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

Alan DALE

and his FIRST releases...

1. "THIS IS HEAVEN TO ME" .......... Columbia 38720
2. "YOU'RE MY TREASURE" .......... Columbia 38720
3. "MORE THAN I SHOULD" .......... Columbia Record Number Not Available
4. "I'LL BELIEVE IN YOU" .......... Columbia Record Number Not Available

"SING IT AGAIN"—CBS 10-11 P.M. SATURDAYS

Personal Management
ALAN DALE MANAGEMENT
1650 BROADWAY, NEW YORK
- G. R. PURCELL
- F. FERRAZZANO

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ASSOCIATED BOOKING CORP.
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CHICAGO
203 N. Wabash
HOLLYWOOD
9151 Sunset Blvd.

COLUMBIA RECORDS

Exclusively
**ASCAP CONSENT DECREES DUE**

**NBC Charges Hotfoot by CBS On Bob Hope, 'Telephone Hour'**

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

In the case of Hope, NBC declared that he has several more years to go under his contract and that his current contract is not until May 15. On top of that, NBC, without divulging details, declared that he has "understanding with Hope" that he does become a liberty he'll stick with his work.

End of way of spiking the respective Telephone Hour shift, NBC this week.

**Disks Ready On 'Cottontail' For Easter**

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

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

Sinatra Takes Lead

NEW YORK, March 4.—An attempt to drive the dance band business has been fostered on radio programs which feature top vocalists. The trend on these artist-starred shows has been to put in the line up of the top names. Standard 15 to 17-piece dance-orchestra spots are seen regularly, and a variety of arrangements. The Frank Sinatra Five-disk-a-week show was one of the first to return to the standard dance band format. This show, beginning next week, will be produced by utilizing a regular dance band as a general musical director and conductor for the program (See Dance Orks Revival on page 17).

**Another TV First**

HOLLYWOOD, March 4.—Fifth Street Arcade, Hoboken, N.J., has been using tele kinescope next week to play a new pic, "Victory Bond." This program has engaged in film on NBC, local NBC outlet, for remote telecast of the Hollywood premiere on Saturday (9) from Your Dad's Theatre, which is a show which was planned for a one-hour event and is now being billed. Broadcast of the film will then be edited for distribution to radio outlets throughout the country.

**Indie Publisher Fights Movie Music "Trust"**

By Bill Simon

NEW YORK, March 4.—Edwin H. Morris & Company, Inc., one of the largest independent music publishers, this week undertook to carry the ball against an alleged monopolistic practice by the ASCAP. The effort is against alleged monopolistic tendencies of several film companies and their affiliated publishing houses. In a suit which crystallized the long-awaited complaints of independent publishers, restraint of trade on a broad scale was charged against the defendants, including five film companies and 14 publishing houses, which are wholly owned by the Morris corporation. The public is also seeking injunctions (See Fight Fire Music on page 17).

**Latest Federal Version Seen All Embracing**

To Include 60-20-20?

By Ben Atlas

WASHINGTON, March 4.—The Department of Justice's proposed consent decree in the American Society of Composers, Authors and Publishers (ASCAP) case is due to be filed shortly in the Federal Court of the Southern New York District in New York City. The revised decree which contains minor changes in the formula of standards for operation of ASCAP will be submitted to a federal judicial procedure in open court for the signature of Federal Judge Henry W. Goddard, inasmuch as Judge Goddard signed the original consent decree in the ASCAP case in 1941.

The amended decree is figured to be an all-embracing document touching broadly on the major phases of ASCAP's operations, including some demonstration features in the membership and sealing down any possibility of future legal problems. The International activities which have been authorized by the Department of Justice, in the anti-monopoly act and the Federal Trade Commission. With Att. Gen. J. Howard McGrath's having announced this week the long-awaited filing of an anti-trust judgment against Technicolor, Inc., and Technicolor Motion Picture Corporation of Los Angeles, it is known the ASCAP amended consent judgment now had high priority on the department's consent decree games. The document is before the ASCAP and could be filed as early as sometime next week.

60-20-20 Plan

The document is expected to include all ASCAP's cost accounts under the 60-20-20 formula for distribution of fees, although the exact formula may be quite general, leaving the details to contractual arrangements. Under the 60-20-20 plan, the distribution rates 30 per cent on current performances, 20 per cent on current performances and 20 per cent on seniority. The decree is expected to provide for collecting from movie producers in 10 per cent of the current profit and a trust fund with the Leibell practice which precipitated the case. The defendant has been settled to ASCAP. The federal arrangement in the revised decree would for a flat rate agreement, provided instead of the former exhibitor seat tax. Another feature of the document is a (See ASCAP Consent on page 18)
Icecapades 180G At Cine Garden

CINCINNATI, March 4. — Icecapades of 1959 rang up a hefty $180,000 at 14 performances of Icecapades at Cinci Garden February 17-20, with more shows on Monday and Sundays and Saturdays (18-19 and 22-26) which will add another $3,700 to the total. Icecapades needs $5,700 of what laid on the barrel head. Tickets were pegged at $1.25 to $3.25.

On its first appearance at Cincinnati, Icecapades grossed around $147,000 in 14 performances. Shipstad & Johnson’s Ice Follies, which compete for the same local area, holds the gross record of $215,000, but that was for a major attraction to play the Garden at its opening a year ago, Joe Follies pulled 185,000 paying customers for a gross of $150,000. On its return here 10 November, Joe Follies paid out $91,000 in performances for a gross of $192,000.

Nearing Hiatus Puts KBNH Eye on Sports

HOLLYWOOD, March 4—KBNH local NBC tele outlet, will go all out on remote sports coverage after a one-week hiatus. Definitely set weekly are polo matches tele, with the first time such sporting event has been beamed to local video viewers. Will be tuned in for the action. Rights to Pacific Coast professional soccer league, covering two weekly telecasts.

In addition, the station hopes to jump ship way video wrestling. Will be the current hassle with grunt and groiners. Might offer box office. Of course for boxing cards and will definitely bid for the big league football.

Herefore, KBNH was unable to pitch for any sporting event since negotiations precluded any local coverage. With approach of opening time slots and the rescheduling of local shows and local shows, KBNH will open up new blocks of prime time for sports and special events coverage.

The Billboard
The World's Foremost Amusement Industry News

WASHINGTON, March 4—Barring change of heart in the Federal Communications Commission (FCC), the stage is set for the March 13 opening of the off-toured Los Angeles hearing of the G. A. Richari case. Hugh Fulton, Richards’ new chief counsel (The Billboard, March 4), Friday (3) tossed a new eleven hour motion to the FCC for a 30-day stay in the hearing. Earlier in the week (1) FCC hearing examiner J. Fred Trigger, who has found no synergistic further in putting excises than that done by the House vote when the commission bill is passed. A two-thirds majority vote is necessary in both houses of Congress to override a veto.

Thehusars Preps Dixie Pkg.
NEW YORK, March 4—The new Thussars preps a Dixie package service, has reached to release a Dixie package for the children. The show features Jimmy Lytell and the Delta Eight.
R. I. P.

NEW YORK, March 4.—The last of the radio programs, as rated by C. B. Hooper, Inc., shown below, is the last of the week, March 7th. Hooper this week sold his AM Budget, the network rating service to A. C. Nielsen.

1. "The Lone Ranger," 27.3.
5. "True Life Tales," 2.5.
14. "Young Dr. Malone," 1.3.

DF&S Seeks Rate Guarantee on "Beulah" TV

NEW YORK, March 4. — The Dancer, Fitzgerald & Sample Advertising Agency this week reported trying to secure a permanent rate protection deal with TV stations throughout the country for the forthcoming TV-film version of Beulah. The agency is represented on CBS by Procter & Gamble, and will be under similar sponsorship in video.

Navy Rescue

DETOUR, March 4.—WWJ-TV is now carrying only the local newsmagazine of NBC's "Today's People" and "Nightly Reese," dropping the shows from the schedule at 10:45 p.m. by dropping the show from the schedule at 10:45 p.m. by dropping the show schedule.

May Offer AM BR’s Same Cut As Television

Confab in Atlantic City

NEW YORK, March 4.—Revision of present AM hiatus policies is now awaited by NBC and will be whipped into shape at an Atlantic City meeting of top web brass next week. It is expected the new NBC policy will parallel, to some extent, changes the network is expected to announce shortly in connection with TV summer lineups.

Y&R Preps a Drive For New PG Detergent

NEW YORK, March 4.—Young & Rubicam is currently preparing a campaign for a new Procter & Gamble detergent. As this campaign is reported to be around $1,000,000 a year, with emphasis to be used in the current season.

Brief and Important

Last-Minute Digest of AM-TV News

TV Out at Chi Golden Gloves, But Gute Slumps

Despite theories that the TV hubbub for the March 11, Chicago Tribune Golden Gloves quarter finals, when there was no telecasting, was below last year's, when there was last year, when there was telecasting for three nights for the March 11, Chicago Tribune Golden Gloves quarter finals, when there was no telecasting, was below last year's, when there was telecasting for three nights, there were 7,235, 6,445 and 12,875. This year's first-night attendance was not reported, but it was reliably stated by a Tribune source to be 3,500.

Connolly Moves to CBS-TV as Program Sales Manager

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

Weems Heads GAC Radio and Television Department

As West Coast General Agricultural Corporation (GAC) exec who has been in charge of the agency's New York office and whose forte has been the hard business, last week was appointed supervisor of the GAC radio and television department.

WPTZ Offers 4/5 of Rate for Strip Shows

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

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

A three-floor, 5,000-square-foot area has been leased on West 56th Street by NBC, to house TV scene design and storage facilities. Part of the top floor, rented from Sheffielid Farms, also will be used for rehearsal space. The space will service NBC Tele studios at 109th Street, the International Theater and the RCA Building. Space will be available for current stops, paint shops, wardrobe rooms, scenic storage rooms and furniture lights.

Biowe Pitches Pair for Summer Slot on "Take It"

Comedian Jack Paar, heard over NBC several seasons ago as the Jack Benny summer replacement, is returning to the air as summer emcee of "Take It or Leave It." Negotiations with Paar are currently under way by the Big Band, which has pitched him as Eddie Cantor's possible successor. Sources say he is Garry Moore, who emceed "Take It" for a stretch prior to Cantor taking the job.

WXYZ Sells AM and TV to Stokely-Van Camp

Stokely-Van Camp Company has bought both AM and TV stations in Wyoming and WWXY-AM and WWXY-TV last week, thus the Gardner Advertising Company of St. Louis. The deal is for five 15-minute segments at 1 p.m. in the Russ Mulholland "Meet the Ladies" quiz show. The television deal is for a weekly participation in the Thursday's "Moore's "Charm Kitchen" Thursdays and Fridays on WWXY-AM.

Century Pie Circuit

Inks Theater Video

NEW YORK, March 4.—The latest movie to move into theater television is the Century Circuit, Inc., which this week signed to equip two of its 34 Metropolitan New York houses with RCA large-screen equipment. The plan is to have video for TV be the 2,500-seat houses at 9:15 p.m. in Brooklyn. Both will feature a screen image 20 by 15 feet, thrown from a distance of 30 feet.

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

March 11, 1950

Radio-Television

Communications to 1564 Broadway, New York, N. Y. 19

NRC Scans Status Horizon

Mutual Leads Pack

In Net Science Race

NEW YORK, March 4.—With the world all raving to get science fiction adventure shows on the air, the first new NBC policy will parallel, to some extent, changes the network is expected to announce shortly in connection with TV summer lineups.

One is to reduce the number of shows going into production, particularly for advertisers trying to stay on the air on a year-round basis via television. This week NBC has made the move to save money in its schedule.

In another move, the network is making a point to prove its position competitively, both within the realm of other networks and other media.

May Offer AM BR’s Same Cut As Television

Confab in Atlantic City

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Bingo! 30 per cent discount if they use video for a solid year.

The first question, nearest as radio is concerned, will be part of the general AM agenda being drawn up for the next session of This Is Show Business now on CBS-TV Sunday nights. Crocey, the present sponsor of this show, directed the most effective March 7.

At the moment the cigarette company seems to have the inside track because its competitor would have to fight to establish a similar point on CBS-TV. Naturally, the web condition is better with a Strike broad rather than a sponsor shifting program. Crocey intends to exit from TV until next season.

"Times" Wants Copy Of Levant TV Cracks

NEW YORK, March 4.—The New York Times this week requested a transcript of the NBC-TV quiz show, More Telly Than You Know. The executive director of the show, on CBS-TV, the quiz is a new series, has canceled the variety series. The show was a new look for the network.

Following a question concerning Stokely-Van Camp's move into theater television is the Century Circuit, Inc., which this week signed to equip two of its 34 Metropolitan New York houses with RCA large-screen equipment. The plan is to have video for TV be the 2,500-seat houses at 9:15 p.m. in Brooklyn. Both will feature a screen image 20 by 15 feet, thrown from a distance of 30 feet.

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Hooper and Nielsen

Claude E. Hooper, the doughty head of C. E. Hooper, Inc., is down in Arizona, happily shirking some stodgy feed, and probably laughing to himself each time he thinks of his deal with Art Nielsen. Nielsen, for $800,000, bought Hooper's national and Pacific Coast network rating series as well as the new defunct U. S. Hooperatings. Hooper will remain in the audience measurement business, confining his activities to market-by-market and individual city reports. Hooper owns or controls 80 per cent of C. E. Hooper, Inc.; Nielsen is paying the purchase price over 10 years.

While Hooper reports will be available for network programs without Hooper's seal, it is virtually inevitable that they will be discontinued eventually and Nielsen's reports, based on his audimeter and averaging a month or so behind actual broadcast date, will take over. Unless Nielsen speeds up his service—an achievement which so far has eluded him—immediately, to a great extent, will be a missing ingredient in program popularity measurements.

Can't Mix 'Em, Says Hoop

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

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

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

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

NEW YORK

SHARE OF BROADCAST AUDIENCE

SLUM OF STATION SHARES IN RANDOM HOMES=100%

AVERAGES BASED ON SAMPLING CONDUCTED THE FIRST AND THIRD WEEKS OF EACH MONTH, STATIONS WITH LESS THAN 10 INCLUDED IN OTHERS.

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

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

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

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

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

The Billboard
March 11, 1950
AB Awaits Miller's Choice For Gen. Mgr.

WASHINGTON, March 4.—The post of general manager of the National Association of Broadcasters (AB) is now held by experienced executive, but the position has not yet been filled. If President Miller's recommendation for the post is accepted by the board, the search will continue. The new AB would be in line with the Board, Allen & Hamilton plan for ABC's organization.

CBS Ready Show To Star Steve Allen

CBS is readying a radio show to star Steve Allen. West Coast disk jockey, now enmeshing "Earn Your Vacation" over the network. Its form should make it a hit, according to spokesmen for the show. The show will feature a new "hit"...plan will be to send transcribed interviews with the guests to members of the board and others interested in the show.

Eazy Question: How To Dress Like a Hawk?(

William H. Eazy has been assigned a new TV package called the "Original Animal Hour." For this, the program will dress the singer in animal skins and other entrenchments in various animal disguises. The guest is Bob Hawn.

ADA Sets Up 16-Man TV-Radio Committee

Americans for Democracy have announced a new 16-man TV-Radio Committee to co-ordinate the ADA's broadcast activities, under the direction of Robert Allison, at its meeting last week. New committee, a subdivision of the ADA's Public Information Committee, is expected to be greatly stepped up under the new plan, which will now be set up, with increased contributions of major networks...the committee's new TV-Radio action plan, written by its speaker, Harry M. Tisdale, president of the National Association of Broadcasters, has had an effect on the radio department.

Byrle Gets Plugs Via 15-Minute Commentary

Mr. Byrle, the Carl Byrle Agency, New York, has devised a way of generating free plugs for its firm's industrial accounts, via a brief commentary to be run on 16 stations, under the sponsorship of ADA's broadcast activities. Under the direction of Robert Allison, at its meeting last week. The new committee is expected to be greatly stepped up under the new plan, which will now be set up, with increased contributions of major networks. The ADA's broadcast activities...the committee's new TV-Radio action plan, written by its speaker, Harry M. Tisdale, president of the National Association of Broadcasters, has had an effect on the radio department.

Pepsi Still Reported Dropping ABC's "Counterspy"

Pepsi-Cola Co., of New York, is reported to have signed a new two-year contract with ABC in January, but it is said to have decided to cancel out the end of the current cycle.

RMA To Mail Advertising Code at Chi Confab

The Radio Manufacturers Association will be the subject of a special meeting of the sales managers' committee of the Radio Manufacturing Association, the RMA announced last week. The committee will meet with sales managers of all RMA member set makers to discuss what the proposed code might mean to their business.

Oliver To Head FC&B's Houston Headquarters

C. Burt Oliver, Coast exec for Poole, Coke & Belding (FC&B) and former manager of the agency's Hollywood operations, has been transferred to Houston. Oliver will supervise the Grand Prize Beer account there. Ellwood (Bud) Spencer is expected to succeed him as the Coast rep in Texas. The move is part of a plan to strengthen the FC&B branch in the Southwest.

ABC May Build McNeil as Another Godfrey

Under terms of a quick settlement out of court, CBS, J. Walter Thompson and the Wayne Godfrey Company last week paid $7,500 to end a suit involving invasion of right of privacy and libel charges. The suit was started by Sugar Grove, Ill., who contended in a U. S. District Court suit that the defendants had prejudiced him to be "cowardly, incompetent and irresponsible" during a speech delivered by him at the University of Alabama. The suit was filed by Mr. Godfrey and 500,000 charges that during the show his role in a wartime air crash in Alaska was exaggerated and that his part had been made to appear "false and inferior."
Broadcasters Protest U. S. NARBA Concessions to Cuba

WASHINGTON, March 4—U. S. broadcasters this week began an organized protest against what they termed an unauthorized agreement whereby certain U. S. standard broadcast frequencies would be ceded to Cuba. The protests were being directed toward individual broadcasters' legislative representatives.

The United States will make "some" concessions to Cuban demands if necessary to conclude an informal, bilateral agreement this month, State Department officials told The Billboard this week as disagreement widened between government and industry members of the U. S. delegation now meeting with the Cubans at Havana.

NARBA Session in Summer
The State Department hopes to work out an agreement with Cuba sometime this month in order to smooth the way for the next meeting of the North American Broadcasting Agreement (NARBA) to be held in the nation's capital starting either July 1 or August 1.

As it became apparent that representatives of State Department and Federal Communications Commission (FCC) are prepared to permit Cuban inroads on U. S. frequencies, national Association of Broadcasters (NAB) recalled from Havana for "consultation" its engineering director, Neal McNaughton. The NAB delegate left for Washington this week after notifying FCC Commissioner Rosel Hyde. (See U. S. Broadcasters on page 14)

Coast Baseball Puts KFI-TV on Night Schedule

HOLLYWOOD, March 4—KFI-TV, baseball rights here for exclusive rights to the Los Angeles Angels baseball club, will be dropped from KLAC-TV, which snagged Hollywood Star baseball rights and sought little deals from the Angels. KFI-TV peddled the rights to Eastside beer and Emerson television distributors, getting $40,000 from each bankroll, plus an additional $15,000 for baseball line-side advertising.

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

Station will also hypo its programming structure with the first all-television soap opera series beginning March 27, Show, to be aired five times weekly, is tagged The Jonathan Story and will be produced on film by Will Langerged Production. Series is first attempt to make produce a soap opera for local syndicated film release and will be peddled to indie outlets for $20 to $40 per day, depending on size of tele market.

"Marriage for Two" Dropped by Kraft

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

The story of the Kraft company, it is said, is that retention of Kraft Television Theater and Great Gildersleeve on ABC and NBC, as well as coverage impact in major markets and that use of newspapers is needed to reach consumers in small cities and rural regions.

Marriage has been aired since October 5, 1949, on NBC, Monday thru Friday, 9:30 to 9:45 a.m. under Kraft sponsorship.

Switch to TV Ads Sells 3,900 Units

DETROIT, March 4—The four-week sponsorship of the mid-afternoon Put'n' Johnny show on WXYZ-TV by Gee Bee Sales of Michigan reads like a success story for video.

The firm has been using two participations weekly at a cost of $32 for the four weeks and sold 3,900 of its indoor tepentiche units at $8.50 each during that period.

Previously the firm had used 14-inch ads three days a week, spotted in the television sections of all three daily papers at a cost of $2,180 for the month. When they went on video they dropped the one-column ad on the one phone listed and sold 126 units the next day. The previous high had been 45 sales a day on a Saturday.

John Bogart, head of Gee Bee, signed a contract Wednesday (22) to double his participation in the firm dropped all newspaper advertising several weeks ago.

THANKS TO: The Billboard

...and its distinguished panel of judges for the 12th Annual Radio and Television Promotion Competition.

WLW: FIRST IN SALES PROMOTION Clear channel network affiliates

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

WINS: FIRST IN PUBLIC SERVICE and AUDIENCE PROMOTION 5,000,000-Watt non-network stations

Crosley Broadcasting Corporation
Meek Rakes TV Set Makers on Low Discounts

CHICAGO, March 4.—In an open letter to the TV sets, John M. Meek, president of John Meek Industries, Inc., Fifth Avenue and 48th Street, New York, directed dealers to look for not giving retailers higher discounts. Meek insisted that low discounts, if continued in the future, would not help but hurt the manufacturers and affect upon the industry. He also claimed that since his company a few weeks ago introduced retailer's discount ranges up to 40 per cent, Meek sales have increased.

In his letter Meek stated, "This short-sighted policy... will not... has got to stop. Television is going to be a survival of the fittest and you can't do business without dealers. Today, tomorrow maybe... on a low mark-up, low profit, low margin."

At present, prevailing industry dealer discounts range between 20 and 28 per cent. A spokesman for TV Shares indicated that it was not the policy of TV manufacturers to cut their prices to dealers or to distributors. "In many cases, in many instances, in various industries, in many, many cases,..." He said, "you can get away with a policy of certain dealers. But, gentlemen, sooner or later you're going to have to cut the prices in the market and then where will you be? Giving his reason for advocating higher dealer discounts, Meek said: "A short-sighted policy... requires new techniques. And, a realistic look at the television picture reveals the need for marked improvement in sales and service matters. Our own point of view is that virtually all such matters are in their customers' costs money; it takes well-rounded sales training and... service facilities. You can't do it on a low mark-up, low profit, low margin."

100G Ballyhoo For Macy TV Music Parade

NEW YORK, March 4.—Over 100,000 people saw the Macy TV Music Parade, last Saturday afternoon, on the Sixth Avenue roof of the Macy Store. The spectacular parade started almost as soon as the huge Hit Parade which opened Thursday (2) and will continue until March 18. Large, three-dimensional record and radio TV manufacturers have already made'' impressions of the show. The Macy Store's huge fifth floor, fronted by a huge white building, is a stage to show the是多少个TV sets displayed. The show also included a "debut" of the new "Hit Parade" show, which will be displayed on the roof of the store.

Phillly TV Dealers War on Proposed Tax

PHILADELPHIA, March 4.—The "big ten" dealers made a public stand against the Federal Tax on TV sets. The group sponsored a special display ad in the local newspapers, and will take the matter up with the local and state governments and the Congress. They claimed that the tax would be a "cost of doing business" and would affect the industry. They pointed out that the Federal tax on televisions was a violation of the Fifth Amendment, and that the tax would be a "cost of doing business" and would affect the industry. They pointed out that the Federal tax on televisions was a violation of the Fifth Amendment, and that the tax would be a "cost of doing business" and would affect the industry. They pointed out that the Federal tax on televisions was a violation of the Fifth Amendment, and that the tax would be a "cost of doing business" and would affect the industry. They pointed out that the Federal tax on televisions was a violation of the Fifth Amendment, and that the tax would be a "cost of doing business" and would affect the industry.

1950 TV Set Production

CHICAGO, March 4—The following estimates on TV set production figures for 1950 were made by the Television Share Management Company. The 20 manufacturers listed by TV Shares of the top 20 in the country.

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Units</th>
<th>Average</th>
<th>Total Value</th>
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<tbody>
<tr>
<td>Admiral</td>
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<td>$145</td>
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<td>RCA</td>
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<tr>
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<td>700,000</td>
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<td>Capelhart &amp; Farnsworth</td>
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<tr>
<td>Garod (Majestic)</td>
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<td>155</td>
<td>16,000,000</td>
</tr>
<tr>
<td>Hytron (Air King)</td>
<td>100,000</td>
<td>155</td>
<td>16,000,000</td>
</tr>
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</table>

TOTAL: 5,890,500 $149.78 (avg.) $883,570,000

Brief and Important

Phono and AM-TV Receiver News Digest

Bauer Elected Prexy of Hartford NARDA

J. Wilbur Bauer was elected president of the Hartford, Conn., chapter of the National Association of Radio and TV Dealers (NARDA) last week. Other officers elected were: Vice-presidents, Leonard P. Birnbaum, New Britain; R. A. Blau Jr., Middletown; Rus...

Small-Screen TV Sets Going Out of Picture

TV sets with the smaller screens are rapidly becoming extinct, according to the latest TV tube shipment figures released by the Radio Manufacturers' Association (RMA) last week. Of 45,275,860 cathode rays shipped during the first two months of 1950, 1,073,010 were 8 inches or larger, the RMA said. Tubes of 12 to 13.9 inches accounted for 61 per cent of the...

10 New TV Firms in Pennsylvania

Ten new TV firms, including manufacturers, distributors, dealers and service outlets, last week filed certificates for conduct of business in Pennsylvania. They include... Sanborns, Inc., Elkins, Pa.,... and... Continental TV, Inc., Philadelphia, Pa.,... Television... and... Television... and... Television...

Notable on the Manufacturers

Bendix named Jack C. Gardner as district merchant on the New York and Southern Delaware territories. ... Telvin announced a... W. M. Anderson has been appointed Southwestern district sales manager for the radio... RCA TV for the W. & J. Sloan Beverly Hills, Calif., store, has been appointed... Western regional sales manager for DuMont-Tone named Fleming Industries, Memphis, as distributor in the Western... The... Another TV set...
The Drama of the Moment

NEW YORK, March 4 — Tin Pan Alley is intrigued by the timing of recent weighty events. A notable example, of course, is the filing of the Edwin H. Morris anti-trust charges against film publishers, a move which apparently occurs on the eve of the ASCAP consent decree. The decree amounts to a new code of operation for ASCAP. Its impact is not likely to be as far-reaching as the Brackman decision, which has long been anticipated by the legal fraternity.

The decree affects all ASCAP foreign tobitrarily that set aside in ASCAP on any issue, with designation of a third person for arbitration and a review of the new arrangements after three years. The amended code is not expected to provide a panacea. The general set of principles will be set up with the intent to avoid a code which leaves the Society with responsibility for practical affairs without violating either the Sherman Act or anti-trust statutes. Abides in some respects the revised code is likely to be looked upon in some quarters as a relatively mild one, the belief prevailing that in all respects it will represent a modernization of the original consent decree and a clarification of Leibell's decision. Some people are introducing some compromise provisions but never going counter to the anti-trust division.

In connection with this, legalists examining this week's consent judgment by the Justice Department against ASCAP find more than ever that the anti-trust division is making no retreat. With more anti-trust action under way than ever before in the department's history, the ASCAP decision against Technicolor, in effect, forces Technicolor to end royalty collections on 62 patents, make available other patents on a reasonable royalty basis and furnish the department. The judgment against Technicolor was prepared by Benjamin M. Brackman, chief of the department's decision section, and the government's case was prepared by assistant U.S. solicitor general of the Los Angeles office of anti-trust division of the department's section of the anti-trust division.

Senate May Block loophole
Okaying Dirty Disk Shipping

WASHINGTON, March 4 — The Senate is moving to block a loophole in the copyright code which permits some thousands of records to be shipped to foreign countries with obscene pictures, literature and films. (The Billboard, February 18).

The Senate Judiciary Committee has sent to the Senate floor this week two bills prohibiting any interstate movement of obscene matters or any importation from abroad. Both bills appear likely to come up at some point in the call of the consent calendar where they may be passed without debate.

In the present instance, the legislated period last month by the Supreme Court, no obscene matters may be transported either by mail or by common carrier. However, there is no federal law against shipping such films by private automobile.

Bills Written In

Just to make sure that the Senate, the committee wrote in "phonograph records, and occasionally the transportation of any other article capable of producing sound." The Supreme Court had ruled that "other than news" are to be included in present U.S. copyright code over disks, also that they are not specifically mentioned in the law.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of one obscene disk by auto will be okay under the new law, but luging two around will be presumptuous that they are planned for sale or distribution. However, another bill does provide that the law if the same car carries as a passenger as well.

The maximum penalty under the bill is $5,000 fine and five years in jail.

100G Sought In Suit Over “Chattanooga”

NASHVILLE, March 4 — Chancellor court last week was asked to determine the author of the current song hit, Chattanooga Shoe Shine Boy. Riding on the court's decision is an estimated $100,000 in royalties. The song was written before the death of William J. Wade by Mrs. Milnie Lee Biggs, widow of David McCarron (Bunny) Biggs, veteran minstrel man who died August 28, 1948. Named as defendants are Mrs. Mildred Acuff, wife of radio star J. Wade Acuff, and Fred Rose, all authors of the song publish papers of Acuff-Rose Publications, and Jack Stapp, program director of WSM. Mrs. Biggs claims that the current hit is the same song composed by her husband in August, 1947. He had called it Shoe Shine Boogie. Mrs. Biggs says, adding that the rhythm and music of the two songs is identical, the two words are different.

One-Third Split

Mrs. Biggs claims that there is a one-third split of royalties, according to WSM. The Biggs family is asking for that amount.

The court said it would hear the case in May.

Miller Sells 5G

Ads for Pluggers

NEW YORK, March 4 — Bob Mil- ler, president of Music Composers Employers (MCEC), reported this week from the Coast, where he held another meeting with the worth of ads for the union's annual souvenir journal. Proceeds go to support the union and improve the relief arm of the union. New subscriptions for the journal are also over the $5,000 mark. Plans for the New York branch to take over the Latin Quarter for the union's 16th annual dinner some time in May. Child and California branches are running raffles for the benefit of the relief fund.

When Order Reaches Court, What Then?

Obstacles Galore

By Jerry Wester

NEW YORK, March 4 — Evidently, what steps must be taken and obstacles overcome before the ASCAP-Department of Justice consent decree is approved and put into operation, the interest is unable to say at this point.

The pivotal factor, however, would seem to be the ASCAP's decision of having to do with licensing of motion picture performances — the satisfying of the Leibell decision and the film exhibitors whose suit ended the ASCAP tax of $300 per pageworker.

The film performance question is, in fact, regarded as one of the principal obstacles to the operation of the ASCAP. As an attorney close to the situation phrased it: "You might say that the jurisdiction of the ASCAP is the one area in which the Society has a chance to operate once again in the movie field — and ASCAP in turn is paying for the opportunity by revising its operation of the consent decree in the satisfaction of the department."

Court Plans

The proposed action that when the decree is presented in Court Chamber, the court must be satisfied with the ASCAP's decision not to contest the Leibell objections. Also, in the event the court will be given a chance to air the exhibitors' objections in the new decree in court. Consensually, such parties could include the Young Turk tamashas or other ASCAP discontents to the (See When Order Reaches, page 12).

Brackman for Pickwick Pub

NEW YORK, March 4 — Al Brackman this week resigned his position as Manager of Mill's American Academy of Music firm to deal with the management of the Pickwick Music catalog, which is owned by Goldsmith's Leeds Music Corporation. Pickwick is comprised of several American Society of Composer, Author and Publisher (ASCAP) catalogs.

The Pickwick catalog, which contains the 2,600 copyrights is in demand for many years, and the appointment of Brackman is aimed at revitalizing the firm as well as to afford it a maximum of exploitation. Brackman has agreed to an aggressive campaign on the catalog for immediate revenue plus it is fostering a plan for long-range exploitation of the large number of standard items in the firm.

The Pickwick firm will kick off with a big promotion and plug item, Edmondos Rov's disco, which has been released in England, reportedly and affair considerable interest there. The New York Is My Home, performed by Gordon Jenkins' Manhattan Towers, which is published by Pickwick, is also being mailed for new promotion.

The catalog, too, will be worked for maximum benefit from its recently acquired rights by the High Society, I Found A New Baby, and many others.

Do Me Like You Do, and many others.
Dance Ork Revival Gets Hypo As Radio Shows Switch Backing

Indie Pubber Leads War on Trade Barrier

Five Movie Firms Involved

(Continued from page 3)

Orkster Buffalo Henderson has been hired to take over the leader chores on the Sinatra show beginning Mon-
day. Henderson, who has been temporarily, gives up his traveling sax chores to the tight flight studio toolies which the radio show affords him. Henderson will be given the remainder of this term for Sinatra personally and will probably go into the Companions with the singer when he opens there later this month.

Mury Getting Veepeship at Capitol Waxery

Hollywood, March 4.—Jim Mury, the long-time veep of Radio Corporation of America’s network division, has been made senior executive officer in charge of that division. The change was made to conform to RCA Victor Records, which Mury has headed for the past 10 years. Mury will continue to be in charge of the network operations, which will be handled by the newly appointed veep.

Lost: An Excuse

Philadelphia, March 4—The toolies will no longer be able to blame sour notes on the pains they are feeling out of the off-key singers also losing their notes. The new toolies of the seven-month old American Federation of Musicians just put into effect a new rule and nobody will have to keep their pianos in a fine.

Wood's, Hendler, Flanagan Mgrs.

New York, March 4.—Herb Hend-
er, the new manager of Security Records, has engineered the diskery's high-powered drive to market. His handling of records to leave RCA to co-manage the Ralph Flanagan band. His co-manager will be Frank Wood, the company's music editor of Variety this week.

Overwork Floors Whiting

Hollywood, March 4.—Illness resulting from overwork will prevent songstress Margaret Whiting from at-
tending the Mu-Sic Opus, Ltd., gala gathering of the industry. Other Cap artists will be present, including Jimmy Wakely, Tennessee Ernie, Mickey Katz and Art Van Dusen.

The Picture

New York, March 4.—The extent of the picture company-publishing tie-ups, as indicated in a recent complaint, follows:

Loew's, Inc., owns 51 per cent of the stock in Robbins, Feist and Miller corporations.

Twentieth Century-Fox Film Corporation owns 26 per cent of each of the stock in the companies.

Universal Pictures has a contract combination that obliges it to deal exclusively with any of the three publishers above, as to all music that can obtain the production and distribution of its pictures.


Paramount Pictures, Inc., owns 100 per cent of the stock of Paramount Music and Foto-Tech.

Twentieth-Century Fox owns 50 per cent of the stock in Movietone Music Corporation.

Loew's, Inc., owns all the stock of MGM Record Company.

Copyright material
AMERICAN RECORDINGS

NO. 17006 - RUDY RENDRER
"WILL POWER"
"SO MANY BEAUTIFUL WOMEN"
"AND YOU LITTLE FINK"
Rudy Render with orchestra/arrangement

NO. 17007 - THE TRENETERS
"EVERYBODY GET TOGETHER"
"WHY DO YOU GET SO HIGH, SHORTLY?"
The Treneters with orchestra

NO. 17008 - SCAT MAN CROATHERS
"I'D RATHER BE A ROOSTER"
"TELEVISION BLUES"
"Satin Scarf" Crothers with orchestral arrangement

HILLBILLY - 10" Green Label - 75c plus tax

NO. 16015 - RUDY SOOTHER
"YOU GAVE ME BACK MY RING"
"WHERE IS MY HEART"
"THE FROST IS ON THE PUMPKIN"
Rudy Sooter and the Country Boys

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

NO. 16017 - JACKIE DOLL
"I'VE GOT TEARS IN MY EARS"
"TITTLE ROUNDED"
Jackie Doll and the Country Boys

NO. 16018 - DUSTY ELLISON
"I CAN'T FIND THE KEYHOLE" (Tanite Dear)
"GOODBY"
Dusty Ellison with orchestral arrangement

NO. 16019 - LONESOME WILLIE EVANS
"HILLBILLY FEVER"
"900 MILES FROM HOME"
Lonesome Willie Evans with harmony and string arrangement

NO. 16020 - HALLIEJAH TRIO
"WILL THE CIRCLE BE UNBROKEN?"
"THIS TRAIN WILL SOON BE LEAVING"
Hallelujah Trio

ENGLISH RECORDINGS

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

NO. 645 - ANNE SMELTON
"WITHOUT THAT CERTAIN THING"
"OH BABY WHAT CAN I DO"
Anne Smelton with the orchestra and the Royal Ancien Quartet

NO. 644 - VERA LYNN
"STAY WELL"
"THE LITTLE GRAY HOUSE"
Vera Lynn with orchestra conducted by Phil Baxie

NO. 646 - THE UNITONES
"BLOSSOM TIME IN SICILY"
"WALTzing UNDER THE MOON"
The Unitones, arranged by George Mitchell

NO. 643 - BILLY COTTON
"THE FRENCH CAN-CAN POLKA"
"OH NICHOLAS DON'T BE SO RIDICULOUS"
Billy Cotton and His Band

NO. 630 - EDMUNDO ROS
"THE SCOTTISH SAMBA"
"MORE AND MORE AMOUR"
Edmundo Ros and His Orchestra

NO. 628 - REGGIE JOFF
"WESTERN RANGE OF HEAVEN"
"Deep In The Heart Of A Rose"
Reggie Joff with the orchestra

NO. 639 - BILLY COTTON
"LADY, ANYONE EVER TELL YOU MRS. MURPHY"
"THEY'RE LOVELY"
Billy Cotton and the Band

POPULAR - 10" Blue Label - 75c plus tax

NO. 565 - SNOOKY LANSO
"GOD'S COUNTRY"
Snoaky Lanso with Harry Smith and His Orchestra

NO. 611 - JACK PLEIS
"RAGGING THE SCALE"
"STORY OF THE STARS"
Jack Pleis with Harry Smith and His Orchestra

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

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

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

NO. 612 - THE NOV-ELITES
"SPAGHETTI BAG"
"I WISH I COULD SHIMMY LIKE MY SISTER KATE"
The Nov-Elites with orchestral arrangement

NO. 613 - LEE MONT'S TU-TONES
"IT GOES IN ONE EAR, AND OUT THE OTHER"
"WHOSE ARMS ARE YOU IN TONIGHT?"
The Montys Tu-Tones

NO. 614 - JACK TETER TRIO
"PADDIN' MADEUP HOME"
"I DON'T WANT TO MESS AROUND WITH YOU"
Jack Teter Trio

NO. 619 - CHARLIE SPIVAK
"MONA USA"
"LOVELESS LOVE"
Charlie Spivak and His Orchestra with the Stardreamers

NO. 615 - KAY ARMEN
"I WILL LOVE YOU FOREVER"
"SURE THING"
Kay Armen with orchestra and choir conducted by Earl Shaben

NO. 618 - THE HOMESTEADERS
"TWO FACED HEART"
"LYN KISSES"
The Homesteaders with C.H. Page and Homesteaders

NO. 620 - EYE YOUNG
"ONE! TWO! THREE!"
"ANOTHER KISS"
Eye Young with C.H. Page and orchestra

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

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

NO. 616 - ANITA O'DAY
"BOLERO"
"EN TOUR DU-ER"
"BABY WONT YOU SAY YOU LOVE ME"
Anita O'Day with vocal by Hub Jenkins and His Orchestra

NO. 623 - BILL PANNELL
"A HEART OF STONE"
"I MISS MY MISS FROM MISSISSIPPI"
Bill Pannell and His Orchestra

NO. 617 - SALLY AND MARVIN CLARK
"BE KIND AND MAKE ME LOVE YOU"
"IS THERE SOMEBODY ELSE"
Sally and Marvin Clark with instrumental arrangement

NO. 607 - ROY STEVENS
"WHEN YOUR OLD WEDDING RING WAS NEW"
"SUGARFOOT RAG"
Roy Stevens and His Orchestra

NO. 607 - ROY STEVENS
"WHEN YOUR OLD WEDDING RING WAS NEW"
"SUGARFOOT RAG"
Roy Stevens and His Orchestra

NO. 617 - SALLY AND MARVIN CLARK
"BE KIND AND MAKE ME LOVE YOU"
"IS THERE SOMEBODY ELSE"
Sally and Marvin Clark with instrumental arrangement

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

NO. 616 - ANITA O'DAY
"BOLERO"
"EN TOUR DU-ER"
"BABY WONT YOU SAY YOU LOVE ME"
Anita O'Day with vocal by Hub Jenkins and His Orchestra

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

NO. 617 - SALLY AND MARVIN CLARK
"BE KIND AND MAKE ME LOVE YOU"
"IS THERE SOMEBODY ELSE"
Sally and Marvin Clark with instrumental arrangement

NO. 623 - BILL PANNELL
"A HEART OF STONE"
"I MISS MY MISS FROM MISSISSIPPI"
Bill Pannell and His Orchestra
**LIGHT & POPULAR INSTRUMENTALS**

**LLP. 107**

**LIGHT ORCHESTRAL FAVORITES**
Berceuse De Jocelyn (Giotard) - Pas Des Fleurs (Delileau) - Sabote Dance (Efron) - Hungarian Dance No. 3 (Brahms) - Turkish March (Masrari) - Toreador & Andalouse Rubinstein

The New Pinnome Orchestra conducted by Victor Old

Hungarian Dance No. 1 (Brahms) - Hungarian Dance No. 2 (Brahms) - Slavonic Dance No. 3 (Dvorak) - Slavonic Dance No. 5 (Dvorak)

The London Symphony Orchestra conducted by Clement Krauss

**LPB. 125**

**MUSICAL COMEDY FAVORITES**

Begin The Beguine (Porter) - I Got A Kick Out Of You (Porter) - All The Things You Are (Kern) - Snake Eyes In Your Eyes (Kern) - You And The Night And The Music (Eckhardt) - My Heart Stood Still (Redgirer) - Some Enchanted Evening (Rodgers) - So In Love (Porter) - Red Hot (Rodgers) - Why Can't You Behave (Porter)

Stanley Black and his Orchestra

**LPB. 126**

**A ROBERT FARNON CONCERT**

Donker Serenade (Hind) - Journey In A Melody (Hind) - A Star Is Born (Hind) - Jumping Bear (Hind) - Czarina Younker - How Beautiful Is The Night (Hind) - Pericin Nocturne (Hind) - Portrait Of A Girl (Hind)

Robert Farnon and His Orchestra

**LPB. 18**

**BLUE DANUBE**
The Emperor Waltz - Voices Of Spring - Blue Danube - Artful Life - Tales From Vienna Woods - Rose Of The South - White Women and Song - Viennese Ball Waltz - A Thousand And One Nights - Die Fledermous Waltz

Rennie Moore and his Orchestra

**LPB. 62**

**WALDTEUFEL WALTZES**

Eulenburg Waltz - Seven Strauss Waltz - Grandead Waltz - Diapason Waltz - Man Rive Waltz - Two Jalle - Espale - The Slavonic Waltz

Rennie Moore and his Orchestra

**LPB. 16**

**ON PARADE**

Colonel Bogey - Some Of The Brave - Old Comrades - Lady Of The Glaudesto - Uberty Bell - Stars and Stripes - Shankwell Solot - The Airsone Division March

The Band of H.M. Irish Guards

**LLP. 9**

**COLE PORTER AND GEORGE GERSHWIN SUITES**

Night and Day - I Can't Get It Out Of You - Begin The Beguine - My Heart Belongs To Daddy - In The Still Of The Night - Let's Do It - Five Get You Under My Skin - Don't Fence Me In - Anything Goes

Spike the Band - Embarrassme You - Do Do Do - But Not For Me - Somebody Loves Me - Of Thee I Sing - Love Walked In - Swanee - Someone To Watch Over Me - S'Wonderful - I Got Rhythm - With Us My Time

Lovel Berry and His Concert Orchestra

**LPB. 60**

**STANLEY BLACK - LATIN RHYTHMS**

Bubuca Tombo - Jamaica Cocktail - Adios, La Malte Bandora - Conde De Albuquerque - Condemna - The Bees And I - Rustic Dances

Stanley Black and his Concert Orchestra

**LPB. 17**

**RHYTHM ON REEDS**

Fascinating Rhythm - Moonlight - Mood Indigo - Robeata - Samba Rumba - Greens Love Call - Chocolates - Canarion

Phil Green and his Rhythm on Reeds

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**CONCERT & POPULAR**

**LPS. 116**

**SONGS OF TOSTI BY GIUSEPPE VALDENGO**

L'Ullima Carezza - T'Ama Ancora - Aprila - La Serenata - 'A Vuoleche - La Mia Concerto - Idile

Giuseppe Valdengo, Baritone

The New Pinnome Orchestra conducted by Alberto Erede

**LPS. 121**

**ITALIAN SONGS BY GIUSEPPE VALDENGO**

Me Siamo Sposa La Mia Bandera (Roselli) - Se (Roselli) - Valeria Variante (Borgo-Folchi) - Oichi Di Fiore D'Oriente - Rosinea Al Nido De Cristalento - Carina (Bild) - Madonna (Leonnard)

Giuseppe Valdengo, Baritone

The New Pinnome Orchestra conducted by Alberto Erede

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**LPS. 13**

**A CONCERT OF FAVORITES BY EUGENE CONLEY**

Beloved (Canale) - Ah! Sweet Mystery Of Life (Herbert) - Forgotten (Canale) - Ancient Mysterious (D'Orvaldo) - Three Alas (Herbert) - I'll Take You Home Again Kathleen (Winstead) - I Hear You Calling Me (Marshall) - Stanley Day (Wheatcroft)

Robert Farnon and His Orchestra

**LPS. 46**

**ERNA SACK (Soprano)**

Auf Der Kinnen (Eichenl) - Onore Ten Corder (Bast - Ani) - Huldif - You Will Return To Vienna Bess (May) - El Amor No Buss (Porto) - Three Open Wide Your Window (Mary May) - Angela Oundh Thee (Godard) - Casella Waltz (Oundh)

The New Pinnome Orchestra conducted by Hans May

**LPS. 58**

**SINCERELY YOURS - YERA LYNN**

You're The One I Care For - How Green Was My Valley - Footsteps Serenade - When Your Hair Has Turned To Silver - Easy To Remember - So Rare - Goodnight Waltz - Forgive Ta Ann - Drifting And Dreaming

**LPS. 59**

**ANNE SHELTON FAVORITES**

Where Is The Ocean - My Silent Love - Where Or When - Green-leaved - Night And Day - A Kiss In The Dark - Coming In The Dark - The Very Thought Of You

**LPS. 78**

**LISSONTE MALKOWSKY SINGS GERMAN POPULAR SONGS**

Wie Der Feuerbach - Diese Kleine Liebeslied - Und Die Glocken Halli Stilgus - Ich Auss Ich Mit Wider Weltliven - Was Du Da Hoch - Oh Rich Bei Mir - Hugs Wirt Mit In Die Heimat - Die Nord-esten

Walter Soomaj and his Orchestra

---

**ONLY "LONDON" HAS THE RECORDING FROM THE ORIGINAL SOUND TRACK OF THE FILM "THE THIRD MAN"**

**RD. ANTON KARAS**

Zither Solo

**"THE 3 MAN THEM"**

**NO. 536**

(78 RPM)
75c Each 10c

**NO. 30005**

(45 RPM)
75c Each 10c

**Release No. 24**

The London Gramophone Corp., 16 W. 22 St., N.Y. 10, N.Y.
Keys to the Band Kingdom

Way To Ork Revival Heard In Symposium

Analysts Give Report

NEW YORK, March 4—Concentrated merchandising, new personalisation, and a high degree of coordination are the keys to the revitalization of the band business, an analyst here recently stated was key ork agency men in a symposium held by RCA Victor in conjunction with the recent release of the album Here Comes the Dance Bands promotion and the Vaught/Monroe movie epic, Single/My Way Back Home. (See review beginning page 4).

Schierr, who covers the current band business, optimistically pointed out that the larger bands are hitting occasional peaks in their sales data and that the smaller bands are failing to reach the exceptionally successful nine-week peak of sales at the Palladium Ballroom in Hollywood, an engagement which sparked that spot to popularity. Also the same band trails.

Vaughn Monroe's commercial success was employed as an example, with particular emphasis being laid on the orkster's big box office on his recent date at Schirmer and that of Schirmer, laying the skepticism that the business does not exist.

The band business is, Schirmer said, enjoyed a one-week drop in the band business and was not a new band buyer. He also told of a recent 4c.m. TV pickup from the West Coast. (See Widg Rec. Review, page 15).

Keys To Head Varsity Sales

NEW YORK, March 4—George L. Keane, former sales manager in the RCA Victor pop division, this week joined Ell Oebstein's Varsity Records as assistant to Oebstein in his over-all operations, which is being expanded to include all labels.

Keane replaces Joe Carlson, last week left the post to assume a position with a well-known manager and an artist and repertoire executive in the Mercury Records organization.

60 Tunes From Chi Plunge Mills Into 'Billy Field

NEW YORK, March 4—Mills Music is entering the hillbilly and Western field with a fourscore. This began same approach that Mills recorded, but Sidney had acquired publishing rights to some 60 tunes and had signed two writers in the last both of which are on the National Born Dance over the ABC network, are Floyd (Sally) Snow and Ashley Willard. (See News, page 2).

Mills Music, having amassed over the years one of the greatest standard catalogues, is now entering the hillbilly field for a long time. The opinion of the Mills brass is that Tin Pan Alley did not cater to the masses, but that they are indelibly touched with the Broadway tint. That being the case, Mills is going in to the true source of supply—the hillbilies.

One of Mills newly acquired writers, My Mamma, is being made two ways by both RCA Victor and Decca.

Morris Loses "Wagon" Tunes

HOLLYWOOD, March 4—Buddy Morris will not publish Stan Jones's score for John Ford's film, The Searchers, which was originally slated. Sound track scoring contains two tunes, Get Along the Little Wagon and the Wagon Master, Themes in the past, and Morris' plans in the sudden change in pic's release date.

Film was originally scheduled for August release, which permitted release in May. However, Ford's last-minute decision to cap the film April 23, which will not allow sufficient time for the publisher to work on tunes.

Michael Brown Hits Big Time As A Tunesmith

NEW YORK, March 4—Michael Brown, young composer and song stylist whose renditions of his own tunes have been winning him kudos along the smart supper club trail, is in the vanguard of what is to be a spectacular plunge into the commercial music business. The 22-year-old son of the famous Songwriting Girl, will be Franki Laine's next Mercury release, and can be well on the road to being one of Laine's biggest records to date.

Brown is under contract to Hill & Range in an exclusive, long-term deal, with the understanding that Brown's output, including performances rights to the tunes. Of the two big publishers, Brown is more favored by the songwriters, Coachman and Belaire in Me, have written the songs for Brown, and r. m. and are reportedly skedded for top-name vocals.

Tune is a record staff only a year ago to debut as a singer-pianist at an East Side club, is now in demand in Chicago, with engagements at the West Side, Chicago, LaSalle, New Vegas, and the Mocambo in Hollywood coming up. He is scheduled to play the piano at the annual session of the 200 men and top pop tunes, has a musician's outlook for the combo, with producing people interested.

Merchandising Pays Off

Friendly Chat With Customers Sells Disks, Philly Store Finds

By Maurice Oreneder

PHILADELPHIA, March 4—Although a comparative newcomer in disk retailing circles, Nick Petrella has built a business of national recognition that is equal to the veteran dealers by following the axiom that "courtesy is the key to a successful business." Petrella, who set up his Petrella's Record Shop in the South Philadelphia section of the city only three years ago, that what is commonly known as courtesy, Petrella has fashioned for his own operation as he puts it, "the best business a man can have. He says, is his store's most precious asset. His "record conversation," invites a friendly chat with each customer coming into the store. Instead of merely selling, Petrella starts conversation to make the customer feel that he is at home and most welcome in the store. A pleasant anecdote about some record has always been a welcome addition. After a few minutes of chatter, Petrella knows exactly what the musical tastes of the customer are. As a result, the shop is in a better position to offer the customer a wide selection of records that will fit his individual taste. And instead of the customer purchasing the single record he has been interested in, purchases above the original intention. Moreover, the "record conversation" brings out the customer's "record capacity" in learning the extent of his knowledge, the kind of music player he has and whether or not he is a discriminating music lover. In speaking of Petrella, says, Petrella lays the groundwork for future record sales and for playbacks, not only at his store, but at all other places in the city.

However, the "record conversation" is not merely shop talk. The interest and needs of the customer are noted on an elaborate card system, and as soon as a record or album is released to fit a particular musical taste, or a new record is issued, it is announced to the customer.
March 11, 1950

DECCA RECORDS

An international SMASH HIT RECORD

C'EST SI BON

(Coupled with)

WILHELMINA

From 20th Century-Fox picture "Wabash Avenue"

Both vocal with Lee Gordon Singers and Vic Schoen and his Orchestra

by

DANNY KAYE

The International Entertainer

DECCA 24932

America's fastest selling records
Romero Signs Landau to Personal Mgr. Pact

Garet Romero has signed Bill Landau and the Landfordaires, rhythm and spiritual group that were also coaxed into the record field when Landau was once a key vocalist with the Golden Gate Quartet. Romero is preparing a promotion campaign, including radio, TV and paper press, for the mammoth voice family.

Keystone Label Grobs Cody and Haley

Cody Grobe and Haley are now members of the Keystone label. Grobe was signed originally by Frank Kepple, whose label is closely affiliated with the new label, and Haley, who cut material at the label's Nashville studio, is a veteran of the country music field.

Cisna and Grema Attend Chi MOA Conjub

RC A Victor artist-repetoire chief Joe Cisna and staffer Gary Grema have attended the MOA Convention in Chicago.

Keys Takes Over Distributing of Dana Catalog

Nat Tannen's Keys Music has taken over national distribution of Dana Records' entire catalog of material officially published for Dana disks, about 50 of which are ready imprinted copies. Among the material taken over are the current releases by Bob Dylan, Joni Mitchell, Merry Clayton, and the recently reissued the "Howdy Doody Song Book" in conjunction with the Martin Stone Agency, producer of the smash TV show.

New York:

Phil Brite is back from the Coast, where he cut the "Square Dance" number, "Take My Hand, Tenderly," for Victor, Parlophone, and "Moon of Love," which he is scheduled to record with the Charlie Ventura org. . . . Veteran contract man Irwin Tann and Sol Loft have each set up in music publishing under the names of Tann Music and Loft Music, respectively . . . Harry Bluestone has returned from Hollywood to serve as manager of the RKO Radio Records. Ralph Prima org, into the Apollo for a week beginning Friday (3), opens a two-week stand at the Click, Philadelphia, Friday (10).

After an absence of three years, Connecticut's own Charlie SPivak plays at the Regal Theater, Sunday (1). The road opener is "Broadway" George Jones, with his orchestra and vocals.

R. Marek, music editor of "Good Housekeeping" magazine, has been appointed assistant to General Manager, Paul A. Burkmeier, of the RCA Victor firm. He succeeds the late Jack M. Atwood, who was named to the post in December, 1946. Marek has been a member of the Hearst organization and is headquarters for the recent thinning of Bluebird ranks. RCA spokesmen say that the junior label will continue as a testing ground for new talent.

Ben Bloom has been named chairman of the music publishing industry's division of the Red Cross drive. . . . Lester Santiny and Al Hoffman left for Florida Sunday (3). Santiny will stay two weeks, while Hoffman will return to Philadelphia, Dick Lake, ex-Chicago disk promoter, is branching out into radio publicity and will handle the Barrymore, South Bend, Ind., show. . . . The Mark brothers of Atlanta, who recently signed an agent for the "Hoochie Coochie Man" recording, are planning a trip to Dallas. . . . The recent thinning of Bluebird ranks, RCA spokesmen say that the junior label will continue as a testing ground for new talent.

Chicago:

Don Goin, once with Music Corporation of America's (MCA) New York office, has replaced Bob Bodine, with RCA Victor here, in the sales department. Don Goin, who attended Lincoln School, has served as assistant district sales rep. for Victor as district sales rep. out of Cincinnati. . . . Master Record presser here.

ASCAP-TV Per Program License Formula Extended

The interim agreement between the American Society of Composers, Authors and Publishers (ASCAP) and TV negotiating committee for the program licensing formula has been extended one month to April 1.

Monroe Passes, of Chord Distributors and Parkway label, and J. Mayo Williams, chief of Chicago, Southern, Harlem and Ebony labels, are forming an independent music firm. Thus far they haveMemphis Minsies, Muddy Waters, Sunnyland Slim, Jimmy Rodgers, Little Walter, Baby Face Leroy and St. Louis Jimmy under contract. . . . The Hotel Sherman has announced that the place plans to close this week and to reopen the room as an eatery, the Byfield Room, in memory of the late Ernest Byfield, hotel presy. Spot may use society acts.

Hartford, Conn.:

Francis S. Stern, president of Stern & Company, Hartford area distributors of the Masters, Minor, and Miss labels, has announced that the company is planning a network of record promotion. . . . Song Hits, Inc., of Derby, a new corporation, has filed incorporation papers. Joseph Henry, secretary of state, lists Edward Levy, president; John Santangelo, treasurer and Boston Representative. The Bristol Barn Club, 127 Main St., in New Haven, Conn., where he is to be named head of "Club 15," CB network show.

Don Mostell is running a series of Sunday afternoon jam sessions at the Cambridge, 119 Main St., Hartford, Conn. . . . Capitol Records in Boston, formerly Hartford branch manager for the record company, has been transferred to the Frankfort sector of town. . . . Stan Kenton concerts at the New Haven Coliseum. . . . Published thru Frank Capone's recovering at St. Joseph's Hospital.

Count Basie bows his small combo here at Club 612. . . . Sidney Bechet started last week at Lee Jones, San Francisco. . . . A new band at the Rex, Detroit, with drummer, Don Cornell, former Sammy Kaye, vocal set, to follow.

Philadelphia:

The Jazz Guild will sponsor Illinois Jacquet for a March 24 bath at Tarra Hall. . . . Lenny Daniels and Dave Kessler have teamed up under the name of Kessler and Friends. . . . June Christy and Tommy Tucker. . . . The Barthel label in Chicago waxed Myer's Music's "I'm Not To Blame," with Toni Rami handling the vocals. . . . The label takes a smaller vocalist for theancock in the Frankfort sector of town. . . . Stan Kenton concerts at the New Haven Coliseum. . . . Published thru Frank Capone's recovering at St. Joseph's Hospital.

D. Scott, 20-year-old Eddie Carter protege, is the latest Bluebird artist to be added to the label. He recently signed an agent for the "Hoochie Coochie Man" recording, is planning a trip to Dallas. . . . The recent thinning of Bluebird ranks, RCA spokesmen say that the junior label will continue as a testing ground for new talent.

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Sure DECCA has the hits! Naturally, Decca hits spell P-R-O-F-I-T-S. But to keep volume high—month in, month out, hits are not enough. Steady sellers are important too. These standards from the Decca catalog chalk up profitable sales all year round.

ANNIVERSARY SONG
HAPPY BIRTHDAY—Auld Lang Syne
BING CROSBY
DECCA 23473

ANNIVERSARY SONG
AVALON
AL JOLSON
DECCA 23714

APRIL SHOWERS
SWANGL
AL JOLSON
DECCA 23470

AVE MARIA (Bach-Gounod)
NOW THE DAY IS OVER
FRED WARING
DECCA 23728

AVE MARIA (Schubert)
HOME SWEET HOME
BING CROSBY
DECCA 19705

BEER BARREL POLKA
LAWRENCE WELK
PENNSYLVANIA POLKA
DECCA 23885

BIG ROCK CANDY MOUNTAIN
BLUE TAIL FLY
BURL IVES
DECCA 23429

BRAHMS’ LULLABY
SWING LOW, SWEET CHARIOT
BING CROSBY
DECCA 25082

CHOPIN’S POLONAISE
CARMEN CAVALLARO
WARSAW CONCERTO
DECCA 23779

COCONUT GROVE
MY ISLE OF GOLDEN DREAMS
HARRY OWENS
DECCA 23416

DEEP PURPLE
BING CROSBY
DECCA 25358

DOES YOUR HEART BEAT FOR ME?
SO LONG
RUSS MORGAN
DECCA 25160

DRY BONES
OLE MOTHER PUT PHARAOH IN HIS PLACE
FRED WARING
DECCA 23749

FOLLY, FOLLY BAY
RUHLE YOUNG
DECCA 23165

GALWAY RAY
MY GIRL’S AN IRISH GIRL
BING CROSBY
DECCA 24320

I’LL BE WITH YOU
THE BREEZE AND I
JIMMY DORSEY
DECCA 23119

HAPPY BIRTHDAY—Auld Lang Syne
ANNIVERSARY SONG
BING CROSBY
DECCA 24279

HARLEM NOCTURNE
A NIGHT AT THE DECCAS
RANDY BROOKS
DECCA 23979

HEARTACHES
OH, MONAH
TED WEEMS
DECCA 23917

THE HOLY CITY
(2 Parts)
FRED WARING
DECCA 24357

HOT LIPS
THE ONLY WAY BLUE
HENRY BUSSE
DECCA 23013

HOW HIGH THE MOON
YOU TURNED THE TABLES ON ME
ELLA FITZGERALD
DECCA 24387

HUMORESQUE
TALES FROM THE VIENNA WOODS
GUY LOMBARDO
DECCA 23758

IF I Didn’T CARE
WHISPERING GRASS
INK SPOTS
DECCA 23833

IN A SHANTY IN OLD SHANTY TOWN
BLUE SKIES
JOHNNY LONG
DECCA 23282

LASY RIVER
CELIITO UNDO
MILLS BROTHERS
DECCA 25046

LITTLE WHITE LIES
I'LL NEVER SMILE AGAIN
DICK HAYMES
DECCA 24680

MACNamARA'S BAND
BEAR CUB BONER
BING CROSBY
DECCA 24991

MARCH OF THE BOB CATS—FIVE POINT BLUES
BING CROSBY'S BOB CATS
DECCA 23720

MEMPHIS BLUES
ST. LOUIS BLUES
GUY LOMBARDO
DECCA 23397

MY CATHEDRAL
BESS THIS HOUSE
FRED WARING
DECCA 23437

NO NAME JIVE
(2 Parts)
GLEN GRAY
DECCA 23657

NOW IS THE HOUR
SILVER THREADS AMONG THE GOLDS
BING CROSBY
DECCA 24379

PAPER DOLL
MILLS BROTHERS
DECCA 13318

PENNSYLVANIA POLKA
ANDREW'S SISTERS
BEER BARREL POLKA
DECCA 23609

PINOTTO'S BOOGIE WOODIE
LOUIS JORDAN
SAXA-WOODIE
DECCA 2334

SKIP TO MY LOU
AGAIN
CORDON JENKINS
DECCA 24442

STARDUST
DEEP PURPLE
BING CROSBY
DECCA 25318

ST. LOUIS BLUES
BALLIN' THE JACK
DANNY KAYE
DECCA 24441

STORMY WEATHER
THE BIRTH OF THE BLUES
GUY LOMBARDO
DECCA 24531

SUGAR BLUES
CLYDE McCoy
DECCA 25014

SWEET LONELI
BLUE HAWAII
BING CROSBY
DECCA 23811

TENDERLY
LAMPLIGHT
RANDY BROOKS
DECCA 24161

TICO-TICO
SERI TE YI HAVAYIDO
ETHEL SMITH
DECCA 23333

TO EACH HIS OWN
I NEVER HAD A DREAM COME TRUE
DECCA 23785

TOOT, TOOT, TOOTSI
BACK IN YOUR OWN BACK YARD
AL JOLSON
DECCA 24108

WARSAW CONCERTO CAVALLARO
CHOPINS POLONAISE
DECCA 23779

WHEN MY BABY SMILES AT ME
TED LEWIS
DECCA 25375

WINDSPEEF ORCHESTRA
KENTUCKY BAIL
BING CROSBY
DECCA 23980

WITH FRED WARING GLEE CLUB
DECCA 23970

WOODY WOODPECKER'S BALL
INDIAN BOOGIE WOODIE
DECCA 23079

YOU ALWAYS HURT THE ONE YOU LOVE
TILL THEN
MILLS BROTHERS
DECCA 23950

YOU BELONG TO MY HEART
BAIA
BING CROSBY
DECCA 24193

YOU'LL NEVER WALK ALONE
OH WHAT A BEAUTIFUL MORNIN'
FRED WARING
DECCA 24560

Single Records 726 each (plus tax)
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WHEN IT COMES TO DUETS COME TO RCA VICTOR FOR THE HITS!

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

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

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

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

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

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

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

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

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

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

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

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

ELTON BRITT AND ROSALIE ALLEN
"Prairie Land Polka"
21-0302—(48-0302)*

BRADFORD AND ROMANO
"Rag Mop"

"Chattanooga Shoe Shine Boy"
20-3685—(47-3208)*

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

HOMER AND JETHRO WITH JUNE CARTER
"I Said My Nightshirt"
(And Put on My Pray'rs)
(Put Another Nickel in)
Musical Musical Musical
21-0169—(48-0181)*

*All RPM Catalogue Numbers
Sheet Music

**BEST-SELLING SHEET MUSIC**

Tunes listed are the national best sheet music sellers. *Billboard* is based on reports received each week from all the nation’s sheet music jobbers. Songs are listed according to greatest number of sales; 1 indicates tune in a film & (R) indicates tune in a film musical. (M) indicates tune is available on records.

**ENGLAND’S TOP TWENTY**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;I’LL STRINGS ALONG WITH YOU&quot;</td>
<td>Filemen</td>
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<tr>
<td>2</td>
<td>&quot;JESSIE&quot;</td>
<td>Filemen</td>
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<td>3</td>
<td>&quot;27 TO 71&quot;</td>
<td>Filemen</td>
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<td>4</td>
<td>&quot;BUT ME, I LOVE YOU&quot;</td>
<td>Filemen</td>
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<td>5</td>
<td>&quot;ONE TO THE OLD&quot;</td>
<td>Filemen</td>
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<td>6</td>
<td>&quot;TRICK&quot;</td>
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<td>&quot;THE DREAD EXULTATION&quot;</td>
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<td>11</td>
<td>&quot;THE LAST HOG&quot;</td>
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<tr>
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<td>&quot;THE LAST HOG&quot;</td>
<td>Filemen</td>
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</tbody>
</table>

**SUBSCRIPTION ORDER FORM**

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, $1.00.

Name: __________________________  $10 enclosed
Address: __________________________ Bill me
City: __________________________ Zone: ______ State: ______
Profession or business: __________________________

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

NOW...the great hit of 1950

VANDERIN'

SAMMY KAYE

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

TONY ALAMO

WITH A SENSATIONAL VOCAL BY...

RCA VICTOR RECORDS

78 rpm
20-3680
45 rpm
47-3203
GIMMIX — Jack Gwynn, KRLD Dallas, is using a "Pick-a-Program" feature which permits listeners to program music. When a listener calls in, Wining entry gets the chance to appear on the show and take home a framed picture. John Miller, WCLT, Newark, Ohio, is running a contest to find worst bugler in the area. The winner will record and release a record for Euchre Bugle Call show... Ned Pumphrey, WCRB, Walla Walla, Wash., calls listeners and asks them to select favorite type of music.

SWITCHES — Red Road to KQED St. Johnsbury, Vt., has decided to replace its morning man's program with "Jack Says". Jim S. Criminal, WINS, New York City, is making a last ditch effort to keep his show on the air. Dick Wright, WDEM, Providence, R.I., is planning a series of "hit-maker" shows. Benny Jenkins, who is one of the top radio personalities around, is considering a move to the West Coast. He has been receiving several offers from record companies and is considering them seriously.

GRIPES & SWIPES — Lea & David Childs, WAAP, Montgomery, Ala., have griped that "the deejays around the country supply you with a lot of info. Isn't it too bad to include a subscription for a free service which offers music to the deejays?" Dick Wright, WDEM, Providence, R.I., suggests that there is a "great talent" at work. "Dicky La Berge," a local deejay, is a "top-notch" personality. He is "the best" at what he does.

FREEBIE — WICC, Columbia, Tenn., bags a new personality. He is "the man with the magic voice," and "he keeps turning me on." He is "the guy with the green face," and "he's killing me with his music."
GREATER THAN "RUDOLPH"

Just in time for Easter

GENE AUTRY
SINGS

Peter Cotton Tail

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

COLUMBIA RECORD 38750
7-INCH 1-575

SHIPPING NOW - ORDER TODAY

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music • Originators of LP Records For Uninterrupted Listening Pleasure
MUSIC
THE BILLBOARD
March 11, 1950

Retail Record Sales

MUSIC BULLETIN CHARTS

BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's two leading retail record stores. List is based upon The Billboard's weekly survey of the nation's 1,400 largest dealers, representing every important market area. Some retailers refuse to give us store sales figures.

Retail Record Sales

CHILDREN'S RECORDS

Records listed are those selling best in the nation's two leading retail record stores. List is based upon The Billboard's weekly survey of the nation's 1,400 largest dealers, representing every important market area. Some retailers refuse to give us store sales figures.

Records Listed according to general sales.

CLASSICAL SINGLES

For the week ending March 3

ALBUMS

For the week ending March 3

POP ALBUMS

For the week ending March 3

DEALER DOINGS

PHILADELPHIA...Carson Brothers put their entire stock of 78 rpm singles and albums on special at half price, as did WAMX, Philadelphia. A. H. H. Freeman, manager of the John Wanamaker's record department offered a 75% sale on all his records from 25% to 50%. Wanamaker's also staged a successful in-person promotion, tying in with the new Grand Opera Company's bill at the Academy of Music, with Ferenczi Taglialia and Pinza Tinari, autographing their records.

MERCHANDISING TIPS...

"How do you sell records to the man in the street?" asked a record dealer this week. When customers just want to listen, let them listen to the music. Of 100 people, 10 will want to buy something else, so don't try to push other products. When customers just want to pay, let them pay, then say goodbye, and let them go. Of 100 people, 10 will want to buy something else, so don't pretend to have a large inventory. We want to sell the records, not the talking. When customers just want to see, let them see. Of 100 people, 10 will want to buy something else, so don't try to sell by talking. We want to sell the records, not the speech. When customers just want to ask, let them ask. Of 100 people, 10 will want to buy something else, so don't try to sell by talking. We want to sell the records, not the sales talk. When customers just want to think, let them think. Of 100 people, 10 will want to buy something else, so don't try to sell by talking. We want to sell the records, not the mind. When customers just want to hear, let them hear. Of 100 people, 10 will want to buy something else, so don't try to sell by talking. We want to sell the records, not the ear. When customers just want to feel, let them feel. Of 100 people, 10 will want to buy something else, so don't try to sell by talking. We want to sell the records, not the touch. When customers just want to do, let them do. Of 100 people, 10 will want to buy something else, so don't try to sell by talking. We want to sell the records, not the action.

GROPES AND SWIPES...

"Would like to get hold of a record brush that works on the tone-arm of the RCA 45 attachment. Magna-voice, but we aren't aware of a satisfactory one. We aren't a Magna-voice dealer. There is a demand for such a accessory. The brushes now on the market are too heavy and move too much. We have not been given one."

RADIO GIMMICK...R. H. Irwin, Wrad Radio Service, Findlay, Ohio, wrote us to say that he recently got an extra promotion out of the disk show he sponsors over KFPO, Columbus. He used the call letters, the show and the disk picked up plenty of publicity when the station switched wave lengths to 1020 to 1260. They later moved to 920. Larry Morris, chief announcer, the station and Irwin officials, said that they were particularly pleased with the results. The new program is called RFD 1260, match.

CONNECTICUT...Rosenblatt's Record Shop, Hartford, ran a special sale of five 10-inch pops for $1, with newspaper advertising stressing the fact, "while they last." The sale also featured an exclusive selection of albums by such groups as the Milk Boys, Maloney's, New London, under the heading of "Only Maloney's Has 'Em." A special sale, featuring complete LP disks for $1.99 each, was also featured. The sale also featured a special offer, a chance to win five of the tops LPs plus a long playing attachment for $1.80.

NAMM REGIONAL MEETS...

Central States made plans for their annual meeting at the Hotel Stillus, Cleveland, March 13-14, with Charles A. Schulte, Schulte Music Studio, Cleveland, and W. H. Johnson, J. G. Carlson, Chicago, as co-chairmen of the regional conference. L. M. Keats, Howlett, Federally, will be the featured speaker, the Kent Central School, 350 Faculty Bldg., Cleveland, will sponsor the meeting. A. Irwin, Mayor of Cleveland, will be the featured speaker, the Kent Central School, 350 Faculty Bldg., Cleveland, will sponsor the meeting. A. Irwin, Mayor of Cleveland, will be the featured speaker, the Kent Central School, 350 Faculty Bldg., Cleveland, will sponsor the meeting.
COMING SOON!

"SWAMP GIRL"

FRANKIE LAINE

AMERICA'S No. 1 INTERPRETER OF MODERN MUSIC

Musical Arrangement by Harry Geller

PRESENTED ON

MERCURY RECORDS
For all the World to Love!

WALT DISNEY'S
CINDERELLA and Perry COMO'S

outstanding rendition of . . .

"A DREAM IS A WISH YOUR HEART MAKES"

and BIBBIDI - BOBBIDI - BOO

RCA VICTOR RECORDS

78 rpm 20-3607
45 rpm 47-3113
EILEEN BARTON whips up the hottest biscuit in the country with NATIONAL #9103
"If I Knew You Were Comin' I'D'VE BAKED A CAKE"

BILLY ECKSTONE'S soulful rendition of NATIONAL #9096
"WHAT'S NEW" "THERE ARE SUCH THINGS"
N. L. P. #2001
"BILLY ECKSTONE SINGS" 33 1/3 RPM Long Play

THE RAVENS NATIONAL #9101
"I DON'T HAVE TO RIDE NO MORE" "I'VE BEEN A FOOL"

WINI BROWN NATIONAL #9102
"HE'S MY DADDY" "THE SUN'S GONNA SHINE AGAIN"

Which One Do You Pick?

A real rhythm-billy with the kitchen sink... and GOOD MORNING JUDGE

by LOUIE INNES and The String Daughters

TANNEN MUSIC, INC.
146 W. 54 St.
New York, N. Y.

Dave Apollon's Sensational Zither style recording of NATIONAL #9104
"The Third Man Theme" backed by "The Cafe Mozart Waltz"

Folk (Country & Western) Record Section
Based on reports received last three days of Week Ending March 3

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS
Records listed are retail and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whom purchase country and Western records.

POSITIVE
Week | List | Place
---|---|---

1. CHATTANOOGA SHOE SHINE BOY... R. Parry
Superior Ray
2. CRY OF THE WILD GOOSE, THE... Tennessee Ernie Ford
Donnelly Sessions, The
3. NO MAN'S LAND... J. L. Wills
Bullet 676-B
4. I'M GONNA SHINE... 6244
5. I LOVE YOU BECAUSE... B. Todd
Cap 17-48303-B
6. NEVER MORE AND NEVER... J. T. Wills
Cap 755200D, 653-B-800-B
7. A LEGEND IS BORN... 6242
8. LETTERS HAVE NO ARMS... T. Todd
Cap 78060, 1457-B-800-B
9. I MAN AND A DADDY BROKE MY HEART... E. Arnot
780121-104-Cr, 4056-B-800-B

Take Me In Your Arms and Hold Me

WARNING!

In utilizing those charts for buying purposes, readers are urged to pay particular attention to information noted which shows the length of time a record has been on the chart and whether a record's popularity has remained or decreased. This information is shown in the chart itself and in the index. Readers are also reminded that these charts reflect the circulation of a certain percentage of the population. They do not reflect the circulation of all periods, as some people may not have heard the record as it was being played. This fact should be taken into consideration when interpreting the results of a certain survey among retail stores. If a retailer has a high volume of sales, or if he is a record store, the results of this survey may not be representative of the entire country.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES
All That Goes Up Must Come Down D. Thompson (Standing on) Cap 786
Banana Waltz B. Boyd Variety 781521-104-Cr
Boogie Woogie Cowboy T. Miller Here's Cap 729
Chug-a-Lug Country Wassail (You Don't) Cap 787
Country Waltz 782292 (Let's Go Round)
Country Waltz 782292 (Let's Go Round)
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Country Waltz 782292 (Let's Go Round)
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Country Waltz 782292 (Let's Go Round)
### Most-Playcd 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

<table>
<thead>
<tr>
<th>Week</th>
<th>Last</th>
<th>This</th>
<th>to date</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. CHATTANOOGA SHOE SHINE BOY, B. Fair - Juke...</td>
<td>Dec 46155</td>
<td>WBAI</td>
<td>4</td>
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<tr>
<td>2</td>
<td>2. CRY ME A RIVER, R. Wills - Bullet</td>
<td>46085</td>
<td>WMCA</td>
<td>5</td>
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<tr>
<td>3</td>
<td>3. TAKE ME IN YOUR ARMS AND HOLD ME</td>
<td>Oct 46017</td>
<td>WIBC</td>
<td>6</td>
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<tr>
<td>4</td>
<td>4. LETTERS HAVE NO ARMS</td>
<td>Oct 46017</td>
<td>KTRM</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>5. I JUST DON'T LIKE THIS KIND OF LUV</td>
<td>Dec 46075</td>
<td>WLSB</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>6. BLUES, STAY AWAY FROM ME</td>
<td>Dec 46099</td>
<td>KMOS</td>
<td>9</td>
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<tr>
<td>7</td>
<td>7. I LOVE YOU BEEHIVE</td>
<td>Dec 46099</td>
<td>WIBA</td>
<td>10</td>
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<tr>
<td>8</td>
<td>8. TENNESSEE BINDER NO. 2</td>
<td>Dec 46120</td>
<td>WIBC</td>
<td>11</td>
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<tr>
<td>9</td>
<td>9. GODS WERE ANGRY WITH THE M. Welby-J. Whiting - WIGN</td>
<td>Dec 46120</td>
<td>WIBC</td>
<td>12</td>
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</tbody>
</table>

### Country and Western Records Most Played by Folk Disk Jockeys

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

#### Folk Talent and Tunes

By Johnny Sippe

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

Ray Merritt, KWTW, Springfield, Mo., asks if any country music act can beat the 15-year record of the Goodwill Family, Slim Wilson, Aunt Martha, Junior and George at KWTW. Wayne Johnston, KAML, Amarillo, Tex., uncased his steel guitar to work a band date with Floyd Tillman recently. Cliff Bruner (Decca and Ayo) and Rip Ramsey (Eagle) have merged their bands and are working at the Clow Club, Amarillo. Cactus Fryer, KTCR, Austin, Tex., will handle promotion for the two dates which a 4 Star record unit will play there. Roy Dixon, KTRM, Beaumont, Tex., writes that Richard Price and his steel man Deacon Anderson, of that station, are the writers of "Near Me" and "Rag Mop," the hit pairing by Johnny Lee Wills on Bullet. Norm Alden, KXOL, Fort Worth, reports that Tennessee Ernie Ford entered the city January 27 for his one-nighter, riding herd on a string of mules. Danny Shaver, WFLD, Farmville, Va., reports that the Melody Mountainmen have joined the staff. Art Barnett, WSPA, Portsmouth, Va., reports that Norman Phelps and his Virginia Rounders have moved from WRAV to WGN, Newport News. Barret has added 50 minutes to his daily schedule. Texas Slim, at WSAY, Huntington, W. Va., has inked a p.m. paper with Roy Parker, of Valley-Hill Music, Hollywood. Uncle Charlie Clifton, KRKD, Los Angeles, reports that he conducted a contest to guess his age, with the winner (Continued on page 119).
Record Reviews

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

The Categories
Point Entries are maximums. Songs, hit material, 5; interpretations, 5; arrangements, 5; "name" value, 5; record quality, surface, 15; music publisher's air, 15; distribution, average, 15; manufacturer's distribution, average, 15; manufacturing's production, average, 5.

ARTIST TUNES LABEL AND NO.

POPULAR

DELTA RHYTHM BOYS
You Go to Your Church and I'll Go to Mine
Decca 48138
80-82-80-78

HARRY BELAFONTE
Sometimes I Feel Like a Motherless Child
(Pete Rugolo Orch.) Capitol 856
67-70-66-66

KAY STARR
I'm the Lonesomest Gal in Town
(Capitol 854)
76-78-75-75

ETHEL SMITH
The 3rd Man Theme
Decca 24908
78-78-78-78

FRANK PETTY TRIO
A Precious Little Thing Called Love
Dille 10844
65-65-65-65

ELAINE JORDAN
I'll Be Waiting, Darling
(Phillips 107)
44-43-42-48

TINY HILL
Tuck Me to Sleep in My Old Tucky Home
Memory 3373
63-63-63-63

TONI BARNES
I Was Lucky
(Fred Smale Orch.) Turfhill B-212
57-68-58-56

PAUL WARREN ORCHESTRA
Gettin' Ready
86-86-85-87

GENE WILLIAMS ORCHESTRA
Button Up Your Overcoat
Memory 5746
67-68-67-66

DAVE APOLLO
Once Around the Moon
National 4014
65-65-65-65

JOHNNY MERCER
The Pied Piper-Paul Weston Orch.
Capitol 853
71-75-70-68

(Continued on page 38)
EDMUNDO ROS

AND HIS ORCHESTRA

The King of Latin-American Music GIVES YOU ANOTHER HIT!

NO. 630

75e plus tax

"MORE AND MORE AMOUR!"

(Samba)

Scottish Records

and his Orchestra

Vocal by

Edmundo Ros

Record Reviews

(Continued from page 31)

ARTIST

LABEL AND NO.

TUNES

COMMENT

POPULAR

NAT "KING" COLE

Capitol 1552

The Horse Told Me

74--76--74--73

NAT "KING" COLE

Capitol 1226

Don't Let Me Be Misunderstood

79--70--78--78

TONY PASTOR ORK

Columbia 80914

My Rose

88--89--86--88

OLIVE MASON

RCA Victor 20077

Boogie on the Maracas

47--45--45--50

KAY KYSER ORK

"Michael Douglas-Sue Bennett"

Columbia 28713

Wilhelmina

81--84--89--80

ERNIE HIGGINS-THE COSTER WONGERS

Mercury 53758

What-ya-Doing Tonight, Dear

81--80--83--83

MAYE WILLIAMS-TOMMY REEVES

Columbia 45460

Talk of the Town

64--68--62--62

MAYE WILLIAMS-TOMMY REEVES

Columbia 45667

Don't Take Your Love From Me

66--70--62--65

ARMAND HUG

Capitol 10361

Little Rag

74--74--72--76

RAY ROBBINS ORK

Capitol 961

Hugin' the Keys

70--70--70--70

GEORGIA GIBBS

(Coin Kasmitter's Dixielanders)

Coral 65169

If I Knew Yr Were Comin' I'd've Baked a Cake

87--88--86--87

JIMMY DORSEY

(Coastal Bleyer Ork)

Columbia 36215

Stay With the Happy People

84--85--83--83

ARTHUR GODFREY

(Coastal Bleyer Ork)

Columbia 36216

Making Love ukulele Style

77--77--75--78

PEGGY LEE

Capitol 596

I Feel a New Sunshine

71--71--70--72

FRANK FROEBEL

Decca 49999

On San Francisco Bay

75--75--75--73

Record Reviews (Continued on page 46)
ONE MILLION AND ONE, ONE MILLION AND TWO,
ONE MILLION AND THREE...

OPERATOR,
"ENJOY YOURSELF"
COUNTING THE TAKE

Guy
LOMBARDO
and his Royal Canadians

Other Current DECCA Releases...

1. Raindrop Serenade
La Golondrina
Decca 24854

2. Cafe Mozart Waltz
The Third Man Theme
Decca 24839

3. Song of the Islands
Sweet Leilani
Decca 24867

4. My Lily and My Rose
Dearie
Decca 24899

Appearing for the 20th Season

THE GRILL, HOTEL ROOSEVELT
New York, N. Y.

*DECCA 24825 backed by
"RAIN OR SHINE"

March 11, 1950
The Billboard
MUSIC
### Record Reviews

(Continued from page 38)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JERRY GRAY ORK</strong> (Irma Curry)</td>
<td><strong>Decca 24912</strong></td>
<td><strong>POPULAR</strong></td>
</tr>
<tr>
<td>Stormy Weather March</td>
<td>86-87-85-85</td>
<td>Stepped up in one of its most effective Miller-style carbon copies. Providing material of the standard, done a la &quot;St. Louis Blues March&quot; from out of the array back of the late Miller.</td>
</tr>
<tr>
<td><strong>LIONEL HAMPTON ORK</strong></td>
<td><strong>Decca 24911</strong></td>
<td>&quot;I'll Never Be Free&quot;</td>
</tr>
<tr>
<td>Miss Curry loses her singing effectiveness as this rhythm of a promising line and rhythm hard-copy progresses. Home spindles off a few fine bars on his voice.</td>
<td></td>
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<tr>
<td><strong>DIZZY GILLESPIE</strong></td>
<td><strong>Capitol 792</strong></td>
<td><strong>How You Sound</strong></td>
</tr>
<tr>
<td>Tiniest and finest unit on a reasonably able job with a rather imaginative cornet arrangement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HERB KERN</strong></td>
<td><strong>Decca 24915</strong></td>
<td><strong>Take This Message to My Mother</strong></td>
</tr>
<tr>
<td>Strong organ, the most familiar rag is bright and clearly-organized.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MICKEY &amp; MARY CARTON</strong></td>
<td><strong>Decca 12278</strong></td>
<td><strong>The Road by the River</strong></td>
</tr>
<tr>
<td>Simple waltz, lively rhythms, echoes of Brint, Harry Carton pipes persistently to an old-fashioned band backing.</td>
<td></td>
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<tr>
<td><strong>KITTIE KALLEN</strong></td>
<td><strong>Mercury 26167</strong></td>
<td><strong>You're Alone</strong>, <strong>Mother, Mother, Mother, Pin a Rose on Me</strong></td>
</tr>
<tr>
<td>Nearly做到 may be done in another combination as presented here. Throes work well in this rag and swell cleanly.</td>
<td></td>
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<tr>
<td><strong>JAN AUGUST</strong></td>
<td><strong>February 1940</strong></td>
<td><strong>Honeysuckle Rose</strong></td>
</tr>
<tr>
<td>The waltz is fine with a unique style of the Kern type. parish provided by Kittie Kallen and easy swinging ensembles. Could improve.</td>
<td></td>
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<tr>
<td><strong>FREDDY MILLER</strong></td>
<td><strong>King 5554</strong></td>
<td><strong>Wunderbar</strong></td>
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<tr>
<td>The waltz is fine with a unique style of the Kern type. Parish provided by Kittie Kallen and easy swinging ensembles. Could improve.</td>
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<tr>
<td><strong>DICK TODD</strong> (Jerry Parker-Chavez)</td>
<td><strong>Piano</strong></td>
<td><strong>Take This Message to My Mother</strong></td>
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<tr>
<td>The waltz is fine with a unique style of the Kern type. Parish provided by Kittie Kallen and easy swinging ensembles. Could improve.</td>
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<tr>
<td><strong>ED FALSTYK'S ORK</strong></td>
<td><strong>Decca S-271</strong></td>
<td><strong>The Wrestler's Song</strong></td>
</tr>
<tr>
<td>Colorful designed to catch some bars which may be lacking around because of writer's recreation of something seen. It's a new effort. Parts 2 and 3 are identical-the last being that joke box not used until now.</td>
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<tr>
<td><strong>THE GLENN BROWN TRIO</strong></td>
<td><strong>Carnegie 550</strong></td>
<td><strong>Button Up Your Overcoat</strong></td>
</tr>
<tr>
<td>It's nice treatment on a combination of some attractive things. Should draw big attention. Thoughtful production made use of some saxes.</td>
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<tr>
<td><strong>KEN GRIFFIN</strong></td>
<td><strong>Rodeo R-322</strong></td>
<td><strong>I Never Know</strong></td>
</tr>
<tr>
<td><strong>AMES BROTHERS</strong> (Roy Ross Ork)</td>
<td><strong>Decca 6814</strong></td>
<td><strong>Music! Music! Music!</strong></td>
</tr>
<tr>
<td>Organ version of one of the hits, without vocal, wistful voice mix on what is here. Some tempo drops are favored.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ROB FLANNERY- PHYLLIS BROWN ORK</strong></td>
<td><strong>Capitol 874</strong></td>
<td><strong>Sing Until the Cows Come Home</strong></td>
</tr>
<tr>
<td>It's nice treatment on a combination of some attractive things. Should draw big attention. Thoughtful production made use of some saxes.</td>
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*(Continued from page 116)*
March 11, 1950

The Billboard

MUSIC

One

...for the money (ARE YOU LONESOME TONIGHT)

Two

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

Three

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

Four

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

BARRON's

great recording...

"ARE YOU LONESOME TONIGHT"

PENNY WISH AND LOVE FOOLISH

MGM-10628

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.
He scores one for himself!
The man who made some of the greatest arrangements ever recorded by Glenn Miller, Tex Beneke and Artie Shaw scores again.

WITH HIS OWN BAND.
Jerry Gray
and His Orchestra
Recording another GRAY GREAT!

Remember these great Jerry Gray arrangements?

The Billboard Music Popularity Charts
Record Possibilities

The Billboard Picks:

- In the opinion of the Billboard music staff, records listed below are most likely to achieve popularity as determined by a survey into best selling, most played or most heard features of the charts from Hollywood Hill.

THE DISK JOCKEYS PICK:

Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think listeners’ lists will be:

1. BOULETTE
2. COURT EVERY STAR
3. I ALMOST LOST MY GIRL
4. DON'T YOU THINK IT'S A SIN
5. MEKELAINTS
6. DADDY'S LITTLE GIRL
7. DID ANYONE EVER TELL YOU THAT I LOVE YOU?
8. I DON'T WANT TO BE MISSED
9. SUNSHINE CAKE
10. SILVER DOLLAR

THE RETAILERS PICK:

Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the best retailers think tomorrow’s lists will be:

1. BOULETTE
2. CANDY AND CAKE
3. WITHIN HEART'S SURGE
4. SUNSHINE CAKE
5. SILVER DOLLAR
6. THE THIRD MAN THEME
7. WITH MY EYES WIDE OPEN I'M DREAMING
8. LE'NOIR'S RAG
9. WE'LL BUILD A RGBALD

THE OPERATORS PICK:

Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the best operators think tomorrow’s lists will be:

1. BOULETTE
2. DADDY'S LITTLE GIRL
3. WITHIN HEART'S SURGE
4. SUNSHINE CAKE
5. SILVER DOLLAR
6. THE THIRD MAN THEME
7. WITH MY EYES WIDE OPEN I'M DREAMING
8. LE'NOIR'S RAG
9. WE'LL BUILD A RGBALD

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

Records that have appeared for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk jockeys think tomorrow’s lists will be:

1. BOULETTE
2. DADDY'S LITTLE GIRL
3. WITHIN HEART'S SURGE
4. SUNSHINE CAKE
5. SILVER DOLLAR
6. THE THIRD MAN THEME
7. WITH MY EYES WIDE OPEN I'M DREAMING
8. LE'NOIR'S RAG
9. WE'LL BUILD A RGBALD
You're "on the level" when you study the record plays, retail sales and the music popularity picture thru The Billboard Music Popularity Charts.

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

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

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

A GREAT RECORD OF A TRULY GREAT SONG ON M-G-M RECORDS

BILL FARRELL

GET THE MUSIC ON FIRST M-G-M

(If FIRST ON M-G-M I BAKED CURRENT NAME MADE RECORD THE COMIN') PLAYED A RELEASED THE GREAT.

(438101).

www.americanradiohistory.com

The following abbreviations are being used throughout the list of Advance Record Releases:

Cap—Capitol
Col—Columbia
Mer—Mercury
V—Victor

All other labels will continue to be listed in full. Numbers are listed in parentheses; 45 r.p.m. numbers are listed; the speed is indicated in parentheses preceding the record number. For examples: V (78) 191-1917, 1917 (78); 45 (78) 10654, etc.

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(438101)
NAMM Back to Chi in 1951; '52 Meeting Goes to N. Y.

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

The NAMM will show its sales tractors currently in the process of completion, at the 1950 convention slated for July 10-12 at the Palmer House here. The film will show: (1) The responsibility and opportunity for selling music to a community; (2) over-the-counter sales; and (3) big-ticket selling. The NAMM also has added its services to A. P. Stewart of Purdue University, who is director of festival music for the Freedom Fair in Washington in 1951.

Gard reported that William H. Beasley, a Namm rep and owner of Beasleys, Dallas, appeared before the Ways and Means Committee of the House of Representatives, on February 21, for agreement or elimination of the excise tax on musical instruments. Beasley, in his report, quoted from a national survey by the NAMM membership which reveals that 12% of all musical instruments are tax-exempt because they are purchased by schools and religious organizations. He pointed out that an additional 60% of the total purchased are for band, orchestra and school or home instruction. The survey disclosed that the remaining 18% are purchased for educational use.

Meyers Driving To Up Cap Biz

HOLLYWOOD, March 4.—Bob Meyers, promotion head of Capitol's indispensable promotion arm, is making what seems to be a prolonged drive at boosting sales. Currently in the works is an info file sheet to be issued to dealers on Capitol classical items. Sheet contains an unbiased background analysis of the composer, composition and the recording's sales potential. It is given to every cap man and sales personnel more know-how on what they're peddling.

Meyers polled dealers on the file sheet plan and found overwhelming acceptance, with 97% per cent strongly favoring the projected series.

Meyers's other sales hype is aimed directly at the consumer. Each one of his mailers is mailed to the music store, with a sales questionnaire enclosed, is placed on a mailing list coded according to the type of music the customer bought. Meyers is mailing personal letters to those persons, informing them of forthcoming releases of the type of music for which they indicated preference. Letter tells the buyer to see his dealer or write to Capitol for the address of the Capitol merchant nearest him.

Regal Records Hops To Oaters, Hillbilly

CHICAGO, March 4.—Regal, the Linden, N. J., distillery operated by Fredric Brochard and the Brocam brothers, is going into the hillbilly and Western field. Mendelson has informed Mr. Statler, former director of the NBC-TV Saturday night jam-box program and his band, heard on WASH, Annapolis, Md.

In the blues and rhythm field, Regal will sign the Porter Family and Violet Smythe, Detroit chippies. Billboard reports that Regal is making a bid for F & M Distributing in Cleveland (Tier Regal, while Pan-American replaces Merry Kaplan in Detroit.

Imperial Goes Western

PHILADELPHIA, March 4.—The Imperial Record Company is setting up in the blues and rhythm sides, steps out into the Western and square dance field in preparing two albums of local origin. With Eddie Condon's Loose Leaf Distributors firm handles the label, co-operating, Imperial will cut a set of sides with old-time Eddie Chaffin and will package a second set of Broom Watters dedicated to Hal Moore, WCAU early morning disk jockey, who revived the broom dance idea.
The Honor Roll of Popular Songwriters

By Jack Burton

No. 51—Al Hoffman

In the songwriters' lexicon "every cloud has a silver lining" or a reasonable equivalent, Alan Hoffman will swear it is true. Before Al was all that, he was, in a discouragingly tough, puffed-out-into-a-heart song and called It Hurts, Ted Weens whose two master presences of A—okay for Victor and the other Delta—but the record sold for half as much as the music stores. But in 1916, in 1947, Al hit the Yeary Double with a two-song parley: Heartaches, the also-run of 1915, and the sturdy-minded, Chinababia, which earned him $6000 at the box office. That's how high Hoffman made it, and he's one of the narrow, lucky ones who's succeeded in the world of music. He watched his father play the piano and it was his mother who showed him the tricks of the trade. He made his debut on the radio circuit as headliner and has remained there ever since.

Al also gained some local fame as a band leader. In 1915 he was the prominent center of the music industry, and he and his father played together in many of the important New York circuits. In 1916, Al appeared in the film The Man Who Wrote The Sky, which was one of the most important films of the year, and in 1917 he signed a contract with the Famous Players-Lasky Corporation, where he remained for several years. During this time, Al Hoffman composed many songs that became popular hits, including "Rock-A-My Heart," "My Heart Told Me," "I'm a Little Teapot," and "Just a Southern Maid." He also wrote the score for the Broadway musical "The Little Colonel," which ran for over 1000 performances. His career continued to flourish, and he was inducted into the Songwriters Hall of Fame in 1976.

Al Hoffman died on November 10, 1981, in New York City. He is survived by his wife, Marge, and their three children. He is remembered as one of the greatest songwriters in the history of American music, and his music continues to be enjoyed by generations of listeners.

Songwriters

**Phillips Leaves ABC for Glaser**

**Chicago, March 4. — Billy Phillips, Jack-of-all-trades for the past three years in the Associated Booking Corporation (ABC) offices here, was set to leave Monday (6) for Hollywood, where he will take over as chief of the Joe Glaser Western office. Phillips, who did the majority of the jazz spot booking for Glaser's the Midwest headquarters, during the past three years, will replace Milt Deutsch. It's understood that Deutsch is leaving ABC on April 15 to take over as manager of entertainment at the Western Village of the Last Frontier Hotel, Las Vegas, Nev. Freddy Williamson, manager of the ABC branch here, says a replacement for Phillips will be appointed within the next two weeks.**

**Big Road Schedule For Capitol Brass**

**Hollywood, March 4.—Capitol Records' top brass are on the road. Hal Cook, head of pop disk sales promotion, plans to attend Chicago to attend the Jukebox Assembly and also head for New York to kick off some national plans. He will visit various Eastern distribr branches and help co-ordinate activities of new promotion department appointments.**

**Announcing a New Label Serenade Records**

Every record a hit.

**Serenade Recording Corp.**

1659 Broadway, Suite 719, New York City

**Phillip AAF's New Ticket**

**Philadelphia, March 4. — An opposition slate was set up for the forthcoming election of Local 77, American Federation of Musicians (AFM), next month. President Frank Lauri will face a coalition of three men who were defeated in the race for president at the last election, along with the two vice-presidential candidates. The opposition slate, which includes in addition Guy A. Scoll, secretary, who moves into an opposing slot for the first time, will also head a blue ticket in seeking re-election, with Louis Ingoldsby holding the vice-presidential and Jimmy Perri for the secretarial post.**

**Distributors-Talent Pressing Plants**

We are now planning our route for a trip to be made through the South within the next several weeks, at which time we desire to contact distributors for our latest selling, "unbreakable" GOSPEL RECORDS which recall for 78's. We have the selections and the talent that you with a good distributors' contract with this company is that known everywhere for its honesty and reliability. We are also interested in continuing talent and pressing plants, as we plan extensive promotion and cooperation in the South and Southwest. We invite pressing plants to send us prices and samples with recommendations in which we might be interested. Talent may send conditions with their inquiry in care of W. W. or phone TODAY.

**Gospel Recording Company**

2401 Arlet Street

Terre Haute, Indiana

**OUR NEW HIT RECORD: NO. 2001**

"Slightly"—backed by "Beyond the Sunset," with Bob McDade and the Gospel Trio—organ arr. Will top them all. Order today!
THOUSANDS of records, huge order, Tower-iffic Record Store, New York or Pacific Coast.

DIAMOND MUSIC CO. 8 Jordan Road Kowloon, Hong Kong, China

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

Jack Fina

(Reviewed at Biltmore Bowl, Biltmore Hotel, Hollywood, February 14, 1950 by Ralph Anthony, Jack Douglass)


RHYTHM: Jack Stetser, drums; Dave Leon, Booker, Eddie and Larry Kay, Mike Tangen, Eddie.

LEAD AND PIANO: Jack Fina.

For the hotel palate Fina offers a tasty diet of terp tunes. His book holds an ample representation of current Tower Roll of Hits readings, well balanced with an array of evergreens. His arrangements of songs are shaped to the dinner's ears and tempt the dancer's toes. For the most part, Fina's amplification helped hold the intently surrounded by a smooth-silk combination of strings, reeds and muted brass.

"Meant for Me"
The melody is the kind often carried by the Strads, with reeds and brass providing the background of its melodic statement. You Were Meant for Me, in which the strings bote the tune with Fina's re-arrangements providing an engaging obbligato of their own. Fina fashioned these songs into a series of faves which are spiced with an occasional rumba or smartly up-tempo treatment for songs like Beautiful Doll; Beauin, the Jack, Save the Last Dance, and other songs of Things That Toot and Toot, Toooot, Toooot.

Fina's arrangement of Save the Last Dance is a bit about to do justice to the number. Main theme is handled by Fina's piano, which is okay as far as melody goes, but the trombones (hand in same trios) takes the guts out of the tune. The band is shy in the vocal department. Possibly Bob Darnell was not in vote, but his version of Can't We Be Friends, Can't I, showed theball band leading in vocal quality and sales savvy.

Fina's band is on a long way since this reviewer first bent an ear to its fledging efforts at Claro's two years ago. Fina has gained confidence, point and capability to handle any type of religious disk, with the aid of MGM disks, indications point to a promising future for the Fina crew. Lee Elio.

**Fireside Cuts Religious Disks**

NEW YORK, March 4—Popularity of the transcription package featuring Ed McHugh, the Gospel Singer, led Stearns to produce a fireside religious disk. According to the organization of Fireside Records, a diskity which is in a low key and contains the religious genre of the company. The company has already cut four sides by McHugh, including In the Garden, Hawaii and African, all except The Old Rugged Cross and The 23rd Psalm, signed and recorded at the Gospel Singer's home and produced to radio and direct mail—contacting McHugh's radio bookings built up this year.

The president of Fireside Records is Everett Goodman, who is a veepee in the radio producing organization. The firm produces programs and merchandises these via radio and direct mail—contacting McHugh's radio bookings built up this year.

Mooney Tied To Westerns

PHILADELPHIA, March 4.—A combination of urban and rural fare will be the program when the Joyce Agency here for touring both the big city and small town engagements will be at the Joyce agency's headquarters this week. Art Mooney's orchestra will present the modern approach to the classical style and the contemporary ones.

The day after the completion of the tour, Mooney will perform with the Joyce agents.

The concert, which will be held on Saturday afternoon, will be the conclusion of the tour. The Joyce agents have been handling the tour and will be the orchestras for the Joyce agency's headquarters.

WANTED! WANTED! TONS of brand new, unusual records, consisting of surplus stock of past hits, etc. Quote lowest prices, list names and quantities of each record. Will pay cash and take delivery from New York or Pacific Coast.

DIAMOND MUSIC CO. 8 Jordan Road Kowloon, Hong Kong, China

**WJV Disk Jock Quits in a Huff**

CLEVELAND, March 4.—W. Joe, Cleveland's most popular disk jock, turned out to be real when he quit his job yesterday. He quit his job after a late-night loll session over WJW had his resignation accepted.

The tempest began when Kay, in close conversation with a friend which said that his 30-minute time allowance was being cut by five minutes to allow time for broadcasting race re-runs. When the fousubmitted the situation to Richard, the manager of the station, he told Kay to look the matter over and Kay had resigned. Kay had sent a letter of resignation and was on station owner William O'Neill in Cleveland. According to Kay, he was offered a position at WJW when it's accepted by O'Neill. But Assistant General Manager Lawrence Webb has already accepted the resignation for O'Neill, and has his final decision.

During the five years of his acting as the "kid" disk jock, Kay has built up a large library of children's recordings. These, he says, are his personal property, to use them for any purpose, and the outcome of the race found the station still accepting them.

In announcing the change, Hunter said Kay had made up his mind not to stay if that he would agree to perform his usual entertaining, and that Kay refused.

**London Takes Over "Old Shoes," "Gal"**

NEW YORK, March 4.—London Records has taken over two masters from Command Records. The one which has been a success in the up-state territory is The Old Shoe, which has been put on an Old Fair of Shoes, backed by Sleeping Tiger. The other is a Murray Seidman signed Friday (24) from his position with London as the distributing branch in Buffalo to devote full time to the Command disk jock duties. The new branch has been in operation for about five years and operated the Buffalo branch from its inception.
March 11, 1950

The Billboard

MUSIC

Mpls. Carnival Denies It’s On 150G-Yr. Skid

MINNEAPOLIS, March 4.—Rumors persist that the swank Club Carnival here will give up the tent in a few weeks, instead of in three months and whistle itself down to mere saloon size in a new location.

The Carnival, which since its re-opening under its present name in April, 1948, has brought in such top names as Carmen Miranda, Lena Horne, Ted Lewis, Martha Raye, Sophie Tucker, reportedly is losing upward of $150,000 a year in its efforts to be the Copacabana of the Midwest. So invaders feel it is better to cut the losses of the $45,000 a week it has which more than two years ago, to move to a new spot and operate as a dance hall.

But Ted Cook, Carnival president and manager, says it isn’t so. He claims the Miranda date just finished. (See Mpls. Carnival Denies, page 52)

PETER COTTONTAIL
(The Rabbit of Distinction)
LIKES
KEN CARSON

This Kind of Yarn Comes From Flacks — And Punters!

NEW YORK, March 4.—The song, White Shoulders, evidently doesn’t apply to the making up of the perfume of the same name. A deal had been virtually set between Soundtracks Records, Chappell Music and Eddy Parfums for a tie-in promotion. The tune, “clipped” from Midtown, was skedded for waxing by Ralph Young for London. With the London records now planned to send copies of the disk, with a small bottle of the Chappell’s perfumes, to disk jockeys. The idea was cool-shouldered, however, when a White Shoulders’ ad appeared in the lyric and asked the publisher to withdraw the song. A Chappell spokesman, perplexed by the objection, pointed out that the tune actually makes no reference to perfume, and that he intends to go ahead without the special concessions. To clear the air, however, he has turned the objection over to Chappell’s legal department.

MGM Plugs Dept. Store Music Fete

NEW YORK, March 4.—MGM Records has just announced that it is sponsoring a Festival of Music promotion at Hearn’s department store. Each day, for the next six days, the disc jockey has shelled an MGM recording artist for a personal appearance in the store’s music department. Artists who have done Hancecock’s disk for their buyers include Art Mooney, Tony Pastor, Jane Van Dyke, Edith Clear, Phil Brico and Betsy Martin. Appearances are tied in with extensive store publicity, window displays and daily newspaper advertising.

Lanson Launder

NASHVILLE, March 4. — Snoopy Lanson, singing star and disc jockey over WSM, has been honored by his city council. The civic group adopted a resolution extolling the disc jockey for “his extraordinary and wonderful talent” and for his white collar and public spirited work with the gifts the creator has so richly bestowed on him.” The resolution was recently read over WSM, and was heard over 25 Southern stations by Ben West, Nashville vice-mayor.
NEW YORK, March 4.—The Bob Hope laughter show Wednesday (1), sloughed the rest of the street. Everything was hit, the flash-film combo houses and even the big grind theaters. Hope took in $18,500 for his first day. If the pace keeps up, the first week's gross would be about $185,000. Every why is zero the public will. He gets a $50,000 guarantee plus $50 cash on the house over $100,000. Against Hope the grosses at the other theaters made poor reading. The Strand took to $700; the stade tolk $2,900; the Roxy, $4,900, Moll, $1,200, and the Palace, $1,400. The best showing was on the street on Wednesday when it showed a two-polo. With a marquee studded flicker, Keys of the City, headed by Clark Gable, the State took in measer $540. On the other side of the street, the Bijou, which is to be the Cinerama played to $8,200 for that date.

The picture was even more significan Wednesday (1) up to 6 p.m. Up to that time as much as $10,200, while Leon's State had only $20 and so in the till. The stade took to $700; the State to $1,540; Music Hall, $4,600, Palace, $7,630, the Moliere, $1,650.

This persistent slide adds worry to the trade situation. Some thought he would do it to the free shows put on by various radio networks. They argue that these stations have a potential of about 10,000 customers daily, and that because they don't pay, they wouldn't it meaningful that commercial theaters would get only 5,000 customers' dollars. Few two things are wrong with theater business. (1) Changing price the product, and (2) the second is the product.

The managers admit that more and more people approaching the box office turn away from the policies, or more on the sign. Only in rare instances will they pay the higher price and have the item is showing something they want to see.

The question of product has the entire industry gibing aspirin. Every every show takes away a potent of about 10,000 customers daily, and that because they don't pay, they wouldn't it meaningful that commercial theaters would get only 5,000 customers' dollars. Few two things are wrong with theater business. (1) Changing price the product, and (2) the second is the product.

Mpls. Carnival Denies It's On 150G-Yr. Skid

(Continued from page 51)

hit the second sound wave take, with Lena Horne holding the record. However, many worldit to be that several of these were. He admitted bids it off, for the length of the season, but he was not going to do it. When spring and summer, he added, things will be very nice. He is modifying the entertainment policy by scaling down the high price acts and letting the low price acts

The Delta Rhythm Boys are in town now, and many of them are engaged in the Near West Side, starting March 9. She will be followed March 13 by the Mills Brothers and on April 6 by Peggle Lee, who will be in for three weeks.

The New York City 14 is booked for a two-week starting Friday, April 6, by Andy Pron. Chicago's Senior and Peter Lind Hayes will still owe him dates which he hopes will be fulfilled in May or June. There has been a indication on his part that the folding story is true rum. Cook pointed out that he just applied for a renewal of the Carnival's liquor license. However, under the newly formulated ordinance, such license is not transferable. A Minneapolis judge has restated judgment in which the carnival would have moved has it been approved on the subject.

Knights of Columbus

Levenson Copyrights Act Under 2-Year-Old Law, Wants Test Case

NEW YORK, March 4.—The latest in the many efforts to protect material has been started by Sam Levenson, a member of the Library of Congress, copy right office. The law is to be 10 years old, but any other person using speech for a livelihood can register the material or speech with the Library of Congress for a fee of $4 per sheet. After being accepted for registration, if any other person uses such material without authorization, such person may be stopped by legal means damages which might have accrued to the original file, but he enjoyed free use of the material.

Levenson, now at the Latin Quarter, has hired two or more persons who sit out front to 10c each, own his whole line of material, and then filed with the Library of Congress.

Levenson said he has already heard of some actors who have taken his line and are using them without permission, in different spots throughout the country. "In each case I will send a steno gram and demand that the material be stopped," he added, "but this is an immediate start,'" said Levenson.

"I'm not only willing but anxious to start a test case," added Levenson. "I don't want to harm small actors, but I will fight the big guys who have taken my material and claim they can steal whatever they like and get away with it."

Levenson was asked what happened if a person using material can show that he is using it because his attorney, Mervin Rosenman, said he had been informed that, according to copyright law, prior use had no standing where a copyright was the total, but of the copyright was assumed to have sole right despite any claims to the contrary.

AGVA Group Okays Zone Rule for TV

Members Vote March 13

(Continued from page 2)

all stations on the hook-up have to pay at least the minimum for that time, and this is also to be extended minimums. All stations also have to be paid for on the same basis as originating shows. All of these were proposed and accepted to cover only the minimum salary performers. The important act, if it fell, would make their own deals, that in no case could these be made for less than minimum scales. This latest program will be thrown out to the general membership. The New York, the newly formed Television Union, have decided to codify the terms, put it in the form of a contract and start negotia- tions.

It was stressed that speed was important because of a possibility that the Screen Actors' Guild (SAG) might step into the picture before the TV's could agree on terms or conditions.

La Pickens Sets

New Act Preem

NEW YORK, March 4.—Jane Pickens, who has been doing a single since the break-up of the old sister, will be a screen star in a new act, in the near future. She will play in Detroit April 10.

The new format will use six boy singers in a new act presented and rehearsed especially for cafes. It will be offered to the military, opera and theater. The choreography by Roy Harrison, and the comedy by Mike Levenson, and Paul O'Brien, a former member of the Pickens family. It will take place at the bus stop in Providence, April 16, followed by the Oglezy-Plaza, Boston, and the Waldorf-Astoria, May 11.

Simpson's First '50

Unit Opens March 22

At Leamington, Ont.

DETROIT, March 1.—The first unit for Hugh Simpson, of H. 7, Everyman, Windsor, Ont., will open March 22 at the Capitol Theater in Leamington, Ont., under auspices of the H. 7 Chamber of Commerce. The show is slated to play for eight weeks at the of two- and three-day stands in Onta- rio towns, using auditoriums and other locations as available, under local suspension in each case. Second unit is due to open March 29 at the Wind- sheville Collegiate Auditorium, under auspices of the Air Force Club, and third unit is due to open March 30 at the Canadian Auto Workers.

Simpson has been building live show business in neglected territory for three or four years. Three years ago he opened in H. 7, with a partner- farty with Fontana, claiming prizes (See Simpson Unit Open, page 2).
VAUDEVILLE REVIEWS

Palace, New York

Chicago, Chicago

(Friday, March 31)


Bob Hope’s first Stem vaude in years jammed all floors the lobby and the front of the house, despite a record sale of only 689. It’s a comedy that hope to see him and not the nicker, Captain Bard. But Hope, with his usual smooth, getting yelps and boles for even his straight lines. His co-star, the deranged Hope, went right into this Capo—gag—Hope and he was in. In fact, he showed a lot of gags and got ‘em. It was like that all the way, songs, laughs and yelps on stage.

Jane Russell, brought on by Hope, sang Song Gabriel, followed by Lady Is a Trumpet in better than expected fashion, the crowd came to look rather than hear. In the latter de-

partment the girl showed enough of her assets to make it a two act, and what happened before was forgotten. Hope led the comedy to Miss Russell’s excellent straightling. They finished the evening to a packed house. Everett Buxton and Hope did the song. Go Home With You with plenty of patter. The number was so good it was heavy nostalgia about his music, with excerpts, preceded by a rousing chorus and a drumming-up for the front seat. It was paid in at $1.50 each.

The show teed off with Lee Brown’s Bad Sergeant. "I’m just out of the frame of the window and I’m an amusing A God Man Is Hard to Find for a rising mtt."

And then there was the new show when they took a drubbing coat, with each of the three trumpets in which Brown

did a Louis Armstrong vocal. They wound up fast and furious. Bill Smith.

Orlcntal, Chicago

(Friday, February 24)


Disk jockey Eddie Hubbard’s ABC Club show boasts the best vaude tal-

cing in the city and now that it’s

but it could have run smoother if the Ames Brothers, who capped the show with their latest, "Placed Hibbe Fields’ Sextet in the”

Organist Ken Griffin, Rondo label standout, has developed an excellent vaude act. He possesses a style of approach to Hammond rock, doing a train medley, co-pete with the whole of the jammer’s song, and a fine imperson of Jack Benny’s violing playing. Stress is placed on comedy and he graciously shares his laugh of survivors.

Captain Larke starts poorly. Does two numbers strictly for a Negro audience before launching into her standard click hits, Reel Come and Brown Frame. The Capitol chirl won smartly.

The Ames Brothers, four clean-cut young singers, warble well and display a maximum degree of perfect pitch, animation and comedy into each of their numbers. In addition, they

are a Negro spiritual done authentically, very intelligent and perfectly performed with their current Lead hitting. Sing Map.

The Fields’ Sextet had a rough job following the Ames’ group, but they went in like a champion, tenoring on Lemon Drop to hold atten-
tion. Gag was not perfect, but ever after, with Tubman Tiny Kahn

injection much drive into the group, they were doing the best vaude fields played.

Paramount, New York

Orpheum, Los Angeles

(Friday, March 31)


All the fire is packed into the latter half of this bill. First, Eddie Peabody, in his second week, is doing the top floor of the house. With the exception of the current show, he


LAWRY LEVERENZ

Current

4TH SEASON

PATIO DELRAY

Dailey Beach, Fla.

Individual Style

ORGAN—PIANO—VOCALS

Choice Selections

Small Single for Spot Spot
Cafe Society, New York (Tuesday, February 21)

Cape City, Miami Beach, Fla.


This room, uncalled it: answer to the Beachcomber’s Sophie Tucker in Milton Berle, whose 2½-hour act goes on now through the last day of a 10-day-at-a-400g. has surrendered himself with a big warm from his Texaco television show. After an opening number by the Collay line, just as he took and 300 minutes, shown the show and down with acts in the familiar Berle Reviews. The evening’s program, a standard Rinley act, were followed by Hazel Dunn Jr., whose performance was in Are You With It. An attractive gal with an obviously trained voice, she is strictly musical comedy, and didn’t seem quite at home in a night club.

Sueco Trumpet

Leonard Sues, once, handles a horn like Harry Jolson, and hits the high ones like Old Salchoth. He started to shape the band’s Blue, followed by The Anniversary and Louis Prima, and is quickly becoming a smash hit. He dances with the Kentucky Hillbillies (four men and a girl) who gave out with the usual boy song. Bear, joining them in their dress, and playing, was good. The quartet’s tap was, good for belly laughs and got off to a good finish.

Opening Without a Song

Gary followed thru with Lucky Old Lonesome. When Morton Downey and George Jessel had them pounding the tables. His closing number, April Showers, done in black face a la Jolson, with Berle in the audience, was a healthy hit. The band, after a boat cargo, got bookings, and got off to a good finish.

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Monte Carlo, Pittsburgh (Wednesday, March 1)

Cape City, Miami Beach, Fla.


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

WASHINGTON, March 4—A court test of an anti-Jim Crow law applying to nightclubs and restaurants which was undertaken as a result of a wake of a case filed by D. C. authorities
against a group of restaurants
is said to have failed. Part of the
defence is attributed to the brown,
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Mayor Accepts N. Y. Legis
Tic Code's Stiff Reforms

NEW YORK, March 4—Mayor
O'Dwyer accepted in full Wednesday
(1) the recommendations of his
advisory Committee on the Fire
prevention Code which has been debating local legi
tive changes in order to update
the code more in line with present condi
tions. The committee's report calls for
a new fire code with stiff penalties for
offenders. The new code will go into effect
immediately.

Sides and Asides

"Heart of Matter" Postponed Till Fall After Hub Test

The great expectations of "The Heart of the Matter," a drama by
Grady McMurtry, were not fulfilled when the play opened. The
premieres of "The Heart of the Matter" and "Forty Days vs.
Forty Nights" were both postponed. The latter was postponed
by the suggestion of the producer, who felt that the play
was not ready for opening. The former, however, was
postponed because of financial difficulties. The producers
of "The Heart of the Matter" have been unable to raise the
money needed to produce the play, and have decided to
postpone it until later in the season.

La Clarke Steps Into Stem "Detective" Fem Lead

T he Times, New York, March 1: A female detective
story is being written for a new television series.
The series, which will be called "Detective," will be
a continuation of the popular "Fem Lead" series. The
story will be set in a large city, and will follow the
adventures of a female detective who solves crimes and
fights against crime. The series will be produced by
"The Detective" company, and will be shot on location in
the city where the series takes place.

600 at Equity Session To Pick Nominators

Six hundred members turned out Friday (3) for Equity's third
quarter meeting at the New York Palace. On the agenda
was the selection of six council representatives, two of whom
will be elected to the Committee of Nominators. The
members were asked to vote for the candidates they
believed would best represent their interests and
needs. The election will take place on November 15th.

Penn. Halpern Plans Musical Under Canvas

Penn. Halpern ("The Medallion") will open a 12-week outdoor
season June 16 at Somers, N. Y. The project is called the Westchester Musical
Festival, and will be sponsored by the Westchester County
Theater. The musical, which is a pastiche of songs
and dances from various musicals, will be performed
outside under a large tent. The stars of the show
will include such well-known musical artists as
Barry Sullivan and Wilbur Evans. The show is
already the subject of much excitement, and is
expected to be a real draw for the summer season.

Library Theater Review

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

NEW YORK, March 4—The
Dell's Disciple, which closed at the
Proctor's last week, will reopen at the
City Center— and break all legi b.o.
records there. The play is a
special offering, and is practically intact, to the
stage of the Royal Theater—an en
trance for a variety of outdoor commer-
cial sweethearts at regular Broad-
way tariffs—and worth it all.

The opening was on January 17, the night of the City Center, Disciple proved that
November's annus horribilis was
at least in part a sabbatical in
and with excellent acoustics, matters
only. It seems obvious that such a troupe, after three
weeks of playing together, has that combi
began has to some extent not go
play any scene with grating results. Certainly in
consideration of performances, only comedy timing and
output of the actors. Klages and
Aldrich, Myers and Fleischman are
to be congratulated on their untimely
premature revival. The Disciple's
move is a triumph. Disciple blooms in its
new showcase.

Cost-Plus Flight

Maurice Evans is in his best form as the young reproduge.
Dick Dod
Dinn is a somewhat shiftier, but
regret is, a confirmed moralist at heart. As the
minister who finds a patriot's uniform his
be a
more or less rival for
the prize of best actor. Evans holds his own
against the really wonderful, rib-tickling por
type of character, and his portrayal of
Burgoyne, King was pretty fine on
the revival's opening night, but re
grettably somewhat too rambuctious. It is to his
tiny and practical perfection, net
the part, but he did not do an
entirely gallant entrance to an exit. Burgoyne
is drawn to the
and the best thing he has
(See Director's Letter on page 34).

Routines

Dramatic and Musical

Ballet de Paris (Chicago), Chicago.
Blackstone (Milwaukee, Wisconsin).
By George (Natchez, Mississippi).
The Chocolate Soldier (Syracuse), Syracuse.
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play any scene with grating results. Certainly in
consideration of performances, only comedy timing and
output of the actors. Klages and
Aldrich, Myers and Fleischman are
to be congratulated on their untimely
premature revival. The Disciple's
move is a triumph. Disciple blooms in its
new showcase.

Cost-Plus Flight

Maurice Evans is in his best form as the young reproduge.
Dick Dod
Dinn is a somewhat shiftier, but
regret is, a confirmed moralist at heart. As the
minister who finds a patriot's uniform his
be a
more or less rival for
the prize of best actor. Evans holds his own
against the really wonderful, rib-tickling por
type of character, and his portrayal of
Burgoyne, King was pretty fine on
the revival's opening night, but re
grettably somewhat too rambuctious. It is to his
tiny and practical perfection, net
the part, but he did not do an
entirely gallant entrance to an exit. Burgoyne
is drawn to the
and the best thing he has
(See Director's Letter on page 34).

Routines

Dramatic and Musical

Ballet de Paris (Chicago), Chicago.
Blackstone (Milwaukee, Wisconsin).
By George (Natchez, Mississippi).
The Chocolate Soldier (Syracuse), Syracuse.
"Disciple's" Better Than Ever After Move to Stem

"Heart of Matter" Postponed Till Fall After Hub Test

The great expectations of "The Heart of the Matter," a drama by
Grady McMurtry, were not fulfilled when the play opened. The
premieres of "The Heart of the Matter" and "Forty Days vs.
Forty Nights" were both postponed. The latter was postponed
by the suggestion of the producer, who felt that the play
was not ready for opening. The former, however, was
postponed because of financial difficulties. The producers
of "The Heart of the Matter" have been unable to raise the
money needed to produce the play, and have decided to
postpone it until later in the season.

La Clarke Steps Into Stem "Detective" Fem Lead

T he Times, New York, March 1: A female detective
story is being written for a new television series.
The series, which will be called "Detective," will be
a continuation of the popular "Fem Lead" series. The
story will be set in a large city, and will follow the
adventures of a female detective who solves crimes and
fights against crime. The series will be produced by
"The Detective" company, and will be shot on location in
the city where the series takes place.

600 at Equity Session To Pick Nominators

Six hundred members turned out Friday (3) for Equity's third
quarter meeting at the New York Palace. On the agenda
was the selection of six council representatives, two of whom
will be elected to the Committee of Nominators. The
members were asked to vote for the candidates they
believed would best represent their interests and
needs. The election will take place on November 15th.

Penn. Halpern Plans Musical Under Canvas

Penn. Halpern ("The Medallion") will open a 12-week outdoor
season June 16 at Somers, N. Y. The project is called the Westchester Musical
Festival, and will be sponsored by the Westchester County
Theater. The musical, which is a pastiche of songs
and dances from various musicals, will be performed
outside under a large tent. The stars of the show
will include such well-known musical artists as
Barry Sullivan and Wilbur Evans. The show is
already the subject of much excitement, and is
expected to be a real draw for the summer season.
Off-Broadway Review

SADIE IS A LADY

(Opened Friday, February 1)

SECOND AVENUE THEATER


Sadr, her Mother, Rose Grondahl

Molly Picon, as Sadie, is a wry and sharp-tongued performance. She is a perfect counterpart to her mother, played by Rose Grondahl. The two women have a wonderful comic rapport that is both hilarious and poignant. Picon's performance is a study in contrasts, as she shifts from lyrical sweetness to sharp, biting satire with ease. Grondahl's portrayal is equally strong, with a depth of feeling that is both wistful and wise. Together, they create a母-and-daughter dynamic that is both charming and complex.

The show opens with a musical number, "Sadie Is a Lady," in which Sadie, played by Picon, sings about her life and struggles. The song is a perfect introduction to the characters, setting the stage for the rest of the show.

Throughout the show, Sadie and her mother have a series of interactions that are both comic and poignant. Picon's performance is a study in contrasts, as she shifts from lyrical sweetness to sharp, biting satire with ease. Grondahl's portrayal is equally strong, with a depth of feeling that is both wistful and wise. Together, they create a母-and-daughter dynamic that is both charming and complex.

The show's music and songs are a highlight, with a range of styles from Broadway-style numbers to more intimate, emotional ballads. The production values are also impressive, with a visually engaging set design and stylish costumes.

Overall, "Sadie Is a Lady" is a charming and entertaining musical comedy that is well worth seeing. With strong performances and a top-notch production, it is a treat for audiences of all ages.

BROADWAY SHOLOG

Performances thru March 4, 1950

BROADWAY REVIEW

NOW I LAY ME DOWN TO SLEEP

(Opened Thursday, February 9)

Directed by Studs Terkel.


A well-crafted and engrossing play, "Now I Lay Me Down to Sleep" is a powerful exploration of the effects of war on families and individuals. The play is set in a small town during World War II, and follows the lives of a group of characters as they navigate the challenges of war and its aftermath.

The play's music and songs are a highlight, with a range of styles from Broadway-style numbers to more intimate, emotional ballads. The production values are also impressive, with a visually engaging set design and stylish costumes.

Overall, "Now I Lay Me Down to Sleep" is a touching and thought-provoking play that is well worth seeing. With strong performances and a top-notch production, it is a treat for audiences of all ages.

Out-of-Town Review

THE CONSUL

(Opened Wednesday, February 14)

PHILADELPHIA


"The Consul" is a musical comedy-drama that explores the themes of love, marriage, and the search for identity in the midst of the confusion of war. The play is set in a small town during World War II, and follows the lives of a group of characters as they navigate the challenges of war and its aftermath.

The play's music and songs are a highlight, with a range of styles from Broadway-style numbers to more intimate, emotional ballads. The production values are also impressive, with a visually engaging set design and stylish costumes.

Overall, "The Consul" is a touching and thought-provoking play that is well worth seeing. With strong performances and a top-notch production, it is a treat for audiences of all ages.

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PRODUCERS

Book your show in the NATIONAL'S CAPITAL, Washington, D. C.

At the new legtheater now available

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Produced with love...
Burlesque
By UNG

CRYSTAL AMES, following feature bookings in Union City, N. J., and Ventura and Los Angeles, Cal., closed the town, it is learned at the Sanom, New York, for an infold change. When she played New Haven, Conn., last fall, she was given a contract to play the Keith and she has recently closed there. . . . Moe Costello is managing the new all-Negro circus, a four-in-one. . . . Mr. Costello's manager is Winnie Phillips, a long-time circus performer, and the show has been the "Tac- bacco Road" troupe. . . . With first units rapidly closing early in the season, it is expected that the cream of the principals will be shifted to the Keith. Royce, Que., and the Hudson, Union City, N. J., the two spoils to be weather the financial storm. The Hudson, week of March 12, has as features Georgia Stern, Jere Cowan and Irving Harmony March 19, Lanar Barli, Lavadis, Billy Amis and Dietz Richards and Mike Sacks, Alice Kennedy and Billy Hagen, and April 2, Vicki Wolles and Charles Robinson. . . . Re-engaged at Ed Schwab's Third Avenue, Port- land, Ore., are Batty Dickson, sister Barbara Rigs, dancer and dance- director, and Robert Staton, the son of Jack Hayes, producer-comic. In his 10th week there. . . . Zuczuck, but a loud, enthusiastic fan of the City, was put out of commission by fire February 19. . . .

EVELYN TAYLOR, who opened March 5 at the Keith in Philadelphia, was shaken up and her mother suffered a snatched blow when their car skidded and hit a tree at night, killing their dog and the man who runs the pet store on the corner. 1501 Arch St. The couple were on their way home in Westchester, N. Y., from a dinner at the Metropole. Dusk, 5:15, front stage of the Popular Palace, 218 S. 10th St. The hit-and-run driver, who fled, was last seen in a car driven by a young man. Three people were waiting for the car on the corner of South Street and 10th St. The car was not recognized by any witnesses. The car had been parked for about five minutes. The couple were not injured. They were not in the car when it was hit. The driver is not wanted. The car was not recognized by any witnesses. The car was not a car of any description. The driver is not wanted.

FOR RENT—THEATRE
Dayton, Ohio, downtown
Population 60,000. Large stage, rings, full color, and sound, running movies and burlesque.

PHILIP L. BRADFORD
349 Fifth Avenue, New York 1, N. Y.

WANTED
Exotic Dancers and Strippers
ALL KINDS—ALL AGES
MALE OR FEMALE
MILTON SCHUSTER
121 North Washington St. CHICAGO 2, Ill.
ABBOTT—Mrs. Mabel, 78, former movie and vaudeville actress, and star under the name of Harold Abbott, orchestra leader featured at Columbus, Ohio, and restaurant promoter, some 20 years ago, recently in the University Hospital, Columbus, of inoperable cancer auto.

AXEY—James W., 71, father of Theodore J. Abeek (Ted Leiva), owner of Cafe Rash, died February 19 in O’Riley’s, Springfield, Ohio. He is survived by his widow and three daughters. Burial in Lincoln, Ill.


BAUM—Franklyn, 46, former tenor in the Broadway show, Revelers Quartet, February 24 in Denver. He is survived by his widow, leaves a son and a daughter. Burial in Forest Lawn Cemetery, Los Angeles.

BRYAN—Thelma, 44, who appeared in musical comedies some years ago with Art Hindle and Art Buelah, February 14 in Deadwood, S. Dak. She is survived by her husband, Harry Evans, Bud Browne, Billy Ireland, Fred Carmelle and Larry Willard.

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

CASTELLINI—William A., 50, former publicist and liaison officer of the Philco Radio & Television Corporation, died February 16 in Cincinnati. His widow and three children survived.

CHAPEL—William E., Memphis, father of Mrs. Roland Hope, of Magic Empire Shows, February 28 in St. Augustine, Fla.

COONEY—Dr. Martin A., 80, incubator baby specialist who exhibited at many fairs and expositions, March 1 in Clarksburg, W. Va.

DEMKOFF—Mrs. Marie Sheeren, who was nine member of the well- known DeMoff Quartet and orchestra leader, February 27 in Bridgeport, Conn. Burial in St. Mary’s cemetery. Survivors include her husband, Joseph, and three sons.

DEWALD—Alfred, 64, former band pianist and songwriter, February 27 in St. Louis. He was once musical director of the.t cordial and real estate officer Morgan Family, February 28 in New York.

FARLEY—Mrs. Marie Theresa Morgan, 60, mother of stage, screen and radio star Morgan Farley, February 28 in New York.

FRAZIER—Mrs. George F., 70, organ-"t"er and developer of the Keansburg

SIR HARRY LAUDER

SIR HARRY LAUDER, 79, world-renowned Scottish minstrel and comedian, was born here February 28 near Stathaven, Scotland. He had been unconscious most of the time since suffering a cerebral hemorrhage in September.

LAUDER—Charles R., 79, a native of Scotland, appeared in vaudeville and minstrel shows in the United States. He won a public competition prize in Glasgow in 1892, which started him on his stage career. He made his debut in vaudeville, a hit in the United States, 28 years before making his London bow in 1909. His U.S. success in 1920 led to a contract with George M. Cohan, and subsequently with World War II also brought him out of retirement for entertaining service. He was a long-time member of the Actors’ Equity Association. The songs he sang were frequently his own—he wrote over 150—"including "Koombus" in the Glasgow, 1916, "I Tell You Daddy's a Fool," in 1917, "You're a Girl, I'm a Man," 1921, "The White Man," 1922, and "Queen Amang the Heather.

He was married to the former Miss Lauder, who was with him when he died. Services March 2, with burial near Hamilton, Scotland.

JIRI CARKI

359

Beacon, Conn. His widow and two daughters also survive. Burial in Stonington, Conn.

IN MEMORY

Of our loving Husband and Father

RAY STECK

March 11, 1946

Hazel and Dwayne Steck

THOMAS—Harry, 63, owner of the Meourt night club, March 1 in St. Louis, Missouri, was the successful owner of the last few years. He had formerly been a movie chain manager.

FOELE—Arthur Peter, 62, former hotel manager, February 28 in Christians, Del. In the hotel business over 60 years, he managed the Plaza, New York; Sherman, Chicago, and the Chateau LaVori, Ourson, and others. A son and several sisters also survive.

WALKER—Edith, 80, former Metrop-olitan mezzo-soprano from 1885 to 1890, February 25 in New York.

AGNES MAE WHITE

Who passed away at Santa Monica, Calif., March 10, 1948. You'll Always Be In My Heart, I Miss You.

HARRY B. WHITE

WEIDEMANN—Mrs. Ethel G., 48, former vaudeville mentalist, February 28 in Los Angeles. She was a member of the Society of Show Folk of America, a member of the San Francisco Thea- trical Club and the Oakland Old-Time Vaudeville and Dramatic Artists. Her husband, Fred, survive.


Marriages


KENDRICK-ABBOU—Lucy Kendrick, writer, and Harold S. Abbo, bar- ronnet with the Sadle's Wells bal- let, February 28 in London.


BRYAN—John T., 28, an 10 was in 1946, Radio’s Flag of Liberty, and the post, Little Big Horn, was survived by a son. Burial in Fassac, N. J.

HANSON—John F. T., 38, who with his brother, Harold, operated the L. S. F. Ranch in the 1920’s, later the pasty, the 15 years, February 28 in West New York. He also leaves his wife, Lila; two daugh- ter, Mrs. Thomas Goodman of Saugus, Mass., and Mrs. Marie Kilien, Czech Republic. Burial in Newton February 28.

In loving memory of our Son and Broth Eric 1946.

Our loving son, Eric, Mother, Dad, and Sister Irene

HEBREW—Joseph S., former di- rector of radio’s Pictures for the Pennsylvania, Maryland and District of Columbia terri- tory, February 24 at his home in Brockline, Pa. He was associated with the Radio Corporation of America, formerly owned the Boulevard Theater in Brockline. His widow, Helen,汾ah, Burial in Philadelphia.

JAMES—John Merrill, 60, stage and screen actor, February 27 in Hollywood.

KESLER—Domette Stanley, ride op- erator for 17 years and head of the views he bearing in 1917, February 28 in St. Louis. Survived by his widow, N. C. and two sons.

LIPPA—Mrs. L. M., mother of L. M. (Bill) Latta Jr., of the Carell Productions Company, New York, and former president of the artist’s guild, February 28 near Binghamton, Feb- ruary 27 in Elmhurst, L. I., N. Y. His widow and daughter, "The Final Curtain"

(No. J.) Boardwalk, March 1 in that city. (See Outstanding people in entertainment.) Continued in that post with the newspaper’s merger. He is survived by his widow, sister and brother and sister.

MOSS—Paul, 70, New York city magazine editor, died February 25 in New York. Since the death of his wife, he had been living in the New York City Center. With his brother, B. S. Moss, he built a theater empire through Radio-Keith-Orpheum. He also organized five-real-estate holding companies and a number of musical and dramatic plays, and was a director of Associated Artists Productions, Inc., New York. He was a founder and member of the board of managers of the New York Dramatists Association. He is survived by a widow and a son. Burial in Hillside Cemetery, New York.

QUALLS—A. L., 80, father of C. J. Qualls, Moro, Miss., died February 28 in Batavia, Ill. He is survived by his widow, Angelines; a son, Carmen, who is in the service of the Air Force, and a daughter, St. Joseph, Mo. Burial in Holy Cross Cemetery, Philadelphia.

RUMMEL—M. C., 23, movie radio star, February 23 in Chicago. He was a former student of the Chicago Dramatic Institute. He is survived by his widow, Patricia, a son, and a daughter.

SCHWARTZ—Milton, 56, former production manager of United Artists International Studios, March 2 in Hollywood. He was a former motion picture editor, a voice director, and a radio director. He is survived by his widow, a son, and a daughter.

TECHNIQUE—Lee, 28, radio producer, died February 28 in Hollywood. He is survived by his widow, Marion, and a daughter.

THOMAS—Harry, 63, owner of the Meourt night club, March 1 in St. Louis, Missouri, was the successful owner of the last few years. He had formerly been a movie chain manager.

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Brunk Set for Texas Debut; Repsters Make Home on Coast

INGLESIDE, Calif., March 4—Out of the blue, veteran minstrel showman, Robert Van Brunk, will be working for Brunk's Comedian's show in the San Antonio area this week. The headliners are Mrs. Dan Panhade, Panhade, Henry L. Brunk, owner-operator, said here this week. The show will be playing in the city's own Son-in-law and daughter, Mrs. Dan Panhade, and her grandson, who make their home in this city.

Brunk moved to San Diego over the week-end to visit with Monte Paterson, who is in charge of the show's operations in that territory. They also visited with Mrs. and Mr. Pat Patterson, who make their home in Los Angeles. In the company's employ is the late Mr. Michael, a native of Los Angeles, where Ted is doing pit work. Ralph Moody and family are headquartered in Los Angeles, where Ralph is doing pit work.

Other residents in the city of the Brunk operation have been those who were with the Jewel-Harris show. Gene is studying and working on a dressing room design for that show, and Bully Collins, who only worked for Toby Gunn, are making their home here. He's in the photostudio here with his family.

Cliffon Bundy and Bunny Oleson have just returned from the east where they were with their puppet act. Billy Bauman, who is doing publicity work and has directed a show for the family, and Lee Ford, who has made the West Coast his new home for a number of years, is here with his son Jack. Jack is an auctioneer and doing well. Ferris Taylor, brother of Glenn Taylor, of the old Taylor Stock Company, is in pictures, Dee Dee Forrester who played in his piano and singing turn in Los Angeles night clubs.

Don Laster, last season with the Comedians, is in Syracuse. His father and wife, Jessie Adams, are working in three other engagements. Jim and Alice Smith and Bob Buffalo are in the same theater here.

One of the other group members who is due here at any time is John Van Arnum, who at that time his only home, owned the show and others. He opened the Honey Boy Minstrel in 1939 at the Paramount Theater, formerly the Temple, when he opened. That date, says Clifton, was to mark the last appearance of a professional minstrel show and that the show's history. Clifton traveled with Van for several seasons and as an employee of the company, says that one of his first shows was a member of this company at its farewell tour. Clifton states that although none of the members realized what the future held, the show became a great success. When asked why it was that the show was failing, he was told that it was because it was a travelling show, and that the company didn't have many layoffs when a show would have been postponed for a few days. The show was closed.

On the night of March 14, 1939, Clifton wrote, "the curtain hit the floor and the show was closed for the last time. I am the last one that I know of that worked for the show. That's the night that we, without knowing it, saved minstrel as it was and brought it to the theater forever. A feature of the show was the red, white, and blue that was the pride of the company. The show's name was Betty Jane after the two little daughters, Betty and Jane, and he was also the minstrel who worked for the show. That was our home for many seasons, the Betty Jane, is spending her final days in an obscure railroad town where she was born. She still remembers the Betty Jane when she was a little girl, and she is very fond of those old, good, old days when minstrelry was in flavor."

Bonham Gets Drive-In

BONHAMD, Tex., March 4—H. S. Cliffton, manager of a Drive-In on U.S. Highway 62, said here this week that work will soon start on the building of a small theatre, which will open in two and a half miles west of this city on Highway 62. Cole said the new drive-in will accommodate 2400 cars.

Observation Points the Way To School-Showmanship

IF a recent effort on school shows is any indication, it appears that some other experienced performers catch your show from out front to check errors in presentation. There will be others who do not. You can talk about your showmanship. We have found them in presentation. The reason is that there are persons who have no directors to check the faults. So it's logical to believe that the school comedian might go on and make them as successful, if not more so than others. The only new idea is for the school performer to catch as many other school shows as possible. Here is another good way to learn what not to do. It also points the way to good showmanship. All school shows present something out of the ordinary in their efforts to entertain.

In checking other shows we have had the pleasure of observing clever and unadulterated showmanship. These are, as previously pointed out, wordy, lightweight, and advertised. Assume that the school showman is not a child and assume that he has sense of the word, if he does not in that case, the show must be a failure. About some school shows don't use music at all, we say one show was unbearable. The reason is that the show has no sense of the ordinary in its efforts to entertain.

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REP RIPPLES

J. E. CORMERFORD's novel show "The Forty-Legged Country" will continue to do good results. Cormerford says that the idea is to take today's picture, "The Forty-Legged Country," and plan it for a summer platform show. He says he tried the idea last season, and the audience, which included halls and schools with him and his wife and daughter, enjoyed it. ... The Fleischman's show will be moved to the Grinnell, N. Y., Abbott, the hypnotist, moved into New England towns after concluding an eight-week jaunt in Ontario. The Tyler-Varnum show is mailing plans to play Ontario spots this summer. A three-person unit will be tried out. This is the outfit that will cross coast-to-coast tours. The Tereus-Don show is planning Western Canada to good business. ... Chris Sellers pens from Napoleon, Ont., that he read with interest the list of minstrels sent in by the York, Pa., writer. "Don't forget," write "Guy Brothers and Cuthane, Chase & Weston, with whom I toured for a season. All in all, I think Jack Hawley had the greatest of all minstrels, with Carroll Johnson, Billy Rice and Frank Cushman. There are none like them now. Can anyone tell us what column where Rice retains. Jack Hawley's tent attraction will go out as a platform feature this summer, operating in New Mexico and Arizona. ... The Marcel Family plans a stop at Quebec and Lower Canada, featuring E. F. Hannan's "Henry Goes to Town." Unit will open in Central New Hampshire and work its way north. Arthur Tenny reports good business with his religious show in Pennsylvania. ... James L. Carney, solo performer, rambling into Wyoming recently, is on route East following a Western tour. ... Ruffner, hypnotist, writes from Brandsaid, Neb., that Codger weather and other things had worked against us in this sector. I find that Northern Manitoba is like Michigan, where the show-dance units operate, and I'm moving toward Western Canada where I have established territory.

Arizona Spots Build Drive-In Layouts

HUNTSVILLE, March 4—Contracts have been let for the construction of two drive-in-car capacity drive-ins here at a cost of more than $600,000. Claude E. Ezell, who operates a chain of 14 theaters in Texas, including three locally, will build the drive-ins. Ezell's interests opened a drive-in theater in San Antonio, Texas. Work on the first drive-in theater for Galveston, Tex., got under way February 15. It will cost $30,000 and have an 800-car capacity. The latest in sound devices and heating equipment will be provided customers along with a children's playground, miniature golf course and snack bar. Theater is being built for Galveston Theaters, Inc. A 500-car drive-in theater for Col Theatre, Inc., is in the final stage of construction for Rosenberg, Tex., and is slated to open early this spring.

Hartsdale Drive-In Okayed

COLUMBIA, S. C., March 4 — The secretary of state has issued a charter for the 15 Drive-In Theaters in Richland County, near Hartsville, S. C., which proposes to exhibit motion pictures under the auspices of the Richland County Free Library, a board of ten members, and have an annual income of $1,500,000. Leland E. Blackmon is president.

New Drive-In for Prattville

Prattville, Ala., March 4 — C. E. Sullivan and three sons are constructing a new drive-in theater on U. S. Highway 28, to have a cost of about $157,500. Project is scheduled for completion in April.

New Orleans Spot Debuts

NEW ORLEANS, March 4 — The new Air-Line Drive-In, in New Orleans, is on the site of the old Sportman's Park race track, held to be open this weekend. The theater has a capacity of 1,000 cars, each serviced by individual speakers.

Bardex Minstrels Want Full Fathom Five

Bardex Minstrels Want Full Fathom Five

Colorist. Trumpet, Trombone and xylophone in key, also good on Leavitt and a straight four. All in other bands. A few spots. Get details direct. BUYER WANTS AN ADVERTISING_job, will work. Ask for details. ASK FOR CIGARETTE STAND, BURLINGTON. Allow day for work. A S. W. A. C. member. Ask for details. ASK FOR CIGARETTE STAND, BURLINGTON. Allow day for work. A S. W. A. C. member. ASK FOR CIGARETTE STAND, BURLINGTON. Allow day for work. A S. W. A. C. member. ASK FOR CIGARETTE STAND, BURLINGTON. Allow day for work. A S. W. A. C. member.

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Quadra, bulletins, 160 ft. each, $2.30 each. Two Victor and Kalamazoo projectors, like new. Nov. 16MM. Western, $85.00 each. Nov. 16MM. Reel, $5.00 each. All in excellent condition. BARGAIN—16MM. PROJECTORS, FILMS

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DAYTON 1, OHIO
Midwest Fairs To Hold Up To 1949 H Gin Promotion, Exec Agree at K. C. Meet
By Herb Dotten
KANSAS CITY, Mo., March 11—The fairs have to work a little harder but our fairs should hold up to 1949 was the consensus of Midwest fair circuit execs here Friday (3) at their annual winter get-together in the Hotel Fried- den in Kansas City. A summary of the reports recommended that the prices and more money into outdoor advertising.

To Expand Parade
Peter Baldwin of the Ohio- kana State Fair, Oklahoma City, re- ported that he put up increased emphasis on recruiting parade as a build-up for the fair. The parade introduced last year in Oklahoma City pulled a spectacular turnout. Baker said he is looking for increases in interest in the parade, which was held in an effort to increase grandstand at- tendance.

Chief development of the circuit in 1949 will be the naming of a Junior Reynolds, manager of the Wisconsin State Fair, Milwaukee, to conduct a junior fair for the Wisconsin fair. One of the new shows will be an exhibit held by the Junior Fair, which will tell the story of corn, wheat, or other crops, could not be held under special regulations and fair, which Reynolds was picked by Glenn H. Shober, president and secretary of the Ozark Empire District Fair, Springfield, Mo., following a discus- sion on ways of making junior-fair exhibits more interesting and effec- tive.

Pledge Space
In the discussion it was suggested that processors of corn or wheat products be contacted to see whether they would be interested in de-

Cincy Garden Inks Scherrerhorm Org
CINCINNATI, March 4— Lord Scherrerhorm, Cincinnati Lawn Rodeo, now prepping for the new sea- son at its new quarters at 7222 miles north of here, has been set for Cincinnati Garden April 27-28. Scherrerhorm had his rodeo at the Cincinnati Railroad Fair for six weeks last season.

It will mark the first time a rodeo has played Cincinnati Garden since its opening a year ago. Rasscherchorn will do a matinee Saturday and Sunday, making for six performances an- nouncement, to hang plenty of paper to assist in the management, which will go at popular prices.

1950 Chicago Fair Plans 18 New Bldgs.
CHICAGO, March 4—The Chicago Fair of 1950 will add 18 new exhi- bits, it was announced by Crosby M. Kelly, director, said this week, increasing the number of buildings on the former Railroad Fair Site 34. Additions to present buildings also will be made, Kelly said.

Burgeon Of Grove, noted composer and conductor, was named musical director of the cnp by Kelly, and Leo S. Solod was added to the publicity staff.

Report Progress On Polio Vaccine
90% effective on mice for one type of disease, but control is seen as distant

CHICAGO, March 4—In the wake of an announcement by the National Foundation for Infantile Paralysis that tests with a new vaccine for polio had 90 per cent success on a group of 150 monkeys, Dr. E. K. Levinson, head of the Michael Reese Research Center here, warned that it's still impossible to set an approximate date for achieving polio control. The vaccine was developed by the Research Center. It is effective against only one type of polio. Similar tests on monkeys were 50 per cent suc- cessful.

There is no way to predict the time it will take to control polio, Dr. Levinson stated. "It's not fair to say whether control might come within one, five, 10 or more years. There is no longer an extremely important step, but stressed that the vaccine works against a group of viruses and possibly four types of polio virus. Before similar tests may be under- taken there will have to be a more general vaccination against all types of the virus in order to prevent new virus from spreading from person to person. It is too early to be able to say for sure if the vaccine could protect against all types, Dr. Levinson stated.

The research exec pointed out that while a polio solution might turn up, the vaccine would not be equally good and they might need to work on delays in the face years.

Dr. M. A. Conney Dies in New York
NEW YORK, March 4—Dr. M. A. Conney, 80, widely known as Dr. Conney, was found dead at his home in the Sea Gate Section of Bay Ridge, Brooklyn on Wednesday, March 4.

Dr. Conney was a specialist in handling prematurely born babies and was a former president of the New York Pediatric Association. He was an active participant in New York medical research centers. He was best known for his work in the field of vaccine research, especially for the treatment of infantile paralysis. He was also a pioneer in the development of new vaccines for other diseases.

Coney was born in Brooklyn, New York, on June 30, 1860. He graduated from the College of Physicians and Surgeons in 1882 and received his M.D. from the New York University College of Medicine in 1884. He served as a resident in pediatrics at the Babies Hospital in New York City from 1884 to 1888.

Dr. Conney was a member of the American Academy of Pediatrics and the American Medical Association. He was also a member of the New York Academy of Medicine, the New York State Medical Society, and the American College of Physicians.

Dr. Conney was married to the former Ada E. Gage of Brooklyn, N.Y., in 1889. They had four children: William, James, John, and Mary. Dr. Conney's wife died in 1930.

Dr. Conney was a strong advocate of preventive medicine and was known for his research on the treatment of infantile paralysis. He was a co-founder of the New York State Society for the Prevention of Infantile Paralysis and served as its president from 1921 to 1923.

Dr. Conney was active in the medical community and was a respected leader in the field of pediatrics. He was a former president of the New York Pediatric Association and was a member of the board of trustees of the Babies Hospital in New York City.

Dr. Conney's death was a serious loss to the medical community. He was a respected leader in the field of pediatrics and was known for his research on the treatment of infantile paralysis. He will be remembered for his dedication to the field of medicine and his commitment to the well-being of children.
Free Ride Took Frank Winkley
Out of Printing Into Showbiz

By Herb Dotten

This is another of a series of articles on little-known facts about people prominent in outdoor show business.

All Frank Winkley wanted when he answered a classified advertisement in his native Minnesota was to get a free automobile ride to South Dakota. There he and some pals planned to visit a friend who was to play baseball. Frank, then 17, didn’t know the ad, placed by Art Swenson, offered a curb ride providing that he sit in an auto pole car and steer it over the washboard roads as it was towed by another car.

But money was none too loose in 1924, and Frank and his pal accepted a chance, got to the route, seated in a skeletonized car, he took the multispoke steering wheel and his face was pelted by gravel kicked up by the wheels of the tow car.

The trip was intended as his vacation. Upon reaching South Dakota, however, Frank did not visit his baseball playing friend. Instead, he used his two weeks away from type fonts to work for Swenson. He put out handbills, ran errands and took tickets. His diligent application impressed Swenson, who offered him $15 a week if he would stay on the job.

Frank, too, was making twice as much in the printing trade, so he returned home. To his surprise, he found the smell of printers’ ink no longer attractive. He quit his job after spending a half day in the print shop, joined Swenson and remained with him for two years. During that time he doubled as a billposter and a motorcycle and auto pole car driver.

Possessing more than an average amount of intestinal fortitude, he was quick to try anything. Two weeks after leaving Swenson he was given his first chance to ride a motorcycle, racing in a professional program in tiny Joplin, Ill.

He developed quickly, not only as a motorcycle racer and auto polo driver, but as a well-rounded man on the advance end of a show. Clarence Hinck, then a major thrill show operator in the Midwest, noted his ability and his application to work. In the winter of 1926-1927 Hinck offered him $40 a week to drive auto polo cars and race motorcycles.

Off Foot 16 Months

Frank joined Hinck and remained with him, off and on, for 10 years, serving in every capacity from stunt to unit manager. Before 1930, while

(See Free Ride Took Frank Winkley on page 86)
Out in the Open

A trans-occenl juncture of a group of interested persons, busine'ssmen, bankers and Wallin Jenner and Rose and Bucl Steele recently whilc on route from Indianapolis to Detroit. The LeVines are exhibiting their chimpas and baboons at sports shows and will do a television show in Chicago after returning to their home in Festival, N. J.

Art Signor, treasurer, World of Today Shows, info from Mason, Ohio, that at a recent get-together in that city, John T. Guthrie, told him he has retired from the rodeo field and is now dabbling in the oil business.

Ernie Young, of the Ernie Young Agency, Chicago, has retired after his desk after two months' recuperation following an operation.

Alvin Steinberg is handling sale of concession space on Steel Pier, Atlantic City. Charles Davitt and Joe and Wally Beach caught the J. C. Harlacke Shrine Circus in Waceeser, N. Y.; and the Frank and the Madagascar Shrine Circus in Hartford, Conn. They were accompanied by Francis Lencelina at the Hartford gym. At the Court Theater, Springield, Minn.; Joe Beach recently arrived with Roland and Janis Marcelli, the Juvela, Hermine's Midgets, Dick and Marie, Tommy, Loral, Eddy, Doris Puts and Mrs. Waterfall. Bill Powell headed for Ben in effort catching indoor shows in Belgium and Holland. George Proctor, French designer and manufacturer of rides and arcade equipment, is looking over the U. S. market.

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

... Harry and Charlotte LeVine with Ethel and Walter Jenner and Rose and Buck Steele recently while on route from Indianapolis to Detroit. The LeVines are exhibiting their chimpas and baboons at sports shows and will do a television show in Chicago after returning to their home in Florence, N. J.
Talent Topics

Musical Batteens, booked thru the Elmer McDonald office, St. Louis, are in their eighth week of a 14-week tour of an International Harvester show. Other members of the unit include Ed Costney, harmonica, Lou Gerber, magician, and Ollie Sankel, accordionist. While in Salem, Ore., recently W. H. Batteens visited with George and Mamie Barker, circus folks; Edie Christiansen, vocalist, and Will Kreigle, former trouper, who now manages the Globe Theater in Salem. The Batteens unit will play six shows for this year's Barnum & Bailey circus.

Boy Vincent, trick rider, is making his home in Gloversville, N. Y., where he recently met Bud Carell, trick rider, during a vade mint. Vincent says he also met The Montana Kid during a recent trial engagement there. Vincent added that he plans to return to the road late in March with either a circus, carnivals or mud show. Dean Fox, better known in outdoor show business as Capt. Bill Fox, former horseman, has been confined to his home, 2026 Virginia Avenue, Richmond, Calif., for the past two years and would like to read letters from friends. Fox formerly was engaged in the Al G. Barnes Circus and numerous carnivals. . . . James Cogswell, clown, is skedaddled to play the industrial show at Fremont, Neb., city auditorium the week of March 13. He closed at a similar show in Columbus, Nebr. Cogswell also is slated to play several early carnival and fair dates.

Bobby Whaling and Yvette, cycling zanies, and the Appletons, acrobats, went on the new full at the Palace, New York. . . . The Kansaw Brothers, tumblers, are at the China Doll, New York. . . . Ariana and Charley, trampoline, and Joe Cutler are the new act at New York's Latin Quarter. . . . Pedro and Durand, equilibrists, recently played the Empire, Newark, N. J., and Damoo Dhotre, Ringling wild animal trainer, was the highlight at a recent stint of the Sarasota (Fla.) Women's Club. . . . Nate Eagle's Hollywood Midgets, with the Statues Shows, were among attractions at Sarasota (Fla.) County Fair. . . . Jimmie Latte, aerial equilibrist, formerly with R-B, clicked at the Empire, Croydon, England, where he opened a tour of the British Isles.

The Alvanas, Elsie and her son, David, and Harold and Minnie and her son, Allan, have returned to Sarasota, Fl., after fulfilling a circus engagement in England. They are slated to start their fourth season with the Ringling show opening April 5 in Madison Square Garden, New York.

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Spyerry 60" Searchlights with generators complete, $1,000.00. Also complete stock of Spyerry light parts.

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10-CAR ALLAN HERSCHELL AUTO RIDE
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M. J. DOOLAN
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Produces a steady, sharp, uniformly illuminated snow-white spot. Speedy and perfectly uniform...creative focal length lens system. Drawn only 10 ampere...any 110 volt A.C. convenience outlet. Adjustable, self-regulating transformer, an integral part of the lens, makes the use of heavy rotating equipment unnecessary. Easily operated. Automatic arc control maintains constant arc gap, free from ticks or flickers. A trim of carbon tuens one hour and...20 minutes at 21 volts and 45 ampere.

Horizontally moving controls to be angled at 45 degrees in each direction. Color boomerang contains six stripes and ultraviolet filter holder. Mounted on casters. Easily dismantled for shipping.

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Aussie Cede Draws
50,000 First Day

SYDNEY, March 4.—Success of the annual Mardi Gras at Manly shore resort has inspired Bondi, another local shore resort, to launch a similar annual under the Australian aborigine, Mr. C. Jama, which means a gathering of the tribes at the seashore.

Bondi's Yulunga opened February 17 with a parade and fireworks display which drew an estimated 30,000. The fair ended its 16-day run February 27. One of the biggest collections of midway attractions ever seen at an Australian carnival was concentrated on the water front, with rides of all types, shows, games, coin machines and other concessions.

During March, April and May some 450000 agricultural fairs are scheduled to be held in New South Wales. These will include the big Royal Easter Show, as the outdoor showmen have a choice of locations to use and are keenly expected but they are keen to see more of these seaside annuals as they mean big money and small jumps between stands. Other shore resorts are expected to emulate the Sydney spot and these annuals are likely to become a permanent feature on the beaches.

Terrell Prep's Tour Under Sponsorship

BIRMINGHAM, March 4—Three day and full week’s stand in the area is expected to be played by Terrell Ross, a Circus, which is being taken out this year using canvas and as a midway unit by Harry and Tom Terrell for tour of Tennessee, Kentucky, Ohio and Michigan. Concessions at a show will be depended upon for revenue with a program expected to provide the crowd lure. No major rides will be carried, but biddle devices, along with concessive shows, office-owned stock wheels and stationary and novelty concessions will be offered. Acts to be presented at the rate of one every half hour, will appear in the center of the midway, matinee and night. Eight ring, 6 platform and 4 high acts are expected to close the show. The circus opens here April 16 for a 15-day stand under auspices.

Page Contracts Wilson Fair

WILSON, N.C., March 4—Mighty Page Shows have been re-engaged for 1939 Tri-County Fair, New Bern, N.C., it was announced this week by Page officials. New Bern officials have given the 4th and 8th City Fair sponsors a 30-day period on the grounds at $1 per year. Harness shows should be offered if the track is ready by fair time.

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Portable High Intensity

A. C. CARBON ARC SPOTLIGHT

Produces a steady, sharp, uniformly illuminated snow-white spot. Speedy and perfectly uniform...creative focal length lens system. Drawn only 10 ampere...any 110 volt A.C. convenience outlet. Adjustable, self-regulating transformer, an integral part of the lens, makes the use of heavy rotating equipment unnecessary. Easily operated. Automatic arc control maintains constant arc gap, free from ticks or flickers. A trim of carbon tuens one hour and...20 minutes at 21 volts and 45 ampere.

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Sflolhgt Root Beer Concentrate. One gallon makes 148 gallons of delicious root beer beverage. Super-Strength Birch Beer Concentrate makes a delicious natural tasting birch beverage.

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P. O. BOX 201, FAIR PARK, DALLAS, TEX.

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Flashbacks

his fourth year with Cole Bros.' Circus as spec and wardrobe manager, . . . Herbert J. Rushton was appointed general manager of Upper Peninsula State Fair, Escanaba, Mich., . . . Frank A. Cohen, president, and Benjamin Sterling Jr., managing director, had a five-year modernization program under way for Rocky Glen Park, Moonie, Pa., . . . Dug Thomas announced his retirement from the carnival business. . . . Following a performance at the Cleveland Grotto Circus, Orrin Davenport, show director, was presented with a gold wrist watch and plaque by performers . . . C. L. (Jack) Raum's circus and thrill show was contracted for fairs at Fremont, Salina and Wooster, O. . . . Edward J. Carroll, Boston, named managing director, announced plans for rehabilitation of Riverside Park, Agawam, Mass. . . . Buster Gordon's human bullet act and W. M. Geer, general agent, were contracted by B. & V. Shows . . . Clyde Bailey was ill on closing day of the Milwaukee Tripoli Shrine Circus and his wife, Harriet, presented his act . . . Big Horn Basin District Fair Association, Powell, Wyo., named R. A. Roney, president, and re-elected H. L. Raines, manager. . . . L. W. Peters, manager of Sylvan Beach Park, St. Louis, announced that week-end rodeo would be presented during 1940 season . . . The new Miami Outdoor Showmen's Club of Florida elected David B. Endy, president; W. T. Tucker, John O' Reir and Melvin Dedon, vice-presidents, and J. M. Croft, secretary. . . . Aerial Ortons made the Auto and Industrial Show at Brainerd, Minn., and were to play Shrine circuses in Minneapolis and Omaha. . . . Dr. D. A. O'Brien was elected president; Harley Tozer, vice-president, and Walter Cornelius, treasurer, of Inter-County Fair Association, Turtle Lake, Wis. . . . Jack and Irving Rosenbuhl, co-owners, announced improvement plans for Pikester (N. J.) Park.

Deaths: Charles T. Ogden, carnival man; George Palmer, circus man.

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Greatest capacity and convenience. Refrigerated cabinet holds two 10 gallon cans. Mix is automatically fed to freezer as finished product is drawn off.

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SHOW TENTS!

Carnival has both the experience and
facilities for making anything from a small
circus to a circus "big top"... Call Camel's prices before you buy!

CAMEL MANUFACTURING CO.
329 S. Central, Knoxville, Tenn.

"America's Finest Show Canvas
TENTS—SIDESHOW BANNERS
IN STOCK—NEW!
90 ft. Round Top with 30-40 ft. Middles.
White Flamedipped Deluxe Red and Blue Trim, 10-ft. Side Walls.
Bernie Mendenhall—Drivers

FOR SALE
20 sections of showspace measuring approximately 2300, 30, and 40 ft. used Tents
WABASH VALLEY TENT & AWNING CO.
1136 Wabash Ave.
Terre Haute, Ind.

Dressing Room Gossip

Polack Bros., Western
We were sorry to leave Cincinnati where we had a grand time. Hanna Pallenberg threw a party at the Hotel. Mrs. Umbel Green and Mrs. Harry Santer for Emil Pallenberg on his birthday. Those who attended were Mr. and Mrs. Fred Schreiber, Mr. and Mrs. Harry Feller, Paul Picken, Fred Butler, and Betty Bell, Harold Ward, Yvette and Eddie Kirk, Myrtlesection 41163 today. Mrs. Arthur Golbert, Camel's S.

Polack Bros., Eastern
If prizes had been awarded for the first service after the Circus Pa., the Wisconsin Tent would have won hands down. Erie is their home town and also Erie's Temple—Tem Zem. Frieda and Mrs. A. A. Sand, Mr. and Mrs. Bill Kay, Mrs. L. J. Pollock and her sister, Mrs. Howard Fries, Fred Proper, Mr. and Mrs. George Cutshall, Mr. and Mrs. Bill Lewis, Mr. and Mrs. Lloyd Whiteboy, Elie and Richard Sidde,

West Bros.
Game show played stadiums at California Falls, Fur assisted by the show's Property, Family, doing wire, and web foot.

Frank Wirth's
Frank Wirth's first indoor Shrine circus this year opened at the Bushnell Memorial Auditorium in Hartford for the week ending February 25. Demetrie, his cold peddler, who we had good business, did three shows Saturday. The morning show for crowded children took all of the $2,597 available seats. Shriners served us a lunch, we couldn't do this because we have had almost every day.

Polack Bros., Eastern
The theater sent a letter to the Oktibbee Temple inviting us to their home, where we had wonderful times in his recreation. The circus called the group "Sidewalkers" and the songs were rendered by Lotley, of the Morris Sisters, who were on their baby seal. The Bontas, Earl Dear, Rosettis, Bob Vinsenholder, Hodges, Jimmy Harmon, and others were at a wedding reception held at the Hotel. The show kept a thief from getting the music for the show. Mil- ton Pelicas bought an amplifier for his practice with his various musical instruments. The Hodges & Hodgin troubled with the show February fourth, and Mrs. Miller in order to return Siebrin Cireus and Carnival for the opening in Phoenix.

Clyde Bros.
In Evanaville, Ind., Karl K. Knecht gave a show some excellent write-

TENTS CANVAS SHOW
CARNIVAL—CONCESSION—CIRCUS
Prompt delivery any type tents to order.

KOLITE BLACK LITES LUMA-LITE PAINTS
S. T. JESSOP
WINTER ADDRESS
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SARASOTA, FLA.
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UNITED STATES TENT & AWNING CO.
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JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
306 E. 7TH ST.
(Phone: Herriman 4847)
KANSAS CITY 4, MO.
Peoria Exposition Gardens Ready To Roll; Fair Is Set

PEORIA, Ill., March 4.—At last long awaited Exposition Gardens here will go into action after a heavy investment taken the past 355 days. The outdoor amusement center, which has been in the making for two years, is expected to develop for more than three years, will be the site of the long-planned but ill-starred 1917 Illinois Exposition. The fair will open August 29 and run seven days, closing Labor Day.

Attractions already have been set and the frills have gone into a Royal Crown Shows on the midway, a Saracen-Carnivals review as grand stand feature the first five nights; one day of big car races and a Labor Day stock car program, both to be started by National Speedways (A Sweeney and Gaylord White), Elsinor Lynch’s Death Dodcers for one afternoon and one night performance, and a big horse race, the latter sponsored by a local motorcycle club.

To Use Tents Tents will be used to house exhibits. The grandstand is the original planned size, providing seating for 5,200. Available bleachers increased seats.

In addition to the midway, the amusement center will be the site of elaborate events. Already scheduled are big car auto races Sunday, May 9, and a Thursday’s return engagement of Holiday on Ice in August. Midget races on Sunday, May 9, are planned, and there is talk of a rodeo and water show.

*4-Events Click Last year three events were held at Exposition Gardens. They were an engaged by the Foolday, Foolday, a Friday show (Lynch’s) and stock car races. All were successful, pulling good crowds.

In the present surprisingly small percentage of the Gardens’ sponsors’ coupons were turned in, indicating the management of what had looked like a big business. The reported $2,500,000 of such coupons, valid as part payment on admission, when turned in at the amusement center, had been sold in the fund-raising campaign. The center, with only $12,000 worth of coupons, were turned in at the three events.

See Cash Coming In This small percentage left the management with some cash after paying off the various attractions. Moreover, the small percentage of renewed participation for future coupon turn-ins will be light. The management may expect to obtain cash from its events while working off outstanding coupons.

The big event, L. H. Huckstorf, Exposition Gardens secretary-manager, had been recognized as half payment on any Gardens event, with coupon holders required to pay the balance plus the tax in the ticket price. Coupons were issued in values ranging from 5 cts to $1.

Grettenberger Imlay City See

IMLAY CITY, Mich., March 4.—A Grettenberger has been named secretary of Imlay City Fair here, succeeding James M. Dunn, who held the post for eight years. J. Leslie Payne succeeds Howard R. Churchill as treasurer. James D. Morrice was re-elected president.

Cleveland Mills Enters Grotto Officials, Show Personnel

CLEVELAND, March 4.—Before leaving for a two-week tour of the Hoosier States, Fla., Jack and Jake Mills entertained 100 Grand and State Grotto officials and Al Sirit Grotto Circus performers and personnel at a buffet supper, at the Auditorium Hotel's Ohio Room after the Saturday (25) night performance. Grotto Grand Monarch Frank B. Jones, of Youngstown, and Deputy Grand Monarch Robert J. Buske, of Toledo, headed Grand Grotto officials, who held their midwinter conference here this day.

Other grand officers at the annual Mills party included Garland Botten, Mountie; W. J. C. Eri, Pa.; Herold M. Harte, Toled; Otto F. Hildebrandt, Chicago; Os-ward W. Wermie, Worcer, Mass.; John B. Nicklas Jr., Pittsburgh; George E. Hoffman, Cleveland, and admitting, Chairman and Grand Captain of the Guard; Ray H. Proft, Troy, N. Y.; Kenneth A. Ball, Attle- boro, Mass.; Lee F. Tigh, Los Angeles; Beverly E. Moore, Houston; Frank L. Sobel, Indianapolis, and Grand Trustee Joseph C. Griffin, Los Angeles; J. A. van Hove, Detroit; R. H. Cox, Cleveland.

Grotto Circus president Allen Lemmon was on hand during the fair at the mills. Among other circus folk who attended the fair were: L📛, Emil Matti, Cleveland; Stan Raw, Bellingham; George Lewis, Emmett Kelly, Lottie Brunn and Frankie Salouto, the latter en- tering the audience, who at the affair were tending W.T. max cost. Fishman and wife, and Al Sirit Monarch Hank Frederick and former Monarch Jim Johnson, Secretary-Manager of the Grotto in Rochester, former New York State Grotto Association president Eugene, and Judge Merritt B. Schlafman, both of Dayton, O.; Otto K. Stabley, Jr., of midwinter, who were present here. And Ohio State Grotto officers: President Laverne F. Cook, North East, Pa.; Vice-President William Souter, Sandusky; Earl C. Nisette, Springfield, and Vice-President W. Royce, Chairman and Grand Sergeant at Arms Jacobs E. Chambers, Cincinnati.

Of the families will return from Florida March 11. Before heading out to make the most of the big show, three trucks, which were driven to quar- ters at Circleville, O.; Mrs. H. C. Waterman, fut. St. Paul, Minn., 25 days; Catherine Bevan, Chicago, W. Va., taking over her late husband’s old garage; and Mrs. A. E. Hulley, Bland. Crown signed to join clown alley. Chaplain Dan Waddell added a March 14. Columbus speck to employment to his early spring tour. Jim Smith and crew joined the promotional de- partment. Before leaving to visit his dad, hospitalized in Boston, Press Dir- ector Fred Strofford announced George Strongman, of Morris Plains, N. J.; Robert Montgomery, Singapore; H. B. Lovelock, Alameda, Calif.; and Richard Collins, Holland, Mich., have been named to the press corps for the control of W. W. Fradinick, of New York City.

Chitwood Inks Escanaba

DETROIT, March 4.—John Chitwood’s Auto Daredor’s closed here and signed the respective Illinois State Fair, Escanaba, Mich.

KING AMUSEMENT CO. 82 Orchard St. Mr. Clements, Mich.
STEBER
Better-Lighting Equipment

- For that inviting atmosphere which attracts business and influences people to spend, light up with Steber equipment.
- Economical to buy and use, sturdy for dependable service, engineered to provide maximum lighting, Steber units have a wide variety of applications. Column Lights are ideal for Kiddy Parks, Carnivals etc.

STEBER MANUFACTURING CO.
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THE NEW TRIPLE THREAT TURF
(all electric race-horse grand game)
FOR PARKS, Pools, Beaches and CARNIVALS

ELECTRONIC GAMES, Greensburg, Pennsylvania

PEANUTS
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SUPPLIES

CHUNK-E-NUT PRODUCTS CO.
MATTY MILLER
231 N. Second St.
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STOCK TICKETS
One Gallon...$1.00
Two Gallons...$1.75
Five Gallons...$8.00
100 Rolls...$25.00
1000 Rolls...$250.00

We manufacture tickets with every description

BALLYHOO BROS.' CIRCULATING EXPO
A Century of Profit Show
By Starr DeBelle

Bally Deep, Ga.
March 4, 1950.

Dear Editor:

From division to division, siding to siding through the aid of hot passing, borrowing and rock hucking, the Ballyhoo Bros.' train arrived here Monday night with one day down and five to go. The shows were sponsored by the Buck Augie Shakers of this swamp community. Shaking, shaking and trembling with chills, our 18-gallon hollow apartments met the train to escort the shows five co-owners to the bug's only hotel on a two-wheeled cart drawn by a buck. Altho the hotel had no bath, it boasted a threatening the only flush restroom in the town.

The boxes found the lot to be a contrast: competing with rotted weeds, branches of trees and skeleton of stock that had mired down and died. It was infested with mosquitos, rattlennakes and tarantulas. Originally the land was owned by a lumber company that cleared the trees and left nothing but thousands of short stumps that almost covered the lot.

The first look convinced the boxes that they should pass up the burg, but after a staff huddle of our most brilliant men it was decided to bridge the lot by using the stumps as a foundation and after load of rough pine lumber (charged to the auspices) was hauled to the location and the boxes decided that the only stage large enough to hold a carnival was under construction. The largest stage, covering 10 acres, was finished and the work of putting up the shows and rides started at a fever heat. Every attraction and concession was put in to that end. It was a night to remember and great was this accomplishment that the

The bug's mayor declared the event a celebration, which heisted the privileges of another $5 per day by percolating the ad from end to end with colorful lithographed letters and neon advertisements by patent medicine companies.

The grand opening drew a packed and jammed midway of medicine, dreams, infested trees and more names. However, they passed up the shows and rides and concessions.

Through a bit of exploring, the boss found an abandoned still in the underbrush behind the lot, which was soon put to use. It was the "bloom to all seniors," Dr. Peter Ballyhoo's horse tent chill, fever and malaria relief came to the minds. Talkers, who wore goatees, were propped up to the show and to go the shows one better they added doctor books and quinine capsules. Those who wasn't well could have been chilled. That made it necessary to have a little heat on to warm them up. The heat proved to be too effective and by Saturday night the steam was so great it was thought to be the snow in place of snows.

The only thing that marred the week of the show was that almost everyone was so much inclined to the gal. Though they were playing a show, they wondered from the gal to this, a little heat on to warm them up. The heat proved to be too effective and by Saturday night the steam was so great that it was thought to be the snow in place of snows.

But the snakes hit up Over the Winter while our flying act was working, the boys chased the big show, and the rattlers taking over the bandstand.

What made the music yet more appealing was the entertainment that followed the gal. Big Jim's rattles was ready and the entire group is putting a big ring to warm up, the heat proving to be too effective and by Saturday night the steam was so great that it was thought to be the snow in place of snows.

Our special paper now consists of listing your comptent master python or box constrictor riding an elephant or having the major with his tall. Following the bull is a float carrying a 25-rattle snakes, with each one a bell with its tail.

Let me state here and now that no drugs or146 were used to train our reptiles. Here is how it happened. Because our light plant isn't big enough to generate enough power for both the big show and the Side Show, we give all the rattles on the kid show when the big show opens, which leaves it in darkness. Often the gal in the snake pit has to put her charges into a box in the dark. But when the snakes hit up they are a sight to behold. It is a fitting end to the day when he can adverise "Symphony With Bells by Reptile Musicians." However, the boss gave strict orders that no keeps are to be allowed to play with the stunts or travel with it. In his words, "Nobody is going to swallow our musical organization."

When you buy a reptile with a feature like this, you got to protect it."

Kelly Assumes P. A. Duties

PRINCE ALBERT, Sask., March 4.

Daniel P. Kelly, formerly of Brandon and Regina, has taken over as manager of Prince Albert's National Exhibition. The former has been changed and Dorothy Reid, acting secretary-manager, is now official secretary.

Matt Regina Heating Plant


-Plant for installation of a new heating plant in Regina was completed Tuesday, the work being mulled. Other possible alterations include a larger entrance and new artificial ice pipes.
Richwine Speedway
To Debut April 16

MACHINISTICUS, Pa., March 4—The 1950 racing season at Roy E. Richwine's Williams Grove Speedway will get underway April 16 with AAA big car auto races.

Richwine has scheduled 10 big car races as a part of the opening night program, in addition to the feature, are: April 5, 11, 17, 21, 28, May 11, July 19, 26, August 9, September 10 and October 8 and 22.

Richwine will make their first appearance April 3, and on other dates to be announced, Richwine, said to be planned are mid-west auto, stock car, and motorcycle races and auto stunt shows.

No Trouble Booking Act, Picchiain Says

NEW YORK, March 4—James Picchiain, a personal manager who last week paid off a $1,000,000 bond in lieu of posting bond and booking them in this country, the manager claims that he did not want a second act because he had expected. The pay-off represented about $600 more than the round trip fares from New York.

Picchiain said he had more than the weight of 20 world records under the act, but canceled them out. The three-person act is said to include a French woman.

Ernie Young Signs Show For Springfield Home Expo

CHICAGO, March 4—Ernie Young, one of the Ernie Young Agency who announced this week that he had signed to provide the stageact at Show. Young and Sports asked April 16-17 in Springfield, III.

Production will be staged in the Art and Exhibition Building on Illinois State Fairgrounds and talent line-up includes Chuck Brown, and Rita, comedy; Nissen and Dupe, trampoline; John Laddie and Company, musical; Lily-engler diving act; Rae, acrobats; Jane Margo, dancer, and Novak and Fry, comedy.

Wharton Celo to Garden State

WHARTON, N.J., March 4—R. H. Miners' Garden State Shows will be expected to provide entertainment in this way at this year's Wharton Fire Company, Inc, celebration to be held at William Miners' Garden State Shows, engagement committee secretary, signed for the "love" organ at its regular monthly meeting this week. I., said the shows will be the first to exhibit in the city since 1946 and that they will set up in town on the fire company's new structure under the Garden State and the firehouse.

PHILADELPHIA: Gift Show of Pa., March 13-17; Philadelphia, PA 220; 260 Pekin Ave., 11th Floor.

RYE ISLAND: Fishing & Farm Show, March 14-15.

SOUTH DAKOTA

Deed wood—Black Hills Rig, & Industrial Fair—To appear at Ennis, Mont. 9-15.

TEXAS

Rex City—County Livestock Show & Expo., March 12-14.

Huntsville—County Livestock Show, March 12-14.

New Braunfels—County Livestock Show, March 12-14.

San Antonio—Rodeo, March 12-14.

Stillwater—Rodeo, March 11-14.

COTTONWOOD—Horse Show, March 11-13.

JACKSONVILLE—Horse Show, March 10-12.

SUGARLAND—Rodeo, March 10-12.

WISCONSIN

Milwaukee—Milwaukee Show, March 16-18.

20-22.


Iowa City: Secretariat, March 24-26.

Cincinnati—Cincinnati Show, March 24-26.


Corning—Corning Show, March 26-28.

Canton—Canton Show, March 26-28.

Shelby—Shelby Show, March 26-28.


Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Four states are for current week when due to arrive at Carnival Grounds markings will be shown.

SHOWS

I. Am.:

Buffalo (Am. 

Hartford (Am. 

Syracuse (Am. 

Worcester (Am. 

Chicago (Am. 

Newark (Am. 

Binghamton (Am. 

New Haven (Am. 

FOR SALE

- RENÉE'S POMMERS FOR PEANUT EQUIPMENT!

A special offer for our readers! Renee's Poppers will sell their entire stock of peanut equipment for a special price. This offer is available for the next 30 days. Call or visit our store for details. Contact us at (855) 555-5555. One offer per customer.

PLASTER INVENTORY CLOSEOUTS

Large inventory of plaster, tools, and supplies at great prices. All new arrivals. Retail and wholesale. Contact us at (855) 555-5555 for more details.

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CRAZIEST FERRET IN THE WORLD!

Our Ferrets are imported directly from the United States, and are available for adoption. Contact us at (855) 555-5555 for more details.

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PHILADELPHIA 22, PA

WE HAVE IN STOCK:

- CIRCUS TRUCKS
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It’s the first big issue of
the 1950 outdoor season. The issue
that buyers will use as a guide
for months in ordering equipment and
supplies. Reserve YOUR space NOW!

**Issue dated**
**APRIL 8, 1950**
**Forms Close**
**MARCH 29, 1950**

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4. immediate and future results for advertisers!
**Gallaher Debuts In Michigan’s First Drive-In Drug Store**

PONTIAC, Mich., March 4.—Grand opening of Michigan’s first drive-in drug store, the Drive-In Pharmacy, was held here today. The store, located at the corner of Lapeer Avenue and Holbrook Street, was opened by Raymond A. Leefe, proprietor. A series of sidewalk shows and a grand opening ceremony were featured. The store, which features a soda fountain, is open from 8 a.m. to 10 p.m. daily.

**SLA Buffalo Bill Party Pulls 250**

COLUMBUS, O., March 4.—Gooding Showman Co. Inc., which headquarters here, will provide midway attractions at Sali’s Drive-In Fair, announced Floyd E. Gooding, president. Among the annual attractions at the fair, which opens April 20, will be the Sesquicentennial Celebration at Lancaster, O., June 9-10, and the Jimmie Davis W. Fair, which will be held at the fairgrounds in Clinton, Tenn.

Walters, a Virginia park, and the Kansas State Fair, which will be held in Topeka, will also appear at the fair.

**47 Ohio Annuals Signed by Gooding**

**AKRON Fair Revival Inked By Cavalcade**

BERGER SIGNS CONTRACT

AKRON, March 4.—Cavalcade of Amusements has been contracted to supply the midway attractions at the 1960 Akron Fair, scheduled for July. The fair, which has been in operation since 1910, will be held at the 150-acre Akron Park by B Plattner Enterprises Inc., the firm which has handled the promotion of the fair, and will feature a variety of games, rides, and live entertainment.

**Reynolds Contracts Five Still Dates In Okla., Mo. Kan.**

MUSKOGEE, Okla., March 4.—Still dates at Oklahoma City, Joplin, Mo., Wichita and Topeka, Kan., and Kansas City, Mo., have been signed by Reynolds Amusements Inc., for the Reynolds Brothers’ carnival. L. C. Reynolds said in a recent visit to winter quarters in California.

**Francis Awaiting Weather Break To Launch ’50 Jaunt**

ST. LOUIS, March 11.—The John T. Francis, which is ready for the season’s opening, according to owner John Francis, who plans to toss his weighty wraps with the first good weather in the season’s opening.

**Harris Org Prep For March 25 Bow**

**Rita Cortez Returns To Endy Bros. ‘Shows**

MIAMI, March 4.—Rita Cortez has been signed to return to the Endy Bros. ‘Shows for the 1960 season. The Cortez unit will carry on the tradition of her father’s circus, providing a variety of entertainment for all new audience.

**50 Municie Midway**

TO J. J. Jones Expo

BLOOMFIELD, Ga., March 4.—Officials of the Bloomfield, Ga., midway announced here this week that their show has been awarded the contract for the 1960 midway attractions and concessions at the Atlanta Midway, held at the Atlanta Municipal Auditorium. The midway will be open from July 5 to Aug. 12.

**April 13, 1950**

**The Billboard**

**Communications to 189 W. Randolph St., Chicago 1, Ill.**

**CARNIVALS**

**March 11, 1950**

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FAIR
HOTEL MALPIN,
N.Y.C. ROOM 635.
Write for Catalog
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Manufacturers of Carnival Wheels and Supplies
400 REPUBLIC BUILDING, DETROIT, MICH., N. Y.
EVERGREEN 7-5227

WANTED
CAN PLACE RIDE HELP
In All Departments, Caterpillar Foreman, Senior Driver. Married Couple. Wife sell tickets.

JIM WILLIAM
222 East Kickee St.,
Hartford, Conn.

MOUND CITY SHOW /2
with 500 daily darters,
long season Celebrations and Fairs, starting
in May. Free passes, free rides, free shows. Want Mechanical Show (U.S., Tucka, a good show). Will book on contract or buy one but will sell equipment. Write for terms. Mr. Grant, Chariton, Iowa.

JACK WALLACE, Lebanon, Ark.

FOR SALE KIDDIE SKY ROCKET
Made up Photo Book.
J. MELE
41 Hamilton Avenue, Heights, N. J.
Phone 9-6265

FOR SALE SMALL CARNIVAL
Ready for opening. Beautifully equipped, Barnum and Bailey style. All lights, bells, whistles, radio, etc. Full order of stock, machinery, etc. Write for full particulars.

W. E. WEST
207 Shawnee Ave., Muskogee, Okla.

CARNIVAL OF THE.......

CARNIVAL-Top Liner-

WORLD & 700-

SHOWS COMBINED

CARNIVAL WHEELS
SEE OUR COMPLETE
LINE AT THE
AMERICAN TOY
FAIR
HOTEL MALPIN,
N.Y.C. ROOM 635.
Write for Catalog
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W. E. WEST
207 Shawnee Ave., Muskogee, Okla.
NEW PENN PREMIER SHOWS

FIRST CALL—OPENING CHESTER, PA., APRIL 10—FIRST CALL
Can place Concessions—Cook House (large), Circus, Novelties, Fish Pond, Hoop-La, Ball Games, Jewelry, Photo, Batts, Derby Racer and any legitimate Concessions. No gypsy. Can place Pop Corn, Fries if you have any other Concessions. SHOWS—Can place Drome (due to skyrocketing) Cliffs House, Wild Life, Eau House, Arcade, Monkey or Animal Show or any Shows not conflicting. Joe Hilton can place a few acts and one strong freak to feature in next 140-foot Circus Side Show. This Show is out 52 weeks; playing Miami now. Rides—Will place Criterpillar or Fly-a-Maze. Help—Can place Lot Superintendent, Billoper (Shafter, answer) and General Help on all Rides. May assign any Concessions. Want to buy good Drome or Funhouse. No Junk. Address all mail and wire to

PENN PREMIER SHOWS
LLOYD D. BARES
SANFORD, N. C.

FOR SALE
$2-25 K. V. A. 900 R. P. M. 110-220-40 Cycle Single Phase, mounted on a 20-foot, 8 wheels very good and reliable development. 100 gallon extra storage gas tank installed.
$10 K. V. A. 1200 P. M. 110-
1 7-1/2 kw. 1800 R. P. M. 110-
1 D. C. 25 kw. Generator mounted on 4 wheels, hard rubber.
Prices ranging from $300.00.

HELP WANTED
EXPERIENCED RIDE HELP WANTED
Long season with good treatment.

PETE PASQUA
HERMAN (SPEC'S) SMITH
JIMMIE DRESH
AL ZAPPA
BLACKIE RODAK
Get in touch with me.

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1662 Hutchinson River Parkway, Bronx, New York, or
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MILE LONG PLEASURE TRAIL CAN PLACE
SHOWS—Motor Drome, Wild Life or any first class grind show.
MONKEY SHOW—Have complete beautiful outfit and some animals.
Want reliable Showman to handle same.
RIDE—Good operating for one or two major rides not conflicting.
CONCESSIONS—Legitimate Merchandise Concessions. No wheels or coupons. All eats and drinks sold.
SHOW OPENS EARLY IN APRIL IN THE VICINITY OF RICHMOND, VA.
Address P. O. BOX 771, Richmond, Va.

UNITED EXPOSITION SHOWS
LAST CALL! LAST CALL!
WE HAVE BEST SPRING ROUTE OF ANY SHOW IN THE UNITED STATES. BOOKED SOLID "FIRST IN" SPOTS UP TO THE BIG JULY 4 CELEBRATION AT OAME, ILL.
WANTED AT ONCE

SHOWS: Due to dismantlement, want ex-exceptional Side Show Manager who has something to put in over 100 ft. box with 152 ft. tamarack line—also want ride crew. What can you do? Want Girl Show Daily Barney Best, Wild, Fat Show, Mechanical Show, Monkey Show or Broadway. Concessions, other worldwide Shows with own transportation. CONCESSIONS: Present Crawford, Inc. Cutsie, Basket Ball, Plateau, Jewelry or any Strange Plateau. MARRIED CONCESSIONS to Second Mrs. Big Right, Strong Concession, or thru excellent. AIPD BOOKS: Wire or call.

FOR SALE
14 Ft. Office Trailer, can be converted into Hotel trailer. Price: $150.00.
C. A. TERRY, MGR.
BOX 346 OR WESTERN UNION
GREENVILLE, TEXAS

ROYAL CROWN SHOWS
WANT WANTSIDE SHOW OPERATOR
Have 155 Foot Front, completely framed, with 32 Foot Trailer to transport same. Operate most favorable, please. Address all mail, wire and phone to George A. Grant who will have something to put in show. A fine route and a long season. No doubts extenuated. (Write Anthony, answer.)

E. L. YOUNG, GEN. MGR.
Daytona Beach, Fla., this week; followed with Lucin and Sanford, Fla., at trance, near north.

GRANT’S RIDES AND AMUSEMENTS
OPENING MAY 1—CAN USE
Shows of any kind, amounts percentage only taken out. Milieu—Mercy-Go-Round, Splitfolds or Cornet; percentage same as above. Concessions—Can use any Grind Store not conflicting. Privilege, 15%, wire.

GEORGE A. GRANT
ROUTE 2 (VERMASON CO.), PLEASANTVILLE, PA.

WANT—DOBSON’S UNITED SHOWS—WANT WE ARE NOW BOOKING SHOWS AND CONCESSIONS
AND ARE NOW WITH SHOW with exception of Fair House in Mechanical Shows. Good conditions for both sides. Will handle any volume of business. All reasonable. Will handle business in Mechanical Shows in any city. Address: George A. Grant, Showboat, Route 2 (Vermason Co.), Pleasantville, Pa.

WANT—DOBSON’S UNITED SHOWS—WANT WE ARE NOW BOOKING SHOWS AND CONCESSIONS
AND ARE NOW WITH SHOW with exception of Fair House in Mechanical Shows. Good conditions for both sides. Will handle any volume of business. All reasonable. Will handle business in Mechanical Shows in any city.

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AND ARE NOW WITH SHOW with exception of Fair House in Mechanical Shows. Good conditions for both sides. Will handle any volume of business. All reasonable. Will handle business in Mechanical Shows in any city.

SUNSET AMUSEMENT COMPANY
Want first-class Side Show with own outfit. Can place Wild Life, Mechanical and Arcade. Will place a Dark Ride and Kid Rides. Opening Thursday April 1 at Excello, Mo. or St. Joe, Iowa. Address P. O. BOX 168, Danville, Illinois
AMERICAN CARNIVALS Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 4—The American Carnivals Association has received word of a recent decision in California with reference to the liability of carnivals to employees participating in an Athletic Show.

The decision is on file, and available to the membership, is detailed information with regard to income tax returns which must be filed by the member in accordance with regulations in effect in the state and city. The Carnivals Association says it will furnish this information to members upon request.

WANTED TO BUY

AT ONCE FOR CASH

#5 ELLI WHEEL

Must be in first class condition. Address

C. C. GHOSCUEUTH
Box 821, Owensboro, Ky.

WILL SACRIFICE

Cruise ride, used one season.

Cruise ride, used one season. Ready to go, 1000 miles.

Ari B. Thomas, Shows

Lenox, S. D.

HAROLD EUTHA

WANTS AGENTS

For Ball Games, Block and Whirligigs, Fish Pond, Ring Toss, and Concession Concessions.

For Sale—New Pea Picker, complete with new blue top, three new sets of prints, all interior parts, 90-ton, white. The machine is in good running order. The field is painted, painted, highly varnished. Also, a 21-foot pony, at a very good price. Both machines are complete, ready to operate.

WORLD WIDE BOX 645

F.B. Guide Wall, contact me.

AGENTS WANTED

Agents and Heads for Agents

Color and Razzle, I have all flats

J. J. Denton, Moose, Mike.

Moore, Mike.

WILL PIERCE

care Western Union, Dothan, Ala.

Quality Trailers

New & Used

JORDAN

5-STAR LOCATIONS

1-003 N. 12, Oklahoma City, Okla.

1-104 W. 3rd, Ely City, Idaho

1-146 N. 12, Columbus, Ohio

Early Theme

Public papers.

THE SMITHSONIAN'S SHOW

MIDWAY OF MIRTH SHOWS

WANT

Till Foreman, Salesman, Baker, waiting a season's job. Second Men who drive.

CONCESSIONS: Give Year Age, Block Stakes not conflicting. American Mill Camp, no agyges. Address: Winter Quarters, Trenton, Illinois.

BLUE GRASS SHOWS

NOW BOOKING

SHOWS, RIDE, CONCESSIONS

P. 0. BOX 821, OWENSBORO, KY.

K. E. WALLACE ATTRACTIONS


CONCESSIONS: Can place French Fries, Candy, Pop, Corn and Candy Apples, Fries, Pop Fish, Cotton Candy, Postcard Books, Long and Short Games. Fries, Cotton, Candy, and Games. Any Concessionaire wanting to work on either Side For the Season and would like to Contribute, please see us.


MERRIAM'S MIDWAY SHOWS

WANT FOR SEASON FROM MAY 1 TO OCTOBER 1

CONCESSIONS—Steve Dexter, Cook House, Watch-Li, Coke Bottle, Whiskey Bottle, Car Show Concession and all other paraphernalia booth. Shows—Manly, Mechanical, Big Top, World's Largest Tent and The Rodeo.亡. 1500 Large Rodeo, solid rings, all cables, complete.

Write to Alva Merriam, Ogden, Iowa

Notice—

JIMMY HURT AND JULIUS KUEINEL

NO LONGER HAVE THE SIDE SHOW WITH

ROYAL CROWN SHOWS

E. L. YOUNG, MGR.

WANTED

RAFFETY SHOWS

OPENING SOUTHPORT, N. C., MARCH 17, WITH MARINE BASE PAYDAY FOLLOWING.

Can place Concession for a complete Girl Show. Also Game Show and good opportunity for Musical Show. Want Concession that caters to show people, good opportunity. WANTED—

PAUL, Long Range or any. Concession not conflicting. Also Agents for office-owned Game Shows, Concession.

All replies: RAFFETY SHOWS, P. O. Box 1041, Phone 22792, Wilmington, N. C.
ORANGE STATE SHOWS

Wanted for the following Spring Fairs and Celebrations, The Great Pahokee Fair, Pahokee, Fla., March 13 to 18; Everglades Fair, Belle Glade, Fla., March 20 to 25; followed by three more spurs in Florida, then north.

Want a good Showman with own outfit and transportation, Fan, Music, Motor Home, Colored Performers for Minstrel Show. Fiddle, Sax Player, Chorus Team and others, Contact C. H. Hudson, Want Ball Games, Magic, Circus, Cat Rides, Hanky Pansks, etc. Reasonable prices. Want Balleenage, Octopus or Caterpillar. All addresses:

LEO BISTANY
Dania, Fla., this week: them as per route.
P.S.: Would like to hear from a good Second Man who has car and can do billposting.

WINTER WANTED

Maryland Playing Shipments South, WANTED-RIDES-WANTED March 111402 top the line. & S. line Atlanta, A. Valley New York to Brood, Ill. OUNCE OPENING ORANGE 3113 INDIANA—OPENING EARLY SPRING SHOWS: A few more Stock Concessions open. Can place Jewelry, Novelities, Hoop-La, Long Lamps, Cloth Pin, String Game, Hat Ribbons or any Hanky Parkes. CONCESSIONS: Any fine, all traveling Show with own outfit that can cater to the better class of clientele. Want Arcades and Fun House.

RIDES: Kodee Rides not conflicting with Auto. Want Fancist with western set-up. Have a good promoter. Can place one or two Music Rides. SIDE HELP GOOD ONES ONLY WANTED. Can place working Superintendent who knows rides and will operate. DO NOT MISREPRESENT.

ACTS: Can place good Animal Act or Circus. Will give free privilege for Animal Show that can put on Frat Call Act.

TOM L. BAKER, Mgr., 21S6 Union St., Indianapolis, Ind.

If you don’t get answer—drinking will not satisfy nor be tolerated.

CARNIVALS

BINGO OPERATOR WANTED

For new year-round Bingo in 652-seat hall with complete brand-new equipment all installed. Everything set to go under license. Must be financially sound. Must be able to sign long contract; must show must be licensed in this area. See references in your reply.

Write
ARTHUR L. CROWLEY
c/o THE BILLBOARD
390 ARCADE BLDG., ST. LOUIS, MO.

VOGEL'S SOUTHERN AMUSE.

OPENING MARCH 13, FREER, TX.

Concessions: All Merchandisers Concessions open except Glass Pitch, Pinny, Bingo, Shows—Operator with talent for Girl Shows, we have ample space, also, give Glass Pitch, Pinny, Bingo, Shows—Closed May 12 for season Marvay’s Round, Texas. Operator new concessions, will handle people with us before, wire.

BOX 625, Harlingen Sta., San Antonio, Tex.

2 Showman’s Specials

L-3 Wardrobe Vaudevils, all new features. Shows will open with new Vaudeville and Sparkle Shows. Good trades and terms on all tractors. Close season, very good territory. Take 5% financing up to three years. Write. Address:

SELLHORN’S

T. W. KELLEY
Tampa, Fla., or Main Office, Savannah, Ga.

WE DELIVER ANYWHERE

FORSale

Complete Unfilled Exhibits, 14 machines, 22 Balloons, Boys and Girls, and Glass Pitch, Bird Pitch, Concertina, new, $2500.00. $1000.00, or less. Write. Address:

BOX 189, Harlingen Sta., San Antonio, Tex.

M. A. SRADEY SHOWS

Want Coolhouse; have A-1 proposition to offer a coolhouse, clean, modern, big, and new. Must cater to showmen. Will book Pure Ride or any Ride that does not conflict. For Sales—Flashy Baby, Auto Ride in good condition, price $1000.00. Box 2917, Wichita, Kansas.

WANT FOR WANT W. C. KAUS SHOWS

Bingo Help who can drive semi. Also Girts for Carnivals, Chances, bookers save time and trouble. (Help must have transportation). All inquiries must be answered. Raymary City Ltd.

FOR SALE

Double Loop A-1 condition with 60 Dodge Tractor and Allamah Trailer, good runners. 3 Shows, $12,000.00, less 30%

14 Machines, $17,000.00, less 30%

10 Machines, $5,000.00, less 30%

25 Machines, $11,500.00, less 30%

6 Machines, $3,500.00, less 30%

3 Machines, $1,500.00, less 30%

1 Machine, $750.00, less 30%

2 Machine, $750.00, less 30%

$600.00, 5" Dodge 2-ton with 66 Model, good condition, from a famous company, $600.00, less 60%

$600.00, with 10 ft. Postal, $500.00. Also used and good Glass Pitch, Pinny, Bingo, Shows, Bally, Franks, and Framed Pistols, etc. Contact: A. D. Brown, Rt. 1, Hardy City, La.

WANTS—BINGO OPERATOR—WANTS

Operator with talent for Bingo Shows. Must charge of $250.00, well finished outfit, complete equipment. Shows must be licensed. Will book Pure Ride or any Ride that does not conflict. For Sales—Spears Bally, Peepshow. Has same setup. See show sample with no obligations. Address:

M. C. GOREE
State Fair Shows, Perry, Okla.

MICHIGAN MANSON

Box 71, Galesburg, East Tampa, Fla.

WANT FOR WANT W. C. KAUS SHOWS

Bingo Help who can drive semi. Also Gifts for Carnivals, Chances, bookers save time and trouble. (Help must have transportation). All inquiries must be answered. Raymary City Ltd.
GREENVILLE, N. C.

On Tuesday, May 4, the Greenville High School band will present its annual spring concert at 7:30 p.m. in the school’s auditorium. The concert will feature a variety of musical selections, including classical and contemporary pieces. Admission is free, and all are welcome to attend.

For more information, contact the high school band at (252) 496-3111 or visit their website at ghsband.org.

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**In Memoriam:**

We regret to announce the passing of our beloved teacher, Mrs. Johnson, who passed away peacefully in her sleep at the age of 92. Mrs. Johnson was a devoted and beloved member of our community who had dedicated her life to teaching and mentoring young minds. Her contributions to education will not be forgotten.

Through a generous endowment, the school will establish a scholarship in her honor for students who demonstrate academic excellence and a passion for education. Details about the scholarship will be announced soon.

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**Upcoming Event:**

The Greenville High School band will host a benefit concert at the city park on Saturday, June 5, to support local charities. The concert will feature a variety of musical performances, including live music, dance performances, and a silent auction. Admission is free, and donations are welcome.

Please consider attending and making a contribution to support our local community. For more information, visit the school’s website or call (252) 496-3111.
WINTER QUARTERS

State Fair

PERCY, Okla., March 4—Additional facilities for the Oklahoma State Fairhouse, a trailer which has been converted into an office and four army rooms, were announced. Addition of the Funhouse, a number of stages, and new rides and 40 concessions will also be carried, Lamb said.

State Fairhouse will be opened for the first time in 18 opening in Caldwell, Kan., includes Scotty Lamb, manager; Rendell Smith, tickets; Bud Burris, 24-hour man and bannet; J. A. Miller, federal assistant; Kiddle Ride Foreman; Deeter Jester, Mix-Up foreman; Charlie Slayton,13-; Walter Noe, Ferris Wheel foreman; Charles Voice, All-American Fusions; R. C. Pratt, Movie Show and 10-In-One; Winnie and Dolly, free rides; Roy Lamb, Tilt, and Gene Feeter on the front gate.

Silver Slipper

CHATTANOOGA, March 4—Work is progressing in quarters here. All rides and trucks are being repaired and new paint. Two new shows front pages are being built. A semi-truck load of bamboo has arrived and 100 yards of bamboo for the Wild Animal Circus, and a menagerie is being built for the TV Show, which will be managed by Junie Gilbert. Two rides have been added to the National Delia Deas and Kay Kiddie Ride and an Octopus, with Girl on Tilt, Cassie Wheeler, D. H. Blake and Mike Molloy.

William O. Hammontree, general manager, was recently released from a hospital after receiving a shocking injury from a fall.

Jean S. Bean has been signed as general agent. Son Hunsperger has booked his concessions and will be on the show. Theodiric, his brother, has booked his concessions and will be on the show. Joe Bean has booked his diggers and concessions, will have the sound truck and will take care of the radio operator, Danny Spence, as he is 2,000 miles from the gate, has been booked as the free radio operator. Carl and Mike Molloy will be back with their mill camp. Recent visitors were Ben and Sue Smith, Mrs. Gerald Wantz, Billy Clark, Tommy Haxton, Eddie Wheeler, D. H. Blake and Mike Molloy.

Virginia Great

SUFFOLK, Va., March 4—Show Sunday (8) curtailed outdoor activity which had been progressing. The clip fast clip. Work will continue on a fast clip until the maneuvers.

Charles Gibson has completed unloading the Ferris Wheel and several other rides. Ro Ma Maci has returned to quarters and will be used from Virginia, New Jersey. Two Diesel units have been ordered. For the coming show, please contact: Roy McLeod.

Mr. and Mrs. R. L. Rubin report from Miami that they will be here just prior to the opening date. They will have the entire Mid-Show. Charles (Ringle) Davis recently made a trip to the Veterans Administration, Richmond, Va., in connection with his service disabilities and claims. Howard Fyer and crew are guaranteeing the two kiddie rides. Office wagon is being run with orange lettering. Mr. and Mrs. Monroe will return to the show with balls games.

Midway of Wirth

TRENTON, Ill., March 4—Only modes in the show which was last year, remain to be made. These are the personnel, concession, will be the same as last year. Show is almost complete, and will play the same territory it has in the past.

Recent visitors included B. C. Hines, John Delaney, Norman Pleis, Bette Farrow and Danny Farrow. Mrs. James Hines and Bette have returned from a trip to Chicago, returned to his home, and will be out of action several weeks.

L. J. HETH SHOWS

FOR SALE

Bob Stover, KYRO, Portland, Ore., is offering for sale a 1000-watt Model Taylor, with or without a trailer. Also a 500-watt portable cutout. Set is complete, coming with one 1500 watt, tube and accessories. Cash or time payments.

FOR SALE

GOLDINO'S FINEST FROZEN CUSTARD OUTFIT

Built on 1½ ton Dodge cab over eng. truck. Modernistic, all stainless steel body. 5 horse power New Way Custard Machine, 50 gallon an hour capacity. Hot and cold running water. Necessary equipment for operation, all free space storage. Stainless steel platform, 24 ft. long, squares for clock on outside of truck. Included with siding. Cost: $100.00.

BANNERS

For sale:

$1.00

CHARLES GOLDING

501 E. RIVERSIDE DRIVE

INDIANAPOLIS 8, INDIANA

ISLAND MANOR SHOWS, INC., WANTS

For an agent for Ferris Wheel and Octopus. Also second men.

CONCESSIONS wanted for a 1250 seat vaudeville house, $12.50 per week, with all expenses.

WANTED

HARRY CUBB, Dilworth, N.C., operator of Candy Company, contact Charlie Musgrove, Long Range Galleries, Scale and Concessions. Call and see your agent.

LAWRENCE TAMARGO

120 Franklin St.

Elmont, L. I., N. Y.

FIVE STAR SHOWS WANT FOR 1950 SEASON

Owner of the Five Star Shows is complexion, C. R. Hook, 245 Lumber St., Columbus, Ohio.急需他为公司工作。

FOR SALE

IN A DEPARTMENT STORE, San Francisco, CA. WANT TO BUY, 1000 square feet, $6000.00. Buyer will show and take with him.

ROYAL MIDWEST SHOWS


JOHN C. GARRETT, Mes, Five Star Show East, New York, N. Y.

FOR SALE

ROYAL MIDWEST SHOWS

Van Tilburg's Mpls. Date Looks Hefty

Extended to Nine Days

MINNEAPOLIS, March 4.—Van Tilburg has one of the most unusual, expensive, and longest-running summer residence, if not the longest in the world, of his 37-year-long residence in Zahrith Temple Shrine circus, which the company started 19 years ago. The company plans to extend the date, which was originally set for March 15, until April 20, for a total of nine days.

New Acts for Date

Van Tilburg has brought in numerous acts for the extended date. Among the highlights are the debut of a new aerialist, Joe Boz, who will perform the entire week. The aerialist, who has been performing with other circuses, will showcase his acrobatic skills and aerial maneuvers, including a high-wire act and a trapeze performance. The troupe also plans to add a new animal act featuring trained llamas and camels, which will be a crowd favorite.

Special School Deal

Zahrith circus has reached an agreement with a local school district to use a nearby school as a performance venue for the extended date. This is the first time the circus has entered into such a deal, which will allow the troupe to provide educational opportunities for students.

Aussie Units Get Above Average Biz

SYDNEY, March 4.—An unusually large number of circuses are touring Australia this year. Among the companies on tour: the Wirth's, Barton's, Terry Bros, and the O'Brien. The Wirth's and Barton's are the most popular, with ticket sales for all performances this year. The Wirth's is the only Australian circus that has refused to participate in the English tour, which is a rarity for Australian circuses.

Ringling Seeks A. C., First Since '36

ATLANTIC CITY, March 4.—Ringling Bros. and Barnum & Bailey Circus has filed papers for a license to appear here Sunday, March 25. It is the first A. C. permit issued since 1936. The circus plans to perform on the lot of the National Amusement Park, a well-known venue in Atlantic City.

H-M's Attendance In Milwaukee Off Slightly From '49

MILWAUKEE, March 4.—The H-M's Milwaukee circus, which has been performing for over 100 years, has seen a slight decrease in attendance this season. The circus, which is a member of the Ringling Brothers and Barnum & Bailey Circus, has been performing at the same location since 1830. The decrease in attendance is attributed to the increase in entertainment options available to the public.

Strasser Burger Units Set Indoor Finales, Plan Summer Tour

AMSTERDAM, March 4.—Circus Strasser, which has been touring for over 50 years, has announced its plans for the upcoming season. The circus will be performing in various indoor venues throughout the summer, including the famous Madison Square Garden in New York City.

Polack Org Rents Generators To Beat Chi Power Shortage

CHICAGO, March 4.—Polack Bros. Western Unit officials all but patted themselves on the back (Monday morning) as they opened their annual engagement in Medinah. The company was expected to have a three-day run, but due to a power shortage in Chicago, they will be forced to extend their run to nine days.

Leaves March 14 for Indianapolis to work the March 27-April 5 date there.

Mrs. I. Polack visited early in the morning to check up on the situation. She expects to rejoin the Eastern unit at Racine. Va. Sam Polack, manager of the Western unit, returned to Chicago early in the week, on route to Wisconsin to close contracts there.

From Chicago, Mickey Blue goes to Oakland, Calif. Sam Ward, who is in charge of promotion for the Eastern unit, was in Chicago Monday (27) and will plane Monday (28) to Los Angeles via Denver. Ward will be in charge of the presentation of the Eastern unit's date at Oakland. Monday, April 1, which includes a trip with Walter Ullman to Sacramento, Calif. to work there with their 15th season of this year's engagement for the Eastern unit, after which he will fly to Nor- dby, Sweden. He is scheduled to return to Chicago Wednesday, April 4, for the last date of the season.

To visit the show here this weekend is Mrs. Walter Ullman, as well as the O'Brian family, on their way from Cleveland to Minne- sota. The late Leo Przybylo, director, re-ent. From the show, three weeks ago, to Chicago were accommodated to winter. From the show, three weeks ago, to Chicago were accommodated to winter.

Look for 155,000 Pull

The engagement actually started on Thursday (25) with a sneak preview for 4,500 employees of the radio and television industries, execs of which had bought the entire house for the afternoon matinee performance. As a result, the grosses from this performance will be much less than the usual grosses. The performances are announced in Chicago March 19. Schedule calls for three shows each day, Saturday, March 28, and Monday, April 1.

Hi-car's won't be the only show at the city's Western Unit this year. The O'Brian circus will be performing a special show at the Fox Theatre, March 27-28. The O'Brian circus will also be performing at the Upton Theatre, Chicago, March 29, and at the Orpheum Theatre, March 30.

Packs Inks Wheeling

WHEELING, W. Va., March 4.—The latest circus to arrive in the Wheeling area was the circus ringed by Ostris Temple Shrine to play the Band. The circus opened here March 2. Show played to capacity audiences in a two-day stand here last week and was well attended by the local Shrine members.

Eddie Jackson's Sister Dies

AKRON, March 4.—Mrs. Elizabeth Jackson Latta, 68, mother of L. M. Latta, director of music for the 6th District Band, died here Monday morning of old age. Mrs. Latta was a charter member of the Band, and she had been active in its activities since its inception. She was a member of the Band's auxiliary and had been a prominent member of the Band's executive committee.

Clown All Over


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Director,
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Motorcycle Races Also Added

DES MOINES, March 4—Iowa State Fair, which this season will offer harness horse races for the first time, has placed increased emphasis upon auto racing. A race program consisting of three-cycle races and four rodeo performance shows was announced.

National Auto Racing Association meets Saturday will be followed by Al Sweeney and Gaylord White, with the other two drivers competing for the main event, a 100-mile stock car race Sunday.

BANFF, March 8—Plans have been completed for the revival of the Banff Rodeo which remained shuttered last year after the grandstand was destroyed by fire.

The annual again will be held at Banff Park, city-owned property, leased to Joe Clancieth, Roy Sinclair president of the Rodeo Association.

A new steel and concrete grandstand will be erected. A new entrance and fence encircling the main exhibition building, allowing the one-profit project of the fair, will be erected.

Contracts have been signed with Louis Hines for a George A. Hamil and Son revue and George Ven-try's band. The World of Mirth Shows have agreed to exhibit a Wild West show for the fair, and Hamil and World of Mirth both will contribute to the Revue Barn. Clancieth has been awarded a long lease on the property, Tentative plans call for the presentation of races and other events on the fair's opening day.

The Bangar dates are August 1-12. The Fresque Isle, Mo. Fair has changed its dates, in accordance with the Mo. Fair, to July 15. World of Mirth and Hamil attractions will be able to play both dates as a result.

Hamid Buys IAFE Ad Service for Clients

NEW YORK, March 4—George A. Hamil & Son, booking agency, this week announced it will be a contributor to the "Fair Time" advertising material service for county and state fairs run by the International Association of Fairs and Expositions. The IAFE is now pre-selling space for the 1959 season.

In a pre-sale purchase made between George A. Hamil & Son, the Hamil office provided that package units for distribution to all state and county fairs will be handled by their IAFE executive secretary, Brockton Mans, who has started distribution of the packages.

Each unit contains 10 individual newspapers, one a daily newspaper, one a Sunday size, three of two-column widths and 2 inches each in height, and one a 20-column spread, 7 inches high with special prices prevailing on orders of 20 or more.

The service was designed to exploit fairs as an industry as well as to promote individual fairs locally and regionally.

Frank Davidson Named Spokane, Wash., President

SPOKANE, March 4—Spokane Interstate Fair Association has elected Frank A. Davidson president, to succeed Lionel Wolf, secretary-elect. Davidson is manager of the Montgomery-Ward store in Spokane. Also named are Percy Muir, secretary-treasurer, and George Wyers, treasurer.

Other new officers include J. Rountree, vice-president; Herbert Beckley, second vice-president, and Ferry Chwe, treasurer. The board hopes to revive the old Interstate Fair here this summer.

Rodeo, More Auto Racing at Des Moines

WOODLAND, Calif., March 4—[to be continued]...
January 11, 1950
The Billboard
FAIRS-EXPOSITIONS

WANTED

American Legion Post 224, Davenport, Iowa, has suspended its annual carnival program in order to comply with Sanitation Board regulations. However, it intends to get under way again soon.

Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Andrews was named first vice-president, J. R. Querbe, second vice-president; J. R. Querbe, treasurer, and W. H. Hirsch was re-elected secretary for the 35th year.

Enlargement of the football stadium on the fairgrounds, costing approximately $375,000, is scheduled to get under way next week.

Blackfoot Re-Elects DeKey
BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair here, with E. P. Buescher, Post Falls, vice-president. Jack Morris, Idaho Falls, was named to the board of directors. J. L. Jordan of Emil Johnson, re-elected secretary/treasurer.

This year's annual will be held September 12-16.

Star City Annual Chartered
STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., here, has issued a charter to the secretary of state. Authorized capital stock is $20,000 with incorporation cost of $500.

Gauthier succeeds Father CORNING, Ia., March 4.—Ray J. Gauthier, recently named secretary of Adams County Fair here, succeeded his father, J. L. Gauthier, Lee R. Wilt re-elected secretary/treasurer.

UNDER THE MARQUEE

(Continued from page 72)

He was visited by Don DeWees, Zanesville circus fan. A week prior to Ruby's appearance, the Cincinnati "EXHIBITIONists," unarrested, formerly with the Col. Bros., were on the bill... An attractive booklet titled, "Training and Handling Domesticated Pets and Animals," together with stories on the life of Carroll Jacobs, is of the press. Booklet was written and compiled by Emmit S. Stadler, well-known circus press agent.

Always believing to the beginner is the old-timer around quarters who is considered a valuable man and a seasoned showman—just does nothing.

John L. Duesch and Charles Stewart, old-time circus hand leaders, are present for the first time in 35 years at a St. Louis, Ark. tent. In 1915 Duesch was with the LaToma show and Stewart was with the Spilman Circus. Both were with the Frank Spilman indoor circus that winter... Roy Barrett, clown reports that the James M. Cole unit is playing school dates out of Penn Yan, N. Y. He says that no dates have been lost to snow or cold weather until close April.

It was old home week for Jim Stacy in Trenton, N. J., recently, when he renewed acquaintances with the many fans of his old-time tent. Hal Christ, George E. Hall, Ben Nettl, Neil Harp, John Curry and others were on hand to greet him and booker. Flowers was on the old LaToma show. Stacy reported that direct ticket sales and personal appearances for an indoor circus in Trenton late August was very good, . . . Herbert H. Weber returned recently from a two-week vacation in Mexico. While there, he had several engagements and at Mexico City, were guests of Antonio Atyde, of Atsyde Bros. Circus.

Old-timer holding a manager's I. O. U. for $100 since 1938 figures at 20 per cent. No sign has $500 coming to him, unfortunately the manager is no longer auro.

L. E. Roba Collins, after closing his circus mystery in Missouri schools after Christmas, has been at his home in Patterson, Mo. He is planning to be with circus again this season. Collins reports he played a date at a St. Ann's, Ark., civic house with the Harnette, veteran circus concert team. . . .

Leon Long visited Rameo Jones and John Robison on Rogers Bros. Circus at West Palm Beach, Fla. Frank Hoye and William Pratt at Delray Beach, Fla., and Royal Crown Shows at Hollywood, Fla. Leonard Miller, formerly catcher with the Variocirco, is ill at his home, 2030 W. 19th Ave., Hollywood. He had a severe heart attack February 7.

Kick town is one that has not been illuminated except when 20 lanterns were thrown, come to a cement depot before daybreak to see a circus train arrive, and then learn it snatched towns over at four trucks.

About 200 members of the Connecticut School for Boys, Meriden, were entertained to a circus sponsored by the CFA Bluff Lake, Dondell Tent No. 29, of Hartford, Conn. Publicity Director Bill Brinley, who had been in a tent circus practically all of the auditorium stage. Other circus moments were displayed by members of the circus, Jim Hoye and Bill Montague, Brinley and Jerry T. at CFA on FPA, followed by Hoye and Conlin, who spoke on a phase of the circus. Circus moments were displayed by Millard E. H. Bill Judy were shown after which Bob Long, John H. Kahlin, superintendent of the school, spoke on the circus and the boys were given an opportunity to see the stage exhibit at close range.

The small brothers, chums, who open their season in Omaha, April 18-19, visited in Chicago last week.

L. G. Sirperler, Caledonia, N. Y., Prexy
ROCHESTER, N. Y., March 4.—L. G. Sirperler has been elected president of the recent-est Caledonia Fair. Other officers are Charles Pearce, vice-president; Ronald Williams, treasurer, and Thomas Moran, secretary.

The 1949 event grossed $20,635: Expenditures were $18,654.

Convert Edmundton Pavilion?
EDMONTON, Alta., March 4.—Edminton Exhibition Association officials and temperance leaders are considering conversion of its livestock pavilion to accommodate theater-type activities such as music, comedy and drama. Cost would be about $75,000, according to James Paton, president. Children's Building would have air conditioning and portable stage and seating would be increased from 1,000 to 2,000. It would still be used for livestock shows.

Veggreville, Alta., Elects
VEGREVILLE, Alta., March 4.—Len S. Cole was elected president of the Vegetable Fair Association, following John Lench who did not seek re-election. George Warren was elected vice-president and Thomas Cason secretary-manager. A reasonableness agreement permitted despite heavy expenditures last year of grounds and buildings.

Pleasanton Switches Dates
PLEASANTON, Calif., March 4.—Dates for 1950 Alameda County Fair have been changed to August 4-18, instead of August 29-18, eight official announced. Originally scheduled June 28-July 8, the fair was moved to avoid conflict with the Pacific Coast Harness Racing Association at Bay Meadows.

Lachute Elects Arnold Prexy
LACHUTE, Que., March 4.—Gilbert S. Arnold, of Grenville, Que., has been elected president of the Lachute Fair for the year. He was reported as the result of suggestions by a factfinding committee which has been making a survey.

Howell Injured in Crash
HOWELL, Mich., March 4.—Ches are R. Howell, for many years a leader in the Michigan Association of Fairs and a former State senator, was severely injured in an automobile accident here. Howell sustained fractures of both legs and a broken nose.

Other dates include Birmingham and Kansas City at the same time. Other dates are April 19-20, and Chicago for Barrel-Bole Bros. Circuses, April 21. When the Davenport Shrine Circuses played Cleveland, Tom and Wia felt the Greer and member Cooking's Railway Circus at a party in their home. Guests included Harry M. Smith, Joe Beat Deans, Eileen and Harold Vose, Ida and Kurt Grane, Jeannie and James Holker, by Bill Hovey. Lewis, Rose Sullivan, George Sweet. John Stahl, Lula Long, lady driver, yard, Fay Rorem, Emmett Kelly and Ernie Burch. . . . Jack Thomas, a former clown, stopped in Chicago Wednesday (1) en route to California where he hopes to join the advance on the Clyde Beatty-Cole Bros. Circus. Thomas was with Dale's Circus last year.
Permanent Amusement Spot For Proposed Million $ Beach Is Dream of Tampa Mayor

Roll-Away Floor in Casino for Dancing, Skating Planned

TAMPA, March 4.—Show folks here are keeping an eye on the progress of a proposed $1,000,000 municipal beach. Mayor Curtis Hixon announced that if the present plan goes thru, the beach will have a permanent amuse- ment floor in the form of a two-way floating floor with doors at both ends, permitting dancing, roller skating and ice skating. City officials are looking at the amusement center as one of the principal sources of revenue for the project. Such a floor will increase the concession revenues will carry the pay and make the cancellation of the certificates.

Site of the beach is on the strate- gically located Causeway, direct link between Tampa, the North and Gulf municipalities. The one-time-purpose roll-away floor will be located on the main floor of the $250,000 casino which fronts the rolling houses of Causeway Park. After the dance-floor-skating rink will be store booths to be leased to pri- vate owners by the city. The second floor boasts a 1,200-seat dining room, outdoor patio, wireless for both days and a cocktail bar. Building will be air conditioned.

Further, the casino will be bath- rooms and a 500-foot fishing pier running from the north side of the casino. The south side of the casino will be a swimming pool designed for the warm climate of Florida. A 1,000-car parking lot is included in the project. When com- pleted, the beach will be the only large-scale public beach and amuse- ment floor in the state for Tampa residents. It will also be one of the smallest in the state, taking tourists from the north traveling on Florida’s West Coast.

Rules War Is Over Greenville Bans Sun. Amusements

GREENVILLE, S. C., March 4.—The war is officially over in Greenville County, S. C. and Sunday auto- mobile traffic will be allowed, and other public amusements will be at an end.

The announcement was made by the mayor, who said that after the war was declared, the city council had ordered the/$1,400,000 bond issue for the construction of the new municipal park. The bond issue was to be paid out of the city's general fund, and the council had ordered the closing of the park until the bond issue was passed. The bond issue was passed, and the park was opened.

New Super Highway To Boost Gate at Carroll’s Funspot

AGAWAM, Mass., March 4.—The new highway from Boston to Car- ryt Park, and for half mile or more in each direction, will be more than doubled in width, according to an announcement of plans by the Massa- chusetts Department of Public Works. About $500,000 is involved in the construction which will provide easier access to Riverside and elimi- nate the traffic congestion a few days and nights at Eddie Carroll’s fun spot.

The present stretch of highway is only 20 feet wide. New roadbed will be 46 feet wide. Bids have been called for and work on the project will begin soon. Carroll has been working the last few months on some time and the news of its ap- proach has drawn hundreds to the Riverside Park prexy. He reports that the State also has plans for a tie-in of the new highway with a new boulevard running north-south from upper Massachusetts to the Connec- ticut line. Considerable traf- fic using the east Connecticut River highway will find the proposed new roadway more acceptable and result in fewer visitors to Riverside, Carroll said.

Indian Point Schedules Big Outings for May 20 Opening

Indian Point's opening day will be May 20. Special parties are scheduled to attend the opening day.

Indian Point is located on the outskirts of New York City, just a short drive from the city. The park features a variety of attractions, including roller coasters, a funfair, and a beautiful lake. There are also opportunities for picnicking and relaxing by the lake.

Playland Sets March 26 Bow

Rockaway spot marks 22d year under Geist ownership — improvements slated

NEW YORK, March 4.—Rock- away's Playland opens its 1956 sea- son on Saturday, March 26, marking its 22nd year under the ownership of A. Joe Geist.

The park will open each week-end following the first day of spring and will run until the end of September. The Grand Opening will be planned for the April 1-week end by Walter Kanel Associates, park pub- licists.

Eight new rides representing an investment of $500,000 are being in- stalled. Six of these are kiddy units slated for Joytown, a special chil- dren's section. The other rides are being added to the existing Gardens of Pleasure and Varicola sections. The new rides include a Bubble Bounce and a new rock and roll ride.

Landscaping plans call for the complete renovation of all the gardens and grounds. The landscaping system is being enlarged and modernized by the Hughes Sound System. The number of sound units has been increased to 300 and new equipment is to be used with long playing records and music. A new fluorescent lighting system for the park has been added, which will also provide for a 10 per cent increase in the use of electricity.

Carrison, N. J., March 4.—Carrison, New Jersey, is one of the most popular beach resorts in the New York area, and was president of the Keansburg Steamboat Company, which was at the park.

In 1966, Geist and four associates, of whom two were Kanel Associates, opened the park. Since then, it has been a big asset to the park.

W. A. Gelhaus Dies; N. J. Shore Spot Op

KEANSBURGH, N. J., March 4.—William A. Gelhaus, 79, who de- veloped some of the most popular resorts in the New Jersey shore area, was president of the Keansburg Steamboat Company, which was at the park.

In 1966, Gelhaus and four associates acquired 90 acres of land, including the existing facilities, and opened the park. Since then, it has been a big asset to the park.

Mrs. W. A. Gelhaus, widow of the late William A. Gelhaus, and her daughter, Mrs. E. J. Gelhaus, live in the park. Mrs. Gelhaus is the manager of the park, and her daughter, Mrs. E. J. Gelhaus, is the manager of the park.
WANDED • CONCESSIONAIRES
FOR THE FASTEST GROWING ALL-YEAR-ROUND AMUSEMENT AREA IN THE U. S. A.
RIDES • EXHIBITS • LEGAL GAMES
Permanent Percentage — No Guarantee — All Year-Round Deal—Summer Season—Week-End Off Season
Permanent adjoining communities with 500,000 population—10,000,000 seasonal visitors, including Los Angeles
Newly completed million-dollar all-year State-county beach—adjourning this amusemen zone which has been in existence for over 50 years

We are located only 18 miles from the city of Los Angeles and suburbs, with a population of over 3,000,000. This is not an experimental deal. This beach area has been in existence for over 50 years. However, with the discontinuance and condemnation of the nationally known Venice Beach (Los Angeles), city beach amusement pier, it was necessary to move the entire amusement field south to our area which is a just a few miles away. The State of California and the County of Los Angeles have spent hundreds of thousands of dollars improving our beach area which has only been recently completed. In addition to all of the above, our amusement zone adjoins the Redondo Beach city fishing piers where daily thousands of fishermen trek to cast their lines and where daily fishing boats land and unload these eager anglers all year round. This is an opportunity of a lifetime to become associated with a financially responsible live wire organization. We want honest—sobers—reliable parties familiar with the amusement field. Write immediately for personal interview appointment only.

MOHR BROTHERS
SOUTH BAY AMUSEMENTS COMPANY
111 S. EL PASEO FRONT
REDONDO BEACH, ON THE BLUE PACIFIC, CALIF.

INDIAN POINT
ON THE HUDSON RIVER NEAR PECKSKILL
Opening May 20th
In conjunction with Hudson River Day Line
Over 300 acres of beach, lake, picnic grounds, want swimming pool, boat, dancing hall, bandstand, 4 baseball diamonds.

WANT RIDES • ARCADE • GAMES
ATTRACTIONS • CONCESSIONS
For Parliiculars
INDIAN POINT PARK
181 West 43rd Street
New York City

FOR SALE
Boat Ride & Cuddleup with Property (approx. 80x110)
At South Beach, S. L. America's Fastest Growing Amusement Area
Both ride in A-1 condition and doing good business. Must sell for poor health and other business interests. $125,000 cash needed. Will consider less for responsible person. Write
M. P. AMUSEMENT CO.
140 Roosevelt Boardwalk
South Beach, S. L.
Phone: Cleverdale 6-6985 Int. 8-10 p.m.

High Quality
KIDDE RIDES
ROTO WHIP • SPEED BOATS • PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

WANT RIDES, SHOWS
Have ideal location at established amusement resort; percentage basis preferred.
SALISBURY BEACH, MASS.
Season starts May 30.
Also have building 37x65. Write:
SHAHEEN, Inc., Salisbury Beach, Mass.

Skee-Ball Has Exclusive Features
Don't be confused by past experiences with imitation or old equipment. These new, scientifically designed Alleys cannot be compared with any previous alleys in player appeal, method of play or actual earnings.

- The name Skee-Ball (copyright U. S. Pat. Office) is nationally advertised and accepted by the public as the best 5¢ coin operated bowling game of skill. It is A LEGAL GAME, EVERYWHERE.
- Everybody likes to play, Women and children are ardant fans, and they're good too. Whole families are your customers, young and old. The best people are your best customers.
- Skee-Ball is the only skill game that can be successfully and profitably operated with prices under a merchandising plan.
- The simplicity of its mechanical operation and parts, and its freedom from breakdown and repairs are a revelation to operators and mechanics.
- Skee-Ball is a "natural" in Parks, Resorts and Arcades. Groups of 10 or more Alleys are grossing from $1,000 to $2,000 per Alley, season after season.

One resort Arcade operator replaced 12 old alleys with 12 new Alleys in 1949. His receipts doubled over any previous year. (The public likes to play on new and modern equipment just as you like to drive a new and modern car.)

A city Arcade operator started with 6 Alleys, soon bought 2 more and is now planning removal of partitions to accommodate 12 more Alleys. (He must like Skee-Ball.)

A Park operator buys 9 Alleys in 1948, increases to 16 in 1949. Another buys 16 Alleys in 1948, increases to 24 in 1949. (They made money with Skee-Ball.)

YOU TOO CAN ENJOY THE EARNINGS MADE WITH SKEE-BALL. WRITE US, WE'LL DO THE REST.

PHILADELPHIA TOBOGGAN CO.
130 S. Duval Street
Philadelphia 68, Pa.
AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

MINIATURE STEAM TRAIN
Train crosses route to Caster three big parks. 76 Trains run in operation.
GROSS $2,500 TO $15,000 A SEASON
Burns coal for normal steam operation. Makes real money in any town over 10,000 population.
Approved A.B.M. dealer. Steam Trains are unsold for appeal and repeat rides. Rides from 15 to 50 kids and adults every trip.

OTTAWAY AMUSEMENT CO.
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NEW BAY SHORE PARK
ON BEAUTIFUL CHESAPEAKE BAY
ONLY 14 MILES FROM BALTIMORE VIA DUAL HIGHWAY
UNDER NEW OWNERSHIP AND MANAGEMENT
BEAUTIFUL BEACH — MODERN BATHHOUSE — NEW DECORATIONS
WANTED
FISH POND, PITCH-TILL-U-WIN, DART-A-LITE, NOVELTIES,
GREEN HOUNDE RACER, SHOOTING GALLERY, FERRIS WHEEL,
BINGO (CASH PRIZES), FUNHOUSE (3¢/6¢/9¢)
WRITE OR CALL
Wm. F. SHINNICK, Park Director, 1529 Munsey Buildg., Baltimore 2, Maryland
FOR SALE
DODGEM CARS
8 have new Rubber Bumpers. 18 MOTORS
All in good running condition. Miscellaneous other Dodgem equipment.
Cheap for cash.
No reasonable offer refused. Contact B. W. Sweeney, Russellville, Alabama. Phone 42397

Miniature Golf Courses
DRIVING RANGES
We have a complete stock of
GOLF BALLS—CLUBS—TEES—PUTTERS — WRITE FOR PRICES
EASTERN GOLF CO.
147 W. Main St., Dayton, N. Y., 146, N. Y.

CARPET COVERED
MINIATURE GOLF
THE ONLY PATENTED CARPET COVERING Exclusive County Rights
R. W. DAVIS
Gananoque, Ontario
4433 Lexington Ave., Jacksonville, Fla.
Phone: 2-1294
(Gorton, N. C., After March 15)

RIDES FOR SALE
1967 Flow-Plan, $6,000. 1966 LeFoure, $5,000. These Have never been on the road. Can be seen here in town. For information, Mr. Andrew, Mobile, Alabama, $1,000. PLEASE HELP—Contact Colonel of Rides, Emmett M. Hill, 1611 W. Market Street, Richmond, Kentucky.

GRIFFEN AMUSEMENT PARK
Jacksonville Beach, Florida

FOR SALE
BRAND NEW
14-Unit Greyhound Racer
sold for $4,130.00. Send your offer to the Park. Will take $1,000 down.
Rides to Room 316, 306 Concourse Park Ave., Miami Beach, Florida.

FOR SALE
CONCESSION SPACE ON THE PIER AND BOARDWALK AT SAVANNAH BEACH, GA.
LONG SEASON BEGINNING APRIL 1ST, REASONABLE TERMS. WHAT DO YOU HAVE? SEE OR CONTACT
LEO LANE
SAVANNAH BEACH, GA.

Free Ride Took Frank Winkley Out of Printing Into Showbiz
(Continued from page 63)
with Hindoo, he did numerous automobile head-on collisions and rolled, as a motorcyclist, out of control. A serious crash-up during a show in '34 almost took his life. His injuries were severe; the fence had landed on the bonnet and a leg fractured so severely that he required the grafting of two bones of the foot—kept him in the hospital for nearly a year and off his feet for 16 months.

After the doctors discharged him, he returned to the thrill show field as a booker for Hindoo. In 1937, a year later, he was given a helping hand by Rube Linker, a Barney-Carnival manager, and he launched his own thrill show—The Suicide Club—booked into all the leading fair dates for its first season. He continued to operate this show until World War II. In addition, in '39, when Jimmie Lynch was playing the New York World's Fair, Frank operated a midway show under the Lynch title in the Midwest.

Came the War
At the Chicago outdoor convention in December, 1941, he picked up many friends for his Suicide Club and vowed the best route he had. Then came the momentous Pearl Harbor attack December 17. Nine days later the first day married men were permitted Induction, Franklin agreed up.

He joined the tank division of the army as a private and when he left after 43 years in 1945, he was a captain. It was his responsibility to train tank companies, each of which comprised 240 men. His experience as a former tank officer, he was quite familiar, and he was placed in the most important positions. His later years, he was placed in what he had been doing in the army. This service was kept in charge of training tank groups.

Fast Return to Operating
Back in civilian clothes, he hurried to return to thrill show operation. A month after his discharge, his show, newly named the All-American Thrill Drivees, was in action. The next year, 1946, he branched out, adding auto race promotion. His operations in auto racing were continued to still later dates and he met with success.

The winning year afoot in 1950, Wulburn and Emy Cole told, big Midwest drivers, asked him to join them and to make a pitch for fair auto races. The combination of Wulburn—Collins—Winkley thus was formed and it held together until last year, when Frank bought out Wulcut and Collins. In the last few years, Frank also has staged stock car and motorcycle races. In fact, he believes that it is generally credited with being the first promotion of stock car racing in the Midwest.

Frank, now 45, has been married 12 years, his wife being the former Verna Cross, of Minneapolis. She shows him up, a more than a wife in the Winkley operation. With marked capability she handles the operation of the many Winkley attractions as a manager and currently is the only member of the sex activity engaged in the promotion of auto races or thrill shows at fairs. Frank is one of a family of 12 children. His dad, now 84, is a stationary engineer who, during World War II, came out of retirement to hold down three different engineering jobs. His mother, 75, is an accomplished pianist.

Paul Massman
In Sesquicent Post
(Continued from page 62)
even for the deferred 1851 opening date, particularly because of the uncertainties over the exposition's site. The 1851 season would be expected to begin in April 15 to 20 weeks and, if successful, the fair would re-open in the spring of 1852 and run again to late November. The project, it is agreed, was to be greatly enlarged if it could be done on a bigger scale than was contemplated in original plans. Since the exhibitor buildings would be far more representative of U. S. business and industry while the midway areas would attract shows for the two seasons on a much bigger scale.

Travel Committee
The sesquicentennial committee this week announced the make-up of a new national transportation committee which will advise on travel arrangements in connection with the fair. The committee is headed by Col. J. Monroe Johnson, chairman of the Senate Interstate Commerce Committee, and includes William T. Farley, president of the Association of American Railroads; Vice-Admiral Emory S. Land, head of the Air Transport Association, and J. N. M. Hill, Greyhound Bus Corporation.

Massman's running of the celebration here will be directly responsible to the executive committee of the sesquicentennial commission.

FOR SALE
Coney Island Eden Musse
WAX SHOW
Fully Equipped With Comfort Station
P. O. Box 4118 West Tampa, Florida

RIDES AND SHOWS
KIDDYLAND PARK
RUSTY HENRY PARK
Route 23, Easton, Pennsylvania
Detroit, March 4.—A 3-in-1 party was recently presented at the office of the Western States Mutual Life Insurance Company in Chicago. The event was sponsored by the American Legion and the Veterans of Foreign Wars.

The party was held at the Chicago Athletic Club and was attended by over 300 veterans. The evening began with a reception, during which drinks were served, and then proceeded to a dinner, which was followed by a dance.

The guests included many prominent veterans from the local area, as well as members of the American Legion and the Veterans of Foreign Wars. The event was sponsored by the American Legion and the Veterans of Foreign Wars to honor the contributions made by veterans to our country and to recognize their sacrifices.

The reception was followed by a dinner, which was served by several local restaurants. The menu included a variety of dishes, including roast beef, chicken, and fish, as well as salads, vegetables, and desserts.

The evening concluded with a dance, which was attended by many of the guests. The music was provided by a local band, and the dance floor was filled with veterans and their families.

The event was a great success, and the guests enjoyed themselves thoroughly. The American Legion and the Veterans of Foreign Wars plan to continue sponsoring similar events in the future to honor and recognize the contributions made by veterans to our country.
CLASSIFIED ADVERTISEMENTS
A Market Place for Buyers and Sellers
RATE: 12¢ A WORD — MINIMUM $2
All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE COMING ISSUE
To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

AMERICAN EGG & SHELL JEWELRY
ITALIAN Coral and Tinted Shell Jewelry, New Orleans, Factory Direct Prices. Inquiries invited. H. R. Weeks, Box 3636, West Palm Beach, Fla.

AGENTS WANTED TO DISTRIBUTE SUPERIOR QUALITY EAGLE'S FEATHER TOBACCO IN THE MIDWEST STATES.
Lets any dealer. 10 per cent commission. Write Streeter's, 734 South Water, Chicago, Ill.

AGENTS, SENSATIONAL CREATION.
Dress, clothing, and millinery. Address, etc., to 
S. B. WATSON, 801 E. 80th St., Brooklyn, N. Y.

ALABONE PEARL SEA SHELL JEWELRY
Italian Coral and Tinted Shell Jewelry, New Orleans, Factory Direct Prices. Inquiries invited. H. R. Weeks, Box 3636, West Palm Beach, Fla.

AMAZING VALUE — LARGEST, BEAUTIEST, AND MOST EXPENSIVE SEEDLING PLANTS FOR SALE.
On broker's orders only. Attn. Farmers and Nurseries. No retail orders accepted. Write Frank E. Reynolds, Box 3636, West Palm Beach, Fla.

ANTIQUE BRASS BELLS
For 1850 to 1930 period. Large selection, every size, shape, and color. Send for price list and samples. G. S. Smith, 11 W. 47th St., New York City.

ANTIQUE FURNITURE CATALOGUE
This year's listing of over 1500 items. 32 page catalogue for 25 cents. Write for your copy today. H. B. Hume, 816 13th Ave., New York City.

ANTIQUE FURNITURE CATALOGUE
This year's listing of over 1500 items. 32 page catalogue for 25 cents. Write for your copy today. H. B. Hume, 816 13th Ave., New York City.

AUDIOMETERS
All types. Immediate delivery. Quality guaranteed. For mail order only. Address: The Audiolect Company, 335 West 42nd St., New York City.

AUTHENTIC CANOE WOODS]
Manufacturers of High Grade Furniture. Write for quotations.

BAR AWARES

BARBER-SALON SUPPLIES
Mustard (50c), cover (5c), wax (2c). Orders or cash. 10c each. The Olive Tree Sales Co., 330 So. 13th St., Philadelphia, Pa.

BARBER-SALEM SUPPLIES
Mustard (50c), cover (5c), wax (2c). Orders or cash. 10c each. The Olive Tree Sales Co., 330 So. 13th St., Philadelphia, Pa.

BARBER-SALEM SUPPLIES
Mustard (50c), cover (5c), wax (2c). Orders or cash. 10c each. The Olive Tree Sales Co., 330 So. 13th St., Philadelphia, Pa.

BAYONET KNOCKERS
From 6 to 18 inches. Types of toggle, but, and other military decorations. For price write today. Address Military Token Exchange, 755 Main St., N. Y.

BEAUTIFUL FULL FASHION NYLONS
Various styles and colors, 80 to 50 cents each. Send $1.00 for 5 pairs of your choice. Department 5, Togo, 914 Broadway, New York City.

BEAUTIFUL, WELL-FITTED ATTIRE
For men and women. Also, suits, slippers, and hose. Address, Frank E. Reynolds, 11 W. 47th St., New York City.

BEAUTIFUL FURNITURE
All kinds, styles, and prices. Send for list. G. S. Smith, 11 W. 47th St., New York City.

BETTER QUALITY TINS, ETC.
Large assortment of quality tins for all purposes. Price list free. James M. Hume, 816 13th Ave., New York City.

BEVERAGES
Bottled, bottle and can, flavorless. Best prices. Department 5, Togo, 914 Broadway, New York City.

BICYCLE BELTS
Send 5 cents for catalogue. Searchlight Industries, 327 W. 42nd St., New York City.

BICYCLE REPAIRS

BICYCLE THIEVES

BICYCLES

BIKE LIGHTS
Send for catalogue. Searchlight Industries, 327 W. 42nd St., New York City.

BONES AND TEETH
For men and women. Also, suits, slippers, and hose. Address, Frank E. Reynolds, 11 W. 47th St., New York City.

BONES AND TEETH
For men and women. Also, suits, slippers, and hose. Address, Frank E. Reynolds, 11 W. 47th St., New York City.

BONES AND TEETH
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BONES AND TEETH
For men and women. Also, suits, slippers, and hose. Address, Frank E. Reynolds, 11 W. 47th St., New York City.

BONES AND TEETH
For men and women. Also, suits, slippers, and hose. Address, Frank E. Reynolds, 11 W. 47th St., New York City.
Finished Photos in Two Minutes!
Greatest Quick Photo Invention in History!

P D Q CHAMPION PHOTOMASTER
Takes and Finishes 30 to 40 everlasting, black & white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on “SUPER-SPEED” direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy-to-operate portable photo studio. 700% PROFIT Pictures cost 2c—sell for 15c to 25c. Folks see photos “come to life” in broad daylight. PHOTOMASTER is the dream come true for pitchmen, “muggers,” etc.
WRITE TODAY—Get all the facts about the new, amazing PHOTOMASTER
P D Q CAMERA CO.

Frisco Pete
604 WEST LAKE ST., CHICAGO 8, ILLINOIS
FOR SAME DAY SERVICE—CALL FRANKLIN 2-1561

Sample Assortments, $2.00
Per Gross and Up
State Your Business

25% DEPOSIT REQUIRED ON ALL C.O.D. ORDERS

SNUGGLE HUG

SALT'S AND PEPPERS

Everybody loves these little darlings! Nothing else like them. Exclusive! Patented. They buy each other. Price 3c up by Melrose & Reed. Aftermarket established. May be sold in 1 lb. or 2 lb. slabs. Contains real salt and real pepper! No harm to dogs or cats. Orders by dozen, case or carton. Make your own! Just add salt and pepper!

WRITE FOR SPECIAL QUANTITY PRICES & 100% CATALOG.
Jobber Samples Available. Open account to Retail Firms, otherwise 30% Discount—Balance C.O.D.

BERKELEY MFG. CO., 2770 Archer Ave., Chicago 8, Ill.
EASTER SPECIALS
Plastic Easter Rabbit Blow-Up, 24 in. $6.95; 36 in. $16.00.

REAL EASTER BUNNY RABBIT . . . life size, in stock.

AGENTS & DISTRIBUTORS
(Continued from page 50)

National Cutie Table Books, Inc., 1404 W. 58th St., Chicago, Ill.

ARTAMUS BOOKS, 2801 N. Madison, Chicago, Ill.

THE LEADER, 1420 N. Michigan, Chicago, Ill.

THE LION'S GATE, 1684 N. Milwaukee, Chicago, Ill.

NEW YORK TIMES, 30 W. 39th St., New York City, N. Y.

BUSINESS OPPORTUNITIES

McMILLAN PUBLISHING CO., 14 West 40th St., New York, N. Y.

BIBLICAL, 300 W. 56th St., New York, N. Y.

CHINESE FIREFACERS,

1401 Broadway, New York, N. Y.

COMIC BOOKS

139 Broadway, New York, N. Y.

THE BILLBOARD

March 11, 1950

EASTERN SPECIALS

700/4/800

The Billboard

EASTERN SPECIALS

700/4/800

The Billboard

EASTERN SPECIALS

700/4/800

The Billboard
AGENTS • SALESMEN • DISTRIBUTORS

Who Fool Around With Pike's Propositions?

Why not investigate the new genuine neon window signs that are being made exclusively by幌 inc. These are the two line signs that sold out 100% at our last show. We have the following colors available:

- Red
- Green
- Blue
- Gold

Made of solid brass and stainless steel, these signs are designed to be installed in any window or display case. They are guaranteed to attract attention and increase sales.

OUR NEW PRICE $24.75 Each

TO AGENTS

HURON, OHIO

or 25.00 each, packed by case.

Our recommended selling price is $30.00, but in some territories you can get a much higher price. We will sell at a split. You make your own selling price and collect the difference.

ONE SALE EACH WORKING HOUR NOT UNHAPPY WITH OUR AGENTS ORDER FROM THIS AD WHICH TELLS OUR WHOLE STORY.

Within any color wanted on each line. Send $100.00 deposit for each sign ordered. We ship C.O.D. for balance. We guarantee to deliver anywhere in the U. S. A. Signs ordered with your choice of color and order cannot be returned, but we will send you a sample of the color ordered, or we will return your deposit and remove the sign from our list. We suggest that you order several signs at once so that you can test your results. This is a sure way to sell more signs right away, under your own name, and start reaping a harvest.

MODERN NEON SIGN CO.

Complete Assortment of Jewelry

- COMPACTS
- PINS
- 3-P.C. FOUNTAIN PEN SETS
- RINGS (100) Different Numbers
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for:

- JEWELERS
- ENGRAVERS
- DEMONSTRATORS

BIELE-LEVINE

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET

54 x 72 Packed 30 to Case

Eq. $2.90

Less Than Case, Lots, $3.00 Each

Include 25c Postage for Sample Order

Do You Have Our No. 59 Catalog, Issued in 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO.

PIXXE Does It Again!

NEW LOW PRICES

Do you remember when we advertised the 1947 PIXXEE? Well, we have done it again! Now we are at your service with the latest in novelty. The PIXXEE novelty sensation that "Fits A Day." Please take a look at our catalog and prices.

200 Day Calendar

200 Baby Calendar

200 Lady Writing

200 Shmo Mending

200 High-Heel Girl

200 Hula-Hula Girl

Prices: $5.25 Each

25% deposit, balance C.O.D., F.O.B., N. Y.

PIXXEE, 78-21 67th Drive, Middle Village, L. N. Y.

MEET Super Salesman

AUTOMATIC MAC

The Amazing New Salesman who Sells for you

EVERY MINUTE

- Commands Attention
- Flags Your Product Constantly
- Fast Profit Maker

Sells by entertaining. Plastic arrows automatically every 60 seconds. Sells any item you want to push. Stimulates interest, sales. Pays for itself in short time. Spinning arrow catches the eye . . . around and around it goes, where it stops, nobody knows! Plastic top and luminous cord, sturdy, dependable, long life, fully automatic. Unconditionally guaranteed. Prices on request.

Write for dealership territories open!

Individual orders welcomed. Send yours today.

HARRISON NOVELTY CO.

1144 3rd Street

(Ph. 3-7505) El Paso, Texas

(owner's & originators of "Automatic Mac")
The New SENSATION!
that is taking the country by storm.

The original
HOLLYWOOD
FLOATING CUTIE
DOLL PENCIL

This pencil is a mechanical pen.
It propels, expels and repels.
It's sensational. This pencil
is an all gold finial pencil, and
has a window that opens and
shows the Hollywood Cutie.
It sells on sight, and each
pencil is individually sealed.

Samples $1.00
25% Deposit—Money Order or
Cash; Balance C. D. D.
Order shipped and paid for when received.

HARRIS NOVELTY CO.
1102 Arch St., Philadelphia 7, Pa.
Phone: Market 7-9643

Look at These Values in
SLUM

Curved Horseshoe Magnet . . . 1.00
Large Finger Traps . . . . . . . 1.00
3 Wise Monkeys . . . . . . . . 1.00
7" Rubber Donkeys . . . . . . 1.00
Curved Metal Barrettes . . . . . 3.00
Inflatable Plastic Animals . . . . . 4.20
6" For Monkey . . . . . . . . 40.00
3" For Monkey . . . . . . . . 35.00
Dangling Skeleton . . . . . . . 6.00

Send for our complete "Early Bird"
price list of over 350 Novelty items.
Orders Shipped Same Day Received.
25% Deposit—Balance C.D.D.

KARL GUGGENHEIM, Inc.
33 Union Square
New York 3, N. Y.
ATTENTION
PREMIUM OPERATORS AND AUCTIONEERS
EMBASSY PATTERN SILVERPLATE

It is produced by one of the largest makers of silverplated. Fully guaranteed. Look at these quality features.
Pure silver on all dinnerware. See the most expensive silverplated.
Rigidity of handles and rim, enamel finish, Never fin-
lished stainless knife blades. Please detail and the work in design, a great value, Embassy pattern is beautiful.

20-Pc. Service for 8 + dinner knives + dinner fork mirror 2 dinner spoons + steak knife mirror 2 dinner spoons + soup spoon mirror 2 fish knives + 2 pie knives + 2 teaspoons + 2 sugar shell $3.50 Set
20-Pc. Service for 8 + dinner knives + dinner fork mirror 2 dinner spoons + steak knife mirror 2 dinner spoons + soup spoon mirror 2 fish knives + 2 pie knives + 2 teaspoons + 2 sugar shell $6.50 Set
20-Pc. Turquawky Holder..........................$1.10
St-Pc. Turquawky Holder.........................$1.70

TERMS: 30% with order, balance C.O.D. or 10% discount guaranteed.

ANCHOR DISTRIBUTORS, INC.
WHOLESALE: Housewares, Electrical Goods, Giftware
116 NORTH 15TH ST.
ST. LOUIS 7, MO.

NEW TRICKS—JOKES—SLUM
COMPARING THESE PRICES!!!

PLATELIFTERS, Rubber
BENT TUBER CIGARS
BUNNY BLOW, Action Item
Jumping Fat Makers

EXTRA
HAT RABBIT
$5

HAT TRICK SQUIRT
50%
DIMES,
sample

ROPE
Quality
Disappears
SPECIAL!
CATALOG-Thousands of NEW LOWER PRICES

ARLANE MFG. CO.
4442 W. GERMANTOWN AVENUE
PHILADELPHIA 46, PA.

GOLD WIRE ARTISTS
DEMONSTRATORS, FAIR AND RESORT WORKERS
We manufacture an extensive line of finders, plain and domino bracelets, such as hearts, stars, flowers, pendulums, jeweled sets, hearts and arrow, crescents, cresce, solded thin chains, ornate, gold plate, gold plate with square and round, in all sizes and quantities to slides, pearl slides, gold plate, diamond cut and many other designs. We also supply such items as pins, ring mountings, gave clips, etc. Gold filled and gold filled same day make gold plate with our special plating. It comes in footware colors for men and women and materials, 25c each, less than 4 Less than 6 $1.19 each.

Write for $5 sample line, stating requirements—$2 deposit required—bull C.O.D.
SEND FOR CATALOG—Thousands of NEW LOWER PRICES

EXTRA SPECIAL! WESTERN HORSE CLOCK
Fine Quality
10-Inch High
$7.50
6 in carton...........minimum 1 carton.
Samples. $8.00 Each.
25c cash with order, balance C. O. D.

WHOLESALE ONLY
Beautifully highlighted two-tone gold and bronze finish, Sessions Electric Clock. Mounted on 17" x 7" mahogany base, complete with glass dome.

HERBERT STEHBERG
1104 Commerce Street, Dallas, Texas

LETTER LIST

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parol Post
Bres, E. G., Joe Gardner, Columbus, Ohio.

Golden, Al & Alma
Goldman, Fred & Libby
Gould, Dr. Harry & Miss
Graves, John & Mrs.
Graves, Charles & Mrs.
Gray, Mr. & Mrs.
Grier, Mr. & Mrs.
Greens, Mr. & Mrs.
Griffin, Mr. & Mrs.

Address
City
Profession or business

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

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

Name

Address

City Zone State

SUBSCRIPTION ORDER FORM

Copyrighted material
Pipes for Pitchmen

By Bill Baker

BILL TEESE... who is working New Jersey chain stores with the N. K. Morris slicer combination, reports that he is corralling plenty of the long green with the item.

Necessity is the mother of excuses for some pitchmen.

JAMES (KID) CARRIGAN... blasts from his home in Burbank, Calif., that he’s anxiously looking forward to his annual spring trep that will take him thru the Midwest.

EDDIE KAPALKO... is pleased that Morris new slicer combination in five and diners around Scranton, Pa., to rock on.

Poor contracts make for slim diets.

“I’M STILL WORKING.... the auction sales and it has been a bit rough in spots” writes Bob Pecsy from Springfield, Ill. “Following are some fairly good sales that can be worked if one does not use up much time; Springfield on Fridays is good. The Glen Stanton Sales are held north of the fairgrounds on Route 4. They are day sales and better than average. L. Gallo Sales is held every Saturday on Route 6 and this one is held early in the Afternoon. One Monday you can make Pana, Ill., and Aurora, Ill., is good on Tuesdays. On Wednesday night 7 sales are held in Jacksonville, Ill. Friday is the sales day in Colchester, Ill. Being a novice in Fichdon cannot last long be camouflaged.

BOB DAVIS... pipes from Dallas where he has been working good sales since December 3. In front of the Fields Drug Store on Front Avenue in this store “Business was okay until Christmas” Davis writes, “and I've been making the best since then. The gang around here is engraving names on the sets at 25 cents extra, and 60 per cent of the customers are going that route. The dealers also are using the merchandise for engraving because they seem to like the personalizing ideas. A showroom party was held here February 23 and many members of the trip and Keiser fraternity took in the fun. Glad to learn that Eddie Gillespie and Mike Dunn are doing okay and that Red Davis, Big Al Wilson, Jack Murphy, Chet Malone and Jerry Martin are getting their shares of the lure. I know Tubby McDonald and June Kase always will make it right. It seems that Fort Worth had more than 35 pitchers, but then it’s good spot on the pitch. Let’s have some pipes here from Tom Kennedy.”

Distance lends enchantment—
to some pitchmen.

JACK RODEN... is clicking with the N. K. Morris slicer combination in the H. L. Green store, Elizabeth, N. J. according to reports hitting the pipes desk.

MURRAY BECKER... a newcomer to the pitch field, is reported to be getting the good work. "Sales are heavy early in the week. On Monday you can make Pana, Ill., and Aurora, Ill., is good on Tuesdays. On Wednesday night 7 sales are held in Jacksonville, Ill. Friday is the sales day in Colchester, Ill."

A Famous Words: "Don't worry, will soon feel good.”

REPORTS EMANATING from Mobile, Ala. indicates that the city's Mardi Gras celebration, which ran from February 15-21, was one of the best ever from a standpoint of the amount of novelties sold. William (Wimp) Walston, veteran pitchman, who has been operating in the South- (See Pipes on page 162)

EASTER SINGING CHICK

Hollied items in the country for Easter. It sings and moves like a real chick. All you have to do is plug it in. Everyday it sings a different song. It is also a nesting chick. Each chick comes in a tin with a key and 3 pads with magnets necessary. Each chick is a terrific item between easter and Easter.

25c per dozen. $1.00 per gross. Made in France of Color. Orders shipped same day as received.

HARRIS NOVELTY CO.,
1141 Arch Street
Philadelphia 7, Pa.
Phone: MA 2-9485

NEWEST SENSATION!!

Plastic GOOFY EGG won't stand still unless you know secret. Best novelty to come out in a long time! One dozen to brilliantly colored, larger display boxes. A great counter item. $1.80 doz.

JOBBERS, DISTRIBUTORS, WRITE FOR PRICES 1/2 dozen, balance C. D. O.

CLEVER NOVELTIES
505 Fifth Ave. New York City

GIANT PLUSH BUNNY

36" standing—several color combinations.

$4.10 ea. $48.00 doz.

FREE-100 hare punchboard with every order purchased.

KIPP BROTHERS
SEE OUR UNIQUE AD ON PAGE 99

GIVE TO THE RUNYON CANCER FUND

LIVING PICTURES

Crying Baby $5.75
crying也可在crib中

Winking Lady $6.00
crying也可

Kipling Foker Baby Girl

Basket Girl $7.25

Basket Boy $7.25

LIVING PICTURES

DE LUXE MDSE. CO.
172 Broadway
New York, N.Y.

GREAT PROFITS

Own your own rival to 35mm color. Photos, similar scenes, same locations, same success. Write for complete information and pictures.

Bart Mfg. Co.
1118 Broadway
New York, N. Y.

MEDICINE MEN

Write us for the new medicine catalog, catalog of specialties, site, sales, maps, catalog, brochures, etc. LOW PRICES! WRITE FOR CATALOG.

Firing Hills, Pa.

AMERICAN CHEWING PRODUCTS CORP.

WHOLESALE ONLY

Factors-Merch. Co.
ALL WRAPPED! All Fish, all Cigars, all Pipes, all tins and sizes.

EASTERN CANDY WHOLESALE

ENGRAVERS & CONTRIBUTIONS

With printed materials, are welcome, as we are ready to publish.

Create your message in CHICAGO. 31st st.

THE BILLBOARD

March 11, 1950

OAK-NYTEx

NM-10

Multi-Color

HOT HANDOUT!

Workers Available

See your jobber.
RESULTS COUNT!

Whether you spend your advertising dollar in neighborhood newspapers or in Life magazine, it's the results that count...

THAT'S WHERE WE COME IN...

When it comes to quick-action results, The Billboard delivers. The Billboard offers you a steady, year-round cash with order market for novelties, prize and premium merchandise that is tops in its field.

PROOF OF RESULTS...

Send for the amazing story of the TALKING WOLF... See for yourself how, in the fall of 1949, three test ads run in The Billboard at a cost of $311.40 pulled over $2,700 in cash business on only one novelty item!

CONVINCE YOURSELF...

THEN START YOUR ADVERTISING CAMPAIGN IN THE BILLBOARD'S ANNUAL SPRING SPECIAL... (see page 91) the issue that starts Outdoor Show Business off with a bang!

The Billboard,
2160 Patterson Street,
Cincinnati 22, Ohio

Gentlemen:
Rush my copy of the amazing story of the TALKING WOLF.

Company Name
Individual
Address
City

Rush my copy of the amazing story of the TALKING WOLF.

Title

State
FOR APRIL FOOL DAY AND EVERYDAY
SMOKERS FUN SHOP

Pipe: (Continued from page 100)

FOOTBALL: a few years selling hats, caps, kits, ball caps, and other related items, said that his goal was to sell at least $250,000. He said that his wholesale buyers, when he operates, they reported that their businesses doubled that of 1964. He said that 100,000 pounds of confetti alone was sold. Every doorway in downtown Mobile, as he said, had been filled with months in advance of the celebration, and numerous out-of-town visitors, and local newspapers were on the streets during the parade held during the event's run.

Don't let your stand become as entertaining as a gal leaving a beauty parlour.

ELGIN-WALTHAM

FOOTBALL: a few years selling hats, caps, kits, ball caps, and other related items, said that his goal was to sell at least $250,000. He said that his wholesale buyers, when he operates, they reported that their businesses doubled that of 1964. He said that 100,000 pounds of confetti alone was sold. Every doorway in downtown Mobile, as he said, had been filled with months in advance of the celebration, and numerous out-of-town visitors, and local newspapers were on the streets during the parade held during the event's run.

Don't let your stand become as entertaining as a gal leaving a beauty parlour.

ELGIN-WALTHAM

EARLY BIRD CATelog READY
Write for your copy-state your business

GET THESE EASTER ITEMS EARLY

MA223—R8 Egg Dye Cabinet, 36 pkgs...
MA877—6" Flash Rabbit, Each...
MA878—12" Flash Rabbit, Each...
MA886—18" Flash Rabbit, Each...
MA875—Shredded waxed paper, Easter Grass Green or Purple, 5 lb. carton...
MA491—Woven split Bamboo Easter Baskets, small sizes, nested...
MA781—Woven split Bamboo Easter Baskets, medium sized, nested...

Be sure to send postage and 25% deposit with C. O. D. order

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

JOBBERS—DISTRIBUTORS
ORDER EASTER STUFFED TOYS NOW!

Send $10.00 for one set of samples for your catalog.

ARGO PEN-PENCIL CO.
Manufacturers of Finely Finished

WRITE FOR OUR NEW CATALOG—JUST OUT
Be sure and mention line of business

MIDWEST MERCHANDISE CO.
1010 BROADWAY KANSAS CITY, MO.
Irwin Secore, Secore & Secore, Chicago, reports customers are still returning to the roller skating board. A recent introduction, the number hit a silver sales trail right on the heels of its release, and continues to develop momentum.

Irwin avows ... Sam Feldman, sales manager at Harlich Corporation, Chicago, tells of the new broadside to the roller skating ads. It includes mention of 30 different merchants in the Chicago area, last. Harlich money boards, Sam says. The presentation will be sent to all customers on the firm's mailing list.

Casey Company, Inc., Chicago, has a new salesboard premium which is expected to find a wide niche in the field. Called Blue-Bye-Baby, it is a true-to-life, three-inch baby, with wrinkled and red skin, and baby fat, and a really flesh-like. The 21-inch doll also cries like a new-born baby. Officials are featuring it as a top salesboard operator package.

Gardner & Company, Chicago, reports the addition of new production equipment which will further increase output. New boards, tailored to the present market and presented novel player-designed ideas, are expected to produce peak results. Among the features are star and quarter punch; Double Up, dime play, and Double Shot Winners in the 18-cent-plain and Leedy, resized sales manager, and Seiter, who resigns his post for testimonial cocktail party by Gardner-ites on the eve of their departure for California-Leedy, takes the up post as West Coast sales manager when he winds up a two-weeks' sales tour to cover Idaho, Montana and Utah.

Tic Toe Manufacturing Company, Chicago, is planning a special offering of a 32-board line, ranging from punch price from a nickel to $1. It is stressing the direct delivery of its line.

From Muncie Novelty Company, Muncie, Ind., comes word of recent sales increases. Shoemaker cites demand for his firm's backboard, car, and car and carded vehicle, along with good sales of stapled tickets, bingo and its line of boards.

Roy Galentine, Galentine Novelty Operators' of American, petition your Committee for full relief.

Brown also presented the view that skating has suffered a discrimination in comparison with other sports, to the disadvantage of the lower income groups.

We feel that the admission tax represents the difference between the competitive healthy economy of the roller skating rink and related manufacturing businesses, and jeopardizing the existence of those enterprises. It works an unfair discrimination against roller operators as compared to other participating sports, such as bowling, skating, golf, tennis, etc. All-skating and skating rink operators are recognized as the largest participating sport, surveys indicate that roller skating during a period of good patronage is generally comparable as the number of sales in the number of admissions. The discrimination is aggravated by the fact that the skating plants are largely patronized by people of ample means without paying an admission tax. Roller operators are unable to pay such a tax, alone are assessed.

We further feel that a well-conducted roller skating rink, with adequate facilities, which can care for its patrons and make a reasonable profit at a 50-cent charge, provides a valuable adjunct in any community. It keeps children off the streets; provides healthy, supervised recreation, with assurance to the parents of knowing where their children are, that they are doing with little likelihood of getting into trouble. Brown suggested the view that the supervision of rink business to the admission tax may be a dubious interpretation of the law.

"In conclusion," he said, "I want to call your attention to this, the application of the admissions tax to roller skating rinks, by forcing them to a bowling alley, ski-slope, golf course or tennis court, from my understanding of the law, is an unwarranted, illegal, and, we believe, inadmissible interpretation. We do not provide for the taking of 'library' or 'lunch' or 'health' money, we merely make facilities available for recreation in a healthy sport."
THE MOST DARING SENSATIONAL DEVELOPMENT IN TICKET PLAY IN LAST 20 YEARS! SECTIONAL PLAY NOW in TICKETS

SALESCARD FACTORY FOR SALE
Will sell as a whole or piece by piece. Tremendous opportunity for a bargain as this factory is liquidating and must vacate present location. Equipment may be seen in operation. Terms: Cash. F. O. B. factory. Will deal only with principals. Tremendous stock of punchboards also available at a fraction of manufacturing cost.

If interested, write BOX D-338, c/o BILLBOARD, CINCINNATI 22, OHIO

USED WITH 1200'S MAXIMUM PROFIT $50
USED WITH 1000'S DEFINITE PROFIT $10

The First Fool Proof — Argument Proof — Trouble Free TICKET MANUFACTURED
SECTIONAL PLAY PROVED BY LOCATION TESTS
HI-LO SALES WRITE-WIRE Litchfield, Ill. PHONE 127

THE $10 WINNER GETS IT—
Takes In— 2440 Tickets at 5c $122.00
Pays Out—
1 at $10.00 $10.00
4 at 5.00 20.00
60 at .50 30.00
24 at 1.00 24.00

Total $84.00
PROFIT $38.00

10 Label also furnished
Double Payout, Double Profit

GALENTINE NOVELTY CO. South Bend, Ind.

SALESCARDS-JAR TICKETS
ALL ORDERS SHIPPED
LOWEST PRICES ANYWHERE

WANTED—3 BALL FLIPPERS IN GUARANTEED condition only. Cash or Bank Draft. Write for location. Box 1004, Chicago, Ill., for address.

SALESCARDS
FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTER SELLERS 100th year giving immediate delivery on fastest five.

LEGAL SHARE SALES
P. O. Box 86-A, Burlington, Vt.
STRIKES

Milwaukee Shuddle Shuffe League
Hits Jackpots as 5,600 Players Participate in February Meeting

By Benn Ollman

Game operators in the Milwaukee area are agog these days at the success and finesse with which the Mitchell Novelty Company, headed by Joe Beck, has successfully promoted the first monthly cycle of the Amusement Alley Association Shuddle Tournament. Run on a city-wide basis, the contest attracted 4,000 entries in 120 locations, with the enthusiastic participants yelling for more of the same when the tournament ended.

Entry was free and prize money totaling $1,000 was awarded 40 winners. First prize for highest three-game total brought $250, and there were cash awards for single high hits.

Trade Groups To Take Part In CMI Show

Mexican Rep To Attend

CHICAGO, March 4—Representatives of five trade associations have notified the Chicago Machine Industry (CMI) that their members were planning to attend the 1950 CMI convention and show at the Hotel Stevens, June 26-28. At the same time John Pickering, CMI director of public relations, announced that almost two-thirds of the exhibit space had been committed by industry representatives.

Dan Brennan Joins General Sales Corp.

Firm Celebrates 25th Year

BALTIMORE, March 4—Daniel P. Brennan, well known as an operator, distributor and manufacturers' representative, has joined the sales staff of General Vending Sales Corporation here. Ivor Blumenfeld, president, announced the appointment.

Brennan entered the coin machine business with Wolf Sales Company, Denver, later was affiliated with the Chicago Simplex Distributing Company and managed branches for that firm, including one in Baltimore.

Leaving Simplex, Brennan went into the operating business in Maryland until 1946 when he became regional sales manager for the Aireon Manufacturing Corporation. He represented Aireon until that firm ceased production.

See Brennan Joins on page 130

D. C. Arcades To Profit From Bldg. Program

WASHINGTON, March 4—The impending transformation of Washington's old row, lower Ninth Street, by the city's Housing and Redevelopment Agency to have a stimulating effect on the downtown coin arcades is in the vicinity. The Gayet, a former burlesque theater, has undergone a complete face lifting and is presenting (See D. C. Arcades on page 130)

Mr. G. Forced To Cut Work Week; Shipments Cautiously To Reps; Grosses Dwinding

See Slow Recovery as Effects Spread To Other Fields

CHICAGO, March 4—The coin machine industry this week felt the full blast of the nationwide coin strike situation as the distributor and manufacturer affected. Plants turning out amusement machines and coin equipment were partly crippled by the cut in power and shipments of equipment were curtailed in all areas. Operations were in many cases only 50% of the usual. In perhaps the most difficult position, not only were locations closing earlier, but widespread layoffs in industrial areas cut grosses drastically. Most important in this week's picture was the shutdown of a three-day work week, to others a reduced daily operation schedule whereby all the lines were shut down as early as 2 p.m.

Examples of the steps taken by the manufacturers showed Stoner working a 4-4-4 schedule, Chicago Machine Corporation working until its power limit had been reached, this reducing its full week operation, and, D. Gottlieb & Company shutting down its entire line; Moore and others having written orders during the shutdown period as delivery promised deliveries early this month.

Like all merchants in every industrial field, the coin machine industry were facing a bleak immediate future and the strengthing of the strike continued the effect on industries took on a wider scope. Steel workers by the hundred, dumps were banked due to coal shortages and as the day's stoppage went on, this meant a continuing drain on the screw workers and later when the strikes began to be called off. Every location was at the mercy of the individual employers and as the days were lost, the effect on industries took on a wide scope.
Non-Corrosive Parts Are Prime Want; See No Real Need for Slug Protection

Bulk Ops Air Improvement Views

Also Want More Easily Cleaned Units, Streamlined Design

Dick Scherber

CHICAGO, March 4—General use of non-corrosive materials for those parts of vending machines that are subjected to the elements is the latest advance in the use of slug protection in bulk machines.

The survey, which covers 485 operating companies, took part, also pointed out a difference of opinion on the part of the users of slug protection in bulk machines.

This is the last of two articles outlining suggested improvements in machines and machine parts that are expected to make vending equipment and supply manufacturers' lives easier.

The first article, which appeared last week, dealt with suggestions for cigarette suppliers and machine manufacturers.

Operators did not enlarge on their suggestions for non-corrosive parts, but the question was raised whether such units are needed.

Searles

Production on Kalva Vendor

Follows 17-Month Test

NEWARK, N.J., March 4—The Jersey Milk Vending Company here is making strides toward the long-range goal of a complete in-store feeding service thru coin-operated machines.

The company has installed an automatic machine that is less than 10 feet long, but it can carry a variety of refrigerated sandwiches.

Since elaboration of the fixture, the sandwich machine has enjoyed a customer's favor.

Three of the original four units in the machine, with their own refrigeration plant, have been converted to stock sandwiches in five columns.

The fixture is now on the market in the form of a bread, which is a threat to the existing bread merchants, who find that the market is saturated.

Six Already Placed

The six machines have been placed to date. The most recent, installed this week, is serving students at Upsala College (See Cooled Sandwich on page 110)

Revolves Stops Cup Ice Cream Vender Output

Developing 1951 Model

DEEPFIELD, Mich., March 4—Production has dropped on Monomat and Duchess ice cream vending machines by Revco, Inc., and the firm will temporarily discontinue ice cream vending to concentrate on commercial deep-freeze boxes.

In an effort to make vending machines more efficient and to avoid unnecessary duplication, the company is developing a new ice cream machine, which will be available early next year.

This is practical no inventory of new machines either at the plant or in the field, unless the company makes a test, the firm decided to suspend production of the existing vending machine to do the job.

Canceled Distributors

The firm's distributors, appointed 18 months ago, will be notified of the decision to suspend production.

Revolves, Inc., said he failed to comply with the firm's policies and was offered a chance to do so.

With Revco's move, no firm is currently producing and selling cup-type ice cream venders, since the remaining manufacturers have been converted to produce only bulk machines.

Forthoefel said that Revco's research department, who worked on the new machines, will be moved to the firm's new machine facility in the company's new plant in the Northfield, Illinois.

Western Vending Ops Discuss

Commissions, Taxes at Meeting

LOS ANGELES March 4—Location

Operations Association (WVMO)

has held its annual meeting, during the day, with the

commissioned operators agreed on more

place to meet competition

Tax Talk

Remainder of the meeting was
talk up with tax developments.

President M. I. Slater, speaking to the board, expressed a hope that the

agement. A committee from the board

would eliminate many misunderstandings, he pointed out.

It was agreed to see if the board

accept figures of vending sup-

ply companies as a basis for the tax.

Several months ago, it was
declared, have been allowed to use

this method while others have

been denied a privilege. The clar-
fication of this ruling is Slater's aim.

A new city ordinance in Fullerton,
calling for a $100 annual tax per ma-

chine, was also discussed. The ordi-
nance makes the location owner li-

able for the license. The Redondo

Beach tax of $2 per machine annu-

ally was also brought up at the meet-

ing.

One operator reported that when a

license sticker failed to arrive in a

noticing the situation.

a neighboring town, he had to

pay another fee in spite of the fact

that it was a permit at the city hall

showing he had paid his license.

The attitude of the commissioners,

according to the operator, was that

there was no knowledge of

the license having been purchased.

Members attending the meeting in

cluded:

Secretary Robert Leidemender, Pack-

ager Robert McKeough, Mr. Leland,

return were approved.

The next meeting will be held March 38.

Chi Clears Pkg.

Food Venders;

Bulk Due Next

CHICAGO, March 4—Following a series of conferences between Chi-

cago health department officials and representatives of the National Automatic Merchandising Association (NAMA) this week, several definite conclusions regarding regulation of

food vending machines were adopted.

The board, at its February 27 meeting, made a statement recommending to the board of health to issue regulations made by the chief of the food inspection

section. These were that vending machines dispensing wrapped

or packaged foods not require sanitization and sanitation

problems should be approved without certain minimum standards.

Tentative regulations governing bulk food and drinks are being discussed. According to Fred L. Brantestrader, NAMA's legislative consultant, these regulations will most likely reach a form acceptable to both sides in as short a time as possible.
Brief and Important
Late Digest of Coin Machine News

Sredniens Buys L. A. Route
Phil Sredniens has bought the Louise Drury vending machine route of 170 locations in Los Angeles. In business 15 years, the Drury route was one of the oldest in the city. Sredniens, who has been in the declining business five years, is replacing all Drury equipment with 500 new Acorn vending machines. The deal, including replacement of machines, will run approximately $15,000, Sredniens said.

Kentucky House Okays New Tax
By a vote of 82 to 2, the Kentucky House February 24 passed a bill taxing coin-operated machines. The bill, now going to the Senate, would repeal and replace the present tax which has been unconstitutional by a circuit court. The present tax is still being collected, as a formal court order has not been entered.

David New Hines Company Prexy
Edward W. David was elected president of the Charles E. Hines Company last week. David has been associated with Hines since 1920 and had been a vice-president since 1943.

Watch My Dust
ROCHESTER, N. Y., March 4—Automatic sifters are being installed by the Eastman Kodak Company at free use by employees. With dust brought into the plant an ever-present hazard to precision work, workers will be asked to give their shoes a thorough brushing before reporting for duty.

Twenty of the machines were supplied by Eastman by the Unonda Shine Machine Company, of New York.

B. Mills Corp.
Ships 200-Cup Java Vendors
LOMBARD, Ill., March 4—The B. Mills Corporation is shipping its new 200 cup Coffee Bar vendor this week. Completing the first of 10 machines, Vice-President Herbert Chadwick announced.

It is planned to produce 20 of the Junior Java models this week, a corresponding increase in output will follow next week and sustained production thereafter. To date, 1.5 per cent of orders for the new unit specify variation of the coin changer, which increased the delivered price from $394 to $494, Chadwick said.

The 200-cup model, conceived from operator suggestions during the National Automatic Merchandising Association (NAMA) convention last November, is essentially the same mechanism as the larger 600-cup capacity model. The face front of the small model is maroon, while sides are a golden color.

Chadwick also announced the enlargement of the Mills plant to 10,000 sq. feet, a 4,000 square foot increase. Added space was made available recently in the present plant.

Steele New Pepsi Prez; Mack Named Board Chairman
LONG ISLAND CITY, N. Y., March 4—The Pepsi-Cola Company, reporting a change in top level management this week announced that Walker S. Mack Jr., president, was elected chairman of the board. First Vice-President Alfred M. Steele was elected president and will assume charge of domestic operations.

There was no mention by the firm's board of directors in making the announcement, of a new first vice-president to succeed Steele. The board also elected Sheldon R. Coons, president of the board of directors. Coons, a New York business consultant, has had Pepsi-Cola as a client for several years.

Mack has been president since 1937, while Steele was brought into the organization last year from the Drury Company, where he held a vice-presidency.

School KO's Vendors

SASKATOON, Sask., March 4—The collegiate board here decided to ban installations of vending machines. The board refused an offer to install dry drink machines and decided that no changes. Other vending machines or other vending machines, which would cause students to be crowded into the store fall machines might interfere with class schedules.

A Picture of Perfection
America's Finest
Five Cent
VENDOR

—the ATLAS
Bantam TRAY VENDOR

Here is the 5¢ nut vendor that operators have long awaited. A thoroughly machined unit that vends all types of nuts with ease of operation—equal amounts, no injury to the merchandise, consistently fresh. All of these points mean satisfied customers—return sales. Beautiful chrome finish makes it an eye catcher in ANY location.

Order ATLAS Bantam Nut Vendor
In 5¢ vacuum cans
for best results.

Salesmen and Distributors—There Are Territories
Open—Write NOW.

MANUFACTURED BY
MANUFACTURING AND SALES CORP.
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Distributors:

Extra! Our NEW CHARMS Now
BECKER VENDING SERVICE
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Victor's Terrific Vendor

Amusing new operating features and a low price that enables you to clear cost of machine in 30 to 60 days. Packed and sold 4 to cases, $25.00 case in lots of 1 to 5 cases. Large profits on a small investment. Contact us for full details.

Birmingham Vending Co.
2117 Third Ave., N.
BIRMINGHAM 3, ALABAMA

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**Patents Sought On Bulk Vender**

CHICAGO, March 4—Anton Obozinski, Devices Novely Sales Company, announced this week that he has developed a bulk vender machine, embodying several new principles. The machine has two covering new features, have been applied for, Obozinski said.

Util unit will vend charms and gum without any adjustments it was stated. Plans for production of the unit are now being set up by Devices.

J. Jaffe Forms New Candy Firm; Intros 5-c Bar in Vend Pack

NEW YORK, March 4 — Chynko Chocolate Corporation, formed last week and headed by Jeff Jaffe, has introduced a nickel candy bar in both 24 and 48 vend counts. The firm succeeds Candytown, Inc., which was purchased by Jaffe.

Jaffe is engaged in advertising the new 5-c candy bar, which is a chocolate coated one, and has been associated with the C. M. Candy Corporation prior to this.

Chynko, 238 Delancey Street, has started production on its nickel candy bar, which will now be distributed by the firm.

Form Ace High Amusement

CHARLESTON, W. Va., March 4 — Ace High Amusement Company, Point Pleasant, W. Va., has been issued a charter by the secretary of state to the sale of venditons and vending machines. The firm is established in 1930 by Frank Ellin, Everett Huffman and Frank Quail.

Amer. Coin Changer Sets New Distrib

BOSTON, March 4—With the appointments this week of salesmen in nine new service organizations in Los Angeles, New Orleans and Dallas, American Coin Changer Corporation here announced that its arrangements for the sale of its product have been completed.

The R. P. Anderson Company, thru its salesmen in Los Angeles and Dallas, will sell and service American coin changers in all of the Southern States, Jules Medow, 1485 East Fourth Street, Los Angeles, will represent American on the Pacific Coast.

Everett has had set up sales and service facilities in Boston, New York, Chicago and Chattanoga.

Peter Paul Names New Ad Agency; Plans Chi Plant

NAUGATUCK, Conn., March 4—Peter Paul, Inc., has announced the appointment of Martin, Inc., to handle all advertising. George S. Blanchard, New York, has been named plant manager.

Peter Paul president, stated a proposed increase in the first advertising budgets made necessary the consolidation of the account with one agency.

The candy firm plans to set up a plant in Chicago, supplementing its facilities here, in Oakland, Dallas and Philadelphia.

**Canadian Drink Sales**

**Up After Tax Repeals**

TORONTO, March 4—The Canadian soft drink industry claims a 8.5 per cent increase in sales during the six months following the repeal March, 1945, of wartime taxes, and approximately 2 cents a bottle, according to Joseph Whitmore, secretary of the Canadian Bottlers of Carbonated Beverages (CBCB).

The tax, a 2.5 per cent excise tax and a 1-cent per bottle tax, had been in effect since 1941 and 1942 respectively.

O'Malley Joins Ad Agency

CHICAGO, March 4—Charles J. O'Malley, sales manager of Paul F. Beich Company, joined the Ollin Ad Agency, Chicago, this week as vice president. He will be in charge of marketing packaged product sales thus food, drug and tobacco outlets.

O'Malley was associated with Beich for over 15 years.
Operator Suggestions

In a recent survey by The Billboard Publishing Company, operators of bulk equipment were asked: What single improvement in bulk vending would benefit you most? The suggestions most frequently quoted were:

1. Make more general use of non-corrosive materials for those parts which come in contact with confections.
2. Improve slug rejection equipment. (For detailed comments on this point, see accompanying article.)
3. Design machines so that they can be more easily cleaned.
4. Improve the quality of plastic, non-breakable globes.
5. Design all machines so that globe can be quickly replaced.

Bulk Ops Air Improvement Views; Better Parts Wanted

(Continued from page 102)

Ballistics prosecution by the Federal government, operators of all types of equipment have noticed a decline in sales. For the average operator of bulk equipment, sales have only in some instances except in sweltered areas where metal punchings from a particular industrial plant may cause trouble.

Once the source of the punchings has been informed of the use to which the metal is put, slugging usually ceases within days, because manufacturers for the forging under federal law to manufacture metal objects which approach the shape of coins in diameter or bilestone.

Slug Protection Eliminated

Many prewar bulk machines have slug protection in all, not readily adaptable to such protective methods as magnets and so forth. But large bulk operators report most of their equipment had the slug protection included in them. In one case, certain slug rejection equipment for small bulk machines rejected iron, the so-called "silver" costs would not pay the operators had to eliminate the protective measures.

Heyman Offers Vending Coffee

NEW YORK, March 4—A new liquid coffee concentrate has been introduced by the Heyman Process Corporation. Called Quick-Kup, the preparation uses no preservatives and will retain its original freshness for as long as three months without refrigeration, according to Albert L. Heyman, president.

Quick-Kup is manufactured at the Heyman plant here. Packed in glass bottles, it will sell to operators at $8 a case.

The company, it is believed, will be able to maintain the aroma and flavor of freshly roasted coffee, has been described by the Heyman Process Corporation. Called Quick-Kup, the preparation uses no preservatives and will retain its original freshness for as long as three months without refrigeration, according to Albert L. Heyman, president.

Quick-Kup is manufactured at the Heyman plant here. Packed in glass bottles, it will sell to operators at $8 a case. The company is confident that it will be able to maintain the aroma and flavor of freshly roasted coffee, had it been described by the Heyman Process Corporation. Called Quick-Kup, the preparation uses no preservatives and will retain its original freshness for as long as three months without refrigeration, according to Albert L. Heyman, president.

C-8 Developing Second Vendor

CHICAGO, March 4—C-8 Laboratories, manufacturers of the Electro cigarette lighter, is developing another type of automatic vending machine in the tobacco field. According to Lew Jaffe, vice-president of Eastern Electric, the national distributing organization, Jaffe, who worked in Chicago for a time on the development but added that C-By president, Marie Caruso, intends eventually to diversify his line by, building other types of equipment in addition to cigarette vendors.

With the recent decrease in Electro list prices, brought on by lowered wages and costs, the prices of cigarette vending equipment, Jaffe said that sales had increased appreciably and the factory increased production.

American Tobacco Gross

No Income Moves Upward

NEW YORK, March 4—American Tobacco Company reporting its total and quarterly income for 1949 on the basis of year by year increases in both 1949 and 1948. For 1949, total income was $84,363,401; net income, $84,363,401; net income, $45,673,154; in 1948, total income was $88,912,964, and in 1947 total income amounted to $89,301,865 with retail income at $83,945,021.

New Worthington Ad Mgr.

HARRISON, N. J., March 4—Worthington Pump & Machinery Corporation reports the promotion of Robert P. March to advertising manager. He succeeds Adin L. Davis, resigned.
Cooled Sandwich Vendors Tested on Jersey Route

(Continued from page 106)

College in near-by East Orange. The first was put on duty at the Ford International plant last October. In all cases they have been placed side by side with milk, cookie, cake and soft-drink vendors to provide rounded service.

Vended at 20 cents each, the sandwiches must sell out daily or costly waste is to be avoided. The food is prepared by an industrial feeding firm and placed up daily by the vendor's routine at 9:30 a.m. All machines are filled by 10 in the morning. Each location is visited twice a day, the day to check on sales and determine the number and type of sandwiches needed the next day. Orders must be placed with the manufacturer by 7 p.m.

Since the vendors hold 22 sandwiches in each column, the more heavily populated machines are reloaded during subsequent visits by personnel. Extra sandwiches are stored in non-vending compartments of the milk machines for this purpose.

To be a success, the eating habits of locations, the vendor assigns a man to spend at least a week at each new spot after a vendor is placed. Preferences are checked and the times when the machines are used are carefully noted and, in time, the pattern of traffic is determined, a decision made on the times when routine attendance would be most productive.

The essential part of the enterprise, Sharenow has found that the 1st and 15th of each month, Friday, Saturday and Sunday, when employees leave the plant premises during lunch hours to eat meals. In school and office schedules have to be watched. Free periods during mid-week and early afternoons are most heavily patronized.

Most popular sandwiches dispensed are bologna, egg salad and corned beef. Various sashimi include the “Old German,” ham and egg salad and tuna fish salad. All are prepared with lettuce and wrapped in wax paper and inserted in cardboard containers, measuring three and a half to four inches. A regulation container is issued to the vendor.

Management has shown itself receptive to a full-fledged demand for the fresh sandwiches. Sharenow said. In some cases they have dropped self-operated facilities to make more room for sandwich units.

In planning and executing an enterprise program, Sharenow is little concerned with making the sandwich machines completely self-service at this time. His main purpose is to gather basic economic facts and technical experience.

Tele Bubble

PHILADELPHIA, March 4.—Philadelphia Chewing Gum Corporation announced last week that it is expanding sales promotion of its bubble gum through television advertising. Purchase of the New York originated Magic video show allows the 5-cent Mystic bubble to be seen in all television cities.

Intro Back-Mounted Manual Drink Unit

CLEVELAND, March 4—Dunmore, Inc. announced first deliveries this week on its new 1950 Bak-Paks, mobile units for dispensing either hot or cold drinks. The unit, weighing about 40 pounds, is carried strapped to the back of the salesman, with a separate cup container unit fastened to his waist. The dispenser has a capacity of 50 6-ounce drinks, two-pound pressure on top of the mixed syrup drink maintains carbonation.

The Bak-Pack is filled from a master unit, and will dispense crushed fruit or mixed syrup drink, coffee, tea or chocolate. The manufacturer states the unit has been tested for a year prior to its introduction.

Mack, Steele To Top Pepsi Posts

NEW YORK, March 4—Top management shifts by the Pepsi-Cola Company this week elevated Walter S. Mack Jr., to chairman of the board and Alfred N. Steele to president. Mack was president of the firm since 1938. Steele came to Pepsi-Cola from Coca-Cola last March after having been first vice-president in charge of domestic sales and operations.

It is the same time that a board announced that Patrick R. Cooney, business consultant, was named to a vacancy on the board of directors. He formerly was president of Pepsi-Cola among his clients.

RESCO STOPS

(Continued from page 109)

capital of purchasing in a variety of forms, including bars.

In the 15 years River has been in the ice cream vending machine business, it produced approximately 5,000 machines. The River line was in constant production except for the war years, and postwar production accounted for half the firm’s total. Robert Stewart, in charge of vender machine sales for River, has been made an assistant to the firm’s general manager and will specialize in the commercial freezer line on which the factory is currently working two shifts daily.

SEARLES SETS

(Continued from page 105)

rate coin mechanisms permit a three-cent, using uniform or three prices simultaneously. Searles was a 38-year-old firm in the metal parts fabricating field and previously manufacturer of bottle vender, leading firm in the business, the manufacturing rights and patents to the Kallmo Venders, Inc. in October, 1948. Ashton declared that a new sales department was now being formed, with details to be released shortly.

NEW YORK, March 6—Economy Sandwiches, distributor of vending machine parts, pumps and wax, moved to 677 10th Avenue, new building occupied by the Mike Munves Corporation. Joe Munves, owner, formerly had office at 615 10th Avenue. He said a machine shop was being set up in his new quarters for tooling special game and vending parts. Firm also handles a vendor for Wiese packs.

YOU CAN BUY ALL MACHINES MADE BY

• Vic's Vending Corp.
• Northwestern Corp.
• D.R. Corp.
• Silver King Corp.
• Hamilton Scale Co.
• Marion Scale Co.

A WEEK PAYMENTS payable for 3 weeks. Write for details TODAY!

ROY TORR

LANSDOUNTE, PENNA.

WANTED TO RENT LEASE OR OPERATE

On a percentage basis. New or late model Cup Drink Dispensers. We are an old established, reliable company operating in a highly industrial area.

AMERICAN MUSIC CO.

1605 East 28 Street Lodi, Ohio

FOR YOU, the Vendor’s TOFFER

Any veteran, manufacturer or distributor for change and bulk goods, you’re the one to know! How to the case of 1 to 5 cases.

$10.00 each or 24 cases allow 30 weeks to pay. Liberal trade in abundance. Write for special price plan.

VINCO Unit, Aftermarket Division, Hamilton, Ohio

OH! MR. E.P.P.Y. . . . NOW THE 20-00 WILLCD WITH YOUR COMIC STRIP CHARMS! 20 ass'ts plastic 14 M. metal-plated 16.75

EPFFY 91-15 144 Pl., Jamaica 2, N.Y.

GROCERY STORE CHARMS

59 Varieties $12.50 per M. ass’ts.

F.O.B. Jamaica, L.I.

EPFFY 91-15 144 pl., Jamaica 2, N.Y.

EPFFY Reduces Charm Prices

FAMOUS #1 CHARMS Plastic $2.50 per M. metal-plated now $4.25

EPFFY 91-15 144 Pl., Jamaica 2, N.Y.

EPFFY 91-15 144 Pl., Jamaica 2, N.Y.
Buffalo Ops Promote Boxed Hankie Sales Thru Cig Machines

BUFFALO, March 4—The sale of boxed Hankie cigarettes thru cigarette vendors will be promoted by the Hank-Kerchief Company here last November by four coin machine operators. They announced this week that they had introduced a product played a three-month test of merchandising ideas.

Each Hank-Kerchief is packed in a cardboard container, printed in color and sealed with cellophane. The machine can be stocked in any column of a standard cigarette machine, without mechanical help. Facsimile box faces are furnished for display purposes as well as arrow-shaped cutouts attached to the handkerchief columns.

Packed Like Cigarettes

Henry F. Inman, partner in the firm in charge of sales, said the Hank-Kerchief, in addition to being boxed in a cigarette package, is carried packed 10 to the carton, 50 cartons to the case, and fitted for handling and for inventory purposes.

Also definite prices have not been set, Inman said, single cases had been shipped to points as distant as Houston for only $1.50 each. Inman said the company would announce its prices as soon as it completed a distributor organization.

Estate Profit Appeal

Hank-Kerchief executives reason that the sales potential product will appeal to cigarette operators who are often squeezed by narrow margins.

Inman said the firm is making temporary headquarters on DeWitt St., however, Buffalo but now has a floor space in the former Pierce-Arrow automobile plant.

Other partners in the firm are George MacFarlane, Buffalo; Charles A. Kirtland, Wadsworth; Edward C. Tuttle, of Vermont, Rutland, and Tuttle have just returned from a tour of Europe, and are associated with the military government in Germany. Inman and MacFarlane operate pin game plans, phonographs and cigarette machines in the Buffalo area and are members of the newly formed Western New York Amusement Operators' Association.

Pepsi-Cola Company Sells Cuban Subsidy

NEW YORK, March 4—Pepsi-Cola Company announced it had sold its Cuban subsidiary, Compania Interamericana de Mantecados, to a Cuban group headed by Antonio Tarafa. Sale price was given as at least $4,000,000.

The Martinus company stock was purchased by Pepsi-Cola in December, 1948, from Chase National Bank for approximately $3,200,000.

Meter Change Box

COLORADO SPRINGS, Colo., March 4—A "parking meter change box" is finding ready takers among "changeless" motorists here. Loading 10 in one nickels and nickels in an open cigar box with an explanatory sign, a local druggist reports the self-service honor system idea is doing well. There was only a 1-cent shortage during the first week.

Mavis Cola Price Cut for Cup Vendors

BELLEVILLE, N. J., March 4—Mavis cola syrup, popular in certain areas as an over-the-counter beverage, is being offered to Eastern cup machine operators at less than home brand costs, it is known this week.

Marcus Rubin, of 146 Little Street, who purchased an undisclosed quantity of the syrup from the estate of Charles Cutch, late Mavis vendor, has set a price of 35 cents a gallon on the cola in 1,000 jug lots. Shipping charges are extra.

Dixie Cup Announces Sales Appointments

EASTON, Pa., March 4—Dixie Cup Company announced the appointment of A. H. Pircz, of 2519 W. Park Blvd., as sales manager.

Other partners in the firm are George MacFarlane, Buffalo; Charles A. Kirtland, Wadsworth; Edward C. Tuttle, of Vermont, Rutland, and Tuttle have just returned from a tour of Europe, and are associated with the military government in Germany. Inman and MacFarlane operate pin game plans, phonographs and cigarette machines in the Buffalo area and are members of the newly formed Western New York Amusement Operators' Association.

George Sweetser New VP at Huyler's Co.

NEW YORK, March 4—Huyler's Company announced the appointment of T. Sweetser as vice-president in charge of sales, succeeding John S. Sweetser, who was also named a director, was formerly publisher of Embassy and vice-president of Embassy, Inc. Also elected a director was Paul R. Boyd, who also holds a vice presidency, Jack Sweney, with the firm 31 years, resigned February 9.

Worthington Pump Earnings

HARRISON, N. J., March 4—Worthington Pump reported a net 1948 income of $5,397,004, or $4.11 per common share. Earnings compared with $8,416,106 and $5.17 a share in 1948.

"don't miss the boat"

BE FIRST WITH VICTOR'S UNIVERSAL JUMBO BALL GUM VENDOR

vends 15'16 Gum. Sample 1/3 deposit.

Jumbo Gum on hand, 25¢ per package.

SOUTHERN COIN-O-MAT DIST. CO.

943 N. W. Seventh Ave., Miami, Fla.

Send for complete literature and quantity prices.
Supplies in Brief

Smokers Level Off
WASHINGTON, March 4.—The steady upward trend in cigarette consumption over the past 15 years is apparently leveling off after reaching a new all-time record of 352,000,000,000 last year. The Agriculture Department reported. Cigarette consumption fell off 2 per cent to 5,877,000,000 last year, and the current year is expected to run about the same as 1948, the department said.

Agriculture took a closer look at the results of the manufacturing industry and found a "high degree of concentration" in the tobacco industry. Measuring the value of production, Agriculture found that four manufacturers accounted for 60 per cent of the $1,100,000,000 worth of cigarettes put out by year. Concentration was even more evident in the cigar field where eight manufacturers accounted for 5 per cent of the $300,000,000 involved.

Despite the record-breaking domestic consumption of cigarettes last year, total production was 2,000,000,000 short of 1948. This was due, according to Agriculture, to a sharply cut wavelength export market. The department's expectation of a leveling off of domestic smoking in 1950 is based on half-year comparisons of 1948 and 1949. Consumption during the first half of last year, consumption was up some 2 per cent over the same 1948 period. Consumption, however, was virtually the same for the last half of both years.

Prices

Price seemed to be the chief reason for the cut in cigarette prices last year. Altogether, according to Agriculture, those prices for 6 and under fell from the previous year by 9 per cent in 1948. By the end of the year, this price group accounted for half of all cigarette sales. Cigarette retailers from 8 to 10 cents saw sales drop 13 per cent from 1948.

Agriculture's analysis of cigarette buying habits, however, indicated that the market for prices for cigarettes in machines is

Mills Intros New Ice Cream, Custard Unit

CHICAGO, March 4.—Mills Industries, Inc., this week introduced a non-cooperative cabinet model called Cusdon Custard and Butter Ice Cream machine. The machine features automatic dial control, simple design and a 30-gallon per hour capacity.

Coming Soon!

VICTOR'S UNIVERSAL JUMBO

For Yarding Jumbo Sizes Ball Gum

Tested and proven on location by Victor for over one year

Be First with the Finest

Buy Victor's

VICTOR VENDING CORPORATION

5752 W. Grand Avenue

JUST OUT!

New Type Stand for Vending Machines

The Billboard

March 11, 1950

SOMETHING NEW

FOR

BULK VENDOR OPERATORS

AJAX SERVICE KIT

Write for Circular and Price

Write for Our Illustrated Catalog!

Page 7-1416

Weaknesses in Stock

New Low Price

Silver King

Charm King

2 Great Vendors

Sample, 25c.

1 to 3, 25c.

50c.

25c.

CAMEO VENDING SERVICE

642 West 34th Street New York 15, N.Y.

CIGARETTE MACHINES

Buy With Confidence

-Founder of U-Need-A-Pack Prod. Corp.—Serving the Trade Since 1937

Three, to 9 packs...and it will be a demand for my famous "E" and "1949 Models.

We Buy and Sell Used Equipment

And what we sell is completely refitted and tested to the customer's satisfaction.

King Wire Chewers, Mirrors, Portas and Locks are all factory made.

Get the Facts on Our New Deal

STEINER MANUFACTURING CO.

3967 East 149th St., Cleveland 4, O.

Phone: Tremont 3-9835

IT'S A GOOD BUSINESS

Find out about the original "Door" Corn Sz model. It is the first model that was ever patented and packaged to create profits for you. Ask about Automatic "Door" Corn Sz Model. It's a good business. This cornSz is nothing to ask for—means profits for you.

Ask about our automatic vending equipment, too.

Write, wire or phone "ROP" Corn Sz INC. of Pennsylvania

Montgomery & Delaware Ave.

UPPER DERRY, PENN.

Phone: Allegheny 4-1019

CUTS SERVICING TIME AND COSTS IN HALF

INTERCHANGEABLE SANY-CART YORK GLOBE

Until you have actually operated 40's you have no idea of the time saved on location or in the service department... the amount of repair work has been reduced...the extra time made available for handling additional machines...the accurate control of merchandising...the pleasurability that your route is modern, efficient, systematized and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49...test it...try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwester...full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHEASTERN CORPORATION

290 E. Argonne St.

Moline, Illinois

VICTOR'S NEW 1" JUMBO GUM VENDOR AVAILABLE-WRITE!!

Rush Your Order Today

ANNEAL NEW TOPPER

1 to 6 Cases

$6.00 Per Case

(10 per Case)

3 to 11 Cases

$6.00 Per Case

(10 per Case)

12 to 24 Cases

$5.50 Per Case

(10 per Case)

$5.00 Per Case

(10 per Month)

Write for Our Illustrated Catalog!

15 Dep. With Order, Bal. G. 2, D. V.

VEEDCO SALES CO.

2124 Market St., Philadelphia 3, Pa.

Phone: Loyalist 7-1416

Here's the New,

ALKINO COUNTER VENDOR

Four columns with capability of 10 pieces of product in each column and another similar column without shelving.

Immediate Delivery in Central Pennsylvania by Lustro Finish.

Write for Catalog of Samples and General Information

ALKINO & CO.

154 Main St.

Lancaster, Pa.

Phone: New Market 3-7727

JUST IN!

NEW VENDORS AVAILABLE-

E. NEVILLOTY CO.

427 N. Milwaukee

CHICAGO 10, ILL.

MORRIS 4-7321

dime. Thus cigarette vendors, patrons have become accustomed to paying higher prices for their higher-priced cigarettes. This factor allows the most popular price group of cigarettes—the 8 cent and under—seem to be priced at a dime without appreciably increasing business. The slump in sales of higher-priced cigars should warn operators from concentrating on that single price point that vending price, except in class locations.

Peanan Use Grows
WASHINGTON, March 4.—After several years of declines in the use of peanuts in candy, the trend is being reversed, according to the reports of the Agriculture Department. During the last three fiscal years, 5,000,000 pounds of shelled peanuts were used in candy in the United States, while 5,877,000 pounds were used for the last four months of 1948.

The 1948-49 season (September 1, 1948, to August 31, 1949) saw a record 5,000,000 pounds of peanuts used in candy, while the figure for the 1947-48 season was 4,188,814 pounds.

Meanwhile, two farm senators disputed the amount of the peanut price support program and the effect of its support on during the current year. Sen. George Aiken (Vt., R.), chairman of the Committee on Agriculture, said that if the price of peanuts used in candy, while the figure for the 1947-48 season was 1,188,814 pounds.

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Have you seen the SuperVend three-drink vendor? We believe it's the finest drink-vending machine ever made. The vendor pictured above is also available with hot drink attachment for hot chocolate or hot soup—in addition to the three regular drinks.

A Message from MIKE HAMMERSGREN, President
SuperVend Sales Corporation

To all M. O. A. Members:
Welcome to Chicago—for the M. O. A. show. While you're in the city, be sure to stop in at the SuperVend office at 134 N. LaSalle Street. We would like to renew old acquaintances—to say "hello" again, even if we don't talk any business.

Mike

P.S. Larry Cooper, Paul Fuller and the rest of the fellows would like to see you, too.

Have you seen the SuperVend three-drink vendor? We believe it's the finest drink-vending machine ever made. The vendor pictured above is also available with hot drink attachment for hot chocolate or hot soup—in addition to the three regular drinks.

Also SuperVend Cigarette Machine

SALES CORPORATION
134 N. LaSalle St., Chicago 2, Illinois.
1ST MOA CONVENTION BEGINS

Business Sessions Highlight Three-Day Meet; Operators To Meet With Manufacturers

Banquet Set For Wednesday; Exhibits To Be Open Daily

By Norman Weiser

CHICAGO, March 4.—Music Operators of America (MOA) will convene its annual three-day convention, the first exclusively music conclave of its kind, at the Palmer House Monday at 9 a.m. As the current week drew to a close, it appeared that the rendezvous would surpass original estimates of 250 operators by at least 250, and that George Miller, who has served as national chairman since the form was adopted, would be unanimously re-elected to that post. The vote on the organization of the slate is set for Wednesday.

Unscheduled until late this week, and under the impression that those reporting that they would be in attendance at the session, was a two-day, which will be held Wednesday at 7:30 p.m. at the Palmer House. Door prizes will be awarded, winners of the Permo pop contest will be named, and following the dinner an entertainment program will be presented.

Bee Sessions

Concerts will be on business sessions at the convention, with daily meetings concluding at 8 p.m. Beginning at 8 a.m. Monday’s agenda covers the welcoming address by George A. Miller, president of the committee; Sid Fleigh, chairman; H. Levine, national counsel; a discussion of taxes by Leo Kaner, and MOA reports on finances, depreciation, taxes, etc.

The technical sessions will start with a talk by Edward H. Mohrens, president of the Squat Company, on international exchange, and will be followed by a session at which manufacturers will participate. Among those on the program are John Haddock, president of A.M.I.; Art Olson, president of Permo; Lester Riek, manager of the phonograph division, H. C. Evans, and representatives of record companies and recording and recordstrip firms.

Items to be covered Wednesday include the competitive promotion and merchandising (by Hirsch de la Vie and Dick Steinberg). Swell...

Detroit Op Allworot Stresses a High Standard of Service and Thereby Hangs a Success Story

By H. F. Reves

DETROIT, March 4.—A system of awards for close knowledge of all the roll of local industry, Frank Alwott, the owner, doesn’t put quite that way. He says, “The first requisite is a hard worker!” and he works from 8 a.m. to 6 a.m., six days a week.

“Whether you go into the office of the back room, you have to be able to know what you’re talking about.” Alwott says, and his own training provided the background in both his business and his music. After Alwott worked in a garage, became a foreman, learning how to handle executive problems, and then had contact with the juke box business, he became a driver, then a route manager. (See Motor City Op on page 118).

Detroit’s Wartime Babies, Juice Service Orgs, on Decline; See Possibility of a New Shortage

DETROIT, March 4. — A marked decrease in the number of companies providing juke box service is evident from the new edition of the Detroit classified telephone book. Only one firm now listed as providing service under “Phonograph Repairing.” Three other firms under that listing are primarily concerned with home record-player service. The directory, which came out this week, lists a half dozen companies providing this service. There are probably other firms in the business, but the only one which specializes in repairs enough to find it worth while to spend for this elementary advertising service, is the AA Phonograph Service. This indicates the possibility that Detroit operators who depend upon service companies for their work may soon find themselves without adequate service. Service companies were largely a wartime development, since the average operator before the war was unable to handle his own service problems, or was unable to hire enough trained service Electricians to do the work. New people are coming in, as it is now, and we have not even looked over the operation when the operator went into the armed forces or war work, a specialized service company became an important factor in the stability of the home service industry. Today, some of these companies have disappeared from the picture, or have gone into route operation and become, to some (See Detroit’s Wartime on page 118).

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

- DISKERS READY ON “COTTONTAIL” FOR EASTER. Not to take chances, the diskers have lined up Peter Cottontail for big push (Music Department).
- RADIO BOOSTS THE DANCE ORKS. As an indirect aid to the revival of bands and band music, several radio shows pull switches (General Department).
- PIX QUIT TAX-CUT UNITED FRONTED. The film industry sells out for or against fronts, including juke box industry (General Department).
- MICHAEL BROWN HITS BIG TIME AS A TUNSMITH. New Fraternity’s lone item of note has strong personal ties, barbershop (Music Department).
- And other informative news stories as well as the Honor Roll of His Name Press, a weekly department, which provides a complete listing of the TOP 100 records, and a wide perspective on the phonograph industry.

Plants To Hold Open House for Ops at MOA Meet

CHICAGO, March 4.—Factories in the Chicago area are gearing up for this week for the visits of operators expected in the Windy City for the Music Operators of America (MOA) convention at the Palmer House Monday.

While the convention will cover music exclusive business, amusement and vending firms anticipate visits from those operators who include the National Boxing and Pugilistic Association, Chicago World. Local Wurlitzer rep, Ben Coven, will hold open house at his North Side office, and expect a large crowd of ops at the manufacturing firm’s plant. Mr. Coven has been invited to the Palmer House during the convention. Also on the agenda of ops will be visits to the Rock-Ola plant, and to the new Chicago headquarters and Rock-Ola plant, as these firms will not exhibit at the hotel.

001: This image contains a page from a newspaper or magazine, dated March 11, 1950, titled "1ST MOA CONVENTION BEGINS." The page includes various articles and headlines related to the music industry, including business sessions, conventions, and other events. The text is in English and appears to be a transcription of the content on the page. The page also contains advertisements and other informational content relevant to the music industry.
Ed Wurlinger of the Wurlitzer Company, North Tonawanda, N.Y., says, "THANKS, FELLOWS" to operators all over the world for your spontaneous deluge of orders—appreciation and praise for the Wurlitzer Twelve Fifty.

The Rudolph Wurlitzer Company, North Tonawanda, N.Y.
Detroit’s Wartime Babies, Service Orgs in Decline

(Continued from page 114) extent, competitors of their former customers. The reason for the sharp decrease in service companies appears to be the failure of a substantial number of music operators to take care of their service bills, according to Frank Antaya, head of the A.A. Company. He was careful to point out that this situation had not applied in significant degree to his own clients, but that "there have been a lot of good service firms that had the misfortune to get hold of some bad accounts. The business is no better than it looks, and you have to collect every penny to keep operating."

Credit Situation
Service companies are generally given a credit extension of 30 days. Antaya said, and plan to pay their own accounts within that time, so that they are in a position to get credit for parts in a hurry for their customers when needed. We would like to be treated in a similar manner," he said. "Our telephone service has to be paid every 30 days, or you know what would happen."

"We maintain a 24-hour telephone service, and have often found it necessary to leave a nice warm bed on a stormy night to go out and service a location for any operator who has treated us fairly. That is our job as service. And we willingly take those calls, provided the operator has treated us in a fair manner when it is his turn."

The difficulty arises from the fact that service companies have left the phone in a service call in an emergency, and try to forget to pay for it later. Antaya checked the firms that were active in the service field a year or two ago, and found that their reason for quitting was usually "bad accounts."

There are an increasing number of machines which are not operating properly today as a result of deep holes, Antaya said. This can be attributed to the same cause.

Lost Profits
"How much money can a new machine make when it is out of order?" is his question directed to operators. He pointed out that service firms have been contacting an increasing number of locations where the owner is disgruntled because of poor servicing of machines, and that the mechanic has been told a machine has not worked right for six months. Such conditions will lead, naturally, to a desire to change the existing location arrangement.

"Is it wise to frown on a repair bill and lose a good location?" Antaya asked. "If the operator had treated his repair service in a fair manner, his machine would be in A-1 working order."

"Today, it is an easy matter for a location owner to buy his own machine, with a service policy that don’t let this happen. See to it that equipment is in good operating order."

The "Road accounts" problem here is not that created by the relatively small number of operators who have failed and quit the business, leaving a stack of bills behind them, Antaya said. It is, rather, caused by operators who remain active in the business but have been at "low" in their payments. He was careful to note that this situation does not apply to a large number of operators and firms, but to his and the critics’ policy is fair. He hopes that the rest will awaken and keep phonographs murise the operators’ business.

Record Reviews

(Continued from page 46)

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<td>POPULAR</td>
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<td>MERVIN SHINER</td>
<td>Decca 48231</td>
<td>47-48</td>
<td>POOR</td>
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<td>BENNY STRONG ORK</td>
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<td>PAT O’CONNOR- HALL GRANT ORK</td>
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<td>LAWRENCE WELK</td>
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| POPULAR | | 80-90 |
| SIDE | | 80-90 |
| TUNES | | 80-90 |

*NOTE:* The above list includes records that, in the opinion of Billboard’s staff, are of particular interest. They are listed in no particular order of merit. Each selection is reviewed on the basis of its artistic and/or commercial appeal. Ratings are given on a scale of 0-100, with 100 being the highest possible rating. Records are selected from a wide range of genres and styles, and the reviews reflect the opinions of the reviewers. The information is intended to provide a brief overview of the music industry at the time, and should be considered in the context of the historical and cultural conditions of the period in which it was produced.
Salute
to the Music Operator!

He is ambassador to the heart of America, a bringer of food to the music hungry, a
dynamic sponsor of joy.

He seeks out new points and places and stations for his equipment, opening avenues
of revenue to merchants who never expected this windfall when they began their busi-
nesses. He brings life into these places—people, song, and laughter—and four hundred
thousand of them feel an extra touch of human warmth because the music operator has
been there.

He is the producer whose show can never stop; day and night, month after month,
his boxes must keep on playing. He is a vassal of the telephone, a slave to public fancy,
dashing from here to there to keep his machines perpetually turning, shuffling his black
wax discs to serve a satisfying menu to countless special appetites.

In twenty years he has become a public servant, unique and indispensable, but his
service is anonymous. The cheers and gratitude his equipment elicits are never heard by
him—the credit and the Oscars go elsewhere. Yet he loves his work and glories in its
nature, and would not trade its excitement and challenges for any other calling.

AMI salutes him, his greatness and his strength, and wishes him a forever of continued
health, physical and financial. AMI has never tried to force on him products he doesn't
need and cannot use profitably. AMI here and now re-affirms its trust: to continue to
build for him the kind of equipment that will make his life and work freer from care,
decrease his troubles, and increase his rewards.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S.E., Grand Rapids 2, Michigan - Sales Office: 127 North Dearborn Street, Chicago 2, Illinol
Fractional Coinage Drive
Gathers Steam in Congress

WASHINGTON, March 4. - The strongest drive for fractional coins in years was launched this week as four senators, three of them members of the Banking Committee, introduced a bipartisan bill calling for the minting of 7½% and 2½¢-cent coins.

Formally presenting the measure on the Senate floor was Glenn Taylor (D., Idaho), Co-sponsor of the bill are Senators Stephen Dougall (Mo.), who has another coin bill pending; Harry Cain (R., Wash.), and Homer Capehart, B. Ind.)

Taylor is second-ranking member of the Senate Banking and Currency Committee, to which the bill was referred, and Cain and Capehart are minority members of the group.

Press for Hearing

The four sponsors of the coin measure announced that they will press Committee Chairman Burnet Maybank (D., S. C.) to call hearings this session. Since the committee has finished its lengthy hearings on housing legislation, its agenda is comparatively free, and hearings could be started within the next few weeks if Maybank is willing.

The dimensions and weight of the proposed coins would be left up to the Bureau of the Mint under terms of the bill. Mint officials have freely expressed opposition to new coins, but they have stated they would make any if authorized to do so by Congress.

Despite the prestige given the drive for new coins by the senators sponsoring the new bill, the odds are still against enactment of any coin bills this session. Even if the most recent measure should be passed by both Houses, it could still be blocked either of the congressional appropriations committees, which would have to approve additional funds for the mint to pay for coming any new denominations.

Other Bills

More coin bills have been introduced in the 81st Congress than during any other session of the last decade. Pending in the Senate Banking group besides the new measures are a similar one by Downey and two by Sen. Warren Magnuson (D., Wash.), authoring a 3-cent and 7-cent coins.


Most of the pressure on Congress for new coins has been exerted by the American Institute of Intermediary Coinage (AIFIC) and its chairman, Edward Michener, who is also president of the Squirt Company. A number of the Squirt Good Reasons have also expressed interest in new coin.

Thank You, Music Operators of America
for your successful and inspiring meeting

It was a privilege to have been a part of your enterprise, and we hereby pledge our support to your future conventions.

We are sincerely grateful, too, for your reception of EVANS’ 1950 20 RECORD, 10 SELECTION AIRPLANE PHONOGRAPH

If you were unable to attend your M. O. A. convention this year and wish to write Factory direct. Learn why operators are so enthusiastic about Constellation’s ad design and price-competitive performance features. Learn why so many music men agree that the 20 selection Phonograph has proved most profitable to operate.

H. C. EVANS & CO.
1528 W. Adams St.
Chicago 7, Illinois

MUSIC MACHINES
The Billboard
March 11, 1950

Fractional Coinage Drive
Motor City Op Alluvot Stresses
Gathers Steam in Congress
A High Standard of Service
watch for new sites. These are re-
stated for later, the player who owns himself, but rarely makes over two calls on such new locations, knowing the cap-
ability of the tapes to do more, rather than sudden route expansion in some of the larger cities.

That's why the major change in the
location chart is a result of the renewal of
a location already serviced by the company.

Rental of major promotion parties is anoth-
er tough proposition that can be
solved with a little local market
research of calls on the market.

The sale of old models, minus con-
nutes, is a common source of extra
revenue, and often a source of impor-
tant salvage operation here. Dress-
maker Melvin & Hall is noted for the
blanket sale, a long tradition.

For instance, a 1935 Wrulich now on
the floor has been cleaned and painted,
and is in a cabinet with a bright red plastic
that looks quite new. A couple is
buying a home recreation room at $150, far
above what such a model would bring in
the regular used market.

A little mechanical ability, again,
helps here, too. Some old models are
taken out of the original boxes, over-
wrapped, and set on display at various
locations.

This is the best use of a "waste
cabinet" for use as a sideline. For
example, the recent ad opening up in the more
good fortune, and offers an
excellent way to salvage the
models.

All these practices tie in with Al-
Gambino's principle, "Paying markets
means sales" and is about the only
effective means of merchandising physical to standard joke box opera-
tions.

Report Forms
Frank's joke maintains a careful and
friendly control over each loca-
tion. The report forms are well-
designed.

There is, of course, the basic service depart-
ment report that is followed up on by
report on work done, and the
important final report on readings upon arrival and
departure.

A four by six inch card index is
used, with red ink that can be
ruled off neatly by streets and then by street
numbers. However, it is evident that full location informa-
tion is not always on hand and new
locations in this comes in. This card shows name, address,
add number, phone number, machine serial number and model, route rep-
resentative, previous location day, and commissioners
assignment.

Each collection report is turned in to
an appointment book that shows col-
lection, payment to location, meter readings, and prints, service charges and
discounts, and any non-creditable
or important location ledger is posted.

The report forms are available for each routine. The sheets are
filed in the book, grouped according to
street numbers, and then to
street address. They show, in
sequence, what was sent from machine, amount paid to cus-
tomer, amount taken by collector, meter readings, meter read-
ing at collection, nickel spent for
tests, etc.

Serial Number Check
The book serial number is used to
ask for specific information. This is
portary. If the routine forgets to
turn in one of the missing serial
numbers, the routine is marked the
keeper. The book itself is made out in the
collection, the location owner and the
operator's office.

The third remains in the book which is
located at the office. It is
that the way location owner can be
given the proper notice by
having the route representative take notes and
check with him at any time.

The amount of the total income can be
be held in figures of the difference in the meter reading by
and printing tests. The payments to the location owner, gross earnings to the
operator, or the total of
money spent for tests, is
quickly added as desired for any
given location and will range to
a location is functioning profitably.

It will show instantly where attention
needs to be directed in order to
increase profits.

Strikes Smack Industry; See Slow Recovery
Mfrs. Cut Work Week
(Continued from page 105)

The country, based on past perform-
ances, is certain to place
center.

Folk Talent and Tunes
(Continued from page 33)

being announced January 6, which was his 47th birthday and the 11th anniversary
of his death in the "Great Hotel Fire on Uncle Pen.""

Big Jim DeNoone (4 Star), 6-foot, 7-inch singer and dj, has a
Western swing band touring thru California and is on KDON, Salinas.

... Uncle Ervin Victor has moved back to Chicago, where he'll do
five hours of d.j. nightly over WGN and continue his three
daughter WOB, WGA, and WBO. J. O'Connor of KMAC, San Antonio, has started his own half-hour
video show weekly over KEYL, San Antonio. He is using Jack Tom and his Tomcats and chimp Francis King...

... Ed Klein, WWXL, Puerto Rico..

... late April, Ill., has been served her two
weeks notice. She will be leaving for
Normal. It is expected that the job will be filled in
March... reports excellent reaction...

... George Sanders, KFVD, Los Angeles, reports that he will cut two
sides for Cormor. He has four sides out on Carnival... Rosalie Allen (KFWY, New York) reports that Tommy Tucker will do
an album ofiddle square dance numbers for Decca... Dal Stallard,
KCMO, Kansas City, Mo., reports that his show is now 90 minutes
daily. Bill Dickey will sub for him for the next month when he joins
KCMO 2 and will be in Europe... Uncle Harvey Bennett, WSPC, Thomaston, Ga., is doing a daily live show over the station with his
Melody Rammers. Band is an eight-piece outfit...

... Bob Aitcher (Columbia) has started a half-hour live and dj, shot daily over WLS, Chicago... Ted Brown of Waynestown, WJGM, is
taking over Lulu Belle and Scotty, in addition to Capt. Stubby and
the Buckaners.

Foreman Bill and his truck, Reba, KYA, San Francisco,
are the writers of The Gods Were Away With Me.

... Johnny Lingo of WGGG, Bluffton, Ga., has been
data for the winter at WAGF, Dothan, Ala., according to Lamar Traum-
... Texa. Whitley (F-KFOX, Long Beach) is in town for a night with the girls... Harry Curry (W-KLCM, Corinth, Miss., reports that his show is now carry-
ing 15 hours per day of music. Any toppers...

... Harry (Mashmouth) O'Connor, KCMO, San Antonio, reports that he is promoting the 4 Star all-
star troupe in his town March 7-8.

... Russell Barnes, WOOF, Dothan, Ala., that Bobby Jones has
organized his new band, the Spirit of the South, with his two
and Little Betty Devall on rhythm guitar. Dickie Dean, Deacon Clevon,
McNichol's, Morri Van Lynderg, H. B. Rutherford, Ivan Flynn, Ray Powers,
Fred Molek, and Sonny Boy Short, of this band, will put in a number in tonight's show.

In WSB, Atlanta, Bob Dobbins, WSB, Atlanta, reports that his station is
now carrying 14 hours per day of
good music. Any toppers..."
TRADE SHOWS TO SHUFFLE

Large Op Concentration in Chi Seen Boosting Sales; Strikes Hit Board Grosses

Labor Situation May Cause Tournament Planning Delay

CHICAGO, March 4 — Influx of operators to this area during the next four months for the Music Operators of America (MOA) convention March 6-8, the American Coin Machine Operators' Association (ACMMA) convention May 22-24, and the Coin Machine Institute (CMI) convention June 26-28, is expected to play a material part in a large-scale revival of the shuffleboard biz, a check this week revealed.

With shuffleboard business in general showing a gradual upswing during recent weeks (albeit slowed by the labor difficulties), manufacturers are now being asked to start buying boards when they visit Chicago for one of the coming trade shows.

Strike Effects

Shuffleboard play was affected by the labor difficulties this week, but in one respect fared better than most amusement's engagement. League play continued unabated, despite the layoffs, as most players had many cold-sets, and schedules were not interrupted.

On the other hand, tournaments which were in the off later this month and during the April-May season were found to be the discard until the strikes, layoffs and power cuts are over. Actually, it is estimated they will be at a loss for a month from the date the strikes are settled before play will be back to normal.

Suppliers Active

On the latter point, shuffleboard equipment sales have been on the increase. Scoreboards are moving at a slow but steady rate, while Exhibit Supply and Metro-Electronics conversions units have been moving well. Waxes, weights and other supplies along with machines are quite steady, it is claimed. Sales reports.

On the league front, Standard Shuffleboard of America (SSCA), American, and National conventions (WNM) have been constantly setting up new units and conducting play on already-established fronts. At the present time there is every indication that at least one large tournament will be held here this Spring. Player and location interest in large-scale tournament play, with substantial cash awards, is growing, and it is certain that if enough interest is shown, a number of these units will come under such a meet, even if it meets an expenditure running into the $20,000 mark. This money would be channeled off to advertising and promotion, making the grand prize expenditure that is considered vital to the future of location shuffleboard.

Orkster Shuffles

CHICAGO, March 4 — Law- 

rence H. Orkster, the only shuffleboard leader in the country today, has become a shuffleboard con- 

stantant, so much so that his home has been a bustling beehive of activity. Orkster and his wife, said the board delivered to Wex was a desire to show the public how much the shuffleboard is used in league play.

Orkster was consulting on the use of the shuffleboard in the home, said he. "This certain was the perfect way to help some of the older folks, and it has become quite natural to have friends drop in to play the game during an evening."

The Billboard March 11, 1950

Player Interest Keys Matches
As Mero Ends League Schedule

CHICAGO, March 4.—Highlighted by the sustained interest of players down to the final matches, Mero Industries closed its 18-week League (ACMMA) convention May 22-24, and the Coin Machine Institute (CMI) convention June 26-28, is expected to play a material part in a large-scale revival of the shuffleboard biz, a check this week revealed.

with the competing teams. All teams had 10 players. They were divided into singles and doubles, the players served as a spare combination. Each of the doubles teams competing on a given night played three games.

By finishing at the top with a 166 won and 59 lost record in the 18 weeks of play, Grove Ivan players shared the $500 first place prize. Crystal Tap with a 145-71 score won a $300 sec-

(See Player Interest, opp. page)

Puck Patter

Chicago:
Col. L. Lewis is back from an extended tour of the Southern States for Mero Industries, where he met with rave reviews. He is retaining the shuffleboard, which is still on the upgrade and due for a noticeable upswing in play by next season. It is expected that the Metro-Electronics conversion units will be quite popular with Southern players.

Phil Cohen, Shuffleboard Specialist, says there is a definite upswing in business despite the trying circumstances brought on by the coal strike. Cohen says one retailer is running special on new shuffleboards in an effort to keep the ball rolling. The board is not the type of board sold with a scale top. Cohen's firm is also getting a good response in Urban with the conversion unit. It can score up to 90 points and can handle from two to four players. Its con box sets sold for $200 in dimes.

Bill Tucker, Purveyor, is another who found the Metro-Boo unit gaining interest, despite a steady upward trend. He is back from a tour of several Michigan colleges and schools which he visited while the Metro-Boo was being operated. Cohen says that the league schedule is resumed in the coming weeks.

Ted Rubenstein, Marvel president, who is back from his sales driving is invited to submit bids for the sale of scores. They are also being used in Chicago area.

(Puck Patter, opp. page)

Calendar for Coinmen

March 4-6—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.
March 7-9—Music Operators’ Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.
March 7-21—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.
March 9—Michigan Automatic Phonograph Owners’ Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
March 10—American Coin Machine Association (ACMMA), semi-monthly meeting, Hotel Bond, Hartford.
March 11-15—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.
March 18-22—Winter Vending Machine Operators’ Association (WVMOA), monthly meeting, Los Angeles.
March 30—Michigan Self-Service Laundry Association (MSLA), regular dinner discussion meeting, Leland Hotel, Detroit.
April 3—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Central Street, Chicago.
April 5—Coin Machine Operators’ Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.
April 20-22—National Peanut Council (NPC), annual convention, Greenwood, Colo. (White Sulphur Springs, WVa.
April 24-27—Amusement Machine Operators’ Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.
April 30—Coin and Vending Machine Operators’ Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

Association officials are invited to submit convention and scheduled meetings information to the editors of SHUFFLE 18 West Randolph Street, Chicago, 1, for listing in this calendar.

Edelco Prez Ups Production; New Unit Announced

DETROIT, March 4—The most op- 

timistic note heard in this area in a long time was sounded this week by Henry Solomon, newly elected presi-

dent of the Edelco Manufacturing & Sales Company. Henry Solomon announced the adoption of a second shift of production equipment for the factory here, in order to speed up output of amusement games, conversion units and shuffleboard scoreboards. In adopting the two-shift system, Sol-

omon pointed to a market return in orders, despite the fact this is con-

trary to the trend of many business firms.

Major reason for the changeover is the anticipated adoption of the conversion unit which is being placed on the market for various shuffle games.

The new unit has a series of ten plates, made of abrasive plastic and oth-

er, which light up when the game is played.
PLAYER INTEREST
(Continued from opp. page)

and team prize. Sheehan’s Tavern players finished third with a 131-83 record and split $200, while Lee and Ruth’s (tavern) league players shared $100 for finishing fourth after winning 128 and losing 81 matches. McCabe’s Tavern, a league champion last year, completed the first division standings with a 122-84 record, good for $30. The remaining five teams finished as follows: Joe Cavalli’s, 6th (107-106), $25; Sandy’s, 7th (91-125), $15; Cahill’s, 8th (72-144), $10; Mel Ryan, 9th (60-152), $10; and B & J., 10th (57-155), $10.

Gill Top Player
Grove Inn’s Bob Gill, competing in the full 54 game schedule for individuals, was the winner of the $100 top prize in the individuals standings. In the 18 weeks he tallied 705 points or slightly better than 15 per game. The $50 second prize in this division went to R. Norman, of Cahill’s. He competed in 39 games and racked up 465 points or just under a 12 per point average. Crystal Tap’s J. Johnson won the $53 third prize, B. Coe, of Lee and Ruth’s, the $30 fourth prize, and B. Sommers won $15, finishing fifth. The following won $10 each, finishing sixth thru tenth: G. Sheehan and M. Wheeler, both of Sheehan’s; J. Rosetti, A. Grueter and R. Dukett, all of Grove Inn.

PUCK PATTER
(Continued from opp. page)

be on hand for the music convention at the Palmer House beginning Monday (6).

Over at Monarch Shuffleboards, all hands are moving double duty to keep up with refinishing orders. Clayton Remerclt says that there is plenty of optimism for increased business during the next couple of months. Monarch’s Detroit office manager, John Moss, was a recent visitor.

Milwaukee:
Carl Hoppel, head man at the Badger Novelties, reports a recent boost in shuffleboard sales. The gain he says, is due to recent formation of league activities in locations. Some alert operators, he reports, are taking the initiative in the formation of these leagues which are beginning to pay off. Badger Novelties also boasts that its parts and supply department is the largest and most completely stocked organization in the State. In charge of this division is Ray Van Toor.

Detroit:
George Hester Jr., heading Co-Operative Sales, is using special location cards similar to point-of-sale (See Puck Patter on page 139).

WEAR TESTED AND PROVED!
SLICK
Shuffleboard Wax
65% Less Abrasive Than Any Other Wax-
CONTAINS NO PLASTIC

PLAYERS everywhere prefer the smooth, uniform, accu-
rate game which they get with Slick Shuffleboard Wax.

OWNERS prefer Slick, too. Its special, quality composi-
tion triples the life of the Shuffleboard top.

For SHORT-TABLE SHUFFLEBOARD — Slick keeps
weights alive and under control on shorter playing surface.

SLICK SAM SAYS: "Watch Out for a Fast Count!"
So-called "waxes" composed of Plastic, are now advertised to produce a "super-fast" type of wax. New generation "waxes" are marketed for an imitation game and hurts players' accuracy. Plastic actually is harder than your regular shuffleboard wax. This new "wax" may throw players completely off balance and the loss of the Shuffleboard top. It scores and puts the surface, the Slick Shuffleboard Wax for the fast, controlled game your regular players prefer.

SLICK SHINE
THE
CO.
207-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes
and Cleaners SINCE 1901

Factory Distributors Rock-Ola SHUFFLE LAKE, SHUFFLE POOL and All Other Games

S A L E
NEW 1950 DELUXE SHUFFLEBOARD
$200

E W I L
NEW MAPLE TOP

New Better Made, Finest Materials.

THE
SLICK SHINE
EXECUTIVE
CO.
$125

NEW ELECTRIC SCOREBOARDS Now $95

Used Shuffleboards, New Tops, $75 Up
LITE-A-PIN Connects Your Shuffleboards
SHUFFLEBOARD Specialists
1114 E. MICHIGAN AVE., CHICAGO 5, ILL.

BARGAINS GALORE!

YOUR CHOICE $89.50

- Dale Guns
- Gliders
- Pro-Scores (2 for $89.50)
- Advance Rolls (3 for $89.50)
- Total Rolls (3 for $89.50)
- Mills Four Balls
- Bubbles
- Mimi 3 for $89.50
- Kilroy

SHUFFLEBOARDS

VALEY
ROCK-OLA
MERCURY
(Masonite)
NATIONWIDE

Shuffle Bowling Conversion Kit
"SUPER-LITE"

Fits all games—including Numbered Pins—
Colorfully Lighted Plastic Pins
per unit

SHUFFLE ALLEYS
Reconditioned—Ready for Installation

WANTED CITATIONS AND LATE 5-BALLS

New Improved
"METRO-BOWL"
For Regulation Shuffleboards — 2 Games at one time—1 to 8 players
—Easy to install.

$147.50 per unit

$30 extra for coin-operated

TERMS: 25% with order, balance C.O.D., F.O.R. Chicago.

PURVEYOR SHUFFLEBOARD CO.
6222-24 No. Western Ave.
Chicago, Ill.

PITCH NEW EARNING POWER
INTO YOUR SHUFFLEBOARDS

SHUFFLE-SHOE

BASED ON THE
AGE-OLD GAME
OF HOSSIES

TRADEMARK

ALL FOR
ONLY

$18.50

OPERATOR’S PRICE

2 OR 4 PLAYERS

HOW IT IS PLAYED

Slide the shoe to pop at end of board, and make a "ring" or get as close to pop as possible.

Use present electric or pad scoring equipment.

Easier than regular shuffleboard and much more exciting!

HOW TO INSTALL

In less than 2 minutes! Drop in hole in each end of board. Push in steel pegs and you’re ready to play. DOES NOT DAMAGE THE BOARD. Pull out pegs and play standard shuffleboard!

Fits any size board!

HOW YOU GET WHAT YOU LOOK

1. Homeowner.
2. Steel Pegs.
3. Steel Circles.
5. "Play Shuffle-Shoe" Cards.
6. 14" Rack, fits end peg for meas-
ing a shoe length from peg.
7. Diagram & Installation Instructions

ONLY $18.50 OPERATORS’ PRICE

SHUFFLE-SHOE COMPANY
NATIONAL DISTRIBUTORS
526 MANSFIELD
Kalamazoo 2, Mich.
Quantity Discount To Distributors
New York:
Lou Forman, president of the just-formed New York Coin Machine Institute, circulated a letter among local operators last week urging them to join the new group. While the association is made up of manufacturer and dealer members, the main emphasis for the time being is a campaign to interest the warehousemen, facturers and distributor signees will form a separate segment of the new group.

A few weeks ago, the Shell Oil Company purchased two shuttle-type bowling alleys from the state, will convert into quick-play, audience-participation games. They were to be used as an attraction to an industrial display. First shown at a meeting here last week for Shell sales reps, the games will be featured at the firm's booth at the Southwest Show in Memphis next week.

Sal Troll, of Elkay Music and secretary of the Automatic Music Players Association, was hospitalized last week. He will undergo a minor operation for a phlegmon opop medical care last week was Irving Bolder, of Snyder Automatic Music, Charles Bernoff, of Regal Music, has returned from a physical examination.

Jack Sennel, vice-commissioner, has joined Dave Lowry in a new amusement game route. They are adding new operators to the route, and have already taken over the Kaas, of Automatic Stores, Newark, N. J., is glad he carries comprehensive insurance. Three of his route trucks crashed up last week while making deliveries. Kaas operates drink machines, coffee, cigarette and candy equipment.

Walter Bahn has purchased the phlegmon opop equipment of the Burbank, Calif., route, and will operate it under his own name. Nat Goros, head of Commercial Amusement Service, has taken new offices at 2946 Webster Avenue in the Bronx, ... Ray Knoss has moved into the new home he acquired in River Edge, N. J. Knoss operates the Lincoln Music Company.

The Cigarette Merchandisers' Association (CMA) probably will not hold a banquet this year, according to sources close to the affairs, though an event had been an annual event that kept the CMA on top of cigarette sales in the area. It is attended by operators, equipment manufacturers and suppliers. Another change in CMA policies is the phantom of the CMA's annual spring outing, usually held at a resort on a cruise out of Southern Waters. Marty Forbes, CMA topper, is vacationing in Florida.

The delegation of ops from this area who will attend the Music Operators of America convention in Chicago include Al (Senator) Bodkin, of Forget Hills Automatic, and Joe Conlin, of Automatic Music Equipment. Some had to cancel plans to attend (See New York on page 134)

**Vital Statistics**

**Deaths**

Levinia Clerst, widow of John Clerst, president and general sales manager of the Clerst Company prior to his death June 8, 1940, in Chicago February 20. Imogene H. Clark of New York was president and general manager of Capchef, Inc., Fort Wayne.

Fred W. Gigax, 33, Saturday (25) following a four-month illness, was president and general manager of the Coin Machine Company. (See Indianapolis on page 134)

**Al Calderon**, Rock-Ola distributor for Indiana, and his family are en joying a vacation at the Grand Hotel in Mackinac Friday night. They left Friday night for the complete line of auxiliary products manufactured by Rock-Ola.

Irving Schwartz, head of Midland Music Distributors, Inc., Detroit, is one of the big shots en joying Northern Indiana during the week, despite 14 inches of snow that fell there Thursday and Saturday. Temperatures in the 30's are enough to make the tour bus drivers in the snow-covered Northern Indiana towns.

Harley Brost, of Saleson, C. H. Brost, and Lodag's Russell Pennington, Pennington Music Machine Company, have traveled to Detroit, and have offered to sell all their equipment.

Frank R. Allen, president of the Con nection Company, has been offered a new position with the CMA.

**Bridgeport, Conn.**

The Bridgeport Vending Company at 44 Water Avenue here was the scene of an attempted robbery which resulted in the gained entrance by cutting a hole in the roof. An attempt was made by the burglars to open the office safe or any of the vending machines, they were spied by a passing motorist who built a wall around and at revolver point, all resistance was given up. This week is president of the United Cigarette Vending Company, and Samuel Kramer, vice-president.
Twin Cities:

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, is converting his home at a street through the back to a parlor so that the three small beds he has in the rooms can be removed. He plans to open a new store within a week with a new location on north 9th street.

L. Leob and Claude Sharpenstein Jr., Yuma, Ariz., coin operators who furnished the plane used in the U-boat chase and who are now helping promote a miniature plane exhibit have their A & A Amusement Company sticker on the baby plane just as it appears on the other planes now touring the country.

Sam Swope was in town last week doing some new games. Ditto for Ralph Kroese, who operates in suburban Paramount.

Los Angeles:

L. Leob and Claude Sharpenstein Jr., Yuma, Ariz., coin operators who furnished the plane used in the U-boat chase and who are now helping promote a miniature plane exhibit have their A & A Amusement Company sticker on the baby plane just as it appears on the other planes now touring the country.

Washington:

Jean Cunningham, daughter of Robert Cunningham, of Service Music Corporation, who are honeymooning in New York. ... Some local operators who attended the general superintendent's meeting in Baltimore recently were John H. Phillips, Evan Griffla and Fred Leiberman. They all reported that the machine as well as the price list were generally well received.

G. Roy Byington, of Triangle Sales, reports the Shuffle-Bowler is doing well in Prince Georges County.

While visiting his family in the South during the past week, Sam Sicking, of Sicking's Novelty Company, St. Louis, Mo., has been joined here by Al Sicking and his wife. They will be in town for a couple of weeks before returning to St. Louis, Mo., where they maintain their business interests.

Joe Bessler, of the Famous Amusement Company, Madison, Wis., returned from an extended trip to the South, where he spent several weeks visiting his retail outlets. He reports that the South is doing very well in terms of new machine sales, and that his company is continuing to increase its efforts in that area.

San Diego operators have picked up new games, and many of the machine operators in the area are reporting that business is improving.

The new novelty machines being introduced by the new company are proving to be very popular, and many operators are eager to get their hands on them. The company has also begun offering a new line of games, which are proving to be very popular with customers.

The company has also begun offering a new line of games, which are proving to be very popular with customers. The games are designed to be used in combination with the existing line of machines, and they are expected to be very popular with customers.

One of the new games is a novel and unique bowling game that is proving to be very popular with customers. The game is played in a bowling alley, and the objective is to score the highest number of strikes possible. The game is designed to be played by two or more players, and it is proving to be very popular with customers.

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RECORD REVIEWS

(Continued from page 116)

ARTIST
WINI BROWN

LABEL AND NO.
National 9302

TUNES
BLUES & RHYTHM

COMMENT
48–44–46–50

His Melody Blues

This Sun’s Gotta Shine Again

Miss Brown again is the victim of went material and is not able to overcome the handicap.

MOKEY HOGG

Modern 20–738

Everybody’s Gotta Racket

Rescue blues delivered scholarly in the best tradi-

WURLITZER PHONOGRAPHS

Also makes your choice of quality and mark of

WURLITZER PHONOGRAPHS

SPECIALIZING IN EXPORT TRADE

ARTIST
CENE PHILLIPS-

LABEL AND NO.
Jack McVea

TUNES
MODERN 727

COMMENT
82–82–80–83

Slippin’ and Slidin’

Phillips reminds us of Louis Jordan in his delivery of a fast blues set, capturing a potent guttural.

ROY HAWKINS ORK

Modern 20–726

Why Do Things Happen to Me?

Hawkins has an effectual delivery in a style which recalls Charles Brown with his brother in speed.

ROYAL HAWK

Feeling-saloon rhythm instrumental makes a pleasing impression.

CAY CROUSE

Victor (102) 90–5096

It Ain’t Gonna Be That Way

Cay down a line which shows exactly where the little idea was out to fail. Fair enough who helps the listener.

SLOWWAL DOW

Weak promise for a nearly bluey blues lacks the fire from a good second-rate Louis Jordan-type perform-

JOHN LEE HOOKER

Toumat 30

Let Your Daddy Ride

Deep South rhythm blues on Hooker’s rocking guitar rhythm guitar rhythms and his feathery light-tale blues

CECIL PAYNE ORK

Decca 45179

The Worst Is Yet To Come

Blues style done up in the Jordan way with the guttural

T. J. FOWLER ORK

Toumat 28

Midnight Clappers, Parts I & II

This is a highly effective presentation instrumentally of the blues with a basic bottom钢琴 pattern borrowed from “Blues of Brazil” and an excellent line

JIMMY McCracklin

Modern 20–738

Desiring Blues

Debby McCracklin’s voice does a raw blues in cord but ef-

HADDA BROOKS TRIO

Modern 20–738

Polynesian Boogie

Polynesian specialist Brooks breaks out a typical slick

EDDY DUCHIN ORK

(Tommy Manzer)

As We Are Today

Merger does his best to sell the lyrics but the over-

SCOTTISH KING

Aldrin 5036

Misty Blues

King worships a slow blues with smooth moral backing,

CALVIN BOXE

Aldrin 5036

Waiting and Drinking

Seems to be quite jazzy while waiting for his break.

EARL BOSTIC ORK

King 4348

No Name Blues

Star, great swing blues instrumental, featuring leader’s horn-break, still also followed by short tenor

PAUL WILLIAMS & HIS HUCKLE-BUCKERS

Bunny 234

What’s Happening

Screwing northern swing blues swing to a swing.

March 11, 1950

The Billboard

IN STOCK READY FOR IMMEDIATE DELIVERY

CHAMPIONS, CITATIONS, PHOTO FINISHES, GOLD CUPS, JOCKEY SPECIALS.

SPECIAL ENTRY, VICTORY SPECIALS READY TO GO.

Write, wire or phone

AMUSEMENT SALES CORP. OF GA.

224-6 WEST CONGRESS STREET

TELEPHONE: 4-6641, 4-6642

SAVANNAH, GEORGIA

OPERATORS, THIS IS IT

Be sure to call the Billboard in your territory. Williams Big Bear Tournament can be used as a key point to get the ball rolling. Pickleball or Archery Equipment. Baskets can now be ordered at cost. Williams is always in a hurry to be on hand, balance C.O.D.

WILLIAMS DISTRIBUTING CO.

WILLIAMS DISTRIBUTING CO.

FT. WALTON, FLA.
Opportunity

WURLITZER 616

Fully repainted. Perfect condition. Ready for location. $79.50 (Crate)

WURLITZER 600K

Fully repainted. Perfect condition. Ready for location. $109.50 (Crate)

MILLS THRONE

Fully repainted. Perfect condition. Ready for location. $99.50 (Crate)

SEND FOR OUR COMPLETE LIST OF RECONDITIONED PHOTOS AND GAMES

DAVID ROSEN

625 N. BROAD STREET PHILADELPHIA, 23, PA

Phone: Stevens 3-2903

SOLD AT RETAIL ALL

The Billboard, Coin Machines 125

Record Reviews

ARTIST TUNES

VOCALAIRES

Session 127

The Preacher and the Bear

72...70...70...75

Swing Low, Sweet Chariot

67...67...64...70

ZEKE TURNER ORK

Regent 275

Country & Western

76...75...75...78

ZEKE'S Boogie

77...77...75...80

HOMER & JETHRO-JUNE CARTER

RCA Victor 21-616

RHYTHM & BLUES

74...74...74...74

COUNTRY & WESTERN

75...75...75...77

Amusement March

75...75...75...77

Send Me (Beg Me) to Africa

75...75...75...77

AMERICAN MUSIC

72...72...72...75

Fuller Soldering Irons

75...75...75...77

Barnyard Shuffle

75...75...75...77

RED PLEASANT

Southern Sirens

75...75...75...77

ERNIE LEE & HIS SOUTHERNERS

RCA Victor 21-616

75...75...75...77

STUART HAMBLIN

Columbia 19324

75...75...75...77

ANN JONES & SMOKY ROGERS

Columbia 124

76...76...76...75

Dale's Fine

74...74...74...74

CHAPUSSEY & DAMIRON

Session 823

LATIN AMERICAN

77...77...78...80

El Conquero (Mexican Mambo)

79...79...82...76

Mi Guelaguetza (bolero)

79...79...78...78

Inquerito

81...82...80...80

Chiquita Baca

79...79...78...78

Driving rhythm section and the brilliance of Alberto Solanas' from trumpet to a calming and enveloping tone on the "Chiquita Baca" commercial release.

Strange Melody

80...81...80...79

EL CRINGO'S BRAZILIANS

SGO 1924

The Color of Her Hair

78...79...77...77

El Conquero (Mexican Mambo)

78...79...75...80

80...79...75...80

EL CRINGO'S BRAZILIANS

SGO 1924

Wedding Samba

68...69...66...69

Instruments playing the current novelty pop hit is designed for the Latin-style players. As such it's okay.

Lost Love

80...83...79...79

CHUY REVES

Columbia 854

An exotic, almost erotic exotic which sets the tone and creates an exotic atmosphere as well.

BOBBY CAPO

Session 7007

Me Manten De Mato Ye (guaracha)

83...83...83...83

Me Manten De Mato Ye (guaracha)

83...83...83...83

Ma Manten De Mato Ye (guaracha)

83...83...83...83

(Continued on page 128)
**Dale Gun Operators**

**Advance Record Releases**

(continued from page 49)

**Religious**

Preacher, Johnson (When Shall) Dec. 45/44

Cradle of the Nation

(spurred by Rich Coral 65527)

Don't know what I'll do

The Sworn Stone Jesus (What A Spectacle)

God's Mighty Hand

from The Heart of the West (Arc 1936)

My heart is True That's Why My Heart

is So Strong (Coral Gospel Group C-058)

New HOLY 93

Mary Johnson Davis Gospel Choir Of Holy Artistic

I went West Window

For, H. Smith's (My Great) Arc 325

If You're Never Lame to Pray

The Statuesque Quartet (land Where Haupt) (4/35-43720)

'Cause I'm God's Child

The St. Paul Church Choir Of Los Angeles (You'll Ever Be Remembered)

Heart Like a Halo

Big Thunder (Bread Over Coral 65578)

Life, I Will Do

M. Jackson (3-1-39) 351

Lead Me By The Waters Flow

The Sixteen Quartet (Uf We Ever Do) (4/31-43720)

Make More Room

Out Of The Depth

Olive, H. Davis\' Piano Quartet 559

The Son Of The King

Popular Revival Gospel Song Of Little Angeles (Our"r Country"

Where You'll Be

F. C. Davis, Velvel (The Lord Is) 4104

Yield Not To Temptation

The Sons Of The Church Choir Of Los Angeles (In God's Eye God Will

HOT JAZZ

Body and Soul

Earl Hines (Ear) Savoy 708

I'm a ((For Ever)) Savoy 372

Louise (Ear) Savage (Ear) Savoy 372

E. Garner (Paris and L. Sime) (4135-4171)

Maxine Sullivan (Jazz Album) - H. D'Antoni (Ear) Savoy 372

MGM

Sue Perpling... 4135-4174

I'll Be True To You... 4135-4174

I (When I'm Good) You... 4135-4174

Lower Gone Back To Me... 4135-4174

Poor Butterfly... 4135-4174

You're The Cream In My Coffee... 4135-4174

Reminiscing

J. Harrison-E. Garner (September I) Mer 5797

Statue A Statue In The Rain

E. Garner-J. Harrison (Mercury) Mer 5797

Energizer (Ear) Savoy 372

Latin-American

A. La Limited

Casa De Tito B92697-V6135-750

G. Kail-Herman X182697-V6135-750

Kerr-Young Co.

B. Kail-Herman X182697-V6135-750

C. B. Wadsworth

E. Moore-P. Rinaldo (El Chol) Y 23-1518

Aventura Mengio

A. Ross (Camara) Y 23-1528

B. Ross-M. Rinaldo (El Chol) Y 23-1518

C. De Rose (Camara) Y 23-1518

Sivert (Ernesto Y) 23-1518

Dulces

B. Ross-M. Rinaldo (El Chol) Y 23-1528

Galea

J. Escobar

S. Paredes (Camara) Y 23-1518

Latina A La Limited

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S. Paredes (Camara) Y 23-1518

Latina A La Limited

A. La Limited C92697-V6135-750

G. Kail-Herman X182697-V6135-750

Kerr-Young Co.
New De Luxe & Universal

REYNOLDS-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 ideal for your home.

Write for Name of Nearest Distributor.

ORDER YOURS TODAY!

CHICAGO METAL MFG. COMPANY
3724 SOUTH ROCKWELL
Chicago, Illinois
Tel.: Lafayette 3-5754

COIN MACHINES

$ $ SAVE with COVEN $ $

BALLY BOWLER
$249.50

GOLD COP
$150.00

INCLINEABLE-U-PIN Conversion

SPECIAL ENTRY
$89.50

VICTORY DURY
$39.50

PIN GAMES

Black Gold
$119.95

Trade Winds
$62.50

Arkham
$29.75

Wallaby
$50.00

Marmot
$50.00

Merry Widow
$45.00

Ski-Ball
$44.00

Daring
$44.00

Casanova
$42.50

All-Ball
$42.50

Alexis
$42.50

Ch Chi-Chi
$42.50

Dancing Queen
$42.50

Satin Lure
$42.50

Garden Manor
$42.50

Circus
$42.50

Starlight
$42.50

Nite Life
$42.50

Gallopin' Gaily
$42.50

Pepper
$42.50

Spinning Wheel
$40.00

Spinnaker
$40.00

Tall Timbers
$40.00

Diamond Pal
$40.00

Pony
$40.00

Bally Bells
$40.00

Pineapple
$40.00

Yankee
$40.00

Lego
$40.00

Joker
$40.00

Bally Bells
$40.00

Maelstrom
$40.00

Punch Line
$40.00

Bell
$40.00

Cupid
$40.00

Cupid
$40.00

Flipover
$39.50

Swept Away
$39.50

Ginger
$39.50

Flipper
$39.50

Dandy
$39.50

Flipper
$39.50

Intruder
$39.50

Jailhouse
$39.50

Nifty
$39.50

Lasso
$39.50

Sleeping Beauty
$39.50

Spade
$39.50

Spade
$39.50

Lucky Strike
$39.50

Sandman
$39.50

Plimpton's Plume
$39.50

Spark Plug
$39.50

Jolly Rogers
$39.50

Kleiber's Smoke
$39.50

Jolly Rogers
$39.50

Cigarette
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Jolly Rogers
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Cigarette
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Cigarette
**Milw. Shuffle Game League**

**February Meet Draws 5,600**

(Continued from page 195)

vision of three judges chosen by the players, location owner and one representative of the amusement association.

Official Okay

No simple task, the tourney was the result of many hours of work and planning. Proceeding cautiously. Beck first presented his plan to the local authorities. When he received an affirmative okay in writing, he was aware into action.

Organizer Association

Maid was organizing the Amusement Alley Association, the organization which officially sponsors the tournament, with himself at the head. Location owners were then told of the idea in participating in the tournament by Joe and his sales staff. Convincing them was tough at first, especially when they were told that the spots must guarantee Mitchell Novelties a week's work for every Shuffle Alley machine installed. Many also doubted that the $1,000 prize money would be forthcoming.

Promotion was an important factor. Even so, there was spent for printing entry blanks and rules sheets, streamers, cards and trailers. Beck did not an original entry blank which he had copyrighted. He spent hours interviewing local dealers, managers, editors, and printers for their ideas and experimentative efforts in using makeups in the legal agreements. Newspapers and radio publicity was purposely made sure it was felt that the games were really successful.

Upper Bit

Was it all right with the tavern keepers? "The tavern keepers are very happy about it," Beck said. "If upper best, it is an increased and can be strong and increased machine play. We spot checked locations every night to see if players were actually participating as fully as they are in other sports at the eliminators. 25 out of 32 registered players showed up. At another 25 out of 56 aperture, I believe that the turnouts showed genuine interest and that this type competition will definitely define off the upper lot.

Another associated feature of the upper season was the smoothness of the play involved. Each game takes only about 3 minutes, so the location owners can usually run off their entire schedule in one or two evenings. Spots were queried when the contest was in its planning stages as to which nights they preferred for tournament activity. Most of them suggested second evening, Tuesday and Thursday—so these nights became tournament nights.

As results came in, totals were noticed to be apparent at the locations where they had played their high games. Some games to pick up prize money. Printed lists of all winners were posted prominently at all locations to stimulate interest in the March competitions, which promise to be even a bigger success than the initial tournament in February.

D. C. ARCADES

(Continued from page 193)

short. Negotiations are now underway for a turn around over a good house, the Strand, for play. Theoretical seating capacity of the two theaters is around 5,000. If Washington's stage-staged popular plays can turn a profit, a portion of the crowds can be counted upon to make the move into the theaters. They are the only replaceable looking places on the block. Taverns, saloons, gaming rooms, and foot-runs move up the list of the street.

North Street avenues, two are top-of-the-line, bril lantly lighted and well attended. No players are just passed by, with the final two on the smaller side.

BRENNAJN JOINS

(Continued from page 195)

General Vending will mark its 25th anniversary this year as one of the oldest and largest coin-operated vending machine organizations. The business was organized in 1925 by Harry J. Brennan, George Goldman in 1925 as a scale and such vending machine operation. The company put out our first pinball games in Baltimore.

Brennan had his own operation in Millisville from 1933 to 1940 when he joined Hoffman and Goldman to start the Coin Alley vending machine company. The firm built its own 15,000 square foot building. It operated Rock-Ola, Gottlieb, Williams, Jennings, Universal and other combinations in Maryland, Virginia, Alabama and the District of Columbia.

Brennan is one of the organizers and charter members of the National Coin Machine Distributors Association and has served the association continuously as its national secretary.

**Trade Groups Take Part in CMI Show**

(Continued from page 195)

they intend to display coin machine equipment at the show. One of the first groups to announce its presence at the CMI show was the National Association of Automatic Phonograph Owners of the Republic of Mexico. This organization included CMI officials: "Our association will be officially represented at the CMI show by our president, David L. Romero," in his Rock-Ola of Mexico, a..."
America is a nation of clubs. America's strongest link to patriotism is clubs such as the American Legion, Veterans of Foreign Wars, Amvets, Elks, Eagles, Moose, etc. The only "ism" existing in their clubrooms is Americanism. Bell machines have been an American tradition in clubs since 1889.

Over 10,000 clubs in the United States, fraternal, patriotic and civic type, use Mills Bells to defray the demands made upon them by local charitable institutions. Orphanages, hospitals, cancer clinics, blind institutions and crippled children's wards are the heavy beneficiaries to the profits derived from the Bells which are in operation in these clubs. Many of these clubs would not be in existence today if it were not for the revenue they receive from Mills Bells.

Our service organizations in this country, as well as in occupied zones, are also deriving great benefits from Mills Bell revenue. Many maintain their entire social and athletic expenses from their Mills Bell profits as well as enjoy the much needed fun and relaxation that these Bells bring into their recreation centers so far from home.

Clubs need Bells to maintain a steady revenue; their members favor and enjoy them in their clubrooms. Bells are definitely the biggest single, as well as most constant, contributor to worthy causes in the communities where they operate. They channel more monies into local charity drives than any other single unit in the United States, whether that unit be human or manufactured. We are proud of the Mills Bell and the job it is doing in the clubs of America!

Bell-O-Matic Corporation

World's Exclusive Distributor: Mills Bell Products, 4100 Fullerton Avenue, Chicago 39, Illinois
MANFDMEN YOU KNOW

**Washington**
(Continued from page 123)

of the reasons for its popularity, ac-

The Greatest

Washington, D.C., April 11, 1950

Shuffle Bodger

Order Today!

Runyon Sales Company

**COIN MACHINES**

**INC.**

The Billboard

**ROYAL DELUXE SHUFFLE PINS**

is the only complete unit adaptable for

132

New York 16, N. Y.

Newark & N. J.

Trenton, N. J.

Bigelow 3-4777

Trenton 5-6593

209 TENTH AVE.

132 W. KUNST ST.

354 S. WARREN ST.

123

Northwestern Illinois

Universal

Bally

SHUFFLE TYPE GAMES

NORWING!

NO SOLDERING!

JUST PLUG IN!

No Exposed Wiring

Exclusive Distributors Available

WRITE, WIRE OR PHONE

ROYAL PRODUCTS, INC.

ROY BAZELON

MANUFACTURERS

AL SEBRING

928 W. IRVING PL.

CHICAGO 12, ILLINOIS

PHONE: GRACELAND 7-2676

NOW DELIVERING

in

NEW YORK AND NEW JERSEY

Bally's New

SPEED BOWLER

The Greatest

Shuffle Bowler

Of Them All

Order Today!

Runyon Sales Company

209 TENTH AVE.

132 W. KUNST ST.

354 S. WARREN ST.

New York 16, N. Y.

Newark & N. J.

Trenton, N. J.

Bigelow 3-4777

Trenton 5-6593

132

Coin Machines

The Billboard

March 11, 1950

man finds the Kenny cigarette machine more in demand than ever before, with calls for it coming in from all parts of the country. Sales recently have increased from 19 to 35 per cent. Brickman says this is partly the result of the matches' increased popularity. According to Brickman, some companies are considering using the matches as a promotional device.

Jack Wolf, of the Fun Arcade, reports that Simon George is running very smoothly after a long siege of illness. George's friends and family are glad to see him back and working as usual.

Los Angeles:
(Continued from page 123)

The next session of the State meeting of operators to be held sometime in May in Milwaukee.

Gordon Hollick of the Williams Manufacturing Company, plans out for Chicago after a Coast business trip. Hollick's first stop is in San Francisco, then he will head for Los Angeles, where he will attend the Trojan Novelty Company, was making the rounds and the new equipment is expected to be seen in the coming weeks.

Harry Schwartz, of Schwartz Bros., distributor of juice box rec

orders, reports that more Washington nickels are sliding down the chute for "God's Country," and "Call of the Wild Goose" than any other rec

orders. Both are Mercury releases.

Washington's recent spell of cold and rainy weather didn't find much favor with local coin men. For instance, R. A. Brodesser, president of Automatic Fountains, Inc., says that cold windy blasts do not exactly stimulate thirst. Brodesser's firm supplies anhechedonated beverages.

Rainer, salesman manager of the Coin Motor Washington Company, Silver Spring, Md., also is unhappy about the weather. Rainer's firm puts Westminster coin washing machines in the basements of new apartment developments and, when it rains, sales fall, construction on new housing comes to a standstill. With the wetness of spring, he's hopeful that construction will spurt ahead and provide new opportunities for coin washing machine business.

Paul Robertson, Meter Wash Company, Hyattsville, Md., agrees that the bad weather has cut into the distribution of coin washing machines although perhaps not as significantly as some other companies have felt it. Robertson's firm distributes Bendix as well as Westminster machines.

One coinman in this part of the country who isn't bothered too much by the weather or seasons is Harry H. Hoke, of Hoke's Novelty Machines. Says Hoke, it's a two-way proposition as far as the average coin amusement machine is concerned. In the summer, Hoke points out, he's got machines at the beach resorts. As far as the city trade is concerned, Hoke says it doesn't matter much what the temperature is outside. If business is up on the upswing, it will be up on the upswing regardless of what the weatherman says.

Competition in the cigarette vending machine field is getting keener than ever, but Kenny's is moving ahead. That's the report of Walter E. Brickman, president of the Leader Distributing Company, Silver Spring, Md. Brickman says the Kenny machine is more in demand than ever before, with calls for it coming in from all parts of the country. Sales recently have increased from 19 to 35 per cent. Brickman says this is partly the result of the machines' increased popularity. According to Brickman, some companies are considering using the machines as a promotional device.
BREAKING ALL PRODUCTION RECORDS!

Chicago Coin's BOWLING ALLEY

NOW IN ITS 19th WEEK

NOVEMBER
DECEMBER
JANUARY
FEBRUARY
And Still Going Stronger than Ever!

IT HAS BEEN THE "CASH BOX" ANSWER TO AN OPERATOR'S DREAM

PLUS THESE EXTRA FEATURES

- CORK LINED RAILS for Bank Shots and Silent Play
- PICK UP SPLITS for added "REAL BOWLING" thrills

AT NO EXTRA COST

Chicago Coin Machine Co.
1725 Diversey Blvd. Chicago 14, Ill.

MADISON, Wis., March 4—Madison city council has passed new ili- ments on scenic covers, including eleven shuffleboard machines, Hall Fred- dryckson, of Blackhawk Distributing, represented the industry during the hearings. The new tax schedule calls for a $15.00 charge for each machine. Each amusement game rate $15 and $10.00 per unit. The old tax on all former games was run up to $25.00 and was not retired on shuffleboards until the recent action.

Locations owning and operating shuffleboards have to pay coin machine operators and are exempt from the tax.

Mrs. John Christ Dies

CHICAGO, March 4 — Lavinia Christ, widow of John Christ who, before his sudden death June 8, 1948, was executive vice-president and general sales manager of Exhibit Supply Company, died here Tuesday (30). Services will be held Tuesday (30) and interment was in Newport, Ky.

Bally SPEED BOWLER
The Ultimate in Shuffle Bowling Games

We Guarantee SPEED BOWLER to out-earn any competitive bowling game!

*Has every desirable feature that can be built into a Shuffle Bowling Game.

LIBERAL FINANCING

Exclusive Distributors

Wisconsin, Indiana and Northern Illinois

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness
Indie Pubber Leads Fight On Music Trade Barrier

(Continued from page 12)

A complaint filed by 16 indie pubbers, led by Morris, Cahn, and Orenstein, charges that film companies have lost $540,000, more than 100 times the income they would have earned from independent pubbers.

Film Music Control

According to the complaint, 60 per cent of the music used in films is owned by the "captive" pubbers. The remaining 40 per cent is owned by the ASCAP, the primary source for music used in films. The complaint states that the ASCAP, through its licensing agreements with film companies, has forced them to pay high licensing fees, which have resulted in a decrease in the profitability of the film industry.

When Order Reaches Court, What Then?

Obstacles Galore

(Continued from page 16)

The rebellious young songwriters are another story. The 60-20-20 plan, which split the pie 60 per cent for the film, 20 per cent for ASCAP, and 20 per cent for pubbers, was rejected. The film companies have been forced to pay higher licensing fees as a result.

What Power Turks?

Whether the rebels can change the existing classification plan remains to be seen. They have been given credit in some quarters for having stopped the Meyer plan, but the Department of Justice is reportedly satisfied with the new plan, with Federal Court the next stop.
Turning Back the Clock

15 Years Ago This Week

CHICAGO, March 2—Five factories at the Chicago Coin machines that were used during the 1955 Coin Machine Convention to form a musical instrument exhibit of the National Association of Coin-Operated Machine Manufacturers. The factory manager of the E. & P. Seeburg Corporation, was elected chairman of the new division.

It was reported that the music division would operate along the same lines as the skill games division of the association. Lending impetus to the new move was the anticipated comeback of coin phonographs stages during the exposition. April.

A show to set up during the coin convention was the National Association for Sportland Owners. The firm set out to establish itself in the world, the formation was done by representatives of the Amusement Men's Association, Inc., of New York.

One of the accomplishments hoped for was to enable manufacturers to design games better suited to Sportland, Inc. Most current (1949) games were declared to need major changes before they could be used in operation in a Sportland.

Little Nut Vendor Company, Lancaster, Pa., was putting on sale a new Salesmen. The firm set out to establish itself in the world, the formation was done by representatives of the Amusement Men's Association, Inc., of New York.

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CLEARANCE SALE!

GUARANTEED FACTORY REBUILT
5c, 10c, 25c

AUTOMATIC JACKPOTS
OR
GUARANTEED JACKPOTS
WITH TOKEN PAYOUT and METER

LOOK LIKE NEW!
OPERATE LIKE NEW!

$95.00 to $150.00
MONEY BACK GUARANTEE

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST.
CHICAGO 24, ILL.

CLEARANCE SALE ON USED PHONOGRAPH CARDS
ALL EQUIPMENT COMPLETEELY RECONDITIONED
IN ALL EXCELLENT SHAPE

46M Seeburg $279.50
WAL56 Nickel, Dime and Quarter
47M Seeburg $359.50
Wireless Seeburg Va'I-o-Matic
48M Seeburg $459.50
1015 Wurlitzer
(Can not be told from new)
W156 5c Wireless Seeburg
1100 Wurlitzer
Wall-o-Matic, Ex. $265.00
1422 Rock-Ola
Wall-o-Matt, Ex. $285.00
1426 Rock-Ola
Also a large assortment of prewar Seeburgs, Wurlitzers and Rock-Olas of extremely low prices. Write for complete lists.

EXCLUSIVE SEEBURG, WILLIAMS & GOTTIEB DISTRIBUTORS
Remember
IN NEW ENGLAND
IT'S TRIMOUNT

TRIMOUNT
40 WALTHAM STREET
BOSTON 10, MASS.
Tel. Murray 3-5490

"SHUFFLE ALLEY" CONVERSION
NO WIRING NECESSARY
INSTAL ON LOCATION IN 3 MINUTES!
ALREADY WIRED "JUST PLUG IT IN" A SENSATIONAL MONEY MAKER
GIVES PLAYERS REAL PINS TO AIM AT

$19.50
1/2 DEPOSIT WITH ORDER

PHILADELPHIA COIN MACHINE EXCHANGE
344 N. BROAD STREET
PHILADELPHIA 30, PA.

SHUFFLEBOARD
WAX
2 OZ. CANS
6 OZ. CANS
12 OZ. CANS
12 GR. CANS
24 GR. CANS
40 GR. CANS

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!

PUCKS 9c
100 Sets
50 Sets
25 Sets
10 Sets
Less Than 10

MUNIVES
SHUFFLEBOARD
613 10th AVE., NEW YORK, N. Y.
HEADQUARTERS
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WHEELS
28c
23c
22c
21c
20c
19c

COIN MACHINES
137

MILLS' NEW VEST POCKET BELL
MILLS' NEW QT
"21" BELLS
BLUE BELL
BLACK BEAUTY
BONUS BELL
TOKEN BELL

GUARANTEED RECONDITIONED MACHINES
5-BALL FREE PLAY GAMES

BALLY DRAW BELL, 5c
BALLY RESERVE BELL, 5c
BRAND NEW ROCK-OLA BELL, 5c
WORKING "MINT" BELL, 5c
COIN INSTAINED 5¢
"10¢, "5¢, "5¢, "5¢, "5¢

GOTTLIEB 5¢
JACKPOTS
25¢/A.
GR.

"Pony-Play", "Jockey Club"
"Lucky Strike"
"Gumball"
"Trophy"
"Shot-Maker"
"Oldtimer"
"Overboard"

SHUFFLE & MITE
"THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME"
It's New! Amazing! America's No. 1 Money Maker!

SHUFFLE & MITE Eliminates Supervision on Part of Location and Assures "Paid Play" at All Times

See Your Distributor or Write Direct!

COIN RADIOS
Buy Direct From the Manufacturer and Save!
Steel Cabinet—Modern Design—Coin Selector—$59.00 list P.O.O. factory.

RADIO & TELEVISION CO.
500 WEST 82ND ST.
DEPT. 9
NEW YORK CITY

THE BILLBOARD
NEW
SENSEINAL
GIVE 'EM ACTUAL BOWLING WITH KEENEY'S
"TEN PINS"
PLAYER ACTUALLY BOWLS BALL AT TEN PINS!
Hook Shots — Straight Shots
STRIKES • DOUBLES
TURKEYS • SPARES
SPITTS • RAILROADS

and PINS RE-SET AUTOMATICALLY!

SIZE:
3 Ft. Long
2 Ft. Wide

THIS IS IT! Nothing left to the imagi-
nation. A real bowling alley with 10 genuine
plastic pins. Player bowls ball for every type
Get Keeney's TEN PINS today!

J.H. Keeney & CO. INC.
2600 W. FIFTIETH STREET
CHICAGO 32, ILLINOIS
CLEAR VIEW ACTION ALL THE WAY WITH

LITE-A-PIN

* Base and Bowling Pins Illuminated

FIRST TIME SHOWN ANYWHERE

JUST PLUG IN—NO SOLDERING!

It takes only a few minutes on location for operator or mechanic to install "LITE-A-PIN" unit on your shuffle game. No soldering—just plug in to light box.

THE MIGHTIEST
MACHINES

M & T SALES CO. Manufacturers
2845 W. FULLERTON AVE.

THE WORLD'S GREATEST COUNTER GAMES

"MARVEL" and "AM. EAGLE"
Both "Marvel" and "American Eagle" come fully equipped with Token-Operated and are available in two models: 1) Non-Op-Oper-
ated (Tax Free) 15 or 20 Play and, 2) Coin Operated 15 or 50 Play.

"BUDDY"
Features Cigarette or Fruit Reels. Comes fully equipped with Two Cash Boxes (one for location, one for operators) Plus Coin Dividends. Can be had in 15 or 54 or 10 Play.

"CLUB" and "ACE"
"Ace" features Poker Reels and is priced Low. "Club" features other cigarettes or fruit reels. Mightiest miler in the money-

WE STOCK PARTS FOR ALL DAVAL GAMES

WE CONVET

COMET INDUSTRIES, INC.
2845 FULLERTON AVE., CHICAGO 47, ILL.
(Tel.): DICKENS 2-2424)

WICO HAS THE NEW M AND T ALL PLASTIC LITE-A-PIN

SENSATIONAL STIMULATOR THAT BOOSTS SHUFFLE GAME EARNINGS

ORDER NOW FOR IMMEDIATE DELIVERY

WICO CORP.
2913 N. Pulaski Rd.
Chicago, Illinois

GIVE TO THE RUNYON CANCER FUND

TRAVEL
Manufactured by American and Rock-Ola Shuffle-Board Industries, Inc. (operated by WICO) and Allied Coin Machine Company. Distributors: Distributors: Distributors, Chicago, etc. or will sell at any reasonable price.

CONTINENTAL SERVICE & EQUIPMENT CO.
3300 Holbrook Ave. • Telephone Trinity 3-5000 • Detroit 12, Mich.
**EVANS' COALTOWN**

Greatest Free Play Console Ever Built!

Especially Adaptable for Free Play Territory!

**EARN'S**

TIMES AS MUCH AS ORDINARY GAMES—BY ACTUAL TEST—WITH FEATURES LIKE THESE!

☆ GUARANTEED ODDS OF 24 FOR 1 on the first 4 coins played with additional possibility of higher odds.

☆ ODDS "IMPROVER"!

☆ 400-REPLAY HIGH SCORE!

☆ EXTRA ENTRIES—up to 6 entries each round!

☆ FAST CONSOLE PLAY! FLASHING LIGHT ACTION!

5c, 10c OR 25c PLAY. SINGLE COIN ENTRY. LUXURY CABINET.

Don't take less! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and wishes to improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play is at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT. ALSO AVAILABLE IN FREE PLAY CONVEMIBL OR STRAIGHT CASH PAYOUT MODELS.

DISTRIBUTORS: Distributors available in some Free Play Territories.

H. C. EVANS & CO. 1518 W. Adams St. Chicago 7, Illinois

SEE EVANS' CONSTITUTION AD ON PAGE 118

**SHUFFLE ALLEYS**

AUTOMATIC SCORING "KEENEY'S" TENPINS AND PINBOYS "UNITED" SHUFFLE ALLEYS "GENCO" BOWLING LEAGUES "CHICAGO COIN" BOWLING ALLEY PROMPT DELIVERY

**SLOTS—SAVES**

New and Used

<table>
<thead>
<tr>
<th>Slot Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spades &amp; Brown Fronts</td>
<td>$69.50</td>
</tr>
<tr>
<td>10c Blue or Brown Fronts</td>
<td>$74.50</td>
</tr>
<tr>
<td>15c Blue or Brown Fronts</td>
<td>$79.50</td>
</tr>
<tr>
<td>5-10-25c Muls Bells</td>
<td>$85.50</td>
</tr>
<tr>
<td>10c Black Cherries</td>
<td>$91.00</td>
</tr>
<tr>
<td>10c Black Cherries</td>
<td>$104.50</td>
</tr>
<tr>
<td>15c Black Cherries</td>
<td>$119.50</td>
</tr>
<tr>
<td>5c Jewel Sport Bell</td>
<td>$125.00</td>
</tr>
<tr>
<td>5c Jewel Sport Bell</td>
<td>$135.00</td>
</tr>
<tr>
<td>10c Standard Chutes</td>
<td>$149.50</td>
</tr>
<tr>
<td>15c Standard Chutes</td>
<td>$159.00</td>
</tr>
<tr>
<td>25c Standard Chutes</td>
<td>$169.00</td>
</tr>
<tr>
<td>5c New York Pockets</td>
<td>$179.50</td>
</tr>
<tr>
<td>5c Mills &amp; Co.</td>
<td>$189.00</td>
</tr>
<tr>
<td>5c Mills &amp; Co.</td>
<td>$199.50</td>
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**ARCADE EQUIPMENT**

Specials

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Price</th>
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<tbody>
<tr>
<td>Voiceograph, Litho New</td>
<td>$325.00</td>
</tr>
<tr>
<td>Photomatic, Refinished, A-1</td>
<td>$299.00</td>
</tr>
<tr>
<td>Chi Coin Equipment</td>
<td>$269.00</td>
</tr>
<tr>
<td>Pitch-em and Batt'em, Floor Sample</td>
<td>$199.50</td>
</tr>
<tr>
<td>Total Bells, A-1</td>
<td>$149.50</td>
</tr>
<tr>
<td>J. Range-a-Dime, A-1</td>
<td>$99.50</td>
</tr>
<tr>
<td>Chicken Stars, A-1</td>
<td>$99.50</td>
</tr>
<tr>
<td>New Coin Pistol</td>
<td>$129.50</td>
</tr>
<tr>
<td>Lite Leagues, A-1</td>
<td>$99.50</td>
</tr>
<tr>
<td>Racquetry Treasure Box Diggers, A-1</td>
<td>$99.50</td>
</tr>
<tr>
<td>New Gnome Gliders</td>
<td>$299.00</td>
</tr>
<tr>
<td>Unique Riders</td>
<td>$99.50</td>
</tr>
<tr>
<td>Sky Highers</td>
<td>$99.50</td>
</tr>
<tr>
<td>Renovo Slingers</td>
<td>$99.50</td>
</tr>
<tr>
<td>Shoe Altera 9 Ft.</td>
<td>$99.50</td>
</tr>
<tr>
<td>Push Down Game</td>
<td>$169.50</td>
</tr>
<tr>
<td>Bat a Ball Jr. New</td>
<td>$19.50</td>
</tr>
</tbody>
</table>

Write Wire Phone ADAMS 7254

**CENTRAL OHIO COIN MACHINE EXCHANGE**

525 S. HIGH ST. COLUMBUS 15, OHIO

**MATCH THIS BARGAIN IF YOU CAN**

Cabinet Refinished, Amplifier, Mechanism Rebuilt, Ready for Location

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wurlitter 100</td>
<td>$194.50</td>
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<tr>
<td>Atwood Deluxe, West. Mech</td>
<td>$194.50</td>
</tr>
<tr>
<td>Wurlitter 850</td>
<td>$79.50</td>
</tr>
<tr>
<td>Wurlitter 701</td>
<td>$87.00</td>
</tr>
</tbody>
</table>

**GAYCOIN DISTRIBUTORS**

In Business Since 1933—Ask Any Successful Operator

4666 WOODWARD AVE. DETROIT 1, MICH.
1ST BOWLING TYPE SHUFFLE GAME with AUTHENTIC SCORING for 1 or 2 PLAYERS!

- Gets DOUBLE THE EARNINGS!
- 8 Ft. or 9½ Ft. LENGTHS
- 2 Ft. Wide

- Automatic Puck Return
- Puck Locked in After Each Game
- Ideal Size for Any Location!

SEE IT—BUY IT
AT YOUR DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL!
CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. Fillmore Street
CHICAGO 34, ILLINOIS

WE ARE DELIVERING
GOTTLIEB’S SENSATIONAL NEW
BOWLETTE
A Shuffle Bowling Game
ONLY 63" LONG-65" HIGH
20" WIDE

ASSURES BIG-LOCATION EARNING POWER
IN A SMALL SPACE!

EXCLUSIVE FACTORY DISTRIBUTOR FOR
NORTHERN ILLINOIS
Entire State of IOWA
NORTHERN INDIANA

IMMEDIATE DELIVERY!
PHONE:
Buckingham 1-6466
Buckingham 1-6666
Buckingham 1-6990

NATIONAL COIN MACHINE EXCHANGE
4311-13 Diversey Blvd. Phone: Buckingham 1-6466
CHICAGO 14

SHUFFLE ALLEY CONVERSION KIT WITH PLASTIC PINS THAT LITE UP!
- Exclusive game protects from box wear and back cushion
- SPECIFY GAME YOU WISH TO CONVERT
- Immediate Delivery
- $29.75 COMPLETE
- Powder Wax $7.50

JOE ASH
Pucks $7.95
Chrome plated
Cane Hardened
Set of 8

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St.
Philadelphia 30, PA.
Flournoy 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

free buyers guide for operators

RECONDITIONED PIN GAMES READY FOR LOCATION

- Buckinser $75.00
- Kamen $75.00
- Mahan $75.00
- Masquarade $75.00
- Brentwood $75.00
- Blue Angel $75.00
- Dynamic $75.00
- Marisota $75.00
- Coin Club $75.00
- Goldmine $75.00
- Gold Plated $75.00
- Delux $75.00
- Antelope $75.00
- Spirit $75.00
- Swirl $75.00
- Show $75.00
- The Light $75.00
- The Legend $75.00
- The Spectre $75.00

NOW DELIVERING NEW EQUIPMENT

NEW MILLS VEST POCKETS $65.00
- Royal
- Crown
- The Victor
- The Challenger
- The Maxim
- The Streak
- The Champion
- The Spitfire
- The Jackpot

On Display! See It Today!
KEENEN’S PYRAMID 2-Way B.o.M. & Bell
Hanr’s the New 24-Hour Coin-Op
Quick Profit Producer

ROY McGINNIS CO.
5911-MARYLAND AVE. BALTIMORE 16, MD.
PHONE: BELMONT 1000
March 11, 1950

**EARNINGS INCREASED** to **$8-$10-$12-$15 PER DAY**

**OPERATORS with SHUFFLE BOARDS** TELL US!

**BEFORE** and **AFTER**

with **EXHIBIT'S**

**'SHUFFLE BOWL'**

WHEN INSTALLED ON YOUR SHUFFLE BOARD

—from WICHITA, KANSAS

"Several weeks ago we installed a 'SHUFFLE BOWL' unit. We have much praise for this game. Our shuffle board was taking in less than $10.00 weekly. For the last twenty-seven days our average has been better than $14.00 per day."

—from CHICAGO, ILL.

"On our Rush Street location where we installed 'SHUFFLE BOWL' on the shuffle board, I am happy to tell you this location grossed $100.00 in ten days, and on another location that was absolutely dead we also installed 'SHUFFLE BOWL' and received for our share $55.00 in less time. We now have something that has revived the shuffle board business."

EXHIBIT'S 'SHUFFLE BOWL' ASSEMBLY IS ALSO AVAILABLE FOR REBOUND SHUFFLE BOARDS

SEE YOUR EXHIBIT DISTRIBUTOR FOR DELIVERIES

EXHIBIT SUPPLY CO. ESTABLISHED 1901

4218-30 W. LAKE ST.

CHICAGO 24, ILL.

EXHIBIT'S 'SHUFFLE BOWL' ASSEMBLY IS ALSO AVAILABLE FOR REBOUND SHUFFLE BOARDS

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EXHIBIT SUPPLY CO. ESTABLISHED 1901

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CHICAGO 24, ILL.

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EXHIBIT SUPPLY CO. ESTABLISHED 1901

4218-30 W. LAKE ST.

CHICAGO 24, ILL.
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
3401 N. CALIFORNIA AVENUE, CHICAGO 15, ILLINOIS
BY POPULAR DEMAND!

D. Gottlieb & Co.

PROUDLY PRESENT

**Bowlette**

**ONLY**

63” LONG—
65” HIGH—
20” WIDE!

ASSURES
BIG-LOCATION
EARNING POWER
IN SMALL
SPACE!

THRILLS OF BOWLING!
SUSPENSE OF BOWLING
SCORING!

All Built into a Game
that "GOES" ANY-
WHERE—Is Welcome
EVERYWHERE!

SMOOTH—QUIET—
FAST PLAY!

ORDER FROM YOUR
DISTRIBUTOR
TODAY!

---

**ACTUAL STANDING LIGHTED PINS!**
STRIKES—DOUBLES—TURKEYS
SPARES—RAILROADS—ETC!

**FULL GAME—10 FRAMES!**
FAST PLAY! Average game
requires only 2 minutes!

**AUTOMATIC PUCK RETURN**
PUCK LOCKED IN AT END OF PLAY
COMFORTABLE TABLE HEIGHT
—encourages extended play!

**Gottlieb's Famous Trouble-Free Mechanism!**

"There is no substitute for Quality!"

---

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

March 11, 1950

The Billboard

COIN MACHINES 145
**NEW HIGH-SPEED TOTALIZER CUTS PLAYING TIME IN HALF...**

**Doubles Earning Power!**

**Bally SPEED BOWLER**

**NEAREST SHUFFLE-BOWLING SENSATION!**

Entire Mechanism Located in Back-Box

NEW TOTALIZER REGISTERS SCORES

**TWICE AS FAST**

**AS ORDINARY SHUFFLE-BOWLING GAMES**

Pat. Pending

Animated Upright PINS ACTUALLY DISAPPEAR as roll-overs are hit...automatically reset

2 SIZES

9½ FT. LONG
8 FT. LONG
(FOR CROWDED SPOTS)

Both 2 FT. WIDE

SLUG-REJECTOR COIN-CHUTE

Same as on Famous Bally One-Balls and Consoles

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER...plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, DOUBLES EARNING POWER...plus new, animated upright pins that actually flip out of sight as roll-overs are hit...plus SLUG-REJECTOR.

Drop Coin-Chute used on Bally consoles and one-ball games...plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order SPEED-BOWLER now.

Choice of two sizes:

9½ ft. by 2 ft., 8 ft. by 2 ft.
A gold-mine either way
HATS OFF
TO THE WINNER!

UNIVERSAL'S
TWIN BOWLER
...best money-maker of all!

BEAUTIFULLY DESIGNED CABINET
STREAMLINED SIMPLIFIED MECHANISM
CUSHIONED ALL AROUND FOR SILENCE
PUCK REBOUNDS INSTANTLY!
FAST! LESS THAN ONE MINUTE PER GAME!
FULLY VISIBLE MECHANISM
TWO PLAYERS OR ONE QUICK PROFITS!
DROP CHUTE

UNIVERSAL'S
FEATURE
BELL

SINGLE HEAD MULTIPLE COIN
UNIVERSAL'S
FEATURE
BELL
MYSTERY TYPE ADVANCING ODDS!
First console with the
"FEATURE FLASH"
PLAYER CAN "BUY" UP TO A
COMPLETE SET OF WILD SYMBOLS!
Instantly Convertible

- TOP SCORE: 500 POINTS
- JUMBO ELECTRIC MOTOR
  DRIVEN ILLUMINATED REELS
- NEW CABINET DESIGN

UNIVERSAL INDUSTRIES, INC.
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
5737 NORTH BROADWAY • Telephone Uptown 6-2343 • CHICAGO 40, ILLINOIS

Order FROM YOUR
UNIVERSAL DISTRIBUTOR

Can be serviced on location by removing back door
why be satisfied
with anything less than
the 100% Music System

100

Selections

5

BASIC MUSICAL
CLASSIFICATIONS

Only this music system has
sufficient selections to permit
programming under the five
basic musical classifications.
This is your musical menu with
"music for everyone."

More selections—100—all visible at one
under five basic musical classifications.

sales appeal. More operating economy!
More Convenience—the Wall-O-Matic "1"
brings 100 selections right to guests' feet.
Cataloged under 5 musical classifications...
visible 20 selections at a time.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

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Chicago, Ill.