Plant. $350.00.

D. R. BARNES
6558 Florida Ave
Tampa 4, Fla.

HAPPYLAND SHOWS
Now Booking for 1950
3631 SEYMOUR
DETROIT 14, MICH
Phone: Wallace 1924

H. HETH SHOWS
NOW BOOKING
SHOWS--RIDES-CONCESSIONS
P. O. BOX 515, NORTH BIRMINGHAM, ALA.

AT LIBERTY
Specialty Carnival Agent
Have Car, Handle Promotions, Buy, Sell, Press, Put up any kind of shows, pretty much any kind.
Write Box D-046, The Billboard, February 2, 1950.

MECHANICAL CARNIVAL
FOR SALE

Meadowbrook, 34, Milwaukee 13, Wis.

CARNIVAL WANTED
4 or 5 Rides or more. First week in August for Carnivale Rides. Stakes, Prizes not so important, all cash to right person.

M. A. SRADER SHOWS

CARNIVAL CONCESSIONS
59 Various Varieties Featuring
PERCENTAGE GAMES
Big 4 Wheels, 4 Crowns, 4 Ladies, 33 Indies, Jr. Chuck Wheels, 26 Indies, Basic Horse Wheels, 30 Drums, 30 Pigs, 30 Cows, 30 Dogs, 30 Captains, 30 Gypsy, 30 Mandolin, 30 Skelton, 30 Bagpipe, 30 Drum, 30 Rag Pickers, 30 Badger, 30 Backford, 30 Keyes, 30 Assorted Games, 50 Assorted Prizes, 50 Assorted Concessions. Thousands of satisfied customers. Your catalog will not be out until after March 15th.

RAY OAKES & SONS, INC.
683-6 W. 44h Pl. Phone 4811
LYONS, III.

3611 H. W. B. RIDES--CONCESSIONS
P. O. BOX 515, NORTH BIRMINGHAM, ALA.

AT LIBERTY
Specialty Carnival Agent
Have Car, Handle Promotions, Buy, Sell, Press, Put up any kind of shows, pretty much any kind.
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4 or 5 Rides or more. First week in August for Carnivale Rides. Stakes, Prizes not so important, all cash to right person.

M. A. SRADER SHOWS
Mr. and Mrs. Bobby Gleth and Mrs. Margie Glickman motored from New Jersey recently to Hot Springs, where they will vacation for two months. Mrs. Glickman is the wife of Sammy Glickman, currently playing fa- ther in the nationwide television series, "Our Miss America." The couple will remain in the area for the remainder of the season.

KANSAS CITY NOTES: Raymond Clayton will have two units of his own in the downtown area. Clayton also will be in charge of the Johnny Tinsley Shows and one with the Collins Shows. "Mr. Clayton," the former owner of the Johnny Tinsley Shows, has been in charge of the Big State Shows for the past three years. Clayton has been handling the annual Minnesota State Fair, after which he will be in charge of the Bluegrass State Shows, returned to their home in Red- land, Calif., after their annual Minnesota State Fair, meeting. Mes- sengers Jack Vomberg, Jr., and Mr. and Mrs. Francis Meyer, cook- house operators, accompanied the Vombongs.

Press agents who describe carnivals as "sick people" should take another look at circus.

LONE STAR SHOWS
Opening Albany, Ga., March 24 to April 1

Have choice spots in Georgia, Tennessee, North Carolina, South Carolina and Kentucky. 10 fares and more pending

ATTENTION all people who are booked with us, contact at once to 853 West 14th Street, Bradenton, Florida

RIDE'S Can place one more thrilling ride for your carnival. Select from our wide variety of rides. We have been in operation since 1943 and can back our work with a 2-week guarantee. Address malt and milk to above address.

RED. NEW Foremen and Second Men who can drive Sels for El Wheel, Merry-Go-Round, the Ringling Bros. and Barnum & Bailey Shows. We are at closing, contact at once. Harry, have lights 24 hours to keep warm winters

TIVOLI EXPOSITION SHOWS
Season opens in April. We hold contracts for the following Fairs and Celebrations. Will announce more real spots later. This show carries a feature attraction, THE ICE REVUE OF 1950.

BOX 742, Joplin, Mo. H. V. PETERSEN, Gen. Mgr. B. J. COLLINS, Gen. Agent

WOLFE AMUSEMENT OPENING EARLY IN MARCH, PLAYING CHOICE TERRITORY Can place the following Concessions: Skillet, Fish Pond, Bowling Alley. Clothes Pins, Razzle, two Wheels, Ball Games and any legitimate Concessions. Will sell Es.—Singo. Custard, Photo. Snow, Long Range Gallery and Milk Camp. Will sell Es. on Diggers. Side shows—Midgets, Geese, Fun House. Will furnish "legs" and transportation. Can place frac- kes for Mr. Holdens Side Show. Good salaries paid. Ride Hens- tle can place Second Men on all Rides. If you want to make money and be with a real show and you can stand prosperity, wire me what you have.

The following people get in touch with me: Paul Blochkin and "Whiskey" Ryan. All mail and wires: Box 53, Portland, Ore. T-EN-T-3 CARNIVAL CONCESSION CIRCUS, SKATING RINK Beautiful Colors—Individually Designed JIMMY MORRISSEY ALL-STATE FENT & ANWO STUDES 100 E. 9TH ST. (Phone: Harness 6640) KANSAS CITY 5, MO. YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION
SHOWS SHOWS SHOWS
Can place several clean, entertaining Shows of merit for 1950.
Desire Monkey Show, Motor drive, Mouse Circus, Fun House.
Glass House, Snake Show, Freak Animals, Mechanical Show.
Crime Show, Side Show or any other outstanding Shows.
Outstanding proven route of “first-in” still dates plus the greatest list of State and county fairs in the country.

GOODING AMUSEMENT CO., INC.
1300 North Avenue
Columbus 8, Ohio

CONTINENTAL SHOWS
UNASSURED IN QUALITY
OPENING IN NEW YORK STATE MIDDLE OF APRIL
WANT—French Fries, Long Range Gallery, Arcade, Ball Game
Pitches of all Kinds, with Wind Breaker, Ice Diamonds, Jewelry and
All Slum Concessions. What Have You? We Require Deposits.
Good Opening for Couple Kiddie Rides. We Have Autos.
Motorized Fries, Funhouse, and Grind Shows That Will Be a Credit to
Our Midway.
Two Girl Shows, Dancing and Posing: Prefer Party With Both. Must
Have All Your Own Equipment including Transportation.

Contact ROLAND CHAMPAGNE, Owner
3 Courtesy Lane, Lowell, Mass. Phone: 56954

RAFTERY SHOWS
WANT WANT
OPENING MARCH 13. 34-WEEK SEASON WITH GOOD PROVEN ROUTE OF STILL DATES
AND FAIR DATES IN NORTH CAROLINA AND VIRGINIA
CONCESSIONS—Want good Bites; Cookhouse, one that can stand North Carolina health inspection and cater to shows. Custard, good Shakes, All kinds of Legumes. Want Concessionaire, one with proven record of good Show, good Operator, good Show, and can take care of Animals. Good Cook Show Operator with two equipment. Want Monkey Show with two equipment. Good Operator, good Money, good Show. Can place good Monkey Show with own equipment. This Show will travel anywhere. Good Cook Show Operator with two equipment.

GARDEN STATE SHOWS
FREE DATE FOR 1950
Now Booking and Contracting for 1950
Opening May 3rd with Wind Breaker and Concessionaire.

GIVE TO THE DAMON RUNYON CANCER FUND

Standard Org Signs
Powell, Wyo., Annual
GREAT FALLS, Mont., Feb. 4—
Standard Shows, headed by V. C. Jordan, were scheduled to make the Park County Fair, Powell, Wyo., August 19-22. Fair representatives were here attending the Rocky Mountain Amusement Fairs Convention meeting. Formerly known as the Big Horn Basin Fair, the annual is in the B-2 class. Jordan, who was well-known for his Wortham shows years ago, said that he will have 7 rides, 4 shows and 25 concessions for the Powell Fair that opens the ninth season in Douglas, Wyo., its headquarters, early in May and will play Wyoming, Montana, Nebraska, and South Dakota. Jordan said he plans to play a 28-week season.

Gooding Personnel Presents Dennisons at New Fla. Home
COLUMBUS, O., Feb. 4—Homer Dennison, manager of Gooding Amusement Co.'s ride show, and his wife, Bertha, 5, and his wife were surprised January 25 by Miami neighbors and Gooding associates, who staged a house-warming party at the Dennisons' new home here, reports Floyd E. Foreman.

Present were Mrs. and Mr. Charles O'Brien, Mr. and Mrs. William Leland, Mrs. Kathlyn Hollander, Mrs. and Mr. Raymond Smith, all of the Gooding organization, Mr. and Mrs. John O'Brien, Mr. and Mrs. Mrs. Delta Winters, Springfield, O.; Mr. and Mrs. Silas H. Loyd and Richard Winters, Columbus, Ohio; and Mrs. and Mr. Maurice Hassel, concessionaires, and Mr. and Mrs. Carl Davis, of Davis Amusement Co. and Mrs. Ernest Dennison, Mr. and Mrs. C. C. Lay, Mrs. Alice Tyson and Mark Morris; Mr. and Mrs. David Walker, Mrs. Luther Hatch, Mrs. Neil Hawkins, Mr. and Mrs. J. B. Thrash, and Mrs. and Mr. D. S. Thrash, all of Miami.

Sunset Inks Two Arkansas
LITTLE ROCK, Feb. 4—Moving into Arkansas for the first time as a part of the Arkansas Fair Managers Association, this week, signed a contract to have the midway attraction at the Arkansas State Fair, to be held in the new Fair Grounds, Little Rock.

Wanting best in Show Business, the association called upon the firm of Sunset Amusements, Inc., a national company, for this contract, Mr. and Mrs. Bob Frazier of Sunset, the Arkansas firm, have booked and will be in charge.

American Carnivals Association, Inc.
By Max Cohen.
ROCHESTER, N. Y., Feb. 4—Information has been received from the International Association, A. S. A. Convention, held in the Hotel Sherman, Chicago, Illinois November 27-28, and it was announced that the next annual meeting will be held in the same place and time.

Despite a lack of receiving any inquiries from the membership relative to the next annual meeting, the Association still maintains that the membership should contact the Federal Wage and Hour Law, although in the opinion of the law does not so far as to pay the customary wages to its operators, among whose activities include operations that are not usual operations, the claims involved to ascertain whether the present operations come within the law.

Current thinking in Washington still seems to be that each act should be analyzed on the basis of its merits, and that whether admission taxes are included in the list for repeal or reduction, we depend largely upon the extent to which the amusement Industries have been heard on the subject.

We also have no file information from the General Service Administration of the government with reference to equipment for purchase and sale.

BUFFALO STEAKS ON MENU
At SLA Wild West Party
CHICAGO, Feb. 4—Buffalo steaks will top the menu at the Wild West party planned by the South Side Athletic Club, February 25, in honor of Buffalo Bill, its first annual Wild West party. The League of America in the club’s smokeout here, Bernie Mendelson, chairman, announced.

An extensive entertainment program is planned. Particulars are being released to league members and their friends.

RIDES FOR SALE
LOOPER RIDE
1945 model. Sell now. Park or portage use. Will book for 1950 season on one of our proven rides if purchased during this season.

Priced at $5,000.00, which is about 1/6 of factory cost.

FERRIS WHEEL
One 1940 model Ell Wheel, "Y" type drive, in excellent condition. Can be used as a portable ride or permanently in part.

Priced at $5,000.00.

Both of these rides have just been factory overhauled and are like the new rides. AFR power units included with both rides.

These rides can be inspected at any time here.

Contact F. E. Gooding at the Tampa, Fla., address, 8-6-10, or refer to our permanent address.

GOODING AMUSEMENT CO., INC.
1300 North Wayne
Columbus 8, Ohio

FERRIS' UNREADY SHOWS
20 Rides; 2 Light Tents & Shows; 40 Concessions;," for complete show.
Opening early in April, pleasant Kansas, Iowa, Missouri, Arkansas and Oklahoma Fairs. If you are just starting, we have a complete show ready to be delivered at once.

Want to know if we have donkeys, men and all legal material? Write for information.

Contact幾個．

NICK SHAMSHEK
PLEASE CONTACT
R. C. BRYAN
908 Tampa St.
Tampa, Florida

WANTED
Hankie Punks, Ball Games, 15-50. Also Spokes, Spur Riders, etc., excellent.

Contact Mr. and Mrs. Fred Ralston, 1213 East Nine Mile, Detroit, Mich.

WANTED
Expanding for a good set of Kidde, Giggles, and all of that kind thing, in a semi-industrial city.

Contact Mrs. and Mr. Charles J. Thompson, 1229 Treasure St., Little Rock, Arkansas.

ASK MILLER, Vinita, Ok., this week.

For Sale
April 12.

GIVE TO THE RUNYON CANCER FUND
Missouri Show Women's Club
415 A Chestnut
ST. LOUIS, Feb. 4.—At the meeting Thursday 26 First Vice-President Estelle Regan wielded the gavel in the absence of President Goldie Fletcher. Assembling on the rostrum, were Sally Freyvoort, secretary-treasurer, and Verna Schantz, social secretary. It was a well attended meeting. A buffet lunch was served the men after the meeting. Joan Gordon invited everyone to her wedding.

President Fischer sent a $33 donation to the club. Ida McCoy bought desk lamp and presented to the club. Price donated by Mrs. Leva Villgro was awarded to Mrs. Lee Belmot.

Price donated by Estelle Regan was awarded to Mrs. Lula Gill. Prizes were read from Rose Hawkins and the Red Cross. A substantial sum is being collected for the polio campaign.

Lucy Francis, Estelle Regan, Sally Freyvoort, Verna Schantz and Alice Coey decorated the club with drapes for windows and partitions.

Daisy Davis was reported sick in the Hotel Lord Baltimore. Marie Miller is in St. Mary Hospital undergoing surgery.

Hot Springs Showmen's Association
3101 Central Ave., Hot Springs
HOT SPRINGS, Feb. 4.—At the regular meeting held by the club on Tuesday, February 1st, President J. T. Telyea, Joe Pruitt, Sam Glickman and J. D. Pauker were elected to the board of directors. John B. Byrd presided.

Dorothy Kelly and Sam Glickman were appointed co-chairmen of the bingo parties with the following commit-

Greater Tampa Showmen's Association
Ladies' Auxiliary
Mrs. C. J. Sedlmyar Jr. president and Mrs. Hal Hall gave the invocation at the January 23 meeting. Mrs. Everett Fillingham, secretary, read correspondence. Letters from Mrs. Dave Rosehalb, hurt recently in an auto accident, reported a new recovery at home. Betty Hartwick, sick committee chairman, reported the meeting.

Mrs. Sedlmyar appointed the following committee:
- Ways and means committee
- Members Frances Frazier, Virginia McGee, Sally Rund, Myrtle Jeter and Evelyn Clark, who are to sell tickets. Mrs. Al Dupuis, Al Dupuis' beauty shop, Deana Berni, and Barbara Martyn-Taylor, Miss Taylor's Boutique, Yoelle and Ella Stoffel. Geraldine Gautgh was named official greeter for the banquet on February 16th. The Tampa Star at the banquet will be awarded to 

CARNIVALS
The Billboard
February 11, 1950

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, Feb. 4.—Vice-President Andrew S. Worth, who has his show in Haiti, writes that he will come in for a visit. President John T. Hitchens, Jr. has decided that he will make every effort to attend the next meeting. Secretary Phil Gruberg has been requested back soon. Ben Meron came down from Florida. Mr. and Mrs. Johnny J. Kline left for a month's vacation in Miami.

Members were received from Harry S. Nelson, Sidney Goodwater, Nelson and A. I. Schlesinger, Frank R. Ryan and Paul Lewis.

Recent visitors included Max Gruberg, Frank Davis, Sidney Herbert, Aaron Hymes, Leo Eicholz, John McCormick, Joe Prell, Samuel Schenber and Ben Jack. Ower, Mordcrac Brown and Billy Grissil.

Sympathy was extended to Harry Kaplan, whose father died recently. Harry Slater was in London. We sincerely dedicate that most of the hospitalized and shut-in members are improving slowly.

Ladies' Auxiliary
On Wednesday night (8), the regular meeting was called to order and past presidents will work out final arrangements for the card party which will be held in the main assembly room of the clubroom.

Miss Helen Wallenstein and her ways and means committee are sending out orders for the most unusual gifts to be awarded at the Donor Luncheon at the Hotel Commodore, March 18. The ladies, who are representing Presidents Young and Leavitt, were Past President Midge Cohen, Filla Elke and Jennie Goy. Filla Elke and Betty Youngblood left for Miami Beach, Fla. Gof Cohen is to be represented by new member Mrs. Nettie Gof. Hellas Gof is in Los Angeles, where they plan to remain for a few weeks.)

It was erroneously reported here last week that Fat Gof is a member. It should have read Fat Freeman.

Michigan Showmen's Association
1135 Case Ave., Detroit
DETROIT, Feb. 4.—Vice-President Fred Shiber president at the meeting of the Midwest Showmen's Association of President Robert Morrison, who was present at a meeting of the by-law committee, was elected chairman, and Past Presidents Jack Dickstein and Lorne Goldsmith are members.

Plans are being made to hold a banquet and installation and coordination with the Ladies Auxiliary to honor officers next year. Irving Dorker, Al Heider, and H. E. Dore are working out details with the ladies.

Same Fine, Sam Burd and Sam Soloff are still acting as the house greeter. Miss Cindy Ralfal. John Moran, Edgar McMil- len, Dr. Firestone, Ray Williams are the favorite on the board of directors.

The banquet is at his home following a short stay at the hotel. George Harris writes from West Palm Beach that many more are vaccinating there.

Past President Al Wagner was in town last week. Year book and direct- ory distribution has been completed. We welcome Howard Schlesinger, Nat Golden and Irving Rubin. Recent visitors to this region were Charles Adams, Bill Postelwaite, John Carzan, John McGonigle, Isle- burg, Douglas Brown and Walter Sals.

Hutcheson Modern Museum
OPENING MARCH 15 IN BONNIN, TEXAS, WITH THE MODEL SHOWS, AND FOR WANTED ATTRACTIONS FOR THE FIRST SHOW ON THE ROAD. 2 Ticket Sellers, Manager, Concessionaire, Presiding Judge, Barber, Mail Clerk, Conductor, Grain Forager, Conductor, Yard Agent, and all other advertising firms. Also all other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. Also any other advertising firms. 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Also any other advertising firms. Also any other advertising firme.
Rodin, of slip presented Al Eddie St. Dickson, of accepted. financial Charles and were pointed by the surprise. Follies of 1920, a line of 101 members of the older set, doing such numbers as the Flora Dora and thence the surprise of the evening. Everyone who participated in the show, and members who worked as waitresses, bar girls, etc., gave every effort to make the affair a success. Mrs. Hayman was chosen and put the show over like a professional. Miss Verner and Ella Dixon assisted her in producing the show. Vocal numbers were rendered by Mrs. McFarland, Mrs. Ann, Mrs. Whitnie Edwards and Mrs. McLendon. Turnout for the event was tremendous. Piece de resistance was a step number brought by Jimmy Ferrell that brought the house down. Dancing continued until 2 a.m.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, Feb. 4—The January meeting was held over by Miss Morris Francis on relations of carnival owners and fair secretaries and led to an interesting feature by Bottie, Harold Dunn, J. M. McVann and John Shelley.

Correspondence was read from J. C. Steter, Jack Coo and Goldie Fisch. President of the Missouri Showmen's Club, Lipsey invited everyone to attend his January 26 wedding at the Hamilton-Wilch-Davis, 8231 Virginia, St. Louis.

Sid Belmont, just out of Barnes Hospital, attended the meeting. Fred Zellina remains in Bethesda Hospital with a heart ailment, Harold Dunn and Orville Specht were for the first time in a long while.

George Begay, (P. Harvey) Haught, Larry Becker, William (Red) McCoy, Alonzo Shallow and Green Dowling had a very big Winter stock show.

Preparations are going ahead for the St. Patrick's Day party. Happy Hour is donating music and acts. It voted $1 for ticket for the affair at $71.

Hot Springs Showmen's Association
3105 Central Avenue, Hot Springs

Ladies' Auxiliary
Mrs. Daisy Honnies—dinner was bounteous to 16 members at her home. The fried rabbits and vegetables served were raised by Mrs. Honnies. After dinner the ladies adjourned to the clubrooms to pogo dance.

Members attending included Mario Obuch, Peggie Chapman, Martha Borden, Virginia Wilcox, Edna Lowery, Viola Fairy, Frances Keller, Grace Smith, Jennen, Millie Golphnot, Caroline Holt, Mattie Bywe, Jean Purtle, Carol Mckunfin and Betty Bailey.

The annual dance, this year called Plymouth, was held January 22 in the Electrical Workers Building. This was the gala event of the season, and the ladies put on a program of the praises it received. The show was comprised eight lovely of the younger set, plus a line of numbers, and then the surprise of the evening, Follies of 1920, a line of 101 members of the older set, doing such numbers as the Flora Dora and thence the surprise of the evening. Everyone who participated in the show, and members who worked as waitresses, bar girls, etc., gave every effort to make the affair a success. Mrs. Hayman was chosen and put the show over like a professional. Miss Verner and Ella Dixon assisted her in producing the show. Vocal numbers were rendered by Mrs. McFarland, Mrs. Ann, Mrs. Whitnie Edwards and Mrs. McLendon.

Telnus for the event was tremendous. Piece de resistance was a step number brought by Jimmy Ferrell that brought the house down. Dancing continued until 2 a.m.

ALL PEOPLE CONTRACTED, ACKNOWLEDGE THIS AD
SHOW OPENS FEB. 27TH IN HEART OF COLUMBUS, GA., SOLDIERS' PAY DAY, UNDER SCHOOL BOY PATROL FUND. SPONSORED BY V. F. W. FOR GEORGIA STATE PATROL AND V. F. W. STATE COMMAND.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS—WILL SELL "EX" on Cookhouse, Snow, Photos, Derby Racers, Novelties, Contast.

SHOWS—Can place Penny Arcade, Cemetery Show, Monkey Show, Girl Show, Minstrel with own equipment. (Capt. Munn, answer.)

RIDING THE NON-CONSENTING CIRCUS, KID RIDES, ETC.

ACCOUNT OF DISAPPOINTMENT WANT A, 1 BILLPOSTER with transportation. Must be able to post. (Mr. Bell Yarn, Wire.)

NOTICE—FAIR SECRETARIES
In Alabama, Georgia, Tennessee, Kentucky, Indiana. Have one open week in each month of August, September and October. CAN ALWAYS USE CAPABLE CARNIVAL HELP WHO ARE SORRY AND RELIABLE. All Address:
A. SPHERIES, MGR., 6/10 Idle Hour Park, Phenix City, Ala.
Don't Write—Special Delivery Mail is Faster.

NOW BOOKING FOR 1950

LEGITIMATE STOCK CONCESSIONS—(Bingo, Long Range Gallery, Photos, Scales, Popcorn and Cookhouse Sold.)

DIBUTE TO OWN TRANSPORTATION, ESPECIALLY INTERESTED IN FLASHY GIRL REVUE, WILL PLACE MOTOR DRIVEN FUN HOUSE AND ALL DEPARTMENT SHOWS, ADDRESS: TURNER BROS. SHOWS, PETERSBURG, ILLINOIS.

(Wire: 220)

WANT

SHOWS: Side Shows, Fun House, Monkey Show, WaxaShow, Mouse Circus. Wild Life or any other show with own equipment and transportation. Good route. Early May until the middle of October bookings.

T. GREEN AMUSEMENT CO., LTD.
425 RHODES AVE., GLADSTONE 3472
TORONTO, ONT., CAN.

CAVALCADE OF AMUSEMENTS
CAN PLACE HIGH CLASS FAIR SHOW, MUST BE IN KEEPING WITH THE ORGANIZATION. WE OFFER YOU A LONG SEASON OF FAIRS AND STILL DATES, INCLUDING THE LAKE FRONT IN MILWAUKEE, CAN PLACE CAPABLE F Trotting Driver. Must be capable and know how to handle horses, any proposition for right man. CAPABLE ELECTRICIAN. Must be able to handle 50-car show. WANT DIESEL MECHANIC. MUST UNDERSTAND CARET. CAN PLACE A FEW RIDERS FOREMAN AND TRACTOR DRIVERS, ALSO CAN YAMS AND GENERAL HELP FOR LONG SEASON. ADDRESS:
AL WAGNER, MGR.), Box 66, Mobile, Ala.

GREAT SUTTON SHOWS

DATES AND LOCATION
GREAT SUTTONS

February 11, 1950
Twin City's Fund Show Big:
AWF Race Gosses on Rise

ELIZABETH, N. J., Feb. 4—Tw
City Club of the America on Wheel
presented its annual skating show
All tickets sold out at $1.50 each.
Proceeds from the show will financ
the expense of rendering Twin City
skaters to the established national
ships of the United States Amateur
Skatering Association (USRSA),

This year's production staged by
the national championship club
of the USRSA was Fairlawn, Ohio.
It was a two-night run, and has
ments of the club, and which also
a program, in conjunction with the
show, that was designed by a mem

AOW General Manager William
Schmitz reported that a large bleacher
section, especially erected for the
occasion, was filled to its capacity.

Day three of the week's events
was attended by a capacity audi
in the marina, and the final day's
show was held in the pool at the

N. Y. Speed Teams Hye B.O.

BROOKLYN, Feb. 4—The Bay
Club's speedy skating team
emerged victorious in the sea
nations' inter-rink championship
at Bay Ridge. Season team stan
with three dual meets still to go,
It was a point by point, Bay Ridge, 11,
and Eastern Parkway, 61. In all
recent meets, dual as well as three-way,
the Bay Ridge club has posted
sizable increases in the box office.

Warrington Cass City Bow

CASS CITY, Mich., Feb. 4—Arena
Roller Rink here has opened under
the management of John Warrington.
The rink block building is 65 by
72 feet, with a maple skating floor
50 by 110 feet. The rink was
constructed at a cost of $33,000.

Hakim Detroit Skatery Bows; Tele Featured

DETROIT, Feb. 4—Fairview
Gardens Rink, long a favorite
East Side skating rink, is chang
and use for private party par
years ago, has been taken over
Shad D. Hakim, former Detroit
theater owner. The spot has been
entirely remodeled, with the con
struction of a new Railway at the
entrance to the rink, which is
located on the second floor of a
triple floor was installed.
Opening two weeks ago was a gala
affair, with coverage by Station
WXZY-TV, which sent its remote
stations to the rink to televi
program. Opening program included
formal presentation of a charter
of the Detroit Roller Skating
Rink Operators' Association included
Fred A. Martin, RSROA secretary-treas
This event, as well as the skating
demonstration, was given the
video audience.

Operator Hakim, who will act as
manager, doubted as one for the
theater show, Joseph Blavitz,
former with Arcadia Rink, Detroit;
has been appointed, U. S. junior
M. Rose Blavitz, daughter of Fred
A. Martin, is to be Fairview pro

DETROIT, Feb. 4—Business
has been holding up satisfactorily at
revised Fairview Gardens Rink, under
the management of John Hakim.
Shad D. Hakim, with skate sales
reaching a level that indicates solid
interest in skating. There has been
marked demand for skating classes,
and several advanced classes are
already being made with the co-opera
Fred A. Martin, RSROA secreta
treasurer.

Fairview is operating on a five-
day week, being closed the Wednes
day. The hall is devoted to wrestling,
normally televised, on Tuesdays.
Wrestling has been on the card for
16 years. The rink is 60 by 120
feet, with a lounge 25 by 50 feet.
An inspection of the recent opening was
presentation of the top figure skating
award to Nancy Lee Parker, Gen
senior lady's championship, by Martin.
An exhibtion show was also given,
including a demonstration by U. S.
juvenile free skating champion;
U. S. junior free skating champi
and free skating champion; Billy
Jim Pat, Jr., U. S. junior figure champ;
Nancy Lee Parker, champion,
and winner of the Wisconsin
Dance; Joy Hakim, speed champion;
N. J. Shan, Earl Dunn Jr., Betty Paslo
Gordon Rink. Paul Lampkin, Robert

FOR SALE
ROLLER SKATING RINK
Modern new 60x25 building, fully equipped, and
ready for immediate operation. Price $20,000.

J. E. KRAFT
160 E. Ashland St.

RICHARDSON BAILBEARING SCOE CO.
1320-3121 Riverside Ave.

The Best Skate Today

FOR SALE
Complete Portable Rinks
Recall $50 down, balance on delivery.

RAYMOND B. ROSE
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Complete Portable Rinks
Recall $50 down, balance on delivery.

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"WIN-LITE" LUMINOUS GUMMED CLOTH-FOIL WRAPPERS-100 cards full size-600 cards full size-400 cards full size-100 cards full size-25 cards full size-

PENDANT LUMINOUS PEARLS-100 cards full size-600 cards full size-135 cards full size-25 cards full size-

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(Continued from page 77)

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INDIANA: F. R. Hulbert & Co., 20 N. Market St., Indianapolis, Ind.

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NEW YORK: The American Radio Merchants' Association, 114 W. 39th St., New York City

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Oklahoma: The American Radio Merchants' Association, 220 S. 8th St., Oklahoma City, Okla.

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THE BILLBOARD
February 11, 1950

COIN-OPERATED MACHINES, SECONDHAND

A large number of second-hand coin-operated machines are now available at very attractive prices. Prizes will be found on page 63 in this issue.

COINS, UNIFORMS, WARDROBE

BARGAINS—CHURCH SETS, MONTEHY, WIND, Vogue, Bandole Gads, Jr. Red Cap, Formal, 59 sets, 240, list, $75.00. Also, 80 sets, $30.00. Write for terms. L. M. Walsh, 115 W. 39th St., New York City.


BARGAINS—SIX FEMALE BALE ELE\mantes, 60 sets, complete, 59 each set. Write for details. J. W. Bums, 6625 Baltimore Ave., Chicago, Ill.

BARGAINS—100-1000, $5.00 D.O. 1-500, $5.00 D.O. 1001-2000, $4.00 D.O. 2001-3000, $3.00 D.O. 3001-4000, $2.00 D.O. 4001-5000, $1.50 D.O. 5001-6000, $1.00 D.O. 6001-7000, $0.50 D.O. 7001-8000, $0.25 D.O. 8001-9000, $0.60 D.O. 9001-10,000, $0.00 D.O. Send 25c for details on all above sets. J. W. Bums, 6625 Baltimore Ave., Chicago, Ill.

ALL GOLD 3 PC. PEN SETS. $15.00 GR. FREE. ALL GOLD 8 PC. PEN SETS. $30.00 GR. FREE. ALL GOLD 12 PC. PEN SETS. $45.00 GR. FREE. ALL GOLD 18 PC. PEN SETS. $75.00 GR. FREE. ALL GOLD 24 PC. PEN SETS. $115.00 GR. FREE. ALL GOLD 36 PC. PEN SETS. $210.00 GR. FREE. ALL GOLD 48 PC. PEN SETS. $280.00 GR. FREE. ALL GOLD 72 PC. PEN SETS. $500.00 GR. FREE. ALL GOLD 96 PC. PEN SETS. $750.00 GR. FREE. ALL GOLD 120 PC. PEN SETS. $1,000.00 GR. FREE. ALL GOLD 144 PC. PEN SETS. $1,500.00 GR. FREE. ALL GOLD 168 PC. PEN SETS. $2,000.00 GR. FREE. ALL GOLD 192 PC. PEN SETS. $2,500.00 GR. FREE. ALL GOLD 216 PC. PEN SETS. $3,000.00 GR. FREE. ALL GOLD 240 PC. PEN SETS. $3,500.00 GR. FREE. ALL GOLD 276 PC. PEN SETS. $4,000.00 GR. FREE. ALL GOLD 324 PC. PEN SETS. $4,500.00 GR. FREE. ALL GOLD 360 PC. PEN SETS. $5,000.00 GR. FREE. ALL GOLD 408 PC. PEN SETS. $5,500.00 GR. FREE. ALL GOLD 480 PC. PEN SETS. $6,000.00 GR. FREE. ALL GOLD 576 PC. PEN SETS. $6,500.00 GR. FREE. ALL GOLD 648 PC. PEN SETS. $7,000.00 GR. FREE. ALL GOLD 720 PC. PEN SETS. $7,500.00 GR. FREE. ALL GOLD 864 PC. PEN SETS. $8,000.00 GR. FREE. ALL GOLD 1008 PC. PEN SETS. $9,000.00 GR. FREE.

SILVER PLATED 32-PC. SERVICE FOR SIX

FOR SALE—SECOND-HAND SHOW PROPERTY


FOR SALE—THREE MACHINES: 16MM STANDARD SILENT, 8MM SOUND, 8MM SILENT. Write for terms. L. M. Walsh, 115 W. 39th St., New York City.

FOR SALE—DISTRIBUTORS WANTED. Write for terms. L. M. Walsh, 115 W. 39th St., New York City.

FOR SALE—TWO-HEADED BABY FOR 75c. Write for terms. L. M. Walsh, 115 W. 39th St., New York City.

FOR SALE—COMPLETE EQUIPMENT FOR 200 YEARS PLY. Write for terms. L. M. Walsh, 115 W. 39th St., New York City.

CANDY CANEES

PATEK MFG. CORP.
NEW YORK 35, N. Y.

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**THE NEW SENSATIONAL APRON**

- **NEW SENSATIONAL APRON**
- **SAVE: CLOTHES MONEY LAUNDRY**
- **CLEAN WIPE OFF WITH DAMP CLOTH**
- **STERILE APRONS SUITE 9 100% PROFIT - RUSH $1.50 FOR SAMPLE**

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- **February Orders: New Berkeleys 8½" E.; To: 7½r: Print on Apron & Order: 5½r.**

**THE DOLL OF MY HEART**

- **8½" High. Beautifully Window-Boxed. 21 Assorted Styles. Each One More Beautiful Than The Other.**
- **Packed 1 Doz. Per Carton $9.00 Per Dozen**

**10% SPECIAL DIVIDEND!**

- **10% OFF On All Our 1950 Catalog Merchandise**
- **WE WILL NOT BE UNDERSOLD**

**Men's Guaranteed Watches**

- **Eldin**
- **Benrus**
- **Waltham**
- **Bulova**
- **Modern new designs. Biconcave and round, guaranteed new.**
- **A.M. or P.M. Dial $10.00 Each. 6-1/2" Repl. Band, 95c odd.**

**LADIES' RHINESTONE CASE WATCH**

- **2-Jewel Swiss Movement, reconditioned and guaranteed like new.**
- **Price: $8.75**

**FACTORY CLOSEOUT! RINGS!**

- ** heroin 1 1/4 T, E.D.P. rings, with imitation rubies and white topaz like real thing.**
- **2000 in stock, includes one ring that sold $50.00 wholesale. 50c odd with 16 other styles. 2 3/4" Width.**

**JOSEPH BROS.**

**MERCHANTISE**

- **Another HIT ITEM from Los Angeles New Sensational Mr. BEAK**
- **Plastic Spectacles and Hawk Nose**

Can also be worn over regular glasses... Very Realistic!

**Mr. Beak... The real new look for 1950**

- **Trial doz. postpaid $8.00... Sample $1.00**

**Other Timely Sellers**

- **Mark Bros., Rubber Moccasins... $7.20 Doz.**
- **King Tut (mythic mummy)... 3.60 Doz.**
- **Rubber-Like Lizards... 9.60 Gr.**
- **Burt the Squirming Frog... 2.00 Doz.**
- **Rubber Crawlfish... 1.75 Doz.**
- **Horn Toad... 2.50 Doz. (Rabbit Foot Key Chain... $7.20 Gr.**

**JOBBERS INQUIRIES INVITED**

- **25% deposit with order—balance C. O. D.**

**PICO NOVELTY CO.**

- **424 So. Los Angeles St., Los Angeles 13, Calif.**
- **Phone: MAison 9-1427**

**AT LAST! The SEx-sational—SEX-cellent PIXEES of the YEAR**

- **These are the PIXEES you have been waiting for and asking about. The one, only and original PIXEES. Why pay more for cheap imitations? This is the first hit hit hit of 1950.**

**PIXEE Presents: Something NEW UNDER THE SUN**

- **$2.20 Per Doz.**
- **Also Starring: 1. Girl talking.**
- **2. Baby crying.**
- **3. Shooing sing.**
- **4. Our Lord—Eyes open and $7.20 close.**

**SAMPLES 75c ea., 3 for $2**

**NEW YORK**

- **For 50c only.**
- **If you've ever seen anything like PIXEE, you haven't seen anything like PIXEE. We promise to amaze you or your money refunded. The hottest novelty sensation since "Peanut-Bea".**

**EXTRA ADDED ATTRATIONS**

- **Big, Beautiful! Large Character or Sizes!**
- **DOLLS. They play a Limited Quantity!**
- **Dressed $3.00. Dz. $18.00.**
- **Balloons $1.00**, etc.

**PIXEE**

- **78-31 67th Drive Middle Village, N.Y.**

**Complete Assortment of Jewelry**

- **COMPACTS & PINS**
- **3-PC. FOUNTAIN PEN SETS**
- **RINGS 1901 Different Numbers**
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**JEWELRY—That's Our Business**

- **We have everything for**
- **JEWELERS & ENGRAVERS**
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**BIER-LEVINE**

- **5 NO. WABASH AVE. CHICAGO, ILL.**

**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 Item of Goods You Are Importing In.
**FOR SALE—SECOND-HAND SHOPE FRONT PAGE (Continued from page 7)**

FOR SALE—TWO BMW 115-290 AC LIGHT MECHANICAL SECOND-HAND CARBYs, one with and one without hubcaps. (2) $175 each; or $350. (2) Acme, 130 S. 12th St., San Francisco.

FOR SALE—TWO 1961-62 AC LIGHT MECHANICAL SECOND-HAND CARBYs, one with and one without hubcaps. (2) $175 each; or $350. Acme, 130 S. 12th St., San Francisco.

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**MERCHANDISE**

**BIG PROFIT**

**Write for our new catalog—just out!**

**BEAUTIFUL NEW STYLES!**

7-JEWEL SWISS WATCHES
LADIES' OR MEN'S

$8.25

**Sensational New Low Prices!**

**MINIATURES of nationally famous beverages**

Write for sample pack.

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**MINIATURES of nationally famous beverages**

Write for sample pack.

**Bill’s Specialty Mfg. Co.**

343 N. 2nd St. MILWAUKEE 2

**HARRIS NOVELTY CO.**

1102 ARCH ST., PHILADELPHIA 7, PA.

Phone MA-7-9648

**POT OF GOLD**

**NEW BEACON LEOPARD DESIGN BLANKET**

54x72 Packed to Case

Ea. $2.90

**NOW READY—WRITE**

State Your Business in Full Letter.

**WISCONSIN DELUXE CO.**

1833 N. THIRD ST.

MILWAUKEE, WIS.

**FOR IMMEDIATE DELIVERY**

HIGHLY POLISHED & ELECTRO PLATED

- Identification Bracelets
- Pins & Guard Pins & Fortets

Write for catalog now.

**STOCK BUSINESS**

25% deposit with order. Balance C. D. O.

Send $5.00 for sample assortment.

**NEW SURE SELLERS!**

**CHANNEL WALLET**

Style 2104

Metal Frames & Tip, Lizard

Grain Plastic, Silk Lined, Billfold and Coin Holder

Comb & Mirror, Lip, Mustard Pocket, Secret Pouch

Chains, Variety of Colors. Gt. Lots

**PURSETTE**

Style 1805

Metal Frames & Tip, Plastic Lined Case, Coin Pouch, Removable Pass Case, Guisset Change Pocket, Secret Pocket for Billfold Variety of Colors.


Write for price list of other Wallets and Novelties.

**For immediate delivery**

HIGHLY POLISHED & ELECTRO PLATED

- Identification Bracelets
- Pins & Guard Pins & Fortets

Write for catalog now.

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Metal Frames & Tip, Lizard

Grain Plastic, Silk Lined, Billfold and Coin Holder

Comb & Mirror, Lip, Mustard Pocket, Secret Pouch

Chains, Variety of Colors. Gt. Lots

**PURSETTE**

Style 1805

Metal Frames & Tip, Plastic Lined Case, Coin Pouch, Removable Pass Case, Guisset Change Pocket, Secret Pocket for Billfold Variety of Colors.


Write for price list of other Wallets and Novelties.

**For immediate delivery**

HIGHLY POLISHED & ELECTRO PLATED

- Identification Bracelets
- Pins & Guard Pins & Fortets

Write for catalog now.

**STOCK BUSINESS**

25% deposit with order. Balance C. D. O.

Send $5.00 for sample assortment.

**NEW SURE SELLERS!**

**CHANNEL WALLET**

Style 2104

Metal Frames & Tip, Lizard

Grain Plastic, Silk Lined, Billfold and Coin Holder

Comb & Mirror, Lip, Mustard Pocket, Secret Pouch

Chains, Variety of Colors. Gt. Lots

**PURSETTE**

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Metal Frames & Tip, Plastic Lined Case, Coin Pouch, Removable Pass Case, Guisset Change Pocket, Secret Pocket for Billfold Variety of Colors.


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Write for price list of other Wallets and Novelties.
The Billboard
February 11, 1950

FAIR AND CARNIVAL WORKERS
When in Texas Visit Us

Large stock always on hand. Novelties, Premiums, Glassware, Bottles, Balloons, Horse Clocks, Mexican Spiders, Monkey, Toys, RodeoSouvenirs, Siam and hundreds of other items.

M. NOWOTNY & CO.
1401 BROADWAY
SAN ANTONIO 2, TEXAS

LETTER LIST
Letters and package addressed to persons in care of The Billboard will be advertised in this list twice only. If you are having mail addressed to you, take your copy EACH WEEK. Mail is listed according to the office of The Billboard where it is received. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.,
Cincinnati 22, O.

Parcel Post
Ann, Mrs. Anthony Holley,
At $1-
1000 Fullers, M. & Co.
1st Ave.

G. H. Ficht, Mrs.}

Burke, William,

Burke, William,

Casanova, M. E.

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EVERY ONE A WINNER!
METAL HORSES NEW LOW PRICES!

IN GOLD OR BRONZE FINISH

BUY DIRECT FROM MANUFACTURER!
WE GUARANTEE OUR PRICES!

Either finish at the same low price
$1.18 par dollar.
3/4" $2.75.
4 1/4" $4.00.
5 1/2" $6.00.
6 1/2" $7.00.
7 1/2" $12.00.
8 1/2" $16.00.
9 1/2" $21.00.

When ordering, please give size and mention finish desired.

FAST SELLING ORNAMENTAL CLOCKS

Stout Cast Metal or Wood, on or under $10.00, by order of any regular or sample line. Each

Order shipped immediately. Terms: 15% deposit—balance C. O. D. unless rated. Orders under $10.00 will be sold in full.

GET SAMPLE LINE
Send $1.50 for a Mobile Iron Horses, Ash Trays, Novelities, etc., or Write for Circular Today!

CRYSTAL CRAFT, INC.

Minsky's Was Ever Like This!
"MISS BUDOIR"
THE GIRL WHO LIVES!
New * Novel * Naugty * Nice

Gorgeous blonde lives. Dazzling smiles and dances before your eyes. Must be seen to be believed—a true phenomenon of the atomic age! Wherever the boys gather she whirls on stage—here, in present houses, bowling alleys, barber shops, clubs, diners, etc. Show it and they'll buy it!

$9.00 Sample $1.25 Postpaid

25% Deposit, Balance C. O. D., F. O. B. New York City

SIN-GREENE CORP.

907 BROADWAY
NEW YORK 10, N. Y.

TELY: ORogen 3-9606-1

Introducing the Fastest-Selling Line of
STUFFED FUR TOYS
Each Item Individually Housed in a Beautiful Aetate Box

METROPOLITAN FUR TOY CO.
300 SIXTH AVE.
MURRAY HILL 4-2272

These toys are made from genuine sterilized rabbit fur. Harmless dye used for colored ones—brown, blue, white, and pink. We are presently showing a beautiful line of Easter baskets. Ideal for babys, gifts, toys, and decorative navuity use. Choice territories open for salemen on commission basis.

Also, we have a complete set of stuffed dogs with or without acetate containers in, e. , rabbit, lamb, duck, swan and robots. For further information regarding prices, etc., contact us.

GOLD WIRE ARTISTS

DEMONSTRATORS, FAIR AND RESORT WORKERS

We have on hand a complete line of foxgloves, pine and silversmith baskets. We also supply much foxglove baskets and other items. We will also supply much foxglove baskets and other items. We are prepared to do the entire line of the Frost's Made Gold Wire Ring in 1/24th Gold Plated. We will have our line for demonstration at the present time and make a beautiful gift. Down lots for 25 and 50. Write for 50 sample line, stating requirements—$2 deposit required—balance C. O. D.

For Quality Merchandise, Highly Complimented, Write or Wire for information.

EMBROW JEWELRY CO.
166-20 92nd Ave., Whitestone, L. I.
Big Flash!
SELLING LIKE WILDFIRE
Four-piece Pen Set, consisting of Knife, Pencil, Ball Point Pen, and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the handle of the entire set. The boys are doing a terrific business with this four-piece set. Our New Price...

$7.50 Per Dozen
$87.00 Per Gross
SAMPLE SET, $1.00

IMMEDIATE SHIPMENT
25% Deposit—Balance C. O. D. Send cash or money order.

HARRIS NOVELTY CO.
1102 Arch Street
Philadelphia 7, Pa.
Phone Market 7-1948

SALE
Save 50%
AND MORE!
NATIONALLY ADVERTISED
CIGARETTE CASE & LIGHTER COMBINATION
FULLY AUTOMATIC
FAIR TRADED AT $7.50 EACH
Priced elsewhere at over $3.50
OUR PRICE ONLY $2.10 NET

Sorry, we can't mention famous maker's name in this ad. $2.50 PREPAID
Order Now! 25% Deposit—Balance C. O. D. if not rated.

MONROE SALES CO.
32 South 2nd St.
Baltimore 2, Md.

Now! the beautiful Yorkshire

YORKSHIRE WATCH CO.
50 South Wells Street
Chicago 1, Illinois

Always First
with the Latest!
For UNUSUAL PREMIUMS,
GIFTS, PRIZES, NOVELTIES, etc.
Write
LEONARD HILL CO.
112 South Louisiana Ave.
Los Angeles 36, California

CHINESE FIRECRACKERS

Pipe for Pitchmen
By Bill Baker

NAT GOLDEN... who has been in Detroit for some time, leaves soon on a month's buy- ing trip to New York. He will go into the wholesale supply and auction business in Michigan upon his return and plans to open a store in the Motor City.

We've heard many a tip about low prices but beef about late quality.

GEORGE MUGG MILKINS... the famous Pitchkicker in the Chicago Fresh Air Hospital, where he's been confined since December 20 with tuberculosis. He says that he'll probably have to remain there for treatment for another six months and would like to read letters from friends.

Your future depends on you.

JOE H. GARFUNKEL... liquor store operator, writes from New Orleans that he was happy to learn via this pillar that Harry Maidens has recovered from a recent illness and that he's getting around okay. Gar- funkel and Maidens are former side- kicks.

Go out to meet opportunity halfway and it'll come to you quicker than the other fellow.

"I WATCHED" two old-time pitchkickers, Jack Kahn and Sol Addis, who have worked to-gether for the past two decades. drinking coffee and talking pips at a table in a midtown-automat recently," letters Harry Greenfield from New York. "Kahn, about 60 years old, is still active, advancing and pioneering in the pitch field. Jack has opened more spots than any pitchman I ever knew. He has pitched healthy books, corn punk, toys, jewelry, handwriting analysis and many other (See PIPES on opposite page)

ENERGY! ORGANIC

HERE AGAIN!!

WOMAN'S MILKING COW

MILKING COW

Facies like a real cow, performs like a real cow. Thousands sold during last season. Priced at $1.95 and up now. A natural for all milking studies and an ideal cow for milking classes.

Earn $8.50 each by raising. 

Send for Premium List and Samples.

S. S. C. B. 

795 S. Main St., P.O. Box 479-Memphis, Tenn.

LIZARDS

Famous "15" Puzzle is Still in Stock Again!

Sensational Live "Wigly" Rubber

Pac-MAN! Fresh Stock... Fools and Tuxes like the real thing.

Newly offered to collectors for $7.20 and $19.80

4 inch $7.20 Gross order—$4.00
9 inch $1.80 Gross $19.80
5 Dz. in Box

JIBBERS, WRITE FOR PRICES

PEARLS

Simulated Pearls

For $2.00

1 Strand $2.00

2 Strand $4.00

3 Strand $6.00

Pearl Rope $5.00

Pearl Earrings $5.00

Teardrop Ass’t $2.50

Flat Button Earrings $2.50

50% Deposit, Balance C. O. D.

Elvee Manufacturing Co.
866 Sixth Ave.
New York 1

Murray Hill 6-4177-8
SALESBORDSIDELIGHTS

Universal Manufacturing Company, Kansas City, has announced an all-out production on its new line of Pot Deals, for use with cash or merchandise. Joseph Beckwith, president, announced last week. He added that the company, along with Bee Jay Products, Inc., Chicago, continues to increase representation throughout the country, with the addition of many new shipping points in various sections of the U. S. The Billboard January plan is this "quick shipment and service" policy. Dealers nation-wide will receive their product shipments in the shortest possible time.

Universal and Bee Jay companies are also represented by the following salesmen in the territories named, according to Joseph Beckwith: Harry Gutenstet, sales manager, and Leo Goldenberg in Illinois and Indiana; Charles Gearhart, in Missouri, Kansas, Oklahoma and Arkansas; Jack Warren, Ohio, Virginia, and West Virginia; Phil Einer, Pennsylvania; and Herman Hohn in Florida. Reporting mailings of the firm's new 1950

Feitler Heads Gardner Sales

CHICAGO, Feb. 4—Irvin Feitler, president of Gardner & Company, took the general office of Gardner & Company from Chicago, following the resignation of Charles B. Leedy, it was announced this week.

Leedy will continue to be associated with the company in the capacity of manager of the Western States. He will move to California for his first position with Miss S. Zinder, who is also resigning her position with Gardner as assistant sales manager.

Feitler's new duties call for a return to the Gardner organization, which started with the firm 21 years ago. He will be aided by two assistant sales managers in Chicago.

Speaking as sales manager, Feitler stated Gardner's greatly improved production methods will result in a still greater flow of new boards with January plans. The main objective of the sales department, he declared, will be to achieve an ever closer contact with customers. An aggressive sales campaign, both by mail and personal, will be an important part of the new program.

SALESBORD

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SALESBOARDS—JAR TICKETS NEW LOW PRICES

SALESBOARD

SALESBOARDS—JAR TICKETS NEW LOW PRICES

SALE—USED COIN-OPERATED MACHINES

SALESBOARDS—FREE! With “NEW WHOLESALE ‘NET’ PRICE BULLETIN” for new low prices—cigars—assortment—fastest seller 10th year giving immediate delivery on finest boards.

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New Coin Machine Tax
Pinball games and similar boxes are now subject to an annual tax in El Reno, Okla., C. A. Bentley, city manager, announced last week. Operators of pinball games in that city will pay a $15 tax per game, with each additional pinball machine being taxed at 10 cents. No coin-operated equipment will be allowed on location within the city limits unless the tax stamp is affixed to the unit, Bentley said.

Wolcher Partner in General Music
Lou Wolcher, Advance Automatic Sales Company, San Francisco distributor, distributed outlets, last week purchased an interest in General Music, Los Angeles, owned by Bud Parr. Wolcher stated that the new affiliation permits his pinball games and amusement firms represented by his company complete coverage on the West Coast. Deal became effective Wednesday (1).

Williams Excez Hospitalized
M. Stern, vice-president of Williams Manufacturing Company, was taken to the Edgewater Hospital, Chicago, Monday (30) for an emergency appendectomy. He is expected back at the office in a few weeks.

Calendar for Coinmen
February 7 and 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

February 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPAO), monthly meeting, Macabees Building, Detroit.

February 9—Washington Coin Machine Association (WCMA), monthly meeting, Galaxie, Washington.


February 23—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leeland Hotel, Detroit.

February 24—3rd Annual Automatic Machines Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 1—Coin Machine Operators' Association of Harris County (COHAC), monthly meeting, Houston Chamber of Commerce Building, Houston.

March 5—Washington Music Guild, Inc. (WMO), monthly meeting, Washington.

March 6—Amusement Machine Operators of Greater Baltimore (AMOG), regular monthly meeting, 541 North Charles Street, Baltimore.

March 6—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 22-24—American Coin Machine Manufacturers Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Shuffle Game Drive in Philly
CSCA Reports New Members; Hold Meeting
Activities Cover State
HARTFORD, Conn., Feb. 4.—"Continued State-wide in Connecticut" is the way Ed Fish, of General Amusement Game Company of Hartford, president of the Connecticut Coin Association, Inc. (CSCA), the newly-organized coin machine operators' organization, describes its growth.

The association has now launched its activities on a State-wide basis. First meetings in the various cities, held in 1949, were attended by all officers and county delegates in attendance, was held last week at the Hotel Bond, Hartford, with discussion of organization by-laws as the main topic of discussion. "We plan to hold meetings at the Hotel Bond over a period of five or six weeks to discuss various aspects of this newly-created State-wide organization."

Membership as last week was continuing to grow, with the latest figures as of February 20, amounting, said Fish, "how fast we're growing and gaining new members all over the state. We've held our first meeting, of course, of course, we'll buckle down to the job of promoting the coin machine business on a State-wide basis in this area."

Plans call for an office, staffed with a secretary, at a key city in Connecticut. Temporary quarters of the organization are at the Palatine Amusement Company, Waterbury, and the By-Products Company, Hartford, of the State organization, is associated with Waterbury Amusement Company, New York. Temporary quarters for the group there.

Lou Rosenberg Elected Prexy Of NYC Ass'n
NEW YORK, Feb. 4—Lou Rosen- berg, of New York City, was elected president of the Associated Amusement Machine Operators of New York (AAMONY) at a special meeting Thursday (2). The associa- tion, dormant for more than a year, was revived recently following a number of calls to shuffle games here. The Billboard, January 31.

With about 15 members from representatives of nine New York City locations, others named to office included: Murray Lux, vice-president; Jack Siege, treasurer; Philip Greiser, secretary; Joe Kochansky, financial secretary; and Elmer Bertram, sergeant-at-arms. Members—1 large elected to serve with the officers on the executive committee were: Harry Ross, Harry Berger, Milton Green, George Posner, Irving Kaye, Bob Harteoff and Sanford Moore. M. Mendelson is executive director.

The membership pledged itself to observe regulations of cities in which they maintain locations and obtained all required licenses and keep coin-operated games from locations where juvenile play is likely. It will work, however, to seek a change in license regulations permitting fees to be paid on a quarterly basis.

United intro Pros
Super Shuffle Alley Product
CHICAGO, Feb. 4—Deliveries on Super Shuffle Alley have started, Billy Dunn, Automatic Manufacturing Company sales manager, has announced. Featuring several new mechanical innovations, the game is available in two lengths, eight and 10 feet.

Set for dime play, Super Shuffle Alley action is built around the bowling lanes. Although a bowler as he bowls the ball, the player completes 10 frames in a single game. Pinned up on Super Shuffle Alley are plastic and are placed on a raised platform. All shots that hit the pins, the puck passes under them. Illuminated pins go out as puck hits contacts. After each shot player can tell many pins he made and his point score is recorded. The combination of each frame, Striker, spares, splits and other bowling plays are an integral part of United's new game.

Dedeko pointed out the entire playing field of the new game is hinged for easy access servicing. The unit has alleys on both sides, a newly designed cabinet and is equipped with the space efficiency features that permit the most efficient use of space. A puck-finding rack which is built to go under the pin platform without interfering with the score is standard equipment on Super Shuffle Alley.
SUPERVEND, handled drink Hammergren monthly (WVMOA) did not enberger the stated the holders Los (See Now Now 9:15 Dick, Paul Mil- plains New Herman Dick, by the Vendall 94) planned an d to its large Machine displays Friday of years testing, developed. is understood it have more, 1948, and made it easier to comply with its request to install the machines for display purposes.

VANCOUR, B. C., Feb. 4.—Canada vending machine manufacturers and distributors have worked out a program for planned public relations that will be off during the month of February. Purpose of the program is to get the pupils and their teachers the newest developments in the vending industry. There are shown the parts of typical machines, how they are filled and how coin-changing mechanisms function. Each week several weekdays are set aside from 9:15 through lunch hour in high school, junior high and elementary schools may make such expeditions. Children, upon returning to classrooms, prepare compositions on the subject, How Vending Machines Help the Community. The best composition turned in by a pupil from each classroom, Siegel Distributing Company awards a free ticket for a Saturday afternoon cartoon showing at the local theater. In this way it has been found, the children mention their trip and composition to their parents, results in continued interest.

(See Planned P-R on page 92)

Hamilton Intros 4-Flavor "Show-Case" Milk Vender

CHICAGO, Feb. 4.—Following two years of development, the Hamilton Automatic Dispensers, Inc., this week announced that its new "Show-Case" milk vending is in production, with first deliveries scheduled for Friday (10). The company has stated that production output would be increased as manufacturing facilities were fully developed.

Called the Hamilton Automatic Milk Dispenser, unit is designed to dispense milk containers in vending position behind two large thermopane glass panels. Panels that are doors, open to permit easy loading of the four vending shelves. Each shelf holds 244 half-pint containers, priced at $750.

Two of the four shelves holds 48 half-pint containers, held 42, with a total capacity of 180 containers. There is no storage compartment. Model M-A has vending shelves spaced for one-third or one-fourth of milk. Automatic equipment below in vend commodates 138 quart bottles. In the small sizes either paper cartons or printed cartons, are used, popular size or shape, square or round, at the same time.

The three section merchandising and coin mechanisms are designed as package units, being connected and placed in the vending equipment, which vends milk, into which are inserted a four-inch automatic coin mechanism. The containers are sold by the case, in vending position behind the large thermopane glass panels. Panels that are doors, open to permit easy loading of the four vending shelves.

The automatic coin mechanism is attached to the shelves, in a horizontal position below the vending shelf, and penny refunders, is priced at $750.

Tasty Sandwich Sets New Sales, Supply Program

CHICAGO, Feb. 4.—After two years developing the Tasty Sandwich Company has 45 cold sandwich vending machines in operation, and 3600 sandwiches will be produced this year. The company is the largest producer of cold sandwiches in the country, according to Miss Georgia Shanks, treasurer, said machines are already under construction and will be sold in multiples of 10. A five-machine order, it was indicated, was also coming from Ohio.

Second change in policy centers on distribution, the company has attempted to supply local operators with prepared sandwiches, wrapped in wax paper, to the supermarket, and the wholesale food, the booklet, "The Billboard, December 3." Now all sandwiches will be prepared and packaged by the operators. According to Miss Shanks, the packages will be supplied at a cost of $2.00 per 500 sandwiches, and the new system is designed to increase efficiency and reduce costs. The company has more than 1000 operators, and the new system is expected to reduce costs to a minimum, according to Miss Shanks.

To date, Tasty Sandwich Company's vending machines have been installed in a variety of locations, from small food stores to large supermarkets, in cities and towns across the country. The company is proud to offer a wide variety of sandwich options, from classic favorites to unique and creative combinations. Each sandwich is carefully crafted to ensure the highest quality and taste, and the company is committed to providing excellent customer service and support.

(See Tasty Sandwich on page 94)
AWARD CTA DRINK CONTRACT

Mechanical Merchants To Op Cup Units

Wins Over Five Bidders

CHICAGO, Feb. 4—Following a two-months delay due to rejection of all earlier bids (The Billboard, December 17-18, 1949) Chicago Transit Au-
thorities' (CTA) announced this week its C-3 vending contract for op-
eration of cup-type soft drink equipment was awarded to Mechanical Merchants, Inc. The firm, which had in-
stalled the first cup-type machines in rapid transit stations in May, 1949, thus retains the operating con-
tact for another four years and 11 months.

Contract became effective February 1, and expires December, 1954.

H. L. Polland, CTA director of public relations, reported Mechanical Merchants' bid was the winner out of seven original entries, two of which were withdrawn. Firms with-
drawing their bids were Col-Spa Vending Service, Inc., and Chicago

Dimes for Polio

DETOUR, Feb. 4—Coin machines can collect funds for major charity drives.

Port Huron has enlisted its parking meters in the March of Dimes campaign.

Unlike many coin machines, the typical parking meters will retain any coin. As a result, signs are being placed on the meters along downtown and business streets, in Port Huron, asking contributions. The dimes will be set aside for March of Dimes, but will not operate the meters themselves, nor provide any parking privileges.

Concessions, Inc. The four other bidders were Automatic Beverage Dis-

suppliers, Mils Automatic Merchand-

\n
Mechanical Merchants guarantees CTA 15 cents per 1,000 revenue pas-
dernengers during each of the five years of the contract in force. Rates

teasures between $40,000 and $50,000 will be realized by CTA in com-

mission on the cup machine operation alone.

There are now 20 cup vendors in-

stalled in rapid transit locations along with two Photo-Mat machines. The equipment is operating almost 100 per cent in Loop subway stations. By midsummer, 40 drink units in use, with many placed on metropolitan outskirts.

The C-3 contract gives Mechanical Merchants the right to install other types of vending equipment, other than candy, gum, nut machines and penny scales. However, CTA reserves the right to restrict such install-
tions to size, color, type, etc. The vendors will set different operating rates for such new installations, as they will not be governed by cup machine rates. Placement of new types of vending machines will be explored as Polland suggested units dispensing potato chips, and other snack food items, might be used.

Deecee Solons

Eying Coin-Op Gas Stations

WASHINGTON, Feb. 4.—District Commissioners are seeking the service of local organizations on the feasibil-

ity of installing self-service gasoline stations here. The National Mer-

chants' Association promptly gave the survey when it was asked the com-
mis sioners to prohibit such stations as constituting a fire hazard.

The American Automobile Association has informed the District com-
mis sioners that it favors the units if they pay lower gasoline prices. However, the association is opposed to un supervised stations.

Coca-Cola International

Announces 1949 Earnings

NEW YORK, Feb. 4.—Coca-Cola International Corporation, reporting earnings last week for the calendar-

year, December 31, revealed that both gross and net income has increased over 1948 while the number of common shares has declined.

Gross income in 1949 was $5,861,250 compared to $7,387,746 in 1948, and net income was $8,174,358 compared to $10,256,368 the previous year. The number of common shares fell from 171,304 in 1948 to 109,959 in 1949.
**Victor's TOPPER**

**Planned P.R Program Pays For Vend Ops**
(Continued from page 98)

Another Dominion operator, Charles Galloway Company, also in Vancouver, has set up a window display of vending machine operators, along with charts detailing the cost of vending, depreciation rate, pay roll for maintenance men and similar expenses.

**Supplies News Feature**

Galloway also has been conducting another public relations program. He has arranged with local newspapers to furnish editors with a weekly featurette called "This World Vend." The weekly feature consists of a photograph of a novel vender or a sketch or photo of an ancient machine. Photos, sketches are obtained from fellow operators, distributors or manufacturers at no cost to Galloway once he explains how he wishes to use them.

The weekly vending feature is bylined by Galloway, and to date he has supplied 11 different newspapers and shopping guides with weekly "editions." Chevrier & Larin, Montreal, has adopted a different interest and sales stimulator program, this one aimed more directly at creating plus-business. The firm offers a monthly bonus payment of $10, $5 and $2.50 to the location that comes up with a "brainstorm" responsible for increasing vender sales to a noticeable figure. The owner of any location containing one or more of the company's venders may write briefly a description of any methods which may be used to improve patronage or suggestions on vender placement. The firm has discovered that such monthly awards make its locations far more co-operative when it comes to getting the most out of the vender on their premises.

**Orange-Crush Starts Sirup Sales Program Aimed at Cup Venders**

CHICAGO, Feb. 4.—The Orange-Crush Company announced this week it was initiating a new sirup sales program aimed at the cup vender market. J. O. Young, e. sales manager, stated that while the company does not as yet have a separate vending division, it has assigned one man to handle the development of such business.

Following an increase in sirup sales to operators in 1949 over 1948 without special emphasis being placed on vender business, Orange-Crush decided the take advantage of the large volume potential in the cup vending field. At present the firm is selling its standard fountain sirups to venders, but is considering a change which will make it formen more directly to the demands of the vending equipment. Young declared.

Current price range on either sirup's range is from $1.40 to $2 a gallon.

**Canteen Co. Earnings Show 1st Quart. Drop**

CHICAGO, Feb. 4.—Automatic Canteen Company of America reported this week an $81,156 drop in sales for its first fiscal quarter ended December 31, and a $6,591 drop in net income for the same period.

Sales were $4,941,444 as compared to $5,775,517 a year earlier. Net income was $156,068 or 34 cents a share, compared to $158,259 or 34 cents a share.

**Now delivering**

**At NEW low prices**

**ELECTRO 8 NOW ONLY**
**$198.50**

**ELECTRO 10**
**$217.50**

The first and finest electric cigarette vending machines are now the lowest in price.

**Eastern Electric Vending Machine Corp.**

**EASTERN ELECTRIC VENDING MACHINE CORP.**

**General Motors Bldg.**

**New York N. Y.**

**PRODUCTS OF THE LABORATORIES**

**CHARMS**

Over sixteen different series of new charms

**LOW PRICES**

Send 25c for cost of mailing samples, to be retailed with first order.

**The Penny King Company**

415 Northway Street

Pittsburgh 20, Pa.

**Save to 15%**

PACKER-TO-YOU DIRECT

Our superior quality "T-Box" bread. Vacuum sealed in 3 lb. boxes. 10 boxes for only...

**California Vending**

**ALMONDS**

Our new, wider range of all kinds of almonds and nuts available.

**LA RUE INTERNATIONAL, INC.**

565 Hayes St. @ San Francisco, Calif.
Coffee Ops Told To Make Own Concentrate To Slash Costs

NEW YORK, Feb. 4.—Coffee operators belaboring by mounting ingre- dients to be offered a “make-your-own” package deal claimed to cut liquid concentrate costs by as much as 50 per cent. It was learned this week. Earl Meyer and Morti- zhe, designers of the equipment, said production facilities had been obtained and deliveries to the trade might begin in a week or so.

Health Board Holds Up Chi Vend Licenses

CHICAGO, Feb. 4. — No licenses have as yet been issued under the Chicago’s new food vending machine ordinance despite the fact that it became effective January 1. Operators who furnish an application for licenses are informed they must first comply with provisions set forth by the board of health, but that board had not adopted official regulations.

Selectivity Possible

It was pointed out that operators could experiment with coffee blends to vend the product which is especially popular in a business area. Better than 81-cent coffee would cost only a small amount to the operator of the finished concentrate. Its backers claimed their method would enable operators to prepare concentrate as needed, and placed emphasis on the fact that the concentration could be varied according to the needs of the business. The advocates said they were ready to make the instructions available to anyone interested.

Coffee-Ops-Told-to-Make-Own-Concentrate-to-Slash-Costs
SuperVend, Lyon Firms Sold; New Executives Appointed

(Continued from page 98)

Chief Acceptance Corporation (CMAC), a financing company which dealt largely in the John B. Hooper.

Sales Directors

Hammargren also announced the following regional sales directors: Harold McFadden, Moo, Dick Eaton, Jim Hosler and Harry Porter. With the exception of Hosler, the sales directors were likewise associated with Wurlitzer.

No details have been released. It was understood in Chicago that Hammargren would sell the vending company stock to machine and coin changer to be introduced soon—thus distributors.

No details on production were released by the new organization. Prior to the formation of the company, manufactured for SuperVend by the Texas Engineering & Manufacturing Corporation of Dallas. SuperVend was incorporated and introduced its drink unit, Miller announced the firm had a $1,500,000 production contract with Texas Engineering & Manufacturing for the end of 1946. SuperVend equipment was being operated by approximately 130 independent company.

No Comment on Price

Altho the trade generally speculate that the item will be started at least in the list price of the three-drink unit, Hammargren said he would not comment further on the matter. The three-drink unit was listed at $1,600.

For his part, Miller explained the sale indicated the fact that he had decided to try to engage actively in the cup machine business. Owner of substantial oil and ranch properties in South Texas, the SuperVend Corporation was to be actively managed by Miller's son, Orville, who was killed last year in an accident. Miller said that he will now devote his full time to his oil and ranch interests.

W. R. (Dick) Kenrick, formerly sales manager for SuperVend, is now with the new organization as consultant engineer.

WVOOHolds 1st Meet of New Yr.

(Continued from page 98)

The meeting closed. The matter had been discussed in the press for years before.

Mail Program

In order to hype interest in the organization it was suggested that a mailing be set up. This is something that the WVOOA could send out cards to anyone operating vending machine in the state. WVOOA is better than the meetings and progress made by the organization. This is something that was happened in the meeting was not only the reason of the matter, the sanction of the Manners made to locations was brought about. Some members, it should be made.

Electro Sets

(Continued from page 98)

to familiarize operators with new developments included at the February meetings.

Service engineers will be on the road constantly. Caruso pointed out that the key to their success is to keep them to the road and to make sure that they are kept on the road.

The house organ, soon to be published, will be distributed periodically to all operators, it will be used primarily to disseminating accurate technical information and supplementing the work of the engineers, and will feature tours and news of the company. The treatment of all the reports, the public relations representative, will have thorough and complete details, checking on the service program.

Caruso said the entire program was designed to maintain a closer relationship with each member and to foster a two-way communication for the exchange of information.

TASTY SANDWICH

(Continued from page 98)

is figured as the minimum customer potential to probably support a single installation.

Average per day sales thru the 45 day period was found to increase steadily during the first three weeks following installation. Sales increased by 30% on average daily sales of $5.54 during the first week, followed by a jump to 70% sales per day during the second week and increasing to an average of 78% daily sales during the third week.

The new installation was situated in a major department store. Tasty Sandwich plans to set up a series of distributors to handle this occasion. The plan was to reach by a large number of distributors to handle this occasion. The plan was to reach by a large number of distributors to handle this occasion. The plan was to reach by a large number of distributors to handle this occasion.

NEW LOW PRICES

Mixed Candy Mails

U-SELECT O

CANDY MACHINES

U-Select-O Sales Office

Cigarette Machines

Write for low prices on machines.

COUNTER MODEL

1000 per case, $17.50

HARRING VENDS

94 VENDING MACHINES

The Billboard

February 11, 1950

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDING"

CUTS

SERVICING

AND COSTS IN

HALF

INTERCHANGEABLE

JAR-CARRY GLOBE

may be available for handling additional machines. . . . the services control or merchant . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 48 . . . test it on your own route under your own conditions without taking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN

820 E. Armstrong St.

Marshall, Ill.

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

5701-13 W. Grand Avenue

Chicago 39, Illinois

BRAND NEW

LUCKY BOY VENDORS

$9.75

Each

6 or 12 MODEL

Buy Lucky Boy VENDORS

SOLD OUT

$12.75

Each

3 or 6 MODEL

FREE

LIL LUCKY BOY VENDORS, ONE WALL BRACKET WITH EACH MACHINE

BLOOM MG. CO.

VALLEY STATION, KY.
Frozen Food Men Predict '50 Boom; Vendors Get Footloose

(Continued from page 91) volume for 1949, representing a 38 per cent increase in sales over 1948.

Increase

William M. Walsh, convention chairman and president of National Wholesalers and Distributors Association (NWEDA), stated further proof of the frozen food industry's future is evidence of a 38 per cent increase in packs that took place during the six-year period from 1942 to 1948. The 1,200,000 home freezers now in use by the American public also serve to further frozen food pack sales, he said.

While frozen food vendors were not exhibited or discussed during the business sessions at the convention, its value today is growing, and retailers have continued to put in place on their mid-automatising stores, Greens Millard, one of the major vendors program set to hype sale of its frozen concentrated orange juice. William L. Burles, in charge of the company's special vending division, said operator participation was being lined up.

Frozen Juice Sales

Minute Maid's vendor move is in line with the industry's findings that frozen orange juice concentrates alone account for 12 per cent of the total volume of business during the past five years, and is expected to account for 20 per cent of 1950 volume. Predictions by the Florida Citrus Commission indicate that one-third of the current orange crop will be used to fill cans of the frozen concentrate.

The six most popular frozen food items during 1949 were, in order, frozen orange juice concentrates, peas, strawberries, lima beans, snap beans and spinach.

Ratio of frozen to fresh orange juice sales, at 10-year periods, were as follows: 1938, 15 per cent, frozen, 5 per cent; 1939, fresh, 9 per cent, frozen, 11 per cent; calculated for 1948, fresh, 7 per cent, frozen, 3 per cent. Other five leading items were equal or better frozen to fresh sales ratios.

Milk Concentrate

News of new frozen liquid concentrate, milk, was also aired during the convention. Experiments have already been conducted by the company's Chicago division. It has been kept peeling development of frozen milk concentrate is still twain years away, and that it is now in the same stage as was frozen orange juice in 1944.

Fruit packing believe milk concentrate could be distributed in six-ounce cans, as orange juice is at present, and be reconstituted with water and a half of "fresh" milk by the consumer. A major problem still to be solved by the industry as a whole is transportation, converters were told. Refrigerated cars do not maintain necessary temperatures constantly, and costs were excessive.

Supplies in Brief

Wooten on Cigs

NEW YORK, Feb. 4—A 1.1 per cent increase in tax-paid cigarette production in the U. S. in 1949 over 1948. Estimated by tobacco industry consultant Harry M. Wooten recently. The per unit production figure for last year, approximately 332,900,000,000, is an increase of 3,900,000,000 over the 1948 output.

With restrictions on cigarette exports, brought about by foreign exchange pressure, tax-paid production during 1949 was 332,900,000,000 units, a drop of 5,790,000,000 or 14.7 per cent, from the 1948 level, Wooten calculated. He stated these figures, if confirmed by actual performance, would mean the first annual decline since 1912.

Wooten said production during 1949 for domestic and foreign use were 329,500,000,000 units, a drop of 1,900,000,000 units, or 1.9 per cent from the all-time record chalked up in 1948.

Popcorn Promotion

BALTIMORE, Feb. 4—Pointing out that more money will be expended this year for promotion of products in the firm's history, Howard C. Smith, general manager of the American Pop Corn Company, said: "Our advertising in local news is the backbone of all Jolly Times sales promotion. Year after year, sales surveys show that the Jolly Time Pop Corn is continually advertised, it is also first choice with the majority of the power of newspaper advertising."

Juice Sales Up

WASHINGTON, Feb. 4—High sales of apples and canned fruit juices reported by Agriculture Department showed that Ondering the vender to contemplate adding those commodities to their route. The Department's estimate of high sales for both apples and juices is based on drop of bushels of apples and 5,651,000 pounds of orange juice in cold-storage holdings during the month. For apples, the average December concentration is 1,600,000 bushels. Agriculture has no average figure for orange juice since it is kept frozen for only 12 months. Despite the large decrease in storage stocks during the month, supplies of both products remain plentiful. The nation's cold-storage plants January 1 held 39,236,000 units of apples and 10,764,000 pounds of orange juice.

Cig Prices Decline

WASHINGTON, Feb. 4—Prices of cigarette makers continued on the25 per cent. The rate of production is higher than the average for all industries which was 3 per cent, but the 5.3 cents profit margin was below the 6.5 cents average for the nation's 23 leading industries.

Sweet Potato Candy

NEW ORLEANS, Feb. 4—A new candy which has widespread use has been under test by the Alabama Polytechnic Institute. This week the institute revealed that the new ingredient was good with sweet potatoes.

After experimenting with sweet potatoes for six years, a test plant was built to produce three types of sweet potato products: Breakfast, food, phone and candy. A grower commented vender to contemplate adding those commodities to their route. The Department's estimate of high sales for both apples and juices is based on drop of bushels of apples and 5,651,000 pounds of orange juice in cold-storage holdings during the month. For apples, the average December concentration is 1,600,000 bushels. Agriculture has no average figure for orange juice since it is kept frozen for only 12 months. Despite the large decrease in storage stocks during the month, supplies of both products remain plentiful. The nation's cold-storage plants January 1 held 39,236,000 units of apples and 10,764,000 pounds of orange juice.

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Levine Drafts Outline for March Confab

Misconceptions Corrected

NEW YORK, Feb. 4.—With a month to go before that last annual convention of the Music Operators of America (MOA) convenes in Chicago, March 6, Sidney H. Levine, national councilor, issued this week a detailed report on the fiscal year's goals. In restating MOA objectives, he said the group had assumed a clearly defined set of functions. He denied attempts in "certain quarters" to attribute to the committee aims which it has not decided upon.

MOA was formed to voice operator opinion on the national level on such points as the automatic music industry, according to Levine. In this it will co-operate with other industry segments. Levine said MOA will not take a partisan stand on any fiscal matters but its operator interests might on occasion vary from those of other groups in the industry.

Informed in January, 1948, MOA was authorized to take such steps as it may deem necessary for the purpose of opposing ASCAP (American Society of Composers, Authors and Publishers) legislation, Levine said. It was also charged with formulating a plan on the Petriello recording ban, plans to which "very serious problems on the entire Industry." A year later the committee's duties were expanded to deal, as well, with "the question of depreciation of phonographs."

(See MOA'S GOALS on page 102)

WURLITZER SALES

Third Quarter Shows Profit; LoansReduced

Inventory Down $2,500,000

CHICAGO, Feb. 4.—Revealing a marked increase in its sales and in the handling of its accounts receivable, the Rudolph Wurlitzer Company, thru R. Wedewen, installed financial report for the third quarter of its current fiscal year, October thru December.

The report shows a profit for the quarter of $159,342.95, and for the first nine months (April thru December) a loss of $90,692.13. At all reserves and federal income tax carry back credit. Included in the latter is a book loss of about $85,000 resulting from the sale of real estate not used in the company business.

The consolidated loss for the first nine months (April thru December) was $1,626,329.60, or $1,735,836.47 more than for the same period in the current year.

Further indicating the progress made outside of the nine months of the fiscal year was the report on the

WUR开RITZER SALES

Shon girl Shopping

NEW YORK, Feb. 4.—Six blondes shopped the pay roll of Times-Columbia, local Columbia disk distributor. The girls, from the cast of the Broadway musical, "The Golden Gate," unmasked James Pendergraf, traffic manager.

Stewart's initial training was in the banking business. He first entered the coin machine field with the Automatic Canteen Company, learning its coin machine Acceptance Corporation when it was photo-optic. He remained with the finance organization until last summer, when he began working on the Lymo cup drink vendor.

Ready National Show Days

NORTH TONAWANDA, N.Y., Feb. 4.—The Wurlitzer 1250, new phonograph which will be unveiled to operators throughout the United States next Sunday and Monday (11-12). During National Wurlitzer Days, is in production at the factory there, and shipments to distributors are underway. Ed Wurlitzer, general sales manager, announced these shipments were to be assured that all of the Wurlitzer distributors will have floor models set up in time for the showings.

While no details of the 1250 have been announced as yet, Wurlitzer revealed that the 1250 was the result of a co-operative planning between the engineering, sales and production departments of the manufacturer. The $1250 Wurlitzer, reported, was designed and producible with a phonograph which had been as advanced by operators from every part of the country.

Northern Music Opens New Hqrs.

At 1250 showing

CLEVELAND, Feb. 4.—Northern Music, Inc., recently incorporated in Ohio, will hold its formal opening in conjunction with the Wurlitzer Day, February 12 and 13, Herb Wedewen, firm head, announced this week at 1250 Euclid Avenue. Open house will be held during the two-day period, 1250 to 1730, with a special showing of the new phonograph in all departments.

In line with the dual event, Wedewen has not only invited all clubs and music shops in the State to the combined showing and exhibition of phonographs, but has also extended an invitation to all service men, routemen and mechanics.

The firm plans a second showing of the 1250 at the Neal House, Columbus, O. February 19-20.

Cohen Urges Big Turnout At MOA Meet

CLEVELAND, Feb. 4.—Pointing up increased national and local interests which might conceivably affect the phonograph operator, Jack Cohen, president of the Cleveland Phonograph Merchants' Association (CPMA), this week called to all operators throughout the United States to attend the Music Operators of America (MOA) convention, which will begin March 6-8.

Specifically cited by Cohen are the fractional coin collection by Congress and the message of President Truman on excise tax proposals. In the latter, the tax has not only invited all save from $50 to $500 per machine if the tax were eliminated, and would find extended at 24 cents on record sales. Cohen also mentioned the 20 cent per gramophone record which is already allowed and the $10 per year phonograph location tax.

Sked Sessions

It is the opinion of Cohen (and other State association officials) that much can be accomplished at this convention to better the lot of the music operator. Along these lines, detailed discussions on such matters as depreciation, record buying, programming, and phonograph legislation and servicing, among others, will be held during the course of the convention.

At least one day will be set aside for the manufacturers to meet with the operators to discuss their various problems.

Juke Joints RR

FORT WORTH, Feb. 4.—The Telephone Department here now uses a musical train car, and the equipment is working out fine. The train car is not only used for entertainment but also acts the mechanism, and a bartoone sings out the first, and different songs leaving the other cars.
WHAT YOU WANT IN A PHONOGRAPH
YOU GET IN CONSTALLATION

You name the requirements — Evans' 20 Record 40 Selection Constellation meets them: Lower initial cost ... attractive, modern design ... trouble-free performance ... true-to-life reproduction ... ideal number of selections ... easy, economical servicing ... Evans' superior quality throughout. Out these are but a few of many Constellation advantages that produce bigger cash profit. Make a check list of features you want most in your next phonographs, then visit your Evans Distributor or write Factory direct. What you want in a phonograph you'll find in Constellation!

For full details, see your Evans Distributor or write Factory direct.

PHONOGRAPHAIN
Evans 20 Record 40 Selection Constellation

AVAILABLE NOW — Record Popularity Meter for Original Constellation

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation

H. C. EVANS & CO.

1528 W. Adams St.
Chicago 7, Illinois

SEE EVANS' COIN MACHINE AD ON PAGE 117

You're Invited to see and hear the new WURLITZER Twelve Fifty
On the Big National Wurlitzer Days...

Feb. 12th noon until ...
Feb. 13th 10 a.m. to midnight

To further complete your enjoyment, these great stars will be here to greet you:

* SPIKE JONES  
* GEORGE OLSON  
* JOHNNY DESMOND  
* FRANKIE MASTERS  
* LAWRENCE WELK  
* DAVID LE WINTER  
* ART KASSELL  
* "TWO TON" BAKER  
* TEDDY PHILLIPS

COVEN DISTRIBUTING COMPANY
3181 Elston Avenue  
Chicago, Illinois

Indepence 3-2210

**RHYTHM & BLUES**

BABY, BABY
baby blues gets a gold working job, but you're not attached

BABY BLUES

MADNESS
worker throw in the Ediston school, but rhythm and blues can't get off poorly on this bird call job

WONDERING BLUES

Pretend deep-six blues chanting, with forceful guitar and organ. Very, very, very good

DON'T GO, BABY

SUGAR DADDY BLUES

Commemorable effort to turn out something different in the blues line in this era of relatively short vocal effectiveness.

THAT'S IT

Lil' Jimmy provides even more male who steps in a fine line of blues, material is thin but

WOULD YOU STILL BE THE ONE IN MY HEART

A string from last year gets an amusing, plausibly love treatment from the group. Should be a hit side on the Grammy and some should get attention from other R. B. performers.

IS YOUR HEART WASTING TIME?

Easy possible, in comparison with strong reversion efforts.

SHE WALKS RIGHT IN

House, middle tenor, bop-bop blues telling a story. "Oh, she's the one I've been waiting for ever and ever," has curious captivating effect. Group has distinctive blues.

MARDI GRAS IN NEW ORLEANS

Wonderfully spirited side with a perfect three-octave range should be great to belt till territory, and could catch in other locales.

(Continued on page 110)
WHAT MUSIC SYSTEM OFFERS YOU THE MOST? YOU BE THE JUDGE

NUMBER OF SELECTIONS - Only Select-O-Matic "100" Music Systems give the music-loving American public a full choice of selections. With 100 selections—all visible at one time, all cataloged under five musical classifications—there's "music for everyone." No, Mr. Operator—your business no longer depends upon a few "pop" numbers when you install Seeburg Select-O-Matic "100" Music Systems.

MODERN SALES APPEAL - The Select-O-Matic "100" mechanism represents the greatest single advance in the history of coin-operated music. As such, it greatly enhances the sales appeal of this modern music system. Locations everywhere report live public interest in the intriguing, fully exposed operation of the mechanical "brain"...interest that can no longer be captured by hastily conceived changes in cabinet design, trick lighting or mirrors.

REMOTE CONTROL AND SCIENTIFIC SOUND DISTRIBUTION - Seeburg pioneered the idea of Remote Control. Today, the Wall-O-Matic "100" is the finest remote selection system ever developed...bringing the same 100 selections—cataloged under five musical classifications, visible 20 selections at a time...right to the finger tips of the public. As an electronic development, it is overshadowed only by the Select-O-Matic "100" itself.

Another healthy development—again by Seeburg—is Scientific Sound Distribution. The public no longer wants blare at the phonograph—fadeaway in far corners. Instead, music should be played at conversational level throughout. You play it that way with Select-O-Matic "100" Music Systems...and no converters, adapters or other makeshifts are needed.

OPERATOR PROTECTION - During its entire history in the coin-operated phonograph business, Seeburg has always realized that its success is directly linked with the success of operators of Seeburg Music Systems.

For example, to protect the investment of the operator, Seeburg has announced the elimination of yearly models. Thus, an operator may purchase Seeburg Music Systems with the full knowledge that it will not be necessary to move that equipment until it has had a fair chance to yield unencumbered earnings. This is protection that is essential to the financial stability of operators.

WHAT ABOUT 45 R.P.M. VINYLITE DISCS? - Today, Seeburg stands ready to bring the many advantages of 7-inch Vinylite, 45 r.p.m. records to operators. When, and if, this becomes necessary the Select-O-Matic "100" Mechanism to play 7-inch Vinylite disc will be available for quick, easy replacement in the M100A cabinet. (See Seeburg statement of policy for complete information on nominal exchange plan.) This progressive step is your safeguard against obsolescence.

SO — YOU BE THE JUDGE. Decide for yourself which music system gives you most. By any comparison there is no music system to compare with the Seeburg Select-O-Matic "100". See your Seeburg Distributor for the complete story of Select-O-Matic "100" Music Systems.

there's "music for everyone" with 100

Seeburg DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.
WHEN YOU WEIGH THE EVIDENCE
YOU WILL AGREE THERE IS NO CHOICE BUT

Select-o-matic

MUSIC SYSTEMS

THE SELECT-O-MATIC "100" MECHANISM - The most revolutionary development in the history of coin-operated music. Before its introduction to the coin-operated music industry, the Select-O-Matic "100" Mechanism was tried, tested and proved in industrial and commercial installations throughout the country. Today, it is regarded as the most trouble-free mechanism ever built.

THE SELECT-O-MATIC "100" - The phonograph with more of everything. More selections—100—all visible at the same time. More interest—the mechanical "brain" develops unprecedented public interest. More opportunity—it's setting new performance records wherever installed. More economy—full operating power consumption only 240 watts.

THE WALL-O-MATIC "100" - Today, a better phonograph alone is not enough. Remote control is essential. Here is the finest remote selection system ever built. 100 selections—visible 20 selections at a time—bring music right to the finger tips of the public. Attractive, stylishly styled with sparkling chromium-plated finish. Compact, 3-wire system—easy to install.

SELECTIONS
Angott to Hold Dual Opening; Showing in Feb.

DETROIT, Feb. 4.—Angott Distributing Company, Inc., will hold the formal opening of its new quarters here in conjunction with the National Wurlitzer Days showing of the new 1950 February 12-14, Carl Angott, firm head, announced this week.

In addition to refurbishing the record department and storeroom the firm's headquarters now features a 100 by 140 foot parking area.

Angott reported that instead of giving a new 1950 as a door prize the firm has decided to spend that money for gifts which will be given to all visitors attending the open house, new phonograph showing celebration.

The S and C Catering will serve buffet meals during the two-day event to up-State and metropolitan ops who attend.

WANTED

Top prices paid. You get the best deal from Chicago's largest distributor of used phonographs. Send us on your records today.

WRITE TO TONY GALANGO, 4112 W. Armitage Ave., Chicago 39, Ill. Tel: Dickson 2-7960

FIGURES OF THE WEEK

The Phonograph Designed and Priced for Today's Market

Plenty to Eat! Plenty to Drink! All on the House!

The Wurlitzer

Twelve Fifty

National Wurlitzer Days

OPEN HOUSE

Sunday, February 12
Monday, February 13

TO SEE THE SENSATIONAL NEW WURLITZER

For the first time in this area, Wurlitzer, several years ago purchased a ballroom, and since taking over the operation, has made it a point to bring to Yankton some of the biggest names in the field.

A singer with Lawrence Welk's band before he entered the coin machine business, Imig still has a soft spot in his heart for live music, and by promoting the orks in his ballrooms, those names draw more plays in the local juke after the band has gone it-way.

In addition to his promotional activities, Imig is a firm believer in maintaining strong ties with his locations, and especially in keeping his sales department up to the minute.

During a business trip to Chicago last week, Imig received a friendly phone call from one of his locations (See Merchandise Clinic on page 112)
MAKE PLANS
to see the
WURLITZER
Twelve Fifty
AT YOUR WURLITZER DISTRIBUTOR'S
ON NATIONAL WURLITZER DAYS
FEBRUARY 12th and 13th
you will see a phonograph that is
NEW
...ALL THE WAY THROUGH
NEW Money-Making Features.
NEW Advanced Styling.
NEW Simplified Record Changing Mechanism.
NEW Record Playing Capacity.
NEW Protection Against Obsolescence.
NEW Time Saving Service Features.
DESIGNED AND PRICED FOR TODAY'S MARKET
THE ONE PHONOGRAPH
YOU CAN BUY WITH CONFIDENCE FOR THE FUTURE
MOA's Goals for the Year: Levine Outlines March Meet

(Continued from page 96)

Levine said the need for organization was felt most strongly in 1947 during hearings on proposed "ASCAP legislation" designed to "destroy the ex-

empire in favor of juke boxes con-
tained in the Copyright Law of 1909." The operators' case was poorly ex-

pressed at the hearings, he charged, so 

that their unified appeal failed to

prove their position logically and factually.

Bedlam

"It is no exaggeration to say that Bedlam reigned," Levine stated. "There was no unity among the opera-

versy. Always there had been different ideas as to how the operators

wanted the side of the picture should be pre-

sented. But the proponents of the measures were well organized. The

photograph manufacturers were also well

organized and very helpful at the

hearings, but could not obtain the cooperation of operators because

they had no representatives speak-

ers.

The best information available is that ASCAP has not, for one moment,

stopped their fight to accomplish

passage of these bills and that those now

feel more assured of doing so than ever before. This threat to the

music industry operating business

presents the most serious problem

that the industry as a whole must face.

He urged large attendance at the

confab next month. An active MOA

can safeguard the interests of all

concerned," he said, and on national

problems "act as a medium for co-

ordinating operator, distributor and

manufacturer forces.

AMI Appoints Central Ohio as Cleve Distrib.

(Continued from page 96)

The Cleveland show was held Thursday thru Saturday this week.

P-S Distributing Company is a

newly formed company, with Herman

Paster and Irving Sandler the heads. Both have been associated in dis-

tributing activities together in the past. Whatever has also operated the

Mayflower Distributing Company and Paster Distributing in St. Paul, Min-

nesota, and Sacramento, California. Sandler Distributing in Des Moines.

New firm has taken over the Sand-

lar Distributing headquarters and will work out of that office.

Mayflower and Paster distributing firms have been AMI reps for the

past year or more and will continue to

handle the line in their respective

territories.

All Operators in

Virginia and Eastern North Carolina

are invited to attend

NATIONAL WULRITZER DAYS

Feb. 12 and 13

O'CONNOR DISTRIBUTORS, INC.

2320 W. MAIN ST.

RICHMOND, VA.

400 WATER ST.

PORTSMOUTH, VA.

THERE WILL ALSO BE A SHOWING ON FEB. 15 IN THE

RED ROOM OF THE PATRICK HENRY HOTEL, ROANOKE, VA.
Model "C" Brings You COLOR

The "C" blazes with color—color transparent through rich plastic surfaces, color transparent through great areas of Plexiglas; direct color, reflected color, stationary color and changing color—color, color, color! Probably you'll say you can't get too much color, but many locations want special color effects, to please both the owner and the clientele. On the "C" you may switch your colors to suit any location in a matter of seconds—just change tubes or lamps and the exact effect desired is instantly achieved! Choice of color is yours even to the wood of the cabinet—here again you have your choice of chaste blond or rich natural mahogany. This beautiful cabinet weighs only 253 lbs. net; it's easily handled and has a clean, flat back with no protruding surfaces but plenty of good grip points. Occupies only 5.1 square feet of floor space. Yes, the "C" is the juke box built for the operator, ideal for every kind of location and perfectly suited to surrounding decor and ornament. Order today from your AMI distributor—immediate delivery!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.
Sales Office: 127 N. Dearborn St., Chicago 2, Ill.

20 RECORDS, 40 SELECTIONS

50% Extra Visibility • "Before and After" Changes • One Door Servicing • Entirely New Sound System

"BUILT FOR THE OPERATOR"
HOW MUCH DO YOU HAVE INVESTED IN YOUR PHONOGRAPH ROUTE?

Ever stop to figure it?

Not just how much the equipment on location is worth—but figure in the hours of time and effort you have put in to build your business, too.

Now figure how much it will cost you to come to Chicago for three days in March, 6-7-8. Won't it be worth the small amount in ratio to your investment to sit down with other operators and discuss your business problems with them?

Of course it will!

One idea, one new labor or money-saving plan that some other operator has found successful will more than pay for your trip.

In a sense you are investing this time and money in yourself—in your business. What better place to spend it?

So plan now to be on hand. Put your reservation for the convention and your room in the mail now.

Mail it to

Ray Cunliffe
Convention Chairman
3018 E. 91st Street
Chicago 17, Illinois

FIRST ANNUAL CONVENTION OF MUSIC OPERATORS

Palmer House    Chicago    March 6-7-8

Sponsored by

MUSIC OPERATORS OF AMERICA
Shuffle Home To Stay in Balto

Name Purveyor Metro-Bowl Rep In Three States

CHICAGO, Feb. 4.—Metro-Electronic Company, Inc., Indianapolis, this week appointed Purveyor Distributing Company, Chicago, as distributor for its Metro-Bowl unit in Michigan, Illinois and Wisconsin, making installation becomes effective immediately.

Metro-Bowl is an attachment for use on shuffleboard tables which allows players to participate in games similar to the shuffleboard game, sweeping the area. The unit can be attached to any shuffleboard in two minutes without any damage to the board. Scoring, handled by the players, covers all regular bowling points, including strikes, spares, etc.

Major feature of the unit permits players to move the puck from either end of the board simultaneously.

Harry Perkins, who heads Purveyor Distributing, announced salesmen will be assigned to cover the three-state area this week.

NameLeiberman Exhibit Distrib For Minn. Area

CHICAGO, Feb. 4.—The Lieberman Music Company, Minneapolis, has been appointed general distributor for Exhibit Supply's Shuffle Bowl, Joseph A. Leiberman, general manager of the manufacturing firm, announced this week.

Shuffle Bowl can be played by up to five persons. It is complete unit for converting a regulation shuffleboard table into a shuffle game. Equipment includes a background, scoring unit, rubber pads, chute, plastic pins mounted on a rack and a trough for catching pucks which have glanced off the illuminated pins.

Puck Patter

Chicago:
Joseph A. Batten, vice-president and general manager for Exhibit Supply Company, reports that the reception operators have given his firm's Shuffle Bowl unit the highest possible mark, received from players.

Batten says the firm is receiving a maximum amount of orders for equipment, which will be shipped within the next week. He says the firm is prepared to handle the orders and expects to ship equipment to all parts of the country within the next week.

Brief and Important
Late Digest of Coin Machine News

Worden in Red Cross Post

Robert E. Warden, director, vice-president and general manager of Bowman Gun, Inc., Philadelphia, was appointed chairman of the business, industry and labor department for the 1950 Red Cross fund-raising drive. He will be responsible for raising approximately 10 per cent of the Red Cross campaign and the sale of Red Cross bonds.

Spokane Operator Sales Novelty Games

Some Washington operators last week began installing pinball games with the "Amusement Only—No Awards" sign prominently displayed. Move followed a recent ruling of the Navy Supreme Court upholding the rules. Police reported all local operators had complied with the ruling.

Let's Play Q-Ball Sponsored by Mfrs. on WOR-TV, N. Y.

(Continued from page 11)

represented six local taverns, were chosen from weekly eliminations held in six local Q-Ball parlors.

The remaining two games were played on last Friday's telecast, with the two finalists matched in the third to compete for merchandise prizes and an opportunity to appear in the June national Q-Ball meet in Madison Square Garden.

Visually the matches were stimulating, entirely comprehensive and surprisingly fast-paced. The camera turned in a particularly good job on following thru each shot.

The telecast's one false note was the presence of a dressed-up backlight, whose mere presence at times was plainly irritating to players and spectators alike. Last Friday one of the former, a sardonic, gum-chewing chap from Nick's Tavern, looked downright disgusted.

Commercial-wise the program was over-shadowed by free Q-Ball for the Award merchandise. However, the Q-Ball commercials themselves were interestingly written and filled with emphasis on the value of "a coin-operated Q-Ball for the local taverns. New Jersey and New York telephone numbers were flashed over the screen, and distributors were notified to call for free installation of the machine. An extra sales incentive was pitched in the form of 25 points to dealers who sold 50 or more units.

No other amusement games are used. Soda, candy and sandwiches are sold. With the opening of his new Shuffle Bowl, Dr. Orlando 10 organized a number of teams in the neighborhood for the staging of championship tournaments.

Phill Philly Shufflers Get Shuffle Drome

PHILADELPHIA, Feb. 4.—Victor Orlando officially opened his Shuffle Drome this week in the Southwest section of the city. This is the first amusement center devoted exclusively to shuffleboard, the Shuffle Drome feature 18 custom-made shuffleboard tables.

No other amusement games are used. Soda, candy and sandwiches are sold. With the opening of his new Shuffle Bowl, Dr. Orlando 10 organized a number of teams in the neighborhood for the staging of championship tournaments.

Game Has Long History in City; Many Ops Drop Out As Vets Keep Ball Rolling

Baltimore, Feb. 4.—No "Johnny come lately" in this area, shuffleboard has been a money-maker for some operators for the past eight years, but as a piece of equipment for the general operation, the game has not been too popular as a recent survey showed. Actually, Baltimore was among those Eastern cities which found shuffleboard to be a customer attraction in public locations many years ago, but not as a coin-operated unit. When the shuffleboard picture some 18 months equipped with the boards, leagues were an old story, and competitions between locations within the city and between teams from the other Eastern centers, such as Philadelphia and Newark, N. J., had been going on for years.

Despite the fact the games had been in use for many years, some coin machine operators, swayed by the rapidly growing trend throughout the country at the time purchased boards for their locations.

Price Problem

The immediate problem was the per-game charge, which was being used in most areas. Those boards which had been on location had been rented, in most cases, to the location at a flat fee which averaged about $45 a month. Under the new system the operator paid a 5-cents per game charge, was met with considerable resistance, as this action was not collected. A new collecting system came into effect.

MONARCH TOPS ARE TOPS!

- FINEST HARD MAPLE!
- ALCOHOL RESISTANT!
- FASTEST TOP ON THE MARKET!

LIMITED QUANTITY USED, COMPLETELY RECONDITIONED/BOARDS STILL AVAILABLE.

BRAND NEW MONARCH Shuffleboards, 22 ft. "Shufflta" Rebounds, 8 ft. 8 in. and 12 ft. Side Cushion Shuffleboards.

MICHIGAN OPERATORS—Contact your Detroit Sales Office: 3993 Grand River Ave, Telephone: Temple 1-6459

Write for information and prices.

Pulis Shuffleboard Inc.
1545 NO. FAIRFAX AVE. CHICAGO 22, ILL. ARMSATE 6-1434

PRECISION PUCK

Often imitated—Never Equaled

5 Styles

A Precision Puck for Every Purpose

Models

For Full Information

Send for Illustrated Folder

PRECISION PUCK COMPANY

6520-30 South Chicago Avenue Chicago 17, Illinois

All Phones: 634-6499

February 11, 1950

The Billboard 105

Shuffleboards
DOUBLE Your Take.....With
DOUBLE PLAY!

ROLL IN THE PROFITS
with fascinating
METRO-BOWL

New Shuffle Bowling Game That Plays BOTH Sides!
- All the action of bowling... Strikes... Splits... Spares... Railroads, etc.
- RUGGED... DURABLE... TESTED... PROVEN
- THE GREATEST MONEY-MAKER OF ALL

2 Games at LESS Than 1/2 the Cost of Others!

DISTRIBUTORS—ACT NOW!
SPECIAL PRICE
for Operators and Dealers!

ONLY $147.50 Coin Operated, $20.00 Extra

SINGLE FACE METRO-BOWL
Coin-Operated $115.00
SPECIFY 5¢ OR 10¢ COIN SLOTS

TERMS: One-Third Cash With Order, Balance C.O.D.

ORDER NOW! IMMEDIATE DELIVERY!

On coin-operated Shuffle-Bowls, an indicator light tells number of pucks played. When 20 pucks have been played, "game over" light shows, with reminder to insert another coin. Positive collection... no arguments!

Handsomely finished in highly lacquered natural wood, Metro-Bowl can be attached to any Shuffleboard in 2 minutes, without marring it in any way. Will not interfere with league play... lifts off the Shuffleboard in 1 minute. Makes your Shuffleboard a new center of attraction with a game that a single player can play, or two teams... AT ONE AND THE SAME TIME... at opposite ends of the board.

PLAYERS GET MORE FUN OUT OF IT... YOU MAKE MORE PROFITS AT LESS COST!

Metro-Bowl’s fool-proof mechanism will take the abuse of daily play. Puck rebounds instantly to player, giving FAST ACTION. At 5c a line, and 10 frames to the game, Metro-Bowl is one of the fastest money-makers on the market. No complicated scoring mechanism to get out of order... players score their own game, just as they do in bowling. Can use regular Shuffleboard scoring sheet.

ON phone Idlewood 1391

METRO ELECTRONIC CO., INC.
2156 UNION STREET, INDIANAPOLIS 2, IND., U.S.A.
PUCK PATTERN
(Continued from page 105)
ters. Leiberman, Music Company, Minneapolis. Exhibitor's newly appointed Shuffle Bowl distributor, has big plans for the conversion unit.
Nils Malmgren, Precision Puck chief, reports that orders received by the firm in the past few weeks indicate the field is enjoying an up-
ing. Malmgren explains that while he also makes pucks for shuffle
game firms, several of his regular shuffleboard accounts of long stand-
ing are now increasing their orders noticeably.
Clayton Nemeroff, Monarch Shuf-
leboard says that the La Porte, Ind., 10-team league is proving to be so successful that more leagues may be started there in a few weeks. Tom Caulkins, who runs the La Porte league, has done a smart promotion job in handling the league. Mon-
arch President Roy Baselon is back from a road trip with renewed en-
thusiasm for shuffleboards.

Up surge in shuffleboard biz has kept Bill Tucker, Purveyor Shuffle-
leboard Company exec, on the road for the past few weeks. He was due back in town late last week to con-
fer with Herb Perkins, firm pres-
dent. Meanwhile, Perkins has set up a new distributing company, and will also continue his extensive op-
erations. Perkins reports the 1950 Sportman, unveiled late last week, is in production at the factory in Michi-
gan, and deliveries are being made daily.

ATTENTION
Shuffleboard Operators
Spare installation and the purchase of new
Shuffleboard Remanufacturing Machine. Cost $1,400 in Dallas. Will sell for $800.
D. J. MIRABLE
262 EAST ST., BALTIMORE 3, MD.

Shuffleboard Weights
Precision made. New and used models.
SET OF 8, $6.00
SET OF 8, CHROME ........................................ $7.50
D. SMITH
Suite 301, 101 W. Ridg St., New York 18, N. Y.

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL & All Other Games
NEW 1950 DELUXE SHUFFLEBOARD
WITH MASONITE TOP
$200
OR
Alternate Maple Top

BEWARE OF IMITATIONS
$2.50 PER BOX
IN LOTS
F.O.B.
HAMPSTEAD
SAMPLE, $1.50 POSTPAID

WE ARE NOW DELIVERING THE NEW 1950 MODEL PURVEYOR SHUFFLEBOARD "SPORTSMAN"

NOW!
Double your present Shuffleboard business with this new fast
money maker that is sweeping the country—Low-Priced
—easy to install—just plug it in—all electric.

METRO-BOWL
2 GAMES GOING ON THE SAME SHUFFLEBOARD AT THE SAME TIME!

SHUFFLEBOARDS

EXCLUSIVE DISTRIBUTOR:
WISCONSIN 
MICHIGAN 
ILLINOIS

ORDER NOW—BE FIRST IN YOUR TERRITORY
GIGANTIC CLEARANCE SALE
We will not be undersold—see us before you buy Pin Games—Shuffle Game Equipment of all kinds.

Only
$147.50
COIN OPERATED
$20.00 EXTRA
F. O. B. CHICAGO

Used Shuffleboards
$75.00
Shuffleboard Supplies

GAL-GENCO—UNITED—UNIVERSAL—
CHICAGO COIN

New and Used—Immediate Delivery

WE SHIP FREE WITHIN 48 STATES
Chicago:
Walter Ashton, general manager of Sears Roebuck Manufacturing Company, is reported to have been in town for the heavy release of the firm's 3-Way Kalva bottle vender within a few minutes of its introduction. Ashton, in a model, with reminiscence of all three competing companies, said the swifter servicing and easier maintenance, have been concluded and the "Sears Kalva" for regular production units.

Ray Raymond, A & M Music Company head, is setting up a special junior department, adding a dressing room to facilitate selection chores when wax men call.

Andy Oppenheim, Rarities Company, says his jukes play - prined with regular application of dusting and cleaning - is the latest and best in wax jukes.

Charles Kanter, president of the Automatic Phonograph Owners' Association, says reports are being given to wonder if he hasn't missed his true calling. His own turntable, which he island several weeks ago, will hit proportions via the jukes in ever widening circles with the Meteor and the Remington. Latest reports of high play are coming from numerous Chicago homes which are plating the platter. And they're looking forward to a steady run of operations, play by play, a word that an all-out push is being set on Kanter's number.

A. Garrick Alex, head man at Vendall Ratajack, is telling his salesmen activity, sales-wise, on the candy vendor front. His two-model line of candy dispensers and (name, sales-wise, is increased off attention, he says.

And the good sales-tale continues to grow at the A & M Music Company. Harold Schwartz and Nate Feinstein beam when Beech, the first order for a visitor from Gaylord, who is expected to draw a top crowd of operators from the area. (See LOS ANGELES on page 114)

Los Angeles:
Mell Binks, of Universal Industries, Chicago, visited William R. Haggard, of Badger vending department under the direction of William L. Happend, in the Badger vending department under the direction of William L. Happend, Chicago, Badger vending department under the direction of William L. Happend, Chicago, and took a look at home products. Mr. C. E. Smith, of Oldale, was in town newing acquaintances. Another recent visitor was F. W. T. Green, of North Atlantic. Ditto for Pico Street were Jack Arnold of Barstow, and Bill Williams of Los Angeles.

Jack Leonard, of the Badger Sales department parts, shipped another big order to Nome, Alaska.. The sale was a success. The P. C. L., of Pico Street, was in town again.

Edc Eppstehn, of field manager, of Rarities Company, and Montana, of the Solfe, of the firm's Record Bar, are lining up talent for the next Rarities auction. Edc is expected to draw a top crowd of operators from the area.

Robert Wagner, formerly of badly, and Rarities Company, and Montana, of the Solfe, of the firm's Record Bar, is lining up talent for the next Rarities auction. Edc is expected to draw a top crowd of operators from the area.

Bill Leuesnahan, of the W. H. Collins, has returned from the east, where he is expected to have been spending more time here because of the rate of work resulting from the huge order, president of the showings, but will resume his field work shortly. Mike Spence, manager of Automatic Phonograph of the W. H. Collins, has returned from the east, where he is expected to have been spending more time here because of the rate of work resulting from the huge order, president of the showings, but will resume his field work shortly. Mike Spence, manager of Automatic Phonograph Distributing Company, local Adirondack, says orders are coming in as a result of the initial showing of the C here and in Peoria and St. Louis and the interest shown by the Adirondack.

Bruce Wight, Pfannstiel assistant salesman in the Waukegan headquarters of the needle manufacturer, has been appointed as the new group idea for televiewers. Called the TV Loafer, ginnick is a seat, with a cushion and an arm, made especially to watch television shows. Meanwhile, the company is getting in on the music machine field and plans several promotions during the coming season to sell juke box operators.

Rue Cullife, Music Operators of America (MOA) convention chairman, reports new exhibition reservations are arriving daily for the cpa convention of the year, to be held May 1-3 at the Lynco Music Company, downtown Los Angeles. Jack Cohen, president of the Cleveland Phonograph Merchants' Association, reports both groups will have large delegations in attendance.

On the South Dakota Phonograph Association, report both groups will have large delegations in attendance.

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On the South Dakota Phonograph Association, report both groups will have large delegations in attendance.
League manager—Cleveland: State, 5
SHIP GET BAZAAR MUSIC made from Wedewen, Achim guttettiti.

Washington: Arthur J. Andrews, of Silent Sales of Maryland, has sold the Shinee-op of the Muzak System to Frank Comiskey, Washington, Maryland. . . . Hirsh de la Viez attended the recent meeting of Music Guild of America. He was also invited to be one of principal speakers at the Music Operators of America convention. de La Viez is president of the Muzak Company. The convention is set for the Riverside Hotel, Chicago, March 6, 7, 8.

John H. Phillips, of Phillips Novelty Company and president of the American Machine Association, is also planning to attend the convention in Chicago, as are Evan Griffiths of the Pioneer Novelty Company.

The offices of the General Amusement Machine Company were recently broken into by thieves. Note that department reports, Walter Hendrix reports the local police are investigating the robbery, and also reports that "everybody is asking for the Scebel Select-o-Matic."

The Shirlington shopping center in Arlington, Va., recently installed a Muzak system that halls shoppers to a six-block radius. The Sydlev Food Store in the center has the music piped into its store—probably the first super-market in this area to use same.

All is quiet on the Arlington, Va., front as far as the pinball machine situation is concerned. Commonwealth Attorney Dennan T. Rucker apparently has decided not to act against the machines and so the more than 50 machines installed by the Hirsh Coin Machine Company seem to be there to stay. This is the first installation in the county in more than 16 years.

Eddie Gallaher's juke box record of the week is "Bamboo" sung by Ethel Monroe. . . . Soundvision, editor of The Washington Post, deriding the lack of public TV facilities, last week wrote, 'I'd gladly drop a quarter in the chute to see box lugs or box typists in some establishment such as is in use in other large cities—provided the place is quiet.'

William F. Steele has returned from his trip to Philadelphia, where he purchased some new Shufle Alloys. Still looking at the new am machines and was favorably impressed. Now he is waiting to see the new Wizardette unit, which comes out in February.

Tulsa:
Music ops are getting together to promote the recent release of a legendary celebrity, Arv Garrison, of the Arv Garrison Trio. The trio has recently made a very high "week" at Garrison's Metro disk, "Right Me If I'm Wrong," tends to bear out their contention that extra play can result from such special programing and promotion gimmicks.

According to op's reports, practically all local jukes are, have or will spin the Garrison wax during the "boost your own" week. What is that the first ops to use the disk is operating in the J. Braun, Automatic Sales Company, and Tony and Sam Lupica and Bus Carone, heading the Chart Rooms & Phonograph Company. Boys were followed in quick order by Newman Fettes, Eagle Automatic Sales Company, and George Novello; Arv George, George Novello Company, and Tony George, Automatic Sales Company. Boys joining the city-wide "spin-dig" last week were Paul Phister, Patten's, and Joe Manara, of Mauvey Music.

Meanwhile, Garrison's local personal appearances, radio programs, and tie-in write-ups in city's feature news columns added to the excitement.

Next thing to a high riding hit done by a top published group or vocalist, op's hold that such stress of "hits in our own backyard" pays off handsome as meters pay-tests have proved.
RUNZEL Pushback Wire
18 or 20 Strand 68
Color Combinations

Pushback wire, for many years one of our leading items, has come into prominence with the phenomenal growth of the coin machines industry.

The wide variety of color combinations available leads itself to devious methods of wiring harnesses—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how we can better serve their trades by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harnesses.

Send us your specifications for INTER-COM CABLE

RUNZEL Cord and Wire Co.
1723 W. MONTROSE AVE.
CHICAGO 11, ILL.

10 USED
United SHUFFLE ALLEYS
$225.00 Cash

MORLEY NOVELTY CO.
3808 W. NATIONAL AVE.
MILWAUKEE 15, WIS.
Phone Mitchell 5-8254

110 COIN MACHINES
The Billboard
February 11, 1950

Record Reviews
(Continued from page 97)

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CABINET
CONVERSION SETS
FOR MILLS BELL
SECONDS
WHILE THEY LAST
$35.00 PER SET
BLUE BELLS BLACK BEAUTY BLACK CHERRY CRICK-CROSS BONANZA
THESE HAVE CRACKED CABINETS, DEFECTIVE CASTINGS, ETC.

BUT THEY CAN BE USED COMPLETE MACHINES IN THESE CABINETS $119.50 EACH

B. & M. NOVELTY CO.
1708 Washington Blvd.
Chicago 12, Illinois

$50 SAVE $50
with COHEN
NEW & RECONDITIONED MACHINES
CITATIONS $285.00
DELUXE DRAW BELLS $145.00
UNITED SHUFFLE ALLEY $199.00
BALLY SHUFFLE BOWLER $125.00
BALLY HIT BOX $175.00
VICTORY DEBUT or SPECIAL $39.50
Screwball $40.50
Alla in Town $34.50
Merry Widow 65.50
Mouse 85.50
Trade winds 85.50
Thriller 85.50
Yanks 49.80
All Babes 69.60
Summertime 49.80
Pudding Head 79.90

1/10 Deposit With Order
Coven Distributing Co.
Exclusive Distributor for
Rally Products and
Wurlitzer Phonographs
311 Elston Ave.
Chicago, Ill.

CLOSE-OUT BARGAINS
PRICED FOR QUICK SALE
CALIFORNIA SHUFFLE-PINS
9 Foot Size $119.50
12 Foot Size $149.50
Just Off Location—Excellent Condition
1/3 deposit with order
Federal Amusement Co.
4047 W. Fullerton
Chicago 39, Ill.

MECHANIC
FOR RUSH SERVICE
MECHANIC
FOR RUSH SERVICE
GENE

February

TUNES

Savoy

THE

COLEMAN

&

THE

MARCH

&

REGORY

ROBINS

OTIS

RANCH

AND

ORK

(Jonny The Robins)

70-70-70-70

72-74-72-70

74-76-74-72

66-66-68-64

63-63-65-61

62-62-60-64

53-50-53-55

42-44-40-42

72-74-72-70

86-86-86-86

56-57-55-55

60-60-60-59

65-61-66-66

49-51-49-49

33-30-35-35

71-70-70-73

66-65-66-68

68-68-68-68

72-72-72-72

67-66-67-68

74-72-74-76

70-70-70-67

70-74-72-72

93-60-60-55

70-75-70-66

84-85-85-83

84-85-85-83

GENE THE GAIL BOBBY COLEMAN

February

TUNES

Savoy

THE

COLEMAN

&

REGORY

ROBINS

OTIS

RANCH

AND

ORK

(Jonny The Robins)

70-70-70-70

72-74-72-70

74-76-74-72

66-66-68-64

63-63-65-61

62-62-60-64

53-50-53-55

42-44-40-42

72-74-72-70

86-86-86-86

56-57-55-55

60-60-60-59

65-61-66-66

49-51-49-49

33-30-35-35

71-70-70-73

66-65-66-68

68-68-68-68

72-72-72-72

67-66-67-68

74-72-74-76

70-70-70-67

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86-86-86-86

56-57-55-55

60-60-60-59

65-61-66-66

49-51-49-49

33-30-35-35

71-70-70-73

66-65-66-68

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33-30-35-35

71-70-70-73

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71-70-70-73

66-65-66-68

68-68-68-68

72-72-72-72

67-66-67-68

74-72-74-76

70-70-70-67

70-74-72-72

93-60-60-55

70-75-70-66

84-85-85-83

84-85-85-83
VETERANS KEEP SHUFFLE BALL ROLLING AT BALTIMORE SPOTS

(Continued from page 16)
the receipts, instead of paying the 45 cents, were most anxious to see the next Lemons served.

In line with the general trend, the sudden impetus given the game brought about the formation of many new leagues in Baltimore and, unlike many areas, several shuffleboard casinos or parlous were opened. The latter projects, after a fast start, dwindled until most of the locations were closed.

Opinions Varied

While there are few differences in the opinions expressed on the future of shuffleboard here, the general feeling that based on past experience, shuffleboard has found a permanent niche in the sports of the city, and that the game will be played in public places in some form as long as it exists and grills for many years to come.

Eastern Distributing Company represented, one of the pioneer shuffleboard operators in the city, are in the majority of this opinion.

This firm has an eight-year history in the operating phase of the game. With more than 100 boards located in taverns and clubs, the firm feels shuffleboards will be a permanent feature in the bowling business. Eastern handles shuffleboards only, and all of its boards are manufactured by American Is.

More aggressive than most operators, Eastern has used newspaper advertising, direct mail, and a current closed price list of television, radio and other promotions, to promote its boards. Leagues have been one of the most important playbuilders, and the firm reports they have now 1500 players in operation in this city.

Eastern charges 5 cents per game, and boards are placed on location on a flat rental basis.

The Counter Game Profit-Line

WINGS
S-Deal Tricassette Machine

POK-O-REEL
Straight Poker Game

YANKIE
With fruit and fruit robots

KLIX "21" BLACK JACK
KLIX WINGS, POK-O-REEL AND YANKIE

GROBETCHEN Tool & Manufacturing Co.
126 N. Union Ave. Chicago 6, Illinois
Phone: Randolph 6-2307

ATTENTION
Shuffle Alley Operators
Bowling Pin Assembly Kits
for UNIV. BOWLING MACHINE AND
BOWLING ALLEYS

ROYAL MUSIC CO.
44 PARK ST.
WEBSTER, MASS.

SHUFFLE ALLEYS
$179.50
1/2 Deposit With Order
Call, Write or Wire

Used

MERCHANDISE CLINIC
(Continued from page 16) from his wife in Yakton.
"The truck (a brand-new 1949 Chevrolet) was smashed in an accident this morning," said Mrs. Imig.
"Was the driver hurt?" asked Imig, but the report was negative. Mike told his wife to turn over the family's new Lincoln to the servicemen if he could return and make arrangements for another truck.

The truck is not traveling thru its territory, or on a business jaunt to Chicago, or handling association business on the part of the State of Illinois. Mike spends his time here with his wife and family.
IT'S THE TALK OF THE COUNTRY-

“Nation Wide”

SHUFFLE POOL

GETS AND HOLDS TOP MONEY LOCATIONS

My Personal Endorsement—

My 20 years experience as an operator and distributor has proven to me without a doubt that “Shuffle Pool” will be your biggest and fastest money maker in 1950. Take my advice and get on the “band wagon.”

MURRAY NOZETTE
Bradley Associates

This is a 100% Skill Game with High Score Features...

Authentic Pool Scoring Unit... Automatic Scoring of each Player.

WRITE — WIRE — PHONE
NATION WIDE DISTRIBUTORS
828 N. MILWAUKEE AVE.
CHICAGO, ILL.

GOTTIEB’S
JUST 21
Sensational 5-Ball!

GENCO
BOWLING LEAGUE
8 ft. and 10 ft. lengths. Reversible playing surface. Automatic pin setting on field. Quiet operating, fast play and bids. Immediate Delivery!

Bally SHUFFLE BOWLER
9 ft. Alley. Side door mechanism. Allows swinging of actual bowling alley. Sports a 3-ball return under playing area. Immediate Delivery!

A. M. I. MODEL “A”
Completely reconditioned and reassembled.

A. M. I. MODEL “B”

WURLITZER 1015’s
Thoroughly reconditioned and reassembled. Finished. A $285

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. CLEVELAND 18, OHIO

GIVE TO THE DAMON RUNYON CANCER FUND
Shuffle Game Drive in Philly; Sked Leagues; Form New Org

(Continued from page 80)

(Continued from page 108)

New York:

(Continued from page 108)

Chicago:

(Continued from page 108)

COTEINEN YOU KNOW

MUST RAISE CASH

Bally M.B. Draw Balls..... $9.95
Bally R.B. Draw Balls..... 125.00
Bally Wild Lemon..... 199.50
Bally Double Ups..... 225.00

Exhibit Dale Guns, like new $75.00

Keeney Gold Nugget, 5-25c..... $175.00
Evans Race, Lp. & cash comb. 175.00

Williams, Quarterback, like new..... $175.00

WRITE FOR PRICES OF ALL MAKES SHUFFLE ALLEYS.

K. C. NOVELTY CO.

617 Market St., Philadelphia 6, Pa.
Market 7-6371 or 7-6461

ATTENTION EXPORTERS...

LOW PRICE PETER MODEL PINBALL GAMES

Art Shape

CLEAN

Build-Up $75.50
Screwball $42.50

Tinler

Bally $75.50

Tinley

Bally $75.50

Wasken

Bally $29.50

Wilson

Bally $29.50

Monarch

Bally $35.00

Carnegie

Bally $50.00

1/2 With Order, Balance C. O. D.

RELIABLE COIN MACHINE CO.

164 Washington Ave., Hartford, Conn.

Phone 4-6665

ATTEND AWARDE MACHINES

Must be in good condition, state lowest possible price.

COIN MACHINES

The Billboard
February 11, 1950

finest

RECONDITIONED EQUIPMENT

in THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

Quantity

Barnacle Bill..... 959.50
Bally W. C. Van.. 174.00
Bally W. S. Van.. 174.00
Cinderella..... 391.00
Coin-Op..... 259.50
Cover Girl..... 259.50
DEWA-WA DIETY..... 159.50
Grand Avaraid..... 64.00
Humpsty Dumpty..... 34.50
Miracle League w/f... 195.00
Rainbow..... 159.50
Round Up..... 59.50
Screwwall..... 59.50
Shanghai..... 255.00
Sunshine..... 59.50
Stardust..... 49.50
Tig... 25.00
Yanks..... 25.00

$139.00 BRAND NEW

ROLL-A-TOPS

SIZE: 23" High, 14" Wide
Net Weight: 88 lbs.
15" Deep

5c-10c-25c PLAY
FACTORY REBUILTS
$95 EACH

Above Prices F. O. B. Chicago

WAILING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1949—Tel: CHICAGO 1272
Cable Address: "WAILINGTE" Chicago

ATLANTIC'S

SPECIAL!

Reconditioned Like New, Ready for Location.

SEEBURG 1465...$274.50
SEEBURG 146M...299.50

WURLITZER

750...$159.50

1/2 Deposit, Balance C. O. D.

Write for Complete Music List

ATLANTIC

NEW YORK CORP.

Exclusive Seeburg Distributors.

2121 10th Ave. (Cor. 43rd St.)
New York 16, N. Y.

677-6686

IMMEDIATE DELIVERY!

Exhibits Sensational

SHUFFLE BOWL

Conversion Unit

See Exhibit Ad, Page 124
ORDER TODAY

M. H. MUNY'S

5731 S. Ash Ave, at Kostoryz

H. W. Y. HOURS 7AM-10PM

M. H. MUNY'S

7450 N. Clybourn Ave.

COIN MACHINES

M. H. MUNY'S

ELLEN SLATER'S

7450 N. Clybourn Ave.

COIN MACHINES

M. H. MUNY'S

7450 N. Clybourn Ave.
15 Years Ago This Week

CHICAGO, Feb. 2, 1935.—Penny arcades saw a new boom as the public reassessed its spending on the nickel, dime, and quarter levels, but relaxed from its depression worries and was ready to part with pennies. Outfitting of Sportland, as arcades were being retagged, was held on a high level, with modern lighting, machine placement, and showmanship was strong in the layout and display of these coin amusement palaces, with Schork & Shaffer topping the list with the Midway Sportland Palace in New York City. Another Sportland, this one in San Francisco, was opened by operators Hallihan and Getz. The main floor included pinball games, a photo gallery and diggers, while a specially outfitted room containing a shooting gallery, Stee Ball alleys, baseball games and a tattoo artist. A mezzanine floor was reserved for a Reno game, seating 80 players. All three floors were equipped with loudspeakers used for both juke box and radio music.

Reminiscing, Hallihan and Getz recalled when they entered the arcade business in 1907, at a time when penny machines were not used on the West Coast. They had to send to the mint in Denver for the coins, and the pennies were then shipped to them by express. In New York, N. J., the arcade boom was evidenced by the opening of three Sportlands all within a three-month period. And in the South a number of columnists were considering opening penny arcades. Special meetings held in Miami and Memphis to talk over the possibilities.

New Philly Org

In Service Biz

PHILADELPHIA, Feb. 4.—The Wurlitzer Coin Machine Company opened for business here this week at 252 North Second Street as supplier of repair services and equipment of vending machines and amusement games. At the head of the enterprise is L. J. Lowenthal, former operator, and Bill Hallgart, who has served with leading manufacturers and distributors as a mechanic since 1934.

Willow will work closely with distributors and jobbers in this area handling investigatory work, present the firm will not handle pin game and phonograph business. 

Coinage Record

WASHINGTO, Feb. 4.—The amount of coins in circulation has been setting new records each month for two years, and November continued this trend by breaking the new record of $1,484,000,000, Treasury Department figures show.

The total silver dollars remained at $1,076,000,000, while dimes and half-dollars rose from $136,000,000 in October to $161,000,000 in November, while the total of nickels and pennies remained at $350,000,000, for a total of $1,631,000,000.

At present the total of dimes, quarters and half-dollars is in excess of the total for all coins eight years ago. The amount is $783,000,000.
Add 3 Distributors
To Nation Wide Pool Game List

CHICAGO, Feb. 4—Nation Wide Novelties, Inc., has appointed two additional firms to distribute its Shuffle Pool game. Sales manager Meyer M. Marcus announced this week. A total of 25 companies are now distributing the novelty game.

They are Sicking, Inc., 2323 West pew Boulevard, Los Angeles, and C. C. Simon Inc., 927 Fort Wayne Avenue, Indianapolis, headed by Mrs. Mrs. Little Herman. The new distributors are Associated Distributing Company, 1910 Grand Avenue, Kansas City, Mo., headed by Mr. Simon.

Shuffle Pool can be played by one or more persons. Built around the scoring of several different games of pool, all action in the game is initiated by hitting a puck at a stiff layout of ball targets. Marcus said that the new demand for the game has necessitated an increased production effective Monday (0).

United Issues - Parts Catalog

CHICAGO, Feb. 4.—United Manufacturing Company (Coin Machine) this week introduced its new replacement parts catalog for distributors and operators throughout the United States. The publication features an all new stiff loose leaf cover so that additions to the catalog which will be made in the future can be easily inserted.

Printed on a heavy coated stock and illustrated throughout, the new cover features parts in the following: Large step-up unit (continuous); large step-up unit (re-setting); scoring step-up unit (re-setting); bonus step-up unit; free-play relay board; relay board and assembly; tilt assembly; shuffle switch; ball lift assembly; shooter plunger and associated components; ball artery; ball selector; C.A. relay assembly, and drop chute. A parts price list is included.

Trimmont Displays
Seeburg's New Gun At Cocktail Party

BOSTON, Feb. 4.—About 150 coin machine operators, their wives and customers attended the cocktail party staged in conjunction with the showing of J. P. Seeburg's new Shoot the Bear, Ray-o-Lite gun, in the Trimont Automatic Sales Corporation's showroom last week. Fires and Seeburg's New England representatives.

Irwin Margoli, Trimont's general manager, pointed out to operators Seeburg's policy of production co-operation on the new gun. Other speakers included David Bond, Trimont president, who discussed the evolution of coin-operated music, Harry Kelley, Seeburg, and manufacturer's spokesmen.

Bally, Seeburg, field engineer, spoke on Seeburg's factory service policy, while Joe Smith, record and machine dispatcher for Trimont, discussed with the operators the need for intelligent merchandising of the records placed in the Select-o-Matic MIOOA. Following the business portion of the show, operators discussed the varied problems.

Heller Earnings Up

NEW YORK, Feb. 5—Walter E. Heller & Company, vending machine financing, has reported net income of $811,778 for the year 1949. In 1948, the net income was $801,833. Common share earnings were up to $1.90 per share.

GIVE TO THE RUNYON CANCER FUND

LOTS of SLOTS!
Priced RIGHT for QUICK SALE!

All Slots Factory rebuilt. Sold on money-back guarantee. 2/5 or 5/3 pay-5, 10p or 25p please.

MILLS BLUE BUCKS $110.50
MILL BLACK BEAUTY $35.00
MILLS JEWEL CROSS CRoss Each
BONANZA
MILLS BLACK CHERY $79.50
MILLS GOLDEN FALLS Each
MILLS BROWN OR BLUE FRONT $69.50

SPECIAL CABSIT E S A L E
BLUE BUCK CABSIN $35.00
ROSS CROSS CABINS WITH COMPLETE KITS Each
ROSS CROSS CABINS WITH COMPLETE KITS

We Have For Immediate Delivery
Cabinets, Champions and Parts Finishes. All New and Excellent Condition.

Write for Prices.

Amusement Sales Corp.
407T W. Fullerton Ave., Chicago 11, Ill.
Phone: Humboldt 9-1233
THE ONLY SHUFFLE BOWLING GAME WITH REAL PINS!

EVANS' SHUFFLE TEN STRIKE

Patent Nos. 2181984 and 2229712

REAL PIN ACTION! Not Synthetic! Not to be confused with ordinary Shuffle Bowling Games!

- 5½-INCH PINS—AUTOMATICALLY RESET!
- DIRECT VIEW AUTOMATIC SCORING COUNTER!
- COMPARATIVELY NOISELESS ACTION!
- AUTHENTIC SCORING - STRIKES - SPARES - DOUBLES - TURKEYS!
- RAISED ALLEY - REAL RECESSED GUTTERS!

AUTOMATIC PUCK RELEASE delivers Puck at start of game.

AUTOMATIC PUCK LOCK withholds Puck at finish of game.

Begin your "Golden Era" of Shuffle Game Operating NOW with Evans' Sensational SHUFFLE TEN STRIKE! It has everything for the players . . . Appeal of Real Bowling—Thrilling Flying Pins—Skill Play Challenge! FOR YOU—TESTED, PROVEN 100% MECHANICALLY PERFECT PERFORMANCE, BACKED BY EVANS' QUALITY! SHUFFLE TEN STRIKE gets you into the Shuffle Game picture anywhere . . . keeps your Profit "Averages" high!

ORDER FROM YOUR EVANS DISTRIBUTOR OR WRITE DIRECT!

H. C. EVANS & CO.
1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 97

New De Luxe & Universal
REVOLV-A-ROUND
Cabinets and Stands

- Stronger
- More Attractive
- More Convenient

IMMEDIATE DELIVERY

These new units contain all of the important safety and convenience features of previous models, plus the advanced styling and strength and added convenience that makes them indispensable to any operation.

Write for Name of Nearest Distributor.
ORDER YOURS TODAY!

CHICAGO METAL MFG. COMPANY
3724 SOUTH ROCKWELL
CHICAGO 32, ILLINOIS
Tel.: Lafayette 3-5754

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.
MILLS' NEW 1950 BELLS

MILLS' NEW VEST POCKET BELL
MILLS' NEW QT

GUARANTEED RECONDITIONED MACHINES

FREE BUYERS' GUIDE FOR OPERATORS

FOR SALE

United Shuffle Alleys
$197.50

Chillidotee Amuse. Co.

SUPERVISOR OF PARTS AND SERVICE DEPARTMENT of a well established COIN MACHINE DISTRIBUTOR must have excellent experience and references. (All Correspondence Confidential.)

GOOD PAY and GOOD FUTURE

There is No Substitute for United's Original Super Shuffle-Alley

For Immediate Delivery in this territory

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

For Sustained Play, Order

United Super Shuffle Alley
Williams Twin Shuffle
Keeney Pin Boy
Keeney Ten Pins

FOR SALE

42 Pockerino Tables, like new, and Sloto; 2 Battery Merchandisers; 2 Dale Counters., used 2 months; 7 Shaw Cases with lights, and plenty of Premium Merchandise.

Good Buy for Quick Buyer

Write for Appointment

Skilland Arcade

Atlantic City, N. J.
Chromed from head to toe, this Bell sparkles and shines with a brilliant glow. It "stands out" wherever it is placed. It's the most beautiful Bell ever built, the Mills All Chrome "21" Bell.

The Mills All Chrome "21" Bell

Order your sample machine today!

Bell-O-Matic Corporation
World's Exclusive Distributor: Mills Bell Products
4100 Fullerton Avenue, Chicago 39, Illinois

NAPKIN DISPENSER
Quiz
MACHINE

A MONEY MAKER and A MONEY SAVER
For Restaurants, Lunch Counters, Snack Bars. Turns dead overhead napkin expense into a profit.

HAS TWO, CHROMED, NAPKIN DISPENSERS
The Napkin Dispenser Quiz Machine is the only coin machine that does away with the dead overhead expense of furnishing napkins. It is provided with two highly chromed free-napkin dispensers, one on each side. Several standard sizes are available. The profits from the Quiz Cards should more than pay for the cost of napkins.

QUESTION AND ANSWER CARDS ARE EDUCATIONAL
A penny plays the Quiz Machine. The Quiz comes printed on a card. The correct answer appears on the NEXT CARD, together with another Quiz, creating a continuing interest.

SMALL MACHINE—OCCUPIES LITTLE SPACE—BIG MONEY—VERY LOW INVESTMENT
Holds 500 different Quizzes at a Penny per Quiz. Operates manually; no electricity required.

DON'T MISS THIS TWO-WAY OPPORTUNITY TO MAKE A PROFIT. WIRE! PHONE! WRITE!

CONTINENTAL SERVICE AND EQUIPMENT CO.
3830 Holbrook Ave.
Detroit 12, Mich.
Telephone: Trinity 3-5060
NEW SENSATIONAL
GIVE 'EM ACTUAL BOWLING
WITH KEENEY'S
"TEN PINS"

PLAYER ACTUALLY
BOWLS BALL AT TEN PINS!

Hook Shots — Straight Shots
STRIKES — DOUBLES
TURKEYS — SPARES
SPLITS — RAILROADS

and PINS RE-SET
AUTOMATICALLY!

SIZE:
8 Ft. Long
2 Ft. Wide

KEENEY'S
"PIN BOY"

NEW

IF IT'S A
SHUFFLE
GAME
INSTALL
KEENEY'S
PIN BOY
WITH
LITED PINS

DESIGNED BY KEENEY AS REQUESTED BY EXPERIENCE;
BALL MACHINE OPERATORS. WRITE FOR NEW CIRCULAR!

———KEENEY——
ORIGINATORS
OF
THE
LITED PINS

J. H. KEENEY & CO. INC.
2600 W. FIFTIETH STREET
CHICAGO 32, ILLINOIS

SHUFFLE ALLEYS
AUTOMATIC SCORING
"KEENEY'S" TENPINS AND PINBOYS
"UNITED" SHUFFLE ALLEYS
"GENCO" BOWLING LEAGUES
"CHICAGO COIN" BOWLING ALLEY
PROMPT DELIVERY

SLOTS—SAFES
Now and Used

ARCADE EQUIPMENT
Specials

PROVEN MONEY-MAKERS AT SPECIAL PRICES!

All Games Cleaned and Checked! Specify Second Choice
Exclusive Distributor SEIBURG Products in Wisconsin, Minnesota,
North Dakota, South Dakota and Upper Michigan

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
"NUF SAID"

JOE ASH

ACTIVE AMUSEMENT MACHINES CO.
665 N. BROAD ST.
PHILADELPHIA 30, PA.

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

FOR PROMPT NEW ENGLAND DELIVERY
NEW

UNITED'S SINGLE DELUXE SHUFFLE ALLEY
UNITED'S TWIN DELUXE SHUFFLE ALLEY
UNIVERSAL'S TWIN BOWLER

CALL—PHONE—WIRE
HARRY POOLE

Distributor—Coin Operated Devices
1022 COMMONWEALTH AVENUE
BOSTON 2-1710
BOSTON 19, MASSACHUSETTS
### H. Q. For All Shuffle Games

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### Clubs

- **Empire Coin Machine Exchange**
  - 1012-14 Milwaukee Ave.
  - Phone: EVERSLOADE 4-2000
  - Chicago 22, Ill.

### Bargains

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### Lake City Amusement Co.

- 1648 St. Clair Avenue • Chatsy 7058 • Cleveland 14, Ohio

### Coin Machines

- **Bargains**
  - Phongraphs
  - Five-Balls
  - Wall Boxes

- **Lake City Specials**
  - Immediate delivery on the following:
    - Daily Baller Bowler, Rock-Ola Shuffle Lane, Williams Twin Shuffles, Indian Bowling League

- **Used Games**
  - Chutes
  - Bally One Balls

- **New Bells**
  - Black Beauty, Black Bells, Bally Bell, Bonus Bell

- **Terrific Value**
  - Postwar Non-Flipper Pin Games, 912-15

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**April 11, 1950**

The Billboard
TAKING THE NATION BY STORM!

Nation Wide's ORIGINAL SENSATION

SHUFFLE POOL

LOADED WITH FAST-PLAYING, FUN-FILLED FEATURES WHICH DEFY DUPLICATION

Scoring 1 or 2 players
Automatically Registers Each Player's Score
High Score Feature Automatically Registers Consecutive Hits
Size Approximately 2 ft. x 8 ft.
Easy to Service, All Mechanism in Head
1 Player—10c
2 Players—20c
Gets Double Earnings
100% Skill Game

SEE IT AT YOUR DISTRIBUTOR'S TODAY OR WRITE DIRECT...

Nation Wide NOVELTIES, INC.

DISTRIBUTORS CHOICE TERRITORIES STILL AVAILABLE—WRITE—WIRE—PHONE

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Chicago 19, Illinois
Phone KENwood 6-3623

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NEW A KNOCKOUT! UNIVERSAL'S "TWIN BOWLER"

FAST! LESS THAN ONE MINUTE PER GAME!
STREAMLINED SIMPLIFIED MECHANISM
MECHANISM FULLY VISIBLE! CAN BE SERVICED ON LOCATION BY REMOVING BACK DOOR.
CUSHIONED ALL AROUND FOR SILENCE

BEAUTIFULLY DESIGNED CABINET
ONE OR TWO PLAYERS - SCORES TOTALED ALTERNATELY FRAME BY FRAME WHEN TWO SHOOT. EACH SCORE IS TOTALED SEPARATELY AND ACCURATELY!

SEE YOUR UNIVERSAL DISTRIBUTOR

Order "TWIN BOWLER" NOW — Don't Delay!

MANUFACTURERS OF "FEATURE BELL" "PHOTO-FINISH" AND THE FAMOUS TWIN-HEAD "ARROW-BELL"

UNIVERSAL INDUSTRIES, INC.
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
5737 NORTH BROADWAY • Telephone UPtown 8-2345 • CHICAGO 40, ILLINOIS

DROP COIN CHUTE
10c — ONE PLAYER 20c — TWO PLAYERS
PLAYER SHOOTS AT STAND-UP LITE-UP PINS WHICH DISAPPEAR WHEN "HIT" BY THE PUCK. SO REAL! MUCH GREATER PLAYER APPEAL.

UNIVERSAL'S "TWIN BOWLER"
FOR ALL SHUFFLE BOARD OPERATORS

CONVERT YOUR SHUFFLE BOARDS into immediate BIG MONEY MAKERS...

RIGHT NOW with the SMARTEST and the most REAL miniature Bowling performance of today.

1 to 5 CAN PLAY
10¢ 20¢ 30¢ 40¢ 50¢

PRICE!

PLAY FRAME
BY FRAME

STRIKES
SPARES
RAILROADS
SPLITS
ETC.

ONE-THIRD ACTUAL LENGTH
OF REGULATION ALLEYS.
ADAPTABLE TO ALL
LENGTH SHUFFLE BOARDS

Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Puck return also provided. You then have a NEW POPULAR GAME ON YOUR LOCATION...to EARN BIGGER and BETTER for you than ever before.

SEE NOW!! at all Exhibit DISTRIBUTORS

EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET • CHICAGO 24, ILL.

ORDER EARLY FOR QUICK DELIVERY
Williams TWIN SHUFFLE

1st BOWLING TYPE SHUFFLE GAME with AUTHENTIC BOWLING SCORING FOR 1 OR 2 PLAYERS!

GETS DOUBLE THE EARNINGS!

1 PLAYER 10¢
2 PLAYERS 20¢

REAL GUTTERS!

ALTERNATING FRAME BY FRAME SCORING FOR EACH PLAYER!

STRIKES • SPARES TURKEYS • SPLITS RAILROADS • ETC.

TERRIFIC FOR COMPETITIVE PLAY!

2 DOORS ON SIDE OF CABINET FOR EASY SERVICING!

* AUTOMATIC PUCK RETURN
* PUCK LOCKED IN AFTER EACH GAME
* IDEAL SIZE FOR ANY LOCATION . . . APPROX. 8 FT. LONG, 2 FT. WIDE
* RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST.
CHICAGO 24, ILLINOIS
Head and Shoulders Over All Others!

Chicago Coin's

BOWLING ALLEY

It's bulging with giant profits for operators

Bowling Alley is different—
not a copy of anyone else's game!

A double mechanism that costs you less than most single player games

Bowling Alley's price is competitive with all others

Each score totals separately and completely automatic

Bowling Alley may be played by either 1 or 2 players

Two can play at the same time—no waiting!

You compete frame by frame

Bowling Alley is faster than all others

Chicago Coin Machine Co.
1725 Diversey Blvd.
Chicago 14, III.
You've seen the rest...

NOW Get the Best!

GENCO'S BOWLING LEAGUE

The Perfect Bowling Game!

All the Thrills of Bowling
...All the Skills of Shuffleboard

QUICK AUTOMATIC PUCK RETURN
Locks after game's completed

STANDARD BOWLING RULES AND SCORES
Strikes, Spares, Splits, Turkeys, Railroads

AUTOMATIC SCORING
10 Fast Frames Played again and again

Don't Wait - Write! Wire!
Phone Your Distributor Now!

Genco
2621 North Ashland Ave. - Chicago 14, Ill.

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 9½ 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
2401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
YOU SAY YOU WANT SOMETHING DIFFERENT?
WAIT TILL YOU SEE

GOTTLIEB'S REVOLUTIONARY REPLAY GAME FEATURING
THE NEW "TURRET SHOOTER"
THE ONLY ABSOLUTELY NEW, POSITIVELY DIFFERENT PLAY IN YEARS!
IT'S A REVELATION IN APPEAL AND EARNINGS!

Player fires ball with new Gottlieb High Power TURRET SHOOTER, operated with same buttons that control 2 new SUPER-POWER FLIPPERS. Ball is aimed by motorised OSCILLATING RANGE FINDER.

Player seeks to score JUST 21 POINTS by hitting any proper combination among 10 NUMBERED TARGETS at upper end of play field. Each Target scores indicated points only on first hit, but adds 100,000 to HIGH SCORE each time hit thereafter. Skillful players can score JUST 21 Points on very FIRST ball to earn 5 REPLAYS! JUST 21 Points score on second ball awards 3 Replays; 3rd ball, 2 Replays; 4th ball, 1 Replay. JUST 21 Points scored on 5th ball adds 500,000 to High Score. If point score is under or over 21, player continues to shoot for High Score Awards.

IT'S FAST, SIMPLE, FASCINATING... A MONEY-MAKING WONDER!

STEP RIGHT UP AND ORDER FROM YOUR DISTRIBUTOR TODAY!
THOUSANDS EARNING TOP MONEY
AFTER 60 TO 90 DAYS ON LOCATION

Bally® SHUFFLE-BOWLER

REAL BOWLING THRILLS
OFFICIAL BOWLING RULES AND SCORES
Stikes, Doubles, Turkeys
Spare, Splits, Railroads

AUTOMATIC SCORING ON FLASHY BACK-Glass

SKILL SIZE
9½ FT. LONG
2 FT. WIDE
REALISTIC GUTTERS ON EACH SIDE OF ALLEY

PUCK RETURNS TO PLAYER AUTOMATICALLY
PUCK LOCKED IN AT END OF GAME

CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

Yes... thousands of SHUFFLE-BOWLER games on location 60 to 90 days are still earning top money... proof that exclusive Bally features give the public the right combination of shuffle-skill and bowling-science. Why be satisfied with less than the top profits that SHUFFLE-BOWLER will earn for you? Call your Bally distributor today.

MORE ways to win! MORE earning power!

Bally® CLOVER-BELL TWIN MULTIPLE-COIN BELL CONSOLE

MORE ways to win! MORE skill-thrills! MORE fun! MORE action!
That is why CHAMPION earns MORE money for operators...
why CHAMPION games on location 6 to 6 months are still smashing one-ball earning records from coast to coast.
Are you getting your share?

MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
FIRST CONSOLE EVER TO INCORPORATE THE
"FEATURE FLASH"
ENABLES PLAYER TO "BUY" UP TO A COMPLETE SET OF WILD SYMBOLS!

A POWERFUL BUILD-UP AND GAME-TO-GAME CARRY-OVER!

INSTANTLY CONVERTIBLE

5¢ CHUTE STANDARD—10¢ or 25¢ CHUTE OPTIONAL

FLUSH METAL TRIMMED TOP GLASS

ADDED FEATURES THAT CLINCH THE PLAY:

* TOP SCORE: 500 POINTS
* JUMBO ELECTRIC MOTOR-DRIVEN ILLUMINATED REELS
* NEW CABINET DESIGN

ORDER FROM YOUR UNIVERSAL DISTRIBUTOR!

UNIVERSAL'S
PHOTO-FINISH
PULLS MORE PLAY...

TAKE FULL ADVANTAGE OF THIS PROFITABLE, BUSY GAME SEASON BY REPLACING YOUR PRESENT EQUIPMENT WITH THE OUTSTANDING 1-BALL MONEY MAKER OF ALL TIME—

PHOTO-FINISH
WRITE • WIRE • PHONE
SEE YOUR UNIVERSAL DISTRIBUTOR

UNIVERSAL INDUSTRIES, INC.
DESIGNERS AND MANUFACTURERS OF AMERICA'S MOST PROFITABLE COIN OPERATED EQUIPMENT

5737 NORTH BROADWAY • TELEPHONE UPTOWN 8-2345 • CHICAGO 40, ILLINOIS
When a music system offers greater service to locations and the public, the music operator benefits, too. Wherever installed, Select-O-Matic "100" Music Systems have brought greater rewards to music men. For only one music system—THE SELECT-O-MATIC "100"—gives MORE OF EVERYTHING. And for this greater music service, this truly modern music system brings greater opportunity to progressive music men.

**NEW APPEAL.** 100 selections—all visible at one time—cataloged under five musical classifications—mean "music for everyone"—for tots, teen-agers, old-timers.

**NEW FLEXIBILITY.** Automatically plays 10 and 12-inch records—no pre-setting necessary.

**NEW ACCEPTANCE.** Greater location appeal than ever. It's new! It's different! It's a boon to business!

**NEW CONVENIENCE.** 100 selections of music for guests, wherever seated—thanks to the Wall-O-Matic "100"—the most remarkable remote selection system ever developed.

**NEW LISTENING PLEASURE.** Music at conversational level throughout with Scientific Sound Distribution. Seeburg speakers to meet the requirements of every installation.

**NEW ECONOMY!** The most service-free music system ever built. Longer record life. Full operating power consumption only 240 watts.

**NEW BEAUTY.** Appearance-wise, too, the Select-O-Matic "100" is in a class alone. The handsome cabinet—a refreshing change in styling—attracts more attention.

SEE YOUR SEEBURG DISTRIBUTOR FOR THE COMPLETE STORY OF NEW OPPORTUNITY

Seeburg Select-o-matic music systems for

New Opportunity

100 selections

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

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